

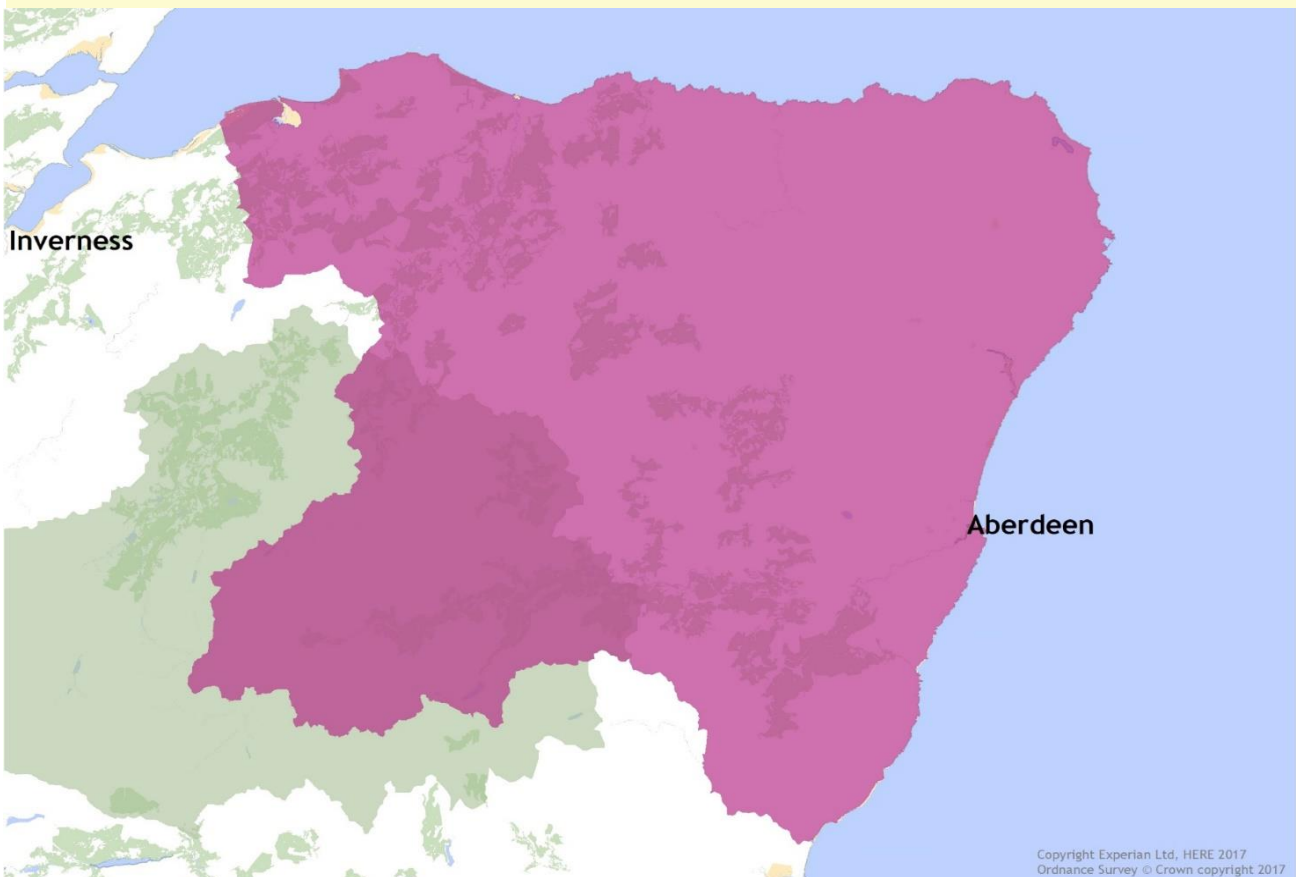
Area Profile Report

North East Scotland

The area profile report contains data about the population within your target area (North East 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 (North East Scotland) is 514,578, 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, Commuterland Culturebuffs and Trips & Treats. 46% of the target population belong to one of these three segments, compared with 37% of the base population as a whole.

- Dormitory Dependables: Regular but not frequent cultural attenders living in city suburbs and small towns (Medium engagement)
- Commuterland Culturebuffs: Affluent suburban and greenbelt consumers of culture as part of their social lives (Higher engagement)
- Trips & Treats: Suburban households, often with children, whose cultural activities usually are part of a day out or treat (Medium engagement)

Percentage breakdown of Audience Spectrum segments



Audience Spectrum segment	North East Scotland		Scotland		Index
	Count	%	Count	%	
Metroculturals	6,906	1%	73,606	2%	85
Commuterland Culturebuffs	67,863	14%	466,098	10%	132
Experience Seekers	61,779	12%	505,118	11%	111
Dormitory Dependables	98,869	20%	716,520	16%	125
Trips & Treats	63,391	13%	463,553	10%	124
Home & Heritage	47,567	10%	426,415	9%	101
Up Our Street	43,580	9%	523,567	12%	75
Facebook Families	35,612	7%	350,561	8%	92
Kaleidoscope Creativity	34,747	7%	581,254	13%	54
Heydays	35,205	7%	386,395	9%	83
<i>Unclassified</i>	-		-		
<i>Adults 15+ estimate 2018</i>	<i>495,519</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 D Rural Reality, C Country Living and O Rental Hubs. 50% of the target population belong to one of these three groups, compared with 30% of the base population as a whole.

- Rural Reality: Householders living in inexpensive homes in village communities
- Country Living: Well-off owners in rural locations enjoying the benefits of country life
- Rental Hubs: Educated young people privately renting in urban neighbourhoods

Percentage breakdown of Mosaic groups



Mosaic group	North East Scotland		Scotland		Index
	Count	%	Count	%	
A City Prosperity	7,390	1%	77,168	2%	87
B Prestige Positions	39,851	8%	375,484	8%	97
C Country Living	80,046	16%	343,300	7%	213
D Rural Reality	116,377	23%	598,880	13%	177
E Senior Security	14,950	3%	192,216	4%	71
F Suburban Stability	16,164	3%	239,878	5%	62
G Domestic Success	43,736	8%	384,598	8%	104
H Aspiring Homemakers	30,783	6%	298,516	6%	94
I Family Basics	13,457	3%	197,466	4%	62
J Transient Renters	7,366	1%	110,715	2%	61
K Municipal Tenants	28,703	6%	553,828	12%	47
L Vintage Value	23,726	5%	390,793	8%	55
M Modest Traditions	23,717	5%	363,916	8%	60
N Urban Cohesion	6,554	1%	82,053	2%	73
O Rental Hubs	61,758	12%	490,173	10%	115
U Unclassified	0		0		
Adults 15+ estimate 2018	514,578		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.

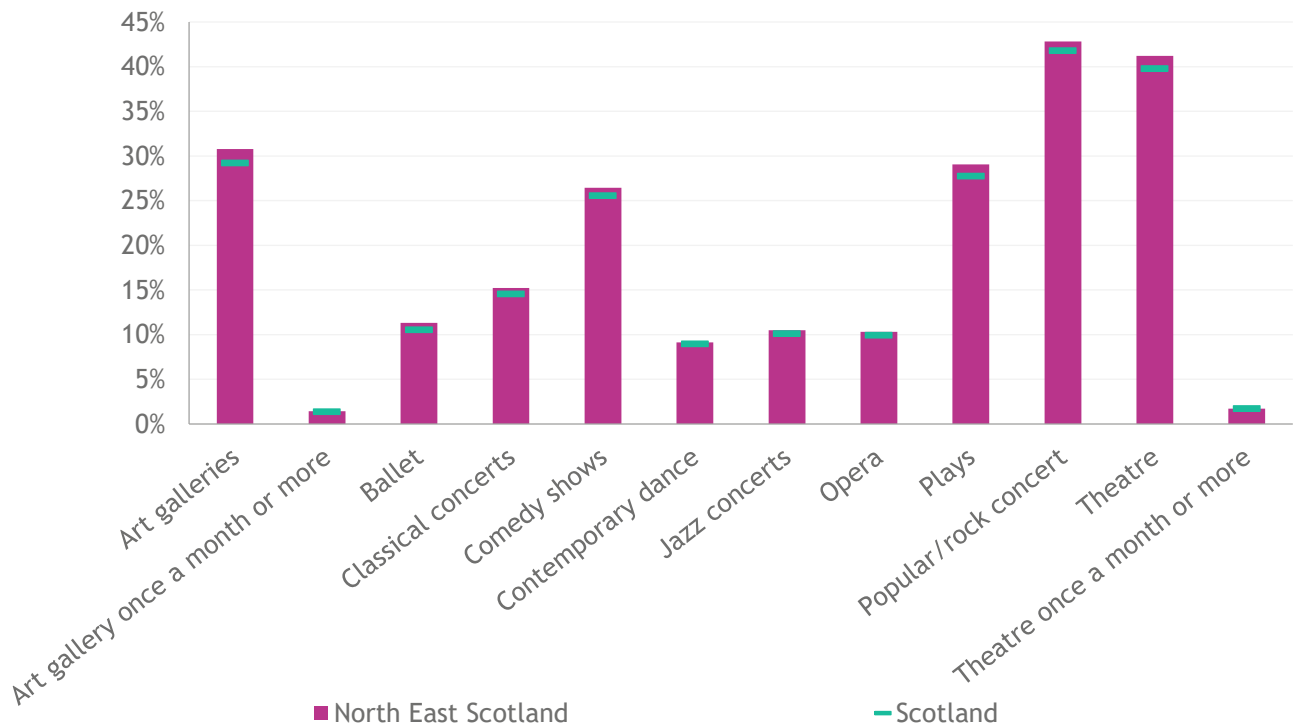
Arts attendance: amongst the target population, the arts activities with the highest levels of engagement are:

- Popular/rock concert: 43% attendance amongst the target population
- Theatre: 41% attendance amongst the target population
- Art galleries: 31% 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: 78% of the target population visit the cinema compared to 78% of the base population.

Arts attendance in the past 12 months



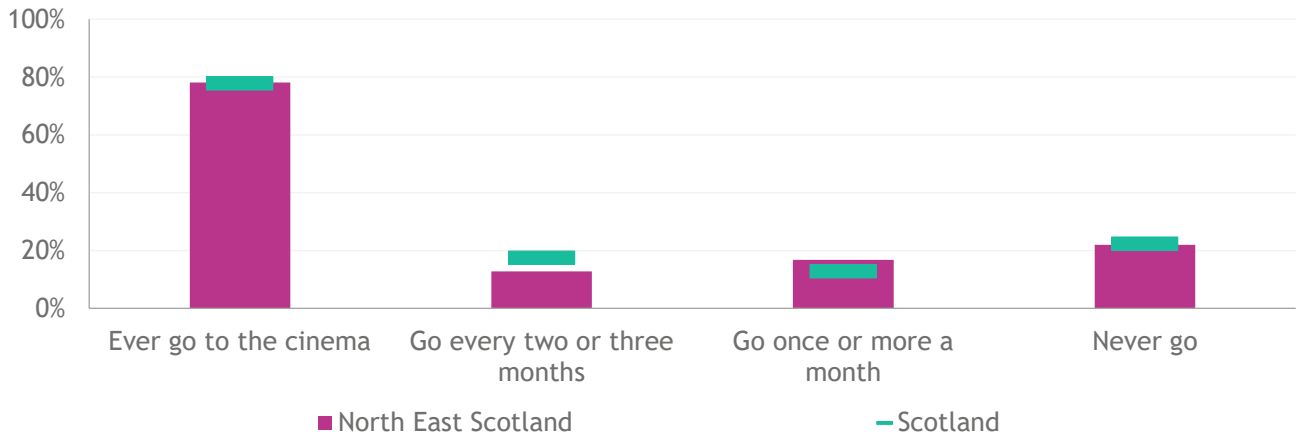
Attended in past 12 months	North East Scotland		Scotland		Index
	Count	%	Count	%	
Art galleries	158,358	31%	1,374,405	29%	105
Art gallery once a month or more	7,365	1%	65,191	1%	103
Ballet	58,197	11%	495,986	11%	107
Classical concerts	78,302	15%	685,953	15%	104
Comedy shows	136,023	26%	1,202,972	26%	103
Contemporary dance	47,007	9%	422,061	9%	102
Jazz concerts	53,958	10%	476,623	10%	103
Opera	53,019	10%	468,175	10%	103
Plays	149,457	29%	1,305,315	28%	105
Popular/rock concert	220,381	43%	1,964,846	42%	102
Theatre	212,008	41%	1,870,673	40%	103
Theatre once a month or more	8,842	2%	82,846	2%	97
<i>Adults 15+ estimate 2018</i>	<i>514,578</i>		<i>4,698,984</i>		

Museums and heritage attendance in the past 12 months



Visited in past 12 months	North East Scotland		Scotland		Index
	Count	%	Count	%	
Museums	137,859	27%	1,223,911	26%	103
Archaeological sites	27,566	5%	220,066	5%	114
Stately homes/castles	105,218	20%	908,138	19%	106
<i>Adults 15+ estimate 2018</i>	<i>514,578</i>		<i>4,698,984</i>		

Cinema visits



Cinema visits	North East Scotland		Scotland		Index
	Count	%	Count	%	
Ever go to the cinema	401,782	78%	3,650,004	78%	101
Go every two or three months	65,786	13%	823,560	18%	73
Go once or more a month	86,458	17%	595,652	13%	133
Never go	112,796	22%	1,048,980	22%	98
Adults 15+ estimate 2018	514,578		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: 4% are from a Black, Asian or mixed ethnic group, compared with 4% of the base population.
- Health: 84% are not limited in their day-to-day activities by ill health or disability.
- Family structure: 39% 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 53% of all households in the target area, compared with 50% of households in the base area. C2/D/E households make up 47% of households in the target area, compared with 50% of households in the base area.
- Employment: 60% 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, 49% are retired, compared with 48% of the base population.
- Education: 29% 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.

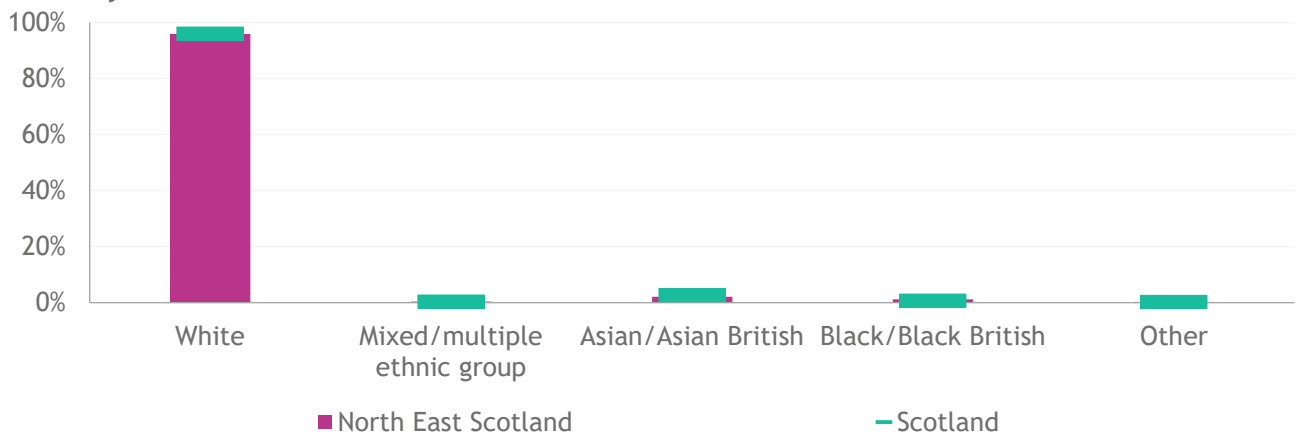
Population and Households

Age structure



Age group	North East Scotland		Scotland		Index
	Count	%	Count	%	
0 - 17	110,164	19%	1,042,597	20%	98
18 - 24	57,258	10%	506,222	10%	105
25 - 34	76,396	13%	667,327	13%	107
35 - 44	79,836	14%	734,754	14%	101
45 - 54	82,943	15%	786,756	15%	98
55 - 64	72,548	13%	667,413	13%	101
65 - 74	48,194	8%	481,792	9%	93
75 - 84	30,766	5%	302,639	6%	95
85+	10,956	2%	105,903	2%	96
<i>All usual residents</i>	<i>569,061</i>		<i>5,295,403</i>		

Ethnicity

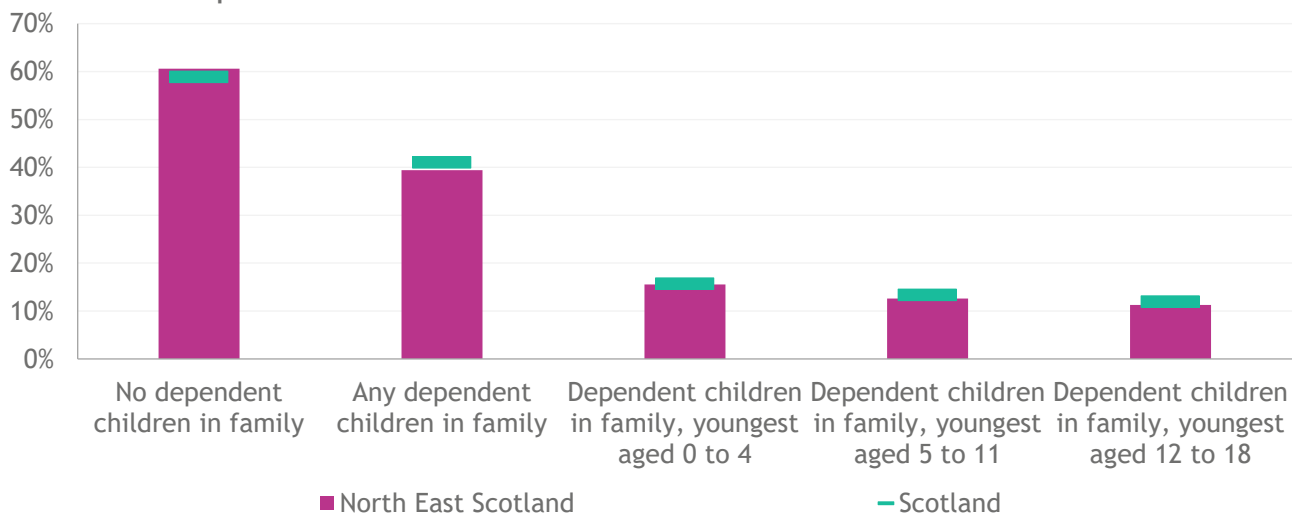


Ethnicity	North East Scotland		Scotland		Index
	Count	%	Count	%	
White	546,090	96%	5,084,407	96%	100
Mixed/multiple ethnic group	2,491	0%	19,815	0%	117
Asian/Asian British	12,155	2%	140,678	3%	80
Black/Black British	6,534	1%	36,178	1%	168
Other	1,791	0%	14,325	0%	116
<i>All usual residents</i>	<i>569,061</i>		<i>5,295,403</i>		

Health

Long-term health problem or disability	North East Scotland		Scotland		Index
	Count	%	Count	%	
Day-to-day activities limited a lot	38,746	7%	505,863	10%	71
Day-to-day activities limited a little	52,728	9%	534,508	10%	92
Day-to-day activities not limited	477,587	84%	4,255,032	80%	104
<i>All usual residents</i>	569,061		5,295,403		

Families with dependent children



Household family status	North East Scotland		Scotland		Index
	Count	%	Count	%	
No dependent children in family	98,433	61%	881,316	59%	103
Any dependent children in family	63,979	39%	614,294	41%	96
Dependent children in family, youngest aged 0 to 4	25,217	16%	235,296	16%	99
Dependent children in family, youngest aged 5 to 11	20,463	13%	199,808	13%	94
Dependent children in family, youngest aged 12 to 18	18,299	11%	179,190	12%	94
<i>All families in households</i>	162,412		1,495,610		

Approximated social grade



Approximated social grade	North East Scotland		Scotland		Index
	Count	%	Count	%	
AB	39,872	21%	327,941	19%	114
C1	59,028	31%	559,669	32%	99
C2	48,211	26%	385,670	22%	117
DE	40,925	22%	491,729	28%	78
<i>All Household Reference Persons aged 16 to 64</i>	<i>188,036</i>		<i>1,765,009</i>		

Employment and qualifications

Economic activity

Economically active	North East Scotland		Scotland		Index
	Count	%	Count	%	
Employed or self-employed: all	285,002	90%	2,400,925	88%	102
Employee: Part-time	59,544	19%	529,816	19%	97
Employee: Full-time	190,429	60%	1,573,416	57%	104
Self-employed with employees: Part-time	1,398	0%	11,376	0%	106
Self-employed with employees: Full-time	8,689	3%	71,084	3%	105
Self-employed without employees: Part-time	7,098	2%	66,276	2%	92
Self-employed without employees: Full-time	17,844	6%	148,957	5%	103
Unemployed	12,824	4%	189,414	7%	58
Full-time student	19,618	6%	148,560	5%	114
<i>Economically active: Total</i>	<i>317,444</i>		<i>2,738,899</i>		

Occupation

Occupation type	North East Scotland		Scotland		Index
	Count	%	Count	%	
Managers, directors and senior officials	24,718	8%	210,819	8%	98
Professional occupations	51,117	17%	421,639	17%	101
Associate professional and technical occupations	39,181	13%	318,380	13%	103
Administrative and secretarial occupations	32,487	11%	286,144	11%	95
Skilled trades occupations	44,374	15%	315,177	13%	118
Caring, leisure and other service occupations	26,064	9%	244,508	10%	89
Sales and customer service occupations	22,849	8%	234,367	9%	81
Process, plant and machine operatives	25,339	8%	193,594	8%	109
Elementary occupations	35,018	12%	292,267	12%	100
<i>All usual residents aged 16 to 74 in employment</i>	301,147		2,516,895		

Economically inactive

Economically inactive	North East Scotland		Scotland		Index
	Count	%	Count	%	
Retired	55,468	49%	591,667	48%	102
Student (including full-time students)	21,728	19%	218,412	18%	108
Looking after home or family	16,169	14%	141,542	11%	124
Long-term sick or disabled	13,347	12%	203,975	17%	71
Other	6,615	6%	76,035	6%	95
<i>Economically inactive: Total</i>	113,327		1,231,631		

Highest qualification level

Highest qualification achieved	North East Scotland		Scotland		Index
	Count	%	Count	%	
No qualifications	107,229	23%	1,173,116	27%	85
Level 1 (e.g. GCSEs graded D-G, Foundation diploma)	114,540	24%	1,010,875	23%	105
Level 2 (e.g. GCSEs graded A*-C, Higher diploma)	67,995	14%	627,423	14%	100
Apprenticeship	0	0%	0	0%	100
Level 3 (e.g. AS and A Levels, Advanced and Progression diploma)	46,777	10%	424,996	10%	102
Level 4 and above (e.g. Higher Education and Higher diplomas)	135,952	29%	1,142,662	26%	110
Other qualifications	0	0%	0	0%	100
<i>All usual residents aged 16 and over</i>	472,493		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	North East Scotland		Scotland		Index
	Count	%	Count	%	
Daily Express	11,189	2%	100,922	2%	101
Daily Mail	19,483	4%	175,641	4%	101
Daily Mirror	4,482	1%	50,843	1%	80
Daily Record	26,801	5%	267,386	6%	92
Daily Star	3,496	1%	38,871	1%	82
Daily Telegraph	2,147	0%	15,921	0%	123
Financial Times	2,447	0%	19,770	0%	113
The Guardian	4,759	1%	33,410	1%	130
i (newspaper)	3,969	1%	41,164	1%	88
The Sun	34,714	7%	345,734	7%	92
The Times	10,223	2%	86,208	2%	108
<i>Adults 15+ estimate 2018</i>	514,578		4,698,984		

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