

Location Analyst

UK



Arkwrights, Preston Demogs Report 0.5miles

Understanding Demographics

12 October, 2020

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Describing Arkwrights, Preston Demogs Report 0.5miles (0.5 Miles) in relation to United Kingdom
 Creation Date: October 12, 2020

Understanding the make-up of your area

	Area	Base	
Total Households	5,497	28,345,190	The current year estimates show a total resident population of 15,183 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 5,497 in your area and 28,345,190 in your base selection. This was split by 48.97 % of the population being female and 51.03 % being male in the study area.
Total Population	15,183	67,229,855	
Total Males	7,748	33,173,050	
Total Females	7,435	34,056,805	

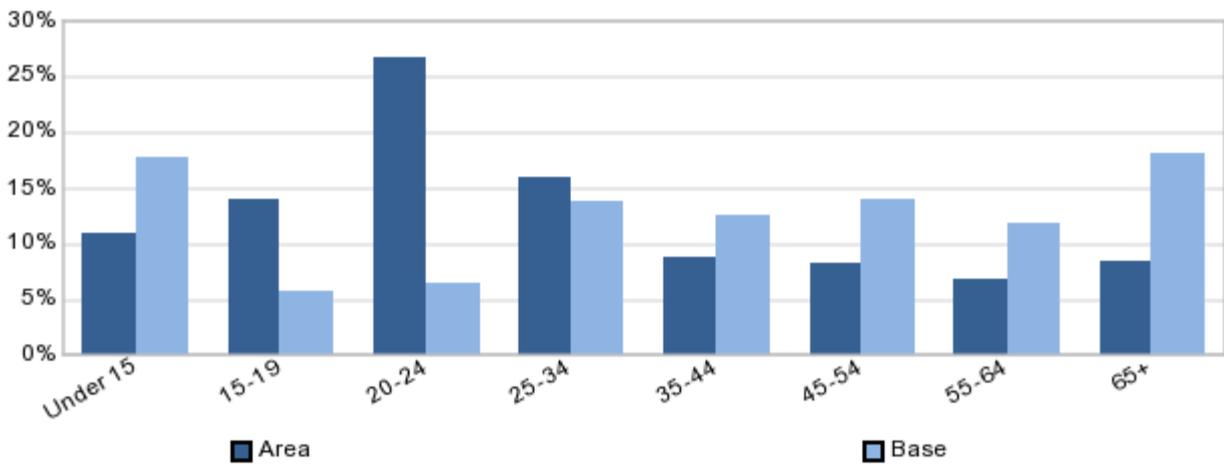
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	1,676	11,991,800	62
15-19	2,129	3,753,671	251
20-24	4,063	4,311,089	417
25-34	2,432	9,174,369	117
35-44	1,327	8,463,387	69
45-54	1,239	9,386,423	58
55-64	1,043	7,914,572	58
65+	1,273	12,234,544	46

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 20-24 with a count of 4,063 representing 26.76 % of the study area. The smallest proportion is in age band 55-64 with a count of 1,043 which represents 6.87 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 417. The band that is most under represented is 65+ with an index of 46, 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	12,259	58,246,060	93
Gypsy / Traveller / Irish Traveller	28	68,310	180
Mixed / Multiple Ethnic Groups	473	1,367,158	153
Asian / Asian British: Indian	979	1,559,199	278
Asian / Asian British: Pakistani	254	1,239,421	91
Asian / Asian British: Bangladeshi	7	505,406	6
Asian / Asian British: Chinese	600	497,465	534
Asian / Asian British: Other Asian	154	969,724	71
Black / African / Caribbean / Black British	284	2,122,714	59
Other Ethnic Group	144	654,398	97

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:

80.74 % White	86.64 % White
0.18 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
3.12 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
6.45 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
1.67 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.05 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
3.95 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
1.02 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
1.87 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.95 % Other Ethnic Group	0.97 % Other Ethnic Group

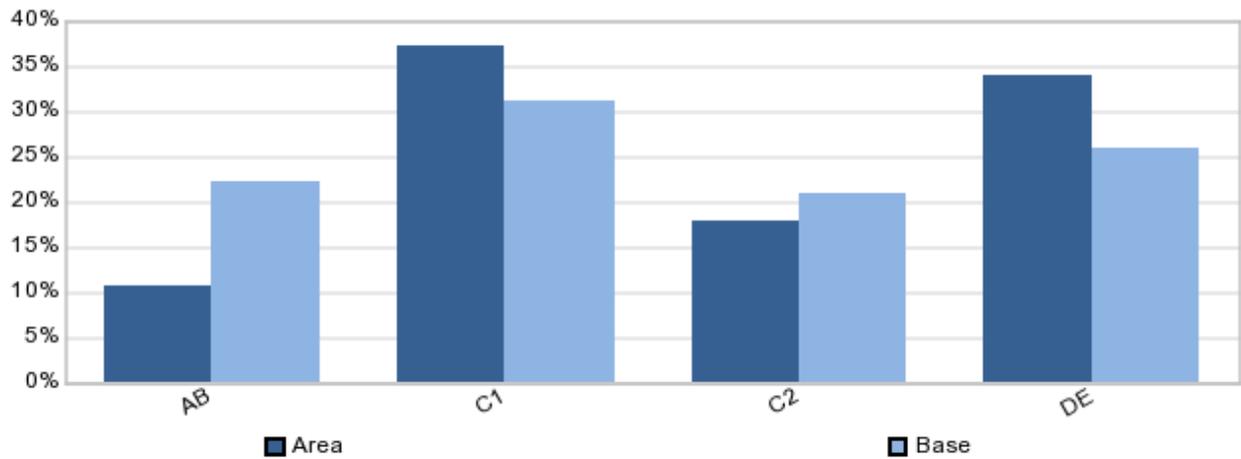
In the study area the largest ethnic group is White taking up 80.74 % of the population with a count of 12,259. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count of 7, 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	511	4,696,968	49
C1 Supervisory, cleric, junior manage/admin/prof	1,756	6,510,031	121
C2 Skilled manual workers	840	4,376,339	86
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,592	5,456,469	131

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 C1 forms the largest proportion with 1,756 people falling into this group, which is 37.37 % of the overall distribution. The smallest proportion falls into grade AB with a count of 511 taking up 10.88 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 131, whereas the most under represented group is AB with an index count of 49.

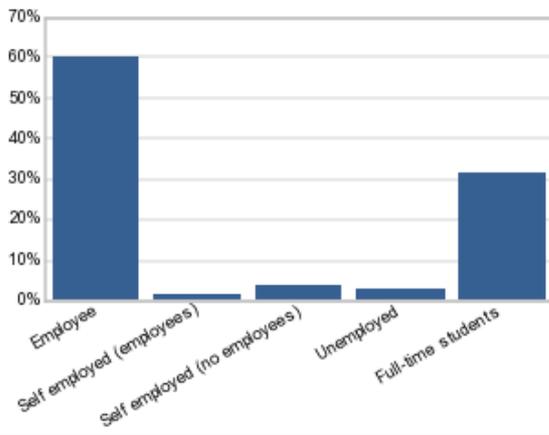
Understanding the Economic Activity

Economically Active	Area	Base	Index <small>4 100</small>	669
Employee	4,638	26,483,068	78	
Self employed with employees	88	1,127,682	35	
Self employed without employees	307	3,705,246	37	
Unemployed	214	1,161,572	82	
Full-time students	2,440	1,695,620	640	
Economically Inactive			<small>17 100</small>	<small>343</small>
Retired	750	6,618,937	32	
Student	3,273	2,838,201	329	
Looking after home/ family	302	2,117,295	41	
Permanently sick/ disabled	650	2,168,755	85	
Other	224	1,076,085	59	

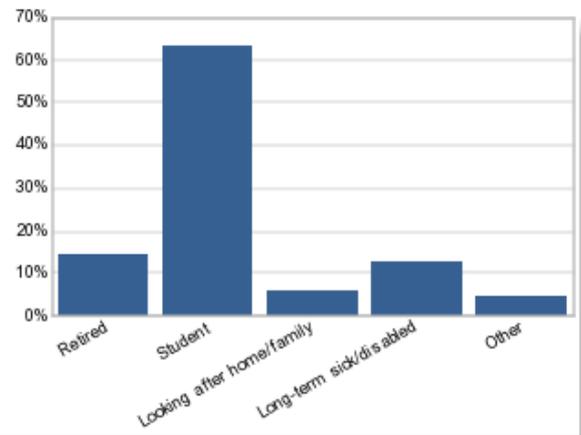
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 35.99 % of the population are employed, this is 4,638 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 0.68 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Full-time students with an index of 640, taking up 18.93 %. When considering economic inactivity the largest proportion in the study area belongs to the Student group with a count of 3,273 representing 25.40 %. The smallest inactive group is Other with 224 which is 1.74 %. When looking at the index values the group that is most over represented is Student with an index of 329, representing 25.40 %.

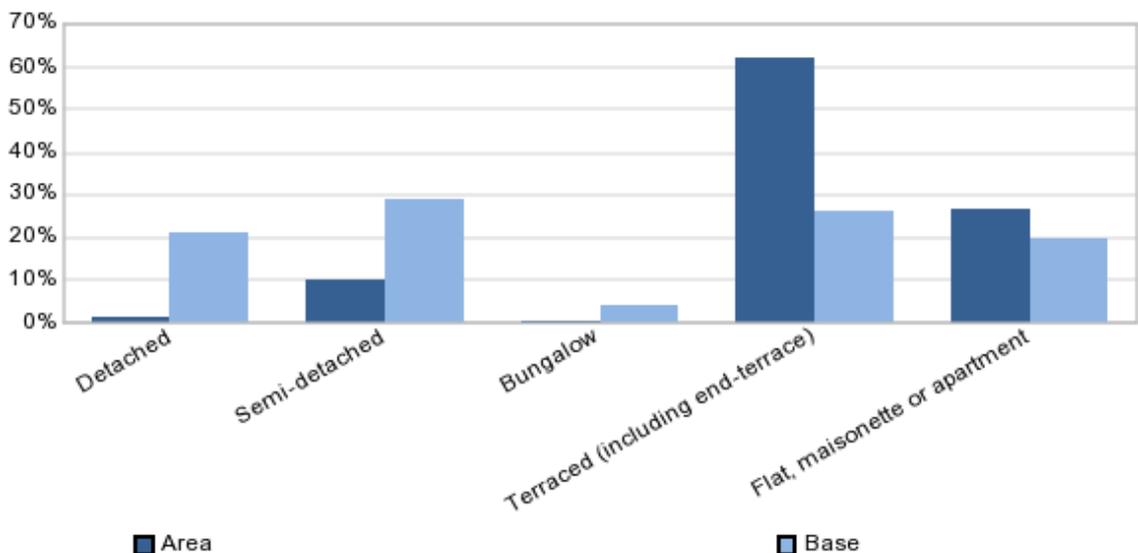
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	55	5,385,903	5
Semi-detached	497	7,344,686	35
Bungalow	16	1,039,099	8
Terraced (including end-terrace)	3,049	6,699,890	236
Flat, maisonette or apartment	1,301	5,007,460	135

Source: Experian ConsumerView Household Directory 2019 .

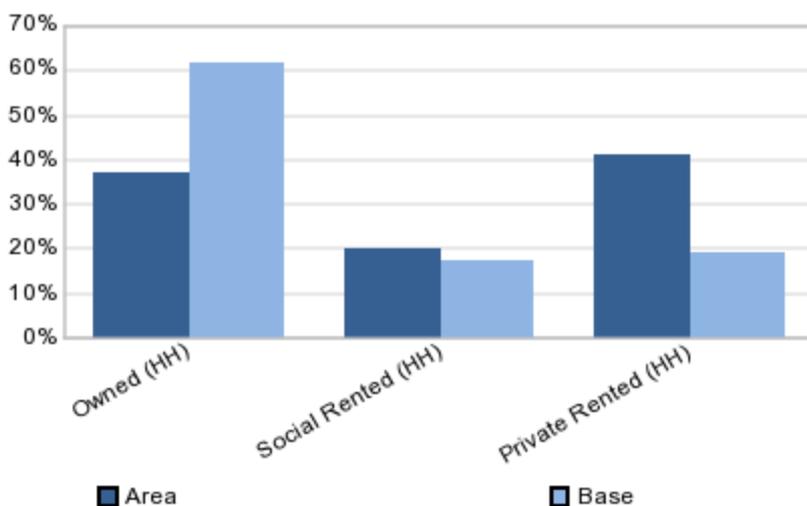
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	2,042	17,543,252	60
Social Rented (HH)	1,111	4,965,267	115
Private Rented (HH)	2,273	5,470,682	214

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.



497 households within your area live in a Semi-detached dwelling, this is 10.10 %. 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 16 households and makes up 0.33 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 236, this makes up 62.00 % in the study area.

When considering the tenure of households we can see that the largest proportion are Private rented with a figure of 2,273 making up 41.35 %. The smallest amount fall into the Social rented at 20.22 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 214, 41.35 % of households fall into this category in the study area.

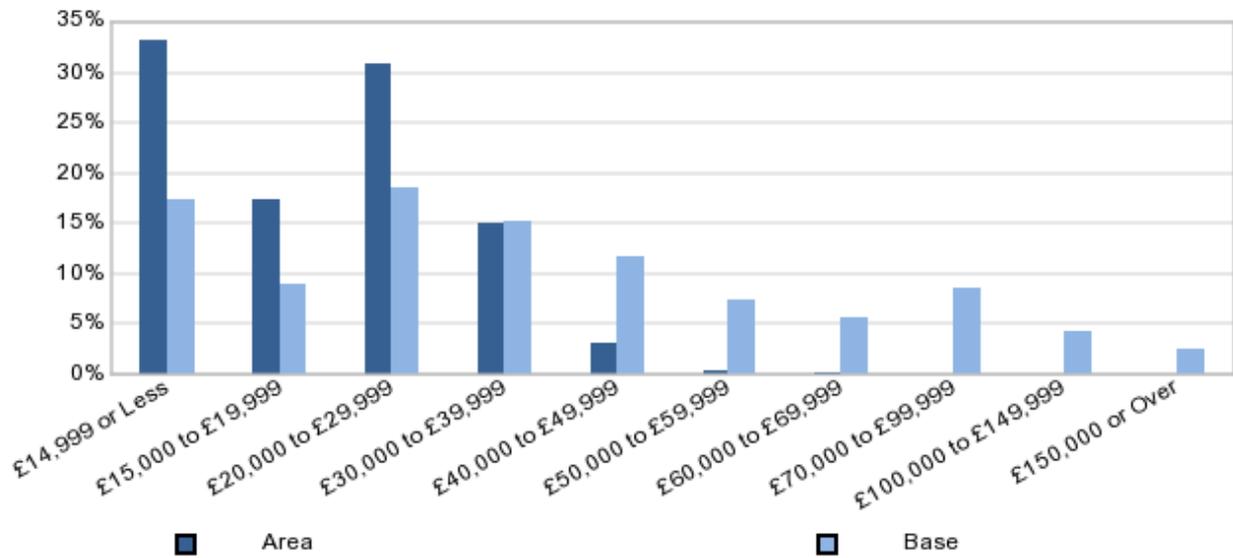
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	1,825	4,889,206	192
£15,000 to £19,999	952	2,538,634	193
£20,000 to £29,999	1,695	5,253,752	166
£30,000 to £39,999	832	4,304,210	100
£40,000 to £49,999	164	3,318,086	25
£50,000 to £59,999	20	2,106,080	5
£60,000 to £69,999	5	1,573,962	2
£70,000 to £99,999	2	2,469,683	0
£100,000 to £149,999	2	1,215,381	1
£150,000 or Over	0	676,196	0

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.



2,776 households within your area have an income of £19,999 or less, this forms 50.51 % of the overall distribution. The smallest count is 0 and these fall into household income band £150,000 or Over making up 0.00 %. 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 £15,000 to £19,999 is over represented making up 17.31 % with an index of 193, the most under represented banding is £150,000 or Over with a figure of 0 making up 0.00 % 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.

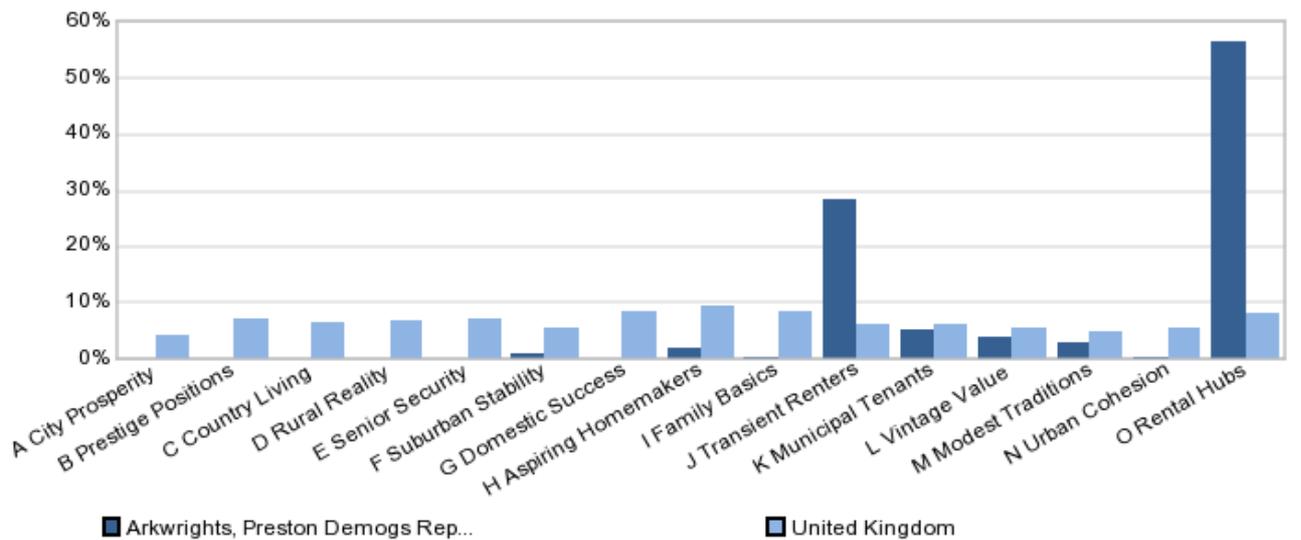
Understanding the residential profile by Mosaic UK 6

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	-34	100	720
A City Prosperity	0	2,849,374	0			
B Prestige Positions	0	4,798,133	0			
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	162	3,634,847	20			
G Domestic Success	0	5,770,639	0			
H Aspiring Homemakers	268	6,440,418	18			
I Family Basics	52	5,687,500	4			
J Transient Renters	4,311	4,160,345	459			
K Municipal Tenants	752	4,149,642	80			
L Vintage Value	566	3,692,978	68			
M Modest Traditions	450	3,121,382	64			
N Urban Cohesion	68	3,547,766	8			
O Rental Hubs	8,555	5,518,789	686			
Totals	15,183	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 O Rental Hubs with a count of 8,555 representing 56.34 % of the overall distribution, in comparison to the base where 8.21 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is O Rental Hubs taking up 56.34 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.00 %.

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Understanding the top three Mosaic UK 6 Groups

O Rental Hubs - 56.34 %



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

J Transient Renters - 28.39 %



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

K Municipal Tenants - 4.95 %



Urban residents renting high density housing from social landlords.

Key Features

- Social renters
- Low cost housing
- Challenged neighbourhoods
- Few employment options
- Low income
- Mobile phones