

GeoProfile for 1 in 10 top Green Supporters

GeoProfile specification

The More Metrics GeoProfile is an analysis of the output areas identified in '1 in 10 top Green Supporters' which covers 10.2% 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.

Spread across urban and rural locations the population is mainly in England.

Predominantly white, with better than average current health and good health indicators.

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

They are particularly interested in animal welfare, the environment and health issues.

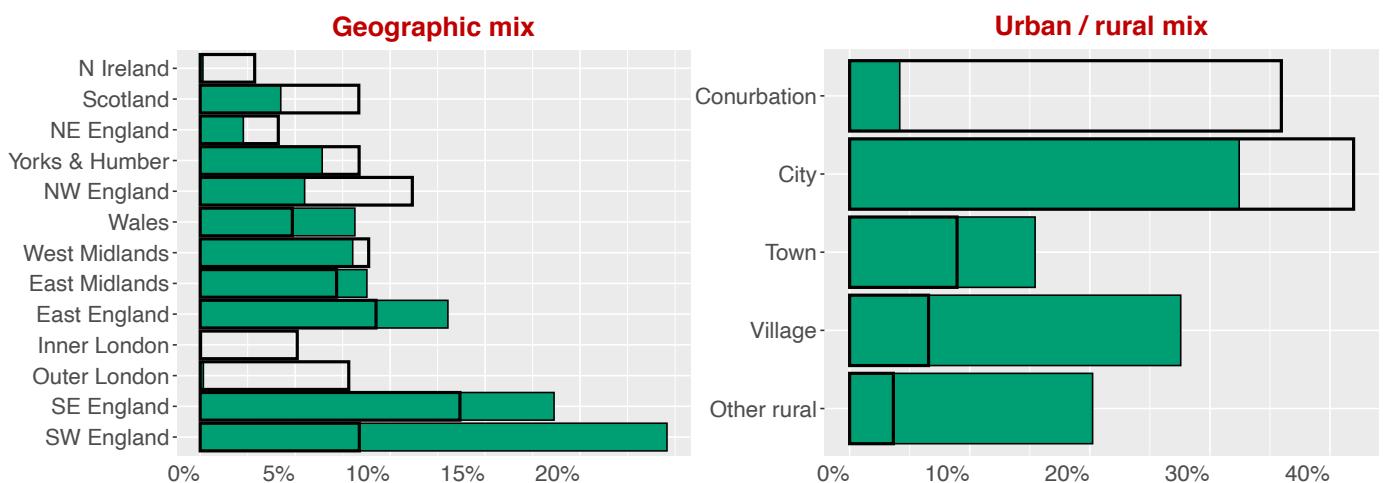


Key for charts



Geographic

The population has a bias in the south, and is relatively higher in England. It is extremely low in London. It is swings to being urban, being concentrated outside the cities. The black boxes are the national averages.

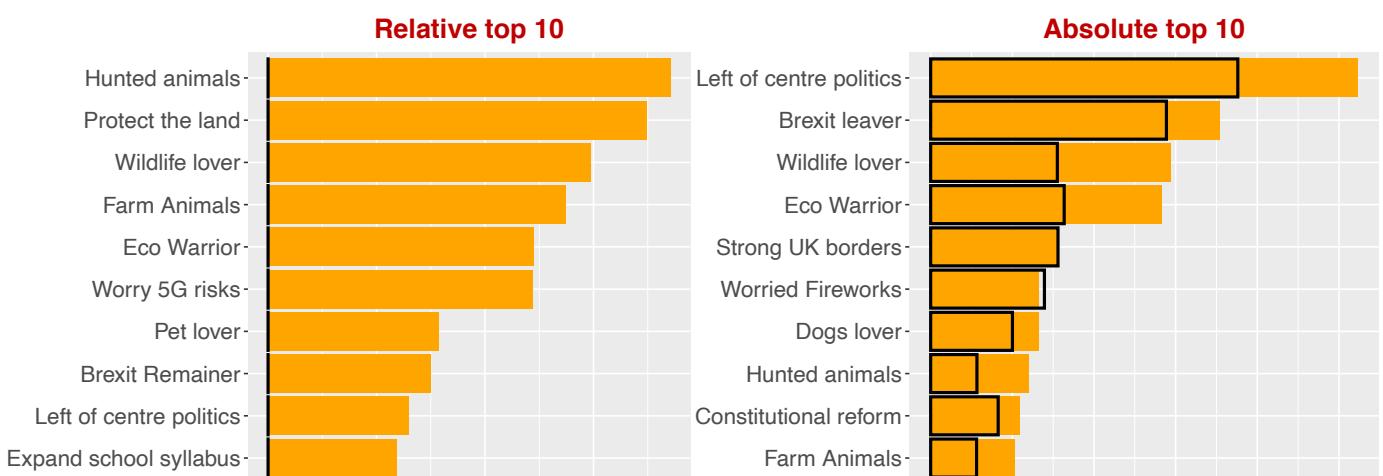


The Northern Ireland urban / rural mix is not including in the analysis.

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 animal welfare, the environment, health issues, opposing Brexit and political issues.



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 marginally more than the national average, rising from 15% at ages 35 to 44, up to 30% for over-65's.

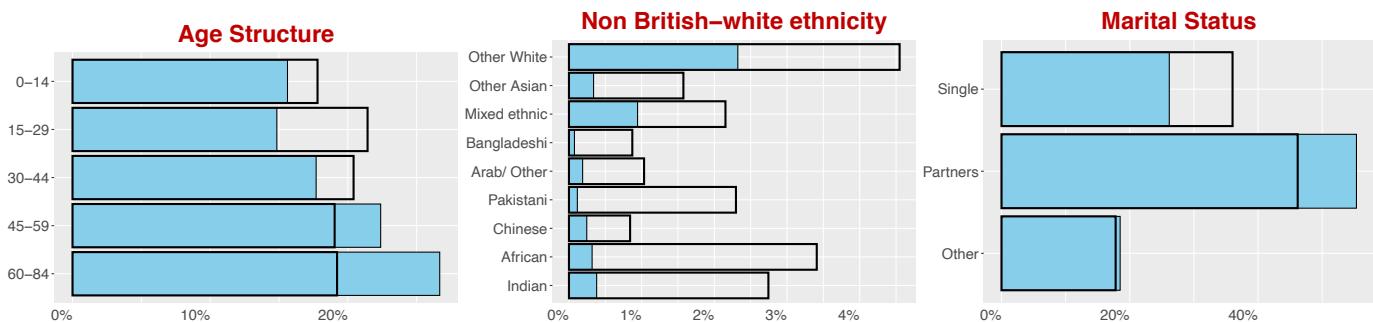
[Click here for more information on the attitudinal profiles](#)

Demographics

High prevalence of older aged families. 2.8% are aged 85 or over (nationally 2.1%).

95% (15% over national average) have British-white ethnicity. The largest and most over-represented, ethnic group is non-British white. 6% were born outside of the UK and nearly everyone speaks English comfortably.

There are 22% of households with dependent children, fewer than the national average, but 11% with non-dependent children, which is marginally fewer.

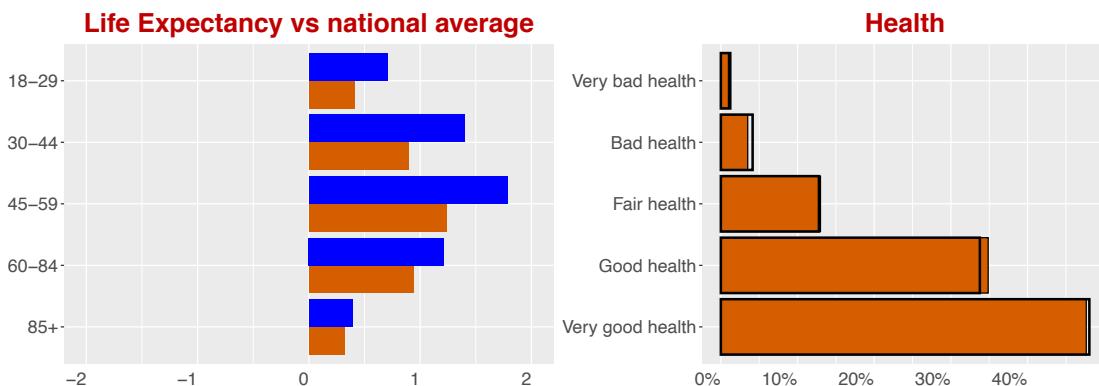


The other marital status in the graph above is split 2% separated, 9% divorced and 7% widowed.

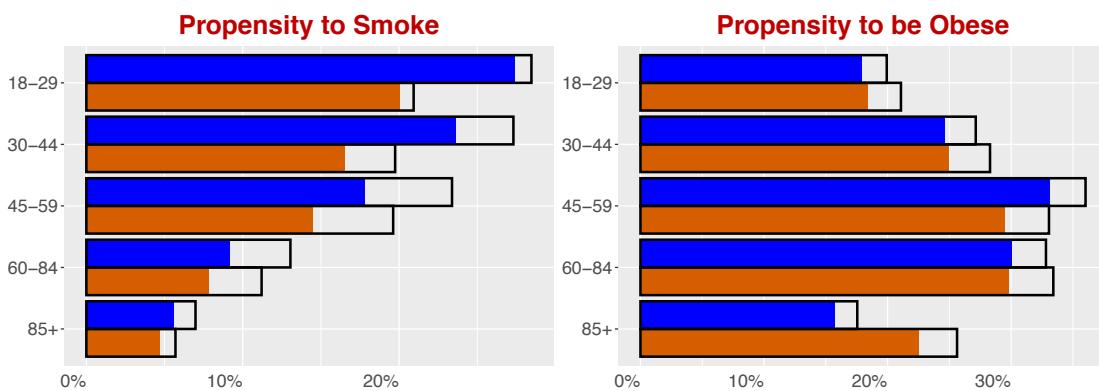
Health

On average life expectancy is higher than the national average, indicating lower mortality than the general population, with the 45-59 age group exhibiting the greatest difference. This is reflected in 83% believing that they are in good or better health, with 4% thinking they are in bad or worse health.

Where differentiated the **orange bars** are for females, and the **blue bars** for males.



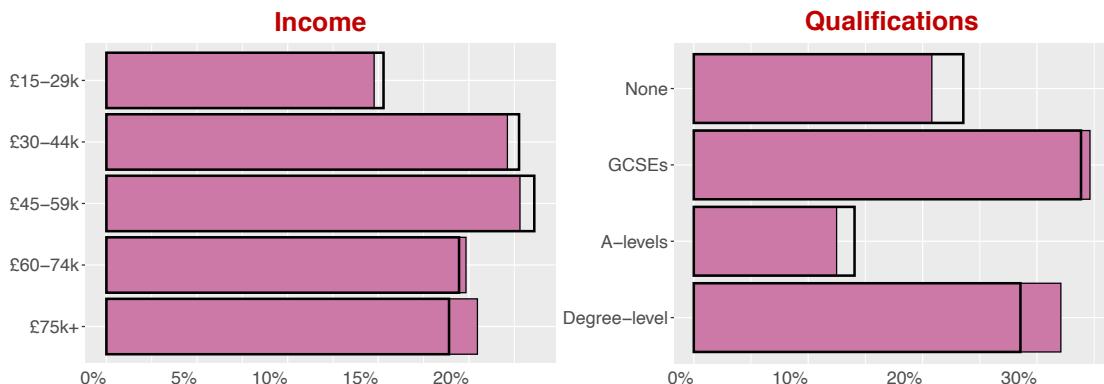
At all ages the propensity to smoke is lower than the national average. Equally positive is that at all ages the propensity to be obese is less than the average.



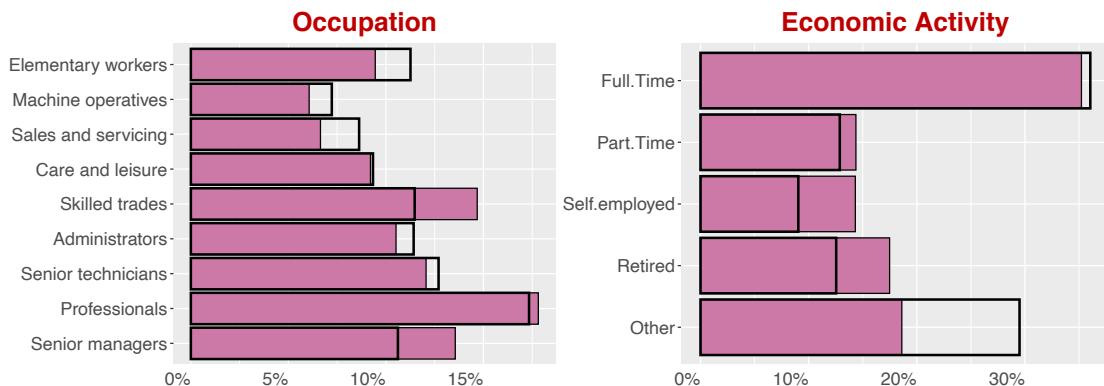
[Click here for more information on our health and mortality models](#)

Work and Income

Overall individual incomes are higher than the national average, possibly reflecting higher than average numbers of degree-qualified people. The largest occupation category comprises professional occupations. There is a high retired population. Pensioner income, excluding benefits is higher than the national average at £32,000pa.



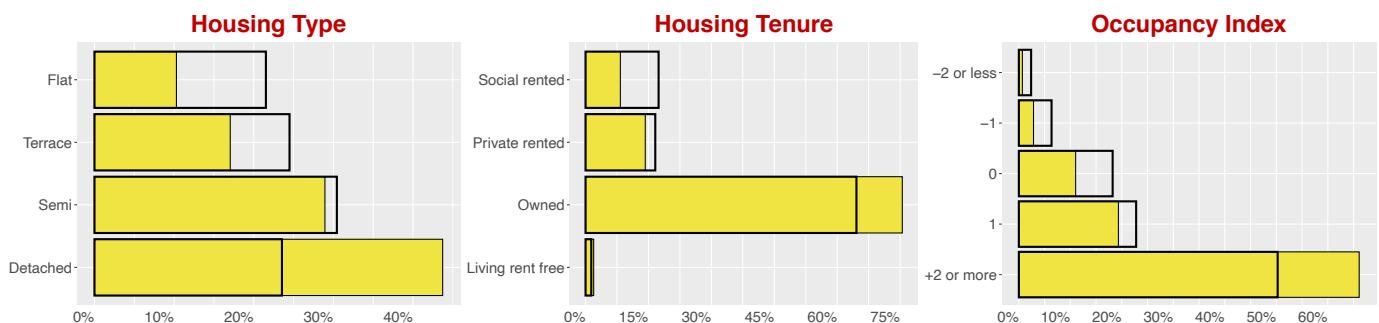
Qualifications include equivalents, e.g. degrees HNC's and professional qualifications, and GCSEs apprenticeships.



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

Housing

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



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](#)