

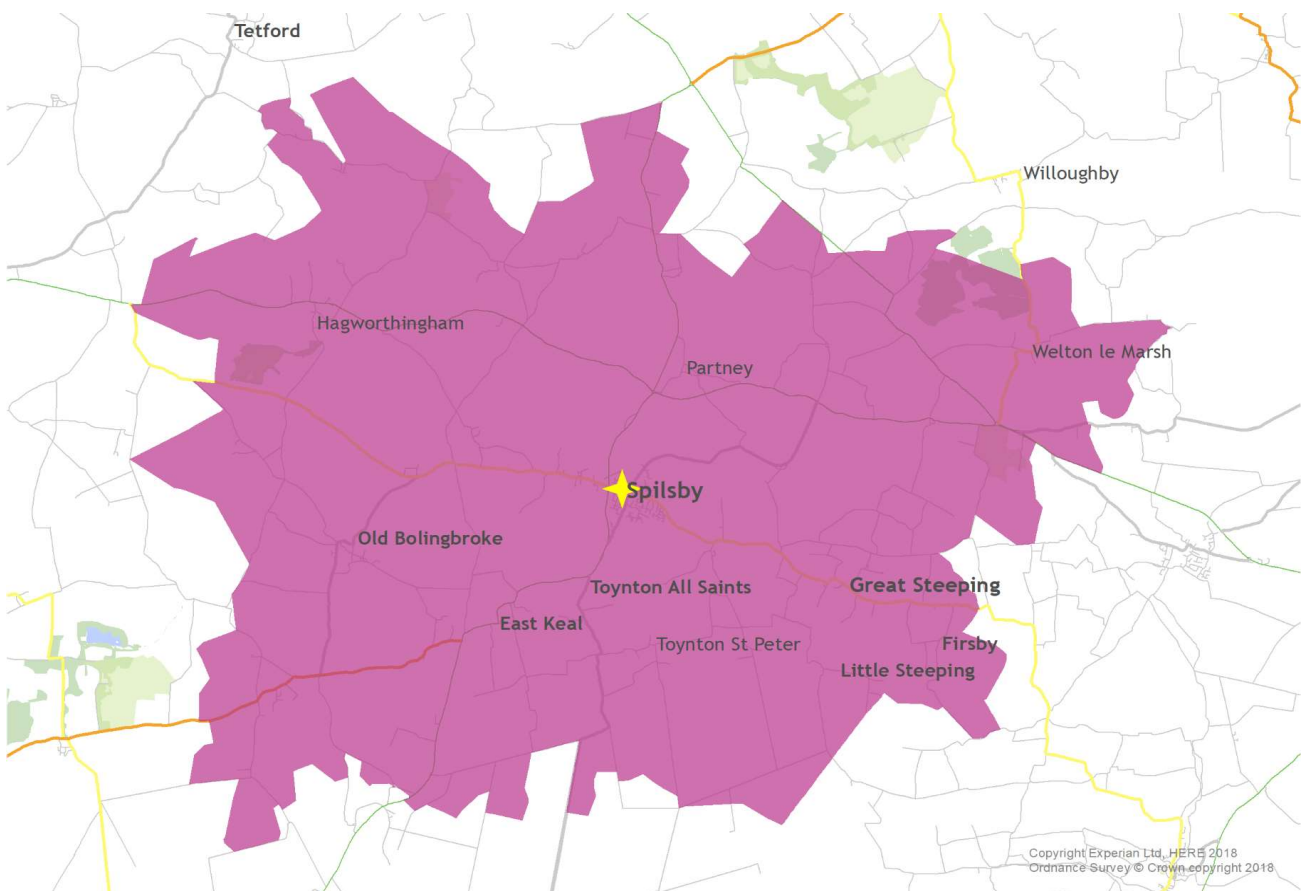
Area Profile Report

PE23

The area profile report contains data about the population within your target area (PE23), compared with the population of your base area (60 minute drive time from PE23 5DY). The extent of your target area is shown in the map below.

Total population

The total adult population (15+) of your target area (PE23) is 7,610, and the population of your base area (60 minute drive time from PE23 5DY) is 589,224 (adults 15+ estimate 2018).



How to read the tables

The tables show the size of each category within the target area, compared to the size of that category within the base population.

The index figures show whether each category is over or under represented in the target area compared to the base population.

- An index of 100 occurs when the proportion of a category in the target area exactly matches the size of that category within the base population.
- An index over 100 indicates that this category is over-represented in the target area compared to the base population.
 - Indices of 110 or over are highlighted, with the index appearing in **red**.
- An index under 100 indicates that this category is under-represented in the target area compared to the base population.
 - Indices of 90 or less are highlighted, with the index appearing in **blue**.
- Indices with a shaded background indicate significant difference between the target area and base population.

Audience Spectrum and Mosaic segmentation

Audience Spectrum profile

Audience Spectrum is a population profiling tool which describes attendance, participation and engagement with the arts, museums and heritage, as well as behaviours, attitudes and preferences towards such organisations. It has been built to meet the needs of small and large scale, ticketed and non-ticketed organisations from across the cultural sector.

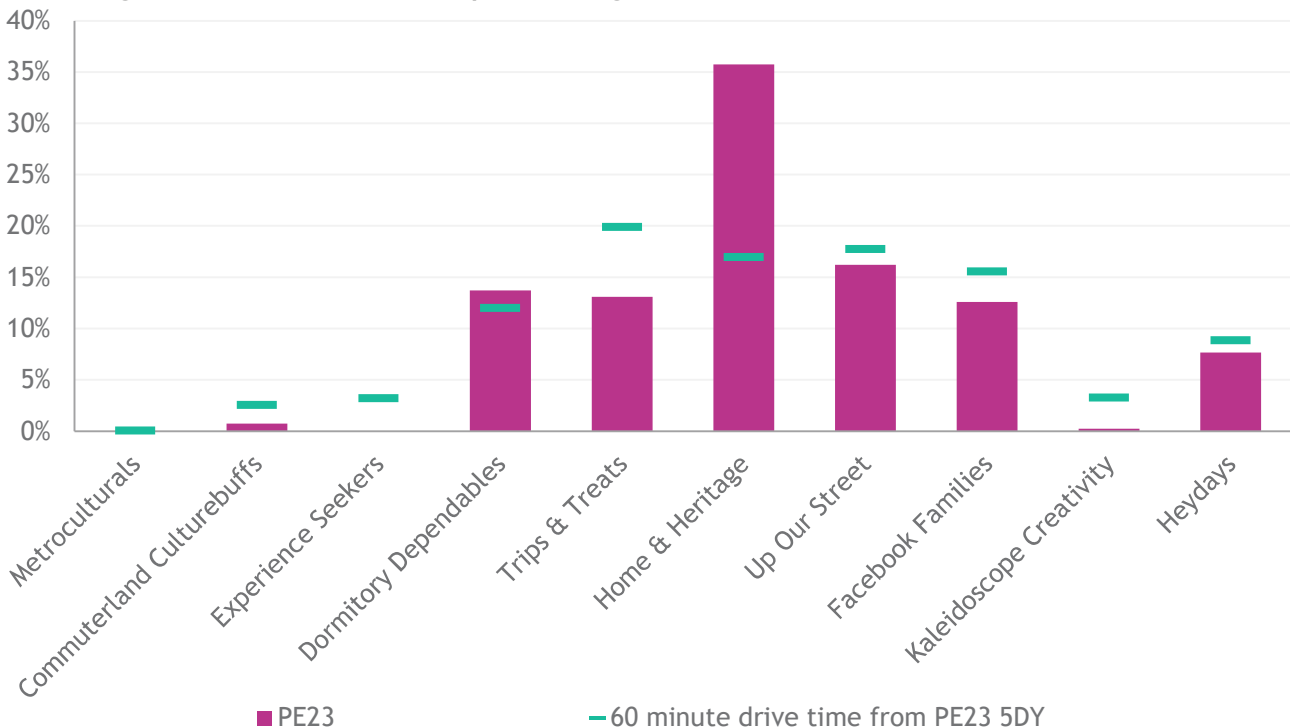
To find out more and to view the pen portraits for each segment visit:

www.theaudienceagency.org/audience-spectrum

The most prominent Audience Spectrum segments in your target catchment area are Home & Heritage, Up Our Street and Dormitory Dependables. 66% of the target population belong to one of these three segments, compared with 47% of the base population as a whole.

- Home & Heritage: Conservative and mature households who have a love of the traditional (Medium engagement)
- Up Our Street: Reasonably comfortably off households, occasional audiences for popular arts and entertainment, museums and heritage sites (Lower engagement)
- Dormitory Dependables: Regular but not frequent cultural attenders living in city suburbs and small towns (Medium engagement)

Percentage breakdown of Audience Spectrum segments



Audience Spectrum segment	PE23		60 minute drive time from PE23 5DY		Index	
	Count	%	Count	%		
Metroculturals	0	0%	163	0%	0	
Commuterland Culturebuffs	56	1%	14,707	3%	29	
Experience Seekers	0	0%	18,634	3%	0	
Dormitory Dependables	1,037	14%	69,947	12%	114	
Trips & Treats	990	13%	115,892	20%	66	
Home & Heritage	2,702	36%	98,677	17%	211	
Up Our Street	1,225	16%	103,382	18%	91	
Facebook Families	952	13%	90,585	16%	81	
Kaleidoscope Creativity	17	0%	19,032	3%	7	
Heydays	579	8%	51,495	9%	87	
<i>Unclassified</i>	-		-			
<i>Adults 15+ estimate 2018</i>	<i>7,558</i>		<i>582,514</i>			

Base totals and percentages do not include unclassified postcodes.

Mosaic group profile

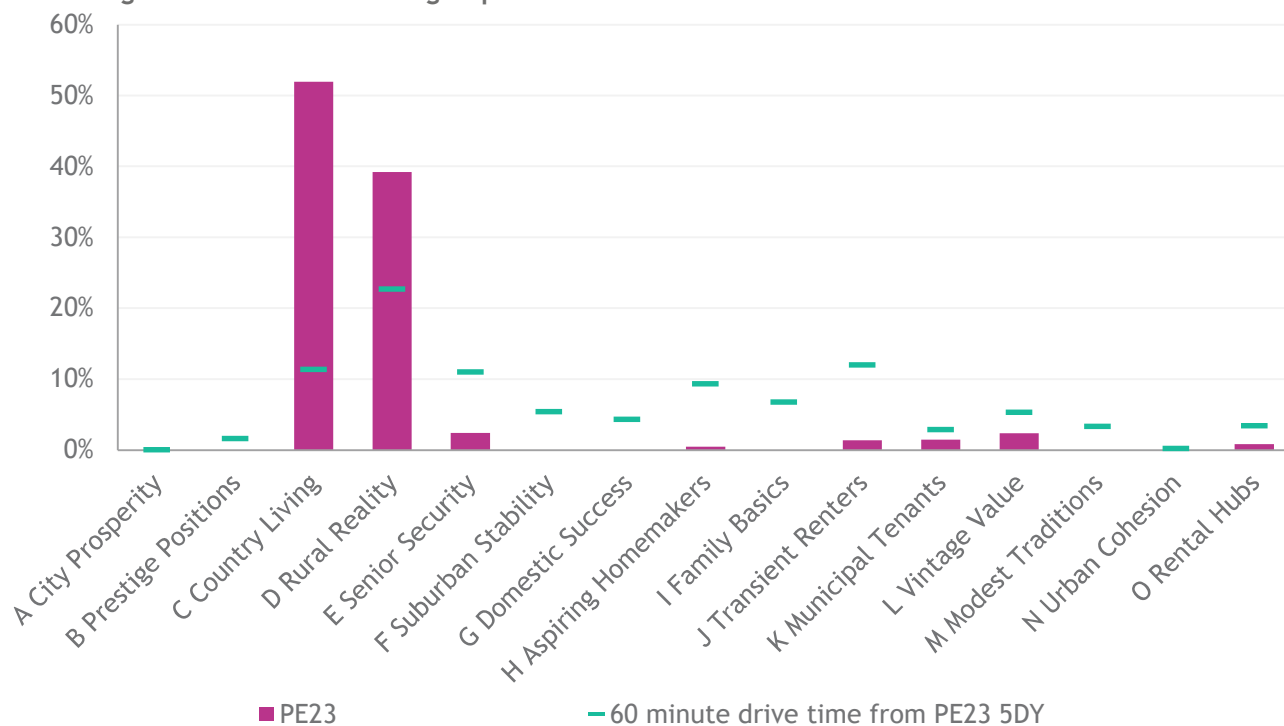
Mosaic combines a wide range of information from over 400 sources to create a summary of the likely characteristics of each UK household.

Households are assigned to a 'group', of which there are 15 in Mosaic, which describes their socio-economic and cultural behaviour.

The most prominent Mosaic groups in your target catchment area are C Country Living, D Rural Reality and E Senior Security. 94% of the target population belong to one of these three groups, compared with 45% of the base population as a whole.

- Country Living: Well-off owners in rural locations enjoying the benefits of country life
- Rural Reality: Householders living in inexpensive homes in village communities
- Senior Security: Elderly people with assets who are enjoying a comfortable retirement

Percentage breakdown of Mosaic groups



Mosaic group	PE23		60 minute drive time from PE23 5DY		Index
	Count	%	Count	%	
A City Prosperity	0	0%	210	0%	0
B Prestige Positions	0	0%	9,503	2%	0
C Country Living	3,953	52%	67,077	11%	456
D Rural Reality	2,985	39%	133,882	23%	173
E Senior Security	184	2%	65,059	11%	22
F Suburban Stability	0	0%	31,933	5%	0
G Domestic Success	0	0%	25,582	4%	0
H Aspiring Homemakers	34	0%	55,216	9%	5
I Family Basics	0	0%	39,932	7%	0
J Transient Renters	102	1%	70,856	12%	11
K Municipal Tenants	110	1%	17,009	3%	50
L Vintage Value	180	2%	31,422	5%	44
M Modest Traditions	0	0%	19,782	3%	0
N Urban Cohesion	0	0%	1,462	0%	0
O Rental Hubs	63	1%	20,301	3%	24
U Unclassified	0		0		
Adults 15+ estimate 2018	7,611		589,224		

Base totals and percentages do not include unclassified postcodes.

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Cultural engagement

Overall, the target population has similar levels of cultural engagement to the base population.

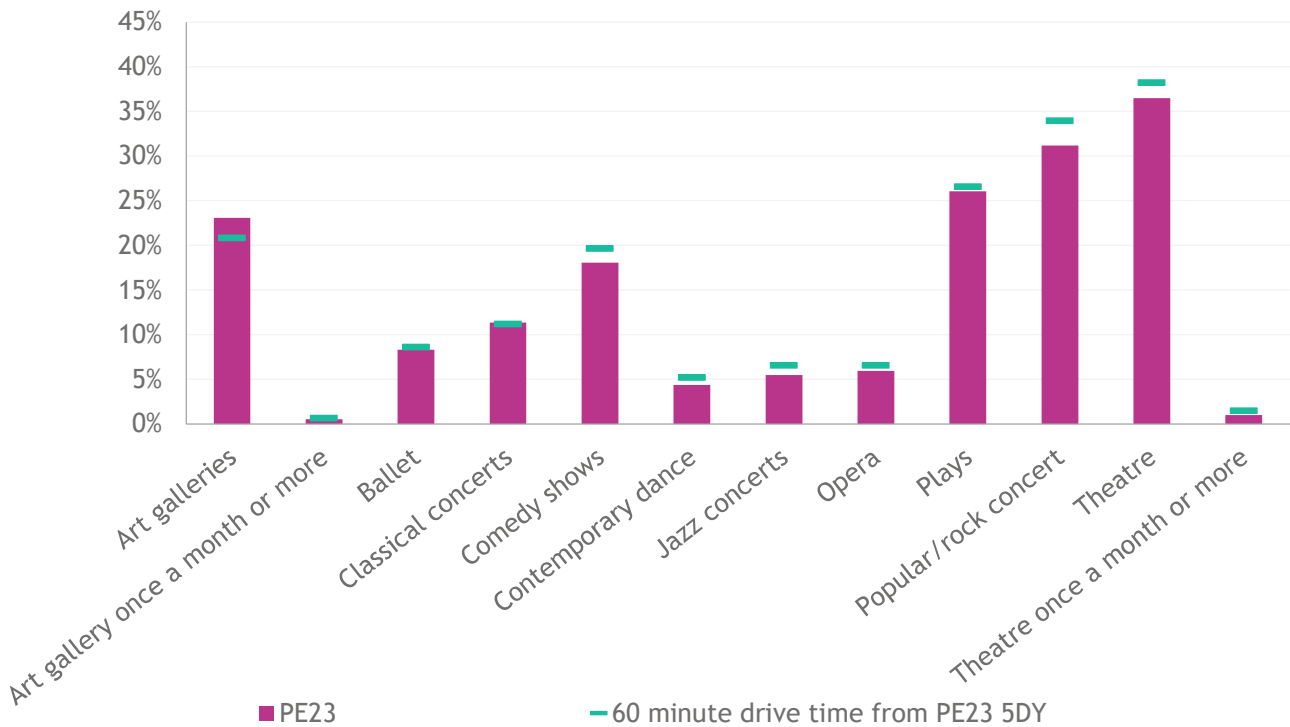
Arts attendance: amongst the target population, the arts activities with the highest levels of engagement are:

- Theatre: 36% attendance amongst the target population
- Popular/rock concert: 31% attendance amongst the target population
- Plays: 26% attendance amongst the target population

Museums and heritage attendance: In the last 12 months, the target population is more likely to have visited museums than stately homes/castles or archaeological sites.

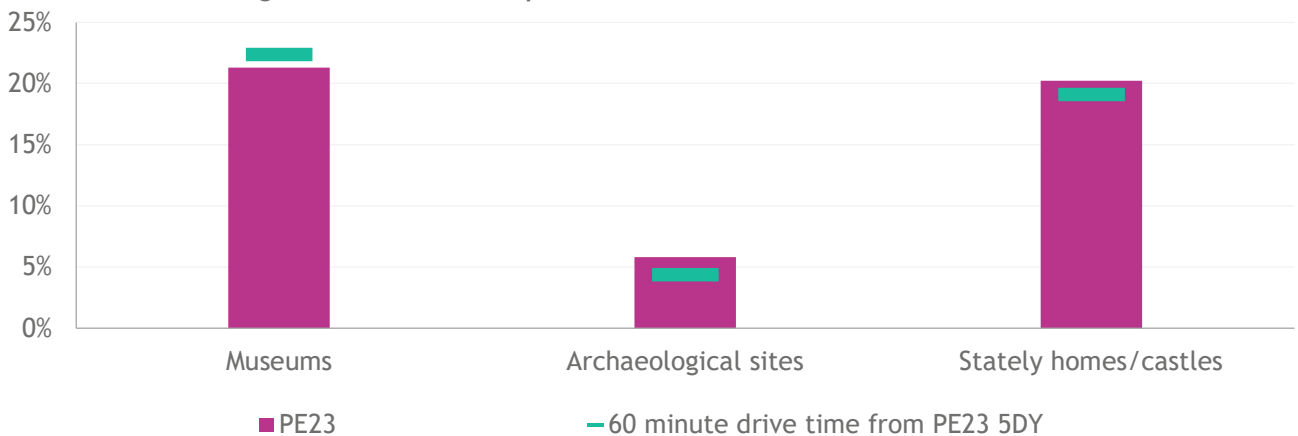
Cinema visits: 69% of the target population visit the cinema compared to 73% of the base population.

Arts attendance in the past 12 months



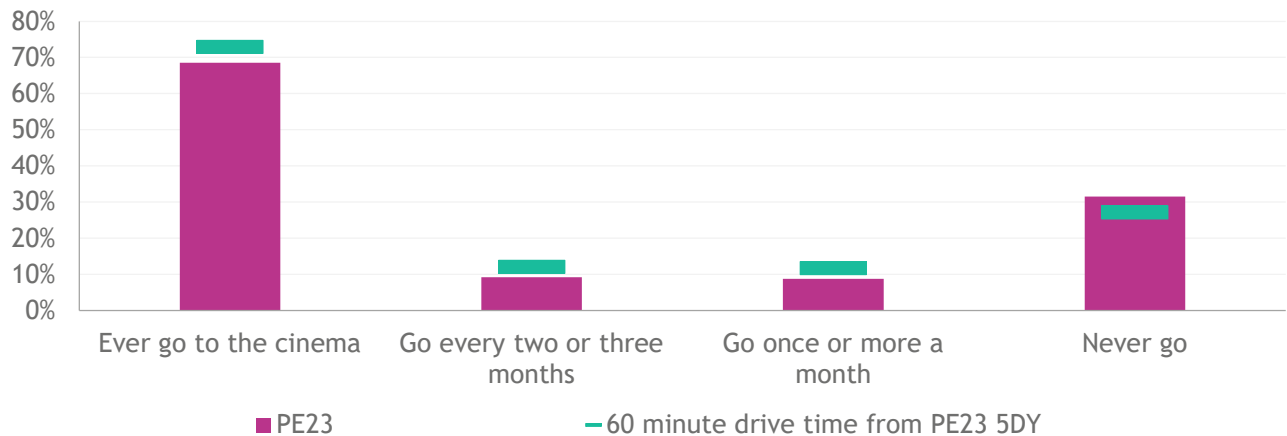
Attended in past 12 months	PE23		60 minute drive time from PE23 5DY		Index
	Count	%	Count	%	
Art galleries	1,755	23%	122,767	21%	111
Art gallery once a month or more	42	1%	3,943	1%	82
Ballet	632	8%	50,935	9%	96
Classical concerts	864	11%	66,006	11%	101
Comedy shows	1,374	18%	115,893	20%	92
Contemporary dance	332	4%	30,887	5%	83
Jazz concerts	418	5%	38,744	7%	84
Opera	453	6%	38,861	7%	90
Plays	1,983	26%	156,710	27%	98
Popular/rock concert	2,373	31%	200,099	34%	92
Theatre	2,776	36%	225,303	38%	95
Theatre once a month or more	76	1%	8,953	2%	66
<i>Adults 15+ estimate 2018</i>	<i>7,610</i>		<i>589,224</i>		

Museums and heritage attendance in the past 12 months



Visited in past 12 months	PE23		60 minute drive time from PE23 5DY		Index
	Count	%	Count	%	
Museums	1,620	21%	131,734	22%	95
Archaeological sites	441	6%	25,687	4%	133
Stately homes/castles	1,539	20%	112,499	19%	106
<i>Adults 15+ estimate 2018</i>	<i>7,610</i>		<i>589,224</i>		

Cinema visits



Cinema visits	PE23		60 minute drive time from PE23 5DY		Index
	Count	%	Count	%	
Ever go to the cinema	5,217	69%	429,608	73%	94
Go every two or three months	698	9%	71,021	12%	76
Go once or more a month	666	9%	68,761	12%	75
Never go	2,393	31%	159,616	27%	116
Adults 15+ estimate 2018	7,610		589,224		

Note: The figures in this section of the report are based on the Target Group Index survey. This is a nationally representative sample which is then modelled to describe the likely characteristics of smaller populations. As such, it should be used as a broad indication of likely behaviour within your target area rather than providing 'actual' figures.

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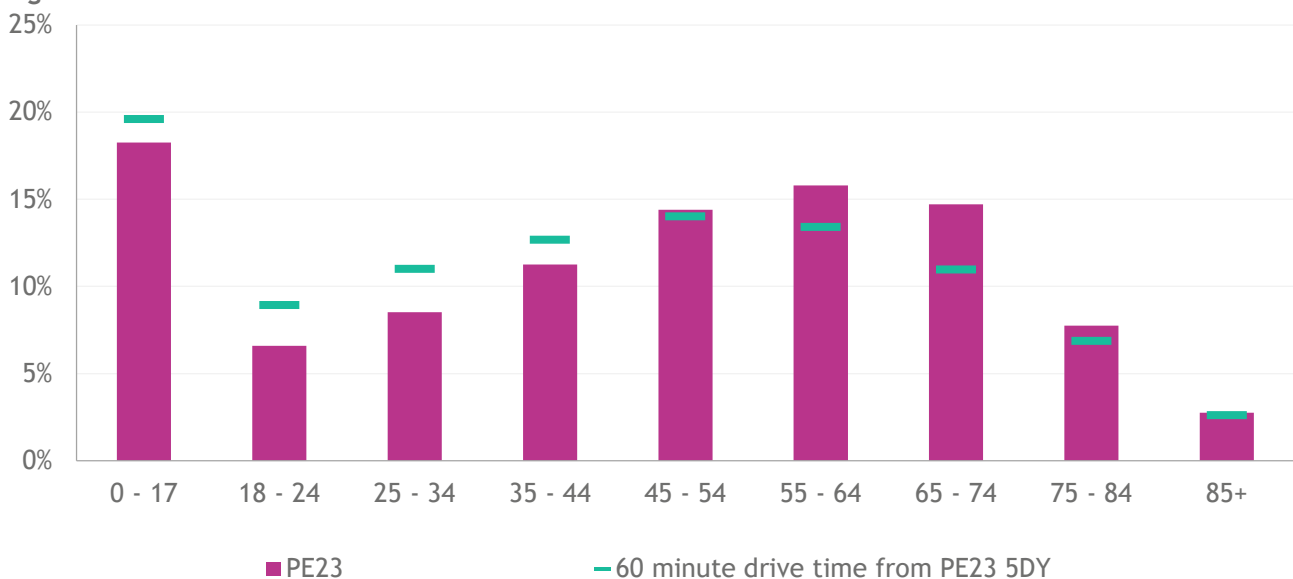
Demographics

Unless otherwise specified, the following demographics describe all usual residents within the target population.

- Age profile: the dominant adult age group is 60 - 64.
- Ethnic origin: 2% are from a Black, Asian or mixed ethnic group, compared with 2% of the base population.
- Health: 75% are not limited in their day-to-day activities by ill health or disability.
- Family structure: 32% of all families in households have dependent children in their family.
- Social grade (based on households with a least one 16-64 year old): A/B/C1 households make up 44% of all households in the target area, compared with 43% of households in the base area. C2/D/E households make up 56% of households in the target area, compared with 57% of households in the base area.
- Employment: 47% of those who are economically active are in full/part time work or self-employed, compared with 54% of the base population. Of those who are economically inactive, 59% are retired, compared with 55% of the base population.
- Education: 21% of those aged 16+ have achieved Level 4 qualifications and above (e.g. Higher Education/Higher diploma), compared with 19% of the base population.
- Newspaper readership: the most read daily newspaper amongst the target population (adults 15+) is The Sun.

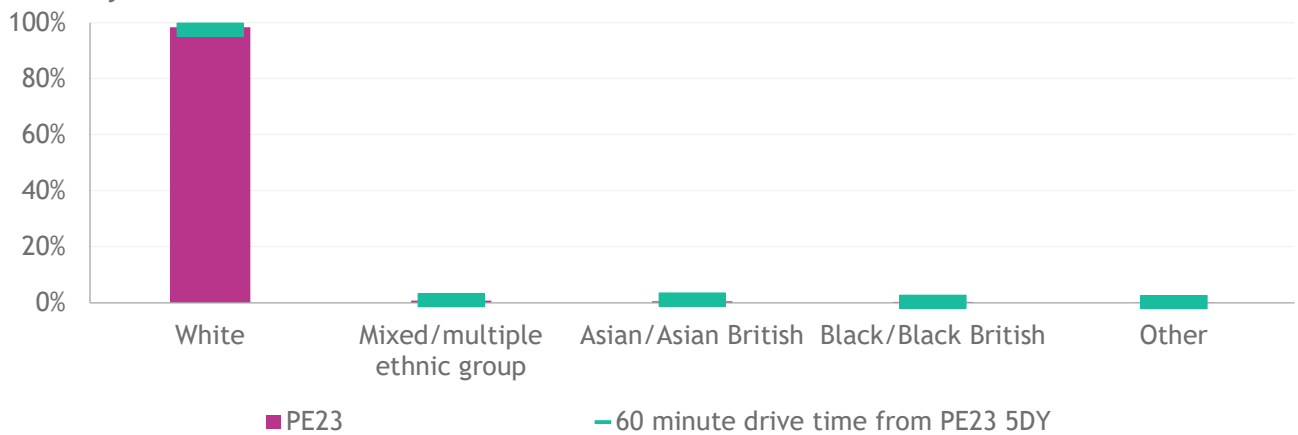
Population and Households

Age structure



Age group	PE23		60 minute drive time from PE23 5DY		Index
	Count	%	Count	%	
0 - 17	1,591	18%	131,374	20%	93
18 - 24	575	7%	59,767	9%	74
25 - 34	742	9%	73,699	11%	77
35 - 44	981	11%	84,911	13%	89
45 - 54	1,255	14%	93,956	14%	103
55 - 64	1,376	16%	89,836	13%	118
65 - 74	1,281	15%	73,496	11%	134
75 - 84	675	8%	45,977	7%	113
85+	240	3%	17,500	3%	106
<i>All usual residents</i>	<i>8,715</i>		<i>670,517</i>		

Ethnicity

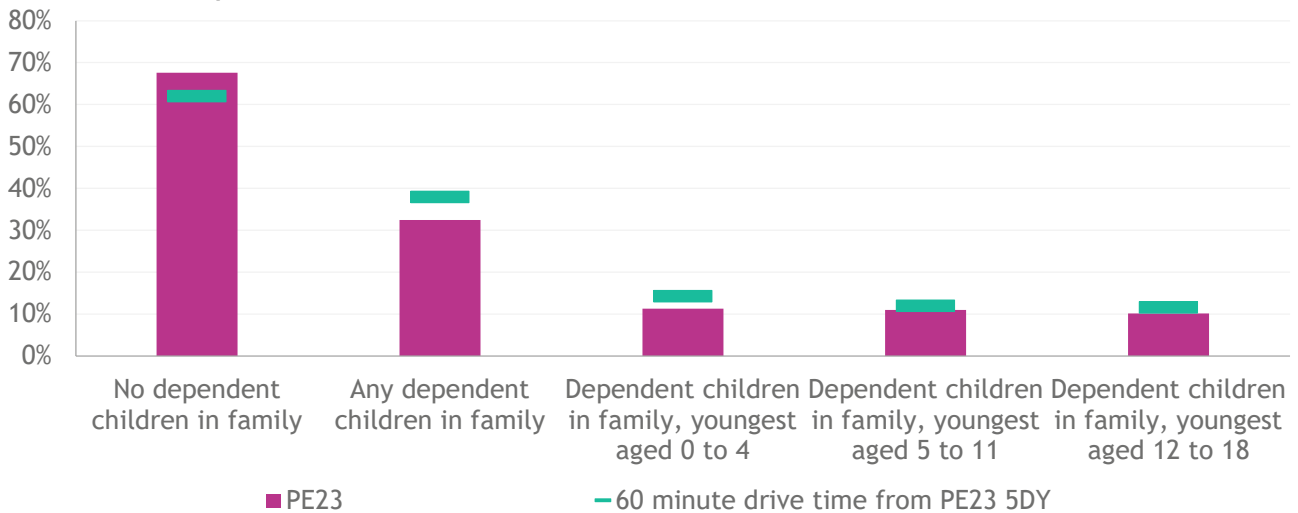


Ethnicity	PE23		60 minute drive time from PE23 5DY		Index
	Count	%	Count	%	
White	8,573	98%	653,937	98%	101
Mixed/multiple ethnic group	67	1%	5,724	1%	90
Asian/Asian British	45	1%	7,259	1%	48
Black/Black British	25	0%	2,258	0%	85
Other	5	0%	1,339	0%	29
<i>All usual residents</i>	<i>8,715</i>		<i>670,517</i>		

Health

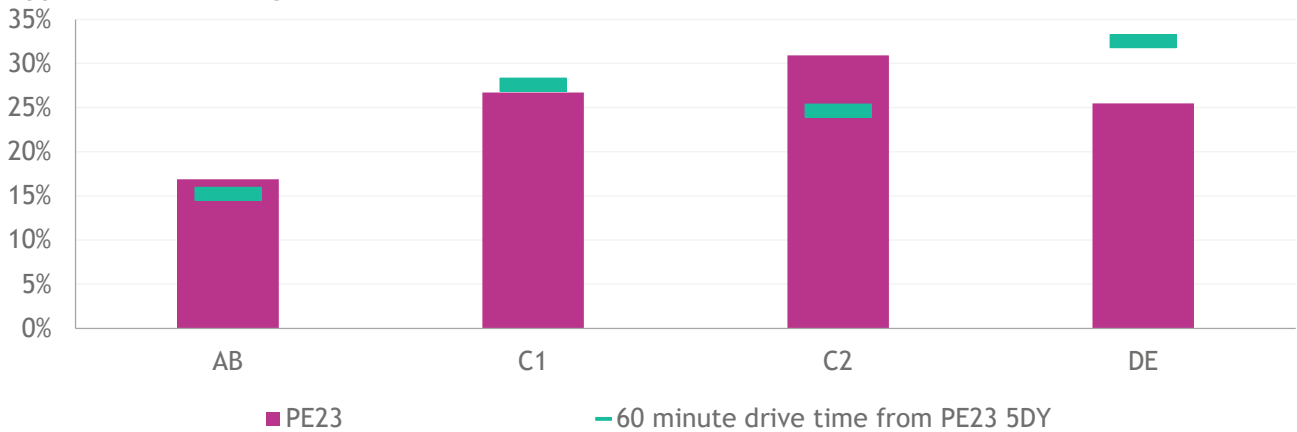
Long-term health problem or disability	PE23		60 minute drive time from PE23 5DY		Index
	Count	%	Count	%	
Day-to-day activities limited a lot	991	11%	65,564	10%	116
Day-to-day activities limited a little	1,146	13%	74,024	11%	119
Day-to-day activities not limited	6,578	75%	530,929	79%	95
<i>All usual residents</i>	8,715		670,517		

Families with dependent children



Household family status	PE23		60 minute drive time from PE23 5DY		Index
	Count	%	Count	%	
No dependent children in family	1,823	68%	124,206	62%	109
Any dependent children in family	875	32%	75,929	38%	85
Dependent children in family, youngest aged 0 to 4	305	11%	28,593	14%	79
Dependent children in family, youngest aged 5 to 11	296	11%	24,037	12%	91
Dependent children in family, youngest aged 12 to 18	274	10%	23,298	12%	87
<i>All families in households</i>	2,698		200,135		

Approximated social grade












Approximated social grade	PE23		60 minute drive time from PE23 5DY		Index
	Count	%	Count	%	
AB	408	17%	30,542	15%	111
C1	646	27%	55,283	28%	97
C2	748	31%	49,445	25%	125
DE	616	25%	65,189	33%	78
<i>All Household Reference Persons aged 16 to 64</i>	2,419		200,459		

Employment and qualifications






Economic activity

Economically active	PE23		60 minute drive time from PE23 5DY		Index
	Count	%	Count	%	
Employed or self-employed: all	3,604	92%	294,862	89%	104
Employee: Part-time	905	23%	72,794	22%	106
Employee: Full-time	1,819	47%	179,724	54%	86
Self-employed with employees: Part-time	41	1%	1,757	1%	198
Self-employed with employees: Full-time	194	5%	8,959	3%	184
Self-employed without employees: Part-time	202	5%	10,414	3%	165
Self-employed without employees: Full-time	443	11%	21,214	6%	178
Unemployed	208	5%	22,216	7%	80
Full-time student	88	2%	14,430	4%	52
<i>Economically active: Total</i>	3,899		331,509		

Occupation

Occupation type	PE23		60 minute drive time from PE23 5DY		Index
	Count	%	Count	%	
Managers, directors and senior officials	464	13%	30,529	10%	126 
Professional occupations	490	13%	36,611	12%	111 
Associate professional and technical occupations	312	8%	31,438	10%	83 
Administrative and secretarial occupations	317	9%	30,348	10%	87 
Skilled trades occupations	695	19%	40,308	13%	143 
Caring, leisure and other service occupations	488	13%	31,667	10%	128 
Sales and customer service occupations	228	6%	26,605	9%	71 
Process, plant and machine operatives	290	8%	36,268	12%	67 
Elementary occupations	389	11%	41,808	14%	77 
<i>All usual residents aged 16 to 74 in employment</i>	<i>3,674</i>		<i>305,580</i>		

Economically inactive

Economically inactive	PE23		60 minute drive time from PE23 5DY		Index
	Count	%	Count	%	
Retired	1,496	59%	87,942	55%	108 
Student (including full-time students)	282	11%	20,962	13%	86 
Looking after home or family	274	11%	20,640	13%	85 
Long-term sick or disabled	338	13%	21,805	14%	99 
Other	129	5%	9,095	6%	90 
<i>Economically inactive: Total</i>	<i>2,519</i>		<i>160,444</i>		

Highest qualification level

Highest qualification achieved	PE23		60 minute drive time from PE23 5DY		Index
	Count	%	Count	%	
No qualifications	2,058	28%	155,448	28%	100
Level 1 (e.g. GCSEs graded D-G, Foundation diploma)	1,106	15%	80,409	14%	104
Level 2 (e.g. GCSEs graded A*-C, Higher diploma)	1,169	16%	91,762	17%	96
Apprenticeship	297	4%	22,825	4%	99
Level 3 (e.g. AS and A Levels, Advanced and Progression diploma)	797	11%	66,376	12%	91
Level 4 and above (e.g. Higher Education and Higher diplomas)	1,570	21%	107,179	19%	111
Other qualifications	336	5%	31,431	6%	81
<i>All usual residents aged 16 and over</i>	7,333		555,430		

Please note: Apprenticeship data is not counted as a separate variable for areas within Scotland

For more information about the classifications given above, please see the Ofqual website: <http://ofqual.gov.uk/qualifications-and-assessments/qualification-frameworks/levels-of-qualifications/>

TGI Media

National newspapers looked at yesterday (dailies)

Daily newspapers read	PE23		60 minute drive time from PE23 5DY		Index
	Count	%	Count	%	
Daily Express	117	2%	8,298	1%	109
Daily Mail	443	6%	33,504	6%	102
Daily Mirror	216	3%	19,271	3%	87
Daily Record	0	0%	546	0%	0
Daily Star	76	1%	8,027	1%	73
Daily Telegraph	122	2%	6,557	1%	144
Financial Times	0	0%	407	0%	0
The Guardian	92	1%	4,113	1%	173
i (newspaper)	53	1%	6,499	1%	63
The Sun	515	7%	38,746	7%	103
The Times	146	2%	8,515	1%	133
<i>Adults 15+ estimate 2018</i>	7,610		589,224		

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