

Location Analyst

UK



Border Terrier North Shields Demog Report 0.5 Mile

Understanding Demographics

05 October, 2020

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Describing Border Terrier North Shields 0.5 Miles (0.5 Miles) in relation to United Kingdom
 Creation Date: October 5, 2020

Understanding the make-up of your area

	Area	Base
Total Households	3,828	28,345,190
Total Population	8,507	67,229,855
Total Males	4,053	33,173,050
Total Females	4,454	34,056,805

The current year estimates show a total resident population of 8,507 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,828 in your area and 28,345,190 in your base selection. This was split by 52.36 % of the population being female and 47.64 % being male in the study area.

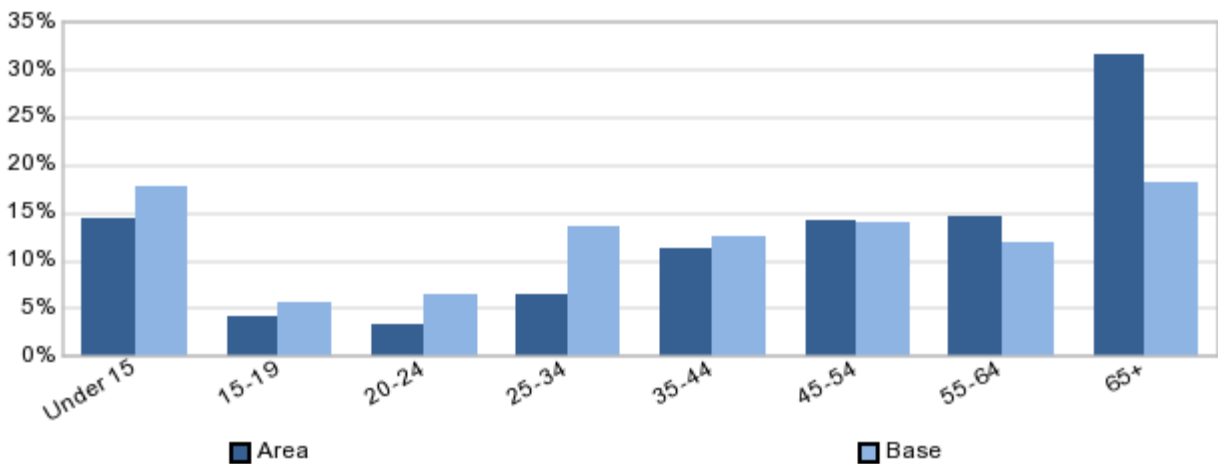
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			40	100	180
Under 15	1,229	11,991,800	81	■	
15-19	359	3,753,671	76	■	
20-24	268	4,311,089	49	■	
25-34	547	9,174,369	47	■	
35-44	960	8,463,387	90	■	
45-54	1,205	9,386,423	101		
55-64	1,247	7,914,572	125	■	
65+	2,692	12,234,544	174	■	■

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 2,692 representing 31.64 % of the study area. The smallest proportion is in age band 20-24 with a count of 268 which represents 3.15 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 174. The band that is most under represented is 25-34 with an index of 47, 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	8,329	58,246,060	113
Gypsy / Traveller / Irish Traveller	1	68,310	6
Mixed / Multiple Ethnic Groups	40	1,367,158	23
Asian / Asian British: Indian	27	1,559,199	14
Asian / Asian British: Pakistani	5	1,239,421	3
Asian / Asian British: Bangladeshi	53	505,406	82
Asian / Asian British: Chinese	17	497,465	26
Asian / Asian British: Other Asian	20	969,724	17
Black / African / Caribbean / Black British	4	2,122,714	2
Other Ethnic Group	11	654,398	13

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:

97.90 % White	86.64 % White
0.01 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.48 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.32 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.06 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.62 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.19 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.24 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.05 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.13 % Other Ethnic Group	0.97 % Other Ethnic Group

