

Location Analyst

UK



Black & Grey NE61 1BU 0.5 mile Demog Report

Understanding Demographics

08 October, 2020

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Describing Black & Grey 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	1,962	28,345,190
Total Population	4,003	67,229,855
Total Males	1,786	33,173,050
Total Females	2,217	34,056,805

The current year estimates show a total resident population of 4,003 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 1,962 in your area and 28,345,190 in your base selection. This was split by 55.39 % of the population being female and 44.61 % being male in the study area.

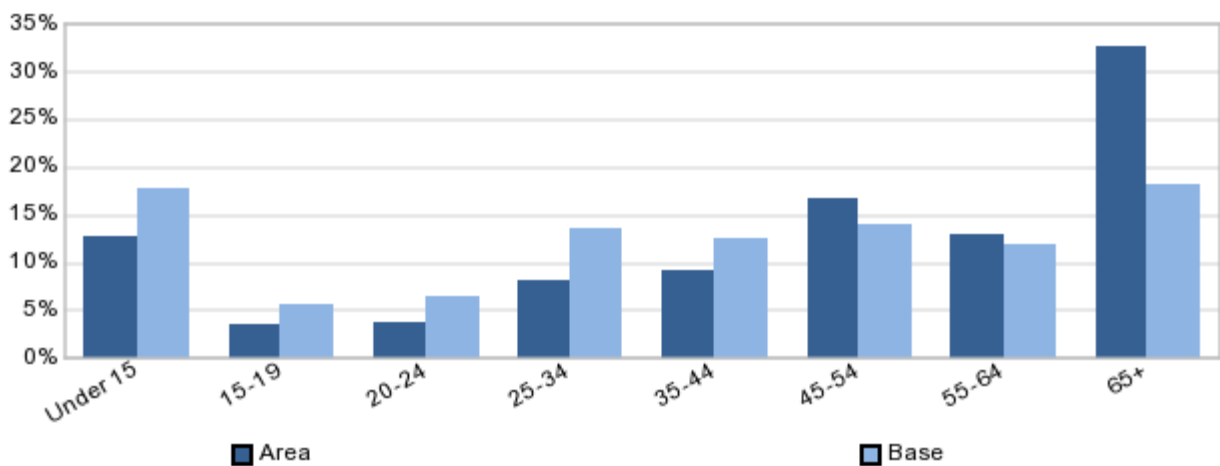
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			51	100	185
Under 15	510	11,991,800	71	█	
15-19	142	3,753,671	64	█	
20-24	150	4,311,089	58	█	
25-34	331	9,174,369	61	█	
35-44	371	8,463,387	74	█	
45-54	674	9,386,423	121	█	
55-64	519	7,914,572	110	█	
65+	1,306	12,234,544	179	█	

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 1,306 representing 32.63 % of the study area. The smallest proportion is in age band 15-19 with a count of 142 which represents 3.56 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 179. The band that is most under represented is 20-24 with an index of 58, 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	3,940	58,246,060	114
Gypsy / Traveller / Irish Traveller	2	68,310	42
Mixed / Multiple Ethnic Groups	19	1,367,158	24
Asian / Asian British: Indian	7	1,559,199	8
Asian / Asian British: Pakistani	2	1,239,421	3
Asian / Asian British: Bangladeshi	5	505,406	16
Asian / Asian British: Chinese	3	497,465	12
Asian / Asian British: Other Asian	4	969,724	8
Black / African / Caribbean / Black British	15	2,122,714	11
Other Ethnic Group	5	654,398	14

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:

98.43 % White	86.64 % White
0.04 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.48 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.18 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.05 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.12 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.09 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.11 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.36 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.13 % Other Ethnic Group	0.97 % Other Ethnic Group

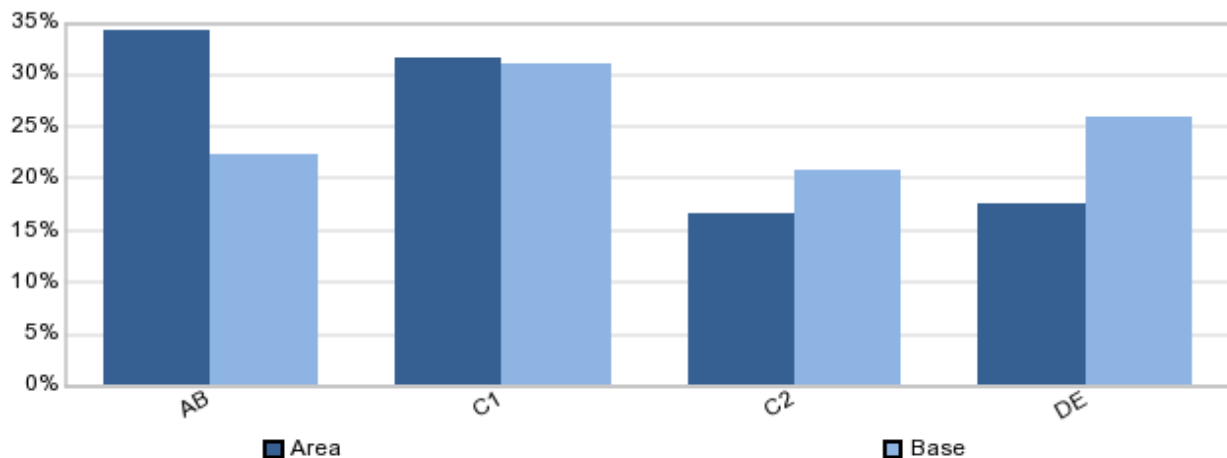
In the study area the largest ethnic group is White taking up 98.43 % of the population with a count of 3,940. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 2, 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	429	4,696,968	154
C1 Supervisory, cleric, junior manage/admin/prof	394	6,510,031	102
C2 Skilled manual workers	206	4,376,339	79
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	219	5,456,469	68

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 AB forms the largest proportion with 429 people falling into this group, which is 34.35 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 206 taking up 16.53 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 154, whereas the most under represented group is DE with an index count of 68.

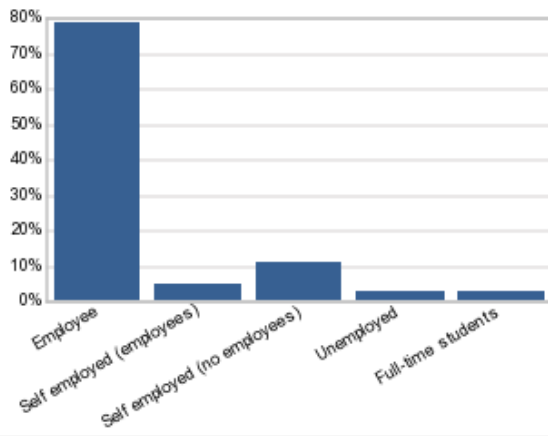
Understanding the Economic Activity

Economically Active	Area	Base	Index	52	100	151
Employee	1,391	26,483,068	101			
Self employed with employees	86	1,127,682	147		█	
Self employed without employees	192	3,705,246	100			
Unemployed	50	1,161,572	83		█	
Full-time students	50	1,695,620	57		█	
Economically Inactive				42	100	154
Retired	500	6,618,937	125		█	
Student	82	2,838,201	48		█	
Looking after home/ family	66	2,117,295	51		█	
Permanently sick/ disabled	197	2,168,755	150		█	
Other	53	1,076,085	81		█	

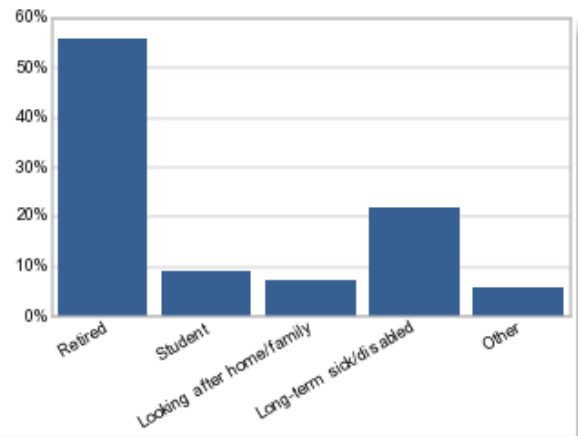
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 52.14 % of the population are employed, this is 1,391 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Full-time students representing 1.87 %, compare this to the selected base where this group represents 3.46 %. When analysing index* values the most over represented group is Employee with an index of 147, taking up 3.22 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 500 representing 18.76 %. The smallest inactive group is Other with 53 which is 1.99 %. When looking at the index values the group that is most over represented is Retired with an index of 125, representing 18.76 %.

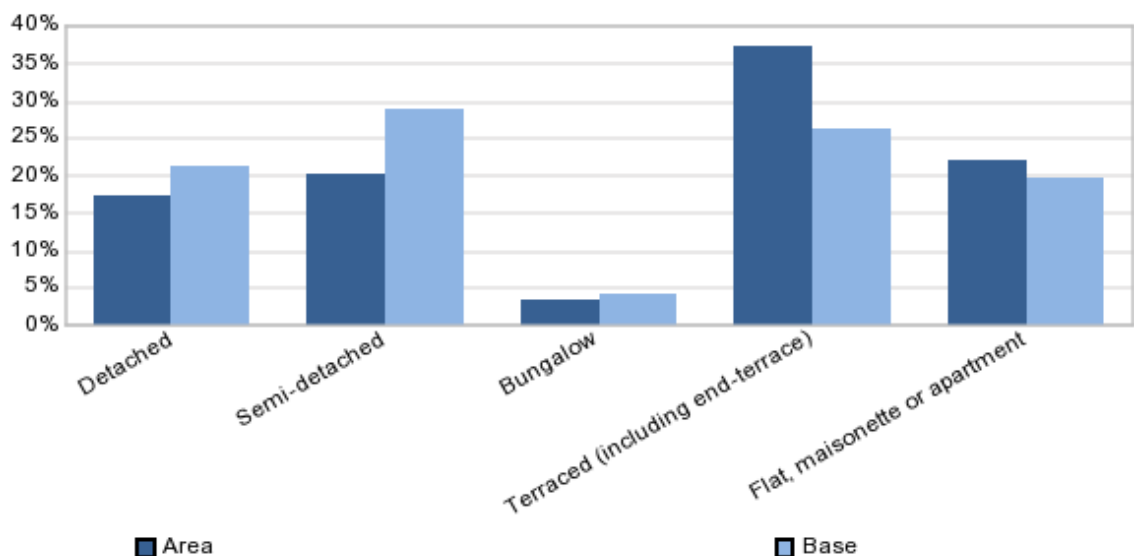
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	305	5,385,903	82
Semi-detached	355	7,344,686	70
Bungalow	59	1,039,099	81
Terraced (including end-terrace)	657	6,699,890	142
Flat, maisonette or apartment	388	5,007,460	112

Source: Experian ConsumerView Household Directory 2019 .

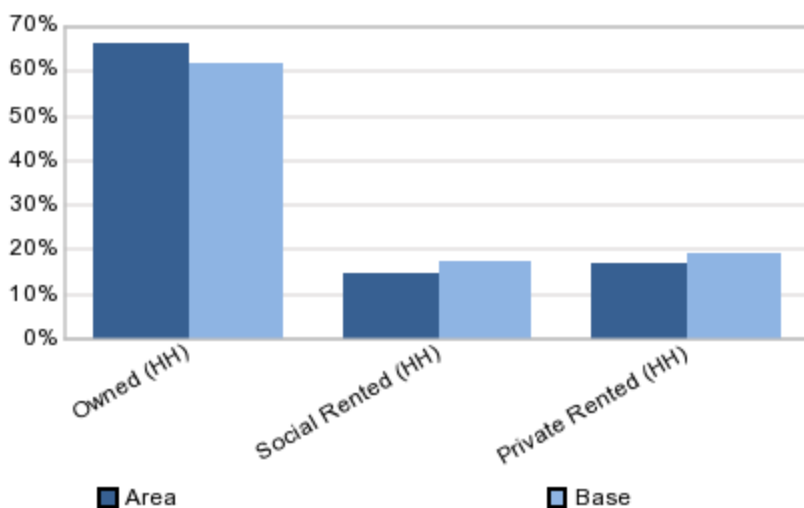
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	1,297	17,543,252	107
Social Rented (HH)	284	4,965,267	83
Private Rented (HH)	340	5,470,682	90

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.



355 households within your area live in a Semi-detached dwelling, this is 20.13 %. 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 59 households and makes up 3.32 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 142, this makes up 37.27 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,297 making up 66.12 %. The smallest amount fall into the Social rented at 14.48 %. When looking at the index figures the most over represented tenure type is Owned with an index of 107, 66.12 % of households fall into this category in the study area.

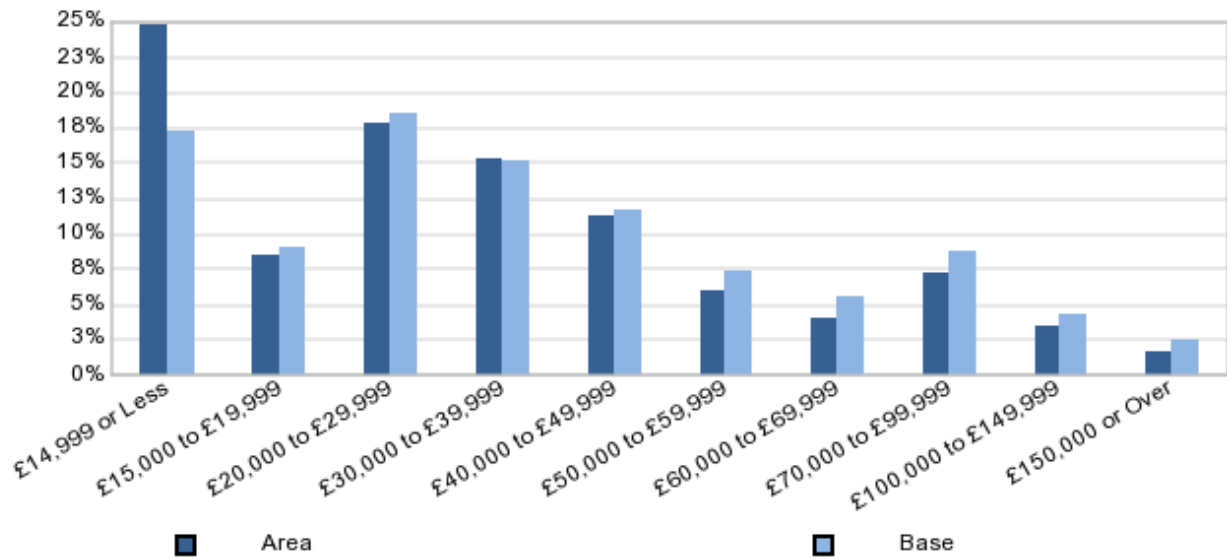
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	487	4,889,206	144
£15,000 to £19,999	165	2,538,634	94
£20,000 to £29,999	350	5,253,752	96
£30,000 to £39,999	301	4,304,210	101
£40,000 to £49,999	221	3,318,086	96
£50,000 to £59,999	115	2,106,080	79
£60,000 to £69,999	80	1,573,962	73
£70,000 to £99,999	142	2,469,683	83
£100,000 to £149,999	69	1,215,381	81
£150,000 or Over	32	676,196	69

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.



