Location Analyst UK

Navigation, NG2 1AA - Demogs Report 0.5 miles

Understanding Demographics

14 October, 2020

Contents

Describing Navigation (0.5 Miles) in relation to Wales, Scotland, Northern Ireland, England
Creation Date: October 14, 2020

Understanding the make-up of your area

	Area	Base
Total Households	5,334	28,345,190
Total Population	10,836	67,229,855
Total Males	6,278	33,173,050
Total Females	4,558	34,056,805

The current year estimates show a total resident population of 10,836 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 5,334 in your area and 28,345,190 in your base selection. This was split by 42.06 % of the population being female and 57.94 % 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		
				8 100	494
Under 15	765	11,991,800	40		
15-19	652	3,753,671	108		
20-24	3,276	4,311,089	472		
25-34	3,147	9,174,369	213		
35-44	1,001	8,463,387	73		
45-54	763	9,386,423	50		
55-64	612	7,914,572	48		
65+	620	12,234,544	31		

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.
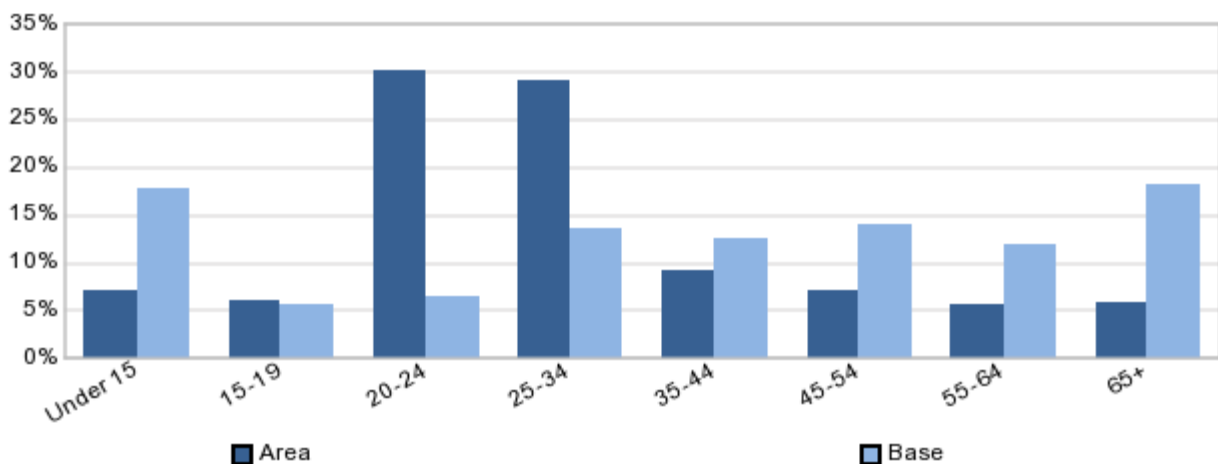
The highest proportion fall into age band 20-24 with a count of 3,276 representing 30.24 % of the study area. The smallest proportion is in age band 55-64 with a count of 612 which represents 5.65 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 472. The band that is most under represented is 65+ with an index of 31, 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	
				0 100 812
White	7,249	58,246,060	77	
Gypsy / Traveller / Irish Traveller	5	68,310	50	
Mixed / Multiple Ethnic Groups	913	1,367,158	414	
Asian / Asian British: Indian	529	1,559,199	210	
Asian / Asian British: Pakistani	246	1,239,421	123	
Asian / Asian British: Bangladeshi	30	505,406	37	
Asian / Asian British: Chinese	622	497,465	775	
Asian / Asian British: Other Asian	268	969,724	172	
Black / African / Caribbean / Black British	583	2,122,714	170	
Other Ethnic Group	391	654,398	371	

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:

66.90 % White
0.05 % Gypsy / Traveller / Irish Traveller
8.42 % Mixed / Multiple Ethnic Groups
4.88 % Asian / Asian British: Indian
2.27 % Asian / Asian British: Pakistani
0.28 % Asian / Asian British: Bangladeshi
5.74 % Asian / Asian British: Chinese
2.47 % Asian / Asian British: Other Asian
5.38 % Black / African / Caribbean / Black British
3.61 % 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 66.90 % of the population with a count of 7,249. 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 5, 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	
			30	100 148
AB Higher & intermediate manage/admin/prof	1,567	4,696,968	143	
C1 Supervisory, cleric, junior manage/admin/prof	2,174	6,510,031	143	
C2 Skilled manual workers	367	4,376,339	36	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	791	5,456,469	62	

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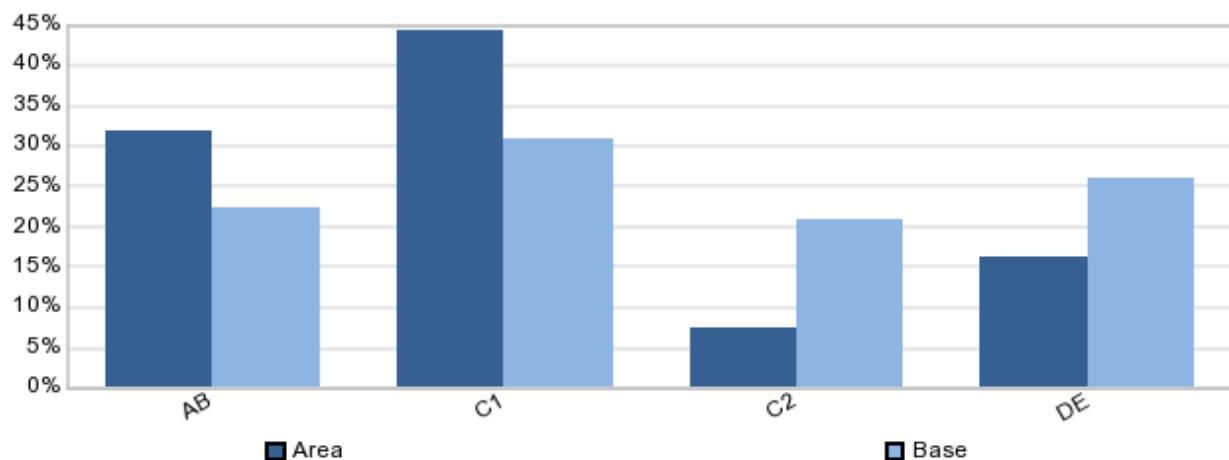
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade C1 forms the largest proportion with 2,174 people falling into this group, which is 44.37 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 367 taking up 7.49 %. When comparing this to the selected base the most over represented grade is C1 with an index* count of 143, whereas the most under represented group is C2 with an index count of 36.

Understanding the Economic Activity

| Economically Active	Area	Base	Index 52 100 285
Employee	4,501	26,483,068	94
Self employed with employees	182	1,127,682	90
Self employed without employees	420	3,705,246	63
Unemployed	207	1,161,572	99
Full-time students	838	1,695,620	275
Economically Inactive			14 100 355
Retired	489	6,618,937	30
Student	2,403	2,838,201	340
Looking after home/ family	189	2,117,295	36
Permanently sick/ disabled	352	2,168,755	65
Other	256	1,076,085	95

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
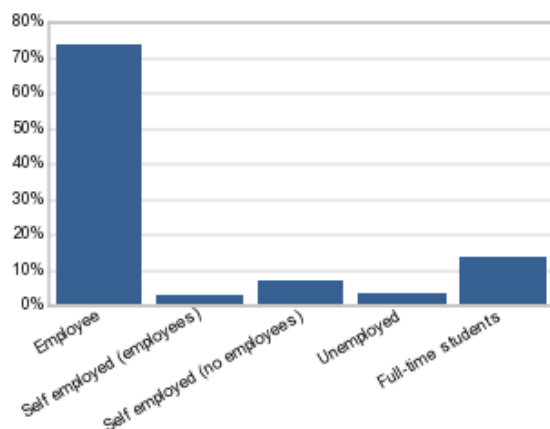
Economically Inactive - % by Category
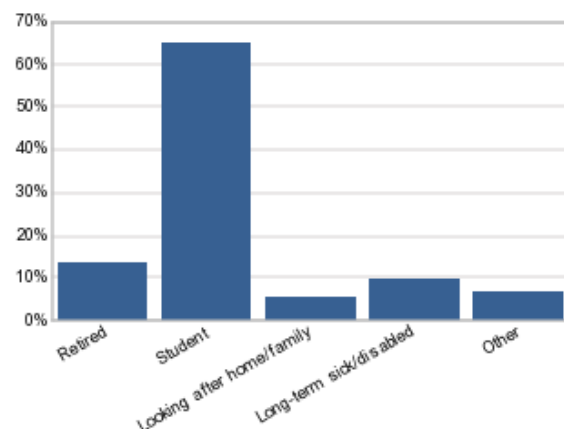
Economic activity within the study area shows that 45.76 % of the population are employed, this is 4,501 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.85 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Full-time students with an index of 275, taking up 8.52 %.

When considering economic inactivity the largest proportion in the study area belongs to the Student group with a count of 2,403 representing 24.43 %. The smallest inactive group is Looking after home/ family with 189 which is 1.92 %. When looking at the index values the group that is most over represented is Student with an index of 340, representing 24.43 %.

*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 0 100 391
Detached	122	5,385,903	16
Semi-detached	144	7,344,686	14
Bungalow	31	1,039,099	21
Terraced (including end-terrace)	658	6,699,890	70
Flat, maisonette or apartment	2,632	5,007,460	373

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.
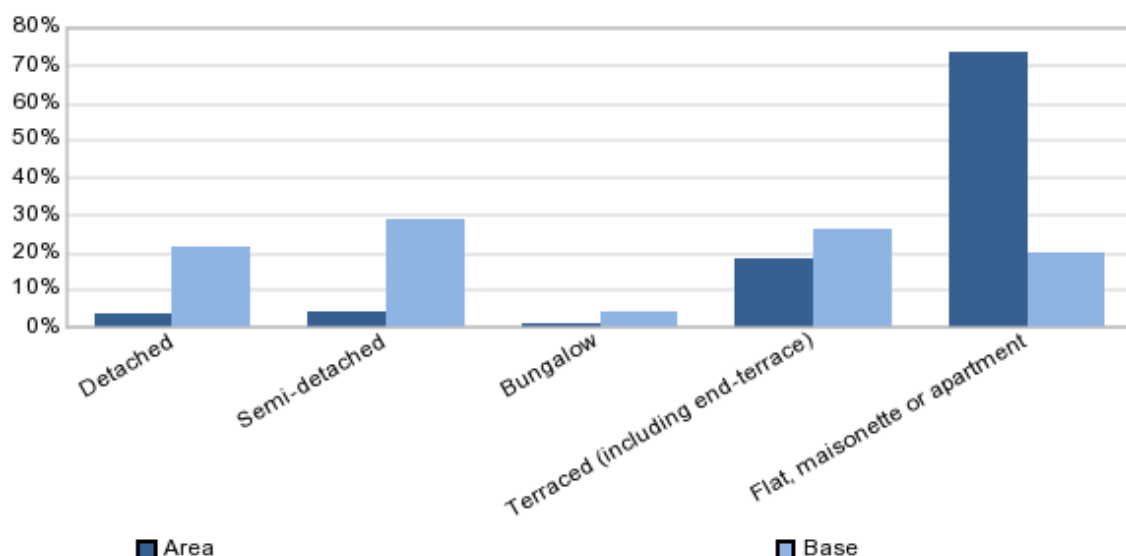
Tenure	Area	Base	Index	23	100	300
Owned (HH)	1,195	17,543,252	36			
Social Rented (HH)	1,115	4,965,267	119			
Private Rented (HH)	2,960	5,470,682	288			

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.
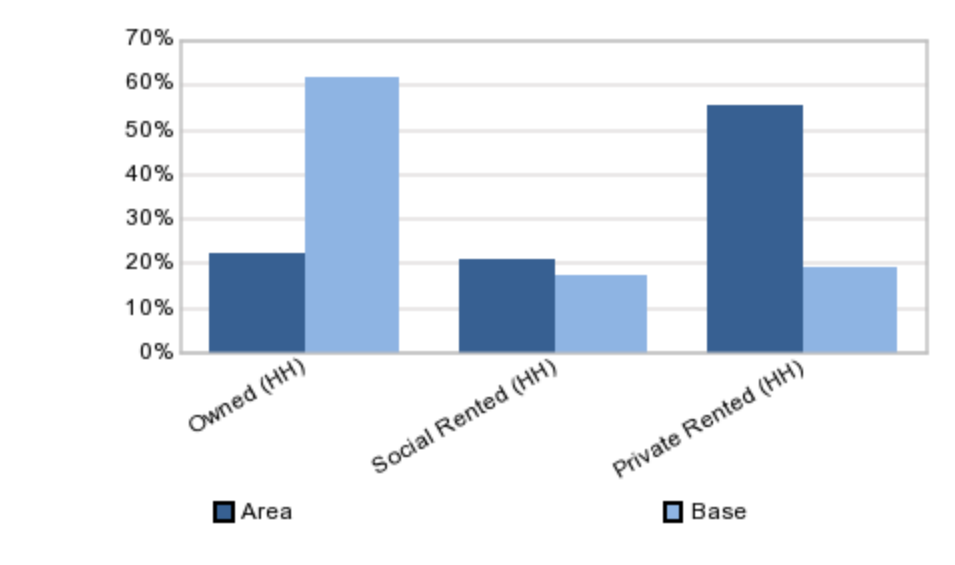
144 households within your area live in a Semi-detached dwelling, this is 4.01 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Bungalow dwelling, this is 31 households and makes up 0.86 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 373, this makes up 73.38 % in the study area.

When considering the tenure of households we can see that the largest proportion are Private rented with a figure of 2,960 making up 55.49 %. The smallest amount fall into the Social rented at 20.90 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 288, 55.49 % of households fall into this category in the study area.

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Understanding the Household Income

Household Income	Area	Base	Index	38	100	160
£14,999 or Less	765	4,889,206	83			
£15,000 to £19,999	388	2,538,634	81			
£20,000 to £29,999	763	5,253,752	77			
£30,000 to £39,999	1,016	4,304,210	125			
£40,000 to £49,999	969	3,318,086	155			
£50,000 to £59,999	581	2,106,080	147			
£60,000 to £69,999	362	1,573,962	122			
£70,000 to £99,999	330	2,469,683	71			
£100,000 to £149,999	101	1,215,381	44			
£150,000 or Over	60	676,196	47			

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.
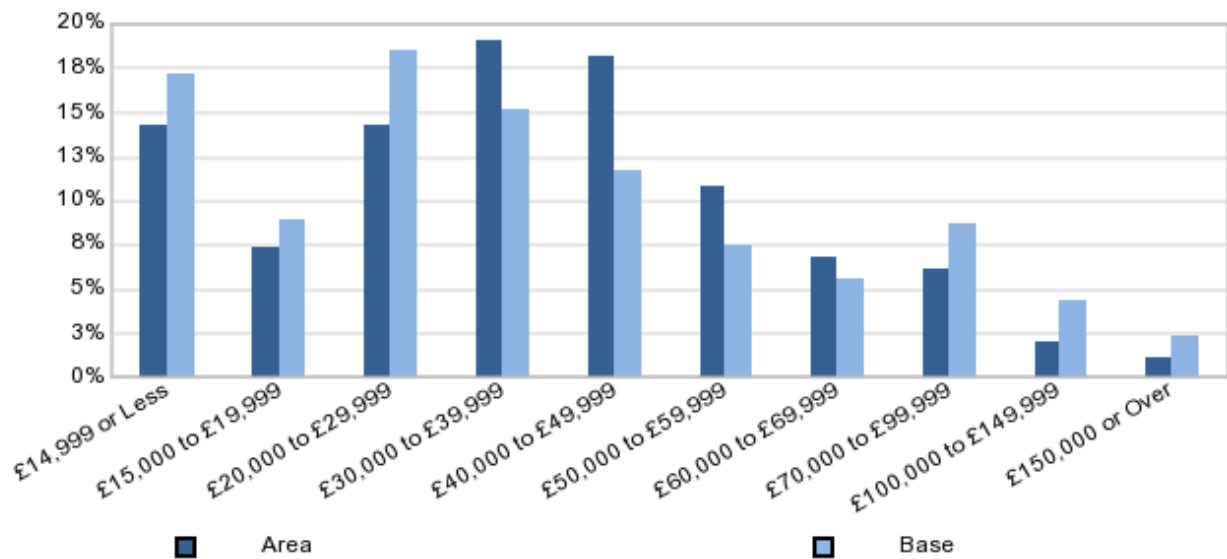
1,153 households within your area have an income of £19,999 or less, this forms 21.62 % of the overall distribution. The smallest count is 60 and these fall into household income band £150,000 or Over making up 1.12 %. When using your base as a comparison, most households fall into the income band £20,000 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 £40,000 to £49,999 is over represented making up 18.17 % with an index of 155, the most under represented banding is £100,000 to £149,999 with a figure of 44 making up 1.89 % 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	-40 100	857
A City Prosperity	961	2,849,374	209		
B Prestige Positions	33	4,798,133	4		
C Country Living	0	4,432,229	0		
D Rural Reality	0	4,656,104	0		
E Senior Security	0	4,767,632	0		
F Suburban Stability	0	3,634,847	0		
G Domestic Success	0	5,770,639	0		
H Aspiring Homemakers	181	6,440,418	17		
I Family Basics	353	5,687,500	39		
J Transient Renters	779	4,160,345	116		
K Municipal Tenants	719	4,149,642	107		
L Vintage Value	523	3,692,978	88		
M Modest Traditions	0	3,121,382	0		
N Urban Cohesion	25	3,547,766	4		
O Rental Hubs	7,263	5,518,789	817		
Totals	10,836	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.

■ Navigation (0.5 Miles)   □ Wales, Scotland, Northern Irelan...
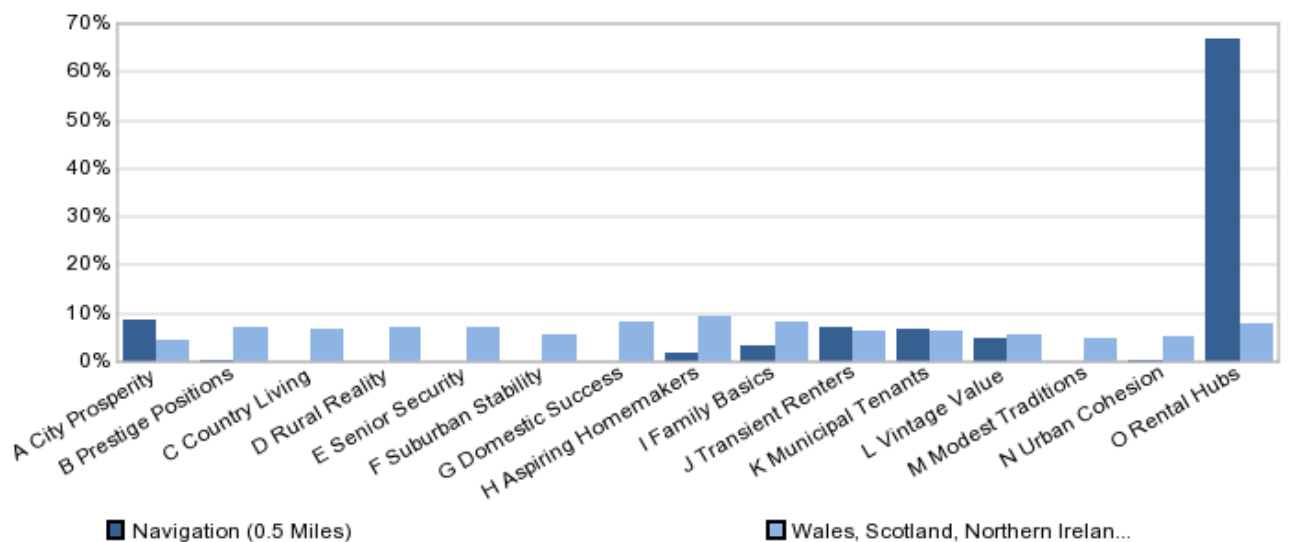
The largest group is O Rental Hubs with a count of 7,263 representing 67.03 % of the overall distribution, in comparison to the base where 8.21 % fall into this group. The smallest group is C Country Living with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is O Rental Hubs taking up 67.03 % of the target area. In contrast the most under represented group is C Country Living with just 0.00 %.

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Understanding the top three Mosaic UK 6 Groups

O Rental Hubs - 67.03 %

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

A City Prosperity - 8.87 %

High status city dwellers living in central locations and pursuing careers with high rewards.

Key Features

- High value properties
- Central city areas
- High status jobs
- Low car ownership
- High mobile phone spend
- High Internet use

J Transient Renters - 7.19 %

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