Location Analyst UK

Industry Arms Chesterfield Demog Report 0.5 Miles

Understanding Demographics

02 October, 2020

Contents

Describing Industry Arms 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	3,620	28,345,190
Total Population	7,380	67,229,855
Total Males	3,756	33,173,050
Total Females	3,624	34,056,805

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

The current year estimates show a total resident population of 7,380 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,620 in your area and 28,345,190 in your base selection. This was split by 49.10 % of the population being female and 50.90 % being male in the study area.

Understanding who lives in your area

Age Bands	Area	Base	Index	
Under 15	1,090	11,991,800	83	
15-19	353	3,753,671	86	
20-24	528	4,311,089	111	
25-34	1,306	9,174,369	130	
35-44	969	8,463,387	104	
45-54	1,109	9,386,423	108	
55-64	848	7,914,572	98	
65+	1,177	12,234,544	88	

Source: Experian Age and Gender Estimates (2018).
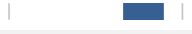
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.
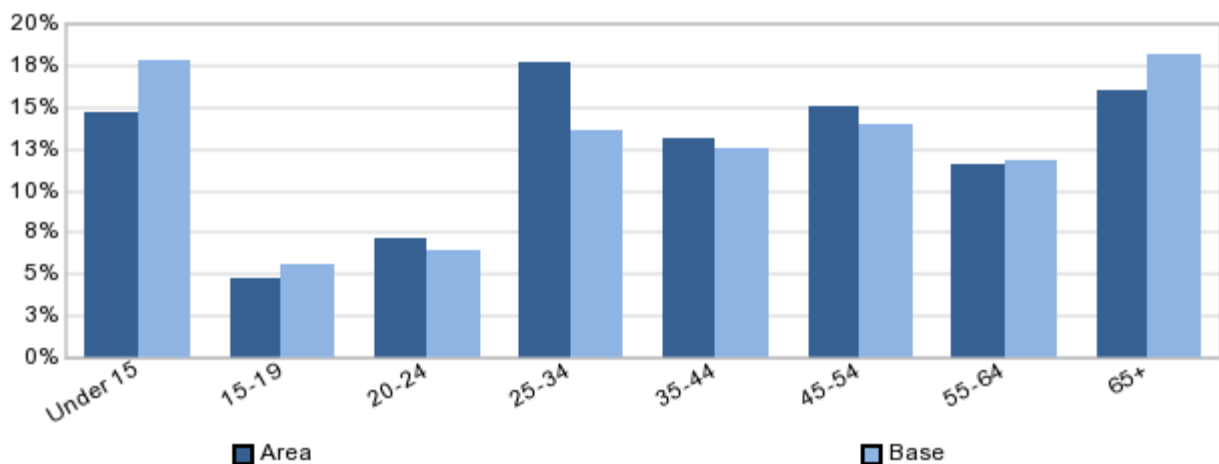
The highest proportion fall into age band 25-34 with a count of 1,306 representing 17.70 % of the study area. The smallest proportion is in age band 15-19 with a count of 353 which represents 4.78 %. In the study area the most over represented age band in comparison to the base selection is 25-34 with an index value of 130. 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	7	111
White	6,853	58,246,060	107		▮
Gypsy / Traveller / Irish Traveller	1	68,310	13	▬▬▬▬	
Mixed / Multiple Ethnic Groups	122	1,367,158	81		▬
Asian / Asian British: Indian	95	1,559,199	55	▬▬	
Asian / Asian British: Pakistani	74	1,239,421	55	▬▬	
Asian / Asian British: Bangladeshi	17	505,406	30	▬▬▬	
Asian / Asian British: Chinese	41	497,465	76	▬	
Asian / Asian British: Other Asian	50	969,724	47	▬▬	
Black / African / Caribbean / Black British	118	2,122,714	51	▬▬	
Other Ethnic Group	9	654,398	12	▬▬▬▬	

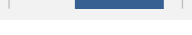Source: Experian Current Year Estimates based on ONS Census Data (2018).

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:

92.86 % White
0.01 % Gypsy / Traveller / Irish Traveller
1.65 % Mixed / Multiple Ethnic Groups
1.29 % Asian / Asian British: Indian
1.01 % Asian / Asian British: Pakistani
0.23 % Asian / Asian British: Bangladeshi
0.56 % Asian / Asian British: Chinese
0.68 % Asian / Asian British: Other Asian
1.60 % Black / African / Caribbean / Black British
0.12 % 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 92.86 % of the population with a count of 6,853. 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	82	100	115
AB Higher & intermediate manage/admin/prof	523	4,696,968	84	▬▬▬		
C1 Supervisory, cleric, junior manage/admin/prof	873	6,510,031	101		▮	
C2 Skilled manual workers	579	4,376,339	99		▮	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	831	5,456,469	114			▬▬▬

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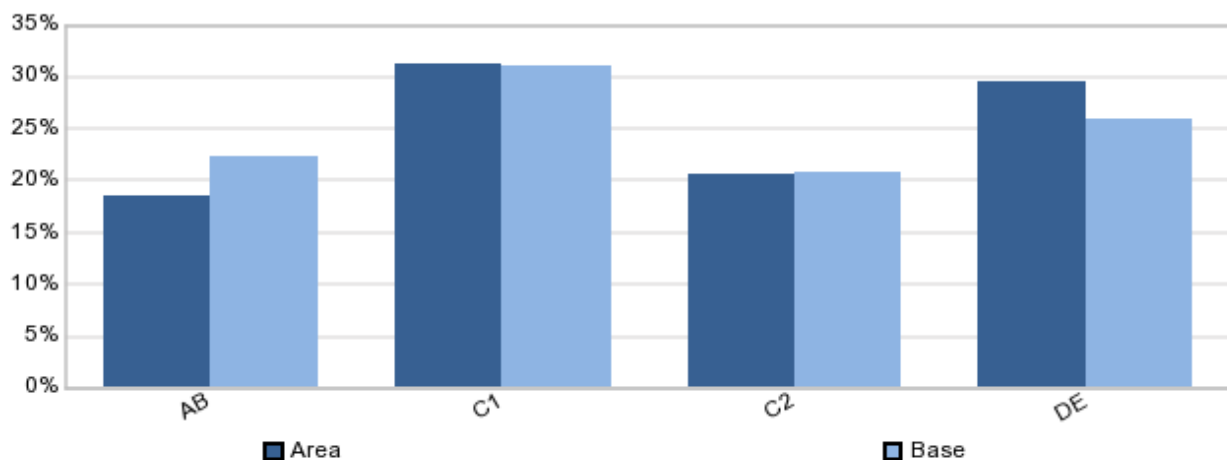
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade C1 forms the largest proportion with 873 people falling into this group, which is 31.11 % of the overall distribution. The smallest proportion falls into grade AB with a count of 523 taking up 18.65 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 114, whereas the most under represented group is AB with an index count of 84.

Understanding the Economic Activity

| Economically Active	Area	Base	Index	71		104
Employee	3,167	26,483,068	103			
Self employed with employees	102	1,127,682	78			
Self employed without employees	416	3,705,246	97			
Unemployed	137	1,161,572	102			
Full-time students	143	1,695,620	73			
Economically Inactive				54	100	167
Retired	767	6,618,937	99			
Student	198	2,838,201	60			
Looking after home/ family	242	2,117,295	98			
Permanently sick/ disabled	411	2,168,755	162			
Other	114	1,076,085	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.

