Profiles
Profiles are a quick way to obtain statistics about Kirklees and areas within Kirklees. From the Kirklees Observatory home page click on one of the icons and then click on ‘Quick Look’ profiles to reveal the available profiles for this theme. For example, clicking on:

and then ‘Quick Look’ reveals the following list of profiles:

- Acorn Classifications
  Acorn is a population profiling tool that aggregates the population into groups. Each category has common characteristics in terms of lifestyle.
- Kirklees economy overview
- Kirklees gross household income (CACI)
  Kirklees gross household income, income bands, median (CACI)
- Kirklees unemployment
  01 Sub Regional Economic Profile
  A description of the economy focusing on:
  - Gross Value Added (Output)
  - Business Stock
  - Employees
  - Average Pay/Earnings.
- 02 Sub Regional Employment Profile
  A look at the profile of employment focusing on:
  - Population
  - Total Employment
  - Economic Activity (Employment & Unemployment Rate)
  - Economic Inactivity

Clicking on  loads the following:

**Kirklees unemployment**

Clicking on  loads the following list of geographical areas from which a choice is made:
A further list (see below) is displayed from which an area is selected – a profile will be generated for the area chosen.

A pdf copy of the profile can be produced by clicking on Export to PDF, please allow a little time for the PDF to be produced. At the top of the page allows the user to go back to the ‘Profiles’ page or the ‘Home’ page.

Other ways to generate a profile

The user can go directly to a ward profile using the ward map on the home page which is located on the left hand side under ‘Key site documents. This ‘overview’ profiles contain a wide variety of statistics from a number of important themes.

Users can also click on ‘Profiles’ on the left hand side of the home page. Profiles are arranged by ‘themes’ and the available profiles will be revealed by clicking on the sign just in front of the theme name.

From the above it can be seen that there are other ways to search for profiles apart from by theme: Searching allows the user to search for profiles by a particular geographical area such as Wards, Lower Super Output Areas (LSOA), Local Authority, and various areas which are unique to Kirklees such as District Committees and Localities (Settlements/Villages) lists all profiles in alphabetical order, and allows search by keyword.
Maps and Data Tables

Maps and Data Tables are a quick way to obtain pre-defined tables of statistics and to create maps from a list of indicators. From the Kirklees Observatory home page click on one of the icons and then click on ‘Maps and Data Tables’ profiles to reveal the available content for this theme. For example, clicking on:

and then ‘Maps and Data Tables’ reveals the following list of profiles:

Users can also click on ‘Maps and Data Tables’ on the left hand side of the home page. Maps and Data Tables (referred to on this page as ‘Data Views’) are arranged by ‘themes’ and the available Data Views will be revealed by clicking on the sign just in front of the theme name.

From the above it can be seen that there are other ways to search for Data Views apart from by theme:

Searching allows the user to search for Data Views by a particular geographical area such as Wards, Lower Super Output Areas (LSOA), Local Authority, and various areas which are unique to Kirklees such as District Committees and Localities (Settlements/Villages). lists all Data Views in alphabetical order, and allows search by keyword.

Clicking on the theme reveals the following:

Kirklees Observatory Guide
Revised 14 February 2017
Clicking on [Unemployment (claimant count, JSA)] loads the following:

**Unemployment (claimant count, JSA)**

Uses the new headline 'Claimant Count' indicator introduced Oct 2015 which counts the number of people claiming JSA plus those who claim Universal Credit who are out of work.

