

Location Analyst

UK



## Wellington-Blackburn, Demog report, 0.5 miles

### Understanding Demographics

12 October, 2020

#### Contents

Understanding the Demographics of your Area

Understanding the Residential Profile by Mosaic UK 6

Understanding the Top 3 Mosaic UK 6 Groups

Describing Wellington (0.5 Miles) in relation to Wales, Scotland, Northern Ireland, England  
 Creation Date: October 12, 2020

## Understanding the make-up of your area

	Area	Base
Total Households	4,063	28,345,190
Total Population	9,458	67,229,855
Total Males	4,649	33,173,050
Total Females	4,809	34,056,805

The current year estimates show a total resident population of 9,458 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 4,063 in your area and 28,345,190 in your base selection. This was split by 50.85 % of the population being female and 49.15 % being male in the study area.

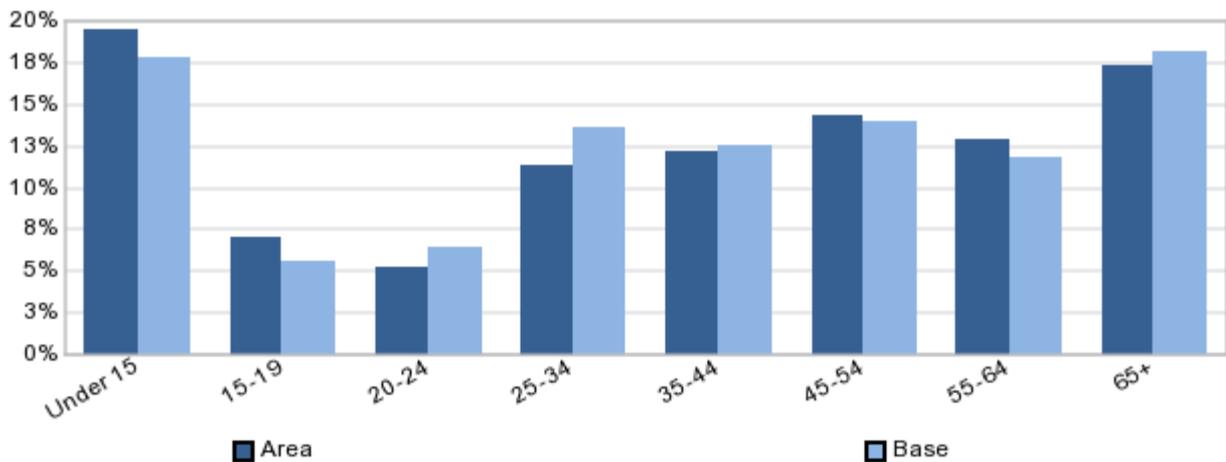
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

Age Bands	Area	Base	Index		
			79	100	128
Under 15	1,849	11,991,800	110		
15-19	665	3,753,671	126		
20-24	496	4,311,089	82		
25-34	1,066	9,174,369	83		
35-44	1,155	8,463,387	97		
45-54	1,365	9,386,423	103		
55-64	1,223	7,914,572	110		
65+	1,639	12,234,544	95		

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 1,849 representing 19.54 % of the study area. The smallest proportion is in age band 20-24 with a count of 496 which represents 5.25 %. In the study area the most over represented age band in comparison to the base selection is 15-19 with an index value of 126. The band that is most under represented is 20-24 with an index of 82, 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	9,116	58,246,060	111
Gypsy / Traveller / Irish Traveller	4	68,310	45
Mixed / Multiple Ethnic Groups	109	1,367,158	57
Asian / Asian British: Indian	56	1,559,199	26
Asian / Asian British: Pakistani	18	1,239,421	10
Asian / Asian British: Bangladeshi	9	505,406	13
Asian / Asian British: Chinese	35	497,465	50
Asian / Asian British: Other Asian	35	969,724	25
Black / African / Caribbean / Black British	51	2,122,714	17
Other Ethnic Group	24	654,398	26

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:

