

Location Analyst

UK



Black Horse HP27 0QU 15 mins Demog Report

Understanding Demographics

08 October, 2020

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Describing Black Horse 15 minutes (15 Minutes) in relation to United Kingdom
Creation Date: October 8, 2020

Understanding the make-up of your area

| | Area | Base |
|------------------|--------|------------|
| Total Households | 29,035 | 28,345,190 |
| Total Population | 74,854 | 67,229,855 |
| Total Males | 37,202 | 33,173,050 |
| Total Females | 37,652 | 34,056,805 |

The current year estimates show a total resident population of 74,854 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 29,035 in your area and 28,345,190 in your base selection. This was split by 50.30 % of the population being female and 49.70 % being male in the study area.

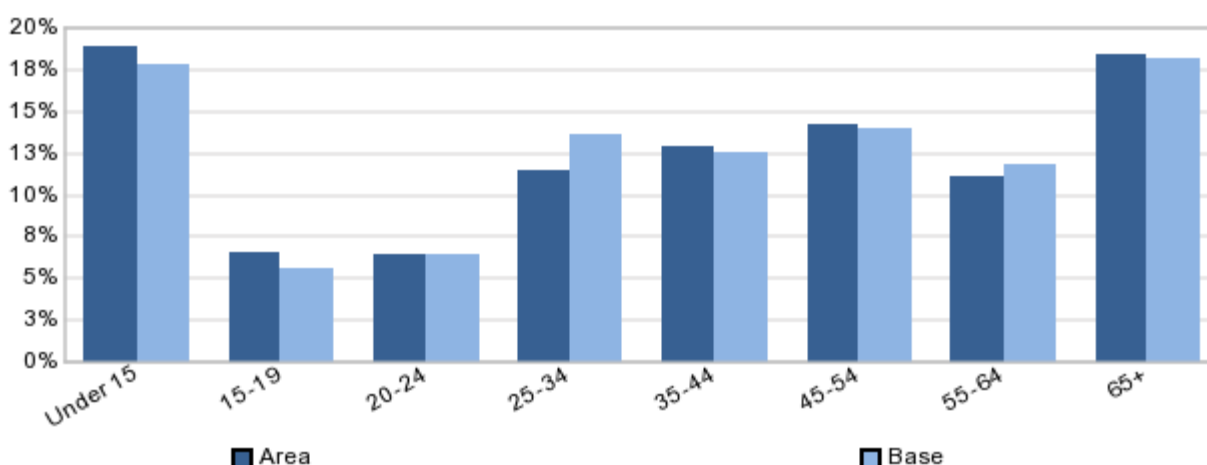
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

| Age Bands | Area | Base | Index |
|-----------|--------|------------|-------|
| Under 15 | 14,141 | 11,991,800 | 106 |
| 15-19 | 4,880 | 3,753,671 | 117 |
| 20-24 | 4,822 | 4,311,089 | 100 |
| 25-34 | 8,593 | 9,174,369 | 84 |
| 35-44 | 9,677 | 8,463,387 | 103 |
| 45-54 | 10,589 | 9,386,423 | 101 |
| 55-64 | 8,339 | 7,914,572 | 95 |
| 65+ | 13,814 | 12,234,544 | 101 |

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 14,141 representing 18.89 % of the study area. The smallest proportion is in age band 20-24 with a count of 4,822 which represents 6.44 %. In the study area the most over represented age band in comparison to the base selection is 15-19 with an index value of 117. The band that is most under represented is 25-34 with an index of 84, 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 | 13 | 100 | 564 |
|---------------------------------------------|--------|------------|-------|----|-----|-----|
| White | 59,068 | 58,246,060 | 91 | | | |
| Gypsy / Traveller / Irish Traveller | 39 | 68,310 | 51 | | | |
| Mixed / Multiple Ethnic Groups | 1,894 | 1,367,158 | 124 | | | |
| Asian / Asian British: Indian | 1,220 | 1,559,199 | 70 | | | |
| Asian / Asian British: Pakistani | 7,450 | 1,239,421 | 540 | | | |
| Asian / Asian British: Bangladeshi | 245 | 505,406 | 44 | | | |
| Asian / Asian British: Chinese | 345 | 497,465 | 62 | | | |
| Asian / Asian British: Other Asian | 1,596 | 969,724 | 148 | | | |
| Black / African / Caribbean / Black British | 2,720 | 2,122,714 | 115 | | | |
| Other Ethnic Group | 278 | 654,398 | 38 | | | |

