Area Profile Reports and Catchment Area Analysis

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Scottish Arts Council

12 Manor Place, Edinburgh EH3 7DD

Telephone 0131 226 6051
Facsimile 0131 225 9833
Typetalk please prefix number with 18001
Help Desk 0845 603 6000 (local rate)
E-mail help.desk@scottisharts.org.uk
Website www.scottisharts.org.uk

Contents   Pages

Introduction to area profile reports

1. What are area profile reports?
Most area profile reports are used to focus on an area that falls within a defined drive-time distance (also known as a contour) from a central point in a particular city or town. They are also available in a format that describes the population inside a linear distance from the same central point or within a local authority area.

The definition of the defined area has to be based on entire postal sectors because ACORN and Census of Population information is not available for any smaller unit than the postal sector. The criterion for including particular postal sectors in a drive-time area is whether the location of the most densely populated part of the sector (known as the population-weighted centroid) lies within that drive-time distance.

The reports give information about the population in the area as a whole and then for each postal sector within that area. The smallest area for which census information is available is the postal sector because of data-protection issues with providing specific information on individual postcodes.

In the private sector similar reports are used to select locations for retail development, in planning the allocation of resources, in setting sales targets and in monitoring outlet and regional performance.

Area profile reports have a similar application in arts/cultural planning, resource allocation and marketing. They provide for a whole defined area (usually based on drive-time) and for each of the postal sectors in it comprehensive demographic and other information and an estimate of the number of potential arts attenders or museum visitors. When used with box office data on the numbers of ticket buyers for a particular venue or visitor survey data, they can identify opportunities for developing sales or visits.

Some potential uses
- defining an area from which access to the centre by car is relatively easy
- providing a more realistic and accurate picture of the character of the population around a city or town than might be assumed from general perceptions of it
- identifying factors which help in understanding venues' different degrees of success in attracting audiences
- showing the degrees of difference between the postal sectors in a drive-time area in demographic profile and potential for arts attendance or museum visits

- measuring, in conjunction with the data on the actual numbers of ticket buyers, the extent to which a particular venue or touring company is reaching the potential for a drive-time area or for an individual postal sector or for a combined group of these. This analysis can identify opportunities for developing audiences
- giving touring companies or visiting orchestras, which may lack first-hand knowledge of the areas they visit, a basic impression of the size and nature of the local population in a form which enables comparisons to be made with other areas – in terms of attendance potential and numbers of ticket buyers This will assist companies in planning tours, setting audience targets and deciding marketing priorities

To whom are they available?

Area profile reports are available to not-for-profit organisations operating in the arts and cultural sector or to venues receiving work from funded clients of Arts Council England or the Scottish Arts Council or Arts Council Wales. They are available to local authorities for arts development purposes (and the first three reports in a 12-month period are free).They are also available to the organisations in England for which MLA (Museums Libraries Archives) is responsible.

What's available to me now?

Thirty minute drive time reports are available, **free**, to any arts organisation in receipt of funds from the Scottish Arts Council, members of Glasgow Grows Audiences and subscribers of The Audience Business.

The reports currently available are: Aberdeen, Ayr, Cumbernauld, Dumfries, Dundee, Dunfermline, East Kilbride, Edinburgh, Falkirk, Glasgow, Greenock, Inverness, Kilmarnock, Kirkaldy, Largs, Motherwell, Peebles, Perth, Pitlochry, Stirling and Stranraer.

These can be ordered easily by emailing audience.development@scottisharts.org.uk; info@tab.org.uk or info@gga4arts.co.uk.

How do I get support with analysis?

Basic support for analysis of these reports is available according to geographical area. Before using the reports, we strongly recommend that you contact:

Highlands and Islands: Marcus Wilson, Audience Development Co-ordinator, HI~Arts (marcus@hi-arts.co.uk); *Glasgow and the west of Scotland*: Charlotte Winter at Glasgow Grows Audiences (charlotte@gga4arts.co.uk); and, *the rest of Scotland:* Ruth Stevenson at The Audience Business (ruth@tab.org.uk).

Both The Audience Business and Glasgow Grows Audiences will be happy to discuss fees for any in-depth analysis you might require.

What if I need more reports?

If you require reports that include, for instance, different geographical areas, additional postcodes or longer drive times, reports may be obtained by completing an order form (see appendix C) and sending it to Fiona Sturgeon, Head of Audience and Organisational Development, Scottish Arts Council, 12 Manor Place, Edinburgh EH3 7DD, (fiona.sturgeon@scottisharts.co.uk).

The order form will ask for the town or city or post-code on which the report is to be centred and whether the report is to based on drive-time, linear distance or local authority boundaries.

There is a charge of £25.00 plus vat per report to all applicants except for arts organisations in England which are funded by Arts Council England and for the first three reports ordered in any 12-month period by local authorities in England for arts development purposes. The report will be produced by one of the English regional audience development agencies and sent to the applicant - as will the invoice, which will be payable to that agency.

2. Contents of the area profile reports

Each report consists of four parts:

- An outline map showing the cities or main towns within the boundary of the defined area

- A *Defined Area Overview Report* (page numbered 01-03) giving a range of information ("data items") on the defined area including:
  - the size and demographic characteristics of the population
  - the number of adults who attend arts performances or museums etc (estimated from Target Group Index and ACORN data).
  - the extent of car or van ownership
  - the number of adults living in neighbourhoods classified as each of the five ACORN categories
  - the number of adults aged 16-74 who are unable to work due to disability or illness
  - the number of adults aged 16-74 who are disabled and economically active
  - the number of adults who read particular categories of newspaper
  - the number of adults who have access to, and use, the Internet
  - the number of households with dependent children

Appendix A: Key to area profile reports gives definitions of each of the data items included in the report. *Appendix B: ACORN categories* gives comparative information on the characteristics of people living in neighbourhoods classified as a particular ACORN category.

The information in the *Defined Area Overview Report* is shown as:
- numbers
- percentages
- indices, which compare the *Defined Area* data item percentage with the corresponding percentage for Scotland. All index figures of 110 or more (ie at least 10% higher than the Scotland level) are highlighted

- A *Postal Sectors Numbers Report* (page numbered from N1) consisting of tables of data items giving for each postal sector the number corresponding to that shown in the *Overview Report*. This enables comparisons to be made between postal sectors based on the numbers of adults, potential arts attenders or museum visitors and for each other data item.

- A *Postal Sectors Percentages Report* (page numbered from P1) consisting of tables of data items showing percentages for each postal sector which reflect the relationship between the number for that item and the appropriate base for it (for example all adults aged 15+). Each percentage is accompanied by a corresponding index figure, which is shown in an adjacent column. These indices compare the postal sector percentage for each data item with the corresponding percentage for the whole defined area shown in the *Overview Report*. rather than with the GB percentage). Indices of 110 or more are shown in bold.

The indices therefore show the extent to which individual postal sectors have levels above (or below) the defined area overall average for any of the data items, and especially for arts or museum etc attendance/visits etc. The indices for attendance/visits in particular postal sectors may then be related to the indices for other data items. This should help in understanding the possible reasons for the variations in attendance/visitor levels.

3. How to use the information in the reports
There are three sources of information for the area profile reports:

- the 2001 Population Census for England & Wales and the Population Census for Scotland in order to produce demographic data for Great Britain
- BMRB International's Target Group Index survey conducted in Great Britain between 1 April 2003 and 31 March 2005
- the ACORN geo-demographic segmentation system

The adult population figures shown for the ACORN and the TGI data items have been updated to 2005 by CACI, using suitable modelling techniques, on the basis of information from local authorities on deaths and population movement between areas. However the Population Census percentages have to remain constant at their 2001 levels. There is no direct relationship between the numbers and percentages shown for some sets of data items and others, not even between different groups of Census figures. This is because different bases are used for the data items. However in spite of this, the indices in the *Defined Area Overview Report* give a reasonably reliable basis for comparing the arts and museum attendance levels and other data items between different defined areas and between the postal sectors within them.

The attendance numbers and percentages relate to adults participating in the TGI survey who claimed to attend particular types of arts performance etc 'these days' or who have visited particular types of museum etc 'in the last 12 months'. The TGI percentages used were for all GB postal areas combined but excluding the Greater London and South East England. It was necessary to make this exclusion because the TGI attendance levels are significantly higher in Greater London and the South East than in other parts of GB.

Clearly, it would be unrealistic to expect all the potential arts attenders in a 30-minute drive-time area around a particular venue to go to it – some may prefer to go to another venue. So they are not all necessarily equally 'available' to the venue at the centre of that area. It must be emphasised that the figures for potential attenders do not predict the actual numbers of attenders which a venue should reasonably expect to attract.

Each of the three types of information (number, percentage and index figure) for each data item has a particular use in interpreting the information in the area profile reports.

The *number* shows the absolute size of a data item (for example the number of adults who attend contemporary dance). This can be used to assess whether a particular catchment area has a large enough number of potential attenders for an incoming touring company or to sustain a proposed new venue. It can also be used at postal sector level to compare the actual number of ticket buyers at a venue or visitors to a museum with the number of potential attenders/visitors to assess the level of sales/visitor penetration achieved.

The *percentage* reflects the relative size of a particular data item in the area or postal sector and enables realistic comparisons to be made for it between drive-time areas and between postal sectors within a drive-time area.

The *index* shows how much larger or smaller the percentage for an item is when compared with the corresponding percentage for GB or, in the case of postal sectors, with the drive-time area percentage. The highlighting of above-average indices helps to feature the data items of particular interest.

Indices are also useful in showing the extent to which potentially related factors show a similar pattern. For example, they can show the extent to which an index well above 100 for the percentage of adults who attend plays is matched by high indices for other data items which are probably related to that level of attendance. These data items might be social grade or higher educational or vocational qualifications, or readership of quality newspapers, or ACORN category.

It is important in interpreting the information in the reports to take account of all three indicators. An impressive percentage and index figure may represent comparatively few potential arts attenders. On the other hand a high number of potential attenders in a heavily populated area may be expressed as a relatively low percentage and consequently a low index figure.

It would be reasonable to regard any indices in the *Defined Area Overview Report* which are outside a range of 90 -110 as reflecting a distinctive aspect of that area. The exception to this would be for gender, which varies much less between areas than do the indices for other data items; consequently, for gender, it would be more appropriate to regard percentage variations outside a range of 95 -105 as indicating distinctiveness.

There are likely to be greater variations between the percentages and indices for individual postal sectors within a particular drive-time area. So it would be sensible to extend the requirement for distinctiveness for individual postal sectors to be indices outside the range 80 –120 (but this would not apply if the actual number for an item in the sector is so small as to cast doubt on the validity of the percentage and the index figure).

The indices enable venues to assess the extent to which the percentage levels for particular data items have a bearing on levels of potential arts or museum etc attendance.

These characteristics could be:

- For **high potential,** indices well above 100 for: ACORN Categories 1 or 2; adults in professional occupations; adults with higher educational/vocational qualifications; students; readers of 'quality' newspapers, car/van ownership etc

- For **average potential,** indices close to 100 for: the criteria identified above for high potential and also for ACORN Categories 3 or 4.

- For **low potential,** indices well above 100 for ACORN Category 5 and for: people who are economically inactive; people unable to work due to disability or illness; lack of car/van ownership; readership of popular tabloid newspapers. Also, indices well below 100 for the data items specified above as characterising those with high potential.

This analysis by different levels of potential does not in any way imply that postal sectors with low - or even average potential - do not merit attention. They could well offer potential for audience development. Indeed various data items of information in the *Postal Sectors Reports* can help a venue select for special attention the parts of its catchment area which offer the best opportunities to reach the types of people to which it wants to give priority in its audience development strategy.

The newspaper readership data adds a type of qualitative dimension to the reports by showing the number and percentage of adults who, it might be assumed, are likely to have a particular lifestyle. So the use of this information, alongside that for potential attenders, can help identify the postal sectors which might be responsive to certain kinds of programme (eg " innovative", "challenging", " traditional") and so help to target marketing activity more effectively.

Data for individual postal sectors may be made more manageable for marketing and audience development planning purposes by combining the data for a number of adjacent postal sectors to represent recognisable localities, like a particular town. This could be done in catchment area reports (see page 12).

The postal sector information on potential attenders may be used with a venue's box office data on ticket buyers to show its level of sales penetration of the potential for each postal sector. The cross-relationship between these two sets of data enables decisions to be made on the sectors which should receive special attention in the light of the venue's marketing or audience development objectives. The catchment area analysis section on pages 16-18 describes this process.

The venue may add a further dimension to target marketing in selected postal sectors by drawing on its customer database in order to identify particular types of ticket buyer or visitor. These might be frequent attenders, recent new attenders, lapsed ticket buyers who make higher than average value ticket purchases etc.

4. Notes to the reports
Thirty minutes is usually regarded as the standard for the drive-time distance for most arts events or museums as a car journey up to that time is likely to be

acceptable to the majority of attenders. However scarcer events such as large-scale productions of opera, ballet or musicals or specialist museums would be likely to attract people prepared to travel on the day for 45 or 60 or even, exceptionally, 90 minutes. On the other hand, events in a local community or a local museum might be expected to attract people largely from within a 15 or 20-minute drive-time area.

The criterion for including particular postal sectors in a drive-time area is whether the location of the most densely populated part of the sector (known as the population-weighted centroid) lies within that drive-time distance.

CACI uses its *InSite Drive-time Module* to calculate the road travelling times or distance from a selected location on the map and then produce a contour to define the required limit (usually defined as a 30-minute or other drive-time.

The basis for this drive-time analysis takes the form of *Links* and *Nodes*. The underlying road network used is from the Automobile Association. Satellite imagery is the initial source of this data; and then every road is driven and checked by the AA to create high quality digital map data at 1:200,000 scale. The map is updated by the AA annually and is then processed by CACI for use within *InSite* in the form of the *Link* and *Node* database. There are approximately 49,745 *Nodes* and 60,070 *Links* - for instance there are 432 *Links* representing 'urban motorways'- for which the designated average speed is 85 kmph.(53mph) There are 62 classes of road, ranging from rural through urban to metropolitan. The most recent addition has been a congestion zone class.

A 30-minute drive-time area would not, of course necessarily represent the catchment area on which a venue's marketing activity would be mainly focused. The *Catchment area analysis* section of this guide sets out a process for defining the (main) catchment area for a venue. This would start with the 30-minute drive-time area and then have that extended to include any postal sectors which had a significant percentage of ticket buyers or museum visitors. In order to produce a complete territory, with no areas of "exclusion", other postal sectors lying between these 'significant percentage' sectors and the 30-minute boundary would be included in the catchment area.

Catchment area analysis

This section describes a process for analysing information on arts event ticket buyers living in a particular venue's main catchment area and relating this to the area profile data for that area. The purpose of this analysis is to assess the degree of success, or not, which a venue has had in penetrating the attendance or visitor potential of its catchment area as a whole and of each postal sector within it.

1. What are the purposes of catchment area analysis?
The essential purposes of catchment area analysis are to help
- guide a venue in the selection of particular postal sectors on which to focus special marketing activity
- evaluate, subsequently, the impact made by this special marketing activity
- guide a touring company in setting attendance targets and deciding the levels of marketing input required for the various venues which they visit

The analysis can be of particular value in identifying sectors where actual sales or visitor penetration is low but where potential is shown to be high. An assessment should then be made of the factors that might be causing this. These factors might be:
- drive-time distance from the venue
- poor access by public transport, times of last buses or trains back from the venue)
- a low level of travel into the city /town for shopping, work or leisure- another city/town being preferred
- relatively low car ownership
- competition from other theatres, arts venues or other places of entertainment which have greater appeal or are more accessible
- the characteristics of the population for example age, social grade, higher educational qualifications
- relatively low levels of family income
- a decline in local employment opportunities
- limited potential for group bookings because of a lack of appropriate places of employment, clubs and societies etc
- relatively low coverage by the venue's current marketing and publicity (i.e. small numbers of people on the venue mailing list, a low level of distribution for leaflets and posters, lack of coverage by local press

2. How to carry out the analysis

a) Define the catchment area for the venue
The catchment area would be that to which the venue's marketing activity is mainly directed. Activity would include local newspaper advertising, media relations, poster displays, the bulk distribution of print etc. This area would probably have more than 80% of identified ticket buyers or visitors. The percentage would be unlikely to reach much more than 90% because the full number of ticket buyers/visitors will include people whose usual address will be outside the catchment area. They will be students, friends and relatives visiting residents of the area, business visitors and people who travel to the venue from further away (and who can be reached by direct mail or telephone rather than through media advertising).

The method for defining the catchment area for a venue has three stages:

- **Obtain a standard area profile report, which includes all postal sectors within a 30-minute drive-time**
  Thirty minutes was chosen as the standard for the area profile reports because research has shown that over 90% of adults who are interested in attending arts events said that they were prepared to travel for up to 30 minutes to reach them.

- **Analyse box office sales data to identify other postal sectors with a significant number of ticket buyers**
  Extract sales data for the venue over a given period (say, the previous 12 months) to show the number of (unduplicated) ticket buyers or visitors for each postal sector. Identify the sectors lying beyond the 30-minute drive-time area which had a significant number and which are reasonably close to the 30-minute boundary. It is probable that the actual distribution of ticket buyers for opera, ballet or musicals or visitors for major or specialist museums would be drawn from a greater drive-time distance than 30 or even 45 minutes, but this will be evident from the results of the analysis.

- **Identify other postal sectors to be included in the catchment area**.
  These would be the postal sectors which lie immediately between the 'additional' sectors and the drive-time area boundary in order to create a "complete" territory (with no islands of exclusion within it).

b) Obtain a profile report for the defined catchment area
- Each of the three regional marketing/audience development agencies which produce area profile reports is able to provide a catchment area report, for

which a charge of £25.00 will be made by the agency. This report will give a similar type of information to that in the drive-time area profile report.

The percentage figure for each data item in the catchment area report is accompanied by an index figure which compares the postal sector percentage for that item with the corresponding percentage level for the item in the *Defined Area Overview Report* on the catchment area. For the arts attendance or museum visitor percentages these are the *market potential indices* which identify the sectors with a high (or average, or low) percentage of potential arts attenders or museum etc visitors. The indices for each of the other data items in the report (for example social grade) will indicate the probable reasons for the variations between sectors in levels of potential.

c) List the postal sectors in the catchment area
Show the number of ticket buyers in each postal sector and alongside this show the number of potential play attenders in that sector. This may either be done in-house or, for a fee, by one of the regional marketing/audience development agencies. A list of agencies able to carry out this work is available from Arts Council England.

d) Create a set of *sales penetration indices*
An assessment can then be made of the extent to which the venue has succeeded, or not, in attracting the potential attenders living in each postal sector or in the catchment area as a whole. There are two ways in which this can be done:

i) Relating numbers of ticket buyers to potential attenders
The number of ticket buyers in each postal sector would be related to the number of potential attenders in that sector to show the number of ticket buyers per 100 potential attenders. For example, assume that:
* a particular postal sector, PK 2.2, had 420 (de-duplicated) ticket buyers for plays at the venue in a given period
* the catchment area report showed that there are 1,928 potential play attenders in postal sector PK 2.2 This would mean that the number of (de-duplicated) ticket buyers per 100 potential play attenders for sector PK 2.2 would be 21.78 (i.e. 420 divided by 19.28)
* the catchment area as a whole for that venue had 12,250 (de-duplicated) ticket buyers and 82,592 potential play attenders. This would mean that the number of (de-duplicated) ticket buyers per 100 potential play attenders for the whole catchment area would be 14.83 (i.e. 12,250 divided by 825.92).

The *sales penetration index* for postal sector PK 2.2 would therefore be 147 (calculated by dividing 21.78 by 14.83 = 1.47 x 100).

ii) Relating percentages of ticket buyers to potential attenders
The other way of assessing the degree of sales penetration is first to calculate for each postal sector its percentage share of:

- the total number of ticket buyers for plays in the defined catchment area
- the total number of potential play attenders in the defined catchment area

Here is an example:

Postal sector	Number of ticket buyers for the venue	Percentage of all ticket buyers for the venue in the defined catchment area	Number of potential play attenders	Percentage of all potential play attenders in the defined catchment area
		%		%
PK 1.1	257	2.10	2,237	2.71
PK 1.2	204	1.67	1,980	2.40
PK 1.3	189	1.54	1,640	1.99
PK 2.1	280	2.29	989	1.20
PK 2.2	420	3.43	1,928	2.33
Etc	etc.	etc.	etc.	etc.
Total	12,250	100.0	82,592	100.0

The *sales penetration index* for each postal sector is calculated by dividing that sector's percentage share of all venue ticket buyers in the catchment area by the overall percentage of potential play attenders for the area.

So for PK 2.2 it would be 147 (i.e. 3.43% divided by 2.33% = 1.47 x 100).

In this example PK 2.1 would have a higher index (191- i.e. 2.29% divided by 1.20% and multiplied by 100) and the other three postal sectors lower indices (ranging from 70 to 77).

e) Relate the *market potential indices* to the *sales penetration indices*
This will show:
- sectors of high market potential and high sales penetration
- sectors of high market potential but with only average or below average sales penetration
- sectors of average potential but below average sales penetration
- sectors with low potential and low sales penetration

The indices for the other data items in the catchment area report should help identify the demographic and other factors which are likely to have influenced the

variations between sectors in the numbers of potential attenders and in the levels of sales penetration.

The indices for the readership of particular categories of newspapers could also be used to indicate the possible response to different types of work, particularly plays. For example higher than average levels of readership for The Guardian/ The Observer/The Independent/The Independent on Sunday might imply good potential for new and challenging work. On the other hand higher than average levels of readership of the The Daily Telegraph/The Sunday Telegraph might imply good potential for more traditional work.

3. How to use the analysis

In the light of the process and analysis described above and, where possible, some form of market research, action may be considered for attracting more people from particular postal sectors. Although in some cases it may be unlikely that any significant improvement can be made within the resources available or without access to special additional funds for audience development etc.

As an initial guide to considering particular ACORN groups or types as targets for special marketing attention. *Appendix B: ACORN categories* contains tables showing the number and percentage of:
- people in each ACORN category, group and type
- households in each ACORN category, group and type
- people (all ages) compared with adults (aged 15 or more) in each ACORN category and group?
- adults who attend each TGI type of arts performance or museum etc for each ACORN category.

Appendix B: ACORN categories also provides details of the demographic and other characteristics of people in each of the five ACORN categories.

It is important to recognise that the numbers of potential arts attenders in each postal sector should not be regarded as absolute targets that a local venue should expect to achieve. The numbers and percentages are intended to reflect the propensity to attend particular type of performance or to visit museums. They represent the number of adults who might possibly be interested in attending a performance or visiting a museum.- but not necessarily within the defined area. Their purpose essentially is to show the differences between sectors in levels of potential arts attendance.

Appendix A: Key to area profile reports

The ***Defined Area Overview Report*** summarises in the form of a table all the data items of information for a particular drive-time area or local authority area.

The first column**, *Data items*,** identifies the particular information given on each row of the Overview Report (for example adults aged 15-19)

The second column, ***Data for area*,** shows the number of adults etc for that particular data item.

The third column, ***Data as % for area*,** expresses the number for that particular data item as a percentage of the relevant base number. The base number for each group of data items is defined and highlighted in the second column of the *Defined Area Overview Report* and 100.0% is shown alongside it in this third column.

The fourth column, ***Index av =100*,** expresses the relationship between the 'data as % for area' column and the appropriate overall percentage. In the Overview Report table the comparison will usually be with the Great Britain percentage for that data item. The index is calculated by dividing the data item percentage for a particular postal sector by the *Defined Area Overview Report* percentage for that item and then multiplying that number by 100 to produce the index. All indices which are 110 or above are shown in bold both in the *Defined Area Overview Report* and the *Postal Sectors Percentages Report*.

In the *Postal Sectors Percentages Report **Index av =100*** expresses a relationship between the percentage for that data item for the postal sector and the percentage for the *Defined Area* as a whole.

Total Population: from the 2001 Population Census.

Total Adults 15+ *and **Total Adult Females*** and ***Total Adult Males*** and the ***Age*** data: from the 2001 Population Census. The minimum age was taken as 15 for consistency with the Target Group Index information on attenders/visitors.

Social Grade: from the 2001 Population Census, and relates only to adults aged 16-64.

Ethnic Group: from the 2001 Population Census.

Economic Activity: from the 2001 Population Census relates only to adults aged 16-74. '*All economically active'* includes students who are economically active, *'Economically Inactive – All other'* includes inactive students.

Students: from the 2001 Population Census*.* They are shown for the area of their term-time address. The figure includes both active and inactive students.

Disability/Illness: from the 2001 Population Census and relates only to adults aged 16-74. There are two mutually exclusive definitions:
- People who are '*Unable to work due to (long-term) Disability/Illness*'. This is based on a self-assessment of whether or not a person has a limiting long-term illness, health problem or disability which limits their daily activities or the work they can do, including problems that are due to old age.
 - People who are '*Disabled (ie have a health problem or disability)
and (are) Economically Active'*

Occupation: from the 2001 Population Census, and relates to adults aged 16-74 in employment.

Higher Educational/Vocational Qualification: from the 2001 Census of Population. It covers people aged 18 or more with degrees, diplomas, HNC, HND, nursing or teaching qualifications or other professional, educational or vocational qualifications.

Cars/Vans in Household: from the 2001 Population Census and showing the households where a car or van is available

Households with dependent children
A dependent child is either a young person aged up to 15 or one aged 16-18 in full-time education and living in a family with his or her parent(s).

Arts and museum attenders: from the Target Group Index data for the 24 months from 1 April 2003 to 31 March 2005.The number of arts attenders or museum visitors on which the postal sector percentages are based are derived from estimates made by CACI in the light of changes in the total population in each postal sector since the 2001 Population Census. The TGI percentages for each ACORN type or group are applied to the numbers of adults in that type or group o produce estimates of the number of adults who 'these days' attend particular types of arts performance etc or, in the case of museums etc, who have attended in the last 12 months. The estimates for all postal sectors in Scotland are based on the TGI percentages for the combined postal areas of GB excluding the Greater London region and South East England. The number of TGI respondents living in Scotland was too small at ACORN group or type level for

the attendance percentages for them to be used to estimate the numbers of potential attenders.

'Any of the above 8 arts' comprises plays, opera, ballet, contemporary dance, classical music, jazz, art galleries/art exhibitions and 'any performance in a theatre'.

'Any of the above 10 arts' comprises the 'above 8 arts' plus cinema and pop/rock.

2005 Adult 15+ ACORN Category: from the CACI geo-demographic segmentation system based on 'cluster analysis' of the 2001 Population Census data and subsequent revisions made to the numbers by CACI in mid-2005. These revisions were based on information obtained from local authorities on the numbers of deaths and the population movement between areas.

Newspaper readership: from the Target Group Index. This information is included as a 'proxy' for the lifestyles of the adults living in a particular drive-time area or postal sector. The information for each of the groupings of newspaper titles shows the number of adults who 'almost always' read at least one of those titles.

Internet Usage: based on BMRB International's Target Group Index data

Sets of indices showing how the five categories compare for demographic characteristics, newspaper readership and levels of arts attendance and museum visits are given in *Appendix B: ACORN categories.*

Appendix B: ACORN categories

The following descriptions of the five categories are taken from CACI's *ACORN User Guide*- as are the names which are shown in the tables for the ACORN categories, groups and types. The numbers and percentages shown for the population are CACI's mid-2005 estimates.

Category 1: Wealthy Achievers (25.1% of the GB population)
" These are some of the most successful and affluent people in the UK. They live in wealthy, high status rural, semi-rural and suburban areas of the country. Middle-aged or older people predominate, with many empty nesters and wealthy retired. Some neighbourhoods contain large numbers of well-off families with school age children, particularly in the more suburban locations.

These people live in large houses, which are usually detached with four or more bedrooms. Almost 90% are owner occupiers, with half of those owning their home outright. They are very well educated and most are employed in managerial and professional occupations. Many own their own business.

Car ownership is high, with many households running two or more cars. Incomes are high, as are savings and investments.

These people are well established at the top of the social ladder. They enjoy all the advantages of being healthy, wealthy and confident consumers."

Category 2: Urban Prosperity (11.1% of the GB population)
"These are well educated and mostly prosperous people living in the UK's major towns and cities. They include both older wealthy people living in the most exclusive parts of London and other cities, and highly educated younger professionals moving up the corporate ladder. This category also includes some well educated but less affluent individuals, such as students and graduates in their first jobs. The wealthier people tend to be in senior managerial or professional careers, and often live in large terraced or detached houses with four or more bedrooms. Some of the younger professionals may be buying or renting flats. The less affluent will be privately renting.

These people have a cosmopolitan outlook and enjoy their urban lifestyle. They like to eat out in restaurants, go to the theatre and cinema and make the most of the culture and nightlife of the big city."

Category 3: Comfortably Off *(27.0 % of the GB population)*
"This category contains much of 'middle-of-the-road' Britain. Most people are comfortably off. They may not be wealthy, but they have few major financial worries.

All lifestages are represented in this category. Younger singles and couples, just starting out on their careers, are the dominant group in some areas. Other areas have mostly stable families and empty nesters, especially in suburban or semi-rural locations. Comfortably off pensioners living in retirement areas around the coast or in the countryside, form the main group in this category.

Most people own their own home, with owner occupation exceeding 80%. Most houses are semi-detached or detached. Employment is in a mix of professional and managerial, clerical and skilled occupations. Educational qualifications tend to be in line with the national average.

The category incorporates the home-owning, stable and fairly comfortable backbone of modern Britain."

Category 4: Moderate Means *(14.4% of the GB population)*
"This category contains much of what used to be the country's heartlands. Many people are still employed in traditional, blue-collar occupations. Others have become employed in service and retail jobs as the employment landscape has changed.

In the better off areas, incomes are in line with the national average and people have reasonable standards of living. However, in other areas, where levels of qualifications are low, incomes can fall below the national average. There are also some isolated pockets of unemployment and long-term illness.

This category also includes some neighbourhoods with very high concentrations of Asian families on low incomes.

Most housing is terraced, with two or three bedrooms, and largely owner occupied. It includes many former council houses, bought by their tenants in the 1980s.

Overall, the people in this category have modest lifestyles, but are able to get by."

Category 5: Hard Pressed *(21.7% of the GB population)*
"This category contains the poorest areas of the UK. Unemployment is well above the national average. Levels of qualifications are low and those in work are

likely to be employed in unskilled occupations. Household incomes are low and there are high levels of long-term illness in some areas.

Housing is a mix of low-rise estates, with terraced or semi-detached houses, and purpose built flats, including high-rise blocks. Properties tend to be small and there is much overcrowding. Over 50% of the housing is rented from the local council or a housing association.

There are a large number of single adult households, including many single pensioners and lone parents. In some neighbourhoods, there are high numbers of black and Asian residents.

These people are experiencing the most difficult social and economic conditions in the whole country, and appear to have limited opportunity to improve their circumstances."

The tables for GB which follow in this appendix are derived from the 2001 Population Census for England and Wales and the Population Census for Scotland, and from BMRB International's Target Group Index for the period from 1 April 2003 to 31 March 2005. The TGI data relates only to adults aged 15 or older, but the Census data is for people of all ages

In the tables indices of 110 or higher (ie where the percentage level for a particular data item within a particular category is at least 10 higher than the GB percentage) are highlighted. All indices based on less than 30 respondents have an asterisk and are not highlighted even if they are at least 110, because the sample size is not large enough to be considered reliable.

Table 1a. Indices comparing the percentage level for each ACORN category with that for Great Britain

2001 Population Census	All GB adults %	Category 1: Affluent Achievers	Category 2: Urban Prosperity	3 Category: Comfortably Off	Category 4: Modest Means	Category 5: Hard Pressed
Age						
0-4	6	89	94	92	**115**	**117**
5-14	13	101	72	92	**110**	**117**
15-19	6	96	84	90	106	107
20-24	6	65	**180**	87	109	99
25-29	7	62	**178**	99	**112**	98
30-44	23	96	**115**	102	104	94
45-59	19	**125**	81	105	90	84
60-64	5	**118**	73	106	88	95
65-74	8	**110**	72	107	86	105
75-84	6	98	81	108	84	**114**
85+	2	99	103	**110**	79	102
Ethnic groups						
White	92	105	90	102	95	99
Asian	4	39	**171**	82	**226**	74
Black/African/Caribbean	2	15	**303**	47	88	**169**
Chinese	0.4	75	**255**	80	73	75
Mixed	1	54	**210**	73	99	**129**
Employment						
Work full-time	49	108	**111**	108	99	77
Work part-time	12	108	**67**	108	106	97
Housewife/husband	10	83	90	76	**111**	**149**
Retired	14	**116**	63	108	86	103
Full-time student	7	83	**173**	78	93	83
Looking for work	3	54	**114**	71	**116**	**176**
Long-term ill	6	57	73	79	**114**	**187**
Car/van in household						
None	27	31	**135**	69	**111**	**179**
Two or more	28	**179**	64	**111**	79	39
Only one	44	91	103	**111**	**110**	89

Table 1b. Indices reflecting the percentage levels for each ACORN category compared with that for all Great Britain adults

Target Group Index 1 April 2003 - 31 March 2005	All GB adults %	Category 1: Affluent Achievers	Category 2: Urban Prosperity	Category 3: Comfortably Off	Category 4: Modest Means	Category 5 Hard Pressed
Social grade						
AB	25.0	**181**	**144**	100	61	28
CI	29.0	106	**113**	**113**	101	72
C2	20.9	66	66	**109**	122	121
DE	25.1	41	70	78	**120**	**187**
Educational attainment						
Higher education qualification	16.5	**139**	**224**	92	74	37
Other qualification age 19-20	4.6	**119**	**112**	100	97	77
TEA 17-18	17.4	**129**	100	104	89	73
TEA up to 16	53.0	76	54	102	**111**	**133**
Presence of children						
Child in household	33.8	96	82	91	105	**121**
No child in household	66.2	102	109	105	97	89
Size of Household						
1 Person household	15.7	74	**136**	103	96	**110**
2 Person household	35.0	**111**	95	103	96	89
3-4 Person household	38.8	103	89	100	104	99
5+ Person household	10.5	90	102	84	105	**126**
Annual family Income						
Up to £9,999	15.2	61	102	85	**111**	**150**
£10,000- £16,999	15.8	76	78	101	**112**	**123**
£17,000- £22,999	11.4	91	82	**112**	105	98
£23,000-£29,999	11.0	97	94	107	**115**	86
£30,000- £39.999	11.5	**122**	84	**118**	100	61
£40,000- £49,999	6.9	**145**	**118**	**122**	81	32
£50,000+	9.1	**202**	**192**	87	46	14
Not stated	19.1	81	90	87	102	**139**

Table 1c. Indices reflecting the percentage levels for each ACORN category compared with that for all Great Britain adults (continued)

Target Group Index 1 April 2003 - 31 March 2005	All GB adults %	Category 1 Affluent Achievers	Category 2 Urban Prosperity	Category 3 Comfortably Off	Category 4 Modest Means	Category 5 Hard Pressed
Newspaper Readership						
The Guardian/The Observer The independent/ The Independent on Sunday	4.3	**118**	**296**	87	64	42
The Times/ The Sunday Times/ Financial Times	6.3	**174**	**222**	89	49	25
The Daily Telegraph/ The Sunday Telegraph	5.4	**215**	99	95	44	30
Any of the above qualities	13.8	**177**	**189**	91	51	31
Regional morning newspaper	8.7	125	73	99	85	98
Regional evening newspaper	18.1	94	46	**112**	104	**111**
Mid-market tabloid newspaper	19.4	**136**	72	**116**	92	60
Popular tabloid newspaper	34.0	**58**	74	**92**	**118**	**152**

Table 2. Indices comparing the TGI percentage arts attendance levels for each ACORN category with those for Great Britain

BMRB Target Group Index	All GB adults %	Category 1 Affluent Achievers	Category 2 Urban Prosperity	Category 3 Comfortably Off	Category 4 Modest Means	Category 5 Hard Pressed
Percentage of adults who attend:						
"Any performance in a theatre"	39.5	**137**	**125**	107	86	54
Plays	25.1	**146**	**159**	100	77	45
Opera	7.3	**143**	**229**	91	67	36
Ballet	7.7	**150**	**195**	96	71	36
Contemp. dance	5.6	**123**	**198**	92	83	59
Classical music	13.0	**158**	**176**	95	68	38
Jazz	7.1	**144**	**204**	94	72	40
Art galls/exhibs.	24.6	**135**	**183**	97	78	48
Any of the above 8	50.2	**132**	**130**	104	87	59
Cinema	63.5	**108**	**117**	102	99	84
Pop/rock	24.9	**111**	**132**	108	96	68
Any of the above 10	75.6	**110**	**111**	103	98	83
Any Museum in last 12 months	22.7	**111**	**171**	98	95	65
Museum in London in last 12 months	14.0	105	**213**	92	90	65
Other Museum in last 12 months	12.7	**113**	**142**	102	100	67
Archaeological site in last 12 months	5.4	**142**	**157**	108	73	42
Stately home/castle in last 12 months	9.6	**153**	**125**	107	73	47

Table 3.Number and percentage of people in each ACORN category/group/type

	GB Population Number	GB Population %
CATEGORY 1 WEALTHY ACHIEVERS	**14,351,682**	**25.1**
Group A Wealthy Executives	**4,872,036**	**8.4**
1.A.1 Wealthy mature professionals, large houses	891,560	1.5
1.A.2 Wealthy working families with mortgages	747,531	1.4
1.A.3 Villages with wealthy commuters	1,678,695	2.8
1.A.4 Well-off managers, larger houses	1,554,250	2.7
Group B Affluent Greys	**4,412,225**	**7.4**
1.B.5 Older affluent professionals	943,006	1.6
1.B.6 Farming communities	1,160,871	2.0
1.B.7 Old people, detached homes	1,126,006	1.9
1.B.8 Mature couples, smaller detached houses	1,182,342	2.0
Group C Flourishing Families	**5,067,421**	**9.2**
1.C.9 Older families, prosperous suburbs	1,283,508	2.2
1.C.10 Well-off working families with mortgages	1,402,457	2.4
1.C.11 Well-off managers, detached houses	2,354,554	4.0
1.C.12 Large families and houses in rural areas	26,902	0.05
CATEGORY 2 URBAN PROSPERITY	**6,612,416**	**11.1**
Group D Prosperous Professionals	**1,315,088**	**2.2**
2.D.13 Well-off professionals, larger houses and converted flats	467,307	0.8
2.D.14 Older professionals in suburban houses	847,781	1.4
Group E Educated Urbanites	**2,883,905**	**4.8**
2.E.15 Affluent urban professionals, flats	669,388	1.1
2.E.16 Prosperous young professionals, flats and apartments	553,044	0.9
2.E.17 Young educated workers, flats	375,315	0.6
2.E.18 Multi-ethnic young, converted flats	687,248	1.1
2.E.19 Suburban privately renting professionals	598,910	1.0
Group F Aspiring Singles	**2,413,423**	**4.1**
2.F.20 Student flats and cosmopolitan sharers	400,584	0.7
2.F.21 Singles and sharers, multi-ethnic areas	1,007,882	1.7
2.F.22 Low income singles, small rented flats	778,108	1.3
2.F.23 Student terraces	226,849	0.4
CATEGORY 3 COMFORTABLY OFF	**15,882,632**	**27.0**
Group G Starting Out	**1,391,162**	**2.4**
3.G.24 Young couples, flats and terraces	559,348	0.9
3.G.25 White- collar singles/sharers, terraces	831,814	1.4

Table 3 (continued)	GB Population Number	GB Population %
Group H Secure Families	**9,384,371**	**16.0**
3.H.26 Younger white- collar couples with mortgages	1,154,400	1.9
3.H.27 Middle income, home owning areas	2,055,151	3.5
3.H.28 Working families with mortgages	1,392,588	2.5
3.H.29 Mature families in suburban semis	1,932,579	3.3
3.H.30 Established home owning workers	2,211,163	3.8
3.H.31 Home owning Asian family areas	638,490	1.1
Group I Settled Suburbia	**3,481,353**	**5.9**
3.I.32 Retired home workers	513,895	0.9
3.I.33 Middle income, older couples	1,729,098	2.9
3.I.34 Lower income, older people, semis	1,238,360	2.1
Group J Prudent Pensioners	**1,625,746**	**2.7**
3.J.35 Elderly singles, purpose-built flats	388,214	0.7
3.J.36 Older people, flats	1,237,532	2.1
CATEGORY 4 MODEST MEANS	**8,442,435**	**14.4**
Group K Asian Communities	**886,049**	**1.5**
4.K.37 Crowded Asian Terraces	265,688	0.4
4.K.38 Low income Asian families	620,361	1.0
Group L Post-Industrial Families	**2,763,045**	**4.7**
4.L.39 Skilled older families, terraces	1,651,028	2.8
4.L.40 Young working families	1,112,017	1.9
Group M Blue-collar Roots	**4,793,341**	**8.2**
4.M.41 Skilled workers, semis and terraces	2,250,256	3.8
4.M.42 Home owning families, terraces	1,528,659	2.6
4.M.43 Older people, rented terraces	1,014,426	1.8
CATEGORY 5 HARD PRESSED	**12,505,726**	**21.7**
Group N Struggling Families	**7,915,298**	**13.8**
5.N.44 Low income larger families, semis	1,915,462	3.3
5.N.45 Low income, older people, smaller semis	1,807,487	3.1
5.N.46 Low income, routine jobs, terraces and flats	768,060	1.3
5.N.47 Low income families, terraced estates	1,431,117	2.6
5.N.48 Families and single parents, semis and terraces	1,205,096	2.1
5.N.49 Large families and single parents, many children	788,076	1.4
Group O Burdened Singles	**2,423,043**	**4.2**
5.O.50 Single elderly people, council flats	949,290	1.6
5.O.51 Single parents and pensioners, council terraces	977,556	1.8
5.O.52 Families and single parents, council flats	496,197	0.8

Table 3 (continued)	GB Population Number	GB Population %
Group P High-Rise Hardship	**901,893**	**1.5**
5.P.53 Old people, many high- rise flats	411,970	0.7
5.P.54 Singles and single parents, high-rise estates	489,923	0.8
Group Q Inner City Adversity	**1,265,492**	**2.1**
5.Q.55 Multi-ethnic purpose built estates	638,187	1.1
5.Q.56 Multi-ethnic, crowded flats	627,305	1.0
UNCLASSIFIED	**509,931**	**0.9**
TOTAL	**58,304,822**	**100.0**

Table 4.Number and percentage of adults in each ACORN category/group compared with those for people of all ages.

Note: the data for adults in the table below is from the most recent Target Group Index data for the twelve months from 1 April 2004 –31 March 2005. The data used earlier in this appendix was based on Target Group Index data for the 24 months from 1 April 2003 to 31 March 2005 in order to increase its degree of reliability for the attendance/visitor and demographic items

	GB Population Number '000 Mid-2005	GB Population Percentage Mid-2005	GB Adults Number '000 TGI 2004/5	GB Adults Percentage TGI 2004/5
		%		%
CATEGORY 1 WEALTHY ACHIEVERS	**14,352**	**25.1***	**10,950**	**23.1**
Group A Wealthy Executives	4,872	8.4*	3,595	7.6
Group B Affluent Greys	4,412	7.4*	2,983	6.3
Group C Flourishing Families	5,067	9.2	4,372	9.2
CATEGORY 2 URBAN PROSPERITY	**6,612**	**11.1***	**4,556**	**9.6**
Group D Prosperous Professionals	1,315	2.2	1,167	2.5
Group E Educated Urbanites	2,884	4.8*	1,648	3.5
Group F Aspiring Singles	2,413	4.1*	1,742	3.7
CATEGORY 3 COMFORTABLY OFF	**15,883**	**27.0**	**14,151**	**29.9**
Group G Starting Out	1,391	2.4	1,523	3.2
Group H Secure Families	9,384	16.0	8,360	17.6
Group I Settled Suburbia	3,481	5.9	3,275	6.9
Group J Prudent Pensioners	1,626	2.7*	992	2.1
CATEGORY 4 MODEST MEANS	**8,442**	**14.4**	**7,015**	**14.8**
Group K Asian Communities	886	1.5*	419	0.9
Group L Post Industrial Families	2,763	4.7	2,374	5.0
Group M Blue Collar Roots	4,793	8.2	4,222	8.9
CATEGORY 5 HARD-PRESSED	**12,506**	**21.7**	**10,695**	**22.6**
Group N Struggling Families	7,915	13.8	7,565	16.0
Group O Burdened Singles	2,423	4.2	1,878	4.0
Group P High-Rise Hardship	902	1.5*	508	1.1
Group Q Inner City Adversity	1,265	2.1*	744	1.6
UNCLASSIFIED	**510**	**0.9**	**25**	**0.05**
TOTAL	**58,305**	**100.0**	47,392	100.0

Table 5. Number and percentage of households in each ACORN category/group/type

	GB Households Number	GB Households %
CATEGORY 1 WEALTHY ACHIEVERS	**5,721,842**	**23.4**
Group A Wealthy Executives	**1,848,332**	**7.5**
1.A.1 Wealthy mature professionals, large houses	328,489	1.3
1.A.2 Wealthy working families with mortgages	250,569	1.1
1 A.3 Villages with wealthy commuters	687,052	2.7
1.A.4 Well-off managers, larger houses	582,222	2.4
Group B Affluent Greys	**1,938,218**	**7.7**
1.B.5 Older affluent professionals	411,609	1.6
1.B.6 Farming communities	471,797	1.9
1.B.7 Old people, detached homes	517,135	2.0
1.B.8 Mature couples, smaller detached houses	537,677	2.1
Group C Flourishing Families	**1,935,292**	**8.2**
1.C.9 Older families, prosperous suburbs	474,174	1.9
1.C.10 Well-off working families with mortgages	519,258	2.1
1.C.11 Well-off managers, detached houses	933,097	3.8
1.C.12 Large families and houses in rural areas	8,763	0.04
CATEGORY 2 URBAN PROSPERITY	**3,155,707**	**12.4**
Group D Prosperous Professionals	**558,964**	**2.2**
2.D.13 Well-off professionals, larger houses and converted flats	178,800	0.7
2.D.14 Older professionals in suburban houses	380,164	1.5
Group E Educated Urbanites	**1,522,275**	**6.0**
2.E.15 Affluent urban professionals, flats	309,390	1.2
2.E.16 Prosperous young professionals, flats	311,702	1.2
2.E.17 Young educated workers, flats	234,482	0.9
2.E.18 Multi-ethnic young, converted flats	332,242	1.3
2.E.19 Suburban privately renting professionals	334,459	1.3
Group F Aspiring Singles	**1,074,468**	**4.2**
2.F.20 Student flats and cosmopolitan sharers	167,054	0.7
2.F.21 Singles and sharers, multi-ethnic areas	417,457	1.6
2.F.22 Low income singles, small rented flats	421,799	1.7
2.F.23 Student terraces	68,158	0.3
CATEGORY 3 COMFORTABLY OFF	**6,877,482**	**27.3**
Group G Starting Out	**689,910**	**2.7**
3.G.24 Young couples, flats and terraces	295,172	1.2
3.G.25 White- collar singles/sharers, terraces	394,738	1.6

Table 5 (continued)	GB Households Number	GB Households %
Group H Secure Families	**3,727,847**	**14.9**
3.H.26 Younger white- collar couples with mortgages	507,055	2.0
3.H.27 Middle income, home owning areas	858,638	3.4
3.H.28 Working families with mortgages	500,136	2.1
3.H.29 Mature families in suburban semis	748,269	3.0
3.H.30 Established home owning workers	894,655	3.6
3.H.31 Home owning Asian family areas	219,094	0.9
Group I Settled Suburbia	**1,621,152**	**6.4**
3.I.32 Retired home workers	277,881	1.1
3.I.33 Middle income, older couples	758,295	3.0
3.I.34 Lower income, older people, semis	584,976	2.3
Group J Prudent Pensioners	**838,573**	**3.3**
3.J.35 Elderly singles, purpose-built flats	231,908	0.9
3.J.36 Older people, flats	606,665	2.4
CATEGORY 4 MODEST MEANS	**3,493,269**	**13.9**
Group K Asian Communities	**271,325**	**1.1**
4.K.37 Crowded Asian Terraces	66,967	0.3
4.K.38 Low income Asian families	204,358	0.8
Group L Post-Industrial Families	**1,053,393**	**4.2**
4.L.39 Skilled older families, terraces	641,686	2.5
4.L.40 Young working families	411,707	1.7
Group M Blue-collar Roots	**2,168,551**	**8.7**
4.M.41 Skilled workers, semis and terraces	978,568	3.9
4.M.42 Home owning families, terraces	680,480	2.7
4.M.43 older people, rented terraces	509,503	2.1
CATEGORY 5 HARD PRESSED	**5,598,917**	**22.6**
Group N Struggling Families	**3,223,378**	**13.1**
5.N.44 Low income larger families, semis	730,577	3.0
5.N.45 low income, older people, smaller semis	823,628	3.3
5.N.46 Low income, routine jobs, terraces and flats	333,729	1.3
5.N.47 Low income families, terraced estates	594,935	2.5
5.N.48 Families and single parents, semis and terraces	474,603	1.9
5.N.49 Large families and single parents, many children	265,906	1.2
Group O Burdened Singles	**1,238,530**	**5.0**
5.O.50 Single elderly people, council flats	540,988	2.2
5.O.51 Single parents and pensioners, council terraces	470,028	2.0
5.O.52 Families and single parents, council flats	227,514	0.9

Table 5 (continued)	GB Households Number	GB Households %
Group P High-Rise Hardship	**574,805**	**2.3**
5.P.53 Old people, many high rise flats	284,568	1.1
5.P.54 Singles and single parents, high-rise estates	290,237	1.2
Group Q Inner City Adversity	**562,204**	**2.2**
5.Q.55 Multi-ethnic purpose built estates	318,644	1.2
5.Q.56 Multi-ethnic, crowded flats	243,560	1.0
UNCLASSIFIED	**86,435**	**0.3**
TOTAL	**24,993,652**	**100.0**

Scottish Arts Council

**Appendix C information and order form
Scottish Arts Council Area profile reports**

Arts Council England commissioned CACI to create a system for the production of area profile reports for drive-time or other defined areas, such as radial distance or local authority boundary. By agreement with Arts Council England, the reports are available to funded clients of the Scottish Arts Council to assist in marketing planning and also to local authorities in Scotland for arts development purposes.

The information used in the reports is derived from CACI, from BMRB International's Target Group Index and from the 2001 Census of Population for England & Wales and the Population Census for Scotland in order to produce consolidated census data for Great Britain.

The applicant organisation will be invoiced by the marketing/audience development agency which produces the report(s) for £25.00 plus vat per report.

In making this formal request for area profile reports the applicant agrees to the following two conditions:

1. In any use of the data its source must be made clear

2. The data is for the sole use of the applicant organisation and must not be made available to consultants, unless they have been commissioned to work on the organisation's behalf, nor to the media. It must not be passed to any other organisation, with the exception of touring companies or orchestras etc working in partnership with a receiving organisation.

Please indicate in the section on the following page what area profile reports you require and for what drive-time distance or other area definition.

ORDER FORM FOR AREA PROFILE REPORTS

City/Town or Post Code central point for the report	Drive-time in minutes, or other area definition

Name of applicant officer and post held:

Name and address of organisation:
(including postcode)

Telephone:

Email address:

Please add 'yes' in each box below, where applicable, if your organisation:

- operates in the arts/cultural sector

- is not-for-profit

- (if both boxes ticked) receives funding from the Scottish Arts Council

- receives incoming work from funded clients of the Scottish Arts Council

The completed form should be e-mailed to fiona.sturgeon@scottisharts.org.uk or posted to Fiona Sturgeon, Head of Audience and Organisational Development, Scottish Arts Council,12 Manor Place, Edinburgh EH3 7DD.