

Demographic Overview: Example

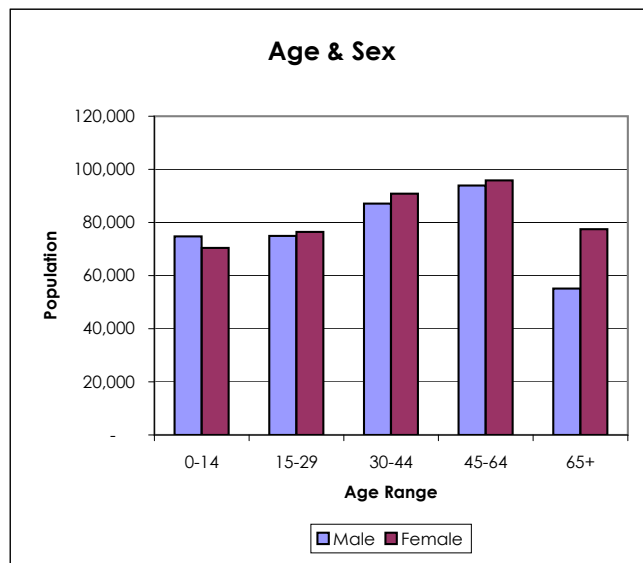
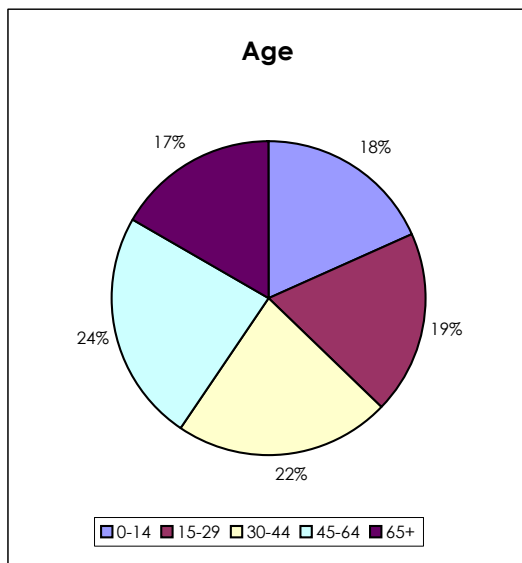


Significant over-representations highlighted in red, under-representations in blue.

Population

	Area Total	Area %	UK %	Index
Total Resident Population	797,245			
Male	385,904	48.4%	49%	100
Female	411,346	51.6%	51%	100
Single	195,593	30.5%	30%	101
Married or Remarried	313,569	48.9%	51%	96
Separated	15,995	2.5%	3%	99
Divorced	55,277	8.6%	8%	108
Widowed	60,708	9.5%	8%	113

Age	Male %	Female %	Area Total	Area %	UK %	Index
0-4	51.7%	48.3%	43,640	5.5%	5.9%	92
5-9	52.0%	48.0%	48,938	6.1%	6.4%	97
10-14	50.9%	49.1%	52,553	6.6%	6.6%	100
15-19	50.0%	50.0%	52,488	6.6%	6.2%	106
20-24	49.7%	50.3%	49,601	6.2%	6.0%	103
25-29	48.9%	51.1%	49,294	6.2%	6.6%	94
30-34	48.7%	51.3%	57,644	7.2%	7.6%	95
35-39	49.1%	50.9%	62,440	7.8%	7.9%	100
40-44	49.0%	51.0%	57,845	7.3%	7.1%	103
45-49	50.0%	50.0%	52,200	6.6%	6.4%	103
50-54	50.0%	50.0%	54,126	6.8%	6.9%	99
55-59	49.1%	50.9%	42,095	5.3%	5.7%	93
60-64	48.5%	51.5%	41,315	5.2%	4.9%	106
65-74	45.9%	54.1%	74,233	9.3%	8.4%	111
75+	36.0%	64.0%	58,382	7.3%	7.5%	98



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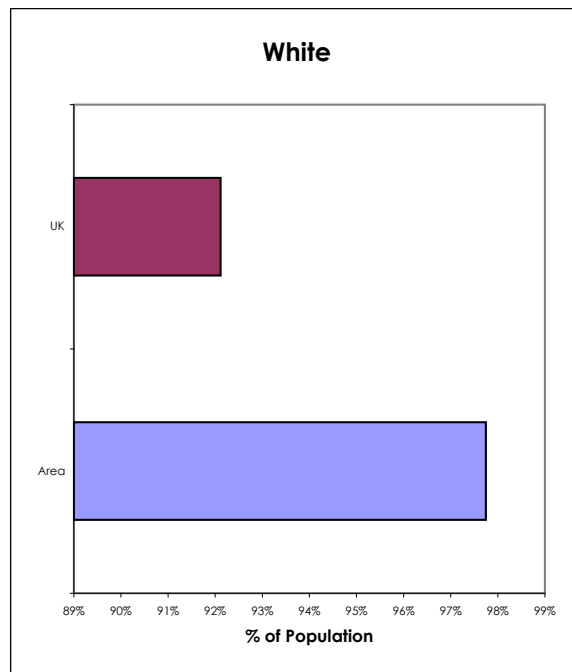
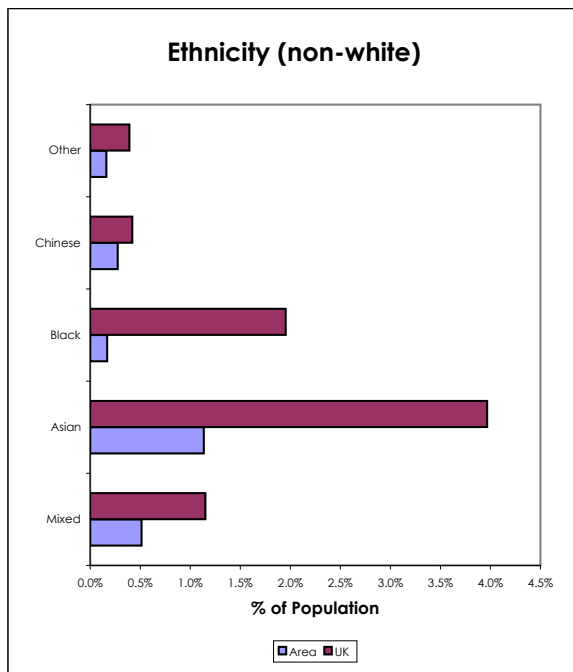
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Ethnicity

	Area Total	Area %	UK %	Index
Population				
White	779,473	97.7%	92.1%	106
Mixed	4,090	0.5%	1.2%	45
Indian	3,371	0.4%	1.8%	24
Pakistani	1,966	0.2%	1.3%	19
Bangladeshi	2,648	0.3%	0.5%	69
Other Asian	1,074	0.1%	0.4%	32
Black Caribbean	253	0.0%	1.0%	3
Black African	926	0.1%	0.8%	14
Black Other	171	0.0%	0.2%	13
Chinese	2,195	0.3%	0.4%	65
Other	1,287	0.2%	0.4%	41



Health

	Area Total	Area %	UK %	Index
Population				
Good Health	508,591	63.8%	68.5%	93
Fairly Good Health	188,361	23.6%	22.1%	107
Poor Health	100,294	12.6%	9.3%	135

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Economic Activity

	Area Total	Area %	UK %	Index
Economic Activity (People Aged 16 to 74)	582,501			
Economically Active	354,837	60.9%	66.3%	92
Employee	287,274	49.3%	52.1%	95
Self-employed	25,158	4.3%	8.1%	53
Unemployed	28,099	4.8%	3.4%	141
Full-time student	14,306	2.5%	2.6%	94
Economically Inactive	227,664	39.1%	33.7%	116
Retired	86,779	14.9%	13.6%	110
Other	140,885	24.2%	20.2%	120

Social Grade

AB Middle and upper middle class	96,773	15.4%	21.5%	71
C1 Lower middle class	160,453	25.5%	29.4%	87
C2 Skilled working class	100,599	16.0%	15.3%	105
D Working class	134,294	21.4%	17.4%	123
E Lowest levels of subsistence	136,541	21.7%	16.3%	133

