Location Analyst | **UK**

Bird Washington Demographic Report 0.5 Miles

Understanding Demographics

25 September, 2020

Contents

Describing Bird Washington 0.5 Miles (0.5 Miles) in relation to United Kingdom
Creation Date: September 25, 2020

Understanding the make-up of your area

	Area	Base
Total Households	3,519	28,345,190
Total Population	7,855	67,229,855
Total Males	3,706	33,173,050
Total Females	4,149	34,056,805

The current year estimates show a total resident population of 7,855 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,519 in your area and 28,345,190 in your base selection. This was split by 52.82 % of the population being female and 47.18 % being male in the study area.
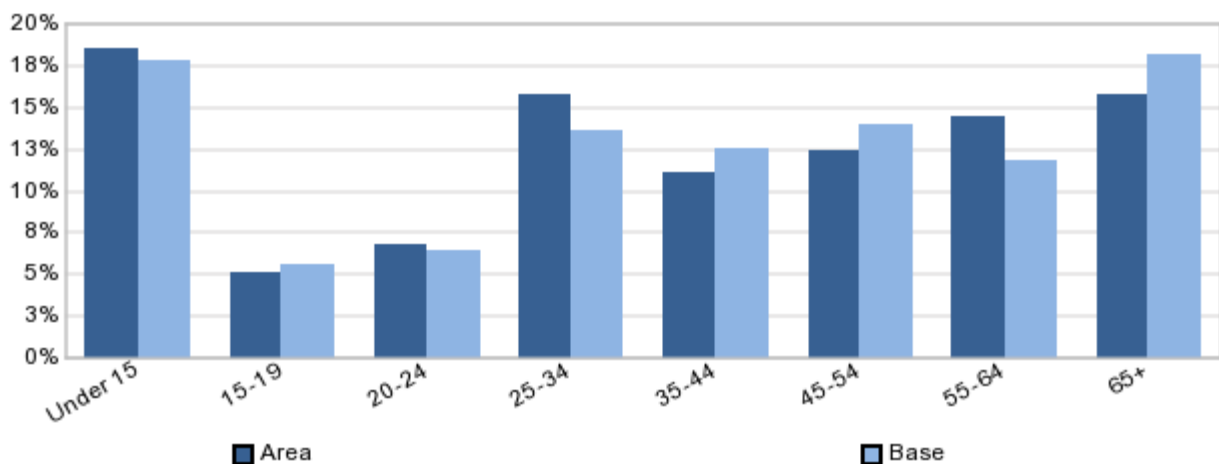
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index	
Under 15	1,451	11,991,800	104	
15-19	400	3,753,671	91	
20-24	534	4,311,089	106	
25-34	1,239	9,174,369	116	
35-44	875	8,463,387	88	
45-54	983	9,386,423	90	
55-64	1,136	7,914,572	123	
65+	1,237	12,234,544	87	

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 1,451 representing 18.48 % of the study area. The smallest proportion is in age band 15-19 with a count of 400 which represents 5.10 %. In the study area the most over represented age band in comparison to the base selection is 55-64 with an index value of 123. The band that is most under represented is 65+ with an index of 87, 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	
				-5 100 119
White	7,729	58,246,060	114	▪
Gypsy / Traveller / Irish Traveller	0	68,310	0	▬
Mixed / Multiple Ethnic Groups	46	1,367,158	29	▬
Asian / Asian British: Indian	17	1,559,199	9	▬
Asian / Asian British: Pakistani	13	1,239,421	9	▬
Asian / Asian British: Bangladeshi	1	505,406	2	▬
Asian / Asian British: Chinese	8	497,465	14	▬
Asian / Asian British: Other Asian	10	969,724	9	▬
Black / African / Caribbean / Black British	25	2,122,714	10	▬
Other Ethnic Group	6	654,398	8	▬

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:

98.40 % White
0.00 % Gypsy / Traveller / Irish Traveller
0.59 % Mixed / Multiple Ethnic Groups
0.21 % Asian / Asian British: Indian
0.17 % Asian / Asian British: Pakistani
0.01 % Asian / Asian British: Bangladeshi
0.10 % Asian / Asian British: Chinese
0.12 % Asian / Asian British: Other Asian
0.31 % Black / African / Caribbean / Black British
0.08 % 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
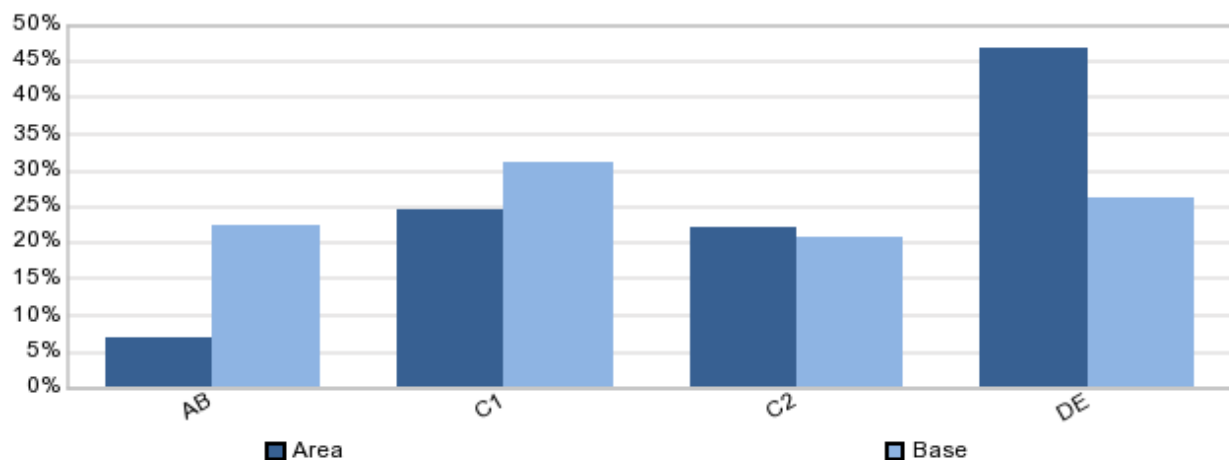0.97 % Other Ethnic Group

In the study area the largest ethnic group is White taking up 98.40 % of the population with a count of 7,729. 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	
			22 100 187	
AB Higher & intermediate manage/admin/prof	181	4,696,968	30	▬
C1 Supervisory, cleric, junior manage/admin/prof	665	6,510,031	79	▪
C2 Skilled manual workers	597	4,376,339	106	▏
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,267	5,456,469	180	▬

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 1,267 people falling into this group, which is 46.75 % of the overall distribution. The smallest proportion falls into grade AB with a count of 181 taking up 6.68 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 180, whereas the most under represented group is AB with an index count of 30.
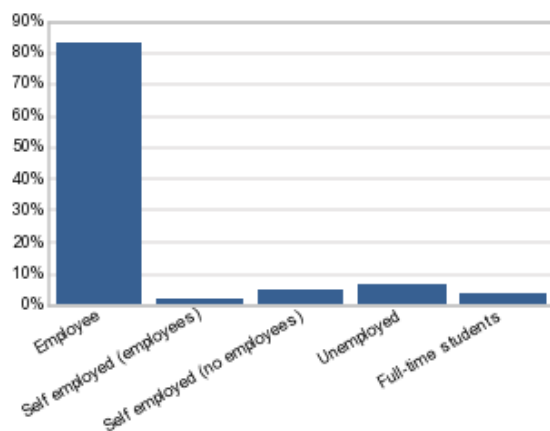
Understanding the Economic Activity

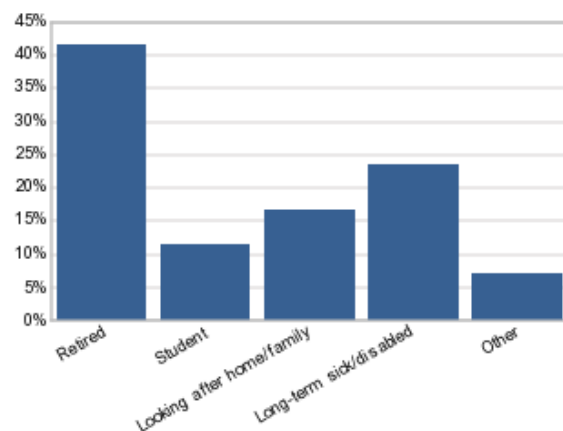| Economically Active	Area	Base	Index	36	100	194
Employee	3,294	26,483,068	108			
Self employed with employees	60	1,127,682	46			
Self employed without employees	185	3,705,246	43			
Unemployed	250	1,161,572	187			
Full-time students	148	1,695,620	76			
Economically Inactive				54	100	165
Retired	773	6,618,937	92			
Student	215	2,838,201	60			
Looking after home/ family	314	2,117,295	117			
Permanently sick/ disabled	440	2,168,755	160			
Other	132	1,076,085	97			

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 56.69 % of the population are employed, this is 3,294 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.03 %, 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 187, taking up 4.31 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 773 representing 13.31 %. The smallest inactive group is Other with 132 which is 2.28 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 117, representing 5.40 %.
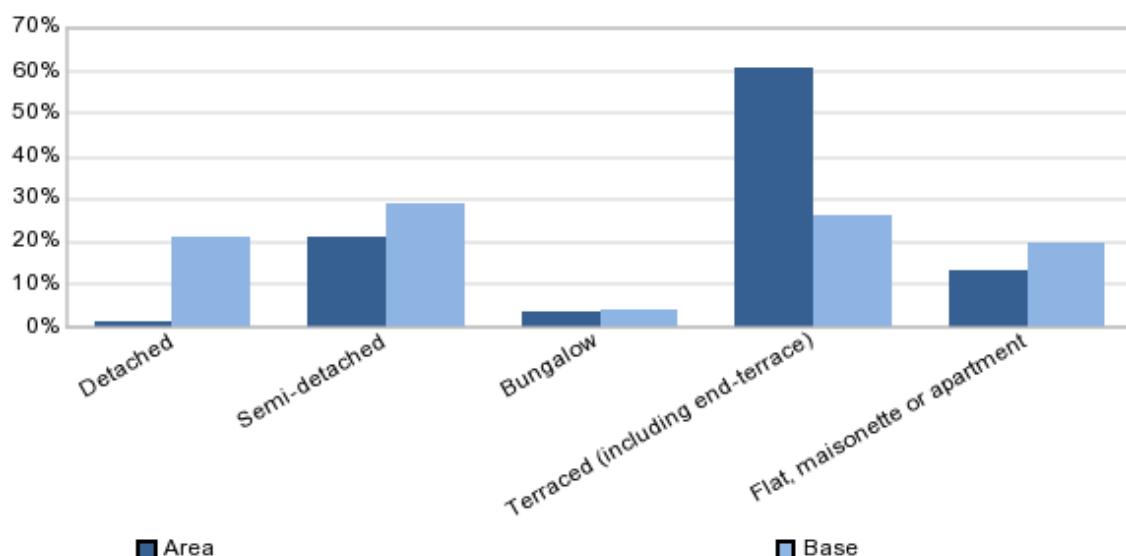
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index 0	100	241
Detached	39	5,385,903	6		
Semi-detached	702	7,344,686	74		
Bungalow	121	1,039,099	90		
Terraced (including end-terrace)	1,991	6,699,890	230		
Flat, maisonette or apartment	436	5,007,460	67		

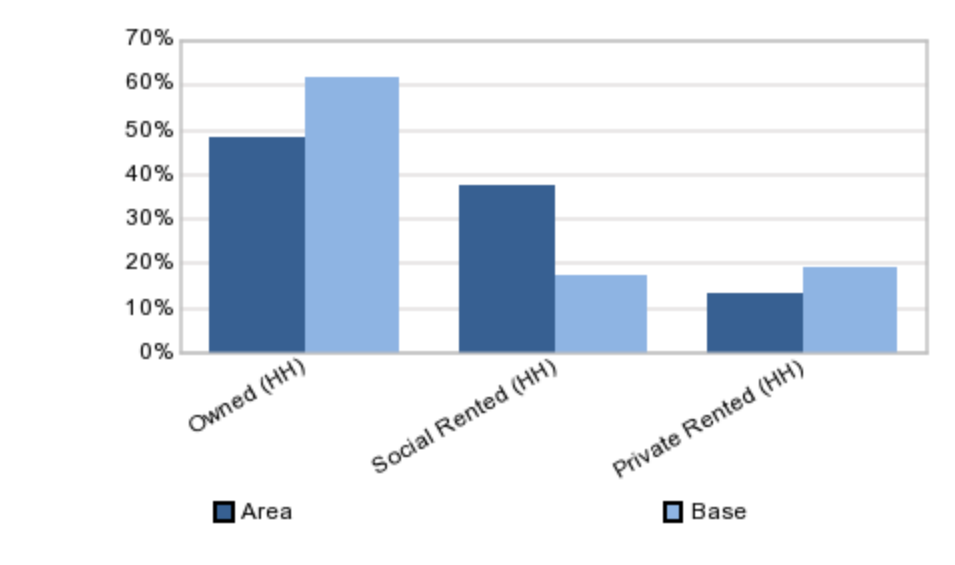Source: Experian ConsumerView Household Directory 2019 .

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 61	100	224
Owned (HH)	1,691	17,543,252	78		
Social Rented (HH)	1,337	4,965,267	217		
Private Rented (HH)	469	5,470,682	69		

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.

Area / Base

702 households within your area live in a Semi-detached dwelling, this is 21.34 %. 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 39 households and makes up 1.18 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 230, this makes up 60.55 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,691 making up 48.06 %. The smallest amount fall into the Private rented at 13.33 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 217, 38.01 % of households fall into this category in the study area.
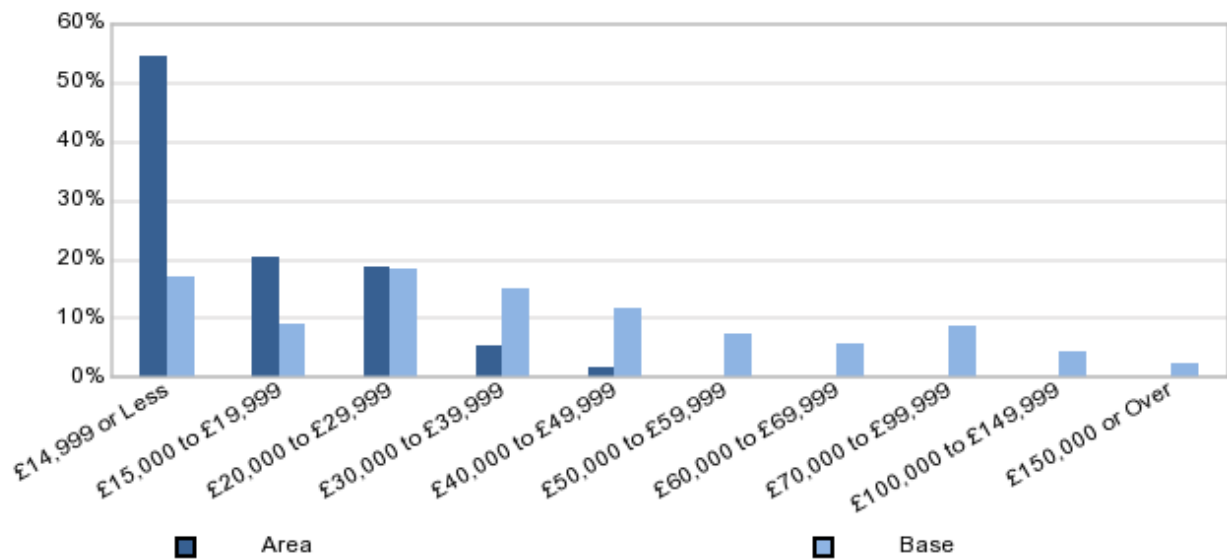
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index -15	100	330
£14,999 or Less	1,913	4,889,206	315		
£15,000 to £19,999	713	2,538,634	226		
£20,000 to £29,999	657	5,253,752	101		
£30,000 to £39,999	177	4,304,210	33		
£40,000 to £49,999	53	3,318,086	13		
£50,000 to £59,999	3	2,106,080	1		
£60,000 to £69,999	1	1,573,962	0		
£70,000 to £99,999	1	2,469,683	0		
£100,000 to £149,999	1	1,215,381	1		
£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.

2,626 households within your area have an income of £19,999 or less, this forms 74.62 % 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 54.37 % with an index of 315, 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.
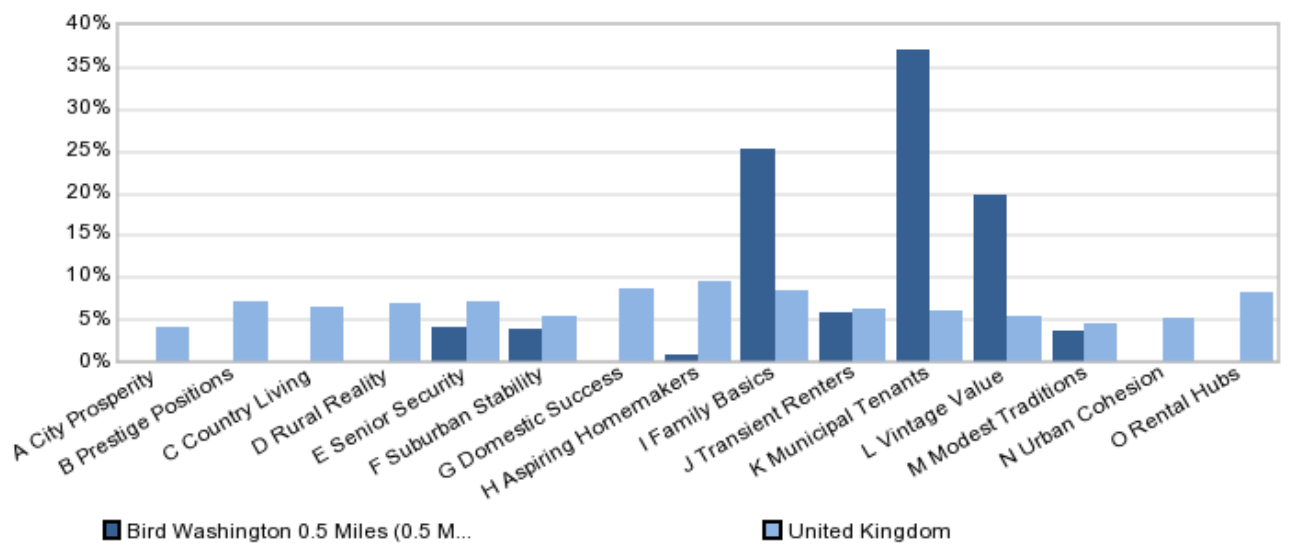
Understanding the residential profile by Mosaic UK 6

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	-29 100	626
A City Prosperity	0	2,849,374	0		
B Prestige Positions	1	4,798,133	0		
C Country Living	1	4,432,229	0		
D Rural Reality	0	4,656,104	0		
E Senior Security	333	4,767,632	60		
F Suburban Stability	296	3,634,847	70		
G Domestic Success	2	5,770,639	0		
H Aspiring Homemakers	61	6,440,418	8		
I Family Basics	1,978	5,687,500	298		
J Transient Renters	460	4,160,345	95		
K Municipal Tenants	2,891	4,149,642	596		
L Vintage Value	1,552	3,692,978	360		
M Modest Traditions	280	3,121,382	77		
N Urban Cohesion	0	3,547,766	0		
O Rental Hubs	0	5,518,789	0		
Totals	7,855	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 2,891 representing 36.80 % 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 36.80 % 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

K Municipal Tenants - 36.80 %

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 - 25.18 %

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

L Vintage Value - 19.76 %

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