



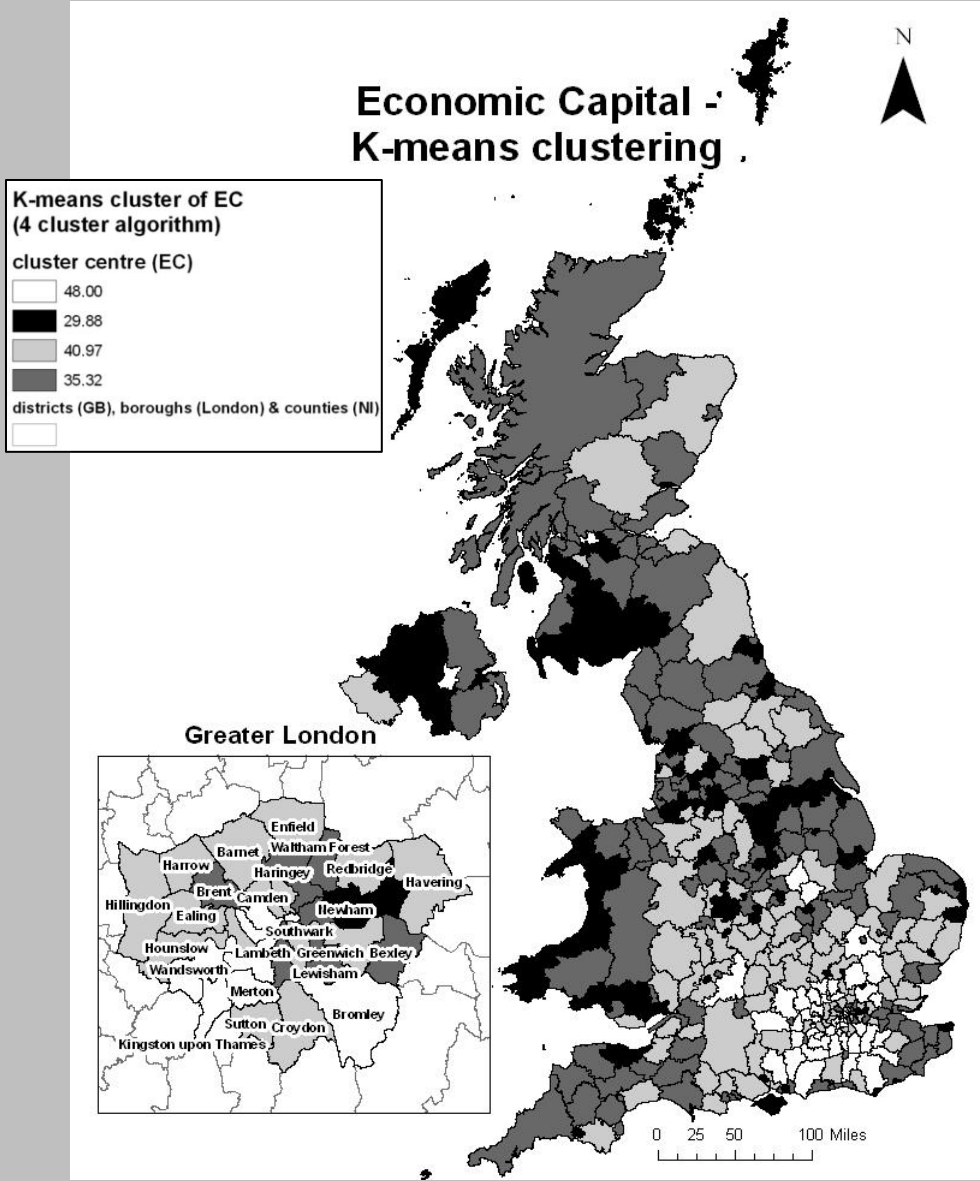
# Mapping Social Change in Manchester and Beyond at CRESC

*Niall Cunningham*

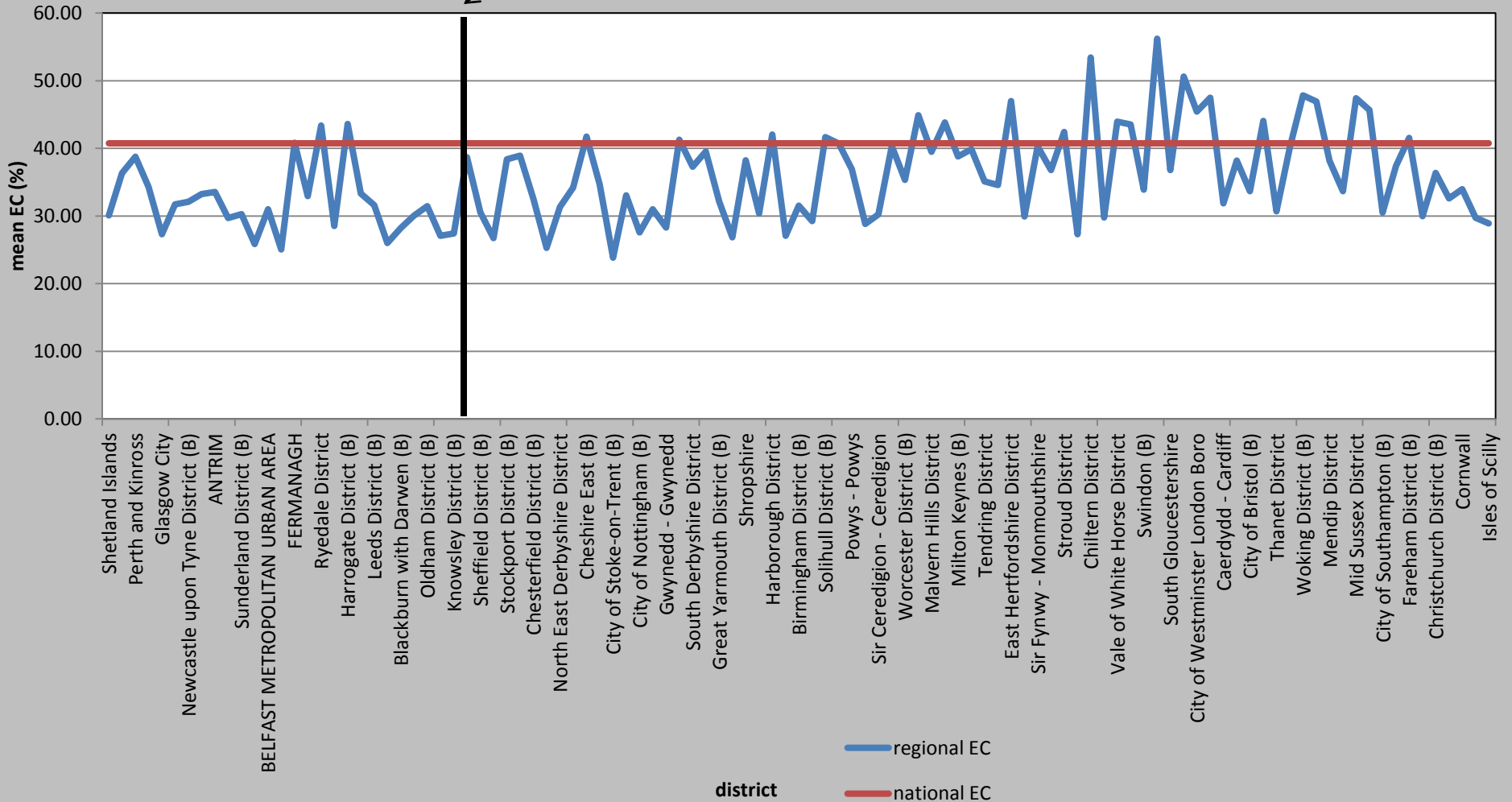
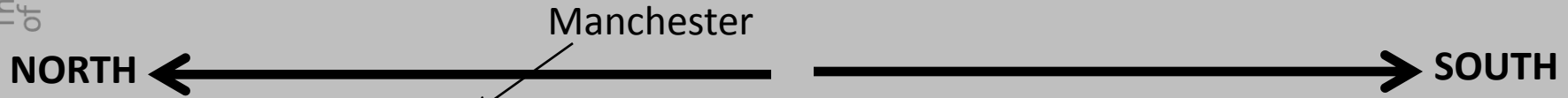
## Mapping wealth in contemporary Britain

The University  
of Manchester

- A partnership between Manchester, York and the BBC, involving Mike Savage, Fiona Devine, Yaojun Li, and Andrew Miles
- 180,000 + respondents to a BBC hosted web survey
- Strengths:
  - Unique in terms of the size and scope of the dataset
  - Ability to analyse not only the economic aspects of class in contemporary Britain, but how these relate to size and type of social networks, cultural pursuits, media consumption and so on
  - Size of sample provides the ability to analyse with remarkable geographical granularity
- Weakness:
  - Self-selecting and heavily skewed to middle/upper classes



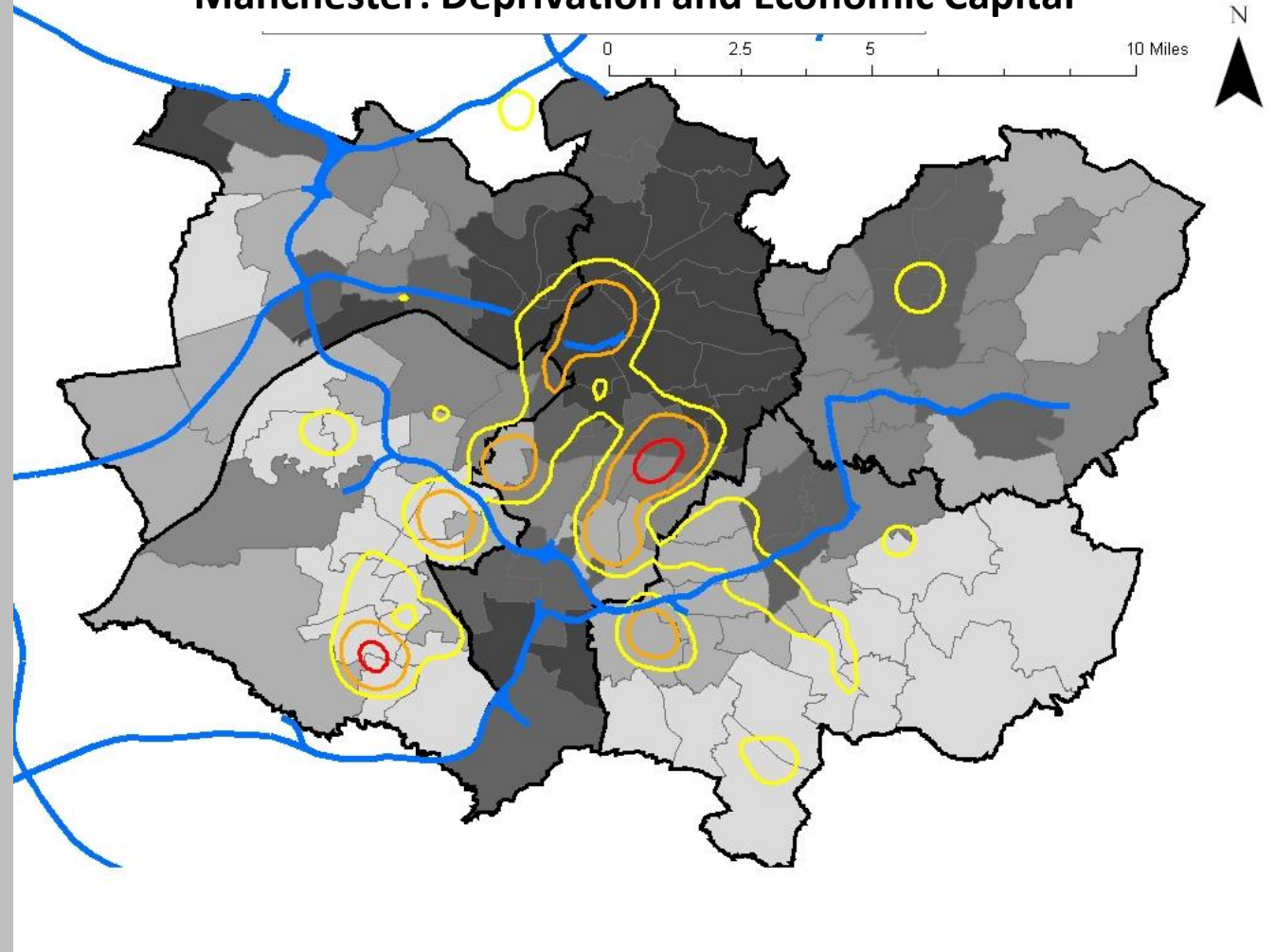
# GBCS: North-South divide?



# GBCS: Sample skew

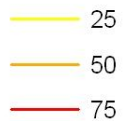
- 5,100 respondents from Greater Manchester alone
- Disproportionately qualified and wealthy
- Spatial /social gaps and silences

Manchester: Deprivation and Economic Capital

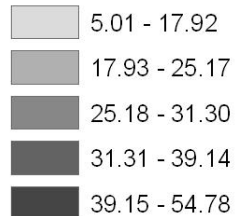


## Legend

### GBCS respondents per km<sup>2</sup>



### Mean IMD score per ward (Quantiles)



### Mcr, Traff, Salf, Stock & Tame

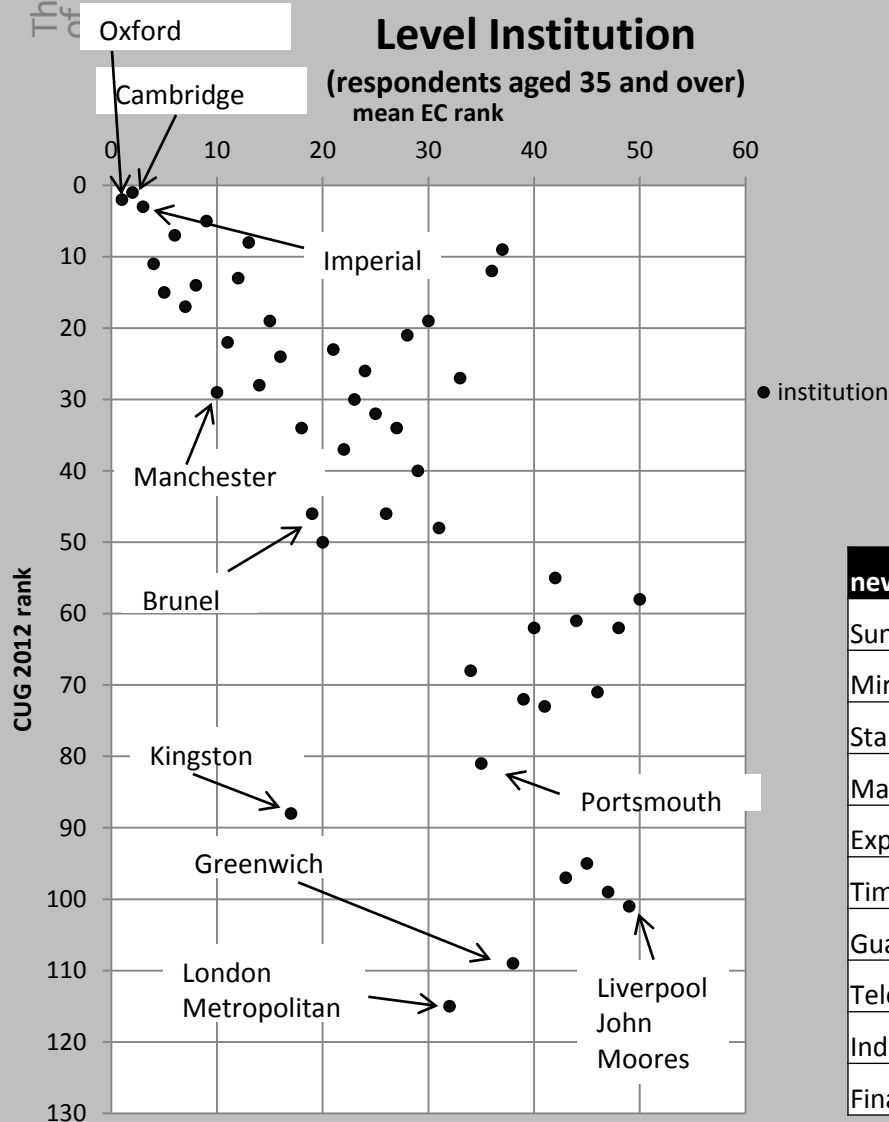


# GBCS: Universities and media

## Mean Economic Capital by 3rd

### Level Institution

(respondents aged 35 and over)  
mean EC rank



- Preliminary analysis questions a linear relationship between academic prestige and economic achievement
- Research potentially underlines importance of geography and power of localised labour markets/economies
- Marked differences in EC of respondents based on print media consumption

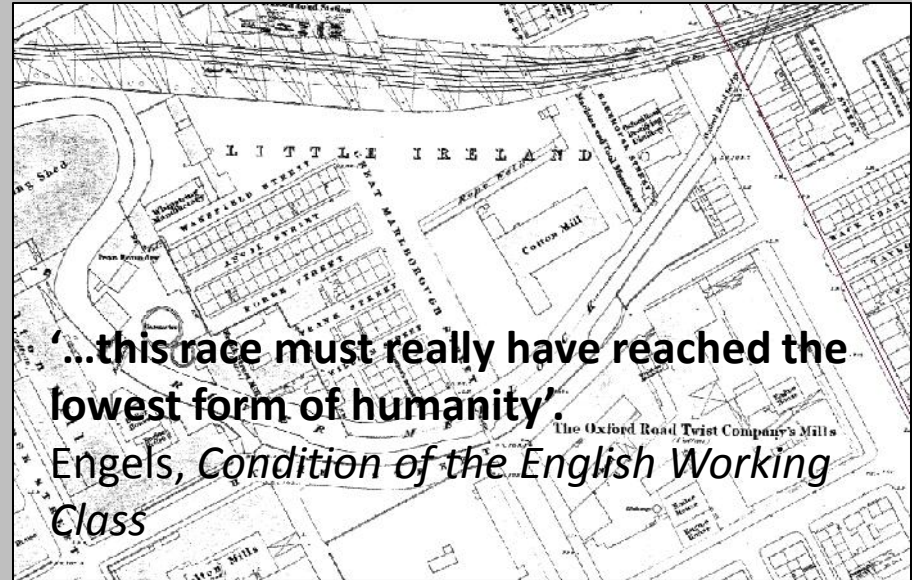
newspaper	read	don't read	reader diff.	national diff.
Sun	33.3	41.43	-8.13	-7.4318
Mirror	30.66	41.22	-10.56	-10.0718
Star	27.74	40.86	-13.12	-12.9918
Mail	41.32	40.64	0.68	0.5882
Express	38.52	46.3	-7.78	-2.2118
Times	46.94	38.48	8.46	6.2082
Guardian	38.07	42.07	-4	-2.6618
Telegraph	49.95	39.19	10.76	9.2182
Independent	39.38	41.04	-1.66	-1.3518
Financial Times	54.98	39.46	15.52	14.2482

Top 50 universities (respondents) by CUG ranking and EC

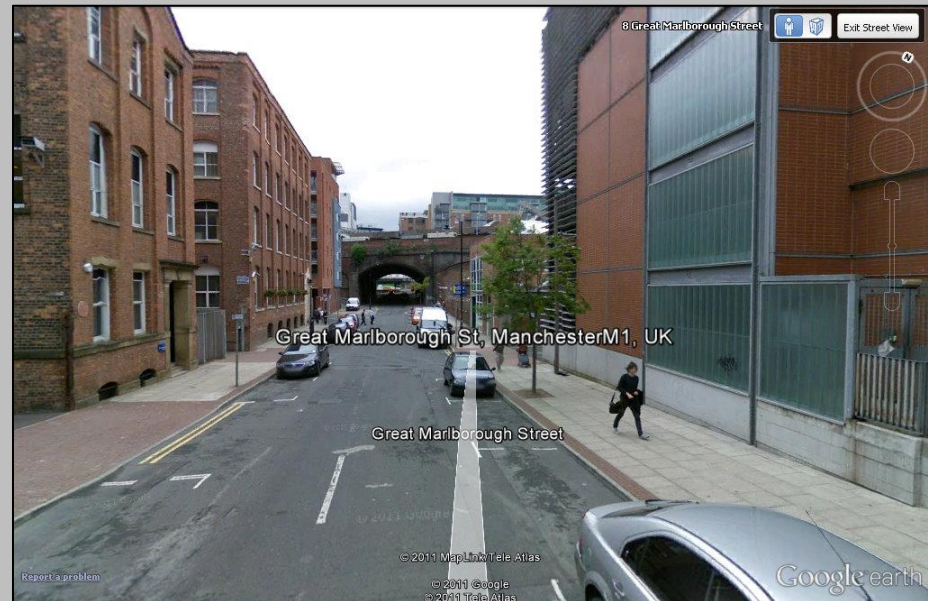
Newspaper readership and Economic Capital

## inequality and urban space

- Arose out of an interest in the ideas of historical inertia and dynamism, the impact of the built environment
- Persistence of spatial inequality over the long-term (Dorling et al, *BMJ*, 2000; Gregory, *BMJ*, 2009)
- Moss Side/Hulme as a laboratory for testing these themes as both areas have seen radical transformations in their built environment and ethnic complexion in the post-war period, yet deprivation has remained a characteristic
- Aim is to use GIS in concord with other methods to develop a more robust and nuanced picture of the multiplicities of social and ethnic segregation
- The gaze of the cartographer/planner/dogooder and malevolent



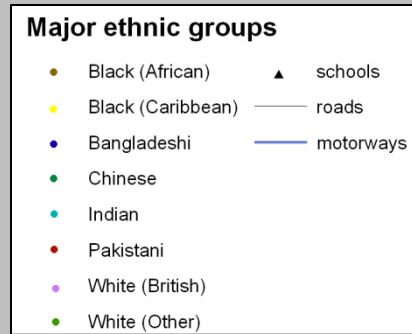
1848 1:1250 OS map of Manchester's 'Little Ireland'



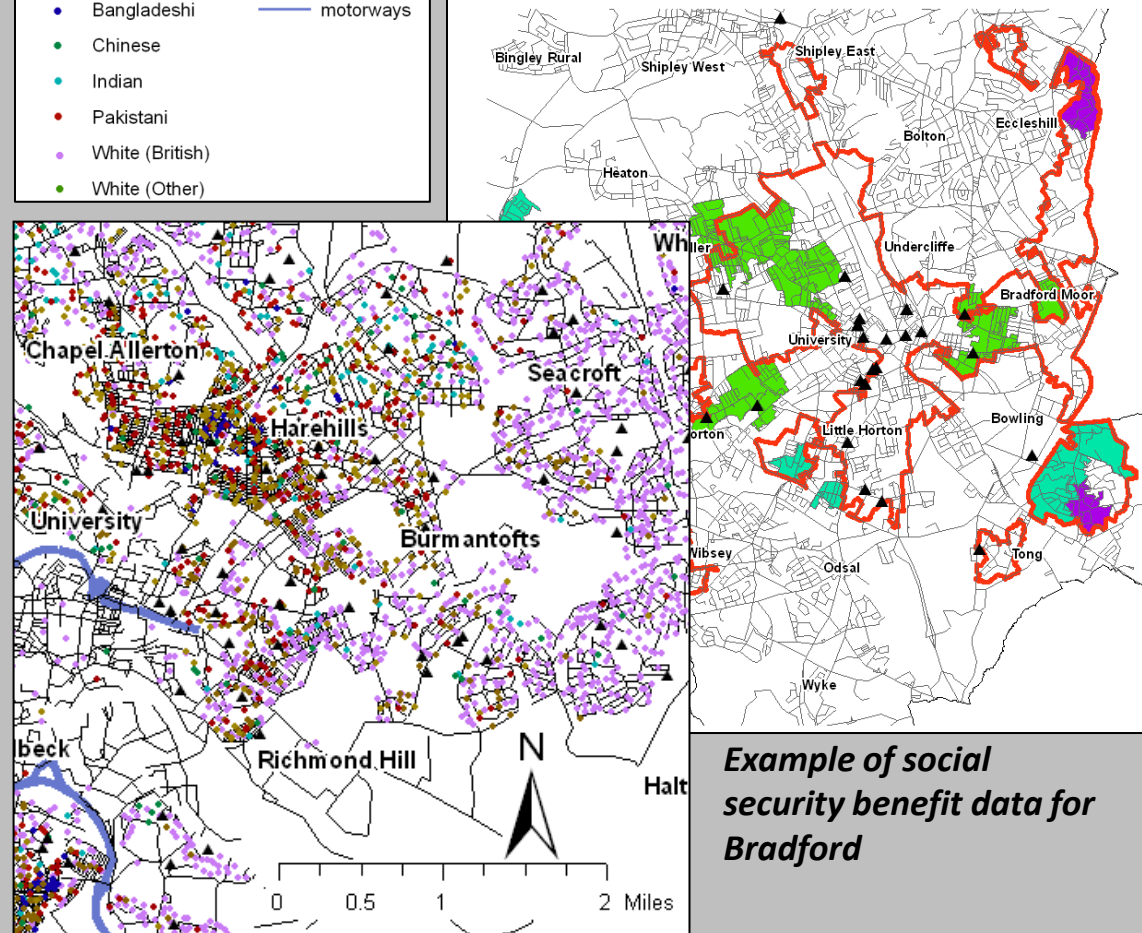
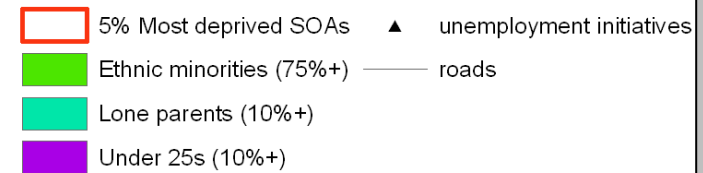
Contemporary Google StreetView image of Gt. Marlborough St.

# SASM: Trajectories of inequality and urban space

- Project will embrace:
  - Andy's interests in class, the lifecourse and aging and Manchester
  - Laurence Brown's background in migration, historical GIS and Manchester
  - My previous work in spatial segregation
- The 4 core themes will be:
  - Built environment, education, work and aging
- Possible seminar on spatial analysis of segregation in springtime
- A rich mix of datasets to provide an insight into patterns of economic, social and cultural engagement



**Target groups**



*Example of social security benefit data for Bradford*

*Example of PLASC ethnicity data for Leeds*