

Area Profile Report

South East Wales

The area profile report contains data about the population within your target area (South East Wales), 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 (South East Wales) is 492,058, 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 Trips & Treats, Up Our Street and Dormitory Dependables. 52% of the target population belong to one of these three segments, compared with 49% of the base population as a whole.

- Trips & Treats: Suburban households, often with children, whose cultural activities usually are part of a day out or treat (Medium engagement)
- Up Our Street: Reasonably comfortably off households, occasional audiences for popular arts and entertainment, museums and heritage sites (Lower 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	South East Wales		Wales		Index
	Count	%	Count	%	
Metroculturals	0	0%	8,163	0%	0
Commuterland Culturebuffs	56,530	12%	297,120	11%	102
Experience Seekers	6,605	1%	152,237	6%	23
Dormitory Dependables	76,654	16%	447,768	17%	92
Trips & Treats	89,635	18%	467,129	18%	103
Home & Heritage	49,646	10%	367,840	14%	72
Up Our Street	87,004	18%	369,630	14%	126
Facebook Families	62,608	13%	258,001	10%	130
Kaleidoscope Creativity	25,796	5%	108,575	4%	127
Heydays	33,252	7%	131,441	5%	135
<i>Unclassified</i>	-		-		
<i>Adults 15+ estimate 2018</i>	<i>487,730</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 M Modest Traditions, J Transient Renters and I Family Basics. 38% of the target population belong to one of these three groups, compared with 25% of the base population as a whole.

- Modest Traditions: Mature homeowners of value homes enjoying stable lifestyles
- Transient Renters: Single people privately renting low cost homes for the short term
- Family Basics: Families with limited resources who have to budget to make ends meet

Percentage breakdown of Mosaic groups



Mosaic group	South East Wales		Wales		Index
	Count	%	Count	%	
A City Prosperity	10	0%	7,944	0%	1
B Prestige Positions	29,605	6%	150,344	6%	106
C Country Living	28,402	6%	307,361	12%	50
D Rural Reality	21,476	4%	352,944	13%	33
E Senior Security	34,173	7%	185,248	7%	99
F Suburban Stability	36,285	7%	151,377	6%	129
G Domestic Success	27,107	6%	137,469	5%	106
H Aspiring Homemakers	50,707	10%	221,792	8%	123
I Family Basics	51,501	10%	206,726	8%	134
J Transient Renters	51,675	11%	199,332	8%	139
K Municipal Tenants	36,181	7%	132,356	5%	147
L Vintage Value	34,681	7%	155,793	6%	120
M Modest Traditions	81,458	17%	259,613	10%	169
N Urban Cohesion	2,824	1%	24,801	1%	61
O Rental Hubs	5,973	1%	150,996	6%	21
U Unclassified	0		85		
Adults 15+ estimate 2018	492,058		2,644,096		

Base totals and percentages do not include unclassified postcodes.

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Cultural engagement

Overall, the target population has similar levels of cultural engagement to the base population.

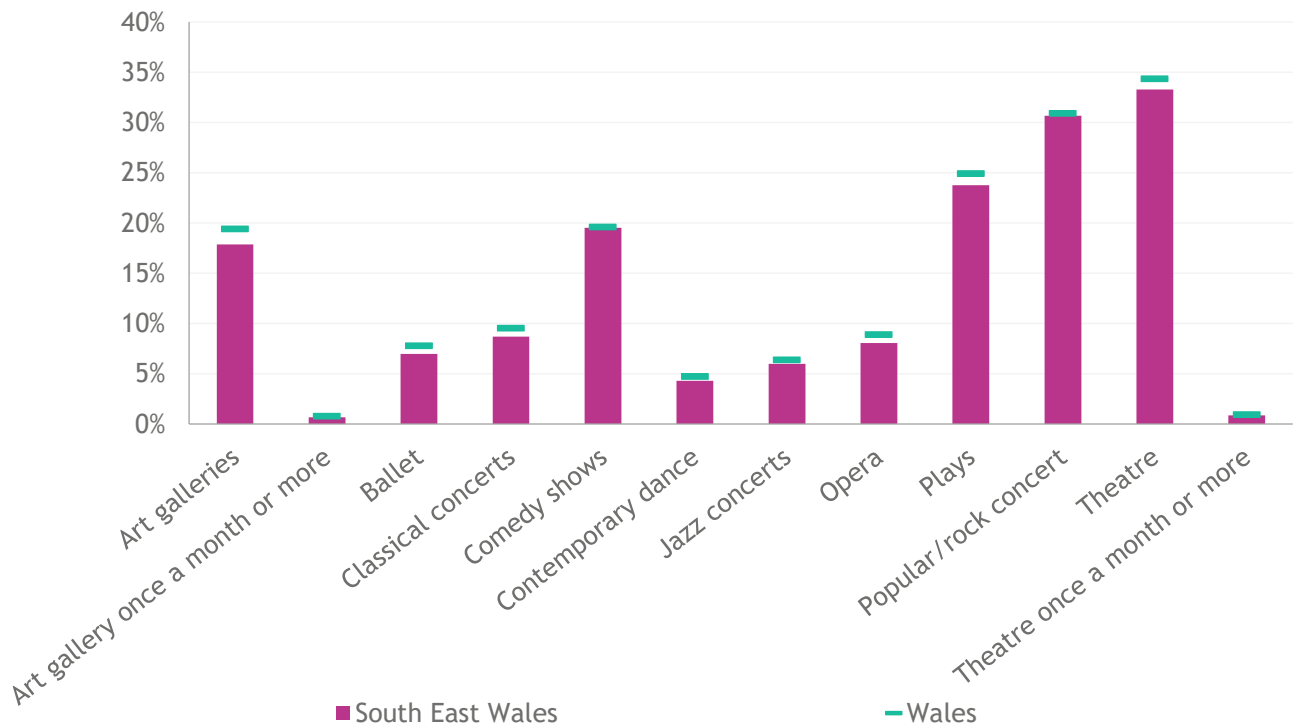
Arts attendance: amongst the target population, the arts activities with the highest levels of engagement are:

- Theatre: 33% attendance amongst the target population
- Popular/rock concert: 31% attendance amongst the target population
- Plays: 24% 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.

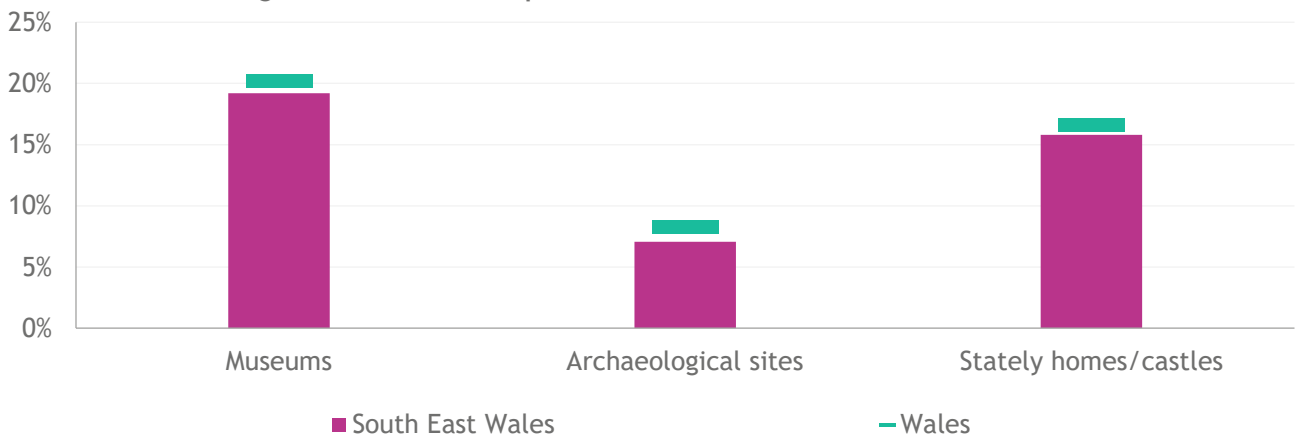
Cinema visits: 73% of the target population visit the cinema compared to 72% of the base population.

Arts attendance in the past 12 months



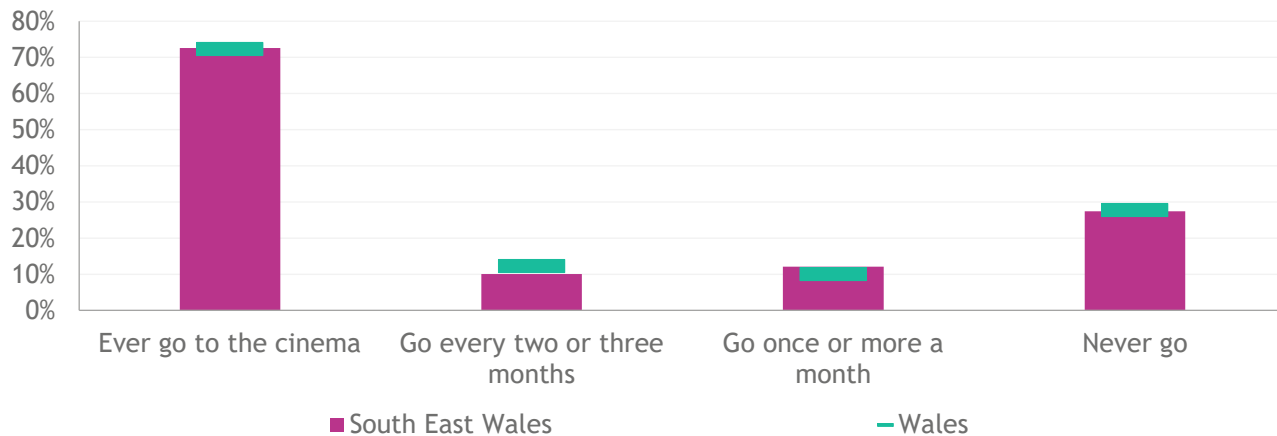
Attended in past 12 months	South East Wales		Wales		Index
	Count	%	Count	%	
Art galleries	87,863	18%	513,695	19%	92
Art gallery once a month or more	3,289	1%	20,767	1%	85
Ballet	34,315	7%	206,296	8%	89
Classical concerts	42,716	9%	252,486	10%	91
Comedy shows	96,104	20%	519,044	20%	99
Contemporary dance	21,190	4%	125,564	5%	91
Jazz concerts	29,396	6%	169,327	6%	93
Opera	39,577	8%	235,695	9%	90
Plays	116,890	24%	659,337	25%	95
Popular/rock concert	150,977	31%	817,584	31%	99
Theatre	163,734	33%	908,620	34%	97
Theatre once a month or more	4,281	1%	25,219	1%	91
<i>Adults 15+ estimate 2018</i>	<i>492,058</i>		<i>2,644,181</i>		

Museums and heritage attendance in the past 12 months



Visited in past 12 months	South East Wales		Wales		Index
	Count	%	Count	%	
Museums	94,524	19%	533,872	20%	95
Archaeological sites	34,760	7%	217,681	8%	86
Stately homes/castles	77,678	16%	440,033	17%	95
<i>Adults 15+ estimate 2018</i>	<i>492,058</i>		<i>2,644,181</i>		

Cinema visits



Cinema visits	South East Wales		Wales		Index
	Count	%	Count	%	
Ever go to the cinema	357,285	73%	1,911,164	72%	100
Go every two or three months	49,392	10%	322,791	12%	82
Go once or more a month	59,499	12%	264,082	10%	121
Never go	134,773	27%	733,017	28%	99
Adults 15+ estimate 2018	492,058		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 45 - 49.
- Ethnic origin: 4% are from a Black, Asian or mixed ethnic group, compared with 4% of the base population.
- Health: 77% are not limited in their day-to-day activities by ill health or disability.
- Family structure: 43% 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 44% of all households in the target area, compared with 47% of households in the base area. C2/D/E households make up 56% of households in the target area, compared with 53% of households in the base area.
- Employment: 57% 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, 47% are retired, compared with 47% of the base population.
- Education: 22% 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.

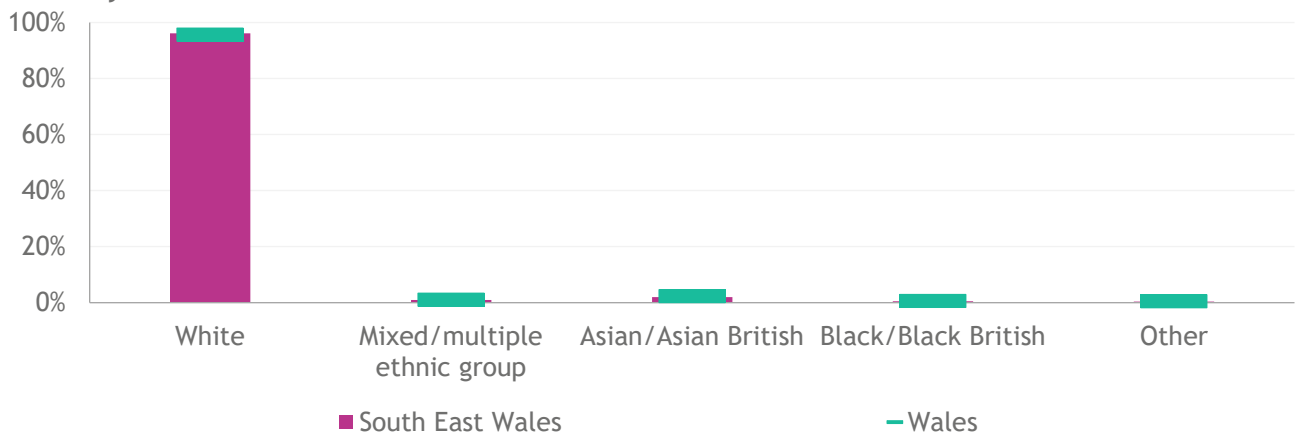
Population and Households

Age structure



Age group	South East Wales		Wales		Index
	Count	%	Count	%	
0 - 17	126,142	22%	633,407	21%	106
18 - 24	49,893	9%	296,765	10%	89
25 - 34	67,580	12%	360,422	12%	100
35 - 44	77,446	13%	396,200	13%	104
45 - 54	81,960	14%	422,310	14%	103
55 - 64	72,527	13%	391,808	13%	98
65 - 74	54,913	10%	300,550	10%	97
75 - 84	33,505	6%	187,434	6%	95
85+	12,788	2%	74,560	2%	91
<i>All usual residents</i>	<i>576,754</i>		<i>3,063,456</i>		

Ethnicity

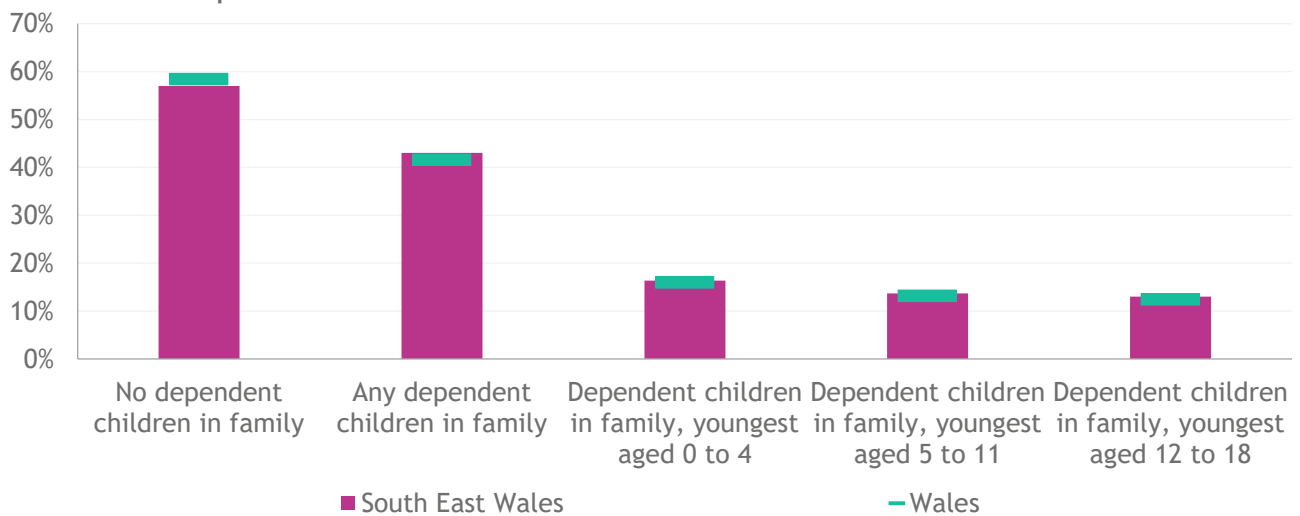


Ethnicity	South East Wales		Wales		Index
	Count	%	Count	%	
White	554,377	96%	2,928,253	96%	101
Mixed/multiple ethnic group	5,547	1%	31,521	1%	93
Asian/Asian British	11,694	2%	70,128	2%	89
Black/Black British	3,185	1%	18,276	1%	93
Other	1,951	0%	15,278	0%	68
<i>All usual residents</i>	<i>576,754</i>		<i>3,063,456</i>		

Health

Long-term health problem or disability	South East Wales		Wales		Index
	Count	%	Count	%	
Day-to-day activities limited a lot	72,248	13%	364,318	12%	105
Day-to-day activities limited a little	62,781	11%	331,537	11%	101
Day-to-day activities not limited	441,725	77%	2,367,601	77%	99
<i>All usual residents</i>	576,754		3,063,456		

Families with dependent children



Household family status	South East Wales		Wales		Index
	Count	%	Count	%	
No dependent children in family	97,032	57%	513,475	58%	98
Any dependent children in family	73,279	43%	365,427	42%	103
Dependent children in family, youngest aged 0 to 4	27,793	16%	140,544	16%	102
Dependent children in family, youngest aged 5 to 11	23,290	14%	115,827	13%	104
Dependent children in family, youngest aged 12 to 18	22,196	13%	109,056	12%	105
<i>All families in households</i>	170,311		878,902		

Approximated social grade



Approximated social grade	South East Wales		Wales		Index
	Count	%	Count	%	
AB	29,175	17%	166,149	18%	93
C1	48,542	28%	271,645	29%	95
C2	39,961	23%	213,745	23%	99
DE	57,051	33%	275,188	30%	110
<i>All Household Reference Persons aged 16 to 64</i>	<i>174,729</i>		<i>926,727</i>		

Employment and qualifications

Economic activity

Economically active	South East Wales		Wales		Index
	Count	%	Count	%	
Employed or self-employed: all	244,991	88%	1,306,399	88%	100
Employee: Part-time	58,473	21%	313,022	21%	100
Employee: Full-time	157,304	57%	799,348	54%	105
Self-employed with employees: Part-time	1,262	0%	7,564	1%	89
Self-employed with employees: Full-time	6,523	2%	42,107	3%	83
Self-employed without employees: Part-time	6,588	2%	43,250	3%	81
Self-employed without employees: Full-time	14,841	5%	101,108	7%	78
Unemployed	21,284	8%	96,689	7%	117
Full-time student	10,905	4%	73,647	5%	79
<i>Economically active: Total</i>	<i>277,180</i>		<i>1,476,735</i>		

Occupation

Occupation type	South East Wales		Wales		Index
	Count	%	Count	%	
Managers, directors and senior officials	22,834	9%	125,802	9%	98
Professional occupations	36,553	14%	215,384	16%	91
Associate professional and technical occupations	27,105	11%	147,246	11%	99
Administrative and secretarial occupations	29,782	12%	151,407	11%	106
Skilled trades occupations	31,255	12%	183,277	13%	92
Caring, leisure and other service occupations	26,032	10%	143,467	11%	98
Sales and customer service occupations	22,778	9%	123,392	9%	99
Process, plant and machine operatives	24,104	10%	110,993	8%	117
Elementary occupations	32,822	13%	162,647	12%	109
<i>All usual residents aged 16 to 74 in employment</i>	253,265		1,363,615		

Economically inactive

Economically inactive	South East Wales		Wales		Index
	Count	%	Count	%	
Retired	67,885	47%	361,501	47%	101
Student (including full-time students)	19,205	13%	133,880	17%	77
Looking after home or family	17,922	13%	86,396	11%	112
Long-term sick or disabled	28,821	20%	140,760	18%	110
Other	9,101	6%	45,894	6%	107
<i>Economically inactive: Total</i>	142,934		768,431		

Highest qualification level

Highest qualification achieved	South East Wales		Wales		Index
	Count	%	Count	%	
No qualifications	134,068	29%	650,517	26%	111
Level 1 (e.g. GCSEs graded D-G, Foundation diploma)	67,433	14%	332,943	13%	109
Level 2 (e.g. GCSEs graded A*-C, Higher diploma)	73,657	16%	393,819	16%	101
Apprenticeship	18,418	4%	98,843	4%	100
Level 3 (e.g. AS and A Levels, Advanced and Progression diploma)	51,375	11%	308,171	12%	90
Level 4 and above (e.g. Higher Education and Higher diplomas)	102,549	22%	614,116	24%	90
Other qualifications	18,907	4%	108,751	4%	93
<i>All usual residents aged 16 and over</i>	466,407		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	South East Wales		Wales		Index
	Count	%	Count	%	
Daily Express	6,653	1%	38,136	1%	94
Daily Mail	32,201	7%	178,973	7%	97
Daily Mirror	21,101	4%	99,979	4%	113
Daily Record	34	0%	266	0%	69
Daily Star	2,612	1%	12,746	0%	110
Daily Telegraph	8,069	2%	50,131	2%	86
Financial Times	27	0%	285	0%	51
The Guardian	2,115	0%	25,135	1%	45
i (newspaper)	4,343	1%	12,450	0%	187
The Sun	30,669	6%	151,475	6%	109
The Times	6,136	1%	37,630	1%	88
<i>Adults 15+ estimate 2018</i>	492,058		2,644,181		

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