Bay Horse Inn, Newton Abbot Demogs Report 0.5miles

Understanding Demographics

12 October, 2020

Contents

Describing Bay Horse Inn, Newton Abbot Demogs Report 0.5miles (0.5 Miles) in relation to United Kingdom
Creation Date: October 12, 2020

Understanding the make-up of your area

	Area	Base
Total Households	1,142	28,345,190
Total Population	2,523	67,229,855
Total Males	1,157	33,173,050
Total Females	1,366	34,056,805

The current year estimates show a total resident population of 2,523 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 1,142 in your area and 28,345,190 in your base selection. This was split by 54.15 % of the population being female and 45.85 % 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	
				58 100 130
Under 15	435	11,991,800	97	
15-19	139	3,753,671	99	
20-24	101	4,311,089	62	
25-34	267	9,174,369	77	
35-44	293	8,463,387	92	
45-54	347	9,386,423	98	
55-64	360	7,914,572	121	
65+	581	12,234,544	127	

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.
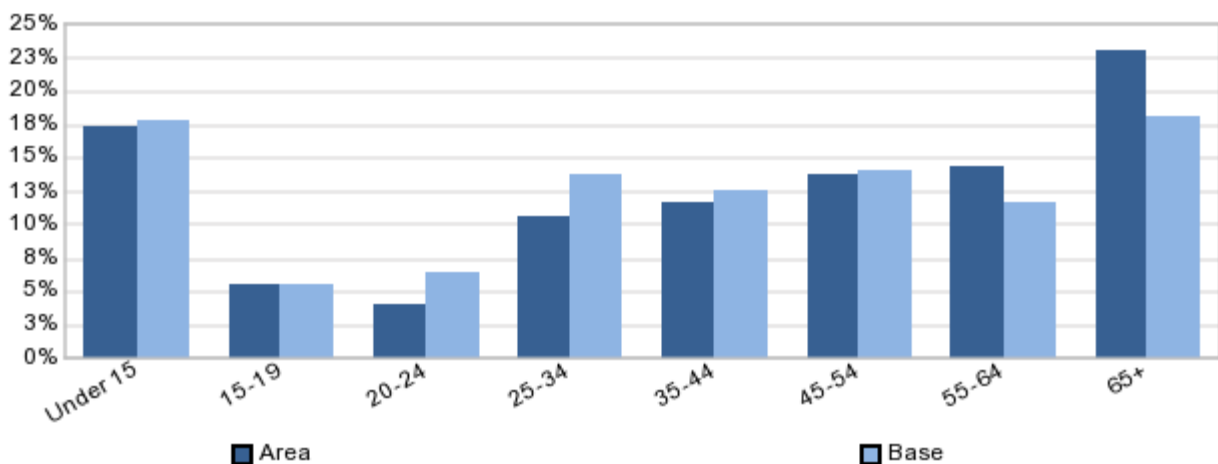
The highest proportion fall into age band 65+ with a count of 581 representing 23.03 % of the study area. The smallest proportion is in age band 20-24 with a count of 101 which represents 4.00 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 127. The band that is most under represented is 20-24 with an index of 62, 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	
			-5	100 118
White	2,469	58,246,060	113	
Gypsy / Traveller / Irish Traveller	1	68,310	39	
Mixed / Multiple Ethnic Groups	40	1,367,158	78	
Asian / Asian British: Indian	5	1,559,199	8	
Asian / Asian British: Pakistani	0	1,239,421	0	
Asian / Asian British: Bangladeshi	0	505,406	0	
Asian / Asian British: Chinese	2	497,465	11	
Asian / Asian British: Other Asian	5	969,724	14	
Black / African / Caribbean / Black British	1	2,122,714	1	
Other Ethnic Group	0	654,398	0	

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:

97.87 % White
0.04 % Gypsy / Traveller / Irish Traveller
1.58 % Mixed / Multiple Ethnic Groups
0.20 % Asian / Asian British: Indian
0.00 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi
0.08 % Asian / Asian British: Chinese
0.20 % Asian / Asian British: Other Asian
0.04 % Black / African / Caribbean / Black British
0.00 % Other Ethnic Group

Compare this to your base ethnic diversity as follows:

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

In the study area the largest ethnic group is White taking up 97.87 % of the population with a count of 2,469. 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		
			79	100	118
AB Higher & intermediate manage/admin/prof	199	4,696,968	115		
C1 Supervisory, cleric, junior manage/admin/prof	227	6,510,031	94		
C2 Skilled manual workers	189	4,376,339	116		
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	163	5,456,469	81		

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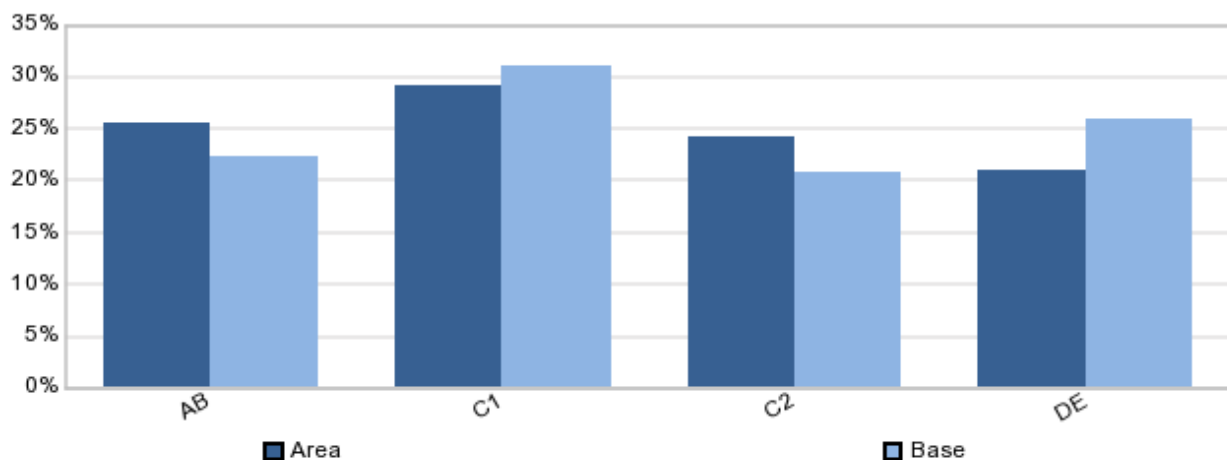
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade C1 forms the largest proportion with 227 people falling into this group, which is 29.20 % of the overall distribution. The smallest proportion falls into grade DE with a count of 163 taking up 20.99 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 116, whereas the most under represented group is DE with an index count of 81.

Understanding the Economic Activity

Economically Active	Area	Base	Index	69	100	200
Employee	849	26,483,068	86			
Self employed with employees	70	1,127,682	167			
Self employed without employees	268	3,705,246	195			
Unemployed	34	1,161,572	79			
Full-time students	48	1,695,620	76			

| Economically Inactive				58	100	124
Retired	283	6,618,937	122			
Student	62	2,838,201	62			
Looking after home/ family	64	2,117,295	86			
Permanently sick/ disabled	79	2,168,755	104			
Other	34	1,076,085	89			

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
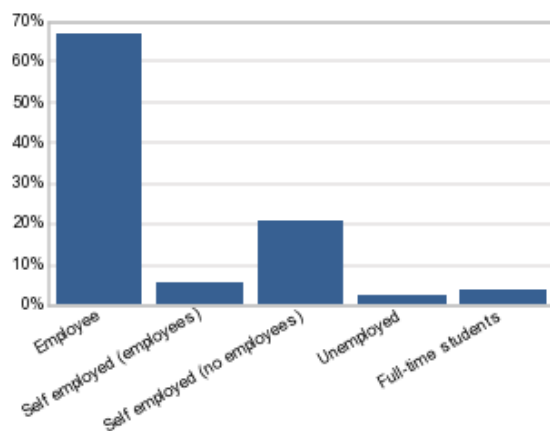
Economically Inactive - % by Category
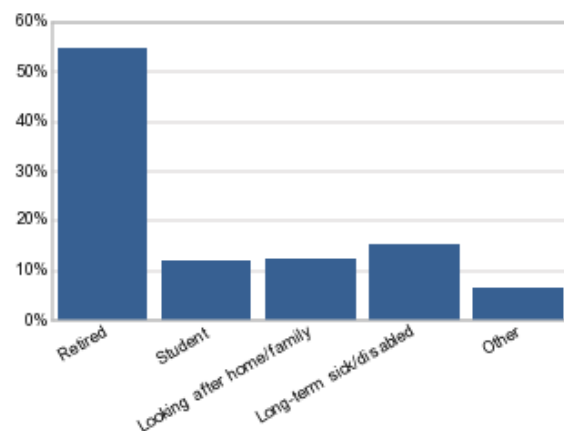
Economic activity within the study area shows that 47.43 % of the population are employed, this is 849 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.90 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is Self employed without employees with an index of 195, taking up 14.97 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 283 representing 15.82 %. The smallest inactive group is Other with 34 which is 1.87 %. When looking at the index values the group that is most over represented is Retired with an index of 122, representing 15.82 %.

*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	56	100	171
Detached	154	5,385,903	77			
Semi-detached	225	7,344,686	82			
Bungalow	39	1,039,099	100			
Terraced (including end-terrace)	414	6,699,890	166			
Flat, maisonette or apartment	115	5,007,460	62			

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.
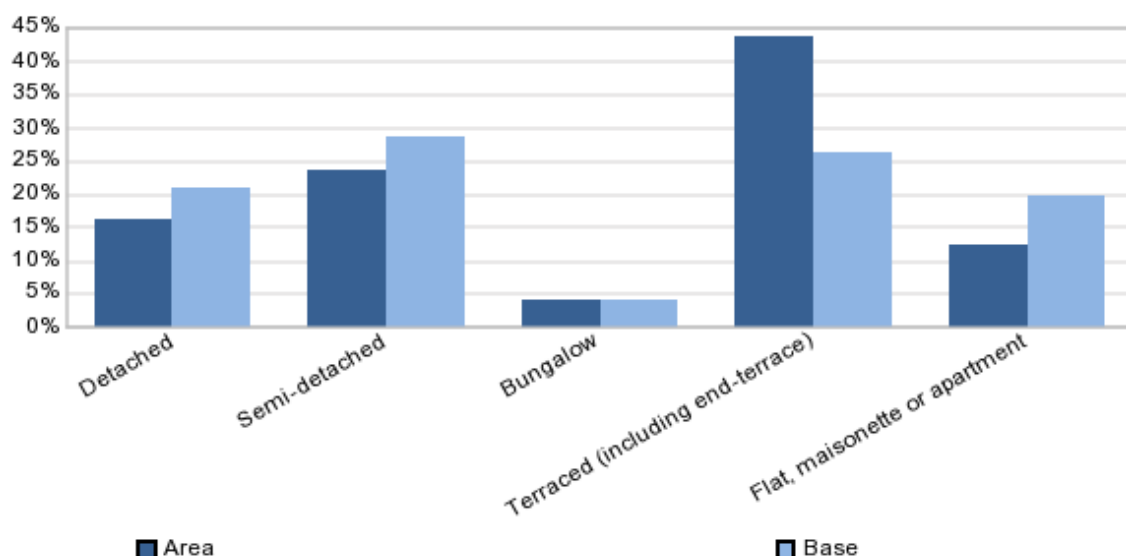
Tenure	Area	Base	Index	96	100		107
Owned (HH)	688	17,543,252	97				
Social Rented (HH)	214	4,965,267	107				
Private Rented (HH)	229	5,470,682	104				

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.
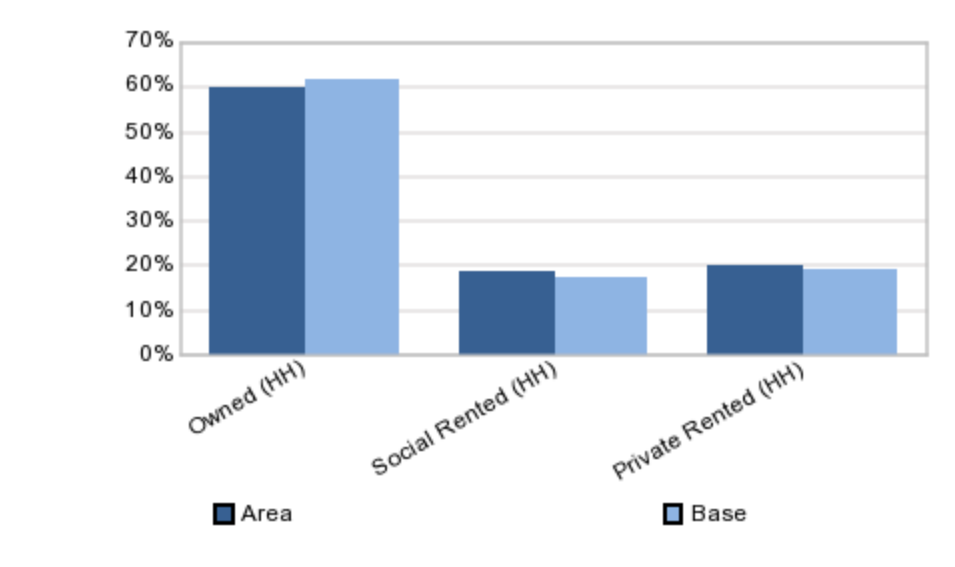
225 households within your area live in a Semi-detached dwelling, this is 23.75 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Bungalow dwelling, this is 39 households and makes up 4.07 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 166, this makes up 43.70 % in the study area.
When considering the tenure of households we can see that the largest proportion are Owned with a figure of 688 making up 60.28 %. The smallest amount fall into the Social rented at 18.75 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 107, 18.75 % 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	153
£14,999 or Less	288	4,889,206	146			
£15,000 to £19,999	145	2,538,634	141			
£20,000 to £29,999	240	5,253,752	113			
£30,000 to £39,999	161	4,304,210	93			
£40,000 to £49,999	144	3,318,086	107			
£50,000 to £59,999	45	2,106,080	53			
£60,000 to £69,999	49	1,573,962	78			
£70,000 to £99,999	58	2,469,683	58			
£100,000 to £149,999	12	1,215,381	25			
£150,000 or Over	2	676,196	6			

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.
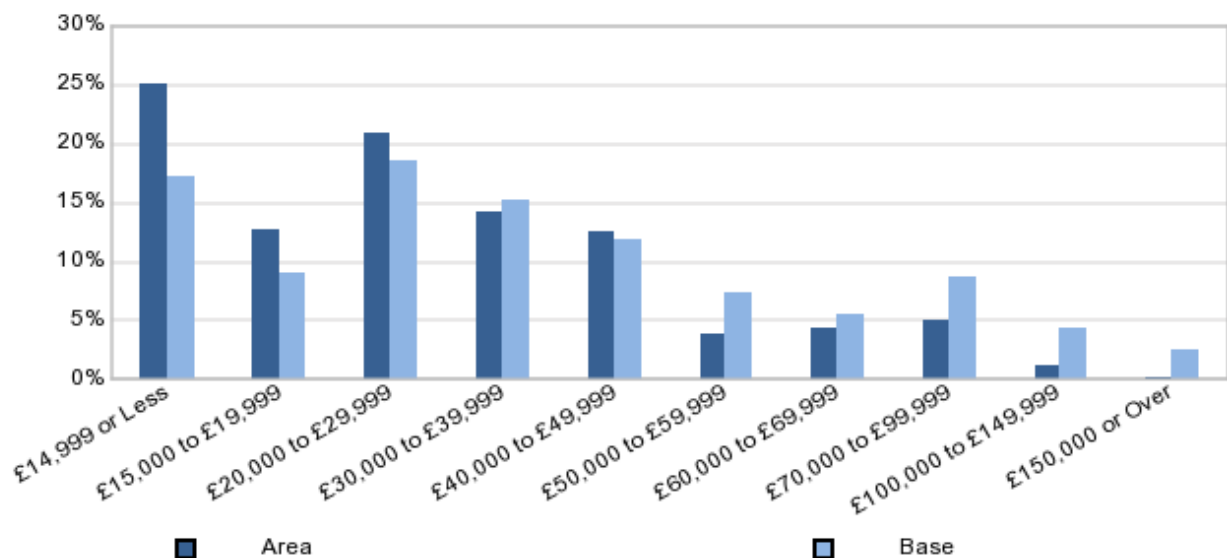
432 households within your area have an income of £19,999 or less, this forms 37.86 % of the overall distribution. The smallest count is 2 and these fall into household income band £150,000 or Over making up 0.15 %. When using your base as a comparison, most households fall into the income band £20,000 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 25.19 % with an index of 146, the most under represented banding is £150,000 or Over with a figure of 6 making up 0.15 % 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	-45 100	957
A City Prosperity	0	2,849,374	0		
B Prestige Positions	46	4,798,133	26		
C Country Living	268	4,432,229	161		
D Rural Reality	1,593	4,656,104	912		
E Senior Security	15	4,767,632	8		
F Suburban Stability	0	3,634,847	0		
G Domestic Success	91	5,770,639	42		
H Aspiring Homemakers	73	6,440,418	30		
I Family Basics	64	5,687,500	30		
J Transient Renters	32	4,160,345	20		
K Municipal Tenants	0	4,149,642	0		
L Vintage Value	286	3,692,978	207		
M Modest Traditions	0	3,121,382	0		
N Urban Cohesion	15	3,547,766	11		
O Rental Hubs	39	5,518,789	19		
Totals	2,523	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.
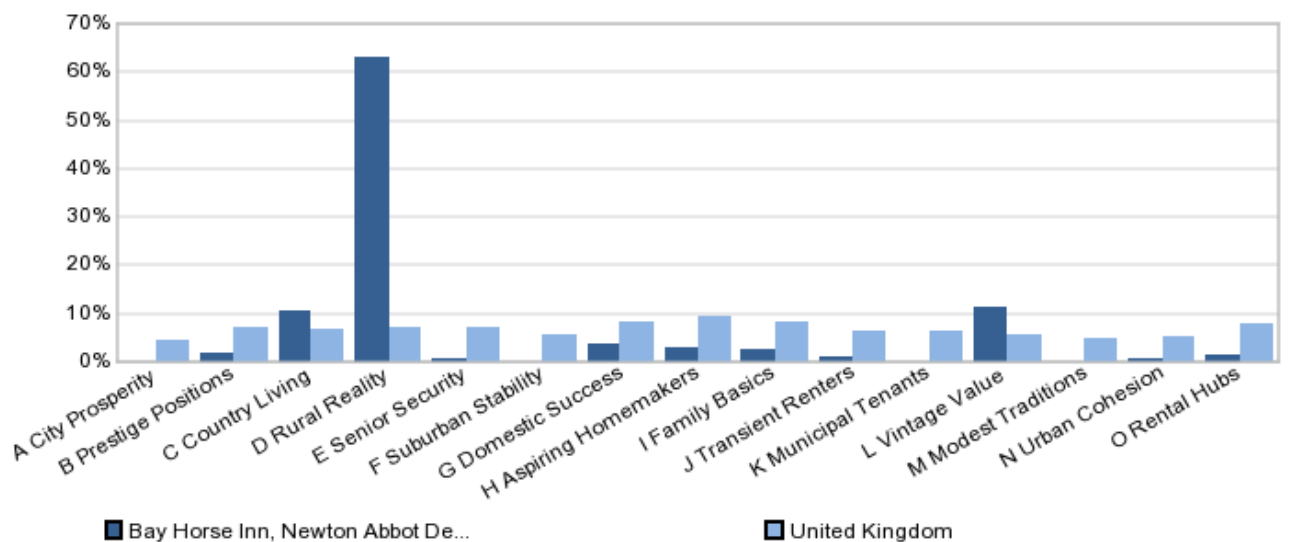
The largest group is D Rural Reality with a count of 1,593 representing 63.15 % of the overall distribution, in comparison to the base where 6.93 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is D Rural Reality taking up 63.15 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.00 %.

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Understanding Demographics

Understanding the top three Mosaic UK 6 Groups

D Rural Reality - 63.15 %

Householders living in less expensive homes in village communities.

Key Features

- Rural locations
- Village and outlying houses
- Agricultural employment
- Most are homeowners
- Affordable value homes
- Slow Internet speeds

L Vintage Value - 11.35 %

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

C Country Living - 10.61 %

Well-off owners in rural locations enjoying the benefits of country life.

Key Features

- Rural locations
- Well-off homeowners
- Attractive detached homes
- Higher self-employment
- High car ownership
- High use of Internet