Occupations by Industry

Agriculture, hunting, forestry and fishing	1,397	0.4%	1.6%	26
Mining, quarrying and construction	24,229	7.5%	7.2%	103
Manufacturing	54,961	16.9%	14.8%	115
Electricity, gas and water supply	3,627	1.1%	0.8%	149
Wholesale and retail trade, repairs	54,198	16.7%	16.6%	101
Hotels and restaurants	16,410	5.1%	4.8%	104
Transport, storage and communications	23,715	7.3%	6.9%	105
Financial intermediation	11,489	3.5%	4.7%	76
Real estate, renting and business activities	29,553	9.1%	12.7%	72
Public administration and defence, social security	25,261	7.8%	5.9%	132
Education	24,240	7.5%	7.7%	96
Health and social work	40,113	12.4%	11.0%	112
Other	15,231	4.7%	5.2%	91

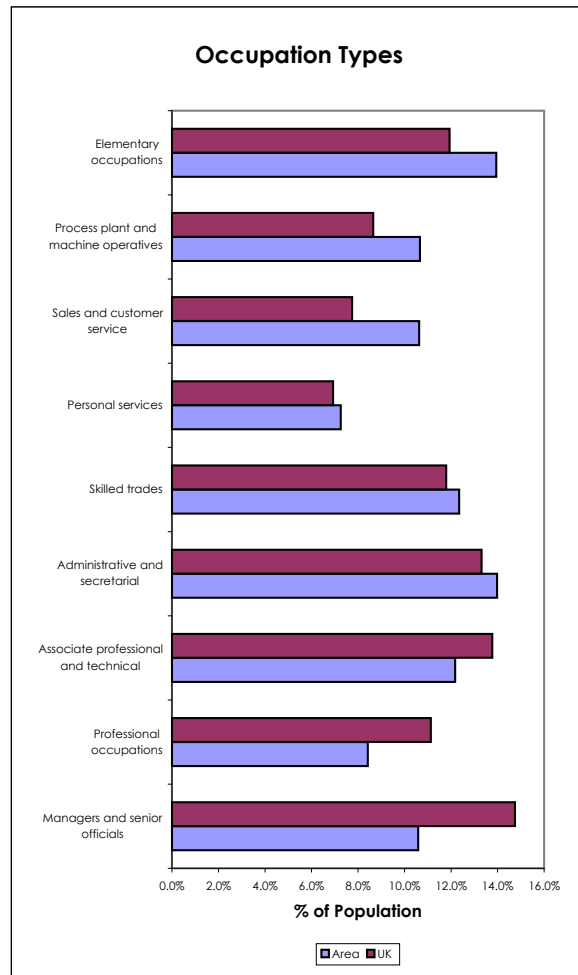
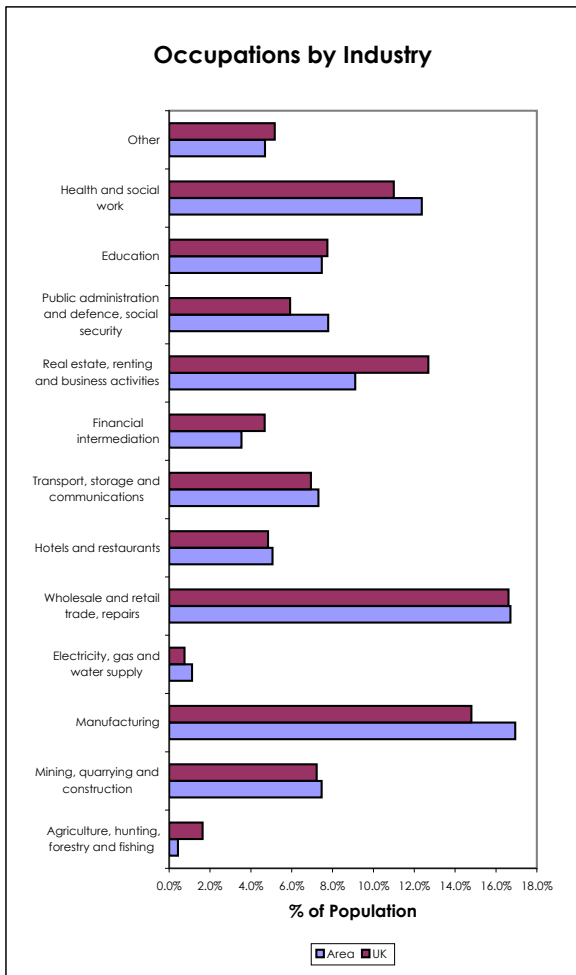
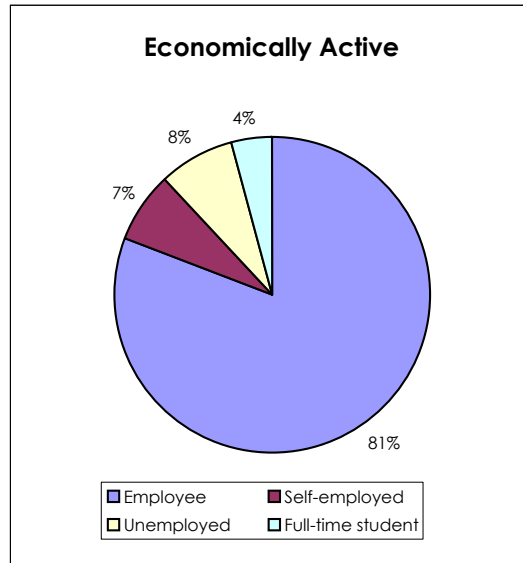
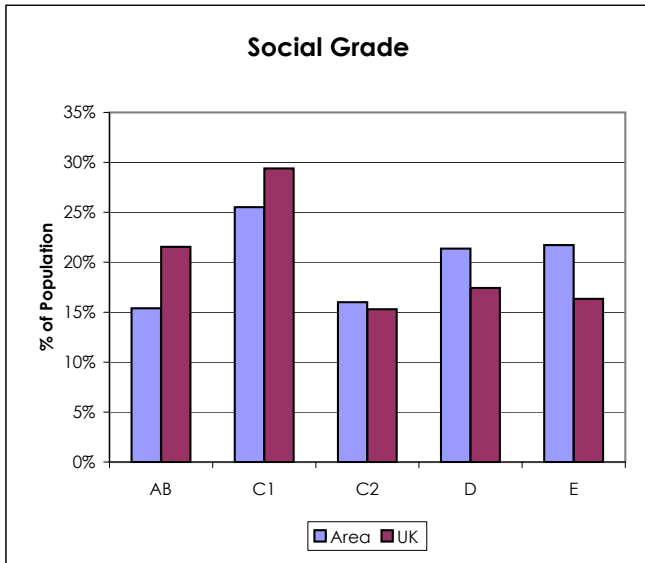
Occupation Types

Managers and senior officials	34,333	10.6%	14.7%	72
Professional occupations	27,297	8.4%	11.1%	76
Associate professional and technical	39,484	12.2%	13.8%	88
Administrative and secretarial	45,331	14.0%	13.3%	105
Skilled trades	40,046	12.3%	11.8%	105
Personal services	23,536	7.3%	6.9%	105
Sales and customer service	34,462	10.6%	7.7%	137
Process plant and machine operatives	34,577	10.7%	8.7%	123
Elementary occupations	45,228	13.9%	11.9%	117

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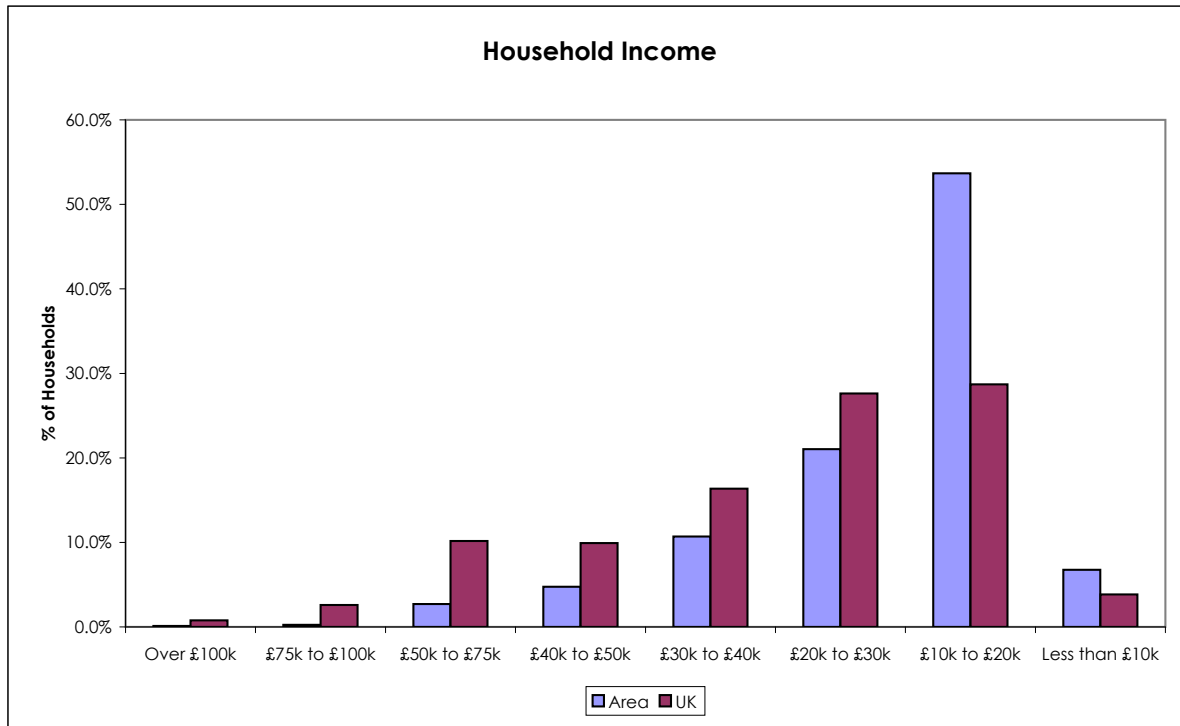
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Household Income

	Area Total	Area %	UK %	Index
Over £100k	441	0.1%	0.8%	16
£75k to £100k	926	0.3%	2.6%	10
£50k to £75k	9,810	2.7%	10.2%	27
£40k to £50k	17,279	4.8%	9.9%	48
£30k to £40k	38,910	10.7%	16.4%	65
£20k to £30k	76,481	21.0%	27.6%	76
£10k to £20k	195,062	53.7%	28.7%	187
Less than £10k	24,539	6.8%	3.8%	175



Housing Type

	Area Total	Area %	UK %	Index
Detached	32,617	9.5%	23.1%	41
Semi-detached	148,170	43.3%	31.2%	139
Terraced	101,433	29.6%	25.4%	117
Flat	59,371	17.4%	19.6%	88
Non-permanent	188	0.1%	0.4%	15
Shared	347	0.1%	0.3%	36

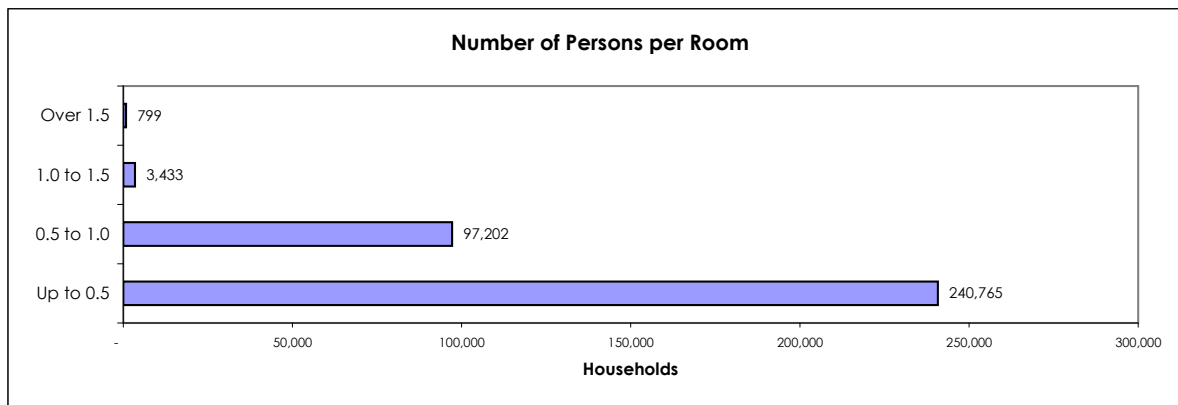
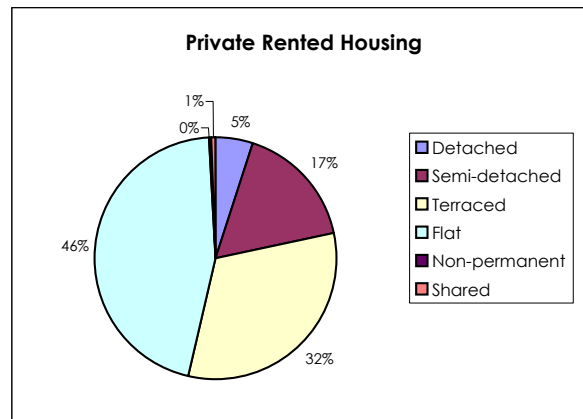
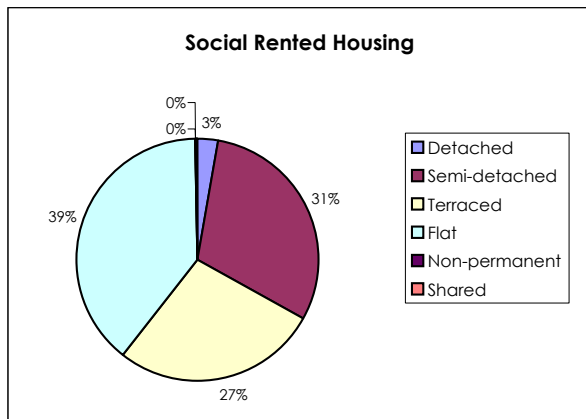
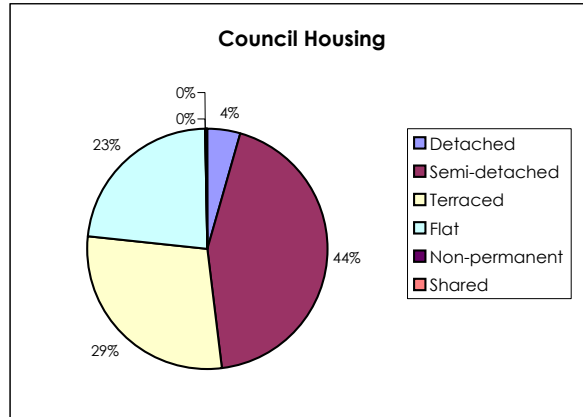
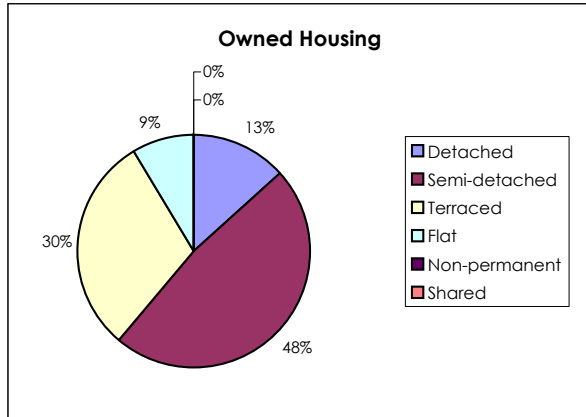
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Housing Tenure

	Area Total	Area %	UK %	Index
All households				
Owned	201,725	59.0%	68.3%	86
Council	92,072	26.9%	13.6%	197
Social Rented	23,445	6.9%	6.3%	109
Private Rented	24,885	7.3%	11.7%	62



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