

Area Profile Report

East Central Scotland

The area profile report contains data about the population within your target area (East 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 (East Central Scotland) is 769,305, 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.

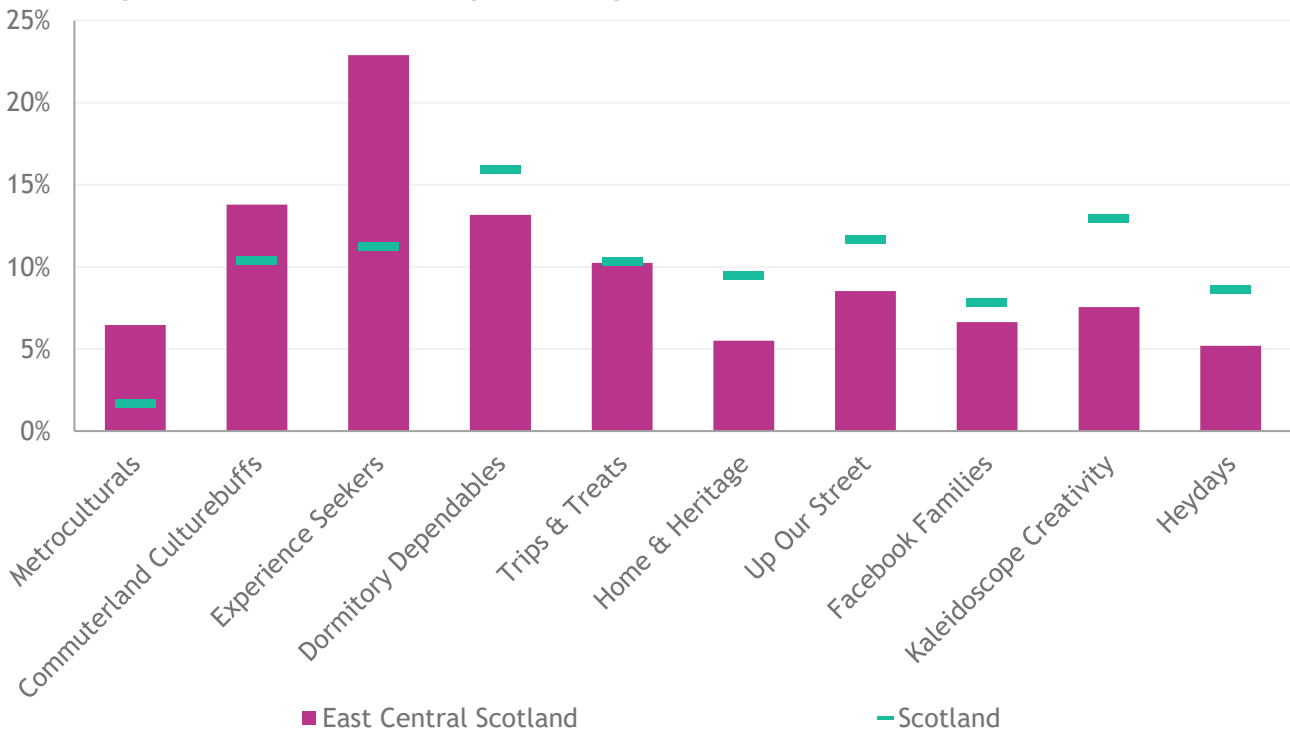
To find out more and to view the pen portraits for each segment visit:

www.theaudienceagency.org/audience-spectrum

The most prominent Audience Spectrum segments in your target catchment area are Experience Seekers, Commuterland Culturebuffs and Dormitory Dependables. 50% of the target population belong to one of these three segments, compared with 38% of the base population as a whole.

- Experience Seekers: Diverse urban audiences, students and recent graduates into a variety of cultural events (Higher engagement)
- Commuterland Culturebuffs: Affluent suburban and greenbelt consumers of culture as part of their social lives (Higher 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 | East Central Scotland | | Scotland | | Index |
|---------------------------------|-----------------------|-----|------------------|-----|-------|
| | Count | % | Count | % | |
| Metroculturals | 48,594 | 6% | 73,606 | 2% | 394 |
| Commuterland Culturebuffs | 103,796 | 14% | 466,098 | 10% | 133 |
| Experience Seekers | 172,229 | 23% | 505,118 | 11% | 204 |
| Dormitory Dependables | 99,041 | 13% | 716,520 | 16% | 83 |
| Trips & Treats | 77,061 | 10% | 463,553 | 10% | 99 |
| Home & Heritage | 41,372 | 6% | 426,415 | 9% | 58 |
| Up Our Street | 64,192 | 9% | 523,567 | 12% | 73 |
| Facebook Families | 49,856 | 7% | 350,561 | 8% | 85 |
| Kaleidoscope Creativity | 56,839 | 8% | 581,254 | 13% | 58 |
| Heydays | 38,993 | 5% | 386,395 | 9% | 60 |
| <i>Unclassified</i> | - | | - | | |
| <i>Adults 15+ estimate 2018</i> | <i>751,973</i> | | <i>4,493,087</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 O Rental Hubs, B Prestige Positions and G Domestic Success. 41% of the target population belong to one of these three groups, compared with 27% of the base population as a whole.

- Rental Hubs: Educated young people privately renting in urban neighbourhoods
- Prestige Positions: Established families in large detached homes living upmarket lifestyles
- Domestic Success: Thriving families who are busy bringing up children and following careers

Percentage breakdown of Mosaic groups



| Mosaic group | East Central Scotland | | Scotland | | Index |
|---------------------------------|-----------------------|-----|------------------|-----|-------|
| | Count | % | Count | % | |
| A City Prosperity | 48,582 | 6% | 77,168 | 2% | 385 |
| B Prestige Positions | 88,477 | 12% | 375,484 | 8% | 144 |
| C Country Living | 17,700 | 2% | 343,300 | 7% | 31 |
| D Rural Reality | 30,313 | 4% | 598,880 | 13% | 31 |
| E Senior Security | 36,955 | 5% | 192,216 | 4% | 117 |
| F Suburban Stability | 29,405 | 4% | 239,878 | 5% | 75 |
| G Domestic Success | 72,023 | 9% | 384,598 | 8% | 114 |
| H Aspiring Homemakers | 58,816 | 8% | 298,516 | 6% | 120 |
| I Family Basics | 36,647 | 5% | 197,466 | 4% | 113 |
| J Transient Renters | 11,639 | 2% | 110,715 | 2% | 64 |
| K Municipal Tenants | 50,455 | 7% | 553,828 | 12% | 56 |
| L Vintage Value | 57,548 | 7% | 390,793 | 8% | 90 |
| M Modest Traditions | 45,012 | 6% | 363,916 | 8% | 76 |
| N Urban Cohesion | 29,332 | 4% | 82,053 | 2% | 218 |
| O Rental Hubs | 156,401 | 20% | 490,173 | 10% | 195 |
| U Unclassified | 0 | | 0 | | |
| Adults 15+ estimate 2018 | 769,305 | | 4,698,984 | | |

Base totals and percentages do not include unclassified postcodes.

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Cultural engagement

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

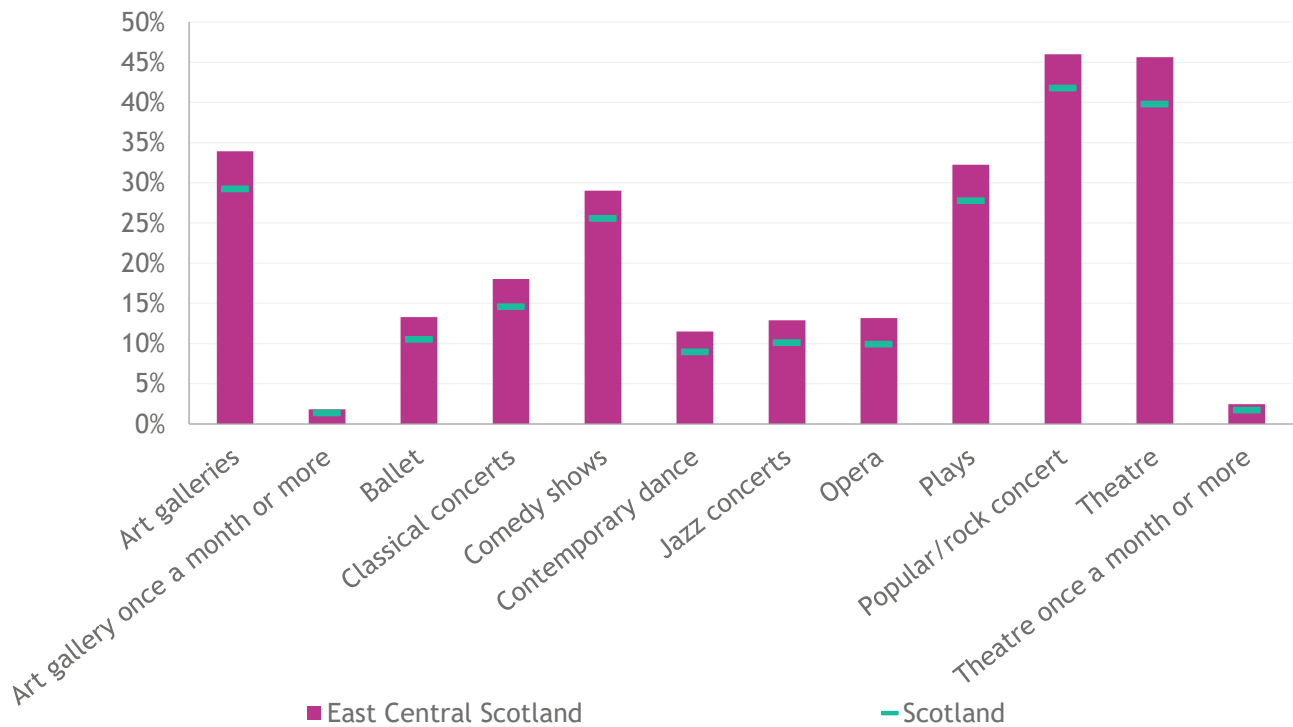
Arts attendance: amongst the target population, the arts activities with the highest levels of engagement are:

- Popular/rock concert: 46% attendance amongst the target population
- Theatre: 46% attendance amongst the target population
- Art galleries: 34% 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.

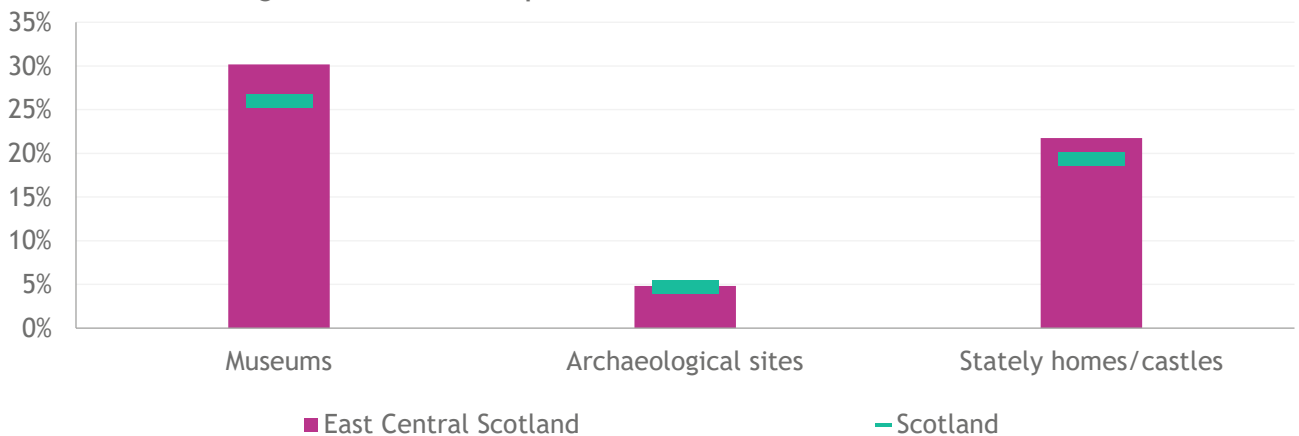
Cinema visits: 82% of the target population visit the cinema compared to 78% of the base population.

Arts attendance in the past 12 months



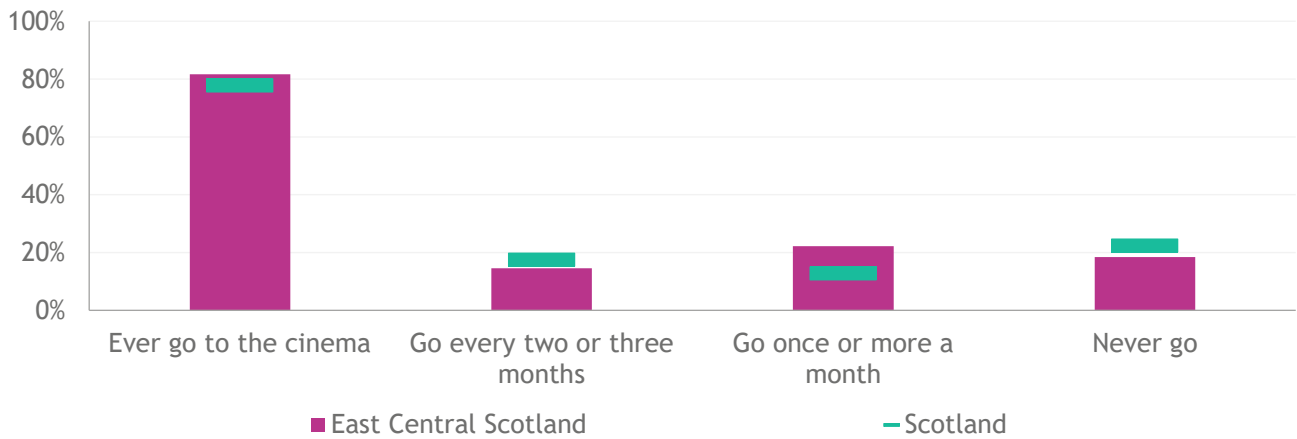
| Attended in past 12 months | East Central Scotland | | Scotland | | Index |
|----------------------------------|-----------------------|-----|------------------|-----|-------|
| | Count | % | Count | % | |
| Art galleries | 261,030 | 34% | 1,374,405 | 29% | 116 |
| Art gallery once a month or more | 14,174 | 2% | 65,191 | 1% | 133 |
| Ballet | 102,208 | 13% | 495,986 | 11% | 126 |
| Classical concerts | 138,629 | 18% | 685,953 | 15% | 123 |
| Comedy shows | 223,330 | 29% | 1,202,972 | 26% | 113 |
| Contemporary dance | 88,554 | 12% | 422,061 | 9% | 128 |
| Jazz concerts | 99,186 | 13% | 476,623 | 10% | 127 |
| Opera | 101,402 | 13% | 468,175 | 10% | 132 |
| Plays | 248,066 | 32% | 1,305,315 | 28% | 116 |
| Popular/rock concert | 353,789 | 46% | 1,964,846 | 42% | 110 |
| Theatre | 351,117 | 46% | 1,870,673 | 40% | 115 |
| Theatre once a month or more | 19,076 | 2% | 82,846 | 2% | 141 |
| <i>Adults 15+ estimate 2018</i> | <i>769,305</i> | | <i>4,698,984</i> | | |

Museums and heritage attendance in the past 12 months



| Visited in past 12 months | East Central Scotland | | Scotland | | Index |
|---------------------------------|-----------------------|-----|------------------|-----|-------|
| | Count | % | Count | % | |
| Museums | 232,034 | 30% | 1,223,911 | 26% | 116 |
| Archaeological sites | 37,256 | 5% | 220,066 | 5% | 103 |
| Stately homes/castles | 167,213 | 22% | 908,138 | 19% | 112 |
| <i>Adults 15+ estimate 2018</i> | <i>769,305</i> | | <i>4,698,984</i> | | |

Cinema visits



| Cinema visits | East Central Scotland | | Scotland | | Index |
|---------------------------------|-----------------------|-----|------------------|-----|-------|
| | Count | % | Count | % | |
| Ever go to the cinema | 627,858 | 82% | 3,650,004 | 78% | 105 |
| Go every two or three months | 111,989 | 15% | 823,560 | 18% | 83 |
| Go once or more a month | 170,507 | 22% | 595,652 | 13% | 175 |
| Never go | 141,447 | 18% | 1,048,980 | 22% | 82 |
| Adults 15+ estimate 2018 | 769,305 | | 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 20 - 24.
- Ethnic origin: 6% are from a Black, Asian or mixed ethnic group, compared with 4% of the base population.
- Health: 83% are not limited in their day-to-day activities by ill health or disability.
- Family structure: 41% 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 60% of all households in the target area, compared with 50% of households in the base area. C2/D/E households make up 40% of households in the target area, compared with 50% of households in the base area.
- Employment: 59% 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, 43% are retired, compared with 48% of the base population.
- Education: 34% 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.

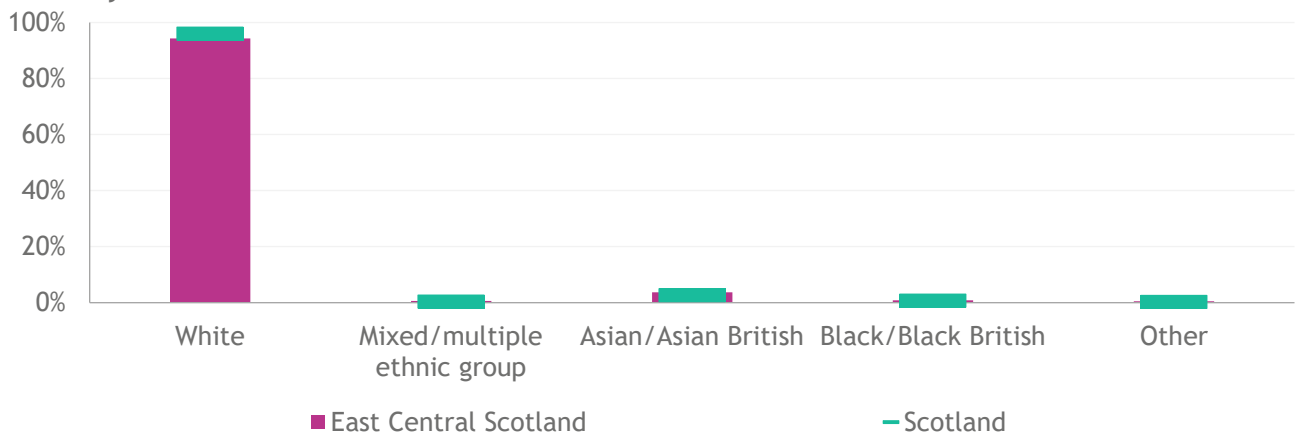
Population and Households

Age structure



| Age group | East Central Scotland | | Scotland | | Index |
|----------------------------|-----------------------|-----|-----------|-----|-------|
| | Count | % | Count | % | |
| 0 - 17 | 160,348 | 19% | 1,042,597 | 20% | 98 |
| 18 - 24 | 91,970 | 11% | 506,222 | 10% | 115 |
| 25 - 34 | 124,484 | 15% | 667,327 | 13% | 118 |
| 35 - 44 | 120,691 | 14% | 734,754 | 14% | 104 |
| 45 - 54 | 118,001 | 14% | 786,756 | 15% | 95 |
| 55 - 64 | 95,114 | 11% | 667,413 | 13% | 90 |
| 65 - 74 | 65,779 | 8% | 481,792 | 9% | 87 |
| 75 - 84 | 42,571 | 5% | 302,639 | 6% | 89 |
| 85+ | 15,690 | 2% | 105,903 | 2% | 94 |
| <i>All usual residents</i> | 834,648 | | 5,295,403 | | |

Ethnicity

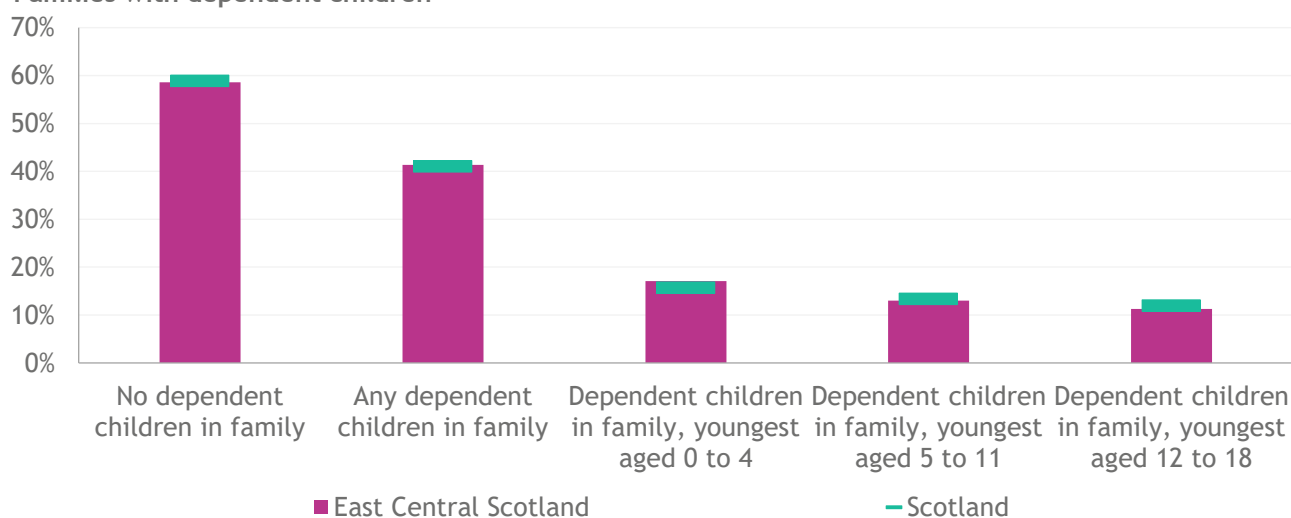


| Ethnicity | East Central Scotland | | Scotland | | Index |
|-----------------------------|-----------------------|-----|-----------|-----|-------|
| | Count | % | Count | % | |
| White | 787,743 | 94% | 5,084,407 | 96% | 98 |
| Mixed/multiple ethnic group | 5,194 | 1% | 19,815 | 0% | 166 |
| Asian/Asian British | 31,070 | 4% | 140,678 | 3% | 140 |
| Black/Black British | 6,624 | 1% | 36,178 | 1% | 116 |
| Other | 4,017 | 0% | 14,325 | 0% | 178 |
| <i>All usual residents</i> | 834,648 | | 5,295,403 | | |

Health

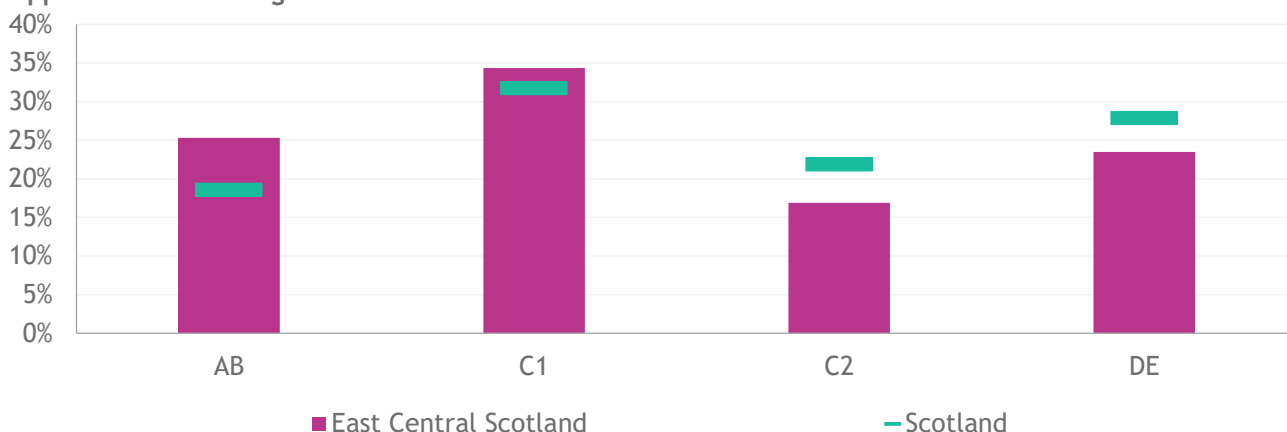
| Long-term health problem or disability | East Central Scotland | | Scotland | | Index |
|--|-----------------------|-----|-----------|-----|-------|
| | Count | % | Count | % | |
| Day-to-day activities limited a lot | 65,926 | 8% | 505,863 | 10% | 83 |
| Day-to-day activities limited a little | 77,982 | 9% | 534,508 | 10% | 93 |
| Day-to-day activities not limited | 690,740 | 83% | 4,255,032 | 80% | 103 |
| <i>All usual residents</i> | 834,648 | | 5,295,403 | | |

Families with dependent children



| Household family status | East Central Scotland | | Scotland | | Index |
|--|-----------------------|-----|-----------|-----|-------|
| | Count | % | Count | % | |
| No dependent children in family | 133,129 | 59% | 881,316 | 59% | 99 |
| Any dependent children in family | 93,945 | 41% | 614,294 | 41% | 101 |
| Dependent children in family, youngest aged 0 to 4 | 38,768 | 17% | 235,296 | 16% | 109 |
| Dependent children in family, youngest aged 5 to 11 | 29,520 | 13% | 199,808 | 13% | 97 |
| Dependent children in family, youngest aged 12 to 18 | 25,657 | 11% | 179,190 | 12% | 94 |
| <i>All families in households</i> | 227,074 | | 1,495,610 | | |

Approximated social grade



| Approximated social grade | East Central Scotland | | Scotland | | Index |
|--|-----------------------|-----|-----------|-----|-------|
| | Count | % | Count | % | |
| AB | 73,333 | 25% | 327,941 | 19% | 136 |
| C1 | 99,486 | 34% | 559,669 | 32% | 108 |
| C2 | 48,949 | 17% | 385,670 | 22% | 77 |
| DE | 67,994 | 23% | 491,729 | 28% | 84 |
| <i>All Household Reference Persons aged 16 to 64</i> | 289,762 | | 1,765,009 | | |

Employment and qualifications

Economic activity

| Economically active | East Central Scotland | | Scotland | | Index |
|--|-----------------------|-----|-----------|-----|-------|
| | Count | % | Count | % | |
| Employed or self-employed: all | 390,530 | 88% | 2,400,925 | 88% | 100 |
| Employee: Part-time | 80,052 | 18% | 529,816 | 19% | 93 |
| Employee: Full-time | 261,725 | 59% | 1,573,416 | 57% | 102 |
| Self-employed with employees: Part-time | 1,764 | 0% | 11,376 | 0% | 95 |
| Self-employed with employees: Full-time | 10,493 | 2% | 71,084 | 3% | 91 |
| Self-employed without employees: Part-time | 12,335 | 3% | 66,276 | 2% | 115 |
| Self-employed without employees: Full-time | 24,161 | 5% | 148,957 | 5% | 100 |
| Unemployed | 26,750 | 6% | 189,414 | 7% | 87 |
| Full-time student | 27,707 | 6% | 148,560 | 5% | 115 |
| <i>Economically active: Total</i> | 444,987 | | 2,738,899 | | |

Occupation

| Occupation type | East Central Scotland | | Scotland | | Index |
|--|-----------------------|-----|------------------|-----|-------|
| | Count | % | Count | % | |
| Managers, directors and senior officials | 37,696 | 9% | 210,819 | 8% | 109 |
| Professional occupations | 86,142 | 21% | 421,639 | 17% | 125 |
| Associate professional and technical occupations | 57,182 | 14% | 318,380 | 13% | 110 |
| Administrative and secretarial occupations | 50,192 | 12% | 286,144 | 11% | 107 |
| Skilled trades occupations | 39,267 | 10% | 315,177 | 13% | 76 |
| Caring, leisure and other service occupations | 35,830 | 9% | 244,508 | 10% | 89 |
| Sales and customer service occupations | 37,245 | 9% | 234,367 | 9% | 97 |
| Process, plant and machine operatives | 23,502 | 6% | 193,594 | 8% | 74 |
| Elementary occupations | 45,426 | 11% | 292,267 | 12% | 95 |
| <i>All usual residents aged 16 to 74 in employment</i> | <i>412,482</i> | | <i>2,516,895</i> | | |

Economically inactive

| Economically inactive | East Central Scotland | | Scotland | | Index |
|--|-----------------------|-----|------------------|-----|-------|
| | Count | % | Count | % | |
| Retired | 81,873 | 43% | 591,667 | 48% | 90 |
| Student (including full-time students) | 48,028 | 25% | 218,412 | 18% | 143 |
| Looking after home or family | 22,278 | 12% | 141,542 | 11% | 102 |
| Long-term sick or disabled | 25,672 | 14% | 203,975 | 17% | 82 |
| Other | 11,663 | 6% | 76,035 | 6% | 100 |
| <i>Economically inactive: Total</i> | <i>189,514</i> | | <i>1,231,631</i> | | |

Highest qualification level

| Highest qualification achieved | East Central Scotland | | Scotland | | Index |
|--|-----------------------|-----|-----------|-----|-------|
| | Count | % | Count | % | |
| No qualifications | 145,569 | 21% | 1,173,116 | 27% | 78 |
| Level 1 (e.g. GCSEs graded D-G, Foundation diploma) | 153,170 | 22% | 1,010,875 | 23% | 96 |
| Level 2 (e.g. GCSEs graded A*-C, Higher diploma) | 102,892 | 15% | 627,423 | 14% | 104 |
| Apprenticeship | 0 | 0% | 0 | 0% | 100 |
| Level 3 (e.g. AS and A Levels, Advanced and Progression diploma) | 57,447 | 8% | 424,996 | 10% | 85 |
| Level 4 and above (e.g. Higher Education and Higher diplomas) | 233,684 | 34% | 1,142,662 | 26% | 129 |
| Other qualifications | 0 | 0% | 0 | 0% | 100 |
| <i>All usual residents aged 16 and over</i> | 692,762 | | 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 | East Central Scotland | | Scotland | | Index |
|---------------------------------|-----------------------|----|-----------|----|-------|
| | Count | % | Count | % | |
| Daily Express | 16,522 | 2% | 100,922 | 2% | 100 |
| Daily Mail | 28,204 | 4% | 175,641 | 4% | 98 |
| Daily Mirror | 7,904 | 1% | 50,843 | 1% | 95 |
| Daily Record | 44,977 | 6% | 267,386 | 6% | 103 |
| Daily Star | 6,678 | 1% | 38,871 | 1% | 105 |
| Daily Telegraph | 2,909 | 0% | 15,921 | 0% | 112 |
| Financial Times | 4,527 | 1% | 19,770 | 0% | 140 |
| The Guardian | 8,426 | 1% | 33,410 | 1% | 154 |
| i (newspaper) | 5,312 | 1% | 41,164 | 1% | 79 |
| The Sun | 50,697 | 7% | 345,734 | 7% | 90 |
| The Times | 16,600 | 2% | 86,208 | 2% | 118 |
| <i>Adults 15+ estimate 2018</i> | 769,305 | | 4,698,984 | | |

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