

Location Analyst

UK



# Lad in the Lane Demog Report 0.5 Miles

## Understanding Demographics

05 October, 2020

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Describing Lad in the Lane 0.5 Miles (0.5 Miles) in relation to United Kingdom  
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## Understanding the make-up of your area

	Area	Base
Total Households	4,300	28,345,190
Total Population	10,714	67,229,855
Total Males	5,285	33,173,050
Total Females	5,429	34,056,805

The current year estimates show a total resident population of 10,714 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 4,300 in your area and 28,345,190 in your base selection. This was split by 50.67 % of the population being female and 49.33 % being male in the study area.

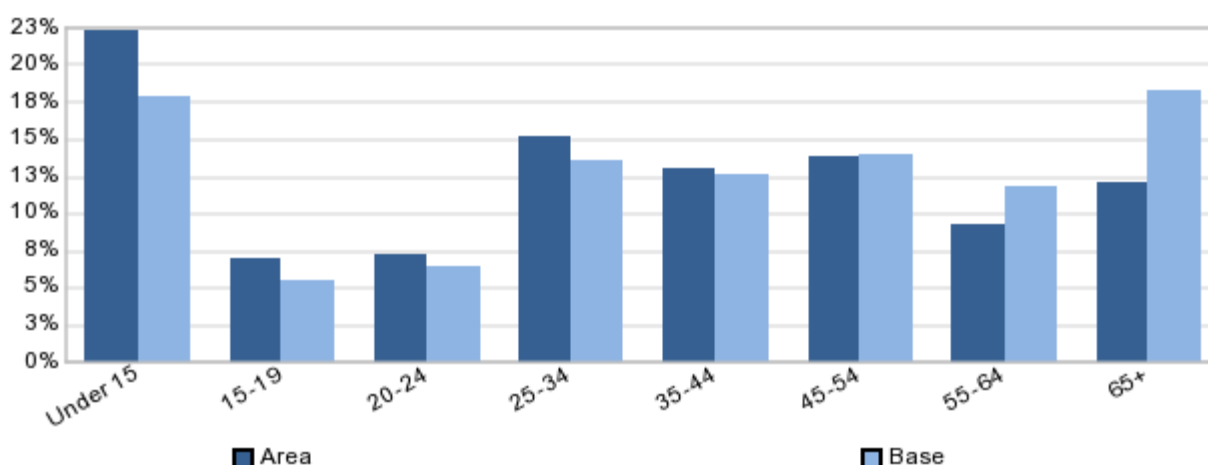
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

Age Bands	Area	Base	Index	64	100	127
Under 15	2,394	11,991,800	125			
15-19	742	3,753,671	124			
20-24	769	4,311,089	112			
25-34	1,630	9,174,369	111			
35-44	1,398	8,463,387	104			
45-54	1,491	9,386,423	100			
55-64	994	7,914,572	79			
65+	1,297	12,234,544	67			

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 2,394 representing 22.34 % of the study area. The smallest proportion is in age band 15-19 with a count of 742 which represents 6.93 %. In the study area the most over represented age band in comparison to the base selection is Under 15 with an index value of 125. The band that is most under represented is 65+ with an index of 67, 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	627
White	6,734	58,246,060	73			
Gypsy / Traveller / Irish Traveller	3	68,310	24			
Mixed / Multiple Ethnic Groups	706	1,367,158	324			
Asian / Asian British: Indian	283	1,559,199	114			
Asian / Asian British: Pakistani	1,182	1,239,421	598			
Asian / Asian British: Bangladeshi	80	505,406	99			
Asian / Asian British: Chinese	91	497,465	115			
Asian / Asian British: Other Asian	229	969,724	148			
Black / African / Caribbean / Black British	1,261	2,122,714	373			
Other Ethnic Group	145	654,398	139			

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:

62.86 % White	86.64 % White
0.02 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
6.59 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
2.64 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
11.03 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.74 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.85 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
2.14 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
11.77 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
1.36 % Other Ethnic Group	0.97 % Other Ethnic Group

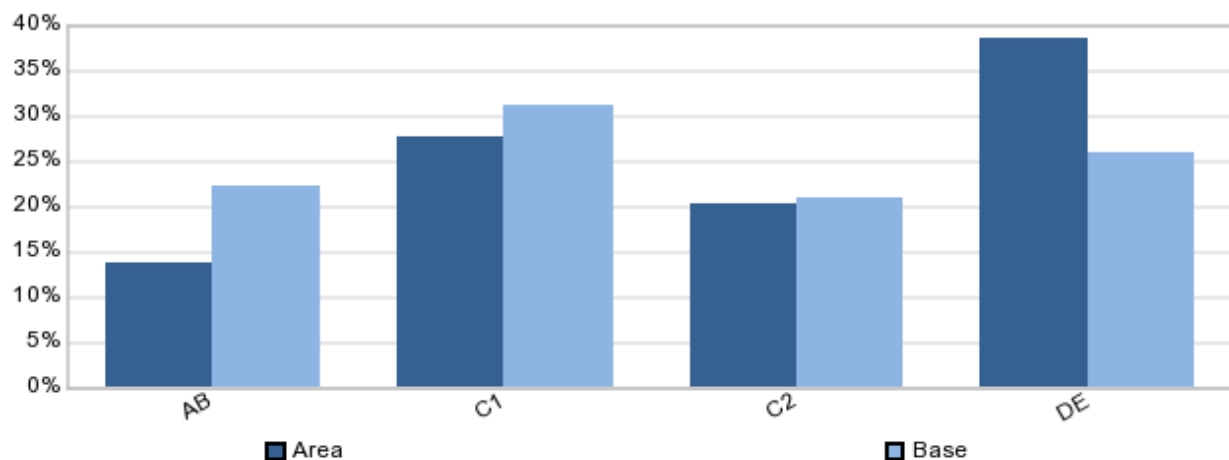
In the study area the largest ethnic group is White taking up 62.86 % of the population with a count of 6,734. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 3, 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	56	100	152
AB Higher & intermediate manage/admin/prof	469	4,696,968	61			
C1 Supervisory, cleric, junior manage/admin/prof	950	6,510,031	89			
C2 Skilled manual workers	694	4,376,339	97			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,319	5,456,469	148			

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 1,319 people falling into this group, which is 38.44 % of the overall distribution. The smallest proportion falls into grade AB with a count of 469 taking up 13.66 %. When comparing this to the selected base the most over represented grade is DE with an index\* count of 148, whereas the most under represented group is AB with an index count of 61.

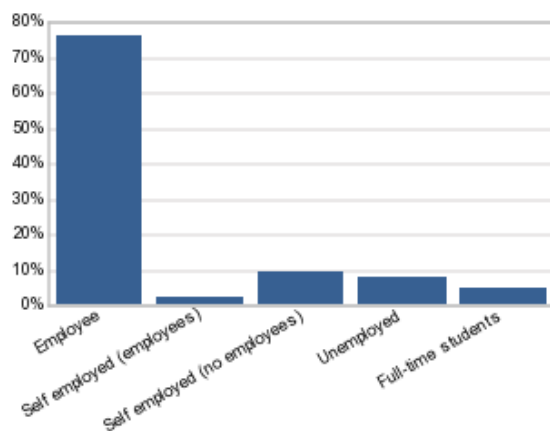
## Understanding the Economic Activity

Economically Active	Area	Base	Index	47	100	242
Employee	3,864	26,483,068	98			
Self employed with employees	95	1,127,682	57		■	
Self employed without employees	461	3,705,246	84		■	
Unemployed	404	1,161,572	234		■	
Full-time students	255	1,695,620	101			
Economically Inactive				64	100	143
Retired	758	6,618,937	68		■	
Student	530	2,838,201	111		■	
Looking after home/ family	473	2,117,295	132		■	
Permanently sick/ disabled	486	2,168,755	133		■	
Other	253	1,076,085	139		■	

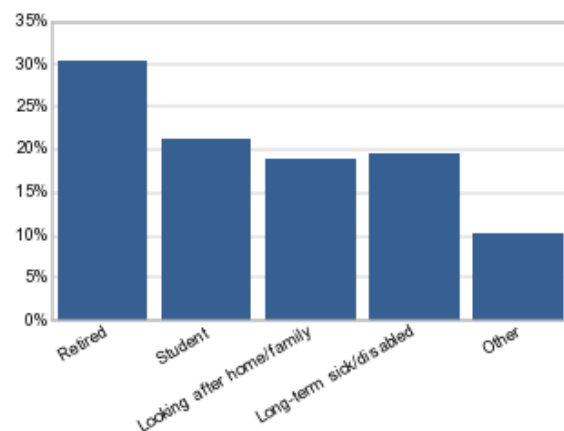
Source: Experian Current Year Estimates based on ONS Census Data ( 2018 ).

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 50.98 % of the population are employed, this is 3,864 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.25 %, 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 234, taking up 5.33 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 758 representing 10.01 %. The smallest inactive group is Other with 253 which is 3.34 %. When looking at the index values the group that is most over represented is Other with an index of 139, representing 3.34 %.

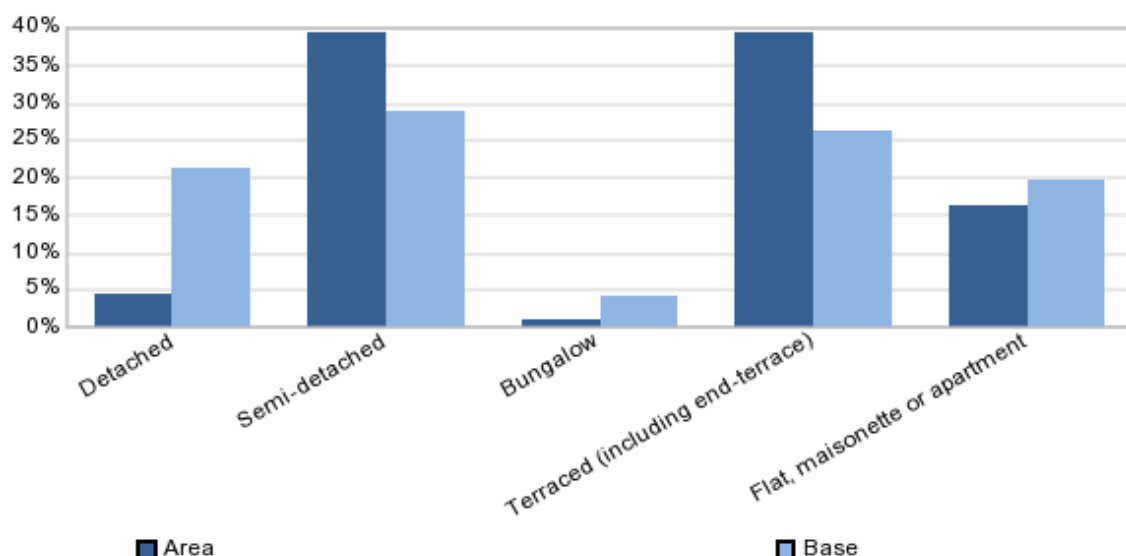
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## Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	15	100	155
Detached	170	5,385,903	21			
Semi-detached	1,464	7,344,686	136			
Bungalow	40	1,039,099	26			
Terraced (including end-terrace)	1,466	6,699,890	149			
Flat, maisonette or apartment	601	5,007,460	82			

Source: Experian ConsumerView Household Directory 2019 .

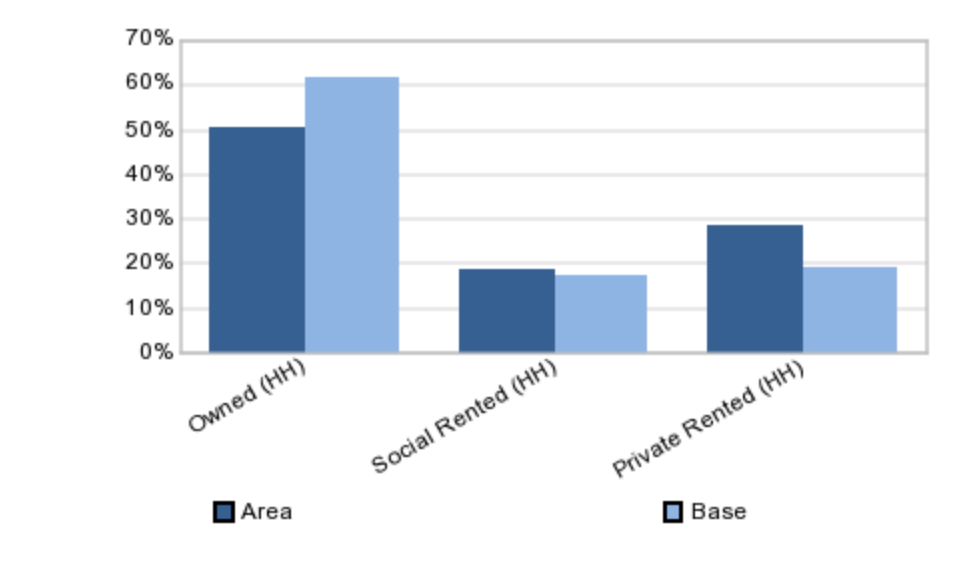
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	78	100	151
Owned (HH)	2,181	17,543,252	82			
Social Rented (HH)	815	4,965,267	108			
Private Rented (HH)	1,231	5,470,682	148			

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.



1,464 households within your area live in a Semi-detached dwelling, this is 39.12 %. 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 40 households and makes up 1.06 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 149, this makes up 39.20 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,181 making up 50.71 %. The smallest amount fall into the Social rented at 18.94 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 148, 28.64 % of households fall into this category in the study area.

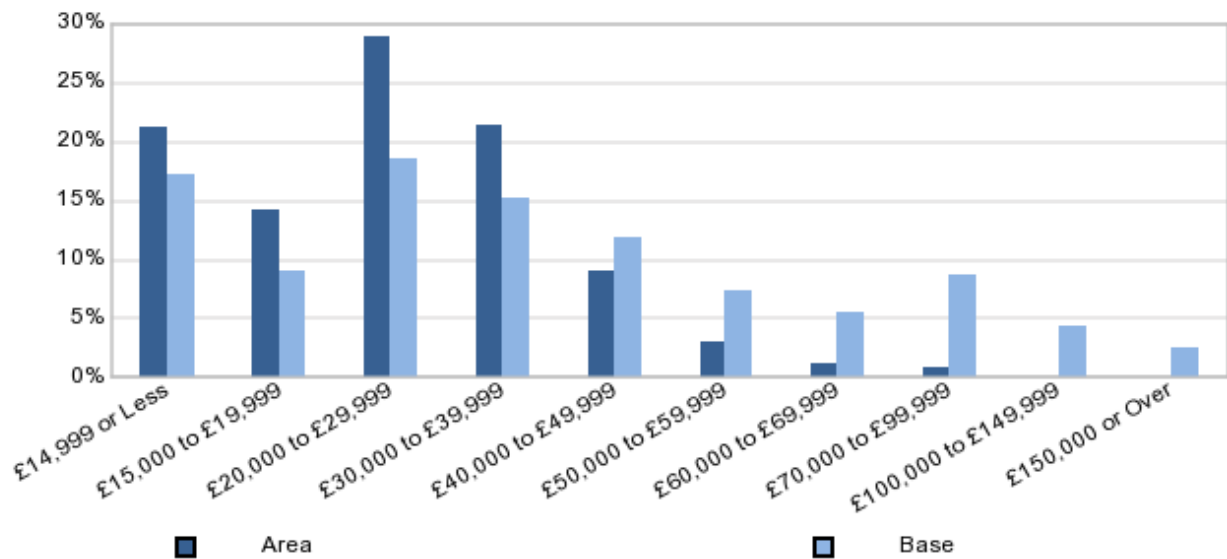
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## Understanding the Household Income

Household Income	Area	Base	Index	-7	100	166
£14,999 or Less	918	4,889,206	124			
£15,000 to £19,999	614	2,538,634	159			
£20,000 to £29,999	1,241	5,253,752	156			
£30,000 to £39,999	921	4,304,210	141			
£40,000 to £49,999	390	3,318,086	78			
£50,000 to £59,999	132	2,106,080	41			
£60,000 to £69,999	48	1,573,962	20			
£70,000 to £99,999	35	2,469,683	9			
£100,000 to £149,999	2	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.



1,532 households within your area have an income of £19,999 or less, this forms 35.62 % 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 £15,000 to £19,999 is over represented making up 14.27 % with an index of 159, 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.

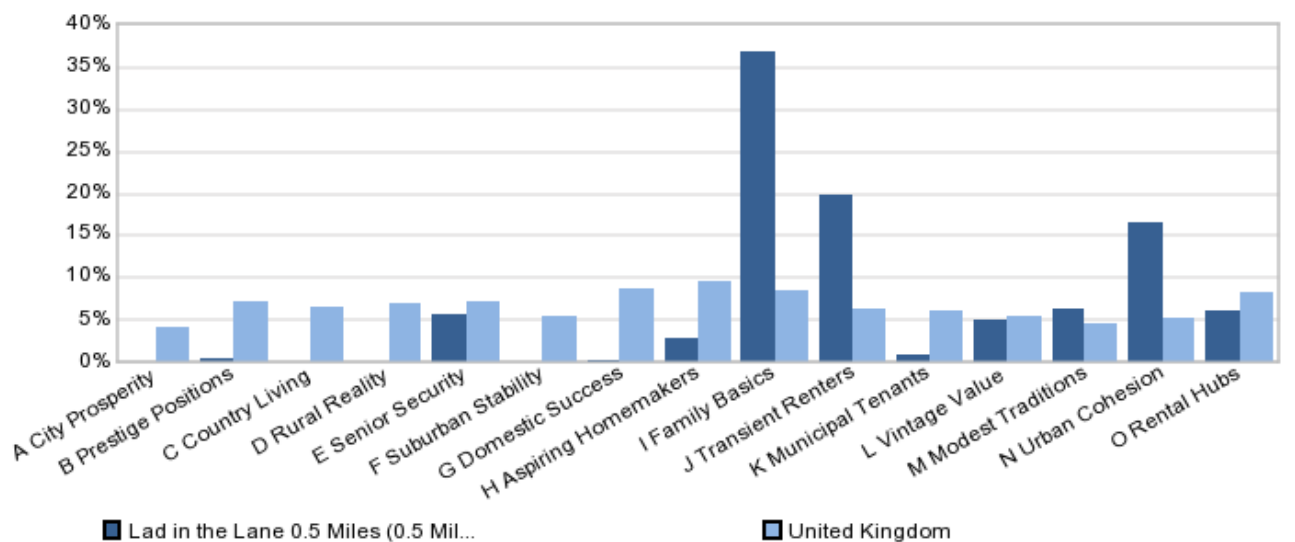
## Understanding the residential profile by Mosaic UK 6

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	-21	100	454
A City Prosperity	0	2,849,374	0			
B Prestige Positions	36	4,798,133	5			
C Country Living	0	4,432,229	0			
D Rural Reality	0	4,656,104	0			
E Senior Security	599	4,767,632	79			
F Suburban Stability	0	3,634,847	0			
G Domestic Success	30	5,770,639	3			
H Aspiring Homemakers	296	6,440,418	29			
I Family Basics	3,927	5,687,500	433			
J Transient Renters	2,102	4,160,345	317			
K Municipal Tenants	87	4,149,642	13			
L Vintage Value	538	3,692,978	91			
M Modest Traditions	674	3,121,382	135			
N Urban Cohesion	1,773	3,547,766	314			
O Rental Hubs	652	5,518,789	74			
Totals	10,714	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 I Family Basics with a count of 3,927 representing 36.65 % of the overall distribution, in comparison to the base where 8.46 % 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 I Family Basics taking up 36.65 % 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

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### I Family Basics - 36.65 %



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

### J Transient Renters - 19.62 %



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

### N Urban Cohesion - 16.55 %



Residents of settled urban communities with a strong sense of identity.

#### Key Features

- Settled extended families
- City suburbs
- Multicultural
- Own 3 bedroom homes
- Sense of community
- Younger generation love technology