

## Population Profile Report

Target area:

15 minute drivetime from CF24 5EN

Base area:

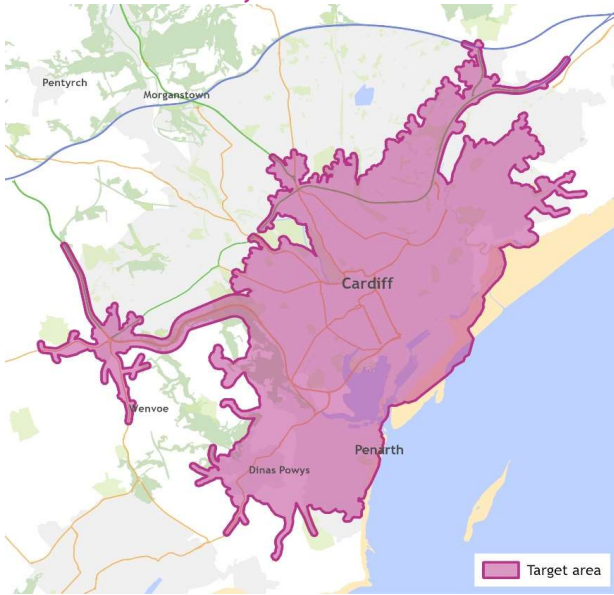
45 minute drivetime from CF24 5EN

Report created on 20 May 2024

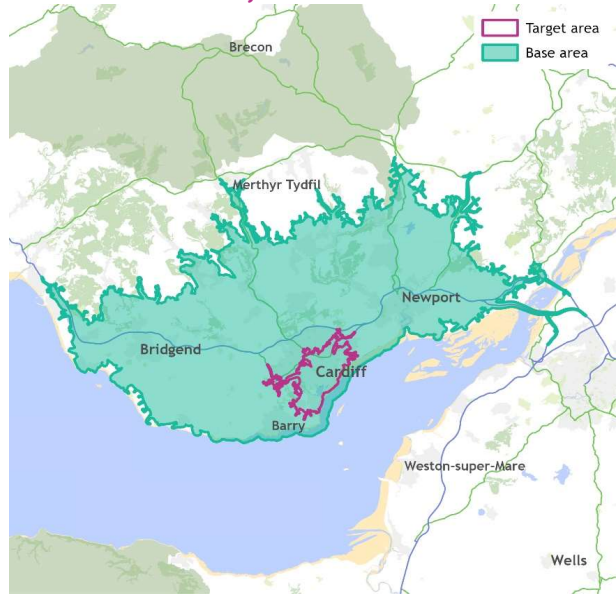
## Your target and base areas

This report contains data about the population within your target area, compared to the population of the base area. Your target and base areas are shown on the maps below.

### 15 minute drivetime from CF24 5EN



### 45 minute drivetime from CF24 5EN



As of the 2021 Census 222,598 people live in your target area, across 89,169 households. This compares with 1,245,807 people and 526,855 households in the base area.

A spreadsheet with full tables for all variables in this report is available separately.

## About this report

### Census data

Demographic data in this report comes from the 2021 England and Wales census. This data is not currently available for populations in your target or base area which are within Scotland or Northern Ireland.

Figures describe people or households within your target area in March 2021, when the census was taken; the exact definition is given in the total row of each table - for example whether the figures relate to the entire population, or just adults. You may notice that the figures on the 'Census demographics' tab differ from the figures on other tabs, where your target or base area is partially or fully within Scotland or Northern Ireland (where this data is not available). You may also notice that total figures for each variable differ from the total households and population figures given in the Population and Households Overview table, and between variables even when they're describing the same population. This variation is a result of census data for small areas being adjusted to ensure anonymity of individuals. For example, if a household was likely to be identified in datasets because it has unusual characteristics it was swapped with a similar one from another nearby area, and in some instances small changes may have been made to counts for example changing a count of four to a three or a five.

### *Building your target and base areas*

The Office for National Statistics (ONS) publish census data at various levels of granularity, for example Output Area (which covers an average of 131 households), Medium Super Output Area (an average of around 3,400 households), Ward (an average of around 3,200 households), Local Authority and region. This report uses the most granular level available for each variable, to match your exact target and base areas as closely as possible.

### Local Market Size Estimate (LMSE) data

Data about arts, culture and heritage activity, outings and other leisure activities, sports participation and media consumption is sourced from the BMRB Target Group Index survey and modelled to describe the likely characteristics of the adult population of your specific target and base area. Whilst the TGI survey covers a representative sample of the UK population, the figures on the LMSE tab should be taken as being indicative of likely levels of activity in your target and base areas rather than a describing actual instances of attendance of activity.

### Audience Spectrum

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](http://www.theaudienceagency.org/audience-spectrum)

### Mosaic

Mosaic is a geo-demographic profiling tool which 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.

### Further information

If you have any questions about your Population Profile Report, please contact:

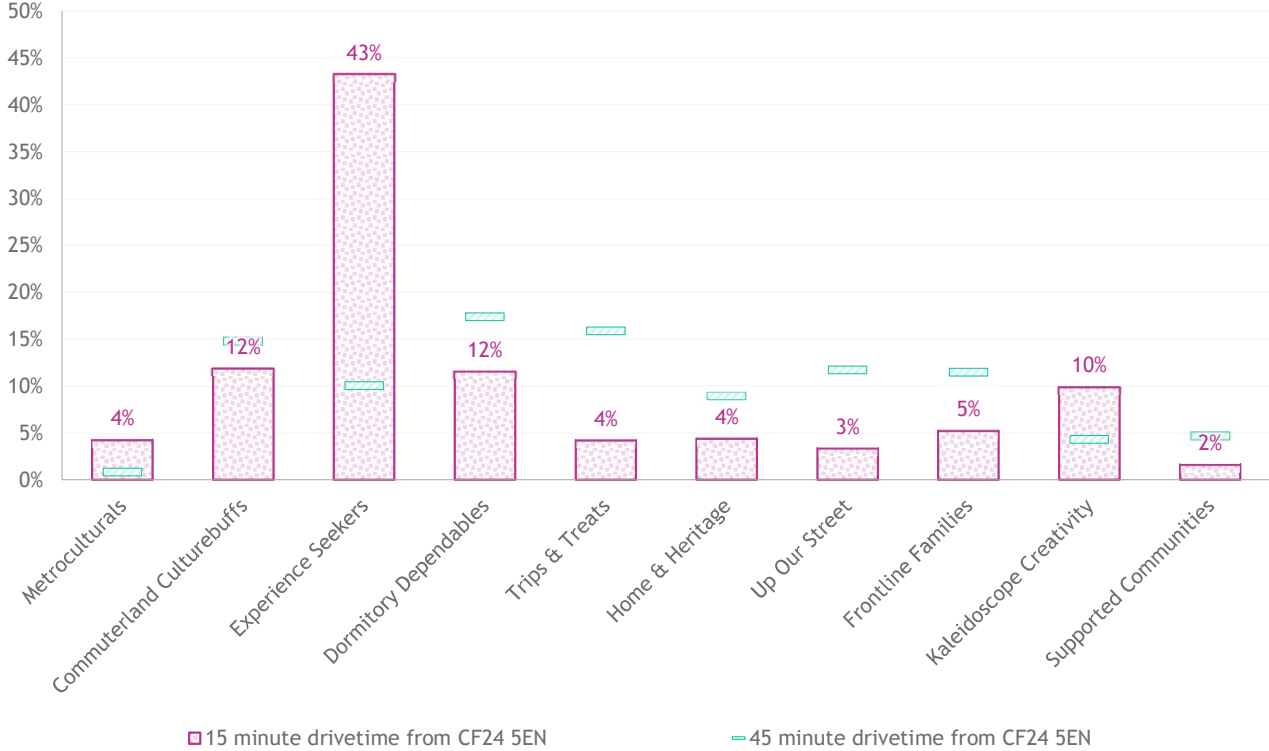
[research@theaudienceagency.org](mailto:research@theaudienceagency.org)

## Audience Spectrum profile

The most prominent Audience Spectrum segments in your target area are Experience Seekers, Commuterland Culturebuffs and Dormitory Dependables. 67% of adults in your target area belong to one of these three segments, compared with 42% of adults in the base area.

- Experience Seekers (a higher engagement segment): Diverse urban audiences, students and recent graduates into a variety of cultural events.
- Commuterland Culturebuffs (a higher engagement segment): Affluent suburban and greenbelt consumers of culture as part of their social lives.
- Dormitory Dependables (a medium engagement segment): Regular but not frequent cultural attenders living in city suburbs and small towns.

### Audience Spectrum profile

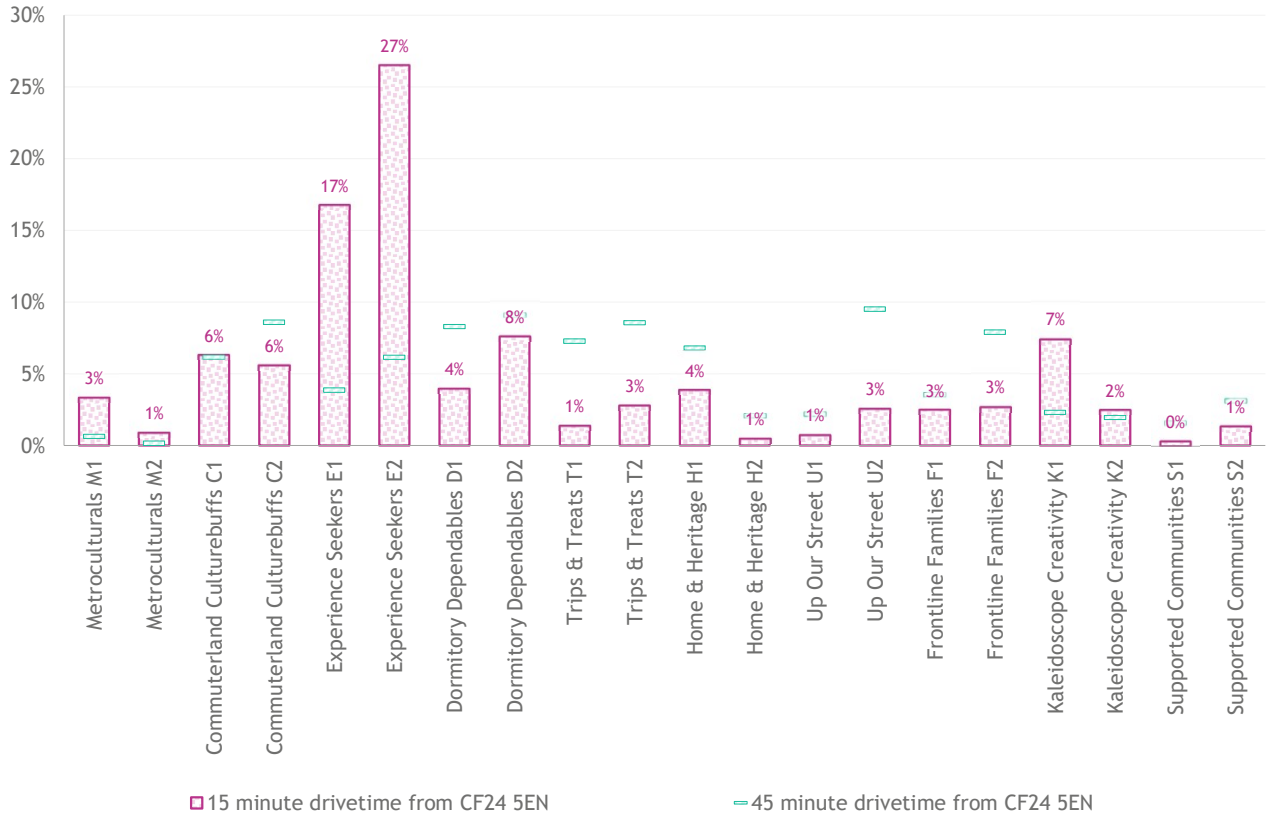


Adults 15+ estimate 2022: 196,383 (target area) / 1,071,056 (base area)

The most prominent subsegments in your target area are Experience Seekers E2, Experience Seekers E1 and Dormitory Dependables D2. 51% of your target area adult population belong to one of these three segments, compared with 19% of the base area's adult population.

- Experience Seekers E2: Adventurous students and graduates in diverse areas. (Higher engagement)
- Experience Seekers E1: Socially minded mid-life professionals with varied tastes. (Higher engagement)
- Dormitory Dependables D2: Settled, comfortable residents, enjoying regional life. (Medium engagement)

**Audience Spectrum subsegment profile**



Adults 15+ estimate 2022: 196,383 (target area) / 1,071,056 (base area)

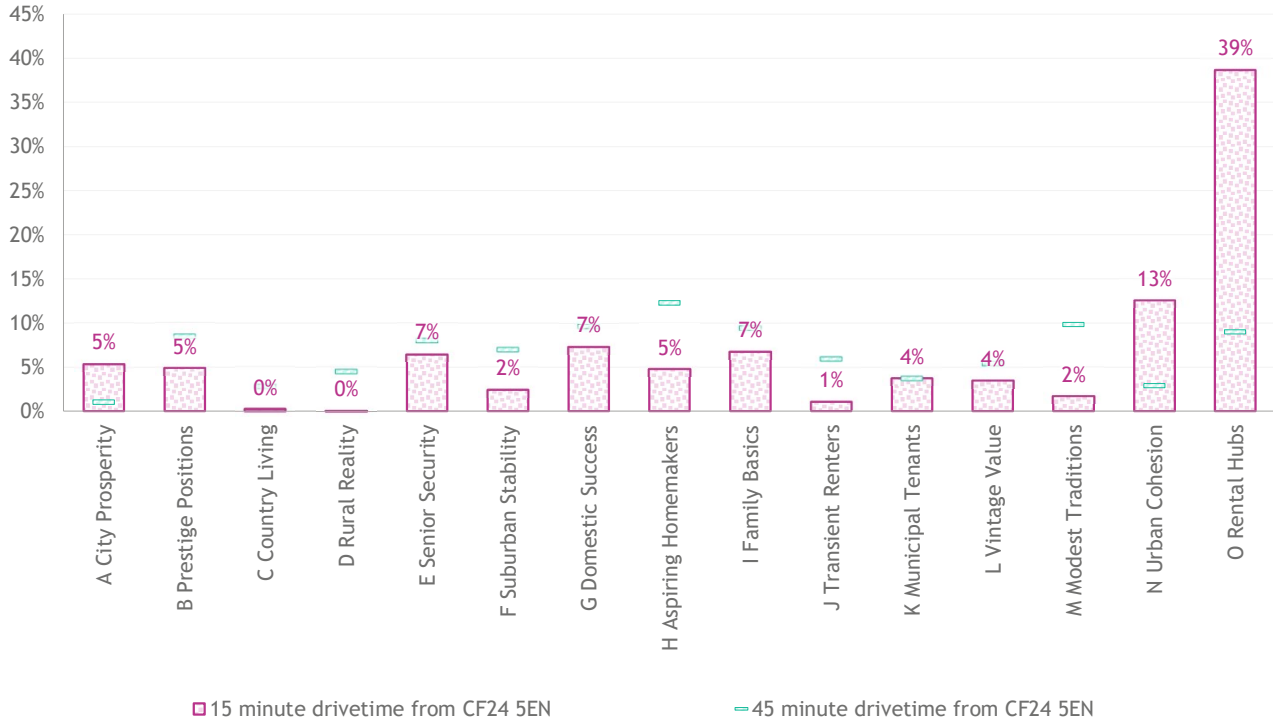
You can find more information about Audience Spectrum segments and subsegments at:  
<https://www.theaudienceagency.org/audience-spectrum>

## Mosaic profile

The most prominent Mosaic groups in your target area are O Rental Hubs, N Urban Cohesion and G Domestic Success. 59% of the adults in your target area belong to one of these three groups, compared with 22% of adults in the base area.

- O Rental Hubs: Educated young people privately renting in urban neighbourhoods.
- N Urban Cohesion: Residents of settled urban communities with a strong sense of identity.
- G Domestic Success: Thriving families who are busy bringing up children and following careers.

### Mosaic group profile



Adults 15+ estimate 2022: 193,584 (target area) / 1,053,416 (base area)

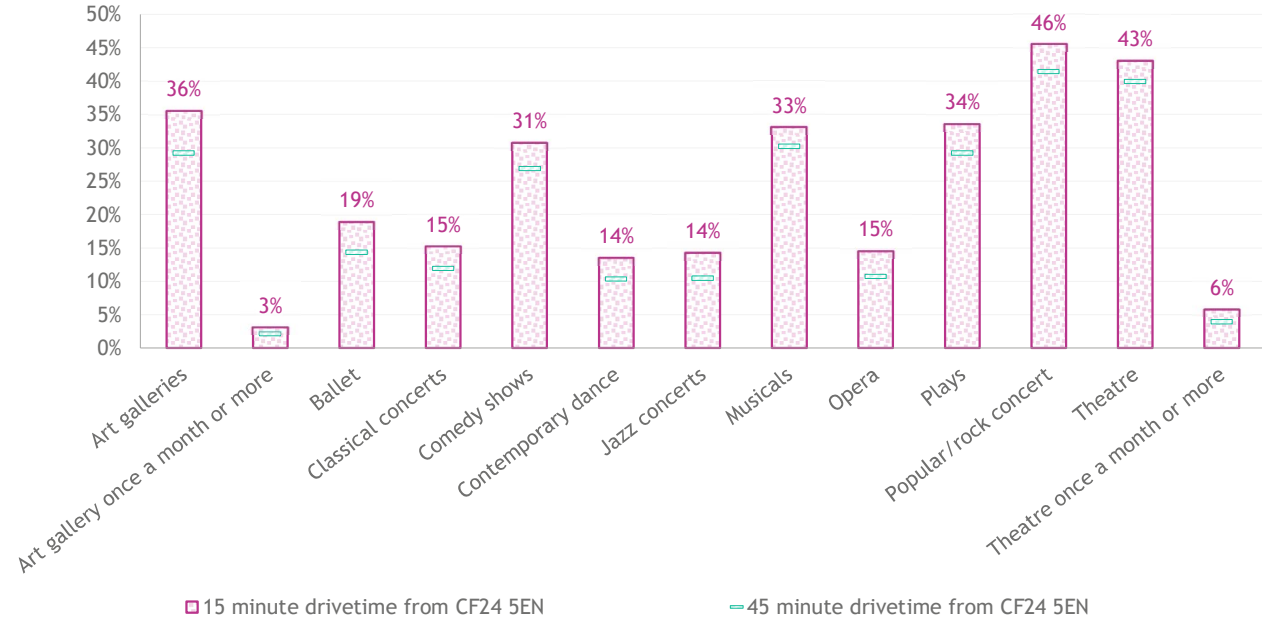
## Cultural engagement

Overall, your target area population has higher levels of cultural engagement than the base area population.

Based on modelling of the TGI survey, the arts activities with the highest levels of engagement amongst adults in your target area are likely to be:

- Popular/rock concert: 46% estimated to have attended in the past year
- Theatre: 43% estimated to have attended in the past year
- Art galleries: 36% estimated to have attended in the past year

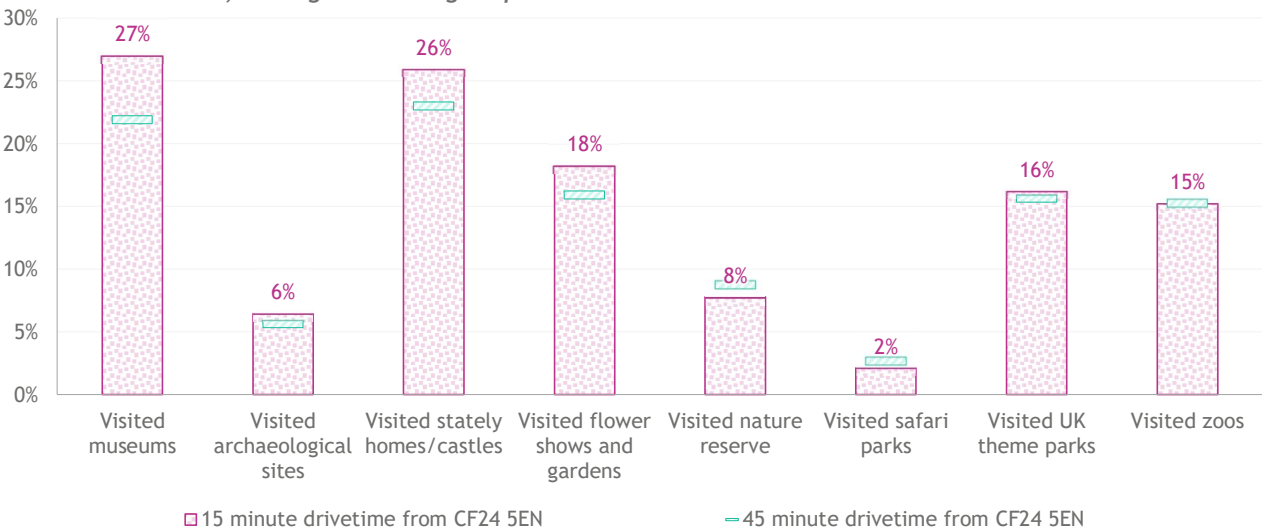
### Estimated arts attendance in the past 12 months



Adults 15+ estimate 2022: 193,584 (target area) / 1,053,416 (base area)

In the last 12 months, an estimated 27% of your target area population visited a museum. 26% had visited stately homes/castles and 18% visited flower shows and gardens.

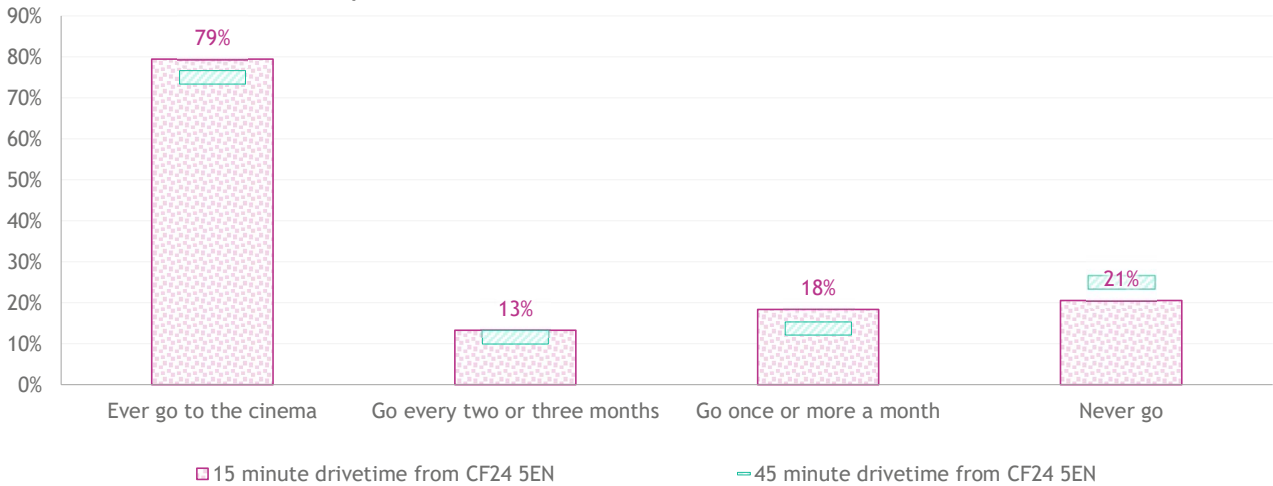
### Estimated museums, heritage and outings in past 12 months



Adults 15+ estimate 2022: 193,584 (target area) / 1,053,416 (base area)

Over the past year, 79% of adults in your target area are estimated to have visited the cinema at least once, and 18% once a month or more often.

**Estimated cinema visits in the past 12 months**



Adults 15+ estimate 2022: 193,584 (target area) / 1,053,416 (base area)

Additional estimates for other leisure activities, sports participation and media consumption are available in the accompanying Excel spreadsheet.

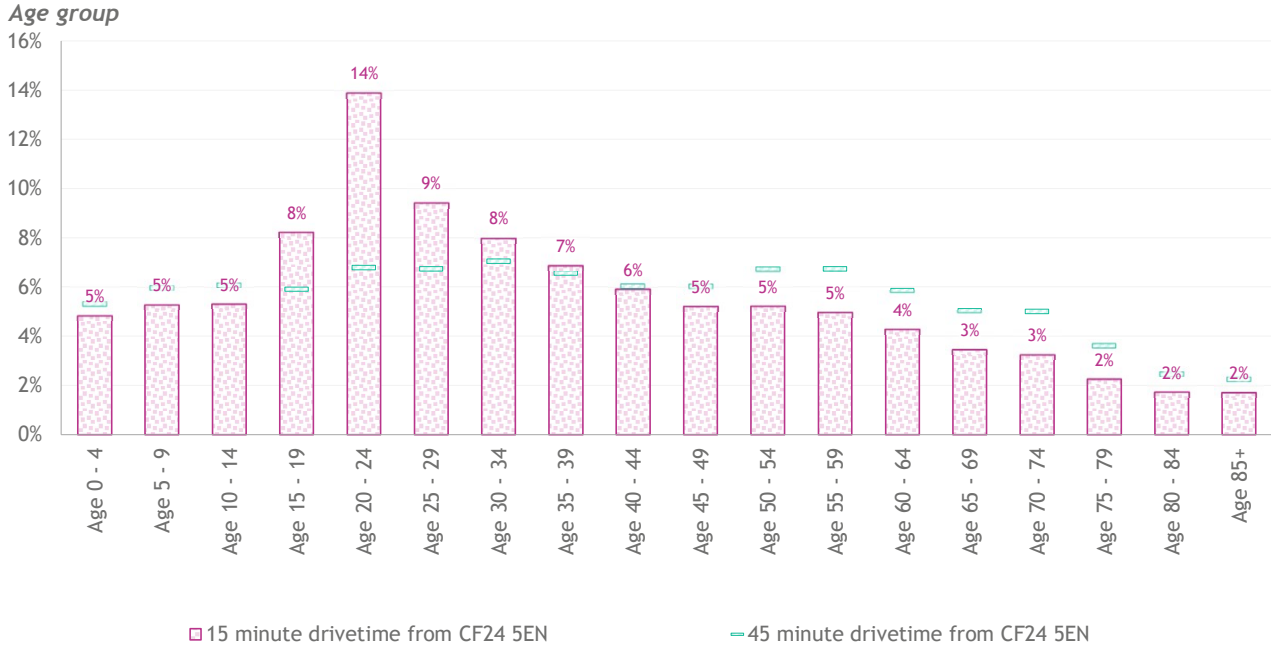


## Census demographics

Unless otherwise specified, the following figures cover all usual residents at the time of the 2021 census.

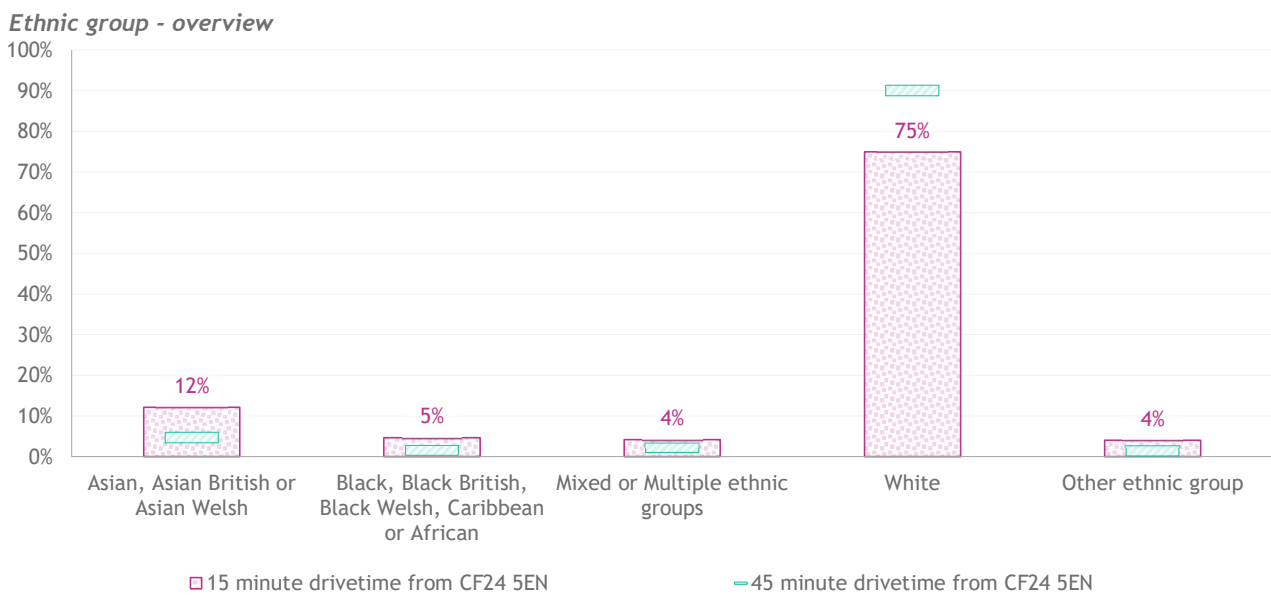
### Core demographics

The dominant age group in your target area is 20 - 24. Compared to the base area, your target area has an over-representation of those aged 15 to 39 and an under-representation of those aged 40 to 85+.



All usual residents: 222,598 (target area) / 1,245,807 (base area)

25% of people in your target area are from a Global Majority ethnic group, compared with 10% in the base area. The three largest groups in your target area are White English, Welsh, Scottish, Northern Irish or British, Other White ethnic groups, and Black African. Compared to the base area, the most over-represented ethnic group in your target area is Arab, and the most under-represented is White English, Welsh, Scottish, Northern Irish or British.

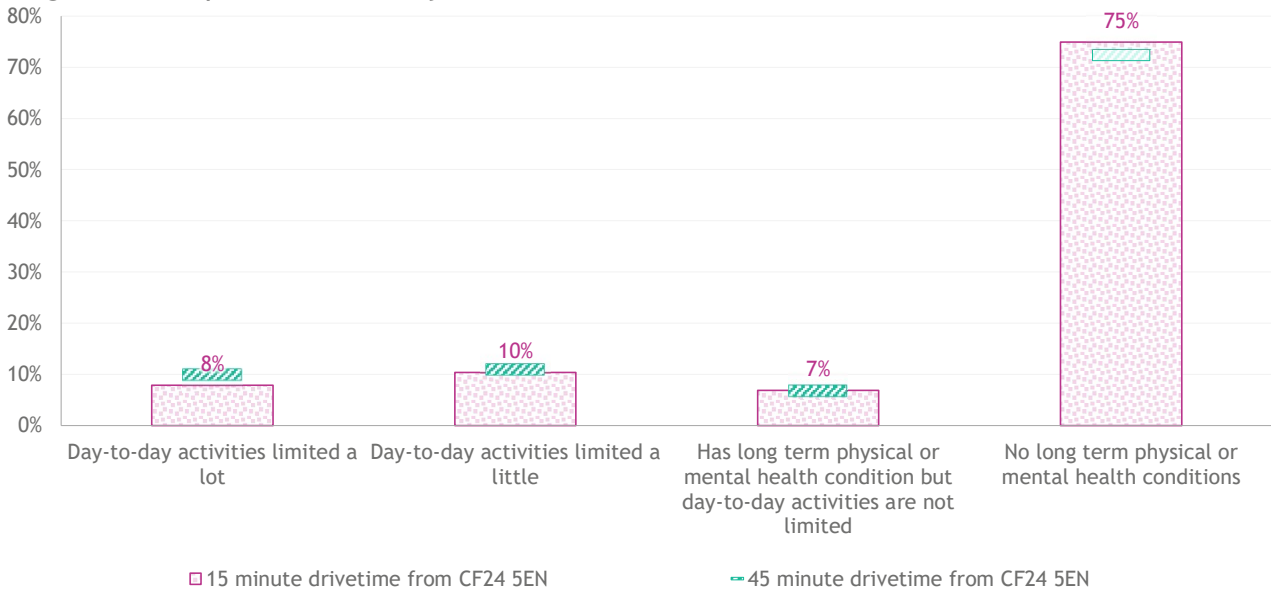


All usual residents: 222,689 (target area) / 1,245,935 (base area)

A more detailed breakdown of ethnic group categories is available in the accompanying Excel spreadsheet.

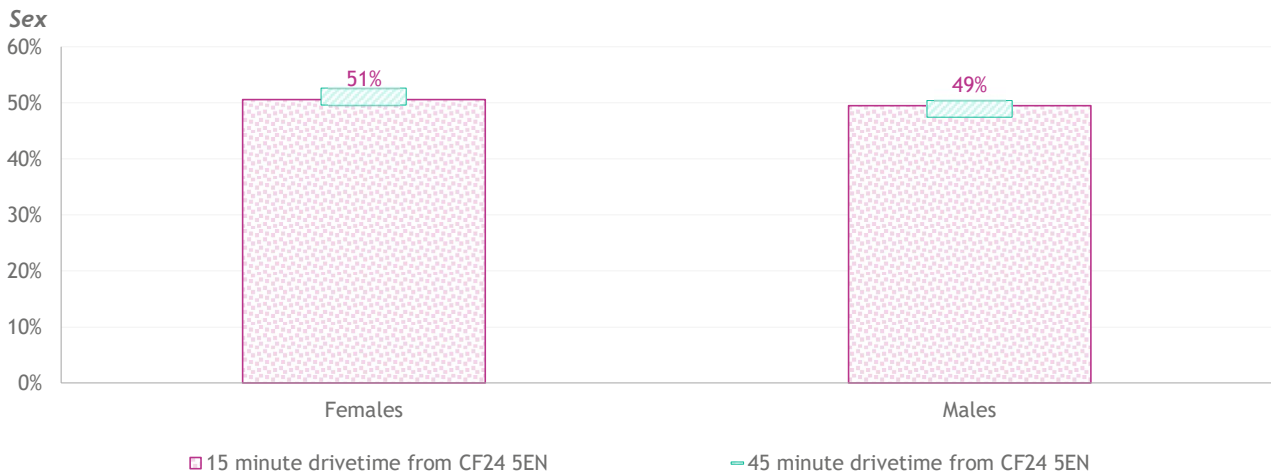
25% of people in your target area are disabled under the Equality Act, compared with 28% in the base area. 18% of the population are limited in their day-to-day activities, compared with 21% of people in the base area.

**Long-term health problem or disability**



All usual residents: 222,621 (target area) / 1,245,747 (base area)

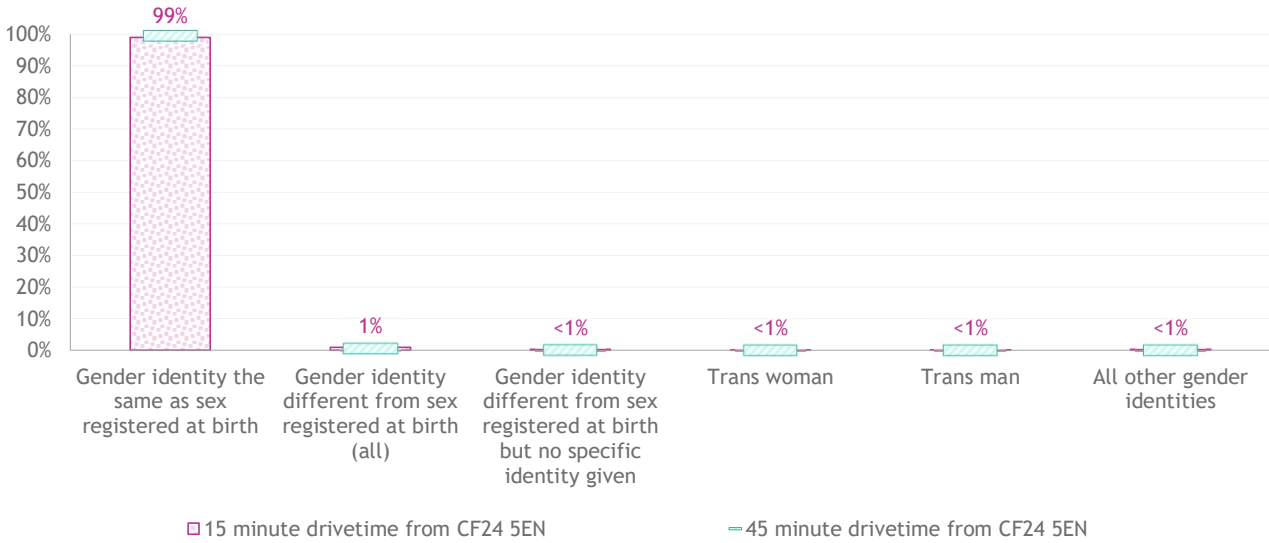
In both your target and base areas 51% are female and 49% male.



All usual residents: 222,668 (target area) / 1,245,870 (base area)

1% of people aged 16 or over in your target area have a gender identity other than that assigned to them at birth, compared with 1% in the base area.

### Gender identity

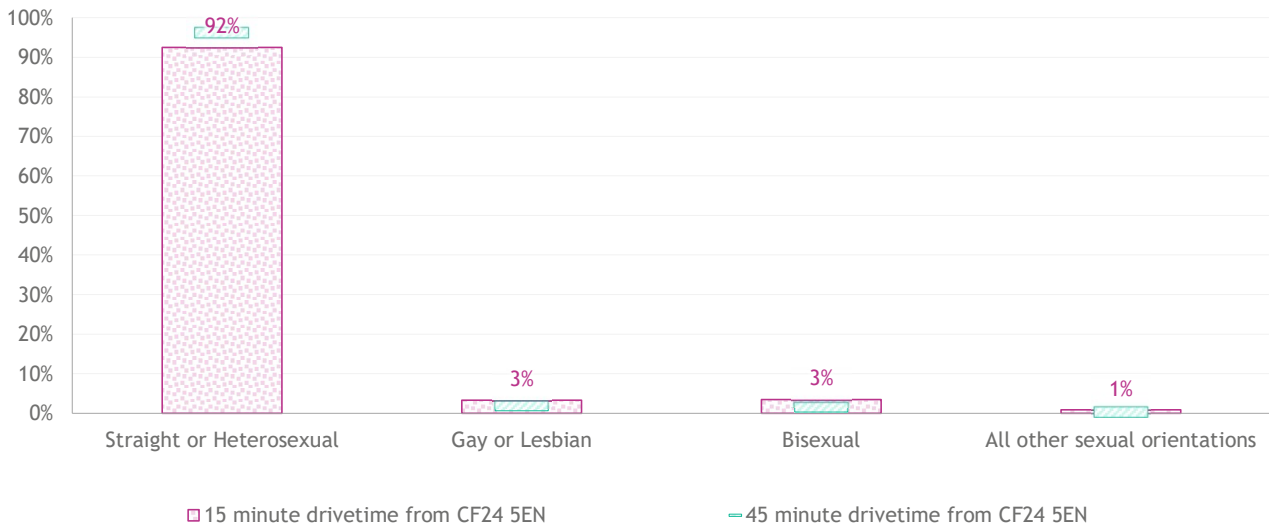


All usual residents aged 16 years and over: 170,161 (target area) / 942,833 (base area)

This question was voluntary on the 2021 Census. The results above do not include people who chose not to answer the question, of which there were 12,814 adults in your target area (7% of residents aged 16 and over) and 58,229 in the base area (6% of residents aged 16 and over).

8% of people aged 16 or over in your target area and 4% in the base area are gay, lesbian, bisexual or another sexual orientation other than straight/heterosexual.

### Sexual orientation

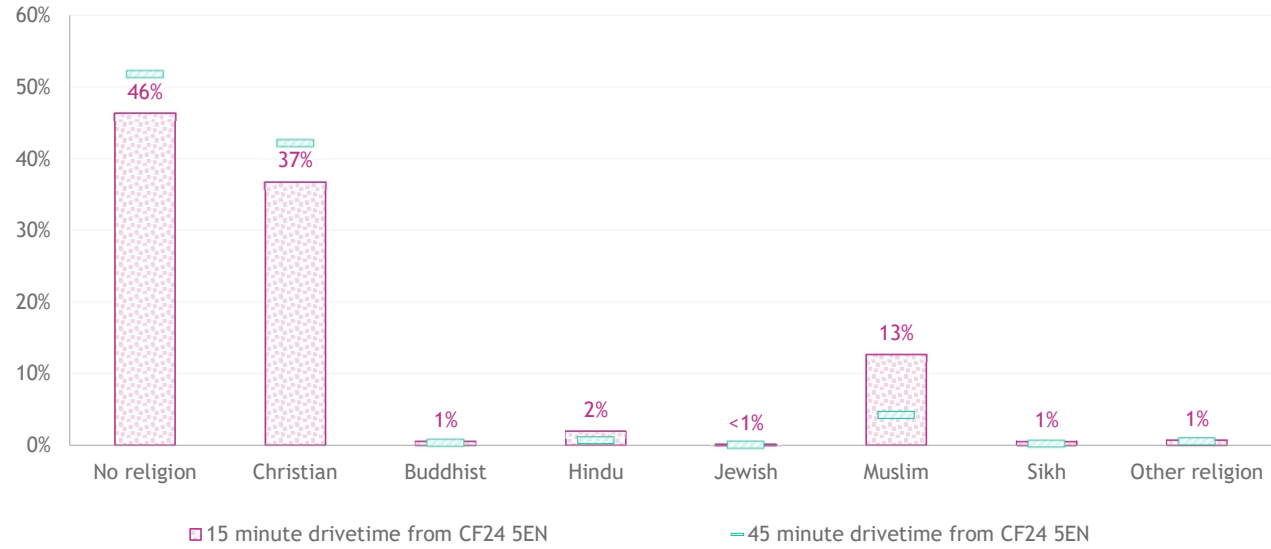


All usual residents aged 16 years and over: 167,681 (target area) / 931,191 (base area)

This question was voluntary on the 2021 Census. The results above do not include people who chose not to answer the question, of which there were 15,290 adults in your target area (8% of residents aged 16 and over) and 69,888 in the base area (7% of residents aged 16 and over).

54% of people in your target area connect or identify with a religion (whether or not they practice or have belief in it). More people identify as Christian than any other religion, with 37% identifying as such. Compared to the base area, the largest over-representation in your target areas is of people identifying as Muslim, and people identifying as Christian are the most under-represented compared to the base area.

### Religion



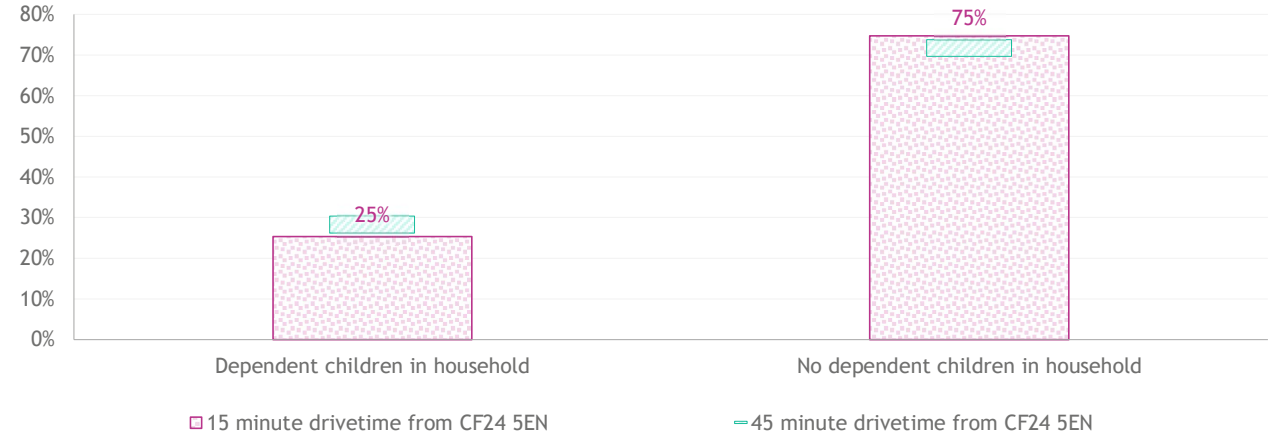
All usual residents who chose to answer the question: 207,861 (target area) / 1,172,448 (base area)

This question was voluntary on the 2021 Census. The results above do not include people who chose not to answer the question, of which there were 14,837 adults in your target area (7% of all usual residents) and 73,416 in the base area (6% of all usual residents).

### Households

25% of all households in your target area include dependent children, compared with 28% of households in the base area.

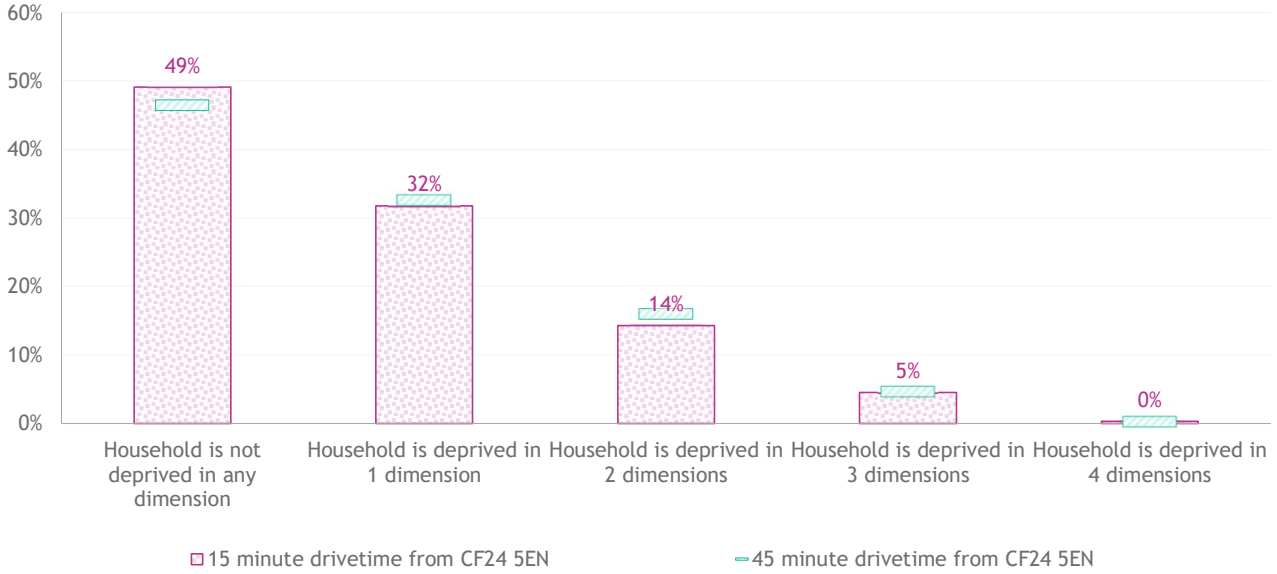
### Household family status



All households: 89,130 (target area) / 526,805 (base area)

19% of households in your target area are deprived in two or more dimensions (i.e. in terms of employment, education, health, and housing) compared with 21% of households in the base area.

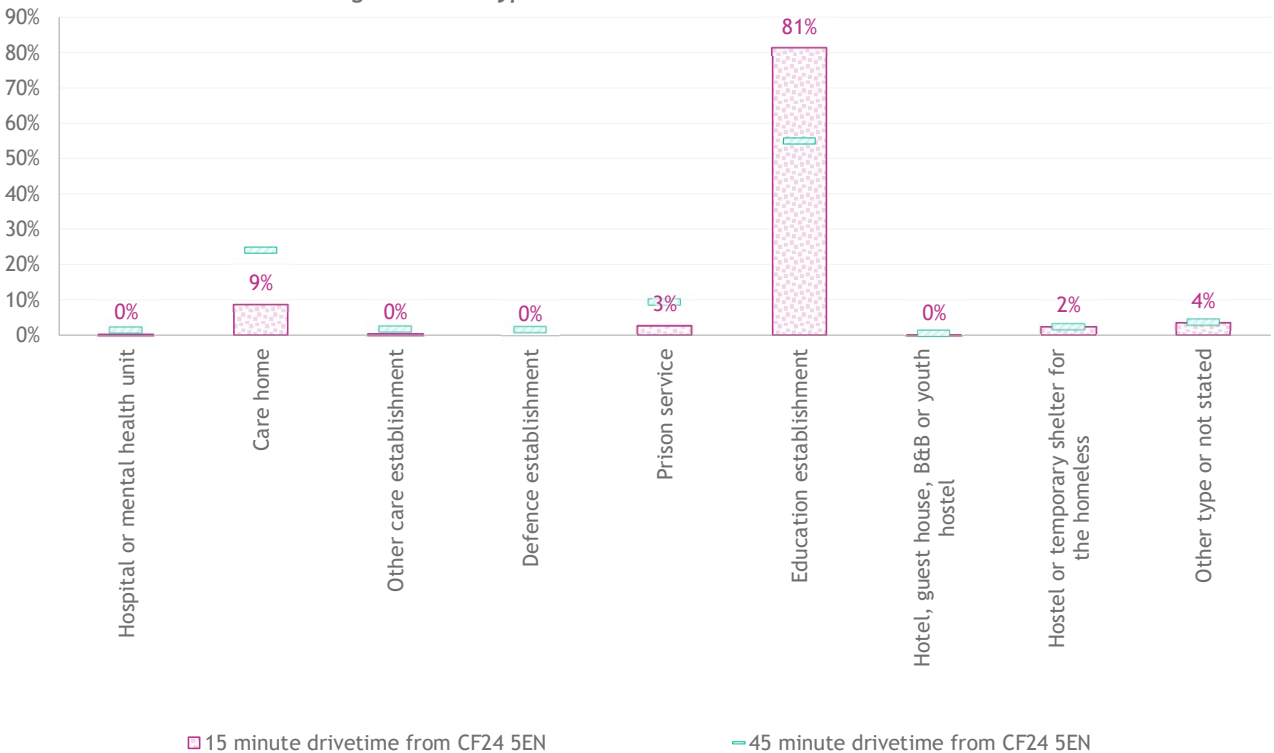
### Households by deprivation dimensions



All households: 89,128 (target area) / 526,907 (base area)

Less than 1% of people in your target area live in a communal establishment. Of those who do, 81% live in education establishments (including university accommodation and boarding schools), 9% in care homes (either with or without nursing), and 3% in prison service establishments.

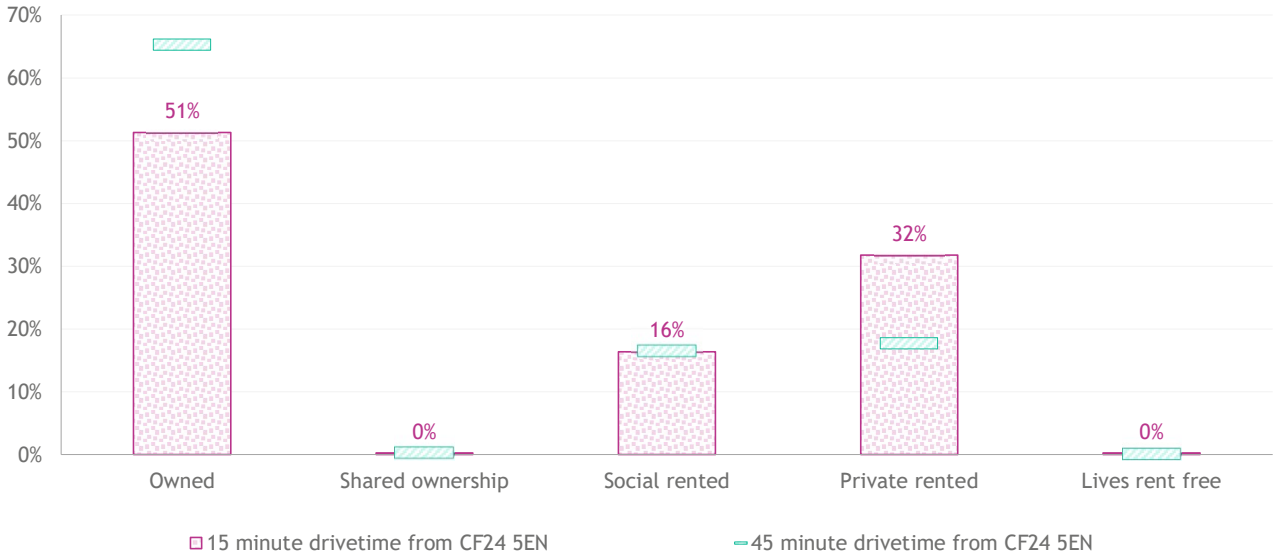
### Communal establishment management and type



All usual residents in communal establishments: 13,561 (target area) / 24,663 (base area)

51% of households in your target area live in owner-occupied properties, 0% live in shared ownership properties, 16% in socially rented properties, and 32% rent privately. For comparison, home ownership is higher in the base area (65% of households), the proportion living in socially rented homes is higher (17% of households) and private rent has a lower preponderance (18% of households).

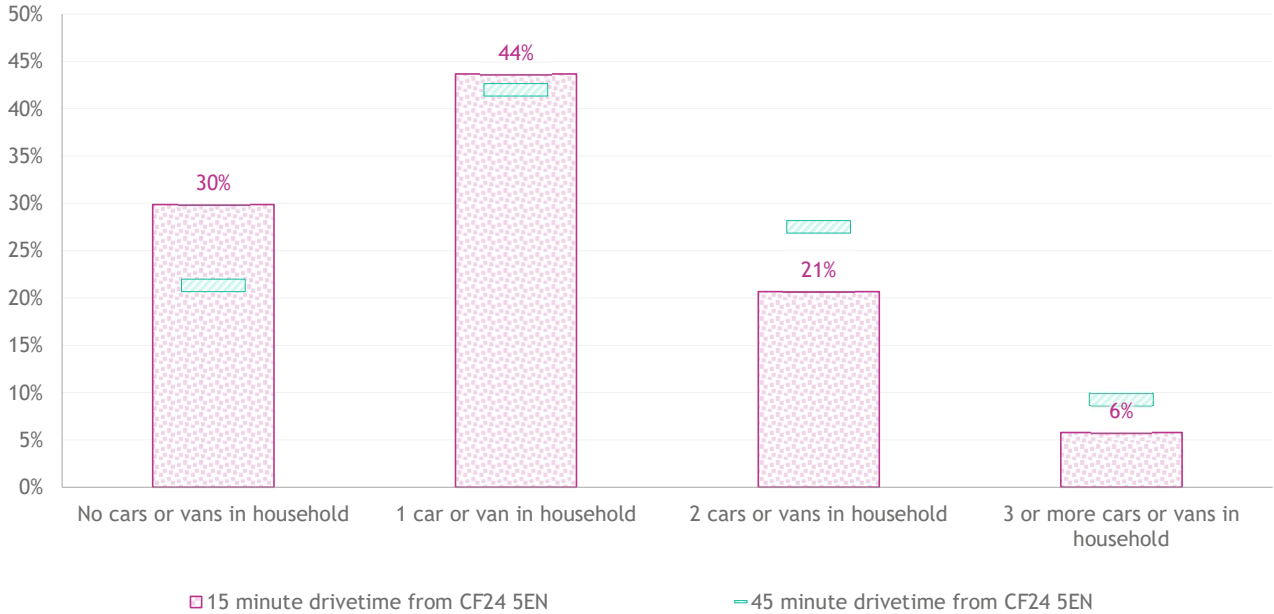
**Tenure**



All households: 89,114 (target area) / 526,858 (base area)

30% of households in your target area are car-free, compared with 21% in the base area.

**Car or van availability**

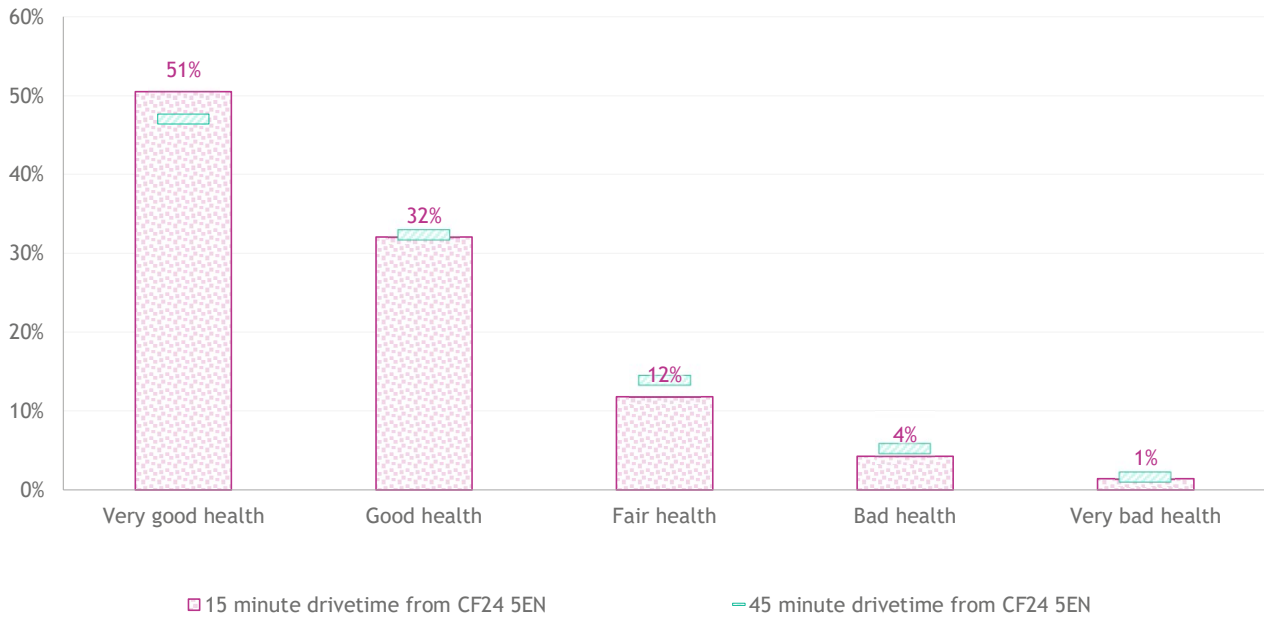


All households: 89,114 (target area) / 526,853 (base area)

## Health and unpaid care

The population of your target area experiences better health overall than the population of the base area, with 83% having good or very good health vs. 79% in the base area.

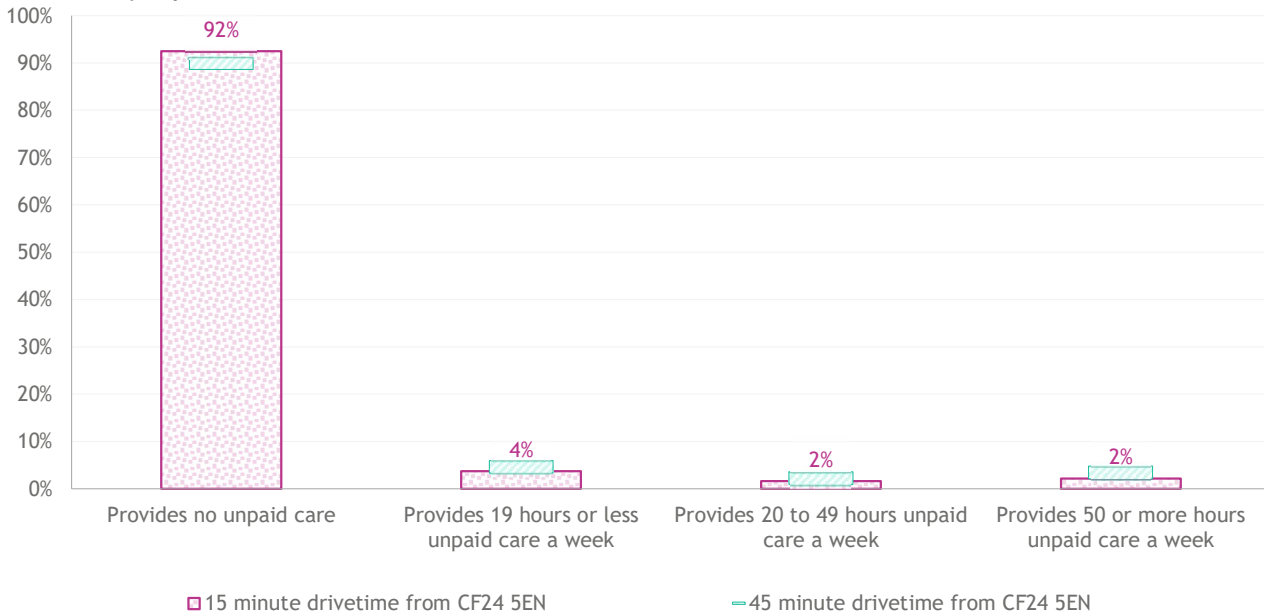
### General health



All usual residents: 222,605 (target area) / 1,245,858 (base area)

8% of the population of your target area provide unpaid care for someone with long-term physical or mental health conditions or illnesses, or problems related to old age, compared with 10% of the base area.

### Provision of unpaid care



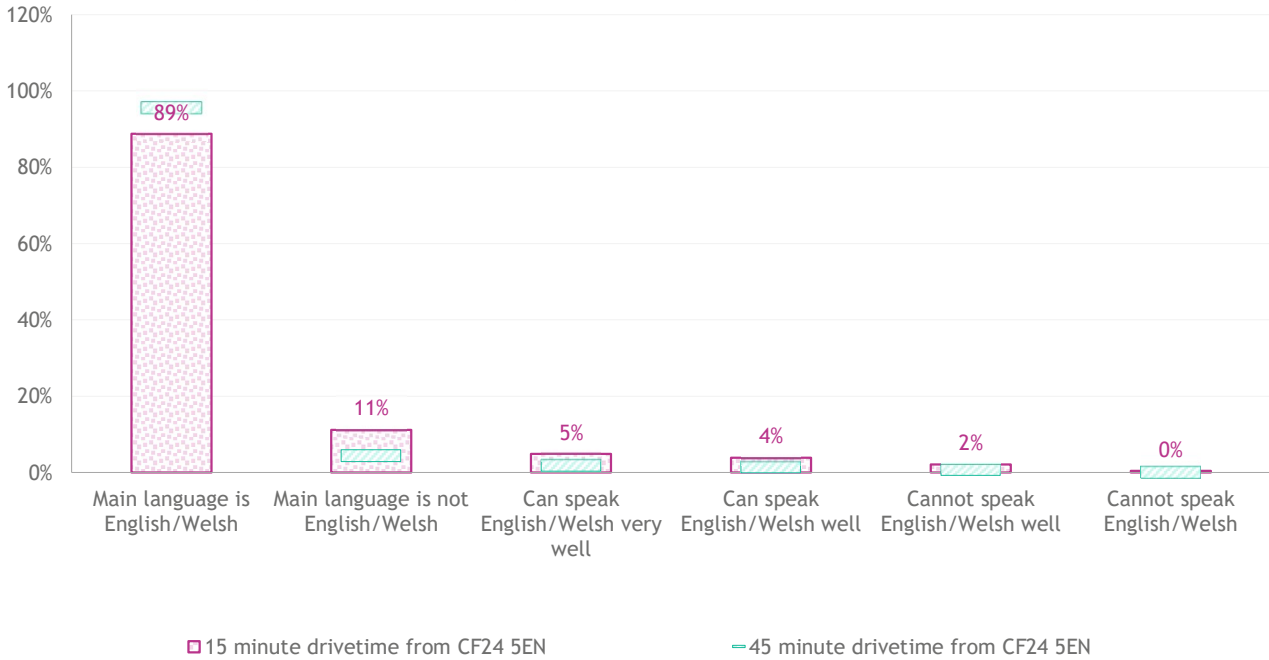
All usual residents: 211,817 (target area) / 1,179,614 (base area)

Additional statistics around health and unpaid care are available in the accompanying Excel spreadsheet.

## Language and migration

In your target area, 11% of people aged 3 or over use a language other than English or Welsh as their main language, compared with 4% in the base area. 9% can speak English or Welsh well or very well despite it not being their main language, and 2% cannot speak English or Welsh well or at all.

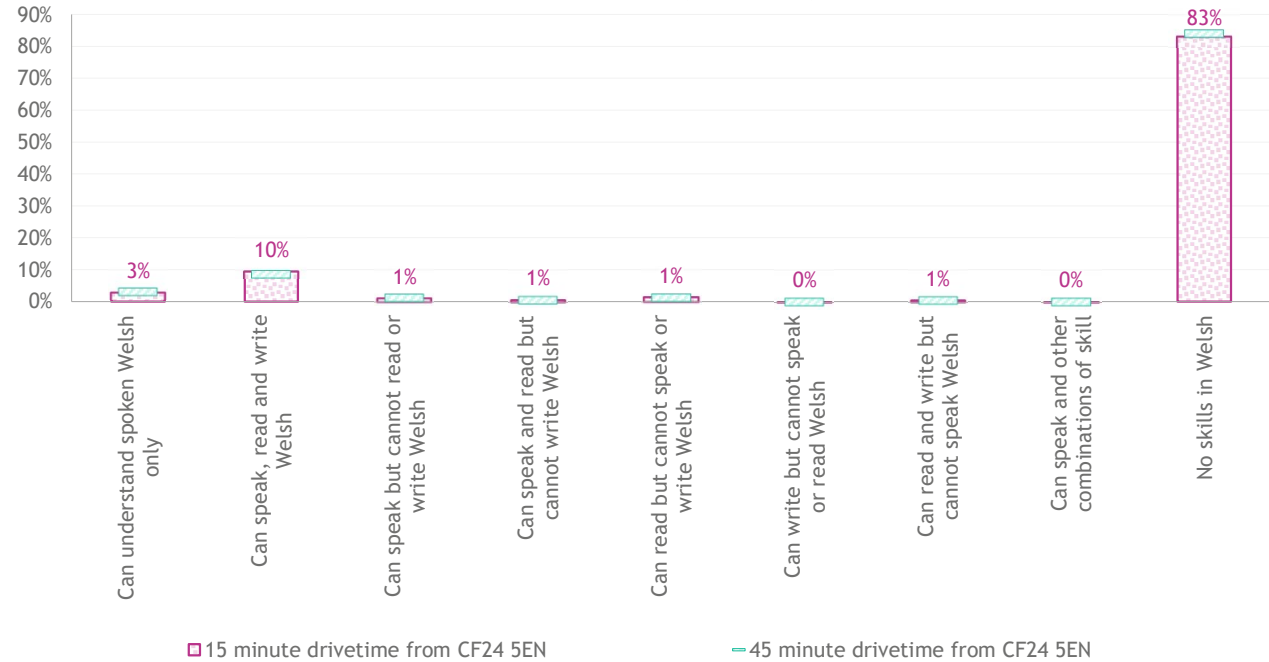
### Proficiency in English (English/Welsh in Wales)



All usual residents aged 3 and over: 216,252 (target area) / 1,207,465 (base area)

In your target area, 12% of people aged 3 or over can speak Welsh, 10% can write Welsh, 12% can read Welsh, and 14% can understand spoken Welsh. This compares with 11% able to speak, 9%, write, 11% read and 13% understand Welsh in the part of the base area which is within Wales.

### Welsh speaking, writing, reading, and understanding ability (Wales only)

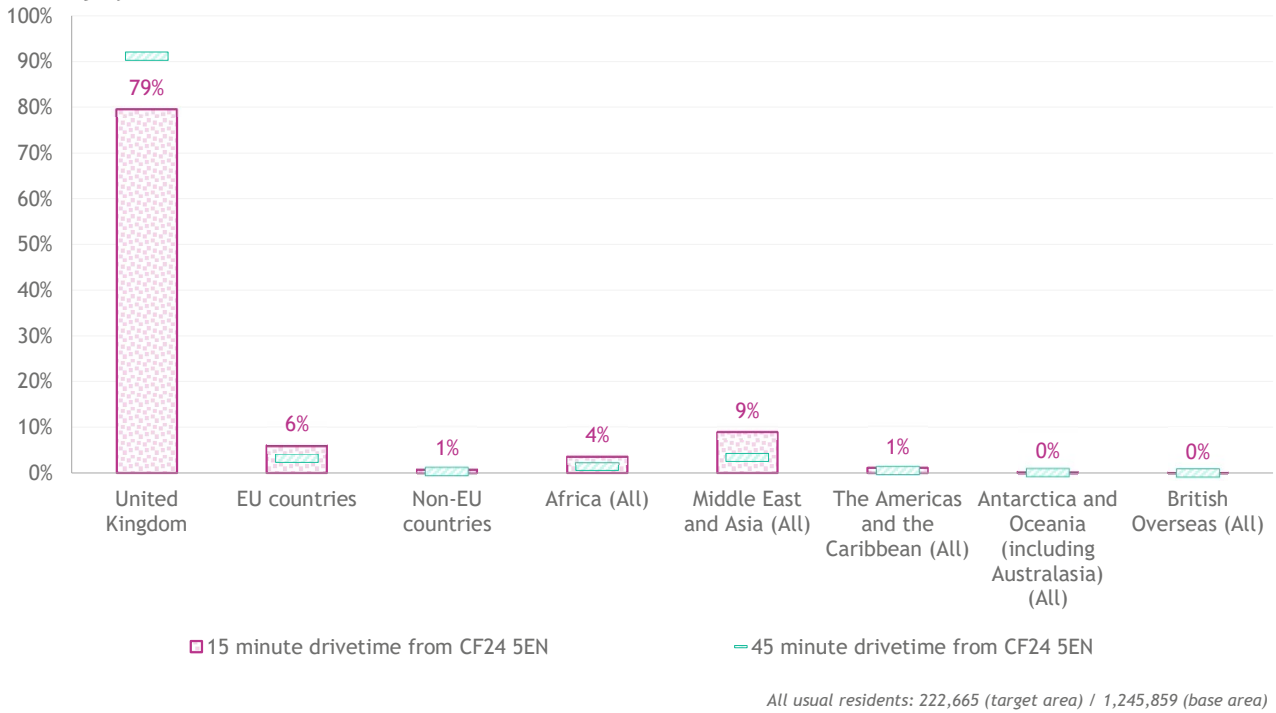


All usual residents aged 3 and over: 216,279 (target area) / 1,207,309 (part of base area within Wales)



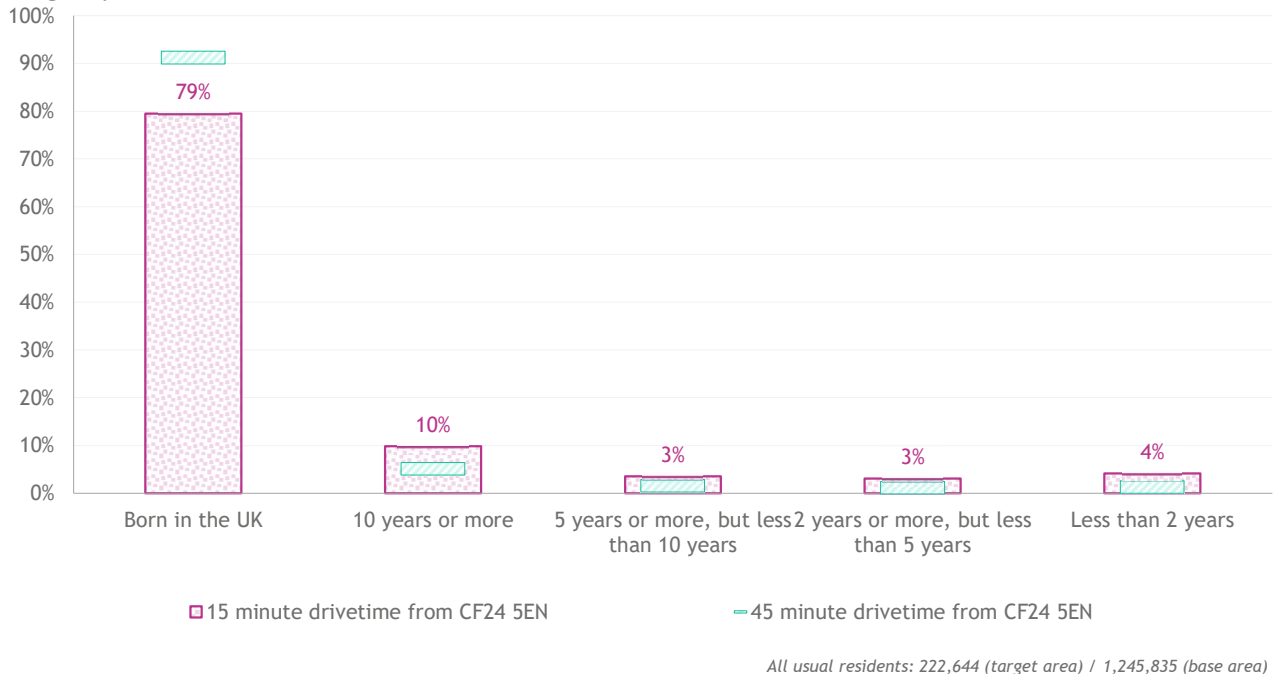
79% of people in your target area were born in the UK, compared with 91% of those in the base area. Of people born outside the UK, the largest proportion in your target area were born in the Middle East and Asia (43% of those born overseas), followed by 29% being born in EU countries.

### Country of birth



Of those born outside the UK and now living in your target area, 48% have lived in the UK for 10 years or more. This figure is 57% in the base area.

### Length of residence in the UK

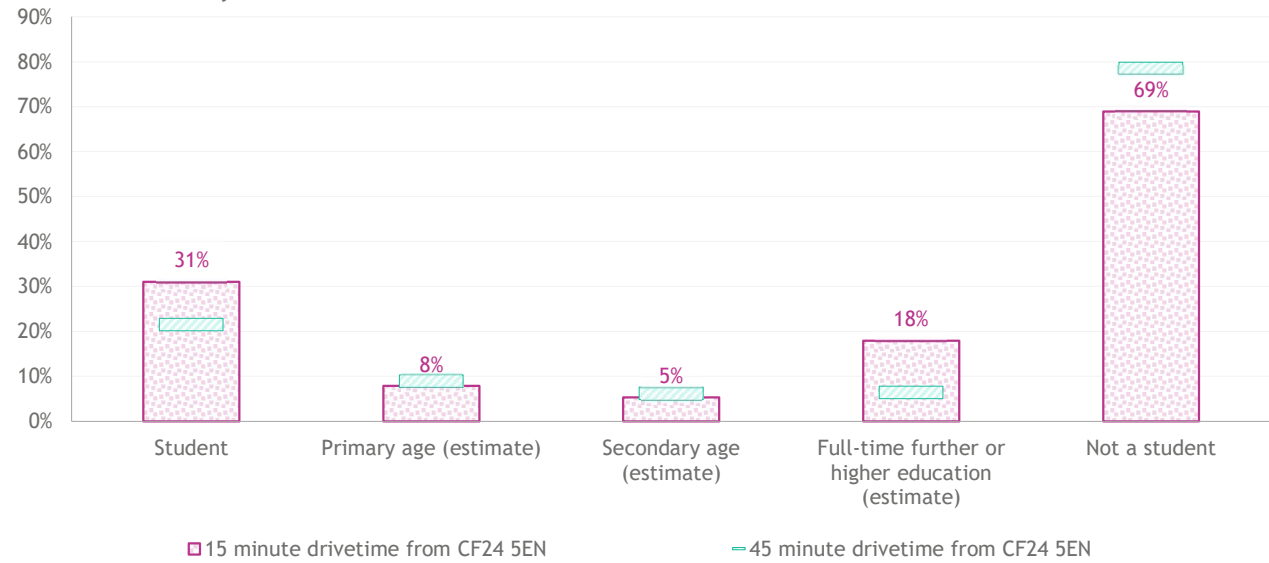


Additional statistics around language and migration are available in the accompanying Excel spreadsheet, along with statistics on national identity.

## Education and employment

31% of people in your target area aged 5 and over are in full-time education, compared with 22% of the base area population. An estimated 18% are in full-time further or higher education, against 6% in the base area.

### Schoolchildren and full-time students

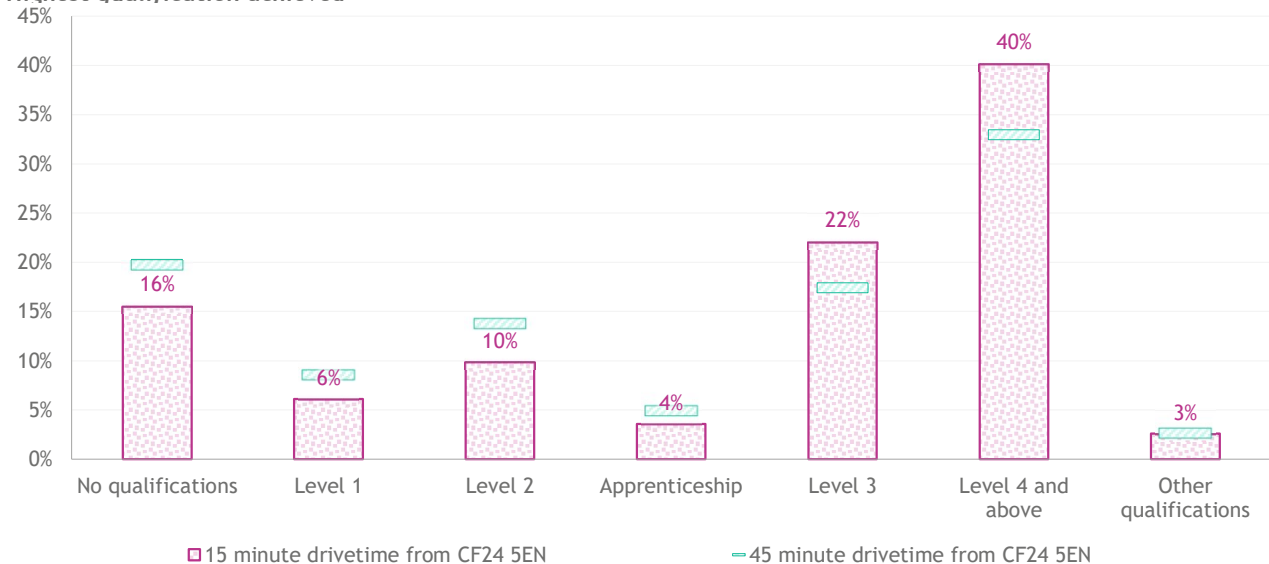


All usual residents aged 5 years and over: 211,826 (target area) / 1,179,568 (base area)

Primary age and secondary age estimates based on single-year age categories as a proportion of the population aged 5 or older, with 5 to 11 taken as primary age and 12 to 16 as secondary age. Full-time further or higher education (estimate) is taken from the difference between all schoolchildren/full-time students and the sum of the primary and secondary age estimates.

40% of those aged 16+ in your target area have achieved Level 4 qualifications and above (e.g. Higher Education/Higher diploma), compared with 33% of the base area population. 16% of adults in your target area and 20% in the base area have no qualifications.

### Highest qualification achieved

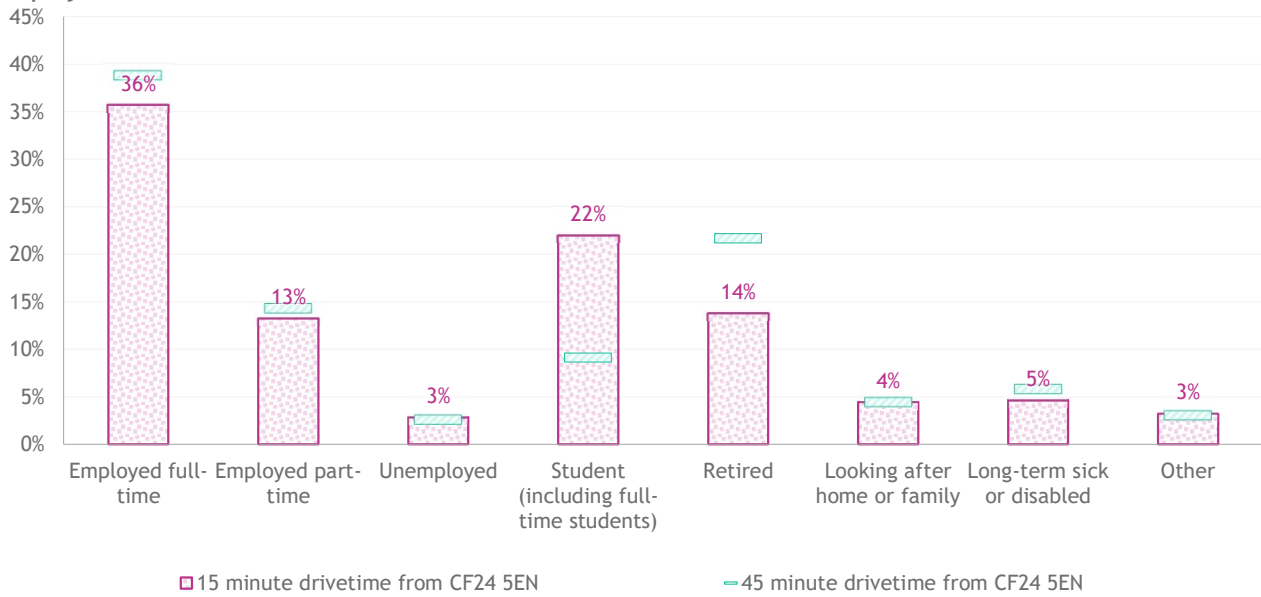


All usual residents aged 16 and over: 186,050 (target area) / 1,015,468 (base area)

Level 1 qualifications include GCSEs graded D-G and Foundation diplomas. Level 2 qualifications include GCSEs graded A\*-C and Higher diplomas. Level 3 qualifications include As and A levels, and Advanced and Progression diplomas. Level 4 and above includes higher education and Higher diplomas.

49% of all adults in your target area are in employment, and 3% are unemployed. This compares with 53% and 3% of adults in the base area.

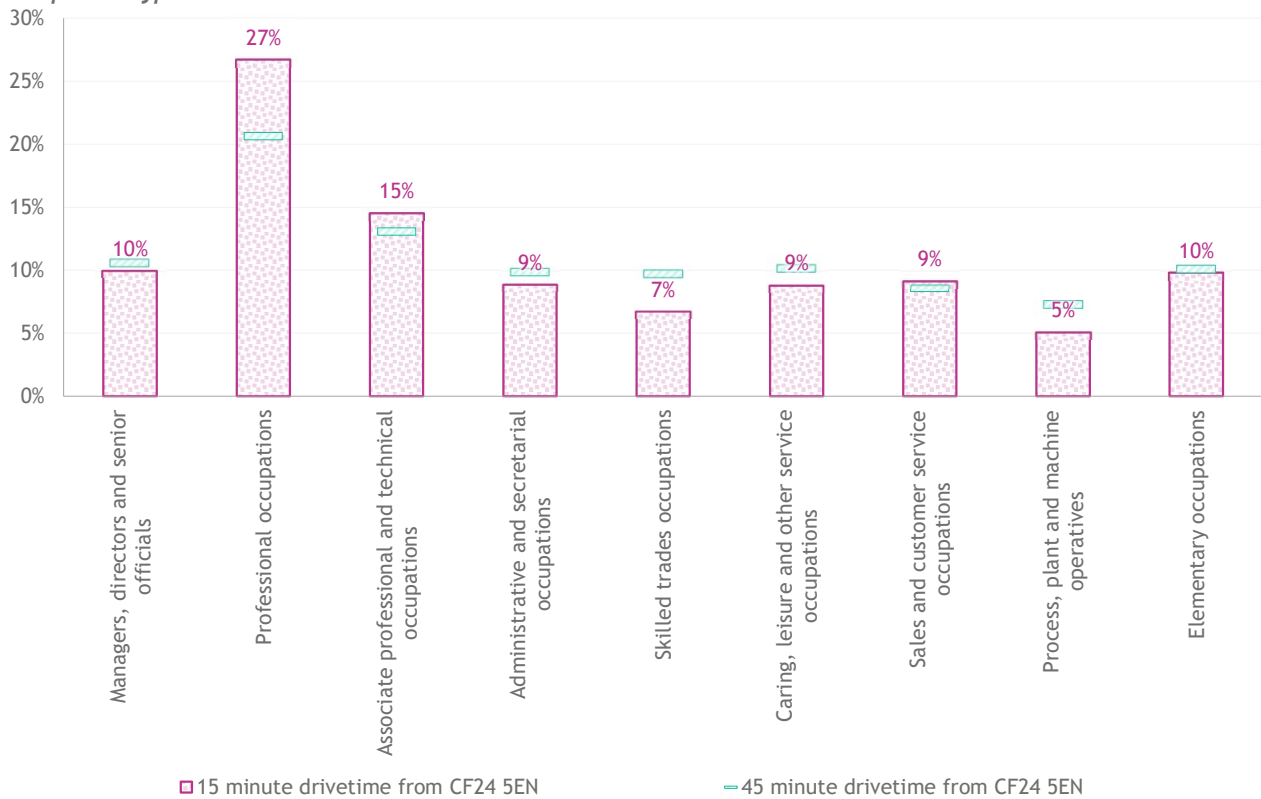
### Employment status



All usual residents aged 16 or over: 185,963 (target area) / 1,015,524 (base area)

The most common occupation type amongst adults in your target area is Professional occupations, with 27% of the working-age population falling into this group. The most over-represented occupation type compared to the base area is Professional occupations, and the most under-represented is Skilled trades occupations.

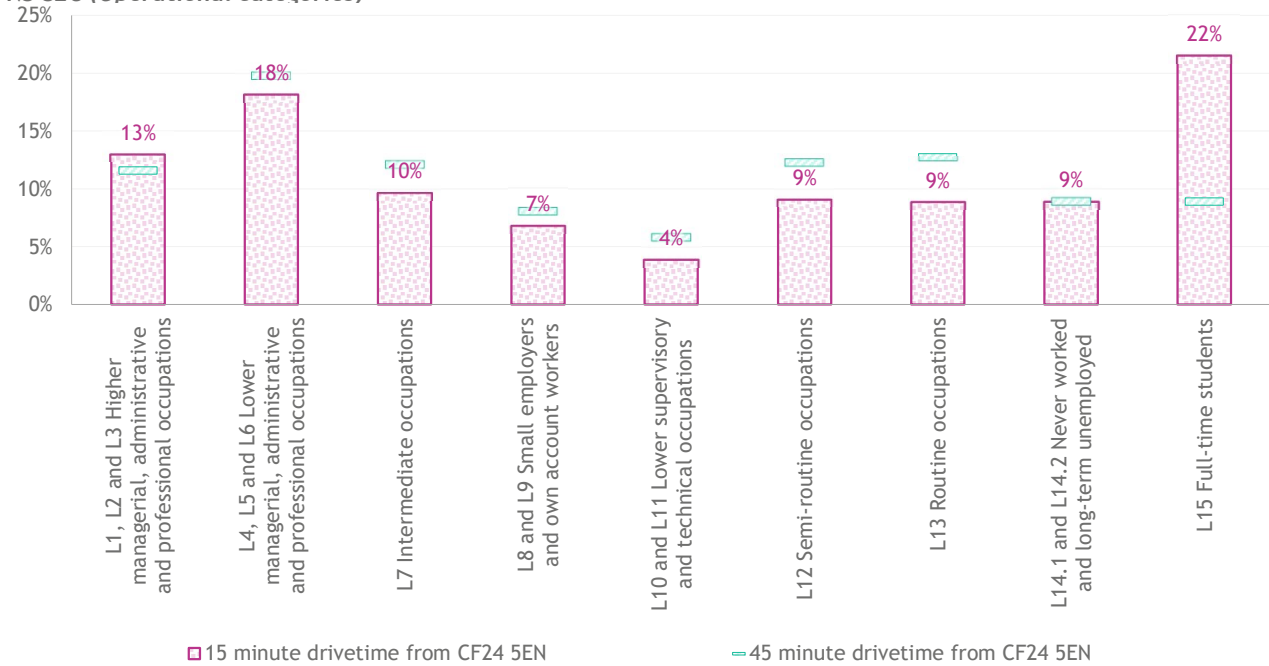
### Occupation type



All usual residents aged 16 years and over in employment the week before the census: 98,404 (target area) / 557,492 (base area)

31% of adults in your target area are in National Statistics Socio-economic Classification (NS-SEC) classes L1 to L6 (Higher managerial, administrative, and professional occupations), compared with 31% in the base area. 17% are in classes L7 to L9 (Intermediate occupations) compared with 20% in the base area, and 22% are in categories L10-L13 (Routine and manual occupations) vs. 31% in the base area.

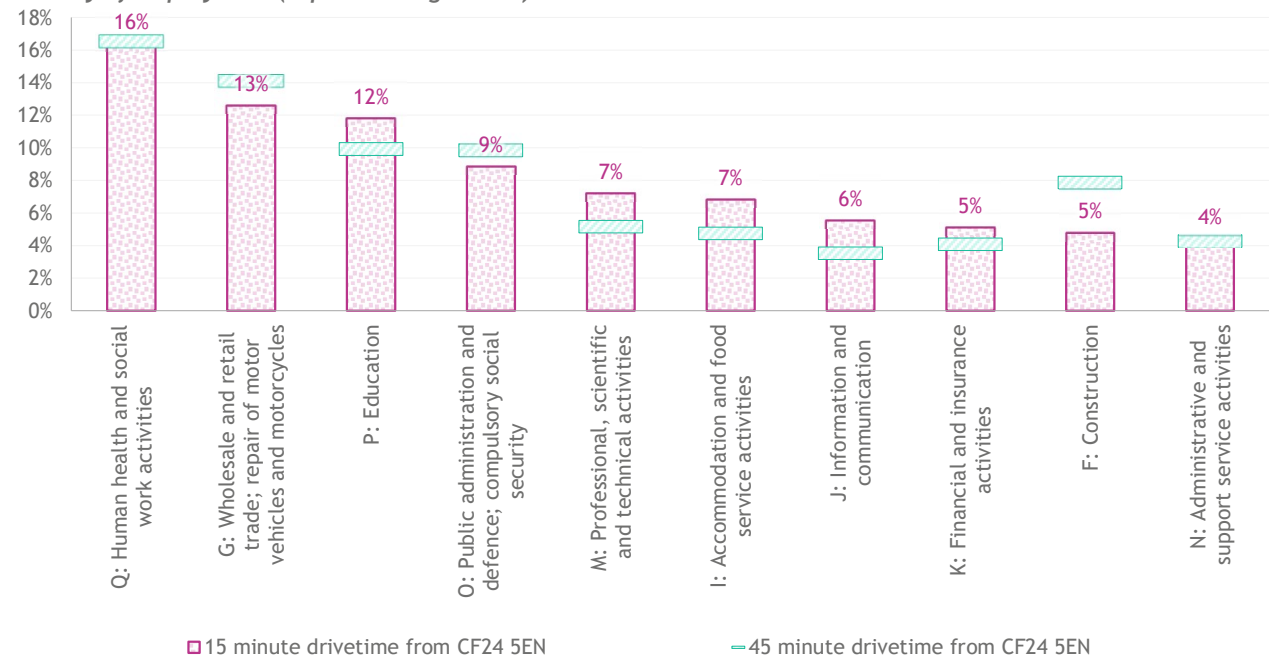
**NS-SEC (Operational categories)**



All usual residents aged 16 or over: 186,012 (target area) / 1,015,607 (base area)

The largest industry of employment in your target area is category Q: Human health and social work activities. 16% of working people are employed in this industry, compared with 17% of people in the base area.

**Industry of employment (top 10 in target area)**



All usual residents aged 16 years and over in employment the week before the census: 98,404 (target area) / 557,492 (base area)

Additional statistics around education, employment and social grade are available in the accompanying Excel spreadsheet.



**This report is based on data provided by Experian.**

The information contained within this report is not intended to be used as the sole basis for any business decision, and is based upon data which is provided by third parties, the accuracy and/or completeness of which it would not be possible and/or economically viable for Experian to guarantee. Experian's services also involve models and techniques based on statistical analysis, probability and predictive behaviour. Accordingly, Experian is not able to accept any liability for any inaccuracy, incompleteness or other error in this report.