652 households within your area have an income of £19,999 or less, this forms 33.24 % of the overall distribution. The smallest count is 32 and these fall into household income band £150,000 or Over making up 1.65 %. 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 24.81 % with an index of 144, the most under represented banding is £150,000 or Over with a figure of 69 making up 1.65 % 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.

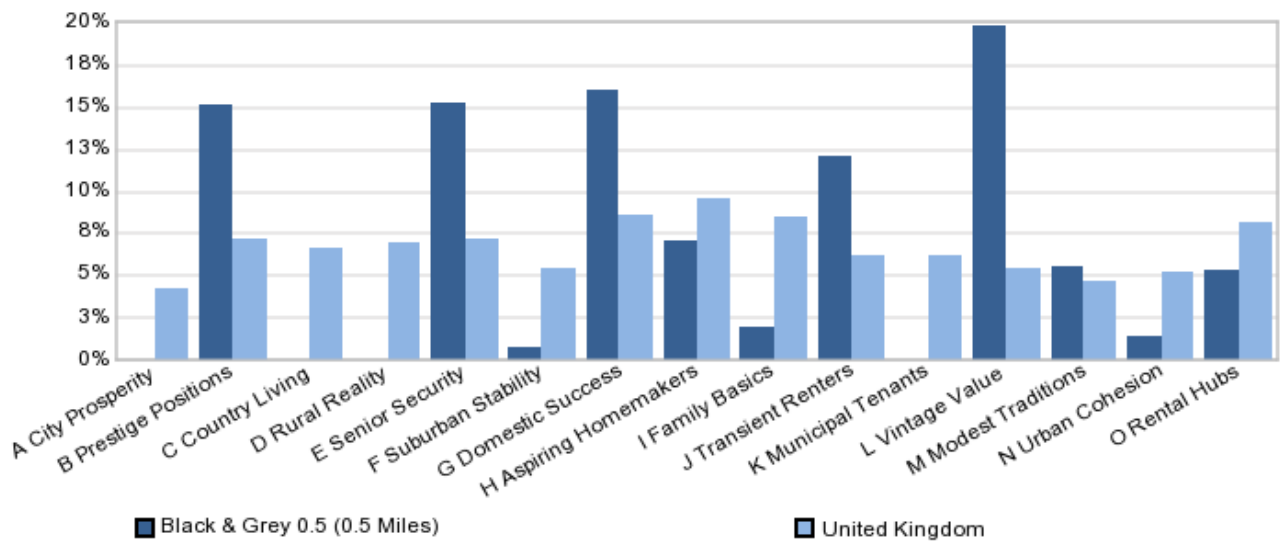
Understanding the residential profile by Mosaic UK 6

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	602	4,798,133	211
C Country Living	0	4,432,229	0
D Rural Reality	0	4,656,104	0
E Senior Security	609	4,767,632	214
F Suburban Stability	29	3,634,847	13
G Domestic Success	636	5,770,639	185
H Aspiring Homemakers	280	6,440,418	73
I Family Basics	76	5,687,500	22
J Transient Renters	483	4,160,345	195
K Municipal Tenants	0	4,149,642	0
L Vintage Value	794	3,692,978	361
M Modest Traditions	224	3,121,382	121
N Urban Cohesion	55	3,547,766	26
O Rental Hubs	215	5,518,789	65
Totals	4,003	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 L Vintage Value with a count of 794 representing 19.83 % of the overall distribution, in comparison to the base where 5.49 % 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 19.83 % 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

L Vintage Value - 19.83 %



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

G Domestic Success - 15.89 %



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

E Senior Security - 15.21 %



Elderly people with assets who are enjoying a comfortable retirement.

Key Features

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers