

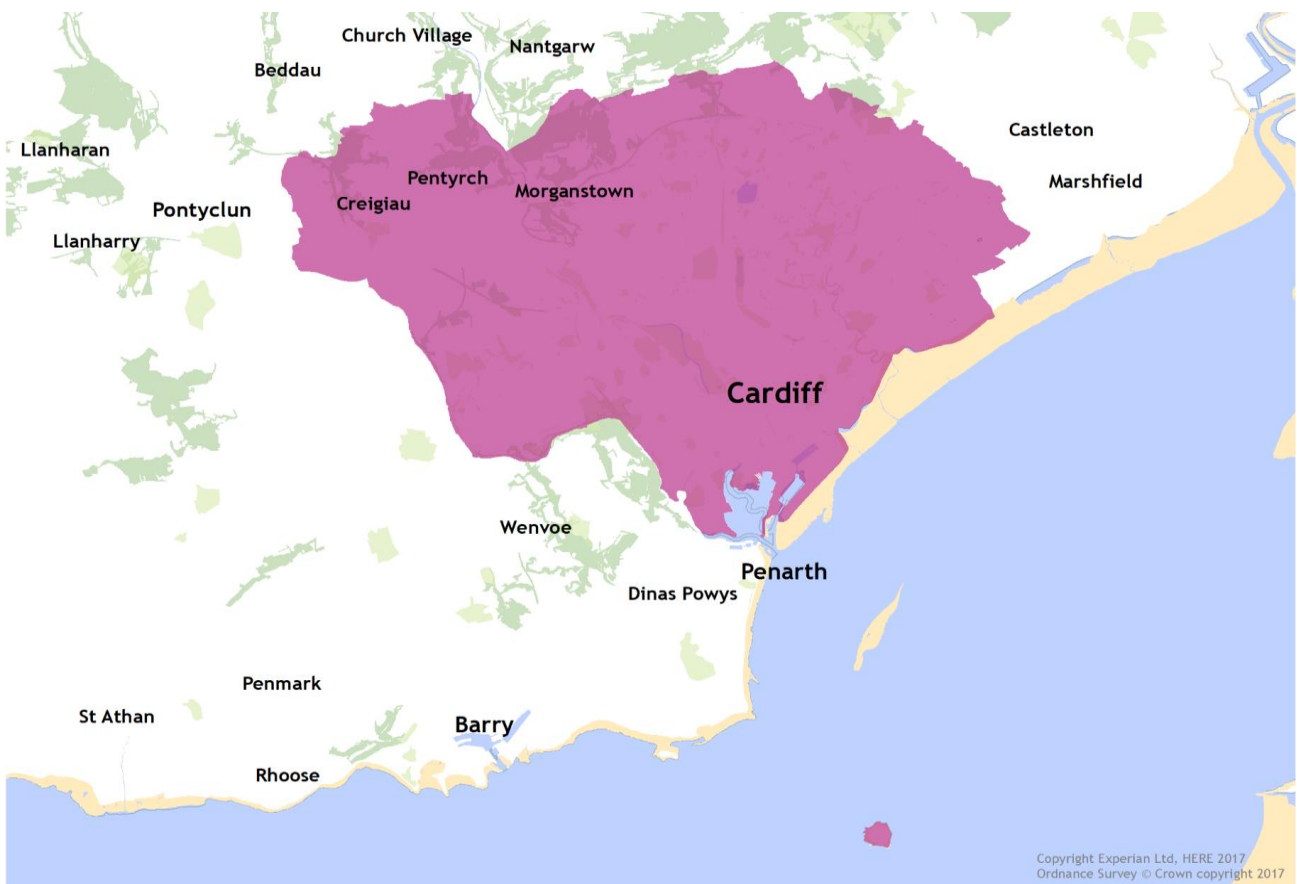
Area Profile Report

Cardiff

The area profile report contains data about the population within your target area (Cardiff), compared with the population of your base area (Wales). The extent of your target area is shown in the map below.

Total population

The total adult population (15+) of your target area (Cardiff) is 303,104, and the population of your base area (Wales) is 2,644,181 (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.

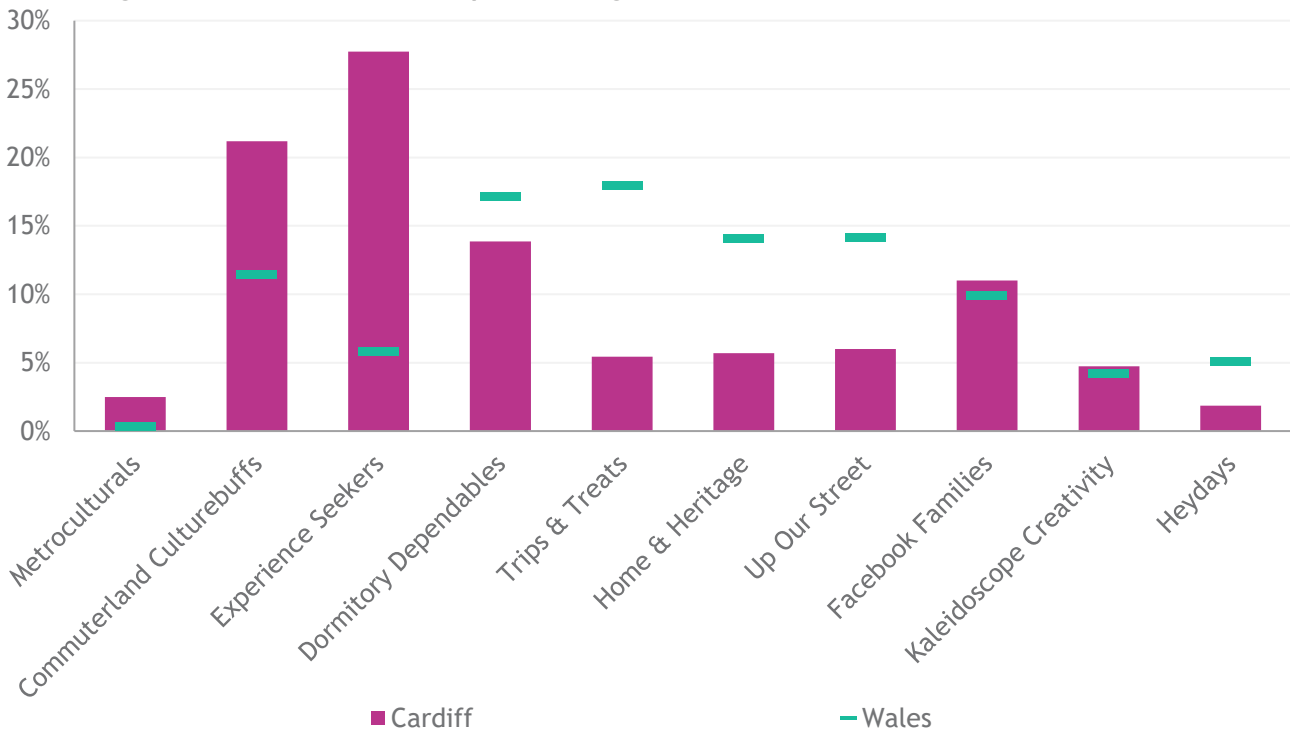
To find out more and to view the pen portraits for each segment visit:

www.theaudienceagency.org/audience-spectrum

The most prominent Audience Spectrum segments in your target catchment area are Experience Seekers, Commuterland Culturebuffs and Dormitory Dependables. 63% of the target population belong to one of these three segments, compared with 34% of the base population as a whole.

- Experience Seekers: Diverse urban audiences, students and recent graduates into a variety of cultural events (Higher engagement)
- Commuterland Culturebuffs: Affluent suburban and greenbelt consumers of culture as part of their social lives (Higher engagement)
- Dormitory Dependables: Regular but not frequent cultural attenders living in city suburbs and small towns (Medium engagement)

Percentage breakdown of Audience Spectrum segments



Audience Spectrum segment	Cardiff		Wales		Index
	Count	%	Count	%	
Metroculturals	7,328	2%	8,163	0%	792
Commuterland Culturebuffs	62,666	21%	297,120	11%	186
Experience Seekers	82,038	28%	152,237	6%	475
Dormitory Dependables	41,026	14%	447,768	17%	81
Trips & Treats	16,067	5%	467,129	18%	30
Home & Heritage	16,863	6%	367,840	14%	40
Up Our Street	17,734	6%	369,630	14%	42
Facebook Families	32,524	11%	258,001	10%	111
Kaleidoscope Creativity	13,981	5%	108,575	4%	114
Heydays	5,490	2%	131,441	5%	37
<i>Unclassified</i>	-		-		
<i>Adults 15+ estimate 2018</i>	<i>295,717</i>		<i>2,607,904</i>		

Base totals and percentages do not include unclassified postcodes.

Mosaic group profile

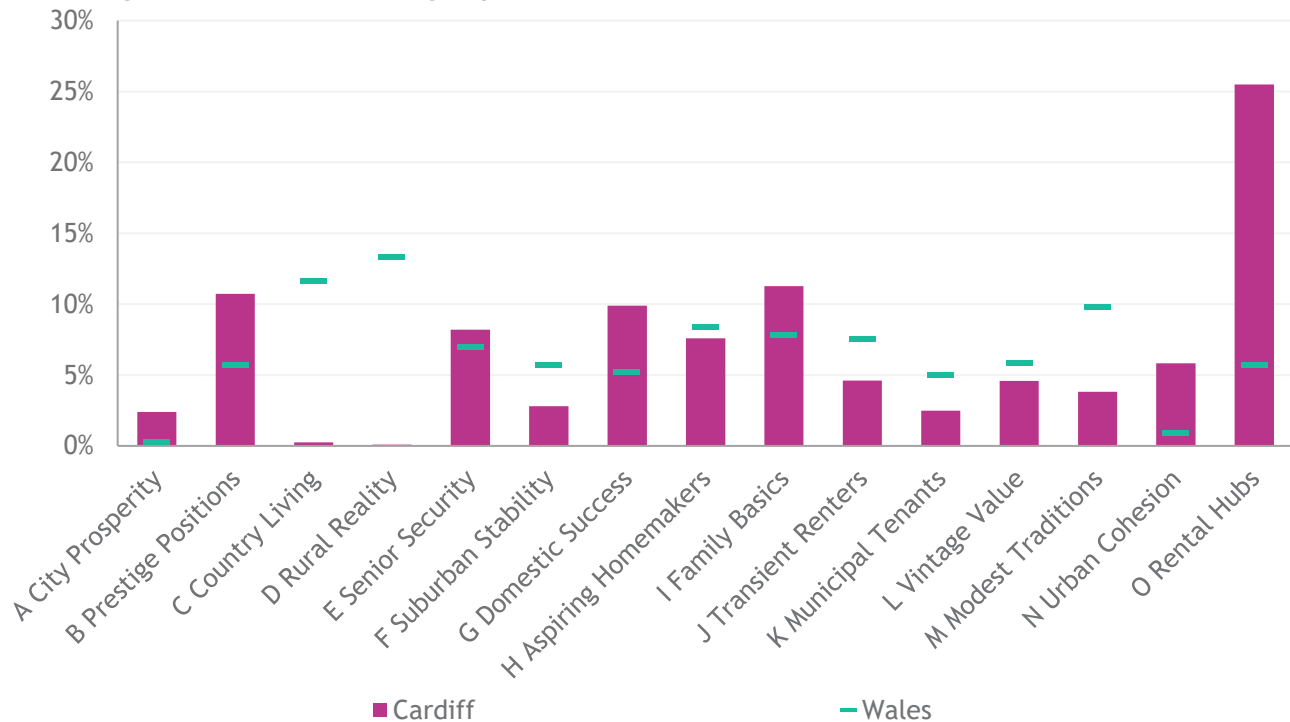
Mosaic combines a wide range of information from over 400 sources to create a summary of the likely characteristics of each UK household.

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 O Rental Hubs, I Family Basics and B Prestige Positions. 47% of the target population belong to one of these three groups, compared with 19% of the base population as a whole.

- Rental Hubs: Educated young people privately renting in urban neighbourhoods
- Family Basics: Families with limited resources who have to budget to make ends meet
- Prestige Positions: Established families in large detached homes living upmarket lifestyles

Percentage breakdown of Mosaic groups



Mosaic group	Cardiff		Wales		Index
	Count	%	Count	%	
A City Prosperity	7,253	2%	7,944	0%	797
B Prestige Positions	32,479	11%	150,344	6%	189
C Country Living	732	0%	307,361	12%	2
D Rural Reality	286	0%	352,944	13%	1
E Senior Security	24,818	8%	185,248	7%	117
F Suburban Stability	8,469	3%	151,377	6%	49
G Domestic Success	29,955	10%	137,469	5%	190
H Aspiring Homemakers	22,996	8%	221,792	8%	90
I Family Basics	34,174	11%	206,726	8%	144
J Transient Renters	13,964	5%	199,332	8%	61
K Municipal Tenants	7,555	2%	132,356	5%	50
L Vintage Value	13,859	5%	155,793	6%	78
M Modest Traditions	11,557	4%	259,613	10%	39
N Urban Cohesion	17,645	6%	24,801	1%	621
O Rental Hubs	77,277	26%	150,996	6%	447
U Unclassified	85		85		
Adults 15+ estimate 2018	303,019		2,644,096		

Base totals and percentages do not include unclassified postcodes.

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Cultural engagement

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

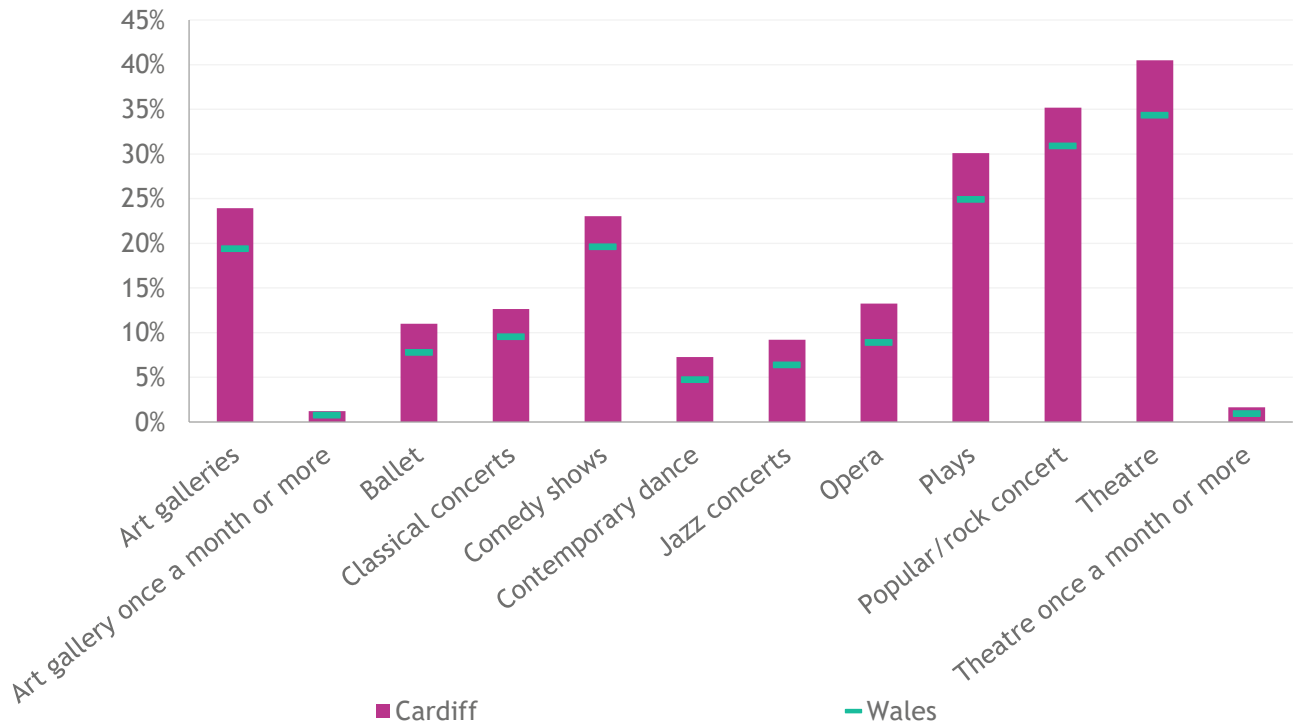
Arts attendance: amongst the target population, the arts activities with the highest levels of engagement are:

- Theatre: 40% attendance amongst the target population
- Popular/rock concert: 35% attendance amongst the target population
- Plays: 30% 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.

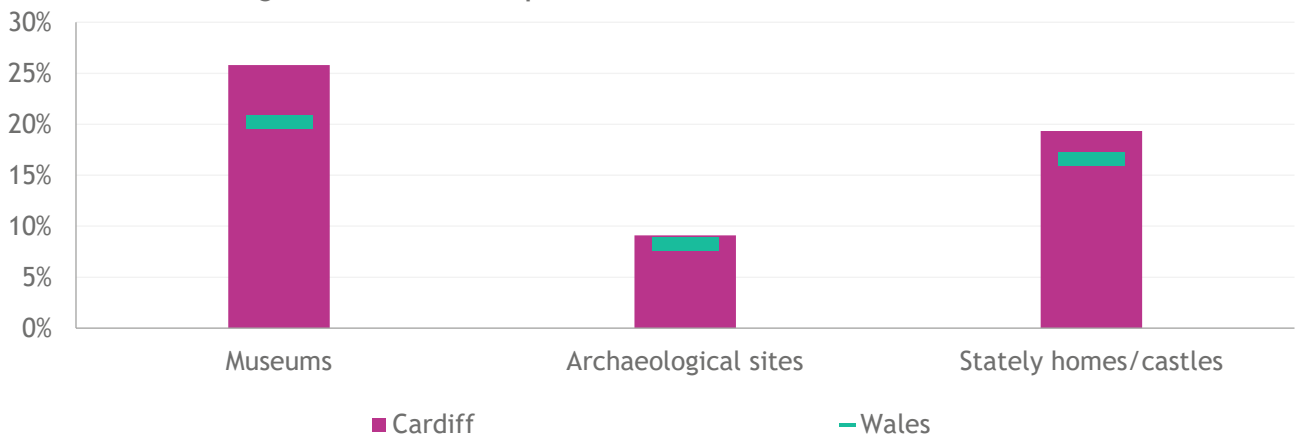
Cinema visits: 79% of the target population visit the cinema compared to 72% of the base population.

Arts attendance in the past 12 months



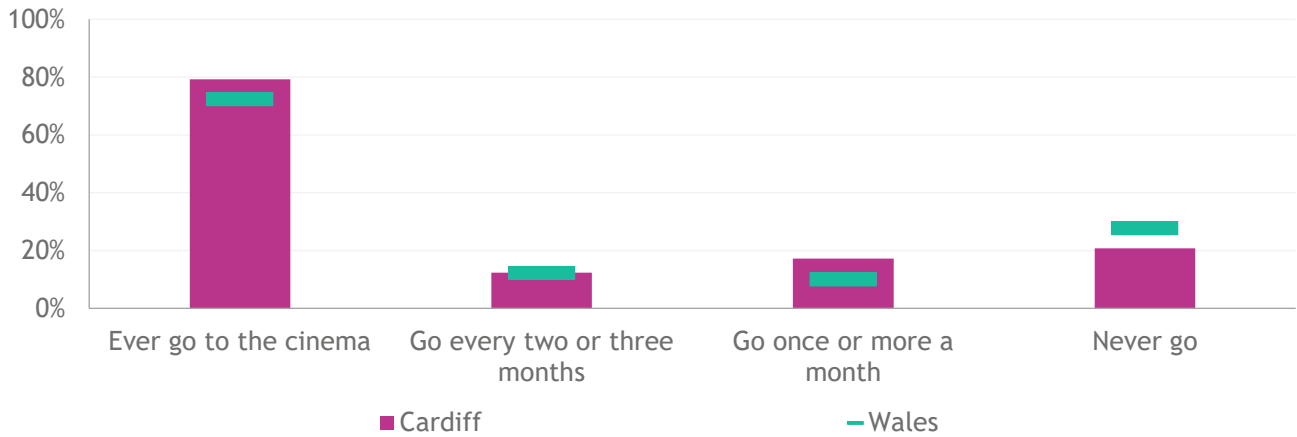
Attended in past 12 months	Cardiff		Wales		Index
	Count	%	Count	%	
Art galleries	72,501	24%	513,695	19%	123
Art gallery once a month or more	3,657	1%	20,767	1%	154
Ballet	33,331	11%	206,296	8%	141
Classical concerts	38,311	13%	252,486	10%	132
Comedy shows	69,838	23%	519,044	20%	117
Contemporary dance	22,032	7%	125,564	5%	153
Jazz concerts	27,896	9%	169,327	6%	144
Opera	40,200	13%	235,695	9%	149
Plays	91,237	30%	659,337	25%	121
Popular/rock concert	106,674	35%	817,584	31%	114
Theatre	122,748	40%	908,620	34%	118
Theatre once a month or more	4,952	2%	25,219	1%	171
<i>Adults 15+ estimate 2018</i>	<i>303,104</i>		<i>2,644,181</i>		

Museums and heritage attendance in the past 12 months



Visited in past 12 months	Cardiff		Wales		Index
	Count	%	Count	%	
Museums	78,206	26%	533,872	20%	128
Archaeological sites	27,606	9%	217,681	8%	111
Stately homes/castles	58,598	19%	440,033	17%	116
<i>Adults 15+ estimate 2018</i>	<i>303,104</i>		<i>2,644,181</i>		

Cinema visits



Cinema visits	Cardiff		Wales		Index
	Count	%	Count	%	
Ever go to the cinema	240,111	79%	1,911,164	72%	110
Go every two or three months	37,497	12%	322,791	12%	101
Go once or more a month	51,994	17%	264,082	10%	172
Never go	62,993	21%	733,017	28%	75
Adults 15+ estimate 2018	303,104		2,644,181		

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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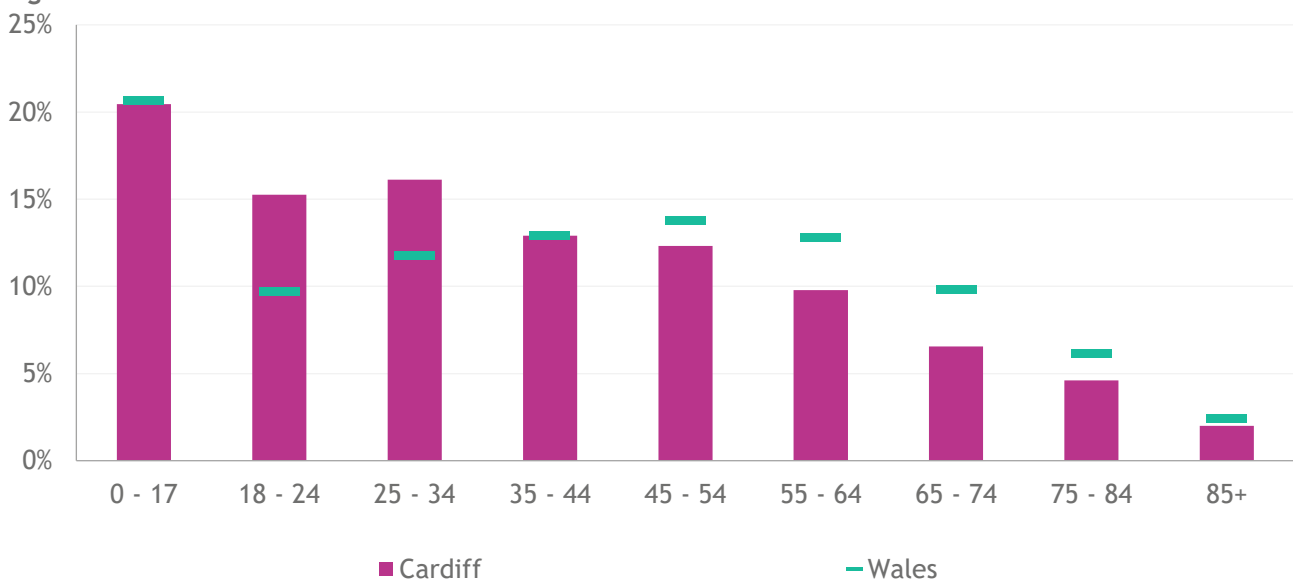
Demographics

Unless otherwise specified, the following demographics describe all usual residents within the target population.

- Age profile: the dominant adult age group is 20 - 24.
- Ethnic origin: 15% are from a Black, Asian or mixed ethnic group, compared with 4% of the base population.
- Health: 82% are not limited in their day-to-day activities by ill health or disability.
- Family structure: 45% 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 60% of all households in the target area, compared with 47% of households in the base area. C2/D/E households make up 40% of households in the target area, compared with 53% of households in the base area.
- Employment: 56% of those who are economically active are in full/part time work or self-employed, compared with 54% of the base population. Of those who are economically inactive, 32% are retired, compared with 47% of the base population.
- Education: 32% of those aged 16+ have achieved Level 4 qualifications and above (e.g. Higher Education/Higher diploma), compared with 24% of the base population.
- Newspaper readership: the most read daily newspaper amongst the target population (adults 15+) is The Daily Mail.

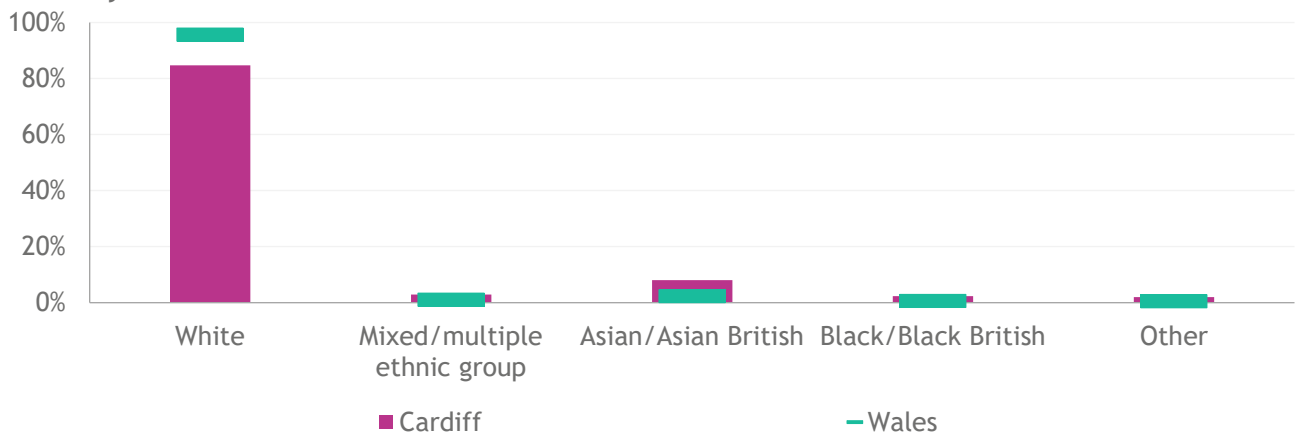
Population and Households

Age structure



Age group	Cardiff		Wales		Index
	Count	%	Count	%	
0 - 17	70,811	20%	633,407	21%	99
18 - 24	52,790	15%	296,765	10%	157
25 - 34	55,805	16%	360,422	12%	137
35 - 44	44,656	13%	396,200	13%	100
45 - 54	42,641	12%	422,310	14%	89
55 - 64	33,835	10%	391,808	13%	76
65 - 74	22,705	7%	300,550	10%	67
75 - 84	15,949	5%	187,434	6%	75
85+	6,898	2%	74,560	2%	82
<i>All usual residents</i>	<i>346,090</i>		<i>3,063,456</i>		

Ethnicity

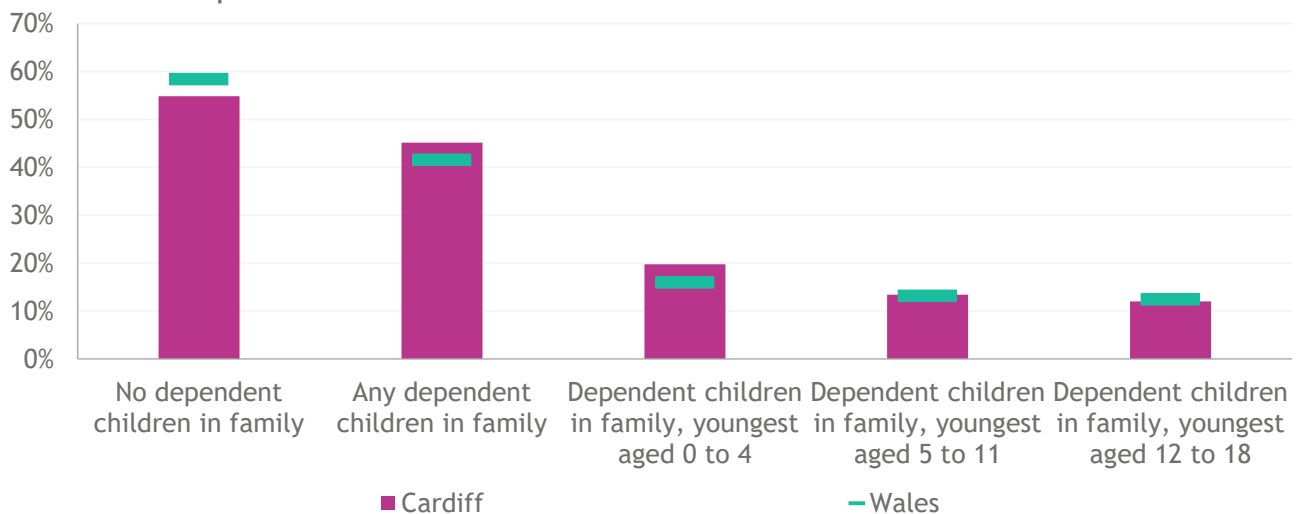


Ethnicity	Cardiff		Wales		Index
	Count	%	Count	%	
White	293,114	85%	2,928,253	96%	89
Mixed/multiple ethnic group	10,031	3%	31,521	1%	282
Asian/Asian British	27,885	8%	70,128	2%	352
Black/Black British	8,201	2%	18,276	1%	397
Other	6,859	2%	15,278	0%	397
<i>All usual residents</i>	<i>346,090</i>		<i>3,063,456</i>		

Health

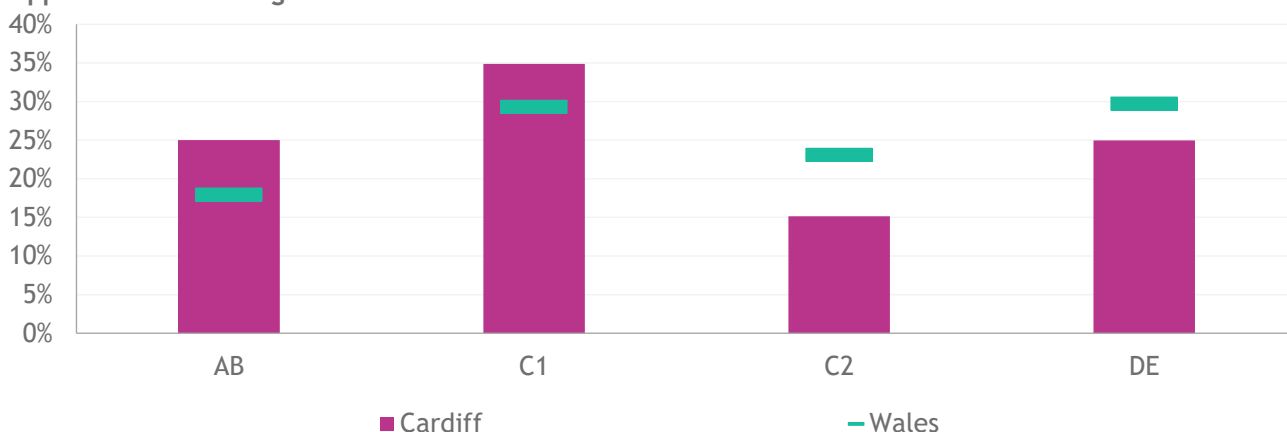
Long-term health problem or disability	Cardiff		Wales		Index
	Count	%	Count	%	
Day-to-day activities limited a lot	31,838	9%	364,318	12%	77
Day-to-day activities limited a little	30,493	9%	331,537	11%	81
Day-to-day activities not limited	283,759	82%	2,367,601	77%	106
<i>All usual residents</i>	346,090		3,063,456		

Families with dependent children



Household family status	Cardiff		Wales		Index
	Count	%	Count	%	
No dependent children in family	47,857	55%	513,475	58%	94
Any dependent children in family	39,432	45%	365,427	42%	109
Dependent children in family, youngest aged 0 to 4	17,237	20%	140,544	16%	123
Dependent children in family, youngest aged 5 to 11	11,724	13%	115,827	13%	102
Dependent children in family, youngest aged 12 to 18	10,471	12%	109,056	12%	97
<i>All families in households</i>	87,289		878,902		

Approximated social grade



Approximated social grade	Cardiff		Wales		Index	
	Count	%	Count	%		
AB	27,977	25%	166,149	18%	139	
C1	39,055	35%	271,645	29%	119	
C2	16,939	15%	213,745	23%	66	
DE	27,972	25%	275,188	30%	84	
<i>All Household Reference Persons aged 16 to 64</i>	111,943		926,727			

Employment and qualifications

Economic activity

Economically active	Cardiff		Wales		Index	
	Count	%	Count	%		
Employed or self-employed: all	147,955	85%	1,306,399	88%	96	
Employee: Part-time	32,468	19%	313,022	21%	88	
Employee: Full-time	97,170	56%	799,348	54%	103	
Self-employed with employees: Part-time	750	0%	7,564	1%	84	
Self-employed with employees: Full-time	3,901	2%	42,107	3%	78	
Self-employed without employees: Part-time	4,622	3%	43,250	3%	90	
Self-employed without employees: Full-time	9,044	5%	101,108	7%	76	
Unemployed	11,566	7%	96,689	7%	101	
Full-time student	15,232	9%	73,647	5%	175	
<i>Economically active: Total</i>	174,753		1,476,735			

Occupation

Occupation type	Cardiff		Wales		Index
	Count	%	Count	%	
Managers, directors and senior officials	14,400	9%	125,802	9%	98
Professional occupations	35,984	23%	215,384	16%	143
Associate professional and technical occupations	21,457	13%	147,246	11%	124
Administrative and secretarial occupations	19,005	12%	151,407	11%	107
Skilled trades occupations	12,946	8%	183,277	13%	60
Caring, leisure and other service occupations	13,495	8%	143,467	11%	80
Sales and customer service occupations	17,334	11%	123,392	9%	120
Process, plant and machine operatives	7,767	5%	110,993	8%	60
Elementary occupations	17,226	11%	162,647	12%	90
<i>All usual residents aged 16 to 74 in employment</i>	<i>159,614</i>		<i>1,363,615</i>		

Economically inactive

Economically inactive	Cardiff		Wales		Index
	Count	%	Count	%	
Retired	27,061	32%	361,501	47%	67
Student (including full-time students)	28,383	33%	133,880	17%	191
Looking after home or family	10,403	12%	86,396	11%	108
Long-term sick or disabled	13,477	16%	140,760	18%	86
Other	6,191	7%	45,894	6%	121
<i>Economically inactive: Total</i>	<i>85,515</i>		<i>768,431</i>		

Highest qualification level

Highest qualification achieved	Cardiff		Wales		Index
	Count	%	Count	%	
No qualifications	58,688	21%	650,517	26%	80
Level 1 (e.g. GCSEs graded D-G, Foundation diploma)	31,039	11%	332,943	13%	83
Level 2 (e.g. GCSEs graded A*-C, Higher diploma)	36,812	13%	393,819	16%	83
Apprenticeship	7,882	3%	98,843	4%	71
Level 3 (e.g. AS and A Levels, Advanced and Progression diploma)	43,037	15%	308,171	12%	124
Level 4 and above (e.g. Higher Education and Higher diplomas)	91,522	32%	614,116	24%	132
Other qualifications	14,135	5%	108,751	4%	115
<i>All usual residents aged 16 and over</i>	283,115		2,507,160		

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	Cardiff		Wales		Index
	Count	%	Count	%	
Daily Express	4,286	1%	38,136	1%	98
Daily Mail	18,268	6%	178,973	7%	89
Daily Mirror	10,395	3%	99,979	4%	91
Daily Record	86	0%	266	0%	282
Daily Star	1,550	1%	12,746	0%	106
Daily Telegraph	5,551	2%	50,131	2%	97
Financial Times	151	0%	285	0%	462
The Guardian	1,957	1%	25,135	1%	68
i (newspaper)	2,512	1%	12,450	0%	176
The Sun	15,002	5%	151,475	6%	86
The Times	5,225	2%	37,630	1%	121
<i>Adults 15+ estimate 2018</i>	303,104		2,644,181		

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