moremetrics

Bringing big data to life

GeoProfile for 1 in 10 highest on All Pets index

GeoProfile specification

The More Metrics GeoProfile is an analysis of the output areas identified in '1 in 10 highest on All Pets index' which covers 9.4% of the population.

It is an analysis of the characteristics of the total population within the specified locations, not a profile of individuals.

The analysis uses More Metrics open source modelled data. It does not incorporate any personal data and is therefore entirely GDPR-compliant. All graphs and commentary are produced automatically for this analysis.

Key characteristics of total population in profiled areas

Older aged families typically living in low occupancy detached or semi-detached houses. There is a high retired population.

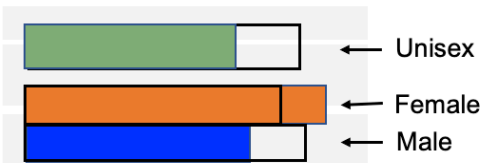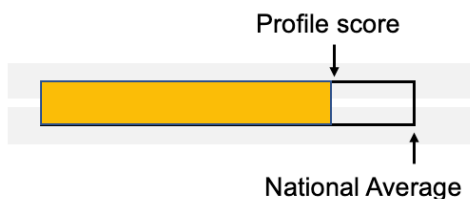With an urban bias the population is distributed across the UK.

Predominantly white, with better than average current health, despite mixed health indicators.

Employment centres around skilled office-workers and tradespeople. The mean income across all ages is lower than the national average.

They are particularly interested in backing Brexit, UK's international position and supporting armed forces.
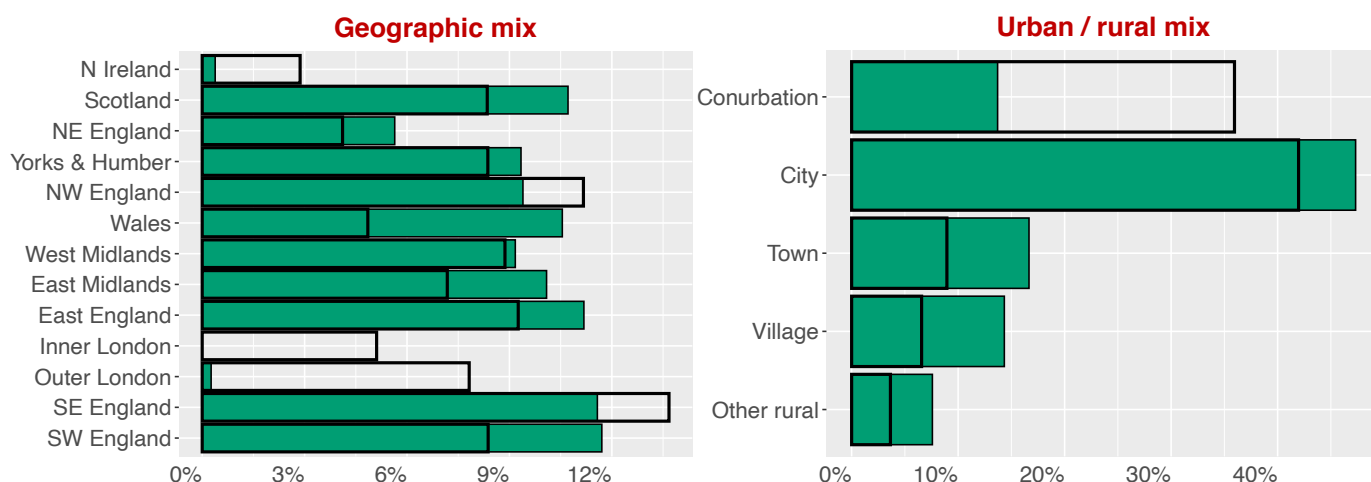

Key for charts

Geographic

The population has a bias across the middle of Britain, and is relatively higher outside England. It is extremely low in London. It is overwhelmingly urban, being highest in mid-sized cities. The black boxes are the national averages.
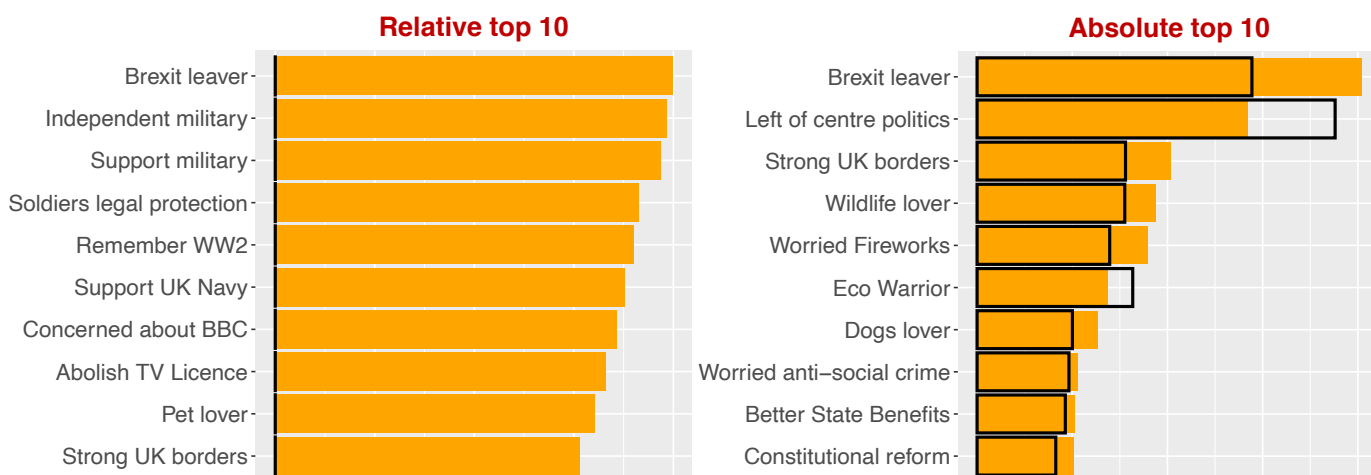
Geographic mix

Urban / rural mix

The Northern Ireland urban / rural mix is not including in the analysis.

Attitudinal

More Metrics data includes geographically-based attitudinal profiles covering a wide range of sixty themes. Indicated here are those with greatest interest compared to the national average and overall.

The most important relative themes were in the areas of backing Brexit, UK's international position, supporting armed forces, the media and animal welfare.

Relative top 10

Absolute top 10

The least important areas of interest were those relating to respect with tolerance, family time and supporting human rights.

The propensity to give to charity is significantly less than the national average, rising from 10% at ages 35 to 44, up to 22% for over-65's.
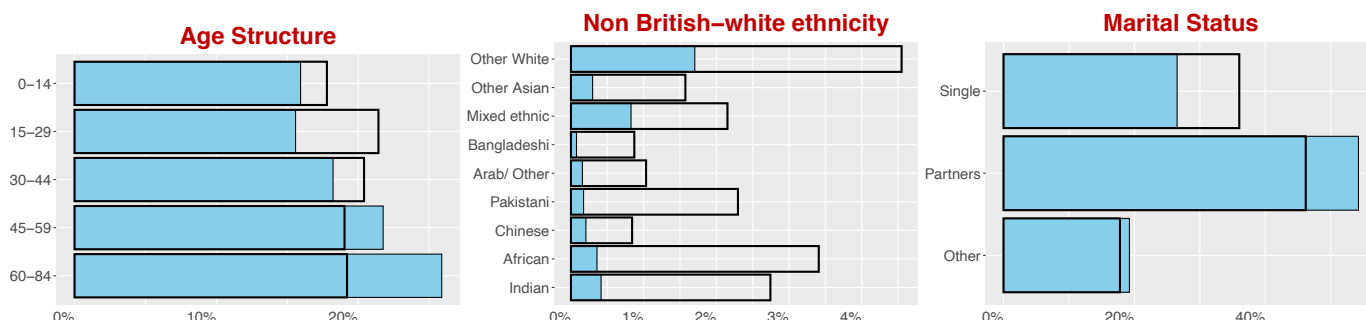
> *Click here for more information on the attitudinal profiles*

Demographics

High prevalence of older aged families. 2.6% are aged 85 or over (nationally 2.1%).

96% (15% over national average) have British-white ethnicity. The largest ethnic group is non-Britsh white and the most over-represented mixed ethnic. 4% were born outside of the UK and nearly everyone speaks English comfortably.