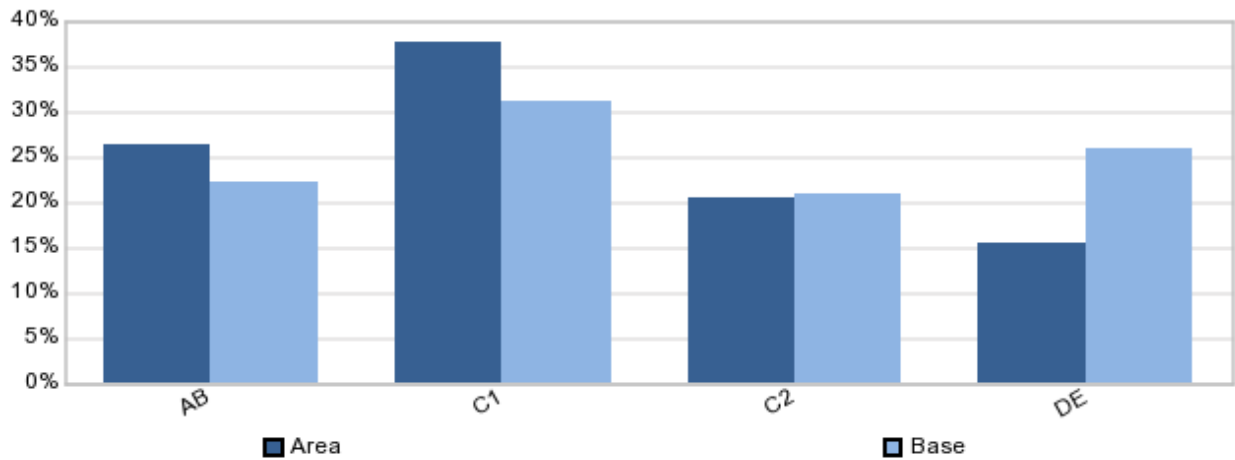
In the study area the largest ethnic group is White taking up 97.90 % of the population with a count of 8,329. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count 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	590	4,696,968	118
C1 Supervisory, cleric, junior manage/admin/prof	842	6,510,031	122
C2 Skilled manual workers	455	4,376,339	98
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	344	5,456,469	59

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 C1 forms the largest proportion with 842 people falling into this group, which is 37.74 % of the overall distribution. The smallest proportion falls into grade DE with a count of 344 taking up 15.43 %. When comparing this to the selected base the most over represented grade is C1 with an index* count of 122, whereas the most under represented group is DE with an index count of 59.

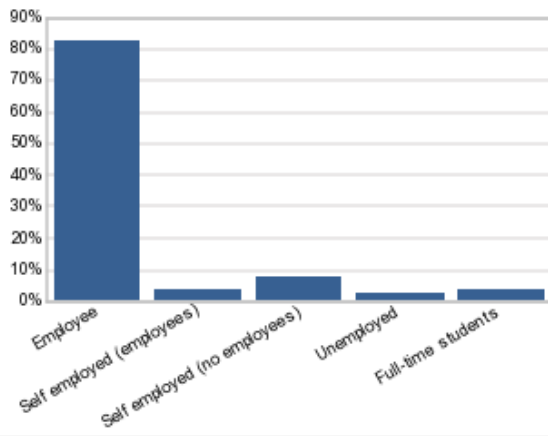
Understanding the Economic Activity

Economically Active	Area	Base	Index ⁶⁷	100	111
Employee	3,267	26,483,068	106	██████████	
Self employed with employees	143	1,127,682	109	██████████	
Self employed without employees	313	3,705,246	73	██████████	
Unemployed	93	1,161,572	69	██████████	
Full-time students	162	1,695,620	82	██████████	
Economically Inactive				38	100
Retired	1,312	6,618,937	158	██████████	
Student	196	2,838,201	55	██████████	
Looking after home/ family	117	2,117,295	44	██████████	
Permanently sick/ disabled	177	2,168,755	65	██████████	
Other	63	1,076,085	47	██████████	

