



#### POPULATION 1,889

Liff is in Angus and is an emerging new suburban town for western Dundee. The population of this estate village has doubled since 2011. The Royal Dundee Liff Hospital site became available and has been transformed into new housing.

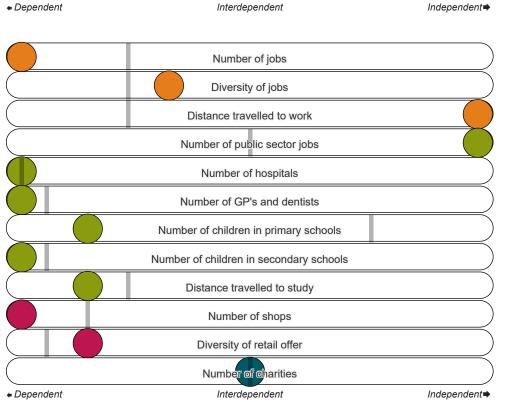
In this small town, this population is characterised by older working age families with teenagers. They are more highly educated and have higher social grades than some other groups. 2 car ownership is higher than in other groups.

Liff is a dependent to interdependent town.

Its most similar towns are Abernethy, Balmedie, Brookfield, and Howwood.

To gain more insight into Liff, compare it to any of the other towns included in USP.

# **Inter-relationships**



Liff is a dependent to interdependent town.

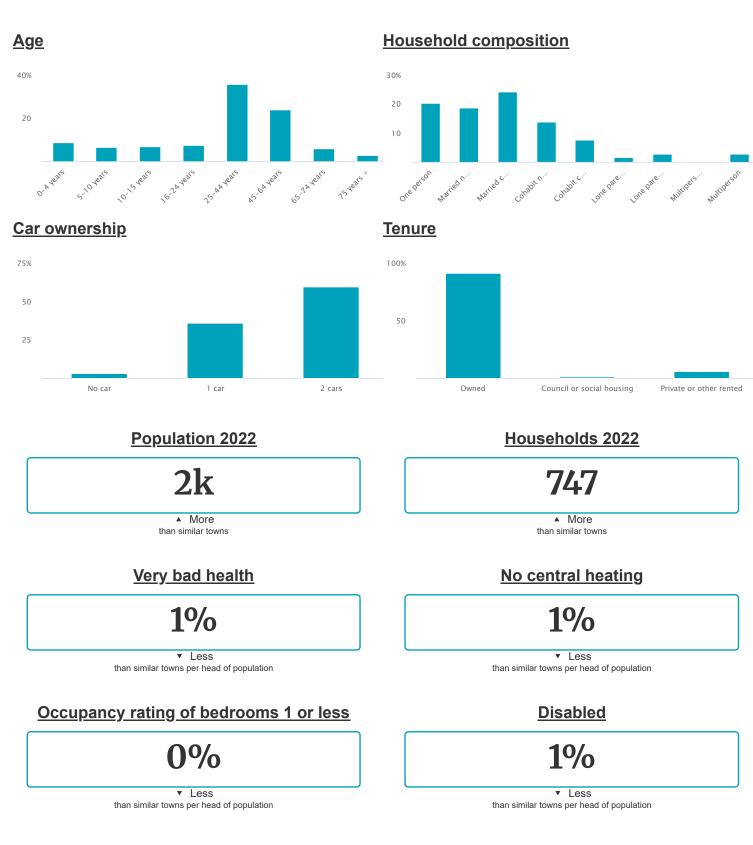
Combining inter-relationships and typology, Liff is grouped with 14 other towns. It has similarities to these towns in terms of the number of charities, hospitals, children in secondary schools, shops, GP's and dentists, and diversity of retail offer. It also has similarities in the diversity of jobs, and the distance travelled to study.

It differs in terms of the number of public sector jobs. It also differs in the distance travelled to work. Liff differs most from its group in the number of children in primary schools.

- Employment
- Public
- Commercial
- Social
- Average for the category









#### **Jobs**

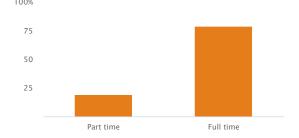
## **100**

▼ Less

than similar towns per head of population

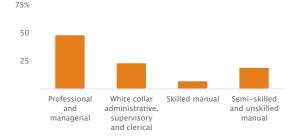
#### **Employment type**

(% working full time vs part time aged 16-74)

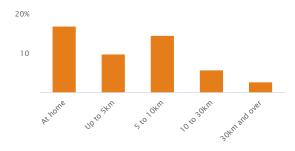


#### **Social Grade**

(% households aged 16-64)



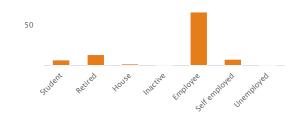
#### Distance travelled to work



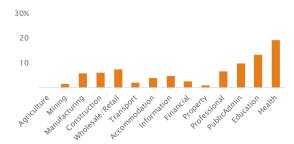
#### **Occupation**

(% aged 16-74)

100%



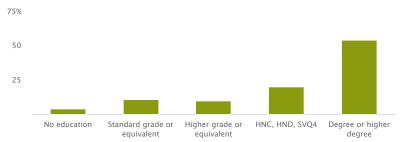
#### **Sector Diversity**





#### **Education**

(% all people aged 16 and over)



#### **Children in primary schools**

114

▼ Less than similar towns per head of population

## **Children in secondary schools**

0

Less

than similar towns per head of population

#### **Hospitals**

0

The same as similar towns per head of population

#### **GP's and dentists**

0

▼ Less

than similar towns per head of population



## Number of people per shop

2k

▼ Less

than similar towns per head of population

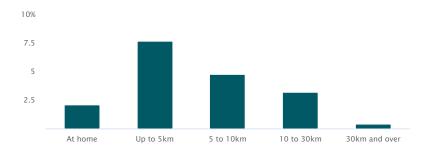
#### **Diversity of retail offer (%)**

0

The same as similar towns per head of population



## **Distance travelled to study**



## Number of residents per charity

378

▼ Less

than similar towns per head of population



Households with D, E, F
energy performance
certificate rating

7%

▼ Less

than similar towns per head of population

<u>Households with green</u> <u>energy heating system</u>

1%

▼ Less than similar towns per head of population

Average house price (£)

336k

▼ Less than similar towns per head of population