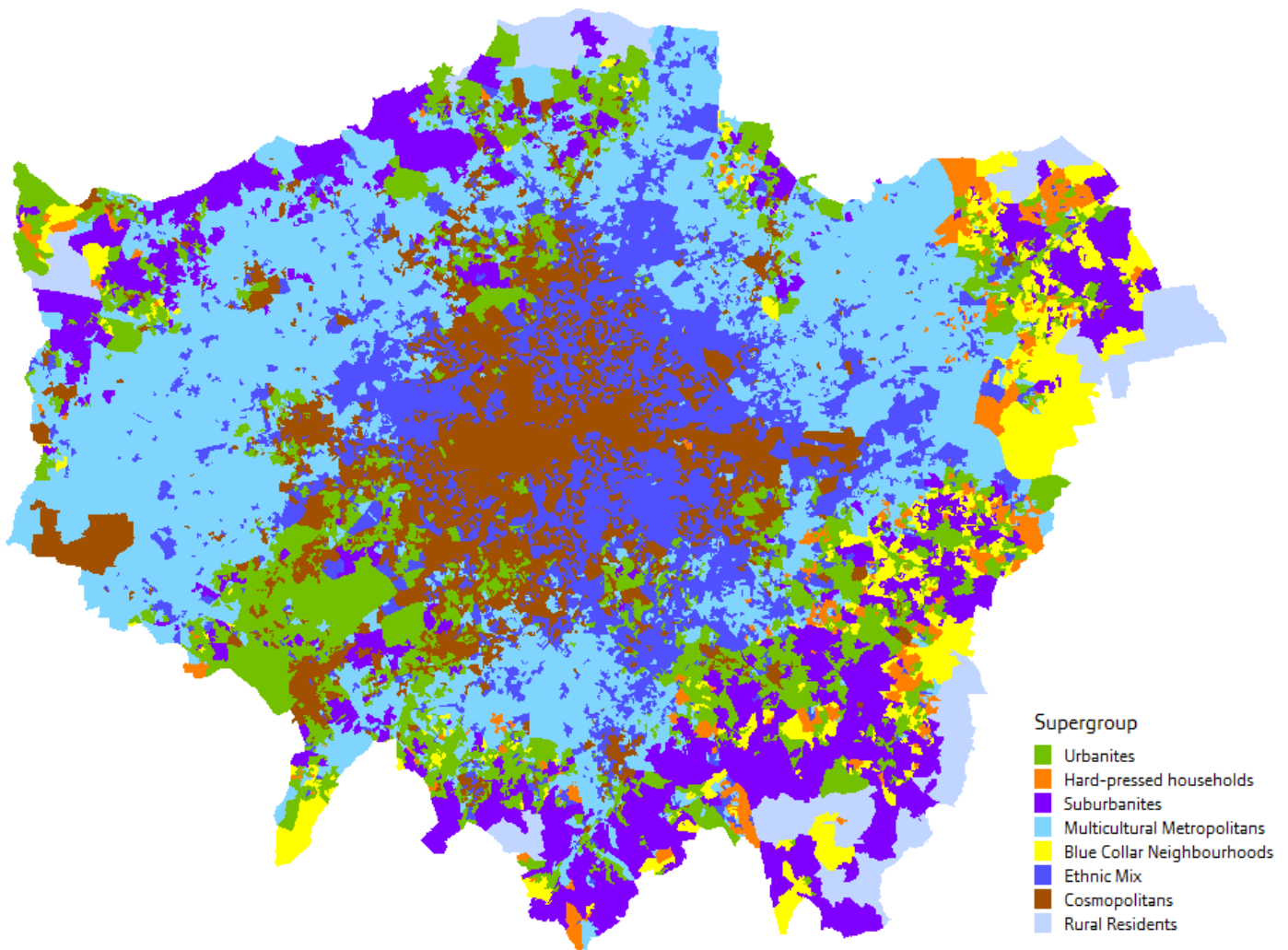


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The 2011 ONS Output Area Classification A London perspective

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City Hall
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For more information about this publication, please contact:

GLA Intelligence

Tel 020 7983 4922

Email census@london.gov.uk

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Executive summary

The Intelligence Unit has evaluated the results of the preliminary 2011 Output Area Classification (OAC) compared to 2001 OAC.

Overall, the richer set of data used in the classification and the increase in the numbers of groups in the classification has resulted in a less uneven distribution for London as whole than in 2001. The largest supergroup accounts for less than a third of London output areas compared to more than half in 2001; 14 subgroups cover three-quarters of London output areas – more than twice the number in 2001.

The corollary of this is that over half the 2011 subgroups have very few members in London, indicating that the classification - like the 2001 OAC - tends to produce either groups containing either large proportions of London areas, or very small proportions.

At borough level the performance of the classification is more mixed: There were fewer boroughs with very little variation as seen in the 2001 OAC, but the range of the distribution for many boroughs is still limited and for some boroughs, mainly in Outer London, the classification is more concentrated in a few groups than in 2001.

Comparing the classification in London to other local authorities in England and Wales, London overall performed less well than average. Eight London authorities were in the bottom twenty local authorities in England and Wales when ranked on the goodness-of-fit of the classification.

Overall, it appears from this that the 2011 OAC does not adequately describe the distinctions between of output areas' characteristics in London.

Introduction

In October 2013, the Office for National Statistics in collaboration with University College London (UCL) released a preliminary Output Area Classification (OAC) for England and Wales drawing on small area data from the 2011 Census. The 2011 OAC is intended to be a free and open source alternative to commercially available marketing and resource planning tools.

The 2011 OAC has been designed to update and improve upon the classification produced from 2001 Census data. It incorporates more classification variables than 2001, and the solution includes a more detailed classification scheme than previously - 8 Supergroups, 24 groups and 67 Subgroups.

The Preliminary 2011 England and Wales OAC has been produced to allow users to evaluate the methodology and results before the final UK OAC including data for Scotland and Northern Ireland is released in 2014.

The 2001 OAC was less successful in describing the characteristics of small areas in London than in other parts of the country because the UK-wide classification did not identify sufficient discrimination between areas in the capital. This paper examines the degree to which the 2011 OAC provides a more satisfactory classification for London.

Methodology

The method used to create the OAC is known as Cluster Analysis. This technique constructs groups, or clusters, of the most similar areas based on the overall similarity of their scores across a number of variables. Judgements have to be made at all stages of the process:

first in the selection of which and how many variables will be used to characterise areas;

second in how the variables will be normalised to mitigate the affects of outliers from the distribution; and

thirdly -most importantly- determining how many clusters will be produced by the analysis.

The 2011 OAC follows the same overall methodology as 2001 but a larger selection of census variables have been used, and the resulting solution has 67 clusters rather than the 52 in 2001. The 2001 OAC incorporated 41 variables across five domains while 2011 has 62 variables in the same domains.

Table 1: Variables by domain 2001 and 2011

	2001	2011	increase
Demography	10	22	12
Household Composition	5	4	-1
Housing	8	9	1
Socio-economic	7	11	4
Employment	11	16	5
All	41	62	21

Source: ONS; 2001 Area Classification of Output Areas, Preliminary 2011 England&Wales Output Area Classification

Table 1 shows that demographic and employment characteristics carry most weight in both the 2001 and 2011 classifications, and the increase in variables is greatest in these domains. Demographic variables have been increased most so that these make up a third of the 2011 classification.

Within the domains the biggest changes were:

Demography

- 2011 includes eight ethnic groups and three countries of birth (2001 had two ethnic groups and non-UK country of birth only)
- 2011 includes three marital statuses

Employment

- 2011 includes 13 industries and no occupations; 2001 had seven industries and routine/semi routine occupations.

Household Composition

- This domain is the smallest and it is the only one that saw a decrease in variables from 2001 to 2011. In 2001 the five variables were aggregated household composition types comprising two single person household types, households with dependent children, those with non-dependent children and those with no children. In 2011 there were just three types of household comprising those with non-dependent children; no children, and students only. There was a fourth variable for households where no-one speaks English as a main language.

These changes to the variables mean that the 2011 OAC will give additional weight to ethnicity and industry compared to the 2001 classification, and less weight to housing and household composition.

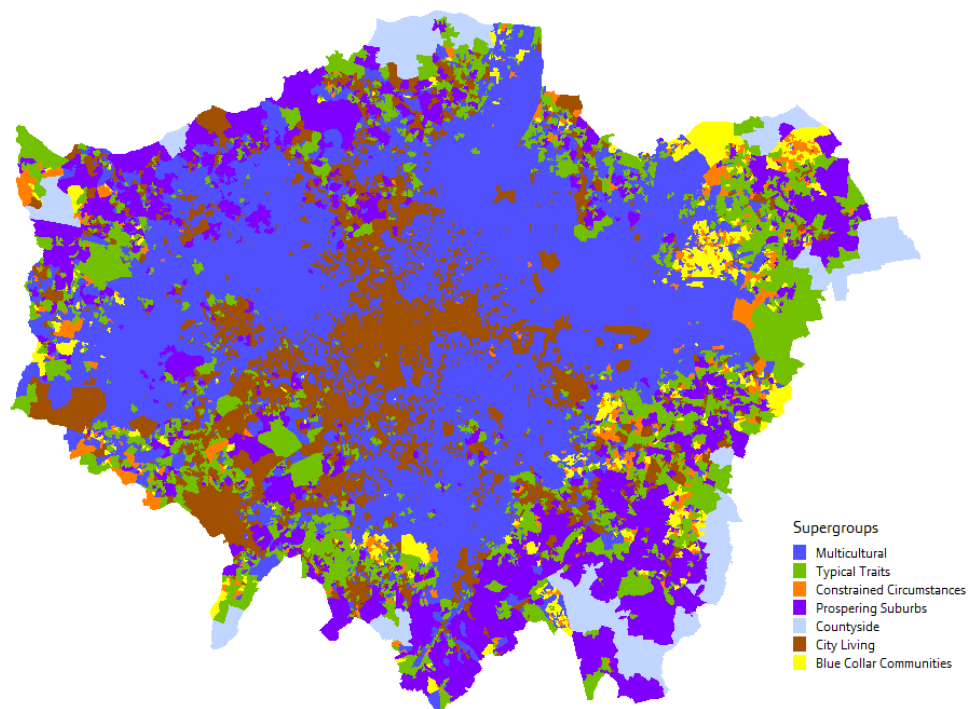
The 2001 OAC for London

The 2001 OAC hierarchy consisted of seven top level supergroups, 21 groups and 52 subgroups.

2001 OAC Supergroups

The distribution of the seven supergroups across London is shown in Figure 1 and summary shares are shown in figure 2 on the following page. The same colours have been used in both.

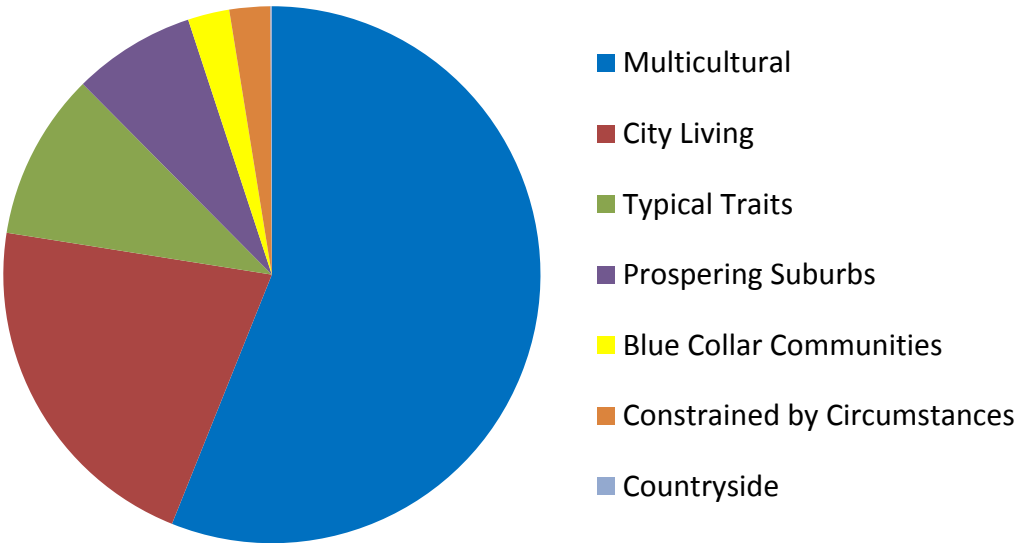
Figure 1: 2001 Output Area supergroups for London.



Source: ONS; 2001 Area Classification of Output Areas

By far the most numerous supergroup in London was Multicultural accounting for over half of the output areas (OAs) in London (55 per cent). A fifth of OAs were City Living, a tenth Typical Traits and seven per cent Prospering suburbs. The remaining three supergroups together made up only five percent of OAs. Figure 2 on the following page shows shares of supergroups in London. Unsurprisingly, the Countryside supergroup accounted for only 0.1 per cent of London OAs and is not visible in figure 2, although they are visible on the map.

Figure 2: Shares of London output areas in each 2001 OAC supergroup



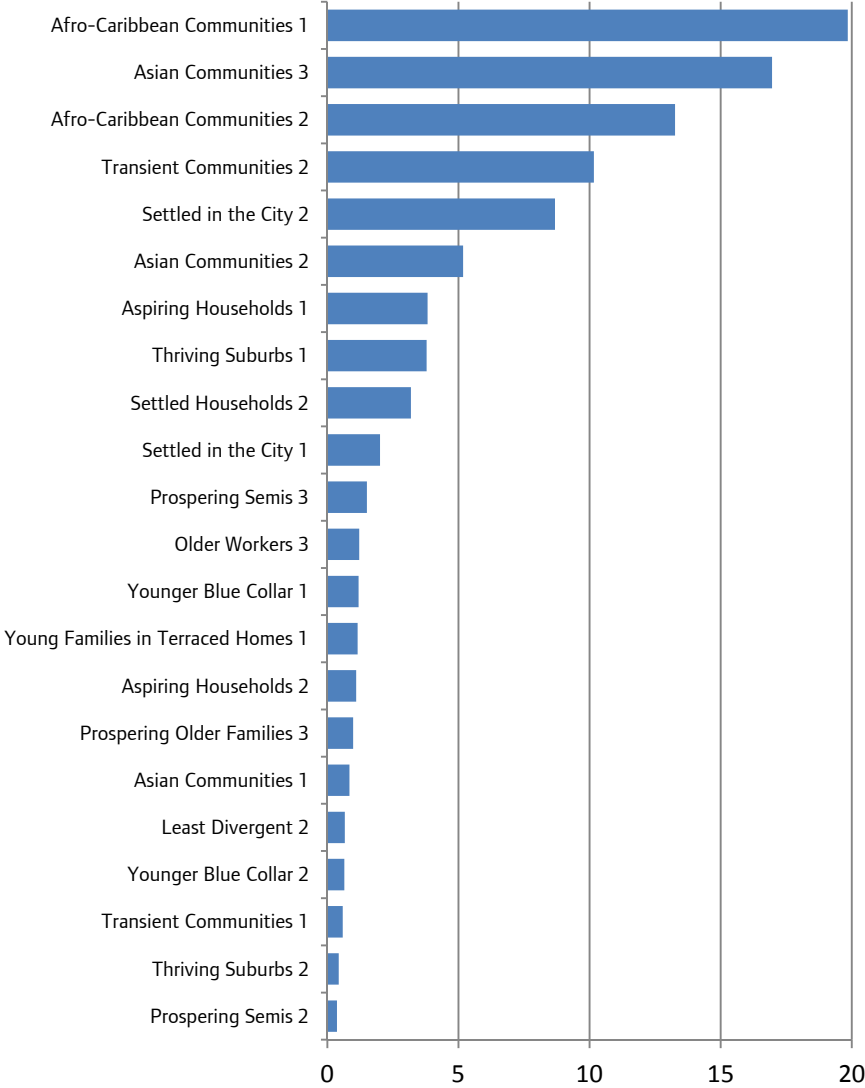
Source: ONS; 2001 Area Classification of Output Areas

2001 OAC Subgroups

The design of the 2001 OAC was hierarchical, so that groups were nested within supergroups and subgroups in turn were nested within groups. Each supergroup was split into between two and four groups and each of these in turn was split into two to four subgroups; there were between four and eleven subgroups in each supergroup. The full 2001 OAC hierarchy and the shares of London OAs in each group is given in Annex 1 on page 19.

Unfortunately for London, the Multicultural and City Living supergroups had the fewest subgroups, four and five respectively. This necessarily meant that for London the majority of OAs were concentrated in very few subgroups. Figure 3 shows the 20 most numerous subgroups in London, and these were headed by three categories, from the Multicultural supergroup, that accounted for half the OAs in London. The top six subgroups all within the Multicultural and City Living supergroups accounted for three-quarters of London OAs, while the 32 smallest subgroups not shown in Figure 3 accounted for only three per cent.

Figure 3: Top 2001 OAC subgroups in London



Source: ONS; 2001 Area Classification of Output Areas

Table 2 shows the proportions of London OAs in each subgroup within the Multicultural and City Living supergroups and for each these, the proportion of the England and Wales total for the subgroup that is found in London, that is a measure of the concentration of the subgroup in London.

There is some evidence from Table 2 that OAC subgroups formed ‘London’ and ‘non-London’ groupings: the concentration rates of the four largest subgroups varied from 79 per cent to as high as 91 per cent for the Afro-Caribbean Communities (2) subgroup. Conversely, the Asian Communities (1) subgroup can be clearly be seen as forming a mostly ‘non-London’ grouping. Within City Living, the Transient Communities group also appears split into London and non-London subgroups.

Table 2: 2001 Subgroups within Multicultural and City Living Supergroups

	Percentage of London Output Areas	Percentage of Subgroup that is in London
Multicultural:		
Asian Communities 1	1	7
Asian Communities 2	5	30
Asian Communities 3	17	79
Afro-Caribbean Communities 1	20	85
Afro-Caribbean Communities 2	13	91
City Living		
Transient Communities 1	1	14
Transient Communities 2	10	79
Settled in the City 1	2	16
Settled in the City 2	9	45

Source: ONS; 2001 Area Classification of Output Areas

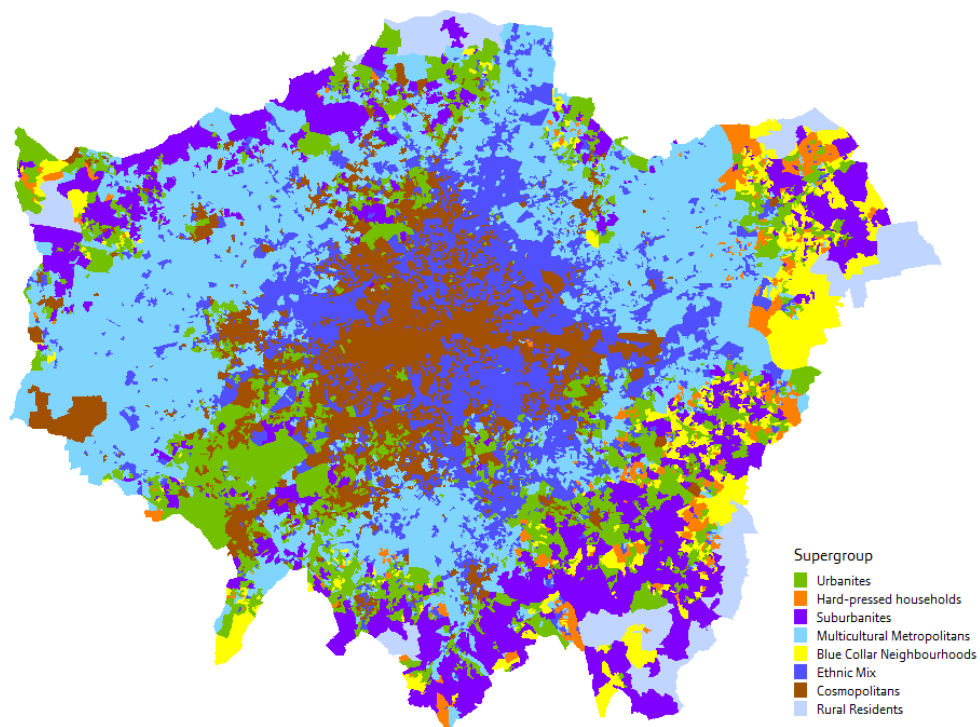
The 2011 OAC for London

The 2011 OAC hierarchy consisted of eight top level Supergroups, 24 groups and 67 subgroups.

2011 OAC Supergroups

The distribution of the eight supergroups across London is shown in Figure 4 below. This has been coloured so that the supergroups match as closely as possible the equivalents from 2001.

Figure 4: 2011 Output Area supergroups for London.

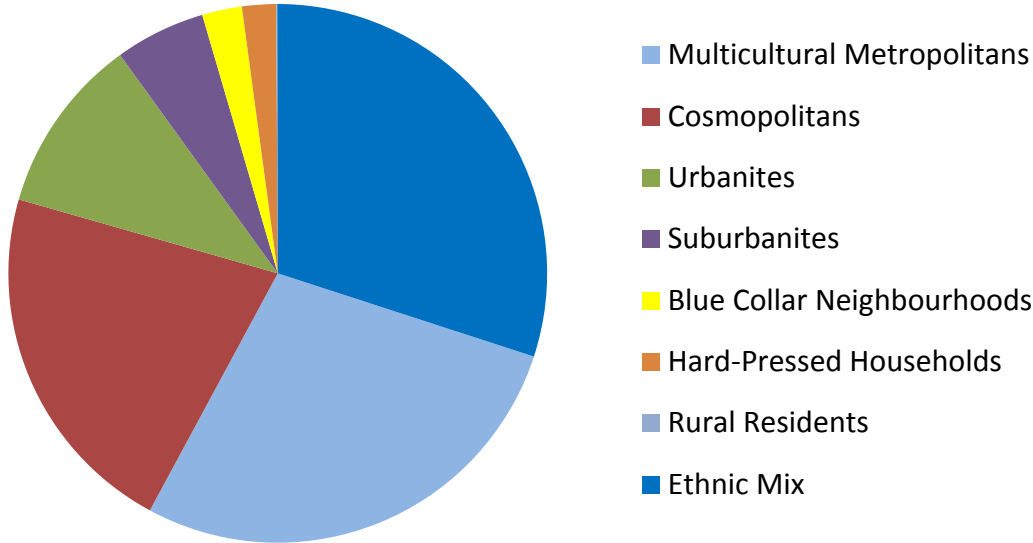


Source: ONS; Preliminary 2011 England and Wales Output Area Classification

The two most numerous supergroups in London were the Ethnic Mix and Multicultural Metropolitans accounting for 30 per cent and 28 per cent of London OAs respectively. A fifth of OAs were Cosmopolitans, and a tenth Urbanites, with the other four supergroups making up the remaining tenth.

Comparing Figure 5 on the next page with Figure 2 on page 7 shows that London's distribution by supergroup is remarkably like that for 2001, except that the equivalent of 2001's largest group, Multicultural has been split into two, Ethnic Mix and Multicultural Metropolitans. These two combined made up a very similar proportion of London's OAs than Multicultural alone did in 2001 (58 per cent compared to 56 per cent for Multicultural in 2001). This makes sense as there are more ethnicity and Country of Birth variables in the classification for 2011.

Figure 5: Shares of London output areas in each 2011 OAC supergroup



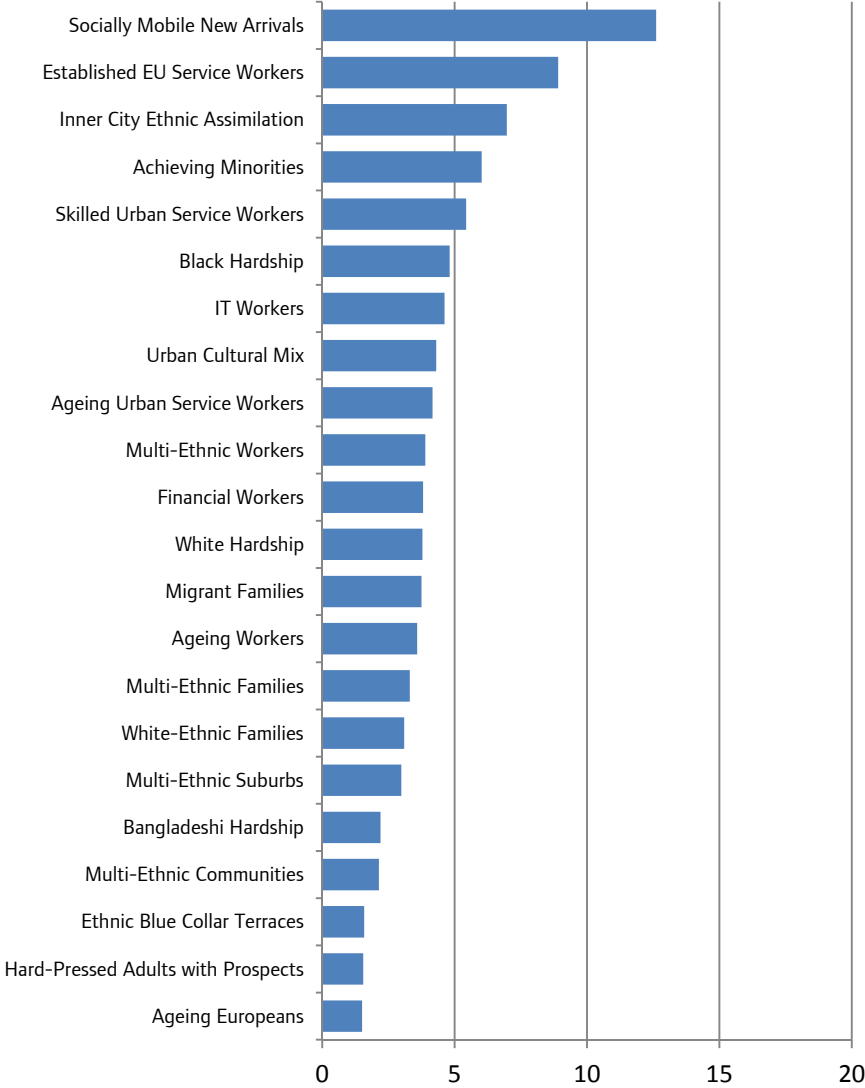
Source: ONS; Preliminary 2011 England and Wales Output Area Classification

The 2011 OAC included more subgroups than 2001 with supergroups divided into around eight subgroups each. Ethnic Mix, the largest supergroup in London was divided into ten subgroups, the most of any supergroup. However Multicultural Metropolitans, the second largest supergroup, contained the fewest subgroups, just six. Consequently the most numerous subgroup in London, Socially Mobile New Arrivals, was located in the Multicultural Metropolitans supergroup. The full 2011 OAC hierarchy together with the shares of London OAs in each group is given in Annex 2 on page 20.

Figure 6 shows the top 22 subgroups in London 2011, including all the subgroups with over one per cent of London OAs. Two-thirds of the subgroups (45) are not shown in Figure 6, these accounted for only four per cent of OAs in London.

Socially Mobile New Arrivals, the largest subgroup accounted for an eighth of all London OAs, Established EU service Workers for under a tenth, and Inner City Assimilation for one in fourteen. The top seven subgroups covered half London’s population, however this was a much more evenly distributed classification than the 2001 OAC where half the population was found in the top three subgroups. The subgroups within the Ethnic Mix supergroup were particularly evenly spread for London with eight out of ten subgroups containing between two and five per cent each of London’s OAs.

Figure 6: Top 2011 OAC subgroups in London



Source: ONS; Preliminary 2011 England and Wales Output Area Classification

The shares of subgroups within the largest groups in London are shown in Table 3 along with the concentration rates, (that is London OAs as percentage of England and Wales OAs).

Table 3: Subgroups within the top four 2001 OAC groups in London

	Percentage of London Output Areas	Percentage of Subgroup that is in London
Socially mobile minorities		
Achieving Minorities	6	54
Inner City Ethnic Assimilation	7	44
Socially Mobile New Arrivals	13	84
Settled City Living		
Older Traditional Employment	0	4
Established EU Service Workers	9	95
Urban Cultural Mix	4	74
Connected Achievers		
Ageing Workers	4	91
..Multi-Ethnic Workers	4	90
IT Workers	5	98
Challenged Ethnic Mix		
Bangladeshi Hardship	2	98
Black Hardship	5	96
White Hardship	4	95

Source: ONS; Preliminary 2011 England and Wales Output Area Classification

The most striking feature of Table 3 is that many of these largest subgroups were predominantly found in London. Seven of the subgroups had concentration rates above 90 per cent. The IT Workers and Bangladeshi Hardship subgroups were almost entirely located in London, (both 98 per cent). Another subgroup, Financial Workers which is not shown in the table, had the highest concentration rate at 99 per cent.

The Settled City Living group showed a clear split into Established EU Service Workers, (95 per cent in London), and Older Traditional Employment, (only four per cent in London) following the pattern seen in 2001 OAC.

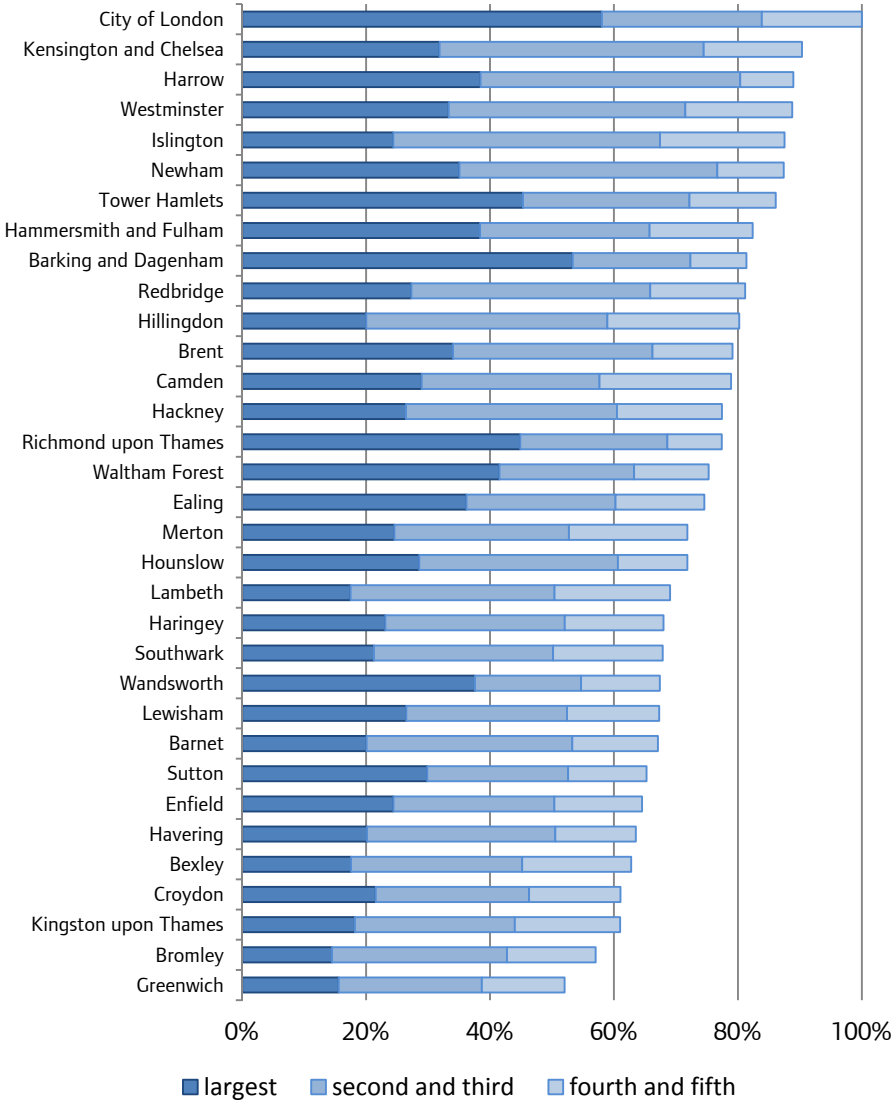
Overall the 2011 OAC saw higher levels of concentration than the 2001 classification. The patterns were somewhat different as there were fewer groups that split into London and non-London subgroups, but more groups that were entirely London concentrated. This difference is probably due to the 2011 classification being based on a richer set of variables, and on having more groups in the classification.

The 2011 OAC for London boroughs

As has already been discussed, the 2011 OAC shows a broader distribution of groupings across London OAs than its predecessor, and it would be expected that this would be reflected in the distribution of OAC for individual boroughs.

The table below shows the proportions of OAs in each borough that are in the top one, three and five subgroups for the borough. Other than City of London, only Barking and Dagenham had a majority of OAs in a single subgroup, but two more, Richmond upon Thames and Tower Hamlets had 45 per cent of OAs in a single category, and eleven local authorities had over four-fifths of OAs in the top five groups.

Figure 7: Percentage of OAs in top one, three and five OAC subgroups, 2011 London boroughs



Source: ONS; Preliminary 2011 England and Wales Output Area Classification

These results are generally better than 2001 OAC, but for some boroughs the 2011 OAC showed their populations becoming concentrated in a few subgroups.

Table 4 shows the biggest changes in OAC subgroup concentration between 2001 and 2011. The largest increases in concentration were seen in Outer London boroughs: Hillingdon, Havering, Bromley and Sutton. In Barking and Dagenham, 53 per cent of OAs were classified as Inner City Ethnic Assimilation in 2011.

The largest decreases in concentration were seen Lambeth, Southwark and Haringey. Wandsworth appears anomalous as it saw a sharp increase in the proportion of OAs in its top category in 2011 but a decrease in concentration across the top five. This was because Wandsworth had very similar numbers of OAs in the top five subgroups in 2001.

Table 4: Largest changes in concentration between 2001 and 2011, London boroughs

	Percentage points change in top five subgroups	Percentage points change in largest subgroup
Largest increases in concentration		
Hillingdon	24	3
Havering	18	3
Bromley	16	5
Sutton	15	17
Barking and Dagenham	14	34
Bexley	13	2
Largest decreases in concentration		
Lambeth	-30	-28
Southwark	-28	-21
Haringey	-25	-21
Wandsworth	-24	15
Lewisham	-23	-26
Hackney	-22	-17

Source: ONS; Preliminary 2011 England and Wales Output Area Classification

Table 4 shows clearly that the boroughs whose distributions improved most between 2001 and 2011 were in Inner London, while those that saw their distributions becoming less dispersed were in Outer London.

Goodness of Fit by London boroughs

A technical measure of the goodness-of-fit of the OAC classification can be derived by looking at how well each individual output area fits its assigned cluster – that is does it have typical characteristics for the cluster or is it an outlier, and then summarising this measure for larger areas. The metric used for this is called the “distance to the cluster centre”. Averaging this for all OAs in a local authority gives a comparative measure of how well the classification fits the local authority.

The local authorities with the poorest goodness of fit by average distance to cluster centre in the 2011 OAC for Supergroups, Groups and Subgroups were the Isles of Scilly and City of London. Table 5 below shows the ranks of all the London authorities.

**Table 5: Average goodness of fit of OAs to clusters:
London boroughs and City ranked out of all local authorities in England and Wales
(1 ~ poorest fit, 348 ~ best fit) Ranks within London in brackets**

	Supergroup	Group	Subgroups
City of London	2 (1)	2 (1)	2 (1)
Barking and Dagenham	104 (33)	44 (15)	97 (25)
Barnet	15 (8)	24 (9)	24 (8)
Bexley	38 (17)	38 (13)	46 (13)
Brent	23 (10)	30 (10)	56 (17)
Bromley	48 (20)	62 (23)	51 (15)
Camden	10 (5)	17 (7)	27 (5)
Croydon	33 (15)	50 (19)	49 (14)
Ealing	29 (13)	36 (12)	54 (16)
Enfield	70 (26)	75 (26)	75 (23)
Greenwich	39 (18)	52 (20)	59 (19)
Hackney	88 (32)	145 (33)	132 (30)
Hammersmith and Fulham	85 (30)	127 (32)	170 (33)
Haringey	73 (27)	107 (29)	133 (31)
Harrow	14 (7)	16 (6)	41 (11)
Havering	87 (31)	67 (25)	82 (24)
Hillingdon	60 (24)	49 (18)	38 (10)
Hounslow	55 (22)	41 (14)	43 (12)
Islington	63 (25)	96 (27)	145 (32)
Kensington and Chelsea	7 (4)	8 (3)	9 (2)
Kingston upon Thames	22 (9)	35 (11)	29 (6)
Lambeth	54 (21)	102 (28)	121 (28)
Lewisham	82 (28)	116 (30)	116 (27)
Merton	34 (16)	48 (17)	57 (18)
Newham	13 (6)	9 (4)	37 (9)
Redbridge	30 (14)	18 (8)	32 (7)
Richmond upon Thames	28 (12)	53 (21)	69 (21)
Southwark	56 (23)	126 (31)	131 (29)
Sutton	44 (19)	63 (24)	60 (20)
Tower Hamlets	3 (2)	6 (2)	18 (4)
Waltham Forest	84 (29)	45 (16)	103 (26)
Wandsworth	25 (11)	55 (22)	71 (22)
Westminster	6 (3)	11 (5)	10 (3)

Source: ONS; Preliminary 2011 England and Wales Output Area Classification

London as a whole ranked below average goodness of fit on this measure – and all except four boroughs ranked in the bottom third of England and Wales local authorities at supergroup, group and subgroup levels.

Other than City of London, Tower Hamlets was the lowest ranking authority in London. It ranked the third poorest in England and Wales for supergroups, sixth poorest at group level, and eighteenth poorest at subgroup level. Westminster and Kensington and Chelsea were both ranked in the ten poorest performing local authorities at all three levels.

At supergroup level, nearly half of the bottom 30 ranking local authorities were in London: (13 London boroughs plus City of London). For groups, ten London local authorities were in the bottom 30, and for subgroups six London local authorities were in the bottom 30. This indicates that the classification seems to work better for London (compared to other parts of England and Wales) as the fineness of classification increases. A specific, London, classification would inevitably work better still.

Conclusions and recommendation

This analysis has shown that for London as a whole the Preliminary 2011 Output Area Classification provides a less uneven distribution of groupings than the 2001 classification particularly at the finest subgroup. However, it remains the case that more than half of the groups have few members in London, so that a great deal of the classification does not relate to London's characteristics. The tendency of the classification to identify largely London-specific and London-exclusive groupings has increased over the 2001 classification.

For London boroughs, the classification again performs better overall than the 2001 OAC. Boroughs with the most uneven distributions in 2001, which were found mainly in Inner London saw the most improved classifications. However the picture is mixed with some Outer London boroughs seeing more uneven distributions in 2011 compared to 2001.

Finally, the analysis showed that the 2011 classification had a less good fit for London boroughs than for other parts of England and Wales. This again suggests that a nationally-based classification is less appropriate in London than elsewhere.

Recommendation

GLA should commission a London-specific output area classification. This should be on the same methodology and range of data used in the 2011 Output Area Classification. Applying the methodology to London alone should result in a classification that better represents the characteristics of London.

Annex 1 2001 OAC structure and shares in each group in London.

Supergroup	share	Group	share	Subgroup	share
Blue Collar Communities	2.5	Terraced Blue Collar	0.4	1	0.0
				2	0.1
				3	0.2
		Younger Blue Collar	1.8	1	1.2
				2	0.6
		Older Blue Collar	0.3	1	0.1
2	0.1				
3	0.1				
City Living	21.4	Transient Communities	10.7	1	0.6
				2	10.2
		Settled in the City	10.7	1	2.0
				2	8.7
Countryside	0.1	Village Life	0.0	1	0.0
				2	0.0
		Agricultural	0.0	1	0.0
				2	0.0
		Accessible Countryside	0.0	1	0.0
				2	0.0
Prospering Suburbs	7.4	Prospering Younger Families	0.2	1	0.0
				2	0.1
		Prospering Older Families	1.1	1	0.0
				2	0.1
				3	1.0
				4	0.0
		Prospering Semis	1.9	1	0.0
				2	0.4
3	1.5				
Thriving Suburbs	4.2	1	3.8		
		2	0.4		
Constrained by Circumstances	2.5	Senior Communities	0.2	1	0.2
				2	0.1
		Older Workers	1.7	1	0.2
				2	0.2
				3	1.2
				4	0.1
		Public Housing	0.5	1	0.1
				2	0.2
3	0.2				
Typical Traits	10.1	Settled Households	3.3	1	0.1
				2	3.2
		Least Divergent	0.7	1	0.0
				2	0.7
				3	0.0
		Young Families in Terraced Homes	1.2	1	1.2
2	0.0				
Aspiring Households	4.9	1	3.8		
		2	1.1		
Multi-cultural	56.1	Asian Communities	23.0	1	0.8
				2	5.2
				3	17.0
		Afro-Caribbean Communities	33.1	1	19.8
				2	13.3

Annex 2 2011 Preliminary OAC structure and percentage shares in each group in London.

Supergroups 1 to 4	share	Groups	share	Subgroups	Share		
Rural Residents	0.1	Rural Retirement	0.0	Early Rural Retirement	0.0		
				Late Stage Rural Retirement	0.0		
				Farming Communities	0.0	Agricultural Communities	0.0
		Country Life	0.0	0.0	Older Farming Communities	0.0	
					Rural Commuters	0.0	
					Ageing Rural Life	0.0	
		Cosmopolitans	21.6	Aspirational Migrants	7.7	Social Rented Rural Housing	0.0
						Young Commuters	0.0
						Migrant Commuters	0.2
Student Communities	0.3			0.3	Migrant Families	3.7	
					Financial Workers	3.8	
					Student Communal Living	0.3	
Settled City Living	13.5			13.5	Student Digs	0.1	
					Older Traditional Employment	0.3	
					Established EU Service Workers	8.9	
Ethnic Mix	30.0	Urban Deprivation	0.7	Urban Cultural Mix	4.3		
				Striving Service Workers	0.5		
		Connected Achievers	12.1	12.1	Ageing Unemployed	0.2	
					Ageing Workers	3.6	
					Multi-Ethnic Workers	3.9	
		Aspirational Multi-cultural Families	6.4	6.4	IT Workers	4.6	
					White-Ethnic Families	3.1	
		Challenged Ethnic Mix	10.8	10.8	Multi-Ethnic Families	3.3	
					Bangladeshi Hardship	2.2	
Black Hardship	4.8						
Blue Collar Neighbourhoods	2.4	Blue Collar Estates	0.3	White Hardship	3.8		
				Multi-Ethnic Estates	0.3		
				Secondary Industry Workers	0.0		
		Blue Collar Transitions	0.4	0.4	Flats and Terraced Living	0.0	
					Steady Transitions	0.2	
					Transitional White Neighbourhoods	0.1	
		Blue Collar Terraces	1.6	1.6	Multi-Ethnic Industrial Transition	0.2	
					Senior Blue Collar Terraces	0.0	
					Ethnic Blue Collar Terraces	1.6	
				Rented Blue Collar Terraces	0.0		

Supergroups 5 to 8	share	Groups	share	Subgroups	share
Multicultural Metropolitans	27.9	Socially Mobile Minorities	25.6	Achieving Minorities	6.0
				Inner City Ethnic Assimilation	7.0
Socially Mobile New Arrivals	12.6				
		Ethnic Communities	2.3	Pakistani Communities	0.0
				Multi-Ethnic Communities	2.1
White-Ethnic Communities	0.1				
Suburbanites	5.4	Inner Suburbs	4.7	Multi-Ethnic Suburbs	3.0
				Young Workers in Terraces	0.2
				Ageing Europeans	1.5
		Established Suburbs	0.1	Ageing in Suburbia	0.0
				Young Suburban Family Tenants	0.0
Suburban Service Workers with Higher Qualifications	0.1				
		Suburban Aspiration	0.6	Detached Retirement Living	0.0
				Semi-Detached Suburbia	0.5
				Young Families in Detached Houses	0.0
Hard-Pressed Households	2.0	Industrial Legacy	0.1	Young Hard-Pressed Families	0.0
				Old Industrial Workers	0.0
		Hard-Pressed Multi-Ethnic Neighbour- hoods	1.8	Hard-Pressed Adults with Prospects	1.5
Hard-Pressed European Settlers	0.0				
Deprived and Isolated Ethnic Minorities	0.2				
Elderly in Flats	0.2			Settled Hard-Pressed Pensioners	0.1
				Dependant Hard-Pressed Pensioners	0.0
				Deprived Elderly Communities	0.1
Urbanites	10.6	Traditional Trades	0.3	Achieving Tradespeople	0.1
				Educated Tradespeople	0.1
				Striving Multi-Ethnic Tradespeople	0.1
Service Sector Urbanities	9.6			Ageing Urban Service Workers	4.2
				Young Urban Service Workers	0.0
				Skilled Urban Service Workers	5.4
Late Retirement	0.7			Delayed Retirement	0.0
				Self-Sufficient Retirement	0.3
				Communal Retirement	0.4

GLAINTELLIGENCE

Greater London Authority
City Hall
The Queens Walk
London SE1 2AA

Tel 020 7983 4922
Fax 020 7983 4674
Minicom 020 7983 4000
Email census@london.gov.uk

<http://data.london.gov.uk/census>

MAYOR OF LONDON