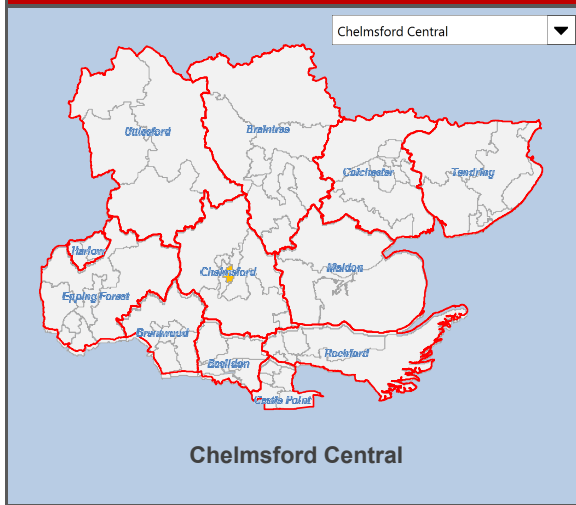


# ELECTORAL DIVISION PROFILES

## DIVISION LOCATION



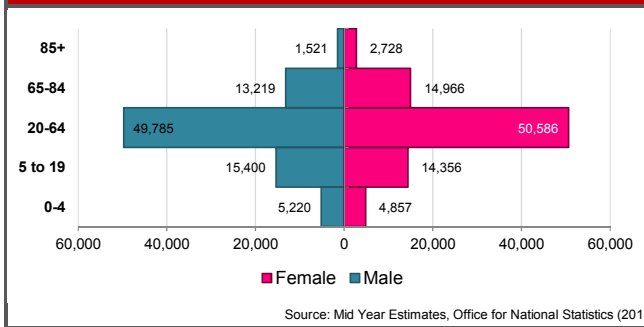
## DISTRICT LOCAL AUTHORITY PORTRAITS

### District: Chelmsford

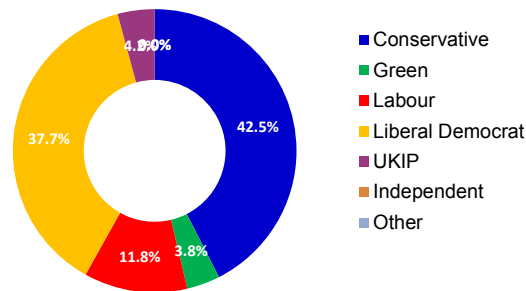
Covering 343 square kilometres, Chelmsford is situated at the heart of Essex and was granted city status in 2012. The borough consists of two main urban areas - the county town of Chelmsford and the town of South Woodham Ferrers - along with villages and other rural areas. The main arterial road of Essex, the A12, crosses through the borough providing quick access to the rest of the county and London. The area attracts a large number of commuters due to the 30–35 minute journey to central London via the mainline train service.

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

## CHELMSFORD POPULATION



## CHELMSFORD CENTRAL ELECTORAL RESULTS



**Registered voters:** 12,888  
**Turnout:** 33.4%  
**Councillor:** Cllr Dick Madden  
**Party:** Conservative  
**Elected:** May 2017

Source: CMIS (2017)

## CHELMSFORD CENTRAL 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):



<b>J</b>	Educated young people privately renting in urban neighbourhoods	34%
<b>D</b>	Thriving families who are busy bringing up children and following careers	18%
<b>F</b>	Elderly people with assets who are enjoying a comfortable retirement	11%

Source: Mosaic UK™

## CHELMSFORD ECONOMIC PROFILE

	Chelmsford	Essex
Employed part-time	↑ 14.7%	14.4%
Employed full-time	↑ 42.4%	39.1%
Self-employed	↓ 10.3%	11.1%
Unemployed	↓ 3.4%	3.8%
Full-time student	↑ 3.0%	2.7%
Economically inactive*	↓ 26.2%	28.9%

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

Source: Census (2011)