

Location Analyst

UK



Black Bush, Washington Demog Report 0.5miles

Understanding Demographics

13 October, 2020

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Describing Black Bush, Washington Demog Report 0.5miles (0.5 Miles) in relation to United Kingdom
 Creation Date: October 13, 2020

Understanding the make-up of your area

	Area	Base
Total Households	2,920	28,345,190
Total Population	6,737	67,229,855
Total Males	3,225	33,173,050
Total Females	3,512	34,056,805

The current year estimates show a total resident population of 6,737 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,920 in your area and 28,345,190 in your base selection. This was split by 52.13 % of the population being female and 47.87 % being male in the study area.

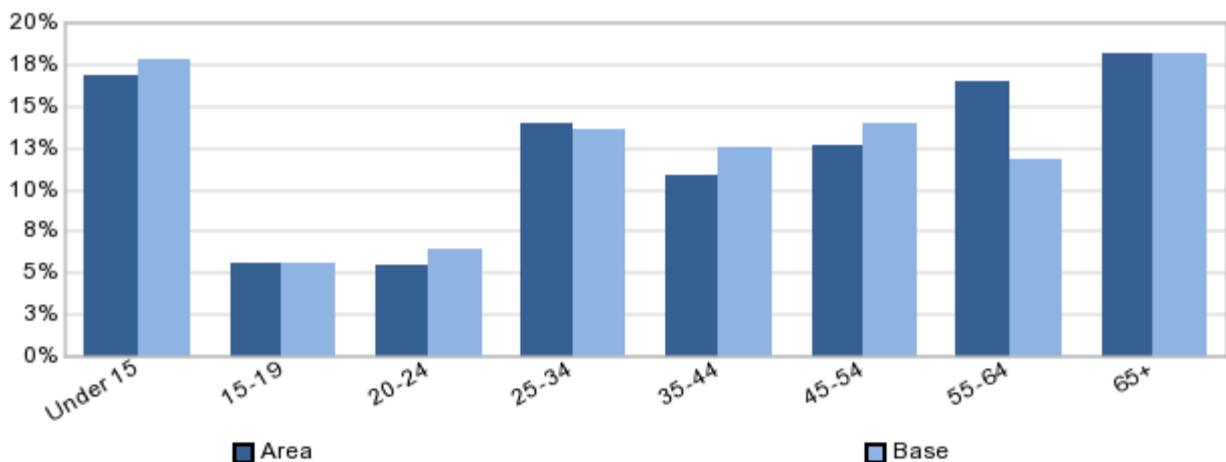
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			82	100	142
Under 15	1,136	11,991,800	95	■	
15-19	376	3,753,671	100		
20-24	367	4,311,089	85	■	
25-34	937	9,174,369	102	■	
35-44	733	8,463,387	86	■	
45-54	854	9,386,423	91	■	
55-64	1,108	7,914,572	140	■	
65+	1,225	12,234,544	100		

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 1,225 representing 18.19 % of the study area. The smallest proportion is in age band 20-24 with a count of 367 which represents 5.45 %. In the study area the most over represented age band in comparison to the base selection is 55-64 with an index value of 140. The band that is most under represented is 20-24 with an index of 85, 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	6,637	58,246,060	114
Gypsy / Traveller / Irish Traveller	6	68,310	88
Mixed / Multiple Ethnic Groups	29	1,367,158	21
Asian / Asian British: Indian	14	1,559,199	9
Asian / Asian British: Pakistani	10	1,239,421	8
Asian / Asian British: Bangladeshi	7	505,406	15
Asian / Asian British: Chinese	6	497,465	12
Asian / Asian British: Other Asian	9	969,724	9
Black / African / Caribbean / Black British	15	2,122,714	7
Other Ethnic Group	3	654,398	5

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:

98.52 % White	86.64 % White
0.09 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.43 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.21 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.15 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.11 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.09 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.13 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.22 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.05 % Other Ethnic Group	0.97 % Other Ethnic Group

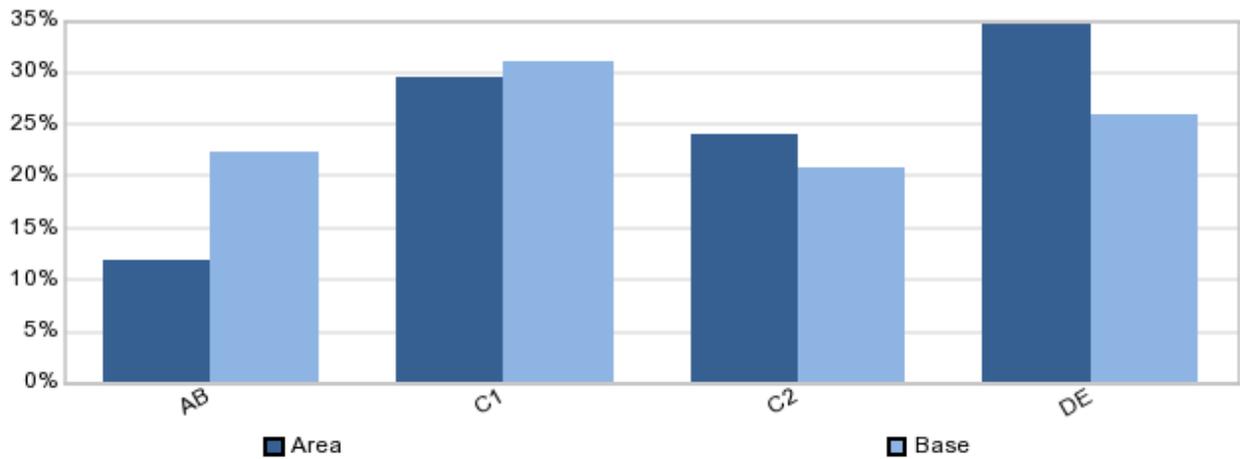
In the study area the largest ethnic group is White taking up 98.52 % of the population with a count of 6,637. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Other Ethnic Group with a count of 3, compare 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	256	4,696,968	53
C1 Supervisory, cleric, junior manage/admin/prof	640	6,510,031	95
C2 Skilled manual workers	519	4,376,339	115
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	751	5,456,469	134

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.



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Within your area social grade DE forms the largest proportion with 751 people falling into this group, which is 34.67 % of the overall distribution. The smallest proportion falls into grade AB with a count of 256 taking up 11.80 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 134, whereas the most under represented group is AB with an index count of 53.

Understanding the Economic Activity

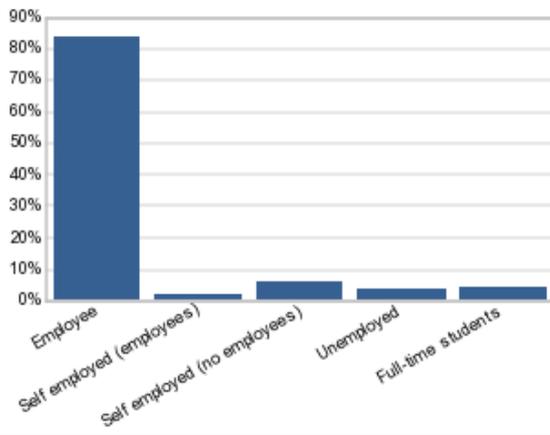
Economically Active	Area	Base	Index
Employee	2,904	26,483,068	108
Self employed with employees	64	1,127,682	56
Self employed without employees	201	3,705,246	54
Unemployed	141	1,161,572	120
Full-time students	144	1,695,620	84

Economically Inactive	Area	Base	Index
Retired	820	6,618,937	116
Student	186	2,838,201	61
Looking after home/ family	197	2,117,295	87
Permanently sick/ disabled	310	2,168,755	133
Other	74	1,076,085	64

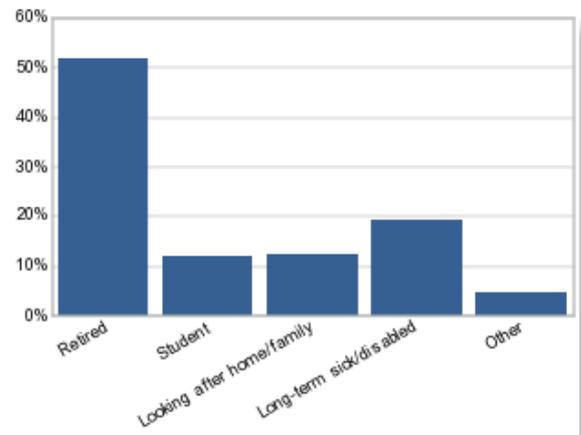
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 57.59 % of the population are employed, this is 2,904 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.28 %, 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 120, taking up 2.79 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 820 representing 16.27 %. The smallest inactive group is Other with 74 which is 1.46 %. When looking at the index values the group that is most over represented is Retired with an index of 116, representing 16.27 %.

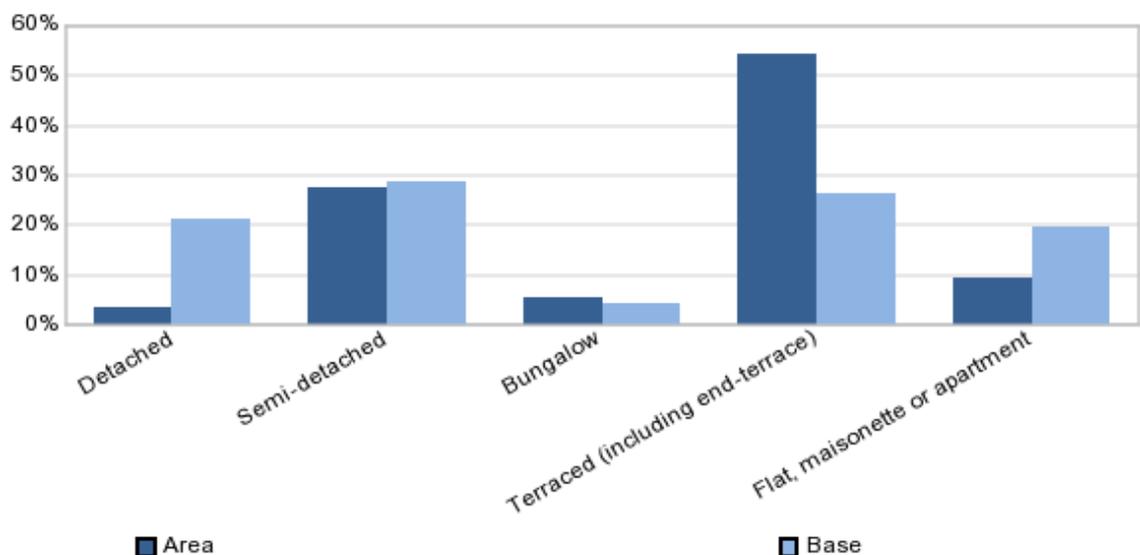
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	97	5,385,903	17
Semi-detached	749	7,344,686	95
Bungalow	144	1,039,099	129
Terraced (including end-terrace)	1,489	6,699,890	207
Flat, maisonette or apartment	261	5,007,460	48

Source: Experian ConsumerView Household Directory 2019 .

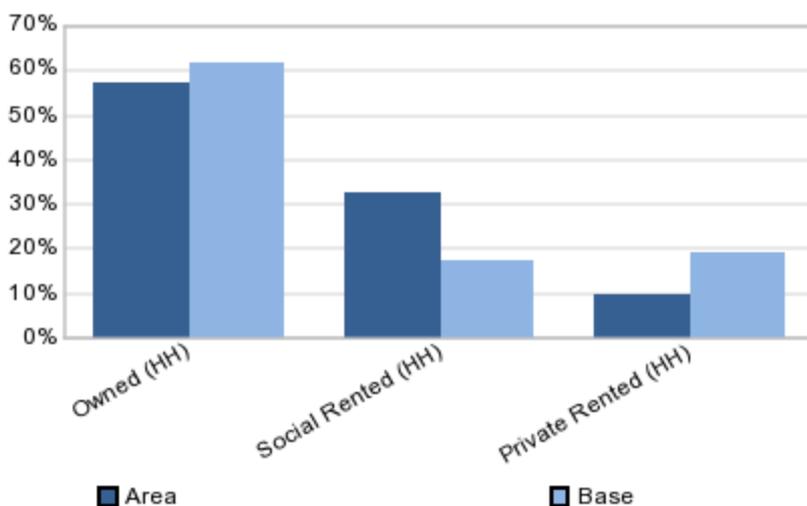
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	1,662	17,543,252	92
Social Rented (HH)	952	4,965,267	186
Private Rented (HH)	283	5,470,682	50

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.



749 households within your area live in a Semi-detached dwelling, this is 27.33 %. 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 97 households and makes up 3.53 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 207, this makes up 54.33 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,662 making up 56.93 %. The smallest amount fall into the Private rented at 9.67 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 186, 32.61 % of households fall into this category in the study area.

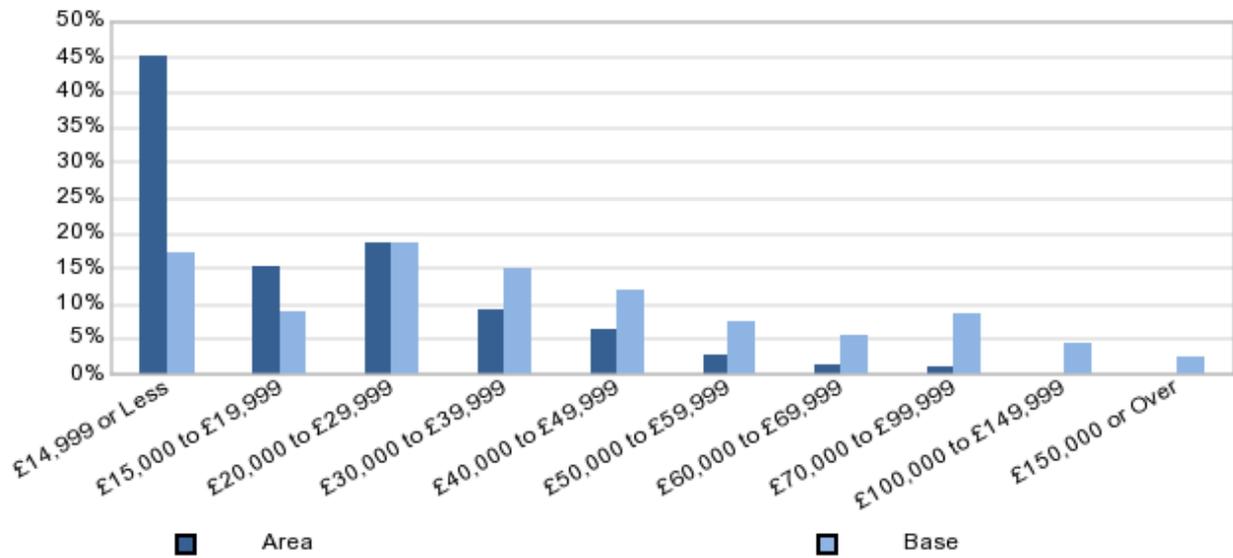
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	1,322	4,889,206	262
£15,000 to £19,999	444	2,538,634	170
£20,000 to £29,999	543	5,253,752	100
£30,000 to £39,999	270	4,304,210	61
£40,000 to £49,999	190	3,318,086	55
£50,000 to £59,999	77	2,106,080	36
£60,000 to £69,999	38	1,573,962	23
£70,000 to £99,999	33	2,469,683	13
£100,000 to £149,999	4	1,215,381	3
£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.



1,766 households within your area have an income of £19,999 or less, this forms 60.48 % 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 £14,999 or less is over represented making up 45.26 % with an index of 262, 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.

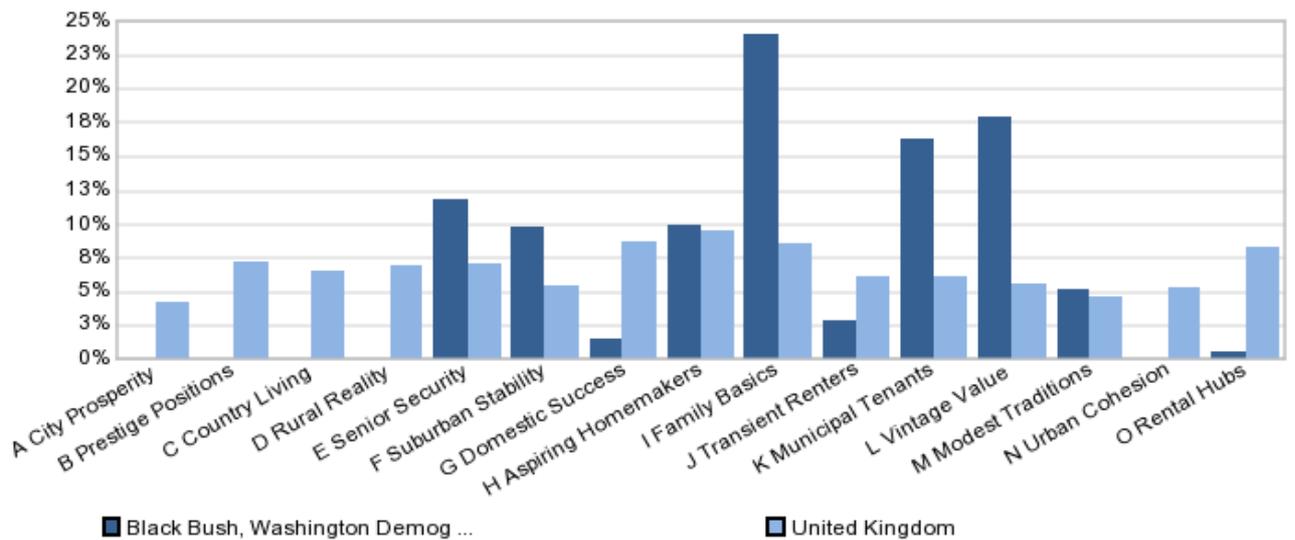
Understanding the residential profile by Mosaic UK 6

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
A City Prosperity	0	2,849,374	0
B Prestige Positions	4	4,798,133	1
C Country Living	0	4,432,229	0
D Rural Reality	0	4,656,104	0
E Senior Security	795	4,767,632	166
F Suburban Stability	666	3,634,847	183
G Domestic Success	100	5,770,639	17
H Aspiring Homemakers	667	6,440,418	103
I Family Basics	1,626	5,687,500	285
J Transient Renters	195	4,160,345	47
K Municipal Tenants	1,098	4,149,642	264
L Vintage Value	1,208	3,692,978	326
M Modest Traditions	340	3,121,382	109
N Urban Cohesion	0	3,547,766	0
O Rental Hubs	38	5,518,789	7
Totals	6,737	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 I Family Basics with a count of 1,626 representing 24.13 % of the overall distribution, in comparison to the base where 8.46 % 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 L Vintage Value taking up 17.93 % 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

I Family Basics - 24.13 %



Families with limited resources who budget to make ends meet.

Key Features

- Families with children
- Aged 25 to 40
- Limited resources
- Some own low cost homes
- Some rent from social landlords
- Squeezed budgets

L Vintage Value - 17.93 %



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

K Municipal Tenants - 16.29 %



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