



Annual Update: Origins Data Enhancements & Demographic Shifts

We're pleased to share highlights from this year's comprehensive Origins data update. These changes affect all elements of the platform—from name coding to postcode-level population profiles.

Data Improvements

Over the past year, we've expanded our coverage of family names from underrepresented regions, enhancing the precision and inclusivity of Origins classifications. New additions include names from:

- **West Africa**
- **Estonia, Latvia, Lithuania**
- **Thailand and Indonesia**

We can now assign an Origins code to every family name with more than 15 adult occurrences in the UK. This has raised the average match rate to **99.73%**, ensuring even greater accuracy for client datasets.

Demographic Observations

Between summer 2024 and summer 2025, the proportion of ethnic minority adult names in England and Wales rose from **29.37% to 34.64%**—a notable shift in both scale and composition.

Largest increases by Origins category:

- **Nigerian:** +13.2%
- **Ghanaian:** +8.9%
- **Hindu Indian:** +6.3%
- **Black South African and North African Muslim:** both +5%

These changes reflect both recent immigration trends and expanded data acquisition, with West African name representation now approaching that of West Indian heritage for the first time.

Growth in Eastern European sub-groups:

- **Baltic States**
- **Albanian**
- **Bulgarian**
- **Romanian**

Declines observed in:

- Older EU states: **Netherlands, Germany, Spain, Scandinavia**
- Other heritage groups: **Jewish, Armenian, Korean, Japanese, Vietnamese**

Urban Migration Trends

Mapping the latest Origins data reveals continued demographic shifts in London and other major UK cities:

- **White British populations** are increasingly moving into central urban areas.
- **Ethnic minority groups** are relocating from inner cities to outer boroughs, often in pursuit of more affordable or spacious housing.

These patterns mirror broader urban-suburban dynamics across the UK.

Our analysis of name frequency mirrors trends seen in ONS and census data. However, Origins updates mark more recent movements, being made annually. In addition, name analysis reflects family inheritance more accurately, offering a more sophisticated predictor of cultural and political preferences and behaviours.

If you'd like to explore what these changes mean for your organisation, we'd be happy to discuss how Origins can support your strategic goals.