Derbyshire Customer Segmentation Model

Sub cluster 206

Families characterise this population-dense sub cluster. It has the highest percentage of those living as a couple with dependent children aged 5-15, along with the largest average household size. Residents are the most likely to live in a detached property that is owned with a mortgage, and homes are typically owner occupied. People tend to be well qualified and there are the lowest percentage of adults without a qualification, and of those who have never worked. Economic activity is high, with residents being likely to work in managerial, professional, scientific and technical jobs, in the education or public sectors. There are the highest percentages of households with 2 or more cars, and those who travel to work by car. Residents are healthy in this cluster, with the highest percentage identifying as being in "good or very good" health. This cluster has the fewest road traffic accidents, the lowest total crime rate, and the lowest percentage of people without a passport.

Higher than average

Families with children
Detached housing
Very good/good health

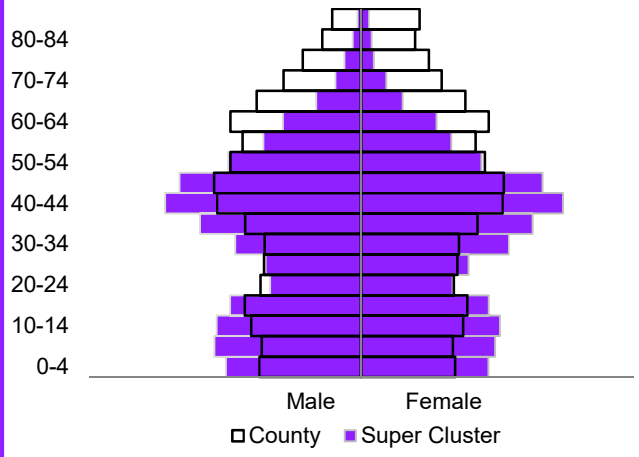
Lower than average

No qualifications
No cars in household
Total crime

Population (Census 2011)

35,704 Residents live in this sub which is **5%** of the County's population

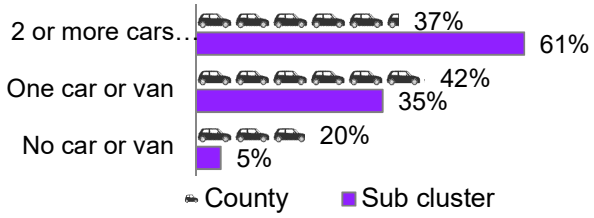
Age of population



Transport (Census 2011)

5% of residents are from BME backgrounds compared to 4% of the County's population

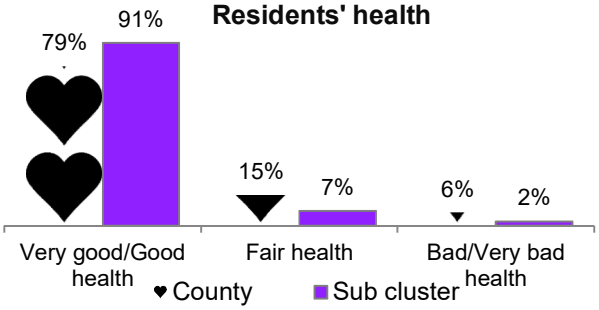
Car or van ownership (% of households)



Health (Census 2011)

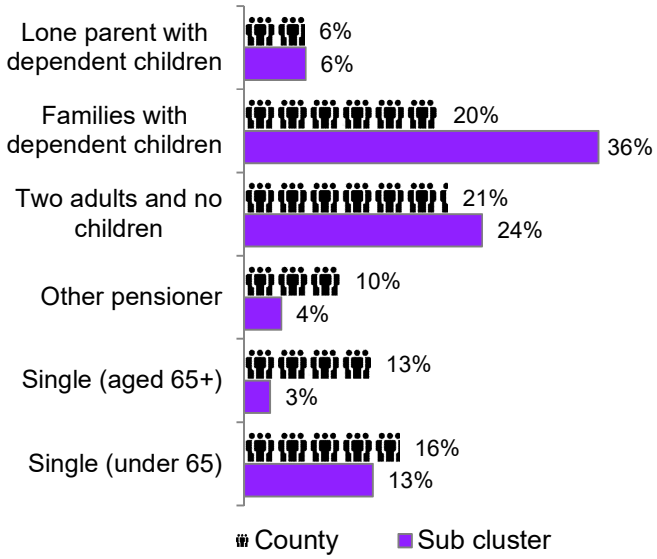
9% provide unpaid care compared to the 12% in the county as a whole

Residents' health



Households (Census 2011)

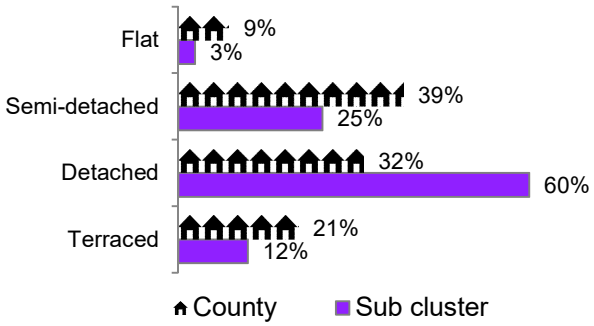
Household composition (% of households)



Housing (Census 2011)

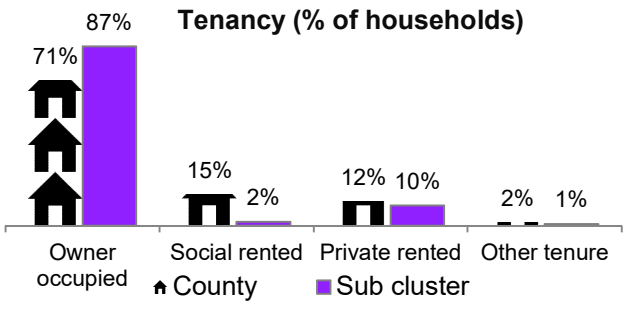
2% of parents with dependent children are not in employment

House types (% of households)



Tenancy (Census 2011)

Tenancy (% of households)



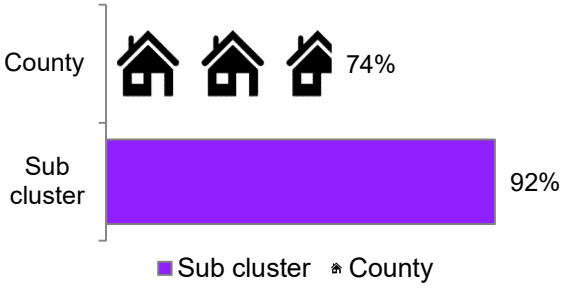
Derbyshire Customer Segmentation Model

Sub cluster fact sheet

Sub cluster 206

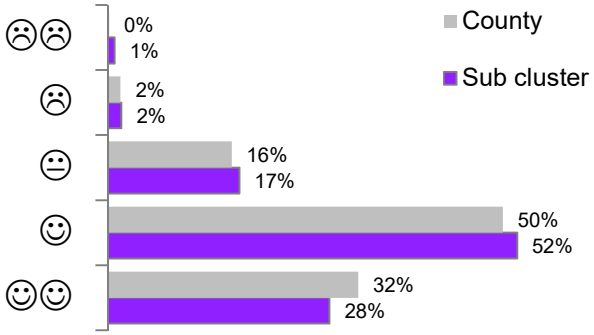
EPC Ratings (2017)

Percentage of houses with an Energy Performance Certificate Rating of D or above



Proud of Derbyshire (2017)

Proud of Derbyshire (% of respondents)

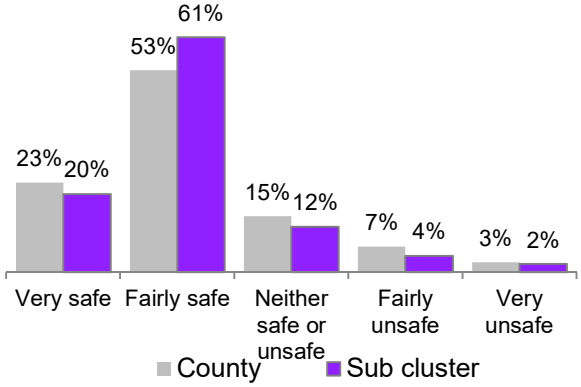


Crime level (2015)

Levels of crime (per 1,000 of population)

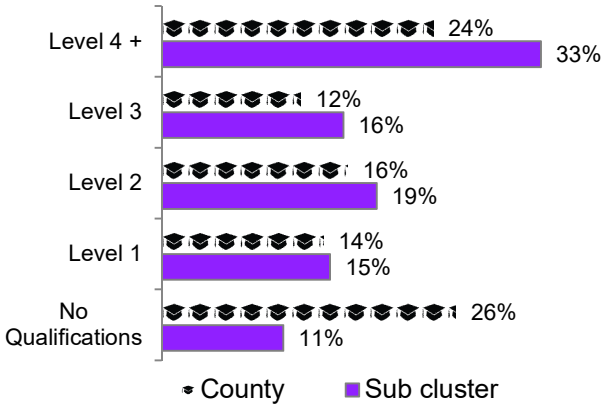
Resident safety (2016)

Perceptions of safety (at night)



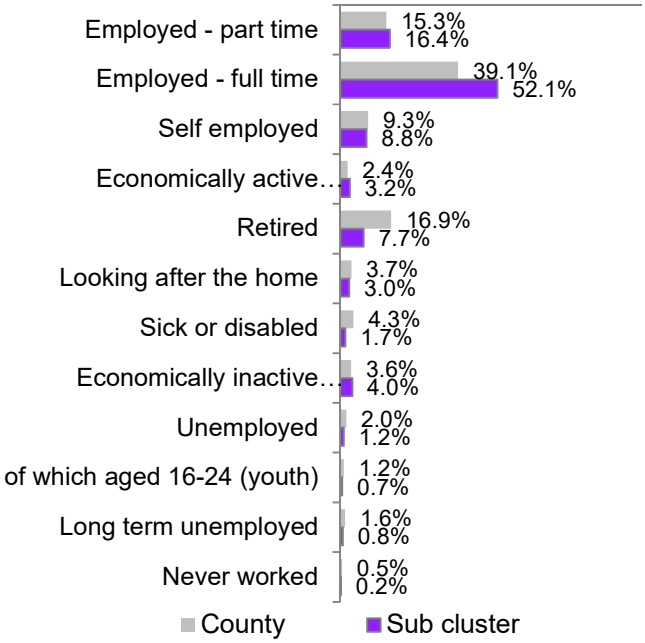
Education (Census 2011)

Qualifications



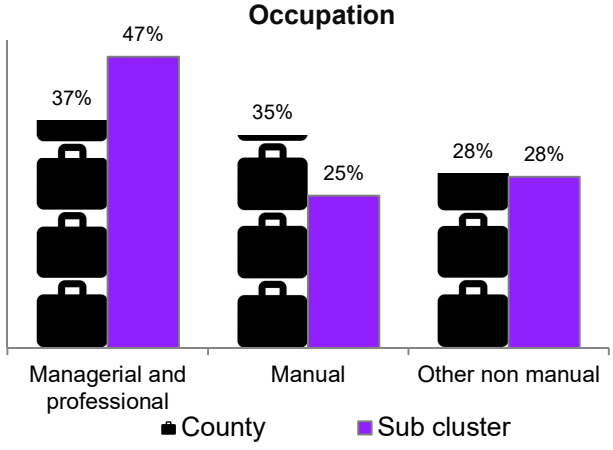
Economy (Census 2011)

Economic activity



Occupation (Census 2011)

Occupation



More information about the 4 super clusters and 18 sub clusters identified in the Derbyshire Customer Segmentation model at: http://observatory.derbyshire.gov.uk. Please contact research@derbyshire.gov.uk for further details. A separate metadata sheet is available which provides information about the data used in this fact sheet.

DERBYSHIRE County Council

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