

Location Analyst

UK



Black Horse DE12 7AH 15 mins Demog Report

Understanding Demographics

12 October, 2020

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Describing Black Horse DE12 7AH 15 mins (15 Minutes) in relation to United Kingdom
 Creation Date: October 12, 2020

Understanding the make-up of your area

	Area	Base
Total Households	43,907	28,345,190
Total Population	106,962	67,229,855
Total Males	52,847	33,173,050
Total Females	54,115	34,056,805

The current year estimates show a total resident population of 106,962 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 43,907 in your area and 28,345,190 in your base selection. This was split by 50.59 % of the population being female and 49.41 % being male in the study area.

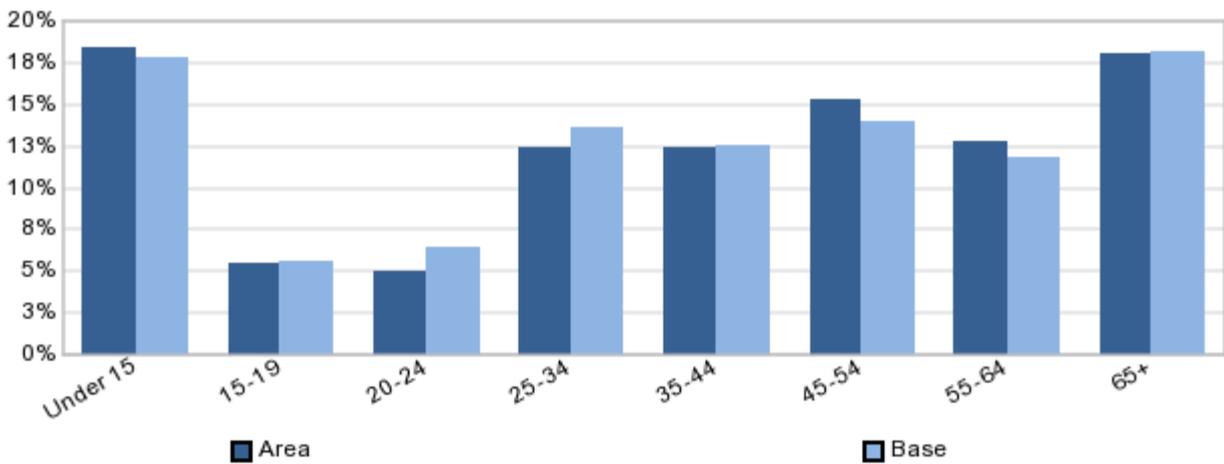
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	19,649	11,991,800	103
15-19	5,916	3,753,671	99
20-24	5,370	4,311,089	78
25-34	13,286	9,174,369	91
35-44	13,367	8,463,387	99
45-54	16,363	9,386,423	110
55-64	13,661	7,914,572	108
65+	19,350	12,234,544	99

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 19,649 representing 18.37 % of the study area. The smallest proportion is in age band 20-24 with a count of 5,370 which represents 5.02 %. In the study area the most over represented age band in comparison to the base selection is 45-54 with an index value of 110. 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	104,297	58,246,060	113
Gypsy / Traveller / Irish Traveller	55	68,310	51
Mixed / Multiple Ethnic Groups	1,106	1,367,158	51
Asian / Asian British: Indian	548	1,559,199	22
Asian / Asian British: Pakistani	71	1,239,421	4
Asian / Asian British: Bangladeshi	26	505,406	3
Asian / Asian British: Chinese	217	497,465	27
Asian / Asian British: Other Asian	195	969,724	13
Black / African / Caribbean / Black British	343	2,122,714	10
Other Ethnic Group	104	654,398	10

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:

97.51 % White	86.64 % White
0.05 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.03 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.51 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.07 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.02 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.20 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.18 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.32 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.10 % Other Ethnic Group	0.97 % Other Ethnic Group

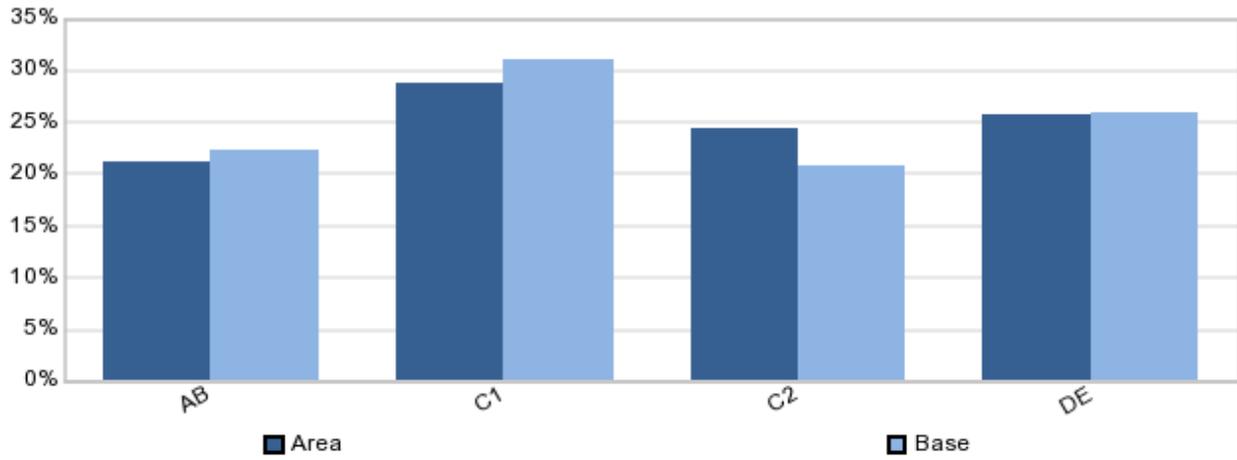
In the study area the largest ethnic group is White taking up 97.51 % of the population with a count of 104,297. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count of 26, 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	7,035	4,696,968	95
C1 Supervisory, cleric, junior manage/admin/prof	9,589	6,510,031	93
C2 Skilled manual workers	8,098	4,376,339	117
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	8,522	5,456,469	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.



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Within your area social grade C1 forms the largest proportion with 9,589 people falling into this group, which is 28.84 % of the overall distribution. The smallest proportion falls into grade AB with a count of 7,035 taking up 21.16 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 117, whereas the most under represented group is C1 with an index count of 93.

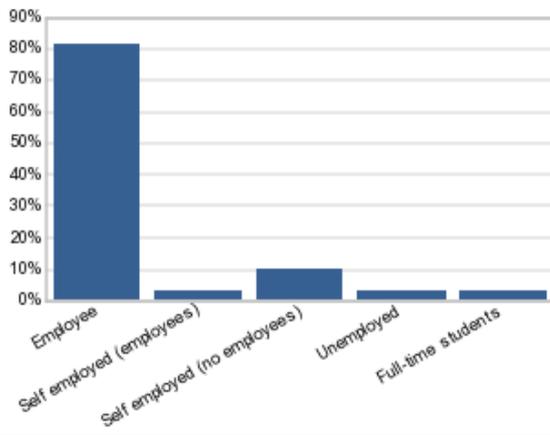
Understanding the Economic Activity

Economically Active	Area	Base	Index ⁶⁵	100 106
Employee	45,489	26,483,068	105	■
Self employed with employees	1,727	1,127,682	93	■
Self employed without employees	5,546	3,705,246	91	■
Unemployed	1,486	1,161,572	78	■
Full-time students	1,880	1,695,620	67	■
Economically Inactive				58 100 124
Retired	12,020	6,618,937	122	■
Student	2,609	2,838,201	62	■
Looking after home/ family	3,532	2,117,295	112	■
Permanently sick/ disabled	2,887	2,168,755	89	■
Other	1,100	1,076,085	68	■

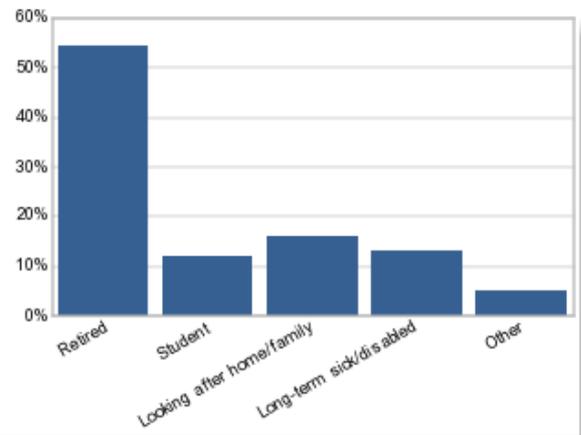
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 58.11 % of the population are employed, this is 45,489 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 None found with an index of 105, taking up 58.11 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 12,020 representing 15.36 %. The smallest inactive group is Other with 1,100 which is 1.41 %. When looking at the index values the group that is most over represented is Retired with an index of 122, representing 15.36 %.

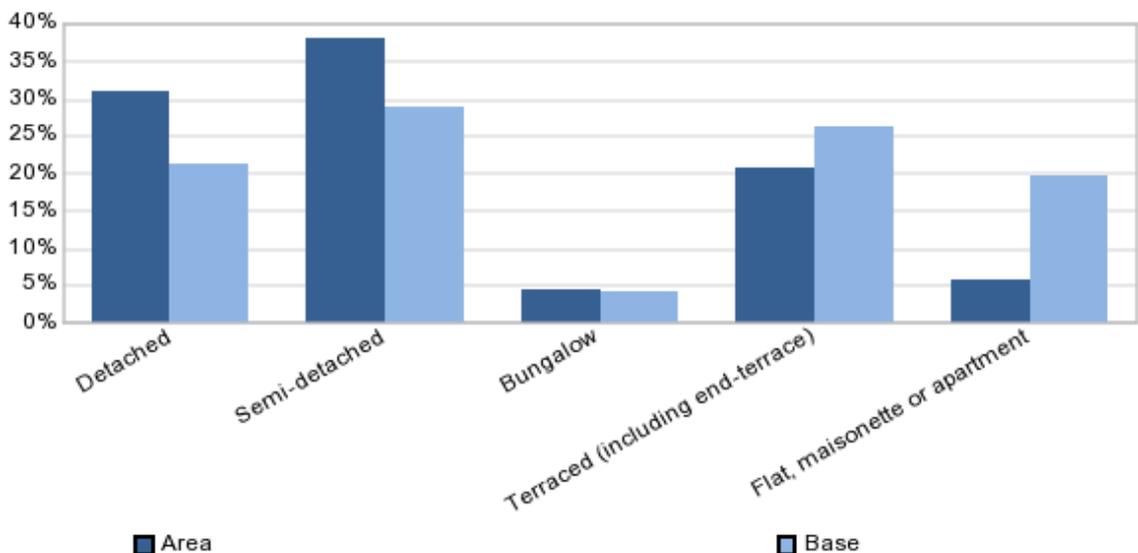
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	23	100	152
Detached	12,716	5,385,903	146		█	
Semi-detached	15,632	7,344,686	132		█	
Bungalow	1,812	1,039,099	108		█	
Terraced (including end-terrace)	8,558	6,699,890	79		█	
Flat, maisonette or apartment	2,344	5,007,460	29		█	

Source: Experian ConsumerView Household Directory 2019 .

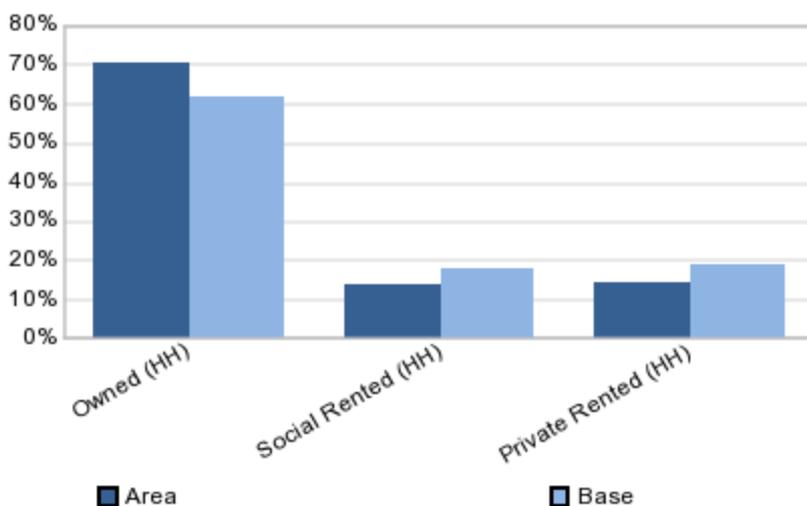
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	31,124	17,543,252	115
Social Rented (HH)	6,099	4,965,267	79
Private Rented (HH)	6,259	5,470,682	74

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.



15,632 households within your area live in a Semi-detached dwelling, this is 38.07 %. 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 1,812 households and makes up 4.41 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 146, this makes up 30.97 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 31,124 making up 70.89 %. The smallest amount fall into the Social rented at 13.89 %. When looking at the index figures the most over represented tenure type is Owned with an index of 115, 70.89 % of households fall into this category in the study area.

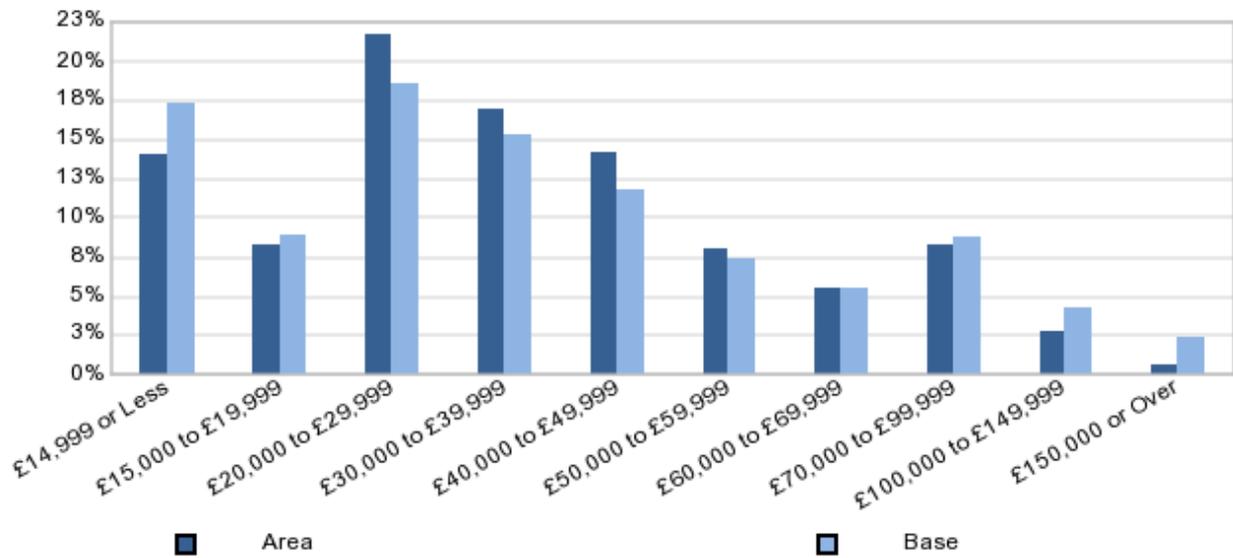
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	6,146	4,889,206	81
£15,000 to £19,999	3,596	2,538,634	91
£20,000 to £29,999	9,482	5,253,752	117
£30,000 to £39,999	7,450	4,304,210	112
£40,000 to £49,999	6,218	3,318,086	121
£50,000 to £59,999	3,520	2,106,080	108
£60,000 to £69,999	2,385	1,573,962	98
£70,000 to £99,999	3,615	2,469,683	94
£100,000 to £149,999	1,249	1,215,381	66
£150,000 or Over	246	676,196	23

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.



9,742 households within your area have an income of £19,999 or less, this forms 22.19 % of the overall distribution. The smallest count is 246 and these fall into household income band £150,000 or Over making up 0.56 %. 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 £40,000 to £49,999 is over represented making up 14.16 % with an index of 121, the most under represented banding is £150,000 or Over with a figure of 23 making up 0.56 % 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.

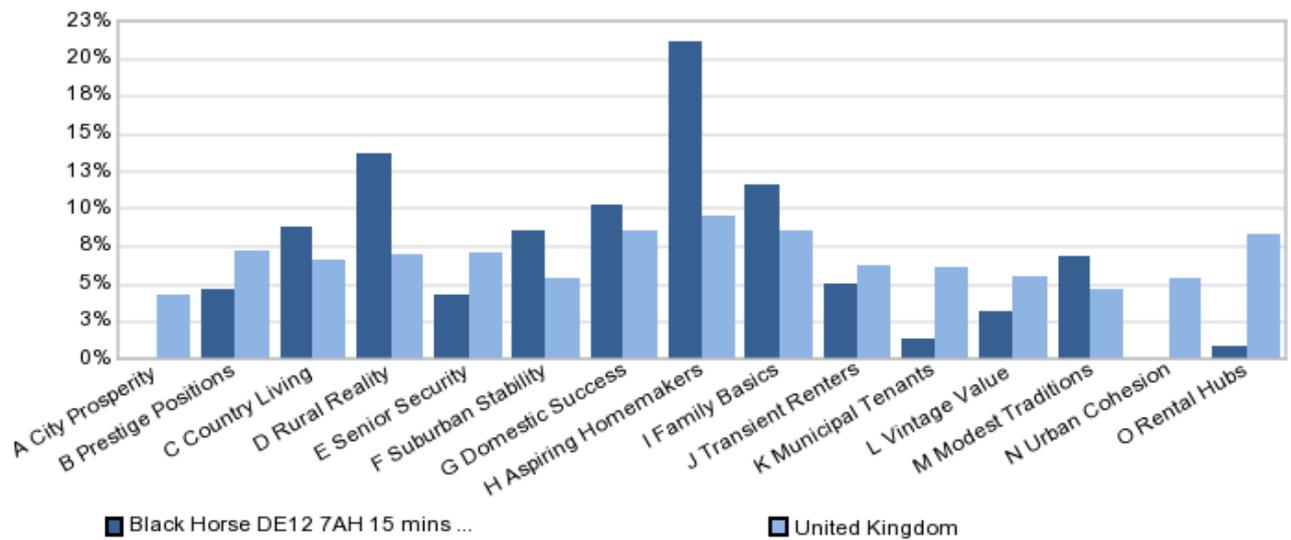
Understanding the residential profile by Mosaic UK 6

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	-11	100	231
A City Prosperity	0	2,849,374	0			
B Prestige Positions	4,976	4,798,133	65			
C Country Living	9,460	4,432,229	134			
D Rural Reality	14,635	4,656,104	198			
E Senior Security	4,494	4,767,632	59			
F Suburban Stability	9,177	3,634,847	159			
G Domestic Success	10,992	5,770,639	120			
H Aspiring Homemakers	22,557	6,440,418	220			
I Family Basics	12,378	5,687,500	137			
J Transient Renters	5,332	4,160,345	81			
K Municipal Tenants	1,391	4,149,642	21			
L Vintage Value	3,371	3,692,978	57			
M Modest Traditions	7,351	3,121,382	148			
N Urban Cohesion	13	3,547,766	0			
O Rental Hubs	834	5,518,789	9			
Totals	106,962	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 H Aspiring Homemakers with a count of 22,557 representing 21.09 % of the overall distribution, in comparison to the base where 9.58 % 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 H Aspiring Homemakers taking up 21.09 % 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

H Aspiring Homemakers - 21.09 %



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

D Rural Reality - 13.68 %



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

I Family Basics - 11.57 %



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