

Active Scotland: Household Targeting Tool

Local Authority Summary

2011 Update

City of Edinburgh 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)

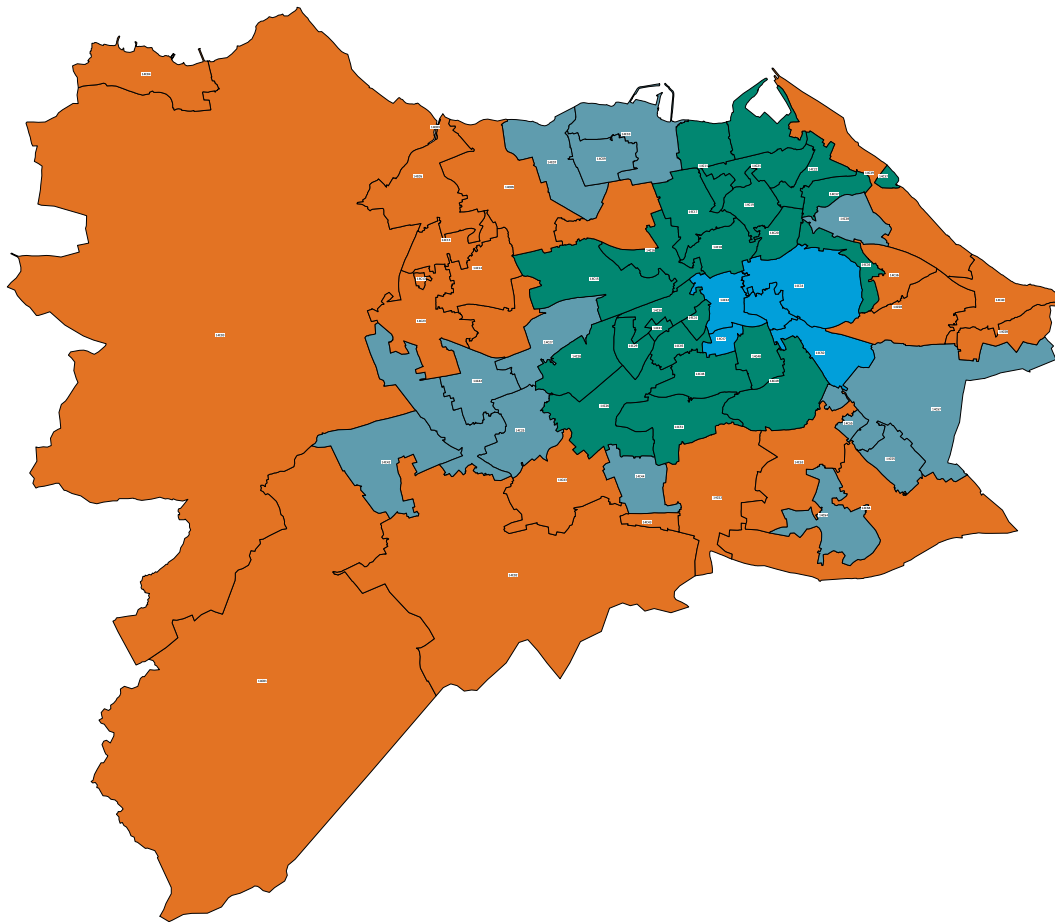
For more information on the market segments, please consult the pen portraits.

City of Edinburgh Council

Census wards, coloured by their most prominent market segment

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

Electronic PDF Version: Zoom in for more detail



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

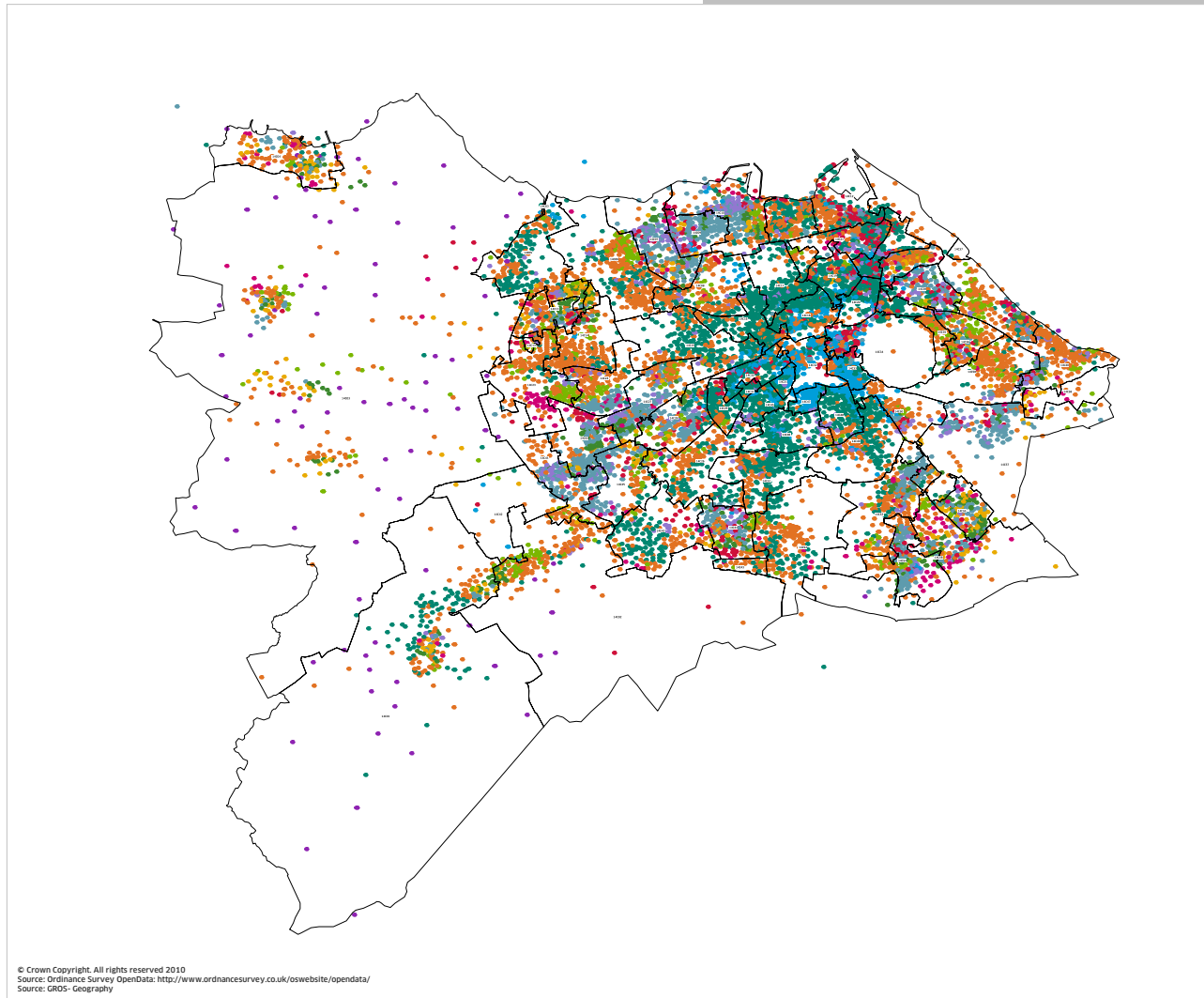
Please Note: The information provided in this report should be considered as a synthetic estimate and interpreted as relative differences between households or locations rather than hard statistical facts. We cannot warrant or guarantee the accuracy of this report. You acknowledge that reports which use empirical data and/or statistical data and/or data modelling techniques are merely indicative, and cannot be taken as a guarantee of any particular outcome and are not intended to be the sole basis of your business decisions. The source surveys remain the most accurate resource for any individual indicator.

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

- | | |
|---|---|
| ■ A: Young, Sporty and Single | ■ G: Occasional Social Activity |
| ■ B: Affluent & Active | ■ H: Sporting Hobbies |
| ■ C: Isolated Activity | ■ I: Leisurely Pursuits |
| ■ D: Active by Nature | ■ J: Unhealthy & Irregular Team Players |
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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
14C01	Balerno	3,245		0%	23%	0%	2%	6%	34%	9%	6%	9%	7%	3%
14C02	Baberton	3,064	0%	7%	1%	1%	4%	44%	7%	23%	6%	2%	4%	
14C03	Dalmeny/ Kirkliston	3,525	0%	1%	2%	10%	8%	25%	17%	12%	16%	9%	1%	
14C04	Queensferry	3,715	0%	6%	1%	1%	15%	34%	19%	5%	8%	9%	2%	
14C05	Cramond	3,482	3%	34%	2%	0%	3%	37%	4%	4%	3%	2%	9%	
14C06	Davidson's Mains	3,395	0%	18%	2%	0%	3%	55%	0%	14%	0%	1%	7%	
14C07	Muirhouse/ Drylaw	4,416	2%	0%	6%	0%	2%	10%	3%	0%	9%	42%	27%	
14C08	Craigleith	3,567	3%	28%	5%	0%	1%	37%	0%	8%	2%	7%	9%	
14C09	Pilton	4,336	4%	3%	15%	0%	7%	5%	4%	0%	6%	38%	19%	
14C10	Granton	5,128	3%	12%	8%	0%	2%	14%	2%	3%	7%	28%	20%	
14C11	Trinity	3,771	1%	41%	5%	0%	1%	31%	0%	7%	1%	2%	11%	
14C12	Newhaven	6,081	4%	42%	20%	0%	2%	14%	0%	0%	1%	8%	9%	
14C13	East Craigs	3,668	1%	1%	9%	0%	6%	28%	16%	6%	13%	12%	7%	
14C14	N.E. Corstorphine	3,157	1%	13%	6%	0%	2%	53%	1%	12%	4%	6%	3%	
14C15	Murrayfield	4,120	5%	69%	0%	0%	0%	17%	0%	1%	0%	0%	9%	
14C16	Dean	4,578	4%	83%	0%	0%	0%	7%	0%	0%	0%	0%	5%	
14C17	Stockbridge	4,786	2%	82%	2%	0%	0%	4%	0%	0%	0%	1%	9%	
14C18	New Town	5,013	18%	79%	2%	0%	0%	0%	0%	0%	0%	0%	1%	
14C19	Broughton	6,113	9%	63%	7%	0%	2%	8%	2%	2%	1%	3%	3%	
14C20	Calton	5,027	14%	69%	10%	0%	0%	1%	0%	0%	0%	1%	4%	
14C21	Harbour	5,753	8%	43%	19%	0%	1%	8%	0%	1%	1%	10%	8%	
14C22	Lorne	5,736	9%	59%	19%	0%	1%	2%	1%	0%	1%	2%	6%	
14C23	Gyle	4,148	0%	9%	1%	0%	20%	34%	4%	19%	4%	3%	5%	
14C24	S.E. Corstorphine	3,624	1%	5%	1%	0%	11%	31%	5%	11%	6%	21%	9%	
14C25	Parkhead	4,301	0%	2%	8%	0%	2%	7%	4%	2%	6%	46%	22%	
14C26	Craiglockhart	3,859	0%	40%	2%	0%	5%	32%	5%	5%	2%	4%	6%	
14C27	Stenhouse	4,354	1%	4%	5%	0%	2%	19%	1%	6%	8%	32%	21%	
14C28	Moat	4,826	7%	21%	15%	0%	3%	10%	3%	3%	6%	20%	12%	
14C29	Shandon	5,202	5%	72%	8%	0%	1%	10%	0%	2%	0%	0%	1%	
14C30	Dalry	5,737	27%	57%	10%	0%	0%	1%	0%	0%	0%	1%	3%	
14C31	Fountainbridge	4,008	33%	53%	9%	0%	0%	1%	0%	0%	0%	0%	4%	
14C32	Tollcross	4,358	69%	23%	7%	0%	0%	0%	0%	0%	0%	1%	1%	
14C33	Southside	4,365	75%	16%	3%	0%	0%	1%	0%	0%	0%	3%	2%	
14C34	Holyrood	4,969	32%	32%	20%	0%	0%	1%	0%	0%	0%	4%	11%	
14C35	Meadowbank	4,587	6%	58%	8%	0%	3%	16%	0%	4%	1%	2%	3%	

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			A	B	C	D	E	F	G	H	I	J	K
Census Ward		Estimated Households											
14C36	Mountcastle	3,868	2%	8%	11%	0%	3%	26%	6%	14%	7%	12%	12%
14C37	Leith Links	4,036	5%	27%	10%	0%	7%	19%	8%	6%	4%	8%	6%
14C38	Restalrig	5,611	5%	19%	17%	0%	2%	8%	1%	3%	4%	24%	18%
14C39	Portobello	3,713	3%	12%	13%	0%	4%	32%	3%	14%	5%	8%	7%
14C40	Milton	3,608	0%	7%	6%	0%	2%	43%	2%	6%	6%	12%	15%
14C41	Murray Burn	4,095	0%	0%	1%	0%	3%	9%	3%	3%	4%	42%	34%
14C42	Sighthill	3,090	1%	1%	13%	0%	11%	7%	6%	2%	16%	31%	10%
14C43	Colinton	3,586	0%	30%	4%	0%	8%	43%	1%	7%	0%	0%	6%
14C44	Firrhill	3,730	2%	1%	17%	0%	3%	14%	7%	2%	13%	28%	12%
14C45	Merchiston	3,733	34%	54%	0%	0%	0%	5%	0%	0%	0%	0%	6%
14C46	North Morningside/Grange	3,756	9%	66%	1%	0%	0%	6%	0%	0%	0%	0%	18%
14C47	Marchmont	2,799	89%	10%	0%	0%	0%	1%	0%	0%	0%	0%	0%
14C48	Sciennes	3,551	38%	42%	0%	0%	0%	12%	0%	2%	0%	0%	7%
14C49	Newington	3,567	10%	53%	1%	0%	1%	22%	0%	2%	1%	1%	9%
14C50	Prestonfield	2,700	41%	5%	10%	0%	0%	19%	2%	4%	2%	8%	10%
14C51	South Morningside	3,758	2%	63%	2%	0%	1%	26%	0%	0%	0%	0%	7%
14C52	Fairmilehead	3,238	0%	32%	0%	0%	6%	52%	0%	9%	0%	0%	0%
14C53	Alnwickhill	3,689	0%	8%	5%	0%	6%	32%	7%	5%	11%	18%	8%
14C54	Kaimes	3,496	1%	1%	4%	0%	10%	24%	3%	6%	9%	28%	13%
14C55	Moredun	3,952	1%	4%	4%	0%	5%	12%	13%	4%	17%	23%	17%
14C56	Gilmerton	3,847	0%	3%	3%	0%	21%	23%	11%	6%	11%	16%	6%
14C57	Craigmillar	4,118	3%	1%	11%	0%	3%	6%	3%	0%	5%	47%	20%
14C58	Duddingston	3,421	0%	10%	1%	0%	13%	48%	7%	10%	2%	6%	4%
Edinburgh, City of		238,976	10%	30%	7%	0%	4%	18%	3%	4%	4%	11%	9%
Scotland		2,502,191	4%	6%	7%	6%	7%	16%	10%	8%	14%	15%	8%

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