<table>
<thead>
<tr>
<th>Geo-Types</th>
<th>Reports</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSOA</td>
<td>Kirklees maps (spine chart), Kirklees Single Map HTML</td>
<td>XML, Excel, CSV</td>
</tr>
<tr>
<td>MSOA Subset: Kirklees</td>
<td>Kirklees maps (spine chart), Kirklees Single Map HTML</td>
<td>XML, Excel, CSV</td>
</tr>
<tr>
<td>Local Authority</td>
<td>Kirklees maps (spine chart), Table</td>
<td>XML, Excel, CSV</td>
</tr>
<tr>
<td>Kirklees localities</td>
<td>Kirklees maps (spine chart), Table</td>
<td>XML, Excel, CSV</td>
</tr>
<tr>
<td>Wards</td>
<td>Kirklees maps (spine chart), Table</td>
<td>XML, Excel, CSV</td>
</tr>
<tr>
<td>Parish, Towns, North and South Kirklees</td>
<td>Table</td>
<td>XML, Excel, CSV</td>
</tr>
<tr>
<td>Kirklees Area Committees May 2012</td>
<td>Kirklees maps (spine chart), Table</td>
<td>XML, Excel, CSV</td>
</tr>
<tr>
<td>Kirklees District Committees</td>
<td>Kirklees maps (spine chart), Table</td>
<td>XML, Excel, CSV</td>
</tr>
<tr>
<td>LSOA Subset: Kirklees</td>
<td>Kirklees maps (spine chart), Table</td>
<td>XML, Excel, CSV</td>
</tr>
</tbody>
</table>
For each Geo-Type the user is able to generate a map or a table.

Clicking on launches an interactive map (dynamic report), example below:

There are a number of ways to interact with the dynamic report and the help button may be used to find out more, however, a brief overview of each feature on the map is useful here. At the top of the map is the title which states the theme and the indicator which is being mapped, in this case: 

**Labour market (EAD): Unemployment benefit claimants (Jobseekers Allowance and out of work Universal Credit claimants): 12-16**

Below the title is the data button, click on this to change the indicator being mapped. Continuing anti-clockwise around the report, any area can be clicked on the map and this then changes the time series graph in the bottom right (note: some indicators may not have time series data).

In the bottom left corner is the legend, click on to change the palette, No. of classes shown on the map, and to change the type of classification used. The legend also allows other boundaries to be added using the tick boxes . Next to the legend is a box containing information about the indicator, followed by the time series chart which becomes active when an area is selected or when an area is ‘rolled over’. The bar chart above shows the range of values for all areas; rolling over the bar chart causes the relevant area to be highlighted on the map, and clicking on a bar will also change the time series graph.

Above the bar chart is the comparison table which will normally show West Yorkshire districts and England data. Clicking on above the map toggles between the comparison table and the data table; if an area has been selected then this area will be highlighted on the data table. Rolling down the data table causes the relevant area to be highlighted on the map, and clicking on an area will also change the time series graph. Clicking on or will sort the table in descending or ascending order. Clicking on will zoom to the area in the map, the background mapping will refresh though a little time should be allowed for
this. Clicking on ☑ which is next to ☐ in the legend will toggle on/off the shading of the area on the map; this will allow the user to see the underlying background mapping more clearly.

Above the comparison table is the spine chart (see below). Clicking on any of the indicators in the spine chart changes the map displayed (use the scroll bar to see other indicators). Also if an area has been highlighted on the map then the data shown in the spine chart will be for that area; the example below is for Dalton ward.

![Spine Chart Example](image)

All features of the dynamic report can be dragged, maximised to fill the screen, or closed, this is done by moving to the top right hand corner of any frame which causes ☐️ to appear. The layout can be reset using a right click of the mouse button – select Reset Layout. Right-clicking also brings up other options (see below) of which the Print Preview and Export options allow output for the whole report or selected elements (e.g Map) to be generated.

![Options Menu](image)

Returning to the earlier option of Kirklees maps (spine chart) ☐️ or Table ☐️, clicking on Table ☐️ produces a table containing data for all areas within the selected Geo-Type (see example section next page below).
There are a number of ways to filter and re-arrange the data. Clicking on will list the available indicators (see below) which can then be ticked to select or de-select an indicators.

Ticking would select all months of data available though by clickin on the individual months can be selected. The table then needs to be refreshed by clicking on .

Click on to add additional values of ‘numerator’ (No. on Jobseekers Allowances) and ‘denominator’ (No. of Working-age people). Clicking loads additional information (metadata), about the indicator and sorts the table by the values in a column. The table can be exported by clicking on either . Perhaps the best format is CSV which when opened in Excel keeps numbers as values, whereas the Excel export appears to change values to text.
Documents

The Documents/External Data section of the Kirklees Observatory is a ‘library’ which contains links to a range of useful documents or websites. From the Kirklees Observatory home page click on one of the icons and then click on either of the two links below profiles to reveal the available content for the theme.

<table>
<thead>
<tr>
<th>Related Documents</th>
</tr>
</thead>
<tbody>
<tr>
<td>A list for all Kirklees: Economy related documents.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>External Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>A list of Kirklees: Economy related websites and other resources.</td>
</tr>
</tbody>
</table>

Users can also click on ‘Document Library’ (also known as Resources), on the left hand side of the home page. In this tab Resources are arranged by ‘themes’ and the available profiles will be revealed by clicking on the sign just in front of the theme name. Clicking on Kirklees: Communities loads the screen below:

From the above it can be seen that there are other ways to search for profiles apart from by theme, lists all profiles in alphabetical order, and allows search by keyword. Right-clicking on a resource allows the shortcut to be copied to the clipboard to be pasted in e-mails etc.
Custom Profiles

Custom profiles (also referred to as ‘Advanced Profiles’) are a way to create statistics for new areas by combining existing areas; clicking on ‘Custom Profiles’ on the left hand side of the Home page loads the options below:

Clicking on produces the following:

Multiple areas can be selected from the map or the list by holding down the Ctrl key and clicking. In the example above Cleckheaton and Birstall and Birkenshaw wards have been selected. Other areas can alternatively be selected by clicking next to Geo-Type which displays more choices:
Clicking on, for example, **Kirklees: Economy** reveals a list of available profiles, and in the example below the unemployment profile has been selected. Alternatively click on ![As List](on) to list all profiles available for the selected geography. Note: the list can be lengthy for some geographies.
The next screen requests the user to select comparison areas. In the example below Kirklees and England have already been selected, and in most cases this will be satisfactory so that all is required is to press to produce the profile. The user can choose to show no comparison areas if so required.

Part of the resultant profile is shown below and it can be seen that ‘Selected Areas’ is a composite area created from the two wards.

**Unemployment (gender)**

<table>
<thead>
<tr>
<th>Selected Areas</th>
<th>Birstall and Birkenshaw ward</th>
<th>Cleckheaton ward</th>
<th>England</th>
<th>Kirklees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unemployment benefit claimants (Jobseekers Allowance and out of work Universal Credit claimants) (% of all working age people) (16-64)</td>
<td>376 (1.74)</td>
<td>1,55 (1.30)</td>
<td>215 (1.97)</td>
<td>696,009 (1.75)</td>
</tr>
<tr>
<td>Claimant count, males (%) (16-64)</td>
<td>245 (2.2)</td>
<td>100 (1.0)</td>
<td>145 (2.6)</td>
<td>378,210 (2.2)</td>
</tr>
<tr>
<td>Claimant count, females (%) (16-64)</td>
<td>128 (1.2)</td>
<td>55 (1.1)</td>
<td>70 (1.3)</td>
<td>227,795 (1.3)</td>
</tr>
</tbody>
</table>

A pdf copy of the profile can be produced by clicking on Export to PDF, please allow a little time for the PDF to be produced. At the top of the page Home Custom Profiles Wizard Kirklees unemployment allows the user to go back to the ‘Custom Profiles’ page or the ‘Home’ page.
Going back to the first screen presented after clicking on the ‘Custom Profiles’ icon (see below), the user had the option of clicking on [Choosing a Data Source].

