

Location Analyst

UK



Peal o Bells LL13 9JP 0.5 mile Demog Report

Understanding Demographics

08 October, 2020

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Describing Peal O Bells 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	1,136	28,345,190
Total Population	2,533	67,229,855
Total Males	1,220	33,173,050
Total Females	1,313	34,056,805

The current year estimates show a total resident population of 2,533 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 1,136 in your area and 28,345,190 in your base selection. This was split by 51.85 % of the population being female and 48.15 % being male in the study area.

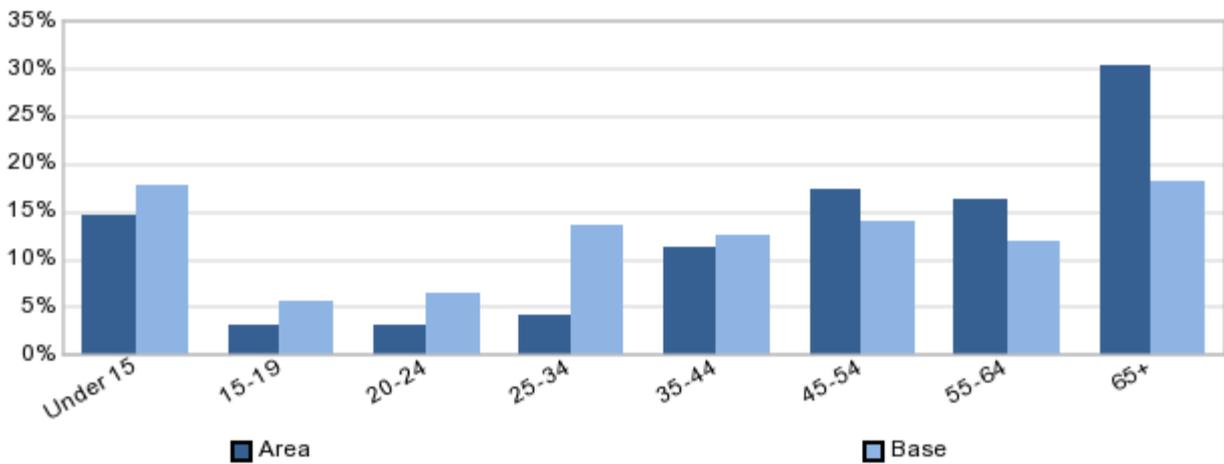
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			24	100	173
Under 15	371	11,991,800	82	■	
15-19	79	3,753,671	56	■	
20-24	74	4,311,089	45	■	
25-34	108	9,174,369	31	■	
35-44	283	8,463,387	89	■	
45-54	439	9,386,423	124	■	
55-64	411	7,914,572	138	■	
65+	770	12,234,544	167	■	

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 770 representing 30.38 % of the study area. The smallest proportion is in age band 20-24 with a count of 74 which represents 2.91 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 167. The band that is most under represented is 25-34 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
White	2,516	58,246,060	115
Gypsy / Traveller / Irish Traveller	0	68,310	0
Mixed / Multiple Ethnic Groups	6	1,367,158	12
Asian / Asian British: Indian	2	1,559,199	3
Asian / Asian British: Pakistani	0	1,239,421	0
Asian / Asian British: Bangladeshi	0	505,406	0
Asian / Asian British: Chinese	5	497,465	27
Asian / Asian British: Other Asian	0	969,724	0
Black / African / Caribbean / Black British	1	2,122,714	1
Other Ethnic Group	3	654,398	11

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:

99.33 % White	86.64 % White
0.00 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.25 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.08 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.00 % 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
0.00 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.04 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.10 % Other Ethnic Group	0.97 % Other Ethnic Group

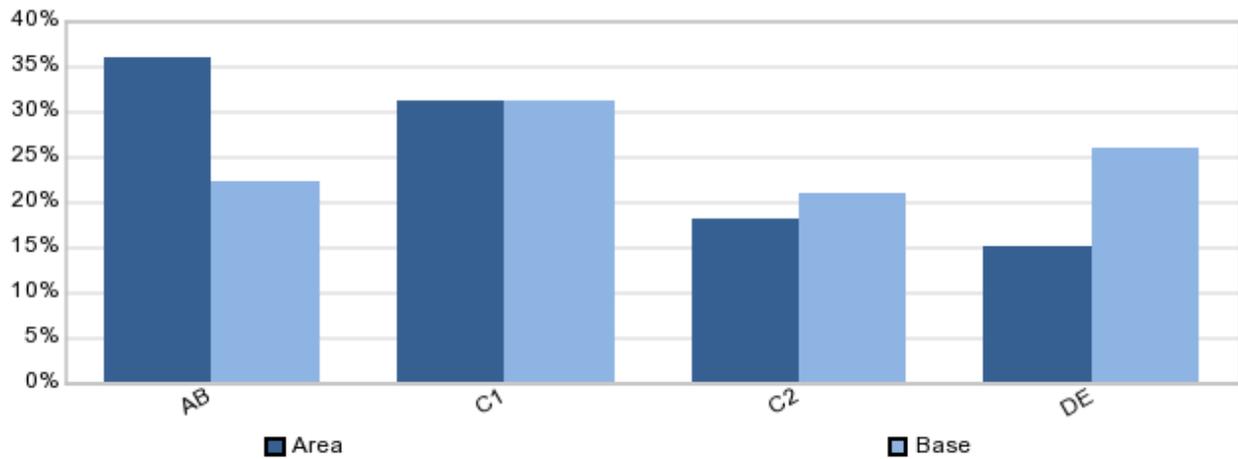
In the study area the largest ethnic group is White taking up 99.33 % of the population with a count of 2,516. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count 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
AB Higher & intermediate manage/admin/prof	251	4,696,968	160
C1 Supervisory, cleric, junior manage/admin/prof	218	6,510,031	100
C2 Skilled manual workers	127	4,376,339	87
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	106	5,456,469	58

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 251 people falling into this group, which is 35.82 % of the overall distribution. The smallest proportion falls into grade DE with a count of 106 taking up 15.05 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 160, whereas the most under represented group is DE with an index count of 58.

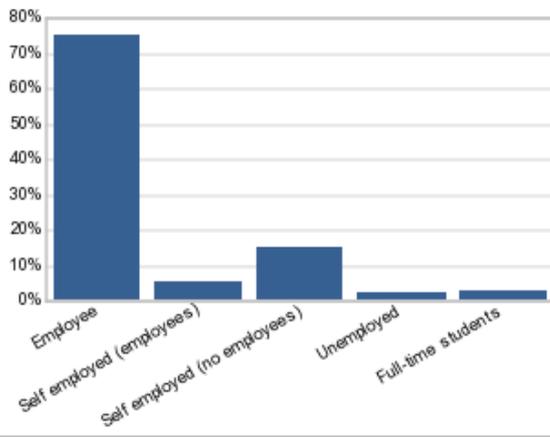
Understanding the Economic Activity

Economically Active	Area	Base	Index	46	100	163
Employee	937	26,483,068	97			
Self employed with employees	65	1,127,682	159			
Self employed without employees	190	3,705,246	140			
Unemployed	22	1,161,572	52			
Full-time students	36	1,695,620	57			
Economically Inactive				36	100	165
Retired	379	6,618,937	160			
Student	57	2,838,201	56			
Looking after home/ family	45	2,117,295	60			
Permanently sick/ disabled	33	2,168,755	42			
Other	17	1,076,085	44			

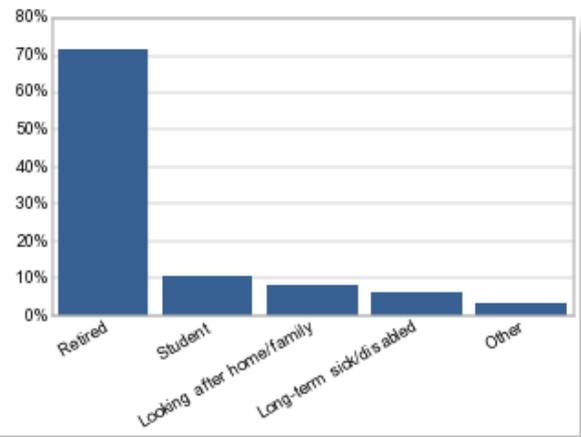
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 52.61 % of the population are employed, this is 937 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.24 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is Employee with an index of 159, taking up 3.67 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 379 representing 21.26 %. The smallest inactive group is Other with 17 which is 0.96 %. When looking at the index values the group that is most over represented is Retired with an index of 160, representing 21.26 %.

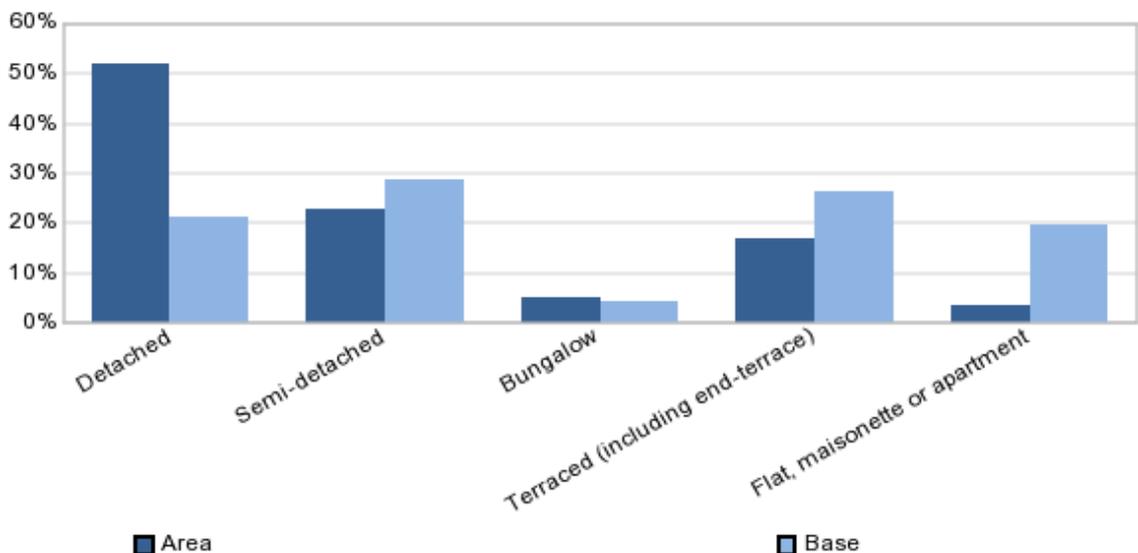
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	540	5,385,903	247
Semi-detached	236	7,344,686	79
Bungalow	51	1,039,099	120
Terraced (including end-terrace)	172	6,699,890	63
Flat, maisonette or apartment	36	5,007,460	18

Source: Experian ConsumerView Household Directory 2019 .

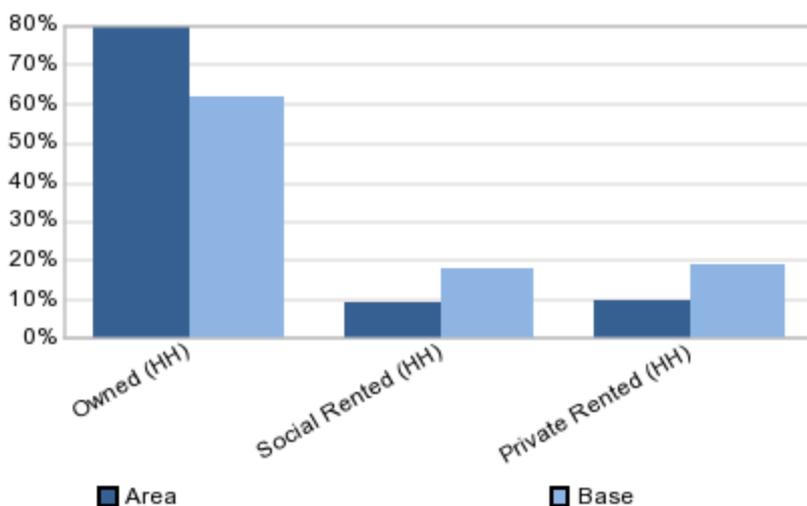
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	903	17,543,252	128
Social Rented (HH)	106	4,965,267	53
Private Rented (HH)	111	5,470,682	50

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.



236 households within your area live in a Semi-detached dwelling, this is 22.80 %. 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 36 households and makes up 3.47 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 247, this makes up 52.20 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 903 making up 79.49 %. The smallest amount fall into the Social rented at 9.32 %. When looking at the index figures the most over represented tenure type is Owned with an index of 128, 79.49 % of households fall into this category in the study area.

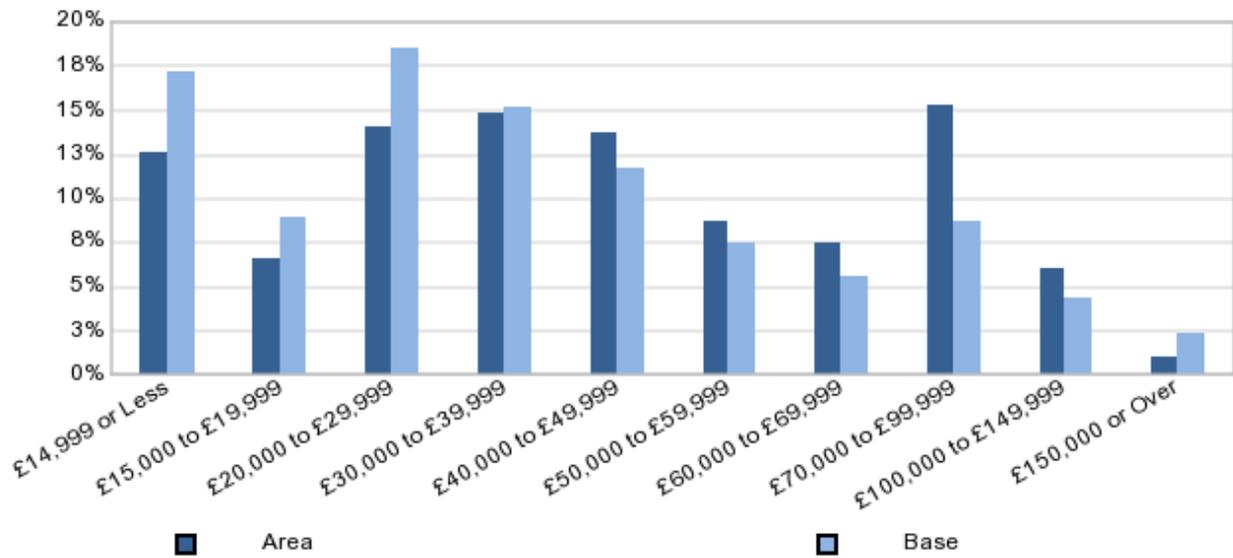
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	143	4,889,206	73
£15,000 to £19,999	75	2,538,634	74
£20,000 to £29,999	160	5,253,752	76
£30,000 to £39,999	169	4,304,210	98
£40,000 to £49,999	155	3,318,086	117
£50,000 to £59,999	98	2,106,080	117
£60,000 to £69,999	84	1,573,962	133
£70,000 to £99,999	174	2,469,683	176
£100,000 to £149,999	68	1,215,381	139
£150,000 or Over	11	676,196	41

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.



218 households within your area have an income of £19,999 or less, this forms 19.15 % of the overall distribution. The smallest count is 11 and these fall into household income band £150,000 or Over making up 0.97 %. 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 £70,000 to £99,999 is over represented making up 15.31 % with an index of 176, the most under represented banding is £150,000 or Over with a figure of 41 making up 0.97 % 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.

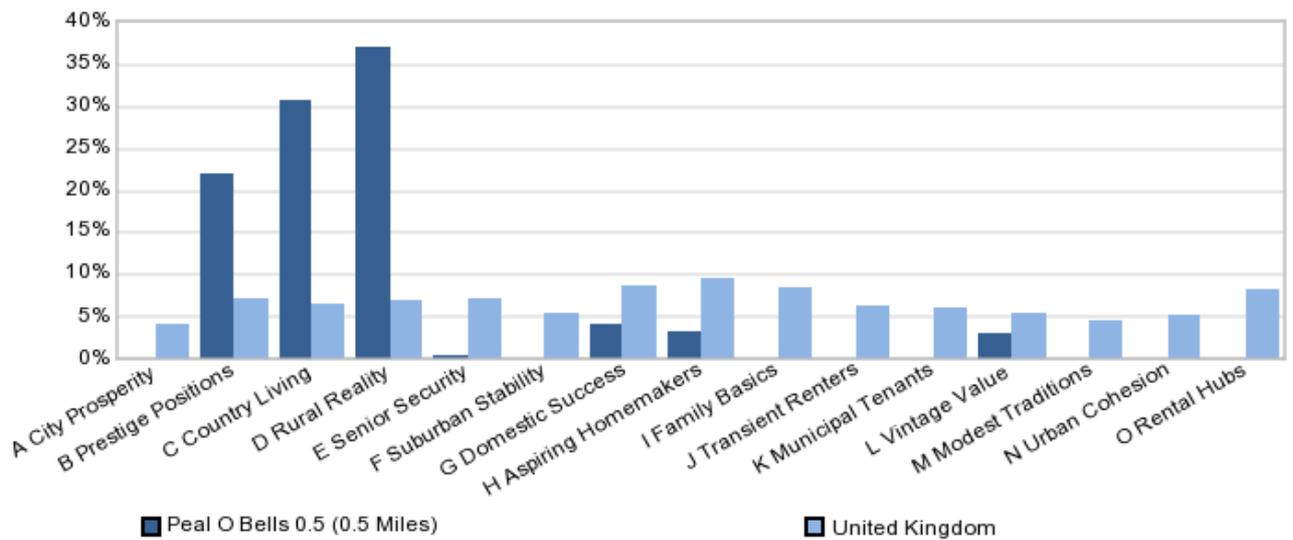
Understanding the residential profile by Mosaic UK 6

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	-26	100	558
A City Prosperity	0	2,849,374	0			
B Prestige Positions	559	4,798,133	309			
C Country Living	775	4,432,229	464			
D Rural Reality	934	4,656,104	532			
E Senior Security	11	4,767,632	6			
F Suburban Stability	0	3,634,847	0			
G Domestic Success	100	5,770,639	46			
H Aspiring Homemakers	82	6,440,418	34			
I Family Basics	0	5,687,500	0			
J Transient Renters	0	4,160,345	0			
K Municipal Tenants	0	4,149,642	0			
L Vintage Value	72	3,692,978	52			
M Modest Traditions	0	3,121,382	0			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	0	5,518,789	0			
Totals	2,533	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 934 representing 36.87 % 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 36.87 % 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 - 36.87 %



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

C Country Living - 30.61 %



Well-off owners in rural locations enjoying the benefits of country life.

Key Features

- Rural locations
- Well-off homeowners
- Attractive detached homes
- Higher self-employment
- High car ownership
- High use of Internet

B Prestige Positions - 22.05 %



Established families in large detached homes living upmarket lifestyles.

Key Features

- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking