Location Analyst | **UK**

Fairham Hotel, Nottingham Demogs Report 0.5miles

Understanding Demographics

12 October, 2020

Contents

experian™

Describing Fairham Hotel, Nottingham 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	2,499	28,345,190
Total Population	5,539	67,229,855
Total Males	2,678	33,173,050
Total Females	2,861	34,056,805

The current year estimates show a total resident population of 5,539 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,499 in your area and 28,345,190 in your base selection. This was split by 51.66 % of the population being female and 48.34 % 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	
				85 100 116
Under 15	1,049	11,991,800	106	
15-19	280	3,753,671	91	
20-24	410	4,311,089	115	
25-34	728	9,174,369	96	
35-44	607	8,463,387	87	
45-54	773	9,386,423	100	
55-64	700	7,914,572	107	
65+	992	12,234,544	98	

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.
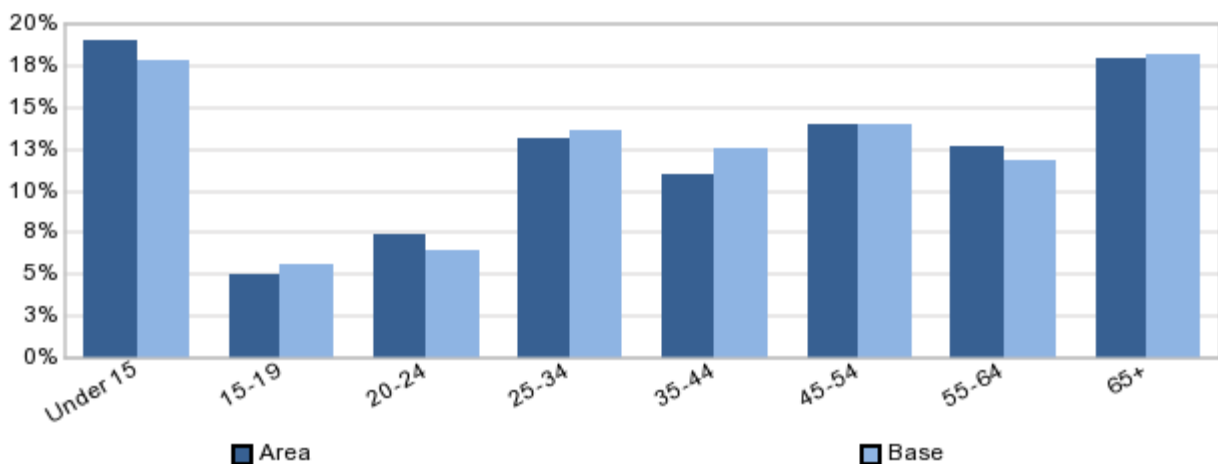
The highest proportion fall into age band Under 15 with a count of 1,049 representing 18.93 % of the study area. The smallest proportion is in age band 15-19 with a count of 280 which represents 5.06 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 115. The band that is most under represented is 35-44 with an index of 87, 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	-8	100	179
White	5,040	58,246,060	105			
Gypsy / Traveller / Irish Traveller	0	68,310	5			
Mixed / Multiple Ethnic Groups	192	1,367,158	171			
Asian / Asian British: Indian	96	1,559,199	75			
Asian / Asian British: Pakistani	18	1,239,421	18			
Asian / Asian British: Bangladeshi	0	505,406	0			
Asian / Asian British: Chinese	19	497,465	46			
Asian / Asian British: Other Asian	48	969,724	61			
Black / African / Caribbean / Black British	108	2,122,714	62			
Other Ethnic Group	18	654,398	33			

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:

90.99 % White
0.01 % Gypsy / Traveller / Irish Traveller
3.47 % Mixed / Multiple Ethnic Groups
1.73 % Asian / Asian British: Indian
0.33 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi
0.34 % Asian / Asian British: Chinese
0.88 % Asian / Asian British: Other Asian
1.95 % Black / African / Caribbean / Black British
0.32 % 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 90.99 % of the population with a count of 5,040. 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	26	100	165
AB Higher & intermediate manage/admin/prof	130	4,696,968	33			
C1 Supervisory, cleric, junior manage/admin/prof	434	6,510,031	79			
C2 Skilled manual workers	477	4,376,339	129			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	732	5,456,469	159			

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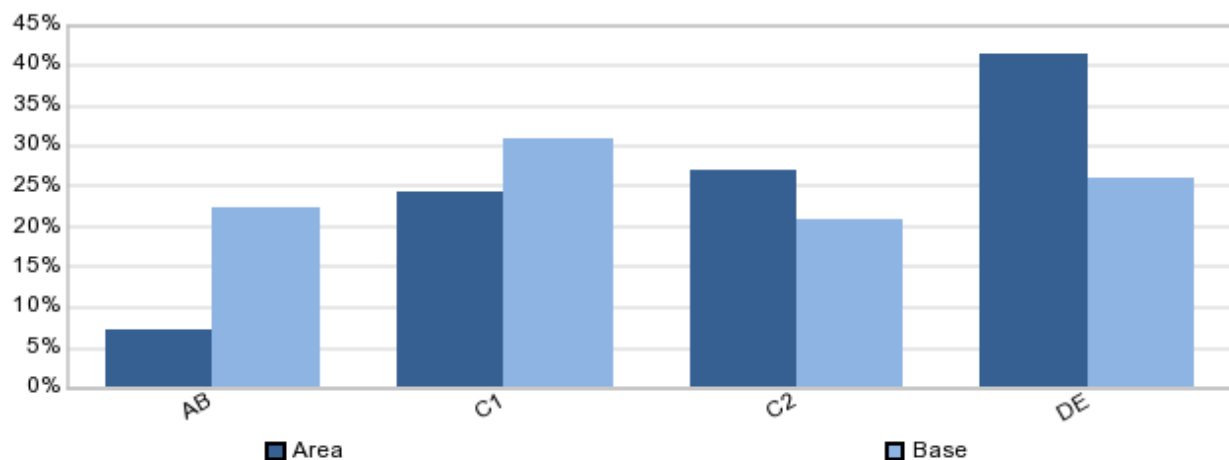
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade DE forms the largest proportion with 732 people falling into this group, which is 41.30 % of the overall distribution. The smallest proportion falls into grade AB with a count of 130 taking up 7.32 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 159, whereas the most under represented group is AB with an index count of 33.

Understanding the Economic Activity

| Economically Active	Area	Base	Index 27	100	129
Employee	2,115	26,483,068	108		
Self employed with employees	27	1,127,682	32		
Self employed without employees	188	3,705,246	68		
Unemployed	108	1,161,572	125		
Full-time students	100	1,695,620	80		
Economically Inactive			63	100	178
Retired	445	6,618,937	80		
Student	163	2,838,201	69		
Looking after home/ family	213	2,117,295	121		
Permanently sick/ disabled	313	2,168,755	173		
Other	104	1,076,085	116		

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
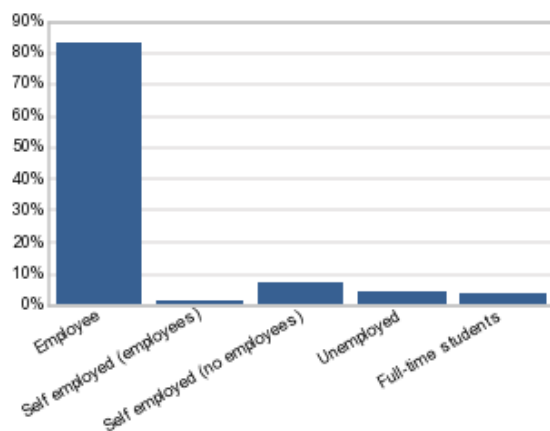
Economically Inactive - % by Category
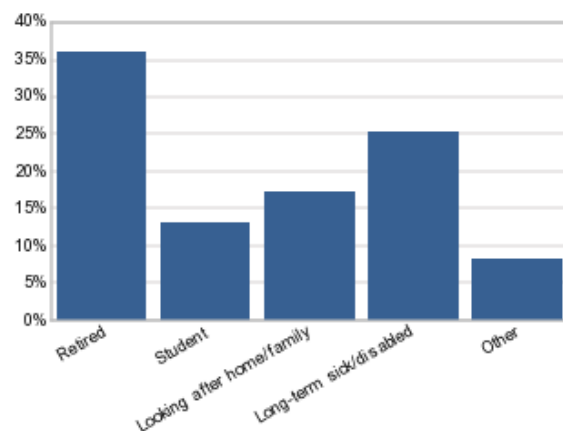
Economic activity within the study area shows that 56.00 % of the population are employed, this is 2,115 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 0.72 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Unemployed with an index of 125, taking up 2.86 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 445 representing 11.78 %. The smallest inactive group is Other with 104 which is 2.76 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 121, representing 5.65 %.

*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	
Detached	27	5,385,903	6	
Semi-detached	698	7,344,686	108	
Bungalow	69	1,039,099	76	
Terraced (including end-terrace)	1,098	6,699,890	187	
Flat, maisonette or apartment	342	5,007,460	78	

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.
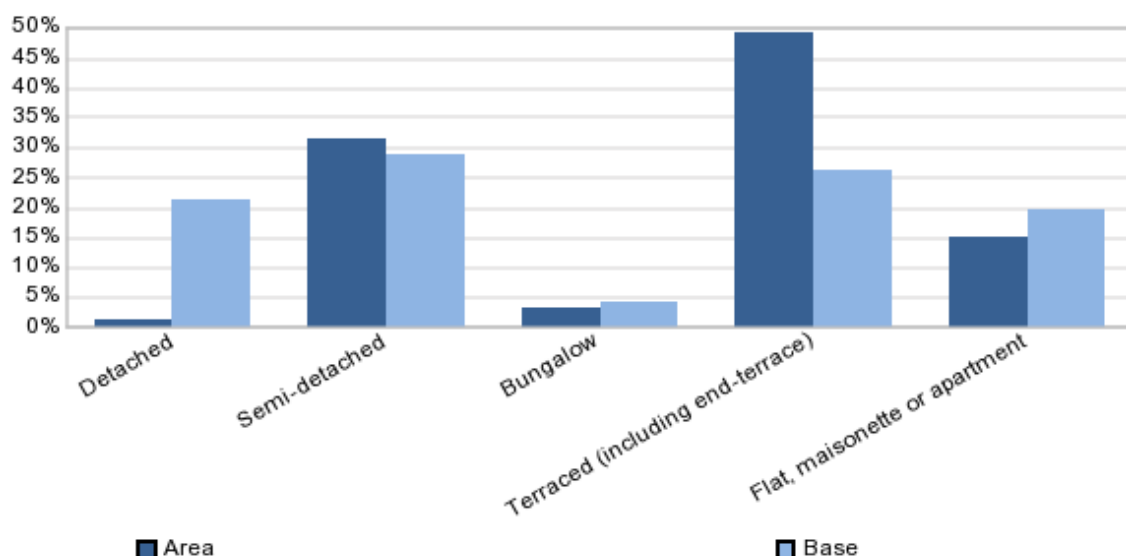
Tenure	Area	Base	Index	54	100	173
Owned (HH)	1,434	17,543,252	93			
Social Rented (HH)	734	4,965,267	168			
Private Rented (HH)	287	5,470,682	60			

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.
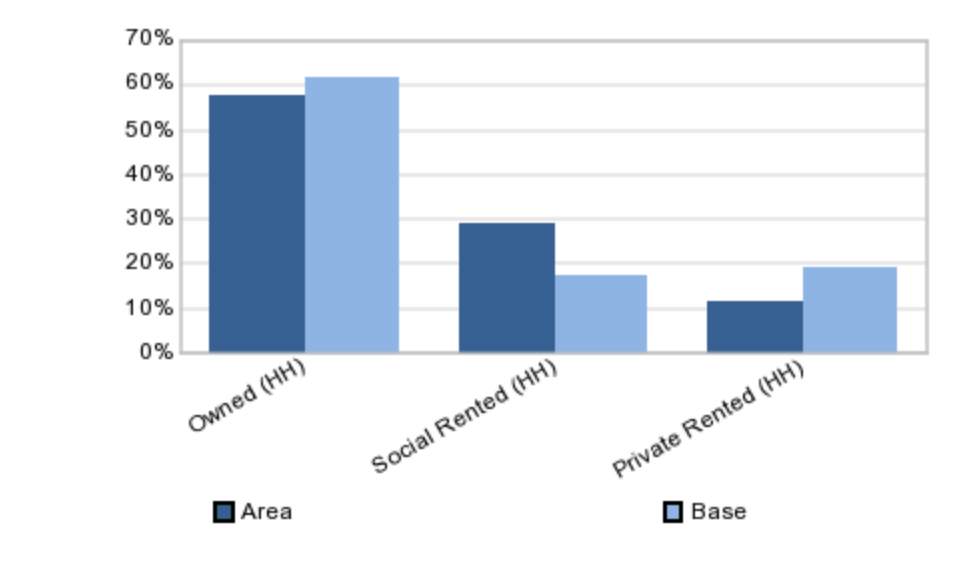
698 households within your area live in a Semi-detached dwelling, this is 31.23 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Detached dwelling, this is 27 households and makes up 1.23 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 187, this makes up 49.14 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,434 making up 57.40 %. The smallest amount fall into the Private rented at 11.49 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 168, 29.39 % 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	223
£14,999 or Less	917	4,889,206	213			
£15,000 to £19,999	357	2,538,634	159			
£20,000 to £29,999	698	5,253,752	151			
£30,000 to £39,999	437	4,304,210	115			
£40,000 to £49,999	58	3,318,086	20			
£50,000 to £59,999	10	2,106,080	6			
£60,000 to £69,999	7	1,573,962	5			
£70,000 to £99,999	10	2,469,683	5			
£100,000 to £149,999	4	1,215,381	4			
£150,000 or Over	2	676,196	3			

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.
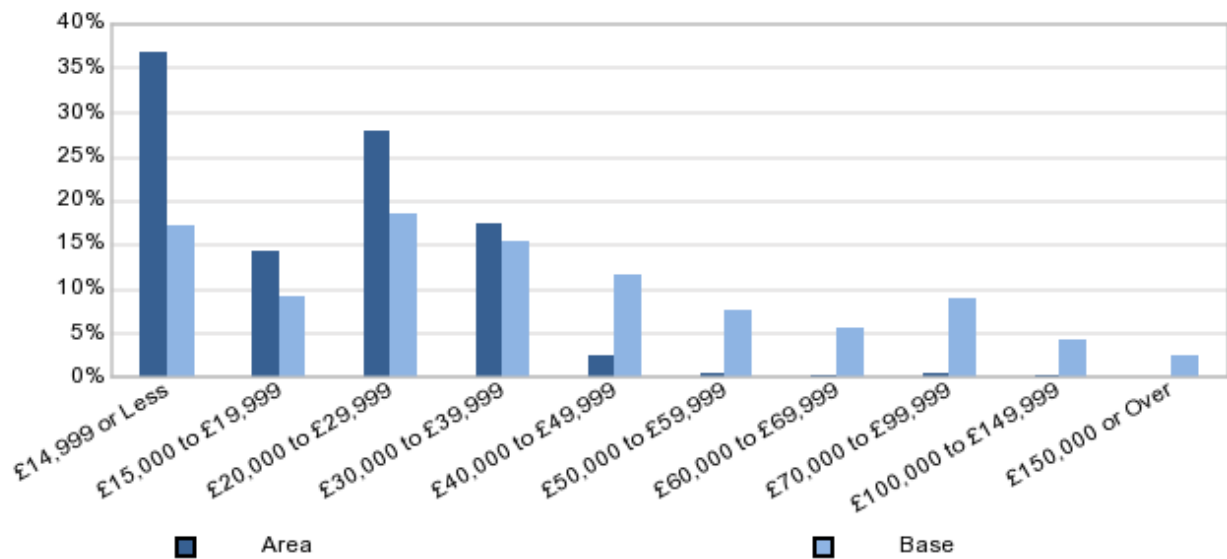
1,273 households within your area have an income of £19,999 or less, this forms 50.95 % of the overall distribution. The smallest count is 2 and these fall into household income band £150,000 or Over making up 0.07 %. When using your base as a comparison, most households fall into the income band £20,000 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 36.68 % with an index of 213, the most under represented banding is £150,000 or Over with a figure of 3 making up 0.07 % 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 -26 100	549
	A City Prosperity	0	2,849,374	0	
	B Prestige Positions	36	4,798,133	9	
	C Country Living	0	4,432,229	0	
	D Rural Reality	0	4,656,104	0	
	E Senior Security	0	4,767,632	0	
	F Suburban Stability	15	3,634,847	5	
	G Domestic Success	20	5,770,639	4	
	H Aspiring Homemakers	74	6,440,418	14	
	I Family Basics	2,453	5,687,500	523	
	J Transient Renters	704	4,160,345	205	
	K Municipal Tenants	140	4,149,642	41	
	L Vintage Value	1,560	3,692,978	513	
	M Modest Traditions	536	3,121,382	208	
	N Urban Cohesion	0	3,547,766	0	
	O Rental Hubs	0	5,518,789	0	
	Totals	5,539	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.
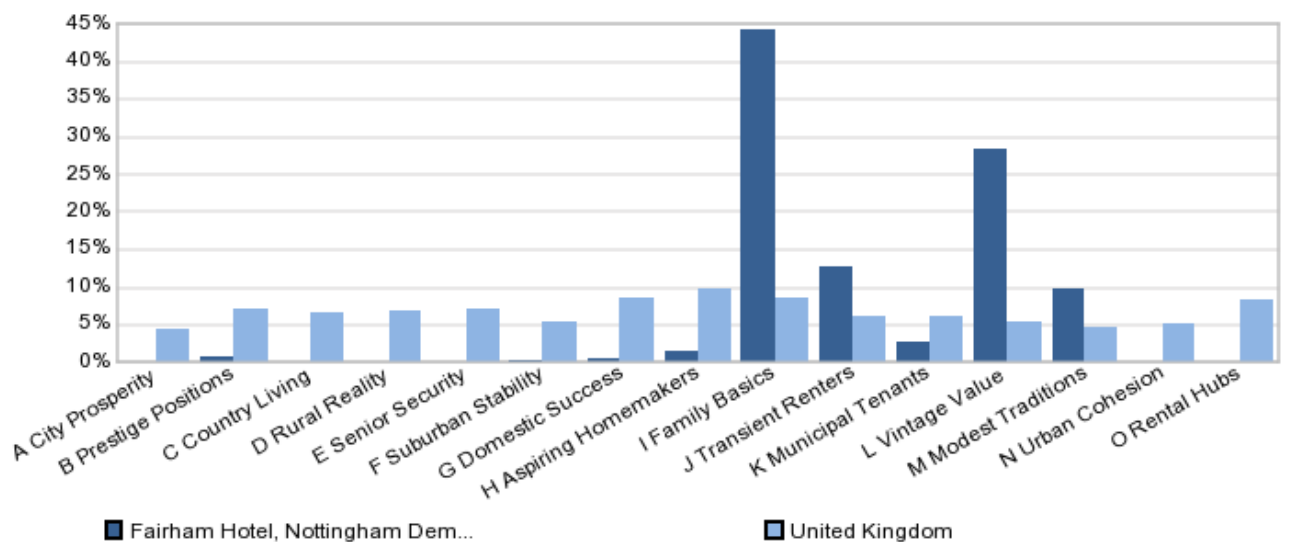
The largest group is I Family Basics with a count of 2,453 representing 44.28 % of the overall distribution, in comparison to the base where 8.46 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is I Family Basics taking up 44.28 % 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

I Family Basics - 44.28 %

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

L Vintage Value - 28.17 %

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

J Transient Renters - 12.72 %

Single people renting low cost homes for the short term.

Key Features

- Private renters
- Low length of residence
- Low cost housing
- Singles and sharers
- Older terraces
- Few landline telephones