Economically Active - % by Category
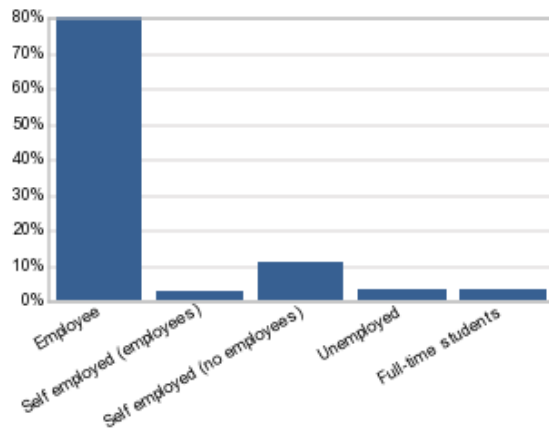
Economically Inactive - % by Category
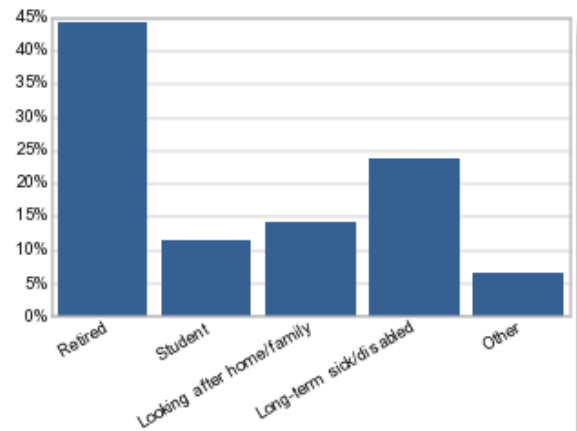
Economic activity within the study area shows that 55.59 % of the population are employed, this is 3,167 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.78 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is None found with an index of 103, taking up 55.59 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 767 representing 13.46 %. The smallest inactive group is Other with 114 which is 2.00 %. When looking at the index values the group that is most over represented is Retired with an index of 99, representing 13.46 %.

*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	36	100	139
Detached	263	5,385,903	41			
Semi-detached	1,158	7,344,686	132			
Bungalow	68	1,039,099	54			
Terraced (including end-terrace)	1,084	6,699,890	135			
Flat, maisonette or apartment	478	5,007,460	80			

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.
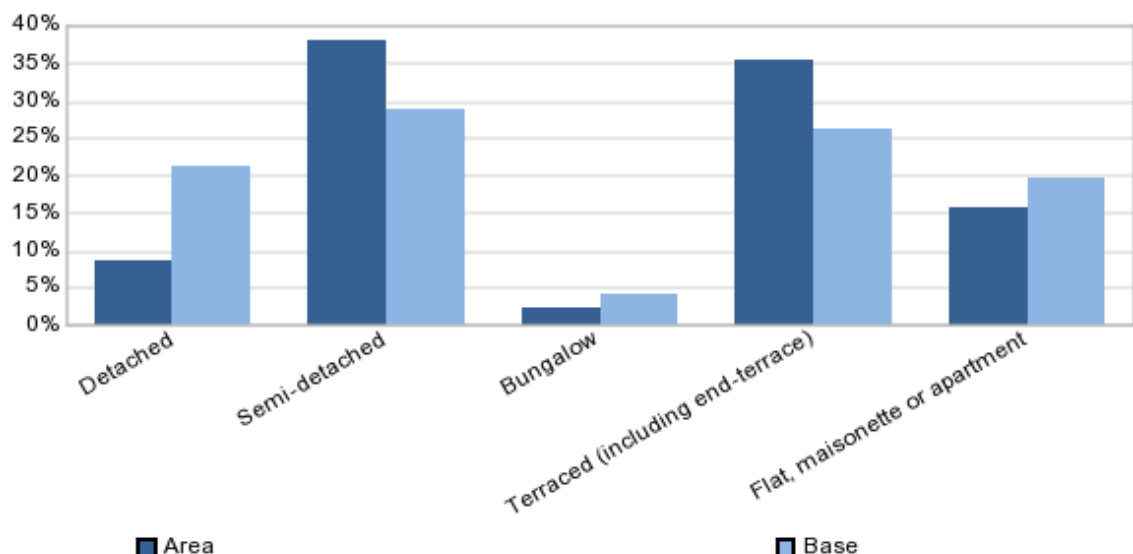
Tenure	Area	Base	Index 76	100	175
Owned (HH)	1,824	17,543,252	81		
Social Rented (HH)	557	4,965,267	88		
Private Rented (HH)	1,197	5,470,682	171		

