

Location Analyst

UK



Brook Tavern, Preston Demog Reports 0.5miles

Understanding Demographics

12 October, 2020

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Describing Brook Tavern, Preston Demog Reports 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	6,106	28,345,190
Total Population	13,641	67,229,855
Total Males	6,890	33,173,050
Total Females	6,751	34,056,805

The current year estimates show a total resident population of 13,641 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 6,106 in your area and 28,345,190 in your base selection. This was split by 49.49 % of the population being female and 50.51 % being male in the study area.

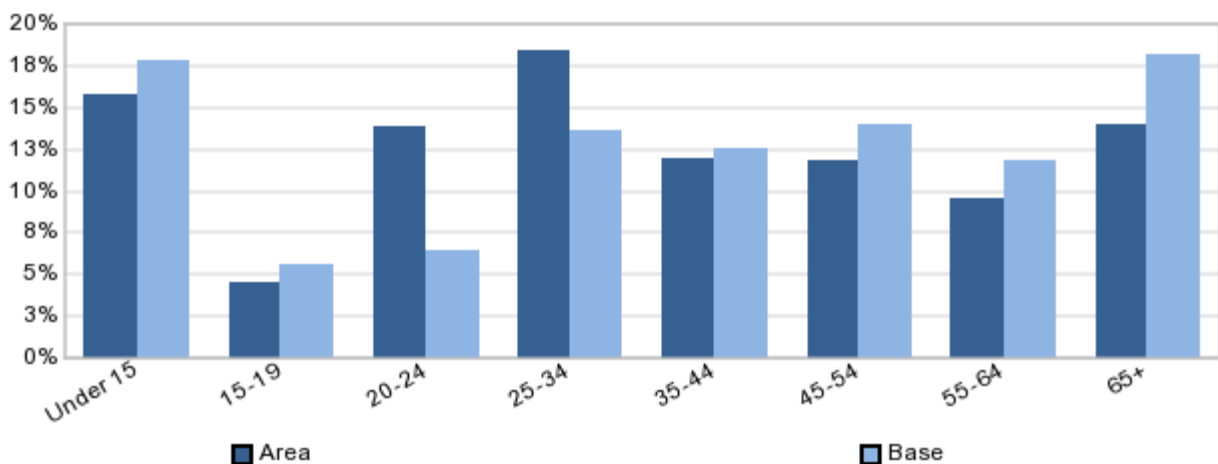
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			70	100	222
Under 15	2,150	11,991,800	88	<div><div></div></div>	
15-19	627	3,753,671	82	<div><div></div></div>	
20-24	1,890	4,311,089	216	<div><div></div></div>	
25-34	2,505	9,174,369	135	<div><div></div></div>	
35-44	1,639	8,463,387	95	<div><div></div></div>	
45-54	1,624	9,386,423	85	<div><div></div></div>	
55-64	1,307	7,914,572	81	<div><div></div></div>	
65+	1,899	12,234,544	77	<div><div></div></div>	

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 2,505 representing 18.36 % of the study area. The smallest proportion is in age band 15-19 with a count of 627 which represents 4.60 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 216. The band that is most under represented is 65+ with an index of 77, 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	2	100	319
White	11,446	58,246,060	97			
Gypsy / Traveller / Irish Traveller	16	68,310	113			
Mixed / Multiple Ethnic Groups	369	1,367,158	133			
Asian / Asian British: Indian	966	1,559,199	305			
Asian / Asian British: Pakistani	273	1,239,421	109			
Asian / Asian British: Bangladeshi	18	505,406	17			
Asian / Asian British: Chinese	223	497,465	220			
Asian / Asian British: Other Asian	119	969,724	60			
Black / African / Caribbean / Black British	162	2,122,714	38			
Other Ethnic Group	51	654,398	39			

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:

83.91 % White	86.64 % White
0.11 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
2.70 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
7.08 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
2.00 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.13 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
1.63 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.87 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
1.19 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.38 % Other Ethnic Group	0.97 % Other Ethnic Group

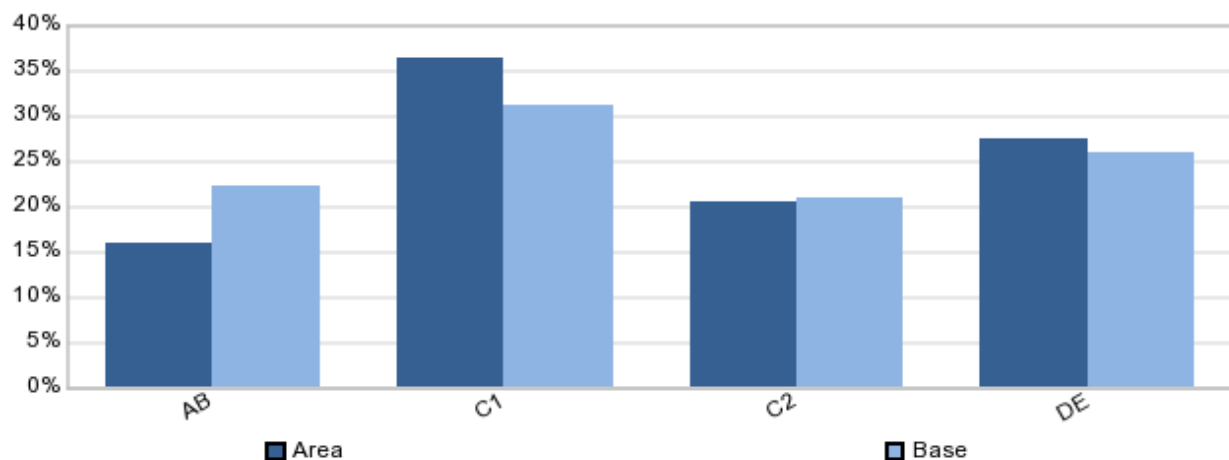
In the study area the largest ethnic group is White taking up 83.91 % of the population with a count of 11,446. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 16, 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	68	100	119
AB Higher & intermediate manage/admin/prof	764	4,696,968	70			
C1 Supervisory, cleric, junior manage/admin/prof	1,760	6,510,031	117			
C2 Skilled manual workers	993	4,376,339	98			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,338	5,456,469	106			

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 1,760 people falling into this group, which is 36.25 % of the overall distribution. The smallest proportion falls into grade AB with a count of 764 taking up 15.74 %. When comparing this to the selected base the most over represented grade is C1 with an index* count of 117, whereas the most under represented group is AB with an index count of 70.

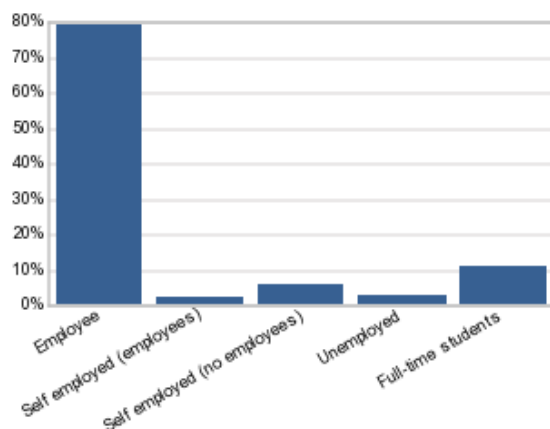
Understanding the Economic Activity

Economically Active	Area	Base	Index	44	100	224
Employee	5,887	26,483,068	102			
Self employed with employees	145	1,127,682	59		■	
Self employed without employees	423	3,705,246	52		■	
Unemployed	189	1,161,572	75		■	
Full-time students	800	1,695,620	217		■	
Economically Inactive				68	100	171
Retired	1,049	6,618,937	77		■	
Student	980	2,838,201	167		■	
Looking after home/ family	320	2,117,295	73		■	
Permanently sick/ disabled	521	2,168,755	116		■	
Other	198	1,076,085	89		■	

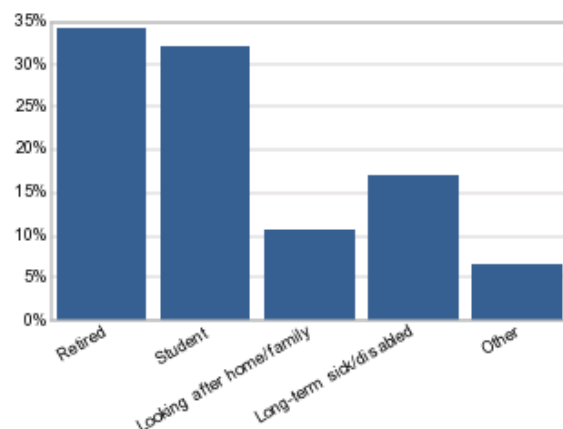
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 56.00 % of the population are employed, this is 5,887 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.38 %, 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 217, taking up 7.61 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 1,049 representing 9.98 %. The smallest inactive group is Other with 198 which is 1.88 %. When looking at the index values the group that is most over represented is Student with an index of 167, representing 9.32 %.

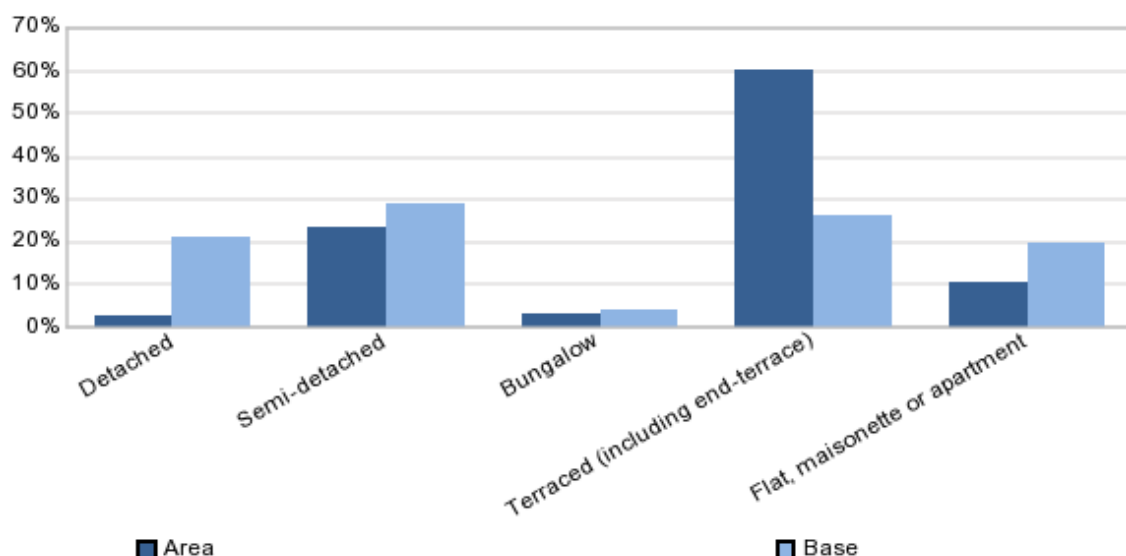
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	1	100	239
Detached	147	5,385,903	13			
Semi-detached	1,282	7,344,686	81			
Bungalow	162	1,039,099	73			
Terraced (including end-terrace)	3,287	6,699,890	229			
Flat, maisonette or apartment	578	5,007,460	54			

Source: Experian ConsumerView Household Directory 2019 .

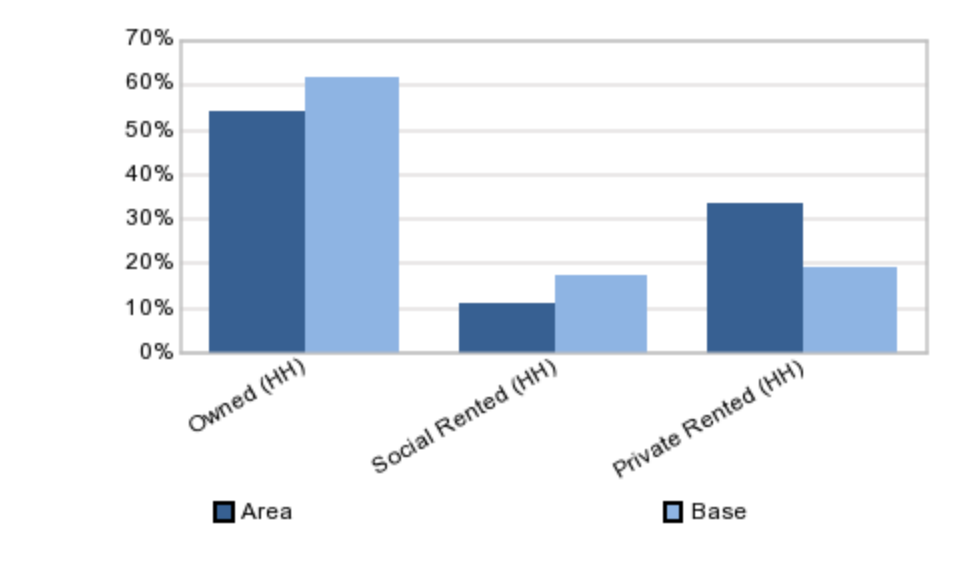
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	57	100	179
Owned (HH)	3,313	17,543,252	88		■	
Social Rented (HH)	678	4,965,267	63		■	
Private Rented (HH)	2,055	5,470,682	174		■	

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.



1,282 households within your area live in a Semi-detached dwelling, this is 23.49 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Detached dwelling, this is 147 households and makes up 2.69 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 229, this makes up 60.26 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 3,313 making up 54.26 %. The smallest amount fall into the Social rented at 11.11 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 174, 33.66 % of households fall into this category in the study area.

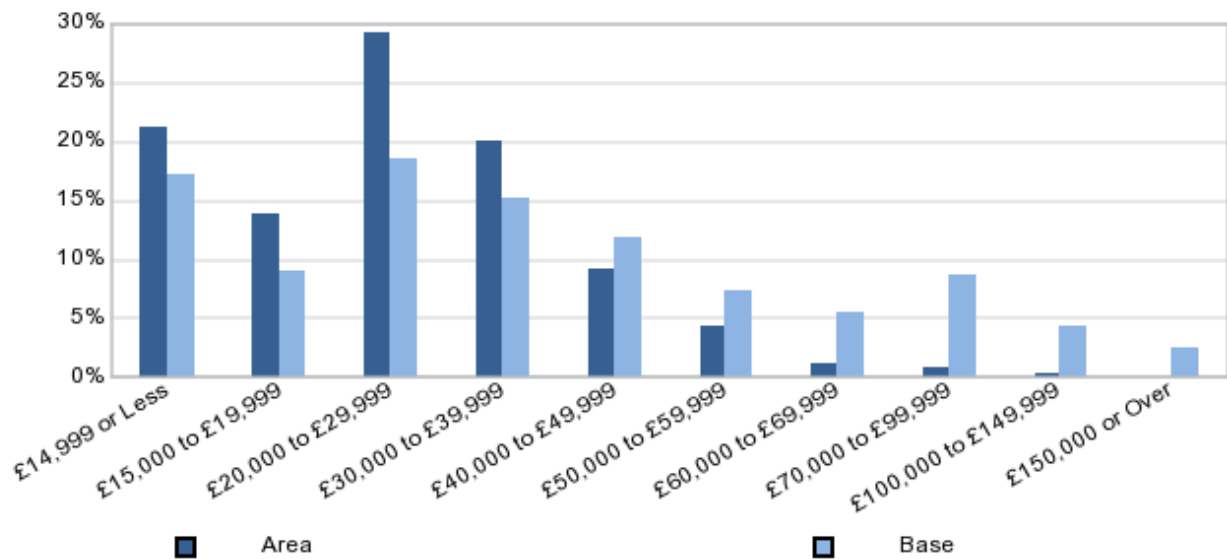
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Understanding the Household Income

Household Income	Area	Base	Index	-7	100	165
£14,999 or Less	1,300	4,889,206	123		■	
£15,000 to £19,999	843	2,538,634	154		■	
£20,000 to £29,999	1,786	5,253,752	158		■	
£30,000 to £39,999	1,223	4,304,210	132		■	
£40,000 to £49,999	560	3,318,086	78		■	
£50,000 to £59,999	266	2,106,080	59		■	
£60,000 to £69,999	67	1,573,962	20		■	
£70,000 to £99,999	45	2,469,683	9		■	
£100,000 to £149,999	16	1,215,381	6		■	
£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.



2,143 households within your area have an income of £19,999 or less, this forms 35.09 % 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 £20,000 to £29,999 is over represented making up 29.24 % with an index of 158, 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.

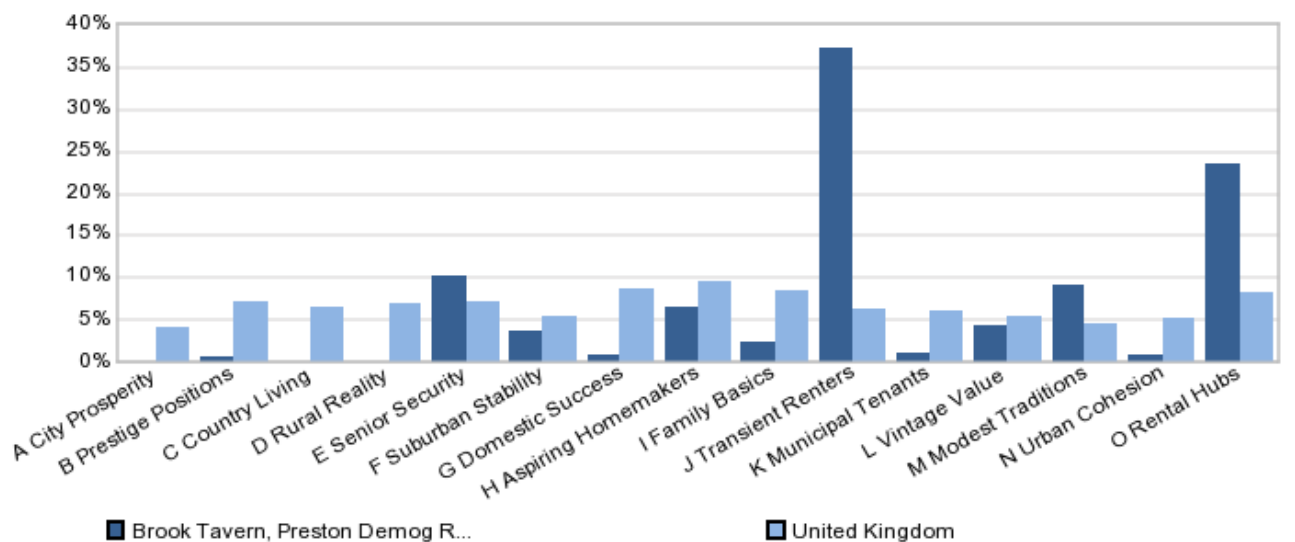
Understanding the residential profile by Mosaic UK 6

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	-30	100	630
A City Prosperity	0	2,849,374	0			
B Prestige Positions	95	4,798,133	10			
C Country Living	0	4,432,229	0			
D Rural Reality	0	4,656,104	0			
E Senior Security	1,388	4,767,632	143			
F Suburban Stability	496	3,634,847	67			
G Domestic Success	118	5,770,639	10			
H Aspiring Homemakers	892	6,440,418	68			
I Family Basics	310	5,687,500	27			
J Transient Renters	5,066	4,160,345	600			
K Municipal Tenants	142	4,149,642	17			
L Vintage Value	603	3,692,978	80			
M Modest Traditions	1,216	3,121,382	192			
N Urban Cohesion	126	3,547,766	17			
O Rental Hubs	3,190	5,518,789	285			
Totals	13,641	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 5,066 representing 37.14 % of the overall distribution, in comparison to the base where 6.19 % 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 J Transient Renters taking up 37.14 % 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

J Transient Renters - 37.14 %



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

O Rental Hubs - 23.39 %



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

E Senior Security - 10.18 %



Elderly people with assets who are enjoying a comfortable retirement.

Key Features

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers