

Location Analyst

UK



# Angel DE11 8LF 0.5 mile Demog Report

## Understanding Demographics

08 October, 2020

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Describing Angel 0.5 (0.5 Miles) in relation to United Kingdom  
Creation Date: October 8, 2020

## Understanding the make-up of your area

	Area	Base
Total Households	2,775	28,345,190
Total Population	6,252	67,229,855
Total Males	3,119	33,173,050
Total Females	3,133	34,056,805

The current year estimates show a total resident population of 6,252 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,775 in your area and 28,345,190 in your base selection. This was split by 50.11 % of the population being female and 49.89 % being male in the study area.

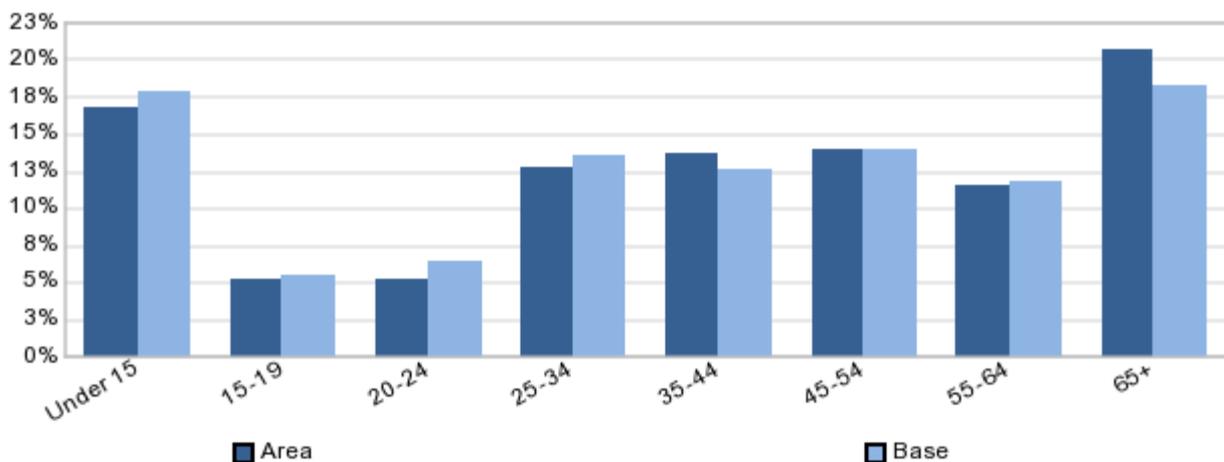
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

Age Bands	Area	Base	Index		
			81	100	115
Under 15	1,050	11,991,800	94	█	
15-19	328	3,753,671	94	█	
20-24	333	4,311,089	83	█	
25-34	793	9,174,369	93	█	
35-44	856	8,463,387	109	█	
45-54	873	9,386,423	100		
55-64	726	7,914,572	99		
65+	1,293	12,234,544	114	█	

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 1,293 representing 20.68 % of the study area. The smallest proportion is in age band 15-19 with a count of 328 which represents 5.25 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 114. The band that is most under represented is 20-24 with an index\* of 83, 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	6,075	58,246,060	112
Gypsy / Traveller / Irish Traveller	1	68,310	16
Mixed / Multiple Ethnic Groups	68	1,367,158	54
Asian / Asian British: Indian	46	1,559,199	32
Asian / Asian British: Pakistani	3	1,239,421	3
Asian / Asian British: Bangladeshi	0	505,406	0
Asian / Asian British: Chinese	12	497,465	27
Asian / Asian British: Other Asian	13	969,724	15
Black / African / Caribbean / Black British	16	2,122,714	8
Other Ethnic Group	16	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:

97.17 % White	86.64 % White
0.02 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.09 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.74 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.05 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.20 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.21 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.26 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.25 % Other Ethnic Group	0.97 % Other Ethnic Group

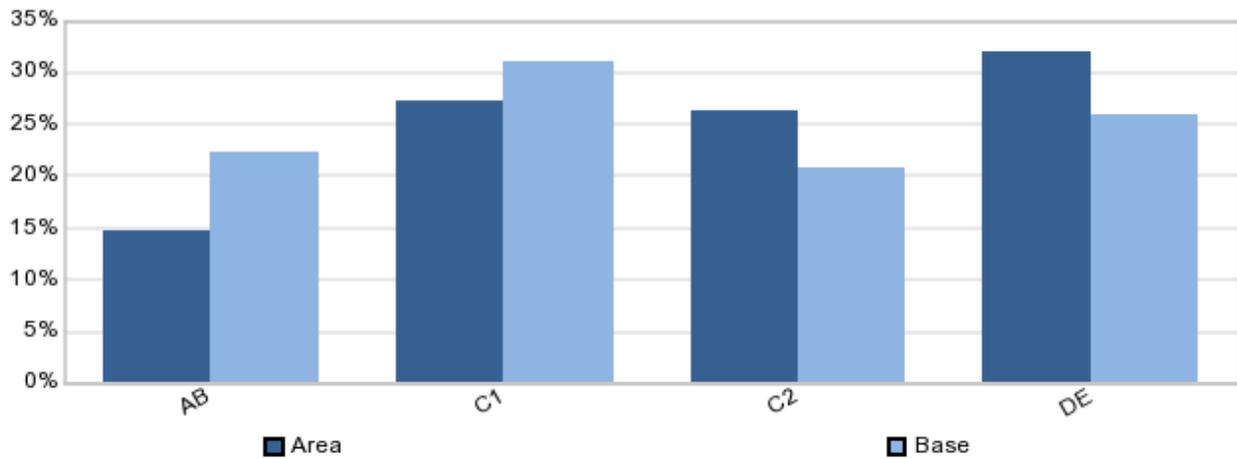
In the study area the largest ethnic group is White taking up 97.17 % of the population with a count of 6,075. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count 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
AB Higher & intermediate manage/admin/prof	296	4,696,968	66
C1 Supervisory, cleric, junior manage/admin/prof	546	6,510,031	88
C2 Skilled manual workers	528	4,376,339	126
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	641	5,456,469	123

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 641 people falling into this group, which is 31.88 % of the overall distribution. The smallest proportion falls into grade AB with a count of 296 taking up 14.71 %. When comparing this to the selected base the most over represented grade is C2 with an index\* count of 126, whereas the most under represented group is AB with an index count of 66.

## Understanding the Economic Activity

Economically Active	Area	Base	Index <sup>46</sup>	100 111
Employee	2,647	26,483,068	109	█
Self employed with employees	51	1,127,682	50	█
Self employed without employees	253	3,705,246	74	█
Unemployed	72	1,161,572	67	█
Full-time students	116	1,695,620	74	█

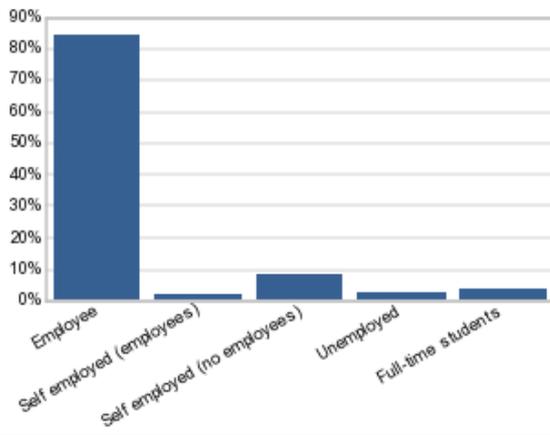
  

Economically Inactive	Area	Base	Index <sup>46</sup>	40 100 128
Retired	761	6,618,937	119	█
Student	123	2,838,201	45	█
Looking after home/ family	211	2,117,295	103	█
Permanently sick/ disabled	262	2,168,755	125	█
Other	77	1,076,085	74	█

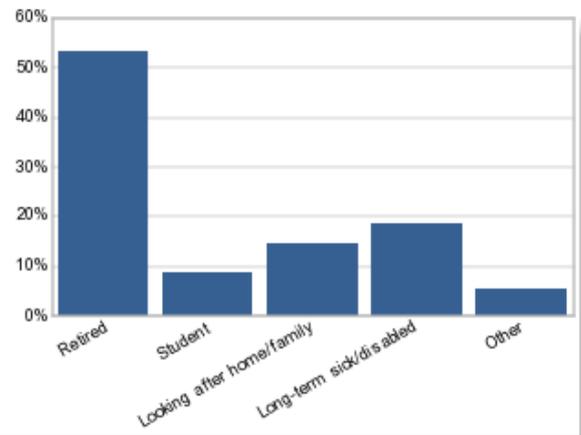
Source: Experian Current Year Estimates based on ONS Census Data ( 2018 ).

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 57.88 % of the population are employed, this is 2,647 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.12 %, 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 109, taking up 57.88 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 761 representing 16.65 %. The smallest inactive group is Other with 77 which is 1.69 %. When looking at the index values the group that is most over represented is Retired with an index of 119, representing 16.65 %.

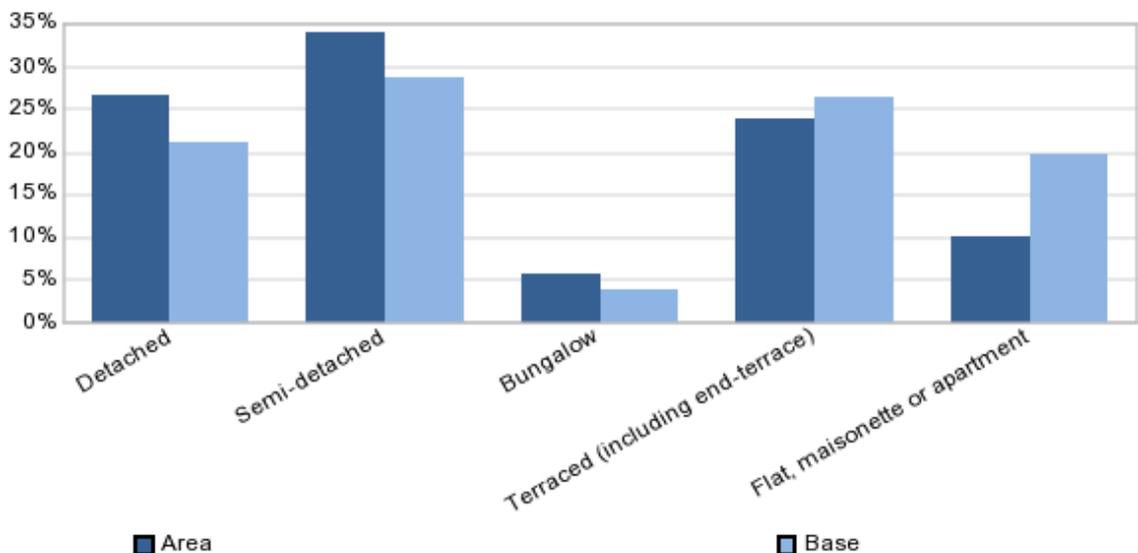
\*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

## Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	46	100	142
Detached	667	5,385,903	125		█	
Semi-detached	854	7,344,686	118		█	
Bungalow	142	1,039,099	138		█	
Terraced (including end-terrace)	602	6,699,890	91		█	
Flat, maisonette or apartment	252	5,007,460	51		█	

Source: Experian ConsumerView Household Directory 2019 .

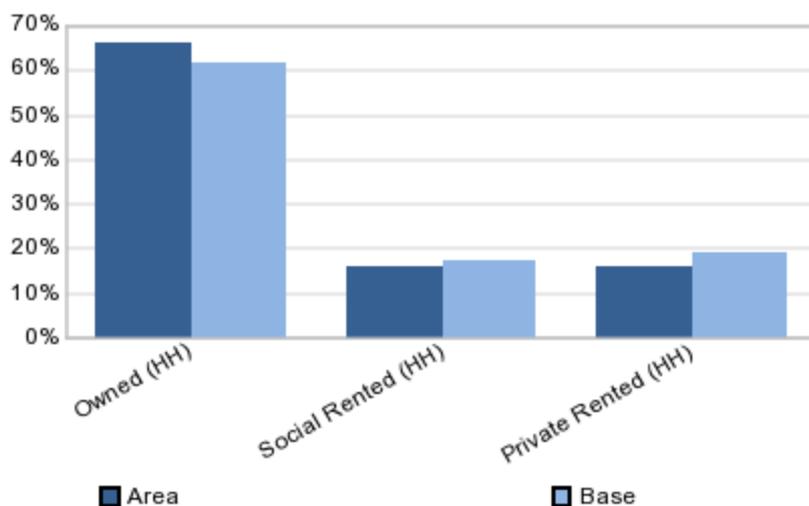
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	83	100	108
Owned (HH)	1,841	17,543,252	107		█	
Social Rented (HH)	436	4,965,267	90		█	
Private Rented (HH)	452	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.



854 households within your area live in a Semi-detached dwelling, this is 33.94 %. 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 142 households and makes up 5.65 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 138, this makes up 5.65 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,841 making up 66.35 %. The smallest amount fall into the Social rented at 15.72 %. When looking at the index figures the most over represented tenure type is Owned with an index of 107, 66.35 % of households fall into this category in the study area.

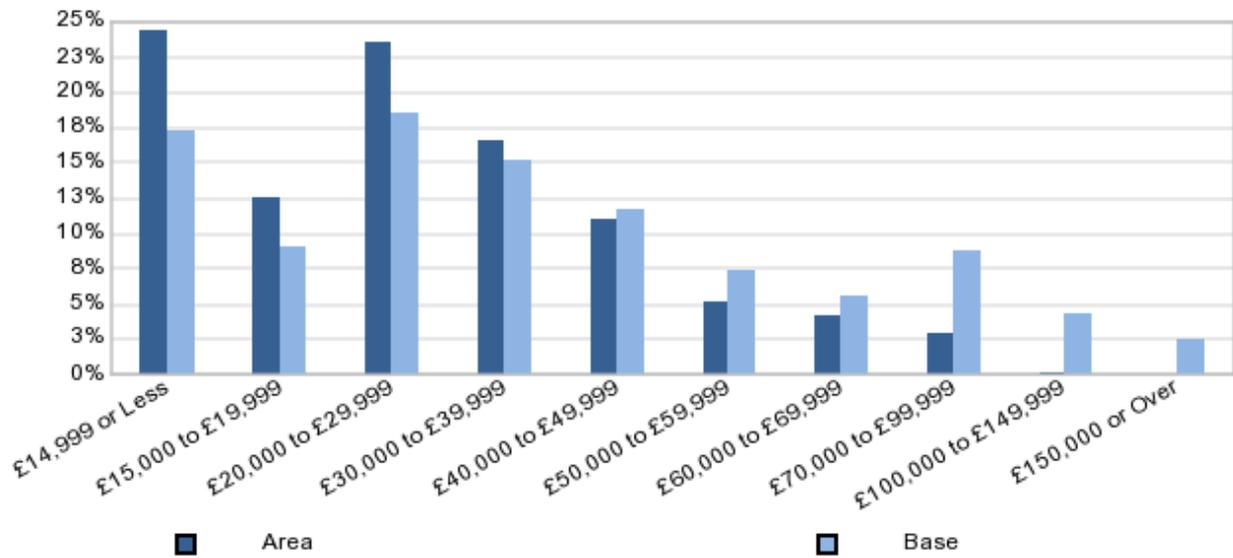
\*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

## Understanding the Household Income

Household Income	Area	Base	Index	-7	100	148
£14,999 or Less	674	4,889,206	141		█	
£15,000 to £19,999	347	2,538,634	140		█	
£20,000 to £29,999	651	5,253,752	127		█	
£30,000 to £39,999	458	4,304,210	109		█	
£40,000 to £49,999	304	3,318,086	94		█	
£50,000 to £59,999	142	2,106,080	69		█	
£60,000 to £69,999	116	1,573,962	75		█	
£70,000 to £99,999	81	2,469,683	33		█	
£100,000 to £149,999	2	1,215,381	2		█	
£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.



1,021 households within your area have an income of £19,999 or less, this forms 36.80 % 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 24.28 % with an index of 141, 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.

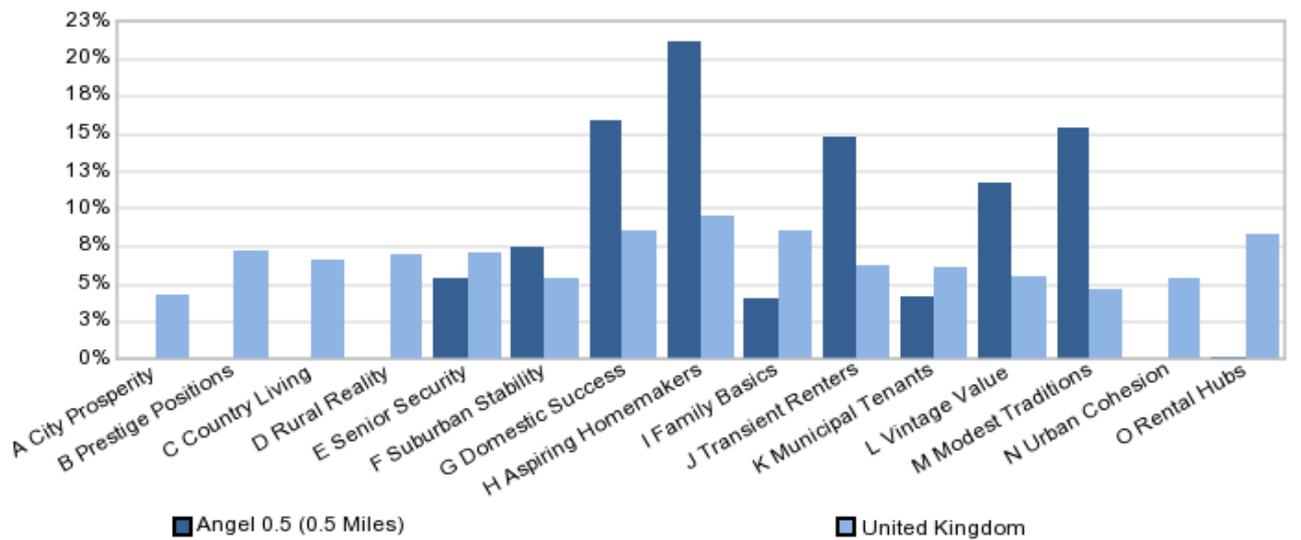
## Understanding the residential profile by Mosaic UK 6

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	-16	100	349
A City Prosperity	0	2,849,374	0			
B Prestige Positions	0	4,798,133	0			
C Country Living	0	4,432,229	0			
D Rural Reality	0	4,656,104	0			
E Senior Security	333	4,767,632	75			
F Suburban Stability	465	3,634,847	137			
G Domestic Success	996	5,770,639	186			
H Aspiring Homemakers	1,316	6,440,418	220			
I Family Basics	249	5,687,500	47			
J Transient Renters	929	4,160,345	240			
K Municipal Tenants	259	4,149,642	67			
L Vintage Value	731	3,692,978	213			
M Modest Traditions	965	3,121,382	332			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	9	5,518,789	2			
<b>Totals</b>	<b>6,252</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 H Aspiring Homemakers with a count of 1,316 representing 21.05 % of the overall distribution, in comparison to the base where 9.58 % 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 M Modest Traditions taking up 15.43 % 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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### H Aspiring Homemakers - 21.05 %



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

### G Domestic Success - 15.94 %



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

### M Modest Traditions - 15.43 %



Mature homeowners of value homes enjoying stable lifestyles.

#### Key Features

- Mature age
- Homeowners
- Affordable housing
- Kids are grown up
- Suburban locations
- Modest income