

Location Analyst

UK



Brawn's Den Durham 15 minutes Demog Report

Understanding Demographics

12 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 Brawns Den Durham 15 mins (15 Minutes) in relation to United Kingdom
 Creation Date: October 12, 2020

Understanding the make-up of your area

	Area	Base
Total Households	58,399	28,345,190
Total Population	138,837	67,229,855
Total Males	68,703	33,173,050
Total Females	70,134	34,056,805

The current year estimates show a total resident population of 138,837 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 58,399 in your area and 28,345,190 in your base selection. This was split by 50.52 % of the population being female and 49.48 % being male in the study area.

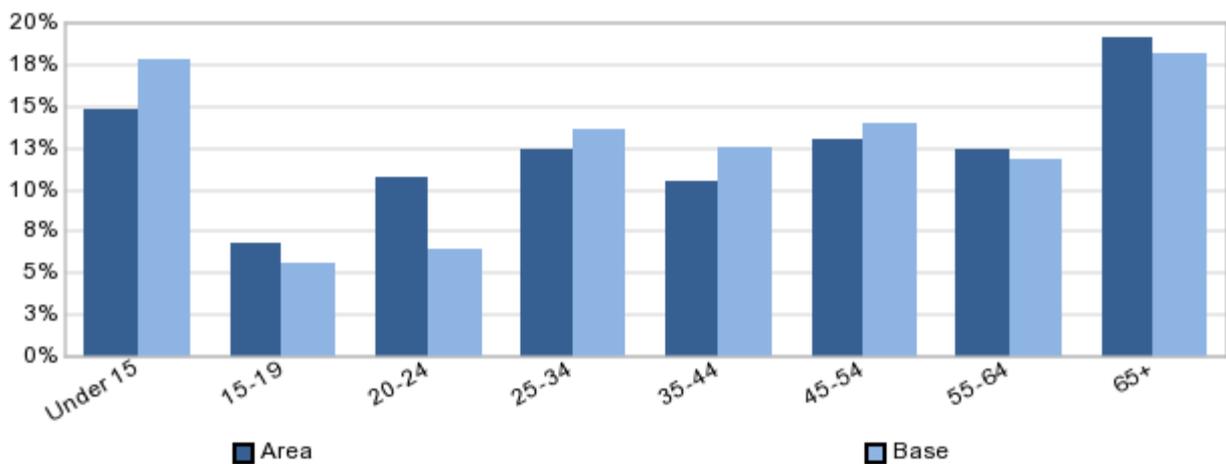
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			78	100	172
Under 15	20,596	11,991,800	83		
15-19	9,581	3,753,671	124		
20-24	14,913	4,311,089	168		
25-34	17,351	9,174,369	92		
35-44	14,548	8,463,387	83		
45-54	18,109	9,386,423	93		
55-64	17,295	7,914,572	106		
65+	26,444	12,234,544	105		

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 26,444 representing 19.05 % of the study area. The smallest proportion is in age band 15-19 with a count of 9,581 which represents 6.90 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 168. The band that is most under represented is Under 15 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	133,879	58,246,060	111
Gypsy / Traveller / Irish Traveller	104	68,310	74
Mixed / Multiple Ethnic Groups	1,128	1,367,158	40
Asian / Asian British: Indian	742	1,559,199	23
Asian / Asian British: Pakistani	170	1,239,421	7
Asian / Asian British: Bangladeshi	99	505,406	9
Asian / Asian British: Chinese	1,098	497,465	107
Asian / Asian British: Other Asian	668	969,724	33
Black / African / Caribbean / Black British	391	2,122,714	9
Other Ethnic Group	559	654,398	41

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:

96.43 % White	86.64 % White
0.08 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.81 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.53 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.12 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.07 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.79 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.48 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.28 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.40 % Other Ethnic Group	0.97 % Other Ethnic Group

