

Location Analyst

UK



Hole in the Wall, Nottingham Demog Report 0.5miles

Understanding Demographics

13 October, 2020

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Describing Hole in the Wall, Nottingham Demog Report 0.5miles (0.5 Miles) in relation to United Kingdom
 Creation Date: October 13, 2020

Understanding the make-up of your area

	Area	Base
Total Households	7,975	28,345,190
Total Population	21,141	67,229,855
Total Males	11,231	33,173,050
Total Females	9,910	34,056,805

The current year estimates show a total resident population of 21,141 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 7,975 in your area and 28,345,190 in your base selection. This was split by 46.88 % of the population being female and 53.12 % being male in the study area.

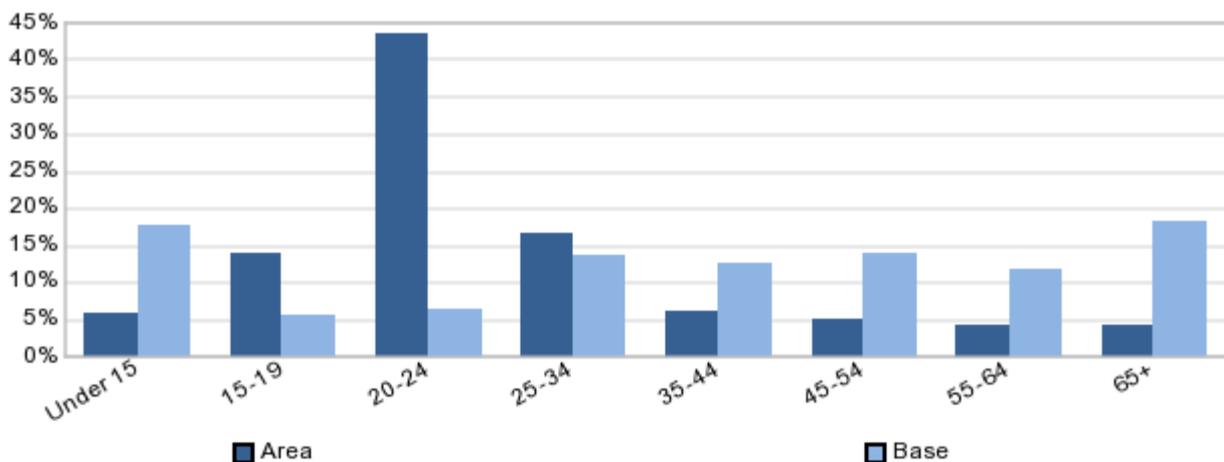
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	1,277	11,991,800	34
15-19	2,927	3,753,671	248
20-24	9,227	4,311,089	681
25-34	3,549	9,174,369	123
35-44	1,311	8,463,387	49
45-54	1,089	9,386,423	37
55-64	881	7,914,572	35
65+	881	12,234,544	23

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 20-24 with a count of 9,227 representing 43.64 % of the study area. The smallest proportion is in age band 55-64 with a count of 881 which represents 4.17 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 681. The band that is most under represented is 65+ with an index of 23, 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	12,778	58,246,060	70
Gypsy / Traveller / Irish Traveller	31	68,310	146
Mixed / Multiple Ethnic Groups	1,790	1,367,158	416
Asian / Asian British: Indian	1,181	1,559,199	241
Asian / Asian British: Pakistani	455	1,239,421	117
Asian / Asian British: Bangladeshi	68	505,406	43
Asian / Asian British: Chinese	1,916	497,465	1,225
Asian / Asian British: Other Asian	540	969,724	177
Black / African / Caribbean / Black British	1,770	2,122,714	265
Other Ethnic Group	613	654,398	298

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:

60.44 % White	86.64 % White
0.15 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
8.47 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
5.59 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
2.15 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.32 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
9.06 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
2.56 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
8.37 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
2.90 % Other Ethnic Group	0.97 % Other Ethnic Group

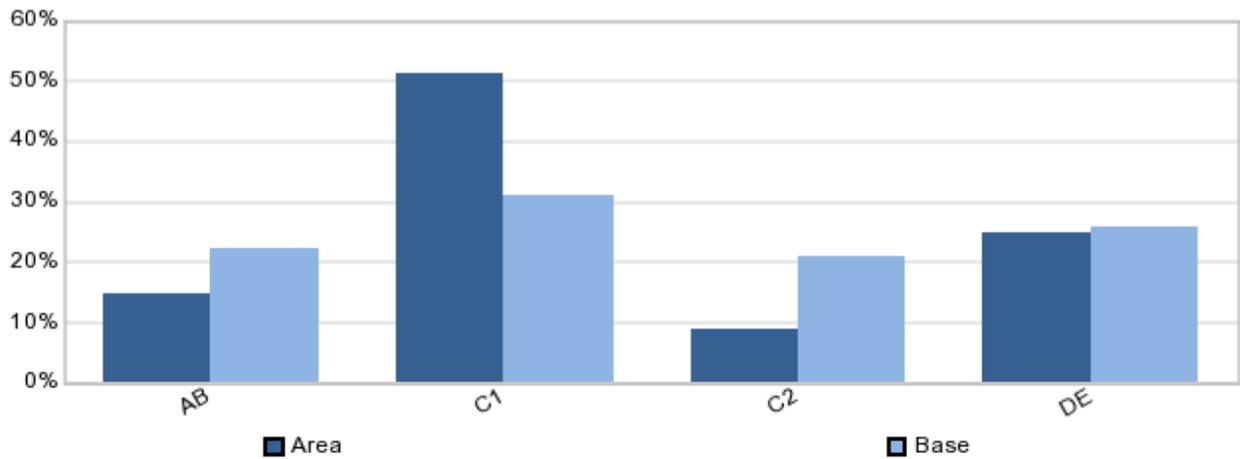
In the study area the largest ethnic group is White taking up 60.44 % of the population with a count of 12,778. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 31, 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	1,067	4,696,968	66
C1 Supervisory, cleric, junior manage/admin/prof	3,690	6,510,031	166
C2 Skilled manual workers	653	4,376,339	44
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,794	5,456,469	96

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 3,690 people falling into this group, which is 51.22 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 653 taking up 9.06 %. When comparing this to the selected base the most over represented grade is C1 with an index* count of 166, whereas the most under represented group is C2 with an index count of 44.

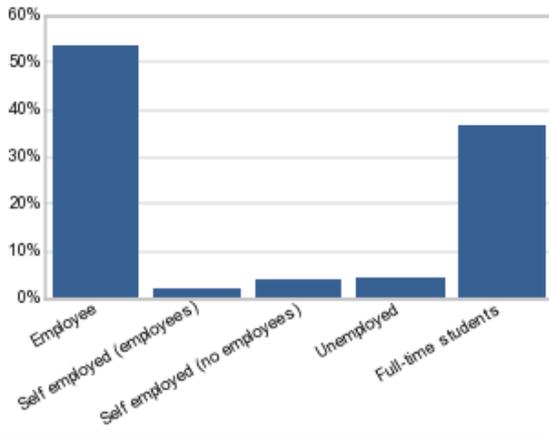
Understanding the Economic Activity

Economically Active	Area	Base	Index ¹ 100	775
Employee	4,609	26,483,068	69	
Self employed with employees	145	1,127,682	51	
Self employed without employees	344	3,705,246	37	
Unemployed	378	1,161,572	128	
Full-time students	3,179	1,695,620	740	
Economically Inactive				
Retired	602	6,618,937	12	
Student	8,500	2,838,201	411	
Looking after home/ family	349	2,117,295	23	
Permanently sick/ disabled	925	2,168,755	59	
Other	421	1,076,085	54	

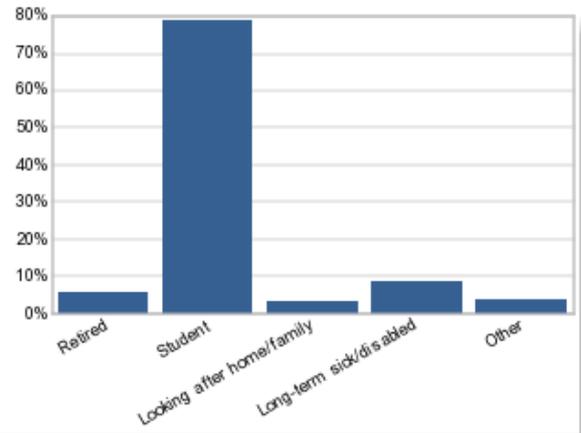
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 23.69 % of the population are employed, this is 4,609 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 0.74 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Full-time students with an index of 740, taking up 16.34 %.

When considering economic inactivity the largest proportion in the study area belongs to the Student group with a count of 8,500 representing 43.70 %. The smallest inactive group is Looking after home/ family with 349 which is 1.80 %. When looking at the index values the group that is most over represented is Student with an index of 411, representing 43.70 %.

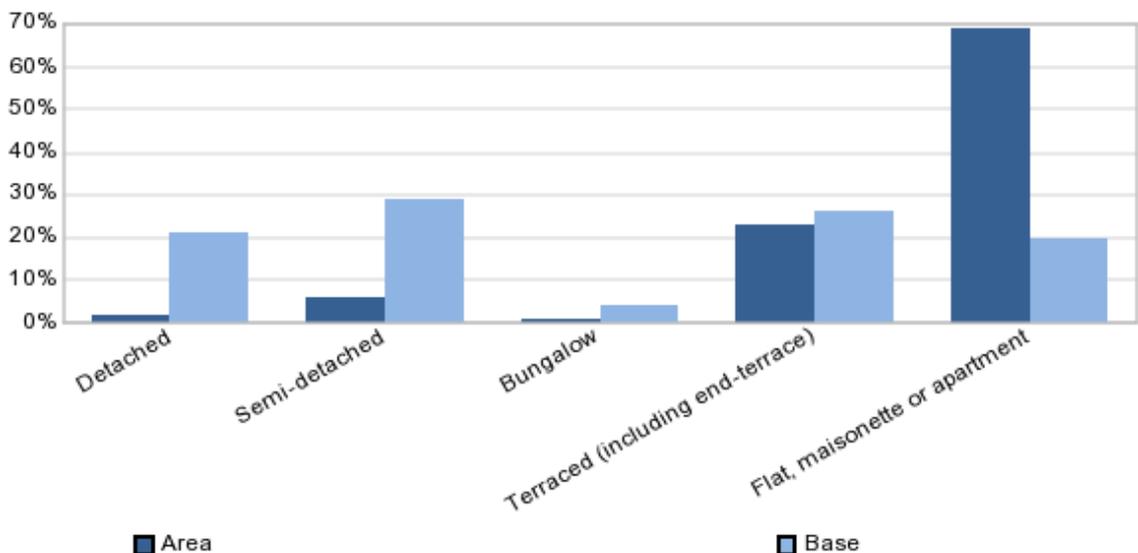
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	92	5,385,903	8
Semi-detached	324	7,344,686	20
Bungalow	46	1,039,099	20
Terraced (including end-terrace)	1,289	6,699,890	88
Flat, maisonette or apartment	3,840	5,007,460	349

Source: Experian ConsumerView Household Directory 2019 .

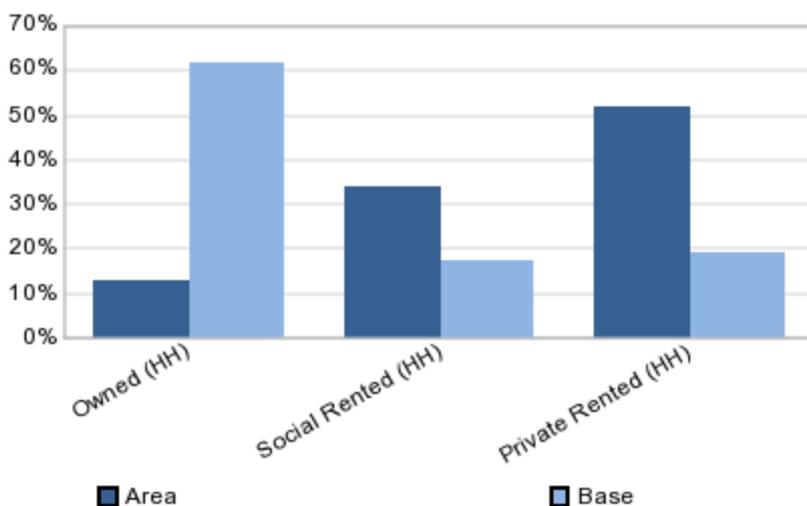
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	1,018	17,543,252	21
Social Rented (HH)	2,718	4,965,267	195
Private Rented (HH)	4,142	5,470,682	269

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.



324 households within your area live in a Semi-detached dwelling, this is 5.79 %. 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 46 households and makes up 0.83 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 349, this makes up 68.68 % in the study area.

When considering the tenure of households we can see that the largest proportion are Private rented with a figure of 4,142 making up 51.94 %. The smallest amount fall into the Owned at 12.77 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 269, 51.94 % of households fall into this category in the study area.

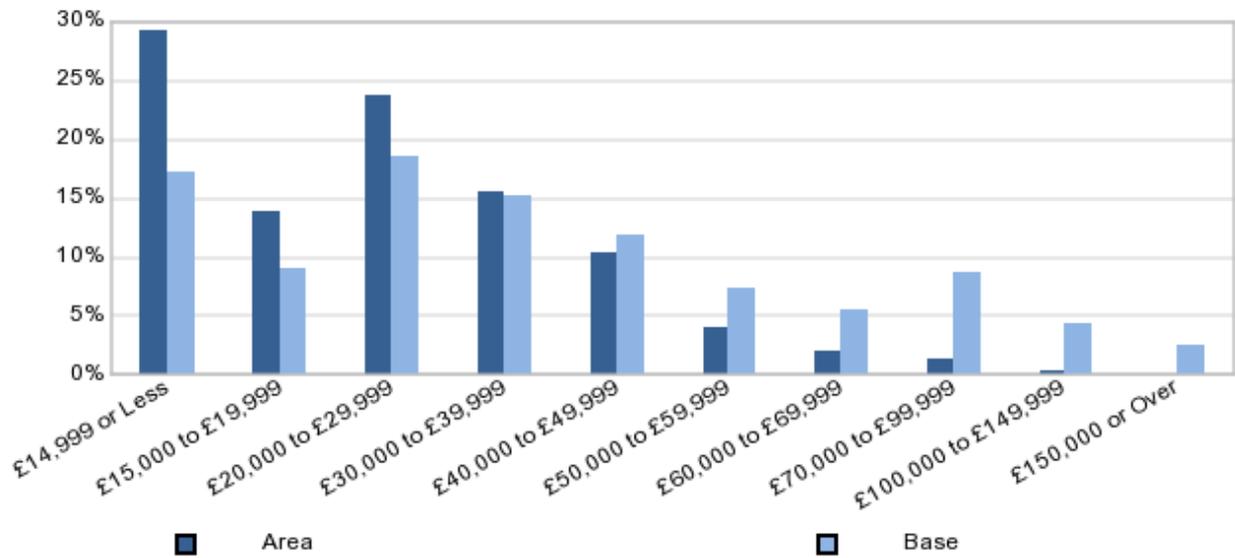
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	2,328	4,889,206	169
£15,000 to £19,999	1,112	2,538,634	156
£20,000 to £29,999	1,886	5,253,752	128
£30,000 to £39,999	1,231	4,304,210	102
£40,000 to £49,999	819	3,318,086	88
£50,000 to £59,999	320	2,106,080	54
£60,000 to £69,999	152	1,573,962	34
£70,000 to £99,999	98	2,469,683	14
£100,000 to £149,999	27	1,215,381	8
£150,000 or Over	1	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.



3,441 households within your area have an income of £19,999 or less, this forms 43.14 % of the overall distribution. The smallest count is 1 and these fall into household income band £150,000 or Over making up 0.01 %. 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 29.19 % with an index of 169, the most under represented banding is £150,000 or Over with a figure of 0 making up 0.01 % 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.

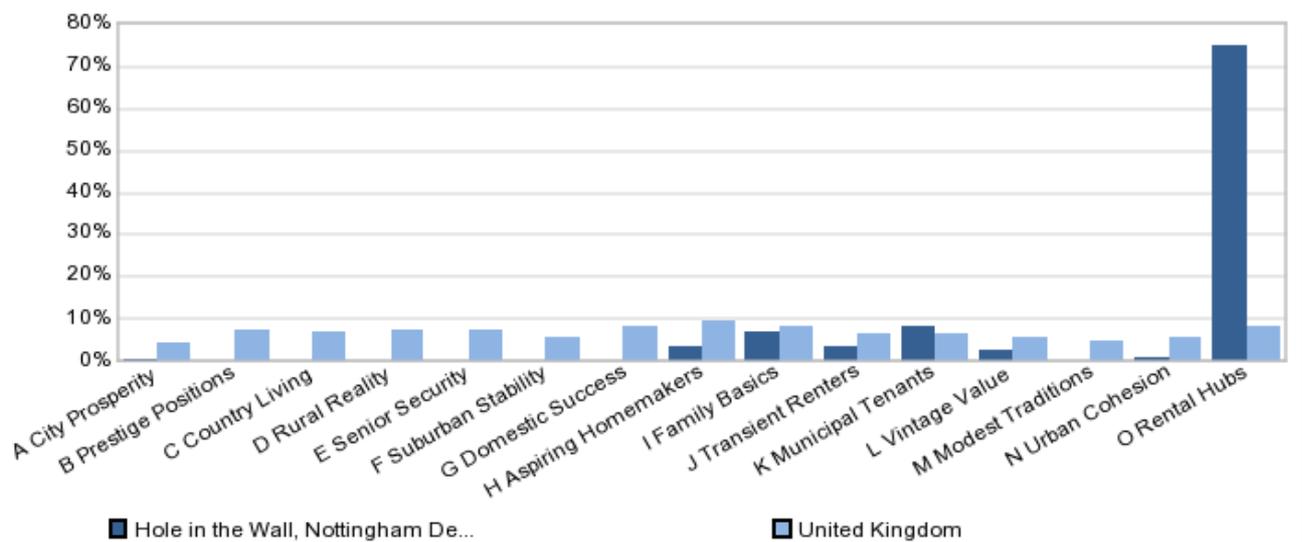
Understanding the residential profile by Mosaic UK 6

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 <small>-45+100</small>
A City Prosperity	86	2,849,374	10
B Prestige Positions	0	4,798,133	0
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	0	3,634,847	0
G Domestic Success	0	5,770,639	0
H Aspiring Homemakers	726	6,440,418	36
I Family Basics	1,384	5,687,500	77
J Transient Renters	702	4,160,345	54
K Municipal Tenants	1,748	4,149,642	134
L Vintage Value	520	3,692,978	45
M Modest Traditions	0	3,121,382	0
N Urban Cohesion	190	3,547,766	17
O Rental Hubs	15,785	5,518,789	910
Totals	21,141	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 O Rental Hubs with a count of 15,785 representing 74.67 % of the overall distribution, in comparison to the base where 8.21 % fall into this group. The smallest group is B Prestige Positions with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is O Rental Hubs taking up 74.67 % of the target area. In contrast the most under represented group is B Prestige Positions with just 0.00 %.

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Understanding the top three Mosaic UK 6 Groups

O Rental Hubs - 74.67 %



Educated young people privately renting in urban neighbourhoods.

Key Features

- Aged 18-35
- Private renting
- Singles and sharers
- Urban locations
- Young neighbourhoods
- High use of smartphones

K Municipal Tenants - 8.27 %



Urban residents renting high density housing from social landlords.

Key Features

- Social renters
- Low cost housing
- Challenged neighbourhoods
- Few employment options
- Low income
- Mobile phones

I Family Basics - 6.55 %



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