Location Analyst UK

Blue Bell Demographic Report 0.5

Understanding Demographics

14 October, 2020

Contents

Understanding the make-up of your area

	Area	Base
Total Households	1,514	28,345,190
Total Population	3,728	67,229,855
Total Males	1,846	33,173,050
Total Females	1,882	34,056,805

The current year estimates show a total resident population of 3,728 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 1,514 in your area and 28,345,190 in your base selection. This was split by 50.47 % of the population being female and 49.53 % 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	68	100	128
Under 15	651	11,991,800	98			
15-19	241	3,753,671	116			
20-24	171	4,311,089	71			
25-34	457	9,174,369	90			
35-44	431	8,463,387	92			
45-54	512	9,386,423	98			
55-64	553	7,914,572	126			
65+	711	12,234,544	105			

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.
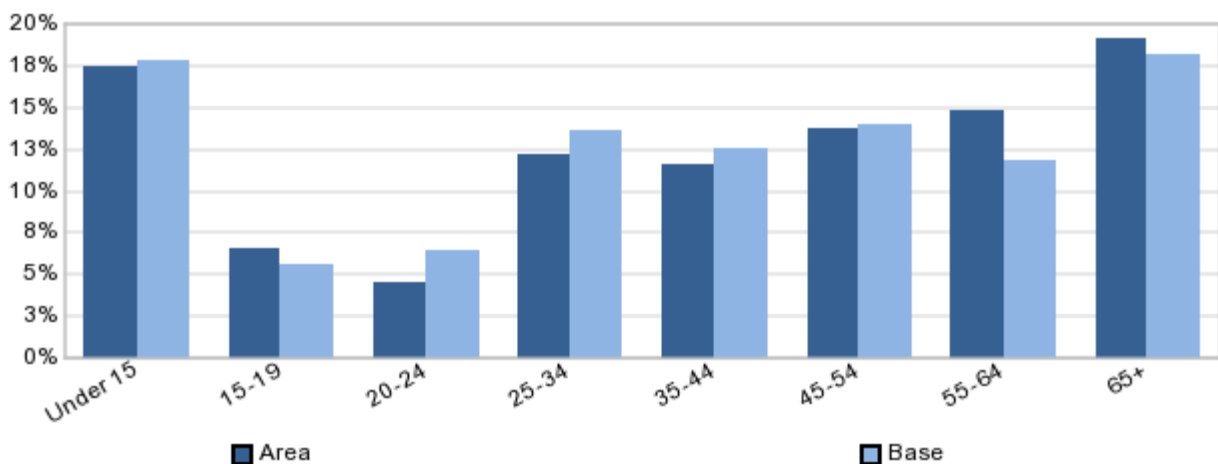
The highest proportion fall into age band 65+ with a count of 711 representing 19.08 % of the study area. The smallest proportion is in age band 20-24 with a count of 171 which represents 4.58 %. In the study area the most over represented age band in comparison to the base selection is 55-64 with an index value of 126. The band that is most under represented is 20-24 with an index of 71, 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	
				-5 100 119
White	3,681	58,246,060	114	
Gypsy / Traveller / Irish Traveller	1	68,310	26	
Mixed / Multiple Ethnic Groups	25	1,367,158	33	
Asian / Asian British: Indian	4	1,559,199	5	
Asian / Asian British: Pakistani	0	1,239,421	0	
Asian / Asian British: Bangladeshi	0	505,406	0	
Asian / Asian British: Chinese	9	497,465	33	
Asian / Asian British: Other Asian	1	969,724	2	
Black / African / Caribbean / Black British	4	2,122,714	3	
Other Ethnic Group	3	654,398	8	

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:

98.74 % White
0.03 % Gypsy / Traveller / Irish Traveller
0.68 % Mixed / Multiple Ethnic Groups
0.11 % Asian / Asian British: Indian
0.00 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi
0.24 % Asian / Asian British: Chinese
0.03 % Asian / Asian British: Other Asian
0.10 % Black / African / Caribbean / Black British
0.08 % Other Ethnic Group

Compare this to your base ethnic diversity as follows:

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

In the study area the largest ethnic group is White taking up 98.74 % of the population with a count of 3,681. 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 0, 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	
			84 100 122	
AB Higher & intermediate manage/admin/prof	214	4,696,968	86	
C1 Supervisory, cleric, junior manage/admin/prof	343	6,510,031	99	
C2 Skilled manual workers	279	4,376,339	120	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	278	5,456,469	96	

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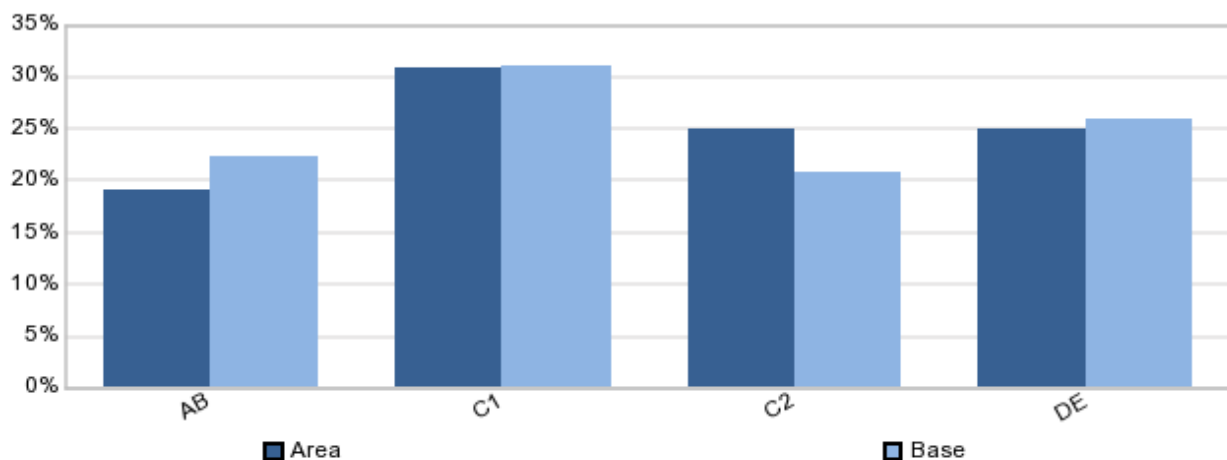
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade C1 forms the largest proportion with 343 people falling into this group, which is 30.75 % of the overall distribution. The smallest proportion falls into grade AB with a count of 214 taking up 19.23 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 120, whereas the most under represented group is AB with an index count of 86.

Understanding the Economic Activity

| Economically Active	Area	Base	Index 62	100 107
Employee	1,563	26,483,068	106	
Self employed with employees	48	1,127,682	76	
Self employed without employees	177	3,705,246	85	
Unemployed	42	1,161,572	64	
Full-time students	81	1,695,620	86	
Economically Inactive			54	100 137
Retired	518	6,618,937	134	
Student	101	2,838,201	61	
Looking after home/ family	72	2,117,295	58	
Permanently sick/ disabled	138	2,168,755	109	
Other	38	1,076,085	61	

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
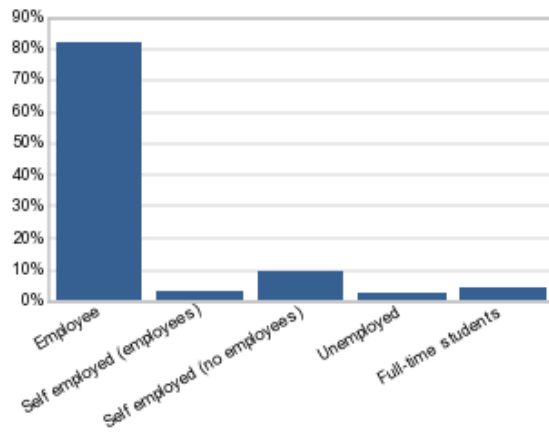
Economically Inactive - % by Category
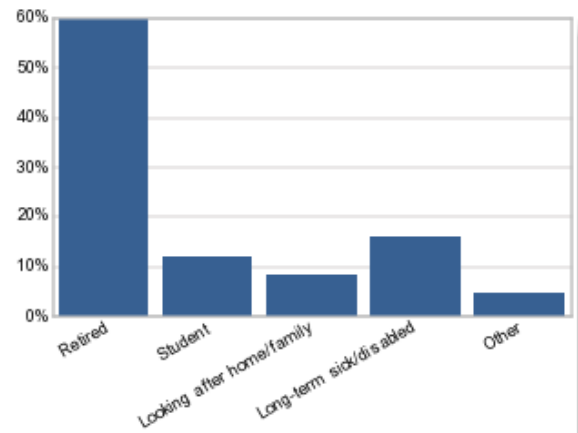
Economic activity within the study area shows that 56.27 % of the population are employed, this is 1,563 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.50 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is None found with an index of 106, taking up 56.27 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 518 representing 18.63 %. The smallest inactive group is Other with 38 which is 1.38 %. When looking at the index values the group that is most over represented is Retired with an index of 134, representing 18.63 %.

*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			
				0	100	254
Detached	159	5,385,903	52			
Semi-detached	1,010	7,344,686	242			
Bungalow	81	1,039,099	137			
Terraced (including end-terrace)	184	6,699,890	48			
Flat, maisonette or apartment	12	5,007,460	4			

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.
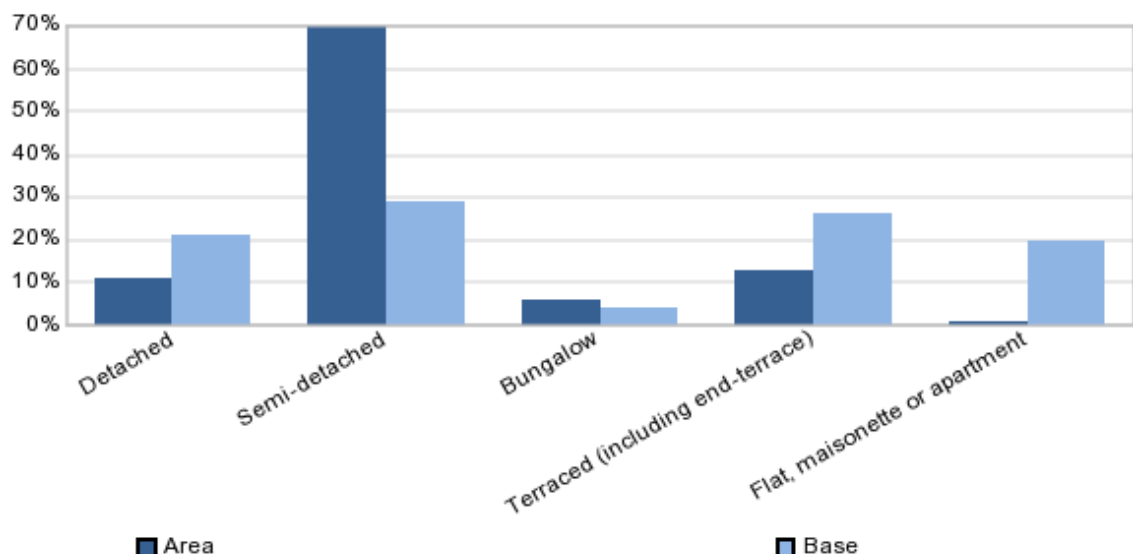
Tenure	Area	Base	Index	32	100	132
Owned (HH)	1,200	17,543,252	128			
Social Rented (HH)	188	4,965,267	71			
Private Rented (HH)	107	5,470,682	37			

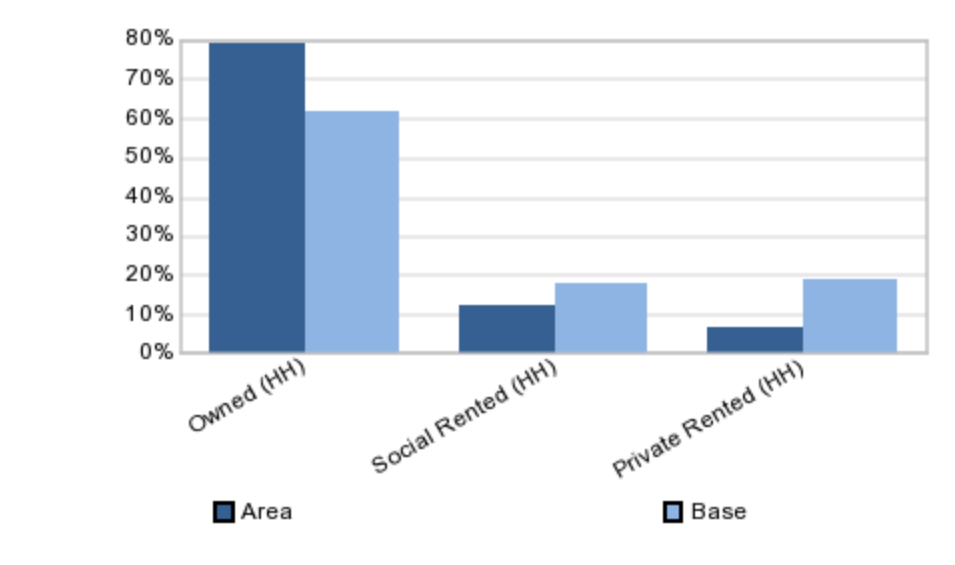Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

1,010 households within your area live in a Semi-detached dwelling, this is 69.85 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Flat, maisonette or apartment dwelling, this is 12 households and makes up 0.83 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Semi-detached with a figure of 242, this makes up 69.85 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,200 making up 79.24 %. The smallest amount fall into the Private rented at 7.08 %. When looking at the index figures the most over represented tenure type is Owned with an index of 128, 79.24 % of households fall into this category in the study area.
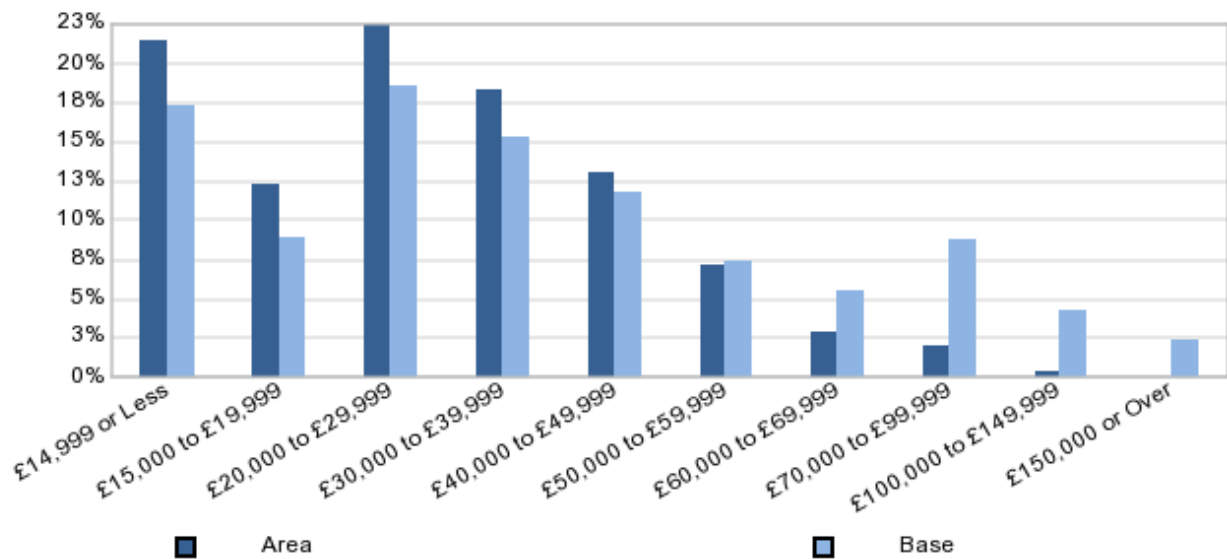
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Understanding the Household Income

Household Income	Area	Base	Index	-6	100	144
£14,999 or Less	324	4,889,206	124			
£15,000 to £19,999	187	2,538,634	138			
£20,000 to £29,999	341	5,253,752	121			
£30,000 to £39,999	277	4,304,210	120			
£40,000 to £49,999	198	3,318,086	112			
£50,000 to £59,999	108	2,106,080	96			
£60,000 to £69,999	44	1,573,962	53			
£70,000 to £99,999	29	2,469,683	22			
£100,000 to £149,999	6	1,215,381	10			
£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.

Income distribution chart comparing Area and Base across income bands:
- £14,999 or Less
- £15,000 to £19,999
- £20,000 to £29,999
- £30,000 to £39,999
- £40,000 to £49,999
- £50,000 to £59,999
- £60,000 to £69,999
- £70,000 to £99,999
- £100,000 to £149,999
- £150,000 or Over

Legend: Area, Base

511 households within your area have an income of £19,999 or less, this forms 33.75 % 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 12.33 % with an index of 138, 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	-31 100	651
A City Prosperity	0	2,849,374	0		
B Prestige Positions	57	4,798,133	22		
C Country Living	4	4,432,229	1		
D Rural Reality	10	4,656,104	4		
E Senior Security	407	4,767,632	154		
F Suburban Stability	1,251	3,634,847	621		
G Domestic Success	141	5,770,639	44		
H Aspiring Homemakers	547	6,440,418	153		
I Family Basics	357	5,687,500	113		
J Transient Renters	19	4,160,345	8		
K Municipal Tenants	182	4,149,642	79		
L Vintage Value	106	3,692,978	52		
M Modest Traditions	649	3,121,382	375		
N Urban Cohesion	0	3,547,766	0		
O Rental Hubs	0	5,518,789	0		
Totals	3,728	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.
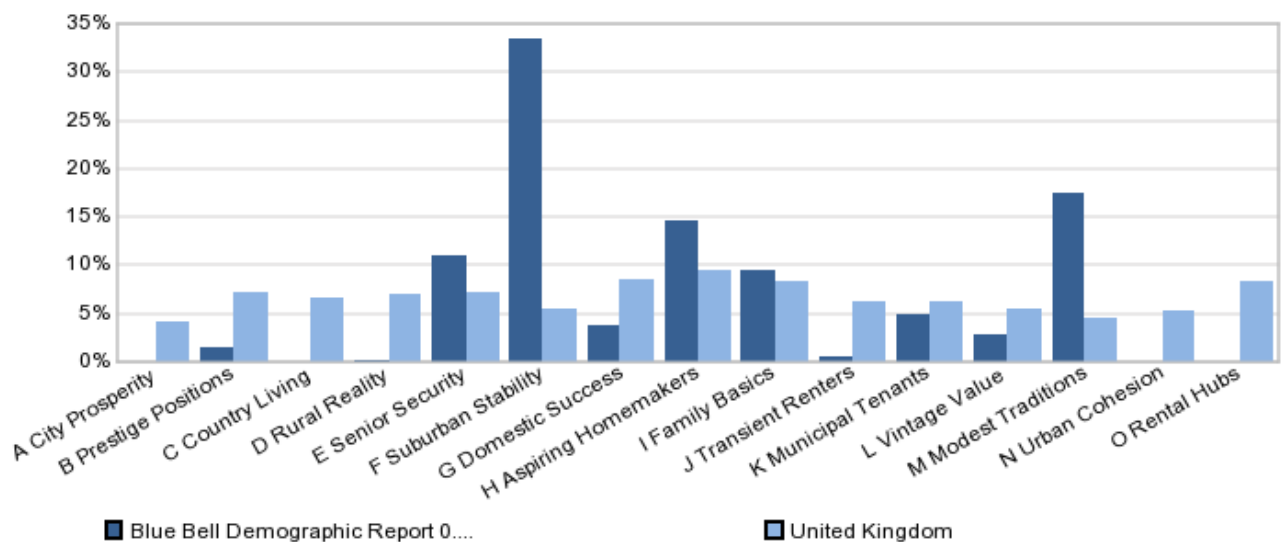
The largest group is F Suburban Stability with a count of 1,251 representing 33.55 % of the overall distribution, in comparison to the base where 5.41 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is F Suburban Stability taking up 33.55 % 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

F Suburban Stability - 33.55 %

Mature suburban owners living settled lives in mid-range housing.

Key Features

- Older families
- Some adult children at home
- Suburban mid-range homes
- 3 bedrooms
- Have lived at same address some years
- Research on Internet

M Modest Traditions - 17.40 %

Mature homeowners of value homes enjoying stable lifestyles.

Key Features

- Mature age
- Homeowners
- Affordable housing
- Kids are grown up
- Suburban locations
- Modest income

H Aspiring Homemakers - 14.67 %

Younger households settling down in housing priced within their means.

Key Features

- Younger households
- Full-time employment
- Private suburbs
- Affordable housing costs
- Starter salaries
- Buy and sell on eBay