

Location Analyst

UK



Scotch Piper Liverpool Demogs Report 15 Mins

Understanding Demographics

30 September, 2020

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Describing Scotch Piper Liverpool 15 Mins (15 Minutes) in relation to United Kingdom
 Creation Date: September 30, 2020

Understanding the make-up of your area

	Area	Base
Total Households	83,792	28,345,190
Total Population	200,738	67,229,855
Total Males	95,920	33,173,050
Total Females	104,818	34,056,805

The current year estimates show a total resident population of 200,738 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 83,792 in your area and 28,345,190 in your base selection. This was split by 52.22 % of the population being female and 47.78 % being male in the study area.

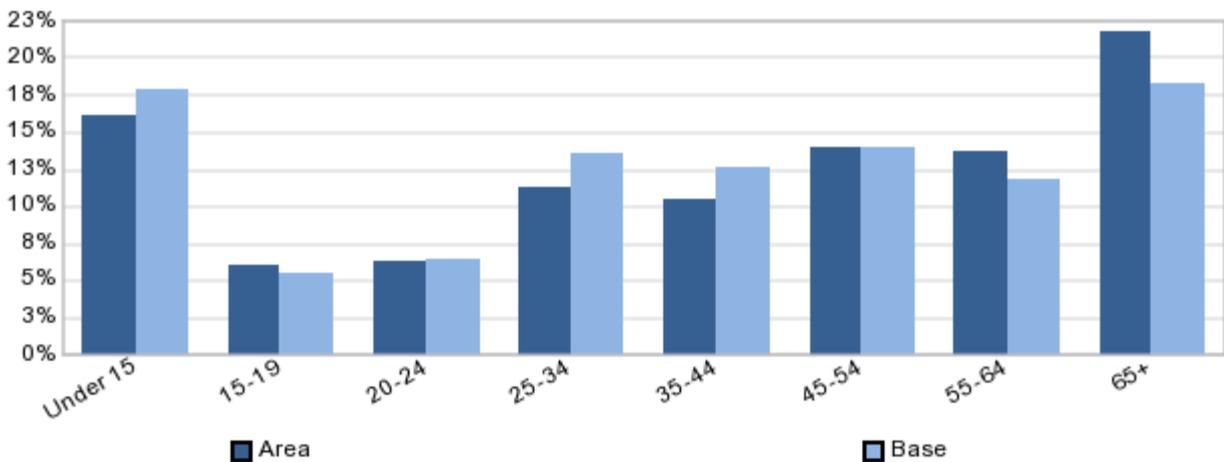
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	32,535	11,991,800	91
15-19	12,176	3,753,671	109
20-24	12,565	4,311,089	98
25-34	22,765	9,174,369	83
35-44	21,092	8,463,387	83
45-54	28,222	9,386,423	101
55-64	27,498	7,914,572	116
65+	43,884	12,234,544	120

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 43,884 representing 21.86 % of the study area. The smallest proportion is in age band 15-19 with a count of 12,176 which represents 6.07 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 120. The band that is most under represented is 25-34 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	196,497	58,246,060	113
Gypsy / Traveller / Irish Traveller	43	68,310	21
Mixed / Multiple Ethnic Groups	1,935	1,367,158	47
Asian / Asian British: Indian	558	1,559,199	12
Asian / Asian British: Pakistani	89	1,239,421	2
Asian / Asian British: Bangladeshi	64	505,406	4
Asian / Asian British: Chinese	482	497,465	32
Asian / Asian British: Other Asian	331	969,724	11
Black / African / Caribbean / Black British	490	2,122,714	8
Other Ethnic Group	249	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:

97.89 % White	86.64 % White
0.02 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.96 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.28 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.04 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.03 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.24 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.16 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.24 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.12 % Other Ethnic Group	0.97 % Other Ethnic Group

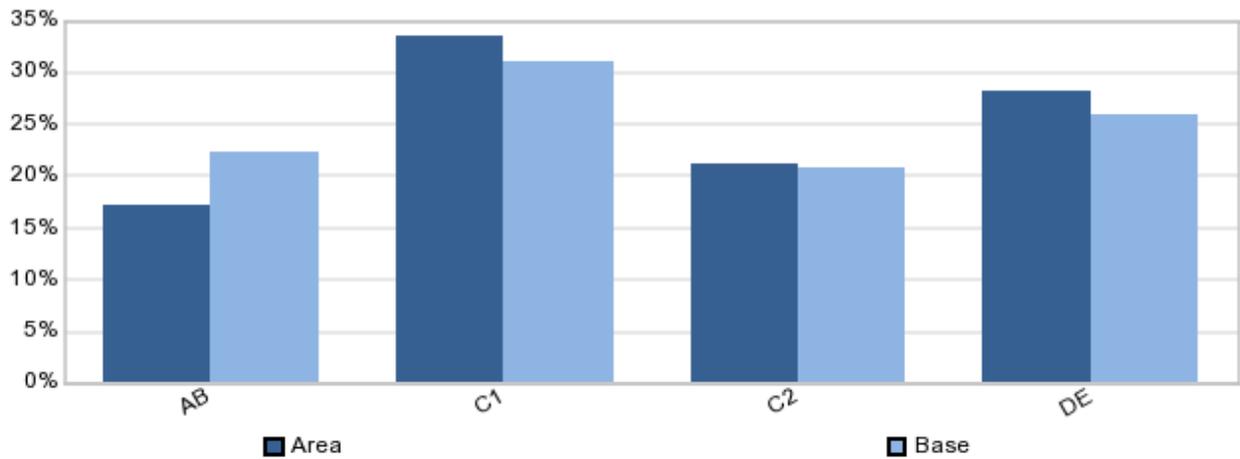
In the study area the largest ethnic group is White taking up 97.89 % of the population with a count of 196,497. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 43, 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	9,874	4,696,968	77
C1 Supervisory, cleric, junior manage/admin/prof	19,286	6,510,031	108
C2 Skilled manual workers	12,227	4,376,339	102
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	16,258	5,456,469	109

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 19,286 people falling into this group, which is 33.46 % of the overall distribution. The smallest proportion falls into grade AB with a count of 9,874 taking up 17.13 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 109, whereas the most under represented group is AB with an index count of 77.

Understanding the Economic Activity

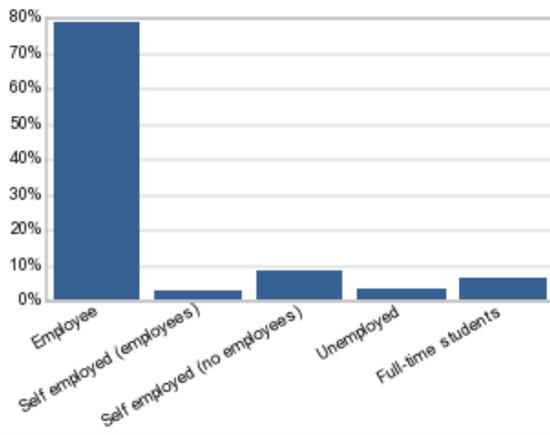
Economically Active	Area	Base	Index
Employee	76,705	26,483,068	102
Self employed with employees	2,981	1,127,682	93
Self employed without employees	8,291	3,705,246	78
Unemployed	3,151	1,161,572	95
Full-time students	6,362	1,695,620	132

Economically Inactive	Area	Base	Index
Retired	23,461	6,618,937	110
Student	7,968	2,838,201	87
Looking after home/ family	4,861	2,117,295	71
Permanently sick/ disabled	8,721	2,168,755	125
Other	2,710	1,076,085	78

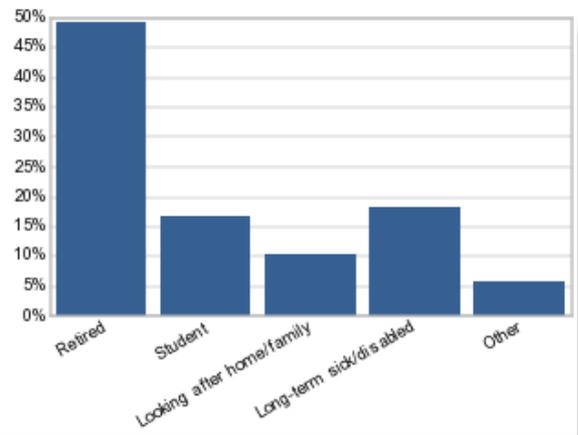
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 52.82 % of the population are employed, this is 76,705 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 2.05 %, 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 132, taking up 4.38 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 23,461 representing 16.16 %. The smallest inactive group is Other with 2,710 which is 1.87 %. When looking at the index values the group that is most over represented is Retired with an index of 110, representing 16.16 %.

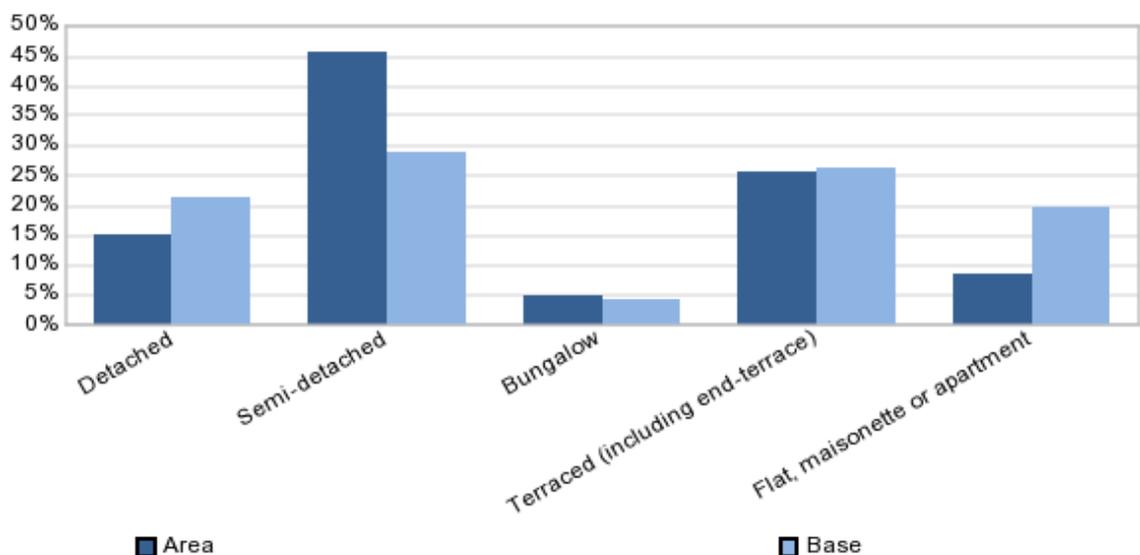
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	38	100	164
Detached	11,665	5,385,903	72	█		
Semi-detached	35,120	7,344,686	158		█	
Bungalow	3,679	1,039,099	117		█	
Terraced (including end-terrace)	19,814	6,699,890	98		█	
Flat, maisonette or apartment	6,674	5,007,460	44		█	

Source: Experian ConsumerView Household Directory 2019 .

