

Location Analyst

UK



Annie McCarthy's Demog Report 0.5 Miles

Understanding Demographics

02 October, 2020

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Describing Annie McCarthy's 0.5 Miles (0.5 Miles) in relation to United Kingdom
 Creation Date: October 2, 2020

Understanding the make-up of your area

	Area	Base
Total Households	4,098	28,345,190
Total Population	8,613	67,229,855
Total Males	4,309	33,173,050
Total Females	4,304	34,056,805

The current year estimates show a total resident population of 8,613 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 4,098 in your area and 28,345,190 in your base selection. This was split by 49.97 % of the population being female and 50.03 % being male in the study area.

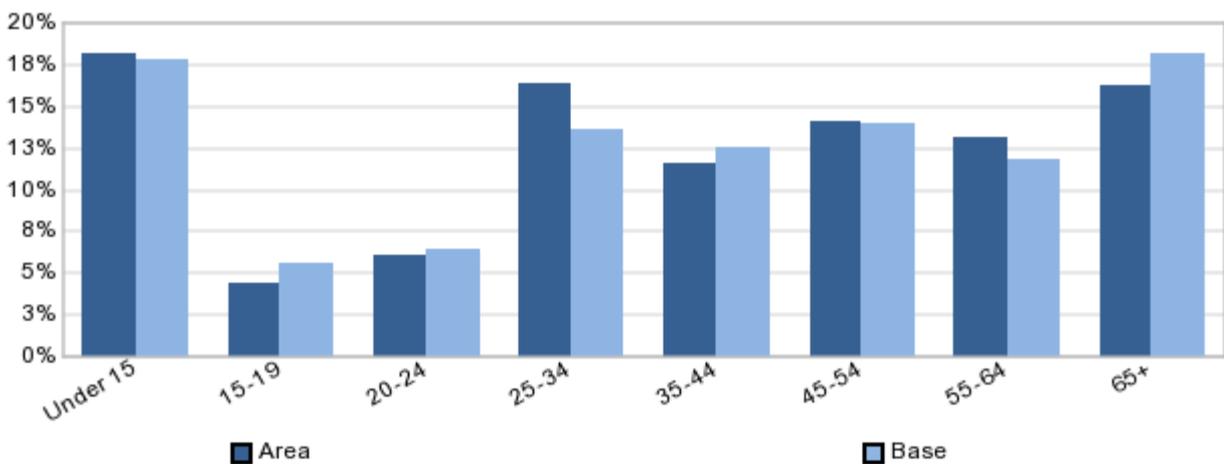
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index	Index Scale		
				78	100	122
Under 15	1,564	11,991,800	102			
15-19	384	3,753,671	80			
20-24	521	4,311,089	94			
25-34	1,406	9,174,369	120			
35-44	995	8,463,387	92			
45-54	1,215	9,386,423	101			
55-64	1,127	7,914,572	111			
65+	1,401	12,234,544	89			

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 1,564 representing 18.16 % of the study area. The smallest proportion is in age band 15-19 with a count of 384 which represents 4.46 %. In the study area the most over represented age band in comparison to the base selection is 25-34 with an index value of 120. The band that is most under represented is 15-19 with an index of 80, 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	7,087	58,246,060	95
Gypsy / Traveller / Irish Traveller	1	68,310	7
Mixed / Multiple Ethnic Groups	137	1,367,158	78
Asian / Asian British: Indian	95	1,559,199	47
Asian / Asian British: Pakistani	100	1,239,421	63
Asian / Asian British: Bangladeshi	842	505,406	1,300
Asian / Asian British: Chinese	34	497,465	53
Asian / Asian British: Other Asian	72	969,724	58
Black / African / Caribbean / Black British	69	2,122,714	25
Other Ethnic Group	176	654,398	210

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:

82.28 % White	86.64 % White
0.01 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.59 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
1.10 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
1.17 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
9.78 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.39 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.84 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.80 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
2.05 % Other Ethnic Group	0.97 % Other Ethnic Group

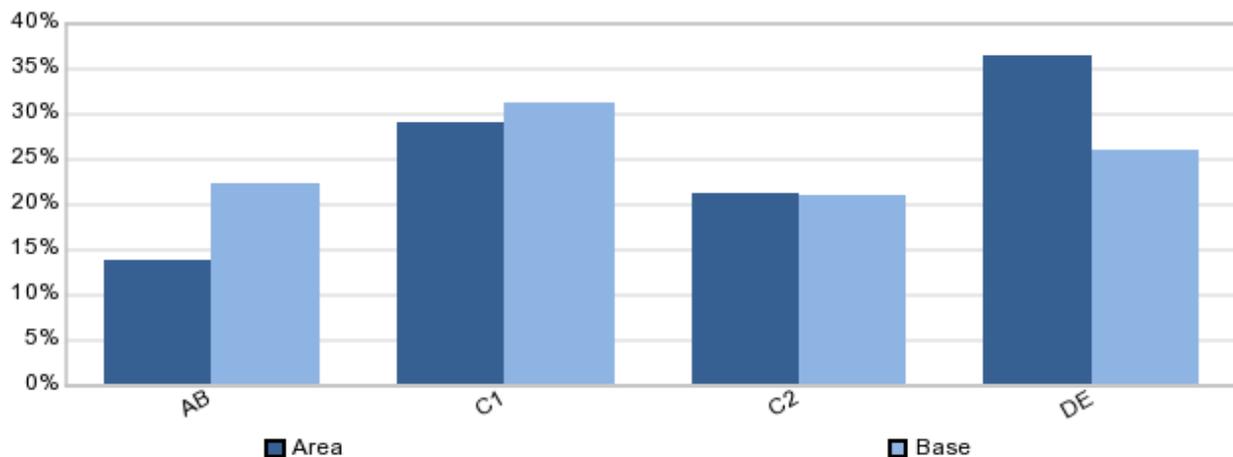
In the study area the largest ethnic group is White taking up 82.28 % of the population with a count of 7,087. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 1, 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	433	4,696,968	61
C1 Supervisory, cleric, junior manage/admin/prof	912	6,510,031	93
C2 Skilled manual workers	666	4,376,339	101
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,144	5,456,469	140

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 1,144 people falling into this group, which is 36.25 % of the overall distribution. The smallest proportion falls into grade AB with a count of 433 taking up 13.72 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 140, whereas the most under represented group is AB with an index count of 61.

Understanding the Economic Activity

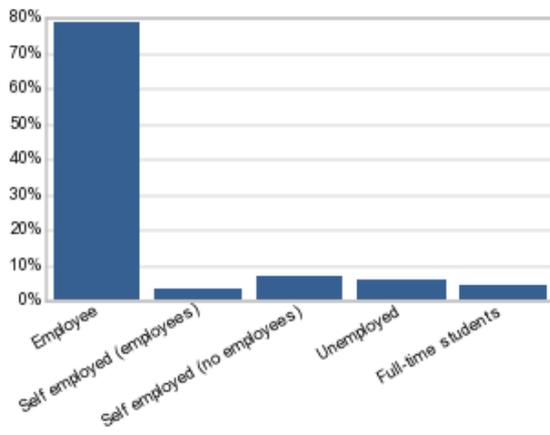
Economically Active	Area	Base	Index	59	100	184
Employee	3,369	26,483,068	102			
Self employed with employees	152	1,127,682	107		■	
Self employed without employees	301	3,705,246	65	■		
Unemployed	260	1,161,572	179		■	
Full-time students	195	1,695,620	92		■	

Economically Inactive	Area	Base	Index	62	100	152
Retired	876	6,618,937	91		■	
Student	276	2,838,201	67	■		
Looking after home/ family	334	2,117,295	109		■	
Permanently sick/ disabled	466	2,168,755	148		■	
Other	198	1,076,085	127		■	

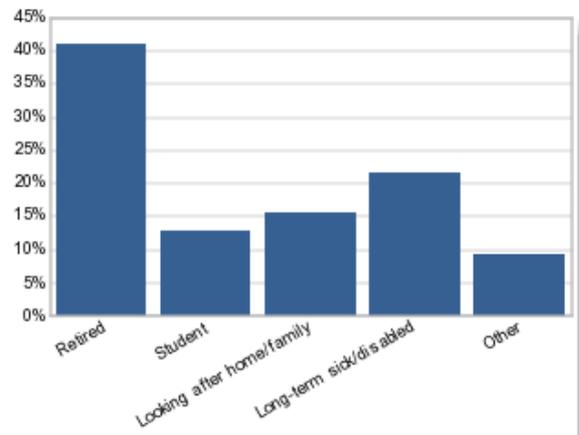
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 52.42 % of the population are employed, this is 3,369 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 2.36 %, 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 179, taking up 4.05 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 876 representing 13.63 %. The smallest inactive group is Other with 198 which is 3.08 %. When looking at the index values the group that is most over represented is Other with an index of 127, representing 3.08 %.

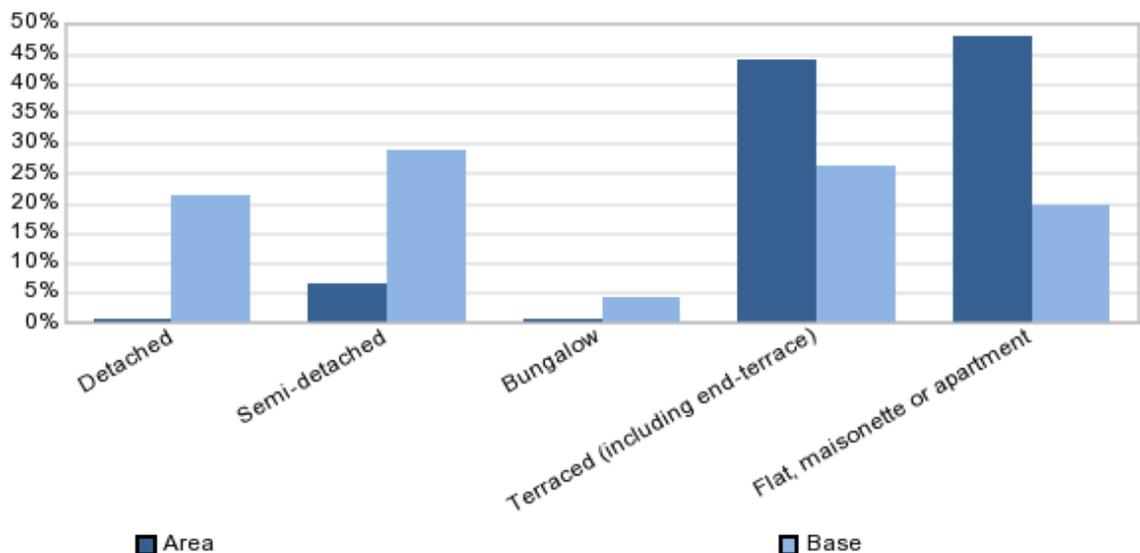
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	25	5,385,903	3
Semi-detached	237	7,344,686	23
Bungalow	28	1,039,099	19
Terraced (including end-terrace)	1,578	6,699,890	168
Flat, maisonette or apartment	1,714	5,007,460	243

Source: Experian ConsumerView Household Directory 2019 .

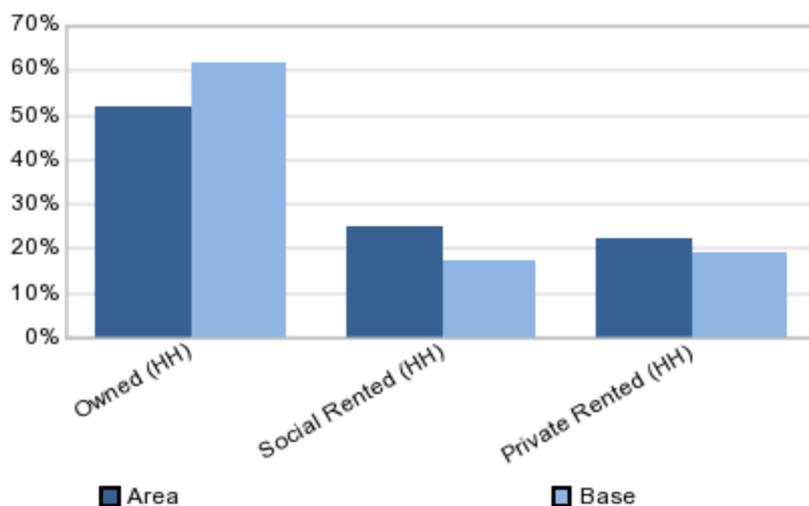
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	2,122	17,543,252	84
Social Rented (HH)	1,017	4,965,267	142
Private Rented (HH)	916	5,470,682	116

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.



237 households within your area live in a Semi-detached dwelling, this is 6.62 %. 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 25 households and makes up 0.69 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 243, this makes up 47.85 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,122 making up 51.79 %. The smallest amount fall into the Private rented at 22.35 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 142, 24.81 % of households fall into this category in the study area.

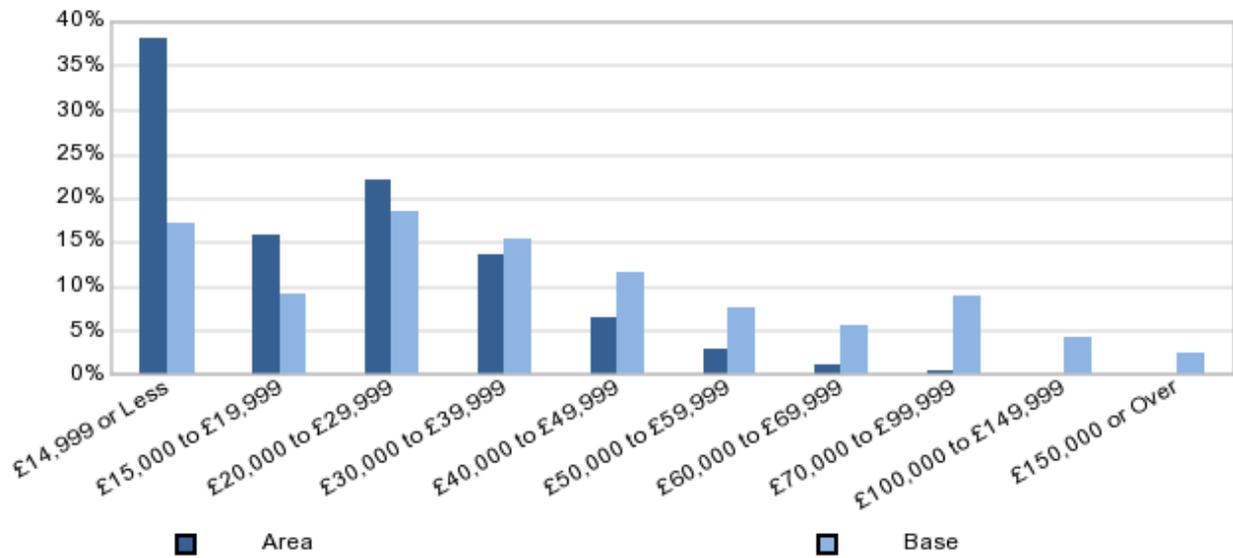
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	1,560	4,889,206	221
£15,000 to £19,999	640	2,538,634	174
£20,000 to £29,999	904	5,253,752	119
£30,000 to £39,999	555	4,304,210	89
£40,000 to £49,999	261	3,318,086	54
£50,000 to £59,999	119	2,106,080	39
£60,000 to £69,999	43	1,573,962	19
£70,000 to £99,999	16	2,469,683	4
£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.



2,200 households within your area have an income of £19,999 or less, this forms 53.70 % 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 38.07 % with an index of 221, 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.

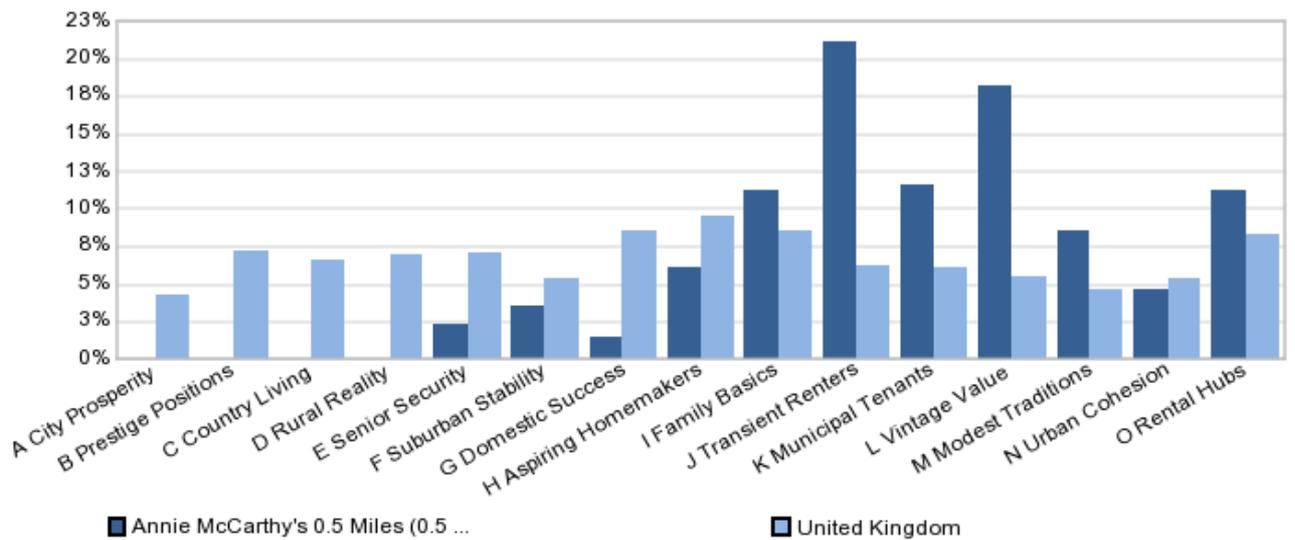
Understanding the residential profile by Mosaic UK 6

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	0	4,798,133	0
C Country Living	0	4,432,229	0
D Rural Reality	0	4,656,104	0
E Senior Security	202	4,767,632	33
F Suburban Stability	301	3,634,847	65
G Domestic Success	118	5,770,639	16
H Aspiring Homemakers	531	6,440,418	64
I Family Basics	963	5,687,500	132
J Transient Renters	1,824	4,160,345	342
K Municipal Tenants	996	4,149,642	187
L Vintage Value	1,575	3,692,978	333
M Modest Traditions	735	3,121,382	184
N Urban Cohesion	399	3,547,766	88
O Rental Hubs	968	5,518,789	137
Totals	8,613	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 J Transient Renters with a count of 1,824 representing 21.18 % of the overall distribution, in comparison to the base where 6.19 % 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 J Transient Renters taking up 21.18 % 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

J Transient Renters - 21.18 %



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

L Vintage Value - 18.29 %



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

K Municipal Tenants - 11.57 %



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