Once the icon has been clicked the following screen is loaded:

By clicking on one of the following icons [Choosing a Data Source] the user is able to select a profile before selecting areas from a GeoType. Once a profile has been selected then the steps are the same as outlined for [Choosing an Area] above. Note: clicking on [Choosing an Area] will produce a long list of profiles most of which are only available for certain GeoTypes; it is best to select by Theme or GeoType.
Custom Data Tables

Custom Data Tables (also known as ‘Advanced Data Views) allow the user to create and download custom maps, graphs and tables containing the statistics of choice by the area (Geo-type) of choice. Clicking on ‘Custom Data Tables’ on the left hand side of the Home page loads the options below:

The user is taken step by step through the process which begins with choosing a geo-type:

Once a geo-type is selected click [Next] choosing wards loads the following:

Areas can be selected by clicking on the map – hold down the ‘Ctrl’ key to multi-select. Alternatively select from the list – hold down the ‘Shift’ key to multi-select.
Once an area(s) has been selected then the following is displayed:

Indicators are arranged by ‘themes’ and the available themes will be revealed by clicking on to the right of the theme (OCSI Census Indicators in the example above). There are literally thousands of indicators, and it can be time-consuming to find the indicators required, though for smaller geographies fewer indicators are available. Selecting ‘Unemployment’ produces the following list of instances:

An indicator may have many instances, in the example above there is one instance for each month; listing each instance unfortunately creates a long list to scroll through. Instances can be multi-selected by holding down the ‘Shift’ key and is used to move the instances into the ‘Selected Indicators’ box (see above), is used to transfer all data currently shown into the ‘Selected Indicators’ box though this will often amount to hundreds of instances. Click to continue to the next step.
The next step is to select comparison areas (see below); often these will be automatically highlighted:

Click to continue and produce the following table:

Click on to add additional values of ‘numerator’ (No. of unemployment benefit claimants (Jobseekers Allowance and out of work Universal Credit claimants) and ‘denominator’ (No. of Working-age people). Clicking loads additional information (metadata), about the indicator and sorts the table by the values in a column. The table can be exported by clicking on either
Click on to load the following:

The chart can be adjusted using the ‘Chart title:’, ‘Chart type:’, ‘Chart size:’ and ‘Chart style:’ options, see the example below which was created from the chart above:

Right-clicking on the image allows the copying of the image.
Clicking on [Report](#) loads the following list:

**Advanced Data Views**

Dynamic Report View

Your selection of indicators and areas/features can be used with the following Dynamic Reports. Click on a Dynamic Report name to show the data using that report.

- Kirklees maps
- Kirklees maps (spine chart)
- Kirklees double map with scatterplot
- Census 2011 Profile Dynamic Report
- Wakefield map (single HTML5) v2
- Kirklees maps (ETIs)
- Kirklees Single Map HTML
- Kirklees Single map ETIs
- Kirklees ETIs school pupils
- Kirklees map ID 2015
- KSA indicator - v2
- KSA indicator - v2
- Wakefield Double Map (HTML5)
- Wakefield: Atlas-2
- Wakefield Map (single HTML5)
- Wakefield Map (single Flash)

Clicking on [Kirklees maps (spine chart)](#) launches an interactive map (dynamic report), which is shown below. It should be noted that because only two areas were selected to begin with that the map looks a little bare.

There are a number of ways to interact with the dynamic report which are discussed earlier in this guide [above](#).
Search

The Observatory contains a search function which can be found top right on most pages. The search function produces a number of results which can be seen below when entering the search item ‘claimant count’ and clicking Go.

The first Tab is GeoTypes and clicking on Find Linked/Related produces more results.

The second tab produces no results as there are no GeoTypes named ‘claimant count’. However, if the search item had been ‘Denby Dale’ then the following would display (together with results in the other tabs where relevant):
Returning to claimant count clicking on produces a lot of results (see below), and clicking on lists Data Views and Profiles in which the indicator is contained.

Clicking on returns the following list of profiles related to ‘claimant count’. Again clicking on lists more Data Views and Profiles in which the term ‘claimant count’ is found.

Clicking on returns the following list of resources related to ‘claimant count’. The system has been able to find this result because metadata had been manually added when the Resource was added to the Observatory.