

Area Profile Report

Central Scotland

The area profile report contains data about the population within your target area (Central Scotland), compared with the population of your base area (Scotland). The extent of your target area is shown in the map below.

Total population

The total adult population (15+) of your target area (Central Scotland) is 948,122, and the population of your base area (Scotland) is 4,698,984 (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.

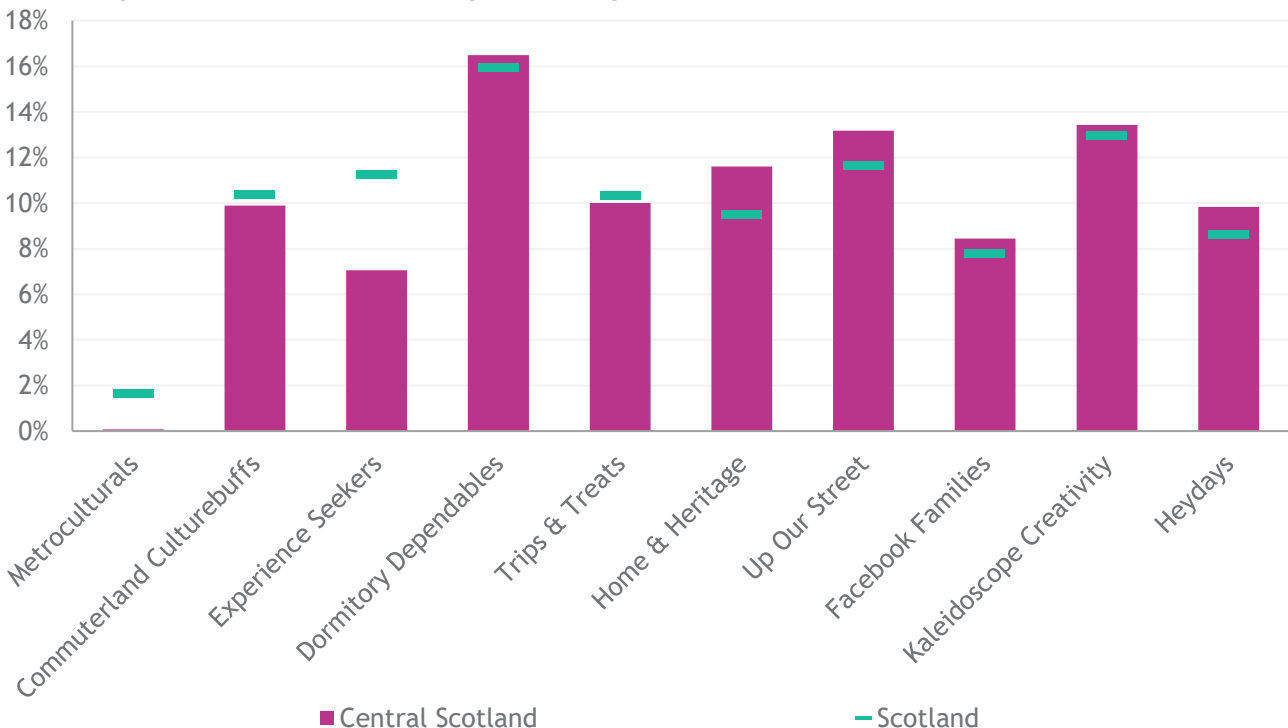
To find out more and to view the pen portraits for each segment visit:

www.theaudienceagency.org/audience-spectrum

The most prominent Audience Spectrum segments in your target catchment area are Dormitory Dependables, Kaleidoscope Creativity and Up Our Street. 43% of the target population belong to one of these three segments, compared with 41% of the base population as a whole.

- Dormitory Dependables: Regular but not frequent cultural attenders living in city suburbs and small towns (Medium engagement)
- Kaleidoscope Creativity: Urban and culturally diverse, their arts and cultural activity happens in their community and outside the mainstream (Lower engagement)
- Up Our Street: Reasonably comfortably off households, occasional audiences for popular arts and entertainment, museums and heritage sites (Lower engagement)

Percentage breakdown of Audience Spectrum segments



Audience Spectrum segment	Central Scotland		Scotland		Index
	Count	%	Count	%	
Metroculturals	739	0%	73,606	2%	5
Commuterland Culturebuffs	92,184	10%	466,098	10%	95
Experience Seekers	65,722	7%	505,118	11%	63
Dormitory Dependables	153,739	16%	716,520	16%	103
Trips & Treats	93,296	10%	463,553	10%	97
Home & Heritage	108,099	12%	426,415	9%	122
Up Our Street	122,839	13%	523,567	12%	113
Facebook Families	78,659	8%	350,561	8%	108
Kaleidoscope Creativity	125,153	13%	581,254	13%	104
Heydays	91,692	10%	386,395	9%	114
<i>Unclassified</i>	-		-		
<i>Adults 15+ estimate 2018</i>	932,122		4,493,087		

Base totals and percentages do not include unclassified postcodes.

Mosaic group profile

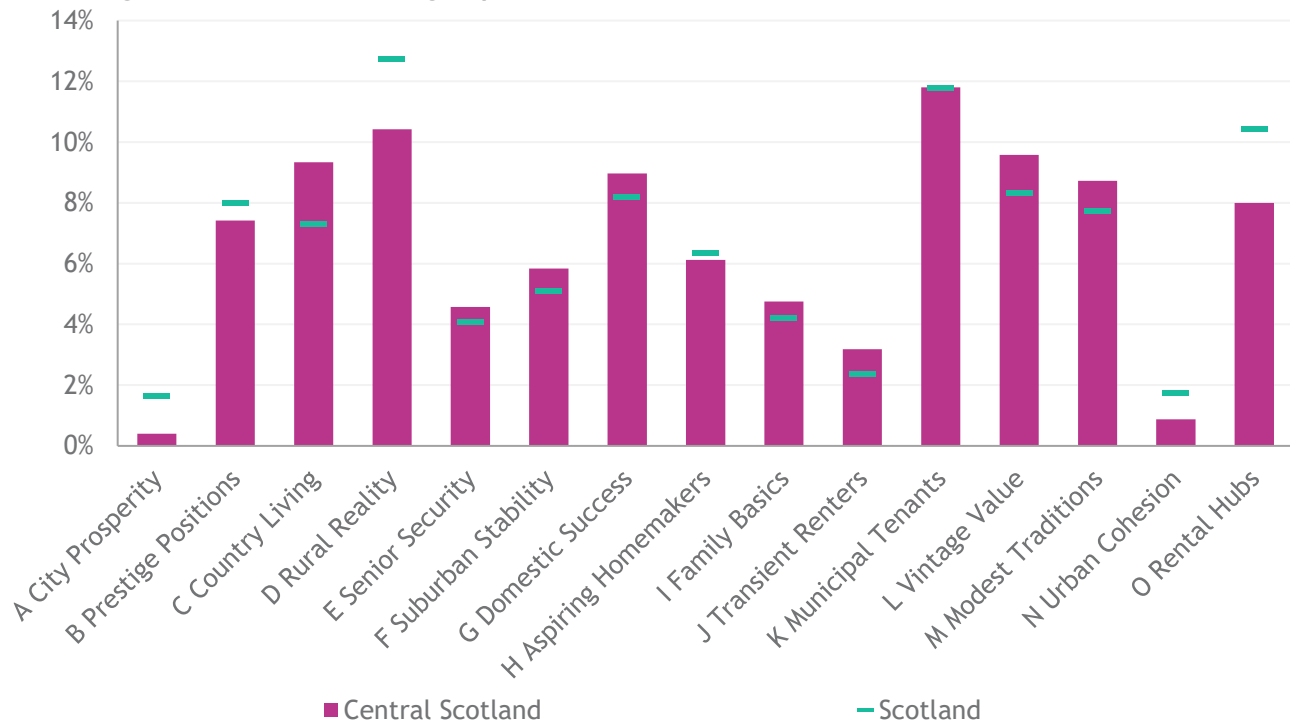
Mosaic combines a wide range of information from over 400 sources to create a summary of the likely characteristics of each UK household.

