

Your area or file:

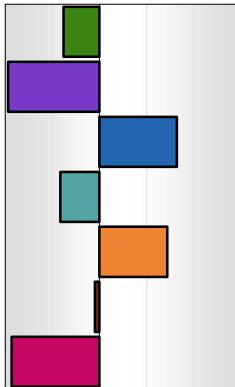
Comparison area or file:

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	6	0.96	2,831	1.55	0.21	62
B Affluent households	1	0.16	9,461	5.18	0.01	3
C Middle income families	121	19.36	19,420	10.64	0.62	182
D Young people starting out	125	20.00	62,350	34.16	0.20	59
E Lower income residents	328	52.48	55,708	30.52	0.59	172
F Elderly occupants	39	6.24	11,980	6.56	0.33	95
G Social housing tenants	5	0.80	20,789	11.39	0.02	7
Total	625	100	182,539	100	0.34	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

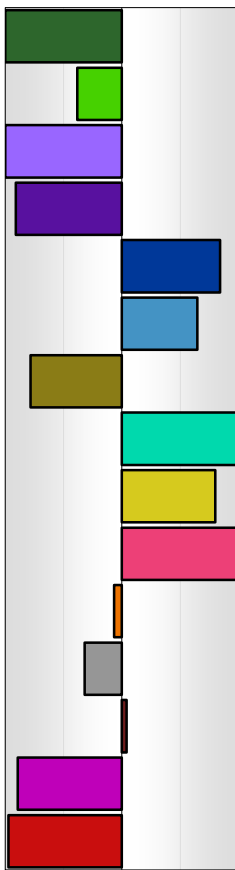
Supergroup B - Groups C and D

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	6	0.96	2,831	1.55	0.21	62
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	1	0.16	3,152	1.73	0.03	9
E Middle income families living in moderate suburban semis	109	17.44	17,289	9.47	0.63	184
F Couples with young children in comfortable modern housing	12	1.92	2,131	1.17	0.56	164
G Young, well-educated city dwellers	37	5.92	49,582	27.16	0.07	22
H Couples and young singles in small modern starter homes	88	14.08	12,768	6.99	0.69	201
I Lower income workers in urban terraces in often diverse areas	112	17.92	18,171	9.95	0.62	180
J Owner occupiers in older-style housing in ex-industrial areas	160	25.60	19,999	10.96	0.80	234
K Residents with sufficient incomes in right-to-buy social housing	56	8.96	17,538	9.61	0.32	93
L Active elderly people living in pleasant retirement locations	7	1.12	2,999	1.64	0.23	68
M Elderly people reliant on state support	32	5.12	8,981	4.92	0.36	104
N Young people renting flats in high density social housing	4	0.64	10,851	5.94	0.04	11
O Families in low-rise social housing with high levels of benefit need	1	0.16	9,938	5.44	0.01	3
Total	625	100	182,539	100	0.34	100



Your area or file:

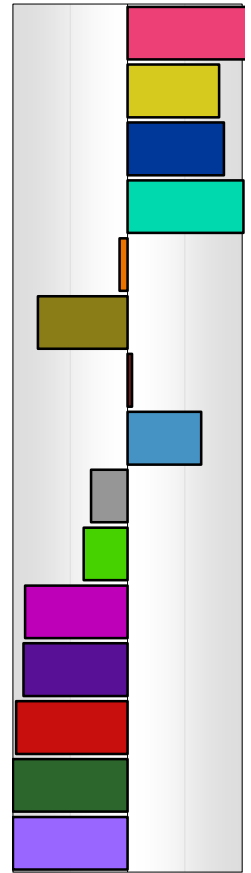
NP09 St George East and St George West

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	J Owner occupiers in older-style housing in ex-industrial areas	160	25.60	19,999	10.96	0.80	234
2	I Lower income workers in urban terraces in often diverse areas	112	17.92	18,171	9.95	0.62	180
3	E Middle income families living in moderate suburban semis	109	17.44	17,289	9.47	0.63	184
4	H Couples and young singles in small modern starter homes	88	14.08	12,768	6.99	0.69	201
5	K Residents with sufficient incomes in right-to-buy social housing	56	8.96	17,538	9.61	0.32	93
6	G Young, well-educated city dwellers	37	5.92	49,582	27.16	0.07	22
7	M Elderly people reliant on state support	32	5.12	8,981	4.92	0.36	104
8	F Couples with young children in comfortable modern housing	12	1.92	2,131	1.17	0.56	164
9	L Active elderly people living in pleasant retirement locations	7	1.12	2,999	1.64	0.23	68
10	B Residents of small and mid-sized towns with strong local roots	6	0.96	2,831	1.55	0.21	62
11	N Young people renting flats in high density social housing	4	0.64	10,851	5.94	0.04	11
12	D Successful professionals living in suburban or semi-rural homes	1	0.16	3,152	1.73	0.03	9
13	O Families in low-rise social housing with high levels of benefit need	1	0.16	9,938	5.44	0.01	3
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		625	100	182,539	100	0.34	100



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

I Lower income workers in urban terraces in often diverse areas



Key Features

- Few qualifications
- Routine occupations
- Young singles and couples
- Some young children
- Ethnic diversity
- Small homes
- Crowded
- Below average income
- Sport

Communication Preferences

Access Information

SMS Text, Interactive TV, National and Local Papers

Not Telephone

Service Channels

None

Not 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	Better off empty nesters in low density estates on town fringes	1	0.16	1,096	0.60	0.09	27	
B06	Self employed trades people living in smaller communities	0	0.00	167	0.09	0.00	0	
B07	Empty nester owner occupiers making little use of public services	4	0.64	1,345	0.74	0.30	87	
B08	Mixed communities with many single people in the centres of small towns	1	0.16	223	0.12	0.45	131	
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	0	
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	0	0.00	4,425	2.42	0.00	0	
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	0	0.00	393	0.22	0.00	0	
D14	Older people living in large houses in mature suburbs	0	0.00	1,546	0.85	0.00	0	
D15	Well off commuters living in spacious houses in semi rural settings	0	0.00	767	0.42	0.00	0	
D16	Higher income families concerned with education and careers	1	0.16	446	0.24	0.22	65	
Group E - Middle income families living in moderate suburban semis								
E17	Comfortably off suburban families weakly tied to their local community	2	0.32	3,311	1.81	0.06	18	
E18	Industrial workers living comfortably in owner occupied semis	22	3.52	1,553	0.85	1.42	414	
E19	Self reliant older families in suburban semis in industrial towns	45	7.20	7,124	3.90	0.63	184	
E20	Upwardly mobile South Asian families living in inter war suburbs	0	0.00	445	0.24	0.00	0	
E21	Middle aged families living in less fashionable inter war suburban semis	40	6.40	4,856	2.66	0.82	241	
Group F - Couples with young children in comfortable modern housing								
F22	Busy executives in town houses in dormitory settlements	1	0.16	1,321	0.72	0.08	22	
F23	Early middle aged parents likely to be involved in their children's education	0	0.00	79	0.04	0.00	0	
F24	Young parents new to their neighbourhood, keen to put down roots	11	1.76	731	0.40	1.50	439	
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	11	1.76	9,088	4.98	0.12	35	
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 terraces	9	1.44	10,533	5.77	0.09	25	
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	1	0.16	8,628	4.73	0.01	3	
G33	Transient singles, poorly supported by family and neighbours	16	2.56	2,914	1.60	0.55	160	
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	56	8.96	6,877	3.77	0.81	238	
H36	Young singles and sharers renting small purpose built flats	17	2.72	3,289	1.80	0.52	151	
H37	Young owners and rented developments of mixed tenure	12	1.92	1,689	0.93	0.71	208	
H38	People living in brand new residential developments	3	0.48	913	0.50	0.33	96	
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	0	
I40	Multi-ethnic communities in newer suburbs away from the inner city	1	0.16	3,633	1.99	0.03	8	
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	26	4.16	6,765	3.71	0.38	112	
I44	Low income families occupying poor quality older terraces	85	13.60	5,918	3.24	1.44	419	
Group J - Owner occupiers in older-style housing in ex-industrial areas								
J45	Low income communities reliant on low skill industrial jobs	82	13.12	10,341	5.67	0.79	232	
J46	Residents in blue collar communities revitalised by commuters	62	9.92	6,393	3.50	0.97	283	
J47	Comfortably off industrial workers owning their own homes	16	2.56	3,265	1.79	0.49	143	
Group K - Residents with sufficient incomes in right-to-buy council houses								
K48	Middle aged couples and families in right-to-buy homes	16	2.56	3,135	1.72	0.51	149	
K49	Low income older couples long established in former council estates	2	0.32	2,489	1.36	0.08	23	
K50	Older families in low value housing in traditional industrial areas	2	0.32	4,437	2.43	0.05	13	
K51	Often indebted families living in low rise estates	36	5.76	7,477	4.10	0.48	141	
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	0	
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	3	0.48	559	0.31	0.54	157	
L55	Capable older people leasing / owning flats in purpose built blocks	4	0.64	1,896	1.04	0.21	62	
Groups M - Elderly people reliant on state support								
M56	Older people living on social housing estates with limited budgets	9	1.44	2,267	1.24	0.40	116	
M57	Old people in flats subsisting on welfare payments	8	1.28	1,592	0.87	0.50	147	
M58	Less mobile older people requiring a degree of care	5	0.80	1,843	1.01	0.27	79	
M59	People living in social accommodation designed for older people	10	1.60	3,279	1.80	0.30	89	
Groups N - Young people renting flats in high density social housing								
N60	Tenants in social housing flats on estates at risk of serious social problems	2	0.32	1,730	0.95	0.12	34	
N61	Childless tenants in social housing flats with modest social needs	2	0.32	4,006	2.19	0.05	15	
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 homesharers 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	0	0.00	4,146	2.27	0.00	0	
O68	Families with varied structures living on low rise social housing estates	1	0.16	2,250	1.23	0.04	13	
O69	Vulnerable young parents needing substantial state support	0	0.00	3,542	1.94	0.00	0	
Total		625	100	182,539	100	0.34	100	

Your area or file:

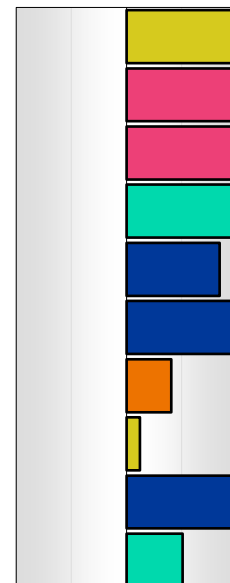
NP09 St George East and St George West

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	44 Low income families occupying poor quality older terraces	85	13.60	5,918	3.24	1.44	419
2	45 Low income communities reliant on low skill industrial jobs	82	13.12	10,341	5.67	0.79	232
3	46 Residents in blue collar communities revitalised by commuters	62	9.92	6,393	3.50	0.97	283
4	35 Childless new owner occupiers in cramped new homes	56	8.96	6,877	3.77	0.81	238
5	19 Self reliant older families in suburban semis in industrial towns	45	7.20	7,124	3.90	0.63	184
6	21 Middle aged families living in less fashionable inter war suburban semis	40	6.40	4,856	2.66	0.82	241
7	51 Often indebted families living in low rise estates	36	5.76	7,477	4.10	0.48	141
8	43 Older town centres terraces with transient, single populations	26	4.16	6,765	3.71	0.38	112
9	18 Industrial workers living comfortably in owner occupied semis	22	3.52	1,553	0.85	1.42	414
10	36 Young singles and sharers renting small purpose built flats	17	2.72	3,289	1.80	0.52	151



44 Low income families occupying poor quality older terraces



Key Features

- Young couples
- Children
- Close to town centres
- Terraced housing
- Low car ownership
- Lower income
- High proportion of tenants
- Poor credit history

Communication Preferences

- Access Information**
[SMS Text](#), [Interactive TV](#) and [Face to Face](#)
- Not Magazines**
- Service Channels**
[Mobile Phone](#)
- 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**

46 Residents in blue collar communities revitalised by commuters



Key Features

- Influx of younger families
- Comfortable incomes
- Sense of community
- Early 30s
- Children
- Mixture of employment
- Cars to commute to work
- Local shops

Communication Preferences

- Access Information**
[Internet](#), [Telephone](#), [SMS Text](#) and [Interactive TV](#)
- Not National Papers and Magazines**
- Service Channels**
[Internet](#), [Telephone](#) and [Mobile Phone](#)

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**
Date: 06/01/2010

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	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	1,189,884	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

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

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.

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.

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	60,280	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	173
O Families in low-rise social housing with high levels of benefit need	180	1.39	36,298	1.12	0.50	170
Total	12,933	100	3,240,724	100		

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.

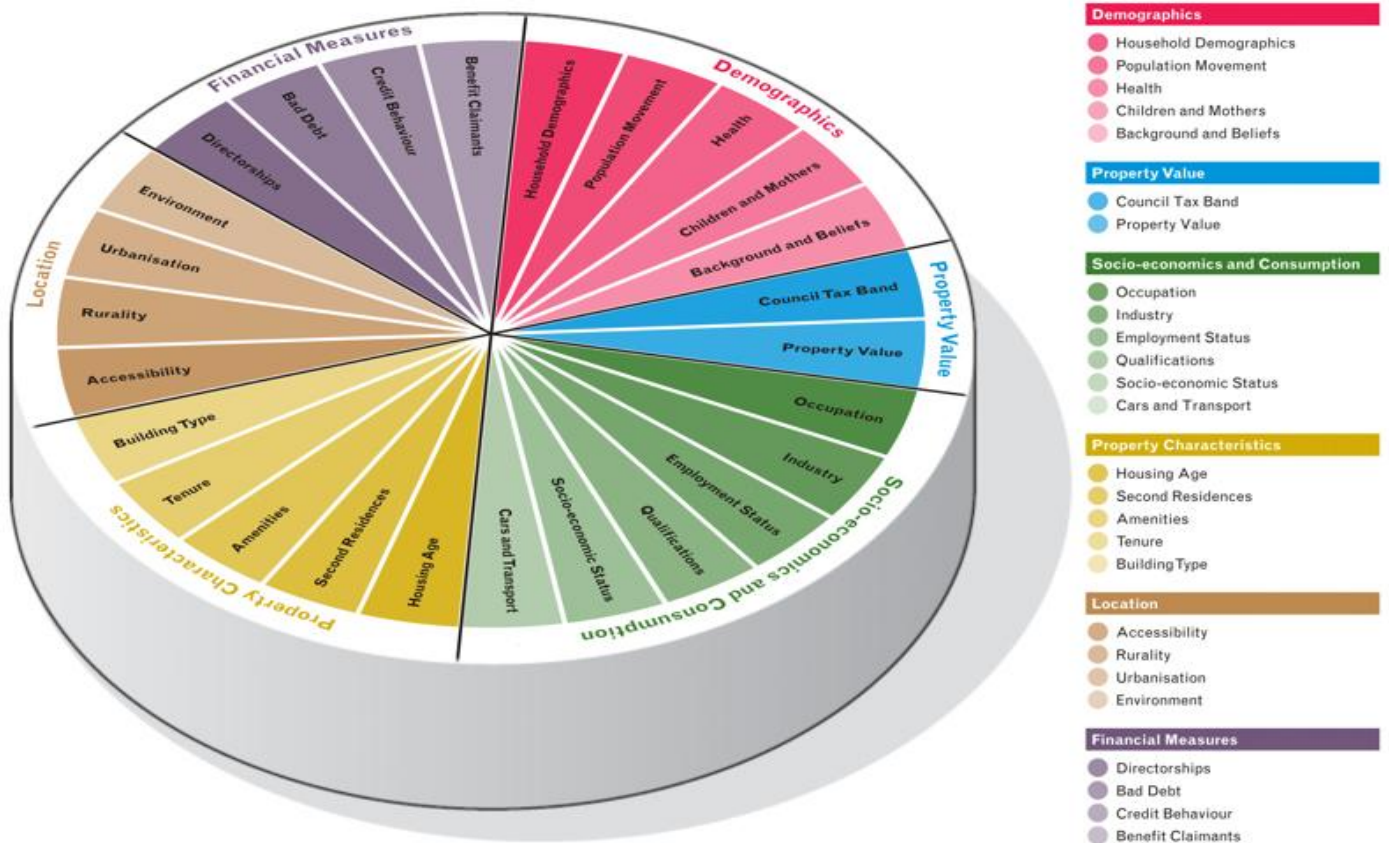
Mosaic Public Sector Data Sources

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.

