

Location Analyst

UK



Albemarle PL5 4DD 0.5 mile Demog Report

Understanding Demographics

08 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 Albemarle 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	3,133	28,345,190
Total Population	6,888	67,229,855
Total Males	3,324	33,173,050
Total Females	3,564	34,056,805

The current year estimates show a total resident population of 6,888 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,133 in your area and 28,345,190 in your base selection. This was split by 51.74 % of the population being female and 48.26 % being male in the study area.

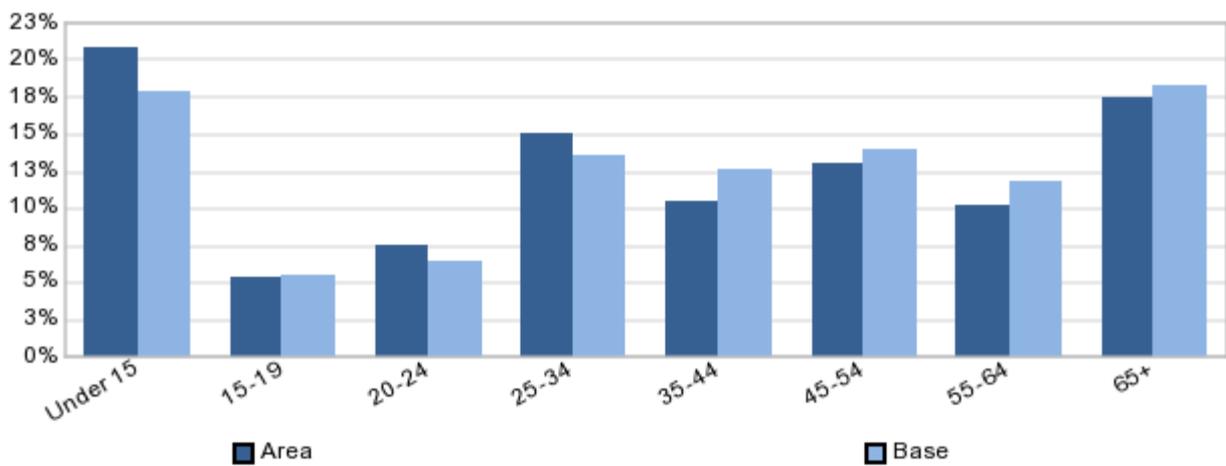
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index	Index Scale		
				81	100	118
Under 15	1,435	11,991,800	117	██████████		
15-19	371	3,753,671	96	██████		
20-24	512	4,311,089	116	██████████		
25-34	1,040	9,174,369	111	██████████		
35-44	721	8,463,387	83	██████		
45-54	898	9,386,423	93	██████		
55-64	704	7,914,572	87	██████		
65+	1,208	12,234,544	96	██████		

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 1,435 representing 20.84 % of the study area. The smallest proportion is in age band 15-19 with a count of 371 which represents 5.38 %. In the study area the most over represented age band in comparison to the base selection is Under 15 with an index value of 117. The band that is most under represented is 35-44 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	6,746	58,246,060	113
Gypsy / Traveller / Irish Traveller	0	68,310	0
Mixed / Multiple Ethnic Groups	64	1,367,158	46
Asian / Asian British: Indian	9	1,559,199	6
Asian / Asian British: Pakistani	0	1,239,421	0
Asian / Asian British: Bangladeshi	2	505,406	5
Asian / Asian British: Chinese	5	497,465	9
Asian / Asian British: Other Asian	21	969,724	21
Black / African / Caribbean / Black British	36	2,122,714	17
Other Ethnic Group	4	654,398	7

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:

97.94 % White	86.64 % White
0.00 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.93 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.13 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.00 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.04 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.07 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.30 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.53 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.07 % Other Ethnic Group	0.97 % Other Ethnic Group

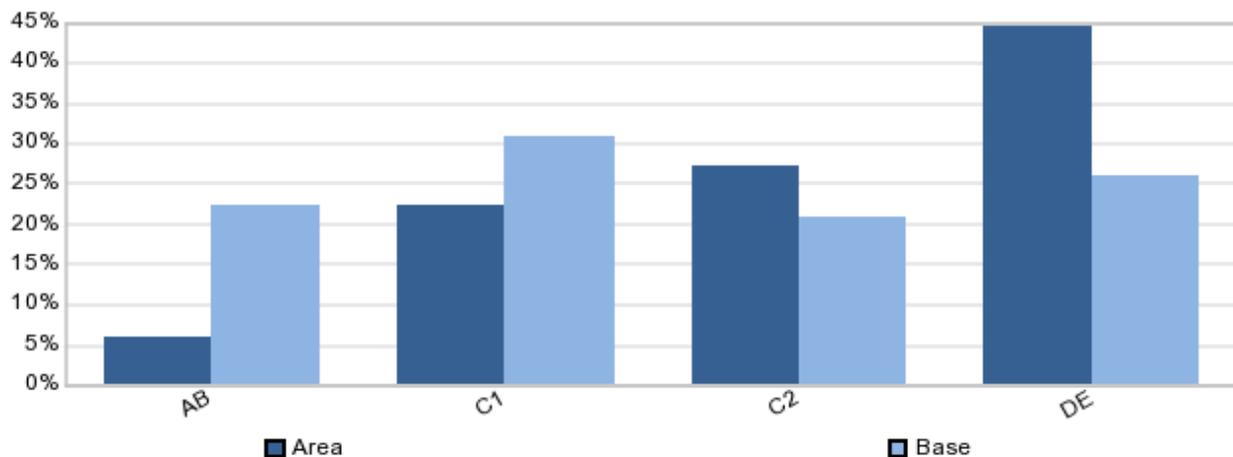
In the study area the largest ethnic group is White taking up 97.94 % of the population with a count of 6,746. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count 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	139	4,696,968	26
C1 Supervisory, cleric, junior manage/admin/prof	527	6,510,031	72
C2 Skilled manual workers	643	4,376,339	131
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,047	5,456,469	171

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 1,047 people falling into this group, which is 44.46 % of the overall distribution. The smallest proportion falls into grade AB with a count of 139 taking up 5.89 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 171, whereas the most under represented group is AB with an index count of 26.

Understanding the Economic Activity

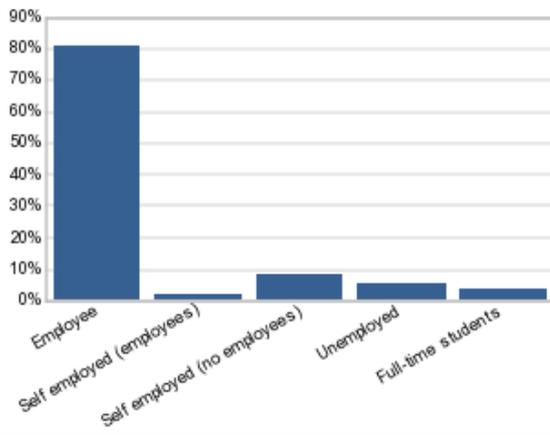
Economically Active	Area	Base	Index
Employee	2,375	26,483,068	104
Self employed with employees	53	1,127,682	55
Self employed without employees	239	3,705,246	75
Unemployed	169	1,161,572	169
Full-time students	110	1,695,620	75

Economically Inactive	Area	Base	Index
Retired	669	6,618,937	81
Student	203	2,838,201	57
Looking after home/ family	307	2,117,295	116
Permanently sick/ disabled	492	2,168,755	182
Other	182	1,076,085	136

