

Location Analyst

UK



High Horse S64 8JZ 0.5 miles Demog Report

Understanding Demographics

14 October, 2020

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Describing High Horse S64 8JZ 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	1,599	28,345,190
Total Population	3,746	67,229,855
Total Males	1,879	33,173,050
Total Females	1,867	34,056,805

The current year estimates show a total resident population of 3,746 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 1,599 in your area and 28,345,190 in your base selection. This was split by 49.83 % of the population being female and 50.17 % being male in the study area.

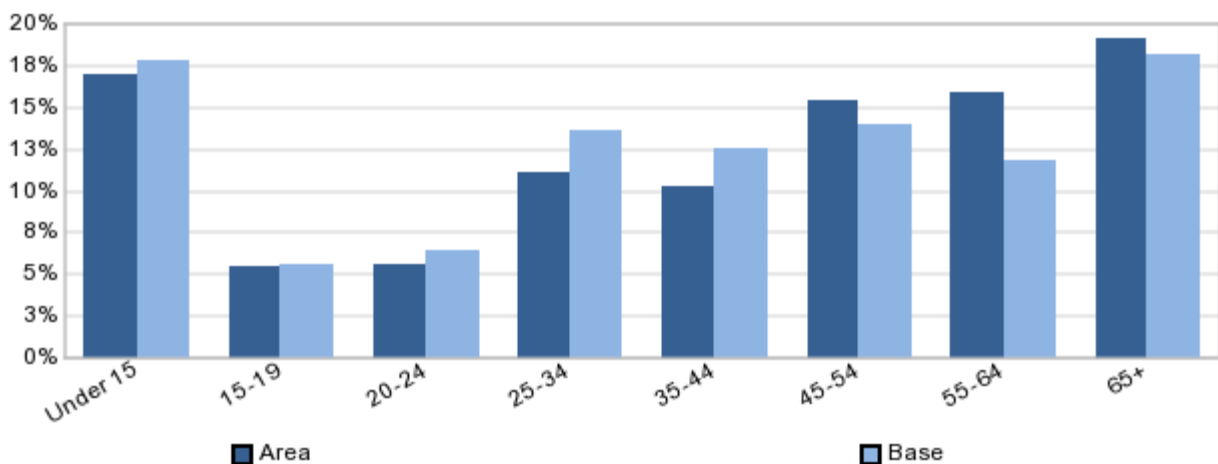
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			79	100	137
Under 15	639	11,991,800	96		
15-19	206	3,753,671	99		
20-24	208	4,311,089	86		
25-34	417	9,174,369	82		
35-44	387	8,463,387	82		
45-54	578	9,386,423	111		
55-64	596	7,914,572	135		
65+	716	12,234,544	105		

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 716 representing 19.10 % of the study area. The smallest proportion is in age band 15-19 with a count of 206 which represents 5.51 %. In the study area the most over represented age band in comparison to the base selection is 55-64 with an index value of 135. The band that is most under represented is 25-34 with an index of 82, 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	3,687	58,246,060	114	
Gypsy / Traveller / Irish Traveller	1	68,310	26	
Mixed / Multiple Ethnic Groups	27	1,367,158	36	
Asian / Asian British: Indian	4	1,559,199	5	
Asian / Asian British: Pakistani	6	1,239,421	9	
Asian / Asian British: Bangladeshi	0	505,406	0	
Asian / Asian British: Chinese	2	497,465	7	
Asian / Asian British: Other Asian	10	969,724	19	
Black / African / Caribbean / Black British	6	2,122,714	5	
Other Ethnic Group	2	654,398	7	

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:

98.43 % White	86.64 % White
0.03 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.72 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.12 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.17 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.05 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.27 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.15 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.07 % Other Ethnic Group	0.97 % Other Ethnic Group

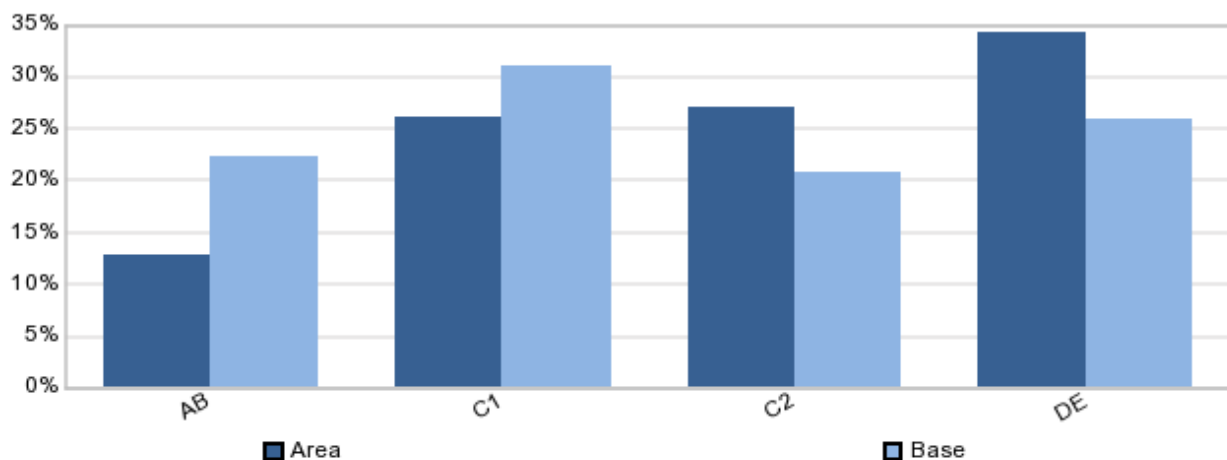
In the study area the largest ethnic group is White taking up 98.43 % of the population with a count of 3,687. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count 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	147	4,696,968	57	
C1 Supervisory, cleric, junior manage/admin/prof	302	6,510,031	84	
C2 Skilled manual workers	314	4,376,339	130	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	398	5,456,469	132	

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 DE forms the largest proportion with 398 people falling into this group, which is 34.30 % of the overall distribution. The smallest proportion falls into grade AB with a count of 147 taking up 12.68 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 132, whereas the most under represented group is AB with an index count of 57.

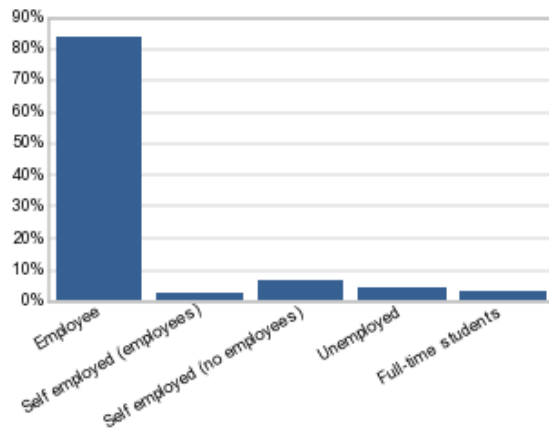
Understanding the Economic Activity

Economically Active	Area	Base	Index	57	100	126
Employee	1,483	26,483,068	108			
Self employed with employees	35	1,127,682	60			
Self employed without employees	119	3,705,246	62			
Unemployed	74	1,161,572	124			
Full-time students	58	1,695,620	66			
Economically Inactive				46	100	122
Retired	537	6,618,937	120			
Student	96	2,838,201	50			
Looking after home/ family	146	2,117,295	102			
Permanently sick/ disabled	174	2,168,755	118			
Other	53	1,076,085	73			

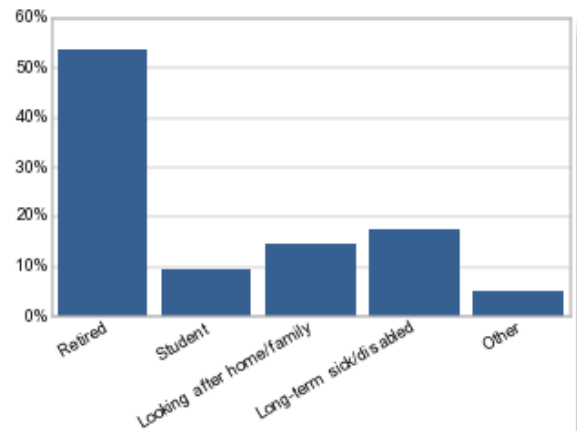
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 53.42 % of the population are employed, this is 1,483 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.27 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Unemployed with an index of 124, taking up 2.68 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 537 representing 19.34 %. The smallest inactive group is Other with 53 which is 1.92 %. When looking at the index values the group that is most over represented is Retired with an index of 120, representing 19.34 %.

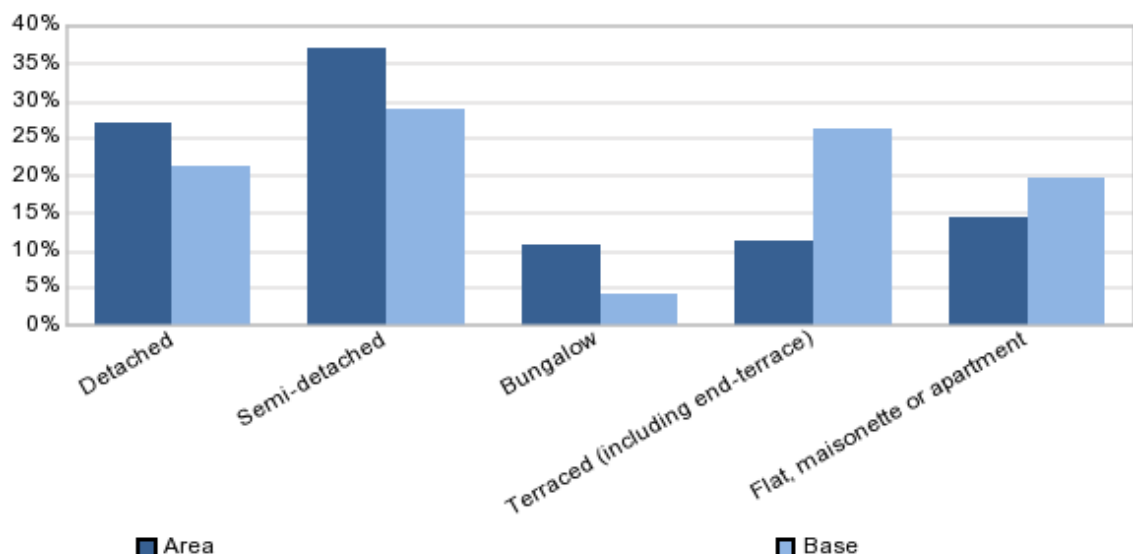
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	31	100	268
Detached	429	5,385,903	128			
Semi-detached	588	7,344,686	128			
Bungalow	167	1,039,099	258			
Terraced (including end-terrace)	176	6,699,890	42			
Flat, maisonette or apartment	228	5,007,460	73			

Source: Experian ConsumerView Household Directory 2019 .

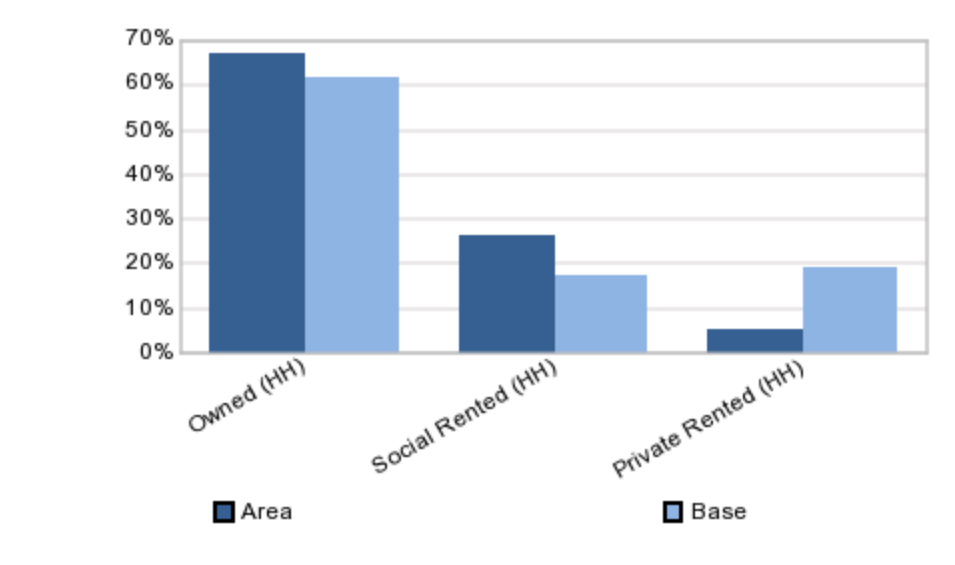
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	22	100	156
Owned (HH)	1,071	17,543,252	108			
Social Rented (HH)	421	4,965,267	150			
Private Rented (HH)	89	5,470,682	29			

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.



588 households within your area live in a Semi-detached dwelling, this is 37.01 %. 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 167 households and makes up 10.51 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 258, this makes up 10.51 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,071 making up 66.97 %. The smallest amount fall into the Private rented at 5.57 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 150, 26.32 % of households fall into this category in the study area.

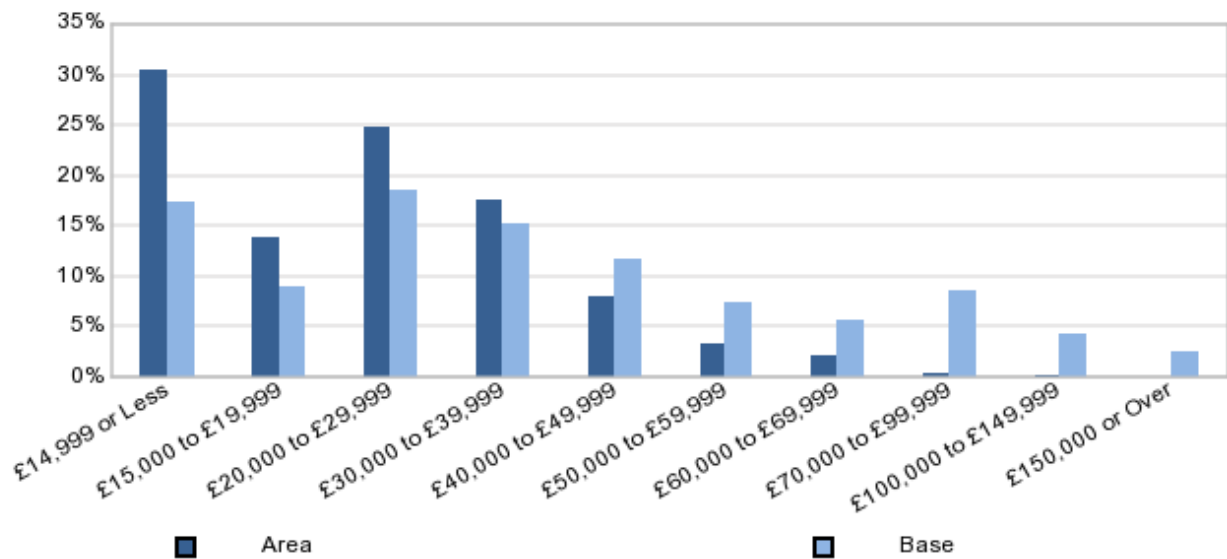
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Understanding the Household Income

Household Income	Area	Base	Index	-8	100	185
£14,999 or Less	487	4,889,206	177			
£15,000 to £19,999	222	2,538,634	155			
£20,000 to £29,999	396	5,253,752	134			
£30,000 to £39,999	280	4,304,210	115			
£40,000 to £49,999	126	3,318,086	67			
£50,000 to £59,999	50	2,106,080	42			
£60,000 to £69,999	32	1,573,962	36			
£70,000 to £99,999	5	2,469,683	3			
£100,000 to £149,999	2	1,215,381	2			
£150,000 or Over	0	676,196	0			

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.



709 households within your area have an income of £19,999 or less, this forms 44.34 % of the overall distribution. The smallest count is 0 and these fall into household income band £150,000 or Over making up 0.00 %. 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 30.47 % with an index of 177, the most under represented banding is £150,000 or Over with a figure of 0 making up 0.00 % 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.

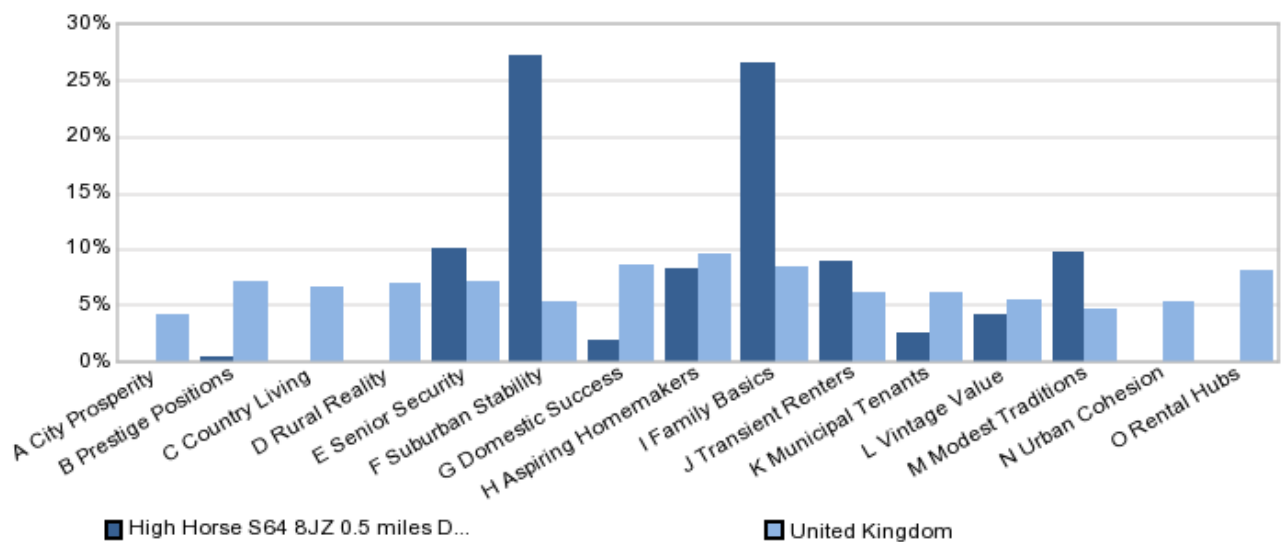
Understanding the residential profile by Mosaic UK 6

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	-25	100	527
A City Prosperity	0	2,849,374	0			
B Prestige Positions	20	4,798,133	7			
C Country Living	0	4,432,229	0			
D Rural Reality	0	4,656,104	0			
E Senior Security	376	4,767,632	142			
F Suburban Stability	1,018	3,634,847	503			
G Domestic Success	69	5,770,639	21			
H Aspiring Homemakers	315	6,440,418	88			
I Family Basics	994	5,687,500	314			
J Transient Renters	334	4,160,345	144			
K Municipal Tenants	95	4,149,642	41			
L Vintage Value	161	3,692,978	78			
M Modest Traditions	365	3,121,382	210			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	0	5,518,789	0			
Totals	3,746	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 1,018 representing 27.18 % 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 27.18 % 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 - 27.18 %



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

I Family Basics - 26.52 %



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

E Senior Security - 10.04 %



Elderly people with assets who are enjoying a comfortable retirement.

Key Features

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers