

Area Profile Report

South Scotland

The area profile report contains data about the population within your target area (South 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 (South Scotland) is 230,781, 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.

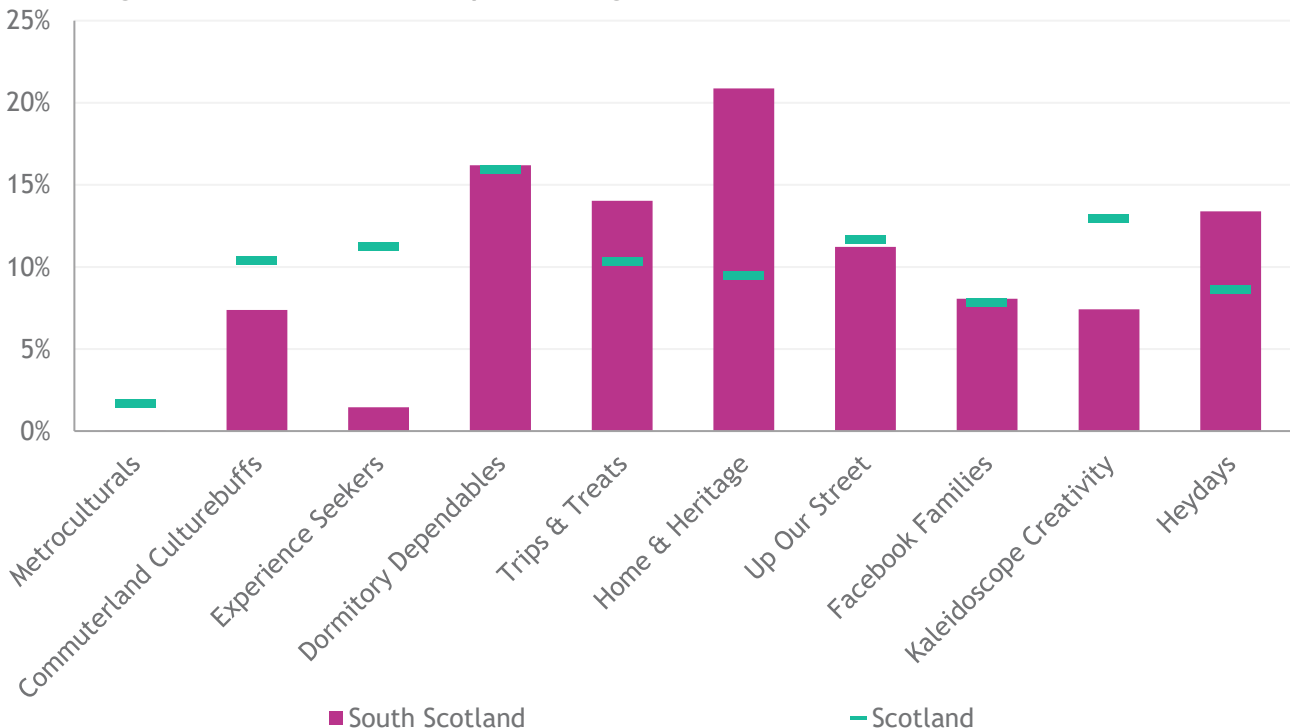
To find out more and to view the pen portraits for each segment visit:

www.theaudienceagency.org/audience-spectrum

The most prominent Audience Spectrum segments in your target catchment area are Home & Heritage, Dormitory Dependables and Trips & Treats. 51% of the target population belong to one of these three segments, compared with 36% of the base population as a whole.

- Home & Heritage: Conservative and mature households who have a love of the traditional (Medium engagement)
- Dormitory Dependables: Regular but not frequent cultural attenders living in city suburbs and small towns (Medium 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	South Scotland		Scotland		Index	
	Count	%	Count	%		
Metroculturals	2	0%	73,606	2%	0	
Commuterland Culturebuffs	16,221	7%	466,098	10%	71	
Experience Seekers	3,174	1%	505,118	11%	13	
Dormitory Dependables	35,553	16%	716,520	16%	101	
Trips & Treats	30,812	14%	463,553	10%	136	
Home & Heritage	45,848	21%	426,415	9%	220	
Up Our Street	24,640	11%	523,567	12%	96	
Facebook Families	17,715	8%	350,561	8%	103	
Kaleidoscope Creativity	16,288	7%	581,254	13%	57	
Heydays	29,403	13%	386,395	9%	156	
Unclassified	-		-			
Adults 15+ estimate 2018	219,656		4,493,087			

Base totals and percentages do not include unclassified postcodes.

Mosaic group profile

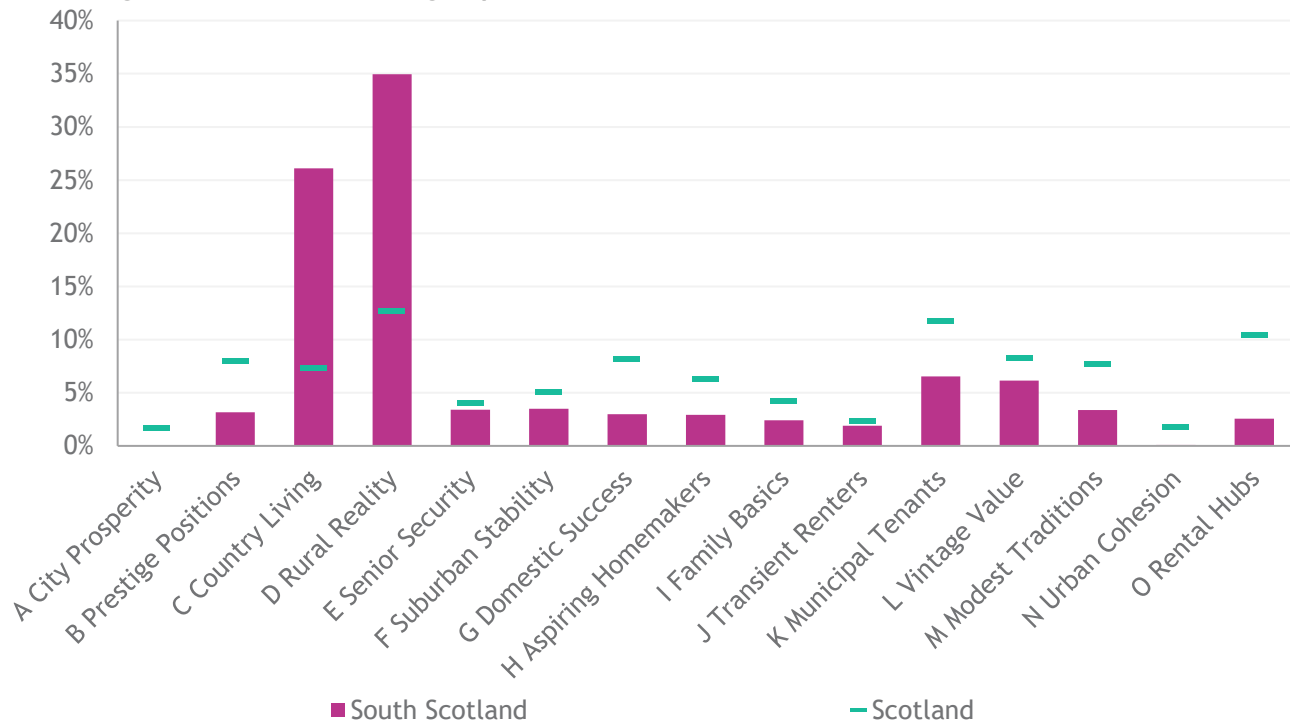
Mosaic combines a wide range of information from over 400 sources to create a summary of the likely characteristics of each UK household.

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 D Rural Reality, C Country Living and K Municipal Tenants. 68% of the target population belong to one of these three groups, compared with 32% 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
- Municipal Tenants: Urban renters of social housing facing an array of challenges

Percentage breakdown of Mosaic groups



Mosaic group	South Scotland		Scotland		Index
	Count	%	Count	%	
A City Prosperity	0	0%	77,168	2%	0
B Prestige Positions	7,290	3%	375,484	8%	40
C Country Living	60,239	26%	343,300	7%	357
D Rural Reality	80,653	35%	598,880	13%	274
E Senior Security	7,877	3%	192,216	4%	83
F Suburban Stability	8,047	3%	239,878	5%	68
G Domestic Success	6,856	3%	384,598	8%	36
H Aspiring Homemakers	6,754	3%	298,516	6%	46
I Family Basics	5,573	2%	197,466	4%	57
J Transient Renters	4,382	2%	110,715	2%	81
K Municipal Tenants	15,085	7%	553,828	12%	55
L Vintage Value	14,142	6%	390,793	8%	74
M Modest Traditions	7,808	3%	363,916	8%	44
N Urban Cohesion	183	0%	82,053	2%	5
O Rental Hubs	5,892	3%	490,173	10%	24
U Unclassified	0		0		
Adults 15+ estimate 2018	230,781		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.

