

Mosaic Public Sector Group Profile



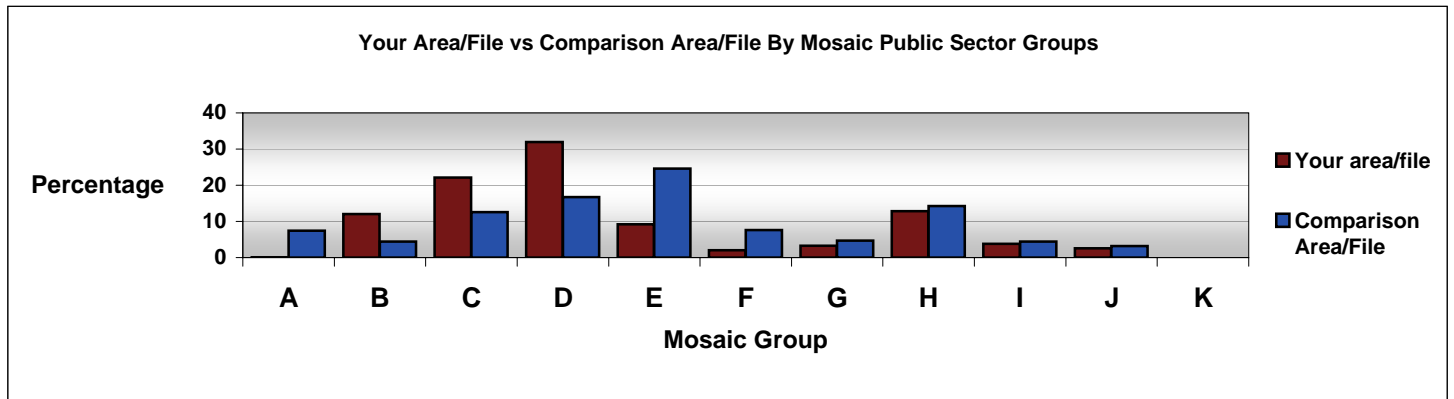
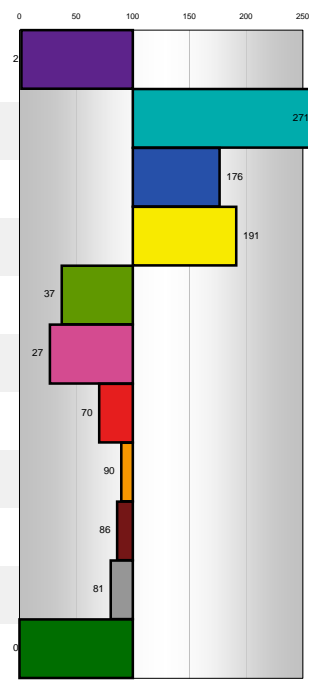
Your area or file:
Comparison area or file:

NPA Brislington Community Partnership
Local Authorities - Bristol, City of (Households)

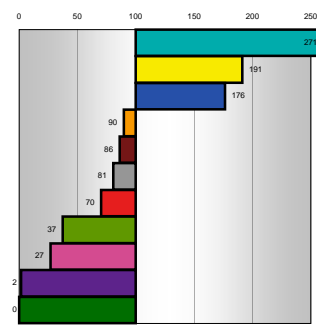
Date: 13/07/2009

Mosaic Public Sector classifies all citizens in the United Kingdom by allocating them to one of 61 Types and 11 Groups. The Groups and Types in these profiles paint a rich picture of UK citizens in terms of their socio-economic and socio-cultural behaviour.

Mosaic Public Sector Groups	Your area/file	%	Comp.	%	Pen. %	Index
A Career professionals living in sought after locations	13	0.13	13,095	7.45	0.10	2
B Younger families living in newer homes	1,193	12.01	7,777	4.43	15.34	271
C Older families living in suburbia	2,200	22.14	22,051	12.55	9.98	176
D Close-knit, inner city and manufacturing town communities	3,177	31.97	29,367	16.72	10.82	191
E Educated, young, single people living in areas of transient populations	913	9.19	43,286	24.64	2.11	37
F People living in social housing with uncertain employment in deprived areas	204	2.05	13,424	7.64	1.52	27
G Low income families living in estate based social housing	329	3.31	8,272	4.71	3.98	70
H Upwardly mobile families living in homes bought from social landlords	1,272	12.80	25,035	14.25	5.08	90
I Older people living in social housing with high care needs	379	3.81	7,769	4.42	4.88	86
J Independent older people with relatively active lifestyles	256	2.58	5,613	3.19	4.56	81
K People living in rural areas far from urbanisation	0	0.00	1	0.00	0.00	0
Total	9,936	100	175,690	100	5.66	100



Ranked Mosaic Groups	Your area/file	%	Comp.	%	Pen. %	Index
Group B	1,193	12.01	7,777	4.43	15.34	271
Group D	3,177	31.97	29,367	16.72	10.82	191
Group C	2,200	22.14	22,051	12.55	9.98	176
Group H	1,272	12.80	25,035	14.25	5.08	90
Group I	379	3.81	7,769	4.42	4.88	86
Group J	256	2.58	5,613	3.19	4.56	81
Group G	329	3.31	8,272	4.71	3.98	70
Group E	913	9.19	43,286	24.64	2.11	37
Group F	204	2.05	13,424	7.64	1.52	27
Group A	13	0.13	13,095	7.45	0.10	2
Group K	0	0.00	1	0.00	0.00	0
Total	9,936	100	175,690	100	5.66	100



Mosaic Public Sector Type Profile



Your area/file: NPA Brislington Community Partnership

Comparison area/file: Local Authorities - Bristol, City of (Households)

Mosaic Public Sector Types	Your area/file	%	Comp.	%	Pen. %	Index	
Group Career professionals living in sought after locations							
Type 1	0	0.00	2,303	1.31	0.00	0	
Type 2	0	0.00	4,852	2.76	0.00	0	
Type 3	0	0.00	752	0.43	0.00	0	
Type 4	0	0.00	1,031	0.59	0.00	0	
Type 5	13	0.13	3,078	1.75	0.42	7	
Type 6	0	0.00	353	0.20	0.00	0	
Type 7	0	0.00	726	0.41	0.00	0	
Group Younger families living in newer homes							
Type 8	0	0.00	1,262	0.72	0.00	0	
Type 9	160	1.61	302	0.17	52.98	937	
Type 10	0	0.00	38	0.02	0.00	0	
Type 11	90	0.91	414	0.24	21.74	384	
Type 12	398	4.01	2,631	1.50	15.13	267	
Type 13	545	5.49	3,130	1.78	17.41	308	
Type 14	0	0.00	0	0.00	0.00	0	
Group Older families living in suburbia							
Type 15	203	2.04	1,953	1.11	10.39	184	
Type 16	322	3.24	3,103	1.77	10.38	183	
Type 17	2	0.02	176	0.10	1.14	20	
Type 18	1,547	15.57	11,520	6.56	13.43	237	
Type 19	126	1.27	5,194	2.96	2.43	43	
Type 20	0	0.00	105	0.06	0.00	0	
Group Close-knit, inner city and manufacturing town communities							
Type 21	1,961	19.74	11,579	6.59	16.94	299	
Type 22	185	1.86	3,534	2.01	5.23	93	
Type 23	978	9.84	6,639	3.78	14.73	260	
Type 24	53	0.53	3,945	2.25	1.34	24	
Type 25	0	0.00	664	0.38	0.00	0	
Type 26	0	0.00	119	0.07	0.00	0	
Type 27	0	0.00	2,887	1.64	0.00	0	
Group Educated, young, single people living in areas of transient populations							
Type 28	0	0.00	1,495	0.85	0.00	0	
Type 29	0	0.00	7,038	4.01	0.00	0	
Type 30	0	0.00	3,756	2.14	0.00	0	
Type 31	153	1.54	18,574	10.57	0.82	15	
Type 32	760	7.65	2,909	1.66	26.13	462	
Type 33	0	0.00	7,324	4.17	0.00	0	
Type 34	0	0.00	2,190	1.25	0.00	0	
Group People living in social housing with uncertain employment in deprived areas							
Type 35	0	0.00	2,516	1.43	0.00	0	
Type 36	0	0.00	211	0.12	0.00	0	
Type 37	145	1.46	5,813	3.31	2.49	44	
Type 38	0	0.00	2,771	1.58	0.00	0	
Type 39	59	0.59	2,113	1.20	2.79	49	
Type 40	0	0.00	0	0.00	0.00	0	
Group Low income families living in estate based social housing							
Type 41	58	0.58	3,010	1.71	1.93	34	
Type 42	88	0.89	2,358	1.34	3.73	66	
Type 43	183	1.84	2,904	1.65	6.30	111	
Group Upwardly mobile families living in homes bought from social landlords							
Type 44	25	0.25	2,806	1.60	0.89	16	
Type 45	184	1.85	3,741	2.13	4.92	87	
Type 46	569	5.73	9,392	5.35	6.06	107	
Type 47	494	4.97	9,096	5.18	5.43	96	
Group Older people living in social housing with high care needs							
Type 48	89	0.90	1,727	0.98	5.15	91	
Type 49	90	0.91	3,228	1.84	2.79	49	
Type 50	200	2.01	2,814	1.60	7.11	126	
Group Independent older people with relatively active lifestyles							
Type 51	0	0.00	439	0.25	0.00	0	
Type 52	0	0.00	1,935	1.10	0.00	0	
Type 53	0	0.00	894	0.51	0.00	0	
Type 54	0	0.00	159	0.09	0.00	0	
Type 55	256	2.58	2,186	1.24	11.71	207	
Type 56	0	0.00	0	0.00	0.00	0	
Group People living in rural areas far from urbanisation							
Type 57	0	0.00	0	0.00	0.00	0	
Type 58	0	0.00	1	0.00	0.00	0	
Type 59	0	0.00	0	0.00	0.00	0	
Type 60	0	0.00	0	0.00	0.00	0	
Type 61	0	0.00	0	0.00	0.00	0	
Total	9,936	100	175,690	100	5.66	100	

sector list:9626

Tel: 0115 968 5027 Email: public.sector@uk.experian.com Or visit: www.business-strategies.co.uk/publicsector

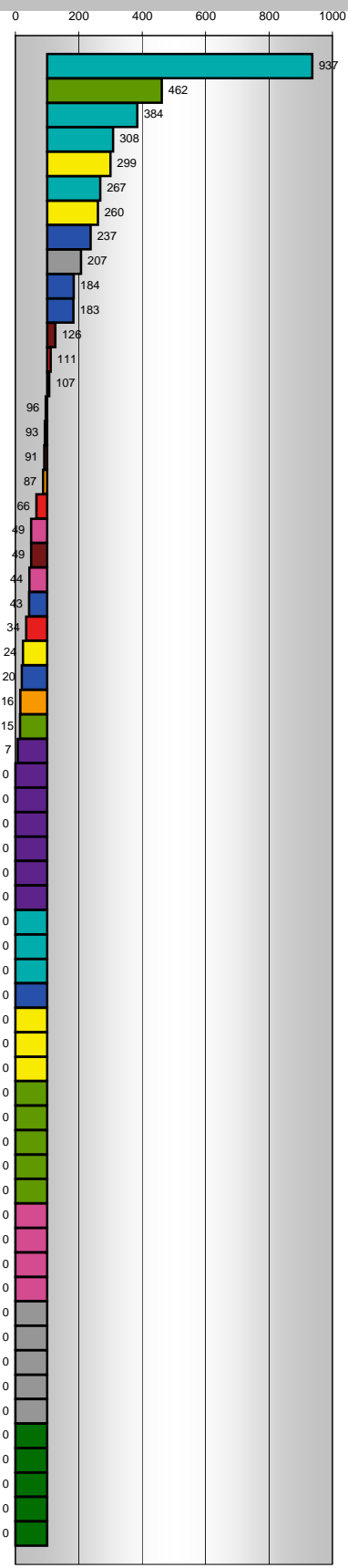


Mosaic Type Profile - Ranked

Your area/file: NPA Brislington Community Partnership

Comparison area/file: Local Authorities - Bristol, City of (Households)

Ranked Mosaic Types	Your area/file	%	Comp.	%	Pen. %	Index
Type 9	160	1.61	302	0.17	52.98	937
Type 32	760	7.65	2,909	1.66	26.13	462
Type 11	90	0.91	414	0.24	21.74	384
Type 13	545	5.49	3,130	1.78	17.41	308
Type 21	1,961	19.74	11,579	6.59	16.94	299
Type 12	398	4.01	2,631	1.50	15.13	267
Type 23	978	9.84	6,639	3.78	14.73	260
Type 18	1,547	15.57	11,520	6.56	13.43	237
Type 55	256	2.58	2,186	1.24	11.71	207
Type 15	203	2.04	1,953	1.11	10.39	184
Type 16	322	3.24	3,103	1.77	10.38	183
Type 50	200	2.01	2,814	1.60	7.11	126
Type 43	183	1.84	2,904	1.65	6.30	111
Type 46	569	5.73	9,392	5.35	6.06	107
Type 47	494	4.97	9,096	5.18	5.43	96
Type 22	185	1.86	3,534	2.01	5.23	93
Type 48	89	0.90	1,727	0.98	5.15	91
Type 45	184	1.85	3,741	2.13	4.92	87
Type 42	88	0.89	2,358	1.34	3.73	66
Type 39	59	0.59	2,113	1.20	2.79	49
Type 49	90	0.91	3,228	1.84	2.79	49
Type 37	145	1.46	5,813	3.31	2.49	44
Type 19	126	1.27	5,194	2.96	2.43	43
Type 41	58	0.58	3,010	1.71	1.93	34
Type 24	53	0.53	3,945	2.25	1.34	24
Type 17	2	0.02	176	0.10	1.14	20
Type 44	25	0.25	2,806	1.60	0.89	16
Type 31	153	1.54	18,574	10.57	0.82	15
Type 5	13	0.13	3,078	1.75	0.42	7
Type 1	0	0.00	2,303	1.31	0.00	0
Type 2	0	0.00	4,852	2.76	0.00	0
Type 3	0	0.00	752	0.43	0.00	0
Type 4	0	0.00	1,031	0.59	0.00	0
Type 6	0	0.00	353	0.20	0.00	0
Type 7	0	0.00	726	0.41	0.00	0
Type 8	0	0.00	1,262	0.72	0.00	0
Type 10	0	0.00	38	0.02	0.00	0
Type 14	0	0.00	0	0.00	0.00	0
Type 20	0	0.00	105	0.06	0.00	0
Type 25	0	0.00	664	0.38	0.00	0
Type 26	0	0.00	119	0.07	0.00	0
Type 27	0	0.00	2,887	1.64	0.00	0
Type 28	0	0.00	1,495	0.85	0.00	0
Type 29	0	0.00	7,038	4.01	0.00	0
Type 30	0	0.00	3,756	2.14	0.00	0
Type 33	0	0.00	7,324	4.17	0.00	0
Type 34	0	0.00	2,190	1.25	0.00	0
Type 35	0	0.00	2,516	1.43	0.00	0
Type 36	0	0.00	211	0.12	0.00	0
Type 38	0	0.00	2,771	1.58	0.00	0
Type 40	0	0.00	0	0.00	0.00	0
Type 51	0	0.00	439	0.25	0.00	0
Type 52	0	0.00	1,935	1.10	0.00	0
Type 53	0	0.00	894	0.51	0.00	0
Type 54	0	0.00	159	0.09	0.00	0
Type 56	0	0.00	0	0.00	0.00	0
Type 57	0	0.00	0	0.00	0.00	0
Type 58	0	0.00	1	0.00	0.00	0
Type 59	0	0.00	0	0.00	0.00	0
Type 60	0	0.00	0	0.00	0.00	0
Type 61	0	0.00	0	0.00	0.00	0
Total	9,936	100	175,690	100	5.66	100



Top 10 Mosaic Public Sector Types

Your area/file: NPA Brislington Community Partnership

Comparison area/file: Local Authorities - Bristol, City of (Households)

This page identifies the top ten Mosaic UK types in your area ranked on percentage. Following this is a description of the top 2 types.

Rank	Mosaic Type	Your area/file	%	Comp.	% Pen. %	Index
1	Type 9 Well qualified couples typically starting a family on a recently built private estate	160	1.61	302	0.17 52.98	937
2	Type 32 Singles and childless couples in small units in newly built private estates	760	7.65	2909	1.66 26.13	462
3	Type 11 Dual income families on intermediate incomes living on modern estates	90	0.91	414	0.24 21.74	384
4	Type 13 First generation owner occupiers, many with large amounts of consumer debt	545	5.49	3130	1.78 17.41	308
5	Type 21 Mixed communities of urban residents living in well built early 20th century housing	1961	19.74	11579	6.59 16.94	299
6	Type 12 Middle income families with children living in estates of modern private homes	398	4.01	2631	1.50 15.13	267
7	Type 23 Owners of affordable terraces built to house 19th century heavy industrial workers	978	9.84	6639	3.78 14.73	260
8	Type 18 Inter war suburbs many with less strong cohesion than they originally had	1547	15.57	11520	6.56 13.43	237
9	Type 55 Older people preferring to live in familiar surroundings in small market towns	256	2.58	2186	1.24 11.71	207
10	Type 15 Senior white collar workers many on the verge of a financially secure retirement	203	2.04	1953	1.11 10.39	184

Type 9



Type B09 contains recently married couples and co-habiting partners, often in their late twenties and early thirties. They are moving into the family stage of their lives and will start having children soon if they have not already done so. They tend to be quite well qualified people who are comfortable working the procedures needed to secure advancement in large corporate enterprises.

Key Facts

- Young couples
- Young children
- New housing estates
- Well educated
- Hard working
- IT, Sales and Marketing
- Mostly good diet
- Outdoor activities

Type 32



Type E32 are neighbourhoods which contain people in their mid twenties, with good educational qualifications, who have made a successful start in professional careers.

Key Facts

- Older working ages
- Approaching retirement
- Older children at home
- Well educated
- Good health and diet
- Personal comfort
- Care for environment
- Several holidays

- Type 1 Financially successful people living in smart flats in cosmopolitan inner city locations
- Type 2 Highly educated senior professionals, many working in the media, politics and law
- Type 3 Successful managers living in very large houses in outer suburban locations
- Type 4 Financially secure couples, many close to retirement, living in sought after suburbs
- Type 5 Senior professionals and managers living in the suburbs of major regional centres
- Type 6 Successful, high earning couples with new jobs in areas of growing high tech employment
- Type 7 Well paid executives living in individually designed homes in rural environments

- Type 8 Families and singles living in developments built since 2001
- Type 9 Well qualified couples typically starting a family on a recently built private estate
- Type 10 Financially better off families living in relatively spacious modern private estates
- Type 11 Dual income families on intermediate incomes living on modern estates
- Type 12 Middle income families with children living in estates of modern private homes
- Type 13 First generation owner occupiers, many with large amounts of consumer debt
- Type 14 Military personnel living in purpose built accommodation

- Type 15 Senior white collar workers many on the verge of a financially secure retirement
- Type 16 Low density private estates, now with self reliant couples approaching retirement
- Type 17 Small business proprietors living in low density estates in smaller communities
- Type 18 Inter war suburbs many with less strong cohesion than they originally had
- Type 19 Singles and childless couples increasingly taking over attractive older suburbs
- Type 20 Suburbs sought after by the more successful members of the Asian community

- Type 21 Mixed communities of urban residents living in well built early 20th century housing
- Type 22 Comfortably off manual workers living in spacious but inexpensive private houses
- Type 23 Owners of affordable terraces built to house 19th century heavy industrial workers
- Type 24 Low income families living in cramped Victorian terraced housing in inner city locations
- Type 25 Centres of small market towns and resorts containing many hostels and refuges
- Type 26 Communities of lowly paid factory workers, many of them of South Asian descent
- Type 27 Multi-cultural inner city terraces attracting second generation settlers from diverse communities

- Type 28 Neighbourhoods with transient singles living in multiply occupied large old houses
- Type 29 Economically successful singles, many living in privately rented inner city flats
- Type 30 Young professionals and their families who have gentrified terraces in pre 1914 suburbs
- Type 31 Well educated singles and childless couples colonising inner areas of provincial cities
- Type 32 Singles and childless couples in small units in newly built private estates
- Type 33 Older neighbourhoods increasingly taken over by short term student renters
- Type 34 Halls of residence and other buildings occupied mostly by students

- Type 35 Young people renting hard to let social housing often in disadvantaged inner city locations
- Type 36 High density social housing, mostly in inner London, with high levels of diversity
- Type 37 Young families living in upper floors of social housing
- Type 38 Singles, childless couples and older people living in high rise social housing
- Type 39 Older people living in crowded apartments in high density social housing
- Type 40 Older tenements of small private flats often occupied by highly disadvantaged individuals

- Type 41 Families, many single parent, in deprived social housing on the edge of regional centres
- Type 42 Families with school age children, living in very large social housing estates on the outskirts of provincial cities
- Type 43 Older people, many in poor health from work in heavy industry, in low rise social housing

- Type 44 Manual workers, many close to retirement, in low rise houses in ex-manufacturing towns
- Type 45 Older couples, mostly in small towns, who now own houses once rented from the council
- Type 46 Residents in 1930s and 1950s council estates, typically in London, now mostly owner occupiers
- Type 47 Social housing, typically in 'new towns', with good job opportunities for the poorly qualified

- Type 48 Older people living in small council and housing association flats
- Type 49 Low income older couples renting low rise social housing in industrial regions
- Type 50 Older people receiving care in homes or sheltered accommodation

- Type 51 Very elderly people, many financially secure, living in privately owned retirement flats
- Type 52 Better off older people, singles and childless couples in developments of private flats
- Type 53 Financially secure and physically active older people, many retired to semi rural locations
- Type 54 Older couples, independent but on limited incomes, living in bungalows by the sea
- Type 55 Older people preferring to live in familiar surroundings in small market towns
- Type 56 Neighbourhoods with retired people and transient singles working in the holiday industry

- Type 57 Communities of retired people and second homers in areas of high environmental quality
- Type 58 Well off commuters and retired people living in attractive country villages
- Type 59 Country people living in still agriculturally active villages, mostly in lowland locations
- Type 60 Smallholders and self employed farmers, living beyond the reach of urban commuters
- Type 61 Low income farmers struggling on thin soils in isolated upland locations

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 of your chosen area as a Mosaic count.

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:
The number of records in your chosen comparison area as a Mosaic count.

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 Profile

Your area/file: Example
Comparison area/file: Example

Date: 12/03/2008
Client: Example
Your contact: Example

Mosaic Public Sector classifies all citizens in the United Kingdom by allocating them to one of 61 Types and 11 Groups. The Groups and Types in these profiles paint a rich picture of UK citizens in terms of their socio-economic and socio-cultural behaviour.

Mosaic Public Sector Groups	Your area/file	%	Comp.	%	Pen. %	Index
A Career professionals living in sought after locations	1,443	27.65	2,552,893	9.93	0.06	278
B Younger families living in newer homes	865	16.58	3,019,482	11.75	0.03	141
C Older families living in suburbia	764	14.64	3,957,083	15.39	0.02	95
D Close-knit, inner city and manufacturing town communities	429	8.22	4,194,477	16.32	0.01	50
E Educated, young, single people living in areas of transient populations	924	17.71	1,763,132	6.86	0.05	258
F People living in social housing with uncertain employment in deprived areas	126	2.41	1,629,998	6.34	0.01	38
G Low income families living in estate based social housing	21	0.40	1,843,909	7.17	0.00	6
H Upwardly mobile families living in homes bought from social landlords	153	2.93	2,491,995	9.69	0.01	30
I Older people living in social housing with high care needs	26	0.50	1,003,639	3.90	0.00	13
J Independent older people with relatively active lifestyles	157	3.01	1,826,887	7.11	0.01	42
K People living in rural areas far from urbanisation	310	5.94	1,423,664	5.54	0.02	107
Total	5,218	100	25,707,159	100	0.02	100

Your AreaFile vs Comparison AreaFile By Mosaic Public Sector Groups

Ranked Mosaic Groups	Your area/file	%	Comp.	%	Pen. %	Index
Group A	1,443	27.65	2,552,893	9.93	0.06	278
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Group G	21	0.40	1,843,909	7.17	0.00	6
Total	5,218	100	25,707,159	100	0.02	100

sector list: 3626
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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 your area % is lower than the comparison area %. Right of centre means your area % is higher than the comparison area %.

Percentage Chart:
Shows your area % for each Mosaic group compared to the comparison area % for each Mosaic group.

Ranked Mosaic Group:
Each Mosaic group ranked in descending order by index value.

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.

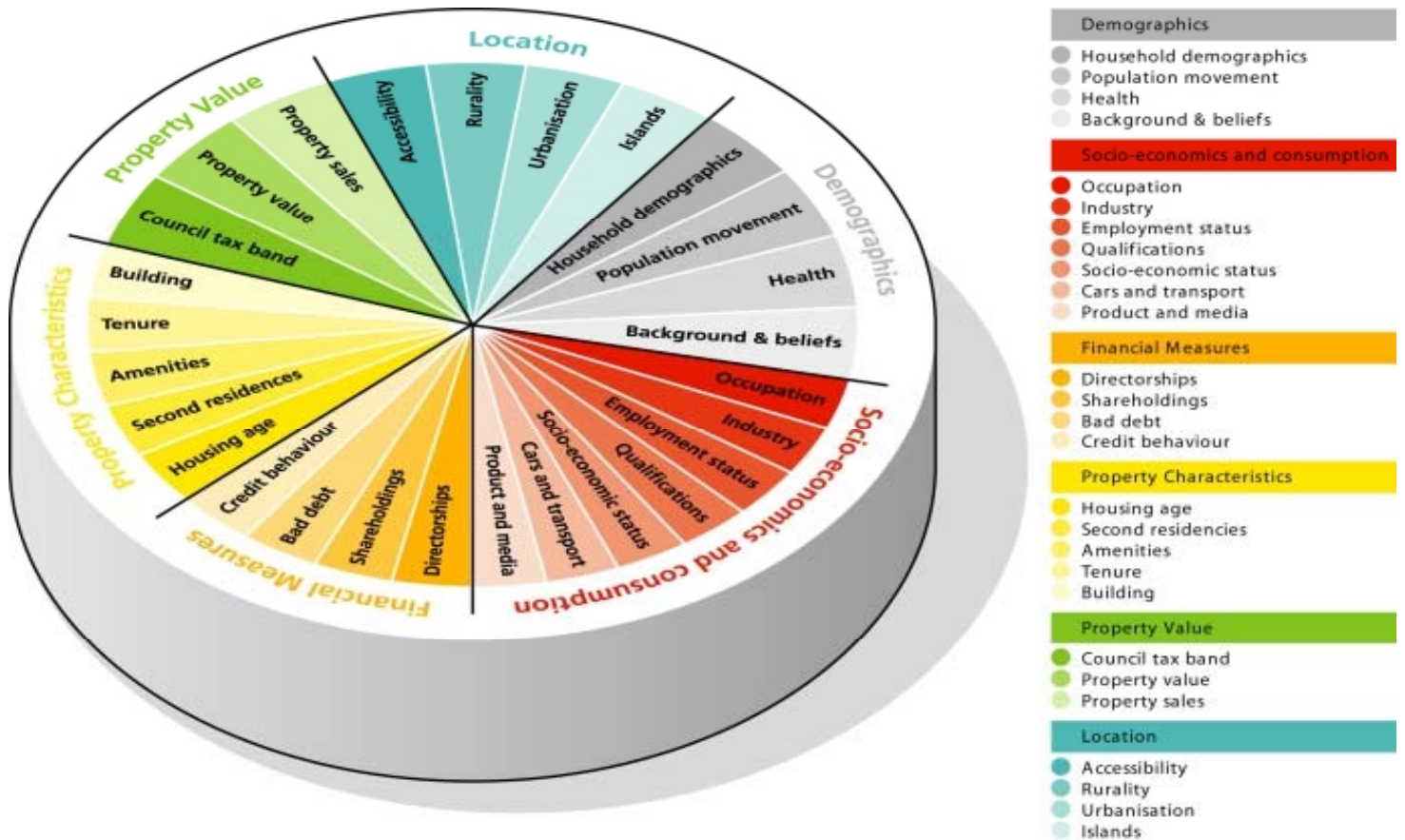
Index:
Shows how close your area % is to the comparison area %. An index of 100 means your area % is equal to the comparison area %. Below 100 means your area % is lower than the comparison area %. Above 100 means your area % is higher than the comparison area %.

Data Sources

54% of the data used to build Mosaic is sourced from the 2001 Census. The remaining 46% is derived from our Consumer Segmentation Database. It includes the edited Electoral Roll, Experian Lifestyle Survey information and Consumer Credit Activity, alongside Post Office Address File, Shareholders Register, House Price and Council Tax information. All of this information is updated annually.

Qualitative research was also undertaken covering the whole of the UK. This validated the accuracy of Mosaic 'on the ground'. We employed a number of the UK's leading experts in the fields of consumer psychology, human geography and economics to interpret the classification.

This research also links to a number of authoritative sources of market research, including BMRB's Target Group Index (TGI), The British Crime Survey, MORI's Financial Research, The Expenditure and Food Survey (EFS), Forrester's Technographics and Internet User Monitor, the English and Welsh Index of Multiple Deprivation, National Pupil Database, Health Survey for England and Hospital Episode Statistics.



The Mosaic Public Sector 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.

Each Type is placed on the Family Tree on the basis of 6 key demographic dimensions. These are city centre/rural, income, house tenure, young/elderly and marital status (displayed in grey).

The outer dimensions displayed in black are related to consumer orientation and how these are related to their Mosaic Type.