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 K Municipal Tenants, D Rural Reality and L Vintage Value. 32% of the target population belong to one of these three groups, compared with 33% of the base population as a whole.

- Municipal Tenants: Urban renters of social housing facing an array of challenges
- Rural Reality: Householders living in inexpensive homes in village communities
- Vintage Value: Elderly people reliant on support to meet financial or practical need

Percentage breakdown of Mosaic groups



Mosaic group	Central Scotland		Scotland		Index
	Count	%	Count	%	
A City Prosperity	3,841	0%	77,168	2%	25
B Prestige Positions	70,348	7%	375,484	8%	93
C Country Living	88,510	9%	343,300	7%	128
D Rural Reality	98,791	10%	598,880	13%	82
E Senior Security	43,385	5%	192,216	4%	112
F Suburban Stability	55,388	6%	239,878	5%	114
G Domestic Success	85,038	9%	384,598	8%	110
H Aspiring Homemakers	58,071	6%	298,516	6%	96
I Family Basics	45,023	5%	197,466	4%	113
J Transient Renters	30,182	3%	110,715	2%	135
K Municipal Tenants	111,872	12%	553,828	12%	100
L Vintage Value	90,812	10%	390,793	8%	115
M Modest Traditions	82,679	9%	363,916	8%	113
N Urban Cohesion	8,327	1%	82,053	2%	50
O Rental Hubs	75,855	8%	490,173	10%	77
U Unclassified	0		0		
Adults 15+ estimate 2018	948,122		4,698,984		

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.

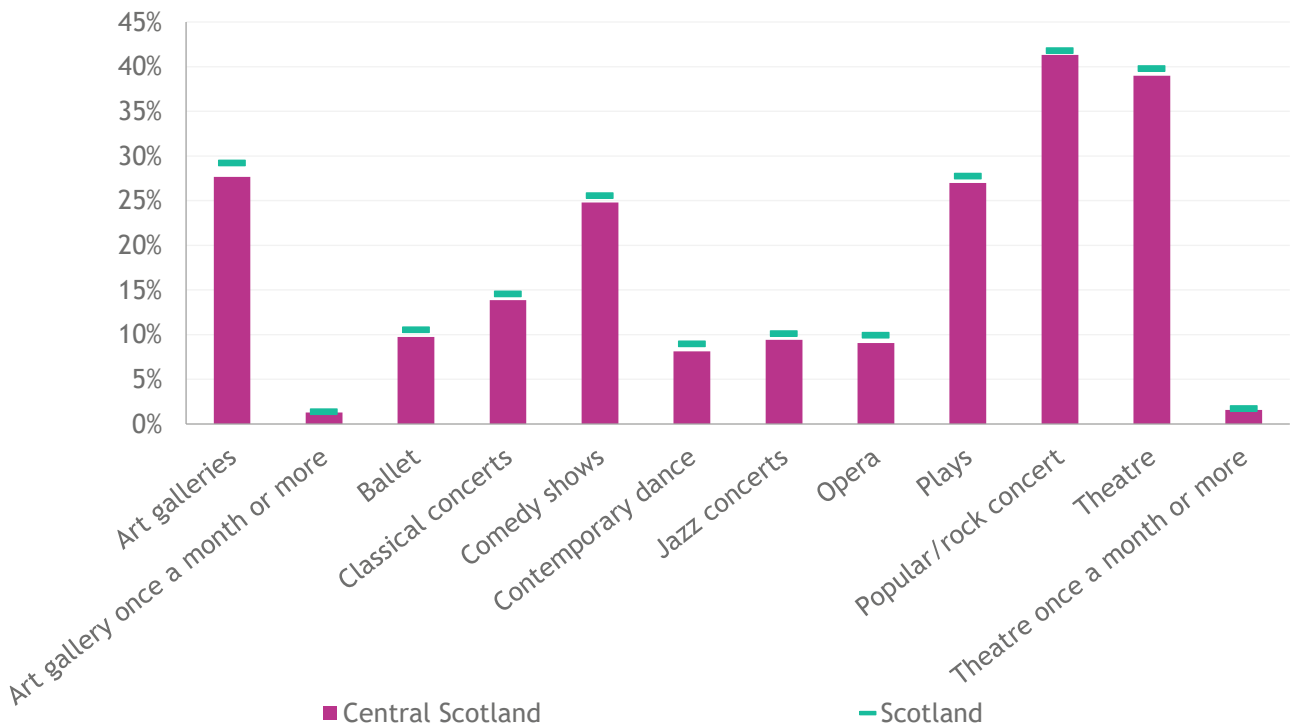
Arts attendance: amongst the target population, the arts activities with the highest levels of engagement are:

- Popular/rock concert: 41% attendance amongst the target population
- Theatre: 39% attendance amongst the target population
- Art galleries: 28% 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.

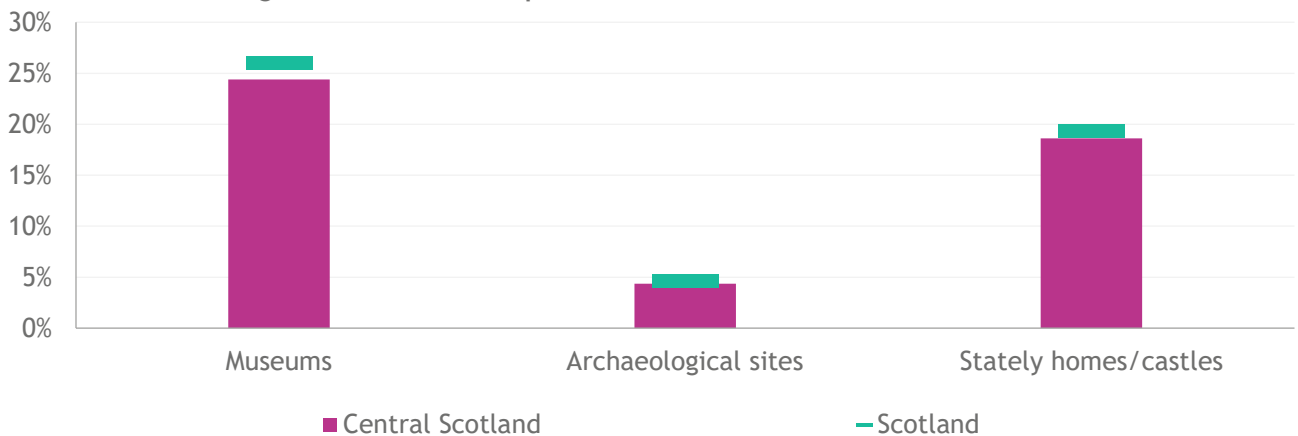
Cinema visits: 77% of the target population visit the cinema compared to 78% of the base population.

Arts attendance in the past 12 months



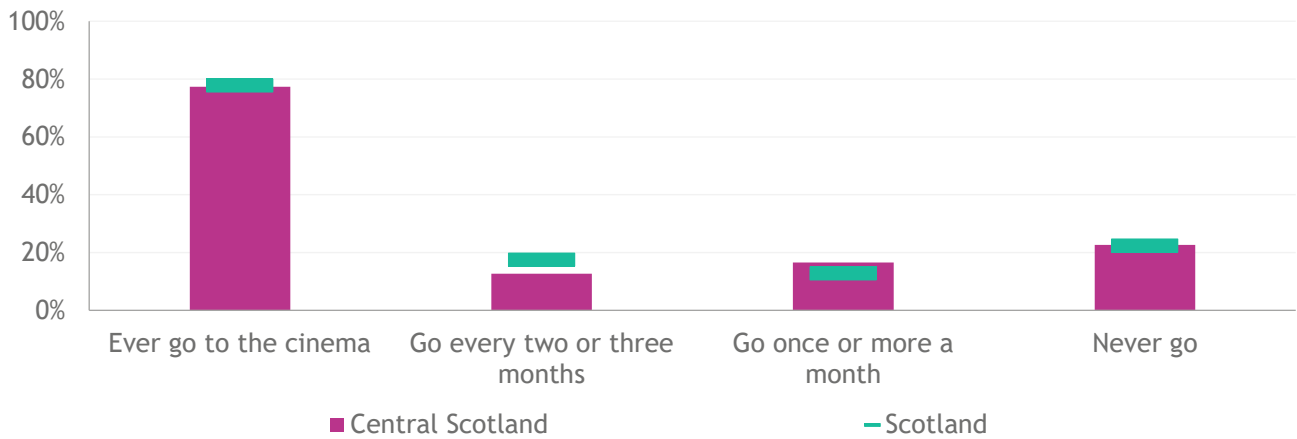
Attended in past 12 months	Central Scotland		Scotland		Index
	Count	%	Count	%	
Art galleries	262,139	28%	1,374,405	29%	95
Art gallery once a month or more	12,091	1%	65,191	1%	92
Ballet	92,460	10%	495,986	11%	92
Classical concerts	131,451	14%	685,953	15%	95
Comedy shows	235,160	25%	1,202,972	26%	97
Contemporary dance	77,179	8%	422,061	9%	91
Jazz concerts	89,213	9%	476,623	10%	93
Opera	86,049	9%	468,175	10%	91
Plays	255,738	27%	1,305,315	28%	97
Popular/rock concert	391,765	41%	1,964,846	42%	99
Theatre	369,718	39%	1,870,673	40%	98
Theatre once a month or more	14,941	2%	82,846	2%	89
<i>Adults 15+ estimate 2018</i>	948,122		4,698,984		

Museums and heritage attendance in the past 12 months



Visited in past 12 months	Central Scotland		Scotland		Index
	Count	%	Count	%	
Museums	231,125	24%	1,223,911	26%	94
Archaeological sites	41,438	4%	220,066	5%	93
Stately homes/castles	176,527	19%	908,138	19%	96
<i>Adults 15+ estimate 2018</i>	948,122		4,698,984		

Cinema visits



Cinema visits	Central Scotland		Scotland		Index
	Count	%	Count	%	
Ever go to the cinema	733,145	77%	3,650,004	78%	100
Go every two or three months	120,603	13%	823,560	18%	73
Go once or more a month	156,353	16%	595,652	13%	130
Never go	214,977	23%	1,048,980	22%	102
Adults 15+ estimate 2018	948,122		4,698,984		

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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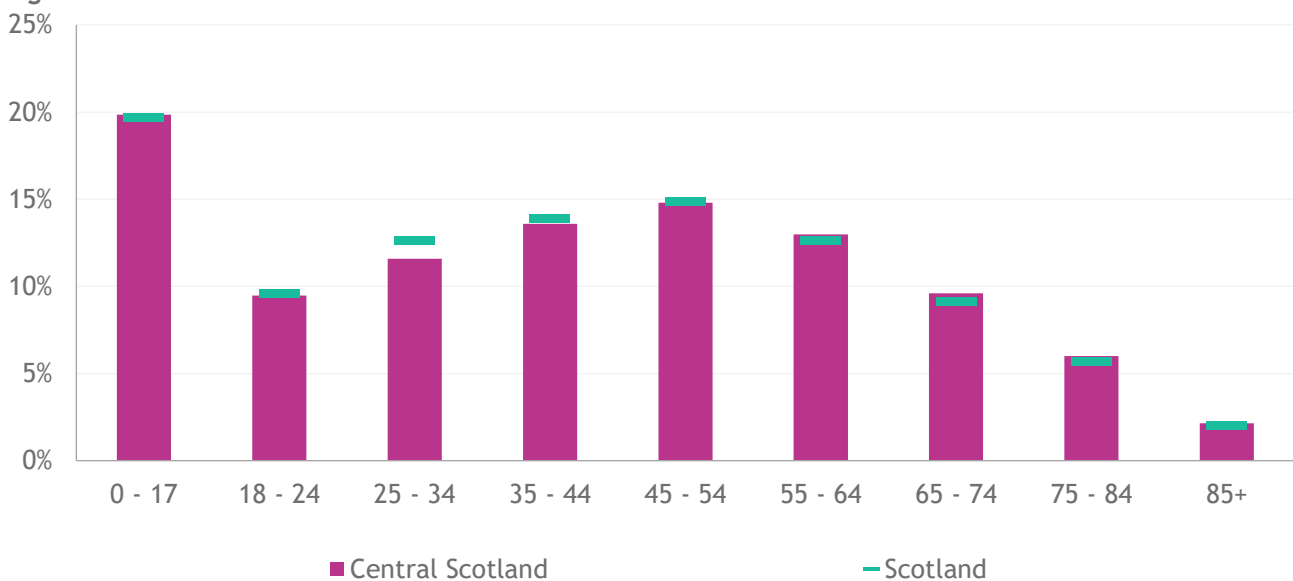
Demographics

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

- Age profile: the dominant adult age group is 45 - 49.
- Ethnic origin: 3% are from a Black, Asian or mixed ethnic group, compared with 4% of the base population.
- Health: 80% are not limited in their day-to-day activities by ill health or disability.
- Family structure: 40% 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 49% of all households in the target area, compared with 50% of households in the base area. C2/D/E households make up 51% of households in the target area, compared with 50% of households in the base area.
- Employment: 57% of those who are economically active are in full/part time work or self-employed, compared with 57% of the base population. Of those who are economically inactive, 51% are retired, compared with 48% of the base population.
- Education: 25% of those aged 16+ have achieved Level 4 qualifications and above (e.g. Higher Education/Higher diploma), compared with 26% of the base population.
- Newspaper readership: the most read daily newspaper amongst the target population (adults 15+) is The Sun.

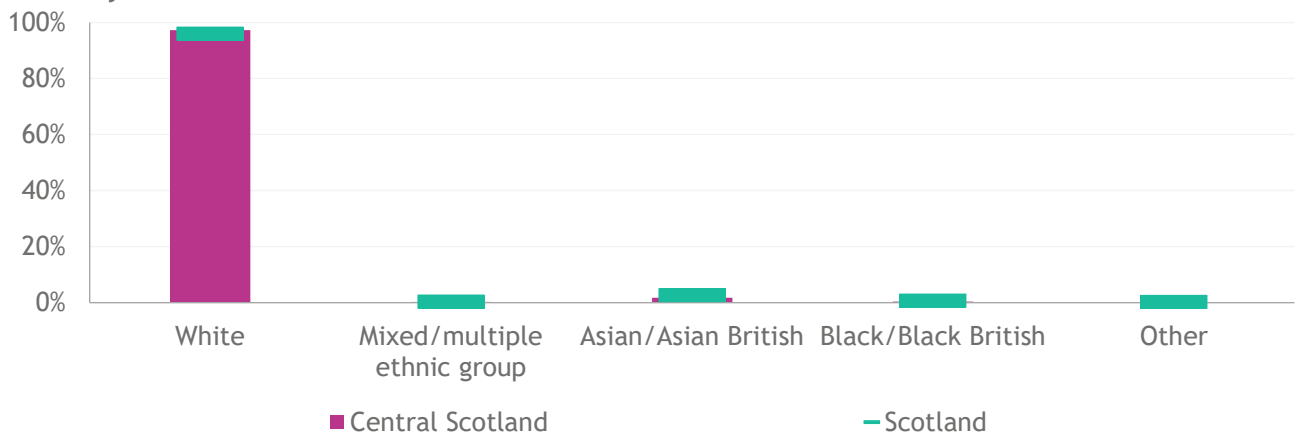
Population and Households

Age structure



Age group	Central Scotland		Scotland		Index
	Count	%	Count	%	
0 - 17	212,977	20%	1,042,597	20%	101
18 - 24	101,535	9%	506,222	10%	99
25 - 34	124,282	12%	667,327	13%	92
35 - 44	145,655	14%	734,754	14%	98
45 - 54	158,679	15%	786,756	15%	100
55 - 64	139,314	13%	667,413	13%	103
65 - 74	102,912	10%	481,792	9%	105
75 - 84	64,366	6%	302,639	6%	105
85+	23,055	2%	105,903	2%	107
<i>All usual residents</i>	<i>1,072,775</i>		<i>5,295,403</i>		

Ethnicity

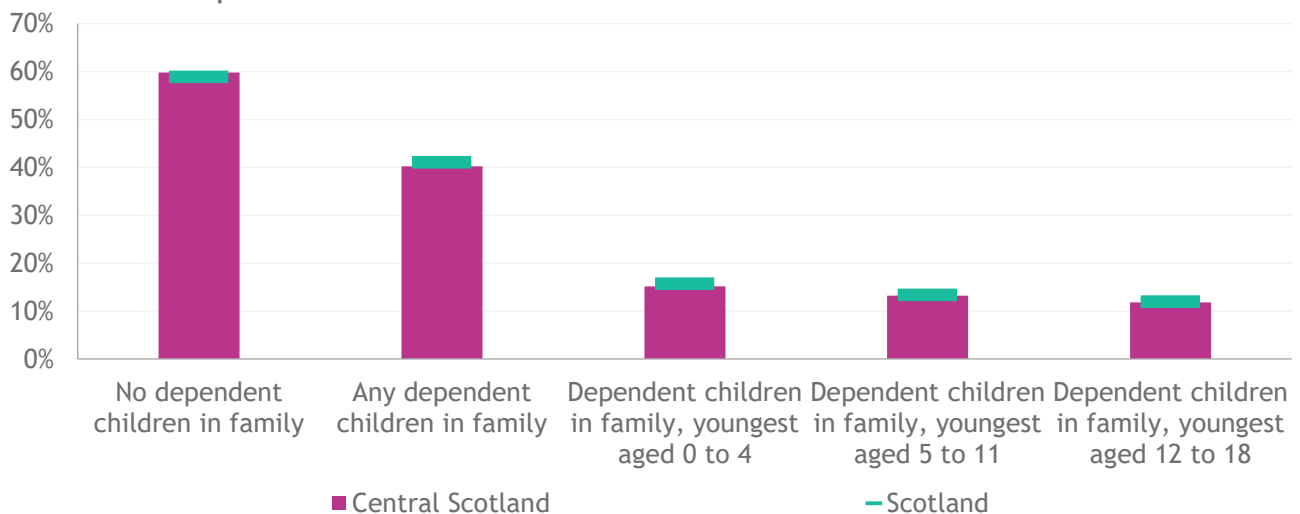


Ethnicity	Central Scotland		Scotland		Index
	Count	%	Count	%	
White	1,044,229	97%	5,084,407	96%	101
Mixed/multiple ethnic group	3,462	0%	19,815	0%	86
Asian/Asian British	19,030	2%	140,678	3%	67
Black/Black British	3,849	0%	36,178	1%	53
Other	2,205	0%	14,325	0%	76
<i>All usual residents</i>	<i>1,072,775</i>		<i>5,295,403</i>		

Health

Long-term health problem or disability	Central Scotland		Scotland		Index
	Count	%	Count	%	
Day-to-day activities limited a lot	98,868	9%	505,863	10%	96
Day-to-day activities limited a little	112,027	10%	534,508	10%	103
Day-to-day activities not limited	861,880	80%	4,255,032	80%	100
<i>All usual residents</i>	1,072,775		5,295,403		

Families with dependent children



Household family status	Central Scotland		Scotland		Index
	Count	%	Count	%	
No dependent children in family	185,411	60%	881,316	59%	101
Any dependent children in family	124,631	40%	614,294	41%	98
Dependent children in family, youngest aged 0 to 4	47,005	15%	235,296	16%	96
Dependent children in family, youngest aged 5 to 11	41,006	13%	199,808	13%	99
Dependent children in family, youngest aged 12 to 18	36,620	12%	179,190	12%	99
<i>All families in households</i>	310,042		1,495,610		

Approximated social grade



Approximated social grade	Central Scotland		Scotland		Index
	Count	%	Count	%	
AB	60,230	17%	327,941	19%	93
C1	110,127	32%	559,669	32%	100
C2	79,616	23%	385,670	22%	105
DE	97,145	28%	491,729	28%	100
<i>All Household Reference Persons aged 16 to 64</i>	<i>347,118</i>		<i>1,765,009</i>		

Employment and qualifications

Economic activity

Economically active	Central Scotland		Scotland		Index
	Count	%	Count	%	
Employed or self-employed: all	477,507	88%	2,400,925	88%	100
Employee: Part-time	107,977	20%	529,816	19%	102
Employee: Full-time	311,812	57%	1,573,416	57%	100
Self-employed with employees: Part-time	2,313	0%	11,376	0%	102
Self-employed with employees: Full-time	14,184	3%	71,084	3%	100
Self-employed without employees: Part-time	13,265	2%	66,276	2%	101
Self-employed without employees: Full-time	27,956	5%	148,957	5%	94
Unemployed	38,515	7%	189,414	7%	102
Full-time student	29,310	5%	148,560	5%	99
<i>Economically active: Total</i>	<i>545,332</i>		<i>2,738,899</i>		

Occupation

Occupation type	Central Scotland		Scotland		Index
	Count	%	Count	%	
Managers, directors and senior officials	42,385	8%	210,819	8%	101
Professional occupations	78,094	16%	421,639	17%	93
Associate professional and technical occupations	62,819	13%	318,380	13%	99
Administrative and secretarial occupations	53,783	11%	286,144	11%	95
Skilled trades occupations	64,799	13%	315,177	13%	104
Caring, leisure and other service occupations	48,751	10%	244,508	10%	100
Sales and customer service occupations	48,478	10%	234,367	9%	104
Process, plant and machine operatives	40,833	8%	193,594	8%	106
Elementary occupations	59,809	12%	292,267	12%	103
<i>All usual residents aged 16 to 74 in employment</i>	<i>499,751</i>		<i>2,516,895</i>		

Economically inactive

Economically inactive	Central Scotland		Scotland		Index
	Count	%	Count	%	
Retired	129,253	51%	591,667	48%	106
Student (including full-time students)	44,326	18%	218,412	18%	99
Looking after home or family	26,727	11%	141,542	11%	92
Long-term sick or disabled	37,381	15%	203,975	17%	89
Other	15,076	6%	76,035	6%	97
<i>Economically inactive: Total</i>	<i>252,763</i>		<i>1,231,631</i>		

Highest qualification level

Highest qualification achieved	Central Scotland		Scotland		Index
	Count	%	Count	%	
No qualifications	229,957	26%	1,173,116	27%	97
Level 1 (e.g. GCSEs graded D-G, Foundation diploma)	213,295	24%	1,010,875	23%	104
Level 2 (e.g. GCSEs graded A*-C, Higher diploma)	128,379	14%	627,423	14%	101
Apprenticeship	0	0%	0	0%	100
Level 3 (e.g. AS and A Levels, Advanced and Progression diploma)	92,367	10%	424,996	10%	107
Level 4 and above (e.g. Higher Education and Higher diplomas)	221,518	25%	1,142,662	26%	96
Other qualifications	0	0%	0	0%	100
<i>All usual residents aged 16 and over</i>	885,516		4,379,072		

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	Central Scotland		Scotland		Index
	Count	%	Count	%	
Daily Express	20,528	2%	100,922	2%	101
Daily Mail	37,195	4%	175,641	4%	105
Daily Mirror	10,540	1%	50,843	1%	103
Daily Record	52,314	6%	267,386	6%	97
Daily Star	7,760	1%	38,871	1%	99
Daily Telegraph	3,221	0%	15,921	0%	100
Financial Times	3,548	0%	19,770	0%	89
The Guardian	7,775	1%	33,410	1%	115
i (newspaper)	6,932	1%	41,164	1%	83
The Sun	69,117	7%	345,734	7%	99
The Times	16,876	2%	86,208	2%	97
<i>Adults 15+ estimate 2018</i>	948,122		4,698,984		

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