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:

| | |
|----------------------------------------------------|----------------------------------------------------|
| 78.91 % White | 86.64 % White |
| 0.05 % Gypsy / Traveller / Irish Traveller | 0.10 % Gypsy / Traveller / Irish Traveller |
| 2.53 % Mixed / Multiple Ethnic Groups | 2.03 % Mixed / Multiple Ethnic Groups |
| 1.63 % Asian / Asian British: Indian | 2.32 % Asian / Asian British: Indian |
| 9.95 % Asian / Asian British: Pakistani | 1.84 % Asian / Asian British: Pakistani |
| 0.33 % Asian / Asian British: Bangladeshi | 0.75 % Asian / Asian British: Bangladeshi |
| 0.46 % Asian / Asian British: Chinese | 0.74 % Asian / Asian British: Chinese |
| 2.13 % Asian / Asian British: Other Asian | 1.44 % Asian / Asian British: Other Asian |
| 3.63 % Black / African / Caribbean / Black British | 3.16 % Black / African / Caribbean / Black British |
| 0.37 % Other Ethnic Group | 0.97 % Other Ethnic Group |

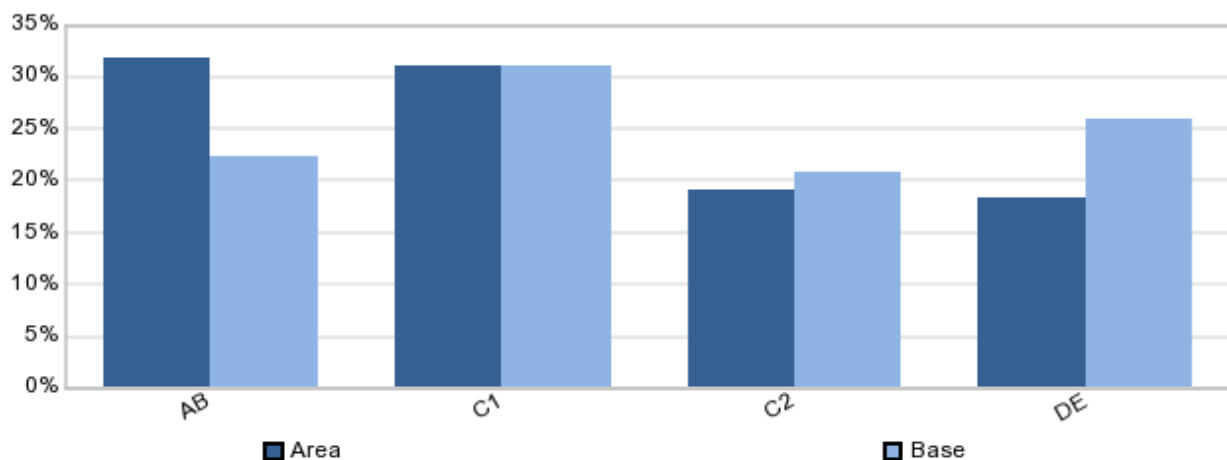
In the study area the largest ethnic group is White taking up 78.91 % of the population with a count of 59,068. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 39, 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 | 67 | 100 | 145 |
|----------------------------------------------------------------------------------------------|-------|-----------|-------|----|-----|-----|
| AB Higher & intermediate manage/admin/prof | 6,813 | 4,696,968 | 142 | | | |
| C1 Supervisory, cleric, junior manage/admin/prof | 6,656 | 6,510,031 | 100 | | | |
| C2 Skilled manual workers | 4,110 | 4,376,339 | 92 | | | |
| DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers | 3,939 | 5,456,469 | 71 | | | |

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 AB forms the largest proportion with 6,813 people falling into this group, which is 31.66 % of the overall distribution. The smallest proportion falls into grade DE with a count of 3,939 taking up 18.30 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 142, whereas the most under represented group is DE with an index count of 71.

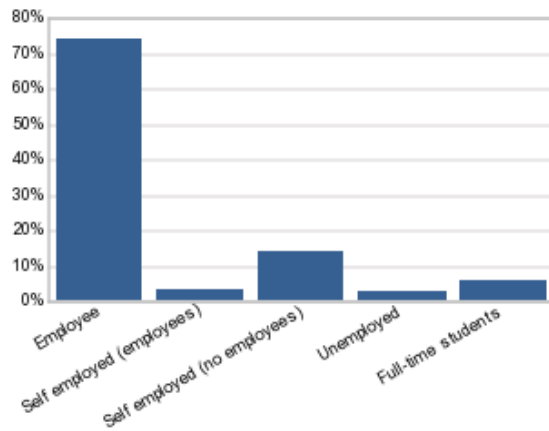
Understanding the Economic Activity

| Economically Active | Area | Base | Index | 67 | 100 | 132 |
|---------------------------------|--------|------------|-------|----|-----|-----|
| Employee | 28,712 | 26,483,068 | 96 | | | |
| Self employed with employees | 1,343 | 1,127,682 | 105 | | | |
| Self employed without employees | 5,439 | 3,705,246 | 129 | | | |
| Unemployed | 930 | 1,161,572 | 71 | | | |
| Full-time students | 2,354 | 1,695,620 | 122 | | | |
| Economically Inactive | | | | 44 | 100 | 134 |
| Retired | 6,610 | 6,618,937 | 102 | | | |
| Student | 3,131 | 2,838,201 | 113 | | | |
| Looking after home/ family | 2,712 | 2,117,295 | 131 | | | |
| Permanently sick/ disabled | 1,028 | 2,168,755 | 48 | | | |
| Other | 1,049 | 1,076,085 | 99 | | | |

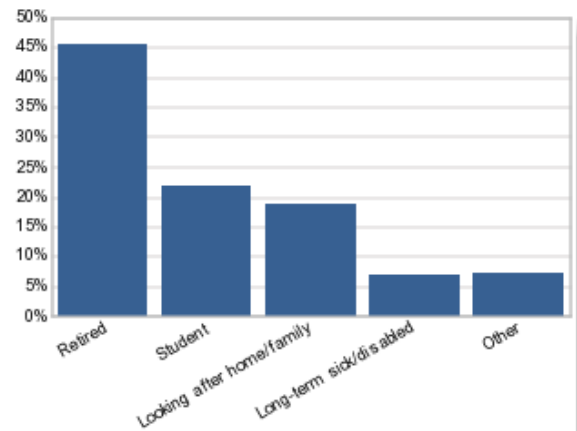
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 53.86 % of the population are employed, this is 28,712 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.74 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is Self employed without employees with an index of 129, taking up 10.20 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 6,610 representing 12.40 %. The smallest inactive group is Other with 1,049 which is 1.97 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 131, representing 5.09 %.

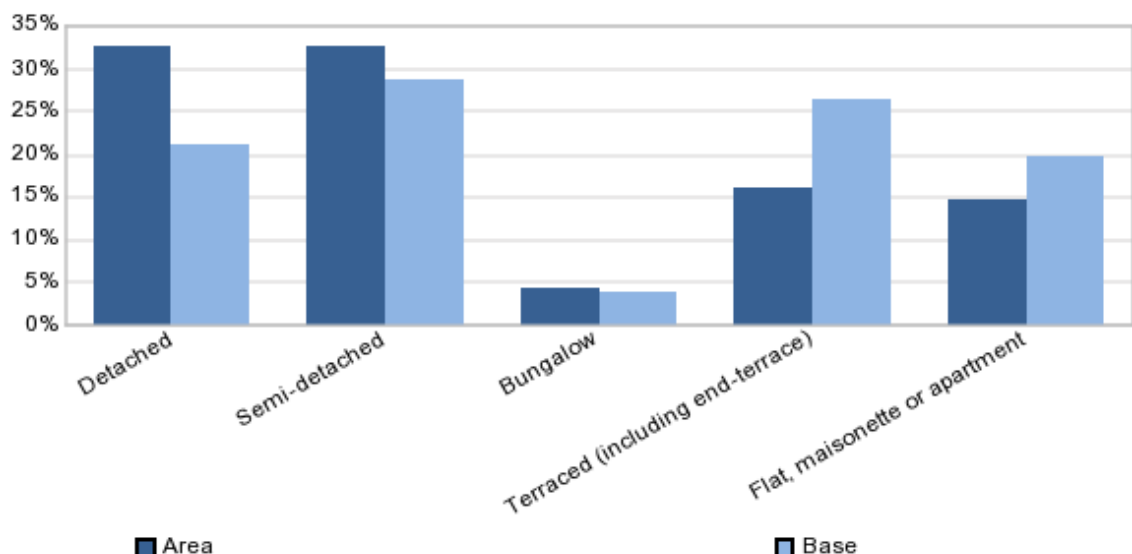
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

| Dwelling Type | Area | Base | Index | 55 | 100 | 158 |
|----------------------------------|-------|-----------|-------|----|-----|-----|
| Detached | 8,611 | 5,385,903 | 154 | | | |
| Semi-detached | 8,629 | 7,344,686 | 113 | | | |
| Bungalow | 1,178 | 1,039,099 | 109 | | | |
| Terraced (including end-terrace) | 4,208 | 6,699,890 | 60 | | | |
| Flat, maisonette or apartment | 3,889 | 5,007,460 | 75 | | | |

Source: Experian ConsumerView Household Directory 2019 .

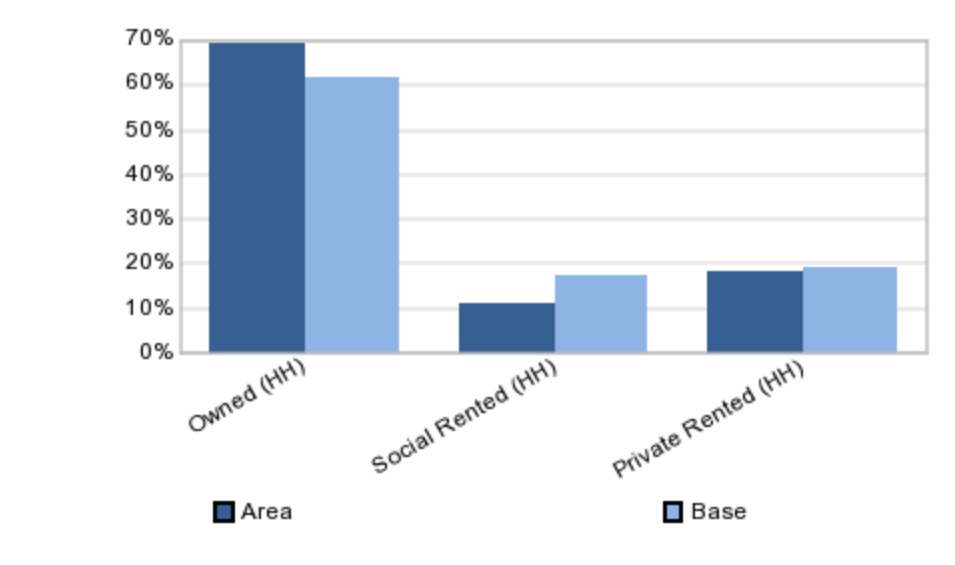
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



| Tenure | Area | Base | Index | 60 | 100 | 114 |
|---------------------|--------|------------|-------|----|-----|-----|
| Owned (HH) | 20,100 | 17,543,252 | 112 | | | |
| Social Rented (HH) | 3,203 | 4,965,267 | 63 | | | |
| Private Rented (HH) | 5,360 | 5,470,682 | 96 | | | |

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.



8,629 households within your area live in a Semi-detached dwelling, this is 32.54 %. 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 1,178 households and makes up 4.44 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 154, this makes up 32.48 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 20,100 making up 69.23 %. The smallest amount fall into the Social rented at 11.03 %. When looking at the index figures the most over represented tenure type is Owned with an index of 112, 69.23 % of households fall into this category in the study area.

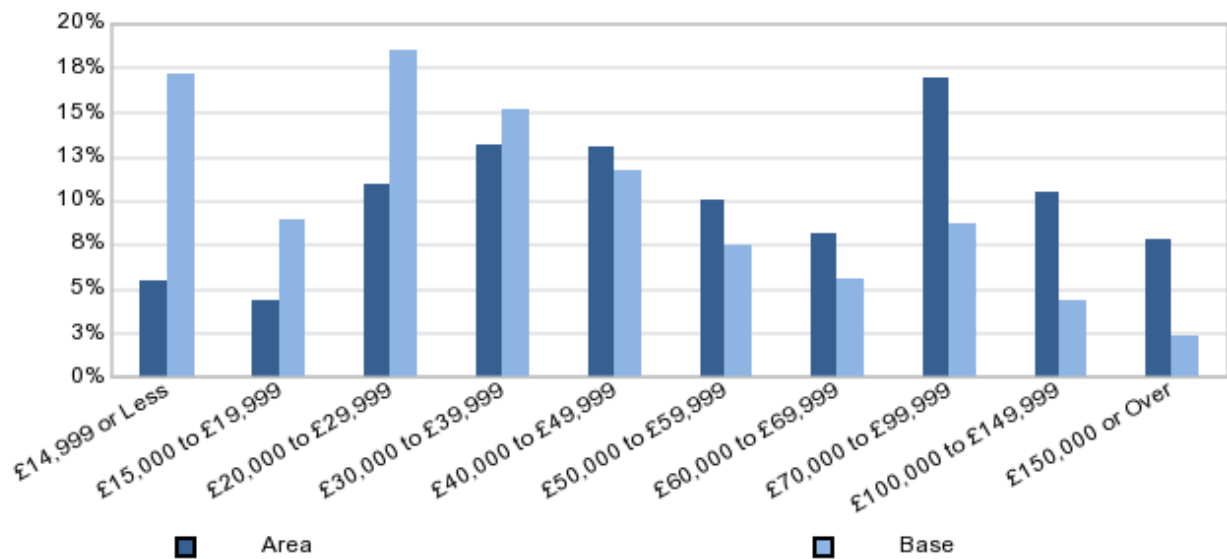
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

| Household Income | Area | Base | Index | 17 | 100 | 339 |
|----------------------|-------|-----------|-------|----|-----|-----|
| £14,999 or Less | 1,579 | 4,889,206 | 32 | | | |
| £15,000 to £19,999 | 1,244 | 2,538,634 | 48 | | | |
| £20,000 to £29,999 | 3,175 | 5,253,752 | 59 | | | |
| £30,000 to £39,999 | 3,795 | 4,304,210 | 86 | | | |
| £40,000 to £49,999 | 3,774 | 3,318,086 | 111 | | | |
| £50,000 to £59,999 | 2,907 | 2,106,080 | 135 | | | |
| £60,000 to £69,999 | 2,357 | 1,573,962 | 146 | | | |
| £70,000 to £99,999 | 4,942 | 2,469,683 | 195 | | | |
| £100,000 to £149,999 | 3,013 | 1,215,381 | 242 | | | |
| £150,000 or Over | 2,248 | 676,196 | 325 | | | |

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.



2,823 households within your area have an income of £19,999 or less, this forms 9.72 % of the overall distribution. The smallest count is 1,244 and these fall into household income band £15,000 to £19,999 making up 4.29 %. 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 £150,000 or Over is over represented making up 7.74 % with an index of 325, the most under represented banding is £14,999 or less with a figure of 32 making up 5.44 % 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.

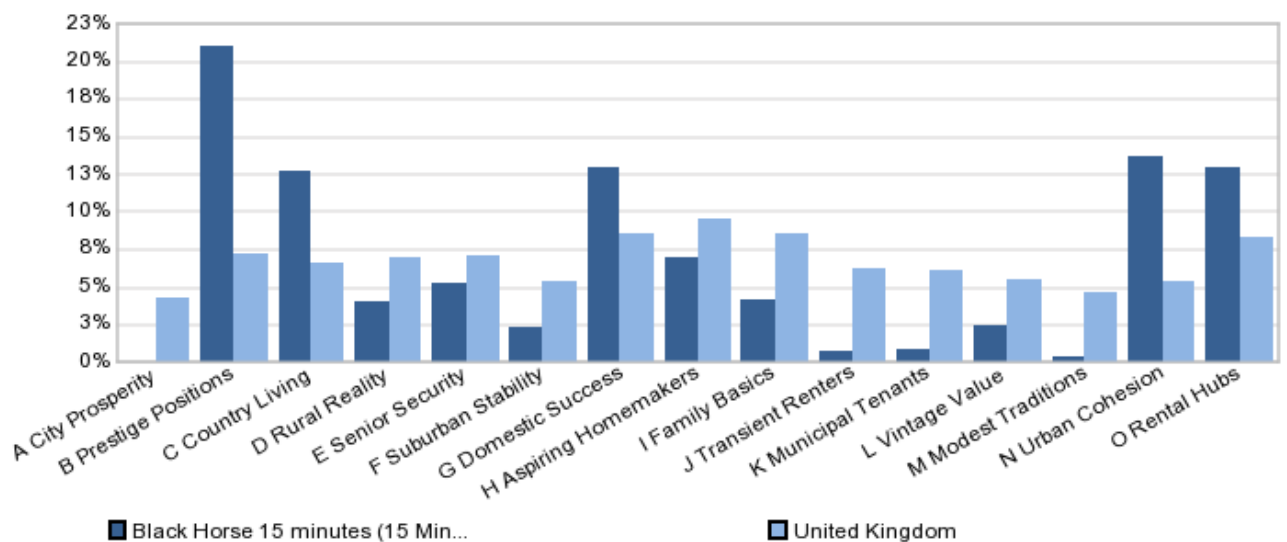
Understanding the residential profile by Mosaic UK 6

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 | 0 | 100 | 307 |
|-----------------------|--------|------------|-------|---|-----|-----|
| A City Prosperity | 4 | 2,849,374 | 0 | | | |
| B Prestige Positions | 15,662 | 4,798,133 | 293 | | | |
| C Country Living | 9,497 | 4,432,229 | 192 | | | |
| D Rural Reality | 2,958 | 4,656,104 | 57 | | | |
| E Senior Security | 3,883 | 4,767,632 | 73 | | | |
| F Suburban Stability | 1,742 | 3,634,847 | 43 | | | |
| G Domestic Success | 9,730 | 5,770,639 | 151 | | | |
| H Aspiring Homemakers | 5,192 | 6,440,418 | 72 | | | |
| I Family Basics | 3,071 | 5,687,500 | 48 | | | |
| J Transient Renters | 500 | 4,160,345 | 11 | | | |
| K Municipal Tenants | 624 | 4,149,642 | 14 | | | |
| L Vintage Value | 1,809 | 3,692,978 | 44 | | | |
| M Modest Traditions | 250 | 3,121,382 | 7 | | | |
| N Urban Cohesion | 10,217 | 3,547,766 | 259 | | | |
| O Rental Hubs | 9,698 | 5,518,789 | 158 | | | |
| Totals | 74,854 | 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 B Prestige Positions with a count of 15,662 representing 20.92 % of the overall distribution, in comparison to the base where 7.14 % fall into this group. The smallest group is A City Prosperity with a count of 4 which represents 0.01 %. The index* figures indicate that the most over represented group is B Prestige Positions taking up 20.92 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.01 %.

*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 top three Mosaic UK 6 Groups

B Prestige Positions - 20.92 %



Established families in large detached homes living upmarket lifestyles.

Key Features

- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking

N Urban Cohesion - 13.65 %



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

G Domestic Success - 13.00 %



Thriving families who are busy bringing up children and following careers.

Key Features

- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology