

Location Analyst

UK



Horseshoe L39 3AP 0.5 miles Demog Report

Understanding Demographics

14 October, 2020

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Describing Horseshoe L39 3AP 0.5 miles Demog Report (0.5 Miles) in relation to United Kingdom
 Creation Date: October 14, 2020

Understanding the make-up of your area

	Area	Base
Total Households	3,777	28,345,190
Total Population	8,985	67,229,855
Total Males	4,275	33,173,050
Total Females	4,710	34,056,805

The current year estimates show a total resident population of 8,985 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,777 in your area and 28,345,190 in your base selection. This was split by 52.42 % of the population being female and 47.58 % being male in the study area.

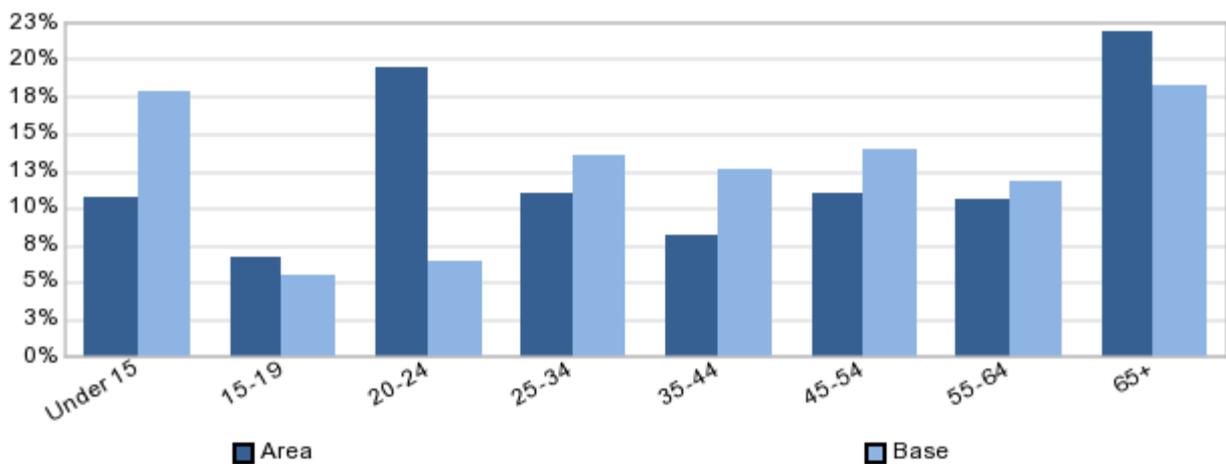
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			48	100	316
Under 15	970	11,991,800	61	■	
15-19	598	3,753,671	119	■	
20-24	1,752	4,311,089	304	■	
25-34	996	9,174,369	81	■	
35-44	738	8,463,387	65	■	
45-54	996	9,386,423	79	■	
55-64	955	7,914,572	90	■	
65+	1,979	12,234,544	121	■	

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 1,979 representing 22.02 % of the study area. The smallest proportion is in age band 15-19 with a count of 598 which represents 6.66 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 304. The band that is most under represented is Under 15 with an index of 61, 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	8,747	58,246,060	112
Gypsy / Traveller / Irish Traveller	0	68,310	2
Mixed / Multiple Ethnic Groups	93	1,367,158	51
Asian / Asian British: Indian	52	1,559,199	25
Asian / Asian British: Pakistani	8	1,239,421	5
Asian / Asian British: Bangladeshi	1	505,406	1
Asian / Asian British: Chinese	34	497,465	51
Asian / Asian British: Other Asian	22	969,724	17
Black / African / Caribbean / Black British	17	2,122,714	6
Other Ethnic Group	12	654,398	14

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:

97.35 % White	86.64 % White
0.00 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.03 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.58 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.08 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.01 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.37 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.24 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.19 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.14 % Other Ethnic Group	0.97 % Other Ethnic Group

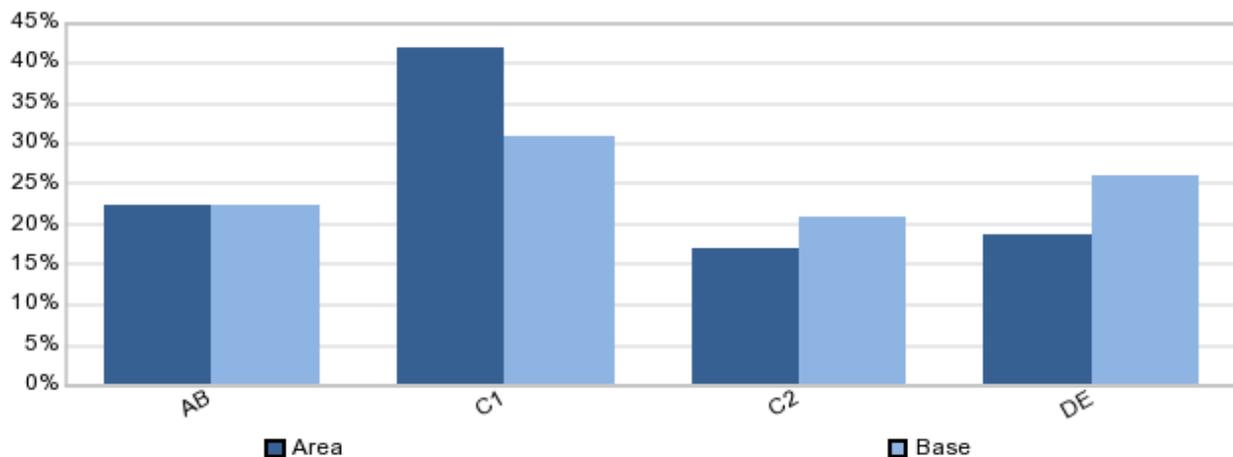
In the study area the largest ethnic group is White taking up 97.35 % of the population with a count of 8,747. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 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	584	4,696,968	100
C1 Supervisory, cleric, junior manage/admin/prof	1,095	6,510,031	136
C2 Skilled manual workers	441	4,376,339	81
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	489	5,456,469	72

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 1,095 people falling into this group, which is 41.97 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 441 taking up 16.91 %. When comparing this to the selected base the most over represented grade is C1 with an index* count of 136, whereas the most under represented group is DE with an index count of 72.

Understanding the Economic Activity

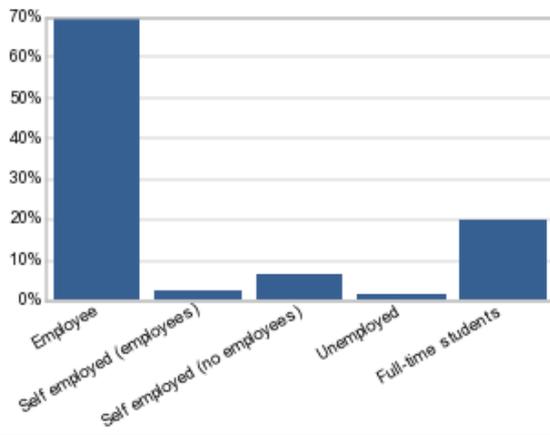
Economically Active	Area	Base	Index
Employee	3,130	26,483,068	90
Self employed with employees	112	1,127,682	75
Self employed without employees	289	3,705,246	59
Unemployed	65	1,161,572	42
Full-time students	903	1,695,620	405

Economically Inactive	Area	Base	Index
Retired	971	6,618,937	92
Student	1,025	2,838,201	226
Looking after home/ family	109	2,117,295	32
Permanently sick/ disabled	215	2,168,755	62
Other	51	1,076,085	30

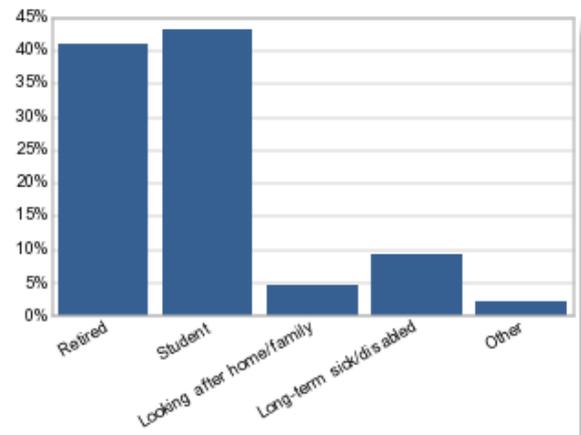
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 45.56 % of the population are employed, this is 3,130 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 0.94 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is Full-time students with an index of 405, taking up 13.15 %.

When considering economic inactivity the largest proportion in the study area belongs to the Student group with a count of 1,025 representing 14.92 %. The smallest inactive group is Other with 51 which is 0.75 %. When looking at the index values the group that is most over represented is Student with an index of 226, representing 14.92 %.

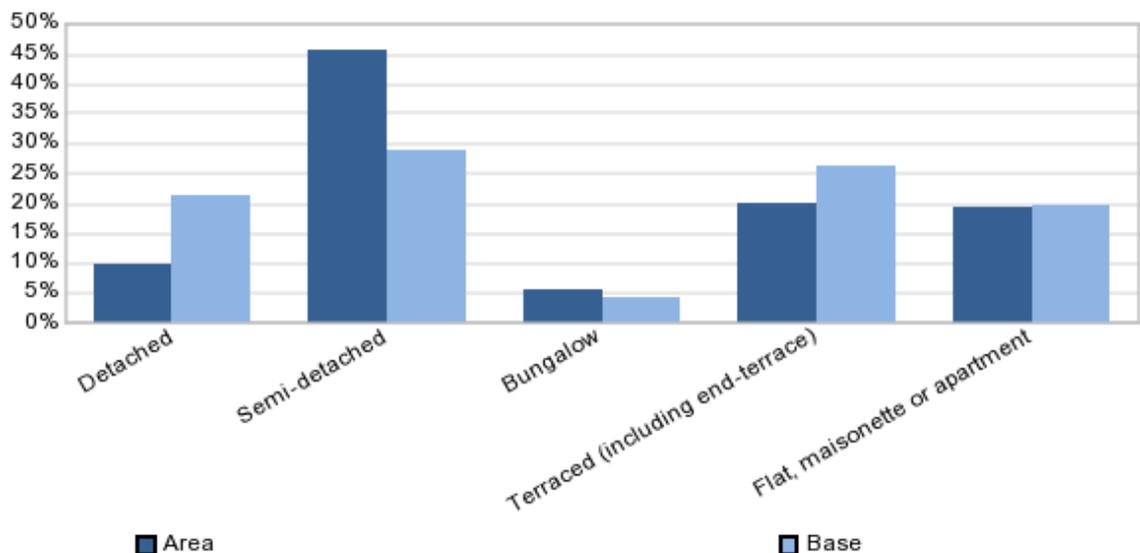
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	307	5,385,903	46
Semi-detached	1,442	7,344,686	158
Bungalow	175	1,039,099	136
Terraced (including end-terrace)	631	6,699,890	76
Flat, maisonette or apartment	605	5,007,460	97

Source: Experian ConsumerView Household Directory 2019 .

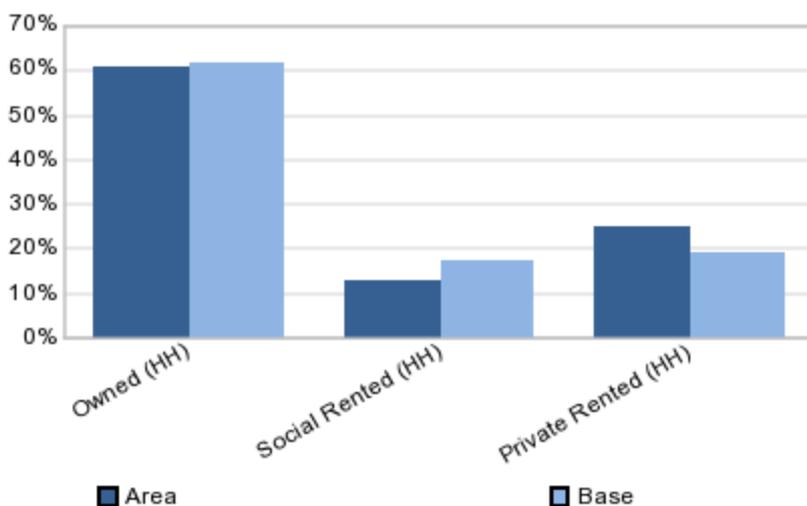
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	2,308	17,543,252	99
Social Rented (HH)	484	4,965,267	73
Private Rented (HH)	937	5,470,682	129

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.



1,442 households within your area live in a Semi-detached dwelling, this is 45.62 %. 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 175 households and makes up 5.55 %. 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 45.62 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,308 making up 61.10 %. The smallest amount fall into the Social rented at 12.81 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 129, 24.81 % of households fall into this category in the study area.

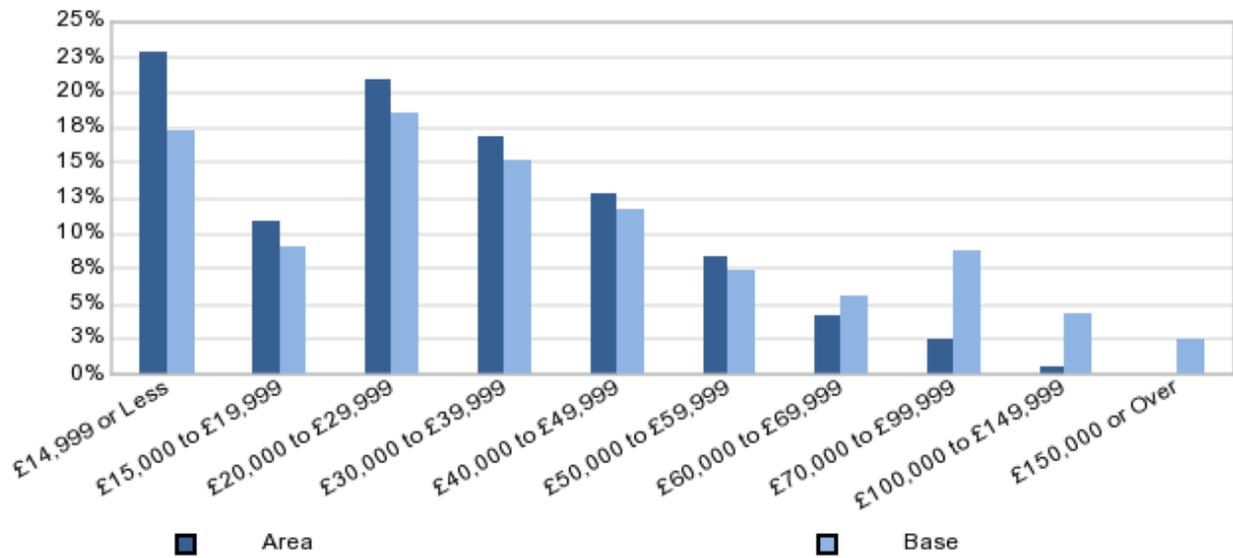
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	864	4,889,206	133
£15,000 to £19,999	409	2,538,634	121
£20,000 to £29,999	790	5,253,752	113
£30,000 to £39,999	635	4,304,210	111
£40,000 to £49,999	482	3,318,086	109
£50,000 to £59,999	315	2,106,080	112
£60,000 to £69,999	159	1,573,962	76
£70,000 to £99,999	99	2,469,683	30
£100,000 to £149,999	21	1,215,381	13
£150,000 or Over	2	676,196	2

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.



1,273 households within your area have an income of £19,999 or less, this forms 33.70 % of the overall distribution. The smallest count is 2 and these fall into household income band £150,000 or Over making up 0.06 %. 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 22.87 % with an index of 133, the most under represented banding is £150,000 or Over with a figure of 2 making up 0.06 % 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.

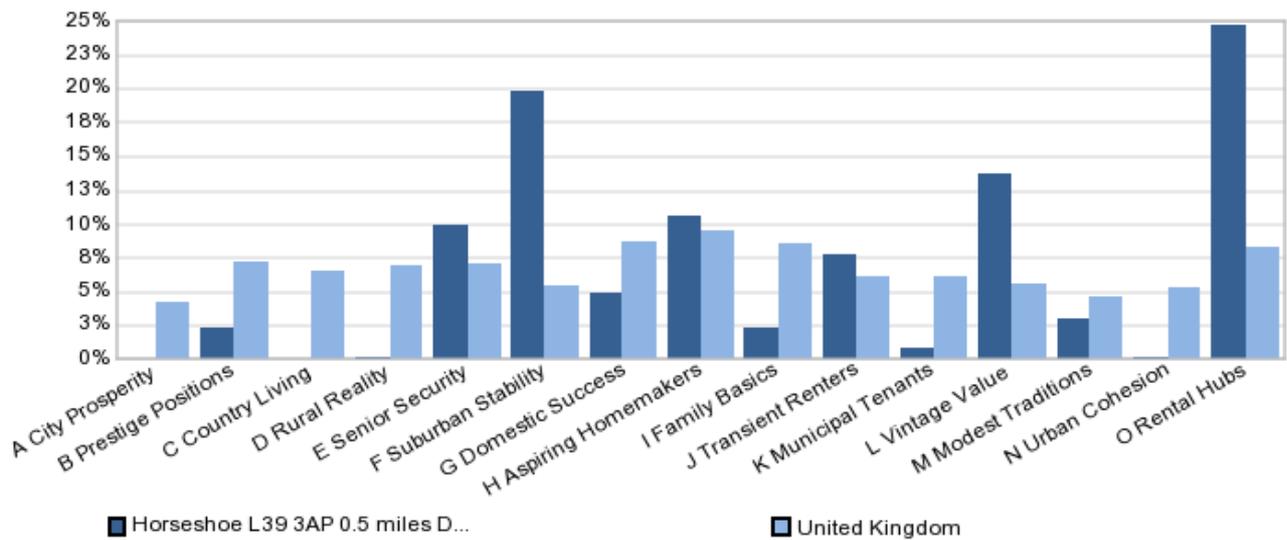
Understanding the residential profile by Mosaic UK 6

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	202	4,798,133	32
C Country Living	5	4,432,229	1
D Rural Reality	15	4,656,104	2
E Senior Security	889	4,767,632	140
F Suburban Stability	1,779	3,634,847	366
G Domestic Success	439	5,770,639	57
H Aspiring Homemakers	948	6,440,418	110
I Family Basics	199	5,687,500	26
J Transient Renters	691	4,160,345	124
K Municipal Tenants	73	4,149,642	13
L Vintage Value	1,238	3,692,978	251
M Modest Traditions	270	3,121,382	65
N Urban Cohesion	14	3,547,766	3
O Rental Hubs	2,224	5,518,789	301
Totals	8,985	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 O Rental Hubs with a count of 2,224 representing 24.75 % of the overall distribution, in comparison to the base where 8.21 % 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 19.80 % 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

O Rental Hubs - 24.75 %



Educated young people privately renting in urban neighbourhoods.

Key Features

- Aged 18-35
- Private renting
- Singles and sharers
- Urban locations
- Young neighbourhoods
- High use of smartphones

F Suburban Stability - 19.80 %



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

L Vintage Value - 13.78 %



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