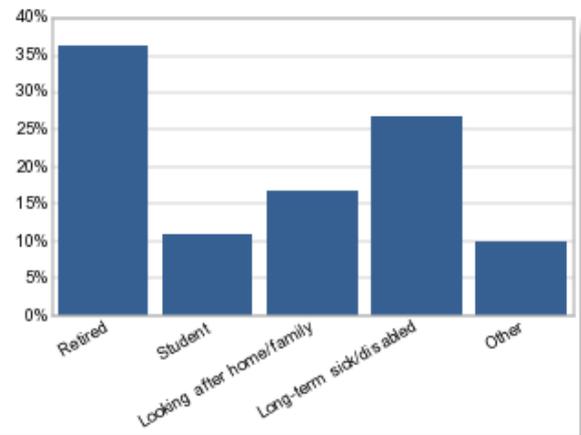
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 49.48 % of the population are employed, this is 2,375 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.11 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Unemployed with an index of 169, taking up 3.53 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 669 representing 13.94 %. The smallest inactive group is Other with 182 which is 3.80 %. When looking at the index values the group that is most over represented is Other with an index of 136, representing 3.80 %.

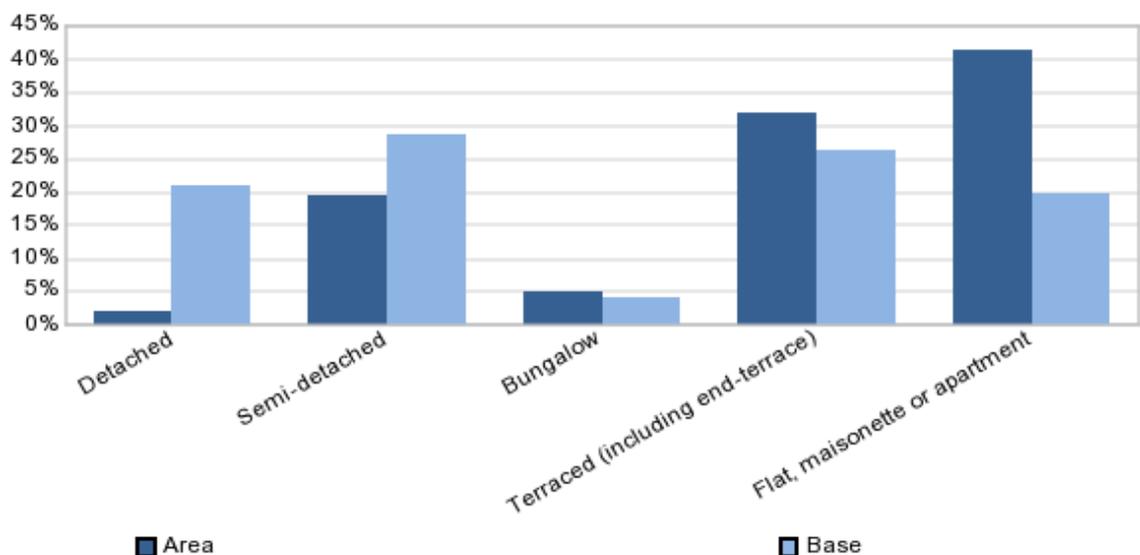
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	60	5,385,903	10
Semi-detached	573	7,344,686	68
Bungalow	153	1,039,099	128
Terraced (including end-terrace)	941	6,699,890	121
Flat, maisonette or apartment	1,217	5,007,460	210

Source: Experian ConsumerView Household Directory 2019 .

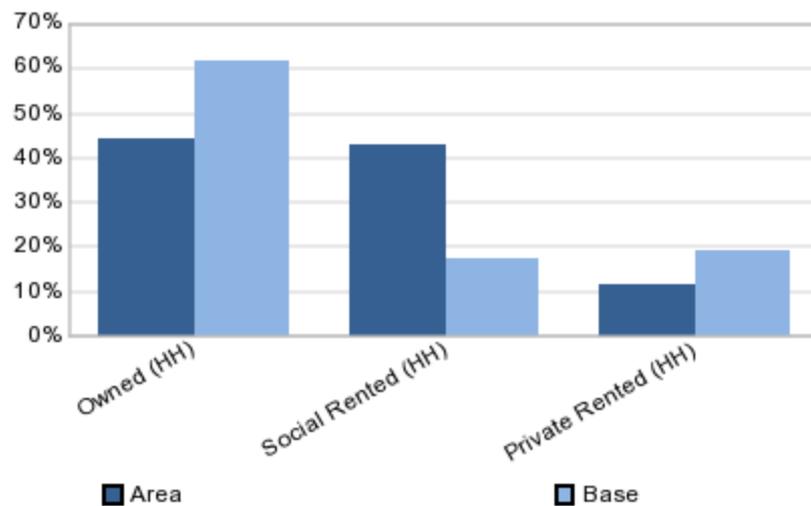
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	1,387	17,543,252	72
Social Rented (HH)	1,341	4,965,267	244
Private Rented (HH)	369	5,470,682	61

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.



573 households within your area live in a Semi-detached dwelling, this is 19.47 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Detached dwelling, this is 60 households and makes up 2.05 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 210, this makes up 41.33 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,387 making up 44.29 %. The smallest amount fall into the Private rented at 11.77 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 244, 42.81 % of households fall into this category in the study area.

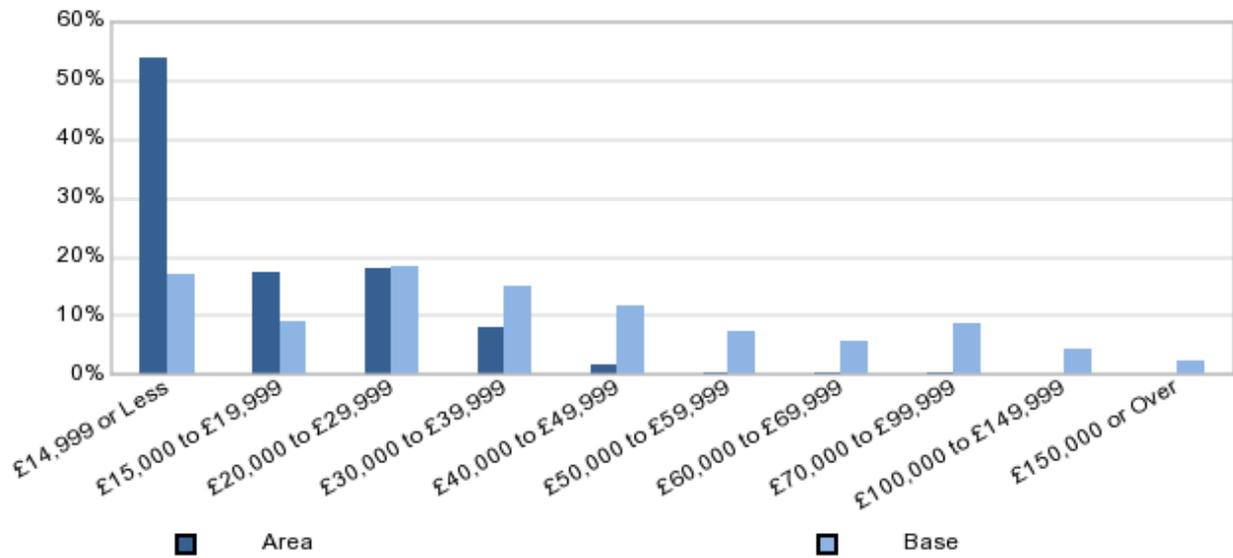
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	1,683	4,889,206	311
£15,000 to £19,999	550	2,538,634	196
£20,000 to £29,999	565	5,253,752	97
£30,000 to £39,999	252	4,304,210	53
£40,000 to £49,999	55	3,318,086	15
£50,000 to £59,999	10	2,106,080	4
£60,000 to £69,999	8	1,573,962	5
£70,000 to £99,999	7	2,469,683	3
£100,000 to £149,999	3	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.



2,233 households within your area have an income of £19,999 or less, this forms 71.27 % 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 53.71 % with an index of 311, 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.

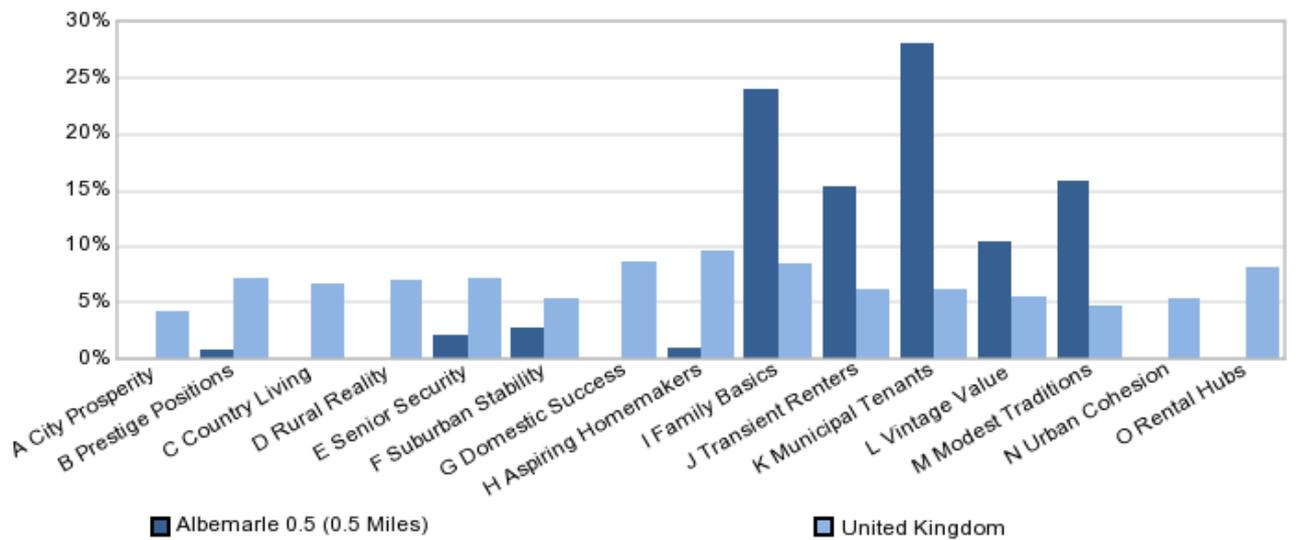
Understanding the residential profile by Mosaic UK 6

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	59	4,798,133	12
C Country Living	0	4,432,229	0
D Rural Reality	0	4,656,104	0
E Senior Security	143	4,767,632	29
F Suburban Stability	182	3,634,847	49
G Domestic Success	0	5,770,639	0
H Aspiring Homemakers	68	6,440,418	10
I Family Basics	1,657	5,687,500	284
J Transient Renters	1,050	4,160,345	246
K Municipal Tenants	1,931	4,149,642	454
L Vintage Value	709	3,692,978	187
M Modest Traditions	1,089	3,121,382	341
N Urban Cohesion	0	3,547,766	0
O Rental Hubs	0	5,518,789	0
Totals	6,888	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 K Municipal Tenants with a count of 1,931 representing 28.03 % of the overall distribution, in comparison to the base where 6.17 % 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 K Municipal Tenants taking up 28.03 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.00 %.

*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 top three Mosaic UK 6 Groups

K Municipal Tenants - 28.03 %



Urban residents renting high density housing from social landlords.

Key Features

- Social renters
- Low cost housing
- Challenged neighbourhoods
- Few employment options
- Low income
- Mobile phones

I Family Basics - 24.05 %



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

M Modest Traditions - 15.81 %



Mature homeowners of value homes enjoying stable lifestyles.

Key Features

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