Demographic Profile
Rochester West

Research and Information Team
Commissioning and Strategy Division
Children and Adults Directorate
# Contents

1. Location 3  
2. Usual resident population 4  
   2.1 Population estimates 4  
   2.2 Population density 5  
   2.3 Ethnicity 6  
3. ACORN classification 7  
4. Employment 9  
   4.1 Economic activity status 9  
   4.2 Occupation 9  
   4.3 Jobseeker’s Allowance claimants 10  
5. Income 11  
   5.1 Income estimates 11  
   5.2 Income deprived households 12  
6. Qualifications 13  
7. Health 14  
   7.1 Life expectancy at birth 14  
   7.2 Perception of general health 15  
   7.3 Disability Living Allowance claimants 15  
8. Housing 16  
   8.1 Dwelling type 16  
   8.2 Tenure 16  
   8.3 Fuel poverty 17  
9. Crime 18  
   9.1 All crime 18  
   9.2 Anti-social behaviour 18  
   9.3 Burglary 18  
   9.4 Robbery 18  
   9.5 Vehicle crime 19  
   9.6 Violence 19  
10. Children and young people 20  
   10.1 Children in Need Survey 2005 20  
   10.2 Children in poverty 20
1 Location

Figure 1 highlights the location of Rochester West.

**Figure 1: Map of Rochester West ward**

Maps reproduced by permission of Ordnance Survey on behalf of HMSO. © Crown copyright and database right 2009. All rights reserved. Ordnance Survey Licence number ONS GD272183.
2 Usual resident population

2.1 Population estimates

The Office for National Statistics (ONS) produces annual population estimates as at 30 June for the years in between Censuses.

In brief, the previous mid-year resident population estimate is aged-on by one year, then allowances made for natural change due to births and deaths, and for net migration. Population estimates relate to the usual resident population.

Figure 2, based on the latest (mid-2007) 2009 ward level population estimates, presents the age-sex structure for Rochester West; the age-sex structure for Medway has been overlaid as hollow bars.

Figure 2: Population pyramid

![Population Pyramid Diagram](data-source: Office for National Statistics © Crown Copyright 2009)

Figure 2 enables comparison of the population distributions for Rochester West and Medway; Rochester West’s population distribution appears to reflect Medway’s population distribution.
Table 1, based on the Mid-2007 Population Estimates, provides counts and percentages for Rochester West and Medway.

### Table 1: Mid-2007 Population Estimates

<table>
<thead>
<tr>
<th></th>
<th>Rochester West</th>
<th>Medway</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Count</td>
<td>Percent</td>
</tr>
<tr>
<td>All Males</td>
<td>5,215</td>
<td>51</td>
</tr>
<tr>
<td>All Females</td>
<td>5,096</td>
<td>49</td>
</tr>
<tr>
<td>0-19 Males</td>
<td>1,303</td>
<td>13</td>
</tr>
<tr>
<td>0-19 Females</td>
<td>1,148</td>
<td>11</td>
</tr>
<tr>
<td>16-64 Males</td>
<td>3,620</td>
<td>35</td>
</tr>
<tr>
<td>16-59 Females</td>
<td>3,049</td>
<td>30</td>
</tr>
<tr>
<td>65+ Males</td>
<td>648</td>
<td>6</td>
</tr>
<tr>
<td>60+ Females</td>
<td>1,142</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>10,311</td>
<td>-</td>
</tr>
</tbody>
</table>

*Data source: Office for National Statistics © Crown Copyright 2009*

According to Table 1:

- 10,311 people are usually resident in Rochester West.
- There are more males than females in Rochester West.
- 65% are of working age (males: 16-64, females: 16-59) in Rochester West.

#### 2.2 Population density

Population density is expressed as the number of usual resident people per hectare at the time of the 2001 Census.

- Rochester West’s population density is 16.08.
- Of Medway’s 22 wards, Rochester West is ranked 17th, where 1st represents highest population density.

*Data source: 2001 Census © Crown Copyright 2001*
2.3 Ethnicity

The 2001 Census required the usual resident population to provide their perceived ethnic group.

Table 2: Ethnicity

<table>
<thead>
<tr>
<th></th>
<th>White</th>
<th>Mixed</th>
<th>Asian or Asian British</th>
<th>Black or Black British</th>
<th>Chinese or Other Ethnic Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rochester West</td>
<td>93.8</td>
<td>1.3</td>
<td>2.3</td>
<td>1.6</td>
<td>1.0</td>
</tr>
<tr>
<td>Medway</td>
<td>94.6</td>
<td>1.1</td>
<td>2.9</td>
<td>0.7</td>
<td>0.7</td>
</tr>
</tbody>
</table>

Data source: 2001 Census © Crown Copyright 2001

According to Table 2:

- In Rochester West 93.8% are White, and the remaining 6.2% are of minority ethnic groups.
- Minority ethnic groups are over-represented in Rochester West compared to Medway.
3 ACORN classification

ACORN classifies the UK population into 5 categories, 17 groups and 56 types according to social factors and consumer behaviour, providing an in-depth understanding of a population.

Over 400 variables were used to build ACORN, of which 30% derive from the 2001 Census, and the remainder derive from CACI’s consumer lifestyle databases.

Figure 3 presents the ACORN group classification of Rochester West and Medway.

**Figure 3: ACORN groups of Rochester West and Medway**


According to Figure 3, the ACORN group featuring as the largest proportion is ‘Educated Urbanites’:

- This ACORN group comprises 17.2% of Rochester West’s population.
- This ACORN group is over-represented in Rochester West compared to Medway by 10.90 times.
This ACORN group is characterised as follows:

These young people are highly qualified. The majority live in flats in our major cities.

Most are in professional and managerial roles and many are working hard to further their careers. They have high incomes, and those that have been working for some time will be buying their flats and making other financial investments. The others are renting and have high disposable incomes.

The one significant purchase they may make is an expensive car. However, many prefer to use public transport, particularly for travelling to work.

Educated Urbanites take full advantage of living in the city and go out regularly. They enjoy restaurants and bars and are interested in the theatre and the arts. They are well informed about current affairs and are keen readers of The Guardian, Financial Times and Independent.

This group will spend significant amounts on travel and take frequent holidays. They are very likely to go on long haul trips and will either ski or seek the sun in the winter.

These young people have the world at their feet and plenty of money to enjoy it.

Source: CACI Limited, 2006

4 Employment

4.1 Economic activity status

The 2001 Census required the usual resident population of working age to provide their economic activity status in the week before the 2001 Census.

Table 4: Economic activity status

<table>
<thead>
<tr>
<th></th>
<th>Rochester West</th>
<th>Medway</th>
</tr>
</thead>
<tbody>
<tr>
<td>In employment</td>
<td>70.9</td>
<td>74.6</td>
</tr>
<tr>
<td>Unemployed</td>
<td>5.9</td>
<td>5.4</td>
</tr>
<tr>
<td>Retired</td>
<td>2.0</td>
<td>1.9</td>
</tr>
<tr>
<td>Student</td>
<td>4.7</td>
<td>3.8</td>
</tr>
</tbody>
</table>

Source: National Statistics (Nomis: www.nomisweb.co.uk)
Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI).

- A higher proportion are unemployed in Rochester West compared to Medway.

4.2 Occupation

The 2001 Census required the usual resident population in employment to provide their job title and a description of their duties.

Table 5: Occupation

<table>
<thead>
<tr>
<th></th>
<th>Rochester West</th>
<th>Medway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managers and senior officials</td>
<td>16.6</td>
<td>13.3</td>
</tr>
<tr>
<td>Professional</td>
<td>16.4</td>
<td>8.2</td>
</tr>
<tr>
<td>Associate professional and technical</td>
<td>16.5</td>
<td>13.0</td>
</tr>
<tr>
<td>Administrative and secretarial</td>
<td>13.1</td>
<td>15.3</td>
</tr>
<tr>
<td>Skilled trades</td>
<td>9.7</td>
<td>12.9</td>
</tr>
<tr>
<td>Personal services</td>
<td>6.7</td>
<td>6.9</td>
</tr>
<tr>
<td>Sales and customer services</td>
<td>5.9</td>
<td>8.0</td>
</tr>
<tr>
<td>Process plant and machine operatives</td>
<td>6.2</td>
<td>9.4</td>
</tr>
<tr>
<td>Elementary</td>
<td>9.0</td>
<td>13.0</td>
</tr>
</tbody>
</table>

Source: National Statistics (Nomis: www.nomisweb.co.uk)
Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI).
According to Table 5:

- The occupation type with the largest representation of Rochester West’s employed population is ‘managers and senior officials’.
- The occupation type with the largest representation of Medway’s employed population is ‘administrative and secretarial occupations’.

### 4.3 Jobseeker’s Allowance Claimants

Jobseeker’s Allowance is the main benefit for people of working age who are out of work or work less than 16 hours a week on average.

Table 6 shows counts of Jobseeker’s Allowance claimants at February 2009.

**Table 6: Jobseeker’s Allowance Claimants**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>145</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td>16-24</td>
<td>55</td>
<td>200</td>
</tr>
<tr>
<td>25-49</td>
<td>110</td>
<td></td>
</tr>
<tr>
<td>50 and over</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td></td>
</tr>
</tbody>
</table>

*Data source: Department for Work and Pensions Information Directorate, 2009*
5 Income

5.1 Income estimates

PayCheck has been developed by CACI to provide consistent and reliable gross household income estimates.

PayCheck classifies every UK postcode using information from CACI's lifestyle database, the 2001 Census and market research data.

Table 7 presents the PayCheck profile of Rochester West and Medway.

Table 7: PayCheck profile of Rochester West and Medway

<table>
<thead>
<tr>
<th></th>
<th>Rochester West</th>
<th>Medway</th>
</tr>
</thead>
<tbody>
<tr>
<td>£0 - £5k</td>
<td>2.4</td>
<td>1.8</td>
</tr>
<tr>
<td>£5 - £10k</td>
<td>7.0</td>
<td>5.2</td>
</tr>
<tr>
<td>£10 - £15k</td>
<td>11.5</td>
<td>8.9</td>
</tr>
<tr>
<td>£15 - £20k</td>
<td>13.3</td>
<td>11.0</td>
</tr>
<tr>
<td>£20 - £25k</td>
<td>12.8</td>
<td>11.4</td>
</tr>
<tr>
<td>£25 - £30k</td>
<td>11.2</td>
<td>10.6</td>
</tr>
<tr>
<td>£30 - £35k</td>
<td>9.3</td>
<td>9.4</td>
</tr>
<tr>
<td>£35 - £40k</td>
<td>7.5</td>
<td>8.0</td>
</tr>
<tr>
<td>£40 - £45k</td>
<td>5.8</td>
<td>6.7</td>
</tr>
<tr>
<td>£45 - £50k</td>
<td>4.5</td>
<td>5.4</td>
</tr>
<tr>
<td>£50 - £55k</td>
<td>3.4</td>
<td>4.4</td>
</tr>
<tr>
<td>£55 - £60k</td>
<td>2.6</td>
<td>3.5</td>
</tr>
<tr>
<td>£60 - £65k</td>
<td>2.0</td>
<td>2.8</td>
</tr>
<tr>
<td>£65 - £70k</td>
<td>1.5</td>
<td>2.2</td>
</tr>
<tr>
<td>£70 - £75k</td>
<td>1.2</td>
<td>1.8</td>
</tr>
<tr>
<td>£75 - £80k</td>
<td>0.8</td>
<td>1.4</td>
</tr>
<tr>
<td>£80 - £85k</td>
<td>0.6</td>
<td>1.1</td>
</tr>
<tr>
<td>£85 - £90k</td>
<td>0.5</td>
<td>0.9</td>
</tr>
<tr>
<td>£90 - £95k</td>
<td>0.4</td>
<td>0.7</td>
</tr>
<tr>
<td>£95 - £100k</td>
<td>0.2</td>
<td>0.5</td>
</tr>
<tr>
<td>£100k+</td>
<td>1.1</td>
<td>2.2</td>
</tr>
</tbody>
</table>

Data sources: 2001 Census © Crown Copyright 2001
CACI Limited, 2009

According to Table 7:

- The income group featuring the largest proportion of Rochester West’s population is £15,000 - £20,000.
- The income group featuring the largest proportion of Medway’s population is £20,000 - £25,000.
5.2 Income deprived households

The Department for Communities and Local Government’s Indices of Deprivation 2007 brings together indicators that cover specific aspects of deprivation, such as income.

The income domain measures income deprivation by the percentage of the population reliant on various means tested benefits. The income domain combines five indicators:

- Income Support households
- Income-Based Job Seekers Allowance households
- Pension Credit households
- Working Tax Credit households
- Child Tax Credit households
- asylum seekers in receipt of subsistence support and/or accommodation support.

Data for wards is derived from the weighted average (by Mid-2005 Population Estimates) rank of the Lower Layer Super Output Areas within Rochester West.

Rochester West features in the 2nd top decile of ranked areas in England for the income domain; in other words, Rochester West features in the 20% most deprived areas in England for the income domain.

Rochester West (6,274) has a higher rank than Medway as a whole (16,869) for the income domain. This means that Rochester West is more deprived than Medway in terms of income.

The income deprivation domain is also expressed as a rate. 26% of the population are income deprived in Rochester West; 15% of the population are income deprived in Medway as a whole.

Data source: Department for Communities and Local Government, 2007
6 Qualifications

The 2001 Census required the usual resident population of 16 to 74 years to provide details about their qualifications.

As in Table 8, the categories are as follows:

- No qualifications: No academic, vocational or professional qualifications.
- Lower level: qualifications equivalent to levels 1 to 3 of the National Key Learning Targets, i.e. GSCEs, O levels, A levels, NVQ levels 1-3.
- Higher level: qualifications of levels 4 and above, i.e. first degrees, higher degrees, NVQ levels 4 and 5, HND, HNC and certain professional qualifications.

Table 8: Qualifications

<table>
<thead>
<tr>
<th></th>
<th>Rochester West</th>
<th>Medway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No qualifications</td>
<td>31.2</td>
<td>38.0</td>
</tr>
<tr>
<td>Lower level</td>
<td>46.2</td>
<td>50.0</td>
</tr>
<tr>
<td>Higher level</td>
<td>22.6</td>
<td>12.0</td>
</tr>
</tbody>
</table>

Source: National Statistics (Nomis: www.nomisweb.co.uk)
Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI).

According to Table 8, a smaller proportion of people have no qualifications in Rochester West compared to Medway.
7 Health

7.1 Life expectancy at birth

Life expectancy at birth for wards for the period 1999-2003 was published by the Office for National Statistics in June 2006. It is an estimate of the average number of years a newborn baby would survive if he or she experienced the particular ward’s age-specific mortality rates for that time period throughout his or her life.

The figure reflects mortality among those living in the ward in 1999-2003, rather than mortality among those born in each area. It is not therefore the number of years a baby born in the ward in 1999-2003 could actually expect to live, both because the death rates of the area are likely to change in the future and because many of those born in the ward will live elsewhere for at least some part of their lives. Life expectancy at birth is also not a guide to the remaining expectation of life at any given age.

Table 9: Life expectancy at birth

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>76.6</td>
<td>73.8</td>
<td>79.1</td>
</tr>
</tbody>
</table>

*Data source: Office for National Statistics © Crown Copyright 2006*

According to Table 9:

- Rochester West’s life expectancy at birth for all persons is 76.6 years.
- Rochester West’s life expectancy at birth for males is 73.8 years.
- Rochester West’s life expectancy at birth for females is 79.1 years.

Of Medway’s 22 wards, Rochester West is ranked 18th, where 1st represents highest life expectancy at birth.
7.2 Perception of general health

The 2001 Census required the usual resident population to describe their general health over the previous 12 months.

Table 10: Perception of general health

<table>
<thead>
<tr>
<th>Good Health</th>
<th>Fairly Good Health</th>
<th>Not Good Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rochester West</td>
<td>67</td>
<td>24</td>
</tr>
<tr>
<td>Medway</td>
<td>70</td>
<td>23</td>
</tr>
</tbody>
</table>

*Data source: 2001 Census © Crown Copyright 2001*

According to Table 10:

- 91% considered their general health ‘good/fairly good’ in Rochester West; the corresponding figure for Medway is 93%.
- 9% considered their general health ‘not good’; the corresponding figure for Medway is 8%.

7.3 Disability Living Allowance claimants

Disability Living Allowance is a tax-free benefit for children and adults who need help with personal care or have walking difficulties because they are physically or mentally disabled.

Table 11 shows counts of Disability Living Allowance claimants at February 2009.

Table 11: Disability Living Allowance claimants

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Female</td>
<td>Under 16</td>
</tr>
<tr>
<td>460</td>
<td>395</td>
<td>150</td>
</tr>
</tbody>
</table>

*Data source: Department for Work and Pensions Information Directorate, 2009*
8 Housing

8.1 Dwelling type

The 2001 Census required the usual resident population to declare their dwelling type.

Table 12: Dwelling type

<table>
<thead>
<tr>
<th></th>
<th>Rochester West</th>
<th>Medway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Detached</td>
<td>11.5</td>
<td>13.9</td>
</tr>
<tr>
<td>Semi-detached</td>
<td>24.4</td>
<td>30.2</td>
</tr>
<tr>
<td>Terrace</td>
<td>27.6</td>
<td>42.1</td>
</tr>
<tr>
<td>Flat, maisonette or apartment</td>
<td>35.3</td>
<td>12.6</td>
</tr>
<tr>
<td>In caravan or other mobile or temporary structure</td>
<td>0.9</td>
<td>1.0</td>
</tr>
</tbody>
</table>

Data source: 2001 Census © Crown Copyright 2001

According to Table 12:

- Flat, maisonette or apartments feature as the largest proportion of Rochester West’s housing stock.
- Terraced houses feature as the largest proportion of Medway’s housing stock.

8.2 Tenure

The 2001 Census required the usual resident population to declare the occupancy status of their place of residence.

Table 13: Tenure

<table>
<thead>
<tr>
<th></th>
<th>Rochester West</th>
<th>Medway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Owner-occupied</td>
<td>67.2</td>
<td>75.7</td>
</tr>
<tr>
<td>Social rented</td>
<td>16.6</td>
<td>13.5</td>
</tr>
<tr>
<td>Privately rented</td>
<td>13.3</td>
<td>9.4</td>
</tr>
<tr>
<td>Rent free</td>
<td>3.0</td>
<td>1.4</td>
</tr>
</tbody>
</table>

Data source: 2001 Census © Crown Copyright 2001

According to Table 13:

- The occupancy status featuring the largest proportion within Rochester West is ‘owner-occupied’.
- The occupancy status featuring the largest proportion within Medway is ‘owner-occupied’.
8.3 Fuel poverty

The Fuel Poverty Indicator (full income) represents the official government definition of fuel poverty. A household is in fuel poverty if, in order to maintain a satisfactory heating regime, it needs to spend more than 10% of its income on all household fuel use. The temperature standards are recommended by the World Health Organisation as necessary for maintaining good health.

Data for wards is derived from the weighted averages by number of households per Lower Layer Super Output Areas within Rochester West.

- 5.77% of Rochester West households are experiencing fuel poverty.
- 6.23% of Medway households are experiencing fuel poverty.
- Of Medway’s 22 wards, Rochester West is ranked 15th, where 1st represents highest level of fuel poverty.

Data source: © 2009 Centre for Sustainable Energy
9 Crime

Kent Police’s online Local Crime Mapping tool provides the latest (at September 2009) ward level crime statistics.

9.1 All crime

- The level of crime in this area is average compared with similar policing areas in England and Wales.

- The average number of crimes in this area has decreased from 79.3 to 67.3 (15.1%) compared to the same three month period last year.

Data source: Kent Police, 2009

9.2 Anti-social behaviour

- The level of anti-social behaviour in this area is average compared with similar policing areas in England and Wales.

- The average number of anti-social behaviour incidents in this area has increased from 55.7 to 60 (7.8%) compared to the same three month period last year.

Data source: Kent Police, 2009

9.2 Burglary

- The level of burglary in this area is above average compared with similar policing areas in England and Wales.

- The average number of burglaries in this area has increased from 9 to 10.7 (18.5%) compared to the same three month period last year.

Data source: Kent Police, 2009

9.3 Robbery

- The level of robbery in this area is average compared with similar policing areas in England and Wales.

- The average number of robberies in this area has decreased from 1 to 0.7 (33.3%) compared to the same three month period last year.

Data source: Kent Police, 2009
9.4 Vehicle crime

- The level of vehicle crime in this area is average compared with similar policing areas in England and Wales.

- The average number of vehicle crimes in this area has decreased from 12.3 to 6 (51.4%) compared to the same three month period last year.

Data source: Kent Police, 2009

9.5 Violence

- The level of violence in this area is average compared with similar policing areas in England and Wales.

- The average number of violent crimes in this area has decreased from 18.7 to 16.7 (10.7%) compared to the same three month period last year.

Data source: Kent Police, 2009


10 Children and young people

10.1 Children In Need Survey 2005

The Department for Communities and Local Government’s Child Well-being Index 2009 brings together indicators that cover specific aspects of child well-being, such as income.

The Children In Need Survey 2005 (Department for Children, Schools and Families) provided a census of all the children receiving services from Social Services in England; that is, children upon whom Local Authorities expended resources, either in terms of costed staff or centre time, or in terms of payments for placements or other services received by the child, including one-off payments.

Data for wards is derived from the weighted average (by Mid-2005 Population Estimates) rank of the Lower Layer Super Output Areas within Rochester West.

Rochester West features in the 5th bottom decile of ranked areas in England for children in need; in other words, Rochester West features in the 50% lowest level of child well-being in England.

Rochester West (16,666) has a higher rank than Medway (18,300) for the Children In Need domain. This means that Rochester West has a higher level of child well-being than Medway in terms of children in need.

The children in need domain is also expressed as a rate. 3% of children are in need in Rochester West; 3% of children are in need in Medway.

Data source: Department for Communities and Local Government, 2009

10.2 Children in poverty

National Indicator 116 defines children in poverty as the proportion of children living in families in receipt of out of work benefits or in receipt of tax credits where their reported income is less than 60% of median income.

As at 31 August 2007:

- 20.4% of children under the age of 20 are living in income deprived households in Rochester West.
- 20.9% of children under the age of 20 are living in income deprived households in Medway.
- Of Medway’s 22 wards, Rochester West is ranked 8th, where 1st represents the highest proportion of children in poverty.

Data source: Department for Work and Pensions Information Directorate, 2007

Data sources have been acknowledged throughout this document and reproduced under the terms of the Click-Use Licence C20100000830.