

1ar Rural Urban Fringe	4.6	-0.2	-2.5	-3.4	-1.9		-0.8	-1.5	-4	-2.8			-1.3	-1.9	-2.3
1br Thriving Rural	8.4	-1.8	-5.4	-6.1	1	-4.9	-0.9	0.5	-0.7	-3	4.3	-7.4	-3.1	-0.9	1.8
2ar Larger Towns and Cities	7.2	2.8	15.1	10.3	-0.1	1.3	6.6	-3	12.2	1.3	-3.5	6.5	6.9	-1.4	8
2br University Towns and Cities	1.8	2.7	2.9	1.7	-0.5		4.5	-1	4.7	0.6	0.9	-0.7	6.1	-0.5	-1.5
3ar English and Welsh Countryside	12.3	9.9	1.4	2.8	11.5	5.3	7.7	4.6	-3.2	8.8	10.4	7.7	-0.3	6.8	5.7
3br Remoter Coastal Living	6.1	-0.6	0.7	-1.5	2.2	0.2	1.4	6.7	-0.3	1.7	7.5	23.3	3.8	6.7	5.4
3cr Scottish Countryside	2.8	12.7	1	13.5	4.3	-1.4	0.9	8.4	1.7	11	1.7	5.6	2.1	-1	2.7
4ar Ethnically Diverse Metropolitan Living	4.9	-3.7	-2.3		-1.6	-0.6	2.6	-2.8	-2.3	-1.8	-3	-2.8	-1.1	-2.2	-2.9
5ar London Cosmopolitan	3.1	-0.8	9.3	7.4	-0.5	0.5	6.9	-2.1	-1.1	5.4		-2	12.6	-1.7	0.8
6ar Services Manufact. and Mining Legacy	11.2	-2.4	-3.6	-4.3	-8.3	8.5	-8.8	-5.5	-2.9	-7.6	-9.4	-4.9	-6.3	-2.4	-5.5
6br Scottish Industrial Heritage	3.3	-2.2	-2.9	-1	-0.6	0.2	0.4	2.7	-0.1	0.3	2.1	-0.2	-0.8	0.2	-1.4
7ar Country Living	10.5	-2.7	-5.8	-2.4	4.6	3.6	-8	5.7	-5.3	-3.3	5.9	-6.3	-5.1	6.8	-2.1
7br Northern Ireland Countryside	2	-0.9	-1.2	-0.9	0.3	-1.3		-0.3	-0.1	3.4	0.7		-0.8	1.1	-0.4
7cr Town Living	7.7	-3.2	-5.1	-5.3	-3.9	-4.1	-6.4	-4.3	-3.2	-5.3	-2.2	-6.6	-5.6	-3.7	-2.2
8ar Manufacturing Traits	8.2	-4.8	3.8	-2.4	-3.6	4.5	-3.2	-5.1	5.4	-5.2	-5.5	-1.9	-4	-3.3	-5
8br Suburban Traits	5.9	-4.8	-5.5	-3.6	-3	-5.2	-0.9	-2.9	-0.7	-3.5	-2.2	-3.8	-3	-2.8	-1.1

Areas %

Museum subject matter

archaeology

arts

belief and identity

buildings

industry & manufact.

leisure and sport

local histories

mixed

personality

rural industry

sea and seafaring

<others>

transport

war and conflict