

Active Scotland: Household Targeting Tool

Local Authority Summary

2011 Update

Highland Council

Introduction

The Active Scotland Household Targeting Tool is a tool to support planning, targeting and marketing around sport, physical activity and outdoor recreation at national and local levels.

Essentially the tool is a database in which Scottish households are categorised into eleven groups (or segments) based on likely attitudes and behaviours towards sport, physical activity, outdoor recreation and health. The database contains a postcode-level breakdown of each of these different segments, enabling us to build a picture of likely attitudes and behaviour at a local level.

The Active Scotland Household Targeting Tool is based on key national surveys including the Scottish Household Survey, Scottish Health Survey and Scottish Natural Heritage's Scottish Recreation Survey, providing a holistic approach to physical activity. It was created in partnership between sportscotland, NHS Health Scotland, Scottish Government and Scottish Natural Heritage and was developed by Experian.

Local authority summary

This summary illustrates the Active Scotland Household Targeting Tool at a local authority level, providing a census ward map, census ward table, and a postcode dot map. The census ward map delineates the local authority's census wards, which are coloured to show their most prominent market segment. The census ward table shows the percentage of households in these wards which are assigned to each market segment. The dot map illustrates the local authority in more detail, dividing it into census wards, with dots to represent the constituent postcodes of these areas. The colour of the dot indicates which market segment is predominant in each postcode.

Understanding the segmentation

As highlighted above, the tool categorises households into one of 11 groups (or segments) based on likely attitudes to sport, physical activity, outdoor recreation and health.

All of the datasets used in developing the segments are based around *sample* data from a *cross-section* of households, rather than *complete* data from *every* household. The tool is therefore only ever able to predict which segment a household is most likely to fall into. Similarly, it may be that no one household is exactly as described within the segment.

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Products and services

There are a range of products available from www.sportscotland.org.uk/targetingtool to support partners wishing to use the tool. These include:

- project report which provides background information on the project
- pen portraits which describe the individual market segments
- grand index which provides more detail on the data which underpins the segmentation, including a breakdown of local authority and census ward data
- example applications which detail how the targeting tool can be used

Because of commercial restrictions, we are not able to distribute the raw postcode level databases which underpin the tool, however we are able to explore customised reports or adding local data sets according to our partners specific requirements.

To discuss further, please contact targetingtool@sportscotland.org.uk

The segments

Segment	Name	Short Description	Participation %*	Scotland HH %
A	Young, Sporty and Single	Young people in urban locations, with relatively low incomes, high levels of participation in sport and a dependence on walking and public transport.	59%	4%
B	Affluent & Active	Well-to-do city dwellers with very high levels of participation in sport and healthy lifestyles.	52%	6%
C	Isolated Activity	People in mainly suburban and rural locations who have limited access to sports facilities and may not have people to go with but nonetheless take active measures to keep fit.	47%	7%
D	Active by Nature	People in isolated locations where many physical activities are incidental to their lifestyles.	45%	6%
E	Aspirational & Occasionally Energetic	Younger affluent people favouring high-energy sports, exercise tends to be infrequent and irregular but intensive.	39%	7%
F	Active Leisure Spenders	Middle income families taking part in racquet sports and other activities that require relatively high investment in equipment or travel.	39%	16%
G	Occasional Social Activity	Younger families without a great interest in sport but who may exercise for practical reasons or participate in sports for social reasons.	38%	10%
H	Sporting Hobbies	Suburban & small-town mature families and elders with inactive lifestyles and participating in low levels of gentle recreational activity.	37%	8%
I	Leisurely Pursuits	People living in better quality council housing which they may have bought. They have low levels of participation and their unhealthy lifestyles may be starting to catch up with them.	34%	14%
J	Unhealthy & Irregular Team Players	People in relatively poor health and with low levels of participation in sports, who tend to favour team and pitch sports.	32%	15%
K	Underprivileged & Inactive	People whose participation in sport and general physical activity is hampered by limited resources, poor health and unemployment.	27%	8%

* Adults meeting physical activity guidelines (30 minutes of activity 5 days per week)

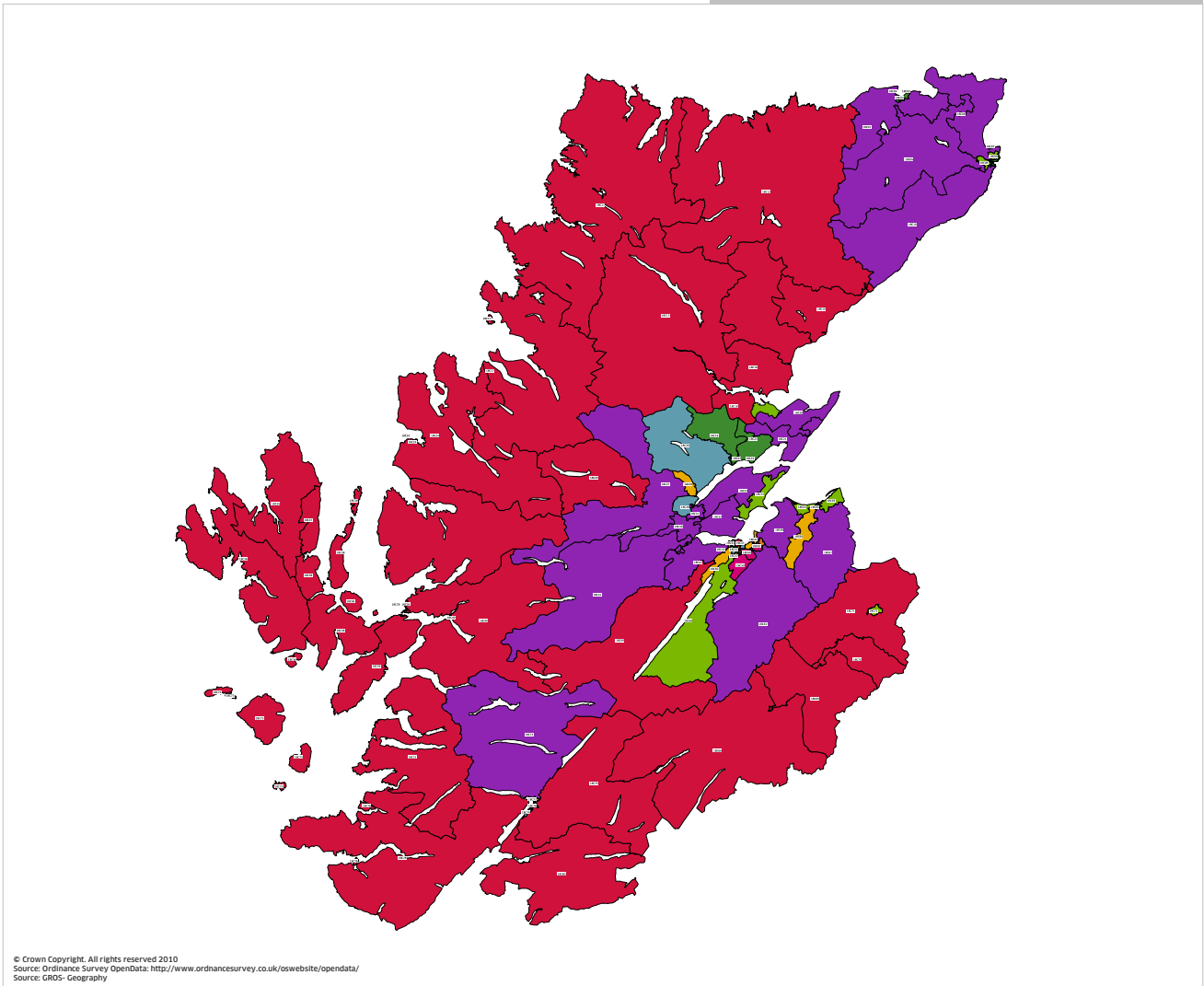
For more information on the market segments, please consult the pen portraits.

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Census wards, coloured by their most prominent market segment

- A: Young, Sporty and Single
- B: Affluent & Active
- C: Isolated Activity
- D: Active by Nature
- E: Aspirational & Occasionally Energetic
- F: Active Leisure Spenders
- G: Occasional Social Activity
- H: Sporting Hobbies
- I: Leisurely Pursuits
- J: Unhealthy & Irregular Team Players
- K: Underprivileged & Inactive

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Source: Ordnance Survey OpenData: <http://www.ordnancesurvey.co.uk/oswebsite/opendata/>
Source: GRDS - Geography

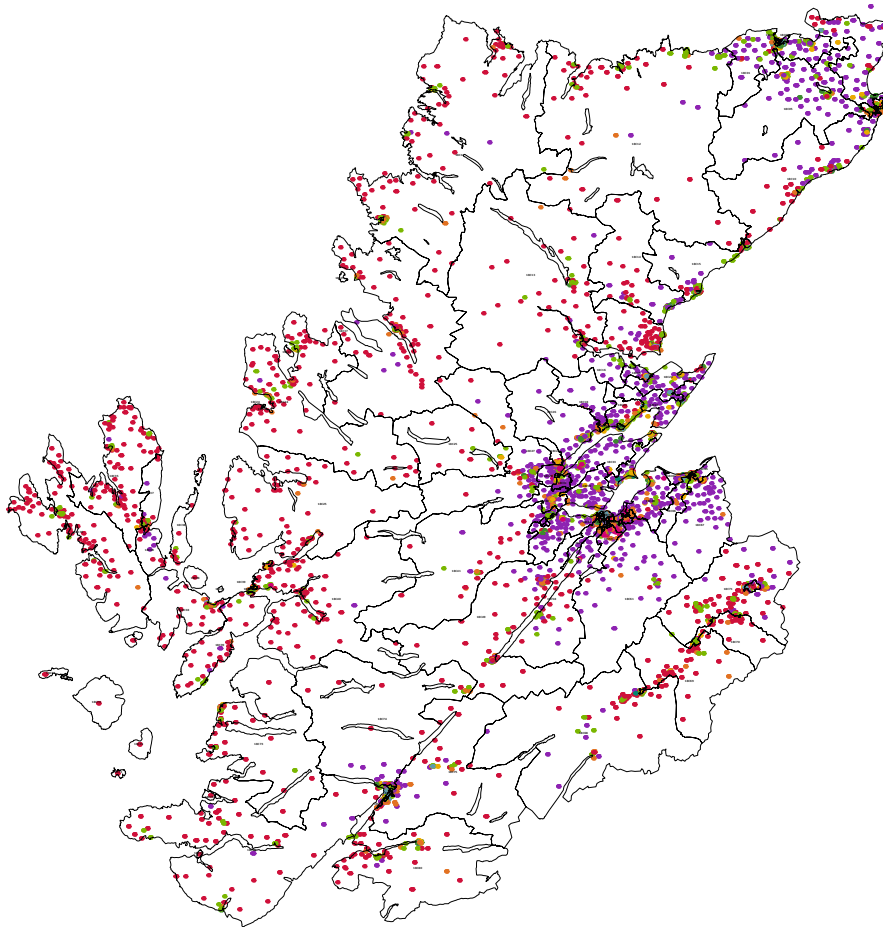
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Dot map of postcodes, coloured by their most prominent market segment

- A: Young, Sporty and Single
- B: Affluent & Active
- C: Isolated Activity
- D: Active by Nature
- E: Aspirational & Occasionally Energetic
- F: Active Leisure Spenders
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Source: Ordnance Survey OpenData: <http://www.ordnancesurvey.co.uk/oswebsite/opendata/>
Source: GROS- Geography

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Census wards, % of households in each market segment

The most prominent segment's percentage has been highlighted for each census ward area

Census Ward	Estimated Households	A	B	C	D	E	F	G	H	I	J	K
18C01 Caithness North West	1,319	0%	0%	7%	40%	1%	3%	9%	21%	16%	2%	0%
18C02 Thurso West	1,174	0%	0%	0%	0%	7%	10%	21%	12%	44%	6%	0%
18C03 Thurso Central	1,303	0%	0%	2%	1%	1%	17%	12%	20%	24%	21%	1%
18C04 Thurso East	1,246	0%	0%	1%	1%	1%	4%	7%	7%	54%	20%	5%
18C05 Caithness Central	1,454	0%	0%	5%	54%	0%	1%	7%	25%	8%	1%	0%
18C06 Caithness North East	1,286	0%	0%	21%	53%	0%	1%	4%	16%	4%	1%	0%
18C07 Wick	1,201	0%	0%	3%	3%	4%	9%	7%	9%	47%	17%	0%
18C08 Wick West	1,169	0%	0%	3%	2%	1%	7%	10%	36%	23%	18%	0%
18C09 Pulteneytown	1,338	0%	0%	1%	1%	2%	3%	15%	7%	38%	32%	1%
18C10 Caithness South East	1,339	0%	0%	29%	34%	0%	0%	1%	16%	14%	5%	1%
18C11 Sutherland North West	1,424	0%	0%	65%	6%	0%	0%	3%	20%	5%	1%	0%
18C12 Tongue and Farr	1,248	0%	0%	53%	16%	0%	1%	0%	25%	3%	1%	0%
18C13 Sutherland Central	1,431	0%	0%	51%	17%	0%	1%	0%	20%	7%	4%	0%
18C14 Golspie and Rogart	1,086	0%	0%	25%	18%	0%	2%	6%	22%	20%	7%	0%
18C15 Brora	1,443	0%	0%	27%	12%	0%	1%	3%	22%	24%	11%	0%
18C16 Dornoch Firth	1,500	0%	0%	39%	15%	0%	1%	8%	20%	11%	3%	2%
18C17 Lochbroom	1,306	0%	0%	51%	7%	3%	3%	3%	27%	2%	5%	0%
18C18 Alness and Ardross	1,599	0%	0%	4%	13%	4%	4%	16%	9%	35%	15%	1%
18C19 Tain West	1,444	0%	0%	5%	8%	1%	7%	15%	28%	19%	13%	4%
18C20 Tain East	1,270	0%	0%	10%	34%	1%	2%	14%	18%	16%	5%	0%
18C21 Seaboard	1,340	0%	0%	4%	29%	1%	3%	6%	22%	15%	19%	0%
18C22 Invergordon	1,334	0%	0%	3%	1%	1%	3%	16%	12%	35%	30%	0%
18C23 Rosskeen and Saltburn	1,401	0%	0%	5%	17%	2%	5%	13%	18%	23%	18%	0%
18C24 Gairloch	1,388	0%	0%	69%	3%	0%	1%	1%	25%	1%	1%	1%
18C25 Lochcarron	1,166	0%	0%	82%	4%	0%	0%	2%	11%	1%	0%	0%
18C26 Ferindonald	1,504	0%	0%	1%	21%	3%	11%	8%	11%	21%	23%	0%
18C27 Strathpeffer and Strathconon	1,212	0%	1%	16%	40%	1%	4%	8%	19%	7%	4%	0%
18C28 Dingwall South	1,312	0%	0%	7%	12%	10%	13%	7%	14%	12%	22%	3%
18C29 Dingwall North	1,343	0%	0%	1%	6%	8%	17%	27%	17%	13%	10%	0%
18C30 Muir of Ord	1,549	0%	0%	9%	30%	5%	8%	12%	15%	15%	7%	0%
18C31 Conon and Maryburgh	1,352	0%	0%	4%	21%	8%	13%	16%	18%	12%	9%	0%

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Census Ward	Estimated Households	A	B	C	D	E	F	G	H	I	J	K
18C32 Knockbain and Killearnan	1,257	0%	1%	3%	46%	1%	17%	8%	15%	6%	1%	0%
18C33 Black Isle North	1,429	0%	0%	5%	49%	4%	8%	4%	22%	4%	3%	0%
18C34 Avoch Fortrose	1,665	0%	2%	5%	18%	2%	14%	14%	32%	8%	2%	3%
18C35 Snizort and Trotternish	1,200	0%	0%	79%	8%	0%	1%	1%	10%	1%	0%	0%
18C36 Skye West	1,266	0%	0%	82%	3%	0%	0%	0%	14%	0%	0%	0%
18C37 Portree	1,192	1%	0%	25%	7%	5%	12%	7%	24%	6%	12%	1%
18C38 Skye Central	1,151	0%	0%	52%	14%	2%	3%	1%	20%	1%	3%	2%
18C39 Kyle and Sleat	1,107	0%	0%	43%	9%	0%	4%	7%	22%	7%	6%	0%
18C40 Kinlochshiel	1,170	0%	0%	76%	7%	1%	1%	3%	12%	1%	0%	0%
18C41 Beaully and Strathglass	1,334	0%	1%	19%	25%	3%	4%	8%	22%	13%	5%	0%
18C42 Kirkhill	1,605	0%	1%	7%	47%	3%	12%	5%	20%	4%	0%	0%
18C43 Scorguie	1,348	0%	0%	3%	0%	24%	19%	34%	13%	3%	1%	1%
18C44 Muirtown	1,503	0%	0%	7%	0%	8%	19%	4%	8%	12%	36%	6%
18C45 Merkinch	1,672	0%	0%	6%	0%	2%	6%	2%	0%	13%	67%	4%
18C46 Inverness Central	1,843	10%	5%	39%	0%	6%	20%	1%	6%	2%	7%	4%
18C47 Culloden	1,556	0%	0%	0%	6%	24%	5%	44%	3%	9%	8%	0%
18C48 Ardersier, Croy and Petty	1,437	0%	0%	4%	38%	6%	9%	8%	14%	11%	10%	0%
18C49 Loch Ness West	1,641	0%	0%	44%	24%	1%	3%	2%	20%	5%	2%	0%
18C50 Inverness West	1,236	0%	0%	5%	7%	5%	5%	45%	3%	17%	14%	0%
18C51 Canal	1,260	0%	0%	0%	0%	4%	9%	28%	2%	30%	23%	4%
18C52 Ballifeary	1,544	0%	0%	2%	0%	8%	19%	7%	15%	15%	29%	5%
18C53 Lochardil	1,265	0%	2%	0%	2%	4%	36%	6%	37%	5%	3%	4%
18C54 Hilton	1,354	0%	0%	2%	0%	2%	6%	32%	0%	23%	33%	2%
18C55 Milton	1,260	0%	1%	1%	0%	7%	15%	29%	9%	24%	10%	4%
18C56 Crown	1,406	0%	7%	10%	0%	10%	44%	6%	12%	4%	2%	6%
18C57 Raigmore	1,357	0%	1%	25%	1%	7%	10%	9%	3%	15%	26%	5%
18C58 Loch Ness East	1,516	0%	0%	15%	15%	12%	15%	16%	25%	2%	0%	1%
18C59 Culduthel	2,562	0%	2%	3%	4%	47%	22%	7%	11%	1%	1%	1%
18C60 Inshes	2,099	0%	1%	2%	5%	28%	24%	14%	24%	1%	0%	0%
18C61 Drumossie	1,458	0%	1%	6%	45%	8%	11%	8%	11%	6%	4%	0%
18C62 Westhill and Smithton	1,989	0%	0%	4%	4%	40%	16%	10%	10%	7%	8%	1%
18C63 Balloch	1,278	0%	0%	0%	2%	25%	45%	9%	17%	1%	0%	0%
18C64 Nairn Alltan	1,177	0%	7%	2%	12%	0%	18%	18%	28%	4%	2%	9%
18C65 Nairn Ninian	1,897	0%	0%	6%	7%	17%	11%	8%	25%	8%	16%	1%
18C66 Nairn Cawdor	1,251	0%	0%	3%	20%	1%	9%	24%	14%	15%	15%	1%
18C67 Nairn Auldearn	1,336	0%	0%	4%	37%	4%	6%	13%	15%	15%	5%	0%
18C68 Badenoch West	1,197	0%	1%	52%	21%	0%	2%	7%	14%	2%	1%	1%
18C69 Badenoch East	1,272	1%	0%	42%	8%	3%	5%	12%	22%	4%	2%	2%
18C70 Strathspey South	2,022	0%	0%	26%	2%	12%	5%	13%	16%	7%	17%	0%

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18C71 Strathspey North East	1,515	0%	0%	54%	19%	0%	1%	5%	18%	3%	0%	0%
18C72 Granttown on Spey Mallaig and Small Isles	1,235	0%	0%	25%	2%	1%	6%	11%	37%	6%	8%	3%
18C73 Kilmallie and Invergarry Claggan and Glen Spean	1,014	0%	0%	54%	11%	0%	0%	11%	18%	4%	2%	0%
18C74 Ardnamurchan and Morvern	992	0%	0%	22%	28%	0%	4%	12%	18%	9%	6%	1%
18C75 Caol	1,203	0%	0%	27%	27%	1%	8%	8%	9%	11%	9%	0%
18C76 Fort William North	1,319	0%	0%	74%	10%	0%	0%	1%	12%	2%	0%	0%
18C77 Fort William South	1,323	0%	0%	0%	2%	1%	2%	34%	10%	24%	26%	2%
18C78 Glencoe	1,315	0%	0%	7%	3%	7%	8%	17%	12%	12%	31%	4%
18C79	963	0%	1%	7%	6%	5%	11%	13%	19%	5%	32%	0%
18C80	1,555	0%	0%	38%	9%	1%	2%	6%	24%	10%	8%	1%
Highland	111,027	0%	1%	19%	14%	6%	9%	11%	16%	12%	10%	1%
Scotland	2,502,191	4%	6%	7%	6%	7%	16%	10%	8%	14%	15%	8%

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