





Custom profiles are a way to create statistics for new areas by combining existing areas.



Custom Profiles

Click here to view or download statistics on a wide range of topics. Available as both tables and maps and at a number of different geographic scales.

Clicking on the above icon loads the options below:




Custom Profiles

Advanced Profiles leads you through a series of steps to create a custom area profile report for an area (or areas) of your choice. To get started, click on either of the buttons below.

[Start designing...](#)

[Choose Area](#) [Choose Data](#)

Clicking on [Choose Area](#) produces the following:



Custom Profiles

Step: 1 · 2 · 3 · 4 · 5

Selected > Wards

Click on the map with the mouse to select areas, or click in the box on the right...

Use the drop down list on the right to choose which geo-type you want to use. Select the areas you want (either from the list or by clicking on the map), then use the 'Next >>' button to move on.

Geo-Type: Wards

Filter: None


Selected areas:

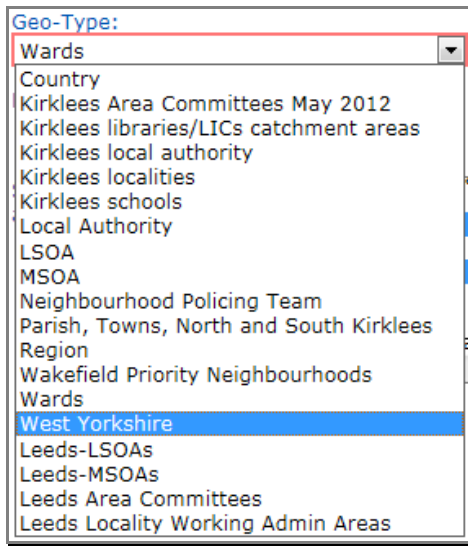
- South Emsall and South Kirkby Ward
- Stanley and Outwood East Ward
- Wakefield East Ward
- Wakefield North Ward
- Wakefield Rural Ward
- Wakefield South Ward
- Wakefield West Ward
- Wrenthorpe and Outwood West Ward

[select all](#) · [select none](#)

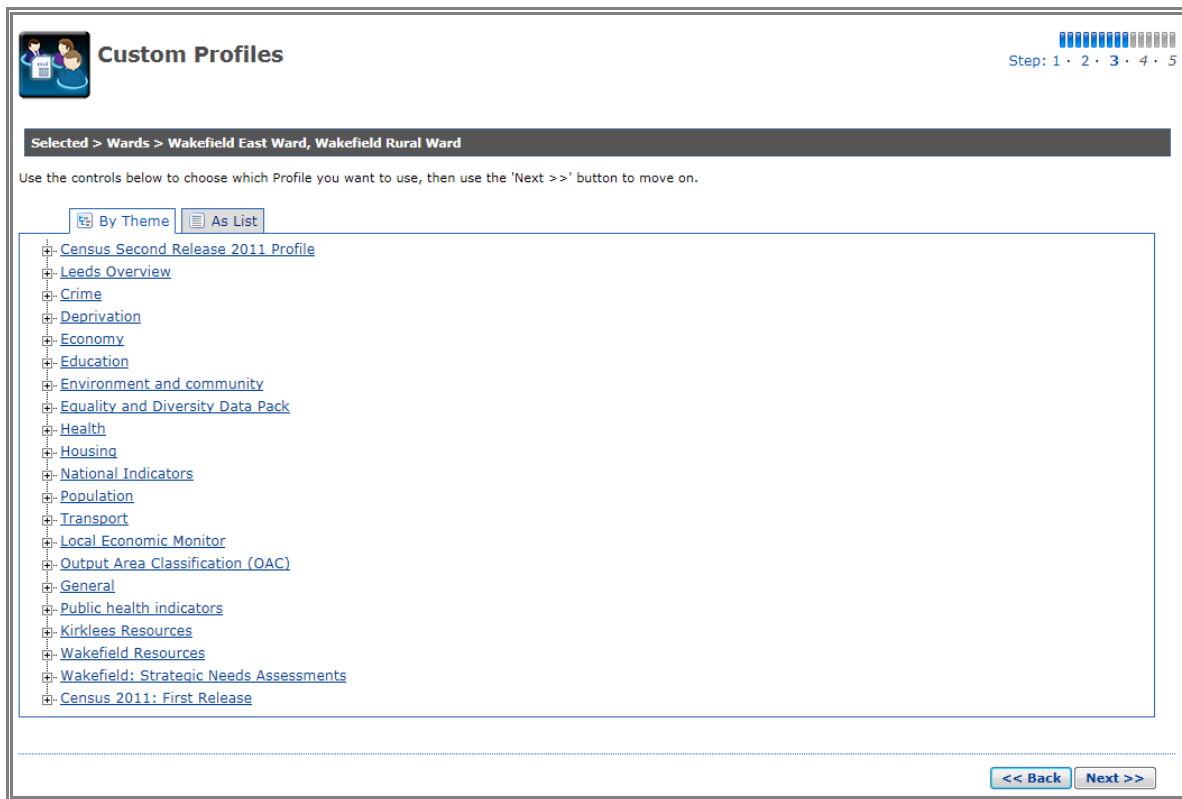
[<< Back](#) [Next >>](#)


Multiple areas can be selected from the map or the list by holding down the Ctrl key and clicking. In the example above 'Wakefield Rural' and 'Wakefield East' wards have been selected.

Other areas can alternatively be selected by clicking  next to Geo-Type which displays the following choices:



Clicking  loads the following:



Custom profiles are arranged by 'themes' and the available profiles will be revealed by clicking on the  sign just in front of the theme name.

In the example below the 'Wakefield Ward Profile' has been selected. Alternatively click on [As List](#) to list all profiles available for the selected geography. Note: the list can be lengthy for some geographies.

The screenshot shows the 'Custom Profiles' interface. At the top, there is a progress bar and the text 'Step: 1 · 2 · 3 · 4 · 5'. Below this, a breadcrumb trail reads 'Selected > Wards > Wakefield East Ward, Wakefield Rural Ward'. A message states: 'Use the controls below to choose which Profile you want to use, then use the 'Next >>' button to move on.' There are two buttons: 'By Theme' and 'As List'. A list of profile categories is displayed, including 'Census Second Release 2011 Profile', 'Leeds Overview', 'Crime', 'Deprivation', 'Economy', 'Education', 'Environment and community', 'Equality and Diversity Data Pack', 'Health', 'Housing', 'National Indicators', 'Population', 'Transport', 'Local Economic Monitor', 'Output Area Classification (OAC)', 'General', 'Public health indicators', 'Kirklees Resources', 'Wakefield Resources', 'Wakefield: Strategic Needs Assessments', and 'Census 2011: First Release'. Under the 'General' category, 'General Area Profile' and 'Wakefield Ward Profile' are listed, with 'Wakefield Ward Profile' selected. A yellow box with a loading icon and the text 'Fetching profile list. Please wait...' is overlaid on the right side of the list.

The next screen requests the user to select comparison areas. In the example below Wakefield and England have already been selected, and in most cases this will be satisfactory so that all is required is to press [Profile >>](#) to produce the profile. The user can choose to show no comparison areas if so required.

The screenshot shows the 'Custom Profiles' interface at a later stage. The breadcrumb trail now reads 'Selected > Wakefield Ward Profile > Wards > Wakefield East Ward, Wakefield Rural Ward'. A message asks: 'Select the areas/features you want to use as comparison areas in the list below...'. Under 'Selected areas:', a list of comparison areas is shown in a scrollable box: 'Local Authority: Bradford', 'Local Authority: Calderdale', 'Local Authority: Kirklees', 'Local Authority: Leeds', 'Local Authority: Wakefield', 'West Yorkshire: West Yorkshire', and 'Country: England'. The 'Local Authority: Wakefield' and 'Country: England' items are highlighted in blue. Below the list are links for 'select all' and 'select none'. A checkbox for 'Show value differences?' is present and unchecked. At the bottom right, there are buttons for '<< Back' and 'Profile >>'.

Part of the resultant profile is shown below and it can be seen that 'Selected Areas' is a composite area created from the two wards.

Employment and Skills

Benefits

Job Seekers Allowance (JSA) is paid to people who declare that they are out of work, capable of, available for and actively seeking work during the week in which their claim is made. The percentage figures express the number of claimants resident in an area as a percentage of the population aged 16-64 resident in that area. The latest data show that **935 people in Wakefield East Ward, Wakefield Rural Ward** were claiming Job Seekers Allowance. This was **8.3%** of the working age population.

Education and Skills

The academic qualification levels of the District's population are highest among the younger age groups and lowest among the older age groups. This pattern is common nationally but at the time of the 2001 census all age groups in the District had lower qualification profiles than the national average.

The table below shows the highest level of qualification held by people aged 16-74 living in **Wakefield East Ward, Wakefield Rural Ward**. Some **38.9%** of people have no formal qualifications, and **13.3%** of people have a degree or equivalent qualification

Source: Office for National Statistics

People's Highest Level of Qualifications (% of working age people)					
	Selected Areas	Wakefield East Ward	Wakefield Rural Ward	Wakefield	England
No qualifications (2001)	33.5 ()	38.9 (4,242)	28.6 (3,471)	39.1	28.9
Level 1 (e.g. 1+CSE/GCSE any grades) (2001)	17.2 ()	16.1 (1,760)	18.1 (2,196)	17.9	16.6
Level 2 (e.g. 5+GCSEs (grades A-C)) (2001)	17.6 ()	15.7 (1,718)	19.2 (2,331)	16.8	19.4
Level 3 (e.g. 2+'A' levels, NVQ level 3) (2001)	8.1 ()	9.1 (999)	7.2 (873)	5.6	8.3
Level 4/5 (e.g. degree, HND, qualified nurse) (2001)	15.7 ()	13.3 (1,456)	17.8 (2,160)	12.5	19.9
Unknown (2001)	7.9 ()	6.8 (744)	9 (1,085)	8.2	6.9

- A pdf copy of the profile can be produced by clicking on [Export to PDF](#) , please allow a little time for the PDF to be produced.
- At the top of the page [Home | Custom Profiles | Wizard | Wakefield Ward Profile](#) allows the user to go back to the 'Custom Profiles' page or the 'Home' page.

Going back to the first screen presented after clicking on the 'Custom Profiles' icon (see below), the user had the option of clicking on .

Custom Profiles

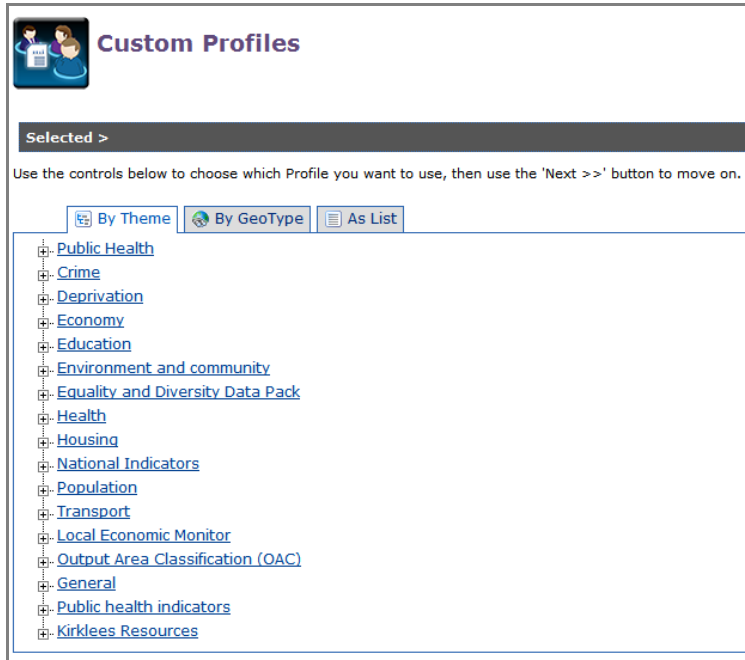
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[Start designing...](#)

Choose Area

Choose Data

Once the icon has been clicked the following screen is loaded:



By clicking on one of the following icons the user is able to select a profile before selecting areas from a GeoType.

Once a profile has been selected then the steps are the same as outlined for above. Note: clicking on will produce a long list of profiles most of which are only available for certain GeoTypes such as Unitary; it is best to select by Theme or GeoType.