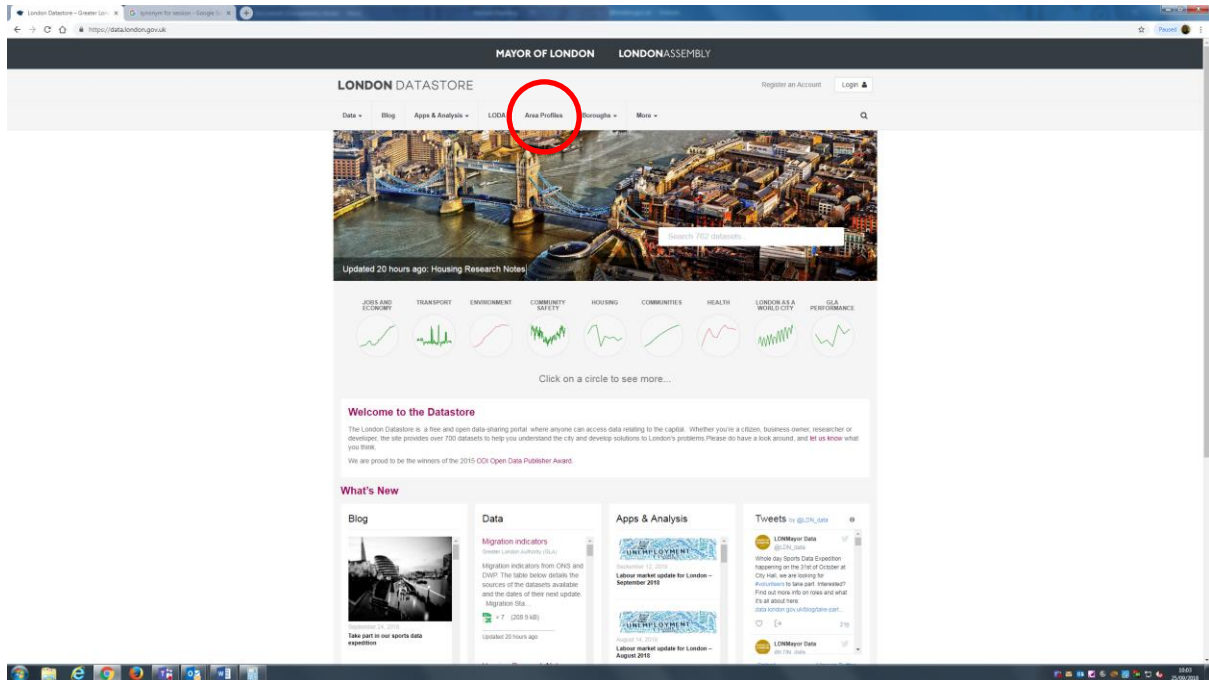# Exploring the London Datastore Area Profiles
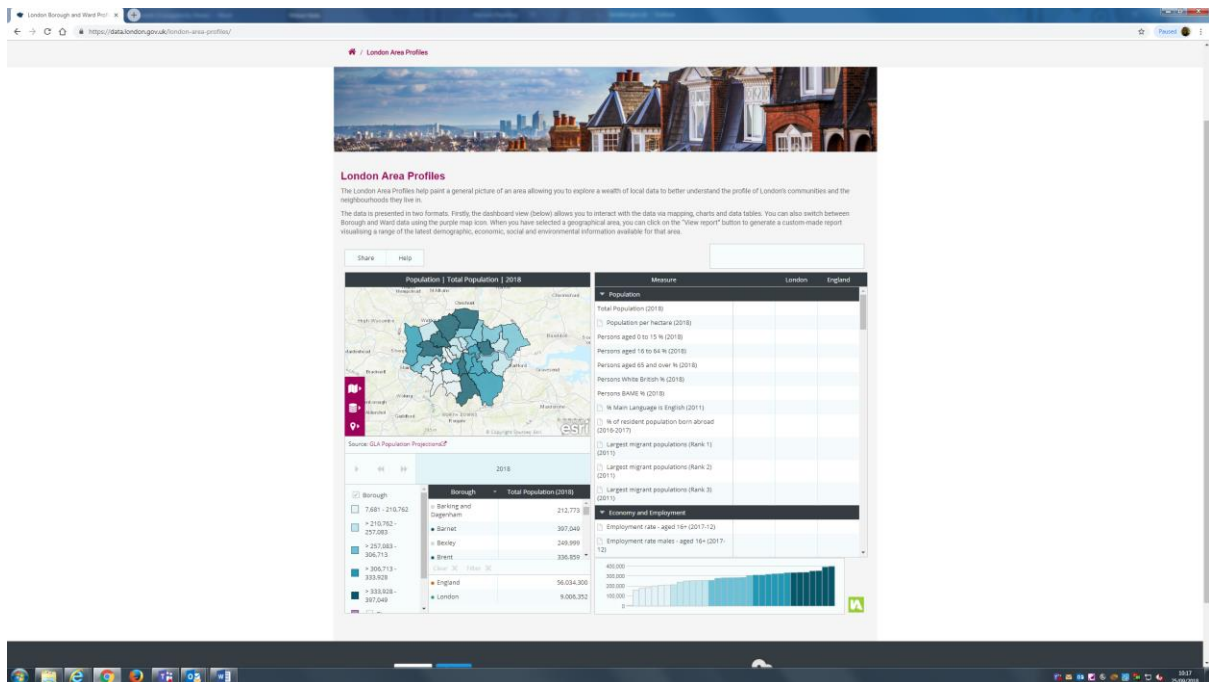
How to access and use the Area Profiles on the London Datastore

