

# Population Profile Report

Target area:

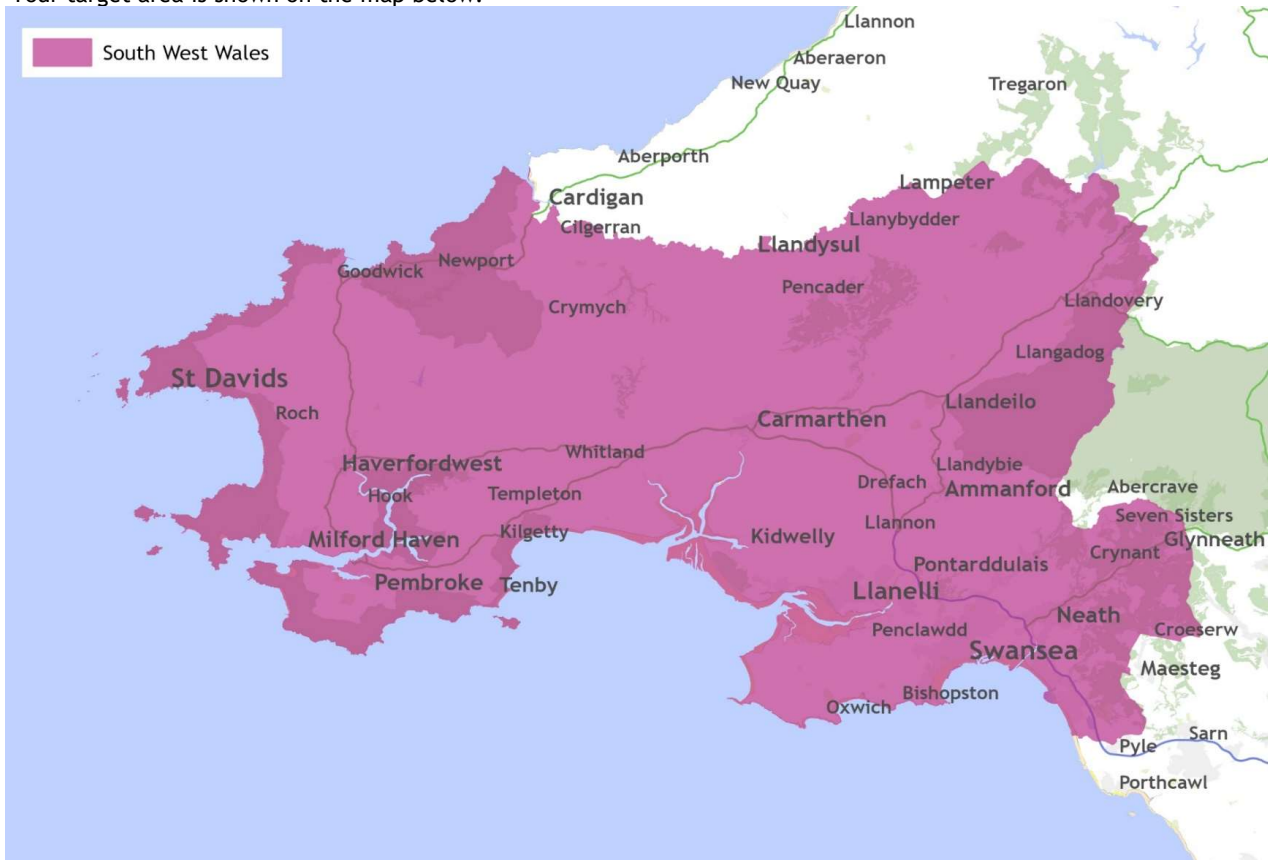
South West Wales

Base area:

Wales

## Your target and base areas

This report contains data about the population within your target area, compared to the population of your base area. Your target area is shown on the map below.



As of the 2021 Census 691,211 people live in your target area, across 304,264 households. This compares with 3,104,143 people and 1,345,290 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. 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 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 Area Profile Report, please contact:

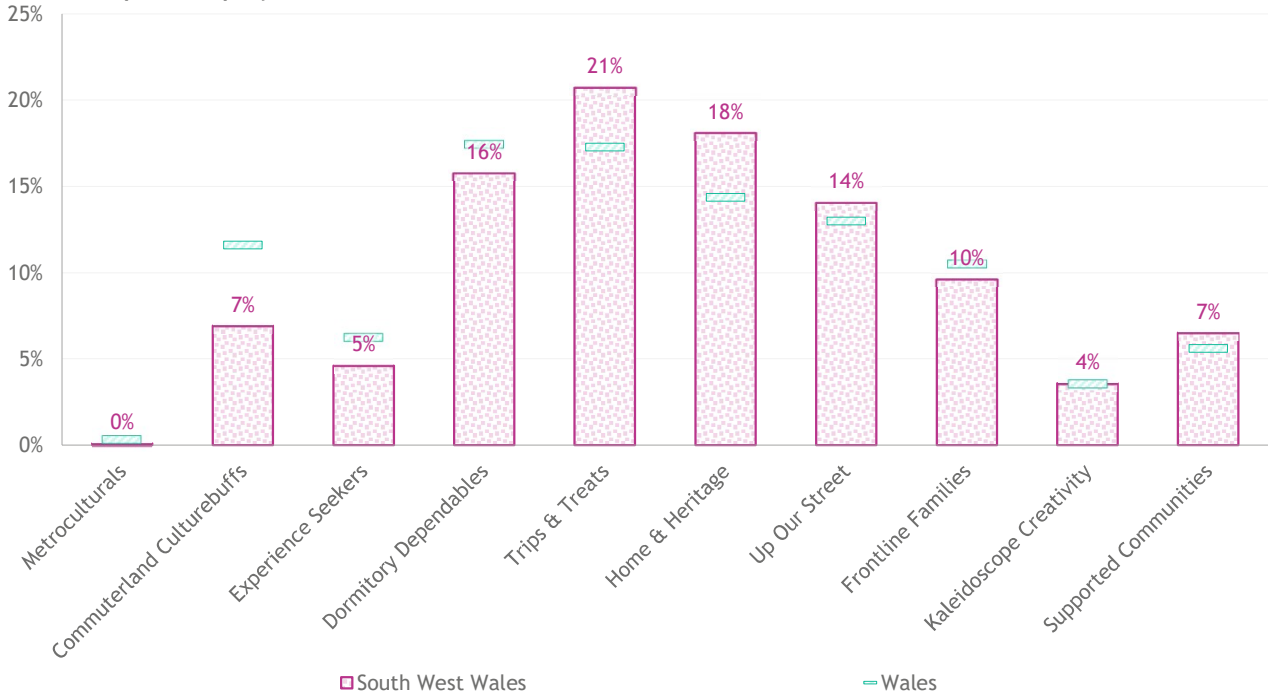
[research@theaudienceagency.org](mailto:research@theaudienceagency.org)

## Audience Spectrum profile

The most prominent Audience Spectrum segments in your target area are Trips & Treats, Home & Heritage and Dormitory Dependables. 55% of adults in the target area belong to one of these three segments, compared with 49% of adults in the base area.

- Trips & Treats (a medium engagement segment): Suburban households, often with children, whose cultural activities usually are part of a day out or treat.
- Home & Heritage (a medium engagement segment): Conservative and mature households who have a love of the traditional.
- Dormitory Dependables (a medium engagement segment): Regular but not frequent cultural attenders living in city suburbs and small towns.

### Audience Spectrum profile

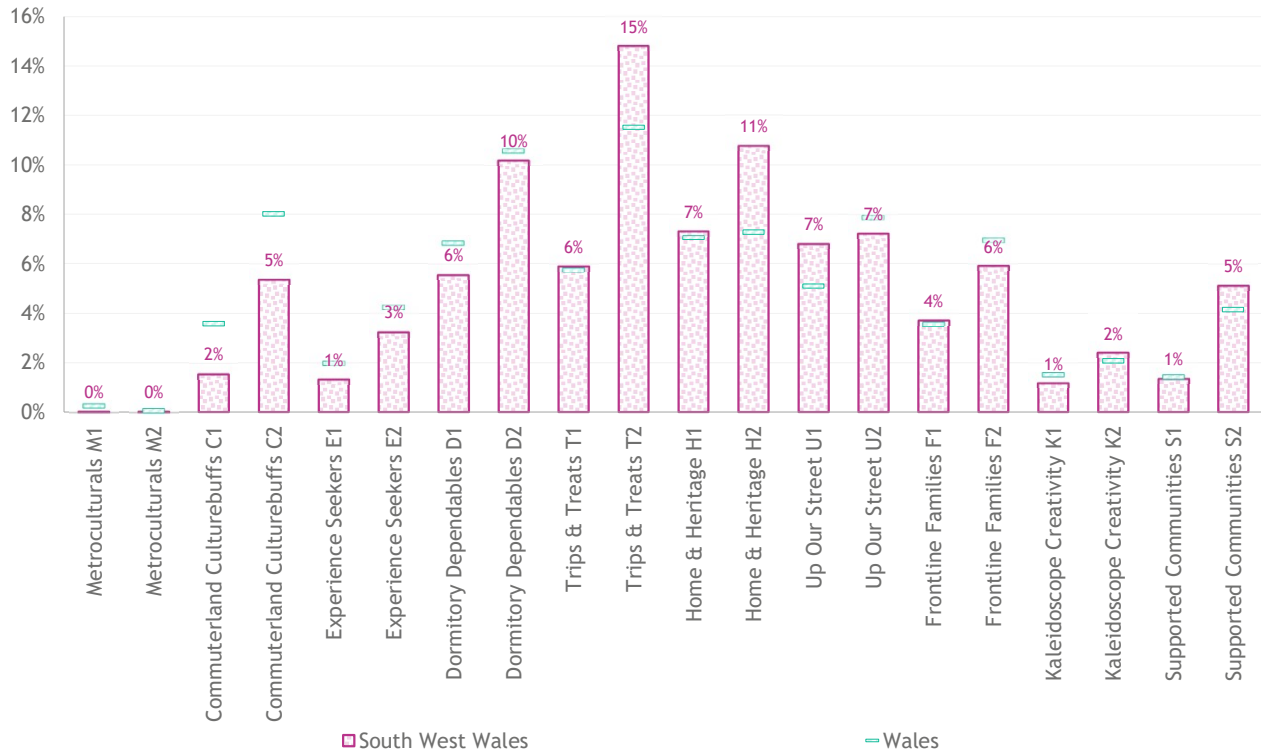


Adults 15+ estimate 2021: 599,369 (target area) / 2,664,575 (base area)

The most prominent subsegments in your target area are Trips & Treats T2, Home & Heritage H2 and Dormitory Dependables D2. 36% of the target area adult population belong to one of these three segments, compared with 29% of the base area's adult population.

- Trips & Treats T2: Settled suburban families with established lifestyles. (Medium engagement)
- Home & Heritage H2: Affluent residents of rural idylls. (Medium engagement)
- Dormitory Dependables D2: Settled, comfortable residents, enjoying regional life. (Medium engagement)

**Audience Spectrum subsegment profile**



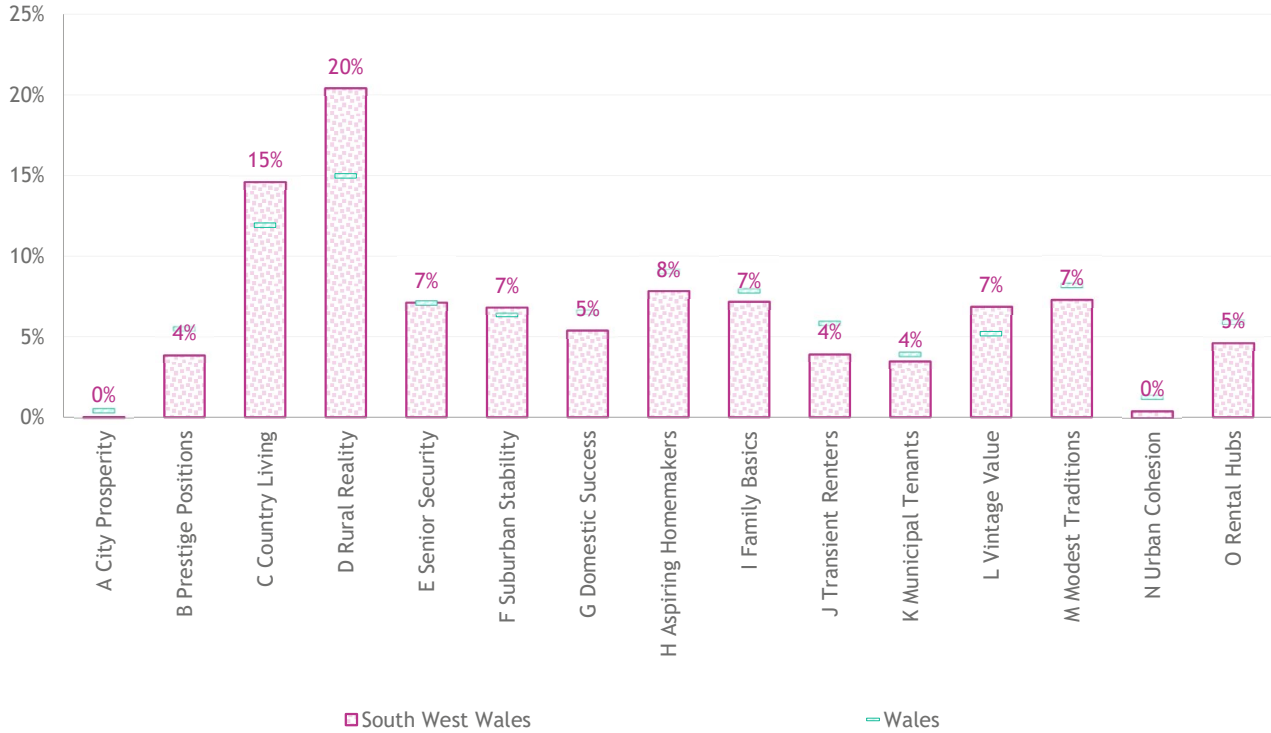
Adults 15+ estimate 2021: 599,369 (target area) / 2,664,575 (base area)

## Mosaic profile

The most prominent Mosaic groups in your target area are D Rural Reality, C Country Living and H Aspiring Homemakers. 43% of the adults in your target area belong to one of these three groups, compared with 36% of adults in the base area.

- D Rural Reality: Householders living in inexpensive homes in village communities.
- C Country Living: Well-off owners in rural locations enjoying the benefits of country life.
- H Aspiring Homemakers: Younger households settling down in housing priced within their means.

### Mosaic group profile



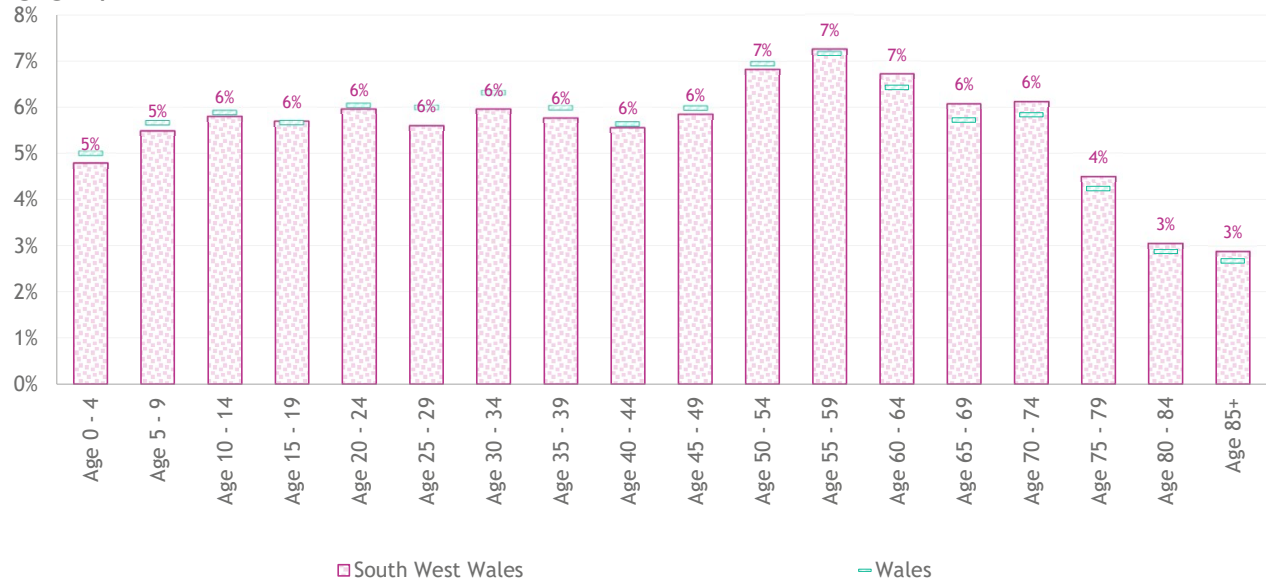
Adults 15+ estimate 2021: 600,656 (target area) / 2,673,831 (base area)

## Census demographics

### Core demographics

The dominant age group in your target area is 55 - 59. Compared to the base area, your target area has an over-representation of those aged 55 to 85+ and an under-representation of those aged 0 to 54.

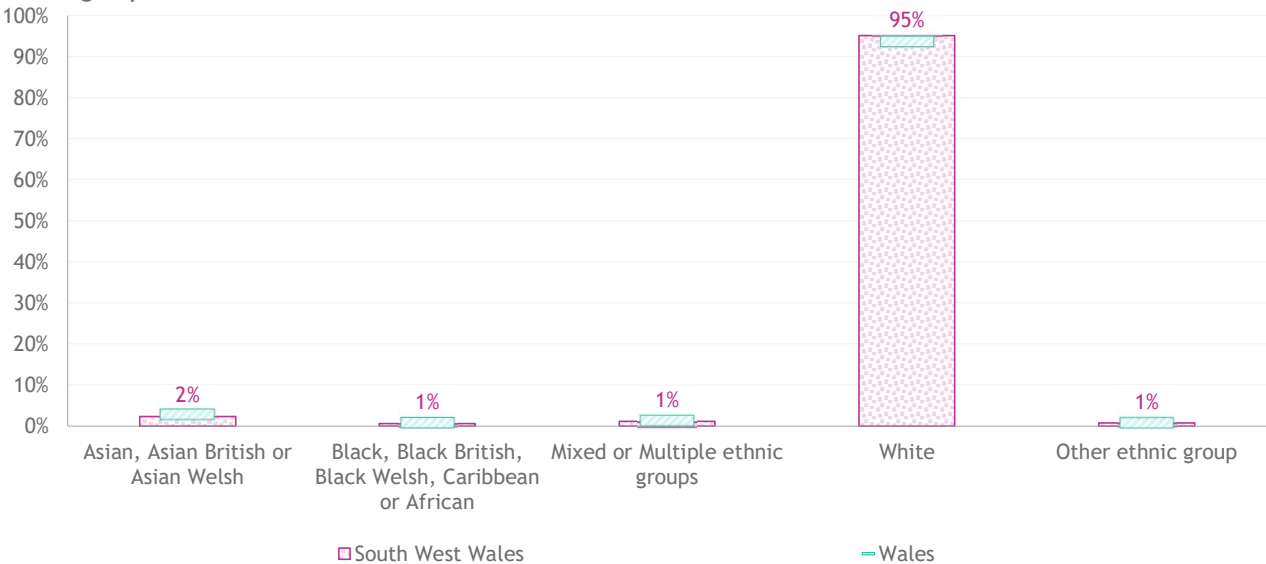
#### Age group



All usual residents: 691,211 (target area) / 3,104,143 (base area)

5% of people in your target area are from a Global Majority ethnic group, compared with 6% 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 Other Asian ethnic groups. Compared to the base area, the most over-represented ethnic group in your target area is Gypsy or Irish Traveller, and the most under-represented is Pakistani.

#### Ethnic group - overview

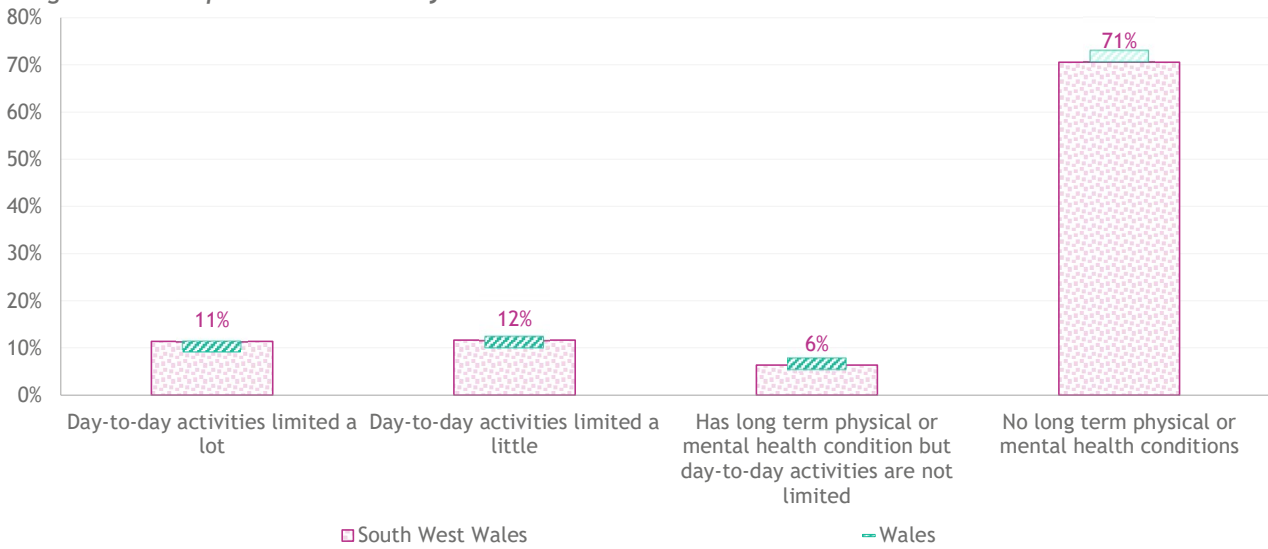


All usual residents: 691,336 (target area) / 3,104,359 (base area)

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

29% of people in the target area are disabled under the Equality Act, compared with 28% in the base area. 23% of the population are limited in their day-to-day activities, compared with 22% of people in the base area.

**Long-term health problem or disability**



All usual residents: 691,375 (target area) / 3,104,176 (base area)

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

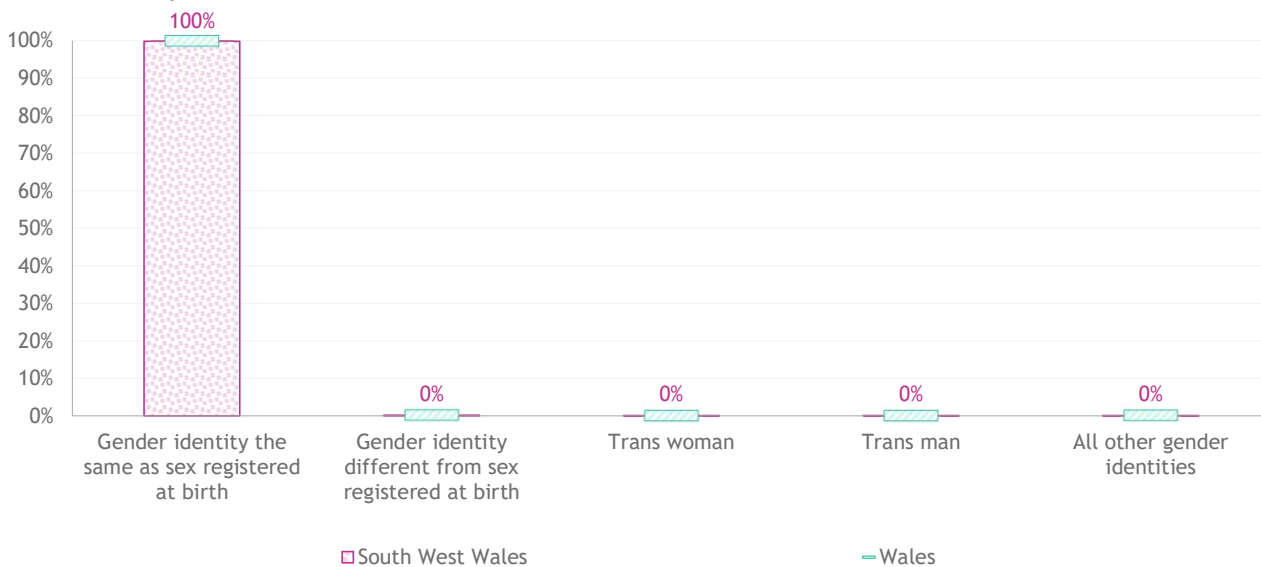


All usual residents: 691,377 (target area) / 3,104,298 (base area)



In both your target and base areas, less than 1% of people aged 16 or over have a gender identity different from that assigned at birth.

### Gender identity

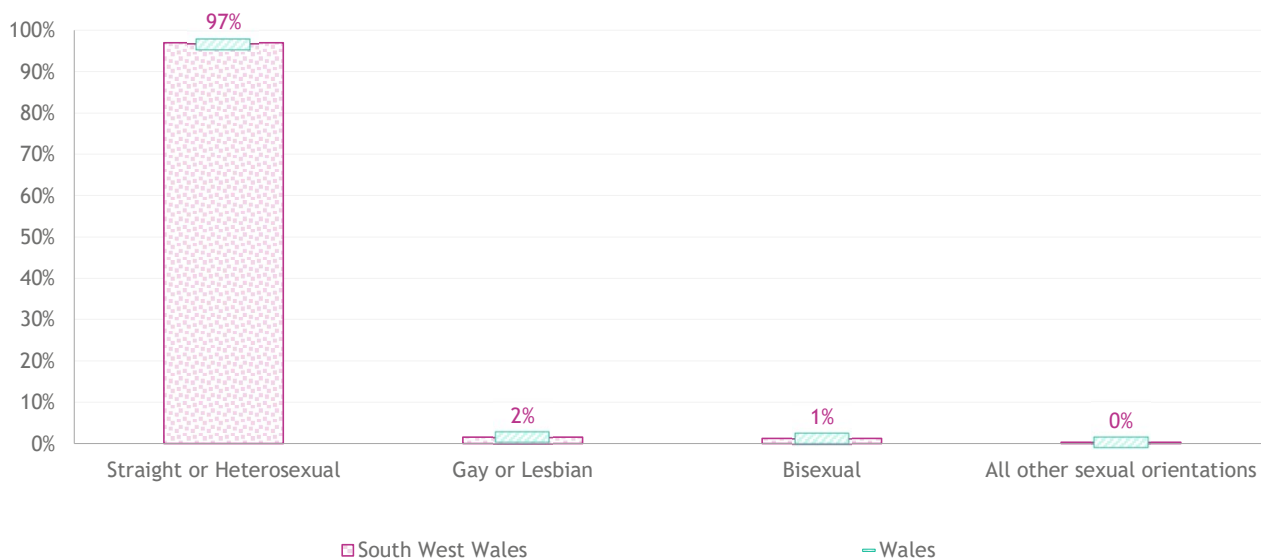


All usual residents aged 16 years and over: 535,124 (target area) / 2,379,085 (base area)

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 36,687 adults in the target area (6% of residents aged 16 and over) and 161,176 in the base area (6% of residents aged 16 and over).

3% of people aged 16 or over in your target area and 3% in your base area are gay, lesbian, bisexual or another sexual orientation other than straight/heterosexual.

### Sexual orientation



All usual residents aged 16 years and over: 528,531 (target area) / 2,353,346 (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 44,550 adults in the target area (8% of residents aged 16 and over) and 193,099 in the base area (8% of residents aged 16 and over).

51% 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 48% identifying as such. Compared to your base area, the largest over-representation in your target areas is of people identifying as Buddhist, and people identifying as Muslim are the most under-represented compared to the base area.

### Religion



All usual residents who chose to answer the question: 646,839 (target area) / 2,909,488 (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 44,501 adults in the target area (6% of all usual residents) and 194,792 in the base area (6% of all usual residents).

### Households

26% of all households in the target area include dependent children, compared with 26% of households in the base area.

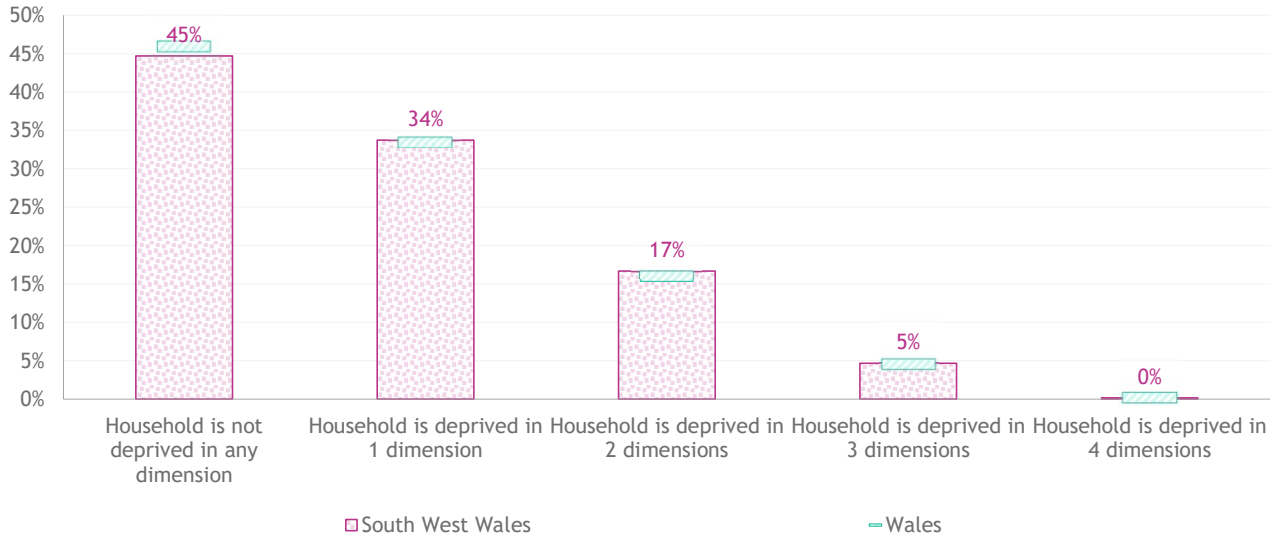
### Household family status



All households: 304,315 (target area) / 1,345,401 (base area)

22% 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 your base area.

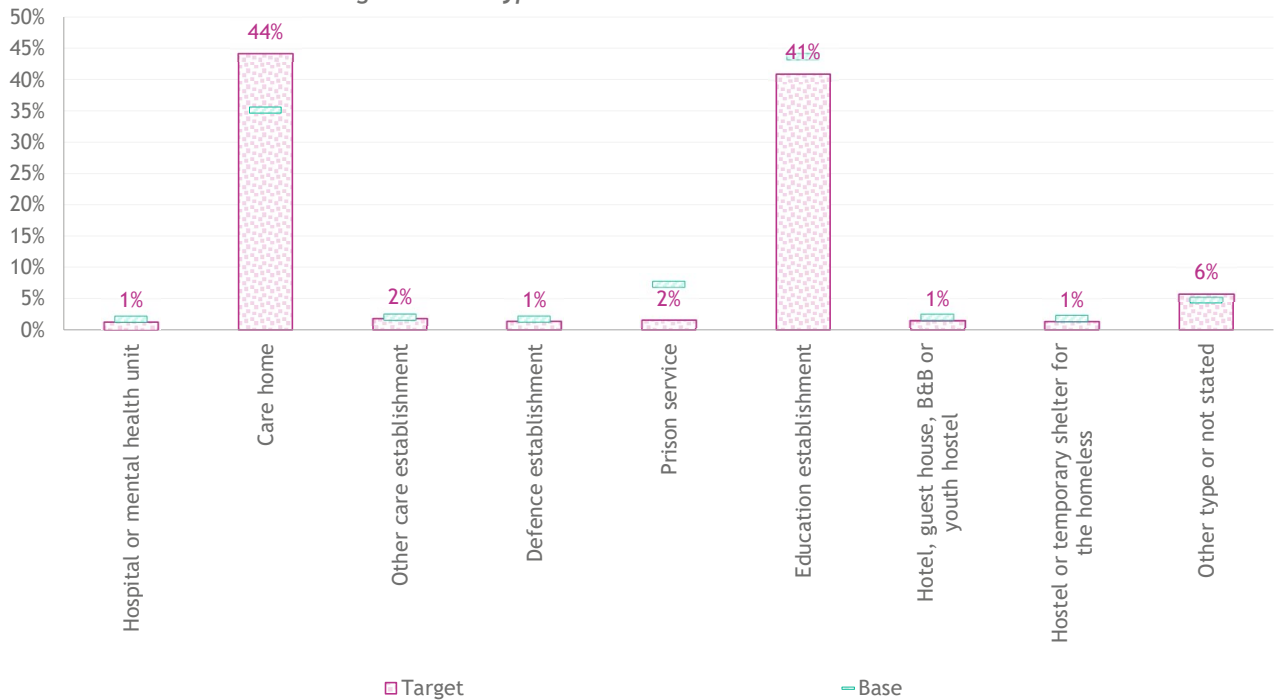
**Households by deprivation dimensions**



All households: 304,292 (target area) / 1,345,372 (base area)

Less than 1% of people in your target area live in a communal establishment. Of those who do, 44% live in care homes (either with or without nursing), 41% in education establishments (including university accommodation and boarding schools), and 2% in care establishments (e.g. children's homes, homes or hostels provided by social landlords or housing associations, or other care establishments provided by Local Authorities).

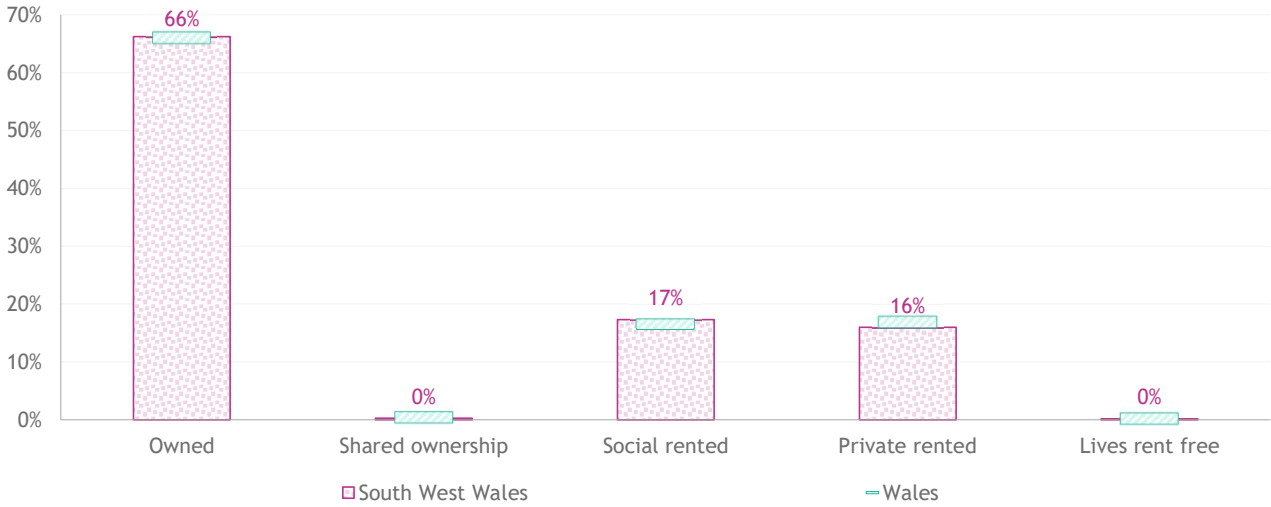
**Communal establishment management and type**



All usual residents in communal establishments: 12,136 (target area) / 55,860 (base area)

66% of households in your target area live in owner-occupied properties, 0% live in shared ownership properties, 17% in socially rented properties, and 16% rent privately. Home ownership is similar in your base area (66% of households), social rent lower (16% of households) and private rent higher (17% of households).

**Tenure**



All households: 304,283 (target area) / 1,345,369 (base area)

19% of households in your target area are car-free, compared with 19% in the base area.

**Car or van availability**

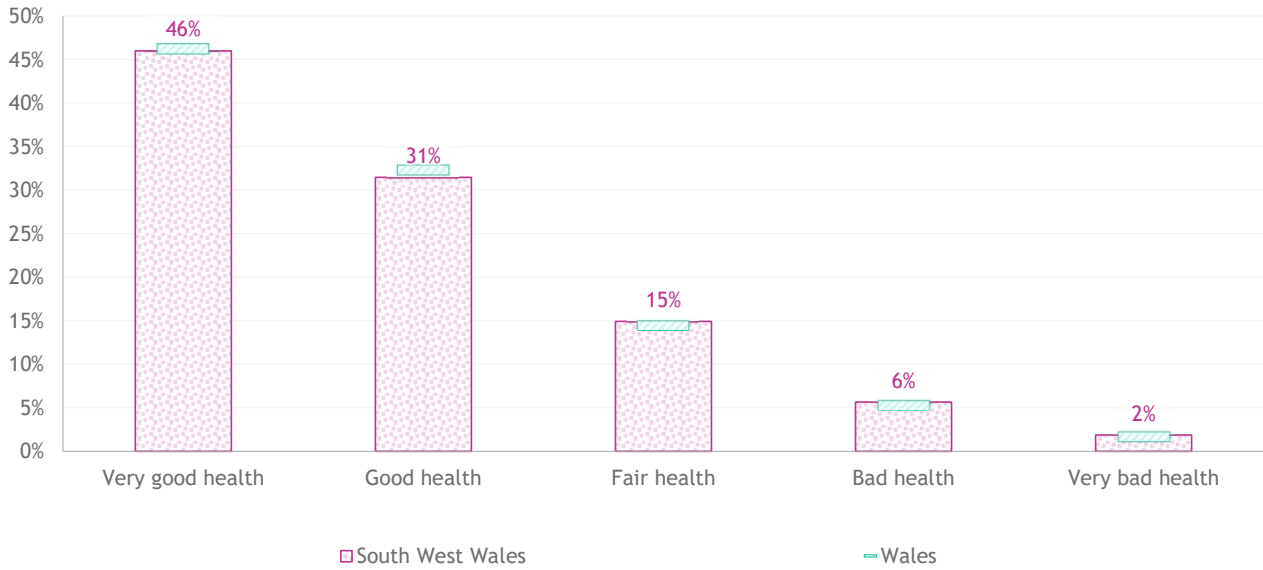


All households: 304,231 (target area) / 1,345,237 (base area)

## Health and unpaid care

General levels of health are similar in the populations of the target and base areas, with 77% and 79% respectively having good or very good health.

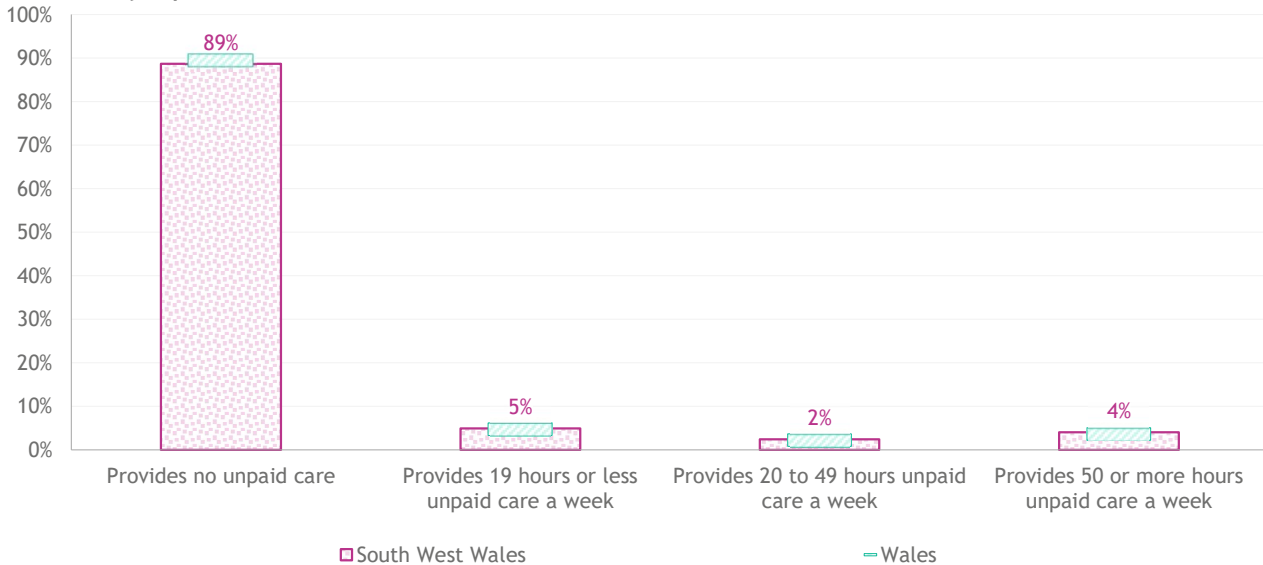
### General health



All usual residents: 691,295 (target area) / 3,104,113 (base area)

11% of the population of the 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 11% of the base area.

### Provision of unpaid care



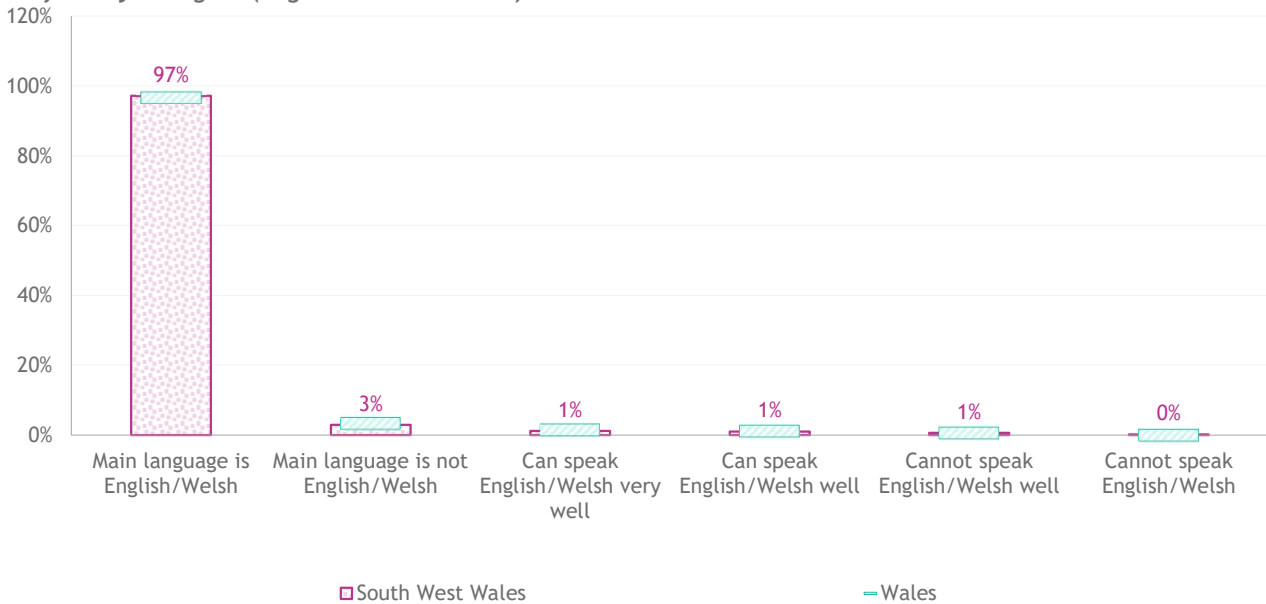
All usual residents: 658,398 (target area) / 2,949,535 (base area)

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

## Language and migration

In your target area, 3% of people aged 3 or over use a language other than English or Welsh as their main language, compared with 3% in the base area. 2% can speak English or Welsh well or very well despite it not being their main language, and 1% cannot speak English or Welsh well or at all.

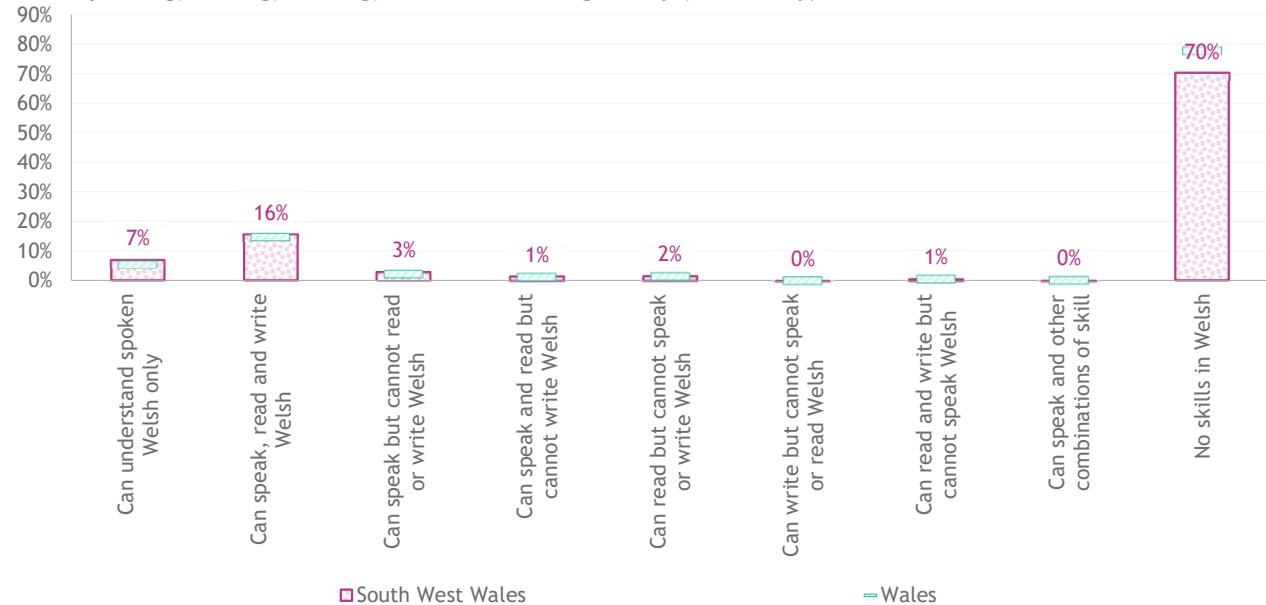
### Proficiency in English (English/Welsh in Wales)



All usual residents aged 3 and over: 672,424 (target area) / 3,014,928 (base area)

In your target area, 21% of people aged 3 or over can speak Welsh, 17% can write Welsh, 19% can read Welsh, and 26% can understand spoken Welsh. This compares with 18% able to speak, 16%, write, 18% read and 23% understand Welsh in your base area.

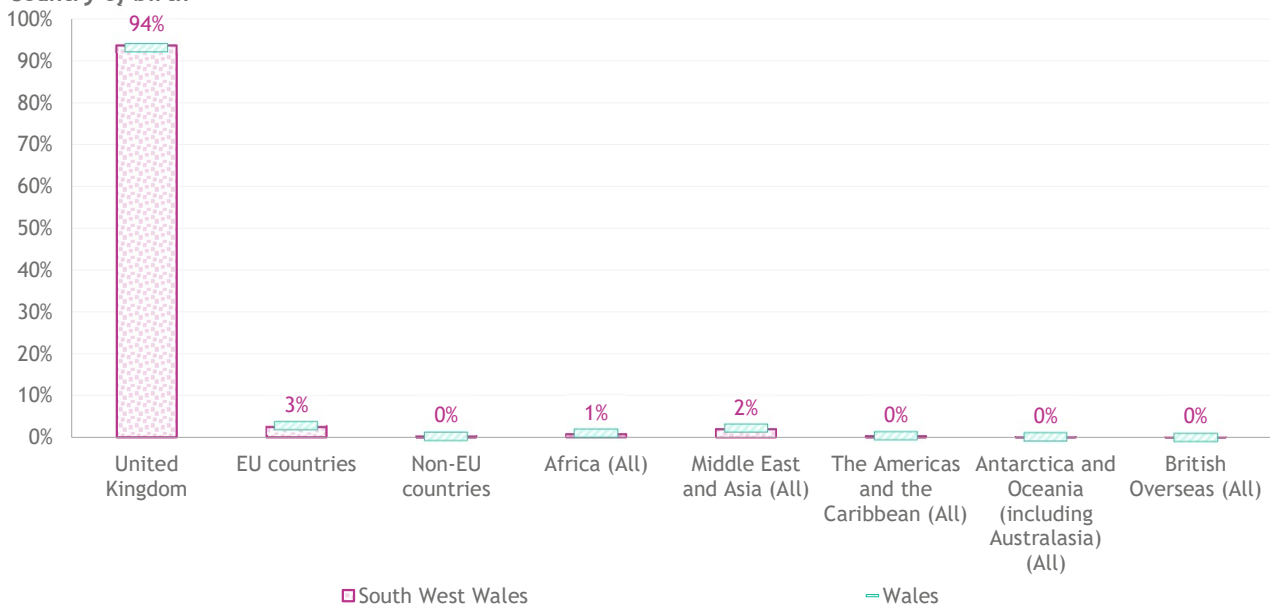
### Welsh speaking, writing, reading, and understanding ability (Wales only)



All usual residents aged 3 and over: 672,424 (target area) / 3,014,928 (base area)

94% of people in your target area were born in the UK, compared with 93% of those in the base area. Of people born outside the UK, the largest proportion in your target area (43%) were born in EU countries, followed by 32% being born in the Middle East and Asia.

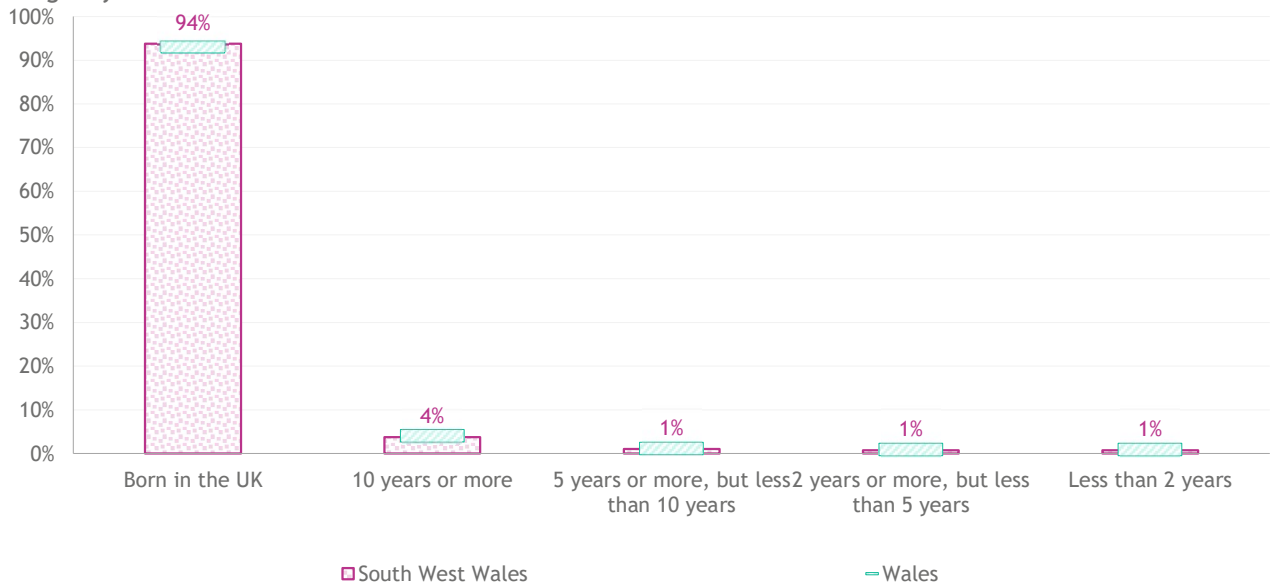
**Country of birth**



All usual residents: 691,392 (target area) / 3,104,131 (base area)

Of those born outside the UK and now living in your target area, 60% have lived in the UK for 10 years or more. This figure is 59% in the base area.

**Length of residence in the UK**



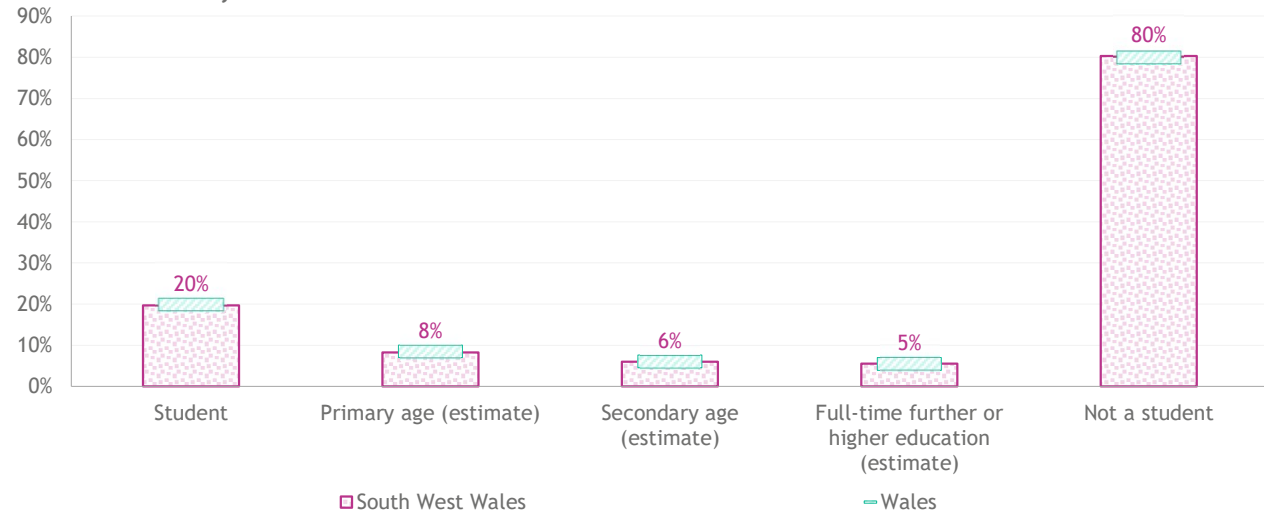
All usual residents: 691,286 (target area) / 3,104,220 (base area)

Additional statistics around language and migration are available in the accompanying Excel spreadsheet.

## Education and employment

20% of people in the target area aged 5 and over are in full-time education, compared with 20% of the base population. An estimated 5% are in full-time further or higher education, against 5% in the base area.

### Schoolchildren and full-time students

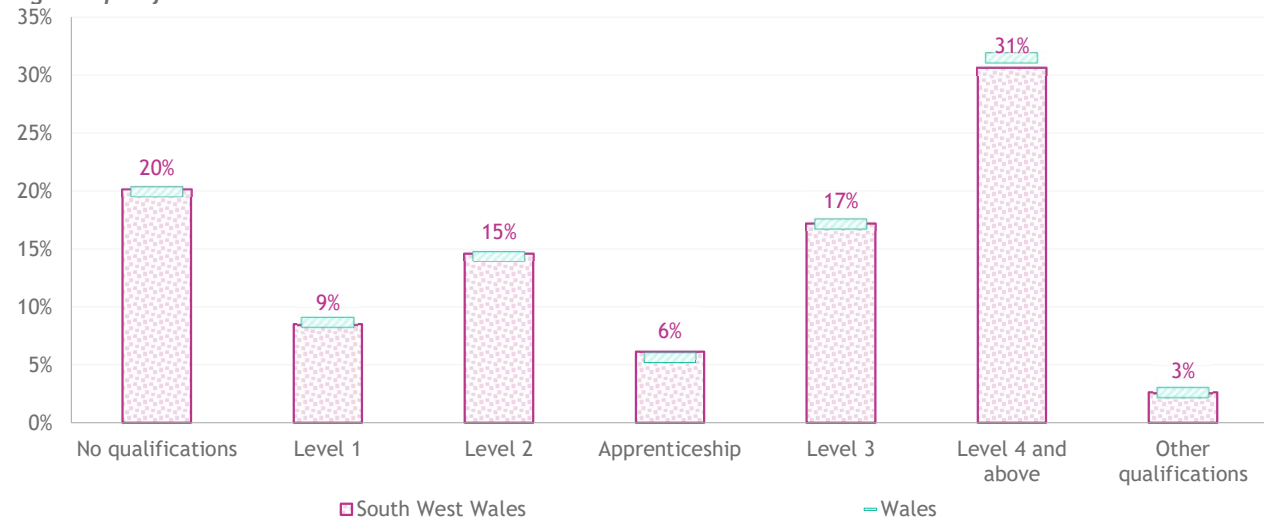


All usual residents aged 5 years and over: 658,245 (target area) / 2,949,188 (base area)

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.

31% of those aged 16+ in the target area have achieved Level 4 qualifications and above (e.g. Higher Education/Higher diploma), compared with 31% of the base population. 20% of adults in the target area and 20% in the base area have no qualifications.

### Highest qualification achieved



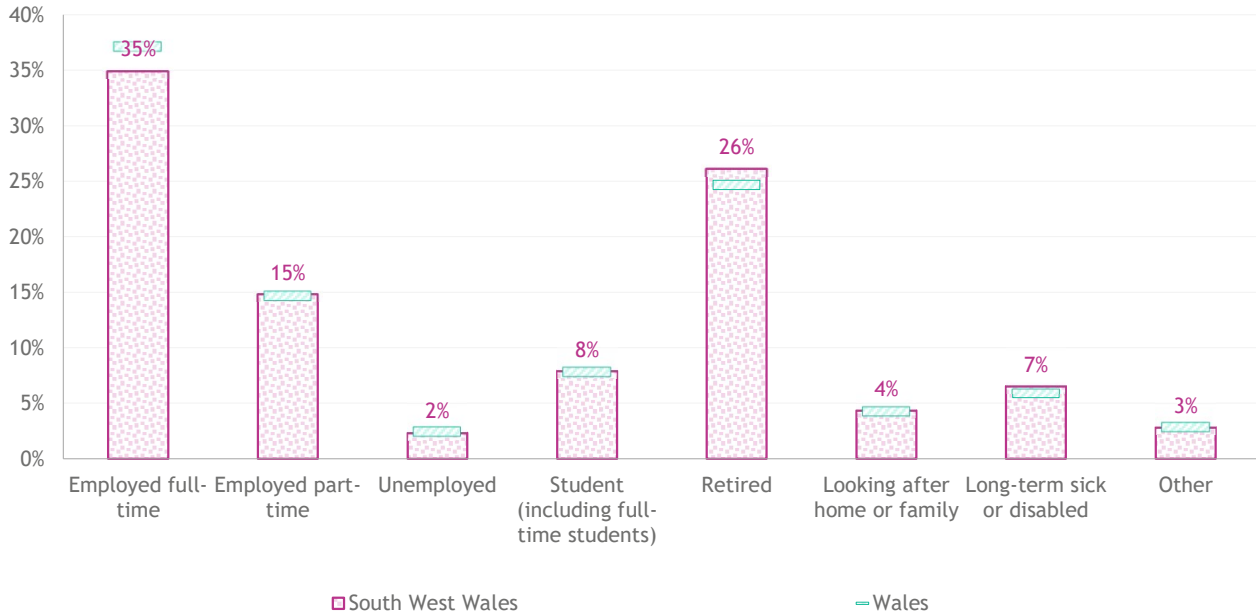
All usual residents aged 16 and over: 572,512 (target area) / 2,556,438 (base area)

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.



50% of all adults in the target area are in employment, and 2% are unemployed. This compares with 52% and 2% of adults in the base area.

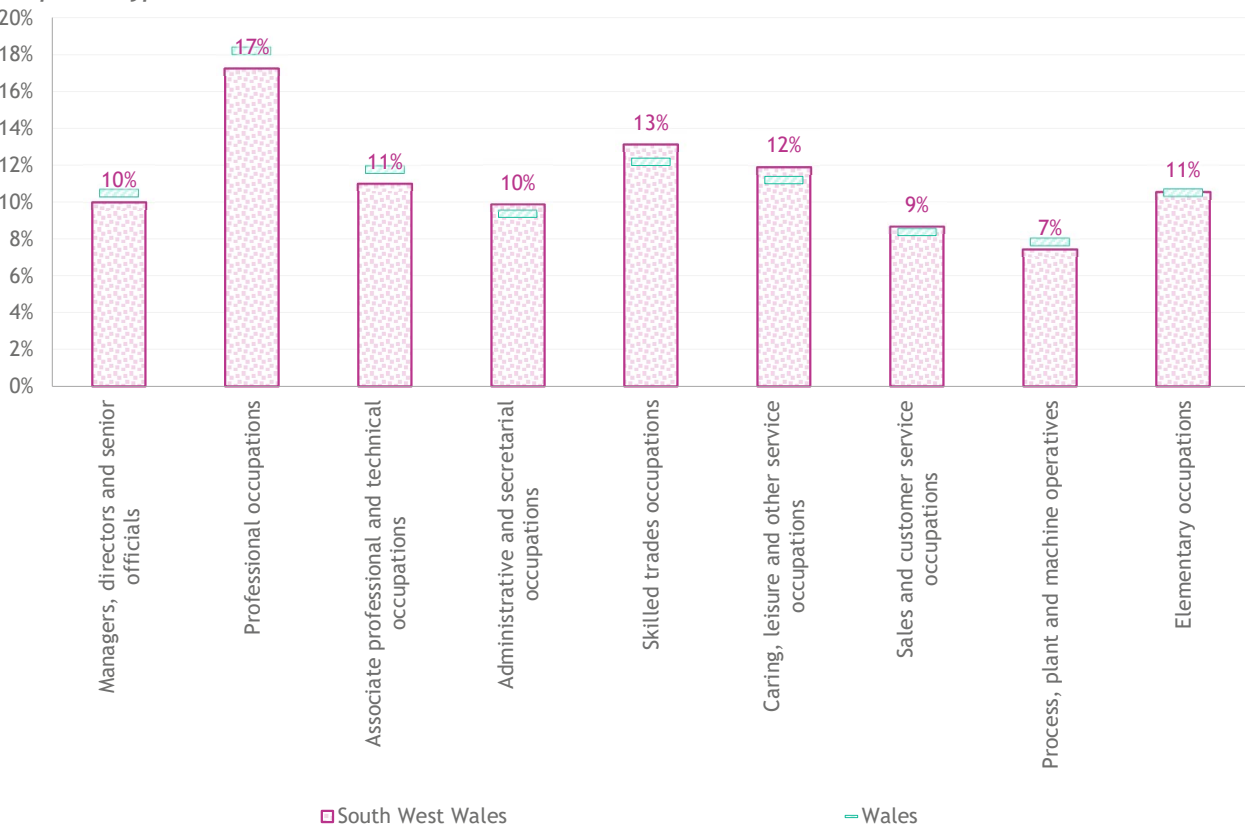
### Employment status



All usual residents aged 16 or over: 572,432 (target area) / 2,556,505 (base area)

The most common occupation type amongst adults in the target area is Professional occupations, with 17% of the working-age population falling into this group. The most over-represented occupation type compared to the base area is Skilled trades occupations, and the most under-represented is Associate professional and technical occupations.

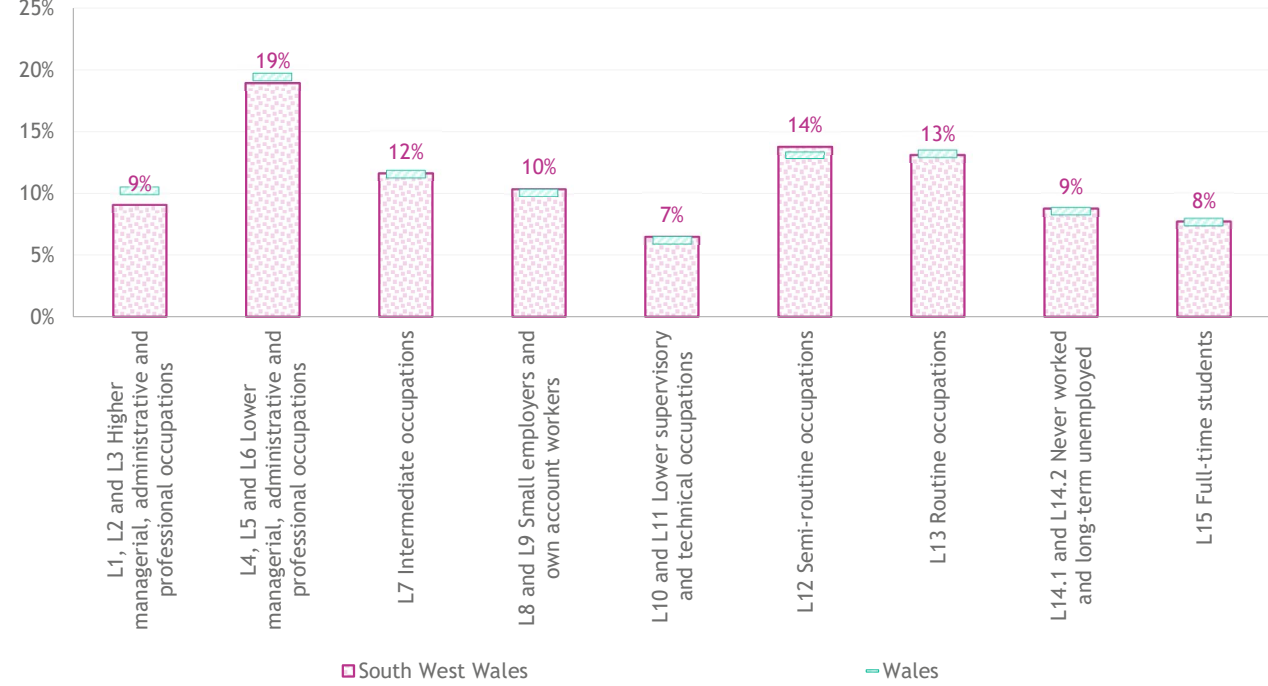
### Occupation type



All usual residents aged 16 years and over in employment the week before the census: 294,180 (target area) / 1,366,421 (base area)

28% of adults in the target area are in National Statistics Socio-economic Classification (NS-SEC) classes L1 to L6 (Higher managerial, administrative, and professional occupations), compared with 30% in the base area. 22% are in classes L7 to L9 (Intermediate occupations) compared with 22% in the base area, and 33% are in categories L10-L13 (Routine and manual occupations) vs. 33% in the base area.

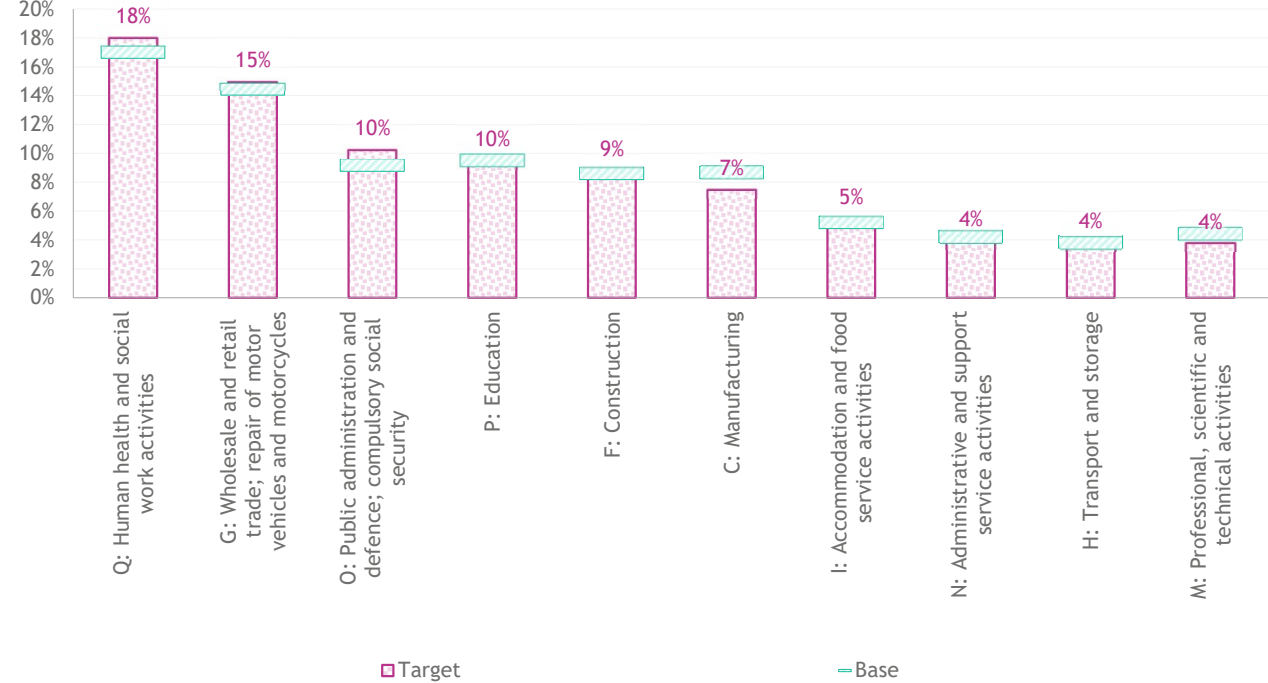
**NS-SEC (Operational categories)**



All usual residents aged 16 or over: 572,429 (target area) / 2,556,407 (base area)

The largest industry of employment in your target area is category Q: Human health and social work activities. 18% 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: 294,180 (target area) / 1,366,421 (base area)

Additional statistics around education and employment 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.