Blue Bell NE65 0LU 0.5 mile Demog Report

Understanding Demographics

08 October, 2020

Contents

Describing Blue Bell Amble 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	2,210	28,345,190
Total Population	4,849	67,229,855
Total Males	2,374	33,173,050
Total Females	2,475	34,056,805

The current year estimates show a total resident population of 4,849 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,210 in your area and 28,345,190 in your base selection. This was split by 51.04 % of the population being female and 48.96 % being male in the study area.
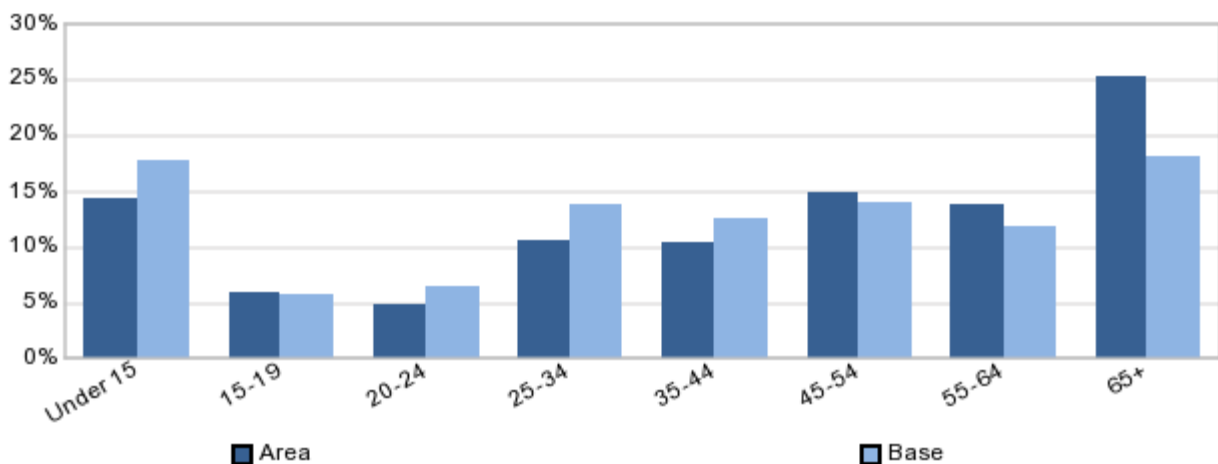
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index	70 100 142
Under 15	701	11,991,800	81	
15-19	283	3,753,671	104	
20-24	231	4,311,089	74	
25-34	519	9,174,369	78	
35-44	505	8,463,387	83	
45-54	720	9,386,423	106	
55-64	663	7,914,572	116	
65+	1,228	12,234,544	139	

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 1,228 representing 25.32 % of the study area. The smallest proportion is in age band 20-24 with a count of 231 which represents 4.76 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 139. The band that is most under represented is 20-24 with an index of 74, 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	-5	100 120
White	4,814	58,246,060	115		
Gypsy / Traveller / Irish Traveller	0	68,310	0		
Mixed / Multiple Ethnic Groups	12	1,367,158	12		
Asian / Asian British: Indian	5	1,559,199	5		
Asian / Asian British: Pakistani	0	1,239,421	0		
Asian / Asian British: Bangladeshi	0	505,406	0		
Asian / Asian British: Chinese	6	497,465	17		
Asian / Asian British: Other Asian	6	969,724	9		
Black / African / Caribbean / Black British	4	2,122,714	2		
Other Ethnic Group	3	654,398	6		

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:

99.27 % White
0.00 % Gypsy / Traveller / Irish Traveller
0.24 % Mixed / Multiple Ethnic Groups
0.11 % Asian / Asian British: Indian
0.00 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi
0.12 % Asian / Asian British: Chinese
0.12 % Asian / Asian British: Other Asian
0.07 % Black / African / Caribbean / Black British
0.06 % 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
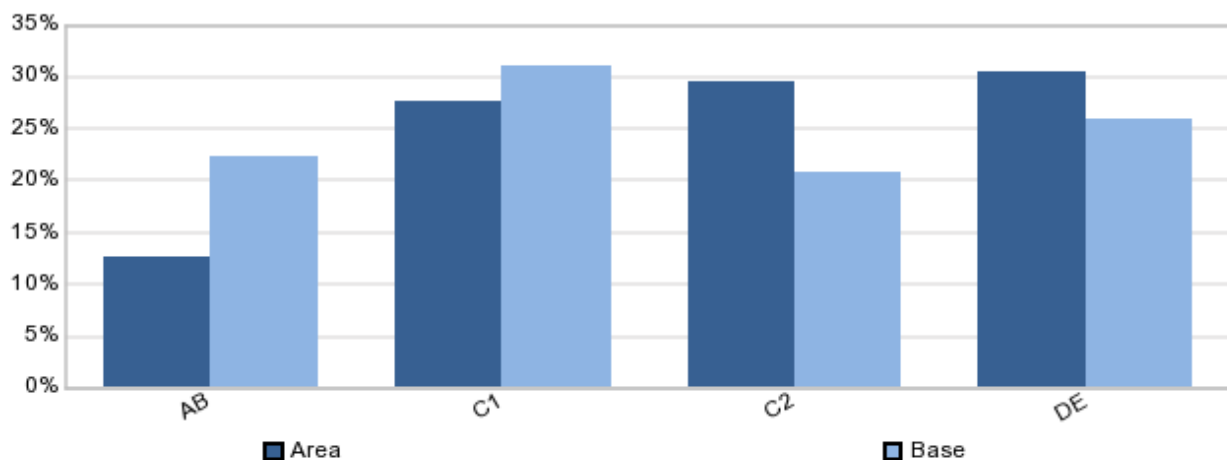0.97 % Other Ethnic Group

In the study area the largest ethnic group is White taking up 99.27 % of the population with a count of 4,814. 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 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	51	100	146
AB Higher & intermediate manage/admin/prof	189	4,696,968	56			
C1 Supervisory, cleric, junior manage/admin/prof	414	6,510,031	89			
C2 Skilled manual workers	446	4,376,339	142			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	459	5,456,469	117			

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 459 people falling into this group, which is 30.42 % of the overall distribution. The smallest proportion falls into grade AB with a count of 189 taking up 12.53 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 142, whereas the most under represented group is AB with an index count of 56.
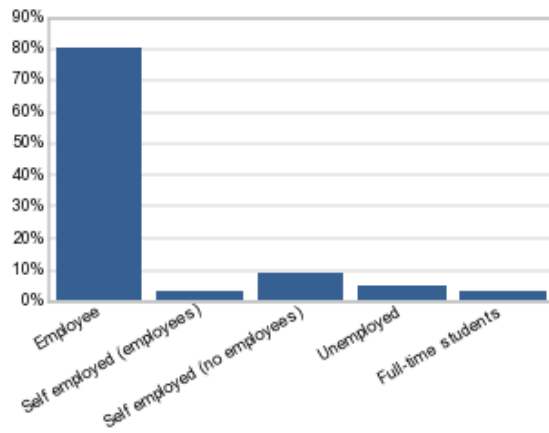
Understanding the Economic Activity

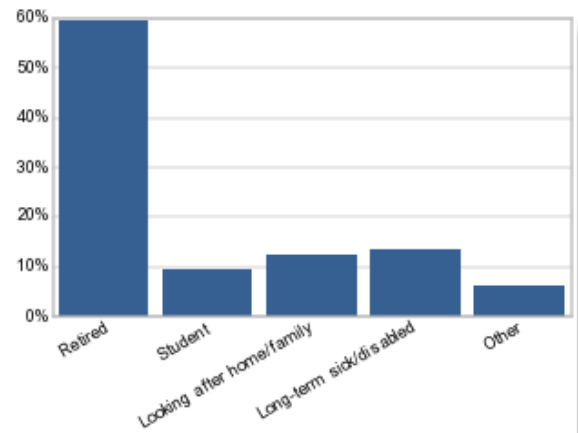| Economically Active	Area	Base	Index	50	100	145
Employee	1,915	26,483,068	104			
Self employed with employees	79	1,127,682	100			
Self employed without employees	212	3,705,246	82			
Unemployed	115	1,161,572	142			
Full-time students	64	1,695,620	54			
Economically Inactive				43	100	136
Retired	692	6,618,937	132			
Student	108	2,838,201	48			
Looking after home/ family	142	2,117,295	85			
Permanently sick/ disabled	157	2,168,755	92			
Other	71	1,076,085	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.

Economically Active - % by Category

Economically Inactive - % by Category

Economic activity within the study area shows that 53.88 % of the population are employed, this is 1,915 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Full-time students representing 1.81 %, compare this to the selected base where this group represents 3.46 %. When analysing index* values the most over represented group is Unemployed with an index of 142, taking up 3.23 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 692 representing 19.46 %. The smallest inactive group is Other with 71 which is 2.01 %. When looking at the index values the group that is most over represented is Retired with an index of 132, representing 19.46 %.
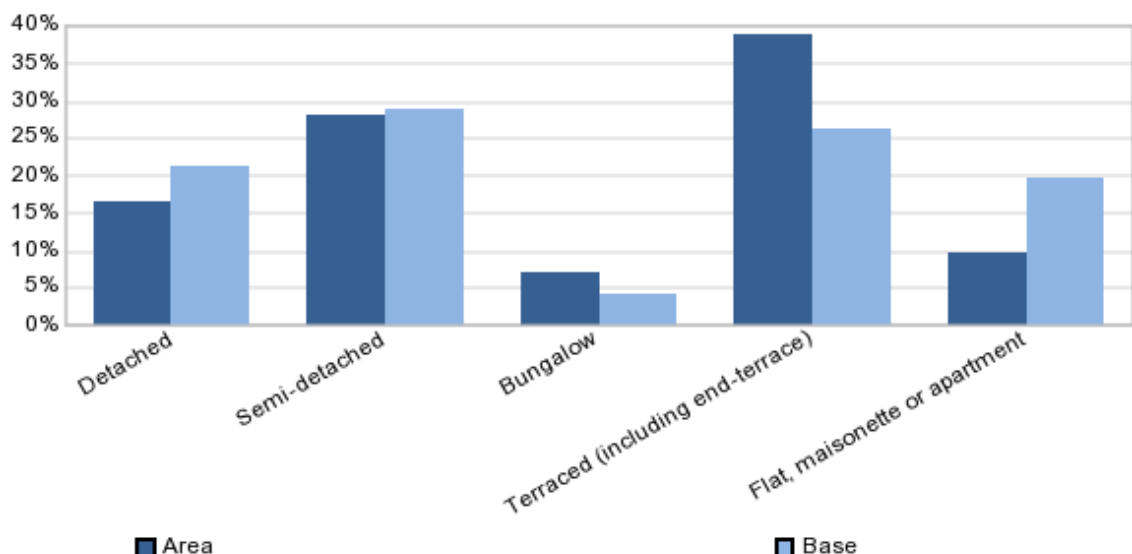
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Understanding what type of households are in your area

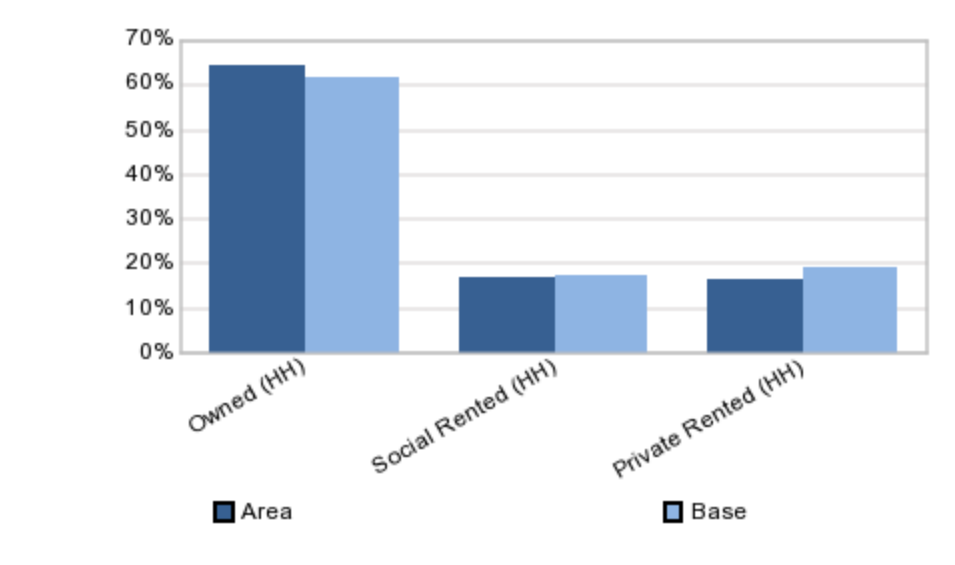| Dwelling Type	Area	Base	Index	43	100	178
Detached	329	5,385,903	78			
Semi-detached	562	7,344,686	97			
Bungalow	141	1,039,099	172			
Terraced (including end-terrace)	779	6,699,890	148			
Flat, maisonette or apartment	195	5,007,460	49			

