

Household Income



Report produced by Customer Segmentation Group
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Introduction

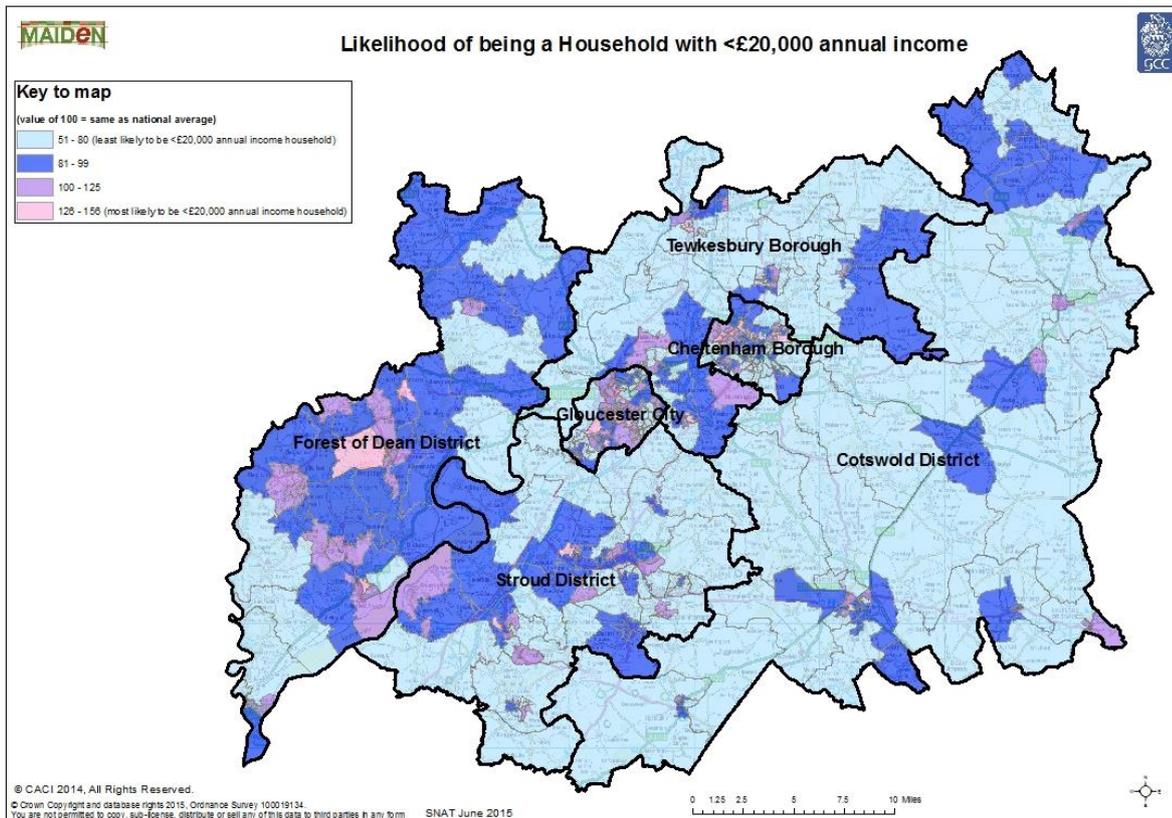
Data on household income is not easily available at a local level and to that end our Acorn customer segmentation tool has been a useful proxy for identifying the likely levels of household income across Gloucestershire.

Household Income

Data provided by Acorn allows us to identify likely household income by Lower Super Output Area (LSOA). A number of income levels are available and can all be viewed using Instant Atlas*. For this report the income levels of less than £20,000 and greater than £100,000 have been mapped.

- < £20,000
- £20,000 - £40,000
- £40,000 - £60,000
- £60,000 - £80,000
- £80,000 - £100,000
- >£100,000

Map 1: Likelihood of Household Income less than £20,000

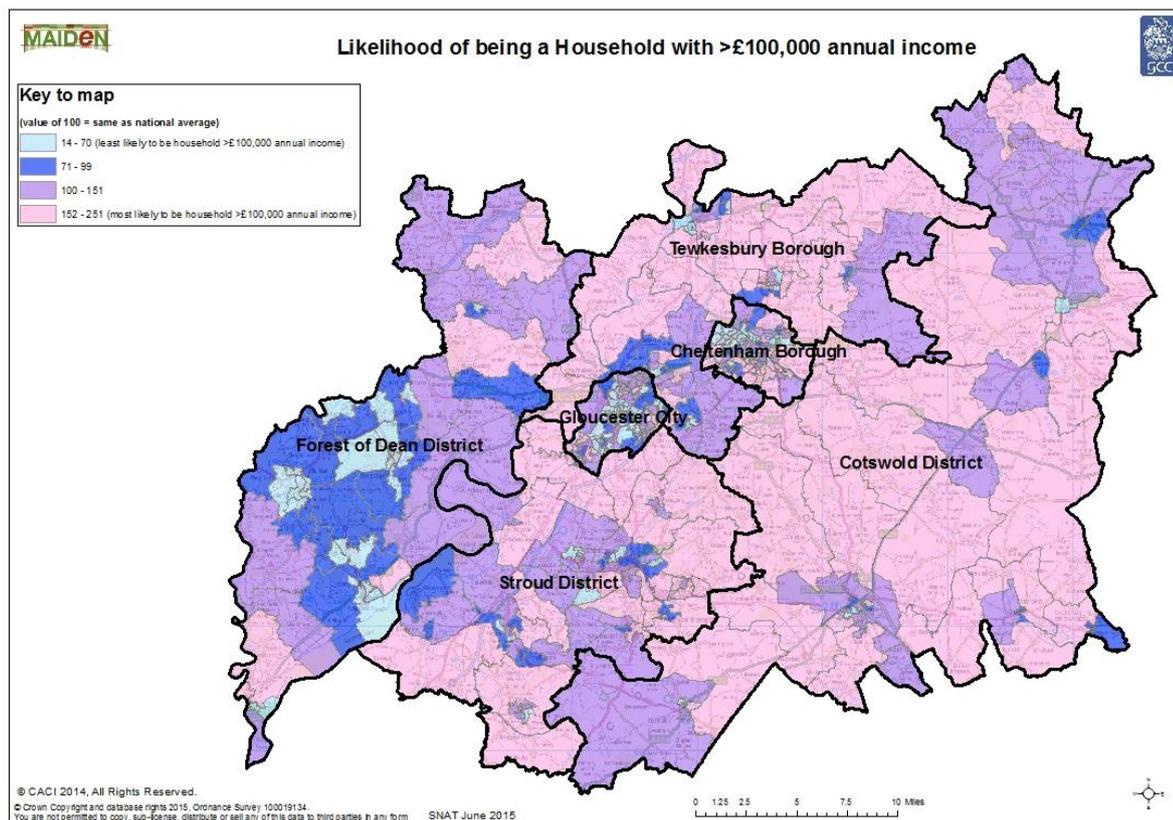


Map 1 illustrates the location of where those households with a likely annual income of <£20,000 are located. Those LSOAs that are most likely to have a household income below £20,000 depicted by the pink shading tend to occur in the inner urban areas of Gloucester and Cheltenham, Cirencester and

Tewkesbury. They are also located in the Cam and Stonehouse areas of Stroud district, around Cinderford, Lydney and Mitcheldean in the Forest of Dean district and Brockworth in Tewkesbury district.

Conversely, those LSOAs that are least likely to have a household income below £20,000 are indicated by the light blue shading on Map 1 and are located across much of the rural areas of Cotswold, Stroud and Tewkesbury districts.

Map 2: Likelihood of Household Income greater than £100,000



Map 2 shows where the likelihood of Households with more than £100,000 annual income are located. Not unsurprisingly this provides an almost reverse view to that shown by Map 1 in that those LSOAs which are most likely to have a household income of more than £100,000 represented by the pink shading are also located mainly in the rural areas of the Cotswold, Stroud and Tewkesbury districts.

Further information

*For further information and detailed maps please see our interactive report which can be found in the “Accessibility – Transport & Internet” section of Inform Gloucestershire.