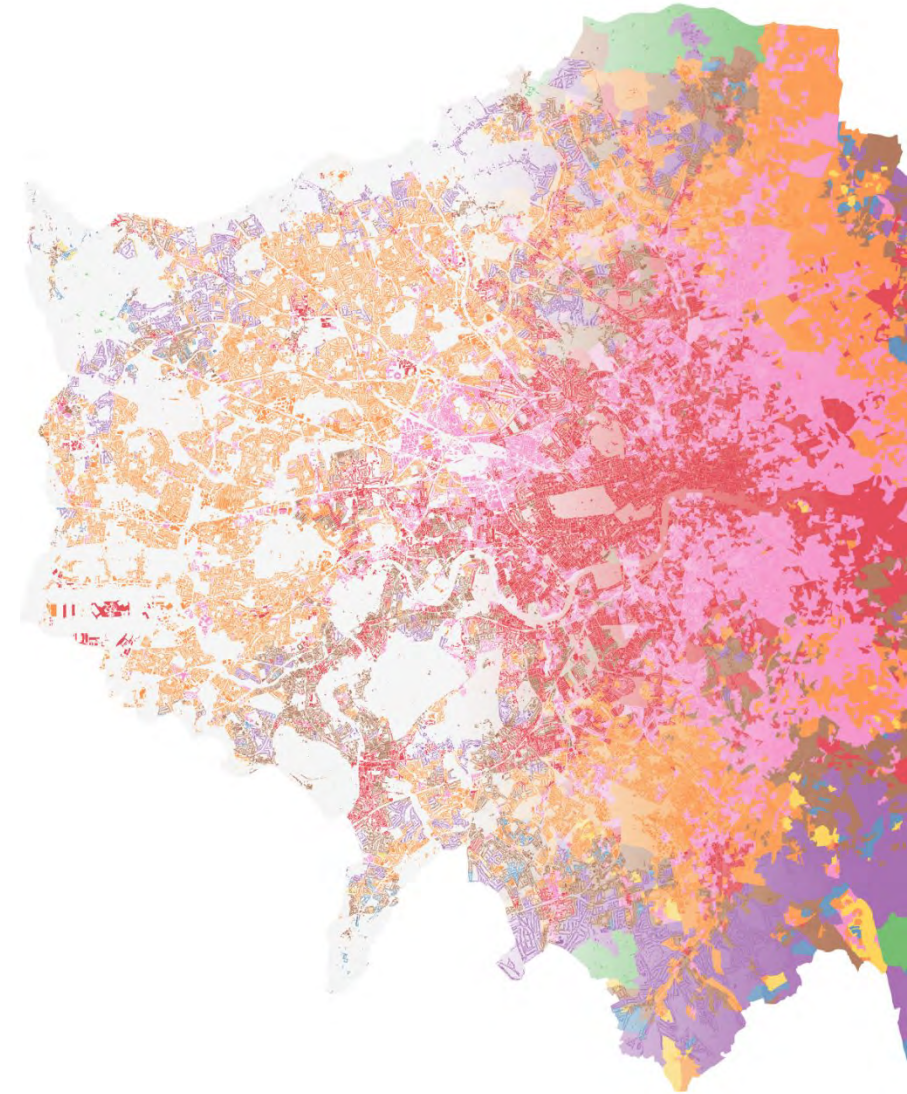# The 2011 Output Area Classification for the UK

Chris Gale and Paul Longley

The current Output Area Classification

- The 2001 Output Area Classification (2001 OAC)

- Groups the UK population into:
  - 7 Supergroups
  - 21 Groups
  - 52 Subgroups

- Only data source used is the 2001 UK Census
 - 41 Variables

Supergroups
- ■ Blue Collar Communities
- ■ City Living
- ■ Countryside
- ■ Prospering Suburbs
- ■ Constrained by Circumstances
- ■ Typical Traits
- ■ Multicultural

The 2001 Output Area Classification

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UCL Department of Geography.

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Boundary Data 2003. © Crown Copyright.

mapblog.in / areaclassification.org.uk

0   50   100   200
Kilometers
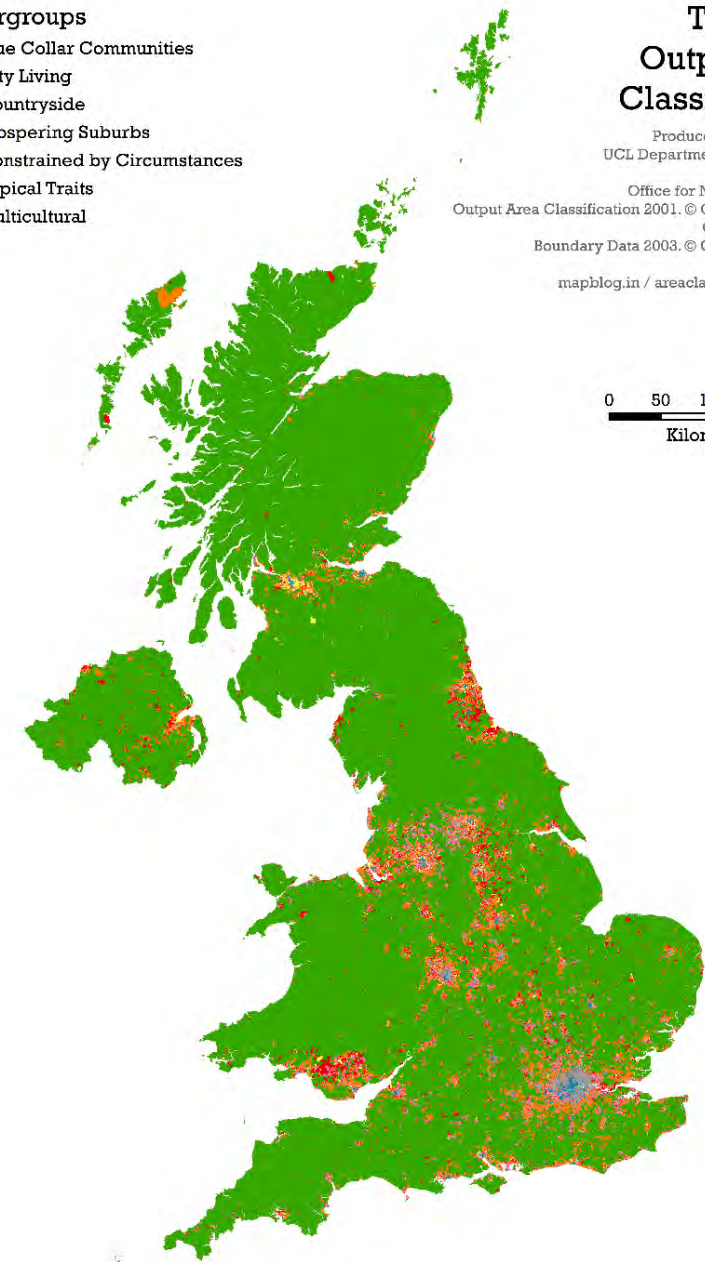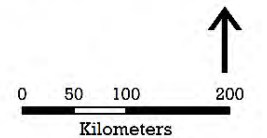
The 2011 Output Area Classification

- Created in partnership between UCL and the ONS

- Provisional 2011 OAC for England and Wales:
  - 8 Supergroups
  - 24 Groups
  - 67 Subgroups

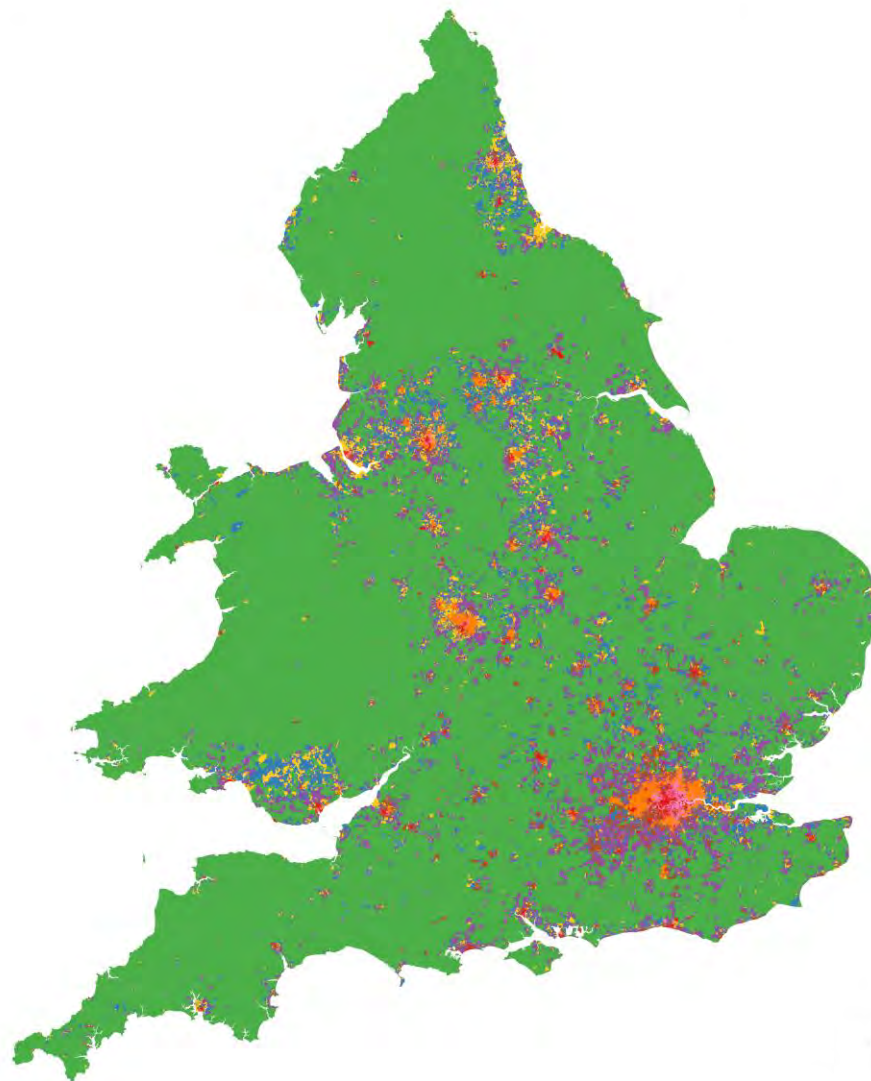- 2011 OAC for the UK will be released in early 2014
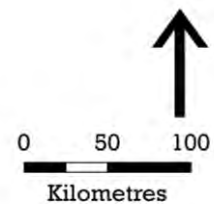
Preliminary 2011
England and Wales
OAC Supergroups

Preliminary 2011
England and Wales
OAC Supergroup Names

- Rural Residents
- Cosmopolitans
- Ethnic Mix
- Blue Collar Neighbourhoods
- Multicultural Metropolitans
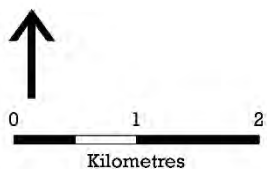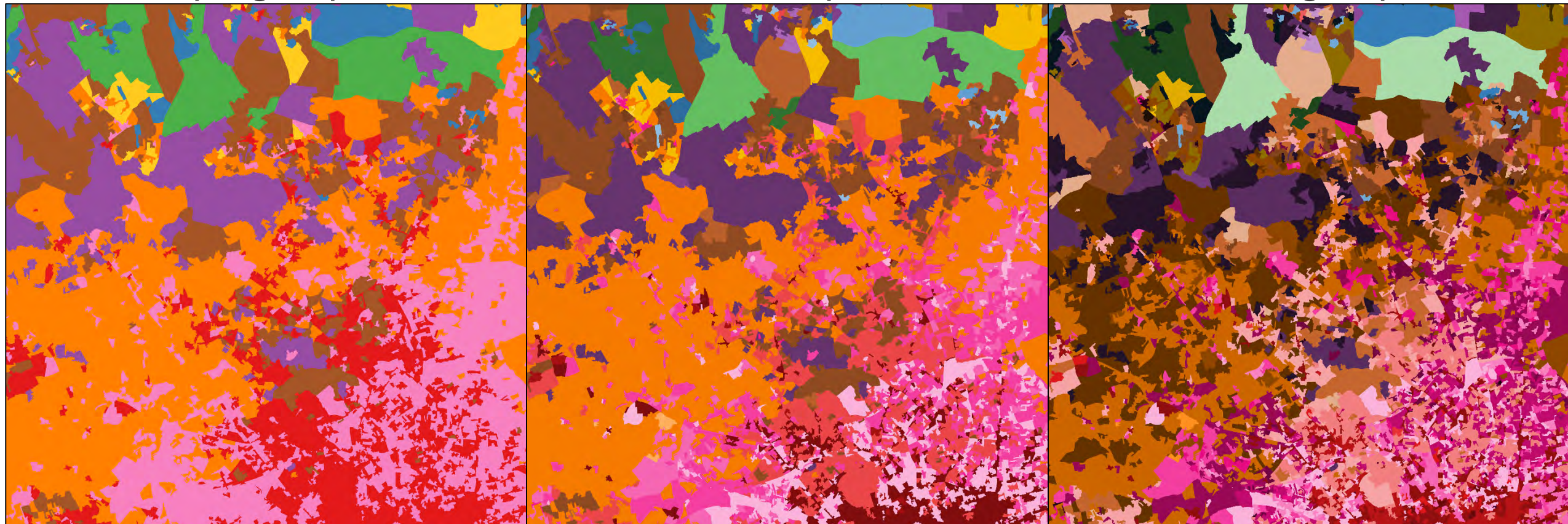- Suburbanites
- Hard-Pressed Households
- Urbanites

0   50   100
Kilometres

2011 OAC Hierarchy
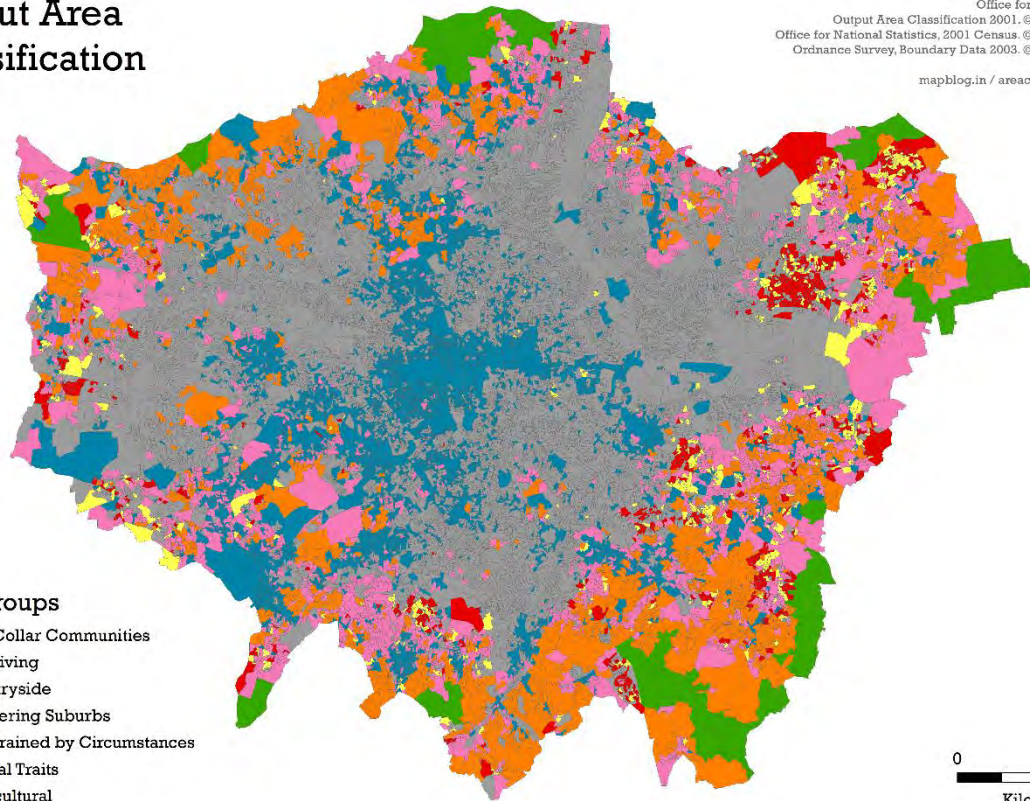

Supergroups

Groups

Subgroups

2001 and 2011 OAC's in London

The 2001
Output Area
Classification

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UCL Department of Geography.

Office for National Statistics,
Output Area Classification 2001. © Crown Copyright.
Office for National Statistics, 2001 Census. © Crown Copyright.
Ordnance Survey, Boundary Data 2003. © Crown Copyright.

mapblog.in / areaclassification.org.uk

Supergroups
- Blue Collar Communities
- City Living
- Countryside
- Prospering Suburbs
- Constrained by Circumstances
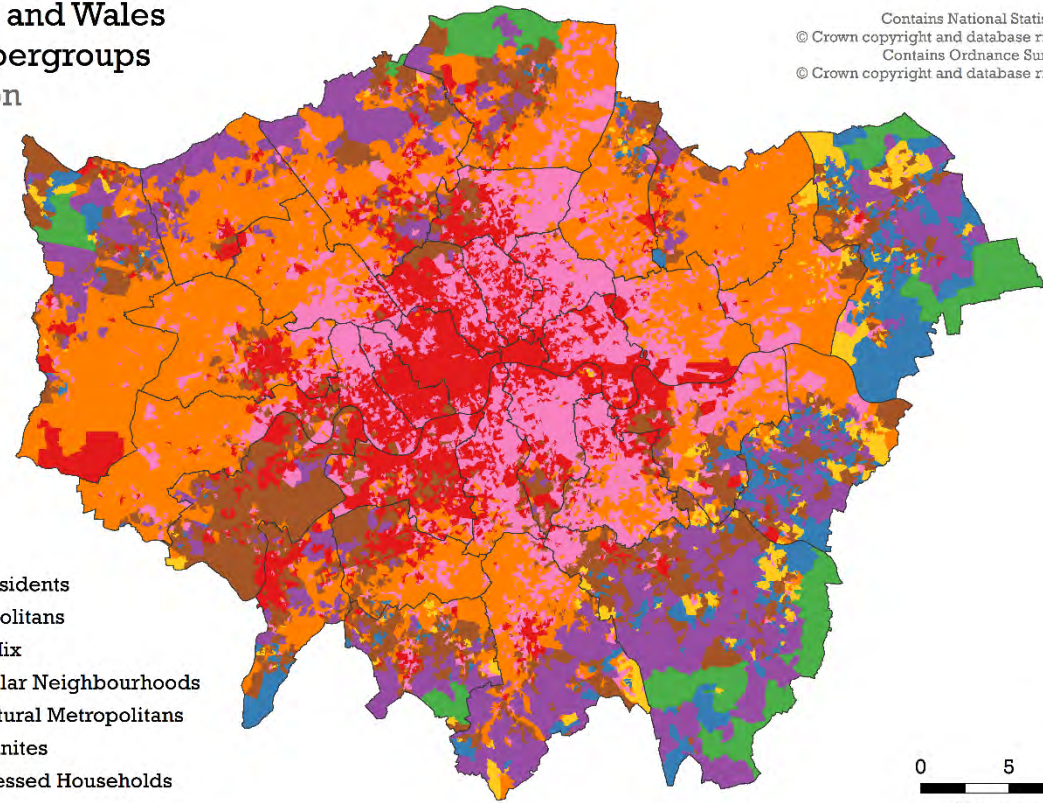- Typical Traits
- Multicultural

0   5   10
Kilometers

Preliminary 2011
England and Wales
OAC Supergroups
in London

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- Rural Residents
- Cosmopolitans
- Ethnic Mix
- Blue Collar Neighbourhoods
- Multicultural Metropolitans
- Suburbanites
- Hard-Pressed Households
- Urbanites

0   5   10
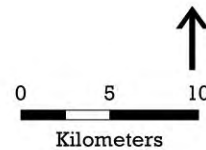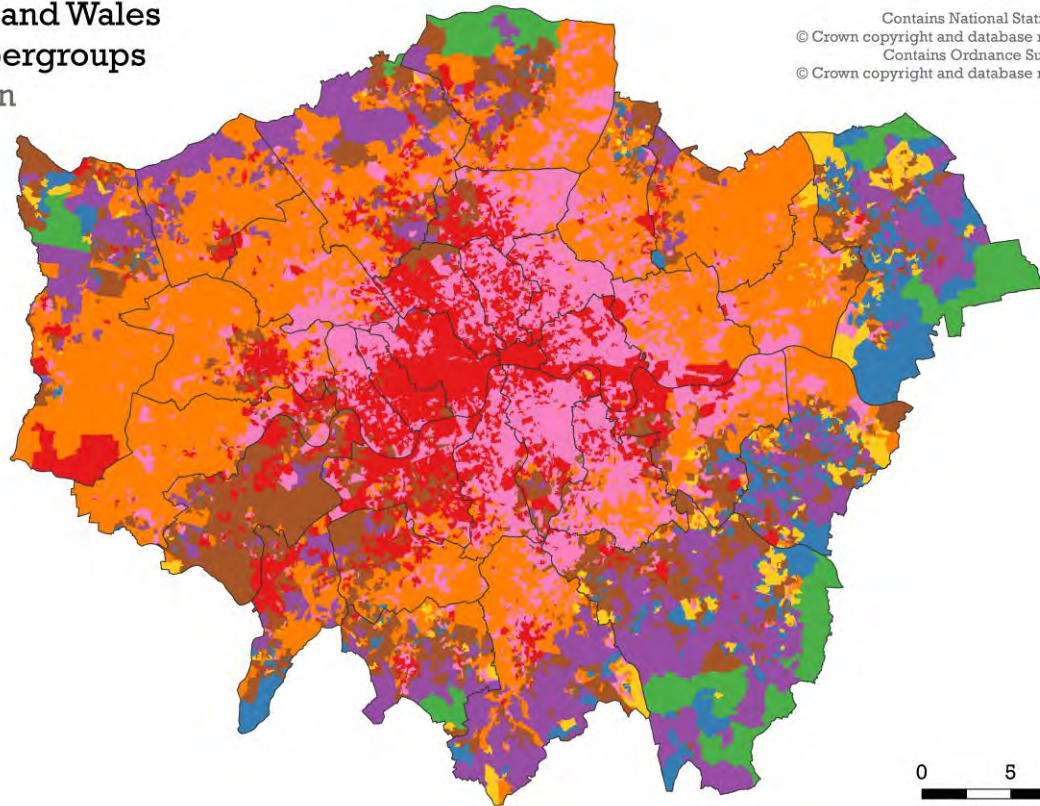Kilometers

2011 OAC in London Examples

Preliminary 2011 England and Wales OAC Supergroups in London

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Preliminary 2011 England and Wales OAC Supergroup Names in London

Legend:
- Rural Residents
- Cosmopolitans
- Ethnic Mix
- Blue Collar Neighbourhoods
- Multicultural Metropolitans
- Suburbanites
- Hard-Pressed Households
- Urbanites

2011 OAC in London Examples

Preliminary 2011
England and Wales
OAC Groups
in London

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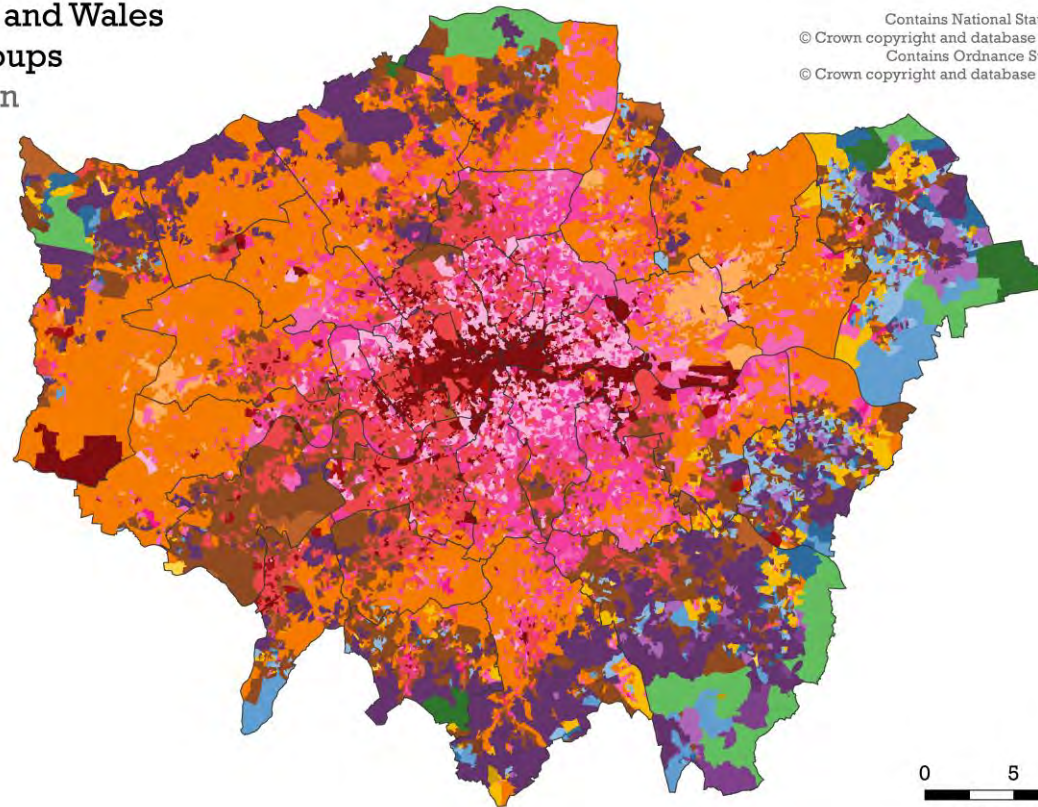© Crown copyright and database right 2013

Preliminary 2011
England and Wales
OAC Group Names
in London

Rural Retirement
Farming Communities
Country Life
Aspirational Migrants
Student Communities
Settled City Living
Urban Deprivation
Connected Achievers
Aspirational Multicultural Families
Challenged Ethnic Mix
Blue Collar Estates
Blue Collar Transitions
Blue Collar Terraces
Socially Mobile Minorities
Ethnic Communities
Inner Suburbs
Established Suburbs
Suburban Aspiration
Industrial Legacy
Hard-Pressed Multi-Ethnic Neighbourhoods
Elderly in Flats
Traditional Trades
Service Sector Urbanities
Late Retirement

2011 OAC in London Examples

Preliminary 2011 England and Wales OAC Subgroups in London

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Preliminary 2011 England and Wales OAC Subgroup Names in London

Early Rural Retirement
Late Stage Rural Retirement
Agricultural Communities
Older Farming Communities
Rural Commuters
Ageing Rural Life
Social Rented Rural Housing
Young Commuters
Other Subgroups
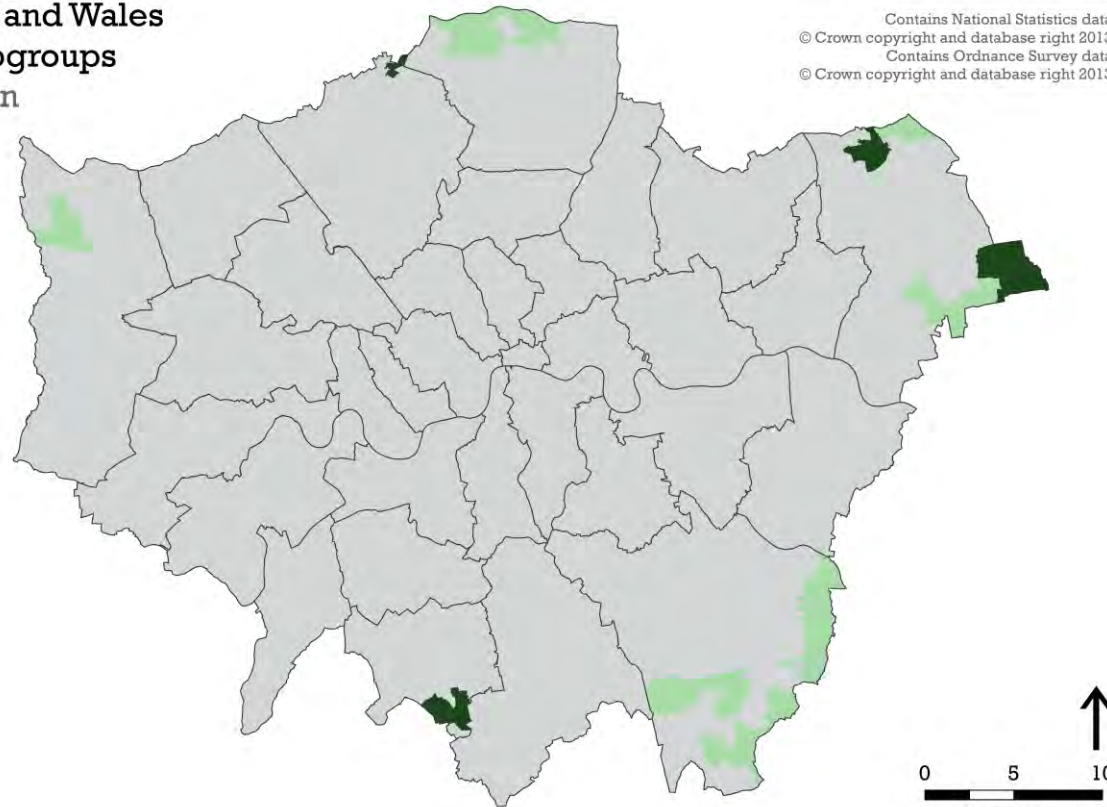
2011 OAC in London Examples

Preliminary 2011
England and Wales
OAC Subgroups
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Preliminary 2011
England and Wales
OAC Subgroup Names
in London

Migrant Commuters
Migrant Families
Financial Workers
Student Communal Living
Student Digs
Older Traditional Employment
Established EU Service Workers
Urban Cultural Mix
Other Subgroups

0   5   10
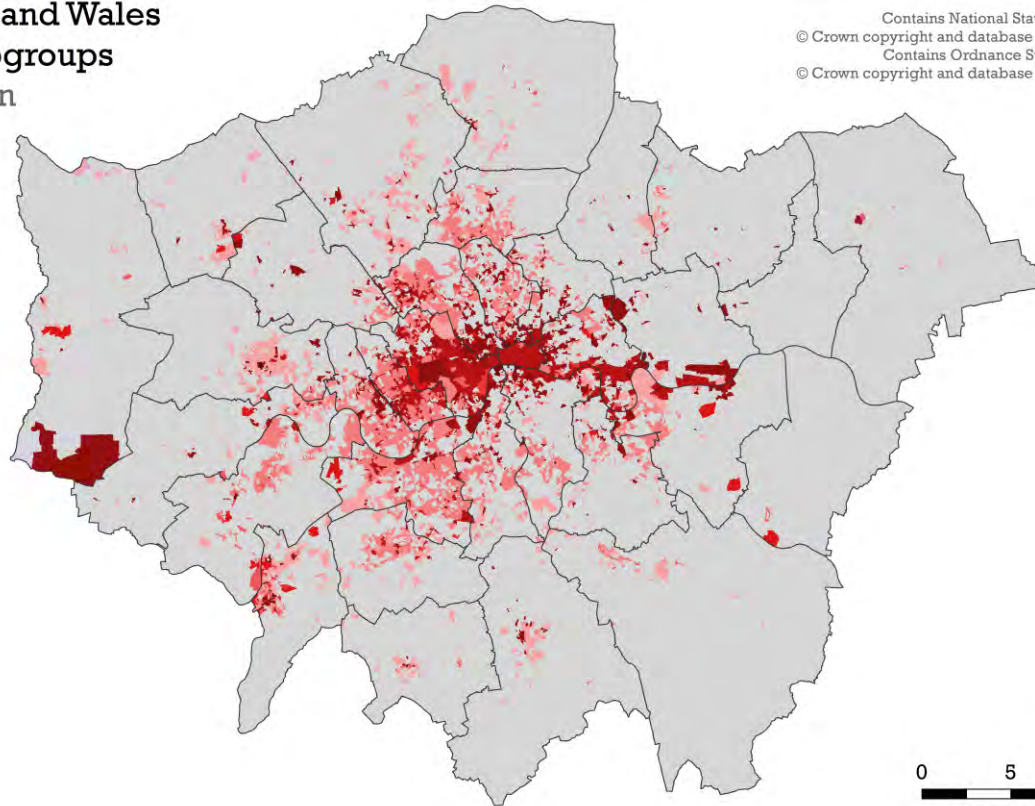Kilometers

2011 OAC in London Examples

Preliminary 2011 England and Wales OAC Subgroups in London

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Preliminary 2011 England and Wales OAC Subgroup Names in London

Striving Service Workers
Ageing Unemployed
Ageing Workers
Multi-Ethnic Workers
IT Workers
White-Ethnic Families
Multi-Ethnic Families
Bangladeshi Hardship
Black Hardship
White Hardship
Other Subgroups

2011 OAC in London Examples

Preliminary 2011
England and Wales
OAC Subgroups
in London

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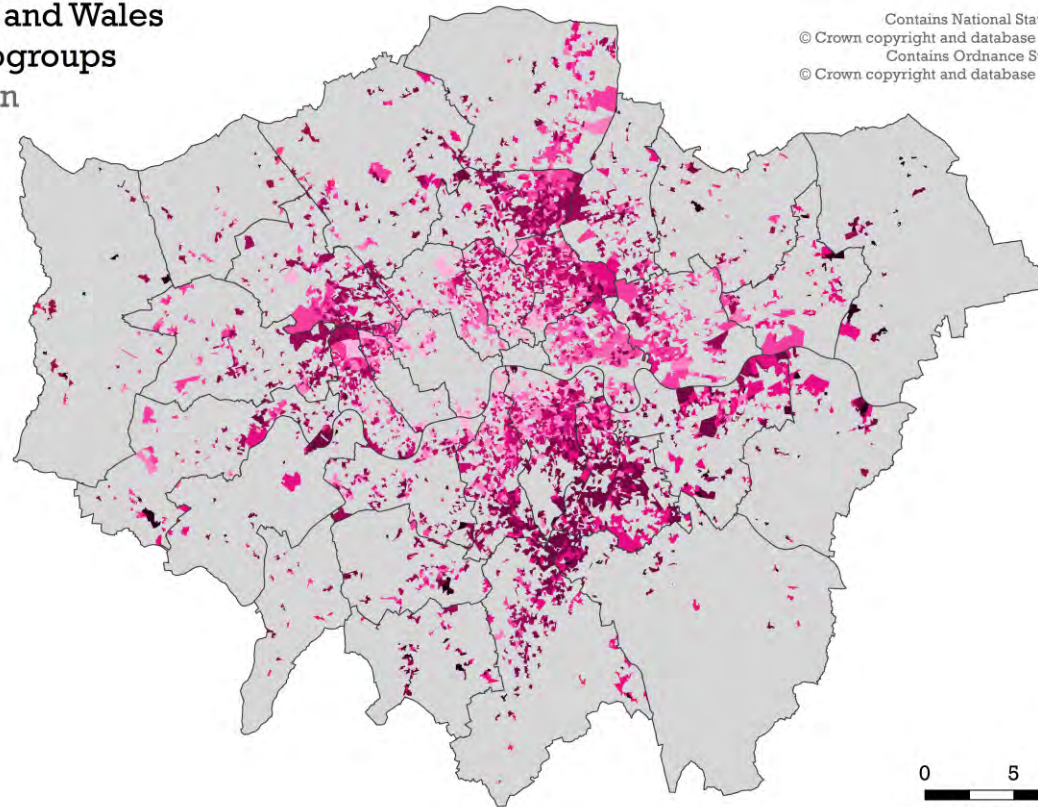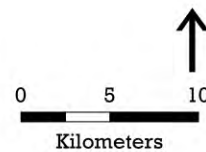© Crown copyright and database right 2013

Preliminary 2011
England and Wales
OAC Subgroup Names
in London

Multi-Ethnic Estates
Secondary Industry Workers
Flats and Terraced Living
Steady Transitions
Transitional White Neighbourhoods
Multi-Ethnic Industrial Transition
Senior Blue Collar Terraces
Ethnic Blue Collar Terraces
Rented Blue Collar Terraces
Other Subgroups

0   5   10
Kilometers

2011 OAC in London Examples

Preliminary 2011 England and Wales OAC Subgroups in London
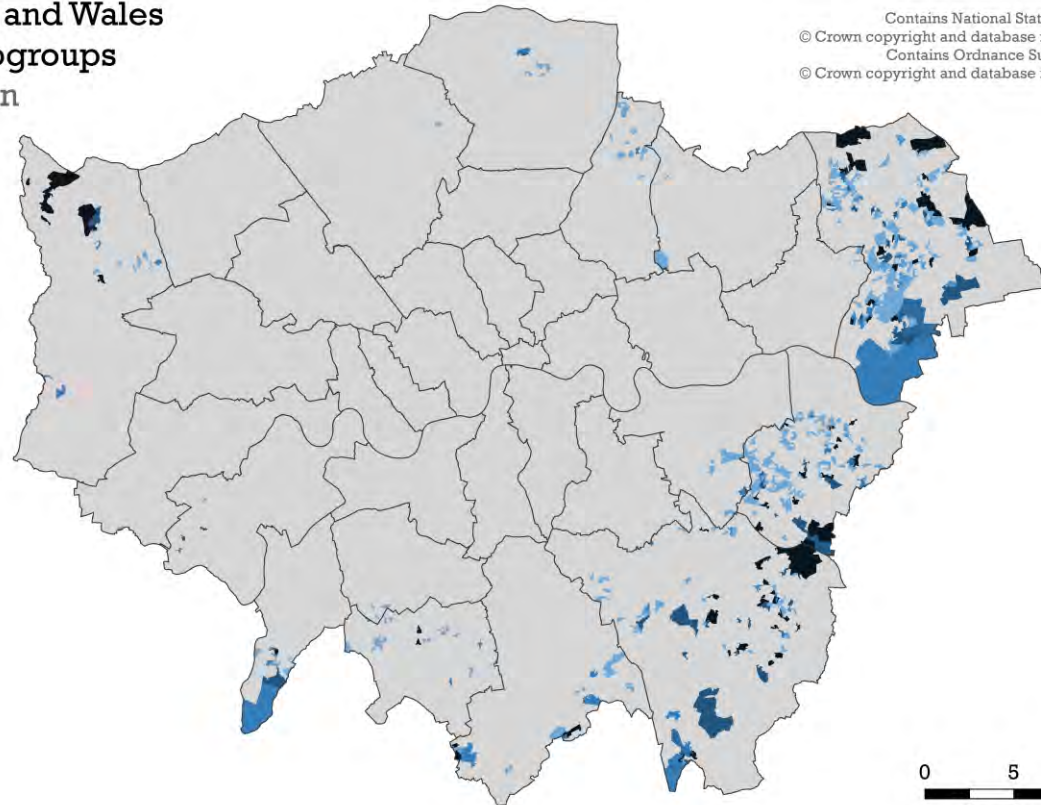
Preliminary 2011 England and Wales OAC Subgroup Names in London

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Legend:
- Achieving Minorities
- Inner City Ethnic Assimilation
- Socially Mobile New Arrivals
- Pakistani Communities
- Multi-Ethnic Communities
- White-Ethnic Communities
- Other Subgroups

0   5   10
Kilometers

2011 OAC in London Examples
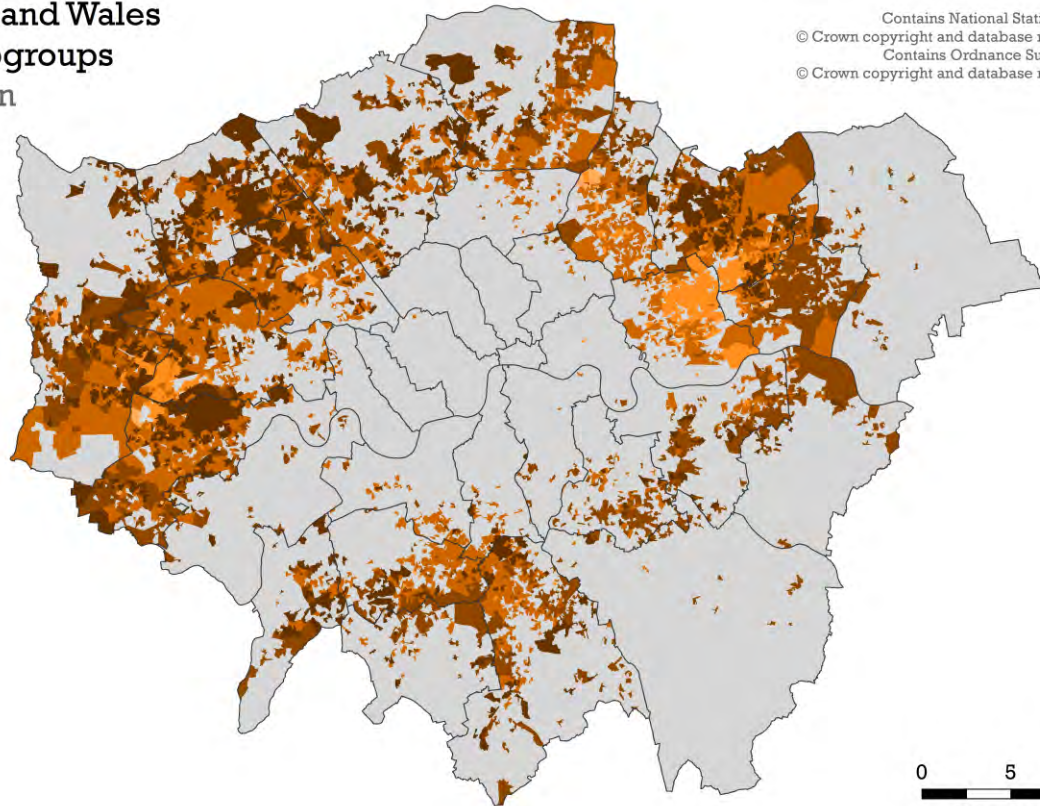
2011 OAC in London Examples

Preliminary 2011
England and Wales
OAC Subgroups
in London

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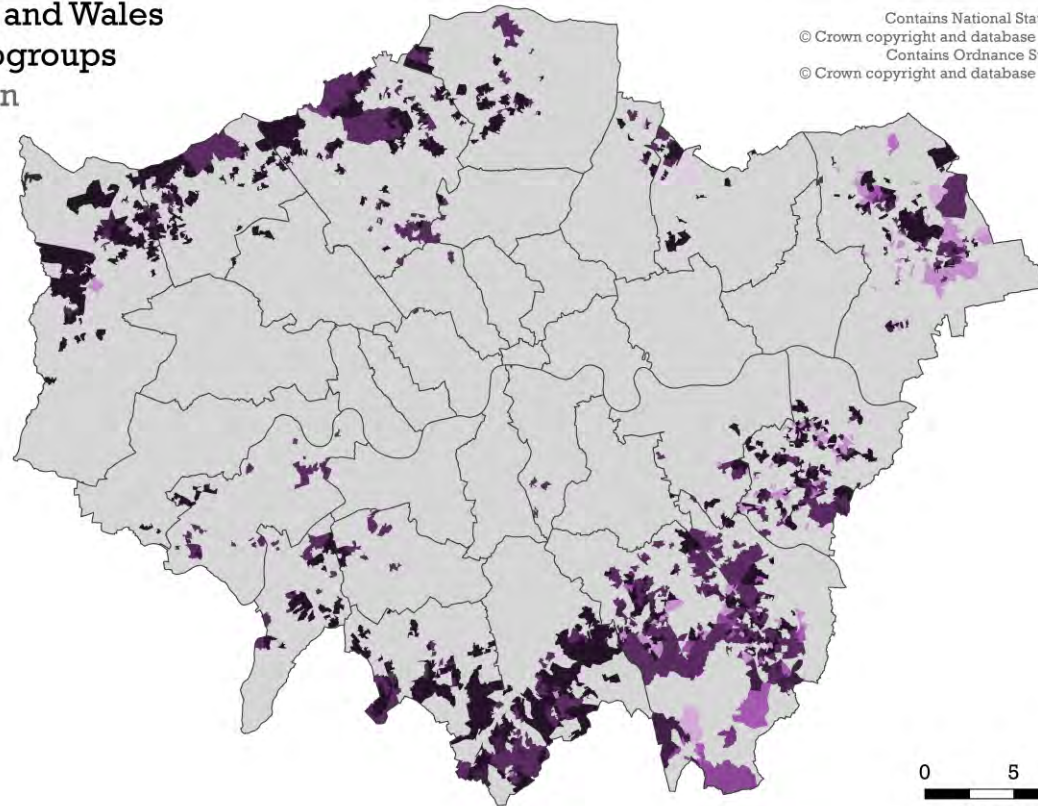© Crown copyright and database right 2013

Preliminary 2011
England and Wales
OAC Subgroup Names
in London

Young Hard-Pressed Families
Old Industrial Workers
Hard-Pressed Adults with Prospects
Hard-Pressed European Settlers
Deprived and Isolated Ethnic Minorities
Settled Hard-Pressed Pensioners
Dependant Hard-Pressed Pensioners
Deprived Elderly Communities
Other Subgroups

0   5   10
Kilometers

2011 OAC in London Examples

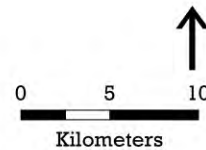Preliminary 2011 England and Wales OAC Subgroups in London

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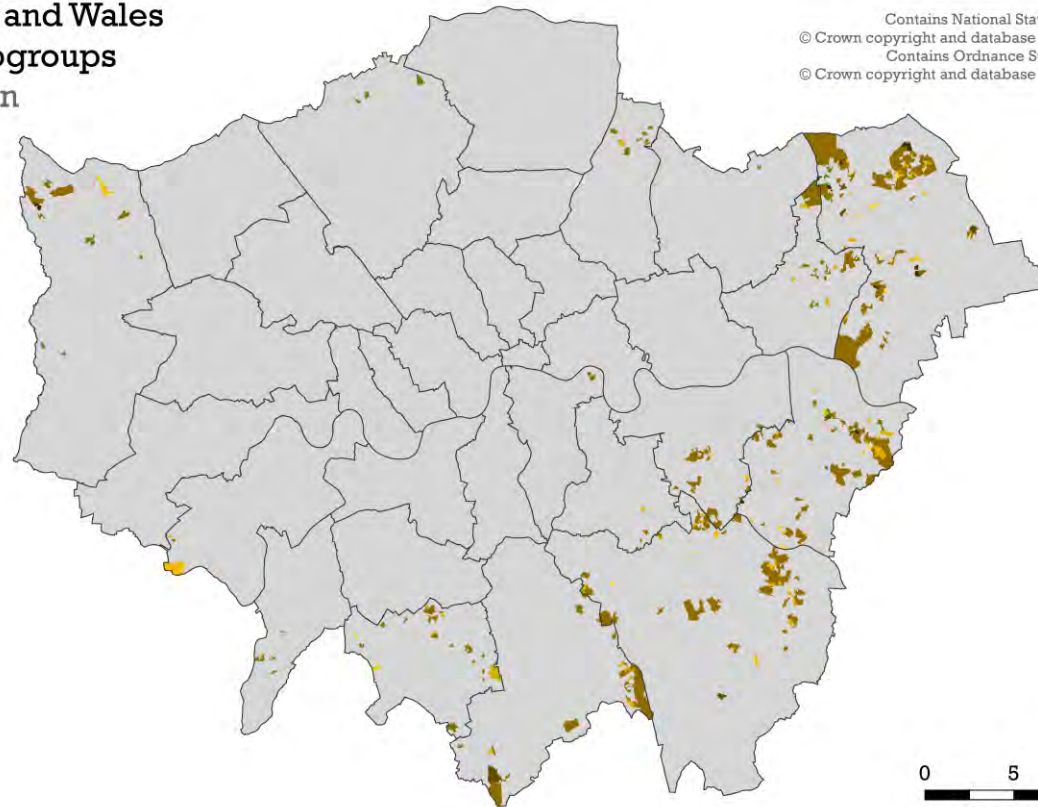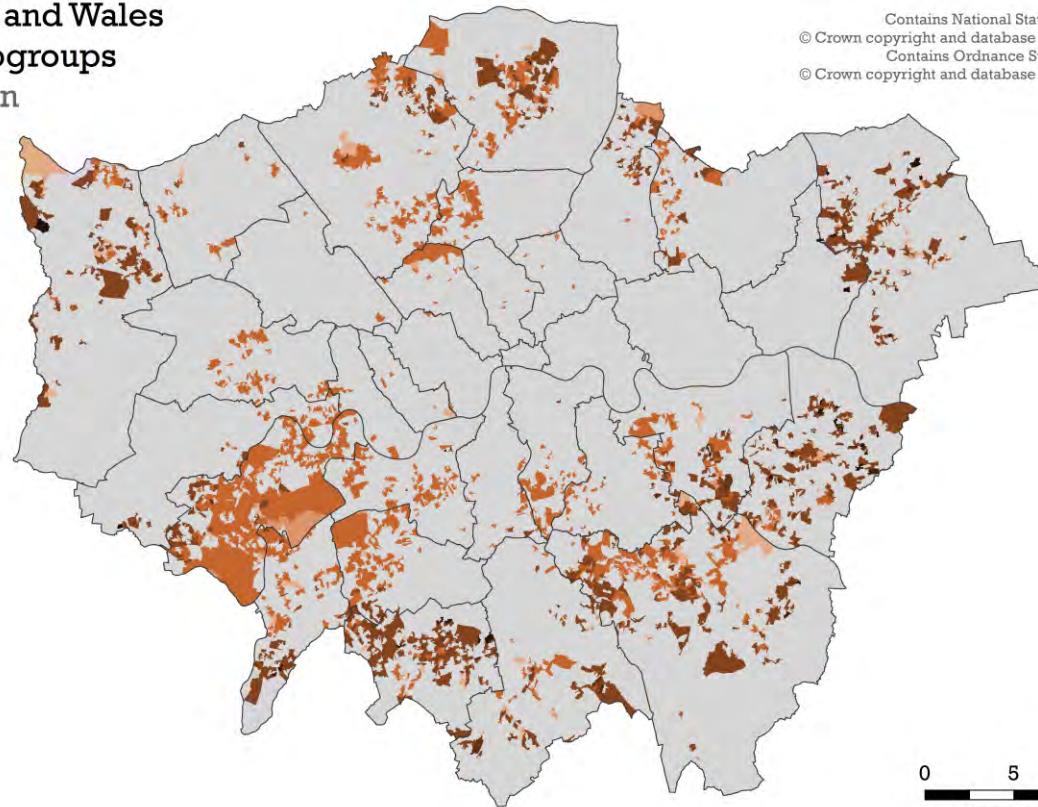© Crown copyright and database right 2013

Preliminary 2011 England and Wales OAC Subgroup Names in London

Achieving Tradespeople
Educated Tradespeople
Striving Multi-Ethnic Tradespeople
Ageing Urban Service Workers
Young Urban Service Workers
Skilled Urban Service Workers
Delayed Retirement
Self-Sufficient Retirement
Communal Retirement
Other Subgroups

0 5 10
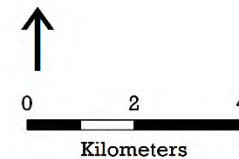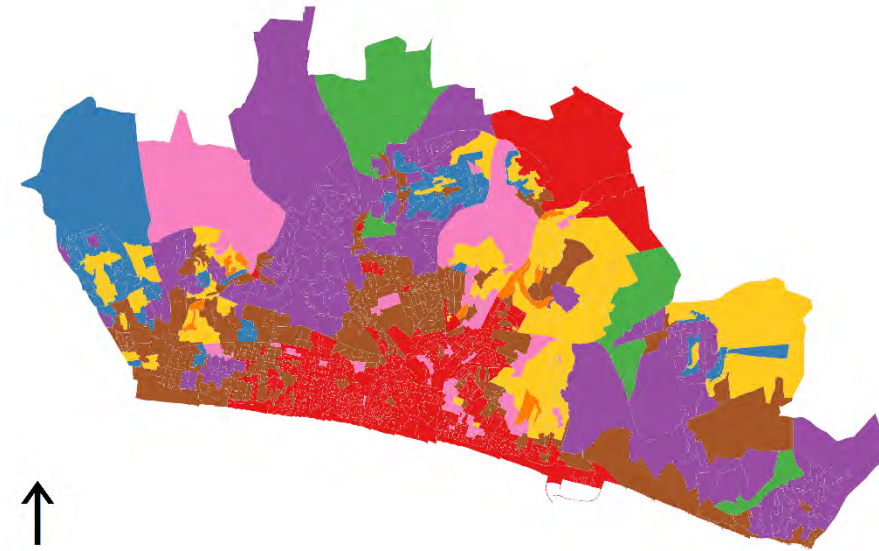Kilometers

2011 OAC Urban Assignment

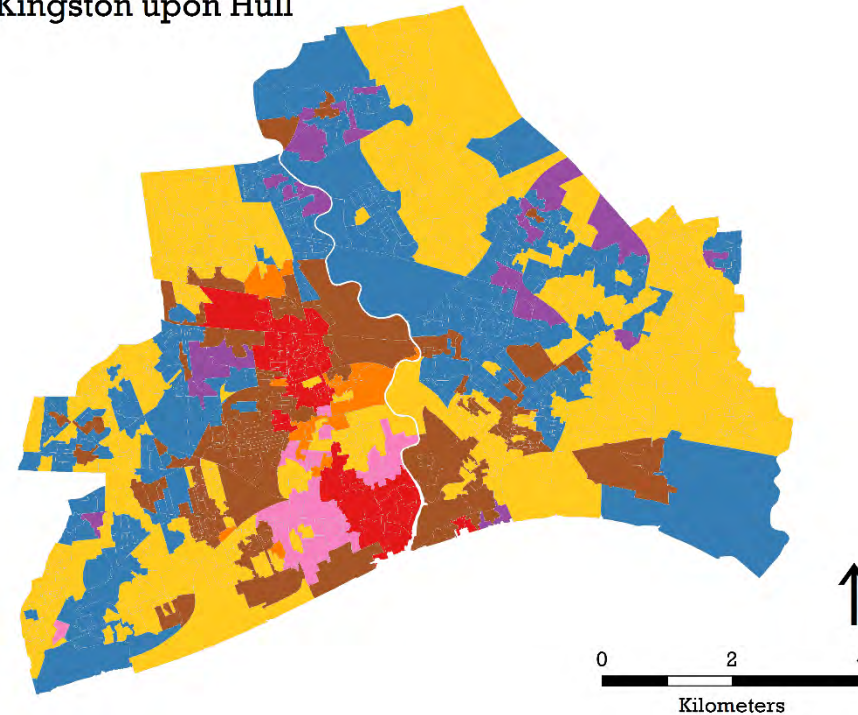|	Rural Residents	Cosmopolitans	Ethnic Mix	Blue Collar Neighbourhoods	Multicultural Metropolitans	Suburbanites	Hard-Pressed Households	Urbanites
England and Wales	11.5% (20928)	5.7% (10399)	5.5% (10032)	18.8% (34083)	8.9% (16183)	18.2% (33070)	18.3% (33114)	13.0% (23599)
Birmingham	0.1% (4)	5.4% (174)	6.8% (219)	8.1% (261)	40.5% (1304)	10.0% (321)	19.7% (635)	9.5% (305)
Bradford	2.0% (31)	1.9% (29)	2.7% (41)	23.9% (365)	29.7% (453)	13.0% (205)	16.0% (245)	10.0% (159)
Brighton and Hove	0.4% (4)	38.7% (358)	6.2% (57)	6.1% (56)	1.3% (12)	14.0% (130)	10.8% (100)	22.6% (209)
Bristol	0.1% (1)	17.0% (237)	6.0% (88)	10.5% (144)	9.5% (130)	6.0% (82)	20.6% (282)	29.5% (404)
Cardiff	0.4% (4)	16.0% (172)	4.0% (43)	11.0% (123)	6.8% (73)	20.2% (217)	22.8% (245)	18.6% (200)
Coventry	0.2% (2)	5.6% (57)	5.7% (58)	15.2% (154)	29.4% (298)	9.8% (99)	11.5% (117)	22.6% (229)
Kingston upon Hull	0.0% (0)	5.6% (48)	3.3% (28)	25.0% (215)	1.9% (16)	2.8% (24)	46.5% (397)	14.7% (125)
Leeds	2.4% (62)	8.3% (210)	5.2% (131)	19.5% (495)	10.5% (266)	18.0% (463)	22.0% (560)	14.0% (356)
Leicester	0.0% (0)	12.1% (117)	5.7% (55)	3.3% (32)	44.2% (428)	7.2% (70)	18.1% (175)	9.5% (92)
Liverpool	0.1% (2)	11.2% (177)	8.7% (137)	13.0% (206)	2.1% (33)	10.5% (167)	39.6% (627)	14.8% (235)
London	0.1% (16)	21.6% (5399)	30.0% (7523)	2.4% (601)	27.9% (6984)	5.0% (1359)	2.0% (510)	10.6% (2661)
Manchester	0.1% (1)	20.7% (317)	14.6% (223)	3.1% (47)	29.7% (455)	2.5% (38)	19.0% (297)	9.9% (152)
Newcastle upon Tyne	0.3% (3)	16.0% (146)	8.6% (78)	12.0% (109)	5.4% (49)	13.6% (124)	32.6% (297)	11.0% (104)
Nottingham	0.0% (0)	14.9% (148)	9.2% (92)	4.5% (45)	26.2% (261)	8.6% (86)	27.7% (276)	8.8% (88)
Plymouth	1.3% (11)	8.6% (73)	2.5% (21)	23.1% (196)	0.0% (0)	13.0% (113)	30.5% (259)	20.7% (176)
Sheffield	1.0% (22)	8.9% (162)	4.6% (83)	16.4% (298)	9.8% (178)	19.0% (349)	29.1% (529)	10.8% (196)
Southampton	0.1% (1)	19.6% (150)	3.7% (28)	12.7% (97)	5.2% (40)	8.9% (68)	25.3% (194)	24.5% (188)
Stoke-on-Trent	0.4% (3)	1.5% (13)	0.7% (6)	21.0% (179)	11.2% (95)	18.0% (153)	38.0% (323)	9.3% (79)
Swansea	6.1% (48)	8.3% (66)	1.0% (8)	24.0% (190)	0.4% (3)	25.5% (202)	26.9% (213)	7.8% (62)
Wolverhampton	0.0% (0)	0.9% (7)	5.6% (44)	8.9% (70)	26.4% (207)	20.9% (164)	32.9% (258)	4.5% (35)

2011 OAC Urban Assignment

	Cosmopolitans
England and Wales	5.7% (10399)
Birmingham	5.4% (174)
Bradford	1.9% (29)
Brighton and Hove	38.7% (358)
Bristol	17.0% (237)
Cardiff	16.0% (172)
Coventry	5.6% (57)
Kingston upon Hull	5.6% (48)
Leeds	8.3% (210)
Leicester	12.1% (117)
Liverpool	11.2% (177)
London	21.6% (5399)
Manchester	20.7% (317)
Newcastle upon Tyne	16.0% (146)
Nottingham	14.9% (148)
Plymouth	8.6% (73)
Sheffield	8.9% (162)
Southampton	19.6% (150)
Stoke-on-Trent	1.5% (13)
Swansea	8.3% (66)
Wolverhampton	0.9% (7)

Brighton and Hove

Wolverhampton

0 2 4
Kilometers

0 2 4
Kilometers

- **Rural Residents** (green)
- **Cosmopolitans** (red)
- **Ethnic Mix** (pink)
- **Blue Collar Neighbourhoods** (blue)
- **Multicultural Metropolitans** (orange)
- **Suburbanites** (purple)
- **Hard-Pressed Households** (yellow)
- **Urbanites** (brown)
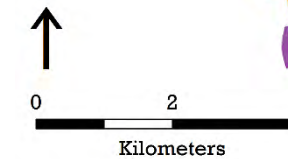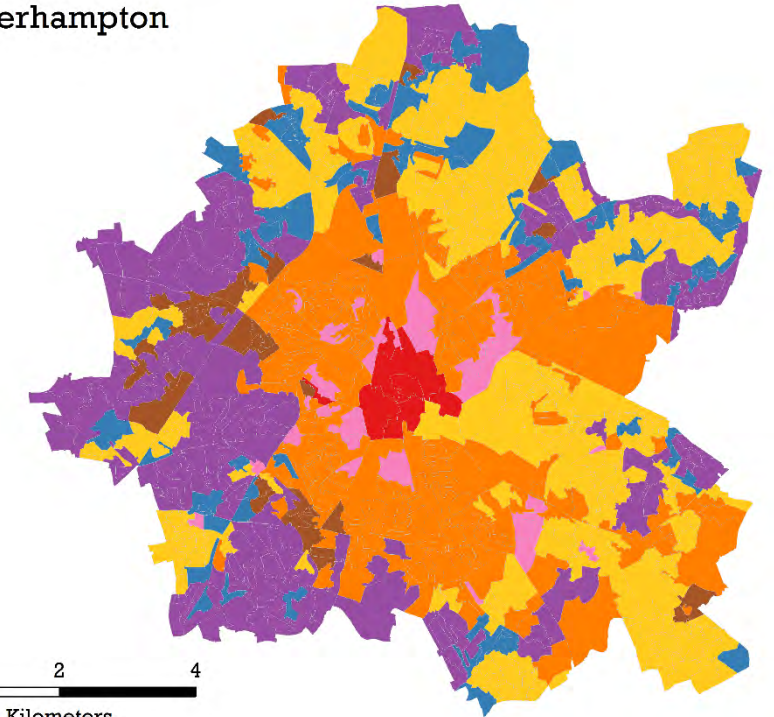
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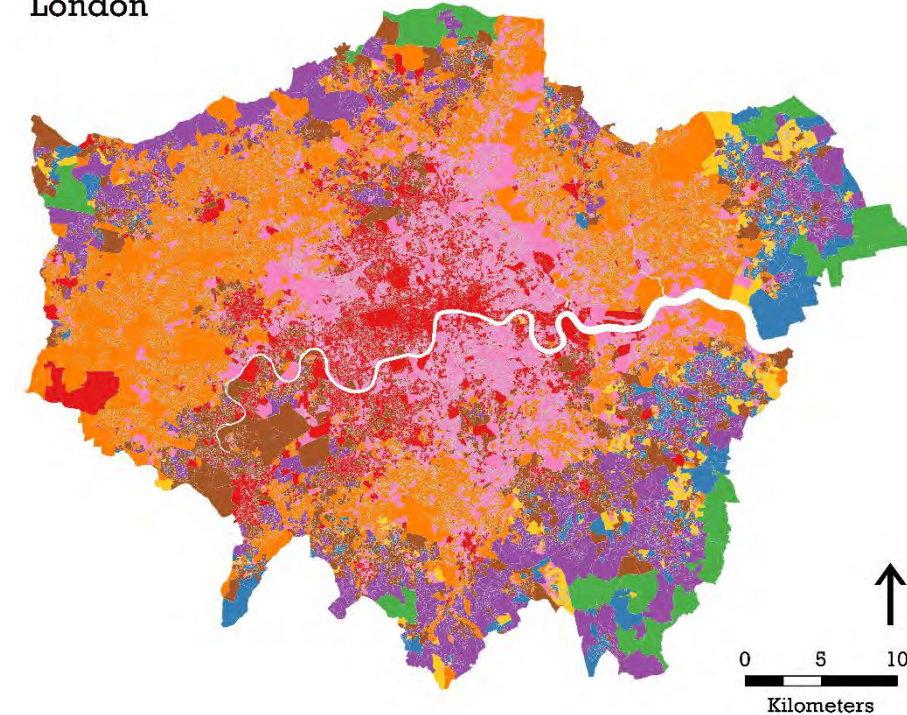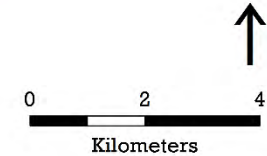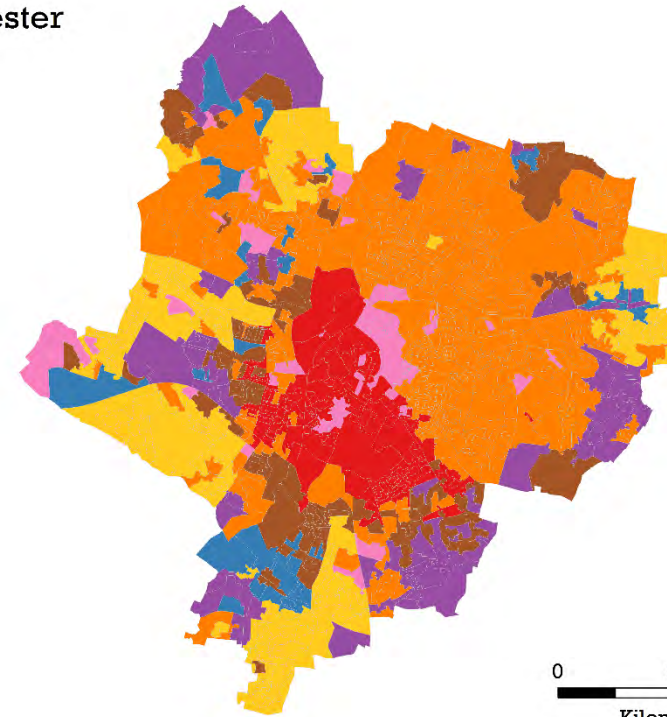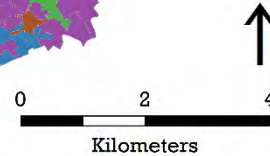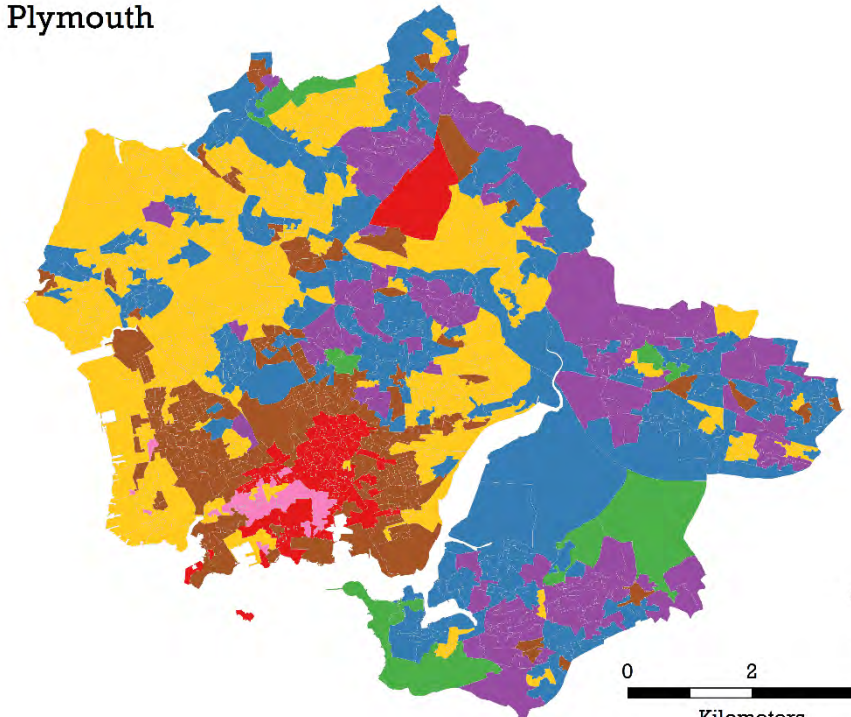© Crown copyright and database right 2013

2011 OAC Urban Assignment

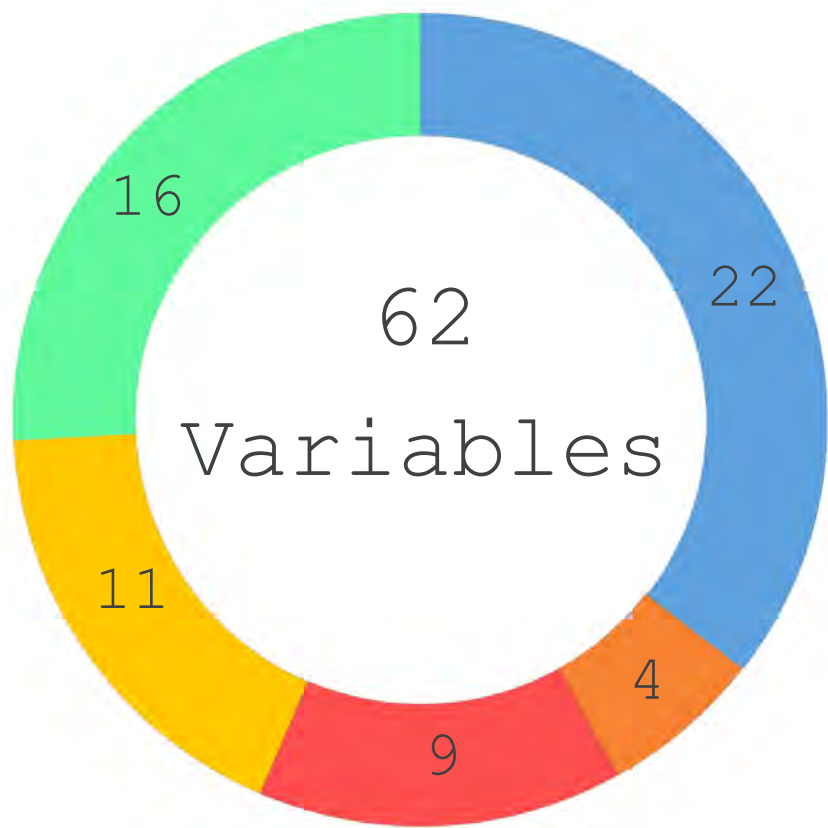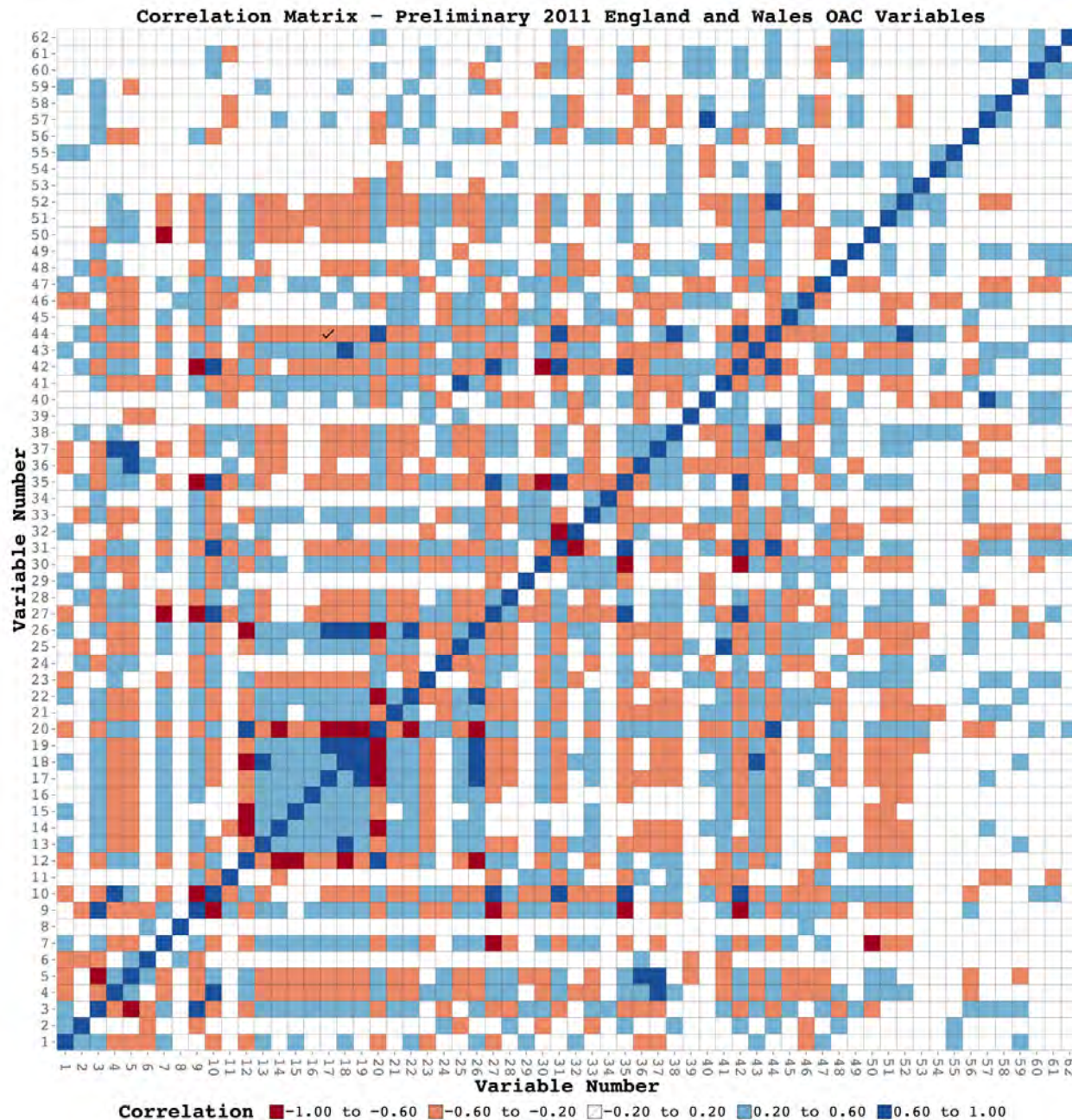|	Hard-Pressed Households
England and Wales	18.3% (33114)
Birmingham	19.7% (635)
Bradford	16.0% (245)
Brighton and Hove	10.8% (100)
Bristol	20.6% (282)
Cardiff	22.8% (245)
Coventry	11.5% (117)
Kingston upon Hull	46.5% (397)
Leeds	22.0% (560)
Leicester	18.1% (175)
Liverpool	39.6% (627)
London	2.0% (510)
Manchester	19.0% (297)
Newcastle upon Tyne	32.6% (297)
Nottingham	27.7% (276)
Plymouth	30.5% (259)
Sheffield	29.1% (529)
Southampton	25.3% (194)
Stoke-on-Trent	38.0% (323)
Swansea	26.9% (213)
Wolverhampton	32.9% (258)

Kingston upon Hull

London

Legend:
- Rural Residents
- Cosmopolitans
- Ethnic Mix
- Blue Collar Neighbourhoods
- Multicultural Metropolitans
- Suburbanites
- Hard-Pressed Households
- Urbanites

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2011 OAC Urban Assignment

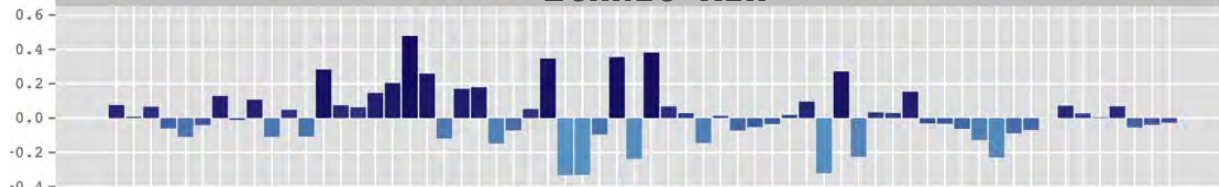|	Multicultural Metropolitans
England and Wales	8.9% (16183)
Birmingham	40.5% (1304)
Bradford	29.7% (453)
Brighton and Hove	1.3% (12)
Bristol	9.5% (130)
Cardiff	6.8% (73)
Coventry	29.4% (298)
Kingston upon Hull	1.9% (16)
Leeds	10.5% (266)
Leicester	44.2% (428)
Liverpool	2.1% (33)
London	27.9% (6984)
Manchester	29.7% (455)
Newcastle upon Tyne	5.4% (49)
Nottingham	26.2% (261)
Plymouth	0.0% (0)
Sheffield	9.8% (178)
Southampton	5.2% (40)
Stoke-on-Trent	11.2% (95)
Swansea	0.4% (3)
Wolverhampton	26.4% (207)

Leicester

Plymouth

0   2   4
Kilometers

0   2   4
Kilometers

- Rural Residents
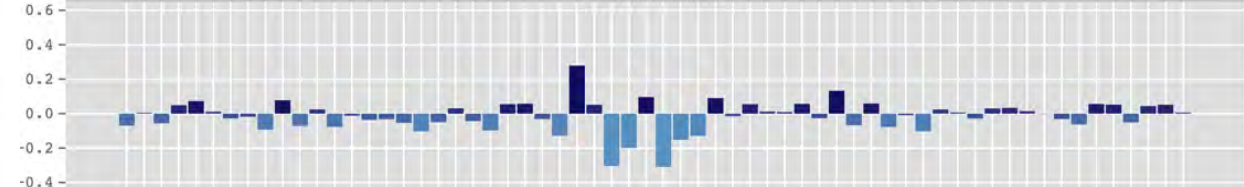- Cosmopolitans
- Ethnic Mix
- Blue Collar Neighbourhoods
- Multicultural Metropolitans
- Suburbanites
- Hard-Pressed Households
- Urbanites

Correlation Matrix – Preliminary 2011 England and Wales OAC Variables

2011 OAC Supergroup Profiles
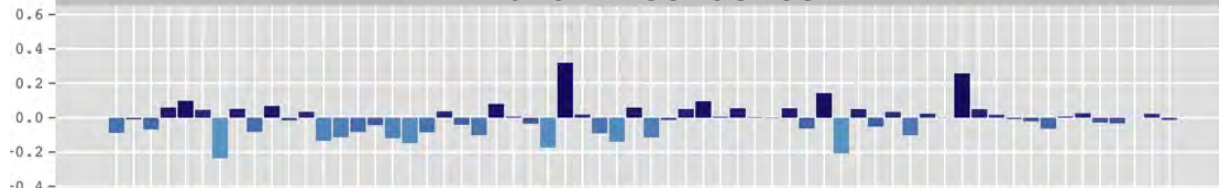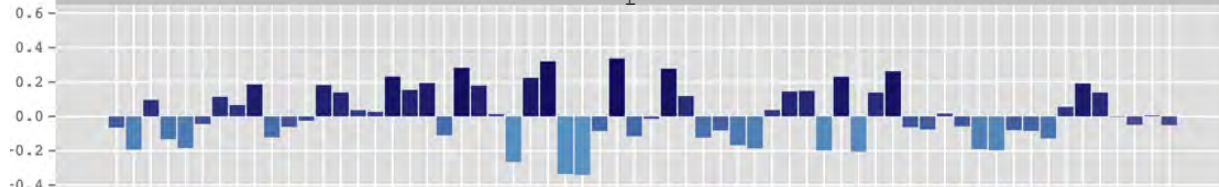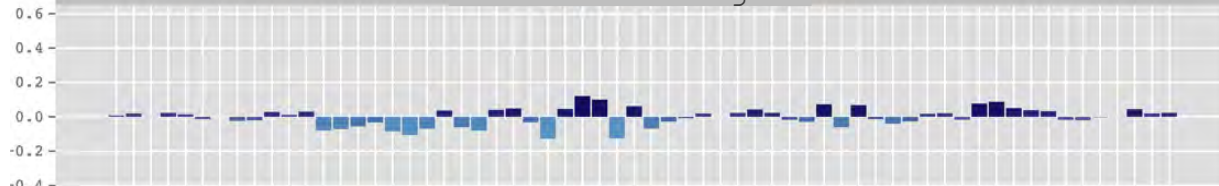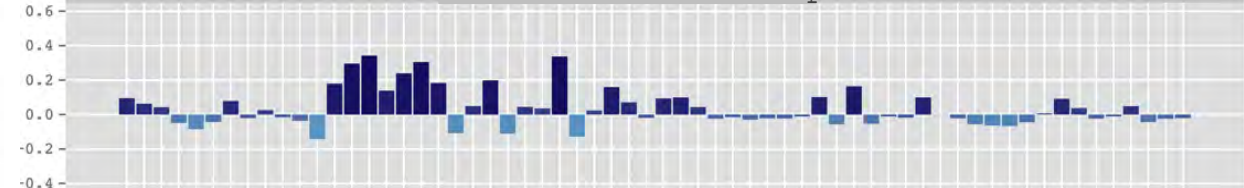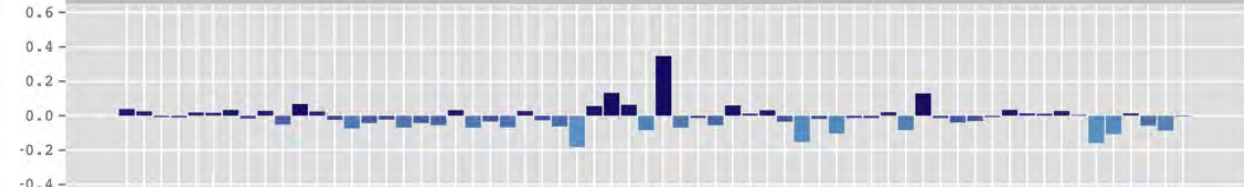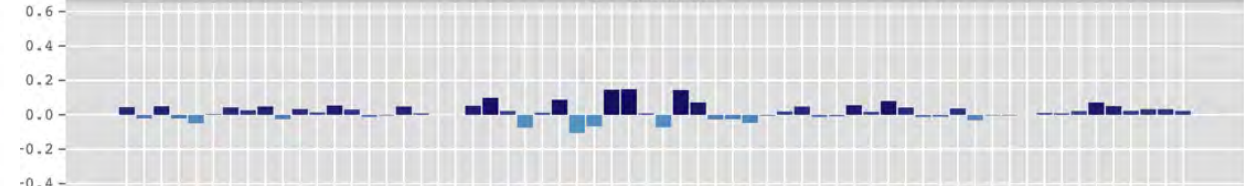
2011 OAC Pen Portraits

Student Communities Group

"The population of this group is likely to be dominated by households with full-time students under the age of 25 who are single. The level of qualifications is slightly below the average of the Supergroup, suggesting the students are most likely still attending university or similar institution. They are likely to live either in communal establishments, most likely halls of residence, or in terraced housing that they rent – both private and social. Residents are likely to have a second address with the majority being the addresses of students' parents or guardians. There is an increased likelihood that residents will have a part-time job, and this is most likely in the hospitality sector. The ethnic diversity of the group is about average, although it is likely there are more residents that were born in the UK or Ireland."

Office for National Statistics — **Information note**

Preliminary 2011 England and Wales Output Area Classification: Pen Portraits

The following pen portraits describe the clusters that make up the preliminary 2011 England and Wales Output Area Classification (OAC), providing an informal view of the characteristics of each group. The preliminary 2011 England and Wales OAC is a hierarchical classification, consisting of three tiers of Supergroups, Groups and Subgroups.

Supergroups
There are eight Supergroups forming the top tier of the hierarchy, denoted by a number (n) before their name in the descriptions below. These provide the most generic descriptions of the population in England and Wales. Descriptions for Supergroups that discuss the average are referring to the 'average' characteristics of the total population in England and Wales.

Groups
The middle tier is the Group level, of which there are 24, each denoted by a number and letter (nx) in the descriptions. These provide more detailed description of an area's characteristics compared with the Supergroups. As the preliminary 2011 England and Wales OAC is a top-down classification, any Group that starts with the same n as a Supergroup will have been derived from that Supergroup only. The Supergroups of the preliminary 2011 England and Wales OAC are likely to produce two to four Groups each. Descriptions for Groups that refer to the average are referring to the 'average' of the parent Supergroup, and not the national average.

Subgroups
The bottom tier of the preliminary 2011 England and Wales OAC hierarchy is the Subgroups. There are 67 of these groups each denoted by a number, letter and number (nxn). These provide the most specific descriptions of an area's characteristics. Any Subgroup starting with the same nx as a Group means it will have been derived from that Group only. The Groups of the preliminary 2011 England and Wales OAC are likely to produce two to three Subgroups each. Descriptions for Subgroups that refer to the average are referring to the average of the parent Group, and not the Supergroup or national 'average'.

Names and descriptions
The names and descriptions of the preliminary 2011 England and Wales OAC Groups are meant to provide greater insight than just examining the statistical outputs of cluster analysis alone. While they may not be perfect or reflect the characteristics of the entire population, they are likely to represent the general characteristics for the majority of areas assigned to their specific groups. These names and descriptions are colour coded as above to reflect whether they refer to Supergroups, Groups or Subgroups.

Office for National Statistics | Information note | 1

Student Communities Group Pen Portrait Examples

Top Ten Forenames:

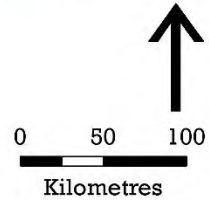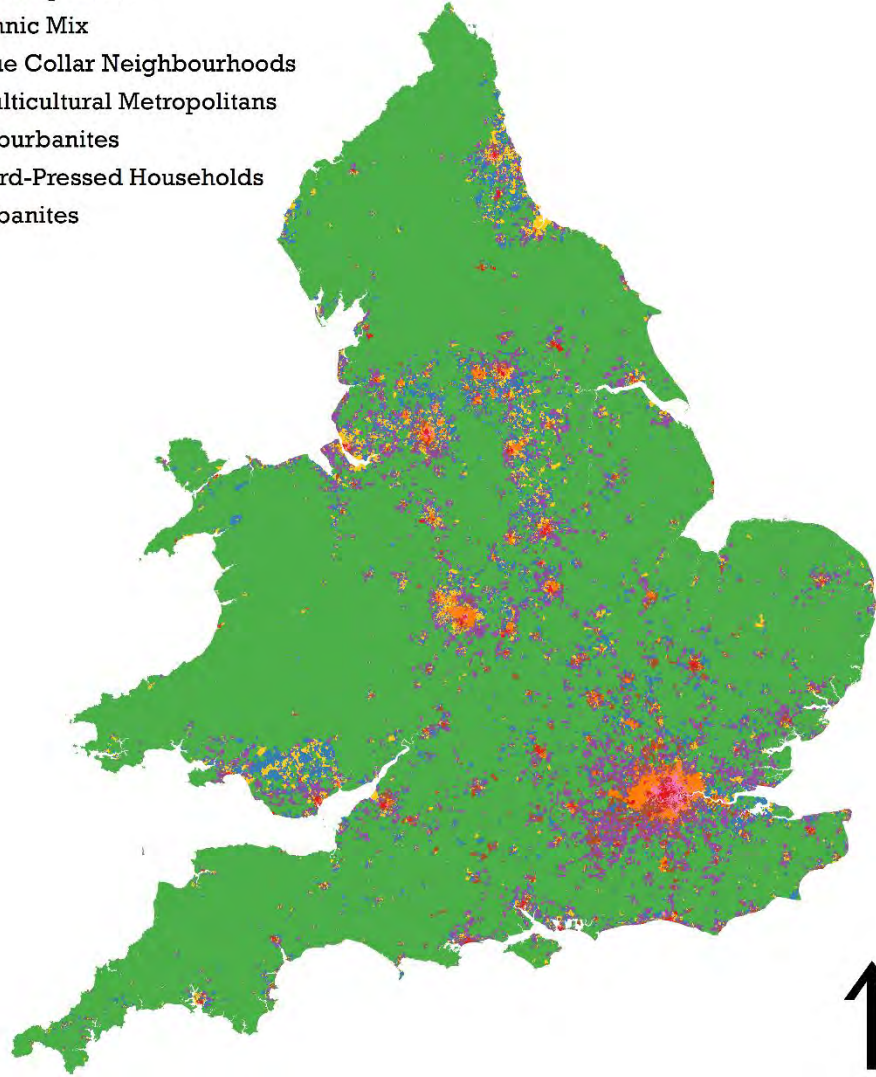1. Matt
2. Rob
3. Dan
4. Nick
5. Mike
6. Phil
7. Christos
8. Ben
9. Rhodri
10. Chris

Preliminary 2011 England and Wales OAC Supergroups

- Rural Residents
- Cosmopolitans
- Ethnic Mix
- Blue Collar Neighbourhoods
- Multicultural Metropolitans
- Suburbanites
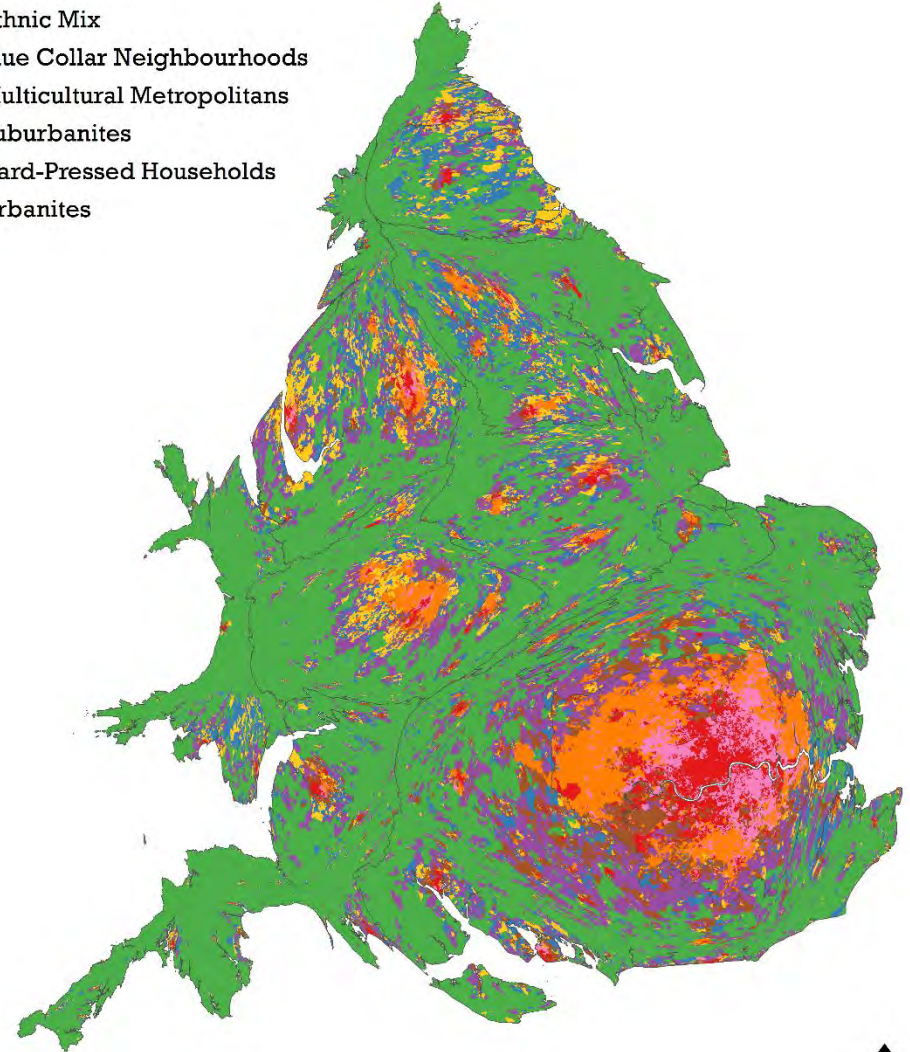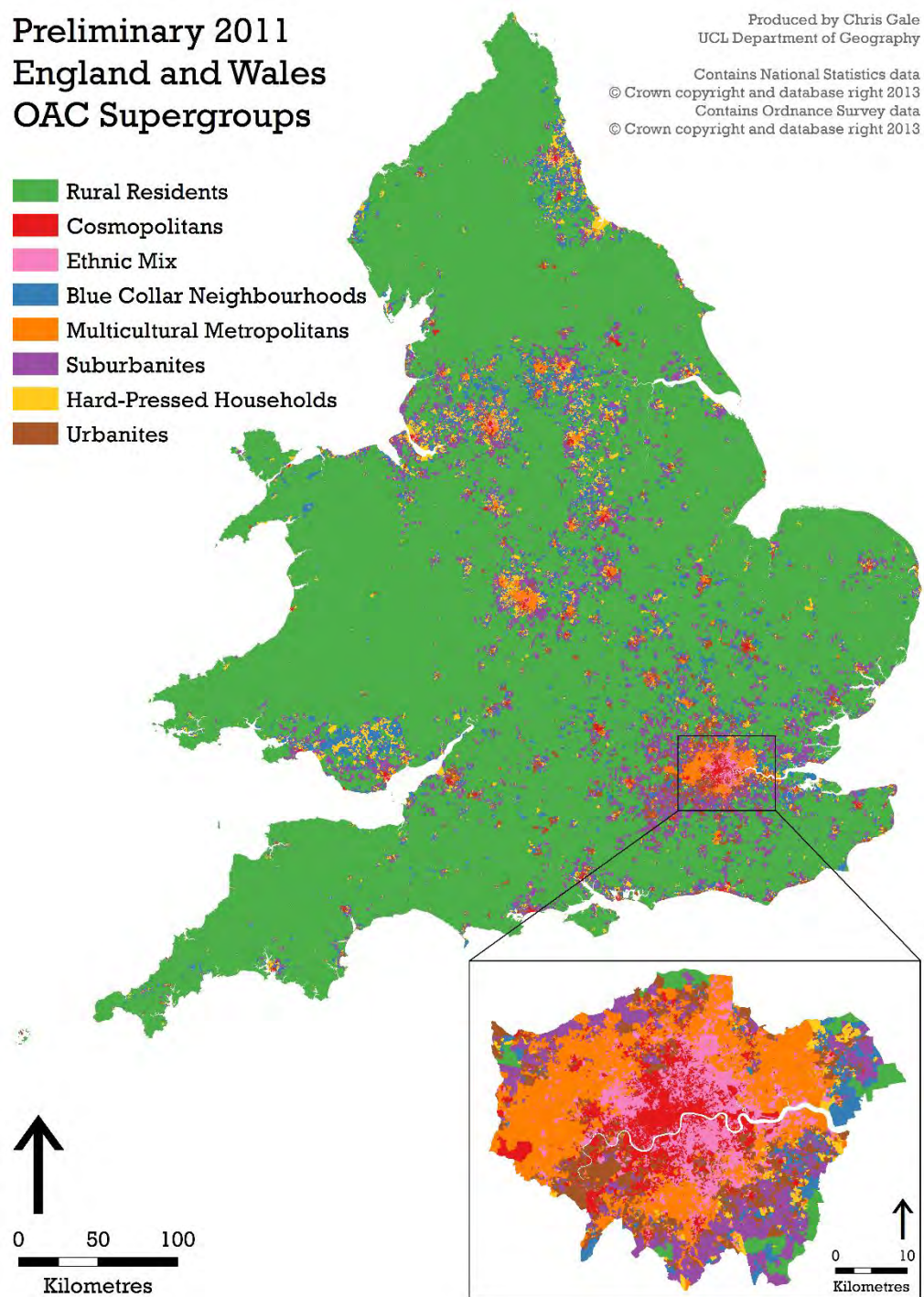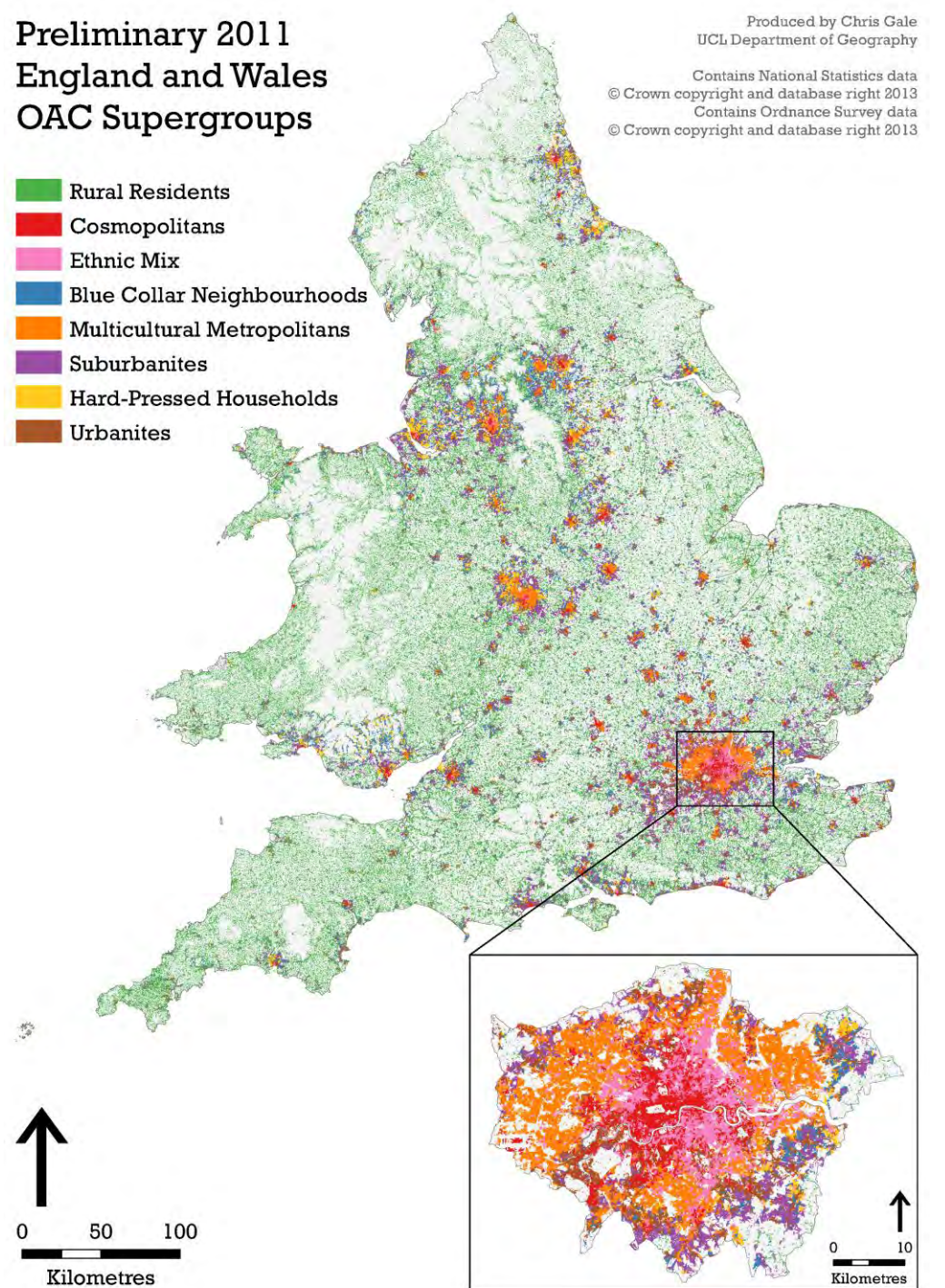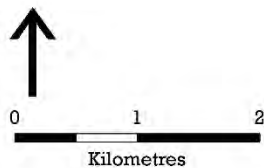- Hard-Pressed Households
- Urbanites

0   50   100

Kilometres

Left map:

Preliminary 2011
England and Wales
OAC Supergroups

- Rural Residents
- Cosmopolitans
- Ethnic Mix
- Blue Collar Neighbourhoods
- Multicultural Metropolitans
- Suburbanites
- Hard-Pressed Households
- Urbanites

0   50   100
Kilometres

0   10
Kilometres

Right map:

Preliminary 2011
England and Wales
OAC Supergroups

- Rural Residents
- Cosmopolitans
- Ethnic Mix
- Blue Collar Neighbourhoods
- Multicultural Metropolitans
- Suburbanites
- Hard-Pressed Households
- Urbanites

0   50   100
Kilometres

0   10
Kilometres

Visualising the 2011 OAC

Choropleth Map   Building Map
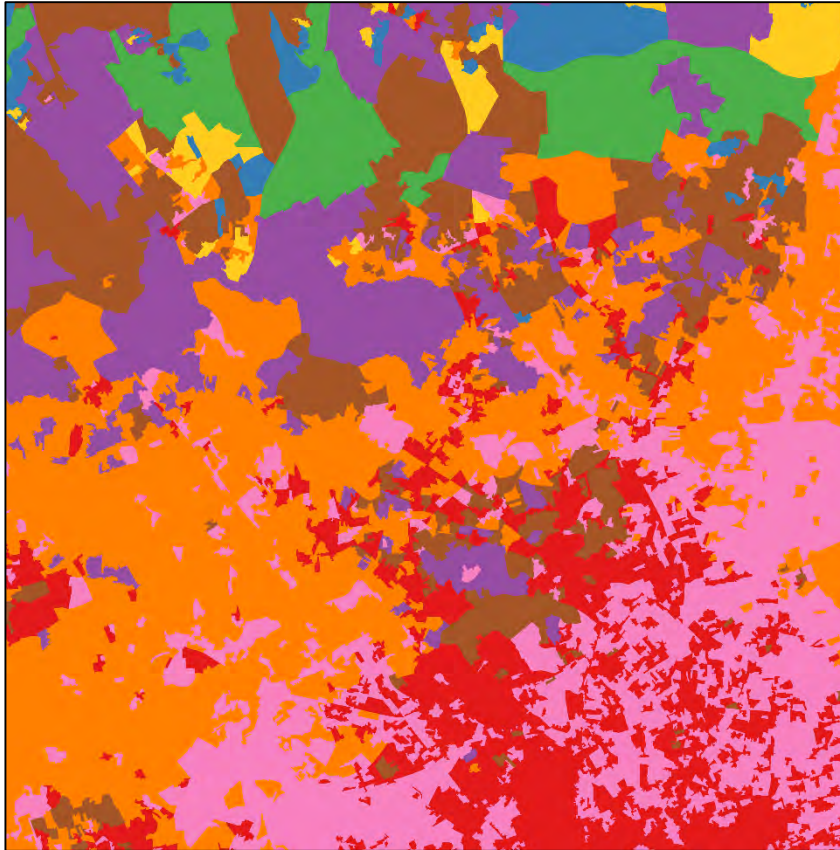
Kilometres

2001 UK OAC Clusters

Blue Collar Communities

City Living

Countryside

Prospering Suburbs

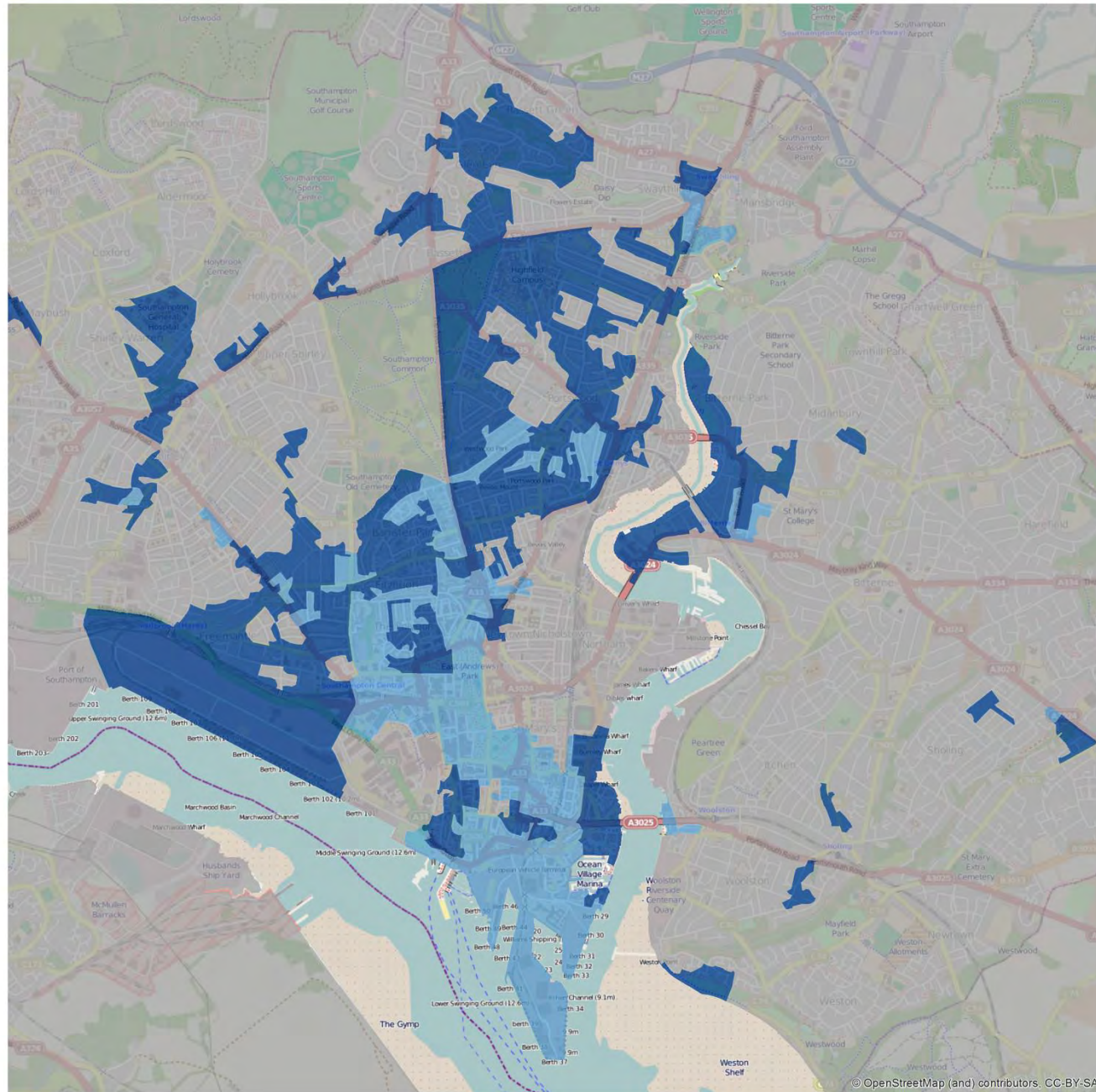**Constrained by Circumstances**

Typical Traits

Multicultural

0   1   2

Kilometres

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Preliminary 2011 England and Wales OAC Supergroups

Legend:
- 🟩 Rural Residents
- 🟥 Cosmopolitans
- 🌸 Ethnic Mix
- 🟦 Blue Collar Neighbourhoods
- 🟧 Multicultural Metropolitans
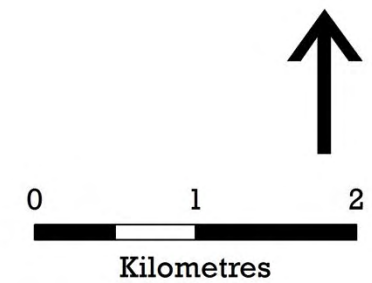- 🟪 Suburbanites
- 🟨 Hard-Pressed Households
- 🟫 Urbanites

0 — 1 — 2 Kilometres

2001 UK OAC City Living Groups

Transient Communities

Settled In The City

0   1   2
Kilometres

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Preliminary 2011 England and Wales OAC Cosmopolitan Groups
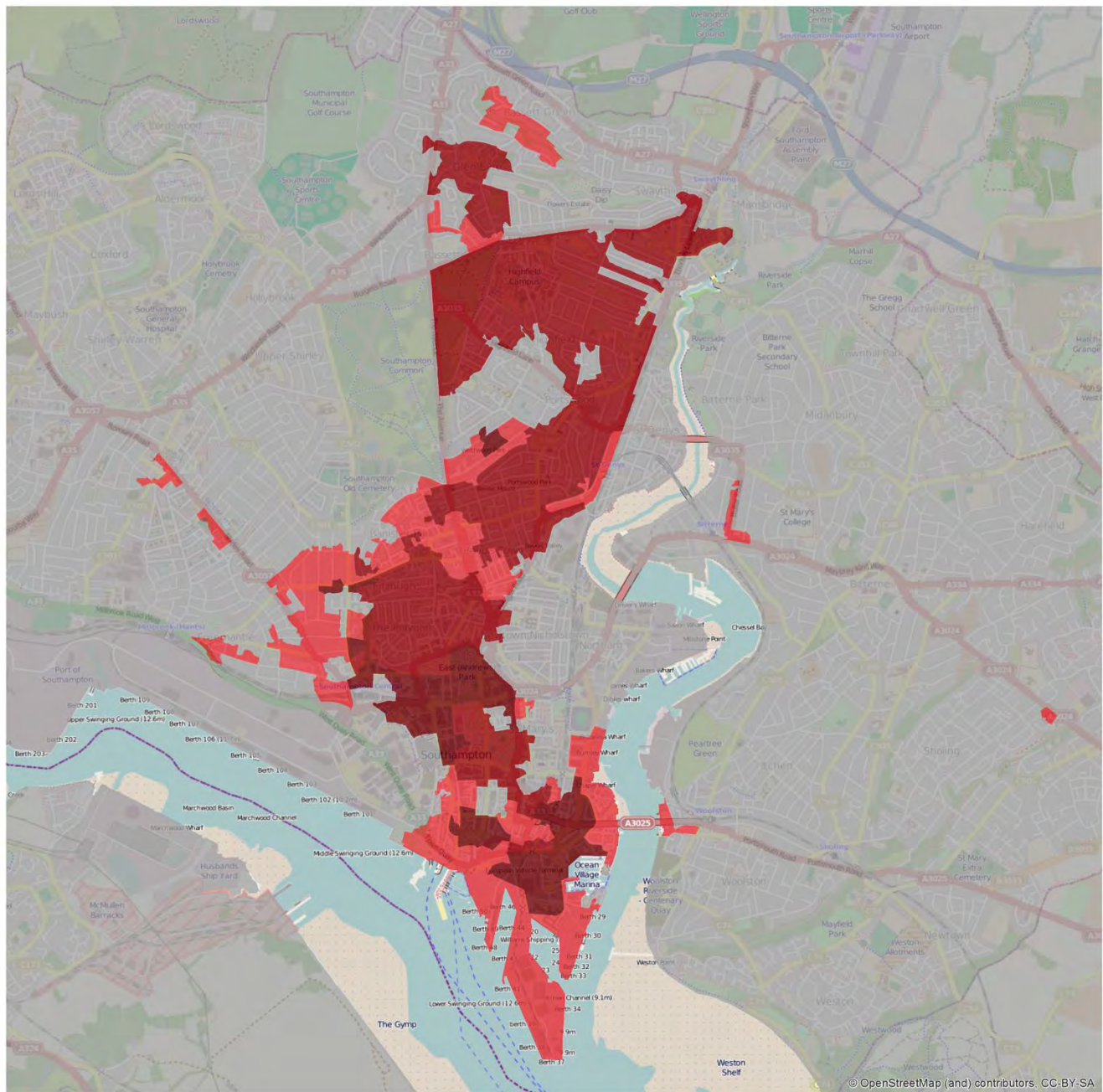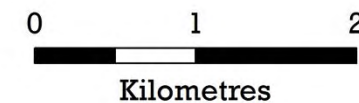
Legend:
- Aspirational Migrants
- Student Communities
- Settled City Living

0 1 2 Kilometres

Produced by Chris Gale
UCL Department of Geography

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2011 OAC Supergroup Assignment

Proportion of 2011 OAC Supergroups in a 2 mile radius around Chelsea's and Liverpool's stadiums

Rural Residents
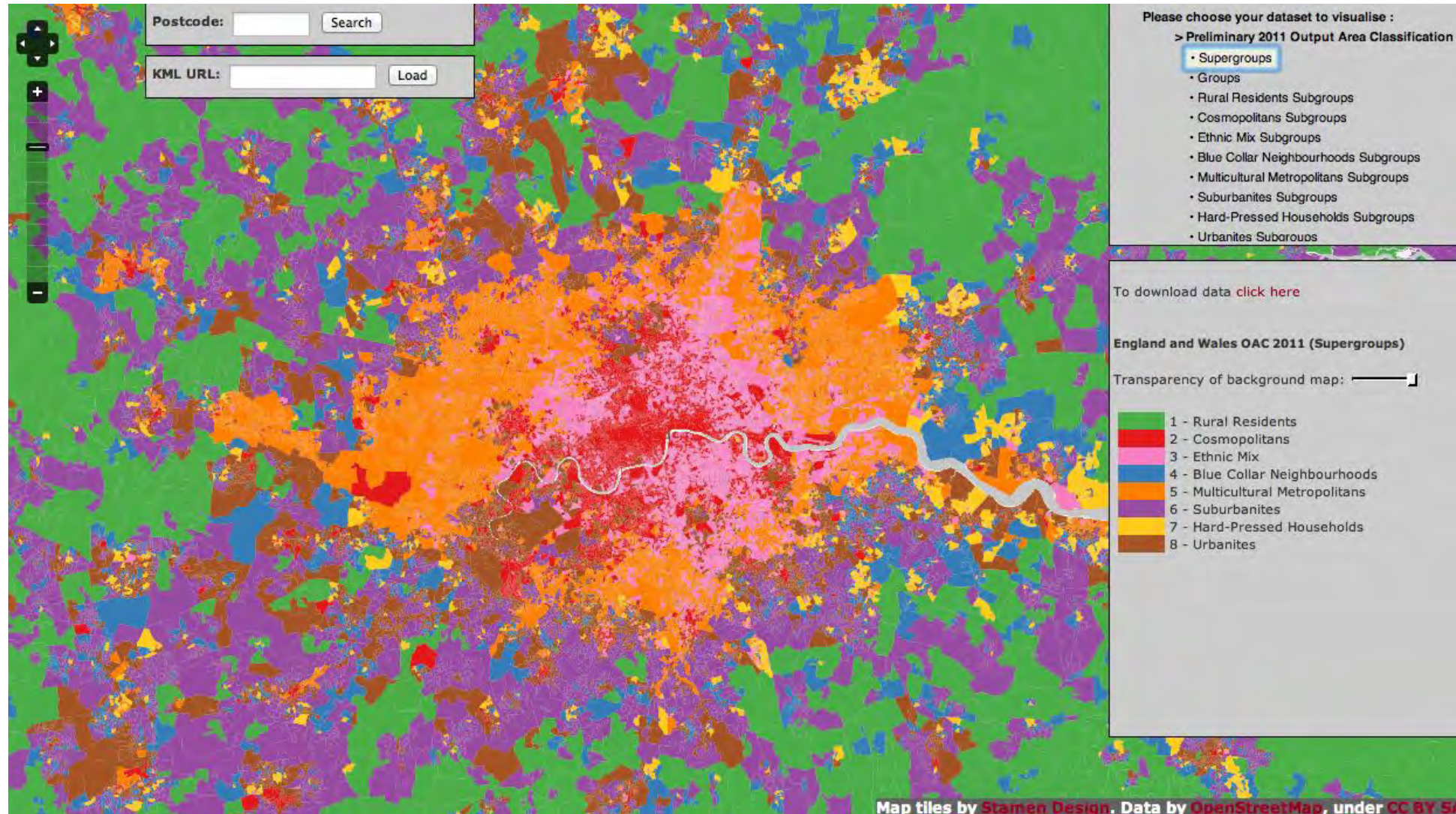**Cosmopolitans**
Ethnic Mix
Blue Collar Neighbourhoods

Multicultural Metropolitans
Suburbanites
Hard-Pressed Households
Urbanites

http://www.retailresearchdata.org/Mapping.aspx

http://www.retailresearchdata.org/2011OAC.aspx

Key Points

- The 2011 OAC is free
- Better at differentiating London than its predecessor
- Open methodology allows 'DIY updates'
- Puts the user in control in the Open Data era
- ONS committed to future updates

Thank You