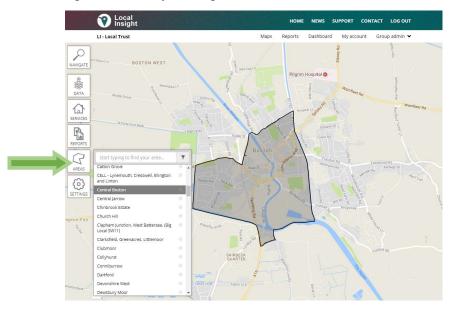
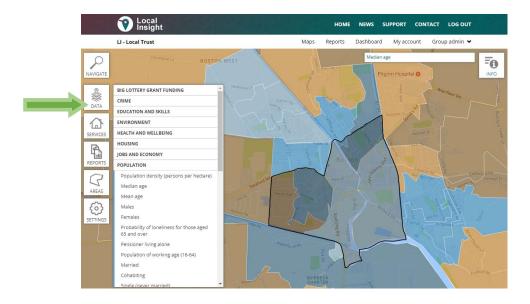


Navigating Local Insight

Once you log on to Local Insight, you are taken to the map. This feature allows you to visualize data to see differences within a Big Local area and the region around the area. You can choose a Big Local area by clicking 'Areas'.

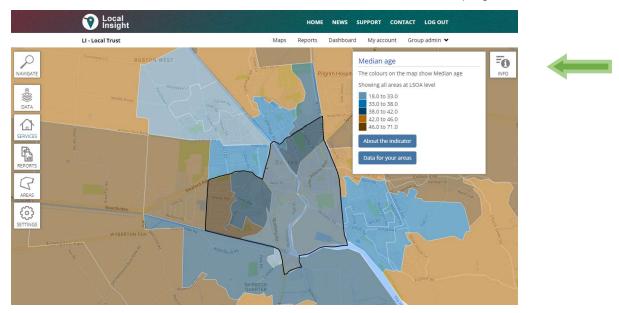


After selecting an area, you can overlay it with over 100 indicators that can be found under 'Data'. All the indicators have been arranged by theme, so you can select the theme you are interested in and find a relevant indicator.

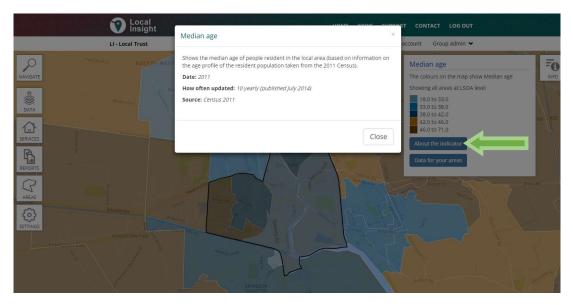




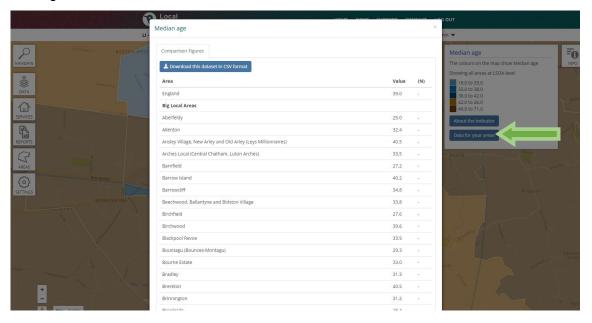
To find more information about the indicator, click the 'Info' button at the top right corner.



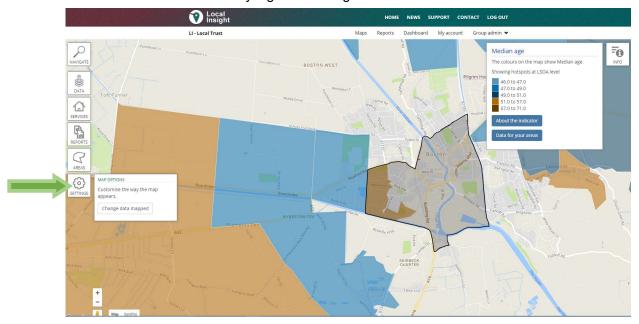
You can get a more detailed explanation of the indicator, including the source of the dataset and date under 'About the Indicator.'



If you want quantitative data for Big Local areas, select 'Data for your areas.' By clicking 'Download this dataset in CSV format,' you can easily export this data to pull information specific to a Big Local area.

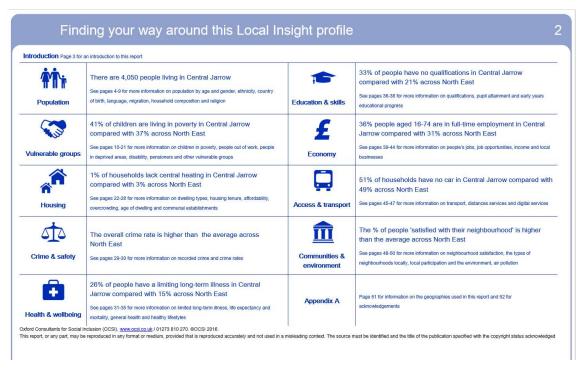


Another useful feature is under 'Settings' → 'Change data mapped' and select 'Map hotspots only.' This will only show the top 20% of areas across England. When you are viewing an indicator, the colour bands can seem very large. For example, the highest colour band for 'Median age' without mapping only hotspots is 46.0 to 71.0. Mapping hotspots will give you a more detailed breakdown of this colour band as you can see below. As you can see in this case, Central Boston has a relatively high median age in the west side of the area.



The reports

A report is available for each area and contains 50 pages of data, including graphs that show historical data. You can find all 150 reports under 'Reports.' There are two comparators for each report which have been set as the region of the Big Local area and England. The reports are downloadable as a Word document so you can easily copy and paste information from them.



As mentioned above, you can access historical data on the reports in graphs that appear on each page. This is the only place on Local Insight that you get historical data.