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	87	100	105
Owned (HH)	1,427	17,543,252	104			
Social Rented (HH)	383	4,965,267	99			
Private Rented (HH)	375	5,470,682	88			

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.

562 households within your area live in a Semi-detached dwelling, this is 28.02 %. 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 141 households and makes up 7.03 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 172, this makes up 7.03 % in the study area.
When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,427 making up 64.58 %. The smallest amount fall into the Private rented at 16.96 %. When looking at the index figures the most over represented tenure type is Owned with an index of 104, 64.58 % of households fall into this category in the study area.
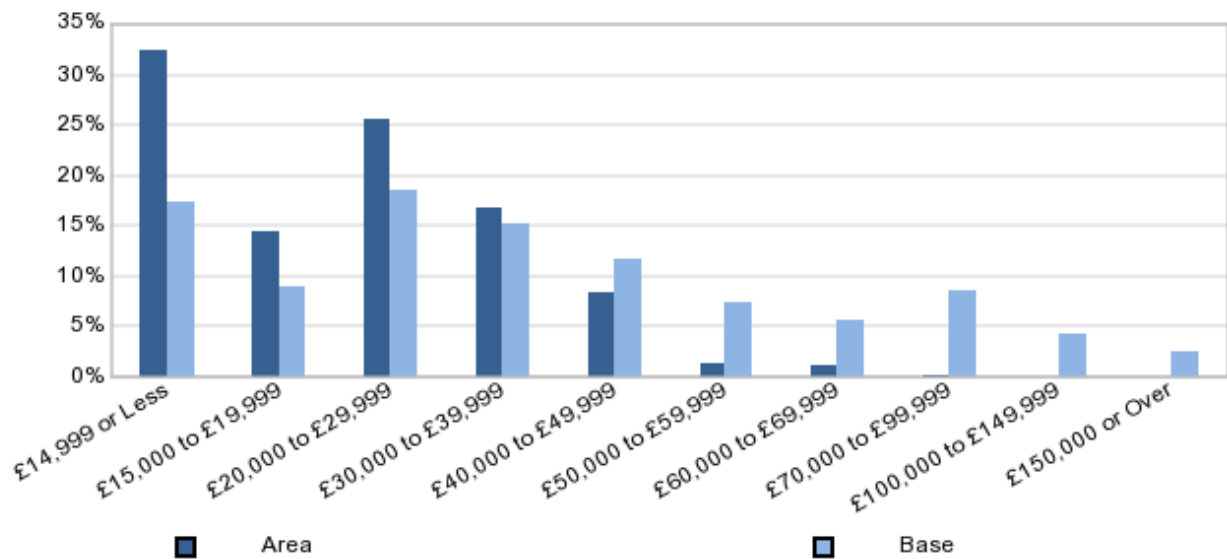
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Understanding the Household Income

Household Income	Area	Base	Index	-9	100	196
£14,999 or Less	714	4,889,206	187			
£15,000 to £19,999	319	2,538,634	161			
£20,000 to £29,999	564	5,253,752	138			
£30,000 to £39,999	370	4,304,210	110			
£40,000 to £49,999	184	3,318,086	71			
£50,000 to £59,999	30	2,106,080	18			
£60,000 to £69,999	24	1,573,962	20			
£70,000 to £99,999	4	2,469,683	2			
£100,000 to £149,999	0	1,215,381	0			
£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.

Chart legend:
- Area (dark blue)
- Base (light blue)

1,033 households within your area have an income of £19,999 or less, this forms 46.72 % of the overall distribution. The smallest count is 0 and these fall into household income band £100,000 to £149,999 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 32.30 % with an index of 187, the most under represented banding is £100,000 to £149,999 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.
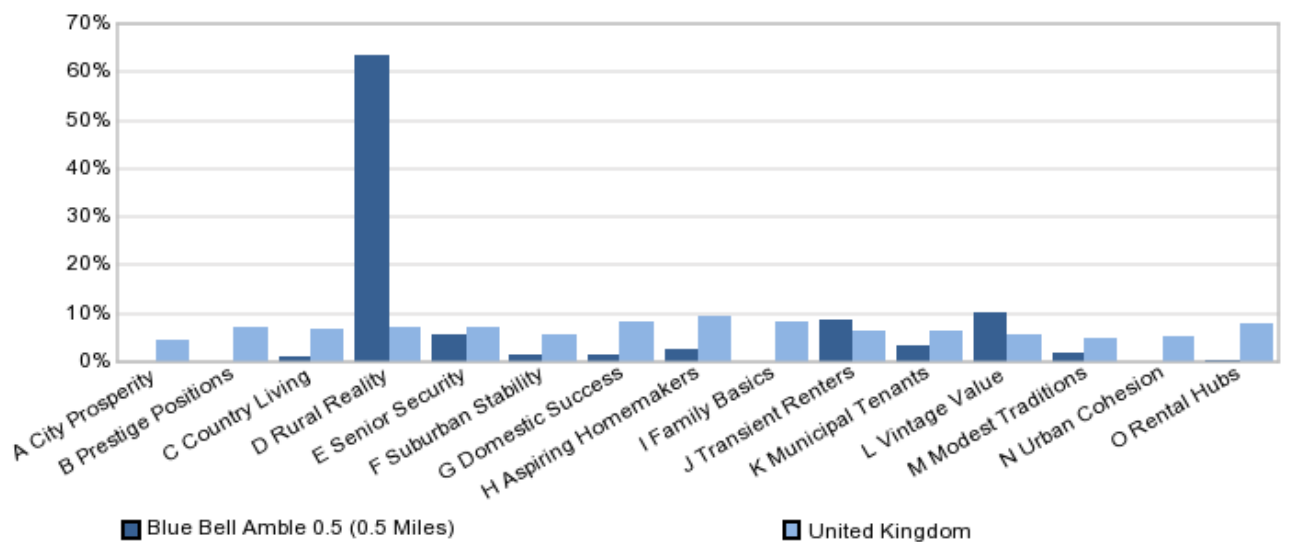
Understanding the residential profile by Mosaic UK 6

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	-45 100	962
A City Prosperity	0	2,849,374	0		
B Prestige Positions	0	4,798,133	0		
C Country Living	49	4,432,229	15		
D Rural Reality	3,079	4,656,104	917		
E Senior Security	273	4,767,632	80		
F Suburban Stability	64	3,634,847	24		
G Domestic Success	75	5,770,639	18		
H Aspiring Homemakers	118	6,440,418	25		
I Family Basics	8	5,687,500	2		
J Transient Renters	421	4,160,345	140		
K Municipal Tenants	156	4,149,642	52		
L Vintage Value	492	3,692,978	185		
M Modest Traditions	91	3,121,382	40		
N Urban Cohesion	0	3,547,766	0		
O Rental Hubs	22	5,518,789	6		
Totals	4,849	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 D Rural Reality with a count of 3,079 representing 63.50 % of the overall distribution, in comparison to the base where 6.93 % 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 D Rural Reality taking up 63.50 % 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

D Rural Reality - 63.50 %

Householders living in less expensive homes in village communities.

Key Features

- Rural locations
- Village and outlying houses
- Agricultural employment
- Most are homeowners
- Affordable value homes
- Slow Internet speeds

L Vintage Value - 10.15 %

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

J Transient Renters - 8.69 %

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