Location Analyst | UK

Blue Lion LE7 4UD 15 mins Demog Report

Understanding Demographics

12 October, 2020

Contents

Understanding the make-up of your area

	Area	Base
Total Households	87,489	28,345,190
Total Population	220,282	67,229,855
Total Males	108,285	33,173,050
Total Females	111,997	34,056,805

The current year estimates show a total resident population of 220,282 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 87,489 in your area and 28,345,190 in your base selection. This was split by 50.84 % of the population being female and 49.16 % being male in the study area.
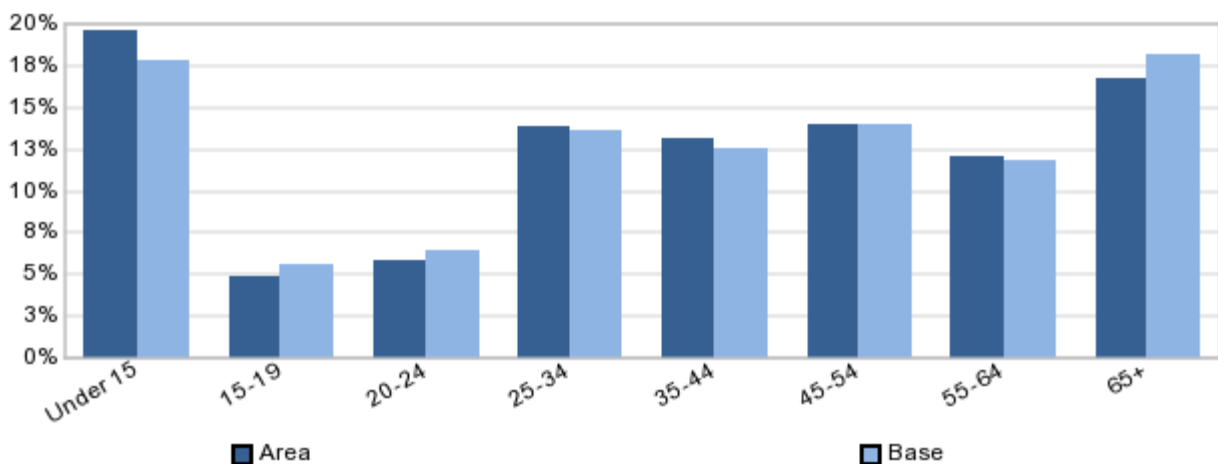
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index	
				86 100 111
Under 15	43,269	11,991,800	110	
15-19	10,843	3,753,671	88	
20-24	12,868	4,311,089	91	
25-34	30,351	9,174,369	101	
35-44	28,868	8,463,387	104	
45-54	30,806	9,386,423	100	
55-64	26,594	7,914,572	103	
65+	36,684	12,234,544	92	

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 Under 15 with a count of 43,269 representing 19.64 % of the study area. The smallest proportion is in age band 15-19 with a count of 10,843 which represents 4.92 %. In the study area the most over represented age band in comparison to the base selection is Under 15 with an index value of 110. The band that is most under represented is 15-19 with an index of 88, 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	
				0 100 986
White	149,738	58,246,060	78	
Gypsy / Traveller / Irish Traveller	156	68,310	70	
Mixed / Multiple Ethnic Groups	5,137	1,367,158	115	
Asian / Asian British: Indian	48,044	1,559,199	940	
Asian / Asian British: Pakistani	1,783	1,239,421	44	
Asian / Asian British: Bangladeshi	396	505,406	24	
Asian / Asian British: Chinese	833	497,465	51	
Asian / Asian British: Other Asian	5,145	969,724	162	
Black / African / Caribbean / Black British	6,575	2,122,714	95	
Other Ethnic Group	2,476	654,398	115	

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:

67.98 % White
0.07 % Gypsy / Traveller / Irish Traveller
2.33 % Mixed / Multiple Ethnic Groups
21.81 % Asian / Asian British: Indian
0.81 % Asian / Asian British: Pakistani
0.18 % Asian / Asian British: Bangladeshi
0.38 % Asian / Asian British: Chinese
2.34 % Asian / Asian British: Other Asian
2.98 % Black / African / Caribbean / Black British
1.12 % 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
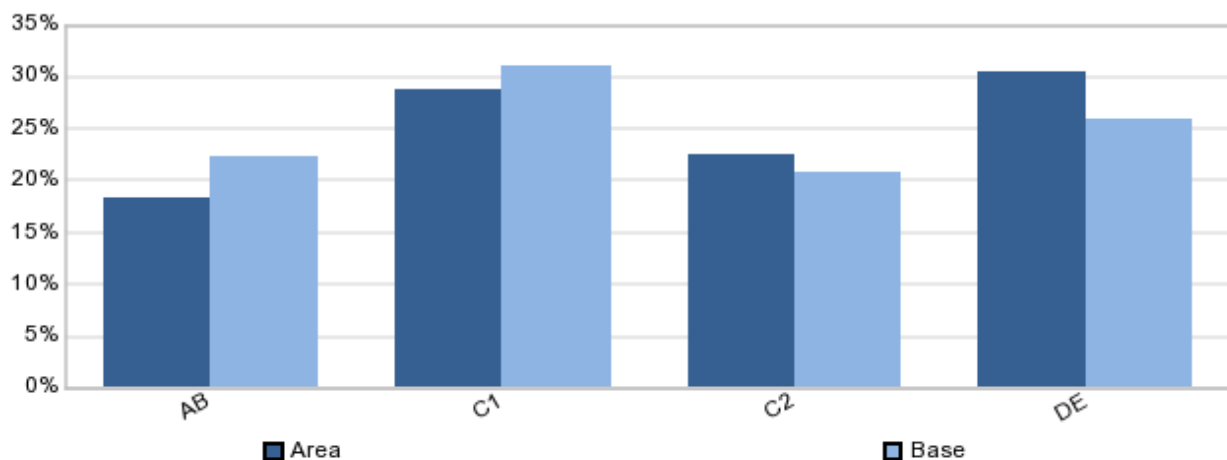0.97 % Other Ethnic Group

In the study area the largest ethnic group is White taking up 67.98 % of the population with a count of 149,738. 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 156, 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	
			79	100 119
AB Higher & intermediate manage/admin/prof	12,082	4,696,968	82	
C1 Supervisory, cleric, junior manage/admin/prof	19,094	6,510,031	93	
C2 Skilled manual workers	14,903	4,376,339	108	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	20,235	5,456,469	118	

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 DE forms the largest proportion with 20,235 people falling into this group, which is 30.51 % of the overall distribution. The smallest proportion falls into grade AB with a count of 12,082 taking up 18.22 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 118, whereas the most under represented group is AB with an index count of 82.
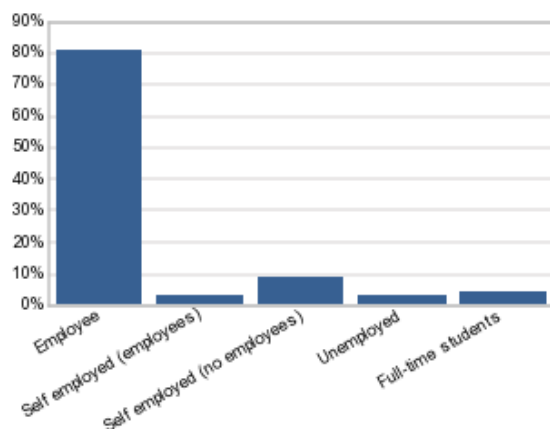
Understanding the Economic Activity

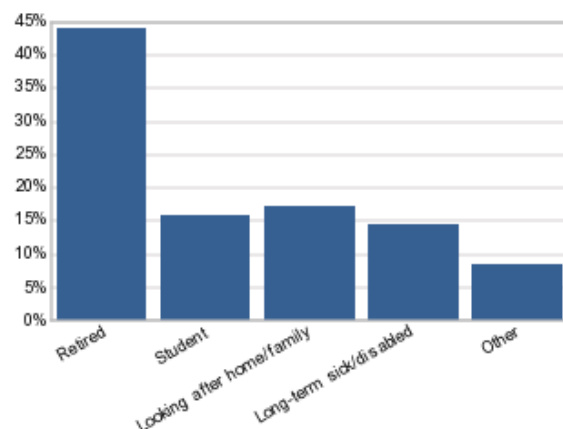| Economically Active	Area	Base	Index	82	100 104
Employee	87,118	26,483,068	104		
Self employed with employees	3,276	1,127,682	92		
Self employed without employees	9,764	3,705,246	83		
Unemployed	3,358	1,161,572	91		
Full-time students	4,799	1,695,620	89		
Economically Inactive				81	100 122
Retired	22,088	6,618,937	98		
Student	8,033	2,838,201	83		
Looking after home/ family	8,708	2,117,295	121		
Permanently sick/ disabled	7,259	2,168,755	99		
Other	4,253	1,076,085	116		

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 54.91 % of the population are employed, this is 87,118 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 2.07 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is None found with an index of 104, taking up 54.91 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 22,088 representing 13.92 %. The smallest inactive group is Other with 4,253 which is 2.68 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 121, representing 5.49 %.
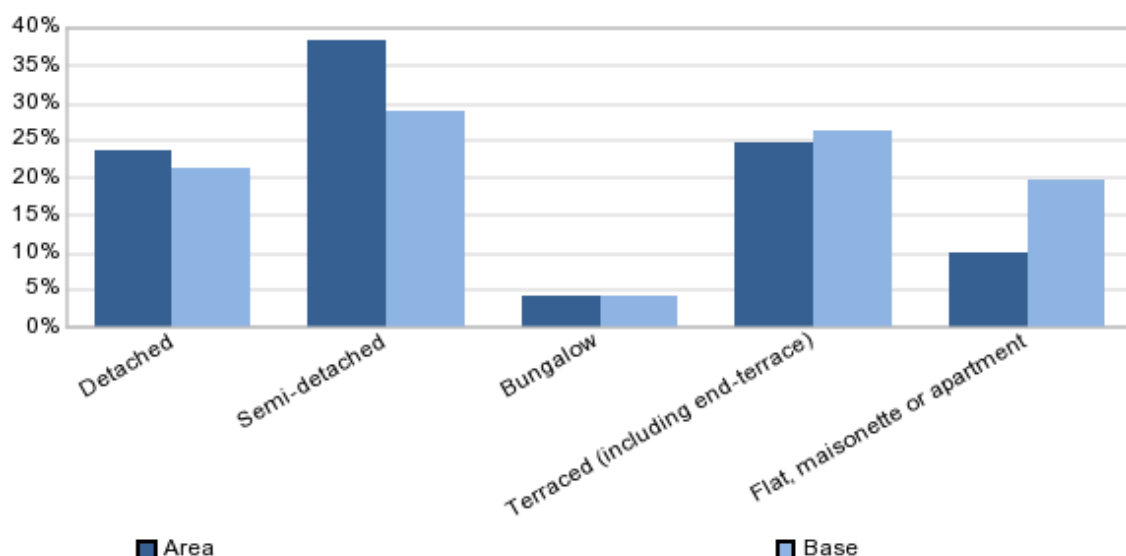
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Understanding what type of households are in your area

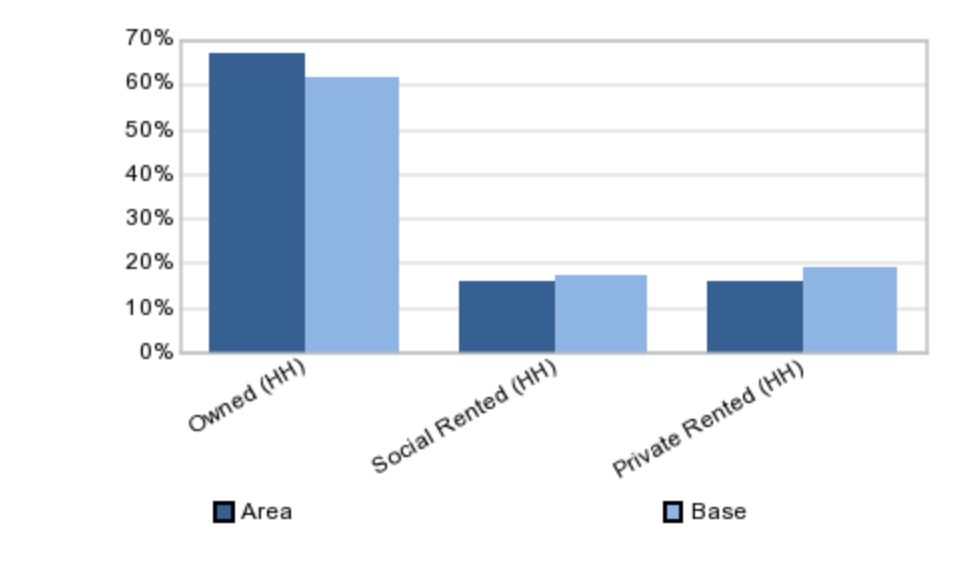| Dwelling Type	Area	Base	Index	45	100	136
Detached	18,747	5,385,903	112			
Semi-detached	30,295	7,344,686	132			
Bungalow	3,217	1,039,099	99			
Terraced (including end-terrace)	19,460	6,699,890	93			
Flat, maisonette or apartment	7,747	5,007,460	50			

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	83	100	109
Owned (HH)	58,435	17,543,252	108			
Social Rented (HH)	13,852	4,965,267	90			
Private Rented (HH)	14,228	5,470,682	84			

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.

30,295 households within your area live in a Semi-detached dwelling, this is 38.12 %. 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 3,217 households and makes up 4.05 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Semi-detached with a figure of 132, this makes up 38.12 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 58,435 making up 66.79 %. The smallest amount fall into the Social rented at 15.83 %. When looking at the index figures the most over represented tenure type is Owned with an index of 108, 66.79 % of households fall into this category in the study area.
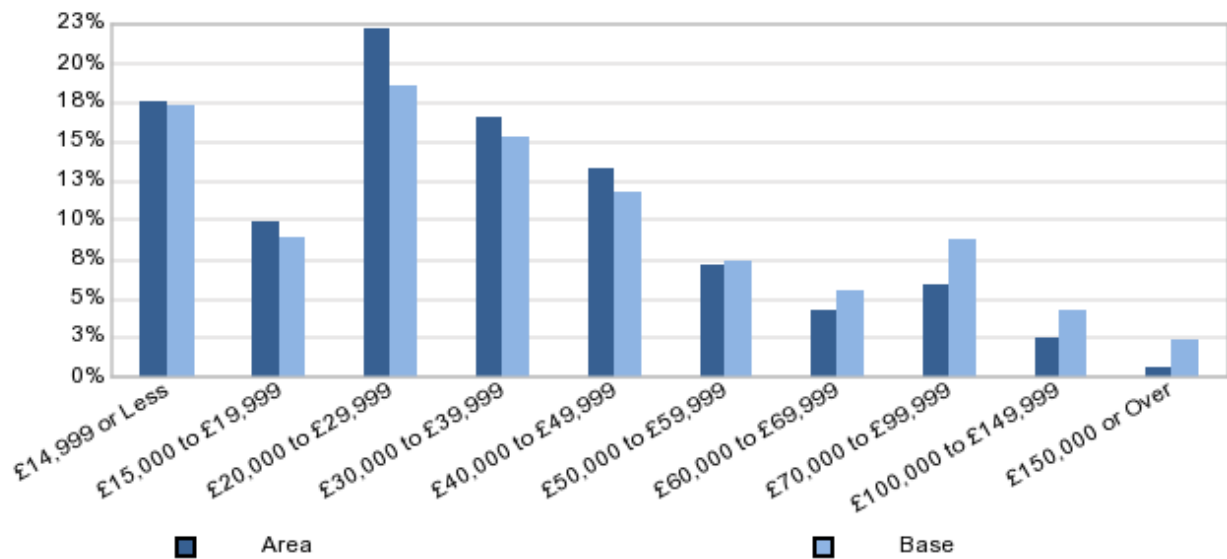
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Understanding the Household Income

Household Income	Area	Base	Index	23	100	124
£14,999 or Less	15,338	4,889,206	102			
£15,000 to £19,999	8,653	2,538,634	110			
£20,000 to £29,999	19,472	5,253,752	120			
£30,000 to £39,999	14,543	4,304,210	109			
£40,000 to £49,999	11,630	3,318,086	114			
£50,000 to £59,999	6,205	2,106,080	95			
£60,000 to £69,999	3,708	1,573,962	76			
£70,000 to £99,999	5,195	2,469,683	68			
£100,000 to £149,999	2,166	1,215,381	58			
£150,000 or Over	580	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.

23,991 households within your area have an income of £19,999 or less, this forms 27.42 % of the overall distribution. The smallest count is 580 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 £20,000 to £29,999 is over represented making up 22.26 % with an index of 120, 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.
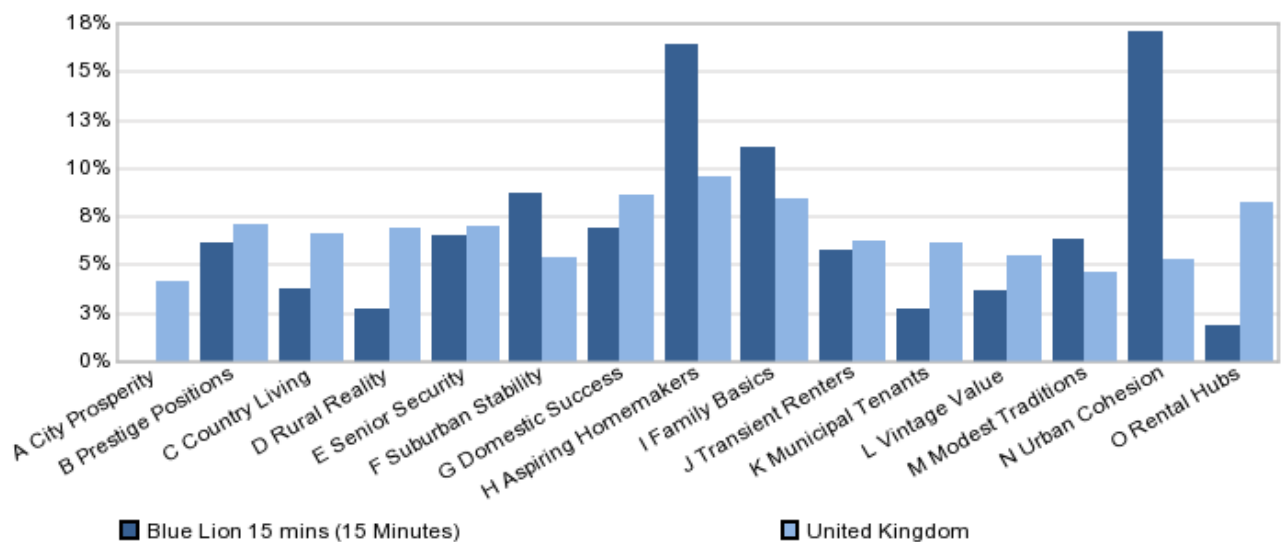
Understanding the residential profile by Mosaic UK 6

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 -16	100	341
	A City Prosperity	0	2,849,374	0		
	B Prestige Positions	13,442	4,798,133	86		
	C Country Living	8,259	4,432,229	57		
	D Rural Reality	5,982	4,656,104	39		
	E Senior Security	14,422	4,767,632	92		
	F Suburban Stability	19,257	3,634,847	162		
	G Domestic Success	15,260	5,770,639	81		
	H Aspiring Homemakers	36,403	6,440,418	173		
	I Family Basics	24,387	5,687,500	131		
	J Transient Renters	12,746	4,160,345	94		
	K Municipal Tenants	5,983	4,149,642	44		
	L Vintage Value	8,055	3,692,978	67		
	M Modest Traditions	14,010	3,121,382	137		
	N Urban Cohesion	37,813	3,547,766	325		
	O Rental Hubs	4,262	5,518,789	24		
	Totals	220,282	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 N Urban Cohesion with a count of 37,813 representing 17.17 % of the overall distribution, in comparison to the base where 5.28 % 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 N Urban Cohesion taking up 17.17 % 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

N Urban Cohesion - 17.17 %

Residents of settled urban communities with a strong sense of identity.

Key Features

- Settled extended families
- City suburbs
- Multicultural
- Own 3 bedroom homes
- Sense of community
- Younger generation love technology

H Aspiring Homemakers - 16.53 %

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

I Family Basics - 11.07 %

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