Location Analyst UK

Fox, Hexham Demogs Report 0.5miles

Understanding Demographics

12 October, 2020

Contents

Describing Fox, Hexham 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	3,033	28,345,190
Total Population	6,553	67,229,855
Total Males	3,048	33,173,050
Total Females	3,505	34,056,805

The current year estimates show a total resident population of 6,553 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,033 in your area and 28,345,190 in your base selection. This was split by 53.49 % of the population being female and 46.51 % 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	
				65 100 153
Under 15	1,004	11,991,800	86	
15-19	324	3,753,671	89	
20-24	326	4,311,089	78	
25-34	621	9,174,369	69	
35-44	717	8,463,387	87	
45-54	958	9,386,423	105	
55-64	825	7,914,572	107	
65+	1,779	12,234,544	149	

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.
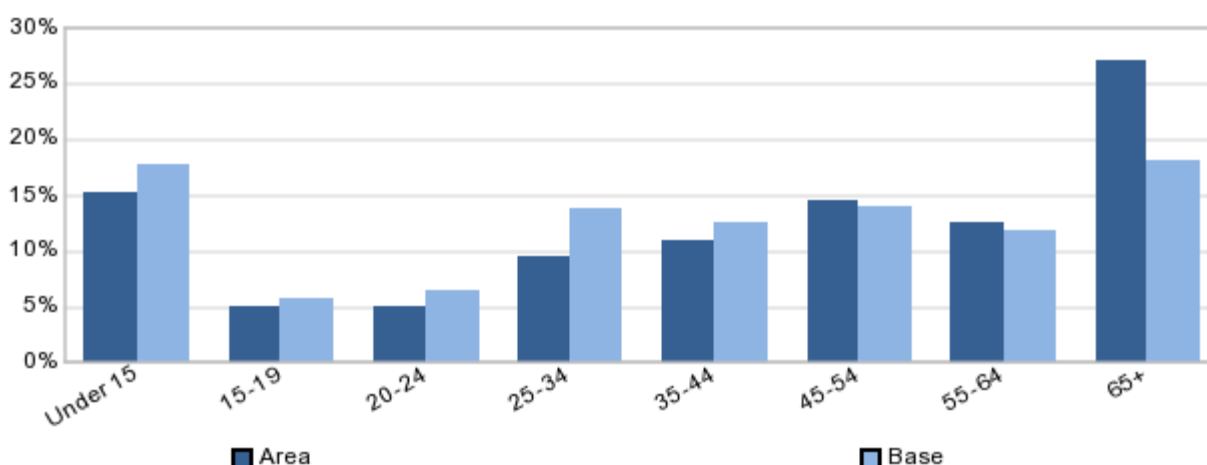
The highest proportion fall into age band 65+ with a count of 1,779 representing 27.14 % of the study area. The smallest proportion is in age band 15-19 with a count of 324 which represents 4.95 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 149. The band that is most under represented is 25-34 with an index of 69, 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	6,454	58,246,060	114	
Gypsy / Traveller / Irish Traveller	5	68,310	75	
Mixed / Multiple Ethnic Groups	59	1,367,158	44	
Asian / Asian British: Indian	5	1,559,199	3	
Asian / Asian British: Pakistani	0	1,239,421	0	
Asian / Asian British: Bangladeshi	2	505,406	4	
Asian / Asian British: Chinese	2	497,465	4	
Asian / Asian British: Other Asian	10	969,724	11	
Black / African / Caribbean / Black British	6	2,122,714	3	
Other Ethnic Group	10	654,398	15	

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:

98.49 % White
0.08 % Gypsy / Traveller / Irish Traveller
0.90 % Mixed / Multiple Ethnic Groups
0.08 % Asian / Asian British: Indian
0.00 % Asian / Asian British: Pakistani
0.03 % Asian / Asian British: Bangladeshi
0.03 % Asian / Asian British: Chinese
0.15 % Asian / Asian British: Other Asian
0.09 % Black / African / Caribbean / Black British
0.15 % 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 98.49 % of the population with a count of 6,454. 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: Pakistani 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	
			78 100 134	
AB Higher & intermediate manage/admin/prof	600	4,696,968	132	
C1 Supervisory, cleric, junior manage/admin/prof	592	6,510,031	94	
C2 Skilled manual workers	415	4,376,339	98	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	427	5,456,469	81	

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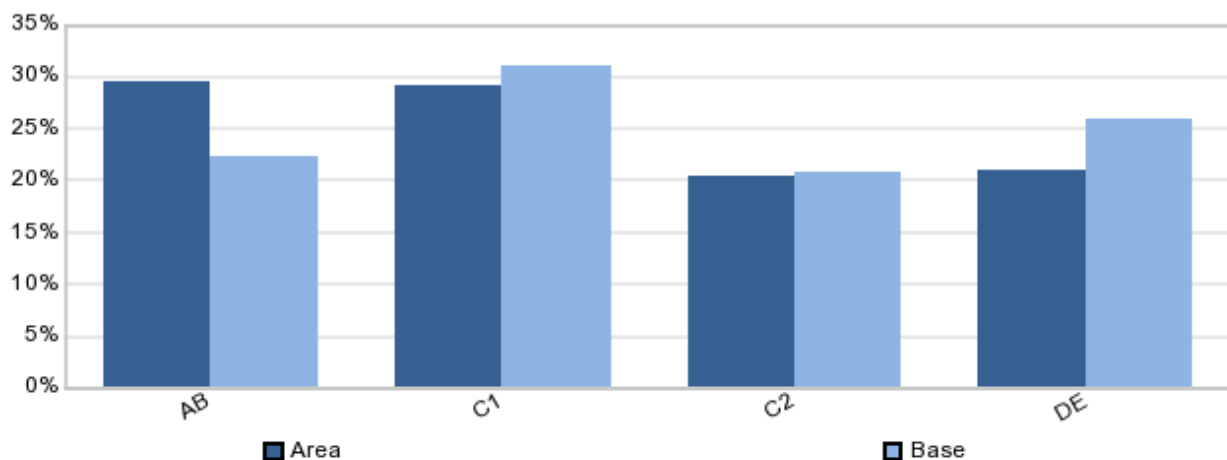
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade AB forms the largest proportion with 600 people falling into this group, which is 29.50 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 415 taking up 20.42 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 132, whereas the most under represented group is DE with an index count of 81.

Understanding the Economic Activity

| Economically Active	Area	Base	Index 56	100	128
Employee	2,596	26,483,068	103		
Self employed with employees	135	1,127,682	125		
Self employed without employees	356	3,705,246	101		
Unemployed	72	1,161,572	65		
Full-time students	96	1,695,620	59		
Economically Inactive			52	100	136
Retired	795	6,618,937	133		
Student	206	2,838,201	80		
Looking after home/ family	153	2,117,295	80		
Permanently sick/ disabled	134	2,168,755	68		
Other	55	1,076,085	57		

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
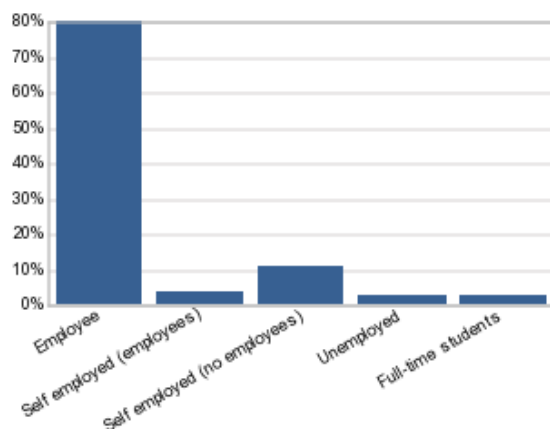
Economically Inactive - % by Category
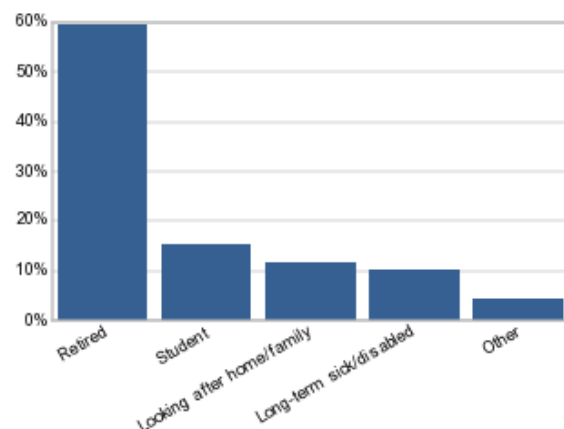
Economic activity within the study area shows that 56.46 % of the population are employed, this is 2,596 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.56 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is Employee with an index of 125, taking up 2.93 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 795 representing 17.30 %. The smallest inactive group is Other with 55 which is 1.20 %. When looking at the index values the group that is most over represented is Retired with an index of 133, representing 17.30 %.

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Understanding what type of households are in your area

| Dwelling Type	Area	Base	Index	58	100	129
Detached	404	5,385,903	68			
Semi-detached	725	7,344,686	90			
Bungalow	71	1,039,099	62			
Terraced (including end-terrace)	928	6,699,890	126			
Flat, maisonette or apartment	670	5,007,460	122			

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.
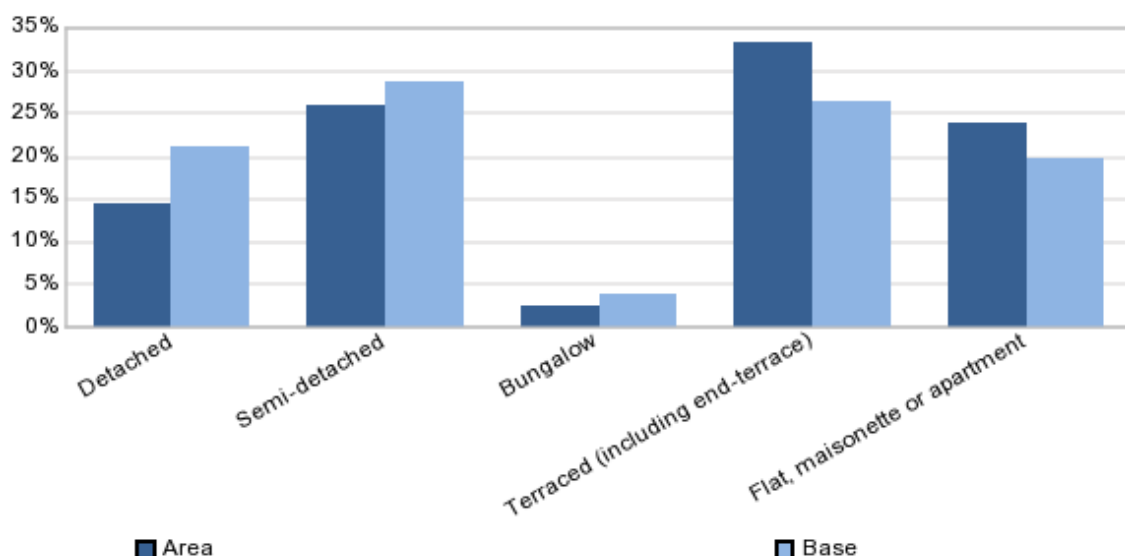
Tenure	Area	Base	Index	86		100	105
Owned (HH)	1,962	17,543,252	105				
Social Rented (HH)	463	4,965,267	87				
Private Rented (HH)	560	5,470,682	96				

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.
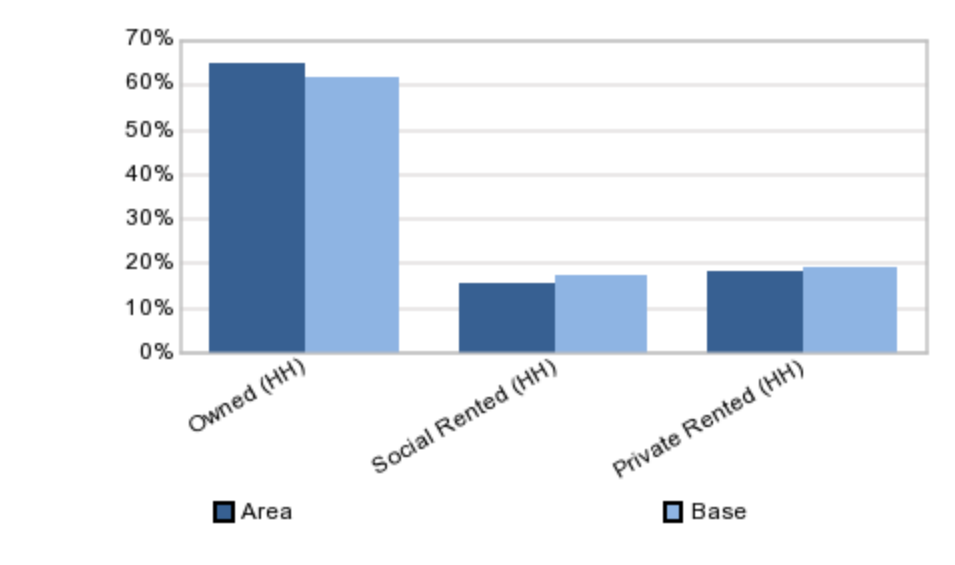
725 households within your area live in a Semi-detached dwelling, this is 25.92 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Bungalow dwelling, this is 71 households and makes up 2.53 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 126, this makes up 33.19 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,962 making up 64.69 %. The smallest amount fall into the Social rented at 15.28 %. When looking at the index figures the most over represented tenure type is Owned with an index of 105, 64.69 % of households fall into this category in the study area.

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Understanding the Household Income

Household Income	Area	Base	Index	22		100	139
£14,999 or Less	700	4,889,206	134				
£15,000 to £19,999	261	2,538,634	96				
£20,000 to £29,999	564	5,253,752	100				
£30,000 to £39,999	453	4,304,210	98				
£40,000 to £49,999	355	3,318,086	100				
£50,000 to £59,999	217	2,106,080	96				
£60,000 to £69,999	121	1,573,962	72				
£70,000 to £99,999	235	2,469,683	89				
£100,000 to £149,999	106	1,215,381	82				
£150,000 or Over	20	676,196	28				

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.
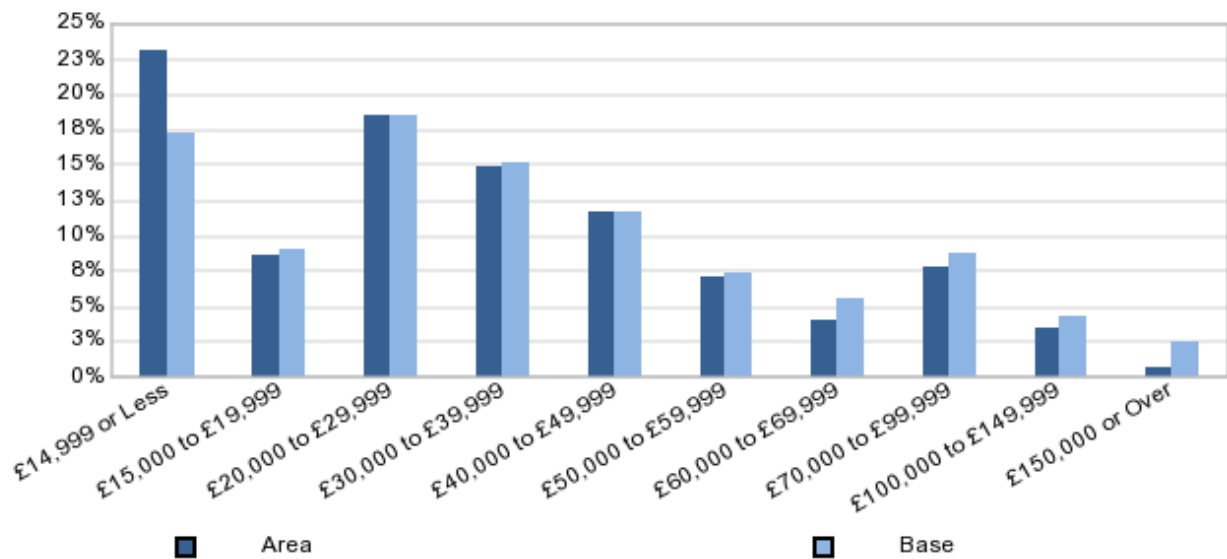
961 households within your area have an income of £19,999 or less, this forms 31.67 % of the overall distribution. The smallest count is 20 and these fall into household income band £150,000 or Over making up 0.66 %. When using your base as a comparison, most households fall into the income band £20,000 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 23.08 % with an index of 134, the most under represented banding is £150,000 or Over with a figure of 28 making up 0.66 % 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	0	100	267
	A City Prosperity	6	2,849,374	2			
	B Prestige Positions	1,191	4,798,133	255			
	C Country Living	9	4,432,229	2			
	D Rural Reality	0	4,656,104	0			
	E Senior Security	723	4,767,632	156			
	F Suburban Stability	451	3,634,847	127			
	G Domestic Success	853	5,770,639	152			
	H Aspiring Homemakers	324	6,440,418	52			
	I Family Basics	418	5,687,500	75			
	J Transient Renters	521	4,160,345	129			
	K Municipal Tenants	85	4,149,642	21			
	L Vintage Value	913	3,692,978	254			
	M Modest Traditions	284	3,121,382	93			
	N Urban Cohesion	296	3,547,766	86			
	O Rental Hubs	479	5,518,789	89			
	Totals	6,553	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.
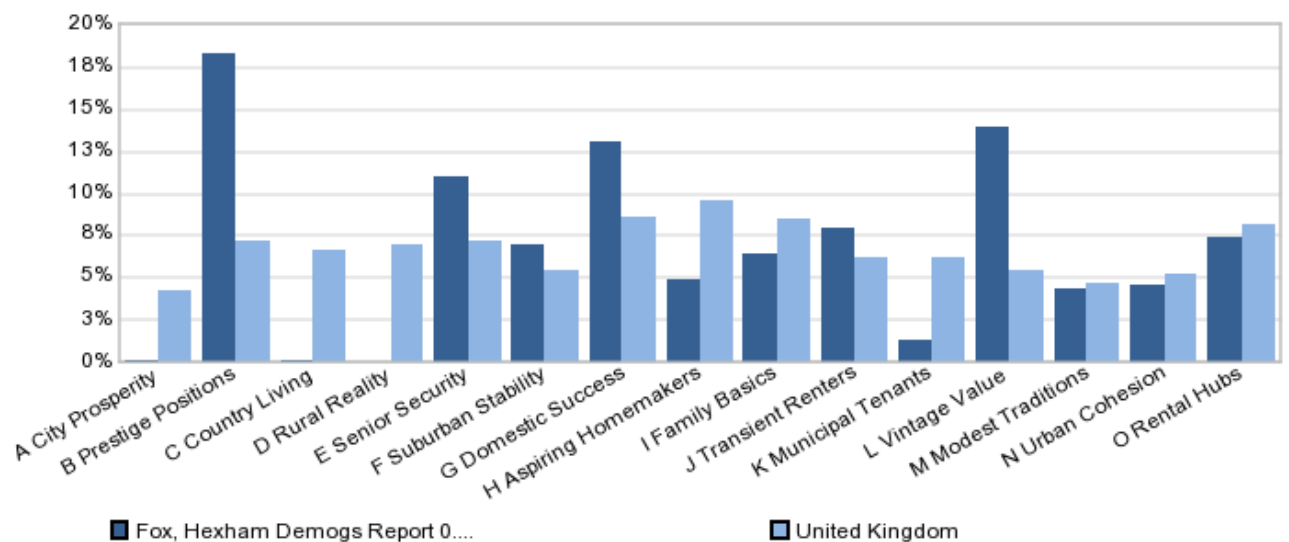
The largest group is B Prestige Positions with a count of 1,191 representing 18.18 % of the overall distribution, in comparison to the base where 7.14 % fall into this group. The smallest group is D Rural Reality with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is B Prestige Positions taking up 18.18 % of the target area. In contrast the most under represented group is D Rural Reality with just 0.00 %.

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Understanding the top three Mosaic UK 6 Groups

B Prestige Positions - 18.18 %

Established families in large detached homes living upmarket lifestyles.

Key Features

- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking

L Vintage Value - 13.94 %

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

G Domestic Success - 13.01 %

Thriving families who are busy bringing up children and following careers.

Key Features

- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology