

Your area or file:

NP04 Horfield and Lockleaze

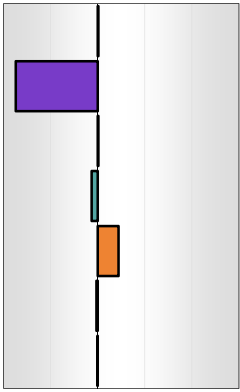
Comparison area or file:

Local Authorities - Bristol, City of (Households)

Date: **21/10/2010**

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	7	1.56	2,831	1.55	0.25	101
B Affluent households	3	0.67	9,461	5.18	0.03	13
C Middle income families	48	10.71	19,420	10.64	0.25	101
D Young people starting out	143	31.92	62,350	34.16	0.23	93
E Lower income residents	167	37.28	55,708	30.52	0.30	122
F Elderly occupants	29	6.47	11,980	6.56	0.24	99
G Social housing tenants	51	11.38	20,789	11.39	0.25	100
Total	448	100	182,539	100	0.25	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

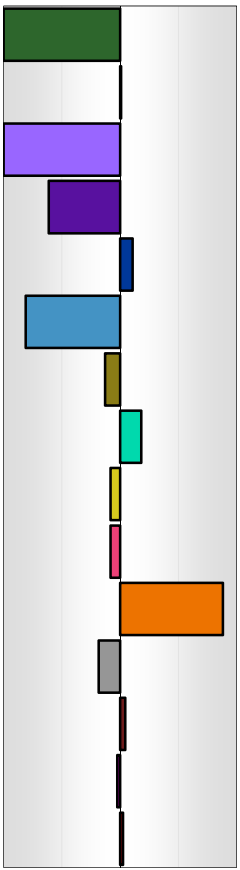
Supergroup B - Groups C and D

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	7	1.56	2,831	1.55	0.25	101
C Wealthy people living in the most sought after neighbourhoods	0	0.00	6,309	3.46	0.00	0
D Successful professionals living in suburban or semi-rural homes	3	0.67	3,152	1.73	0.10	39
E Middle income families living in moderate suburban semis	47	10.49	17,289	9.47	0.27	111
F Couples with young children in comfortable modern housing	1	0.22	2,131	1.17	0.05	19
G Young, well-educated city dwellers	106	23.66	49,582	27.16	0.21	87
H Couples and young singles in small modern starter homes	37	8.26	12,768	6.99	0.29	118
I Lower income workers in urban terraces in often diverse areas	41	9.15	18,171	9.95	0.23	92
J Owner occupiers in older-style housing in ex-industrial areas	45	10.04	19,999	10.96	0.23	92
K Residents with sufficient incomes in right-to-buy social housing	81	18.08	17,538	9.61	0.46	188
L Active elderly people living in pleasant retirement locations	6	1.34	2,999	1.64	0.20	82
M Elderly people reliant on state support	23	5.13	8,981	4.92	0.26	104
N Young people renting flats in high density social housing	26	5.80	10,851	5.94	0.24	98
O Families in low-rise social housing with high levels of benefit need	25	5.58	9,938	5.44	0.25	102
Total	448	100	182,539	100	0.25	100



Your area or file:

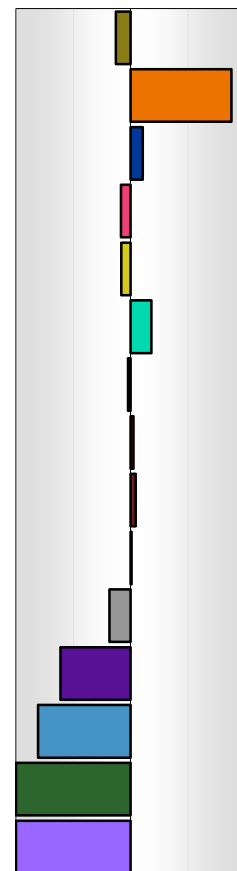
NP04 Horfield and Lockleaze

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	G Young, well-educated city dwellers	106	23.66	49,582	27.16	0.21	87
2	K Residents with sufficient incomes in right-to-buy social housing	81	18.08	17,538	9.61	0.46	188
3	E Middle income families living in moderate suburban semis	47	10.49	17,289	9.47	0.27	111
4	J Owner occupiers in older-style housing in ex-industrial areas	45	10.04	19,999	10.96	0.23	92
5	I Lower income workers in urban terraces in often diverse areas	41	9.15	18,171	9.95	0.23	92
6	H Couples and young singles in small modern starter homes	37	8.26	12,768	6.99	0.29	118
7	N Young people renting flats in high density social housing	26	5.80	10,851	5.94	0.24	98
8	O Families in low-rise social housing with high levels of benefit need	25	5.58	9,938	5.44	0.25	102
9	M Elderly people reliant on state support	23	5.13	8,981	4.92	0.26	104
10	B Residents of small and mid-sized towns with strong local roots	7	1.56	2,831	1.55	0.25	101
11	L Active elderly people living in pleasant retirement locations	6	1.34	2,999	1.64	0.20	82
12	D Successful professionals living in suburban or semi-rural homes	3	0.67	3,152	1.73	0.10	39
13	F Couples with young children in comfortable modern housing	1	0.22	2,131	1.17	0.05	19
14	A Residents of isolated rural communities	0	0.00	0	0.00	#DIV/0!	#####
15	C Wealthy people living in the most sought after neighbourhoods	0	0.00	6,309	3.46	0.00	0
Total		448	100	182,539	100	0.25	100



G Young, well-educated city dwellers



Key Features

- Young singles
- Students
- Degree level education
- Creative jobs
- Diversity
- Ethical products
- Internet searches
- Theatre and arts
- Cinema

Communication Preferences

Access Information
[Internet](#), [National Papers](#)

Not Face to Face or local papers

Service Channels
[Mobile Phone](#) and [Post](#)

Not Face to Face

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

Mosaic Public Sector Types	Your area file	%	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	
A02	Retirees electing to settle in environmentally attractive localities	0	0.00	0	0.00	0	
A03	Remote communities with poor access to public and commercial services	0	0.00	0	0.00	0	
A04	Villagers with few well paid alternatives to agricultural employment	0	0.00	0	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	5	1.12	1,096	0.60	186	
B06	Self employed trades people living in smaller communities	0	0.00	167	0.09	0.00	
B07	Empty nester owner occupiers making little use of public services	2	0.45	1,345	0.74	61	
B08	Mixed communities with many single people in the centres of small towns	0	0.00	223	0.12	0.00	
Group C - Wealthy people living in the most sought after neighbourhoods							
C09	Successful older business leaders living in sought after suburbs	0	0.00	904	0.50	0.00	
C10	Wealthy families in substantial houses with little community involvement	0	0.00	520	0.28	0.00	
C11	Creative professionals seeking involvement in local communities	0	0.00	4,425	2.42	0.00	
C12	Residents in smart city centre flats who make little use of public services	0	0.00	460	0.25	0.00	
Group D - Successful professionals living in suburban or semi-rural homes							
D13	Higher income older champions of village communities	0	0.00	393	0.22	0.00	
D14	Older people living in large houses in mature suburbs	1	0.22	1,546	0.85	0.06	
D15	Well off commuters living in spacious houses in semi rural settings	0	0.00	767	0.42	0.00	
D16	Higher income families concerned with education and careers	2	0.45	446	0.24	0.45	
Group E - Middle income families living in moderate suburban semis							
E17	Comfortably off suburban families wearily tied to their local community	10	2.23	3,311	1.81	0.30	
E18	Industrial workers living comfortably in owner occupied semis	3	0.67	1,553	0.85	0.19	
E19	Self reliant older families in suburban semis in industrial towns	17	3.79	7,124	3.90	0.24	
E20	Upwardly mobile South Asian families living in inter war suburbs	14	3.13	445	0.24	3.15	
E21	Middle aged families living in less fashionable inter war suburban semis	3	0.67	4,856	2.66	0.06	
Group F - Couples with young children in comfortable modern housing							
F22	Busy executives in town houses in dormitory settlements	1	0.22	1,321	0.72	0.08	
F23	Early middle aged parents likely to be involved in their children's education	0	0.00	79	0.04	0.00	
F24	Young parents new to their neighbourhood, keen to put down roots	0	0.00	731	0.40	0.00	
F25	Personnel reliant on the Ministry of Defence for public services	0	0.00	0	0.00	0.00	
Group G - Young, well-educated city dwellers							
G26	Well educated singles living in purpose built flats	3	0.67	9,088	4.98	0.03	
G27	City dwellers owning houses in older neighbourhoods	0	0.00	3,322	1.82	0.00	
G28	Singles and sharers occupying converted Victorian houses	0	0.00	2,402	1.32	0.00	
G29	Young professional families settling in better quality older terraced	53	11.83	10,533	5.77	0.50	
G30	Diverse communities of well educated singles living in smart small flats	0	0.00	2,061	1.13	0.00	
G31	Owners in smart purpose built flats in prestige locations, many newly built	0	0.00	7,111	3.90	0.00	
G32	Students and other transient singles in multi-let houses	49	10.94	8,628	4.73	0.57	
G33	Transient singles, poorly supported by family and neighbours	1	0.22	2,914	1.60	0.03	
G34	Students involved in college and university communities	0	0.00	3,523	1.93	0.00	
Group H - Couples and young singles in small modern starter homes							
H35	Childless new owner occupiers in cramped new homes	11	2.46	6,877	3.77	0.16	
H36	Young singles and sharers renting small purpose built flats	4	0.89	3,289	1.80	0.12	
H37	Young owners and rented developments of mixed tenure	13	2.90	1,889	0.93	0.77	
H38	People living in brand new residential developments	9	2.01	913	0.50	0.99	
Group I - Lower income workers in urban terraces in often diverse areas							
I39	Young owners and private renters in inner city terraces	0	0.00	483	0.26	0.00	
I40	Multi-ethnic communities in newer suburbs away from the inner city	2	0.45	3,633	1.99	0.06	
I41	Renters of older terraces in ethnically diverse communities	0	0.00	916	0.50	0.00	
I42	South Asian communities experiencing social deprivation	0	0.00	456	0.25	0.00	
I43	Older town centres terraces with transient, single populations	31	6.92	6,765	3.71	0.46	
I44	Low income families occupying poor quality older terraces	8	1.79	5,918	3.24	0.14	
Group J - Owner occupiers in older style housing in ex-industrial areas							
J45	Low income communities reliant on low skill industrial jobs	22	4.91	10,341	5.67	0.21	
J46	Residents in blue collar communities revitalised by commuters	21	4.69	6,393	3.50	0.33	
J47	Comfortably off industrial workers owning their own homes	2	0.45	3,265	1.79	0.06	
Group K - Residents with sufficient incomes in right-to-buy council houses							
K48	Middle aged couples and families in right-to-buy homes	13	2.90	3,135	1.72	0.41	
K49	Low income older couples long established in former council estates	10	2.23	2,489	1.36	0.40	
K50	Older families in low value housing in traditional industrial areas	24	5.36	4,437	2.43	0.54	
K51	Often indebted families living in low rise estates	34	7.59	7,477	4.10	0.45	
Group L - Active elderly people living in pleasant retirement locations							
L52	Communities of wealthy older people living in large seaside houses	0	0.00	544	0.30	0.00	
L53	Residents in retirement, second home and tourist communities	0	0.00	0	0.00	0.00	
L54	Retired people of modest means commonly living in seaside bungalows	3	0.67	559	0.31	0.54	
L55	Capable older people leasing / owning flats in purpose built blocks	3	0.67	1,896	1.04	0.16	
Group M - Elderly people reliant on state support							
M56	Older people living on social housing estates with limited budgets	5	1.12	2,267	1.24	0.22	
M57	Old people in flats subsisting on welfare payments	7	1.56	1,592	0.87	0.44	
M58	Less mobile older people requiring a degree of care	1	0.22	1,843	1.01	0.05	
M59	People living in social accommodation designed for older people	10	2.23	3,279	1.80	0.30	
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	4	0.89	1,730	0.95	0.23	
N61	Childless tenants in social housing flats with modest social needs	22	4.91	4,006	2.19	0.55	
N62	Young renters in flats with a cosmopolitan mix	0	0.00	755	0.41	0.00	
N63	Multicultural tenants renting flats in areas of social housing	0	0.00	532	0.29	0.00	
N64	Diverse home sharers renting small flats in densely populated areas	0	0.00	336	0.18	0.00	
N65	Young singles in multi-ethnic communities, many in high rise flats	0	0.00	541	0.30	0.00	
N66	Childless, low income tenants in high rise flats	0	0.00	2,951	1.62	0.00	
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	13	2.90	4,146	2.27	0.31	
O68	Families with varied structures living on low rise social housing estates	11	2.46	2,250	1.23	0.49	
O69	Valuable young parents needing substantial state support	1	0.22	3,542	1.94	0.03	
Total		448	100	182,539	100	0.25	100

Your area or file:

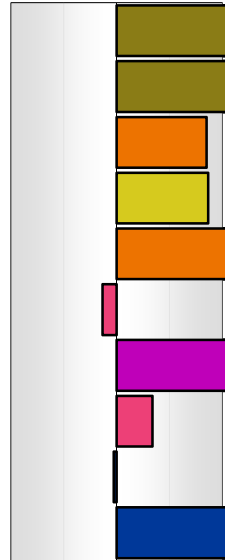
NP04 Horfield and Lockleaze

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	29 Young professional families settling in better quality older terraces	53	11.83	10,533	5.77	0.50	205
2	32 Students and other transient singles in multi-let houses	49	10.94	8,628	4.73	0.57	231
3	51 Often indebted families living in low rise estates	34	7.59	7,477	4.10	0.45	185
4	43 Older town centres terraces with transient, single populations	31	6.92	6,765	3.71	0.46	187
5	50 Older families in low value housing in traditional industrial areas	24	5.36	4,437	2.43	0.54	220
6	45 Low income communities reliant on low skill industrial jobs	22	4.91	10,341	5.67	0.21	87
7	61 Childless tenants in social housing flats with modest social needs	22	4.91	4,006	2.19	0.55	224
8	46 Residents in blue collar communities revitalised by commuters	21	4.69	6,393	3.50	0.33	134
9	19 Self reliant older families in suburban semis in industrial towns	17	3.79	7,124	3.90	0.24	97
10	20 Upwardly mobile South Asian families living in inter war suburbs	14	3.13	445	0.24	3.15	1282



29 Young professional families settling in better quality older terraces



Key Features

Well educated
Professionals
Creative jobs
Comfortable incomes
Late 30s / early 40s
Young families
Suburbs
Nearby shops

Communication Preferences

Access Information

[Internet](#), [Telephone](#), and [National Papers](#)

Not Face to Face

Service Channels

[Telephone](#), [Mobile Phone](#) and [Post](#)

Not Face to Face

32 Students and other transient singles in multi-let houses



Key Features

Groups of students
Renting houses
University towns
Low incomes
Poor upkeep
Transient
Public transport
Ethical products

Communication Preferences

Access Information

[National Papers](#), [Internet](#), [SMS Text](#)

Not Local Papers

Service Channels

[Mobile Phone](#), [Internet](#)

Not Face to Face

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

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.

Example profile

Client: **Client Name**
Your contact: **account manager name**

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	53	0.41	33,425	1.03	0.16	40
B Affluent households	778	6.02	298,991	9.23	0.26	65
C Middle income families	1,009	7.80	412,985	12.74	0.24	61
D Young people starting out	3,751	29.00	1,169,884	36.10	0.32	80
E Lower income residents	2,263	17.50	548,859	16.94	0.41	103
F Elderly occupants	622	4.81	118,528	3.66	0.52	131
G Social housing tenants	4,457	34.46	658,052	20.31	0.68	170
Total	12,933	100	3,240,724	100	0.40	100

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 D - Groups G and H
- Supergroup E - Groups I, J and K
- 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	1,150	0.04	0.00	0
B Residents of small and mid-sized towns with strong local roots	53	0.41	32,275	1.00	0.16	41
C Wealthy people living in the most sought after neighbourhoods	724	5.60	264,004	8.15	0.27	69
D Successful professionals living in suburban or semi-rural homes	54	0.42	34,987	1.08	0.15	39
E Middle income families living in moderate suburban semis	962	7.44	385,061	11.88	0.25	63
F Couples with young children in comfortable modern housing	47	0.36	27,924	0.86	0.17	42
G Young, well-educated city dwellers	3,123	24.15	989,627	30.54	0.32	79
H Couples and young singles in small modern starter homes	628	4.86	180,257	5.56	0.35	87
I Lower income workers in urban terraces in often diverse areas	1,980	15.31	451,907	13.94	0.44	110
J Owner occupiers in older-style housing in ex-industrial areas	94	0.73	36,672	1.13	0.26	64
K Residents with sufficient incomes in right-to-buy social housing	189	1.46	60,260	1.86	0.31	79
L Active elderly people living in pleasant retirement locations	173	1.34	57,056	1.76	0.30	76
M Elderly people reliant on state support	449	3.47	61,472	1.90	0.73	183
N Young people renting flats in high density social housing	4,277	33.07	621,754	19.19	0.69	172
O Families in low-rise social housing with high levels of benefit need	180	1.39	36,298	1.12	0.50	76
Total	12,933	100	3,240,724	100		

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.

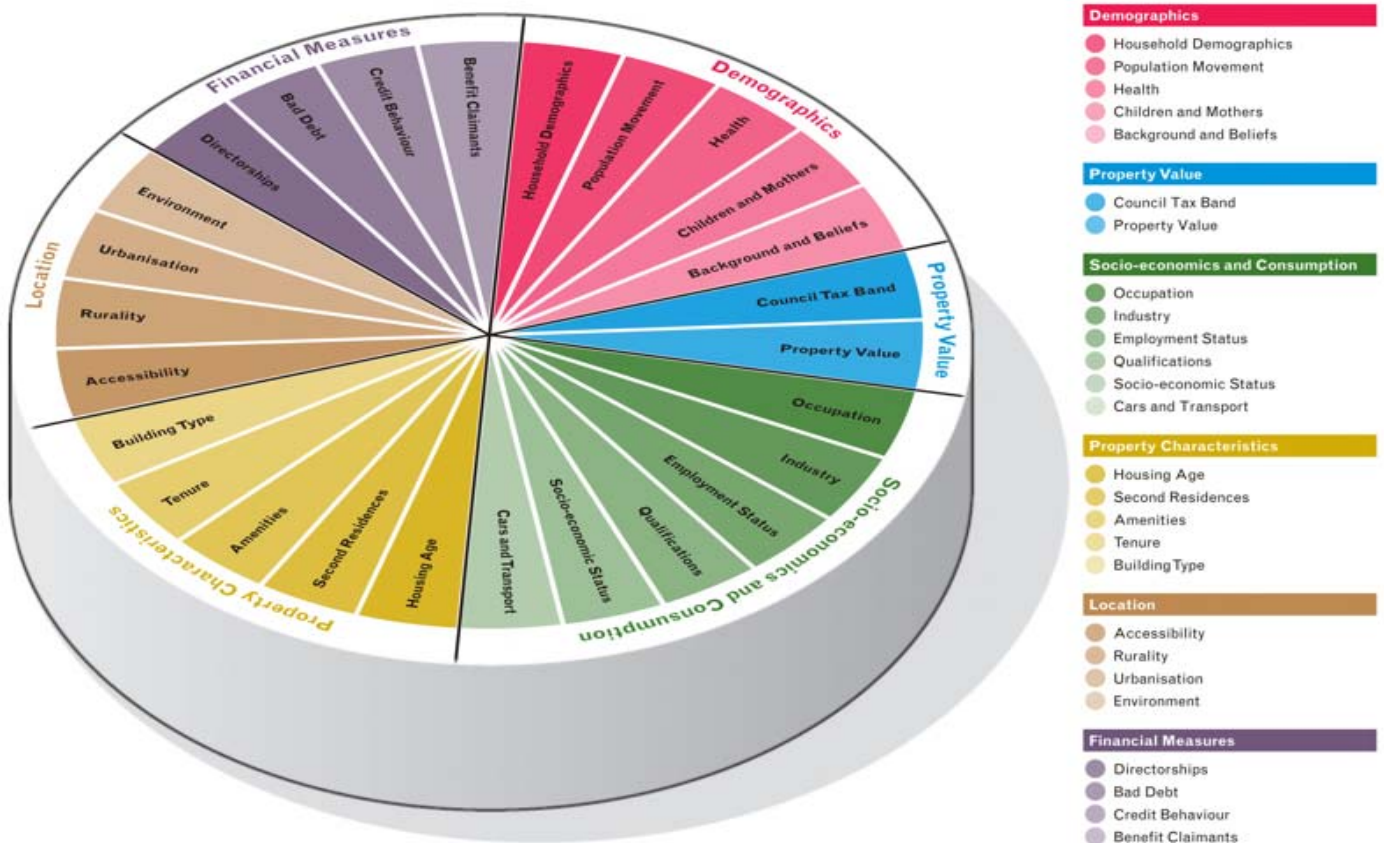
Mosaic Public Sector Data Sources

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.