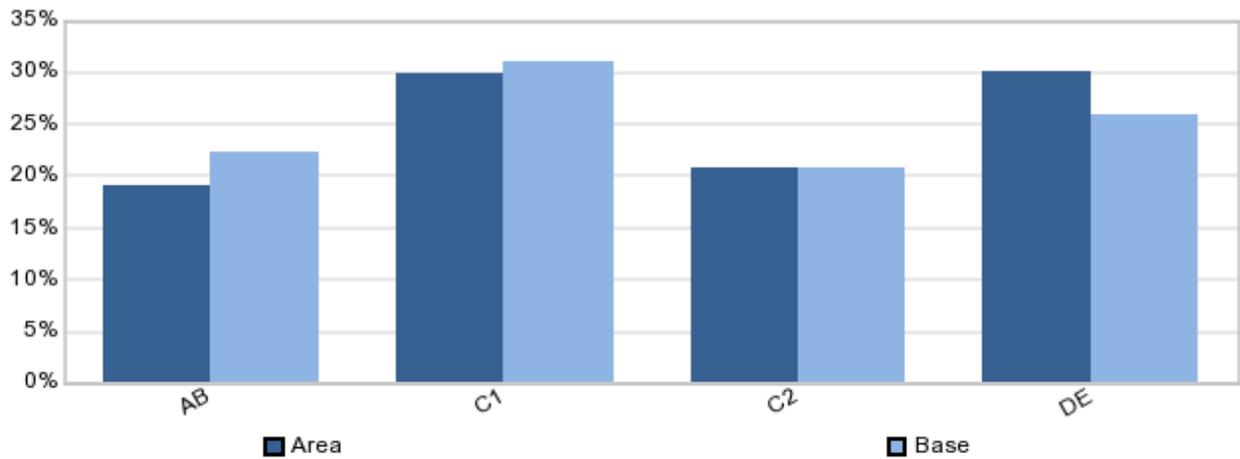
In the study area the largest ethnic group is White taking up 96.43 % of the population with a count of 133,879. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count of 99, 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	8,215	4,696,968	86
C1 Supervisory, cleric, junior manage/admin/prof	12,784	6,510,031	97
C2 Skilled manual workers	8,915	4,376,339	100
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	12,814	5,456,469	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.



*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 12,814 people falling into this group, which is 29.99 % of the overall distribution. The smallest proportion falls into grade AB with a count of 8,215 taking up 19.23 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 116, whereas the most under represented group is AB with an index count of 86.

Understanding the Economic Activity

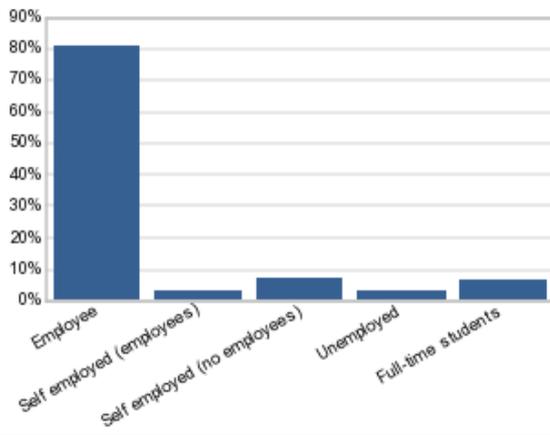
Economically Active	Area	Base	Index
Employee	51,860	26,483,068	104
Self employed with employees	1,635	1,127,682	77
Self employed without employees	4,646	3,705,246	66
Unemployed	2,244	1,161,572	102
Full-time students	4,112	1,695,620	128

Economically Inactive	Area	Base	Index
Retired	16,141	6,618,937	88
Student	13,368	2,838,201	170
Looking after home/ family	3,382	2,117,295	58
Permanently sick/ disabled	5,653	2,168,755	94
Other	2,411	1,076,085	81

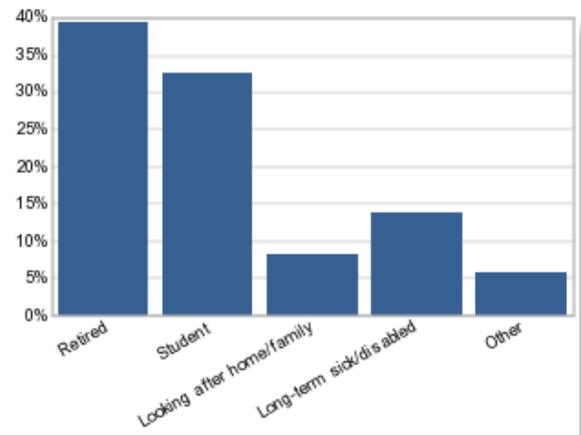
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 49.18 % of the population are employed, this is 51,860 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.55 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Full-time students with an index of 128, taking up 3.90 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 16,141 representing 15.31 %. The smallest inactive group is Other with 2,411 which is 2.29 %. When looking at the index values the group that is most over represented is Student with an index of 170, representing 12.68 %.

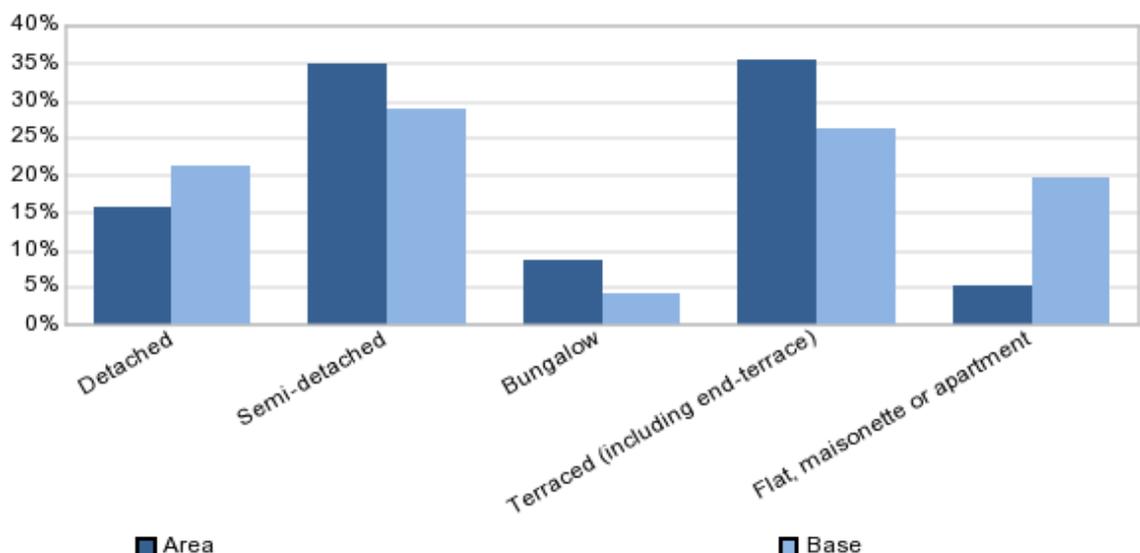
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	8,353	5,385,903	74
Semi-detached	18,609	7,344,686	121
Bungalow	4,634	1,039,099	213
Terraced (including end-terrace)	18,839	6,699,890	135
Flat, maisonette or apartment	2,814	5,007,460	27

Source: Experian ConsumerView Household Directory 2019 .

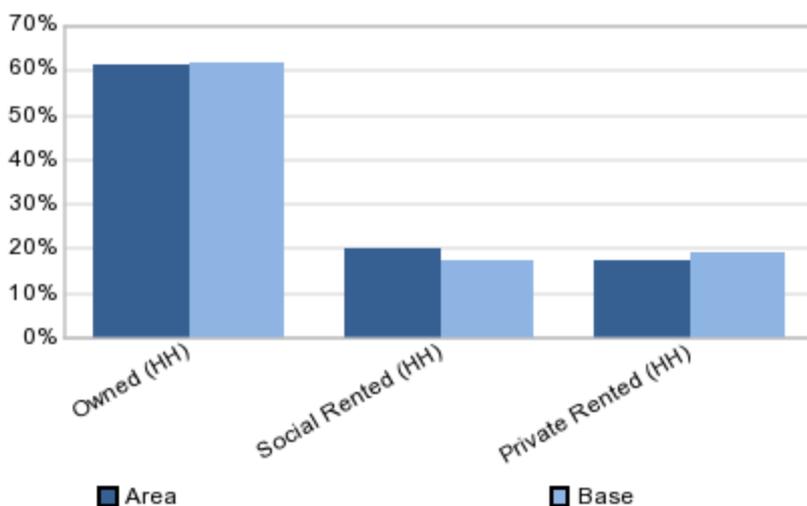
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	35,844	17,543,252	99
Social Rented (HH)	11,673	4,965,267	114
Private Rented (HH)	10,258	5,470,682	91

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.



18,609 households within your area live in a Semi-detached dwelling, this is 34.95 %. 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 2,814 households and makes up 5.28 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 213, this makes up 8.70 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 35,844 making up 61.38 %. The smallest amount fall into the Private rented at 17.56 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 114, 19.99 % of households fall into this category in the study area.

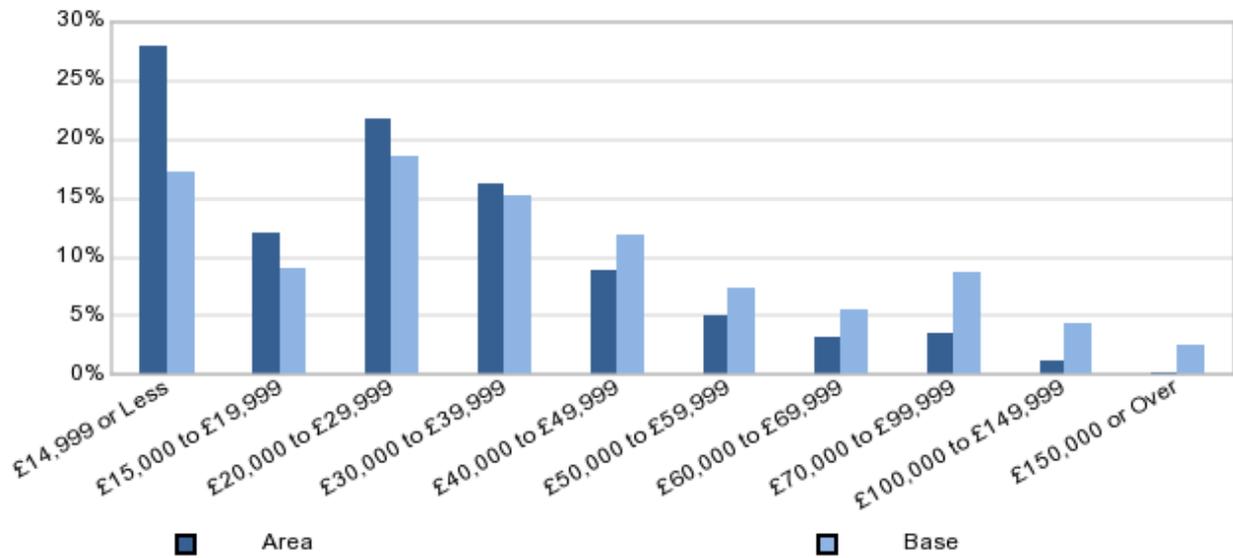
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	16,294	4,889,206	162
£15,000 to £19,999	7,054	2,538,634	135
£20,000 to £29,999	12,760	5,253,752	118
£30,000 to £39,999	9,418	4,304,210	106
£40,000 to £49,999	5,170	3,318,086	76
£50,000 to £59,999	2,871	2,106,080	66
£60,000 to £69,999	1,922	1,573,962	59
£70,000 to £99,999	2,107	2,469,683	41
£100,000 to £149,999	679	1,215,381	27
£150,000 or Over	124	676,196	9

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.



23,349 households within your area have an income of £19,999 or less, this forms 39.98 % of the overall distribution. The smallest count is 124 and these fall into household income band £150,000 or Over making up 0.21 %. 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 27.90 % with an index of 162, the most under represented banding is £150,000 or Over with a figure of 9 making up 0.21 % 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.

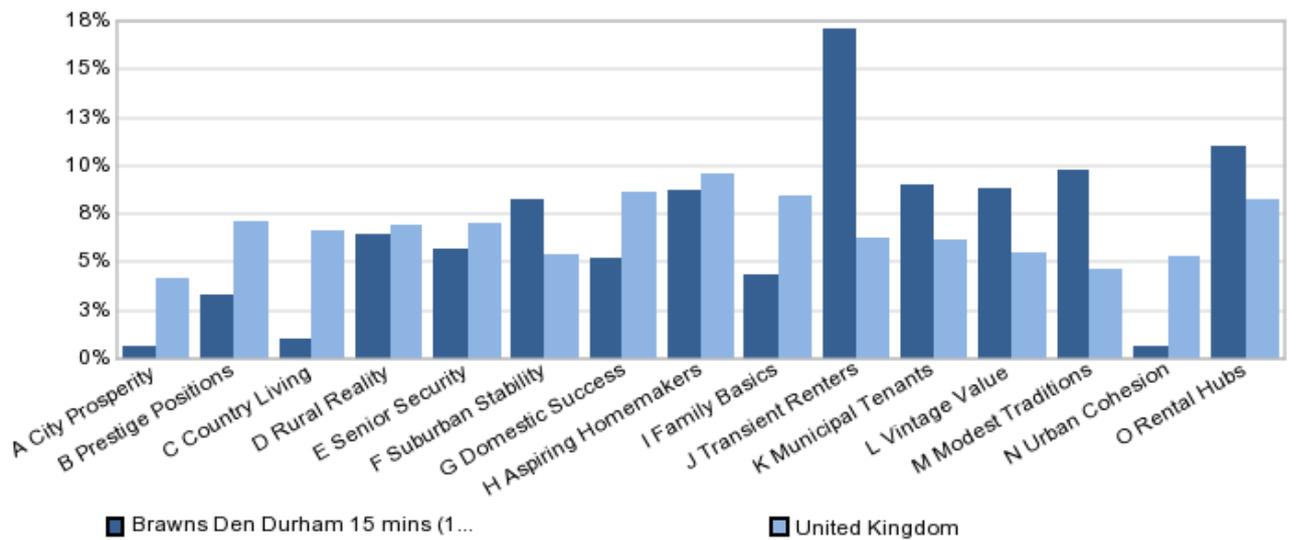
Understanding the residential profile by Mosaic UK 6

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	932	2,849,374	16
B Prestige Positions	4,592	4,798,133	46
C Country Living	1,372	4,432,229	15
D Rural Reality	8,848	4,656,104	92
E Senior Security	7,913	4,767,632	80
F Suburban Stability	11,396	3,634,847	152
G Domestic Success	7,299	5,770,639	61
H Aspiring Homemakers	12,047	6,440,418	91
I Family Basics	6,086	5,687,500	52
J Transient Renters	23,739	4,160,345	276
K Municipal Tenants	12,509	4,149,642	146
L Vintage Value	12,263	3,692,978	161
M Modest Traditions	13,629	3,121,382	211
N Urban Cohesion	883	3,547,766	12
O Rental Hubs	15,331	5,518,789	135
Totals	138,837	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 23,739 representing 17.10 % of the overall distribution, in comparison to the base where 6.19 % fall into this group. The smallest group is N Urban Cohesion with a count of 883 which represents 0.64 % . The index* figures indicate that the most over represented group is J Transient Renters taking up 17.10 % of the target area. In contrast the most under represented group is N Urban Cohesion with just 0.64 %.

*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

J Transient Renters - 17.10 %



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

O Rental Hubs - 11.04 %



Educated young people privately renting in urban neighbourhoods.

Key Features

- Aged 18-35
- Private renting
- Singles and sharers
- Urban locations
- Young neighbourhoods
- High use of smartphones

M Modest Traditions - 9.82 %



Mature homeowners of value homes enjoying stable lifestyles.

Key Features

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