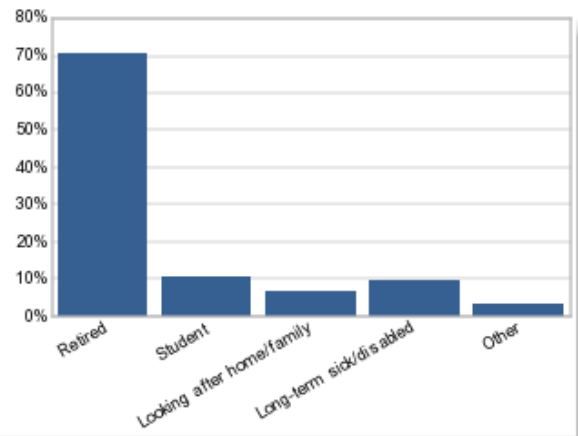
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 55.90 % of the population are employed, this is 3,267 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.60 %, 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 109, taking up 2.45 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 1,312 representing 22.45 %. The smallest inactive group is Other with 63 which is 1.08 %. When looking at the index values the group that is most over represented is Retired with an index of 158, representing 22.45 %.

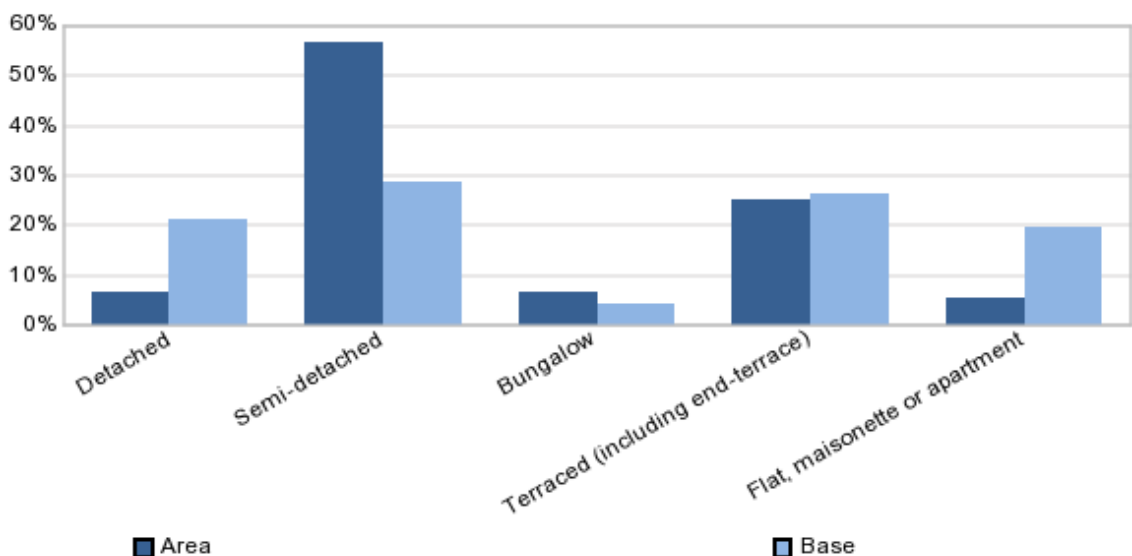
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	239	5,385,903	31
Semi-detached	2,063	7,344,686	197
Bungalow	232	1,039,099	156
Terraced (including end-terrace)	917	6,699,890	96
Flat, maisonette or apartment	189	5,007,460	26

Source: Experian ConsumerView Household Directory 2019 .

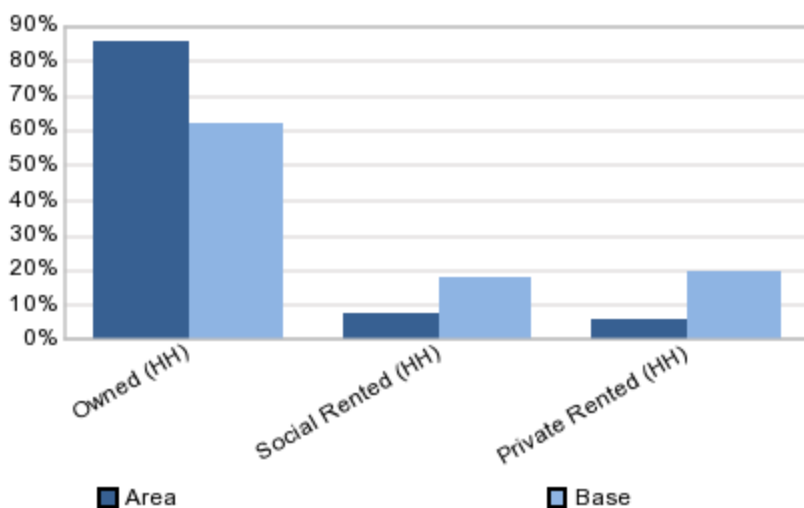
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	23	100	143
Owned (HH)	3,275	17,543,252	138		■	
Social Rented (HH)	304	4,965,267	45		■	
Private Rented (HH)	213	5,470,682	29		■	

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.



2,063 households within your area live in a Semi-detached dwelling, this is 56.68 %. 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 189 households and makes up 5.19 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Semi-detached with a figure of 197, this makes up 56.68 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 3,275 making up 85.55 %. The smallest amount fall into the Private rented at 5.58 %. When looking at the index figures the most over represented tenure type is Owned with an index of 138, 85.55 % of households fall into this category in the study area.

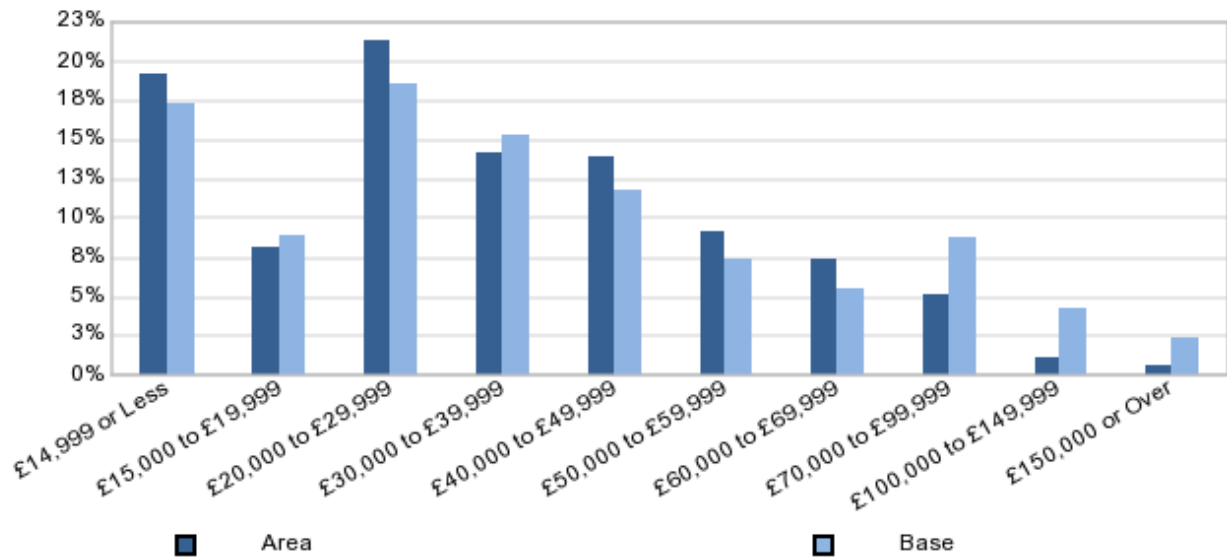
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Understanding the Household Income

Household Income	Area	Base	Index	21	100	138
£14,999 or Less	736	4,889,206	111		■	
£15,000 to £19,999	309	2,538,634	90		■	
£20,000 to £29,999	813	5,253,752	115		■	
£30,000 to £39,999	541	4,304,210	93		■	
£40,000 to £49,999	531	3,318,086	118		■	
£50,000 to £59,999	350	2,106,080	123		■	
£60,000 to £69,999	283	1,573,962	133		■	
£70,000 to £99,999	196	2,469,683	59		■	
£100,000 to £149,999	44	1,215,381	27		■	
£150,000 or Over	24	676,196	27		■	

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.



1,045 households within your area have an income of £19,999 or less, this forms 27.29 % of the overall distribution. The smallest count is 24 and these fall into household income band £150,000 or Over making up 0.64 %. 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 £60,000 to £69,999 is over represented making up 7.40 % with an index of 133, the most under represented banding is £100,000 to £149,999 with a figure of 27 making up 1.14 % 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.

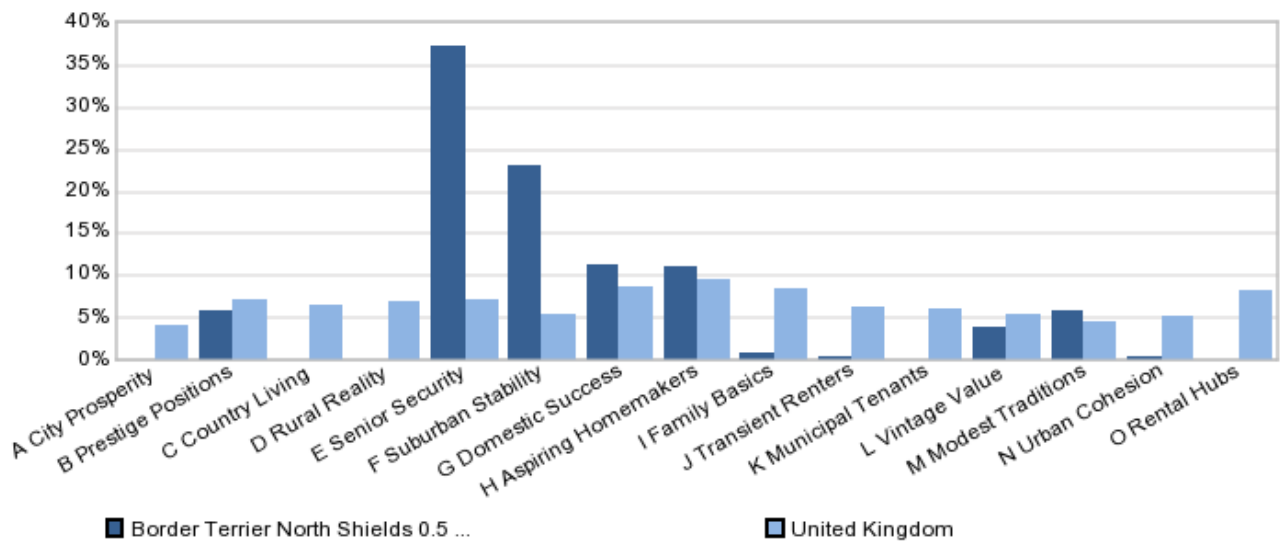
Understanding the residential profile by Mosaic UK 6

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	549
A City Prosperity	0	2,849,374	0			
B Prestige Positions	507	4,798,133	83			
C Country Living	0	4,432,229	0			
D Rural Reality	0	4,656,104	0			
E Senior Security	3,155	4,767,632	523			
F Suburban Stability	1,964	3,634,847	427			
G Domestic Success	971	5,770,639	133			
H Aspiring Homemakers	951	6,440,418	117			
I Family Basics	76	5,687,500	11			
J Transient Renters	34	4,160,345	6			
K Municipal Tenants	0	4,149,642	0			
L Vintage Value	315	3,692,978	67			
M Modest Traditions	496	3,121,382	125			
N Urban Cohesion	32	3,547,766	7			
O Rental Hubs	8	5,518,789	1			
Totals	8,507	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 E Senior Security with a count of 3,155 representing 37.09 % of the overall distribution, in comparison to the base where 7.09 % 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 E Senior Security taking up 37.09 % 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

E Senior Security - 37.09 %



Elderly people with assets who are enjoying a comfortable retirement.

Key Features

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers

F Suburban Stability - 23.09 %



Mature suburban owners living settled lives in mid-range housing.

Key Features

- Older families
- Some adult children at home
- Suburban mid-range homes
- 3 bedrooms
- Have lived at same address some years
- Research on Internet

G Domestic Success - 11.41 %



Thriving families who are busy bringing up children and following careers.

Key Features

- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology