the audience agency

Population Profile Report

Target area:
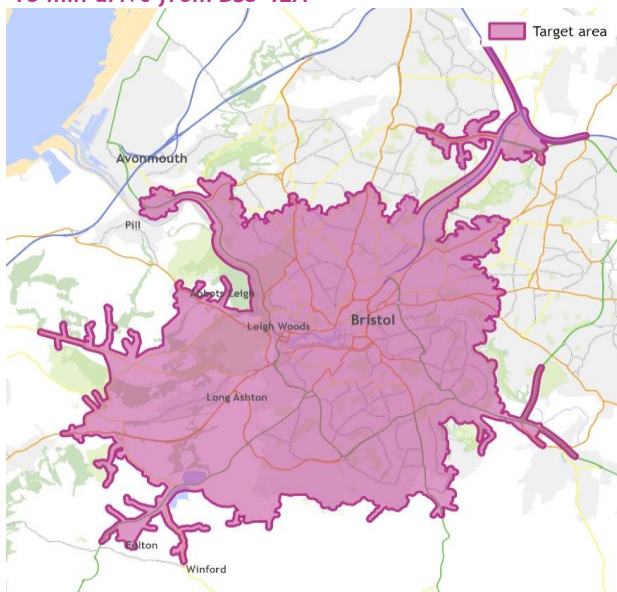## 15 min drive from BS3 4EA

Base area:
45 min drive from BS3 4EA
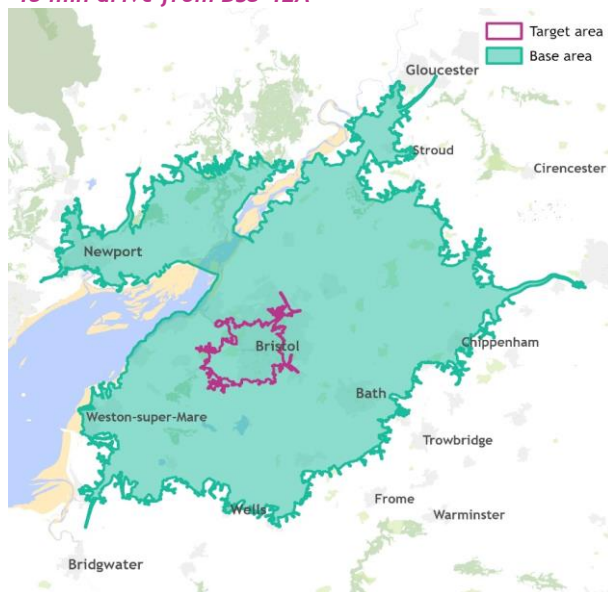
Report created on 19 February 2024

Your target and base areas

This report contains data about the population within your target area, compared to the population of the base area. Your target and base areas are shown on the maps below.

15 min drive from BS3 4EA

45 min drive from BS3 4EA

As of the 2021 Census 367,542 people live in your target area, across 148,766 households. This compares with 1,562,331 people and 648,252 households in the base area.

A spreadsheet with full tables for all variables in this report is available separately.

About this report

Census data

Demographic data in this report comes from the 2021 England and Wales census. Figures describe people or households within your target area in March 2021, when the census was taken; the exact definition is given in the total row of each table - for example whether the figures relate to the entire population, or just adults.

You may notice that total figures for each variable differ from the total households and population figures given in the Population and Households Overview table, and between variables even when they're describing the same population. This variation is a result of census data for small areas being adjusted to ensure anonymity of individuals. For example, if a household was likely to be identified in datasets because it has unusual characteristics it was swapped with a similar one from another nearby area, and in some instances small changes may have been made to counts for example changing a count of four to a three or a five.

Building your target and base areas

The Office for National Statistics (ONS) publish census data at various levels of granularity, for example Output Area (which covers an average of 131 households), Medium Super Output Area (an average of around 3,400 households), Ward (an average of around 3,200 households), Local Authority and region. This report uses the most granular level available for each variable, to match your exact target and base areas as closely as possible.

Local Market Size Estimate (LMSE) data

Data about arts, culture and heritage activity, outings and other leisure activities, sports participation and media consumption is sourced from the BMRB Target Group Index survey and modelled to describe the likely characteristics of the adult population of your specific target and base area. Whilst the TGI survey covers a representative sample of the UK population, the figures on the LMSE tab should be taken as being indicative of likely levels of activity in your target and base areas rather than a describing actual instances of attendance of activity.

Audience Spectrum

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

Mosaic

Mosaic is a geo-demographic profiling tool which 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.

Further information

If you have any questions about your Population Profile Report, please contact:
research@theaudienceagency.org

Audience Spectrum profile

The most prominent Audience Spectrum segments in your target area are Experience Seekers, Trips & Treats and Metroculturals. 58% of adults in your target area belong to one of these three segments, compared with 38% of adults in the base area.

- Experience Seekers (a higher engagement segment): Diverse urban audiences, students and recent graduates into a variety of cultural events.

- Trips & Treats (a medium engagement segment): Suburban households, often with children, whose cultural activities usually are part of a day out or treat.

- Metroculturals (a higher engagement segment): Highly engaged prosperous liberal urbanites, with wide range of arts and cultural interests.

Audience Spectrum profile

Legend: □ 15 min drive from BS3 4EA   — 45 min drive from BS3 4EA
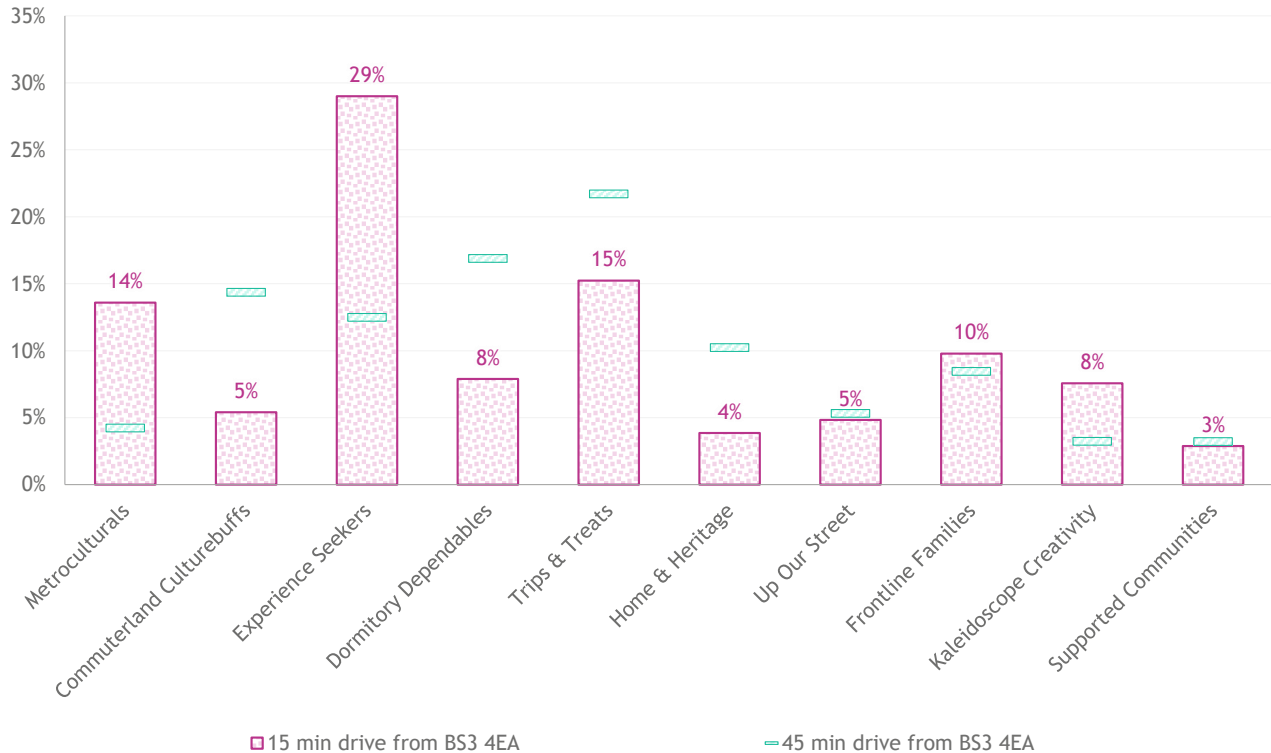
Adults 15+ estimate 2021: 310,307 (target area) / 1,315,569 (base area)

The most prominent subsegments in your target area are Experience Seekers E1, Experience Seekers E2 and Trips & Treats T1. 38% of your target area adult population belong to one of these three segments, compared with 25% of the base area's adult population.

- Experience Seekers E1: Socially minded mid-life professionals with varied tastes. (Higher engagement)

- Experience Seekers E2: Adventurous students and graduates in diverse areas. (Higher engagement)

- Trips & Treats T1: Modern young families, building a comfortable future. (Medium engagement)

Audience Spectrum subsegment profile

Adults 15+ estimate 2021: 310,307 (target area) / 1,315,569 (base area)

You can find more information about Audience Spectrum segments and subsegments at:

https://www.theaudienceagency.org/audience-spectrum

Mosaic profile

The most prominent Mosaic groups in your target area are O Rental Hubs, A City Prosperity and H Aspiring Homemakers. 54% of the adults in your target area belong to one of these three groups, compared with 31% of adults in the base area.

- O Rental Hubs: Educated young people privately renting in urban neighbourhoods.
- A City Prosperity: High status city dwellers living centrally and pursuing careers with high rewards.
- H Aspiring Homemakers: Younger households settling down in housing priced within their means.

Mosaic group profile

□ 15 min drive from BS3 4EA   ▬ 45 min drive from BS3 4EA
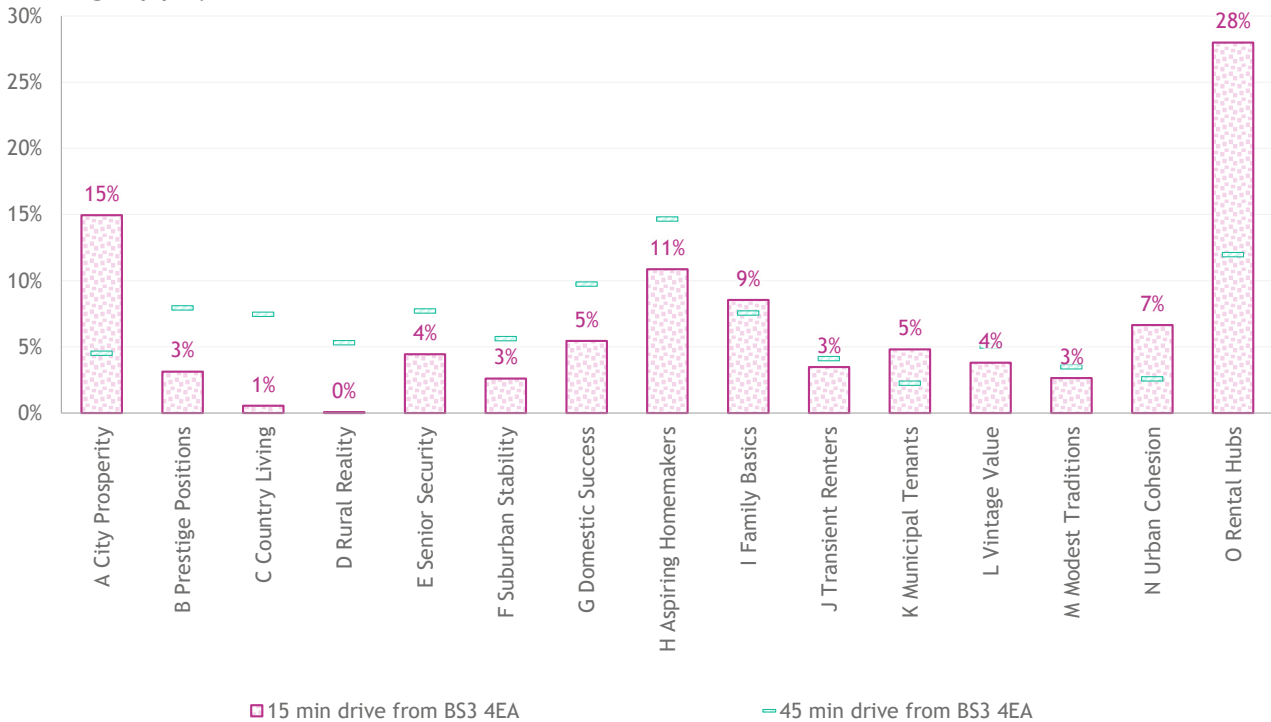
Adults 15+ estimate 2021: 311,038 (target area) / 1,318,405 (base area)

Cultural engagement

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

Based on modelling of the TGI survey, the arts activities with the highest levels of engagement amongst adults in your target area are likely to be:

- Theatre: 50% estimated to have attended in the past year
- Popular/rock concert: 48% estimated to have attended in the past year
- Art galleries: 42% estimated to have attended in the past year

Estimated arts attendance in the past 12 months

Legend: □ 15 min drive from BS3 4EA   ▭ 45 min drive from BS3 4EA
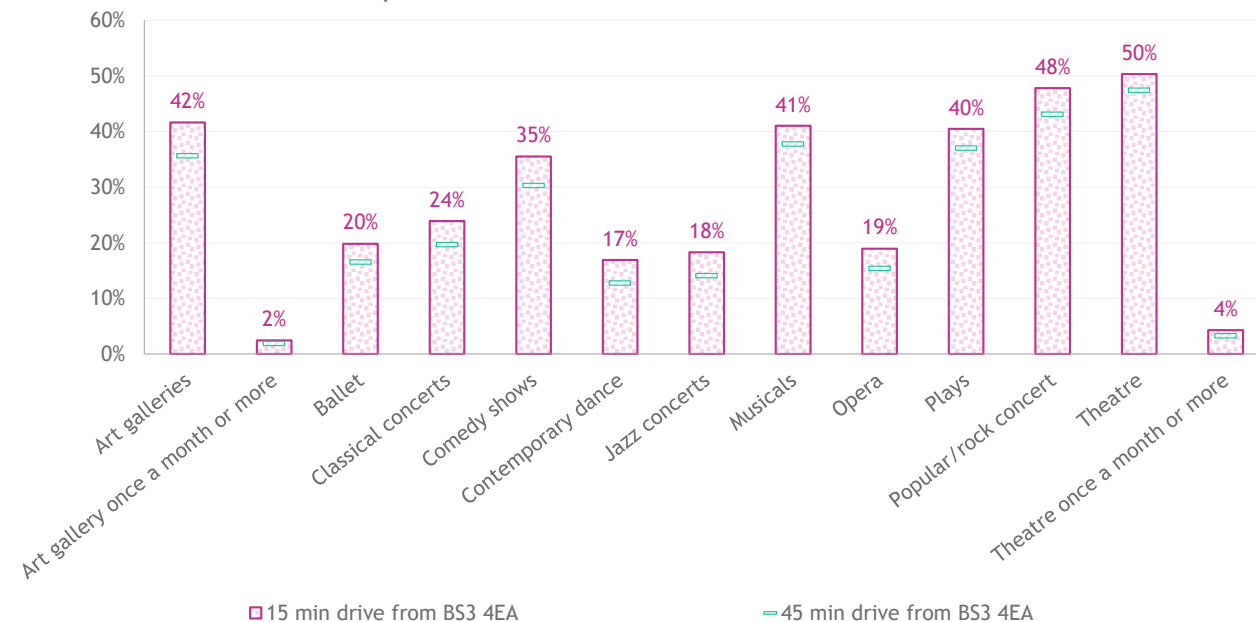
Adults 15+ estimate 2021: 311,038 (target area) / 1,318,405 (base area)

In the last 12 months, an estimated 15% of your target area population visited a museum. 17% had visited flower shows and gardens and 15% visited stately homes/castles.

Estimated museums, heritage and outings in past 12 months

Legend: □ 15 min drive from BS3 4EA   ▭ 45 min drive from BS3 4EA
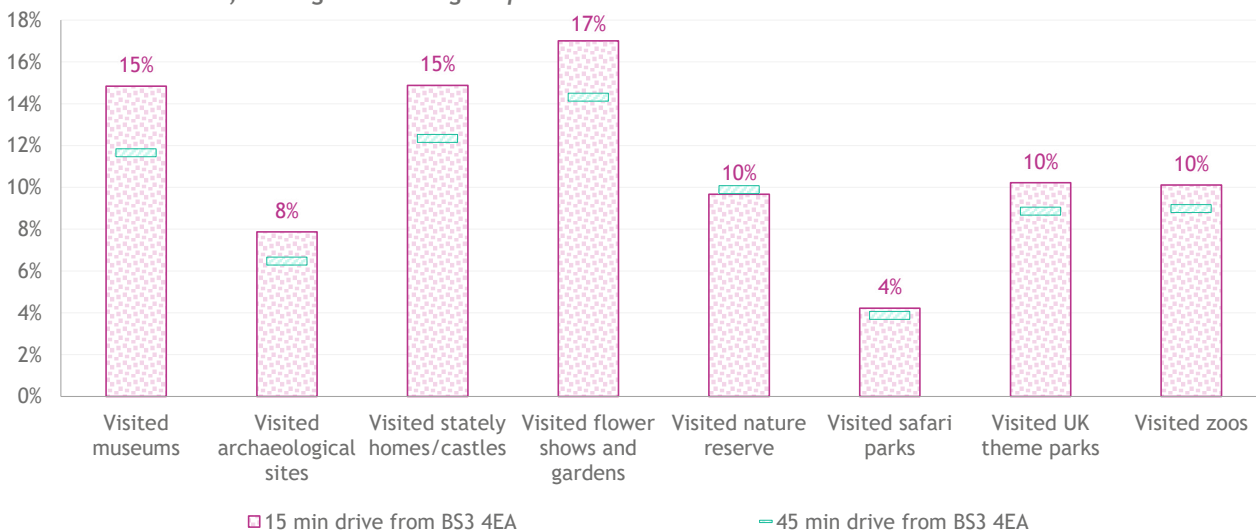
Adults 15+ estimate 2021: 311,038 (target area) / 1,318,405 (base area)

Over the past year, 78% of adults in your target area are estimated to have visited the cinema at least once, and 13% once a month or more often.

Estimated cinema visits in the past 12 months

Legend:
- 15 min drive from BS3 4EA
- 45 min drive from BS3 4EA
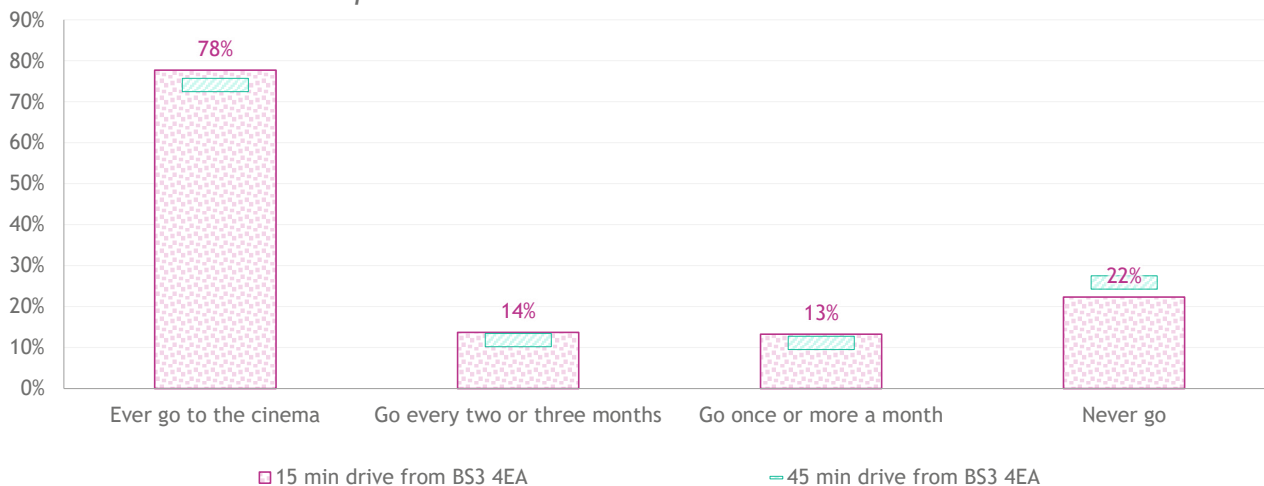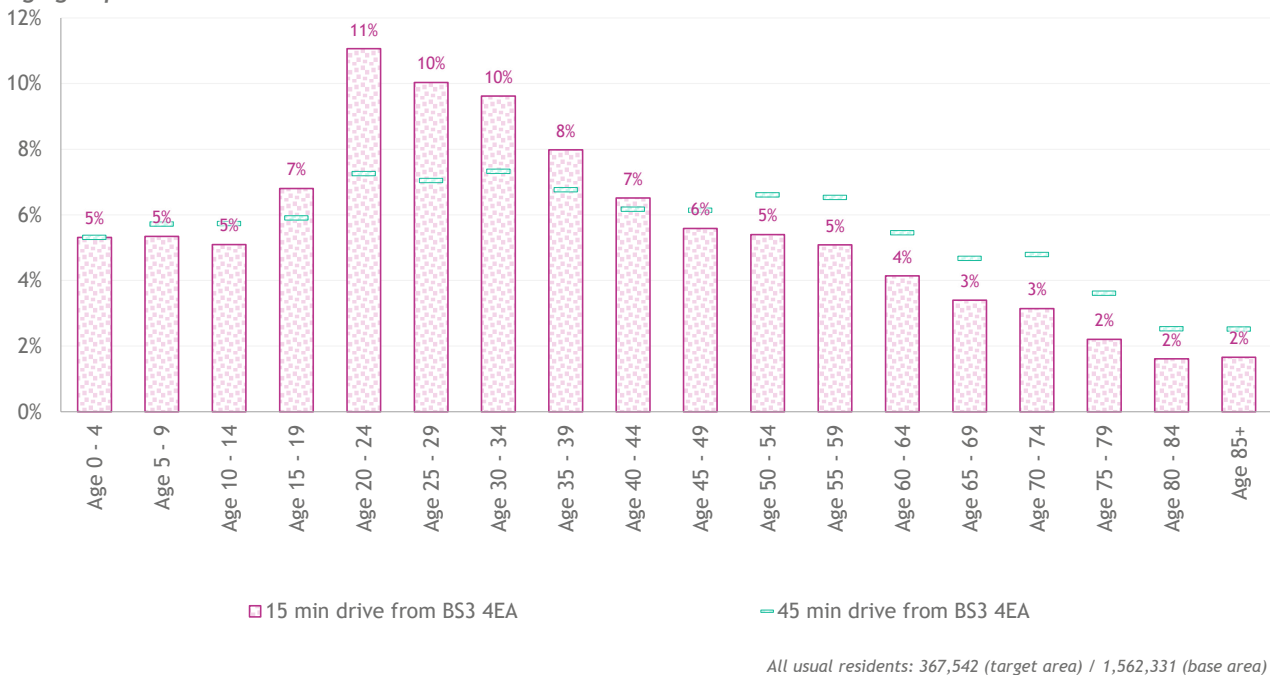
Adults 15+ estimate 2021: 311,038 (target area) / 1,318,405 (base area)

Additional estimates for other leisure activities, sports participation and media consumption are available in the accompanying Excel spreadsheet.

Census demographics
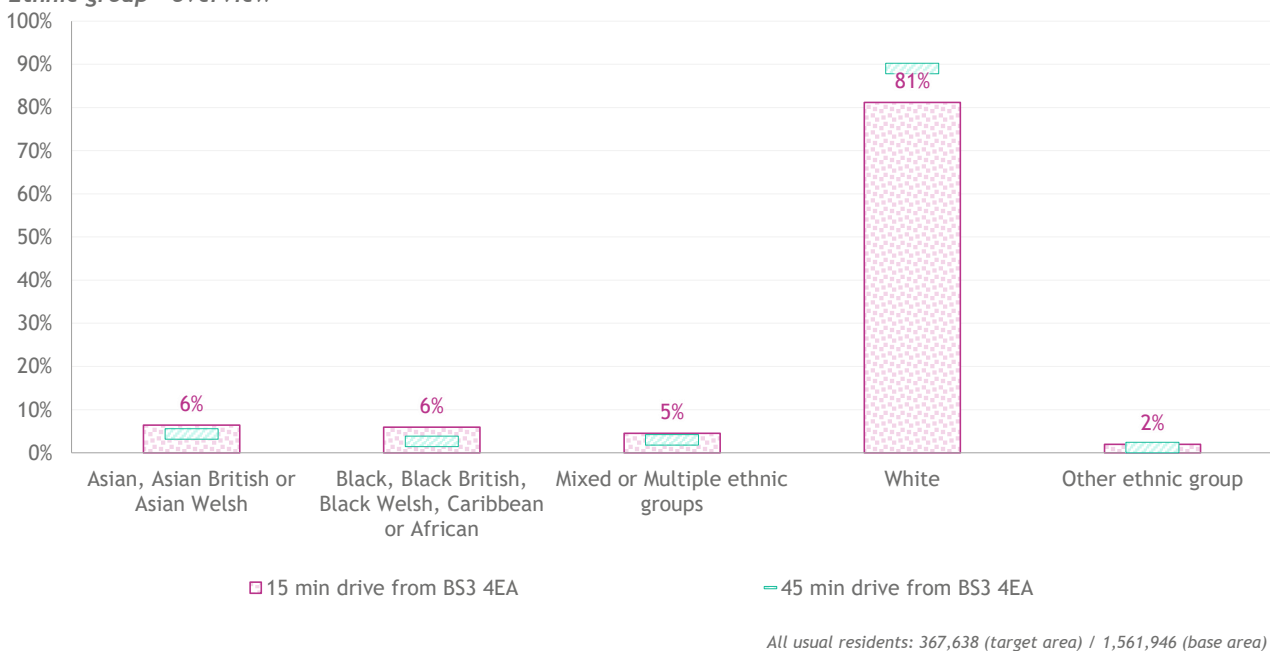
Core demographics

The dominant age group in your target area is 20 - 24. Compared to the base area, your target area has an over-representation of those aged 15 to 44 and an under-representation of those aged 45 to 85+.

Age group

□ 15 min drive from BS3 4EA   ▬ 45 min drive from BS3 4EA

All usual residents: 367,542 (target area) / 1,562,331 (base area)

19% of people in your target area are from a Global Majority ethnic group, compared with 11% in the base area. The three largest groups in your target area are White English, Welsh, Scottish, Northern Irish or British, Other White ethnic groups, and Black African. Compared to the base area, the most over-represented ethnic group in your target area is Black African, and the most under-represented is Gypsy or Irish Traveller.
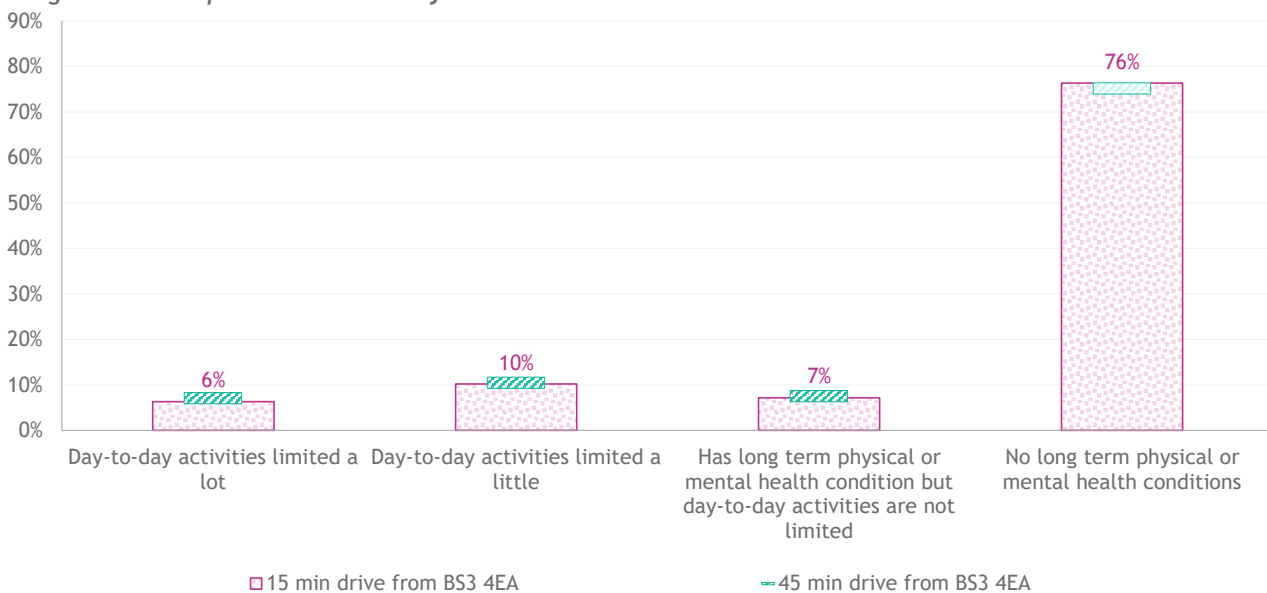
Ethnic group - overview

□ 15 min drive from BS3 4EA   ▬ 45 min drive from BS3 4EA

All usual residents: 367,638 (target area) / 1,561,946 (base area)

A more detailed breakdown of ethnic group categories is available in the accompanying Excel spreadsheet.

24% of people in your target area are disabled under the Equality Act, compared with 25% in the base area. 17% of the population are limited in their day-to-day activities, compared with 17% of people in the base area.

Long-term health problem or disability

Day-to-day activities limited a lot — 6%
Day-to-day activities limited a little — 10%
Has long term physical or mental health condition but day-to-day activities are not limited — 7%
No long term physical or mental health conditions — 76%

☐ 15 min drive from BS3 4EA   ▬ 45 min drive from BS3 4EA

All usual residents: 367,617 (target area) / 1,562,058 (base area)

In your target area 50% are female and 50% male, compared with 51% female and 49% male in the base area.

Sex

Females — 50%
Males — 50%

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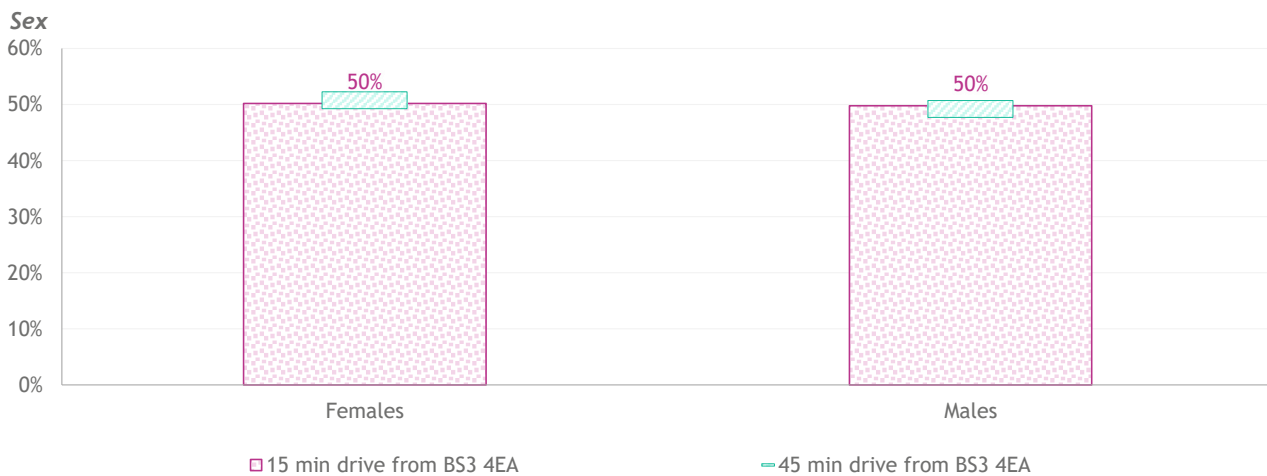
All usual residents: 367,589 (target area) / 1,562,075 (base area)

In both your target and base areas, less than 1% of people aged 16 or over have a gender identity different from that assigned at birth.

Gender identity

☐ 15 min drive from BS3 4EA   ▬ 45 min drive from BS3 4EA
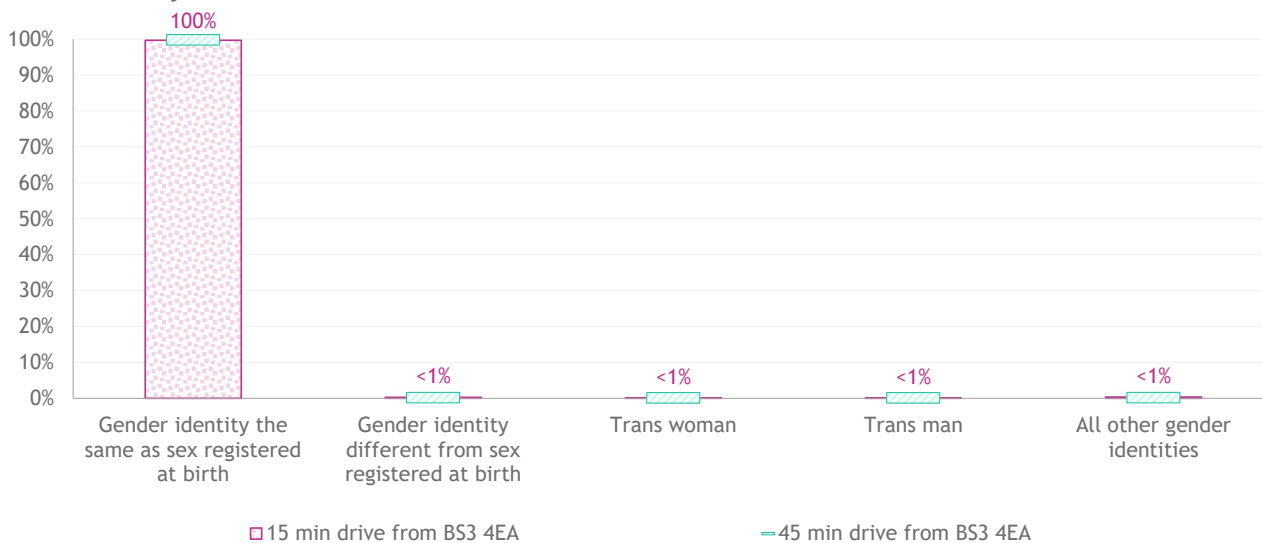
All usual residents aged 16 years and over: 282,057 (target area) / 1,209,279 (base area)

This question was voluntary on the 2021 Census. The results above do not include people who chose not to answer the question, of which there were 20,409 adults in your target area (7% of residents aged 16 and over) and 73,378 in the base area (6% of residents aged 16 and over).

7% of people aged 16 or over in your target area and 4% in the base area are gay, lesbian, bisexual or another sexual orientation other than straight/heterosexual.

Sexual orientation

☐ 15 min drive from BS3 4EA   ▬ 45 min drive from BS3 4EA
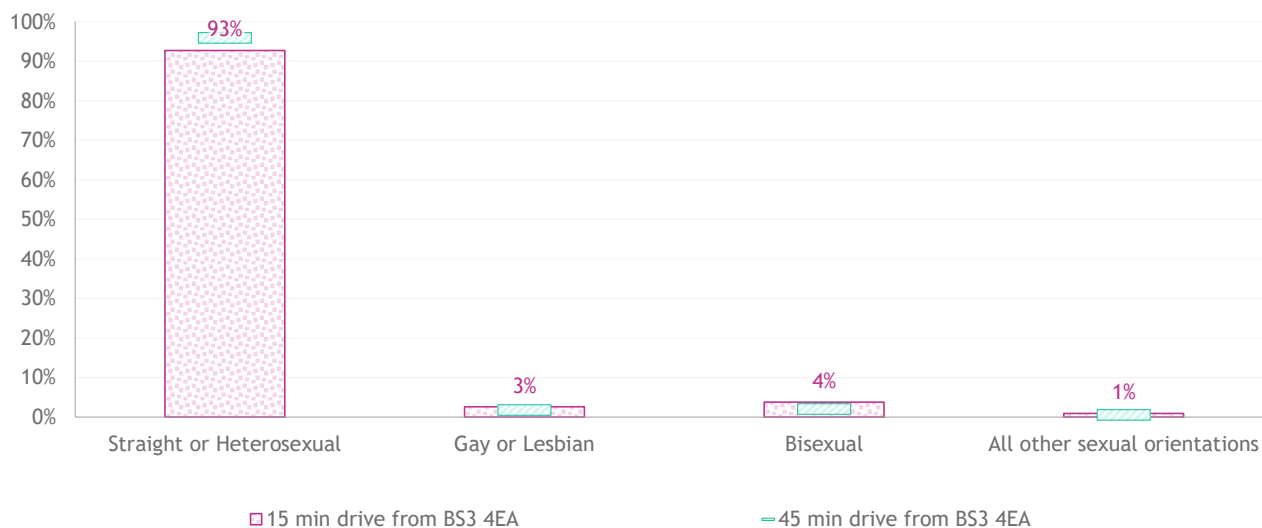
All usual residents aged 16 years and over: 278,070 (target area) / 1,192,762 (base area)

This question was voluntary on the 2021 Census. The results above do not include people who chose not to answer the question, of which there were 26,106 adults in your target area (9% of residents aged 16 and over) and 94,318 in the base area (7% of residents aged 16 and over).

43% of people in your target area connect or identify with a religion (whether or not they practice or have belief in it). More people identify as Christian than any other religion, with 32% identifying as such. Compared to the base area, the largest over-representation in your target areas is of people identifying as Jewish, and people identifying as Christian are the most under-represented compared to the base area.

Religion

□ 15 min drive from BS3 4EA   — 45 min drive from BS3 4EA
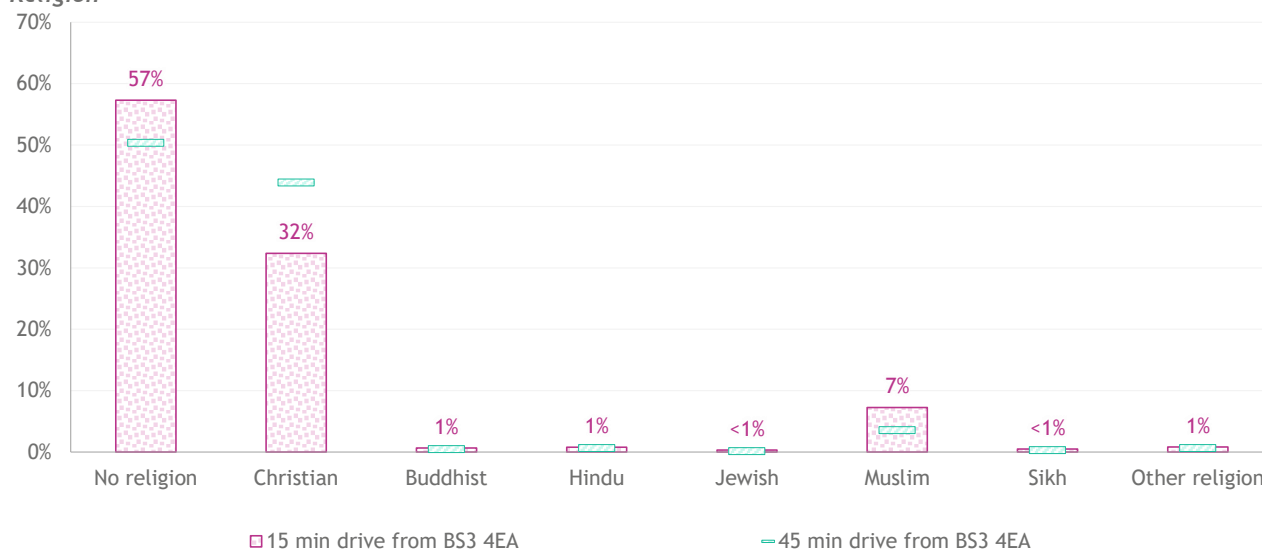
All usual residents who chose to answer the question: 341,850 (target area) / 1,461,430 (base area)

This question was voluntary on the 2021 Census. The results above do not include people who chose not to answer the question, of which there were 25,713 adults in your target area (7% of all usual residents) and 100,662 in the base area (6% of all usual residents).

Households

25% of all households in your target area include dependent children, compared with 27% of households in the base area.

Household family status

□ 15 min drive from BS3 4EA   — 45 min drive from BS3 4EA
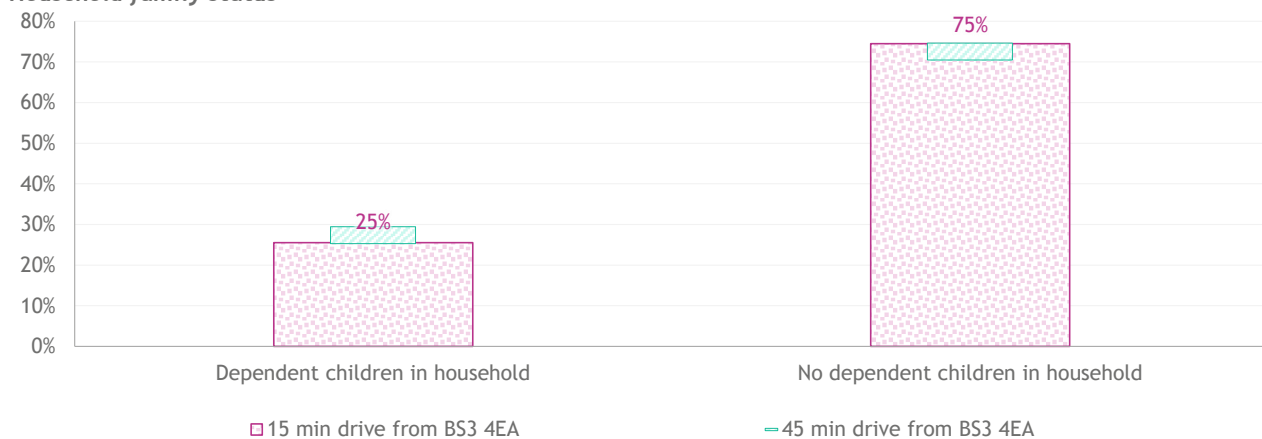
All households: 148,849 (target area) / 648,298 (base area)

17% of households in your target area are deprived in two or more dimensions (i.e. in terms of employment, education, health, and housing) compared with 16% of households in the base area.

Households by deprivation dimensions

15 min drive from BS3 4EA   45 min drive from BS3 4EA
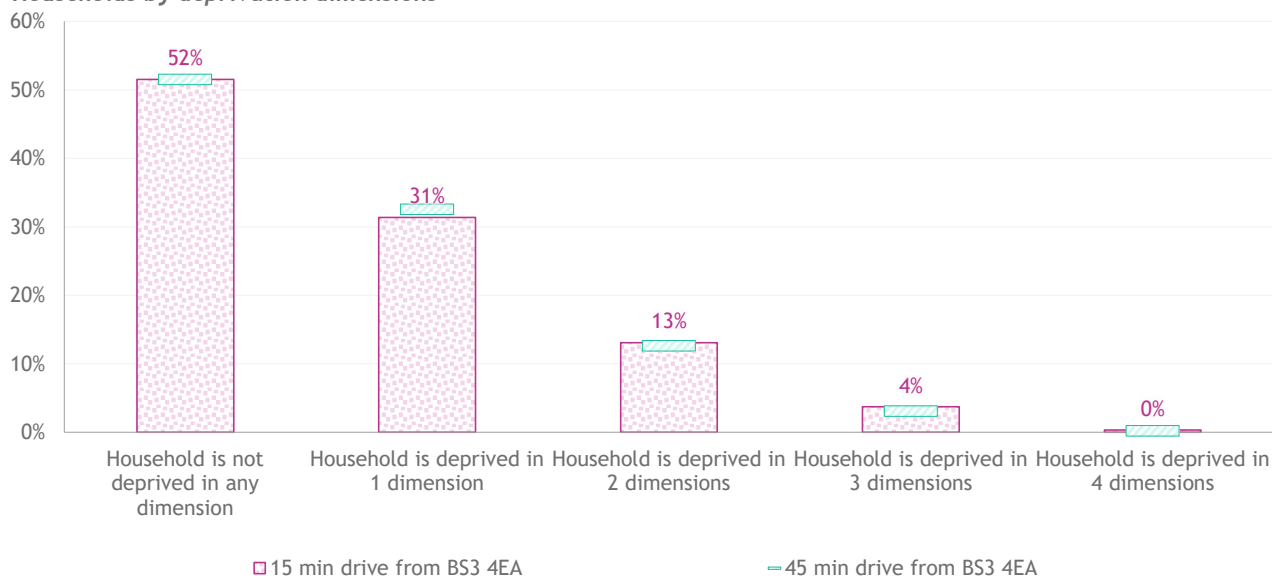
All households: 148,817 (target area) / 648,123 (base area)

Less than 1% of people in your target area live in a communal establishment. Of those who do, 80% live in education establishments (including university accommodation and boarding schools), 10% in care homes (either with or without nursing), and 2% in prison service establishments.

Communal establishment management and type

15 min drive from BS3 4EA   45 min drive from BS3 4EA
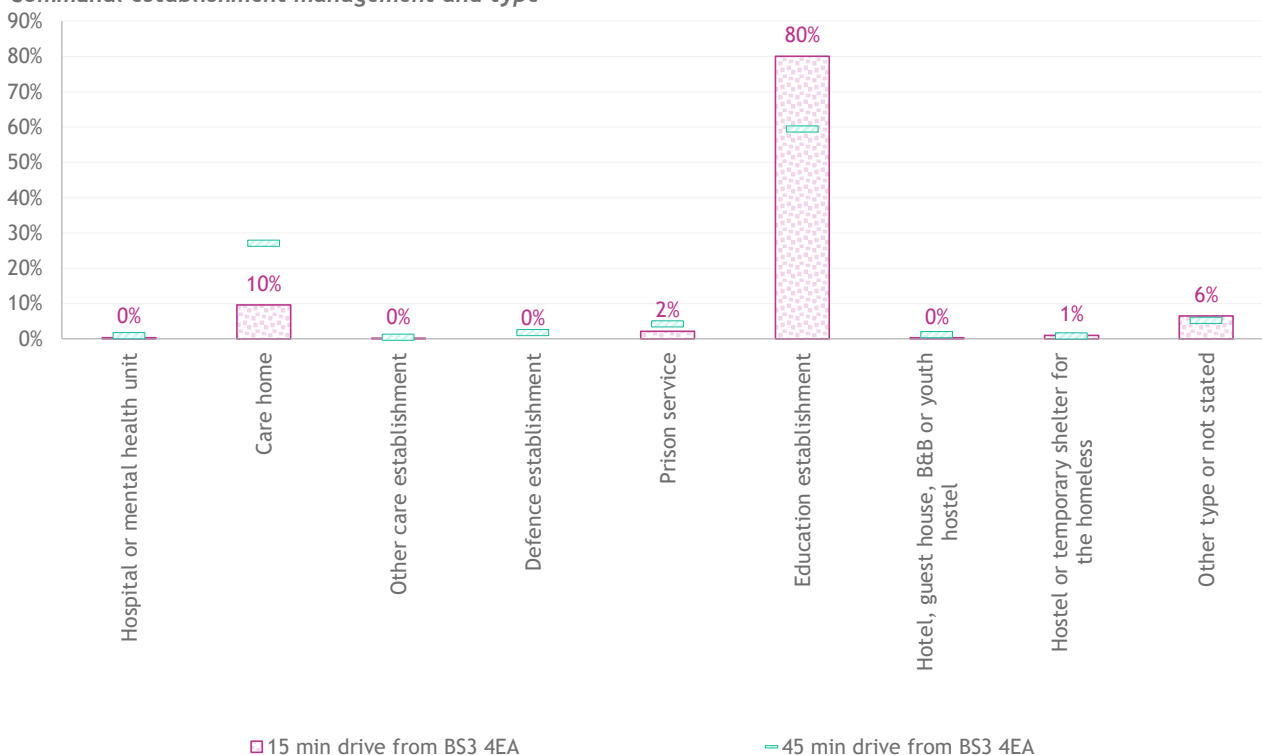
All usual residents in communal establishments: 13,265 (target area) / 34,690 (base area)

53% of households in your target area live in owner-occupied properties, 1% live in shared ownership properties, 17% in socially rented properties, and 29% rent privately. For comparison, home ownership is higher in the base area (65% of households), the proportion living in socially rented homes is lower (15% of households) and private rent has a lower preponderance (20% of households).

Tenure

☐ 15 min drive from BS3 4EA   ▭ 45 min drive from BS3 4EA
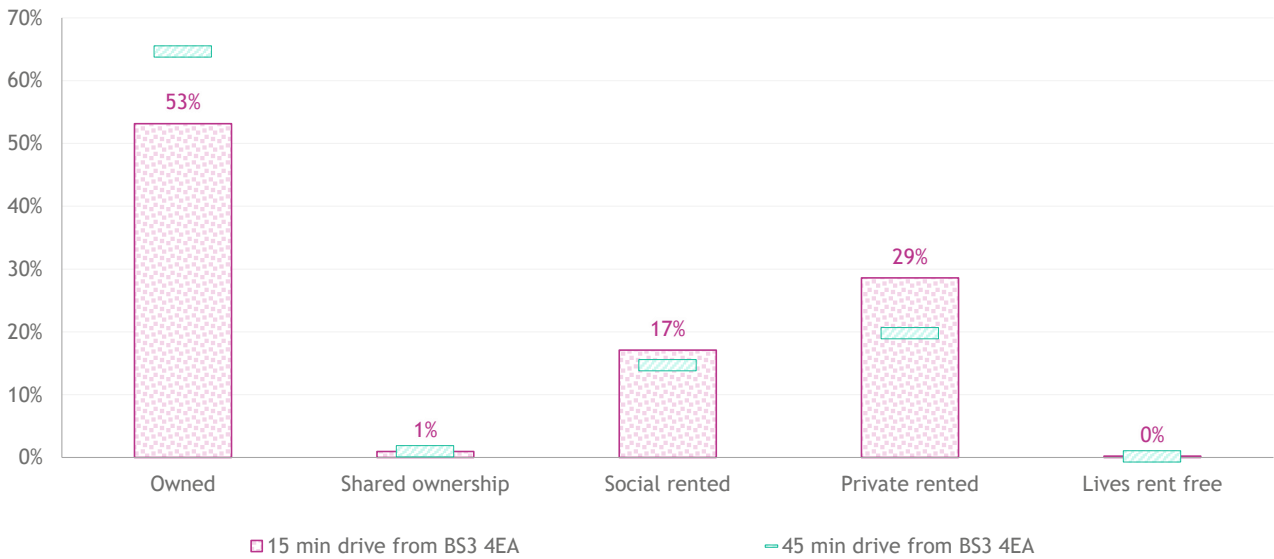
All households: 148,797 (target area) / 648,178 (base area)

27% of households in your target area are car-free, compared with 19% in the base area.

Car or van availability

☐ 15 min drive from BS3 4EA   ▭ 45 min drive from BS3 4EA

All households: 148,801 (target area) / 648,239 (base area)

Health and unpaid care

General levels of health are similar in the populations of your target and base areas, with 84% and 83% respectively having good or very good health.

General health

☐ 15 min drive from BS3 4EA ═ 45 min drive from BS3 4EA

All usual residents: 367,542 (target area) / 1,562,041 (base area)

7% of the population of your target area provide unpaid care for someone with long-term physical or mental health conditions or illnesses, or problems related to old age, compared with 9% of the base area.

Provision of unpaid care

☐ 15 min drive from BS3 4EA ═ 45 min drive from BS3 4EA
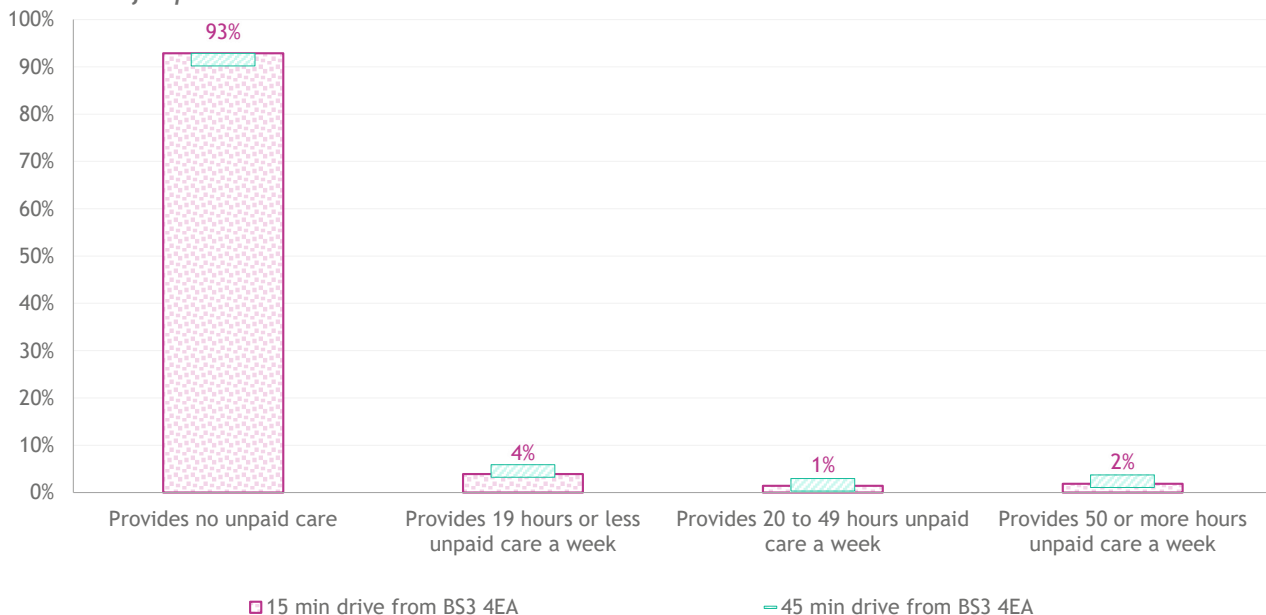
All usual residents: 348,008 (target area) / 1,479,242 (base area)

Additional statistics around health and unpaid care are available in the accompanying Excel spreadsheet.

Language and migration

In your target area, 10% of people aged 3 or over use a language other than English as their main language, compared with 6% in the base area. 8% can speak English well or very well despite it not being their main language, and 1% cannot speak English well or at all.

Proficiency in English (English/Welsh in Wales)

☐ 15 min drive from BS3 4EA   ═ 45 min drive from BS3 4EA
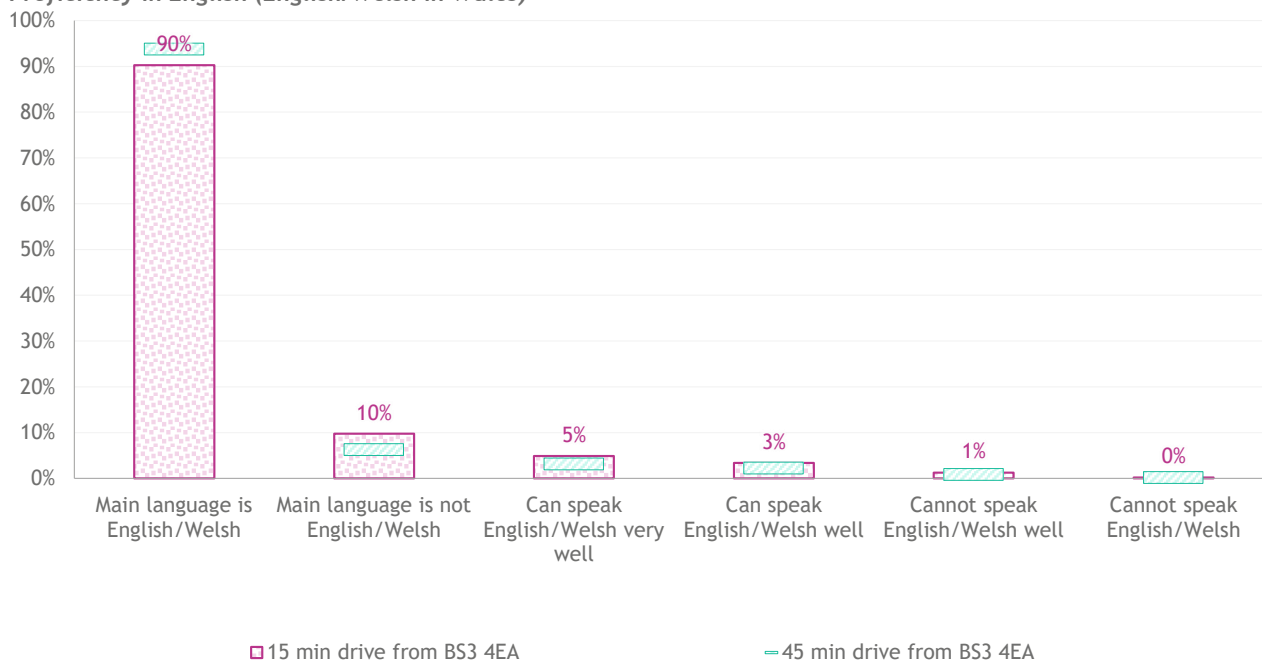
All usual residents aged 3 and over: 355,807 (target area) / 1,513,246 (base area)

In the part of the base area which is within Wales, 8% of people aged 3 or over can speak Welsh, 7% can write Welsh, 8% can read Welsh, and 9% can understand spoken Welsh. This data is only collected for people in Wales, so isn't available for your target area.

Welsh speaking, writing, reading, and understanding ability (Wales only)

☐ 15 min drive from BS3 4EA   ═ 45 min drive from BS3 4EA
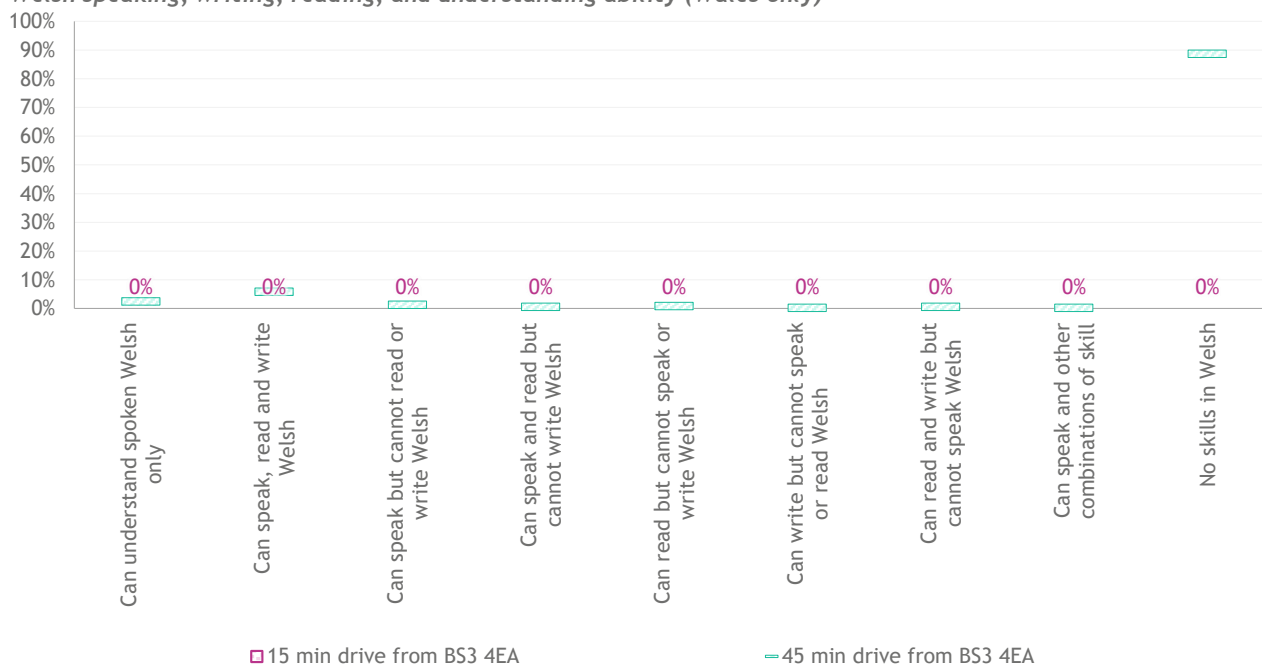
All usual residents aged 3 and over: 0 (question not included on census in England) / 178,026 (part of base area within Wales)

81% of people in your target area were born in the UK, compared with 87% of those in the base area. Of people born outside the UK, the largest proportion in your target area were born in EU countries (41% of those born overseas), followed by 25% being born in the Middle East and Asia.

Country of birth

☐ 15 min drive from BS3 4EA   — 45 min drive from BS3 4EA

All usual residents: 367,576 (target area) / 1,561,981 (base area)
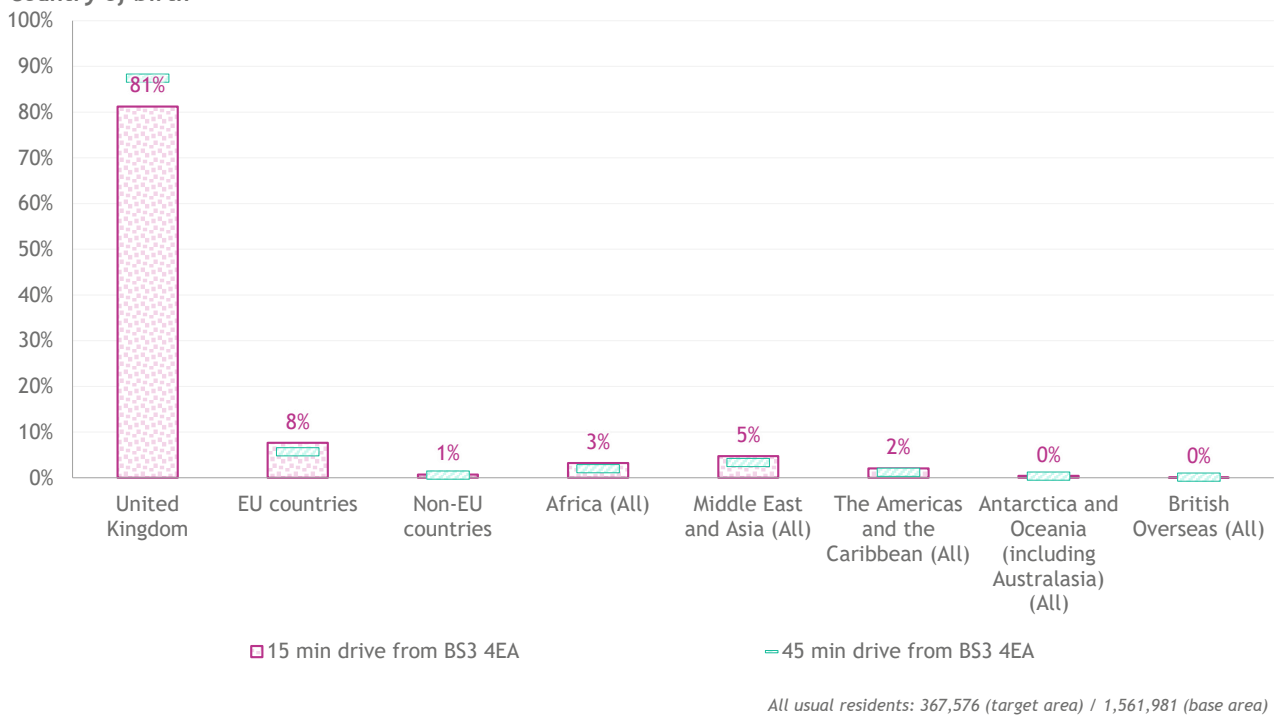
Of those born outside the UK and now living in your target area, 49% have lived in the UK for 10 years or more. This figure is 54% in the base area.

Length of residence in the UK

☐ 15 min drive from BS3 4EA   — 45 min drive from BS3 4EA

All usual residents: 367,608 (target area) / 1,561,921 (base area)

Additional statistics around language and migration are available in the accompanying Excel spreadsheet, along with statistics on national identity.

Education and employment

25% of people in your target area aged 5 and over are in full-time education, compared with 21% of the base area population. An estimated 13% are in full-time further or higher education, against 7% in the base area.

*Schoolchildren and full-time students*
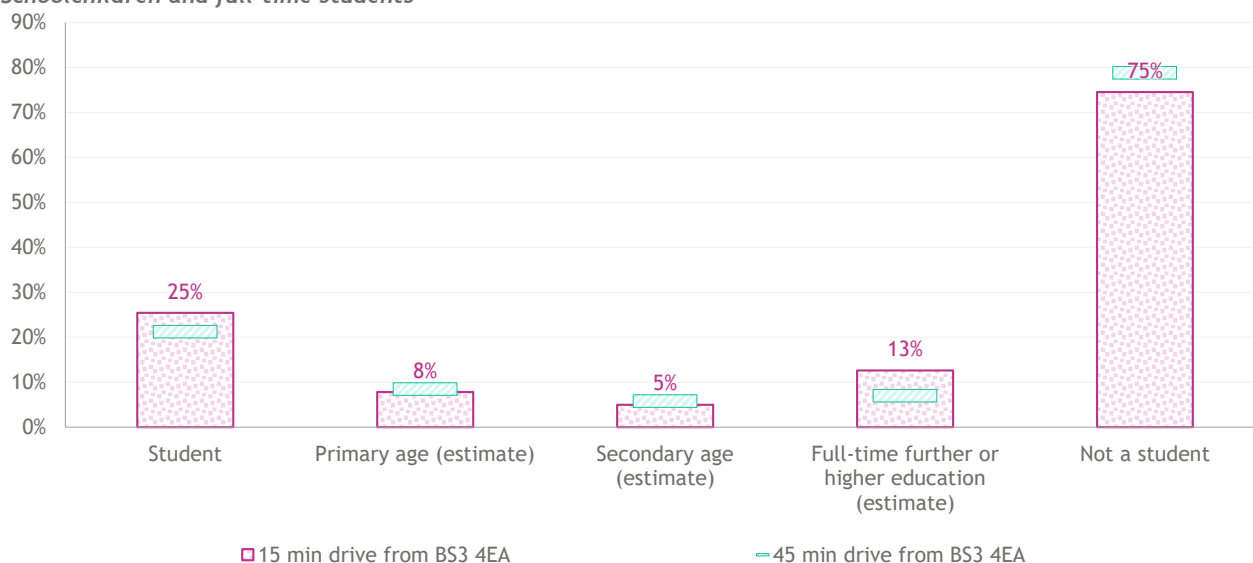
All usual residents aged 5 years and over: 348,017 (target area) / 1,479,059 (base area)

Primary age and secondary age estimates based on single-year age categories as a proportion of the population aged 5 or older, with 5 to 11 taken as primary age and 12 to 16 as secondary age. Full-time further or higher education (estimate) is taken from the difference between all schoolchildren/full-time students and the sum of the primary and secondary age estimates.

44% of those aged 16+ in your target area have achieved Level 4 qualifications and above (e.g. Higher Education/Higher diploma), compared with 37% of the base area population. 13% of adults in your target area and 15% in the base area have no qualifications.
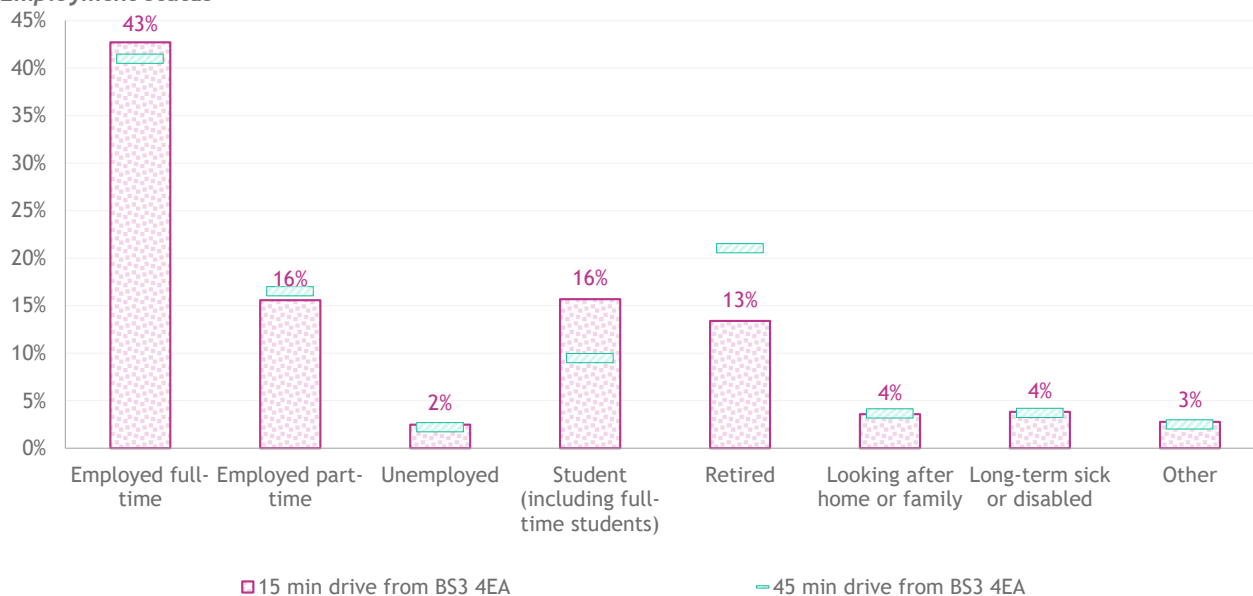
Highest qualification achieved
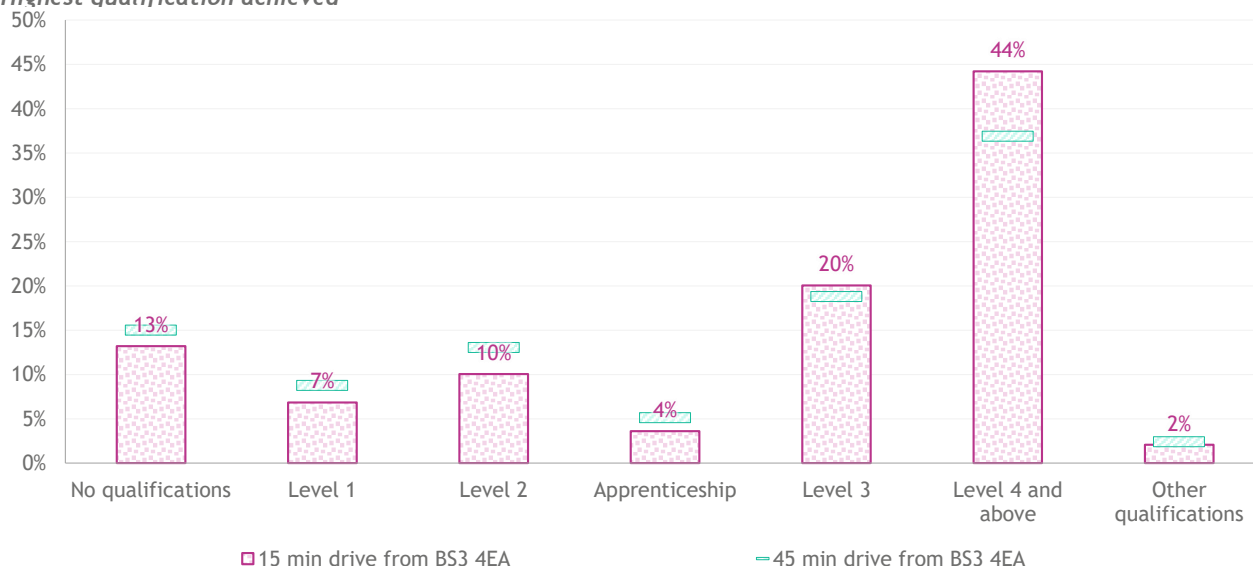
All usual residents aged 16 and over: 306,365 (target area) / 1,283,561 (base area)

Level 1 qualifications include GCSEs graded D-G and Foundation diplomas. Level 2 qualifications include GCSEs graded A*-C and Higher diplomas. Level 3 qualifications include As and A levels, and Advanced and Progression diplomas. Level 4 and above includes higher education and Higher diplomas.

58% of all adults in your target area are in employment, and 2% are unemployed. This compares with 57% and 2% of adults in the base area.
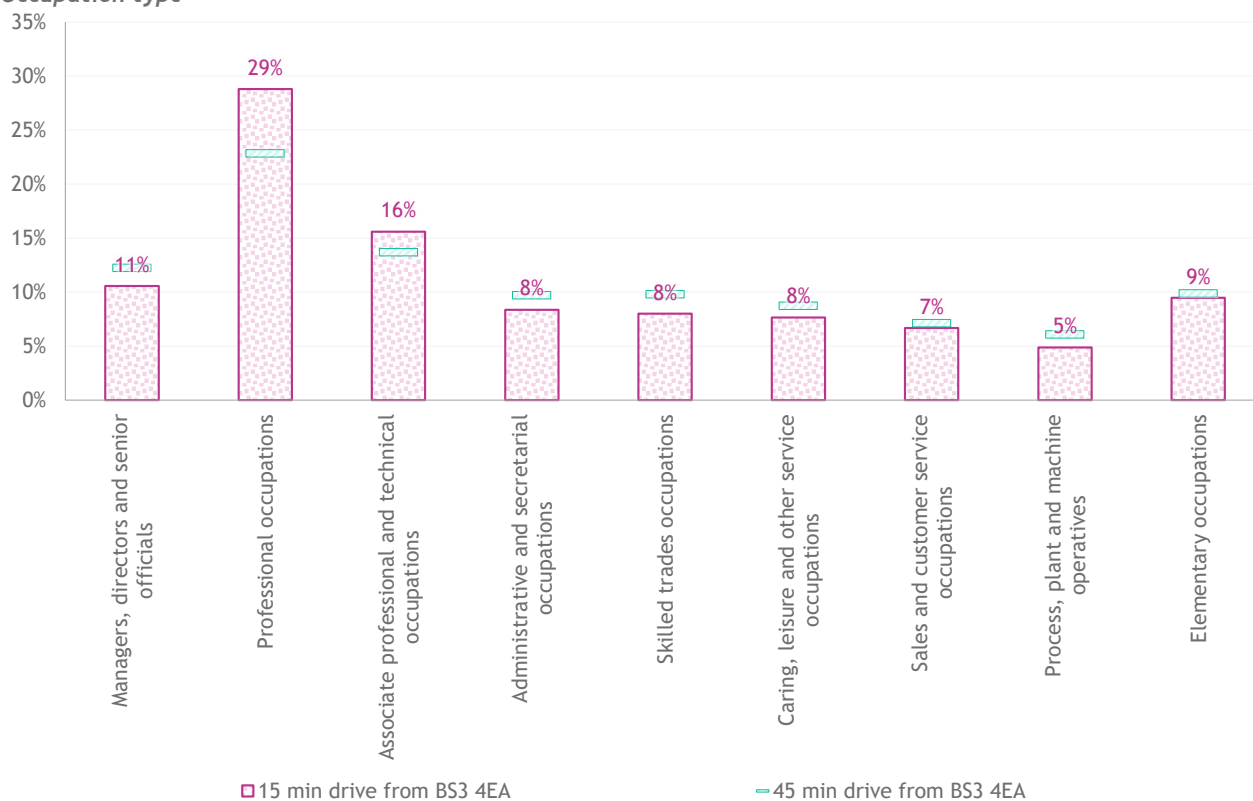
Employment status

The most common occupation type amongst adults in your target area is Professional occupations, with 29% of the working-age population falling into this group. The most over-represented occupation type compared to the base area is Professional occupations, and the most under-represented is Process, plant and machine operatives.

Occupation type

37% of adults in your target area are in National Statistics Socio-economic Classification (NS-SEC) classes L1 to L6 (Higher managerial, administrative, and professional occupations), compared with 36% in the base area. 18% are in classes L7 to L9 (Intermediate occupations) compared with 21% in the base area, and 23% are in categories L10-L13 (Routine and manual occupations) vs. 27% in the base area.
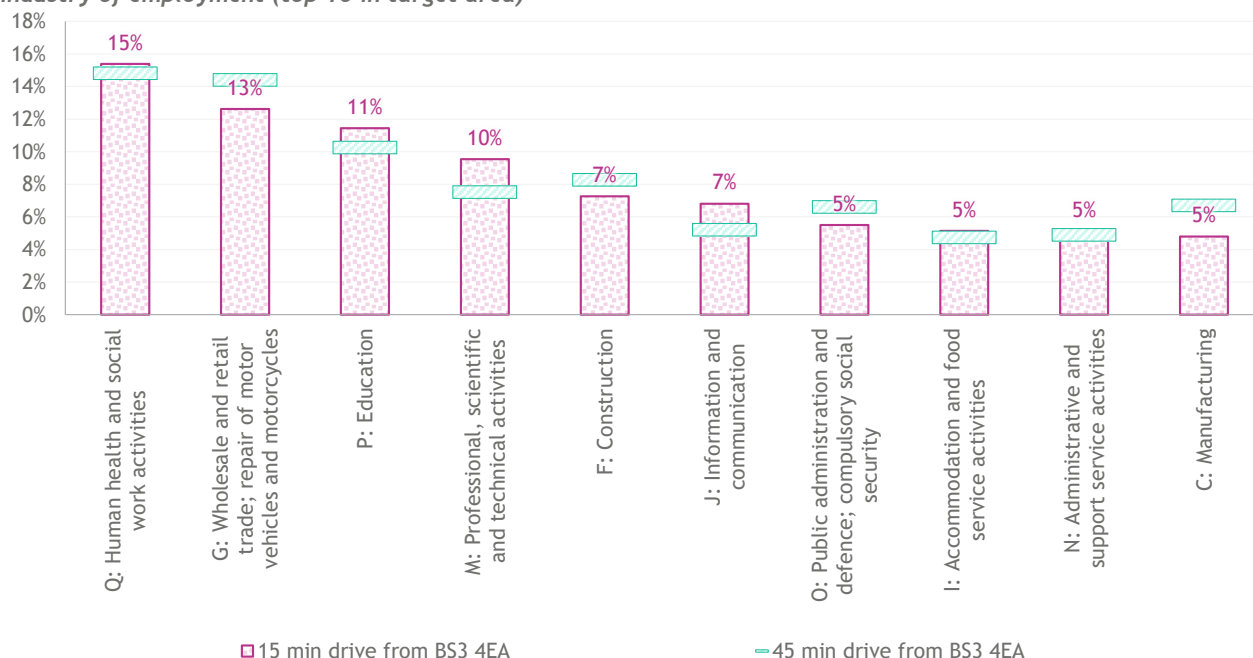
NS-SEC (Operational categories)
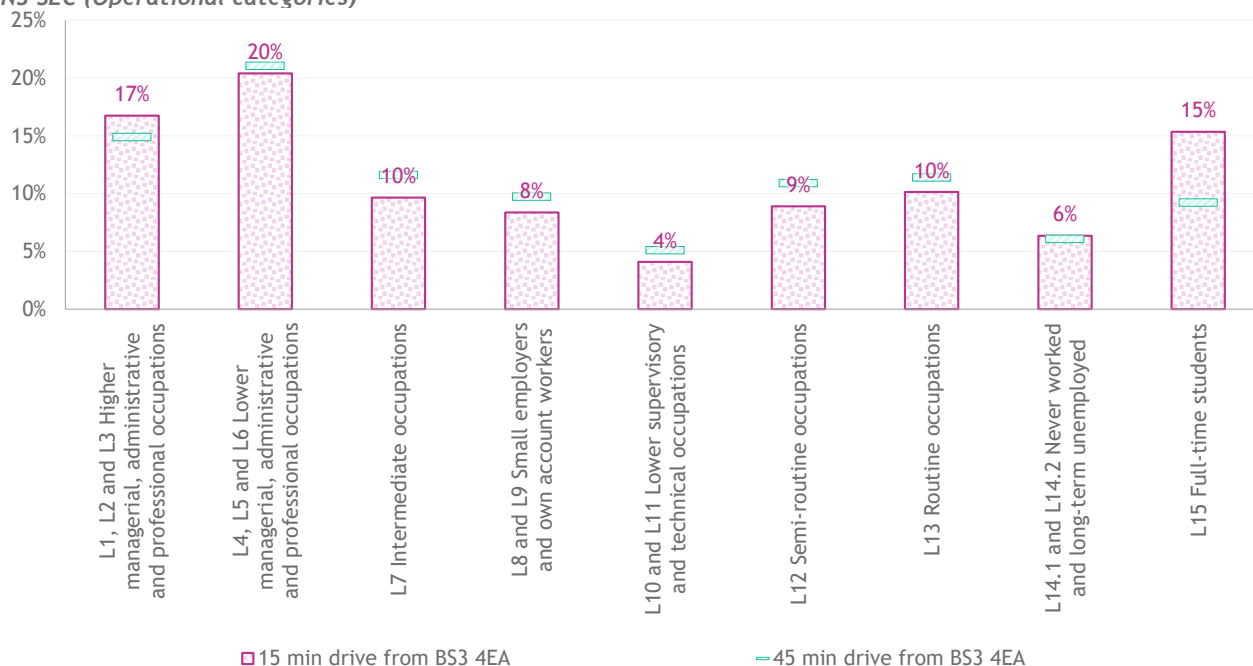
All usual residents aged 16 or over: 306,392 (target area) / 1,283,757 (base area)

The largest industry of employment in your target area is category Q: Human health and social work activities. 15% of working people are employed in this industry, compared with 15% of people in the base area.

Industry of employment (top 10 in target area)

All usual residents aged 16 years and over in employment the week before the census: 187,876 (target area) / 764,175 (base area)

Additional statistics around education, employment and social grade are available in the accompanying Excel spreadsheet.