

Location Analyst

UK



Three Horseshoes LE67 5GN 0.5 mile Demog Report

Understanding Demographics

08 October, 2020

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Describing Three Horseshoes 0.5 (0.5 Miles) in relation to United Kingdom
Creation Date: October 8, 2020

Understanding the make-up of your area

	Area	Base
Total Households	1,923	28,345,190
Total Population	4,459	67,229,855
Total Males	2,197	33,173,050
Total Females	2,262	34,056,805

The current year estimates show a total resident population of 4,459 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 1,923 in your area and 28,345,190 in your base selection. This was split by 50.73 % of the population being female and 49.27 % being male in the study area.

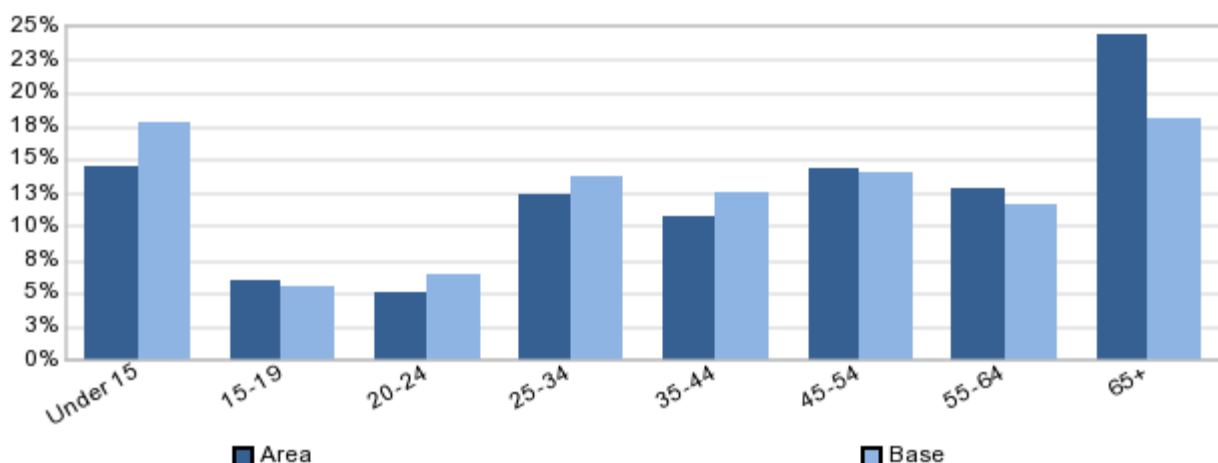
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	642	11,991,800	81
15-19	265	3,753,671	106
20-24	224	4,311,089	78
25-34	555	9,174,369	91
35-44	477	8,463,387	85
45-54	636	9,386,423	102
55-64	573	7,914,572	109
65+	1,087	12,234,544	134

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 1,087 representing 24.37 % of the study area. The smallest proportion is in age band 20-24 with a count of 224 which represents 5.03 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 134. The band that is most under represented is 20-24 with an index of 78, 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	4,369	58,246,060	113	
Gypsy / Traveller / Irish Traveller	4	68,310	88	
Mixed / Multiple Ethnic Groups	41	1,367,158	45	
Asian / Asian British: Indian	20	1,559,199	19	
Asian / Asian British: Pakistani	1	1,239,421	1	
Asian / Asian British: Bangladeshi	0	505,406	0	
Asian / Asian British: Chinese	3	497,465	9	
Asian / Asian British: Other Asian	3	969,724	4	
Black / African / Caribbean / Black British	8	2,122,714	6	
Other Ethnic Group	11	654,398	25	

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:

97.97 % White	86.64 % White
0.09 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.91 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.44 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.03 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.07 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.06 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.18 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.24 % Other Ethnic Group	0.97 % Other Ethnic Group

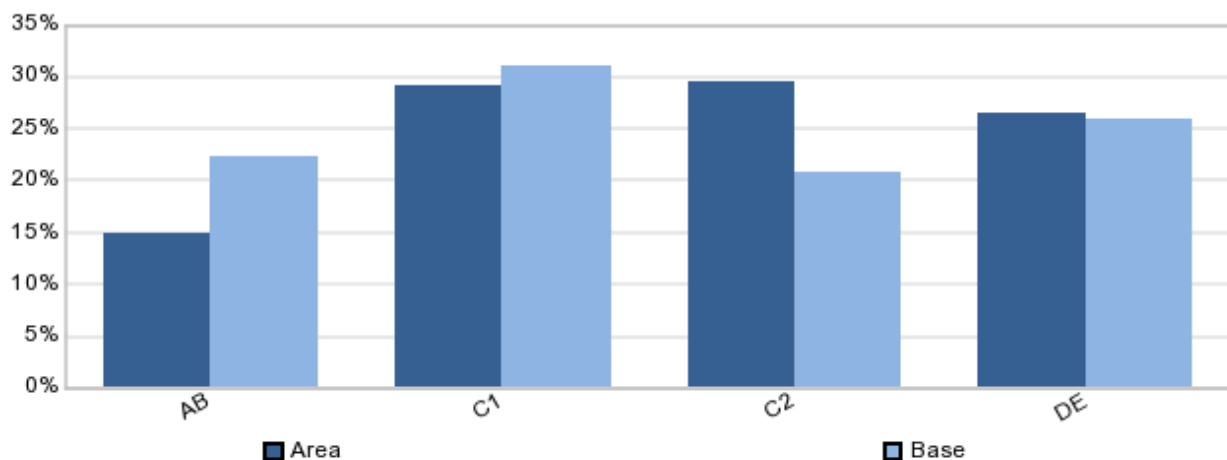
In the study area the largest ethnic group is White taking up 97.97 % of the population with a count of 4,369. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count 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	195	4,696,968	67	
C1 Supervisory, cleric, junior manage/admin/prof	381	6,510,031	94	
C2 Skilled manual workers	387	4,376,339	142	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	346	5,456,469	102	

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 C2 forms the largest proportion with 387 people falling into this group, which is 29.58 % of the overall distribution. The smallest proportion falls into grade AB with a count of 195 taking up 14.87 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 142, whereas the most under represented group is AB with an index count of 67.

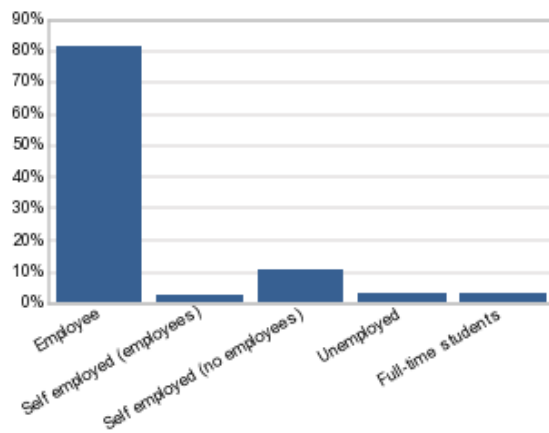
Understanding the Economic Activity

Economically Active	Area	Base	Index ⁶¹	100106
Employee	1,801	26,483,068	105	<div></div>
Self employed with employees	54	1,127,682	73	<div></div>
Self employed without employees	237	3,705,246	99	<div></div>
Unemployed	59	1,161,572	78	<div></div>
Full-time students	70	1,695,620	63	<div></div>
Economically Inactive				52 100 134
Retired	628	6,618,937	131	<div></div>
Student	115	2,838,201	56	<div></div>
Looking after home/ family	134	2,117,295	88	<div></div>
Permanently sick/ disabled	128	2,168,755	81	<div></div>
Other	67	1,076,085	86	<div></div>

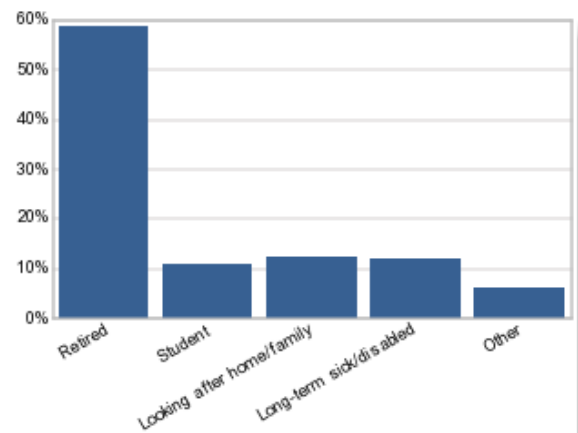
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 54.68 % of the population are employed, this is 1,801 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.64 %, 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 105, taking up 54.68 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 628 representing 19.06 %. The smallest inactive group is Other with 67 which is 2.04 %. When looking at the index values the group that is most over represented is Retired with an index of 131, representing 19.06 %.

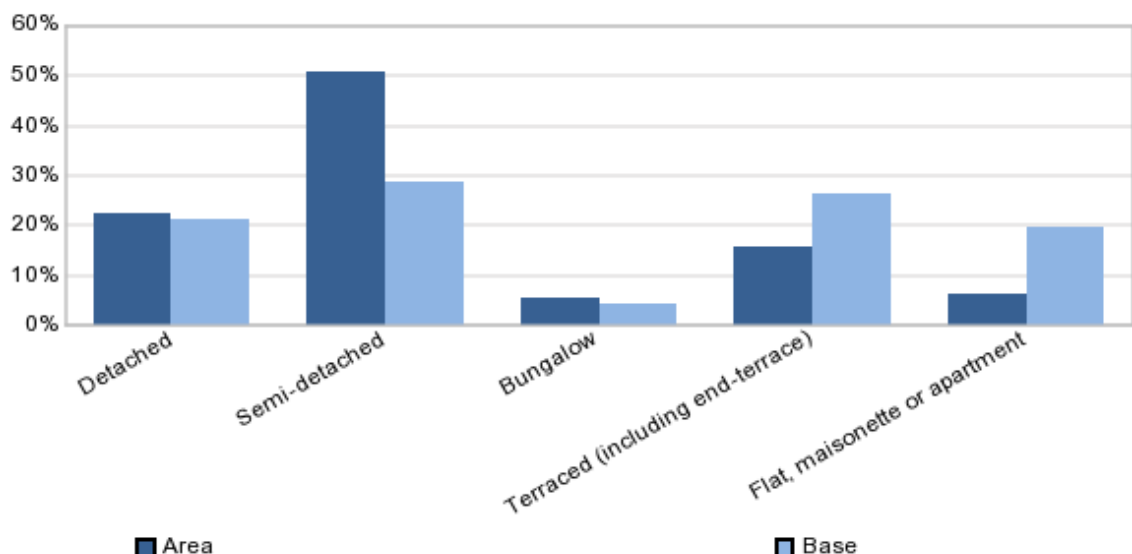
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	23	100	183
Detached	402	5,385,903	107			
Semi-detached	904	7,344,686	176			
Bungalow	92	1,039,099	127			
Terraced (including end-terrace)	275	6,699,890	59			
Flat, maisonette or apartment	109	5,007,460	31			

Source: Experian ConsumerView Household Directory 2019 .

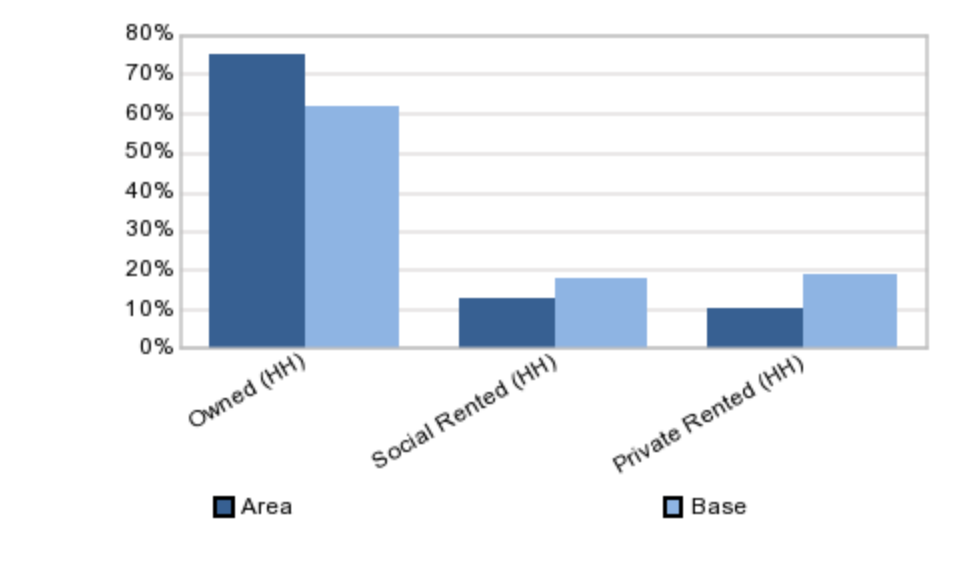
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	49	100	125
Owned (HH)	1,449	17,543,252	122			
Social Rented (HH)	245	4,965,267	73			
Private Rented (HH)	197	5,470,682	53			

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.



904 households within your area live in a Semi-detached dwelling, this is 50.76 %. 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 92 households and makes up 5.19 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Semi-detached with a figure of 176, this makes up 50.76 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,449 making up 75.33 %. The smallest amount fall into the Private rented at 10.22 %. When looking at the index figures the most over represented tenure type is Owned with an index of 122, 75.33 % of households fall into this category in the study area.

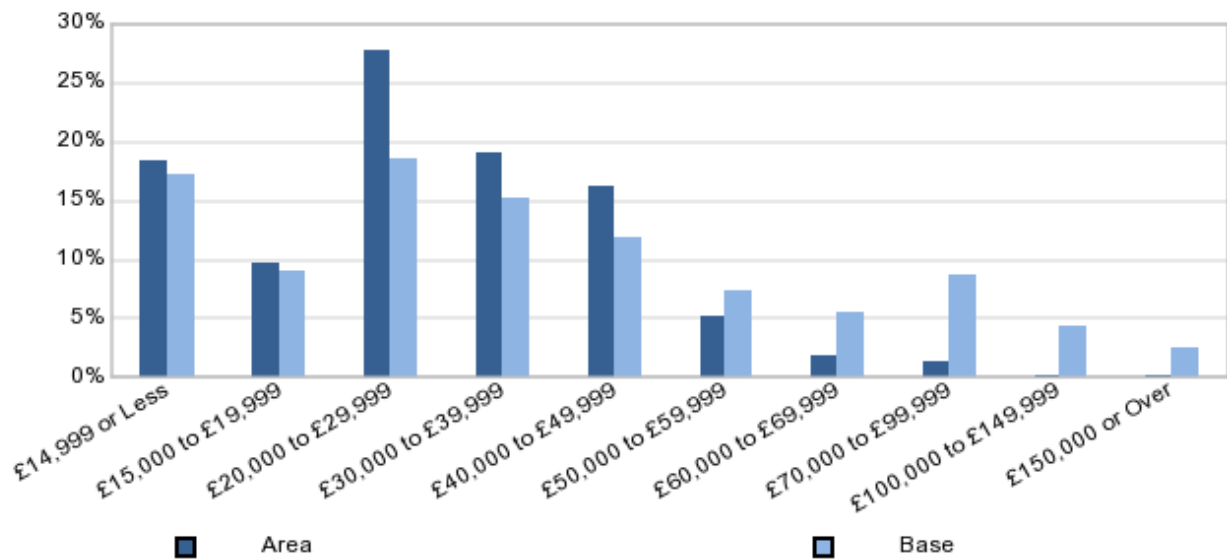
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Understanding the Household Income

Household Income	Area	Base	Index	0	100	157
£14,999 or Less	353	4,889,206	107			
£15,000 to £19,999	187	2,538,634	109			
£20,000 to £29,999	535	5,253,752	150			
£30,000 to £39,999	367	4,304,210	126			
£40,000 to £49,999	314	3,318,086	139			
£50,000 to £59,999	98	2,106,080	69			
£60,000 to £69,999	36	1,573,962	33			
£70,000 to £99,999	25	2,469,683	15			
£100,000 to £149,999	4	1,215,381	5			
£150,000 or Over	4	676,196	8			

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.



541 households within your area have an income of £19,999 or less, this forms 28.12 % of the overall distribution. The smallest count is 4 and these fall into household income band £100,000 to £149,999 making up 0.19 %. 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 £20,000 to £29,999 is over represented making up 27.80 % with an index of 150, the most under represented banding is £100,000 to £149,999 with a figure of 5 making up 0.19 % 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.

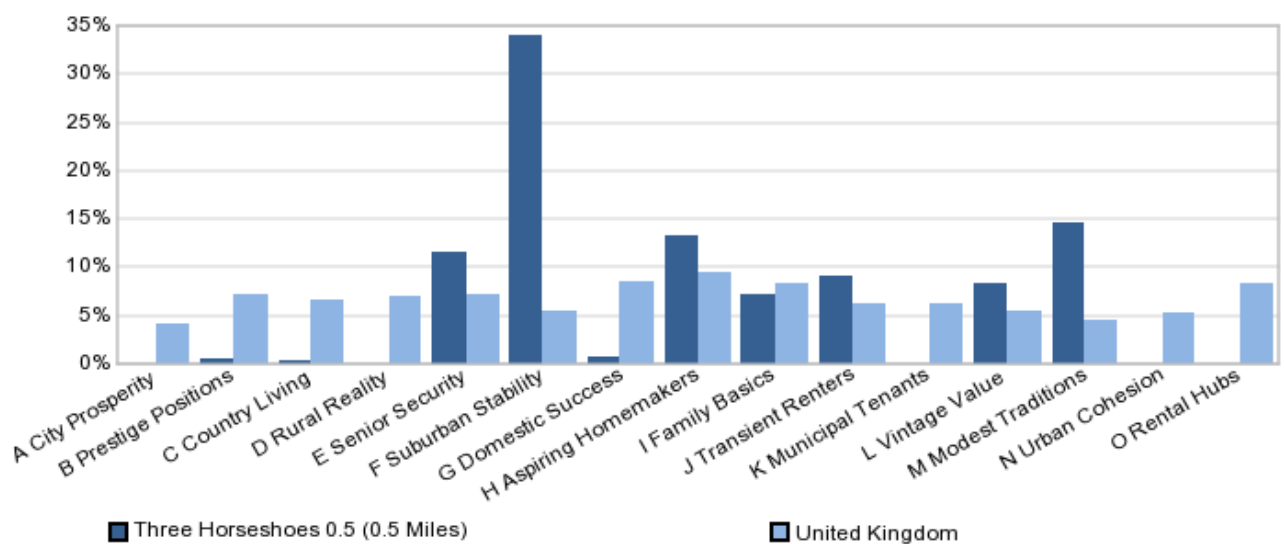
Understanding the residential profile by Mosaic UK 6

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	-31	100	663
A City Prosperity	0	2,849,374	0			
B Prestige Positions	22	4,798,133	7			
C Country Living	12	4,432,229	4			
D Rural Reality	0	4,656,104	0			
E Senior Security	518	4,767,632	164			
F Suburban Stability	1,524	3,634,847	632			
G Domestic Success	34	5,770,639	9			
H Aspiring Homemakers	592	6,440,418	138			
I Family Basics	320	5,687,500	85			
J Transient Renters	411	4,160,345	149			
K Municipal Tenants	0	4,149,642	0			
L Vintage Value	371	3,692,978	151			
M Modest Traditions	655	3,121,382	317			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	0	5,518,789	0			
Totals	4,459	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 1,524 representing 34.17 % 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 34.17 % 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 - 34.17 %



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

M Modest Traditions - 14.70 %



Mature homeowners of value homes enjoying stable lifestyles.

Key Features

- Mature age
- Homeowners
- Affordable housing
- Kids are grown up
- Suburban locations
- Modest income

H Aspiring Homemakers - 13.27 %



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