Step 1

Google 'London Datastore' and follow the top link to the home page above. The red circle highlights this link to the 'area profiles' section of the website.

Step 2

On selecting this, you will be taken to the London Area Profiles Dashboard. Here you will see a map of London on the left hand side and a list of indicators on the right hand side.

<u>**Step 3**</u>

You can select the area you want to explore by selecting the outline of the borough you are interested in exploring. As shown in the image above, Croydon has be highlighted with an orange outline. This means the figures displayed in the panel on the right hand side now relate to Croydon.

Step 4
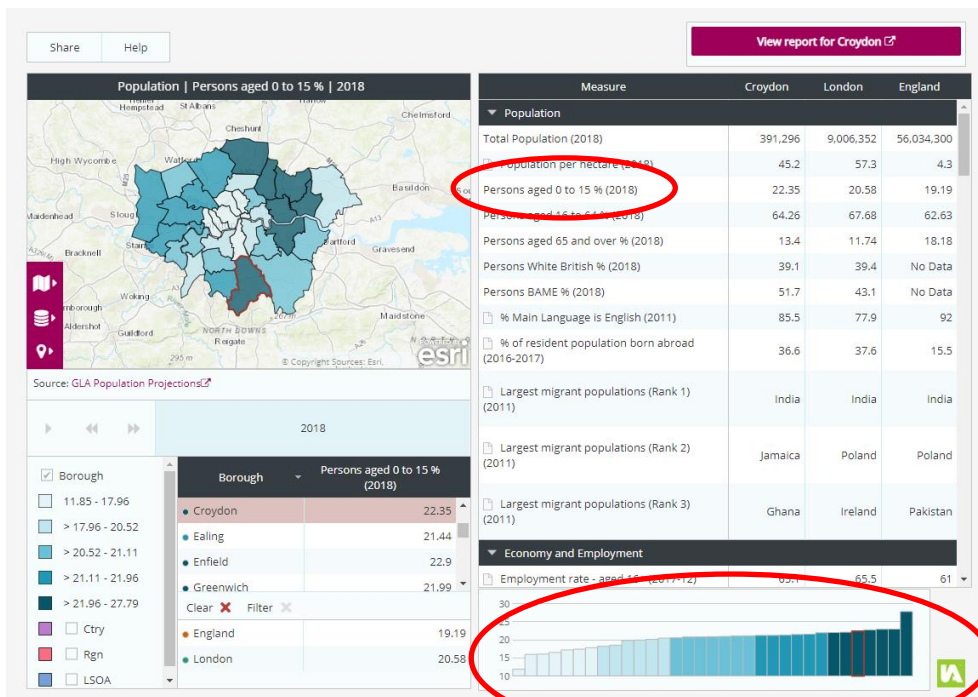
To drill down further you can select an indicator in the right hand panel by double clicking on the chosen indicator title e.g. *Persons aged 0 to 15 % (2018).* This indicator is then reflected in the graph in the bottom right hand corner, which compares the % of 0 t0 15 year olds across all London Boroughs. This graph will change depending on the indicator you have selected above. The colours displayed in the graph for each borough will then be replicated on the map in the top left hand corner.

Using the area profiles to understand Croydon and borough's with a comparable population size.

Repeat steps 1,2 and 3.

Step 4

Double click 'Total Population', this indicator will then be reflected in the graph in the bottom right hand corner and Croydon (391,296) is identified with an orange outline.

Step 5
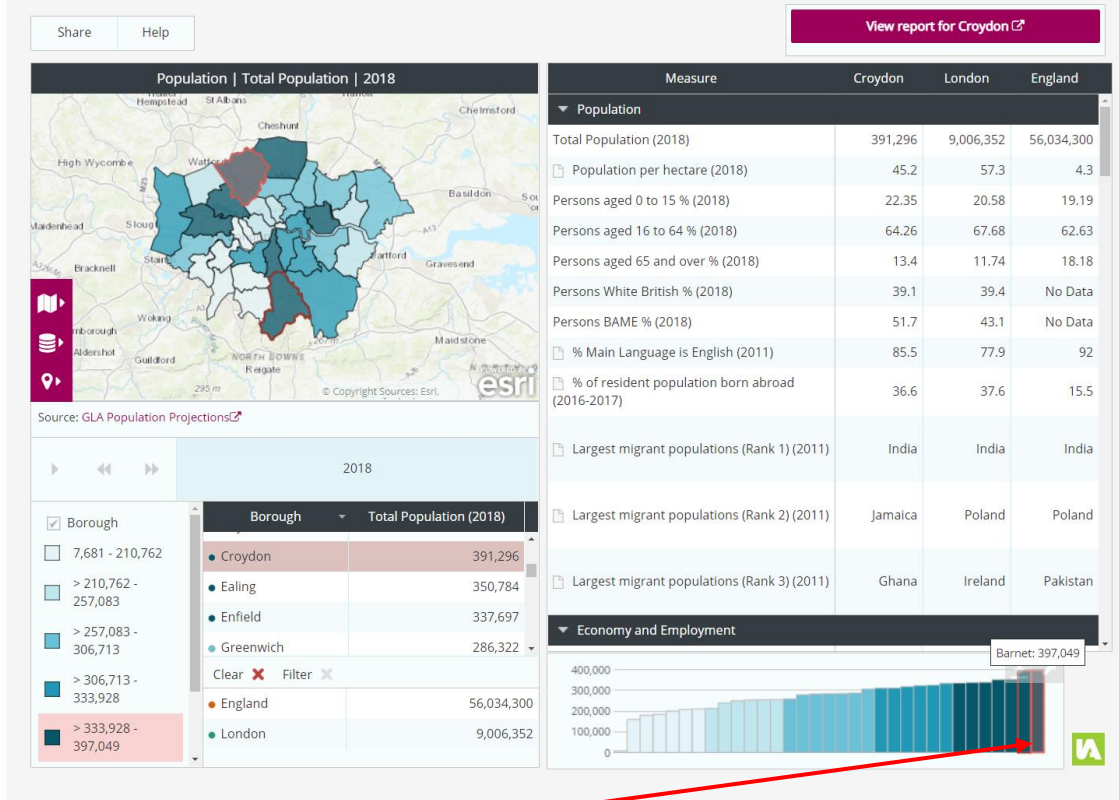
You can then hover your mouse pointer over the other bars in the Graph and this will highlight the names of the boroughs each bar represents. As you can see Barnet (397,049) and Newham (353,245) are the two boroughs with the most similar population sizes to Croydon. You can also see the difference in population sizes of neighbouring boroughs e.g. Sutton (207,378), and Merton (209,421) are significantly smaller.

Using the area profiles to understand Croydon's employment rate for both Men and Women.

Repeat steps 1,2 & 3

Step 4
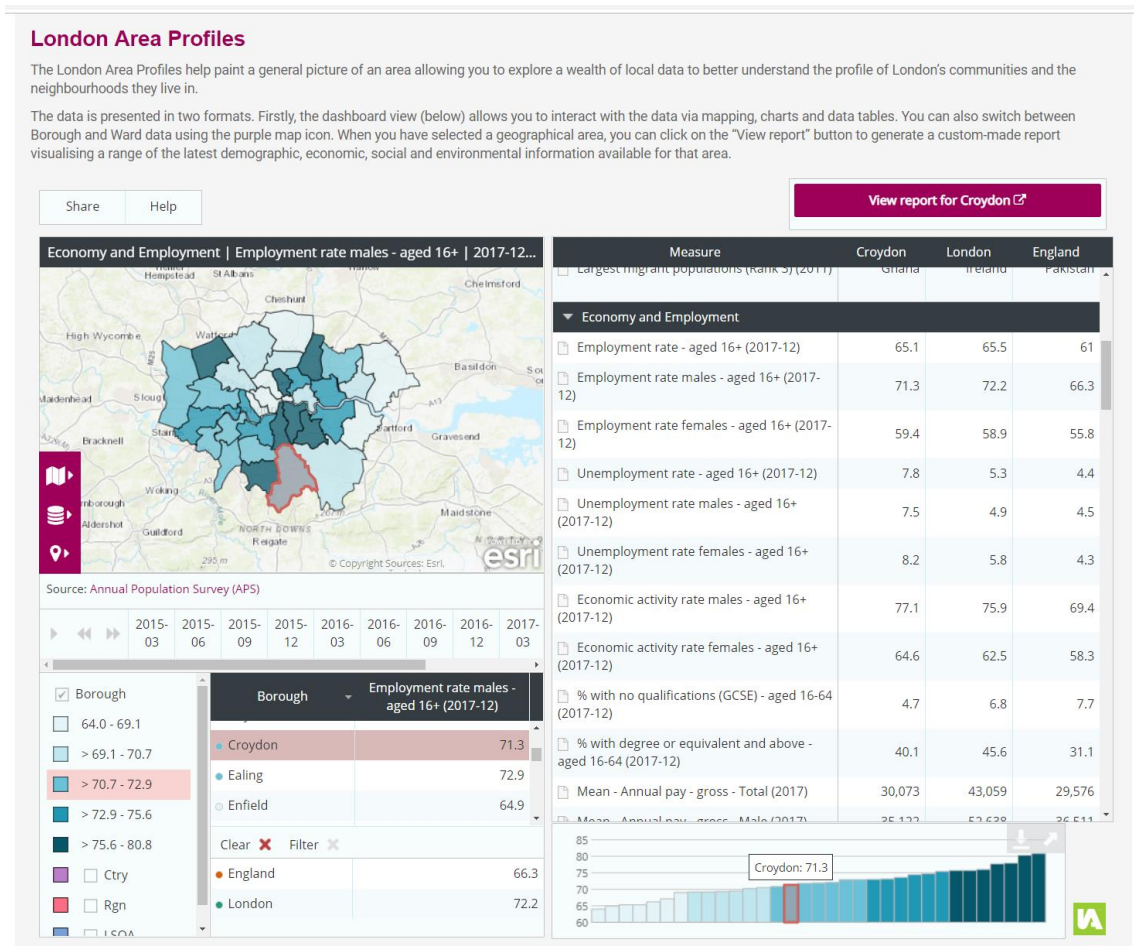
Select the indicator employment rate for males – aged 16 + (2017-12). As with the example above this indicator will then be reflected on the map and graph. As you can see, in comparison to other London Borough's Croydon is mid-table in terms on Male employment rates at 71.3%.

Step 5

Measure	Croydon	London	England
% Main Language is English (2011)	85.5	77.9	92
% of resident population born abroad (2016-2017)	36.6	37.6	15.5
Largest migrant populations (Rank 1) (2011)	India	India	India
Largest migrant populations (Rank 2) (2011)	Jamaica	Poland	Poland
Largest migrant populations (Rank 3) (2011)	Ghana	Ireland	Pakistan
▼ Economy and Employment			
Employment rate - aged 16+ (2017-12)	65.1	65.5	61
Employment rate males - aged 16+ (2017-12)	71.3	72.2	66.3
Employment rate females - aged 16+ (2017-12)	59.4	58.9	55.8
Unemployment rate - aged 16+ (2017-12)	7.8	5.3	4.4
Unemployment rate males - aged 16+ (2017-12)	7.5	4.9	4.5
Unemployment rate females - aged 16+ (2017-12)	8.2	5.8	4.3

To delve deeper into this analysis, you can then use your knowledge from the first exercise, e.g. Barnet having a similar population size and compare Barnet's employment rate for men. As shown above, Barnet has a slightly lower male employment rate to Croydon e.g. 69.2%**.**

Using the area profiles to understand education level of Croydon's residents

Repeat steps 1,2 & 3

Step 4

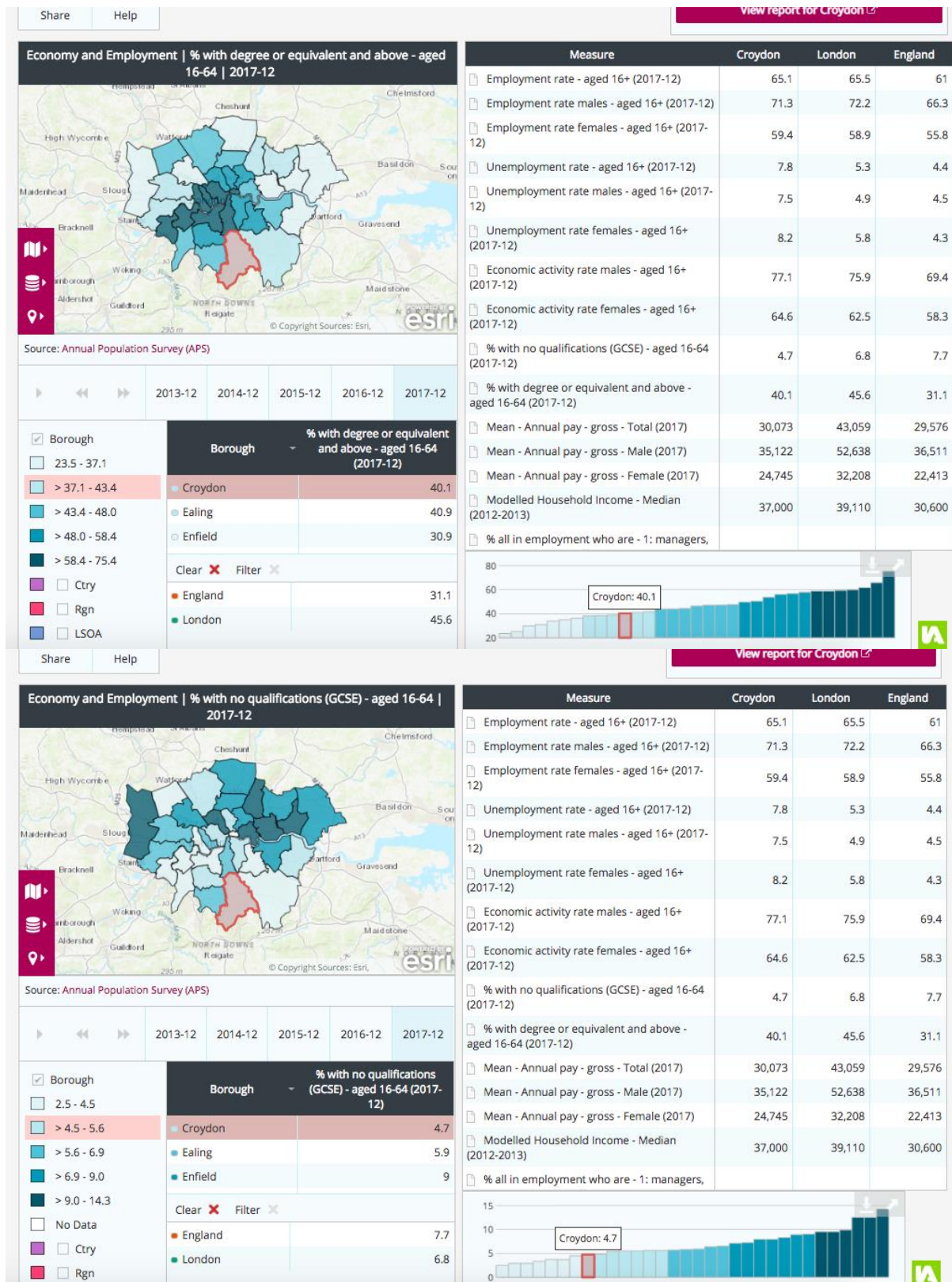Under *Economy and Employment,* there are also indicators detailing the percentage of people with a degree, or with no qualifications, in each borough. This data is from the Annual Population Survey, and is an up to date estimate of the average qualification levels of residents.

Croydon residents are less likely to have a degree or higher qualification than residents in most other boroughs, but they are also less likely to have no qualifications. Nonetheless, 40% Croydon residents have a degree, which is high for the UK. This suggests that more people fall somewhere in the middle; with some qualifications below degree level.

Croydon is similar to its neighbours Sutton and Bromley in this respect, and also Ealing, Redbridge and Hounslow. Most of these areas have higher proportions of people with no qualifications, however Bromley is similar on both measures.

To understand the social makeup of the Borough further, you can look at household incomes, tenure types, and other indicators of employment quality.

Using the area profiles to understand migration patterns in each borough

Repeat steps 1,2 & 3

Step 4
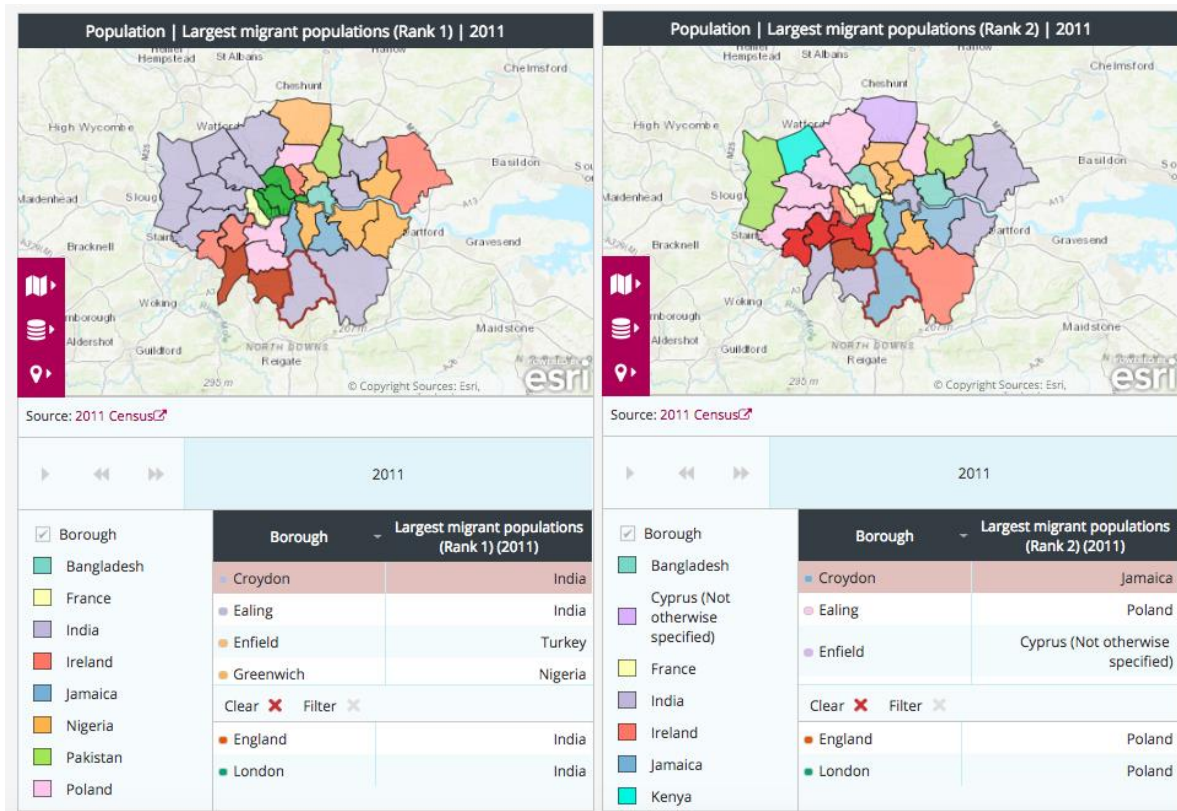
The area profiles also allow you to map the countries the largest migrant populations moved from in each borough. People were asked in the census 2011 where they were born.

The Census data shows that many new migrants to Croydon are from India, much like Bromley and a number of boroughs in west London. New migrants are also likely to be from Jamaica, like neighbouring Lambeth, Southwark and Lewisham.