

Location Analyst

UK



## Falcon, Hull Demographic Report 0.5 Miles

### Understanding Demographics

17 September, 2020

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Describing Falcon, Hull 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	2,318	28,345,190
Total Population	5,765	67,229,855
Total Males	2,765	33,173,050
Total Females	3,000	34,056,805

The current year estimates show a total resident population of 5,765 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,318 in your area and 28,345,190 in your base selection. This was split by 52.04 % of the population being female and 47.96 % being male in the study area.

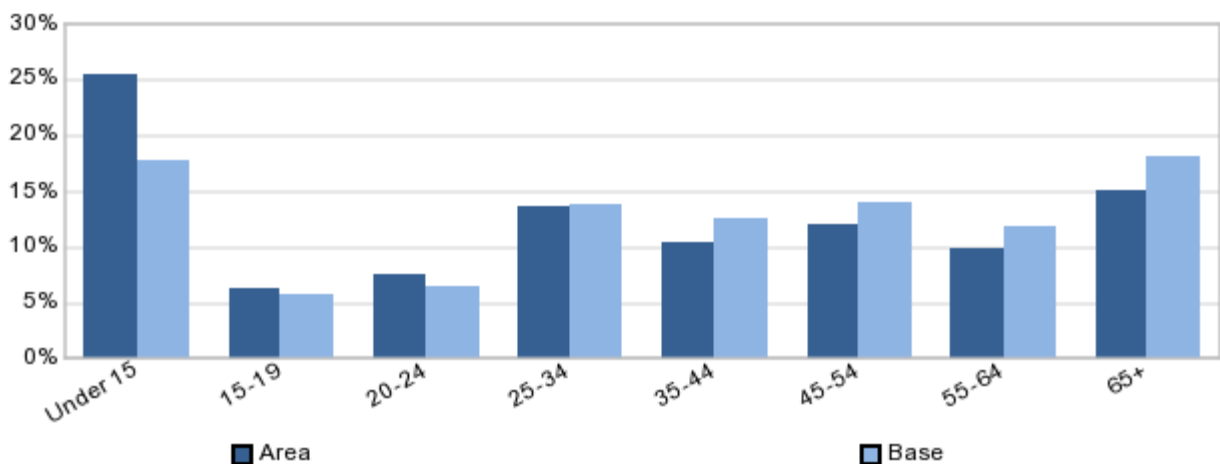
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

Age Bands	Area	Base	Index		
			78	100	146
Under 15	1,476	11,991,800	143	██████████	
15-19	353	3,753,671	110	██████	
20-24	430	4,311,089	116	██████	
25-34	781	9,174,369	99	█████	
35-44	599	8,463,387	82	█████	
45-54	694	9,386,423	86	█████	
55-64	559	7,914,572	82	█████	
65+	874	12,234,544	83	█████	

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 1,476 representing 25.59 % of the study area. The smallest proportion is in age band 15-19 with a count of 353 which represents 6.12 %. In the study area the most over represented age band in comparison to the base selection is Under 15 with an index value of 143. The band that is most under represented is 55-64 with an index of 82, 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	5,647	58,246,060	113
Gypsy / Traveller / Irish Traveller	1	68,310	17
Mixed / Multiple Ethnic Groups	62	1,367,158	53
Asian / Asian British: Indian	17	1,559,199	13
Asian / Asian British: Pakistani	0	1,239,421	0
Asian / Asian British: Bangladeshi	1	505,406	2
Asian / Asian British: Chinese	11	497,465	25
Asian / Asian British: Other Asian	11	969,724	13
Black / African / Caribbean / Black British	15	2,122,714	8
Other Ethnic Group	1	654,398	2

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:

97.96 % White	86.64 % White
0.02 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.07 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.30 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.00 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.02 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.18 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.18 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.26 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.02 % Other Ethnic Group	0.97 % Other Ethnic Group

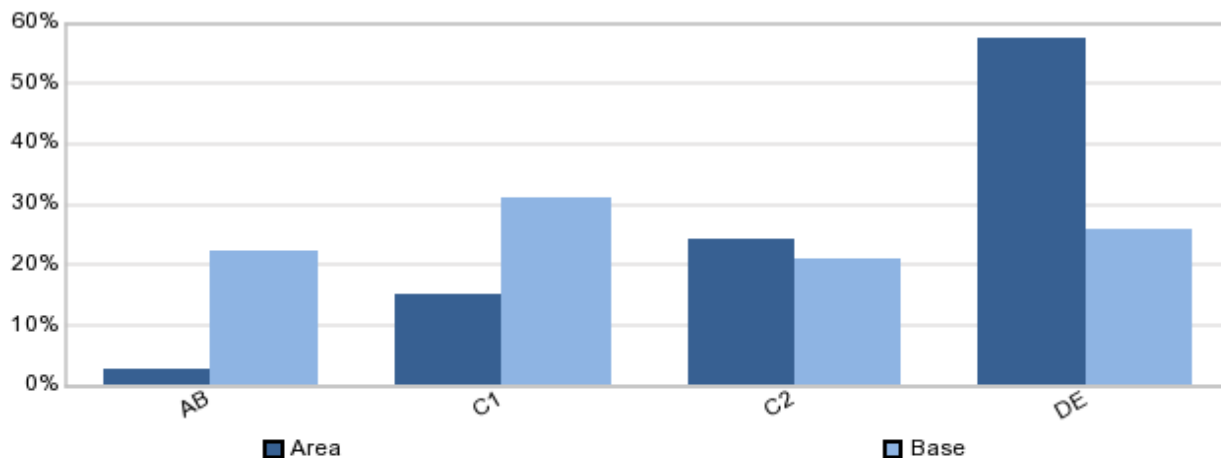
In the study area the largest ethnic group is White taking up 97.96 % of the population with a count of 5,647. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Pakistani with a count of 0, 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	52	4,696,968	13
C1 Supervisory, cleric, junior manage/admin/prof	262	6,510,031	48
C2 Skilled manual workers	429	4,376,339	118
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,010	5,456,469	222

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 1,010 people falling into this group, which is 57.62 % of the overall distribution. The smallest proportion falls into grade AB with a count of 52 taking up 2.96 %. When comparing this to the selected base the most over represented grade is DE with an index\* count of 222, whereas the most under represented group is AB with an index count of 13.

## Understanding the Economic Activity

Economically Active	Area	Base	Index
Employee	1,814	26,483,068	101
Self employed with employees	17	1,127,682	22
Self employed without employees	102	3,705,246	41
Unemployed	306	1,161,572	388
Full-time students	82	1,695,620	71

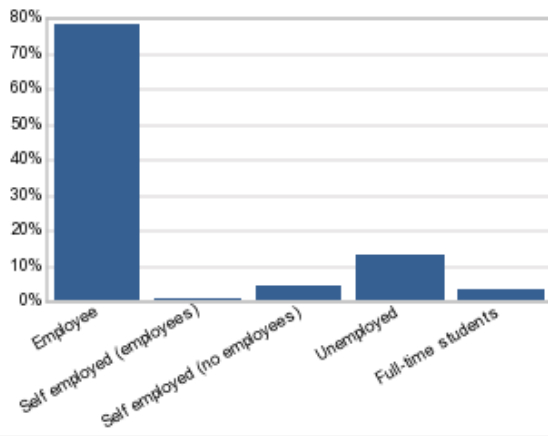
  

Economically Inactive	Area	Base	Index
Retired	440	6,618,937	69
Student	182	2,838,201	66
Looking after home/ family	334	2,117,295	163
Permanently sick/ disabled	322	2,168,755	154
Other	153	1,076,085	147

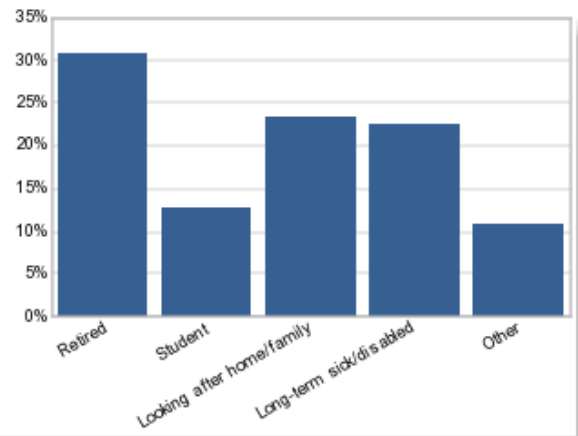
Source: Experian Current Year Estimates based on ONS Census Data ( 2018 ).

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 48.36 % of the population are employed, this is 1,814 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 0.45 %, 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 388, taking up 8.17 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 440 representing 11.72 %. The smallest inactive group is Other with 153 which is 4.07 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 163, representing 8.89 %.

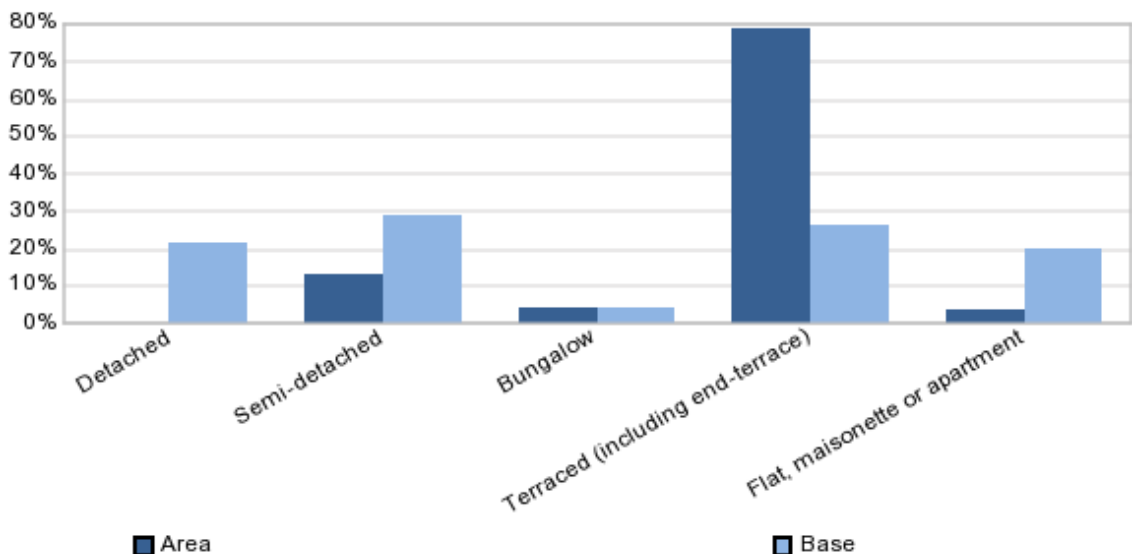
\*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

### Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	1	5,385,903	0
Semi-detached	298	7,344,686	45
Bungalow	96	1,039,099	103
Terraced (including end-terrace)	1,810	6,699,890	301
Flat, maisonette or apartment	81	5,007,460	18

Source: Experian ConsumerView Household Directory 2019 .

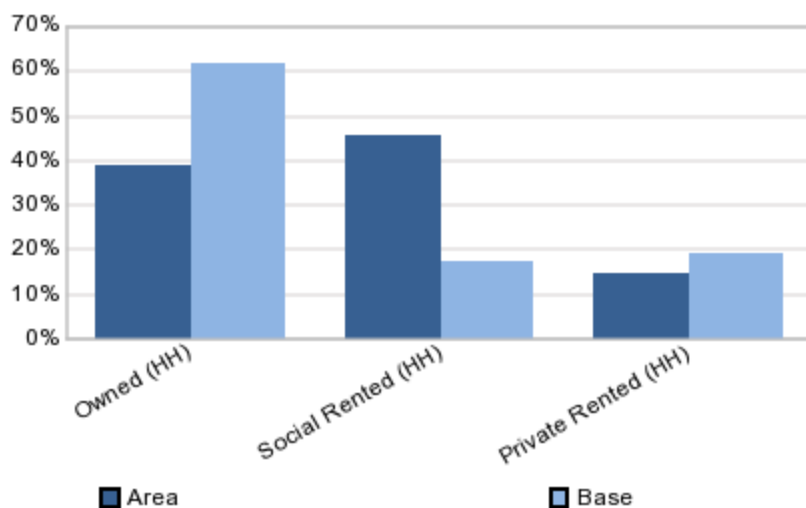
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	901	17,543,252	63
Social Rented (HH)	1,051	4,965,267	259
Private Rented (HH)	335	5,470,682	75

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.



298 households within your area live in a Semi-detached dwelling, this is 13.03 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Detached dwelling, this is 1 households and makes up 0.04 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 301, this makes up 79.21 % in the study area.

When considering the tenure of households we can see that the largest proportion are Social rented with a figure of 1,051 making up 45.34 %. The smallest amount fall into the Private rented at 14.47 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 259, 45.34 % of households fall into this category in the study area.

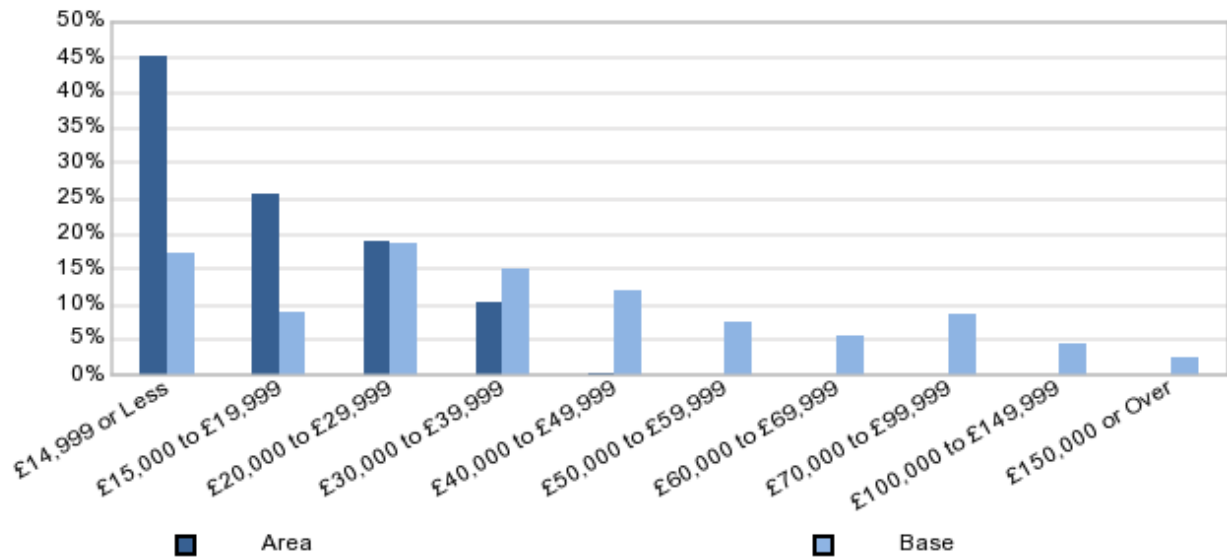
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## Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	1,049	4,889,206	262
£15,000 to £19,999	594	2,538,634	286
£20,000 to £29,999	434	5,253,752	101
£30,000 to £39,999	235	4,304,210	67
£40,000 to £49,999	6	3,318,086	2
£50,000 to £59,999	0	2,106,080	0
£60,000 to £69,999	0	1,573,962	0
£70,000 to £99,999	0	2,469,683	0
£100,000 to £149,999	0	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.



1,643 households within your area have an income of £19,999 or less, this forms 70.89 % of the overall distribution. The smallest count is 0 and these fall into household income band £50,000 to £59,999 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 25.63 % with an index of 286, the most under represented banding is £50,000 to £59,999 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.

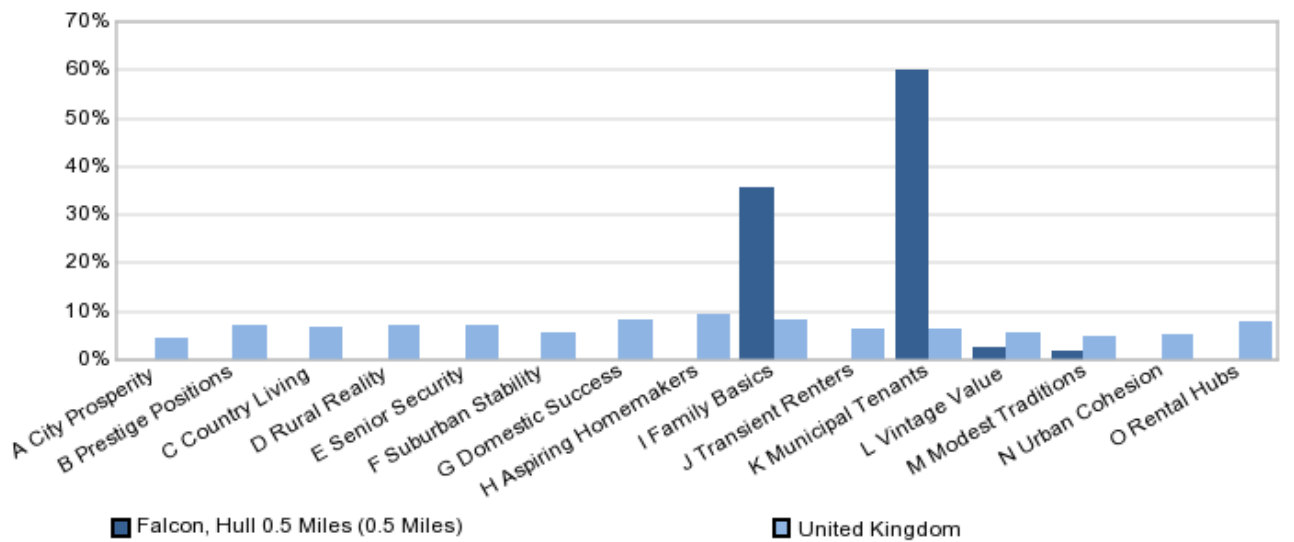
## Understanding the residential profile by Mosaic UK 6

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	-48	1024
A City Prosperity	0	2,849,374	0		
B Prestige Positions	0	4,798,133	0		
C Country Living	0	4,432,229	0		
D Rural Reality	0	4,656,104	0		
E Senior Security	0	4,767,632	0		
F Suburban Stability	0	3,634,847	0		
G Domestic Success	0	5,770,639	0		
H Aspiring Homemakers	0	6,440,418	0		
I Family Basics	2,043	5,687,500	419		
J Transient Renters	2	4,160,345	0		
K Municipal Tenants	3,472	4,149,642	976		
L Vintage Value	149	3,692,978	47		
M Modest Traditions	99	3,121,382	37		
N Urban Cohesion	0	3,547,766	0		
O Rental Hubs	0	5,518,789	0		
Totals	5,765	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 K Municipal Tenants with a count of 3,472 representing 60.23 % of the overall distribution, in comparison to the base where 6.17 % 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 K Municipal Tenants taking up 60.23 % 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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### K Municipal Tenants - 60.23 %



Urban residents renting high density housing from social landlords.

#### Key Features

- Social renters
- Low cost housing
- Challenged neighbourhoods
- Few employment options
- Low income
- Mobile phones

### I Family Basics - 35.44 %



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 - 2.58 %



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