

# Geodemographics and the New Economy

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- 2 Questions
- Who feels they have been affected by the recession?
- Who feels that the economic situation is now improving?

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Series: 2008 in review

## Three weeks that changed the world

It started in a mood of serene calm, but then 2008 exploded into a global financial earthquake. Nick Mathiason and Heather Stewart look back at events that shook, and brought down, giants

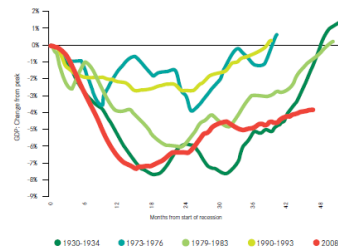
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Everything you want to know about the bank crisis

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Figure 1  
The economic recovery has wavered



Source: NESR (2011) NESR Monthly Estimates of GDP, 7 December 2011, London: NESR

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## What about the future?

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- Partnership with Professor Peter Batey and Dr Peter Brown

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- How well are areas doing at present?
- How well are they likely to do in the future?

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**Research**



- Looking at Primary Urban Areas within the UK
- Factors that affect them all (past, present, future)

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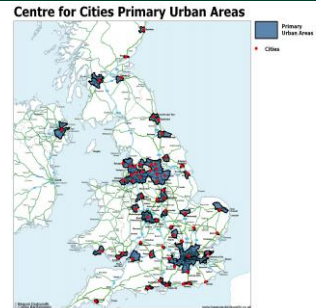
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**Primary Urban Areas**

- 64 in total
- Built up from Local Authorities
- Represent large towns and cities within the UK

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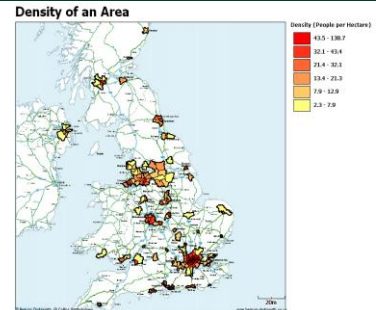
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**What affects a City?**

Variable	Source	Description
Density of an Area	2011 Census	Spatial aspect of an area
Retired Population (65+)	2011 Census	Ratio of retired people to the total population
Qualifications Highest Band (Level 4 and above)	2011 Census	Levels of the most skilled of the working population
Economically Inactive Rate	2011 Census	Measure of Worklessness

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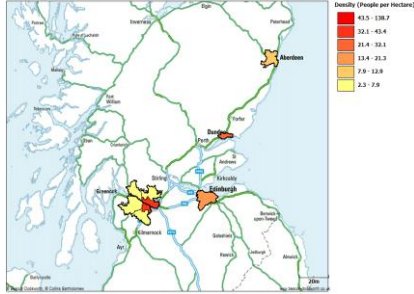
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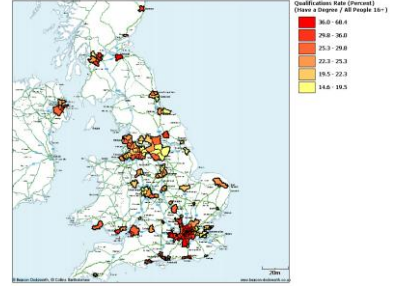
Density of an Area



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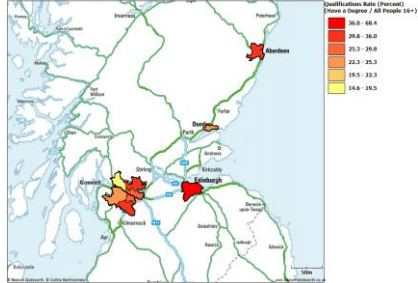
High Level of Qualifications



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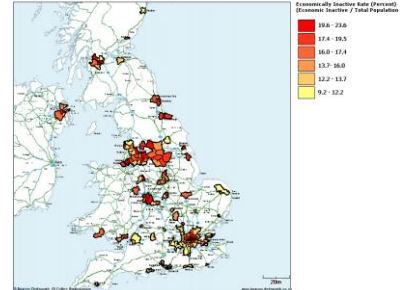
High Level of Qualifications



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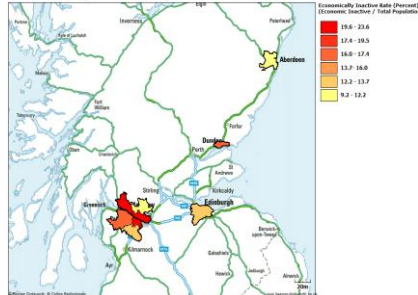
Economically Inactive Population



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Economically Inactive Population



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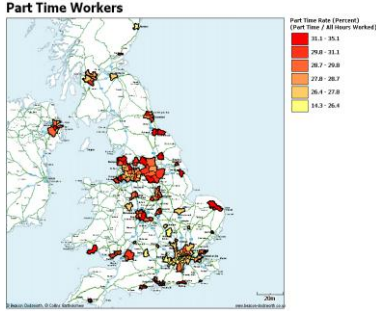
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What affects a City?

Variable	Source	Description
Part Time Rate	2011 Census	The level of Part Time work in an area
Part Time Change	2001 / 2011 Census	The amount of change in Part Time work for an area
Public Sector Rate	Business Register & Employment Survey	The level of Public Sector employment in an area
Public Sector Change (2008 - 2011)	Business Register & Employment Survey	The change in the Public Sector employment level over time

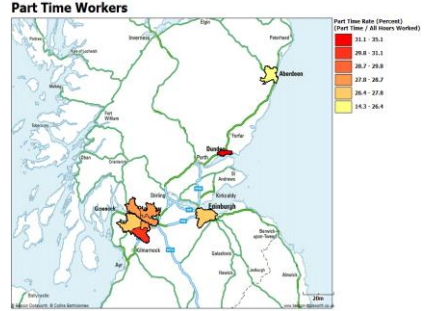
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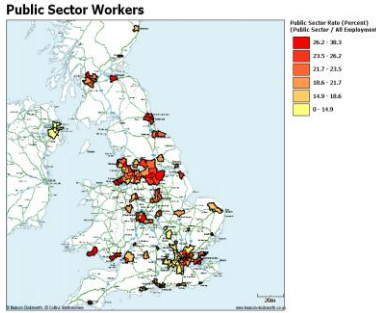
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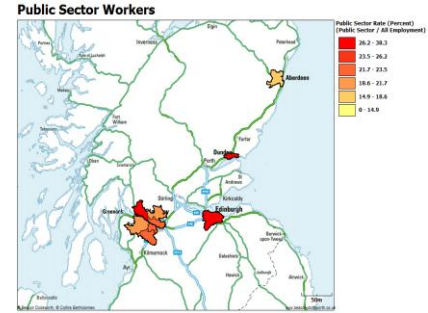
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What affects a City?

Variable	Source	Description
Manufacturing Sector Rate	Business Register & Employment Survey	Manufacturing level within a city
Knowledge Intensive Based Services Rate (KIBS)	Business Register & Employment Survey	Knowledge Based Intensive Service level within a city
Business Churn	Business Demography	Difference between business start-ups and closures as a percentage of total business stock

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To be Successful

- High levels of qualifications
- Lots of innovation
- High tech companies
- Large potential workforce

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To Struggle

- High Public Sector levels
- Low qualifications/skills
- Manufacturing companies
- Small potential workforce

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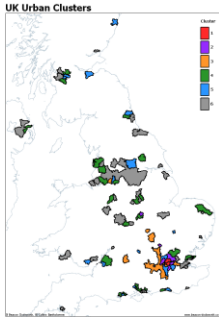
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Creating Urban Clusters

- Grouping the Primary Urban Areas together into clusters
- Similar characteristics
- UK

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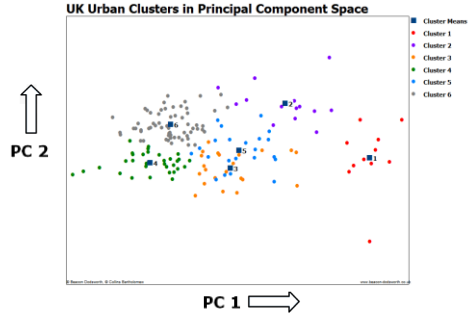
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UK Urban Clusters in Principal Component Space



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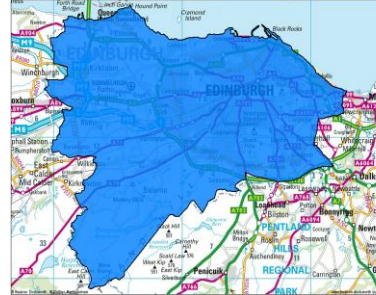
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- **Cluster 5 – Regional High Tech Growth Centres**
- **Significant Positive Variables**
  - KIBS Rate
  - Density
  - Business Churn
  - Highest Level Qualification Rate
- **Significant Negative Variables**
  - Economically Inactive Rate
  - Retired Rate

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Regional High Tech Growth Centres - Edinburgh



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- **Cluster 6 – Manufacturing Public Sector Centres**
- **Significant Positive Variables**
  - Manufacturing Rate
  - Part Time Rate
  - Public Sector Rate
- **Significant Negative Variables**
  - Highest Level Qualification Rate
  - KIBS Rate
  - Business Churn

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Manufacturing Public Sector Centres - Dundee



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Summary

- 6 Clusters to describe the UK
- Provide an economic classification for the UK

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P<sup>2</sup> People & Places Geodemographic Classification

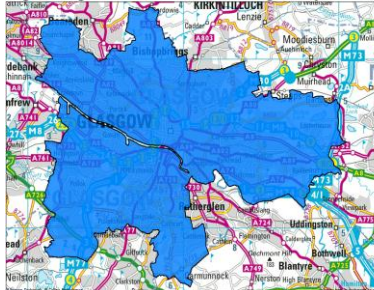


[P<sup>2</sup> People & Places explained](#)

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Regional High Tech Growth Centres - Glasgow City



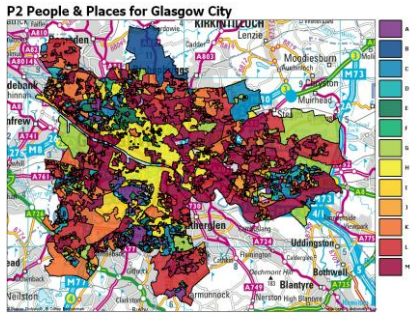
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- Glasgow is part of Regional High Tech Growth Centres cluster
- High levels of qualified people
- High Tech companies
- Potential for growth

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## Conclusion

- Regular updates to areas of most change
- Economic Dimension
- Link to geodemographic classification P2
- Different uses of Census data

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