**Cork Geodemographic Tool**

Geodemographic classification is a tool that groups spatial units based on socio-economic characteristics.

The Cork Geodemographic Tool is following the Ireland Geodemographic classification method but focusing on Cork for a better insight. For the Cork Geodemographic Tool, Small Areas are selected as spatial units and 2016 Census of Population results are used for socio-economic components.

The classifications are the result of similarities found in data through the analysis of 35 different variables under the themes of age and marital status; ethnicity; housing; socio-economic group; education; commuting; occupation type; motor car availability and internet access.

Every step included in the production of this geodemographic tool is open to all users.

Group 1

The main economic activities of this group are agriculture and construction. Septic tank usage is a dominant characteristic of this group. This group is also represented by two or more car households. Working from home is another feature that stands out within this group.

Among all groups, this group holds the second highest number of people in Cork (19.5 %). Spatial distribution of this group is only concentrated in Cork County. There is no small area representing this group in Cork City borders.

Group 2

The composition of the households in this group is middle age groups with two or more cars. Septic tank is another feature of this group but different than Group 1 agricultural activity is not an attribute for this group.

16.2 % of Cork population is living in this type of group. Spatially 96.3 % of it is located in Cork County borders.

Group 3

This group is represented by young families with children between the age of 0-14. The residents of this group are generally highly educated, employed and have an European background. The households of this group have high internet connectivity. Manufacture is one of the professional activity that stands out.

The spatial distribution of the small areas that are part of this group is mostly in Cork County (94.2 %). The percentage of the population represented in this group is 16.3 %.

Group 4

This group consists of mature families with kids mostly between the age of 5-14. These households are highly connected to the internet and car ownership rates are high. Students are other members of this group and high educational qualifications is another feature of this group.

The highest proportion of this group is in the Cork County borders (84.1 %). The total population as part for this group is 57282 which is 10.6 % of Cork’s population.

Group 5

The composition of the population in this group is mostly elderly households with non-dependent kids. The dominant age distribution in this category is over 65. The percentage of the pensioners in this group is higher than the other groups.

Highest population of Cork is represented by this group (20.1 %). Cork County has accommodating 59.8 % of this category.

Group 6

This group is consisting separated people and single parents. The unemployment rate is high so as the number of economically inactive families. In this group households are mainly renting their houses from local authorities.

10.9 % of Cork’s population is under this category. 60.0 % of the small areas which are part of this group are spatially located in the Cork City county.

Group 7

Households in this group are mostly pre-families. Young couples both employed and with no children is one of the main characteristics of this group. The general tendency among the households in this group is to rent from private landlords and specially to rent flats. The composition of the population is based on international households mostly born out of Europe and Ireland. Higher education qualifications are at high level in this group and households are mostly using public transport for their journey to work.

Only 6.5 % of Cork’ population is part of this group and most of these groups are in Cork City county borders (72.2 %).