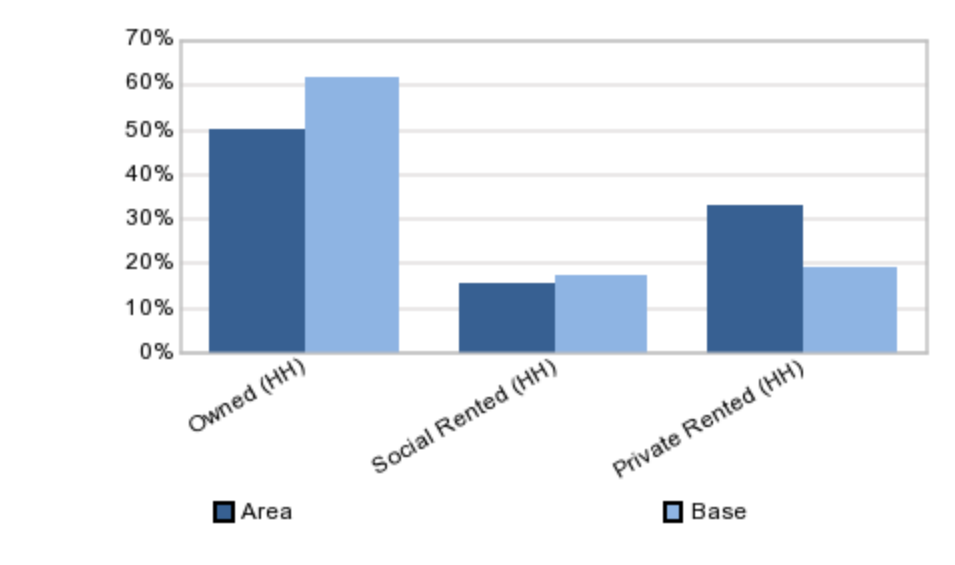Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

1,158 households within your area live in a Semi-detached dwelling, this is 37.95 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Bungalow dwelling, this is 68 households and makes up 2.22 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 135, this makes up 35.55 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,824 making up 50.38 %. The smallest amount fall into the Social rented at 15.38 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 171, 33.07 % of households fall into this category in the study area.

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Understanding the Household Income

Household Income	Area	Base	Index 0	100	159
£14,999 or Less	950	4,889,206	152		
£15,000 to £19,999	437	2,538,634	135		
£20,000 to £29,999	952	5,253,752	142		
£30,000 to £39,999	654	4,304,210	119		
£40,000 to £49,999	367	3,318,086	87		
£50,000 to £59,999	149	2,106,080	55		
£60,000 to £69,999	54	1,573,962	27		
£70,000 to £99,999	48	2,469,683	15		
£100,000 to £149,999	8	1,215,381	5		
£150,000 or Over	1	676,196	1		

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.
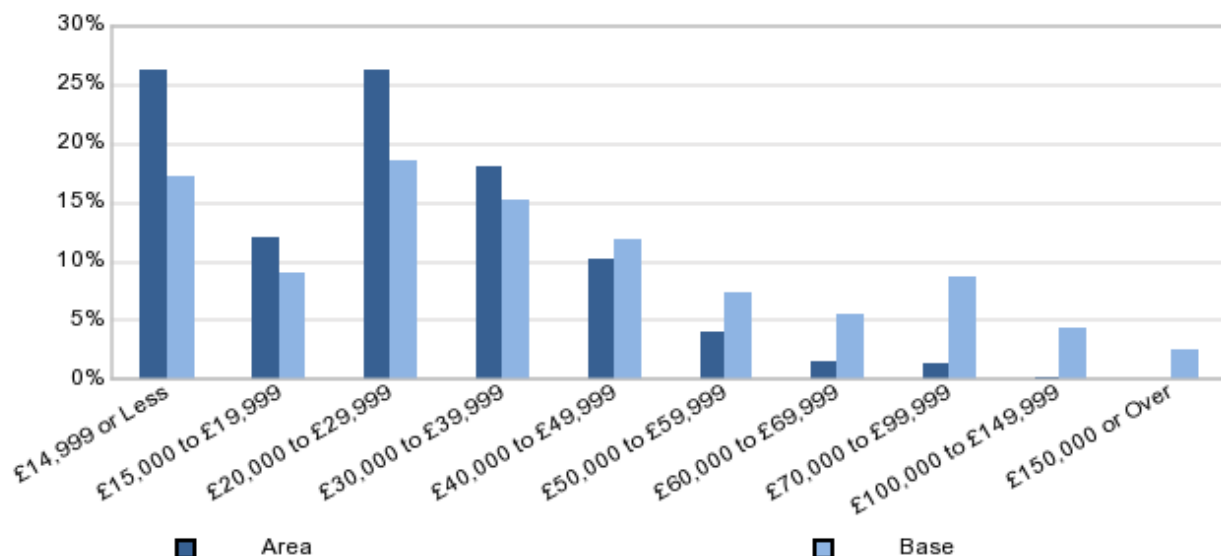
1,387 households within your area have an income of £19,999 or less, this forms 38.31 % of the overall distribution. The smallest count is 1 and these fall into household income band £150,000 or Over making up 0.03 %. When using your base as a comparison, most households fall into the income band £20,000 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 26.24 % with an index of 152, the most under represented banding is £150,000 or Over with a figure of 1 making up 0.03 % 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 -33 100	706
A City Prosperity	0	2,849,374	0	
B Prestige Positions	7	4,798,133	1	
C Country Living	0	4,432,229	0	
D Rural Reality	0	4,656,104	0	
E Senior Security	559	4,767,632	107	
F Suburban Stability	381	3,634,847	95	
G Domestic Success	244	5,770,639	38	
H Aspiring Homemakers	779	6,440,418	110	
I Family Basics	374	5,687,500	60	
J Transient Renters	3,071	4,160,345	673	
K Municipal Tenants	114	4,149,642	25	
L Vintage Value	791	3,692,978	195	
M Modest Traditions	681	3,121,382	199	
N Urban Cohesion	54	3,547,766	14	
O Rental Hubs	325	5,518,789	54	
Totals	7,380	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.
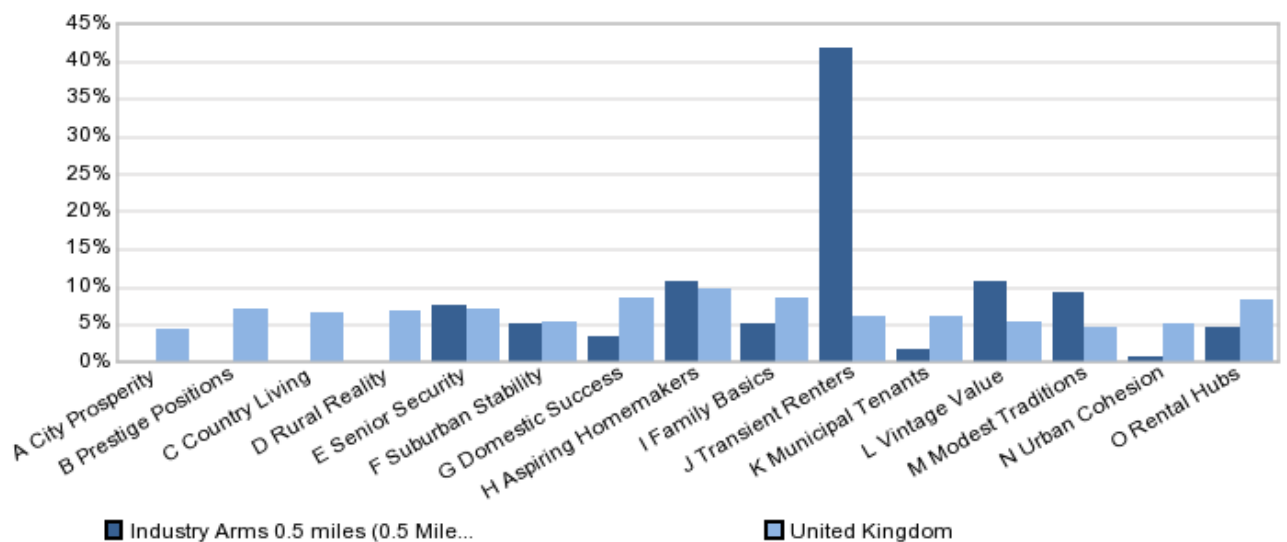
The largest group is J Transient Renters with a count of 3,071 representing 41.62 % of the overall distribution, in comparison to the base where 6.19 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is J Transient Renters taking up 41.62 % 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 - 41.62 %

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 - 10.72 %

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

H Aspiring Homemakers - 10.56 %

Younger households settling down in housing priced within their means.

Key Features

- Younger households
- Full-time employment
- Private suburbs
- Affordable housing costs
- Starter salaries
- Buy and sell on eBay