Location Analyst UK

Heywood OL10 3AA 0.5 miles Demog Report

Understanding Demographics

14 October, 2020

Contents

Describing Heywood OL10 3AA 0.5 miles Demog Report (0.5 Miles) in relation to United Kingdom
Creation Date: October 14, 2020

Understanding the make-up of your area

	Area	Base
Total Households	4,824	28,345,190
Total Population	10,385	67,229,855
Total Males	5,031	33,173,050
Total Females	5,354	34,056,805

The current year estimates show a total resident population of 10,385 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 4,824 in your area and 28,345,190 in your base selection. This was split by 51.55 % of the population being female and 48.45 % 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	
				92 100 108
Under 15	1,918	11,991,800	104	
15-19	538	3,753,671	93	
20-24	717	4,311,089	108	
25-34	1,451	9,174,369	102	
35-44	1,238	8,463,387	95	
45-54	1,419	9,386,423	98	
55-64	1,265	7,914,572	103	
65+	1,840	12,234,544	97	

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.
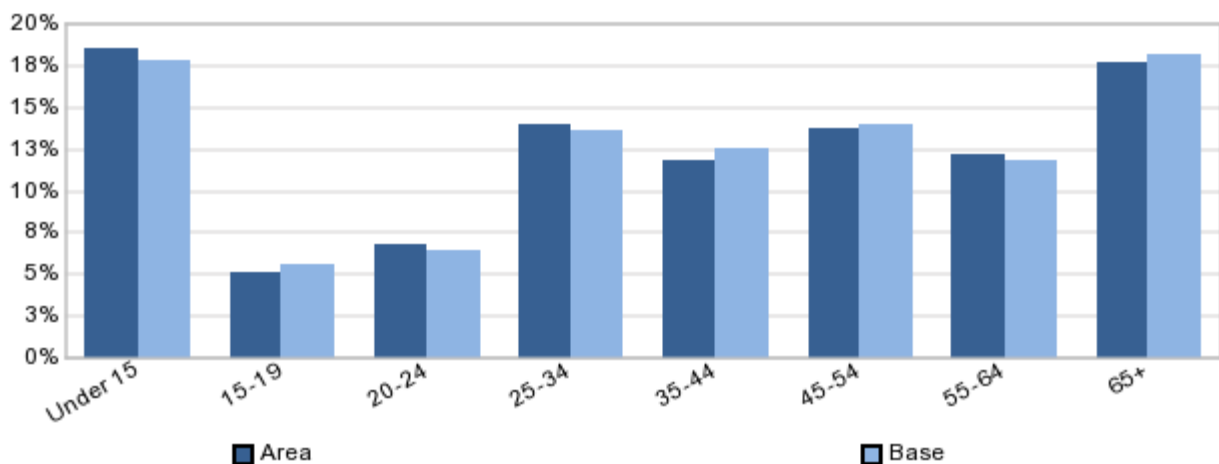
The highest proportion fall into age band Under 15 with a count of 1,918 representing 18.46 % of the study area. The smallest proportion is in age band 15-19 with a count of 538 which represents 5.18 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 108. The band that is most under represented is 15-19 with an index of 93, 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		
				0	100 115
White	9,945	58,246,060	111		
Gypsy / Traveller / Irish Traveller	4	68,310	38		
Mixed / Multiple Ethnic Groups	143	1,367,158	68		
Asian / Asian British: Indian	11	1,559,199	5		
Asian / Asian British: Pakistani	69	1,239,421	36		
Asian / Asian British: Bangladeshi	14	505,406	18		
Asian / Asian British: Chinese	38	497,465	49		
Asian / Asian British: Other Asian	27	969,724	18		
Black / African / Caribbean / Black British	102	2,122,714	31		
Other Ethnic Group	32	654,398	32		

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:

95.77 % White
0.04 % Gypsy / Traveller / Irish Traveller
1.38 % Mixed / Multiple Ethnic Groups
0.11 % Asian / Asian British: Indian
0.67 % Asian / Asian British: Pakistani
0.13 % Asian / Asian British: Bangladeshi
0.36 % Asian / Asian British: Chinese
0.26 % Asian / Asian British: Other Asian
0.98 % Black / African / Caribbean / Black British
0.31 % 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 95.77 % of the population with a count of 9,945. 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 4, 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		
				30	100 162
AB Higher & intermediate manage/admin/prof	296	4,696,968	37		
C1 Supervisory, cleric, junior manage/admin/prof	982	6,510,031	88		
C2 Skilled manual workers	869	4,376,339	116		
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,463	5,456,469	156		

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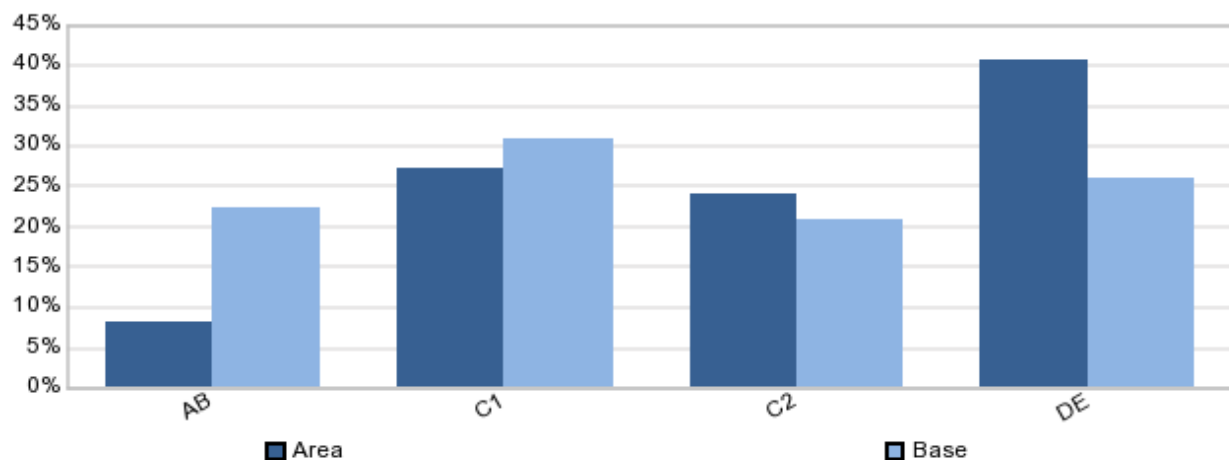
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade DE forms the largest proportion with 1,463 people falling into this group, which is 40.53 % of the overall distribution. The smallest proportion falls into grade AB with a count of 296 taking up 8.19 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 156, whereas the most under represented group is AB with an index count of 37.

Understanding the Economic Activity

| Economically Active	Area	Base	Index	55	100	149
Employee	4,133	26,483,068	105			
Self employed with employees	100	1,127,682	60			
Self employed without employees	419	3,705,246	76			
Unemployed	250	1,161,572	145			
Full-time students	167	1,695,620	66			
Economically Inactive				61	100	180
Retired	1,003	6,618,937	93			
Student	311	2,838,201	67			
Looking after home/ family	302	2,117,295	87			
Permanently sick/ disabled	622	2,168,755	176			
Other	184	1,076,085	104			

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
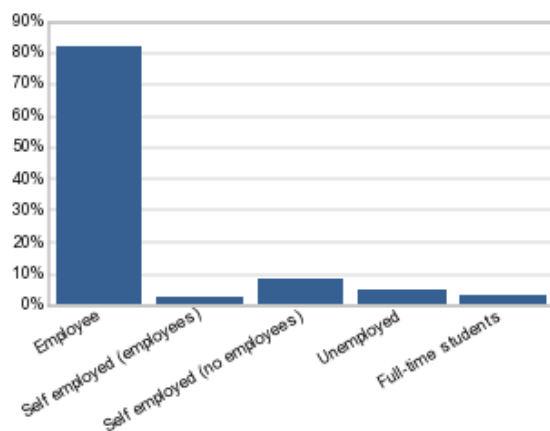
Economically Inactive - % by Category
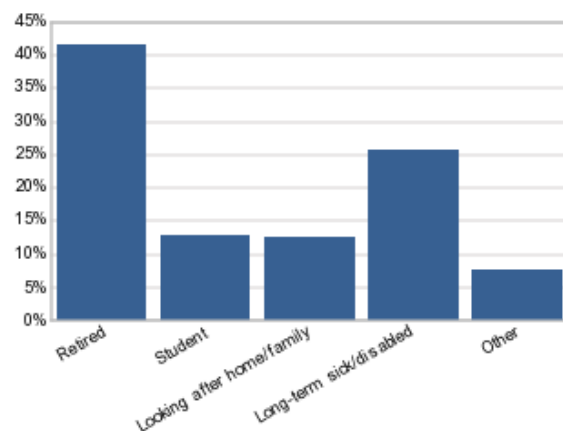
Economic activity within the study area shows that 55.18 % of the population are employed, this is 4,133 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.33 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Unemployed with an index of 145, taking up 3.34 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 1,003 representing 13.39 %. The smallest inactive group is Other with 184 which is 2.45 %. When looking at the index values the group that is most over represented is Other with an index of 104, representing 2.45 %.

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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	12	100	232
Detached	206	5,385,903	23			
Semi-detached	922	7,344,686	74			
Bungalow	146	1,039,099	83			
Terraced (including end-terrace)	2,521	6,699,890	222			
Flat, maisonette or apartment	515	5,007,460	61			

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.
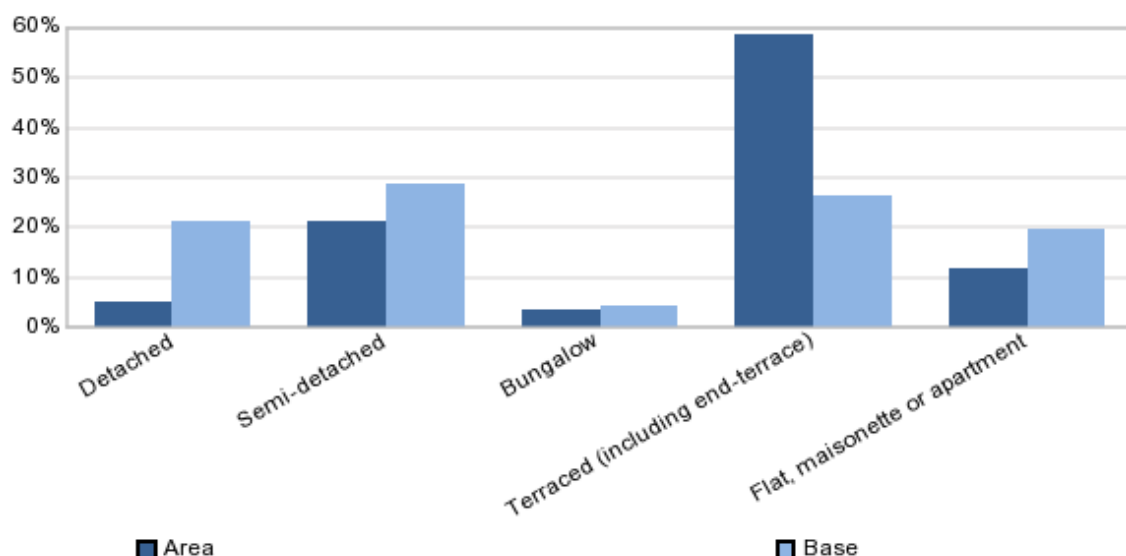
Tenure	Area	Base	Index	76	100		171
Owned (HH)	2,400	17,543,252	80				
Social Rented (HH)	1,409	4,965,267	167				
Private Rented (HH)	955	5,470,682	103				

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.
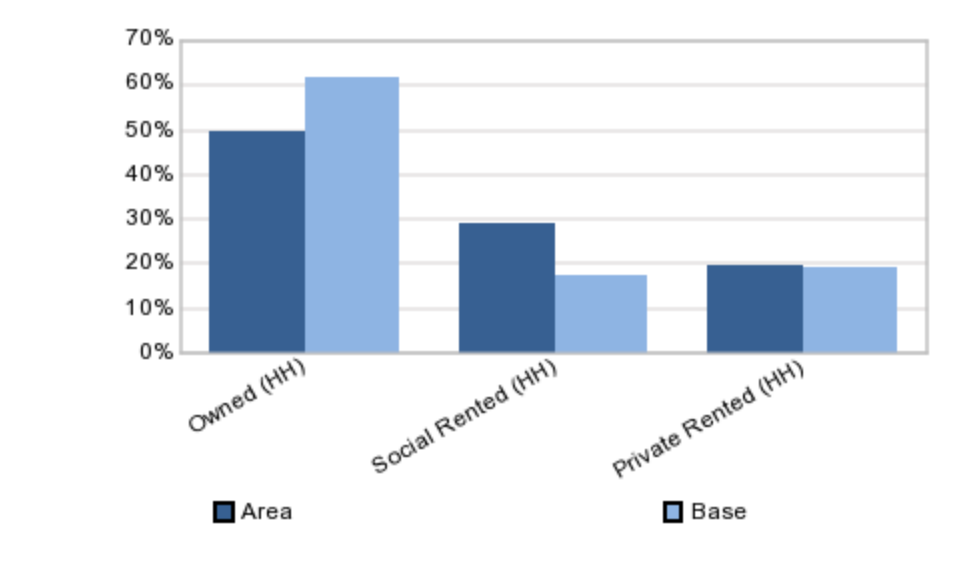
922 households within your area live in a Semi-detached dwelling, this is 21.40 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Bungalow dwelling, this is 146 households and makes up 3.39 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 222, this makes up 58.48 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,400 making up 49.75 %. The smallest amount fall into the Private rented at 19.80 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 167, 29.20 % of households fall into this category in the study area.

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Understanding the Household Income

Household Income	Area	Base	Index	-10	100	223
£14,999 or Less	1,769	4,889,206	213			
£15,000 to £19,999	788	2,538,634	182			
£20,000 to £29,999	1,166	5,253,752	130			
£30,000 to £39,999	769	4,304,210	105			
£40,000 to £49,999	242	3,318,086	43			
£50,000 to £59,999	62	2,106,080	17			
£60,000 to £69,999	17	1,573,962	7			
£70,000 to £99,999	11	2,469,683	3			
£100,000 to £149,999	1	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.
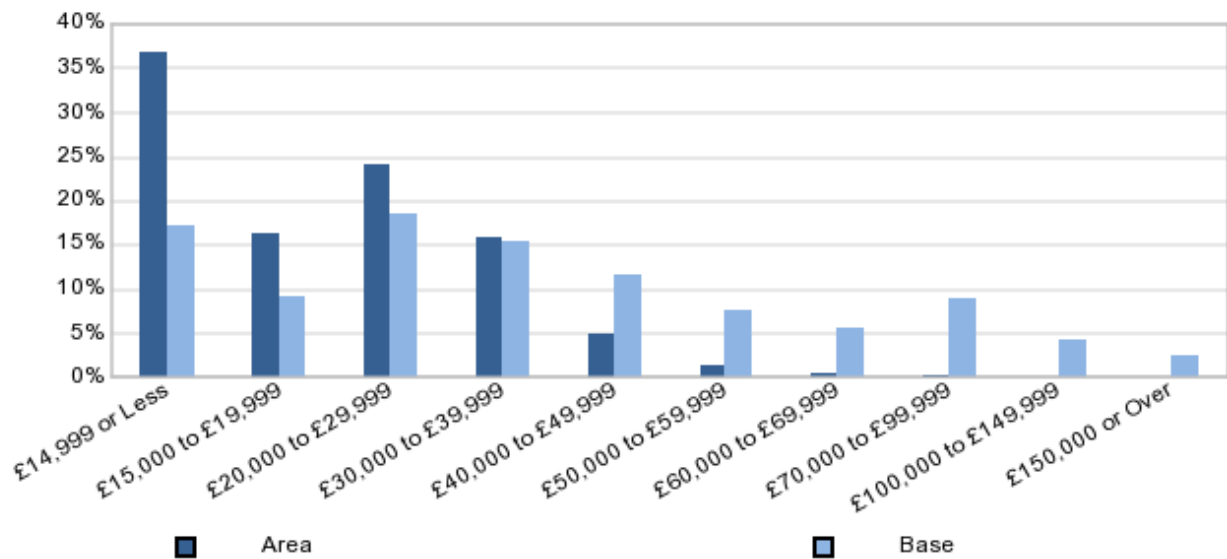
2,557 households within your area have an income of £19,999 or less, this forms 53.00 % of the overall distribution. The smallest count is 0 and these fall into household income band £150,000 or Over making up 0.00 %. When using your base as a comparison, most households fall into the income band £20,000 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 36.68 % with an index of 213, 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 -20 100 421
	A City Prosperity	0	2,849,374	0
	B Prestige Positions	1	4,798,133	0
	C Country Living	0	4,432,229	0
	D Rural Reality	0	4,656,104	0
	E Senior Security	221	4,767,632	30
	F Suburban Stability	380	3,634,847	68
	G Domestic Success	23	5,770,639	3
	H Aspiring Homemakers	681	6,440,418	68
	I Family Basics	2,358	5,687,500	268
	J Transient Renters	2,580	4,160,345	401
	K Municipal Tenants	1,057	4,149,642	165
	L Vintage Value	1,775	3,692,978	311
	M Modest Traditions	1,255	3,121,382	260
	N Urban Cohesion	0	3,547,766	0
	O Rental Hubs	54	5,518,789	6
	Totals	10,385	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.

Heywood OL10 3AA 0.5 miles D...   United Kingdom
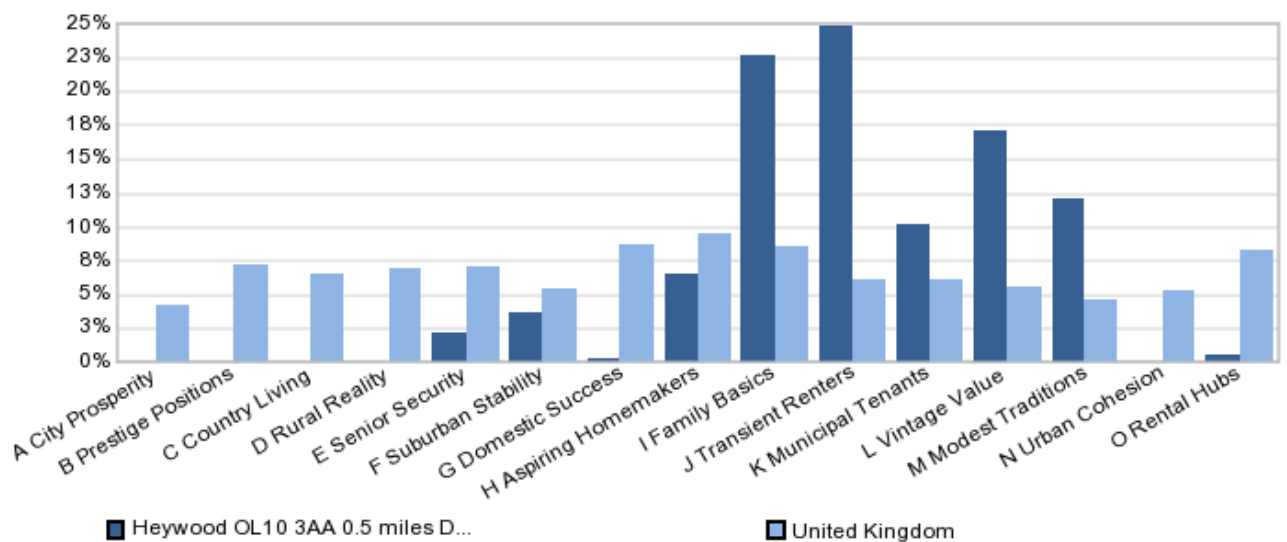
The largest group is J Transient Renters with a count of 2,580 representing 24.84 % of the overall distribution, in comparison to the base where 6.19 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is J Transient Renters taking up 24.84 % 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 - 24.84 %

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

I Family Basics - 22.70 %

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 - 17.09 %

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