

Your area or file:

NP01 Avonmouth and Kingsweston

Comparison area or file:

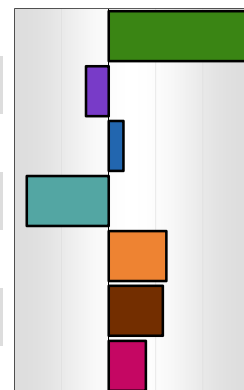
Local Authorities - Bristol, City of (Households)



Date: **20/10/2010**

Mosaic Public Sector classifies all consumers in the United Kingdom by allocating them to one of 7 Supergroups, 15 Groups and 69 Types. These paint a rich picture of UK citizens in terms of their socio-economic and socio-cultural behaviour.

Mosaic Public Sector Supergroups	Your area/file	%	Comp.	% Pen.	%	Index
A Rural and small town inhabitants	24	3.93	2,831	1.55	0.85	254
B Affluent households	24	3.93	9,461	5.18	0.25	76
C Middle income families	75	12.30	19,420	10.64	0.39	116
D Young people starting out	27	4.43	62,350	34.16	0.04	13
E Lower income residents	300	49.18	55,708	30.52	0.54	161
F Elderly occupants	63	10.33	11,980	6.56	0.53	157
G Social housing tenants	97	15.90	20,789	11.39	0.47	140
Total	610	100	182,539	100	0.33	100



The supergroups have been created to provide a high level overview of an area and are constructed by combining together the relevant groups.

These groupings are:

Supergroup A - Groups A and B

Supergroup D - Groups G and H

Supergroup G - Groups N and O

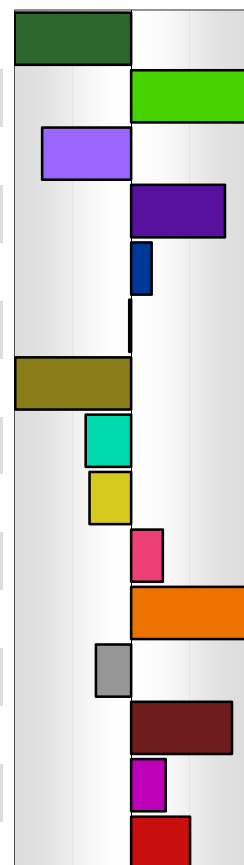
Supergroup B - Groups C and D

Supergroup E - Groups I, J and K

Supergroup C - Groups E and F

Supergroup F - Groups L and M

Mosaic Public Sector Groups	Your area/file	%	Comp.	% Pen.	%	Index
A Residents of isolated rural communities	0	0.00	0	0.00	#DIV/0!	#DIV/0!
B Residents of small and mid-sized towns with strong local roots	24	3.93	2,831	1.55	0.85	254
C Wealthy people living in the most sought after neighbourhoods	5	0.82	6,309	3.46	0.08	24
D Successful professionals living in suburban or semi-rural homes	19	3.11	3,152	1.73	0.60	180
E Middle income families living in moderate suburban semis	68	11.15	17,289	9.47	0.39	118
F Couples with young children in comfortable modern housing	7	1.15	2,131	1.17	0.33	98
G Young, well-educated city dwellers	1	0.16	49,582	27.16	0.00	1
H Couples and young singles in small modern starter homes	26	4.26	12,768	6.99	0.20	61
I Lower income workers in urban terraces in often diverse areas	39	6.39	18,171	9.95	0.21	64
J Owner occupiers in older-style housing in ex-industrial areas	85	13.93	19,999	10.96	0.43	127
K Residents with sufficient incomes in right-to-buy social housing	176	28.85	17,538	9.61	1.00	300
L Active elderly people living in pleasant retirement locations	7	1.15	2,999	1.64	0.23	70
M Elderly people reliant on state support	56	9.18	8,981	4.92	0.62	187
N Young people renting flats in high density social housing	47	7.70	10,851	5.94	0.43	130
O Families in low-rise social housing with high levels of benefit need	50	8.20	9,938	5.44	0.50	151
Total	610	100	182,539	100	0.33	100



Your area or file:

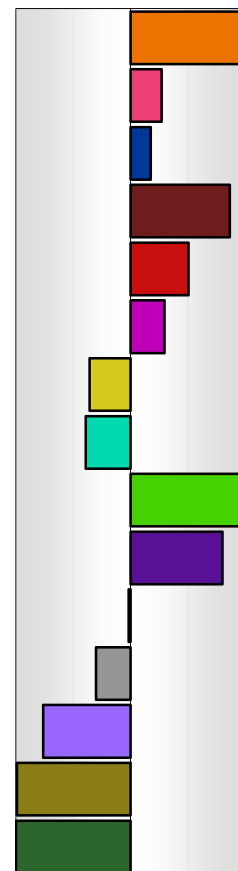
NP01 Avonmouth and Kingsweston

Comparison area or file:

Local Authorities - Bristol, City of (Households)

This page ranks the Mosaic Public Sector Groups in your area by percentage. Following this is a description of the top two groups.

Rank	Mosaic Public Sector Groups	Your area/file	%	Comp.	%	Pen. %	Index
1	K Residents with sufficient incomes in right-to-buy social housing	176	28.85	17,538	9.61	1.00	300
2	J Owner occupiers in older-style housing in ex-industrial areas	85	13.93	19,999	10.96	0.43	127
3	E Middle income families living in moderate suburban semis	68	11.15	17,289	9.47	0.39	118
4	M Elderly people reliant on state support	56	9.18	8,981	4.92	0.62	187
5	O Families in low-rise social housing with high levels of benefit need	50	8.20	9,938	5.44	0.50	151
6	N Young people renting flats in high density social housing	47	7.70	10,851	5.94	0.43	130
7	I Lower income workers in urban terraces in often diverse areas	39	6.39	18,171	9.95	0.21	64
8	H Couples and young singles in small modern starter homes	26	4.26	12,768	6.99	0.20	61
9	B Residents of small and mid-sized towns with strong local roots	24	3.93	2,831	1.55	0.85	254
10	D Successful professionals living in suburban or semi-rural homes	19	3.11	3,152	1.73	0.60	180
11	F Couples with young children in comfortable modern housing	7	1.15	2,131	1.17	0.33	98
12	L Active elderly people living in pleasant retirement locations	7	1.15	2,999	1.64	0.23	70
13	C Wealthy people living in the most sought after neighbourhoods	5	0.82	6,309	3.46	0.08	24
14	G Young, well-educated city dwellers	1	0.16	49,582	27.16	0.00	1
15	A Residents of isolated rural communities	0	0.00	0	0.00	#DIV/0!	#####
Total		610	100	182,539	100	0.33	100



K Residents with sufficient incomes in right-to-buy social housing



Key Features

- Council tenants
- Right to buy
- Comfortable lifestyles
- Few qualifications
- Hard workers
- Self reliant
- Little anti-social behaviour
- Value for money
- Catalogue mail order

Communication Preferences

- Access Information**
[Local Papers and Face to Face](#)
 Not Magazines
- Service Channels**
[Face to Face](#)
 Not Mobile Phone or Post

J Owner occupiers in older-style housing in ex-industrial areas



Key Features

- Traditional
- Married
- Below average incomes
- Approaching retirement
- Outgrown homes
- Personal responsibility
- Manufacturing industries
- Careful with money
- Reliant on cars
- Manual skills

Communication Preferences

- Access Information**
[Face to Face, Local Papers](#)
 Not Internet, National Papers SMS Text
- Service Channels**
[Face to Face](#)
 Not Post

Mosaic Public Sector Types	Your areafile	%	Comp.	%	Pen. %	Index
Group A - Residents of isolated rural communities						
A01 Rural families with high incomes, often from city jobs	0	0.00	0	0.00	0.00	0
A02 Retirees electing to settle in environmentally attractive localities	0	0.00	0	0.00	0.00	0
A03 Remote communities with poor access to public and commercial services	0	0.00	0	0.00	0.00	0
A04 Villagers with few well paid alternatives to agricultural employment	0	0.00	0	0.00	0.00	0
Group B - Residents of small and mid-sized towns with strong local roots						
B05 Sector of empty nesters in low density estates on town fringes	9	1.48	1,096	0.60	0.82	246
B06 Self employed trades people living in smaller communities	3	0.49	167	0.09	1.80	538
B07 Empty nester owner occupiers making little use of public services	8	1.31	1,345	0.74	0.59	178
B08 Mixed communities with many single people in the centres of small towns	4	0.66	223	0.12	1.79	537
Group C - Wealthy people living in the most sought after neighbourhoods						
C09 Successful older business leaders living in sought after suburbs	4	0.66	904	0.50	0.44	132
C10 Wealthy families in substantial houses with little community involvement	0	0.00	520	0.28	0.00	0
C11 Creative professionals seeking involvement in local communities	1	0.16	4,425	2.42	0.02	7
C12 Residents in smart city centre flats who make little use of public services	0	0.00	460	0.25	0.00	0
Group D - Successful professionals living in suburban or semi-rural homes						
D13 Higher income older champions of village communities	2	0.33	393	0.22	0.51	152
D14 Older people living in large houses in mature suburbs	11	1.80	1,546	0.85	0.71	213
D15 Well off commuters living in spacious houses in semi rural settings	6	0.98	767	0.42	0.78	234
D16 Higher income families concerned with education and careers	0	0.00	446	0.24	0.00	0
Group E - Middle income families living in moderate suburban semis						
E17 Comfortably off suburban families wearily tied to their local community	3	0.49	3,311	1.81	0.09	27
E18 Industrial workers living comfortably in owner occupied semis	7	1.15	1,553	0.85	0.45	135
E19 Self reliant older families in suburban semis in industrial towns	34	5.57	7,124	3.90	0.48	143
E20 Upwardly mobile South Asian families living in inter war suburbs	1	0.16	445	0.24	0.22	67
E21 Middle aged families living in less fashionable inter war suburban semis	23	3.77	4,856	2.66	0.47	142
Group F - Couples with young children in comfortable modern housing						
F22 Busy executives in town houses in dormitory settlements	5	0.82	1,321	0.72	0.38	113
F23 Early middle aged parents likely to be involved in their children's education	1	0.16	79	0.04	1.27	379
F24 Young parents new to their neighbourhood, keen to put down roots	1	0.16	731	0.40	0.14	41
F25 Personnel reliant on the Ministry of Defence for public services	0	0.00	0	0.00	0.00	0
Group G - Young, well-educated city dwellers						
G26 Well educated singles living in purpose built flats	1	0.16	9,088	4.98	0.01	3
G27 City dwellers owning houses in older neighbourhoods	0	0.00	3,322	1.82	0.00	0
G28 Singles and sharers occupying converted Victorian houses	0	0.00	2,402	1.32	0.00	0
G29 Young professional families settling in better quality older terraced	0	0.00	10,533	5.77	0.00	0
G30 Diverse communities of well educated singles living in smart, small flats	0	0.00	2,061	1.13	0.00	0
G31 Owners in smart purpose built flats in prestige locations, many newly built	0	0.00	7,111	3.90	0.00	0
G32 Students and other transient singles in multi-let houses	0	0.00	8,628	4.73	0.00	0
G33 Transient singles, poorly supported by family and neighbours	0	0.00	2,914	1.60	0.00	0
G34 Students involved in college and university communities	0	0.00	3,523	1.93	0.00	0
Group H - Couples and young singles in small modern starter homes						
H35 Childless new owner occupiers in cramped new homes	14	2.30	6,877	3.77	0.20	61
H36 Young singles and sharers renting small purpose built flats	6	0.98	3,289	1.80	0.18	55
H37 Young owners and rented developments of mixed tenure	4	0.66	1,889	0.93	0.24	71
H38 People living in brand new residential developments	2	0.33	913	0.50	0.22	66
Group I - Lower income workers in urban terraces in often diverse areas						
I09 Young owners and private renters in inner city terraces	0	0.00	483	0.26	0.00	0
I40 Multi-ethnic communities in newer suburbs away from the inner city	0	0.00	3,633	1.99	0.00	0
I41 Renters of older terraces in ethnically diverse communities	0	0.00	916	0.50	0.00	0
I42 South Asian communities experiencing social deprivation	0	0.00	456	0.25	0.00	0
I43 Older town centres terraces with transient, single populations	21	3.44	6,765	3.71	0.31	93
I44 Low income families occupying poor quality older terraces	18	2.95	5,918	3.24	0.30	91
Group J - Owner occupiers in older style housing in ex-industrial areas						
J45 Low income communities reliant on low skill industrial jobs	61	10.00	10,341	5.67	0.59	177
J46 Residents in blue collar communities revitalised by commuters	11	1.80	6,393	3.50	0.17	51
J47 Comfortably off industrial workers owning their own homes	13	2.13	3,265	1.79	0.40	119
Group K - Residents with sufficient incomes in right-to-buy council houses						
K48 Middle aged couples and families in right-to-buy homes	31	5.08	3,135	1.72	0.99	296
K49 Low income older couples long established in former council estates	28	4.59	2,489	1.36	1.12	337
K50 Older families in low value housing in traditional industrial areas	36	5.90	4,437	2.43	0.81	243
K51 Often indebted families living in low rise estates	81	13.28	7,477	4.10	1.08	324
Group L - Active elderly people living in pleasant retirement locations						
L52 Communities of wealthy older people living in large seaside houses	2	0.33	544	0.30	0.37	110
L53 Residents in retirement, second home and tourist communities	0	0.00	0	0.00	0.00	0
L54 Retired people of modest means commonly living in seaside bungalows	1	0.16	559	0.31	0.18	54
L55 Capable older people leasing / owning flats in purpose built blocks	4	0.66	1,896	1.04	0.21	63
Group M - Elderly people reliant on state support						
M56 Older people living on social housing estates with limited budgets	29	4.75	2,267	1.24	1.28	383
M57 Old people in flats subsisting on welfare payments	18	2.95	1,592	0.87	1.13	338
M58 Less mobile older people requiring a degree of care	2	0.33	1,843	1.01	0.11	32
M59 People living in social accommodation designed for older people	7	1.15	3,279	1.80	0.21	64
Group N - Young people renting flats in high density social housing						
N60 Tenants in social housing flats on estates at risk of serious social problems	11	1.80	1,730	0.95	0.64	190
N61 Childless tenants in social housing flats with modest social needs	36	5.90	4,006	2.19	0.90	289
N62 Young renters in flats with a cosmopolitan mix	0	0.00	755	0.41	0.00	0
N63 Multicultural tenants renting flats in areas of social housing	0	0.00	532	0.29	0.00	0
N64 Diverse home sharers renting small flats in densely populated areas	0	0.00	336	0.18	0.00	0
N65 Young singles in multi-ethnic communities, many in high rise flats	0	0.00	541	0.30	0.00	0
N66 Childless, low income tenants in high rise flats	0	0.00	2,951	1.62	0.00	0
Group O - Families in low-rise council housing with high levels of benefit need						
O67 Older tenants on low rise social housing estates where jobs are scarce	19	3.11	4,146	2.27	0.46	137
O68 Families with varied structures living on low rise social housing estates	23	3.77	2,250	1.23	1.02	306
O69 Valuable young parents needing substantial state support	8	1.31	3,542	1.94	0.23	68
Total	610	100	162,539	100	6.33	100

Your area or file:

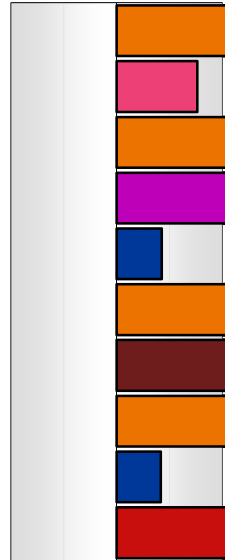
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Comparison area or file:

Local Authorities - Bristol, City of (Households)

This page identifies the top ten Mosaic Public Sector types in your area ranked on percentage. Following this is a description of the top three types

Rank	Mosaic Public Sector Types	Your area/file	%	Comp.	%	Pen. %	Index
1	51 Often indebted families living in low rise estates	81	13.28	7,477	4.10	1.08	324
2	45 Low income communities reliant on low skill industrial jobs	61	10.00	10,341	5.67	0.59	177
3	50 Older families in low value housing in traditional industrial areas	36	5.90	4,437	2.43	0.81	243
4	61 Childless tenants in social housing flats with modest social needs	36	5.90	4,006	2.19	0.90	269
5	19 Self reliant older families in suburban semis in industrial towns	34	5.57	7,124	3.90	0.48	143
6	48 Middle aged couples and families in right-to-buy homes	31	5.08	3,135	1.72	0.99	296
7	56 Older people living on social housing estates with limited budgets	29	4.75	2,267	1.24	1.28	383
8	49 Low income older couples long established in former council estates	28	4.59	2,489	1.36	1.12	337
9	21 Middle aged families living in less fashionable inter war suburban semis	23	3.77	4,856	2.66	0.47	142
10	68 Families with varied structures living on low rise social housing estates	23	3.77	2,250	1.23	1.02	306



51 Often indebted families living in low rise estates



Key Features

- Large families
- Council estates
- Problem debt
- Shop for convenience
- Areas of deprivation
- Children have say in decisions
- Influenced by advertising
- Income topped up with benefits

Communication Preferences

Access Information
[Interactive TV](#), [SMS Text](#)

Not Magazines

Service Channels
[Face to Face](#)

Not Post

45 Low income communities reliant on low skill industrial jobs



Key Features

- Low wages
- Low unemployment
- Blue collar jobs
- Stable communities
- Late adopters
- Affordable housing
- Drive to shops
- Value for money

Communication Preferences

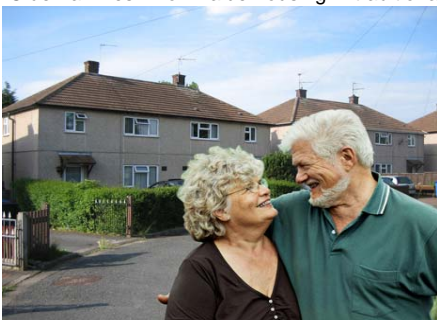
Access Information
[Interactive TV](#), [Face to Face](#), [Local Papers](#)

Not Magazines, Internet, National Papers

Service Channels
[Face to Face](#)

Not Post

50 Older families in low value housing in traditional industrial areas



Key Features

- Middle aged couples
- Older children
- Industrial towns
- Small houses
- Routine occupations
- Some problem debt
- Few qualifications
- Budget brands

Communication Preferences

Access Information
[Face to Face and Local Papers](#)

Not Magazines

Service Channels
[Face to Face](#)

Not Internet, Telephone, Mobile Phone or Post

Profile Reports Explained:

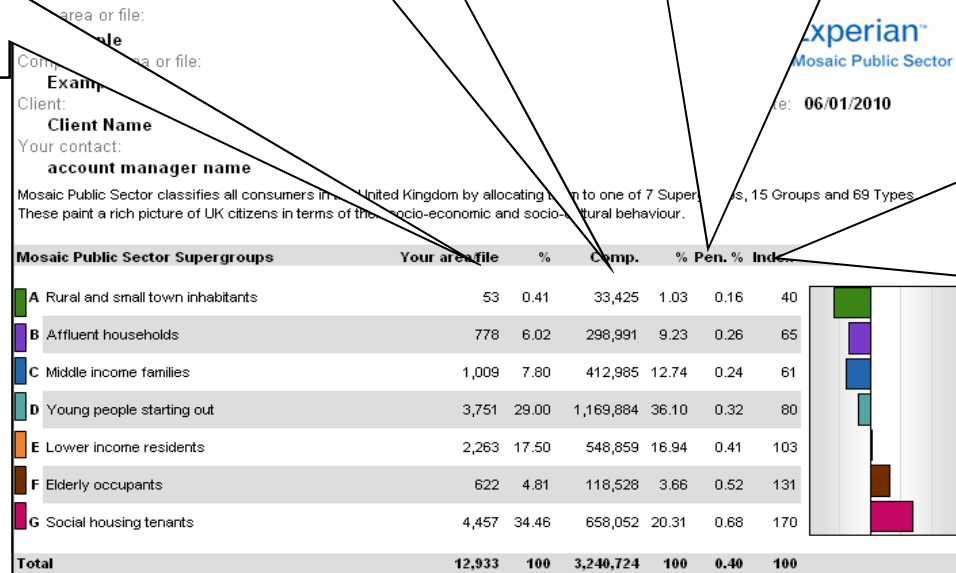
A profile report allows you to understand the characteristics of a citizen / prospect file or a geographical catchment, compared to a comparison file or area.

For more information on profiles please refer to the knowledge base at <http://www.publicsectorknowledgebase.co.uk>

Your area/file:
The number of records in your chosen area that fall within each Mosaic group.

Comparison area/file:
The number of records in your chosen comparison area that fall within each Mosaic group.

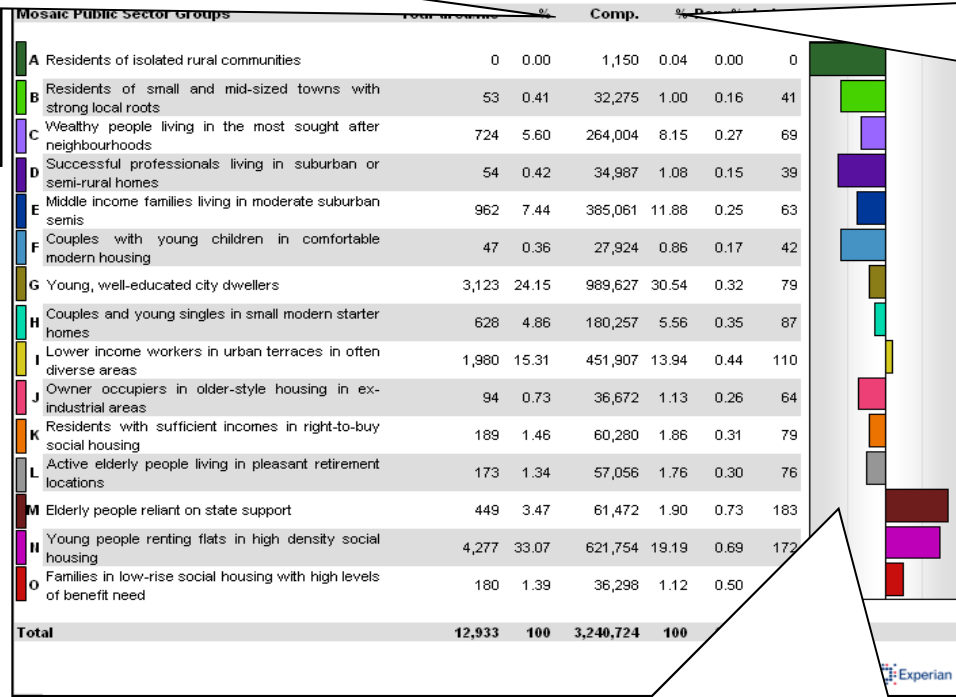
Penetration Percentage:
Shows the proportion of the comparison area that is made up of your area's population for each Mosaic group. For example, if the penetration of group A was 10%, then your area represents 10% of all group A's living within the comparison area.



Index:
Shows how close your area % is to the comparison area %.
An index of 100 means your area % is equal to the comparison area %.
Below 100 means your area % is lower than the comparison area %.
Above 100 means your area % is higher than the comparison area %.

Your area/file percentage:
The number of records in your chosen area that fall within each Mosaic group as a percentage of the total in your area.

The supergroups have been created to provide a high level overview of an area and are constructed by combining together the relevant groups. These groupings are:
 Supergroup A - Groups A and B
 Supergroup B - Groups C and D
 Supergroup C - Groups E and F
 Supergroup E - Groups I, J and K
 Supergroup F - Groups L and M



Comparison area/file percentage:
The number of records in your chosen comparison area that fall within each Mosaic group as a percentage of the total in the comparison area.

Index Value Graph:
Shows the index value visually.
The centre line is 100, where your area % and the comparison area % are equal.
Left of centre means that the Mosaic Group is underrepresented in your area/profile compared to the comparison area/profile.
Right of centre means that the Mosaic Group is overrepresented in your area/profile compared to the comparison area/profile.

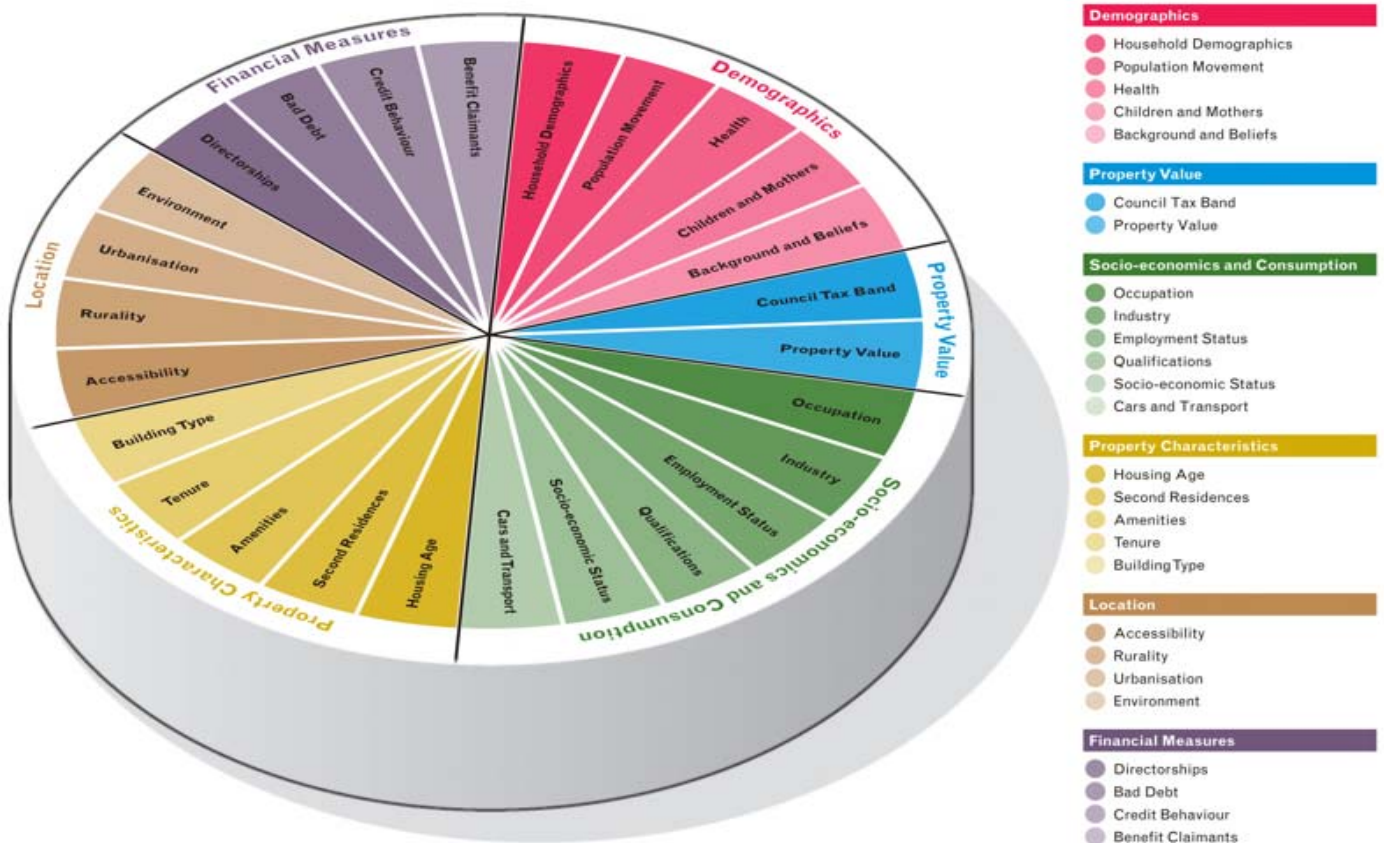
Mosaic Public Sector Data Sources

Data Sources

A total of 440 data elements have been used to build this latest version of Mosaic Public Sector. These have been selected as inputs to the classification on the basis of their volume, quality, consistency and sustainability.

62 percent of the information used to build Mosaic Mosaic Public Sector is sourced from a combination of data that includes Experian's UK Consumer Dynamics Database, which provides consumer demographic information for the UK's 47 million adults and 24 million households. This database is built from an unrivalled variety of privacy-compliant public and Experian proprietary data and statistical models. These include the edited Electoral Roll, Council Tax property valuations, house sale prices, self-reported lifestyle surveys and other compiled consumer data.

The remaining 38 percent of the data is sourced from Census current year estimates that Experian has produced by utilising its wealth of data assets to track change in key 2001 Census variables. All of the information used to build Mosaic Public Sector is continuously updated. This enables Experian to verify and update the classification twice a year.



The Mosaic Family Tree

The Mosaic Family Tree illustrates the major demographic and lifestyle polarities between the Types and Groups, and shows how the Mosaic Types relate to each other.

Mosaic Migration helps to determine the probable location paths of different Mosaic Types and how households might move through the Mosaic Family Tree over time. This is useful for understanding the origin, stability and aspirations of the people within each Mosaic Type.