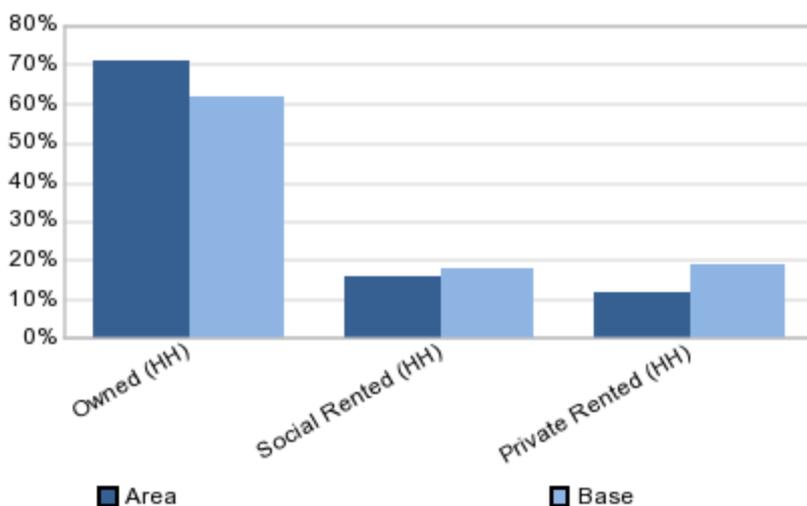
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	59,715	17,543,252	115
Social Rented (HH)	13,168	4,965,267	90
Private Rented (HH)	10,045	5,470,682	62

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.



35,120 households within your area live in a Semi-detached dwelling, this is 45.64 %. 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 3,679 households and makes up 4.78 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Semi-detached with a figure of 158, this makes up 45.64 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 59,715 making up 71.27 %. The smallest amount fall into the Private rented at 11.99 %. When looking at the index figures the most over represented tenure type is Owned with an index of 115, 71.27 % of households fall into this category in the study area.

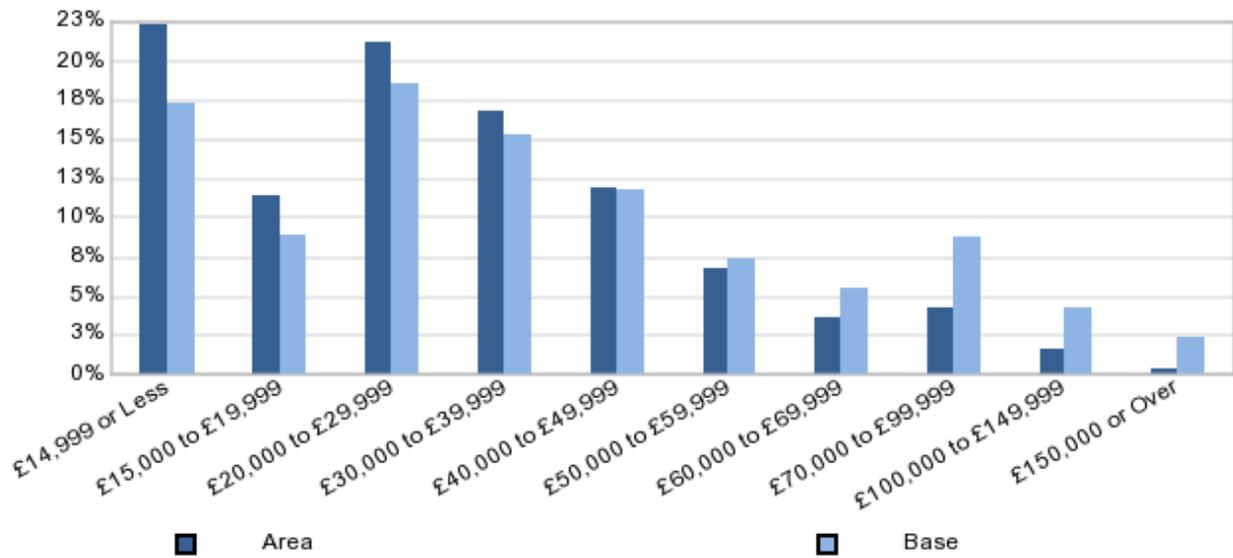
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	18,792	4,889,206	130
£15,000 to £19,999	9,523	2,538,634	127
£20,000 to £29,999	17,773	5,253,752	114
£30,000 to £39,999	14,138	4,304,210	111
£40,000 to £49,999	9,889	3,318,086	101
£50,000 to £59,999	5,628	2,106,080	90
£60,000 to £69,999	3,018	1,573,962	65
£70,000 to £99,999	3,503	2,469,683	48
£100,000 to £149,999	1,270	1,215,381	35
£150,000 or Over	258	676,196	13

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.



28,315 households within your area have an income of £19,999 or less, this forms 33.79 % of the overall distribution. The smallest count is 258 and these fall into household income band £150,000 or Over making up 0.31 %. 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 22.43 % with an index of 130, the most under represented banding is £150,000 or Over with a figure of 13 making up 0.31 % 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.

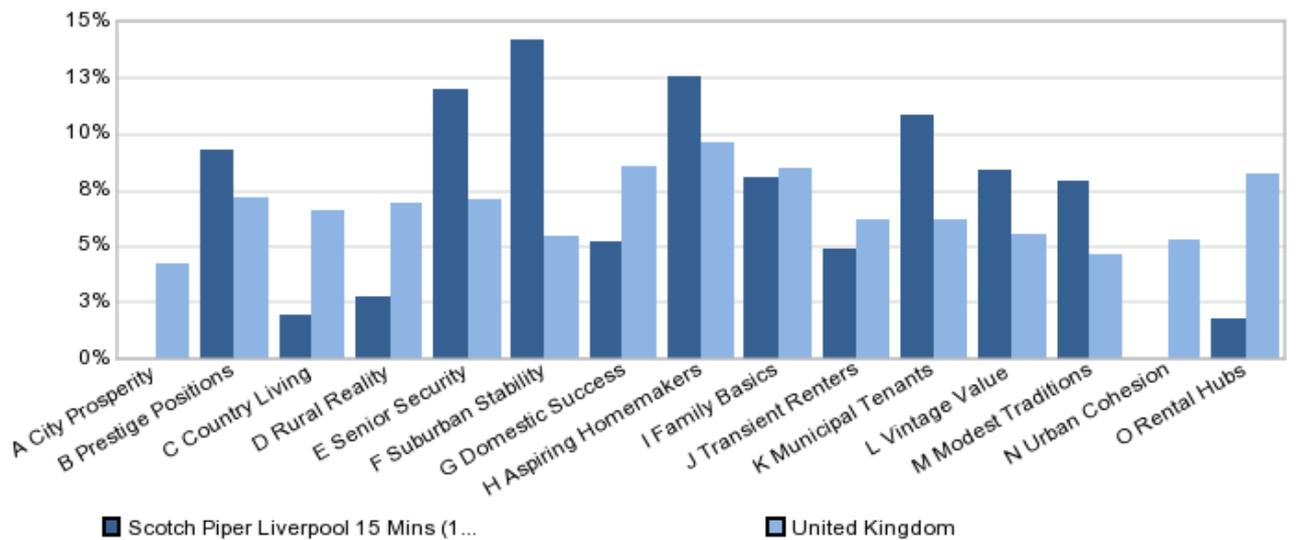
Understanding the residential profile by Mosaic UK 6

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	0	2,849,374	0
B Prestige Positions	18,643	4,798,133	130
C Country Living	3,968	4,432,229	30
D Rural Reality	5,522	4,656,104	40
E Senior Security	24,199	4,767,632	170
F Suburban Stability	28,594	3,634,847	263
G Domestic Success	10,401	5,770,639	60
H Aspiring Homemakers	25,250	6,440,418	131
I Family Basics	16,218	5,687,500	96
J Transient Renters	9,838	4,160,345	79
K Municipal Tenants	21,679	4,149,642	175
L Vintage Value	16,847	3,692,978	153
M Modest Traditions	15,991	3,121,382	172
N Urban Cohesion	20	3,547,766	0
O Rental Hubs	3,566	5,518,789	22
Totals	200,738	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 F Suburban Stability with a count of 28,594 representing 14.24 % of the overall distribution, in comparison to the base where 5.41 % 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 F Suburban Stability taking up 14.24 % 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

F Suburban Stability - 14.24 %



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

H Aspiring Homemakers - 12.58 %



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

E Senior Security - 12.05 %



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