

Location Analyst

UK



Joseph Pease Demogs Report 0.5 miles

Understanding Demographics

13 October, 2020

Contents

Understanding the Demographics of your Area

Understanding the Residential Profile by Mosaic UK 6

Understanding the Top 3 Mosaic UK 6 Groups

Describing Joseph Pease (0.5 Miles) in relation to Wales, Scotland, Northern Ireland, England
 Creation Date: October 13, 2020

Understanding the make-up of your area

	Area	Base
Total Households	4,115	28,345,190
Total Population	8,238	67,229,855
Total Males	4,243	33,173,050
Total Females	3,995	34,056,805

The current year estimates show a total resident population of 8,238 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 4,115 in your area and 28,345,190 in your base selection. This was split by 48.49 % of the population being female and 51.51 % being male in the study area.

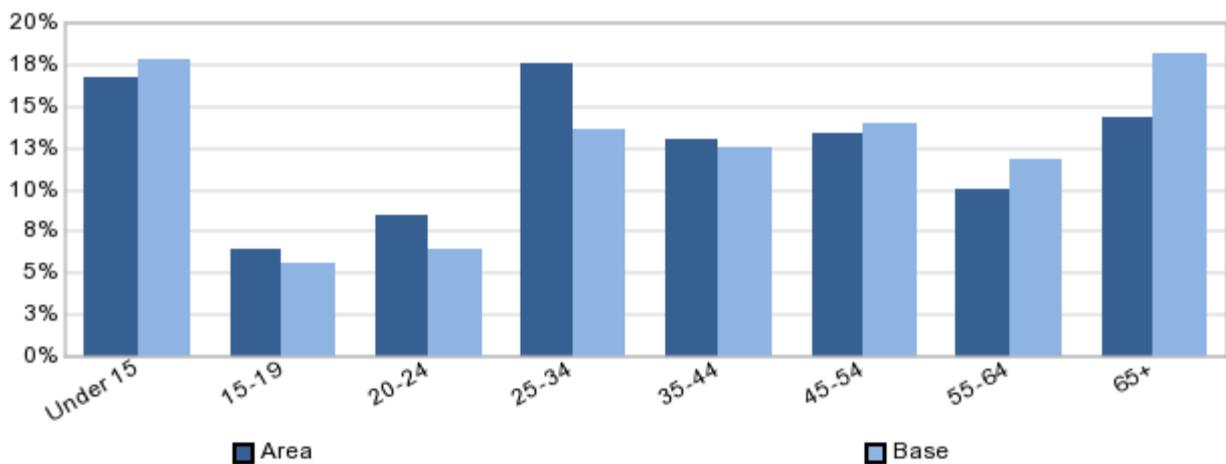
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			76	100	134
Under 15	1,372	11,991,800	93	■	
15-19	530	3,753,671	115	■	
20-24	695	4,311,089	132	■	
25-34	1,452	9,174,369	129	■	
35-44	1,069	8,463,387	103	■	
45-54	1,104	9,386,423	96	■	
55-64	831	7,914,572	86	■	
65+	1,184	12,234,544	79	■	

Source: Experian Age and Gender Estimates (2018).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



The highest proportion fall into age band 25-34 with a count of 1,452 representing 17.62 % of the study area. The smallest proportion is in age band 15-19 with a count of 530 which represents 6.44 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 132. The band that is most under represented is 65+ with an index of 79, where an index* of 100 represents the national average.

*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Ethnic mix

Ethnic Mix	Area	Base	Index
White	7,403	58,246,060	104
Gypsy / Traveller / Irish Traveller	33	68,310	399
Mixed / Multiple Ethnic Groups	118	1,367,158	71
Asian / Asian British: Indian	107	1,559,199	56
Asian / Asian British: Pakistani	39	1,239,421	26
Asian / Asian British: Bangladeshi	286	505,406	462
Asian / Asian British: Chinese	62	497,465	102
Asian / Asian British: Other Asian	84	969,724	71
Black / African / Caribbean / Black British	77	2,122,714	30
Other Ethnic Group	28	654,398	35

Source: Experian Current Year Estimates based on ONS Census Data (2018).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.

The ONS data shows the ethnic make up of your area is as follows: Compare this to your base ethnic diversity as follows:

89.86 % White	86.64 % White
0.41 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.44 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
1.30 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.47 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
3.47 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.75 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
1.02 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.94 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.34 % Other Ethnic Group	0.97 % Other Ethnic Group

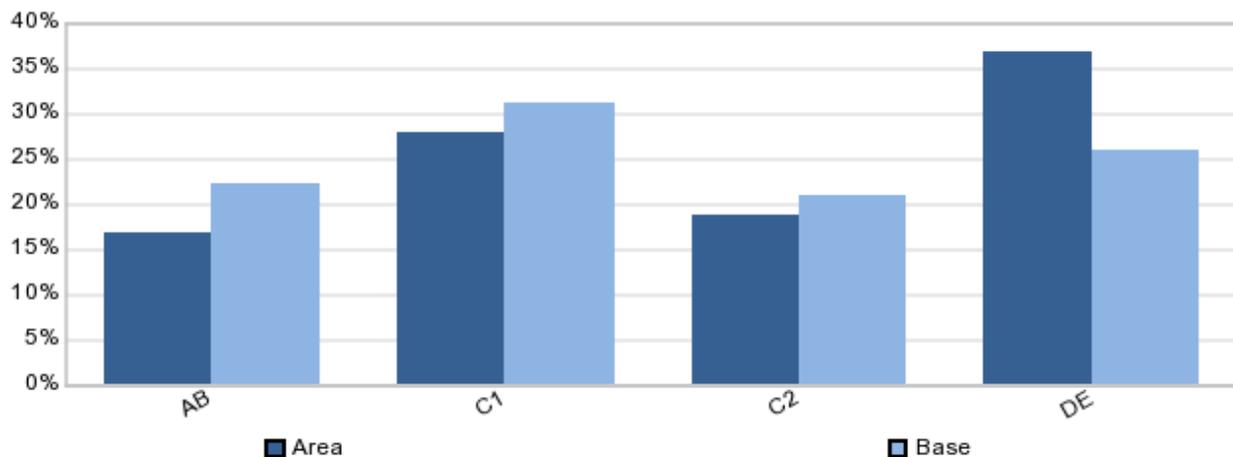
In the study area the largest ethnic group is White taking up 89.86 % of the population with a count of 7,403. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Other Ethnic Group with a count of 28, compare this to the base selection where the smallest group was Gypsy / Traveller / Irish Traveller with a count of 68,310.

Understanding the Social Grade

Social Grade	Area	Base	Index
AB Higher & intermediate manage/admin/prof	546	4,696,968	75
C1 Supervisory, cleric, junior manage/admin/prof	905	6,510,031	90
C2 Skilled manual workers	607	4,376,339	90
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,188	5,456,469	141

Source: Experian Current Year Estimates based on ONS Census Data (2018).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade DE forms the largest proportion with 1,188 people falling into this group, which is 36.61 % of the overall distribution. The smallest proportion falls into grade AB with a count of 546 taking up 16.81 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 141, whereas the most under represented group is AB with an index count of 75.

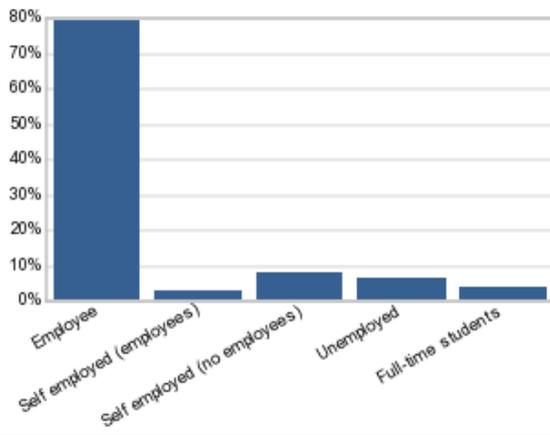
Understanding the Economic Activity

Economically Active	Area	Base	Index	67	100	196
Employee	3,346	26,483,068	102			
Self employed with employees	127	1,127,682	91		■	
Self employed without employees	337	3,705,246	73		■	
Unemployed	275	1,161,572	190		■	
Full-time students	159	1,695,620	76		■	
Economically Inactive				69	100	183
Retired	653	6,618,937	77		■	
Student	272	2,838,201	75		■	
Looking after home/ family	284	2,117,295	105			
Permanently sick/ disabled	495	2,168,755	178		■	
Other	191	1,076,085	139		■	

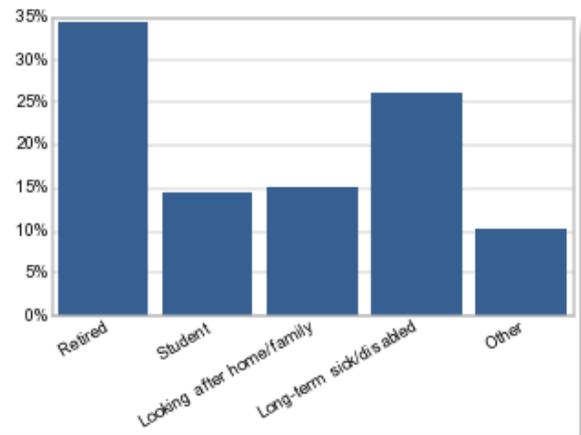
Source: Experian Current Year Estimates based on ONS Census Data (2018).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.

Economically Active - % by Category



Economically Inactive - % by Category



Economic activity within the study area shows that 54.51 % of the population are employed, this is 3,346 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 2.07 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Unemployed with an index of 190, taking up 4.47 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 653 representing 10.64 %. The smallest inactive group is Other with 191 which is 3.11 %. When looking at the index values the group that is most over represented is Other with an index of 139, representing 3.11 %.

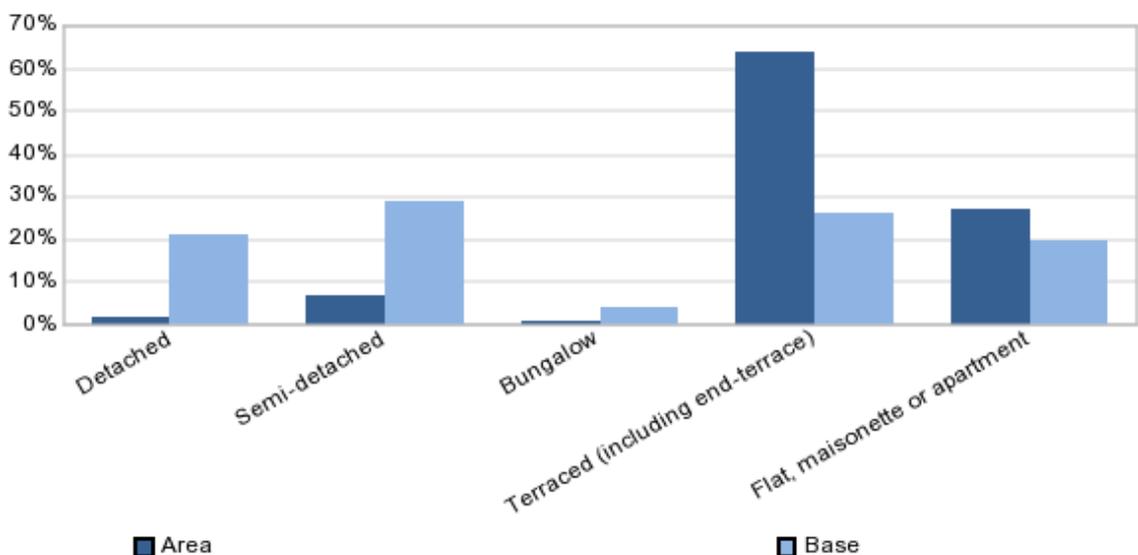
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	56	5,385,903	8
Semi-detached	234	7,344,686	23
Bungalow	26	1,039,099	18
Terraced (including end-terrace)	2,245	6,699,890	243
Flat, maisonette or apartment	955	5,007,460	138

Source: Experian ConsumerView Household Directory 2019 .

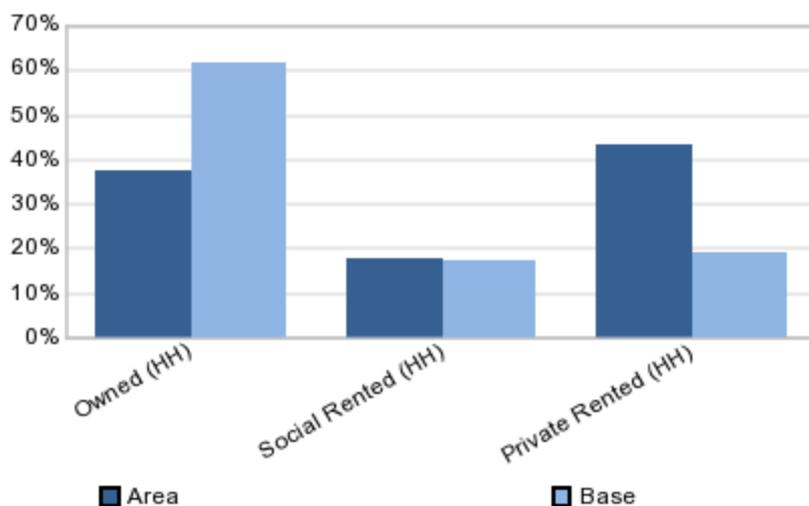
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	1,539	17,543,252	60
Social Rented (HH)	744	4,965,267	103
Private Rented (HH)	1,777	5,470,682	224

Source: Experian Current Year Estimates based on ONS Census Data (2018).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



234 households within your area live in a Semi-detached dwelling, this is 6.64 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Bungalow dwelling, this is 26 households and makes up 0.73 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 243, this makes up 63.86 % in the study area.

When considering the tenure of households we can see that the largest proportion are Private rented with a figure of 1,777 making up 43.17 %. The smallest amount fall into the Social rented at 18.08 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 224, 43.17 % of households fall into this category in the study area.

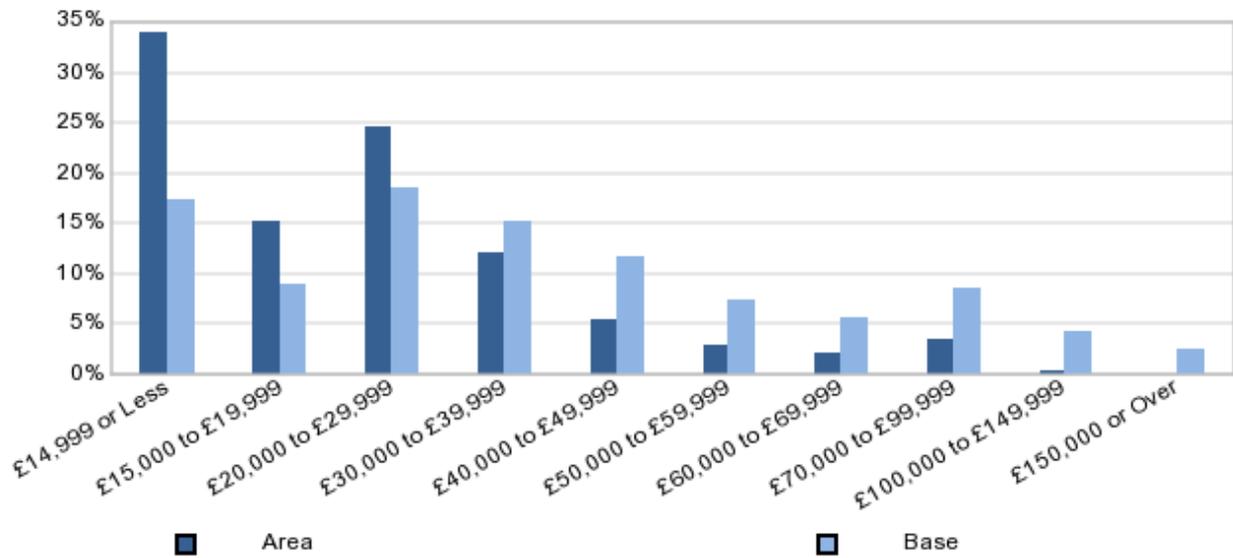
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	1,397	4,889,206	197
£15,000 to £19,999	629	2,538,634	171
£20,000 to £29,999	1,017	5,253,752	133
£30,000 to £39,999	492	4,304,210	79
£40,000 to £49,999	226	3,318,086	47
£50,000 to £59,999	113	2,106,080	37
£60,000 to £69,999	85	1,573,962	37
£70,000 to £99,999	139	2,469,683	39
£100,000 to £149,999	17	1,215,381	10
£150,000 or Over	1	676,196	1

Source: Experian Income Bands 2016

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



2,026 households within your area have an income of £19,999 or less, this forms 49.22 % of the overall distribution. The smallest count is 1 and these fall into household income band £150,000 or Over making up 0.02 %. When using your base as a comparison, most households fall into the income band £20,000 to £29,999 which makes up 18.53 % of the overall view. When using index* figures as a guide we can see that the income band £14,999 or less is over represented making up 33.94 % with an index of 197, the most under represented banding is £150,000 or Over with a figure of 1 making up 0.02 % of the distribution.

Index* - An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

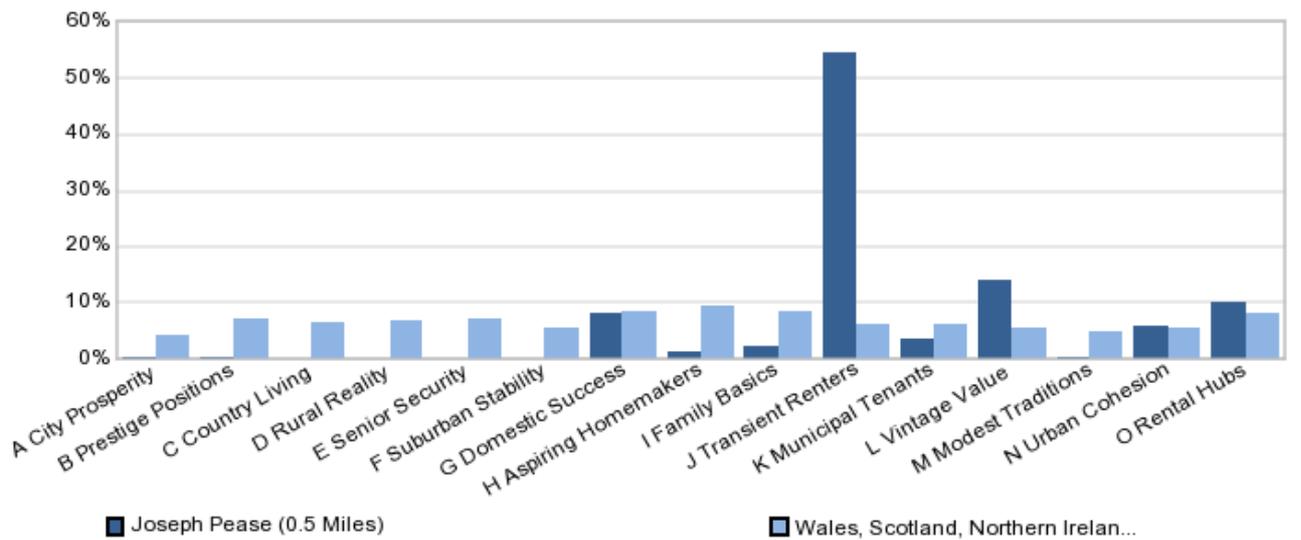
Understanding the residential profile by Mosaic UK 6

Mosaic UK 6 classifies all consumers in the United Kingdom by allocating them to one of 15 Groups and 66 Types. The 15 Groups are shown below as a profile using the Population data from your target area. The groups, types and the supporting descriptive information paint a detailed picture of UK consumers in terms of their socio-economic and socio-cultural behaviour.

Mosaic UK 6 Group	Area	Base	Index <small>-44 100</small>	924
A City Prosperity	27	2,849,374	8	
B Prestige Positions	23	4,798,133	4	
C Country Living	0	4,432,229	0	
D Rural Reality	0	4,656,104	0	
E Senior Security	0	4,767,632	0	
F Suburban Stability	0	3,634,847	0	
G Domestic Success	674	5,770,639	95	
H Aspiring Homemakers	109	6,440,418	14	
I Family Basics	169	5,687,500	24	
J Transient Renters	4,490	4,160,345	881	██████████
K Municipal Tenants	289	4,149,642	57	
L Vintage Value	1,139	3,692,978	252	
M Modest Traditions	21	3,121,382	5	
N Urban Cohesion	471	3,547,766	108	
O Rental Hubs	826	5,518,789	122	
Totals	8,238	67,229,855		

Source: Experian Mosaic UK 6 Classification (2018).

Chart explanation: The chart above represents the index* value. This indicates the over or under representation of the area selection relative to the base.



The largest group is J Transient Renters with a count of 4,490 representing 54.50 % of the overall distribution, in comparison to the base where 6.19 % fall into this group. The smallest group is C Country Living with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is J Transient Renters taking up 54.50 % of the target area. In contrast the most under represented group is C Country Living with just 0.00 %.

*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the top three Mosaic UK 6 Groups

J Transient Renters - 54.50 %



Single people renting low cost homes for the short term.

Key Features

- Private renters
- Low length of residence
- Low cost housing
- Singles and sharers
- Older terraces
- Few landline telephones

L Vintage Value - 13.83 %



Elderly people with limited pension income, mostly living alone.

Key Features

- Elderly
- Living alone
- Low income
- Small houses and flats
- Need support
- Low technology use

O Rental Hubs - 10.03 %



Educated young people privately renting in urban neighbourhoods.

Key Features

- Aged 18-35
- Private renting
- Singles and sharers
- Urban locations
- Young neighbourhoods
- High use of smartphones