96.38 % White	86.64 % White
0.05 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.16 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.59 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.19 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.10 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.37 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.36 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.54 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.26 % Other Ethnic Group	0.97 % Other Ethnic Group

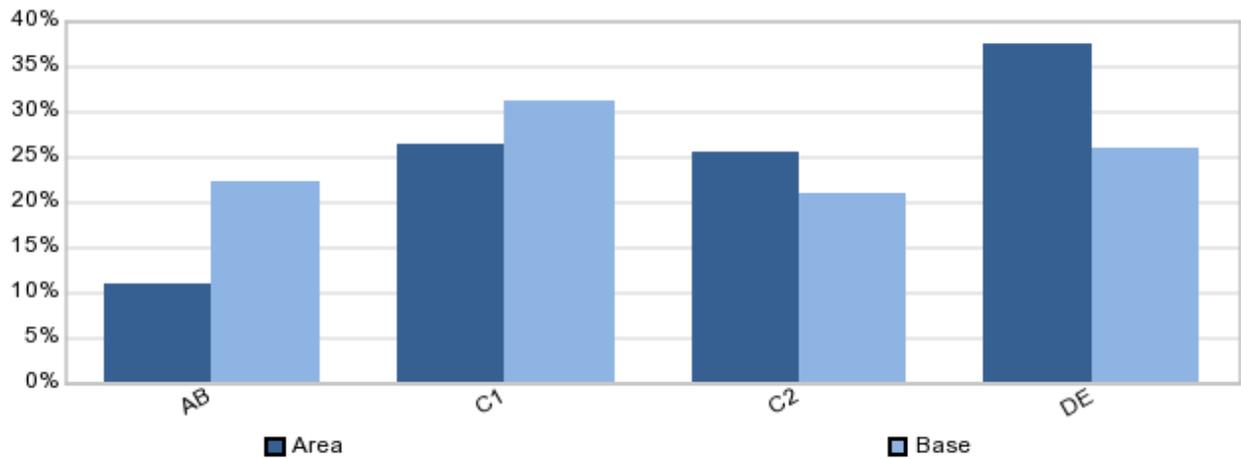
In the study area the largest ethnic group is White taking up 96.38 % of the population with a count of 9,116. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 4, 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	345	4,696,968	50
C1 Supervisory, cleric, junior manage/admin/prof	817	6,510,031	85
C2 Skilled manual workers	792	4,376,339	122
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,167	5,456,469	144

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 1,167 people falling into this group, which is 37.40 % of the overall distribution. The smallest proportion falls into grade AB with a count of 345 taking up 11.05 %. When comparing this to the selected base the most over represented grade is DE with an index\* count of 144, whereas the most under represented group is AB with an index count of 50.

## Understanding the Economic Activity

Economically Active	Area	Base	Index <sup>51</sup>
Employee	3,783	26,483,068	108
Self employed with employees	81	1,127,682	54
Self employed without employees	310	3,705,246	63
Unemployed	158	1,161,572	103
Full-time students	200	1,695,620	89

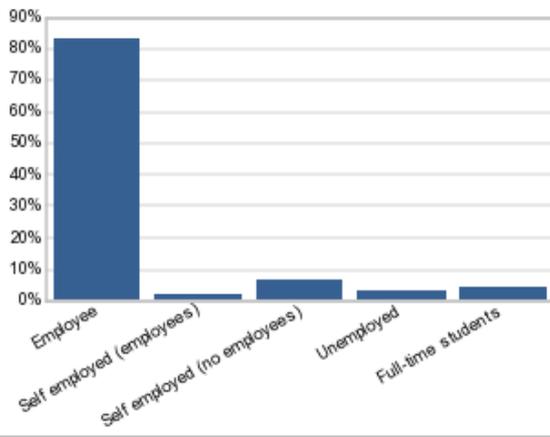
  

Economically Inactive	Area	Base	Index <sup>51</sup>
Retired	1,029	6,618,937	101
Student	281	2,838,201	64
Looking after home/ family	270	2,117,295	83
Permanently sick/ disabled	536	2,168,755	160
Other	165	1,076,085	100

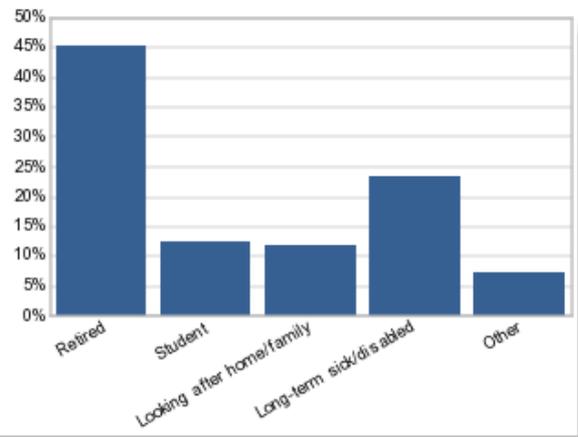
Source: Experian Current Year Estimates based on ONS Census Data ( 2018 ).

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 55.52 % of the population are employed, this is 3,783 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.18 %, 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 108, taking up 55.52 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 1,029 representing 15.11 %. The smallest inactive group is Other with 165 which is 2.43 %. When looking at the index values the group that is most over represented is Retired with an index of 101, representing 15.11 %.

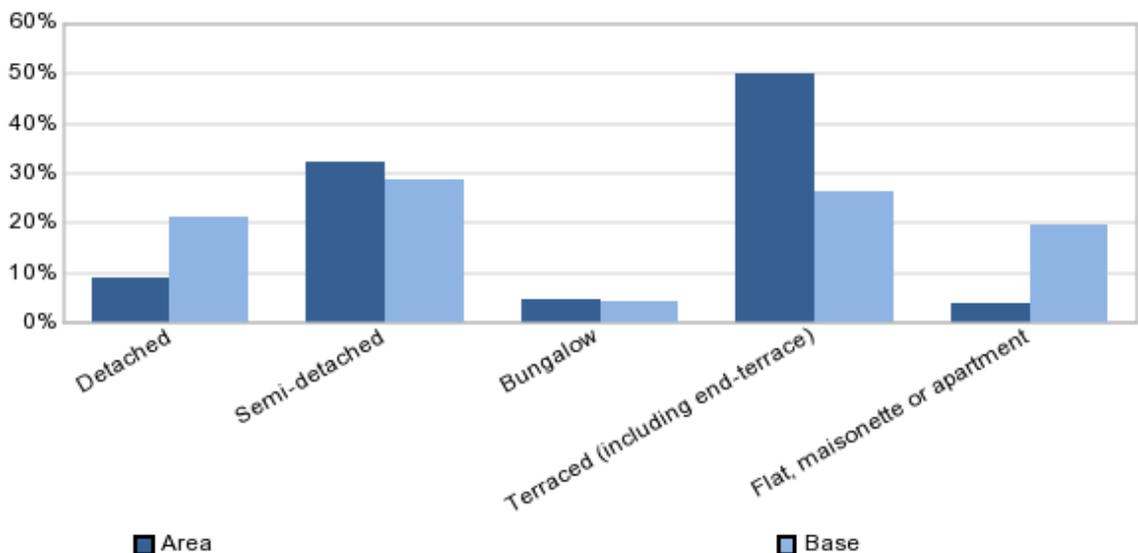
\*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

## Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	340	5,385,903	44
Semi-detached	1,194	7,344,686	112
Bungalow	164	1,039,099	109
Terraced (including end-terrace)	1,848	6,699,890	191
Flat, maisonette or apartment	136	5,007,460	19

Source: Experian ConsumerView Household Directory 2019 .

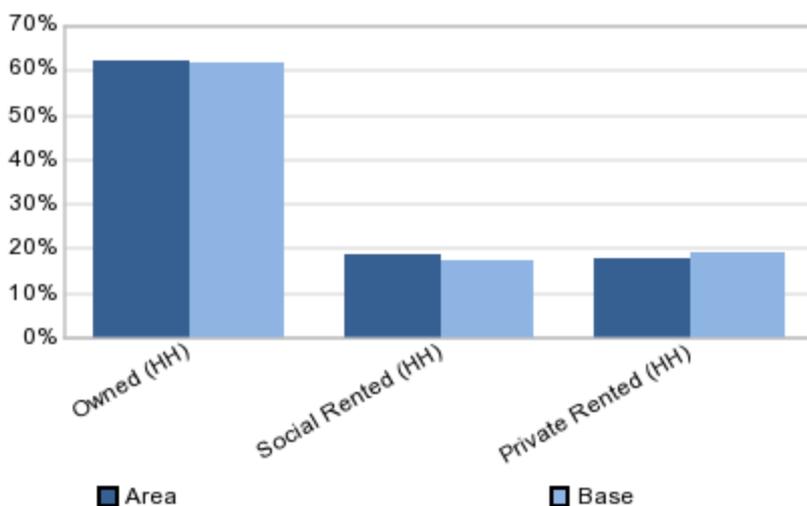
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	2,526	17,543,252	100
Social Rented (HH)	760	4,965,267	107
Private Rented (HH)	727	5,470,682	93

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.



1,194 households within your area live in a Semi-detached dwelling, this is 32.42 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Flat, maisonette or apartment dwelling, this is 136 households and makes up 3.69 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 191, this makes up 50.20 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,526 making up 62.17 %. The smallest amount fall into the Private rented at 17.90 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 107, 18.72 % of households fall into this category in the study area.

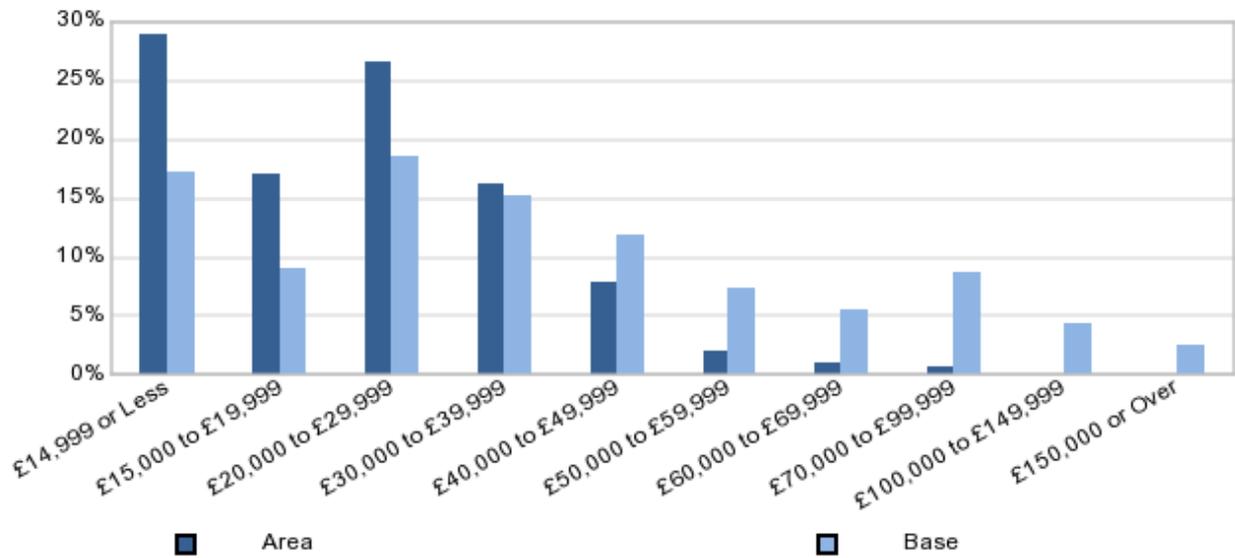
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## Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	1,173	4,889,206	167
£15,000 to £19,999	695	2,538,634	191
£20,000 to £29,999	1,080	5,253,752	143
£30,000 to £39,999	654	4,304,210	106
£40,000 to £49,999	319	3,318,086	67
£50,000 to £59,999	80	2,106,080	27
£60,000 to £69,999	37	1,573,962	16
£70,000 to £99,999	24	2,469,683	7
£100,000 to £149,999	2	1,215,381	1
£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.



1,867 households within your area have an income of £19,999 or less, this forms 45.96 % 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 £15,000 to £19,999 is over represented making up 17.10 % with an index of 191, 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.

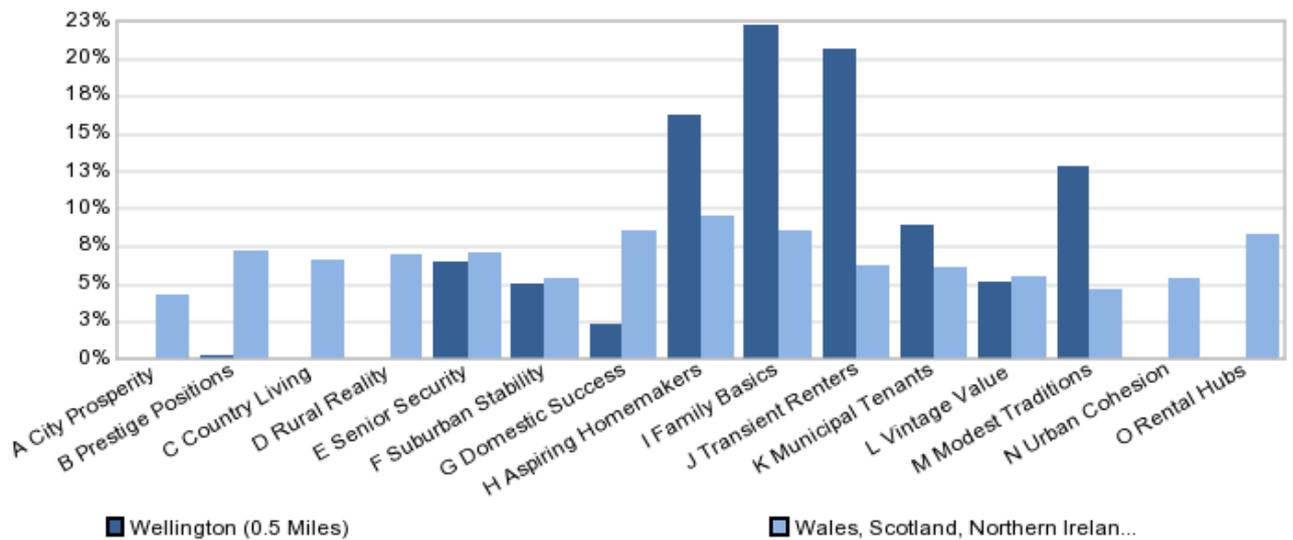
## Understanding the residential profile by Mosaic UK 6

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	19	4,798,133	3
C Country Living	0	4,432,229	0
D Rural Reality	0	4,656,104	0
E Senior Security	610	4,767,632	91
F Suburban Stability	469	3,634,847	92
G Domestic Success	227	5,770,639	28
H Aspiring Homemakers	1,533	6,440,418	169
I Family Basics	2,104	5,687,500	263
J Transient Renters	1,952	4,160,345	334
K Municipal Tenants	849	4,149,642	145
L Vintage Value	483	3,692,978	93
M Modest Traditions	1,213	3,121,382	276
N Urban Cohesion	0	3,547,766	0
O Rental Hubs	0	5,518,789	0
<b>Totals</b>	<b>9,458</b>	<b>67,229,855</b>	

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 2,104 representing 22.24 % 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 J Transient Renters taking up 20.64 % 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

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### I Family Basics - 22.24 %



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

### J Transient Renters - 20.64 %



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

### H Aspiring Homemakers - 16.20 %



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