

Appendix C

Summary of pen portraits for the 2011 Area Classification for Output Areas (Source Office for National Statistics)

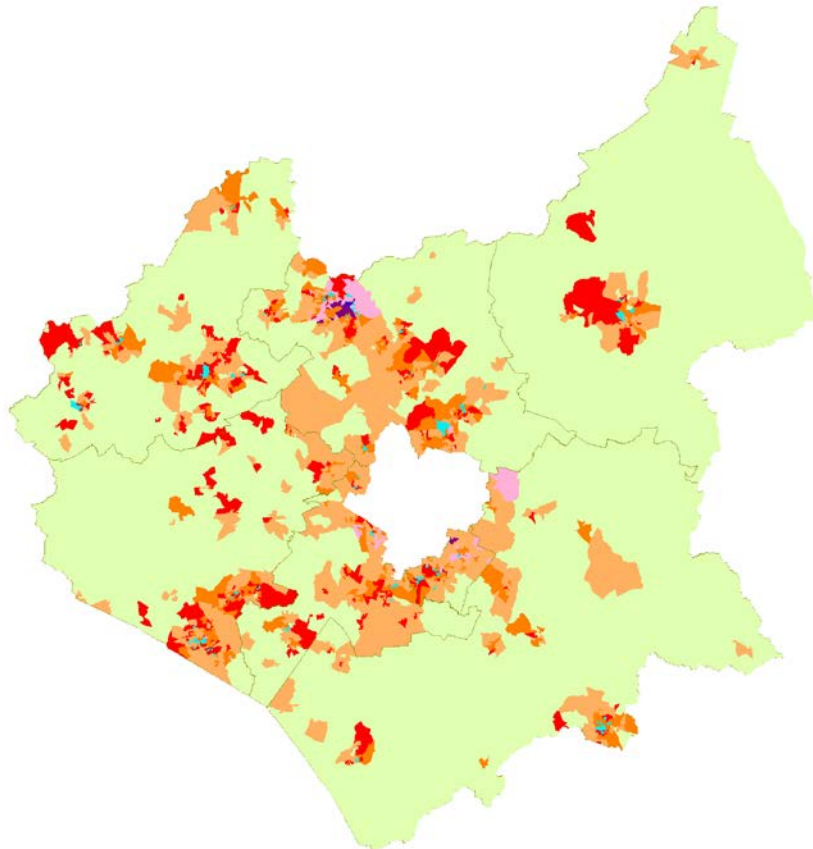
The full guide can be found on the ONS website at:

<http://www.ons.gov.uk/ons/search/index.html?pageSize=50&sortBy=none&sortDirection=none&newquery=OAC+pen+portraits>

Supergroups

There are eight supergroups forming the top tier of the hierarchy, denoted by a number (n) before their name in the descriptions below. These provide the most generic descriptions of the population in the UK. Descriptions for supergroups that discuss the average are referring to the 'average' characteristics for the UK. If not explicitly stated, comparisons (for example higher or lower) are made with the UK as a whole.

The map below shows the supergroups within Leicestershire. There are 947 areas classed as Suburbanites (largest category) and 58 areas classed as Ethnicity Central (smallest category).



2011 OAC Supergroup Categories

1 Rural Residents	(408)
2 Cosmopolitans	(105)
3 Ethnicity Central	(58)
4 Multicultural Metropolitans	(650)
5 Urbanites	(430)
6 Suburbanites	(947)
7 Constrained City Dwellers	(107)
8 Hard-Pressed Living	(465)

Groups

The middle tier is the group level, of which there are 26, each denoted by a number and letter (*nx*) in the descriptions. These provide a further description of an area's characteristics, in addition to, and comparison with the parent supergroup characteristics. As the 2011 OAC is a top-down classification, any group that starts with the same *n* as a supergroup will have been derived from that supergroup only. The supergroups produce two to four groups each. Descriptions for groups that refer to the average are referring to the 'average' of the parent supergroup, and not the national average. If not explicitly stated, comparisons (for example higher or lower) are made with the parent supergroup.

Names and descriptions

The names and descriptions for the 8 supergroups, 26 groups and 76 subgroups with the 2011 OAC are meant to provide greater insight than just examining the statistical outputs of cluster analysis alone. While they may not necessarily reflect the characteristics of the entire population, they are likely to represent the general characteristics for the majority of areas assigned to specific clusters. These names and descriptions are colour coded as above to reflect whether they refer to supergroups, groups or subgroups.

1 – Rural residents

The population of this supergroup live in rural areas that are less densely populated compared with elsewhere in the country. They will tend to live in large detached properties which they own and work in the agriculture, forestry or fishing industries. The level of unemployment in these areas is slightly below the national average. Each household is likely to have multiple motor vehicles, and these will be the preferred method of transport to their places of work. The population tends to be older, married and well educated. An above average proportion of the population in these areas provide unpaid care and an above average number of people live in communal establishments (most likely to be retirement homes). There is less ethnic integration in these areas and households tend to speak English or Welsh as their main language.

2 – Cosmopolitans

The majority of the population in this supergroup live in densely populated urban areas. They are more likely to live in flats and communal establishments, and social renting is more prevalent than elsewhere in the UK. The group has a high ethnic integration, with an above average number of residents from EU accession countries coinciding with a below average proportion of persons stating their country of birth as the UK or Ireland. A result of this is that households are less likely to speak English or Welsh as their main language. The population of the group is characterised by young adults, with a higher proportion of single adults and households without children than nationally. There are also higher proportions of full-time students. Workers are more likely to be employed in

the accommodation, information and communication, and financial related industries, and using public transport, or walking or cycling to get to work.

3 – Ethnicity central

The population of this group is predominately located in the denser central areas of London, with other inner urban areas across the UK having smaller concentrations. All non-white ethnic groups have a higher representation than the UK average especially people of mixed ethnicity or who are Black, with an above average number of residents born in other EU countries. Residents are more likely to be young adults with slightly higher rates of divorce or separation than the national average, with a lower proportion of households having no children or non-dependent children. Residents are more likely to live in flats and more likely to rent. A higher proportion of people use public transport to get to work, with lower car ownership, and higher unemployment. Those in employment are more likely to work in the accommodation, information and communication, financial, and administrative related industries.

4 – Multicultural metropolitans

The population of this supergroup is concentrated in larger urban conurbations in the transitional areas between urban centres and suburbia. They are likely to live in terraced housing that is rented – both private and social. The group has a high ethnic mix, but a below average number of UK and Irish born residents. A result of this is that households are less likely to speak English or Welsh as their main language. Residents are likely to be below retirement age. There is likely to be an above average number of families with children who attend school or college, or who are currently too young to do so. The rates of marriage and divorce are broadly comparable with the national average. The level of qualifications is just under the national average with the rates of unemployment being above the national average. Residents who are employed are more likely to work in the transport and administrative related industries. Public transport is the most likely method for individuals to get to and from work, since households are less likely to have multiple motor vehicles available to them.

5 – Urbanites

The population of this supergroup can be found in predominantly urban areas across the UK. There is however a greater tendency for areas to be clustered together in parts of southern England, while concentrations across other urban areas in the UK are more sporadic. The population is more likely to live in either flats or terraces that are privately rented. The ethnic mix of the supergroup is comparable to the UK average, although the number of residents from other EU countries is slightly above the national average. Households are however more likely to speak English or Welsh as their main language than other areas in the UK. Those in employment are more likely to be working in the information and communication, financial, public administration and education related sectors. Compared with the UK, unemployment is lower.

6 – Suburbanites

The population of this supergroup is most likely to be located on the outskirts of urban areas. They are more likely to own their own home, and to live in semi-detached or detached properties. The population tends to be a mixture of those above retirement age and middle-aged parents with school age children. The number of residents who are married or in civil-partnerships is above the national average. Individuals are likely to have higher-level qualifications than the national average, with the levels of unemployment in these areas being below the national average. All non-White ethnic groups have a lower representation when compared with the UK and the proportion of people born in the UK or Ireland is slightly higher. People are more likely to work in the information and communication, financial, public administration, and education sectors, and use private transport to get to work.

7 – Constrained city dwellers

This supergroup has a lower proportion of people aged 5 to 14 and a higher level aged 65 and over than nationally. It is more densely populated than the UK average. People are more likely to be single or divorced. There is a lower representation of all the non-White ethnic groups and of people who were born in other EU countries. There is a lower proportion of households with no children. Households are more likely to live in flats and to rent their accommodation, and there is a higher prevalence of overcrowding. There is a higher proportion of people whose day-to-day activities are limited, and lower qualification levels than nationally. There is a higher level of unemployment in the supergroup. There are no particular industries in which workers are most likely to be employed, but some industries such as information and communication, and the education sector are underrepresented.

7a – Challenged diversity

The population of this group have a higher level of people aged 0 to 14 in comparison with the supergroup. All non-White ethnic groups have a higher representation, especially people who have mixed ethnicity. A higher proportion of households live in terraced properties, and a higher proportion live in social rented accommodation. Car ownership is generally higher than the supergroup, and people are more likely to be employed in information and communication related industries.

7d – Ageing city dwellers

The population of this group shows a higher proportion of people aged 65 and over when compared with the parent supergroup, and residents are more likely to live in communal establishments and less likely to be single. There is a higher proportion of households living in detached properties and flats, and also owning their property. A lower proportion of people are unemployed.

8 – Hard-pressed living

The population of this group is most likely to be found in urban surroundings, predominately in northern England and southern Wales. There is less non-White ethnic group representation than elsewhere in the UK, and a higher than average proportion of residents born in the UK and Ireland. Rates of divorce and separation are above the national average. Households are more likely to have non-dependent children and are more likely to live in semi-detached or terraced properties, and to privately rent. There is a smaller proportion of people with higher level qualifications, with rates of unemployment above the national average. Those in employment are more likely to be employed in the agriculture, mining, manufacturing, energy, wholesale and retail, and transport related industries.

8a – Industrious communities

Age structure and ethnic group representation broadly reflects the parent supergroup. There is a higher proportion of households living in detached and semi-detached properties, with slightly higher property ownership than for the supergroup. Industrious communities have a broadly similar demographic to the supergroup in terms of age group, occupation and population density, however slightly less overcrowding exists in this group. Ownership of two or more cars or vans is also marginally higher.

8c – Hard pressed ageing workers

Residents who live in this group have a broadly similar age structure to the supergroup, though a smaller proportion of young people and higher proportion of older people. There is less non-White ethnic group representation than with the parent supergroup. Employment characteristics for this group closely reflect those for the supergroup.

