

Area Profile Report

West Central Scotland

The area profile report contains data about the population within your target area (West 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 (West Central Scotland) is 1,270,095, 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.

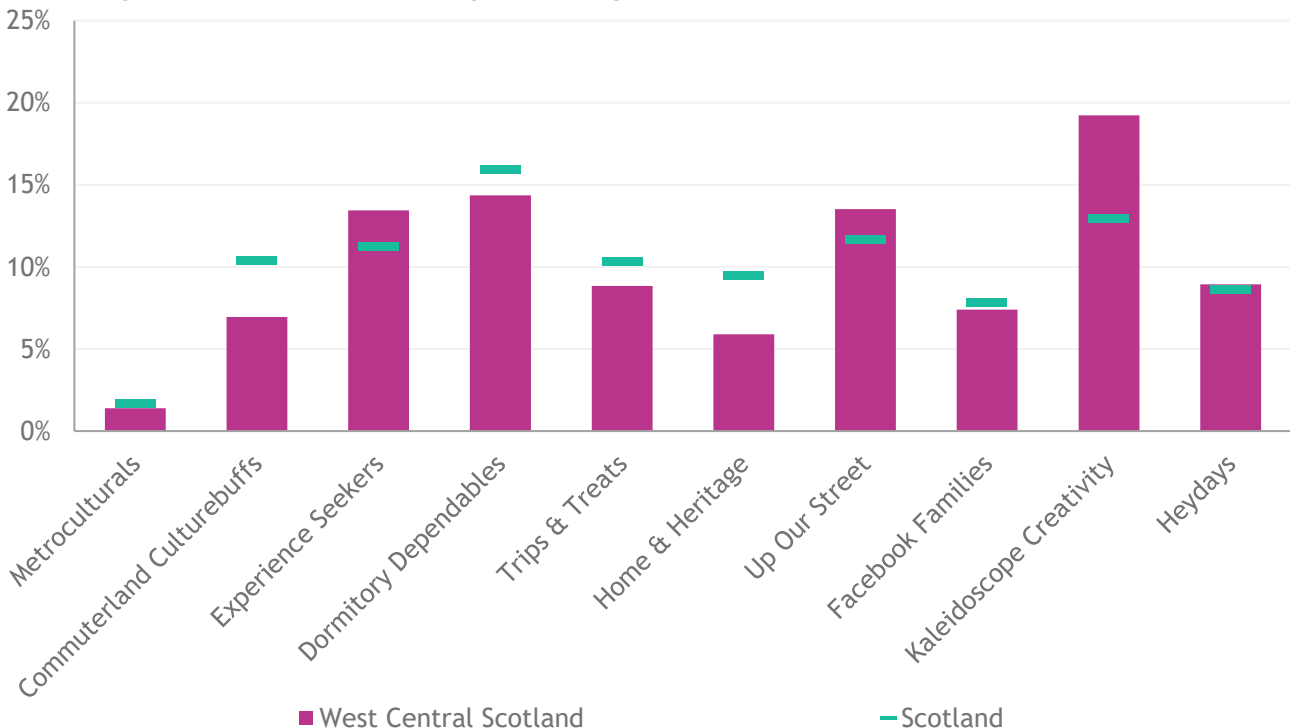
To find out more and to view the pen portraits for each segment visit:

www.theaudienceagency.org/audience-spectrum

The most prominent Audience Spectrum segments in your target catchment area are Kaleidoscope Creativity, Dormitory Dependables and Up Our Street. 47% of the target population belong to one of these three segments, compared with 41% of the base population as a whole.

- Kaleidoscope Creativity: Urban and culturally diverse, their arts and cultural activity happens in their community and outside the mainstream (Lower engagement)
- Dormitory Dependables: Regular but not frequent cultural attenders living in city suburbs and small towns (Medium 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	West Central Scotland		Scotland		Index
	Count	%	Count	%	
Metroculturals	17,288	1%	73,606	2%	84
Commuterland Culturebuffs	86,930	7%	466,098	10%	67
Experience Seekers	168,180	13%	505,118	11%	120
Dormitory Dependables	179,555	14%	716,520	16%	90
Trips & Treats	110,606	9%	463,553	10%	86
Home & Heritage	73,696	6%	426,415	9%	62
Up Our Street	169,090	14%	523,567	12%	116
Facebook Families	92,535	7%	350,561	8%	95
Kaleidoscope Creativity	240,511	19%	581,254	13%	149
Heydays	111,863	9%	386,395	9%	104
<i>Unclassified</i>	-		-		
<i>Adults 15+ estimate 2018</i>	<i>1,250,254</i>		<i>4,493,087</i>		

Base totals and percentages do not include unclassified postcodes.

Mosaic group profile

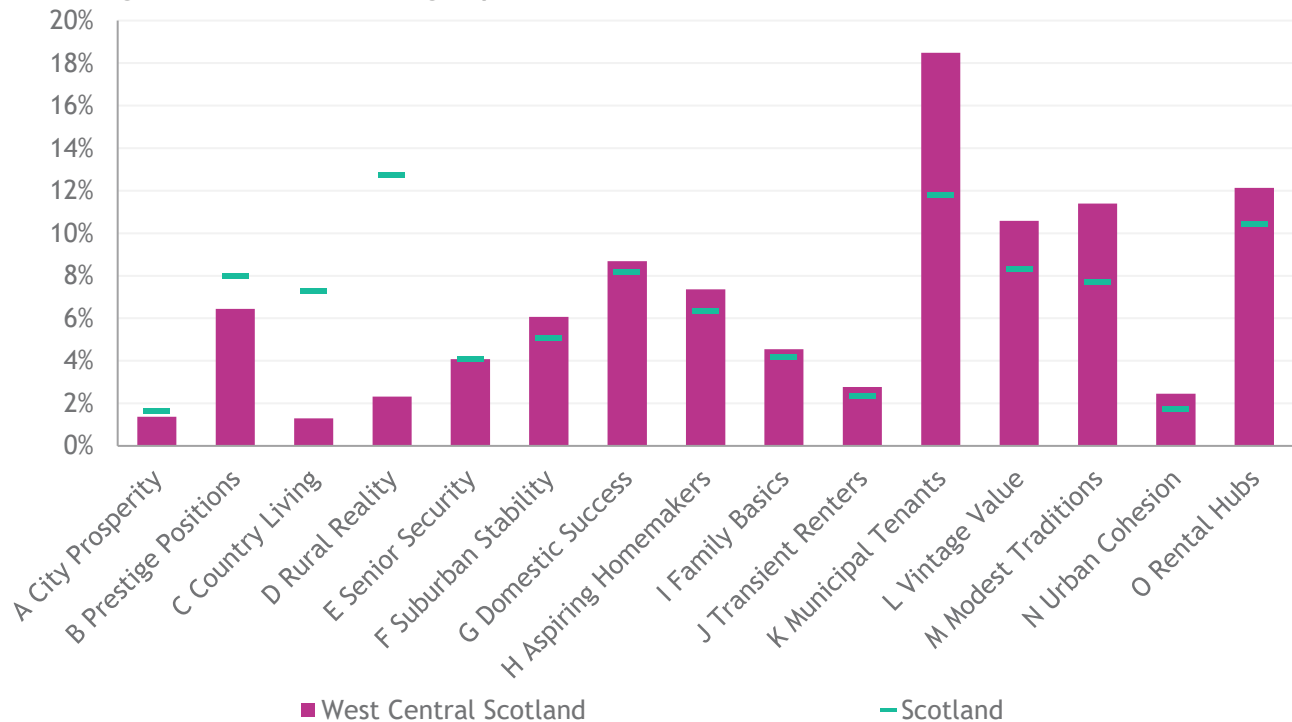
Mosaic combines a wide range of information from over 400 sources to create a summary of the likely characteristics of each UK household.

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 K Municipal Tenants, O Rental Hubs and M Modest Traditions. 42% of the target population belong to one of these three groups, compared with 30% of the base population as a whole.

- Municipal Tenants: Urban renters of social housing facing an array of challenges
- Rental Hubs: Educated young people privately renting in urban neighbourhoods
- Modest Traditions: Mature homeowners of value homes enjoying stable lifestyles

Percentage breakdown of Mosaic groups



Mosaic group	West Central Scotland		Scotland		Index
	Count	%	Count	%	
A City Prosperity	17,314	1%	77,168	2%	83
B Prestige Positions	81,923	6%	375,484	8%	81
C Country Living	16,473	1%	343,300	7%	18
D Rural Reality	29,511	2%	598,880	13%	18
E Senior Security	51,908	4%	192,216	4%	100
F Suburban Stability	77,020	6%	239,878	5%	119
G Domestic Success	110,360	9%	384,598	8%	106
H Aspiring Homemakers	93,548	7%	298,516	6%	116
I Family Basics	57,732	5%	197,466	4%	108
J Transient Renters	35,108	3%	110,715	2%	117
K Municipal Tenants	234,781	18%	553,828	12%	157
L Vintage Value	134,326	11%	390,793	8%	127
M Modest Traditions	144,658	11%	363,916	8%	147
N Urban Cohesion	31,262	2%	82,053	2%	141
O Rental Hubs	154,171	12%	490,173	10%	116
U Unclassified	0		0		
Adults 15+ estimate 2018	1,270,095		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 than the base population.

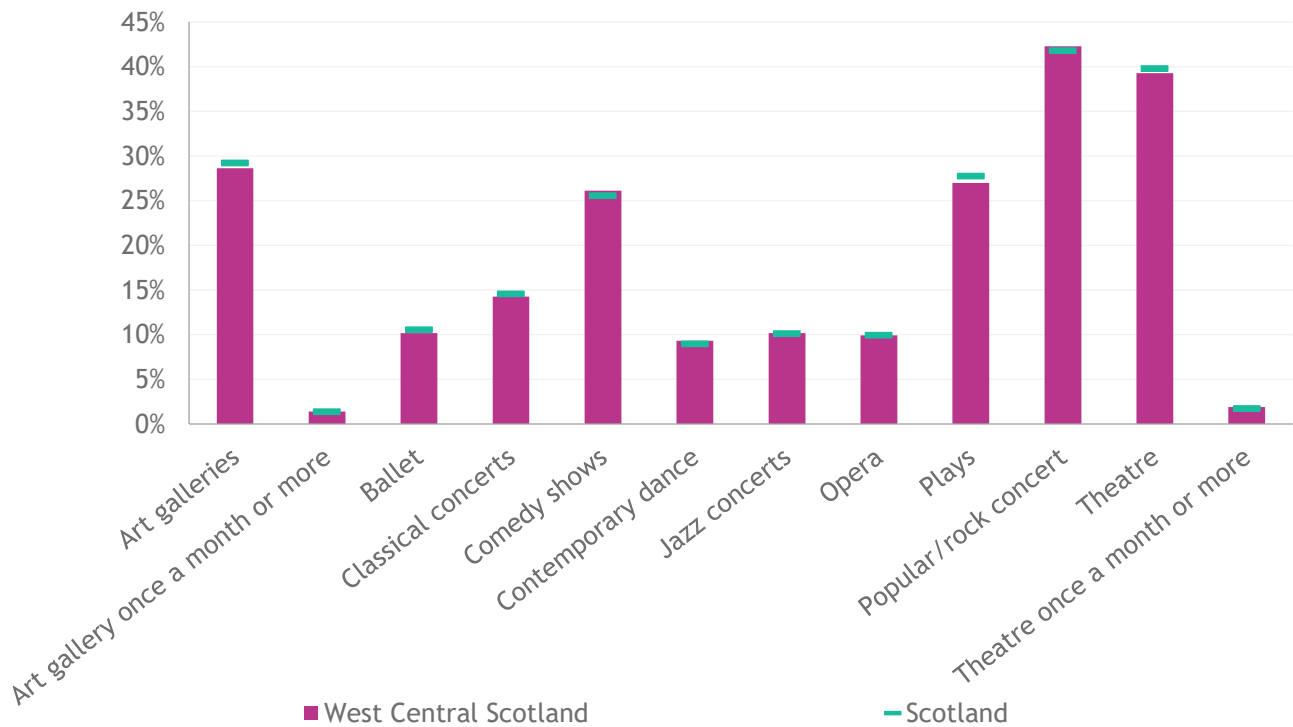
Arts attendance: amongst the target population, the arts activities with the highest levels of engagement are:

- Popular/rock concert: 42% attendance amongst the target population
- Theatre: 39% attendance amongst the target population
- Art galleries: 29% 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



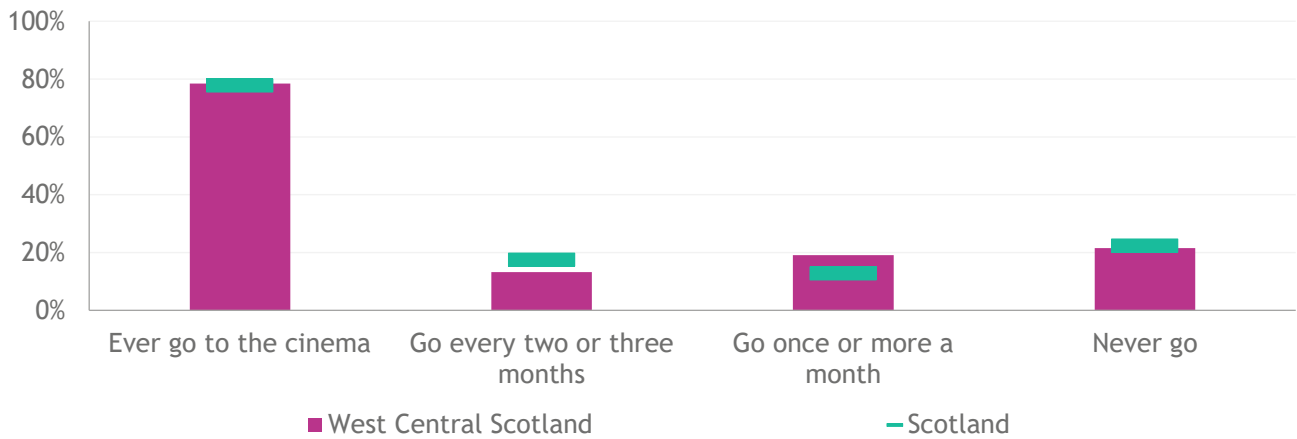
Attended in past 12 months	West Central Scotland		Scotland		Index
	Count	%	Count	%	
Art galleries	363,599	29%	1,374,405	29%	98
Art gallery once a month or more	17,823	1%	65,191	1%	101
Ballet	129,209	10%	495,986	11%	96
Classical concerts	181,177	14%	685,953	15%	98
Comedy shows	331,888	26%	1,202,972	26%	102
Contemporary dance	118,490	9%	422,061	9%	104
Jazz concerts	129,225	10%	476,623	10%	100
Opera	126,148	10%	468,175	10%	100
Plays	342,770	27%	1,305,315	28%	97
Popular/rock concert	537,096	42%	1,964,846	42%	101
Theatre	498,984	39%	1,870,673	40%	99
Theatre once a month or more	24,009	2%	82,846	2%	107
<i>Adults 15+ estimate 2018</i>	<i>1,270,095</i>		<i>4,698,984</i>		

Museums and heritage attendance in the past 12 months



Visited in past 12 months	West Central Scotland		Scotland		Index
	Count	%	Count	%	
Museums	332,042	26%	1,223,911	26%	100
Archaeological sites	52,479	4%	220,066	5%	88
Stately homes/castles	236,672	19%	908,138	19%	96
<i>Adults 15+ estimate 2018</i>	<i>1,270,095</i>		<i>4,698,984</i>		

Cinema visits



Cinema visits	West Central Scotland		Scotland		Index
	Count	%	Count	%	
Ever go to the cinema	996,491	78%	3,650,004	78%	101
Go every two or three months	167,553	13%	823,560	18%	75
Go once or more a month	242,366	19%	595,652	13%	151
Never go	273,604	22%	1,048,980	22%	96
Adults 15+ estimate 2018	1,270,095		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: 6% are from a Black, Asian or mixed ethnic group, compared with 4% of the base population.
- Health: 78% are not limited in their day-to-day activities by ill health or disability.
- Family structure: 44% 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: 58% 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, 42% are retired, compared with 48% of the base population.
- Education: 23% 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.

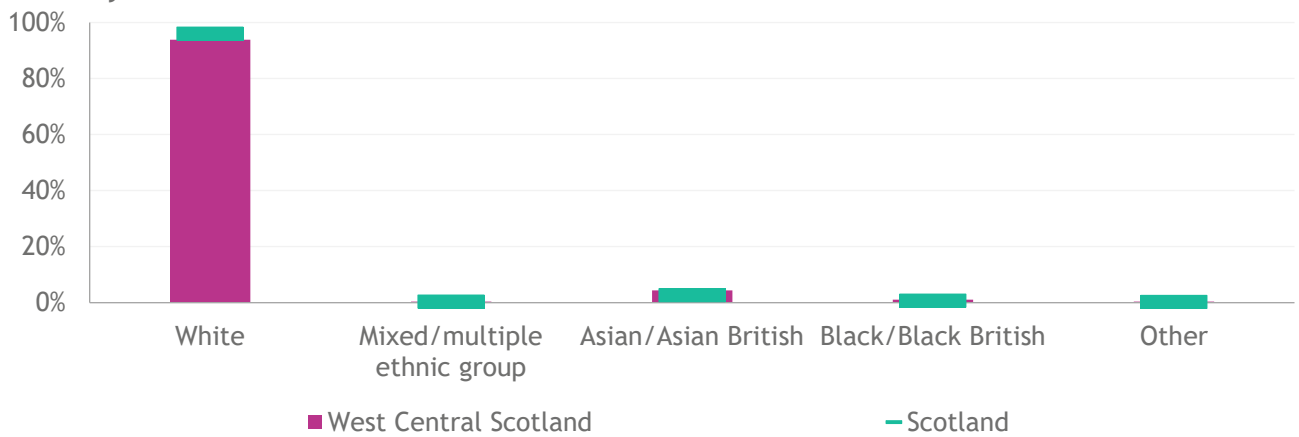
Population and Households

Age structure



Age group	West Central Scotland		Scotland		Index
	Count	%	Count	%	
0 - 17	284,587	20%	1,042,597	20%	100
18 - 24	149,087	10%	506,222	10%	108
25 - 34	200,742	14%	667,327	13%	111
35 - 44	204,698	14%	734,754	14%	102
45 - 54	213,240	15%	786,756	15%	100
55 - 64	167,359	12%	667,413	13%	92
65 - 74	119,594	8%	481,792	9%	91
75 - 84	76,365	5%	302,639	6%	93
85+	24,876	2%	105,903	2%	86
<i>All usual residents</i>	<i>1,440,548</i>		<i>5,295,403</i>		

Ethnicity

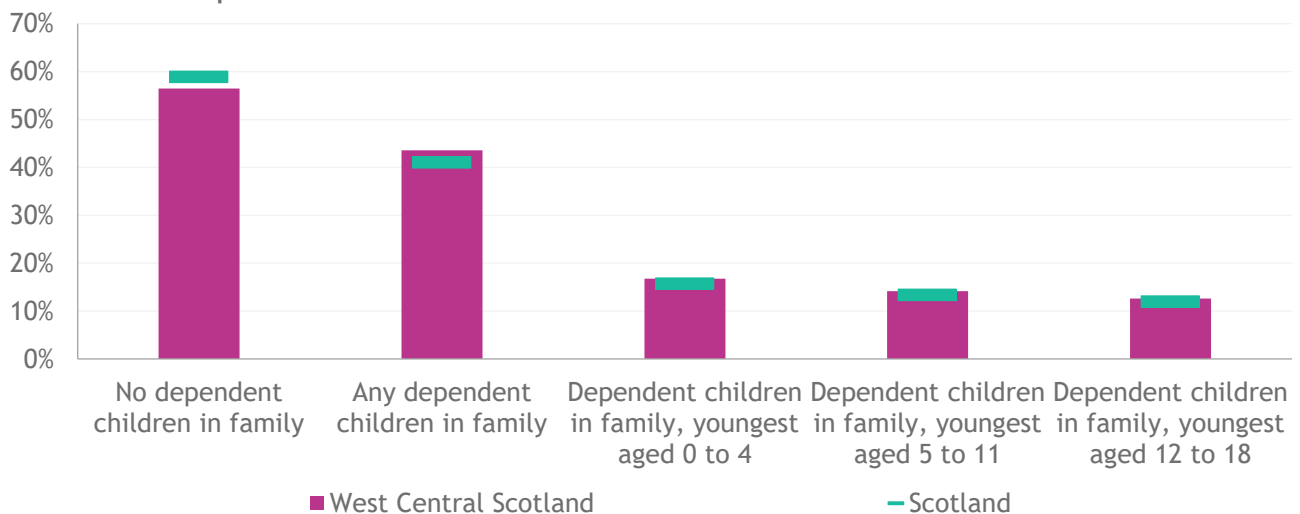


Ethnicity	West Central Scotland		Scotland		Index
	Count	%	Count	%	
White	1,351,793	94%	5,084,407	96%	98
Mixed/multiple ethnic group	4,964	0%	19,815	0%	92
Asian/Asian British	62,581	4%	140,678	3%	164
Black/Black British	16,352	1%	36,178	1%	166
Other	4,858	0%	14,325	0%	125
<i>All usual residents</i>	<i>1,440,548</i>		<i>5,295,403</i>		

Health

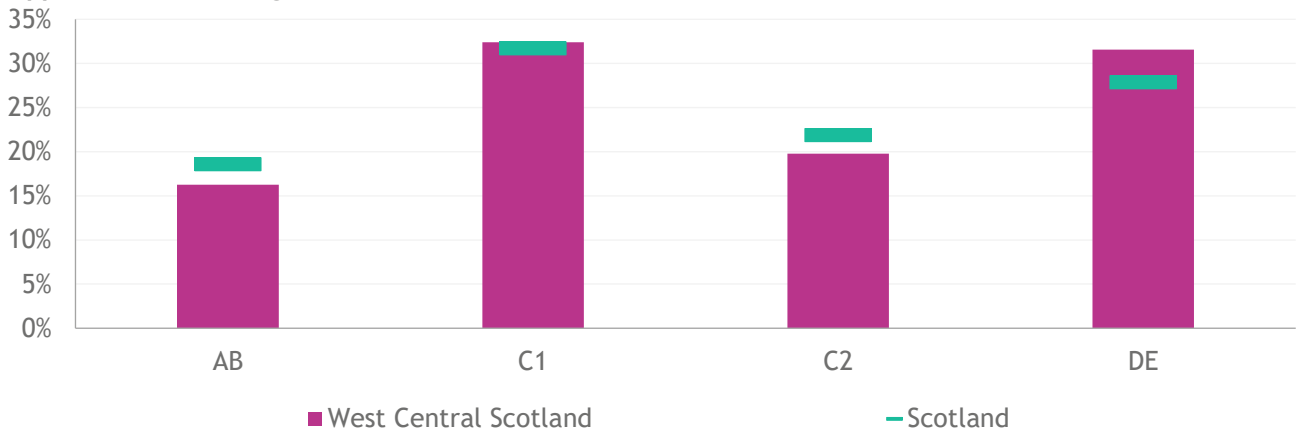
Long-term health problem or disability	West Central Scotland		Scotland		Index
	Count	%	Count	%	
Day-to-day activities limited a lot	167,944	12%	505,863	10%	122
Day-to-day activities limited a little	143,474	10%	534,508	10%	99
Day-to-day activities not limited	1,129,130	78%	4,255,032	80%	98
<i>All usual residents</i>	1,440,548		5,295,403		

Families with dependent children



Household family status	West Central Scotland		Scotland		Index
	Count	%	Count	%	
No dependent children in family	222,630	56%	881,316	59%	96
Any dependent children in family	171,613	44%	614,294	41%	106
Dependent children in family, youngest aged 0 to 4	66,127	17%	235,296	16%	107
Dependent children in family, youngest aged 5 to 11	55,892	14%	199,808	13%	106
Dependent children in family, youngest aged 12 to 18	49,594	13%	179,190	12%	105
<i>All families in households</i>	394,243		1,495,610		

Approximated social grade



Approximated social grade	West Central Scotland		Scotland		Index
	Count	%	Count	%	
AB	81,657	16%	327,941	19%	88
C1	162,533	32%	559,669	32%	102
C2	99,184	20%	385,670	22%	90
DE	158,342	32%	491,729	28%	113
<i>All Household Reference Persons aged 16 to 64</i>	<i>501,716</i>		<i>1,765,009</i>		

Employment and qualifications

Economic activity

Economically active	West Central Scotland		Scotland		Index
	Count	%	Count	%	
Employed or self-employed: all	625,262	85%	2,400,925	88%	97
Employee: Part-time	134,779	18%	529,816	19%	95
Employee: Full-time	425,412	58%	1,573,416	57%	101
Self-employed with employees: Part-time	2,423	0%	11,376	0%	80
Self-employed with employees: Full-time	14,788	2%	71,084	3%	78
Self-employed without employees: Part-time	13,724	2%	66,276	2%	77
Self-employed without employees: Full-time	34,136	5%	148,957	5%	86
Unemployed	63,645	9%	189,414	7%	125
Full-time student	44,698	6%	148,560	5%	112
<i>Economically active: Total</i>	<i>733,605</i>		<i>2,738,899</i>		

Occupation

Occupation type	West Central Scotland		Scotland		Index
	Count	%	Count	%	
Managers, directors and senior officials	49,436	7%	210,819	8%	89
Professional occupations	108,946	17%	421,639	17%	99
Associate professional and technical occupations	84,169	13%	318,380	13%	101
Administrative and secretarial occupations	81,478	12%	286,144	11%	109
Skilled trades occupations	71,992	11%	315,177	13%	87
Caring, leisure and other service occupations	64,700	10%	244,508	10%	101
Sales and customer service occupations	69,260	11%	234,367	9%	113
Process, plant and machine operatives	51,777	8%	193,594	8%	102
Elementary occupations	77,841	12%	292,267	12%	102
<i>All usual residents aged 16 to 74 in employment</i>	659,599		2,516,895		

Economically inactive

Economically inactive	West Central Scotland		Scotland		Index
	Count	%	Count	%	
Retired	148,102	42%	591,667	48%	87
Student (including full-time students)	64,749	18%	218,412	18%	103
Looking after home or family	40,907	12%	141,542	11%	100
Long-term sick or disabled	76,008	21%	203,975	17%	129
Other	25,229	7%	76,035	6%	115
<i>Economically inactive: Total</i>	354,995		1,231,631		

Highest qualification level

Highest qualification achieved	West Central Scotland		Scotland		Index
	Count	%	Count	%	
No qualifications	365,696	31%	1,173,116	27%	115
Level 1 (e.g. GCSEs graded D-G, Foundation diploma)	264,905	22%	1,010,875	23%	96
Level 2 (e.g. GCSEs graded A*-C, Higher diploma)	166,909	14%	627,423	14%	98
Apprenticeship	0	0%	0	0%	100
Level 3 (e.g. AS and A Levels, Advanced and Progression diploma)	117,255	10%	424,996	10%	102
Level 4 and above (e.g. Higher Education and Higher diplomas)	275,076	23%	1,142,662	26%	89
Other qualifications	0	0%	0	0%	100
<i>All usual residents aged 16 and over</i>	1,189,841		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	West Central Scotland		Scotland		Index
	Count	%	Count	%	
Daily Express	26,196	2%	100,922	2%	96
Daily Mail	43,339	3%	175,641	4%	91
Daily Mirror	16,027	1%	50,843	1%	117
Daily Record	77,438	6%	267,386	6%	107
Daily Star	12,364	1%	38,871	1%	118
Daily Telegraph	3,107	0%	15,921	0%	72
Financial Times	5,005	0%	19,770	0%	94
The Guardian	10,822	1%	33,410	1%	120
i (newspaper)	8,045	1%	41,164	1%	72
The Sun	98,400	8%	345,734	7%	105
The Times	21,570	2%	86,208	2%	93
<i>Adults 15+ estimate 2018</i>	1,270,095		4,698,984		

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