

Your area or file:

NP11 Filwood, Knowle and Windmill Hill

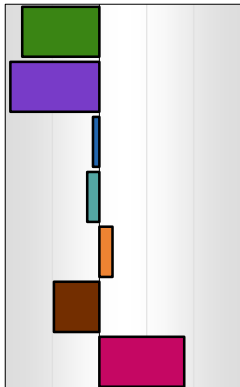
Comparison area or file:

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	2	0.28	2,831	1.55	0.07	18
B Affluent households	2	0.28	9,461	5.18	0.02	5
C Middle income families	70	9.90	19,420	10.64	0.36	93
D Young people starting out	210	29.70	62,350	34.16	0.34	87
E Lower income residents	246	34.79	55,708	30.52	0.44	114
F Elderly occupants	24	3.39	11,980	6.56	0.20	52
G Social housing tenants	153	21.64	20,789	11.39	0.74	190
Total	707	100	182,539	100	0.39	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

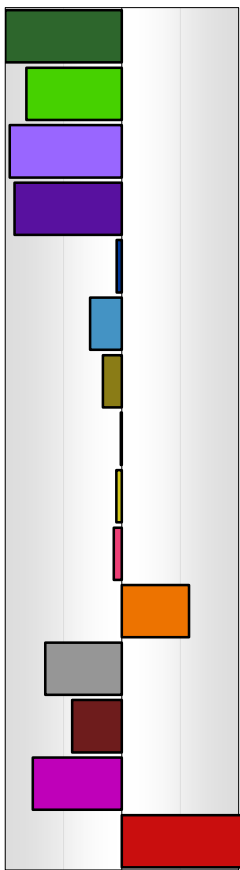
Supergroup B - Groups C and D

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	2	0.28	2,831	1.55	0.07	18
C Wealthy people living in the most sought after neighbourhoods	1	0.14	6,309	3.46	0.02	4
D Successful professionals living in suburban or semi-rural homes	1	0.14	3,152	1.73	0.03	8
E Middle income families living in moderate suburban semis	64	9.05	17,289	9.47	0.37	96
F Couples with young children in comfortable modern housing	6	0.85	2,131	1.17	0.28	73
G Young, well-educated city dwellers	161	22.77	49,582	27.16	0.32	84
H Couples and young singles in small modern starter homes	49	6.93	12,768	6.99	0.38	99
I Lower income workers in urban terraces in often diverse areas	67	9.48	18,171	9.95	0.37	95
J Owner occupiers in older-style housing in ex-industrial areas	72	10.18	19,999	10.96	0.36	93
K Residents with sufficient incomes in right-to-buy social housing	107	15.13	17,538	9.61	0.61	158
L Active elderly people living in pleasant retirement locations	4	0.57	2,999	1.64	0.13	34
M Elderly people reliant on state support	20	2.83	8,981	4.92	0.22	57
N Young people renting flats in high density social housing	10	1.41	10,851	5.94	0.09	24
O Families in low-rise social housing with high levels of benefit need	143	20.23	9,938	5.44	1.44	372
Total	707	100	182,539	100	0.39	100



Your area or file:

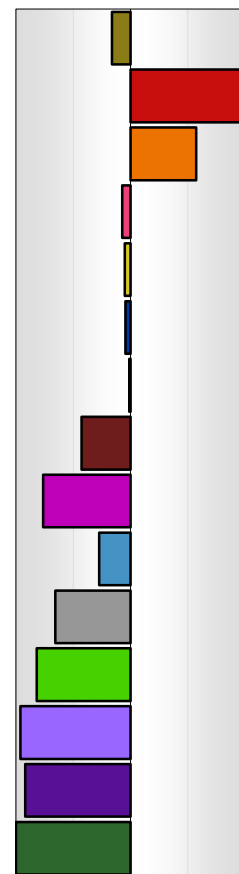
NP11 Filwood, Knowle and Windmill Hill

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	161	22.77	49,582	27.16	0.32	84
2	O Families in low-rise social housing with high levels of benefit need	143	20.23	9,938	5.44	1.44	372
3	K Residents with sufficient incomes in right-to-buy social housing	107	15.13	17,538	9.61	0.61	158
4	J Owner occupiers in older-style housing in ex-industrial areas	72	10.18	19,999	10.96	0.36	93
5	I Lower income workers in urban terraces in often diverse areas	67	9.48	18,171	9.95	0.37	95
6	E Middle income families living in moderate suburban semis	64	9.05	17,289	9.47	0.37	96
7	H Couples and young singles in small modern starter homes	49	6.93	12,768	6.99	0.38	99
8	M Elderly people reliant on state support	20	2.83	8,981	4.92	0.22	57
9	N Young people renting flats in high density social housing	10	1.41	10,851	5.94	0.09	24
10	F Couples with young children in comfortable modern housing	6	0.85	2,131	1.17	0.28	73
11	L Active elderly people living in pleasant retirement locations	4	0.57	2,999	1.64	0.13	34
12	B Residents of small and mid-sized towns with strong local roots	2	0.28	2,831	1.55	0.07	18
13	C Wealthy people living in the most sought after neighbourhoods	1	0.14	6,309	3.46	0.02	4
14	D Successful professionals living in suburban or semi-rural homes	1	0.14	3,152	1.73	0.03	8
15	A Residents of isolated rural communities	0	0.00	0	0.00	#DIV/0!	#####
Total		707	100	182,539	100	0.39	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

O Families in low-rise social housing with high levels of benefit need



Key Features

- Disadvantaged
- Low incomes
- Unemployment
- Long term illness
- Low rise council housing
- One parent families
- High TV watching
- Dependent on state

Communication Preferences

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

Not Internet

Service Channels
[Face to Face](#)

Not Internet, Telephone, 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	Better off empty nesters in low density estates on town fringes	1	0.14	1,096	0.60	0.09	24
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	1	0.14	1,345	0.74	0.07	19
B08	Mixed communities with many single people in the centres of small towns	0	0.00	223	0.12	0.00	0
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	1	0.14	4,425	2.42	0.02	6
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	1	0.14	767	0.42	0.13	34
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 weakly tied to their local community	12	1.70	3,311	1.81	0.36	94
E18	Industrial workers living comfortably in owner occupied semis	5	0.71	1,553	0.85	0.32	83
E19	Self reliant older families in suburban semis in industrial towns	25	3.54	7,124	3.90	0.35	91
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	22	3.11	4,856	2.66	0.45	117
Group F - Couples with young children in comfortable modern housing							
F22	Busy executives in town houses in dormitory settlements	2	0.28	1,321	0.72	0.15	39
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	4	0.57	731	0.40	0.55	141
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	77	10.89	9,088	4.98	0.85	219
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	75	10.61	10,533	5.77	0.71	184
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	1	0.14	7,111	3.90	0.01	4
G32	Students and other transient singles in multi-let houses	4	0.57	8,628	4.73	0.05	12
G33	Transient singles, poorly supported by family and neighbours	4	0.57	2,914	1.60	0.14	35
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	20	2.83	6,877	3.77	0.29	75
H36	Young singles and sharers renting small purpose built flats	22	3.11	3,289	1.80	0.67	173
H37	Young owners and rented developments of mixed tenure	5	0.71	1,689	0.93	0.30	76
H38	People living in brand new residential developments	2	0.28	913	0.50	0.22	57
Group I - Lower income workers in urban terraces in often diverse areas							
I39	Young owners and private renters in inner city terraces	3	0.42	483	0.26	0.62	160
I40	Multi-ethnic communities in newer suburbs away from the inner city	19	2.69	3,633	1.99	0.52	135
I41	Renters of older terraces in ethnically diverse communities	2	0.28	916	0.50	0.22	56
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	28	3.96	6,765	3.71	0.41	107
I44	Low income families occupying poor quality older terraces	15	2.12	5,918	3.24	0.25	65
Group J - Owner occupiers in older-style housing in ex-industrial areas							
J45	Low income communities reliant on low skill industrial jobs	51	7.21	10,341	5.67	0.49	127
J46	Residents in blue collar communities revitalised by commuters	16	2.26	6,393	3.50	0.25	65
J47	Comfortably off industrial workers owning their own homes	5	0.71	3,265	1.79	0.15	40
Group K - Residents with sufficient incomes in right-to-buy council houses							
K48	Middle aged couples and families in right-to-buy homes	10	1.41	3,135	1.72	0.32	82
K49	Low income older couples long established in former council estates	11	1.56	2,489	1.36	0.44	114
K50	Older families in low value housing in traditional industrial areas	56	7.92	4,437	2.43	1.26	326
K51	Often indebted families living in low rise estates	30	4.24	7,477	4.10	0.40	104
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	1	0.14	559	0.31	0.18	46
L55	Capable older people leasing / owning flats in purpose built blocks	3	0.42	1,896	1.04	0.16	41
Groups M - Elderly people reliant on state support							
M56	Older people living on social housing estates with limited budgets	7	0.99	2,267	1.24	0.31	80
M57	Old people in flats subsisting on welfare payments	2	0.28	1,592	0.87	0.13	32
M58	Less mobile older people requiring a degree of care	5	0.71	1,843	1.01	0.27	70
M59	People living in social accommodation designed for older people	6	0.85	3,279	1.80	0.18	47
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	3	0.42	1,730	0.95	0.17	45
N61	Childless tenants in social housing flats with modest social needs	3	0.42	4,006	2.19	0.07	19
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	2	0.28	336	0.18	0.60	154
N65	Young singles in multi-ethnic communities, many in high rise flats	2	0.28	541	0.30	0.37	95
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	66	9.34	4,146	2.27	1.59	411
O68	Families with varied structures living on low rise social housing estates	18	2.55	2,250	1.23	0.80	207
O69	Vulnerable young parents needing substantial state support	59	8.35	3,542	1.94	1.67	430
Total		707	100	182,539	100	0.39	100

Your area or file:

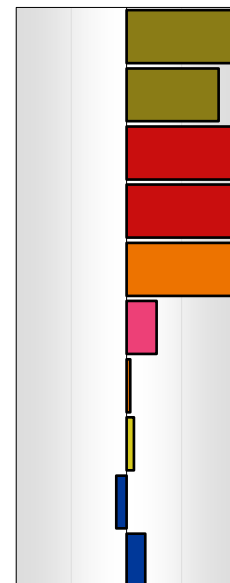
NP11 Filwood, Knowle and Windmill Hill

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	26 Well educated singles living in purpose built flats	77	10.89	9,088	4.98	0.85	219
2	29 Young professional families settling in better quality older terraces	75	10.61	10,533	5.77	0.71	184
3	67 Older tenants on low rise social housing estates where jobs are scarce	66	9.34	4,146	2.27	1.59	411
4	69 Vulnerable young parents needing substantial state support	59	8.35	3,542	1.94	1.67	430
5	50 Older families in low value housing in traditional industrial areas	56	7.92	4,437	2.43	1.26	326
6	45 Low income communities reliant on low skill industrial jobs	51	7.21	10,341	5.67	0.49	127
7	51 Often indebted families living in low rise estates	30	4.24	7,477	4.10	0.40	104
8	43 Older town centres terraces with transient, single populations	28	3.96	6,765	3.71	0.41	107
9	19 Self reliant older families in suburban semis in industrial towns	25	3.54	7,124	3.90	0.35	91
10	21 Middle aged families living in less fashionable inter war suburban semis	22	3.11	4,856	2.66	0.45	117



26 Well educated singles living in purpose built flats



Key Features

- Young professionals
- Late 20s / early 30s
- Flats
- Walk to work / commute by train
- Transience
- Friends from university / work
- Ethical products
- Magazines

Communication Preferences

Access Information

[Internet and National Papers](#)

Not Face to Face, Local Papers

Service Channels

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

Not Face to Face

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

67 Older tenants on low rise social housing estates where jobs are scarce



Key Features

- Low rise municipal housing
- Older people
- Low incomes
- Anti social behaviour problems
- Lack of community facilities
- Semi skilled and routine work
- Minimum wage
- Limited aspirations

Communication Preferences

Access Information

[Face to Face and Local Papers](#)

Not Internet, Telephone, Interactive TV, 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.

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	76
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.

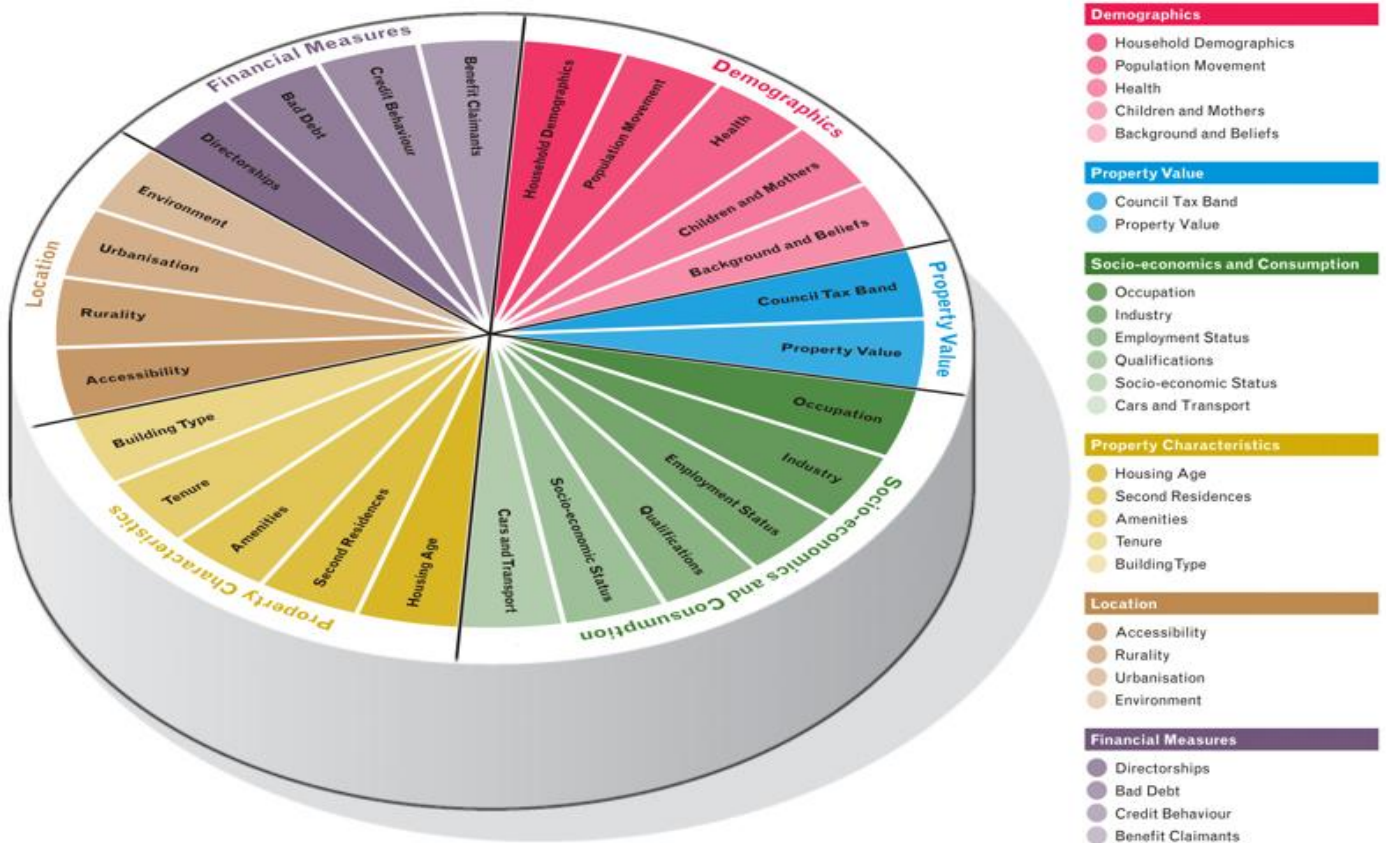
Mosaic Public Sector Data Sources

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.

