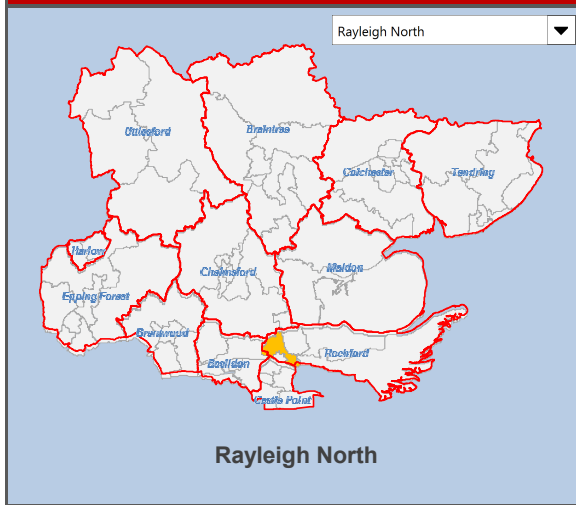


# ELECTORAL DIVISION PROFILES

## DIVISION LOCATION



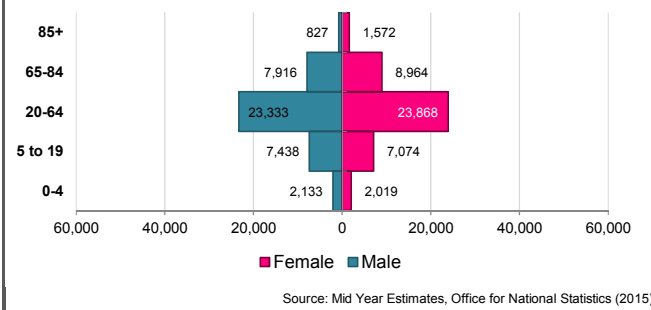
## DISTRICT LOCAL AUTHORITY PORTRAITS

### District: Rochford

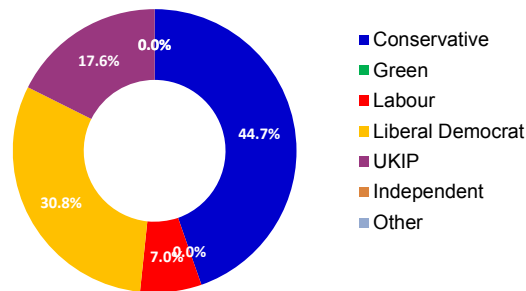
Rochford covers 63 square miles and is predominantly rural in its character. It has miles of coastline as well as vast areas of countryside. The small outlying villages and towns offer both rural and semi-rural living. These are still within easy reach of the main centres and the mainline railway. Within Rochford there are many listed buildings and these include Rochford Hall, a Norman Castle and Rayleigh Windmill. Despite these cultural historic buildings there have still been modern enhancements, such as the recently completed improvements to Rochford Market Square.

Source: Local Authority Portrait Series (2016) - Detailed portraits on [www.essexinsight.org.uk](http://www.essexinsight.org.uk)

## ROCHFORD POPULATION



## RAYLEIGH NORTH ELECTORAL RESULTS



Registered voters: 13,075  
 Turnout: 36.4%  
 Councillor: Cllr Malcolm Maddocks  
 Party: Conservative  
 Elected: May 2017

Source: CMIS (2017)

## RAYLEIGH NORTH MOSAIC PROFILE

Experian's Mosaic UK™ consumer classification provides an understanding of the demographics, lifestyles and behaviour of all households in the UK. For further information please contact Organisational Intelligence. The top three Mosaic types in this electoral division are (percentage by division household):



- E** Mature suburban owners living settled lives in mid-range housing 21%
- F** Elderly people with assets who are enjoying a comfortable retirement 21%
- D** Thriving families who are busy bringing up children and following careers 21%

Source: Mosaic UK™

## ROCHFORD ECONOMIC PROFILE

	Rayleigh North	Essex
Employed part-time	↑ 15.2%	14.4%
Employed full-time	↓ 39.0%	39.1%
Self-employed	↑ 11.2%	11.1%
Unemployed	↓ 3.0%	3.8%
Full-time student	↓ 2.4%	2.7%
Economically inactive*	↑ 29.2%	28.9%

\*Includes retirees, students, looking after home/family & long-term sick/disabled

Source: Census (2011)