

Where We Work - Geo-Demographic System

Introduction

“Where We Work” is a truly unique segmentation system that divides Great Britain into 15 mutually exclusive groups according to the types of area where people work 9-5. The 2001 workday population is around 25.6 million individuals and the purpose behind the classification is to enable retailers and others to be able to identify where these people are going to be in the daytime and plan their outlets to best service what is often a very sizeable and significant market. The 2001 Census published information about the workforce including age, occupation, social grade, and distance travelled to work for each output area in the country and this information has been used to build the classification which has then be linked to postcodes.

The 15 “Where We Work” groups are organized into 3 broad groups based around the size of the workday population compared to the residential population. These are

Group A – Areas where the workday population is in excess of the residential population. These areas include city centres and industrial and commercial areas where few people actually live.

Group B – Mixed areas where there is both a sizeable workplace and residential population.

Group C – Mainly residential areas where few people work.

A: Commercial and Industrial Areas

A1 Professionals

Working Population 959,965 (3.74%)

Resident Population 198,265

Ratio of working population to resident population 4.84

These are mainly city centres and commercial areas with a relatively small resident population and a very large working population. They contain many younger professionals. Many have to commute quite large distances to get to work.

A2 Managerial & Senior White Collar

Working Population 2,495,776 (9.72%)

Resident Population 407,860

Ratio of working population to resident population 6.12

Again these are mainly city centres and commercial areas with very few permanent residents. The working population is often professional or white collar commuters.

A3 Lower Managerial

Working Population 1,518,688 (5.91%)

Resident Population 472,510

Ratio of working population to resident population 3.21

This cluster is biased towards London and the South-East. They contain above average numbers of middle aged workers in lower managerial and professional occupations. Many commute to work but they are not long distance commuters.

A4 Younger Employees in Large Organizations

Working Population 2,177,720 (8.48%)

Resident Population 543,275

Ratio of working population to resident population 4.01

These are mainly city centres and commercial areas concentrated with London and the South-East. The workforce is slightly younger and tends to work in large organizations in managerial or supervisory or technical roles. Many commute to work.

A5 Younger White Collar and Intermediate Occupation Workers

Working Population 672,188 (2.62%)

Resident Population 199,523

Ratio of working population to resident population 3.37

Again these are mainly urban areas where the workforce live locally and employed in white collar intermediate type occupations.

A6 Service Sector Commerce

Working Population 2,261,248 (8.80%)

Resident Population 500,682

Ratio of working population to resident population 4.52

This group is spread throughout most of England but it is over represented within the urban South-East. It contains many young white collar workers in intermediate or technical roles as well as above average numbers employed in semi-routine type occupations.

A7 Old Industrial Heartlands

Working Population 428,462 (1.67%)

Resident Population 195,250

Ratio of working population to resident population 2.18

These are mainly the old industrial areas with many older blue collar workers. The proportion of workers who live with a 2km distance of work (43%) is very high

A8 Older Service Sector

Working Population 3,077,491 (11.98%)

Resident Population 1,029,338

Ratio of working population to resident population 2.99

This is another service sector type group which is reasonably spread but with a slight bias towards the midlands and the north. Many employees are in supervisory and technical occupations and also a little older than average.

A9 Industrial

Working Population 1,053,510 (4.10%)

Resident Population 336,734

Ratio of working population to resident population 3.13

These are predominately industrial areas with many younger semi-skilled and unskilled workers.

A10 Blue Collar Local Economies

Working Population 931,900 (3.63%)

Resident Population 417,582

Ratio of working population to resident population 2.23

These are predominantly urban areas with a slightly older blue collar local workforce.

B – Areas with Both a Working and Residential Population

B1 Urban Professionals

Working Population 2,513,321 (9.78%)

Resident Population 7,463,822

Ratio of working population to resident population 0.34

Again these are densely populated urban areas with a mix of residents and older working professionals. There are below average numbers of commuters.

B2 Light Industrial

Working Population 3,881,594 (15.11%)

Resident Population 10,995,303

Ratio of working population to resident population 0.35

Many of these areas are to be found on the fringes of our major cities. Much of the workforce

live locally and tend to be slightly older and in blue collar occupations.

B3 Small Time Business

Working Population 1,387,956 (5.40%)

Resident Population 7,044,712

Ratio of working population to resident population 0.20

These are more rural areas with an older workforce and many small businesses and own account workers.

B4 Regenerating Areas

Working Population 606,212 (2.36%)

Resident Population 2,126,125

Ratio of working population to resident population 0.29

Again these are mainly urban and city areas with many in skilled and semi-skilled and unskilled blue collar occupations. Much of the workforce are older but there are above average numbers of young workers.

C – Residential

C1 Residential Areas

Working Population 1,720,330 (6.70%)

Resident Population 25,164,829

These are overwhelmingly residential areas with a scattering of homeworkers, self employed tradesmen and small employers.

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