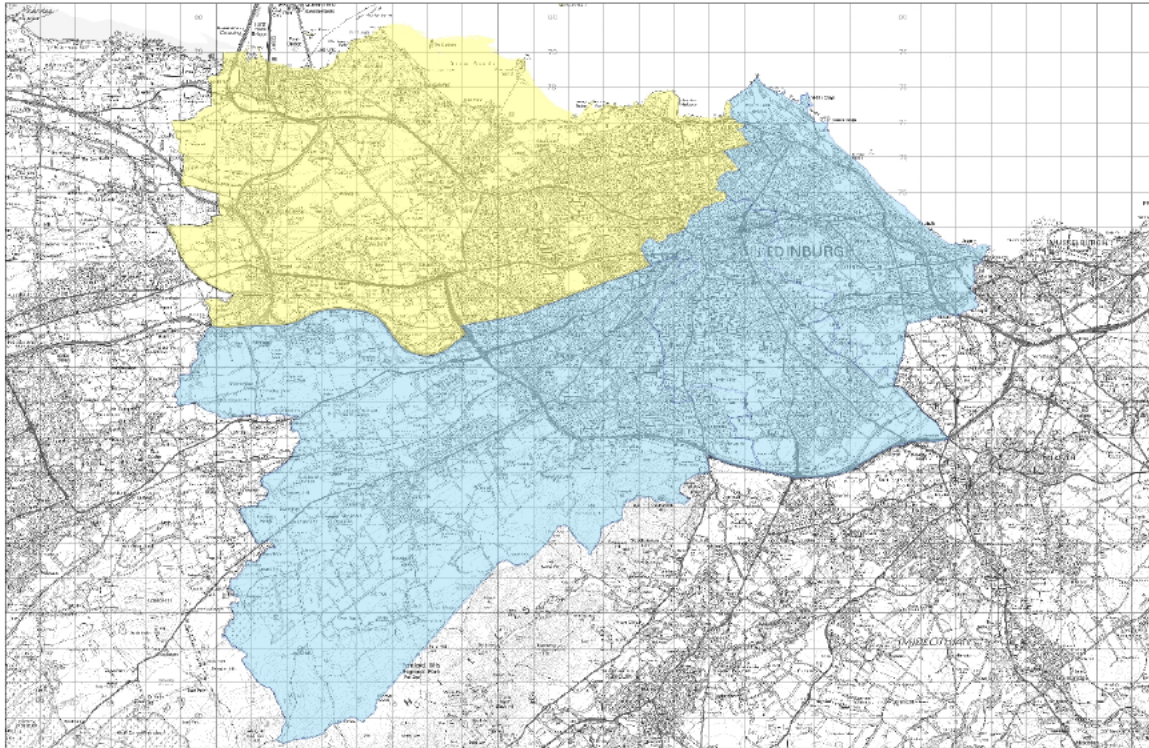


North West Locality



Demographics

North West



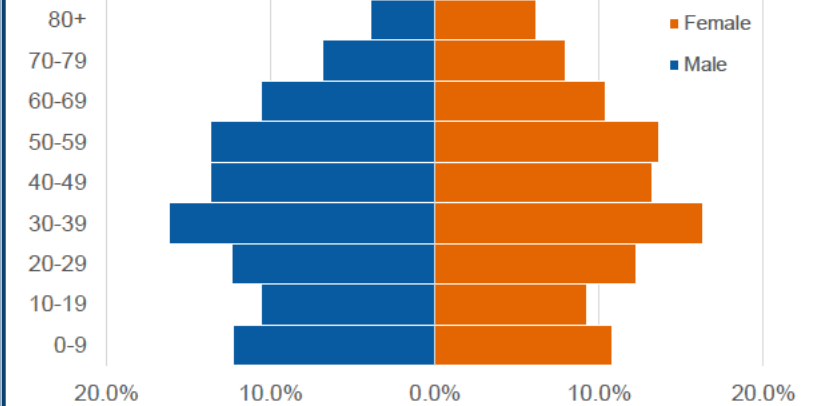
The North West locality consists of 168 datazones and contains the wards of Almond, Drum Brae/Gyle, Forth, Inverleith and Corstorphine/Murrayfield (yellow area in the map above). The blue area represents the boundaries of the City of Edinburgh.

Population estimates source: NRS Population Estimates, June 2019

Population estimates

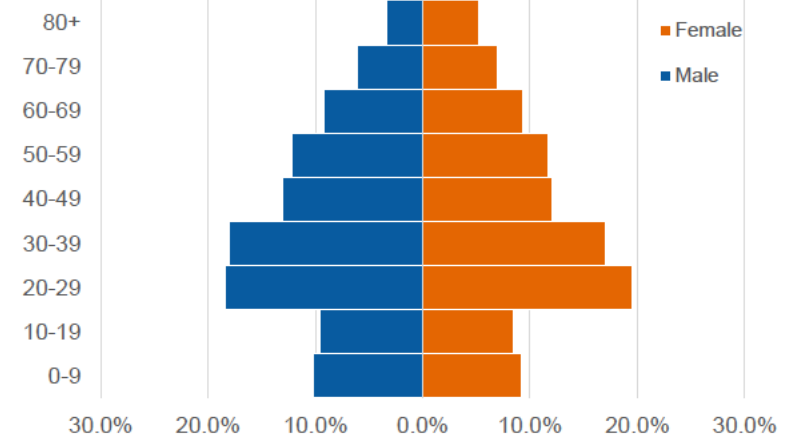
North West

148,287



Edinburgh

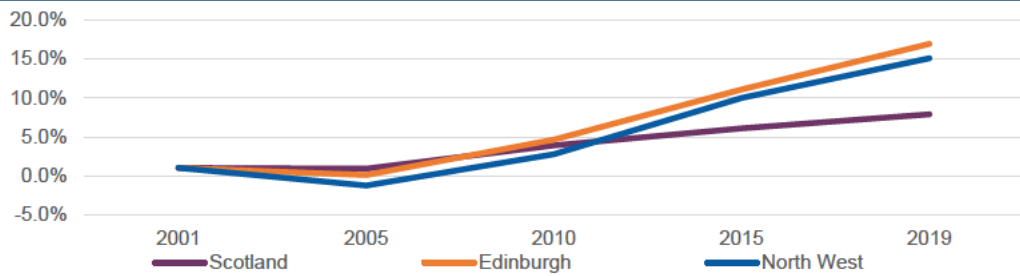
524,930



Demographics

Population changes

Evolution of total population 2001 to 2019 (% growth)



Female population North West 2019

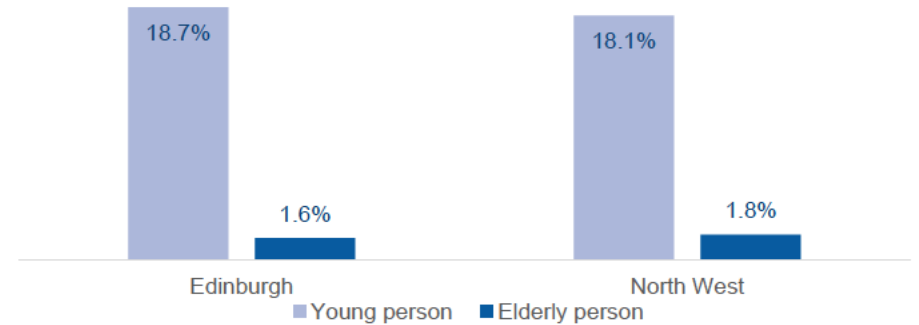
76,768

Male population North West 2019

71,519

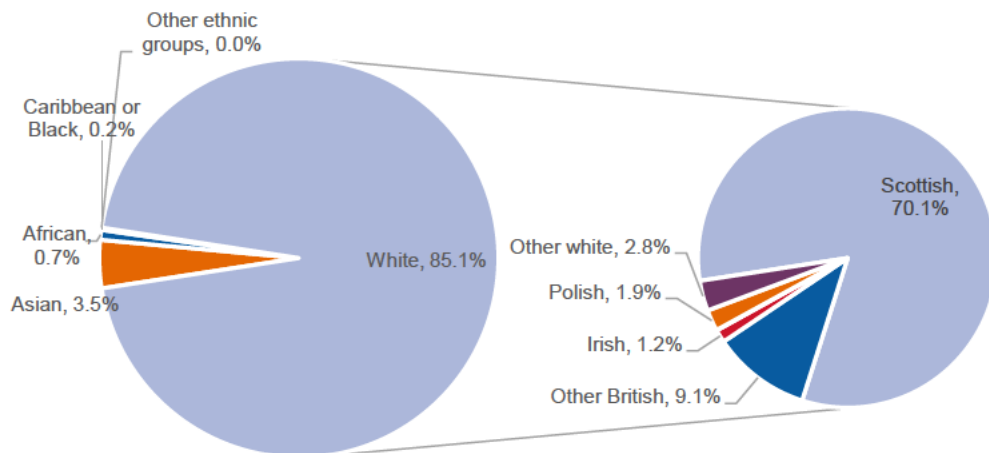
Source: NRS Small Area Population Estimates, Time series 2001-2019

Percentage of households with young or elderly people



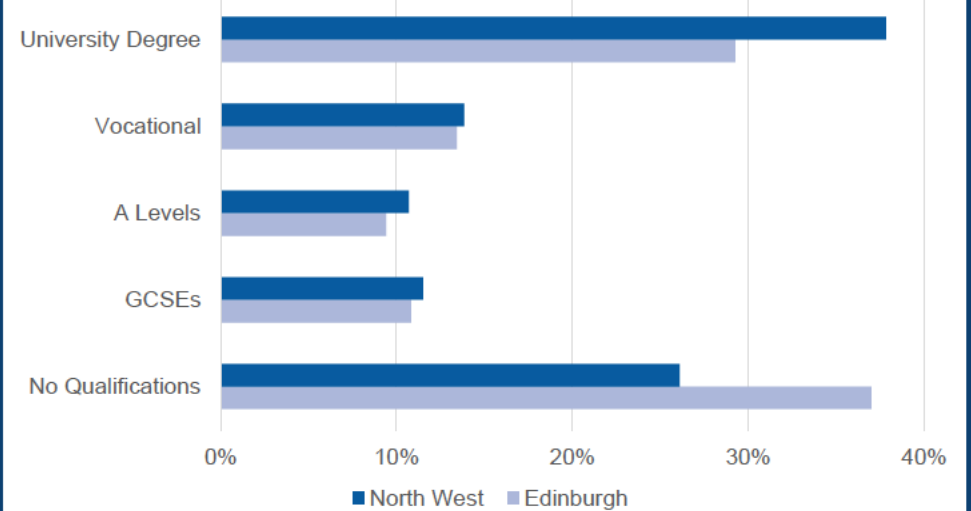
Source: Mosaic, August 2020

Ethnicity in North West



Source: Scotland's Census, 2011

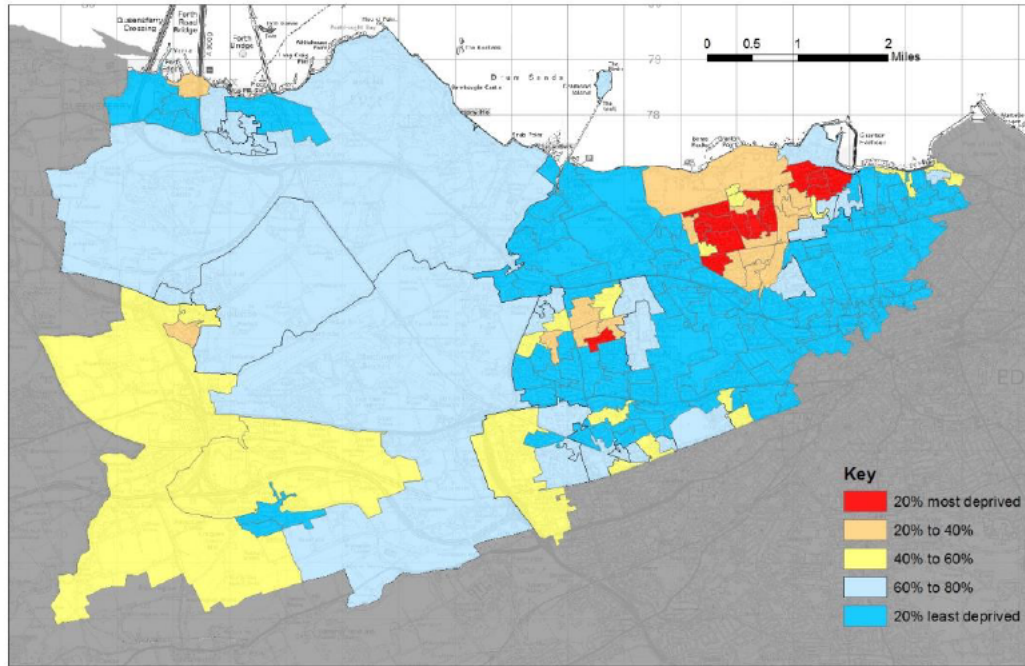
Qualifications



Source: Mosaic, August 2020

Scottish Index of Multiple Deprivation

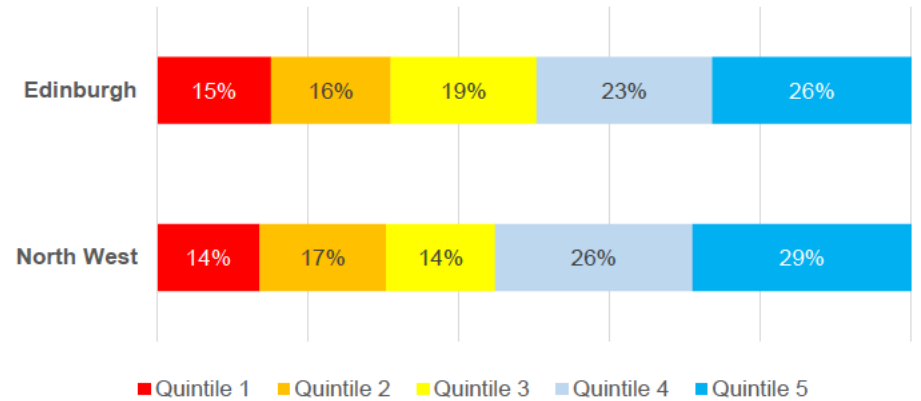
Overall



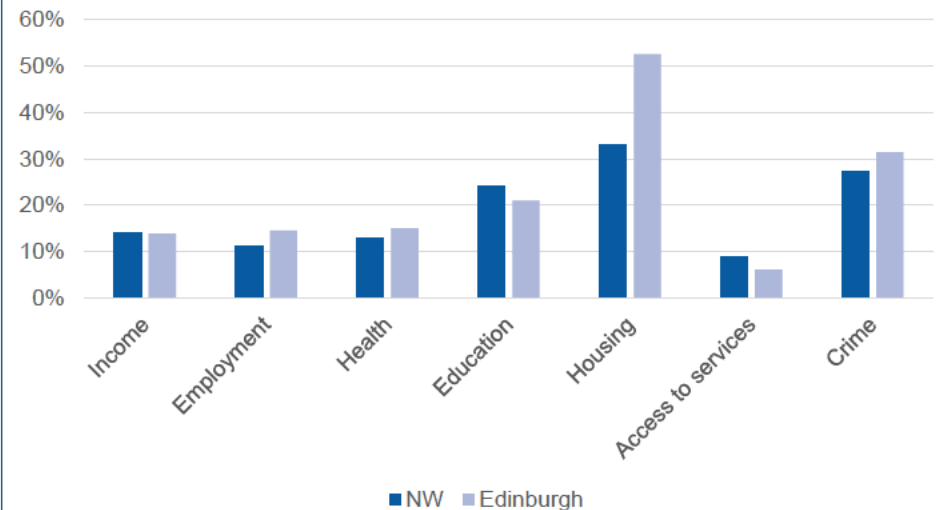
The Scottish Index of Multiple Deprivation 2020 data set identified that over half (91) of the datazones in the North West locality fall within the 20% least deprived areas in Scotland (quintile 5), less than 10% (15) fall within the 20% most deprived areas within Scotland (quintile 1).

The appendix contains specific maps for health and income deprivation.

Percentage of population in each deprivation area



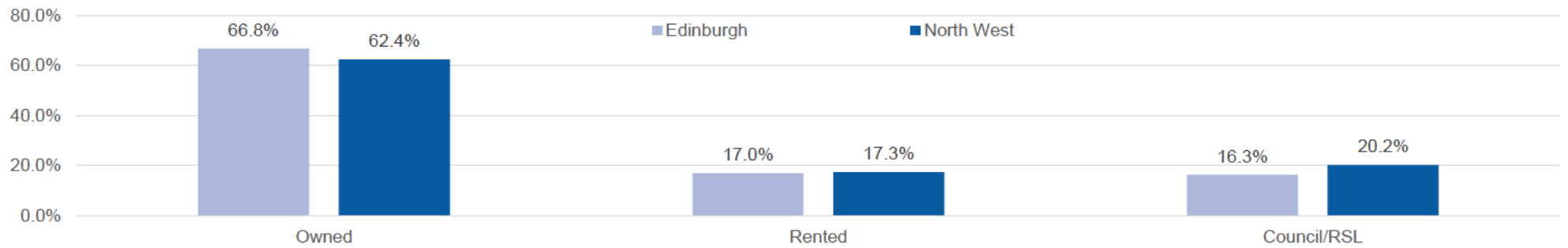
Percentage of population in each deprivation area





Source: Scottish Index of Multiple Deprivation, 2020

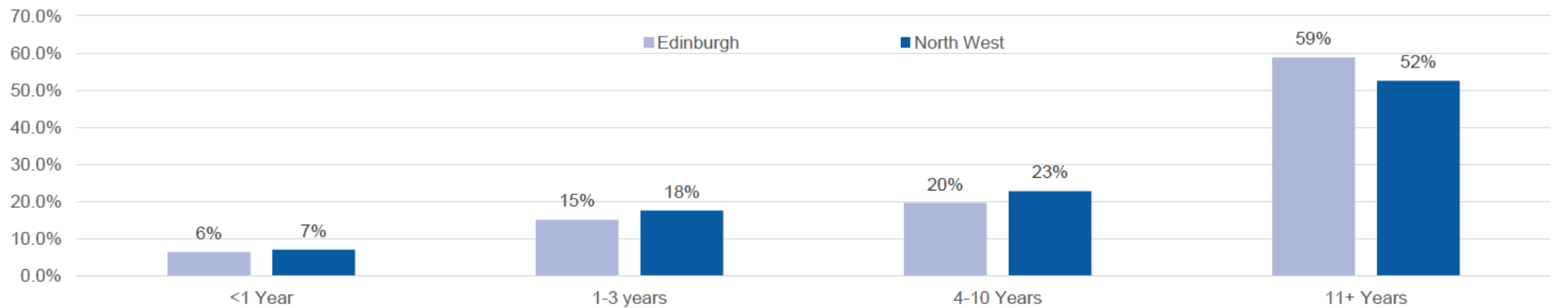
Housing

Tenure



Area	Average property value	Number of dwellings*	Percentage vacant*
North West	 £416,875	68,830	2.75%
Edinburgh	 £351,974	252,651	3.33%

Length of residency

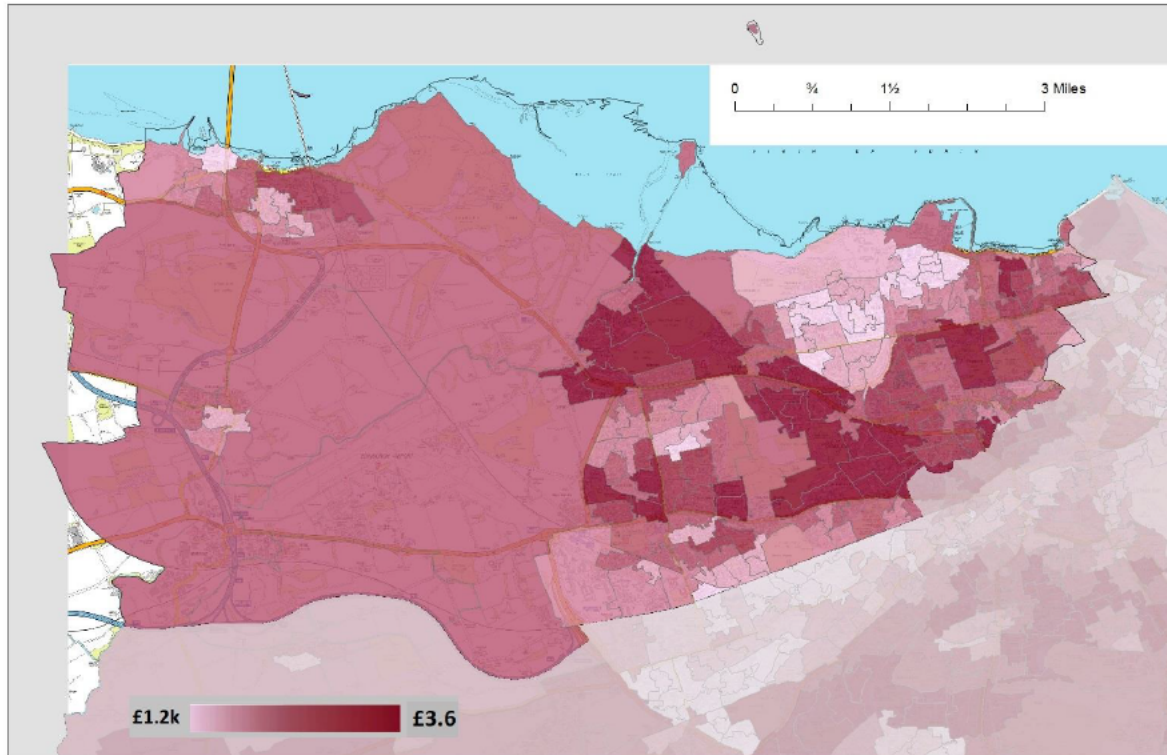


Source: Mosaic, August 2020. * NRS Small Area Statistics on Households and Dwellings, June 2019

Lifestyle in North West Locality

Council Tax

North West Average Council Tax Charge



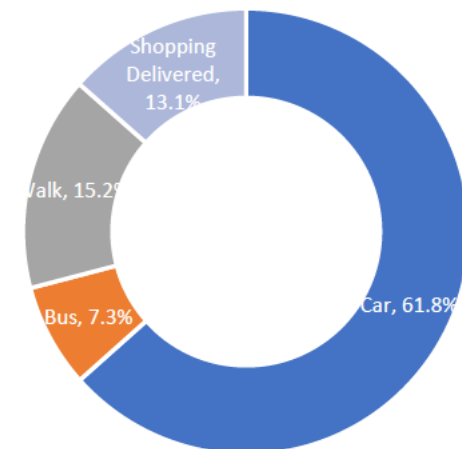
Source: Small Area Statistics on Households and Dwellings, June 2019

Distance to local amenities (in miles)



Method of transport for shopping

Data for North West Locality



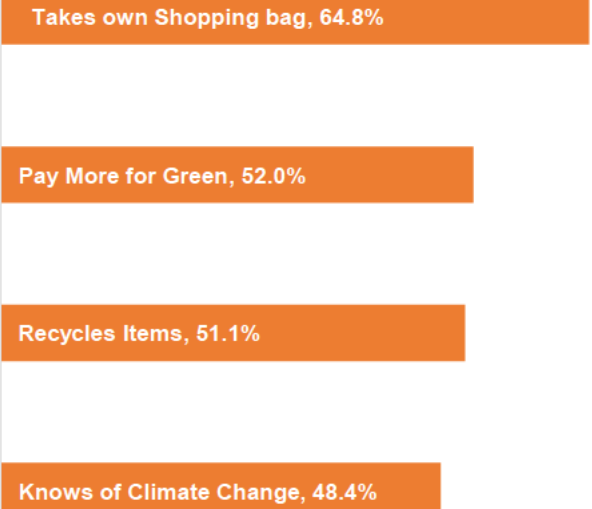
Source: Mosaic, August 2020

Lifestyle in North West Locality

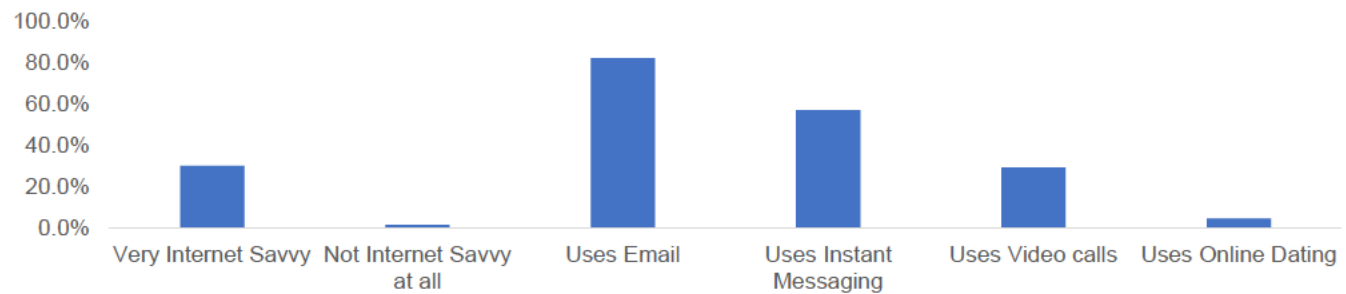
Use of Internet



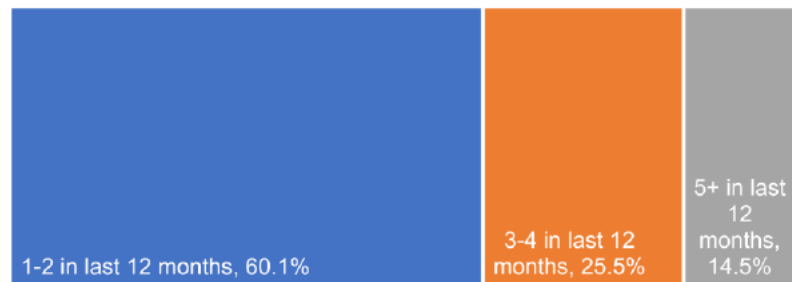
Environment



Internet savviness



Holidays in last 12 months

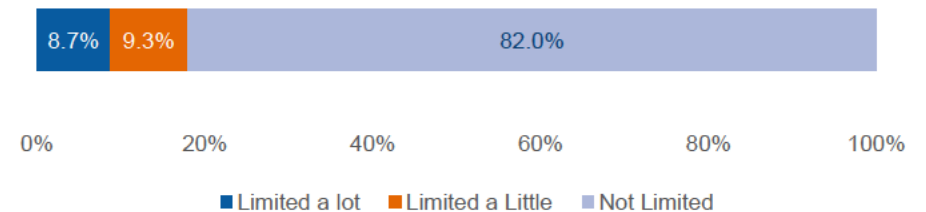


TVs



46.0% of people in the North West own a smart TV.

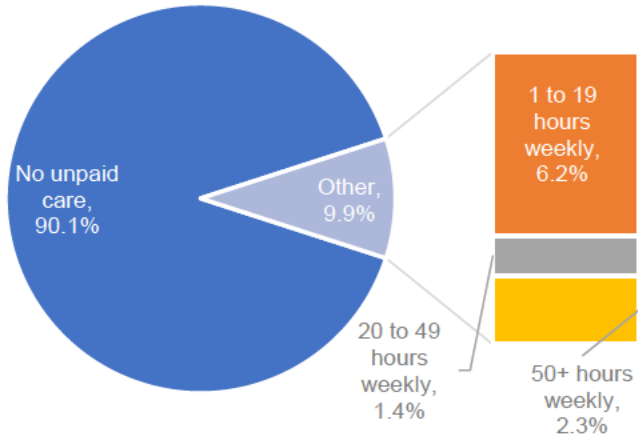
Health limitations



Source: Mosaic, August 2020.

Income

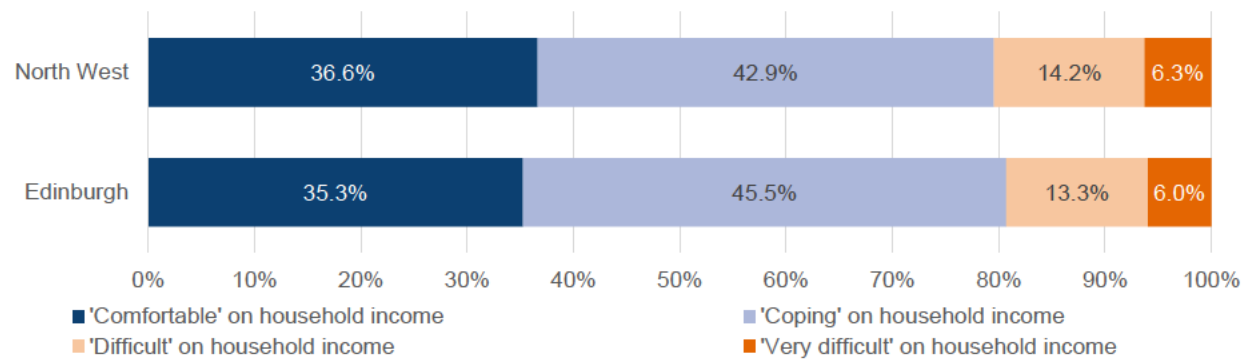
Population providing unpaid care



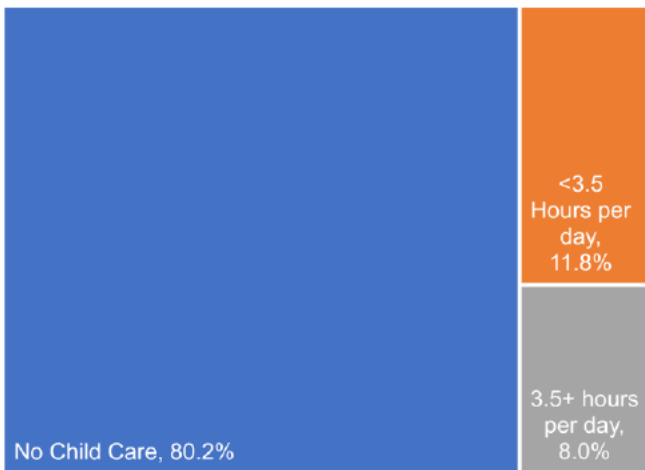
Average household income (annual)

Area	Average household income (annual)	Additional Info
North West	£58,511	18.55% of households have an annual income of less than £15k and 10.04% have an income of over £150k
Edinburgh	£48,142	27.55% of households have an annual income of less than £15k and 7.35% have an income of over £150k

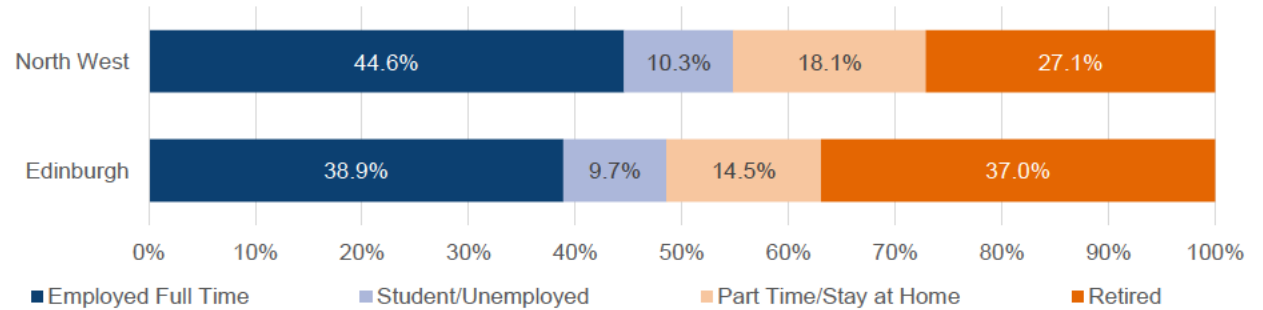
Personal financial circumstances



Population providing child care



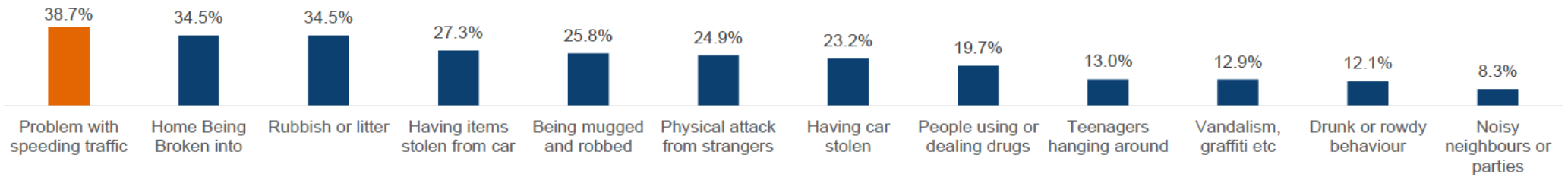
Employment status



Source: Mosaic, August 2020.

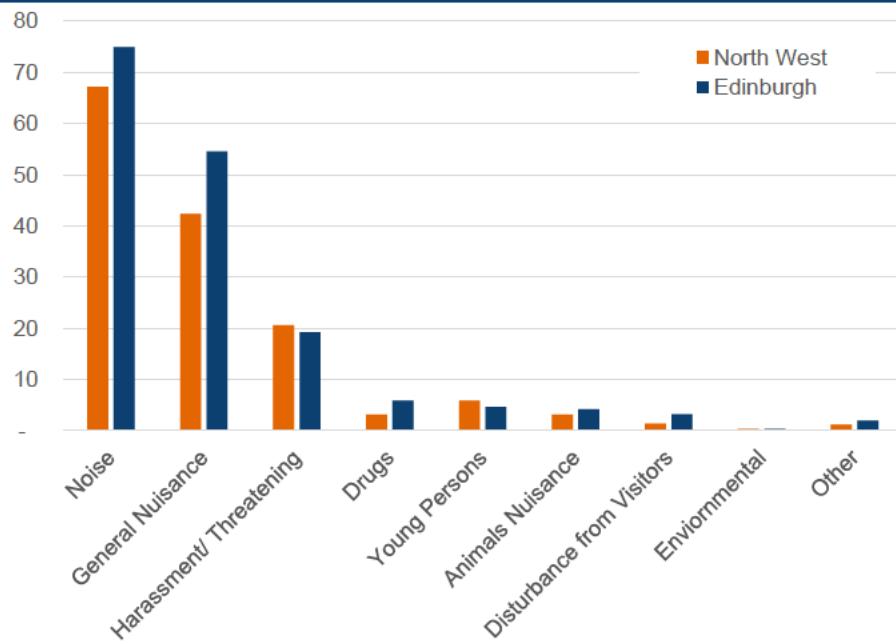
Crime and antisocial behaviour

Community Safer worries and problems



Antisocial behaviour - complaints per 10k population

Complaints per 10k population period 2017-2020



Top 3 most common complaints from 2017 to 2020

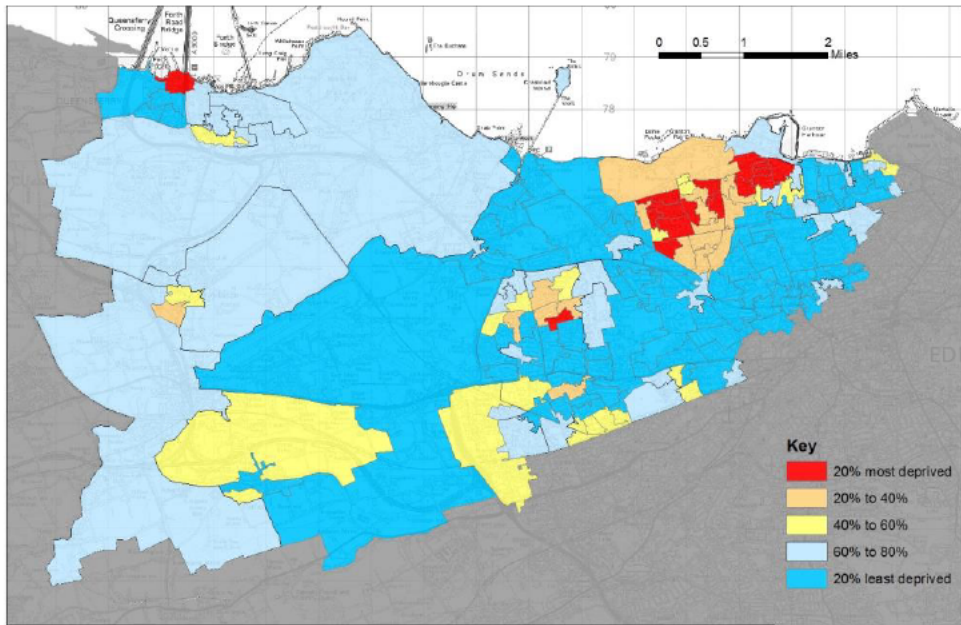


Sources: Community safety: Mosaic, August 2020. Antisocial behaviour: CEC - Civica App, 2020

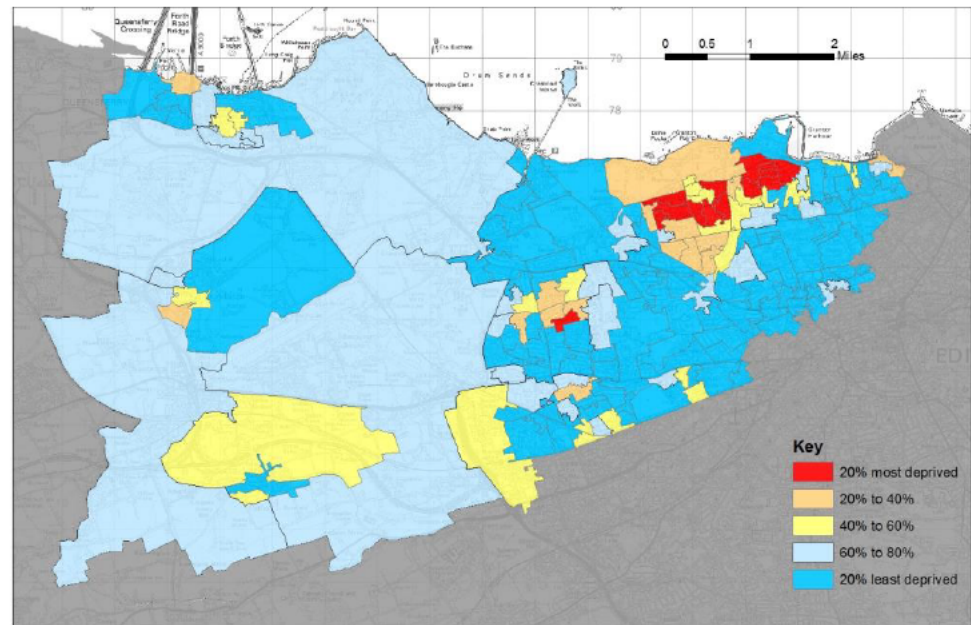
Appendix

SIMD maps - Income and Health

Income



Health



Data Sources

Scottish Index of Multiple Deprivation 2020

SIMD identifies deprived areas - not people. Not everyone who is deprived lives in a deprived area. Equally, people who are not deprived may live in a deprived area. SIMD does not provide absolute ratings for deprivation, and because of this it is not possible to say *how much* more deprived one area is compared to another, or to provide average scores of deprivation for multiple data zones. Because a combination of domains are used to determine relative ranking, this also means that two data zones with similar ranks can have very different issues.

<https://www.gov.scot/collections/scottish-index-of-multiple-deprivation-2020/>

National Records of Scotland – Population Estimates – April 2020

Produced by the National Records of Scotland a year in arrears with population estimated by age and gender for each datazone.

<https://www.nrscotland.gov.uk/statistics-and-data/statistics/statistics-by-theme/population>

Scotland's Census 2011

The last census was carried out in Scotland in 2011. The 2021 census has been delayed by a year due to the impact of Covid-19. It is recognised that all census data is now 10 years out of date and may no longer provide a current picture of the characteristics of the population.

<https://www.scotlandscensus.gov.uk/census-results>

Mosaic – August 2020

A commercial product that classifies groups on individuals that are similar in specific ways relevant to marketing such as age, interests, life-stage and spending habits. Whilst it provides an overview of customer behaviour and the decisions they may make; it is unable to provide details at a granular level.

The mosaic dataset is used to determine the percentage of households living with a datazone that are likely to have the characteristic or live in a certain way. This does not mean all households will behave in the same way, rather it provides a generalisation.

https://www.experian.co.uk/business/marketing/segmentation-targeting/mosaic/?utm_medium=internalRef&utm_source=Consumer%20Services

CEC – Civica APP

The Councils internal database used to record Antisocial Behaviour Complaints.