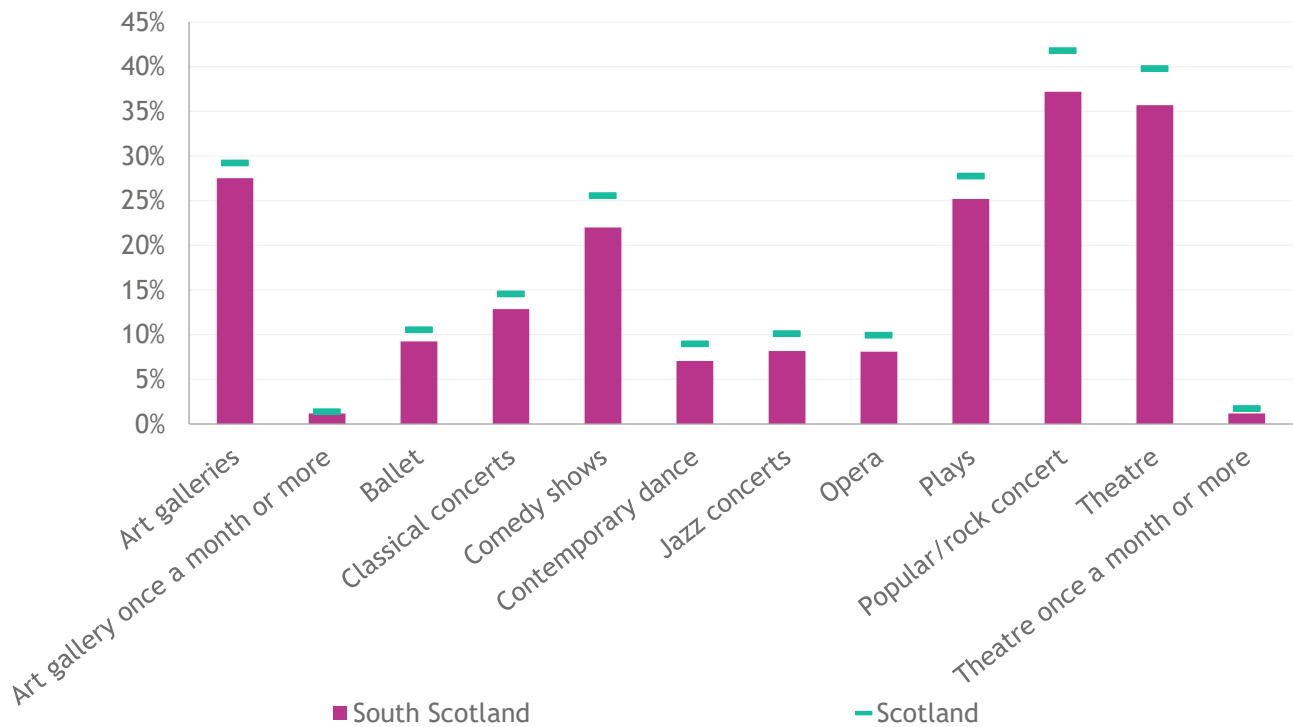
Arts attendance: amongst the target population, the arts activities with the highest levels of engagement are:

- Popular/rock concert: 37% attendance amongst the target population
- Theatre: 36% 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: 73% of the target population visit the cinema compared to 78% of the base population.

Arts attendance in the past 12 months



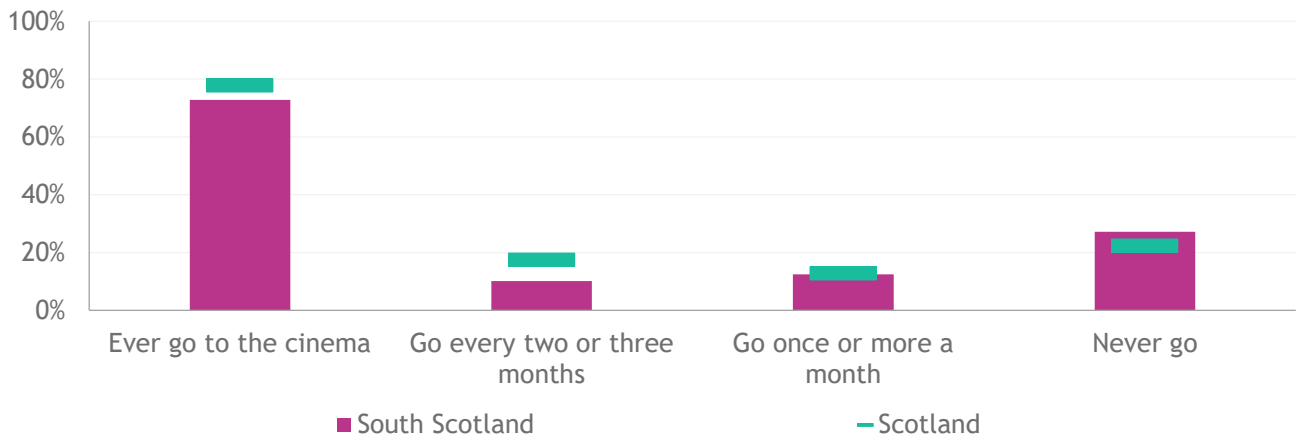
Attended in past 12 months	South Scotland		Scotland		Index
	Count	%	Count	%	
Art galleries	63,524	28%	1,374,405	29%	94
Art gallery once a month or more	2,700	1%	65,191	1%	84
Ballet	21,334	9%	495,986	11%	88
Classical concerts	29,668	13%	685,953	15%	88
Comedy shows	50,748	22%	1,202,972	26%	86
Contemporary dance	16,313	7%	422,061	9%	79
Jazz concerts	18,818	8%	476,623	10%	80
Opera	18,652	8%	468,175	10%	81
Plays	58,150	25%	1,305,315	28%	91
Popular/rock concert	85,824	37%	1,964,846	42%	89
Theatre	82,327	36%	1,870,673	40%	90
Theatre once a month or more	2,757	1%	82,846	2%	68
<i>Adults 15+ estimate 2018</i>	230,781		4,698,984		

Museums and heritage attendance in the past 12 months



Visited in past 12 months	South Scotland		Scotland		Index
	Count	%	Count	%	
Museums	53,456	23%	1,223,911	26%	89
Archaeological sites	12,607	5%	220,066	5%	117
Stately homes/castles	42,147	18%	908,138	19%	94
<i>Adults 15+ estimate 2018</i>	230,781		4,698,984		

Cinema visits



Cinema visits	South Scotland		Scotland		Index
	Count	%	Count	%	
Ever go to the cinema	168,049	73%	3,650,004	78%	94
Go every two or three months	23,340	10%	823,560	18%	58
Go once or more a month	28,725	12%	595,652	13%	98
Never go	62,732	27%	1,048,980	22%	122
Adults 15+ estimate 2018	230,781		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: 1% 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: 37% 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 42% of all households in the target area, compared with 50% of households in the base area. C2/D/E households make up 58% of households in the target area, compared with 50% of households in the base area.
- Employment: 51% 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, 61% are retired, compared with 48% of the base population.
- Education: 24% 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.

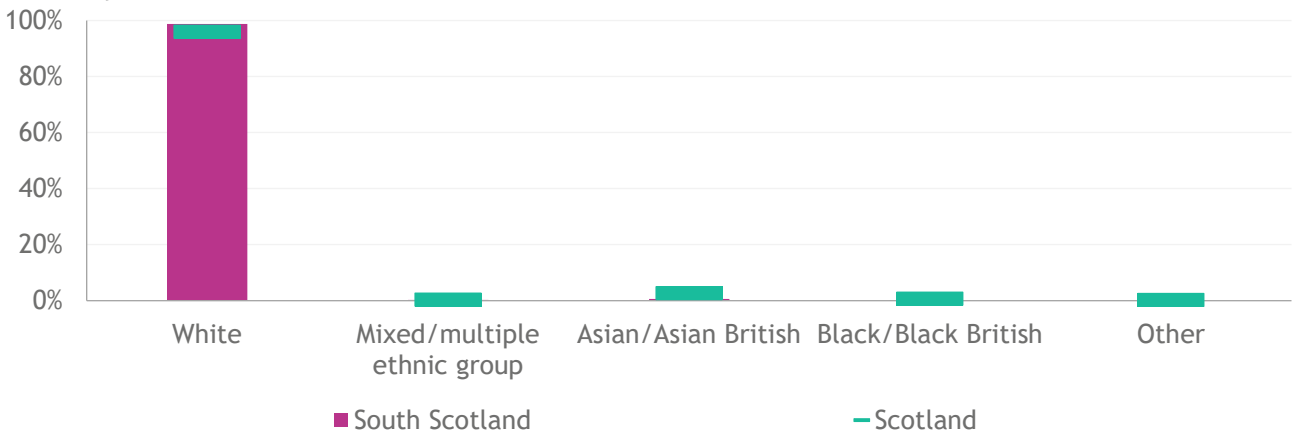
Population and Households

Age structure



Age group	South Scotland		Scotland		Index
	Count	%	Count	%	
0 - 17	51,056	19%	1,042,597	20%	98
18 - 24	18,324	7%	506,222	10%	72
25 - 34	24,230	9%	667,327	13%	73
35 - 44	34,187	13%	734,754	14%	93
45 - 54	41,146	16%	786,756	15%	104
55 - 64	39,382	15%	667,413	13%	118
65 - 74	30,948	12%	481,792	9%	128
75 - 84	19,156	7%	302,639	6%	126
85+	6,765	3%	105,903	2%	128
<i>All usual residents</i>	265,194		5,295,403		

Ethnicity

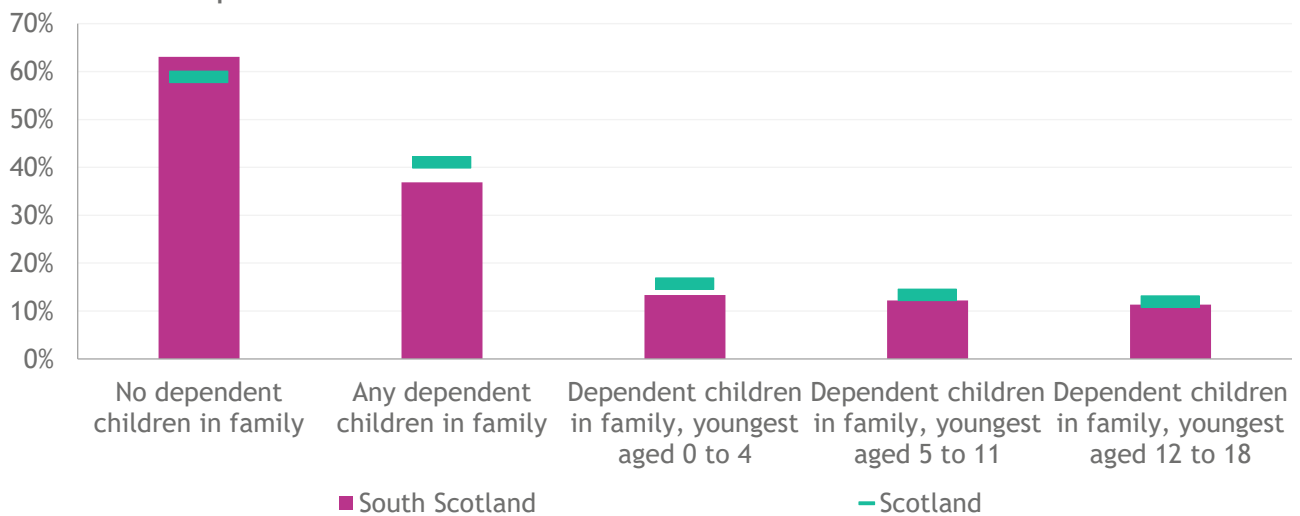


Ethnicity	South Scotland		Scotland		Index
	Count	%	Count	%	
White	261,953	99%	5,084,407	96%	103
Mixed/multiple ethnic group	729	0%	19,815	0%	73
Asian/Asian British	1,765	1%	140,678	3%	25
Black/Black British	497	0%	36,178	1%	27
Other	250	0%	14,325	0%	35
<i>All usual residents</i>	265,194		5,295,403		

Health

Long-term health problem or disability	South Scotland		Scotland		Index
	Count	%	Count	%	
Day-to-day activities limited a lot	24,495	9%	505,863	10%	97
Day-to-day activities limited a little	29,530	11%	534,508	10%	110
Day-to-day activities not limited	211,169	80%	4,255,032	80%	99
<i>All usual residents</i>	265,194		5,295,403		

Families with dependent children



Household family status	South Scotland		Scotland		Index
	Count	%	Count	%	
No dependent children in family	49,971	63%	881,316	59%	107
Any dependent children in family	29,218	37%	614,294	41%	90
Dependent children in family, youngest aged 0 to 4	10,574	13%	235,296	16%	85
Dependent children in family, youngest aged 5 to 11	9,679	12%	199,808	13%	91
Dependent children in family, youngest aged 12 to 18	8,965	11%	179,190	12%	94
<i>All families in households</i>	79,189		1,495,610		

Approximated social grade



Approximated social grade	South Scotland		Scotland		Index
	Count	%	Count	%	
AB	12,711	15%	327,941	19%	83
C1	21,646	26%	559,669	32%	83
C2	22,941	28%	385,670	22%	128
DE	24,746	30%	491,729	28%	108
<i>All Household Reference Persons aged 16 to 64</i>	82,044		1,765,009		

Employment and qualifications

Economic activity

Economically active	South Scotland		Scotland		Index
	Count	%	Count	%	
Employed or self-employed: all	121,408	91%	2,400,925	88%	104
Employee: Part-time	30,246	23%	529,816	19%	117
Employee: Full-time	68,724	51%	1,573,416	57%	90
Self-employed with employees: Part-time	917	1%	11,376	0%	165
Self-employed with employees: Full-time	5,864	4%	71,084	3%	169
Self-employed without employees: Part-time	4,725	4%	66,276	2%	146
Self-employed without employees: Full-time	10,932	8%	148,957	5%	151
Unemployed	8,035	6%	189,414	7%	87
Full-time student	4,005	3%	148,560	5%	55
<i>Economically active: Total</i>	133,448		2,738,899		

Occupation

Occupation type	South Scotland		Scotland		Index
	Count	%	Count	%	
Managers, directors and senior officials	11,049	9%	210,819	8%	106
Professional occupations	17,218	14%	421,639	17%	82
Associate professional and technical occupations	11,994	10%	318,380	13%	76
Administrative and secretarial occupations	11,854	10%	286,144	11%	84
Skilled trades occupations	21,197	17%	315,177	13%	136
Caring, leisure and other service occupations	13,431	11%	244,508	10%	111
Sales and customer service occupations	10,074	8%	234,367	9%	87
Process, plant and machine operatives	11,829	9%	193,594	8%	123
Elementary occupations	16,027	13%	292,267	12%	111
<i>All usual residents aged 16 to 74 in employment</i>	124,673		2,516,895		

Economically inactive

Economically inactive	South Scotland		Scotland		Index
	Count	%	Count	%	
Retired	37,247	61%	591,667	48%	126
Student (including full-time students)	6,467	11%	218,412	18%	59
Looking after home or family	6,213	10%	141,542	11%	88
Long-term sick or disabled	8,303	14%	203,975	17%	82
Other	3,090	5%	76,035	6%	82
<i>Economically inactive: Total</i>	61,320		1,231,631		

Highest qualification level

Highest qualification achieved	South Scotland		Scotland		Index
	Count	%	Count	%	
No qualifications	67,904	31%	1,173,116	27%	115
Level 1 (e.g. GCSEs graded D-G, Foundation diploma)	52,559	24%	1,010,875	23%	103
Level 2 (e.g. GCSEs graded A*-C, Higher diploma)	29,774	13%	627,423	14%	94
Apprenticeship	0	0%	0	0%	100
Level 3 (e.g. AS and A Levels, Advanced and Progression diploma)	17,796	8%	424,996	10%	83
Level 4 and above (e.g. Higher Education and Higher diplomas)	52,656	24%	1,142,662	26%	91
Other qualifications	0	0%	0	0%	100
<i>All usual residents aged 16 and over</i>	220,689		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	South Scotland		Scotland		Index
	Count	%	Count	%	
Daily Express	5,306	2%	100,922	2%	107
Daily Mail	9,458	4%	175,641	4%	110
Daily Mirror	2,179	1%	50,843	1%	87
Daily Record	11,838	5%	267,386	6%	90
Daily Star	1,365	1%	38,871	1%	72
Daily Telegraph	1,123	0%	15,921	0%	144
Financial Times	802	0%	19,770	0%	83
The Guardian	1,871	1%	33,410	1%	114
i (newspaper)	2,040	1%	41,164	1%	101
The Sun	17,383	8%	345,734	7%	102
The Times	4,263	2%	86,208	2%	101
<i>Adults 15+ estimate 2018</i>	230,781		4,698,984		

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