There are 23% of households with dependent children, marginally fewer than the national average, but 12% with non-dependent children, which is marginally more.
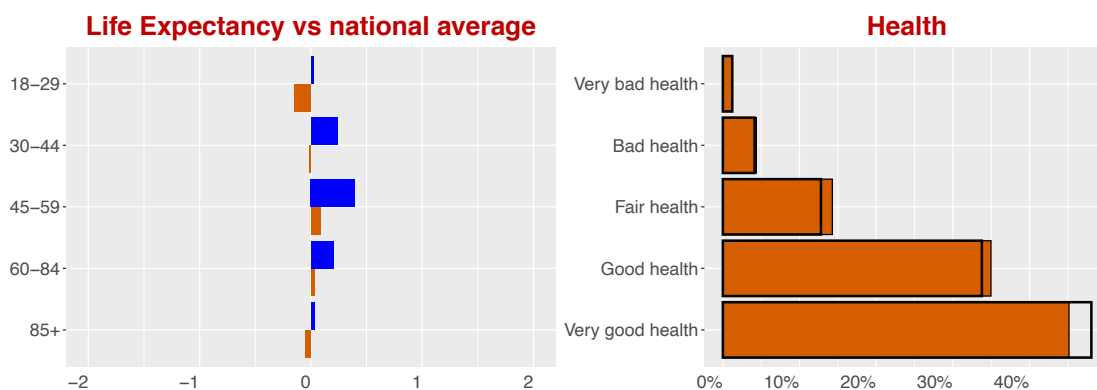
Age Structure

Non British–white ethnicity

Marital Status

The other marital status in the graph above is split 2% separated, 9% divorced and 8% widowed.
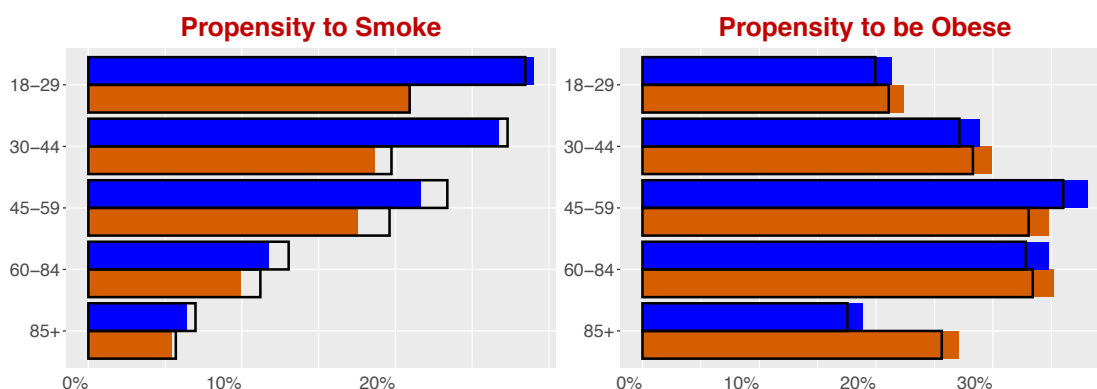
Health

On average life expectancy is marginally higher than the national average, indicating lower mortality than the general population, with the 45-59 age group exhibiting the greatest difference. This contrasts with 80% believing that they are in good or better health, with significantly 6% thinking they are in bad or worse health.

Where differentiated the **orange bars** are for females, and the **blue bars** for males.
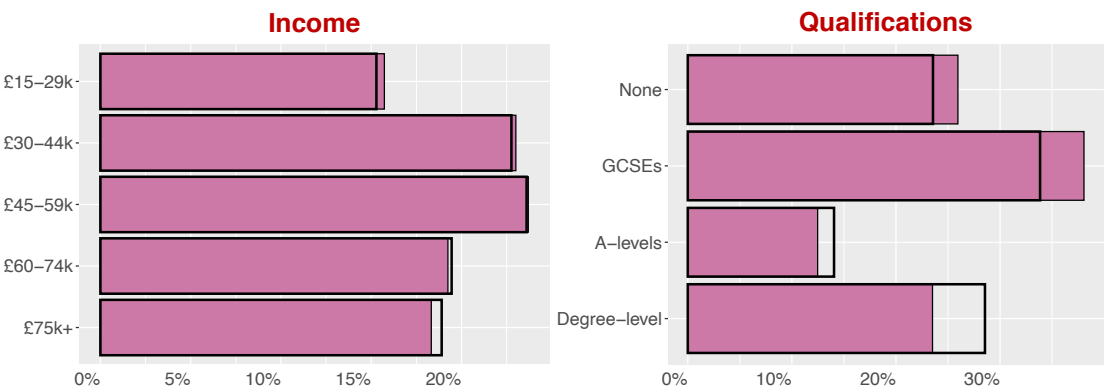
Life Expectancy vs national average

Health

At nearly all ages the propensity to smoke is marginally lower than the national average. Conversely at all ages the propensity to be obese is also greater than the average.
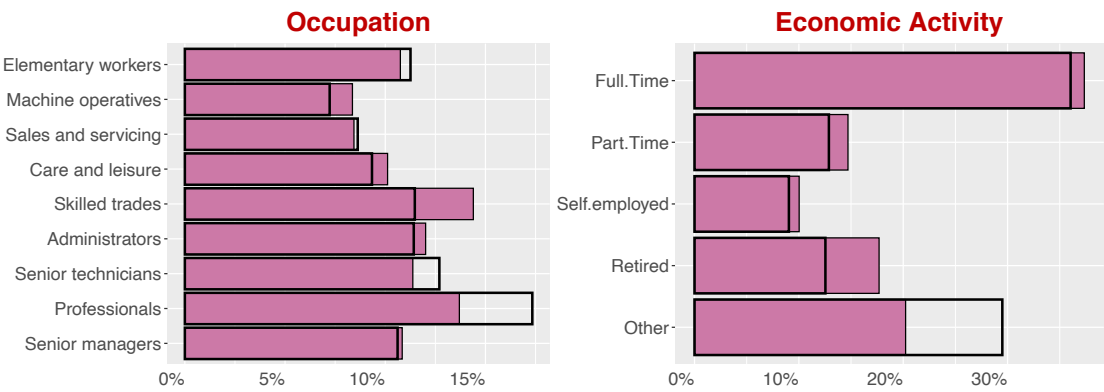
Propensity to Smoke

Propensity to be Obese

Click here for more information on our health and mortality models

Work and Income

Overall individual incomes are lower than the national average, possibly reflecting lower than average numbers of degree-qualified people. The largest occupation category comprises skilled trades. There is a high retired population. Pensioner income, excluding benefits is marginally higher than the national average at £25,000pa.
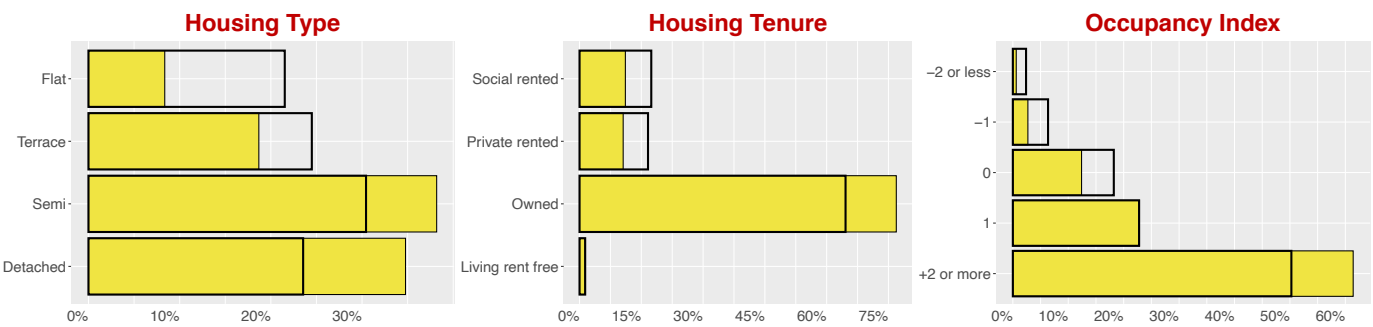
Income

Qualifications

Qualifications include equivalents, e.g. degrees HNC's and professional qualifications, and GCSEs apprenticeships.

Occupation

Economic Activity

The other economic activity comprises 8% unemployed, 6% students, 3% home makers and 3% long-term sick or disabled.

Housing

The most common property type is semi-detached houses, though the most over-weight compared to the national average is detached houses. Owner-occupied is, both absolutely and relatively, the most highly represented tenure.

Housing Type

Housing Tenure

Occupancy Index

The Occupancy Index is the actual number of bedrooms less an ONS target number of bedrooms for each property based on the household composition. It shows properties have low occupancy, with most properties having 2 or more excess bedrooms.

Click here for more information on our income data