Exploring the London Datastore Area Profiles

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

<u>Step 1</u>



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.

<u>Step 2</u>



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.

Share Help				View repor	t for Croydon	C.
Рорі	ulation Total Population 2018	В	Measure	Croydon	London	England
Hempsteac		Chelmsford	 Population 			
	Cheshunt		Total Population (2018)	391,296	9,006,352	56,034,300
High Wycombe	Watter		Population per hectare (2018)	45.2	57.3	4.3
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head Sloug	Lund and the second	E-M3	Persons aged 16 to 64 % (2018)	64.26	67.68	62.63
Bracknell	FS STATISTY Jan	ford Gravesend	Persons aged 65 and over % (2018)	13.4	11.74	18.18
	2 June 1		Persons White British % (2018)	39.1	39.4	No Data
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Aldershot	, 207m	Maidstone	🕒 % Main Language is English (2011)	85.5	77.9	92
Guildford	NORTH BOWNS Reigate 295.m © Copyright So	A State	% of resident population born abroad (2016-2017)	36.6	37.6	15.5
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<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.

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Share Help				View repor	t for Croydon	ی ا
Populat	tion Persons aged 0 to 15 % 2	018	Measure	Croydon	London	England
Hempstea		Chelmstord	✓ Population			
	Cheshunt		Total Population (2018)	391,296	9,006,352	56,034,30
High Wycomb e	Walkan 2		- opulation per hectare (2019)	45.2	57.3	4.
Jan Star	Lafrahy .	Basildon Sou	Persons aged 0 to 15 % (2018)	22.35	20.58	19.1
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	And have a		Persons White British % (2018)	39.1	39.4	No Dat
Woking			Persons BAME % (2018)	51.7	43.1	No Dat
Aldershot	NORTH BOWNS	Maidstone	🕒 % Main Language is English (2011)	85.5	77.9	93
Guildford	Reigate 295 m © Copyright So		% of resident population born abroad (2016-2017)	36.6	37.6	15.
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urce: GLA Population Pro	ojections		Largest migrant populations (Rank 1) (2011)	India	India	India
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• •• >>	2018	ons aged 0 to 15 % (2018) 22.35	(2011) Largest migrant populations (Rank 2) (2011) Largest migrant populations (Rank 3)			Poland
44 → Borough	2018 Borough v Pers	(2018)	(2011) Largest migrant populations (Rank 2) (2011)	Jamaica	Poland	Poland
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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 to 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.

<u>Step 4</u>

hbourhoods they live ir data is presented in tw		view (below) allows you to	interact with the data via mapping, charts and da	ta tables. You o	can also switch	n between
	ing the purple map icon. When yo atest demographic, economic, so		nical area, you can click on the "View report" butto mation available for that area.	on to generate a	a custom-made	e report
Share Help				View repor	t for Croydon (Z"
Pop	ulation Total Population 20	18	Measure	Croydon	London	England
Hempstead		Chelmstord	✓ Population			
	Cheshurt		Total Population (2018)	391,296	9,006,352	56,034,30
High Wycomb e	Watter		Population per hectare (2018)	45.2	57.3	4.
A .	La by	Basildon Sot	Per ons aged 0 to 15 % (2018)	22.35	20.58	19.1
lenhead Sloug		E NO	Persons aged 16 to 64 % (2018)	64.26	67.68	62.6
Bracknell Start	FRANKA	rtford Gravesend	Persons aged 65 and over % (2018)	13.4	11.74	18.1
	Jun 1/2		Persons White British % (2018)	39.1	39.4	No Dat
Woking	a work	Letter	Persons BAME % (2018)	51.7	43.1	No Dat
Aldershot Guildford	NORTH DOWNS Reigate	Maidstone	🗋 % Main Language is English (2011)	85.5	77.9	9
burce: GLA Population Pro	295 m © Copyright	Sources: Esri,	% of resident population born abroad (2016-2017)	36.6	37.6	15.
	2018		Largest migrant populations (Rank 1) (2011)	India	India	Indi
✓ Borough	Ê Borough → To	stal Population (2018)	Largest migrant populations (Rank 2) (2011)	Jamaica	Poland	Polan
7,681 - 210,762	Croydon	391,296				
> 210,762 -	Ealing	350,784	🗋 Largest migrant populations (Rank 3) (2011)	Ghana	Ireland	Pakista
257,083	• Enfield	337,697	- Francisco - Frankright			_
> 257,083 - 306,713	Greenwich	286,322 -	 Economy and Employment 			
> 306,713 -	Clear 🗙 Filter 🛛		400,000			
333,928	England	56,034,300	200,000			
	London	9,006,352	100,000			
> 333,928 - 397,049	-					

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.

<u>Step 5</u>

London Area Profiles

The London Area Profiles help paint a general picture of an area allowing you to explore a wealth of local data to better understand the profile of London's communities and the neighbourhoods they live in.

The data is presented in two formats. Firstly, the dashboard view (below) allows you to interact with the data via mapping, charts and data tables. You can also switch between Borough and Ward data using the purple map icon. When you have selected a geographical area, you can click on the "View report" button to generate a custom-made report visualising a range of the latest demographic, economic, social and environmental information available for that area.

Рорг	ulation Total Populatio	n 2018	Measure	Croydon	London	England
Hempstead		Chelmstord	 Population 			
	Cheshunt	X	Total Population (2018)	391,296	9,006,352	56,034,300
High Wycomb e	Watter - Re	T	Population per hectare (2018)	45.2	57.3	4.
h to	La Triber	A Basildon Sol	Persons aged 0 to 15 % (2018)	22.35	20.58	19.1
iead Sloug	2 Children	The MO	Persons aged 16 to 64 % (2018)	64.26	67.68	62.6
Bracknell Start	FRANK	Fartford Gravesend	Persons aged 65 and over % (2018)	13.4	11.74	18.1
NY.	June 1	$\mathcal{A} > \mathcal{A}$	Persons White British % (2018)	39.1	39.4	No Dat
Wokang	al and	- and	Persons BAME % (2018)	51.7	43.1	No Dat
Aldershot Guildford	NORTH DOWNS	Maidstone	🕒 % Main Language is English (2011)	85.5	77.9	9
rce: GLA Population Pro		opyright Sources: Esri,	% of resident population born abroad (2016-2017)	36.6	37.6	15.
		2018	Largest migrant populations (Rank 1) (2011)	India	India	Indi
	* Demoush	 Total Population (2018) 	Largest migrant populations (Rank 2) (2011)	Jamaica	Poland	Polan
] Bor <mark>ou</mark> gh	Borough					
Borough 7,681 - 210,762	Croydon	391,296				
7,681 - 210,762 > 210,762 -		*	Largest migrant populations (Rank 3) (2011)	Ghana	Ireland	Pakista
7,681 - 210,762 > 210,762 - 257,083	Croydon	391,296		Ghana	Ireland	Pakista
7,681 - 210,762 > 210,762 -	Croydon Ealing	391,296 350,784	 Largest migrant populations (Rank 3) (2011) Economy and Employment 	Ghana		Pakista net: 397,049
7,681 - 210,762 > 210,762 - 257,083 > 257,083 -	Croydon Ealing Enfield	391,296 350,784 337,697	Economy and Employment	Ghana		
7,681 - 210,762 > 210,762 - 257,083 > 257,083 - 306,713	 Croydon Ealing Enfield Greenwich 	391,296 350,784 337,697	▼ Economy and Employment	Ghana		Pakista

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.

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

Repeat steps 1,2 & 3

<u>Step 4</u>

	sing the purple map icon. Wher	you have selected a geograp	o interact with the data via mapping, charts and da hical area, you can click on the "View report" butto ormation available for that area.			
Share Help View report for Croydon 2						
Economy and Employ	ment Employment rate ma		Measure	Croydon	London	England
	Cheshunt	Chelmsford	 Economy and Employment 			
High Wycomb e	Watter	-	Employment rate - aged 16+ (2017-12)	65.1	65.5	61
denhead Sloug	Support of	Basildon Sou	Employment rate males - aged 16+ (2017- 12)	71.3	72.2	66.3
Bracknell Start	FRANCIA	Sattord Gravesend	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
Aldershot Guildford	NORTH DOWNS	Maidstone	Unemployment rate males - aged 16+ (2017-12)	7.5	4.9	4.5
	Reigate	ght Sources: Esri,	Unemployment rate females - aged 16+ (2017-12)	8.2	5.8	4.3
ource: Annual Population		2016- 2016- 2016- 2017-	Economic activity rate males - aged 16+ (2017-12)	77.1	75.9	69.4
≪ ≫ 03	06 09 12 03	06 09 12 03	Economic activity rate females - aged 16+ (2017-12)	64.6	62.5	58.3
Borough 64.0 - 69.1	A Borough -	Employment rate males - aged 16+ (2017-12)	% with no qualifications (GCSE) - aged 16-64 (2017-12)	4.7	6.8	7.5
> 69.1 - 70.7	Croydon	71.3	% with degree or equivalent and above - aged 16-64 (2017-12)	40.1	45.6	31.1
> 70.7 - 72.9	Ealing	72.9	Mean - Annual pay - gross - Total (2017)	30,073	43,059	29,576
> 72.9 - 75.6	 Enfield 	64.9	Maan Annual nav. gross Mala (2017)	25 100	E7 620	26 511
> 75.6 - 80.8	Clear 🗙 Filter 🗙		85			
Ctry	England	66.3	75 Croydon: 71.3			
Rgn	London	72.2				

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%.

Share Help				View repor	rt for Croydon (3
		ate males - aged 16+ 2017-12	Measure	Croydon	London	England
	ar StAlbanis ar 🗙 Filter 🗙 ma	Chelmstord	🕒 🖰 % Main Language is English (2011)	85.5	77.9	9
High Wycomb e	Watter Barnet: 69.2		% of resident population born abroad (2016-2017)	36.6	37.6	15.
denhead Sloug		Basildon s	Largest migrant populations (Rank 1) (2011)	India	India	Indi
Bracknell	SEL	Graves end	Largest migrant populations (Rank 2) (2011)	Jamaica	Poland	Polan
Aldershot Guildford	NORTH EOWNS Regate	Maidstone Maidstone Madminutra	Largest migrant populations (Rank 3) (2011)	Ghana	Ireland	Pakista
· h		© Copyright Sources: Esri,	 Economy and Employment 			
ource: Annual Population	Survey (APS)		Employment rate - aged 16+ (2017-12)	65.1	65.5	6
2015- 20	015- 2015- 2015- 20	016- 2016- 2016- 2016- 2017 03 06 09 12 03		65.1 71.3	65.5 72.2	
	015- 2015- 201 <mark>5-</mark> 20	03 06 09 12 03 Employment rate males -	 Employment rate males - aged 16+ (2017- 			66
	015- 2015- 2015- 20 06 09 12 (Borough	03 06 09 12 03 Employment rate males - aged 16+ (2017-12)	 Employment rate males - aged 16+ (2017-12) Employment rate females - aged 16+ (2017- 	71.3	72.2	66 55
 2015- 20 03 80rough 64.0 - 69.1 > 69.1 - 70.7 	015- 2015- 2015- 20 06 09 12 (03 06 09 12 03 Employment rate males - aged 16+ (2017-12)	 Employment rate males - aged 16+ (2017-12) Employment rate females - aged 16+ (2017-12) 	71.3 59.4	72.2 58.9	66 55 4
 2015- 20 03 € Borough 64.0 - 69.1 	015- 06 09 12 00 • Borough • Croydon • Ealing • Enfield	03 06 09 12 03 Employment rate males - aged 16+ (2017-12) 72.9 64.9	 Employment rate males - aged 16+ (2017-12) Employment rate females - aged 16+ (2017-12) Unemployment rate - aged 16+ (2017-12) Unemployment rate males - aged 16+ (2017-12) Unemployment rate females - aged 16+ 	71.3 59.4 7.8	72.2 58.9 5.3	66 55 4 4
 ↔ 2015- 03 ≥ Borough 64.0 - 69.1 > 69.1 - 70.7 > 70.7 - 72.9 	015- 06 09 12 0 0 0 0 0 1 2 0 0 0 0 0 0 0 0 0 0 0	03 06 09 12 03 Employment rate males - aged 16+ (2017-12) 72.9 64.9 72.1	 Employment rate males - aged 16+ (2017-12) Employment rate females - aged 16+ (2017-12) Unemployment rate - aged 16+ (2017-12) Unemployment rate males - aged 16+ (2017-12) Unemployment rate females - aged 16+ (2017-12) Unemployment rate females - aged 16+ (2017-12) S = 45 	71.3 59.4 7.8 7.5	72.2 58.9 5.3 4.9	66. 55. 4. 4. 4.
 2015- 03 20 20	2015- 2015- 2015- 20 06 09 12 0 • Borough • • • Croydon • • • Ealing • • • Enfield • •	03 06 09 12 03 Employment rate males - aged 16+ (2017-12) 72.9 64.9 72.1	 Employment rate males - aged 16+ (2017-12) Employment rate females - aged 16+ (2017-12) Unemployment rate - aged 16+ (2017-12) Unemployment rate males - aged 16+ (2017-12) Unemployment rate females - aged 16+ (2017-12) Unemployment rate females - aged 16+ (2017-12) 	71.3 59.4 7.8 7.5	72.2 58.9 5.3 4.9	66 55 4 4

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

<u>Step 4</u>



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.