

Your area or file:

NP14 Hengrove and Stockwood

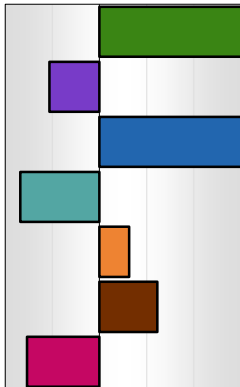
Comparison area or file:

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	44	8.96	2,831	1.55	1.55	578
B Affluent households	12	2.44	9,461	5.18	0.13	47
C Middle income families	146	29.74	19,420	10.64	0.75	279
D Young people starting out	27	5.50	62,350	34.16	0.04	16
E Lower income residents	197	40.12	55,708	30.52	0.35	131
F Elderly occupants	52	10.59	11,980	6.56	0.43	161
G Social housing tenants	13	2.65	20,789	11.39	0.06	23
Total	491	100	182,539	100	0.27	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

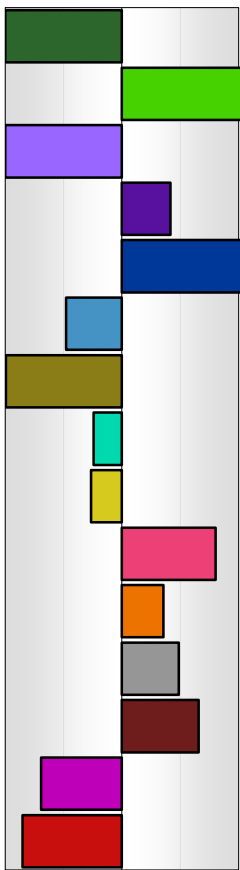
Supergroup B - Groups C and D

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	44	8.96	2,831	1.55	1.55	578
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	12	2.44	3,152	1.73	0.38	142
E Middle income families living in moderate suburban semis	143	29.12	17,289	9.47	0.83	307
F Couples with young children in comfortable modern housing	3	0.61	2,131	1.17	0.14	52
G Young, well-educated city dwellers	1	0.20	49,582	27.16	0.00	1
H Couples and young singles in small modern starter homes	26	5.30	12,768	6.99	0.20	76
I Lower income workers in urban terraces in often diverse areas	36	7.33	18,171	9.95	0.20	74
J Owner occupiers in older-style housing in ex-industrial areas	97	19.76	19,999	10.96	0.49	180
K Residents with sufficient incomes in right-to-buy social housing	64	13.03	17,538	9.61	0.36	136
L Active elderly people living in pleasant retirement locations	12	2.44	2,999	1.64	0.40	149
M Elderly people reliant on state support	40	8.15	8,981	4.92	0.45	166
N Young people renting flats in high density social housing	9	1.83	10,851	5.94	0.08	31
O Families in low-rise social housing with high levels of benefit need	4	0.81	9,938	5.44	0.04	15
Total	491	100	182,539	100	0.27	100



Your area or file:

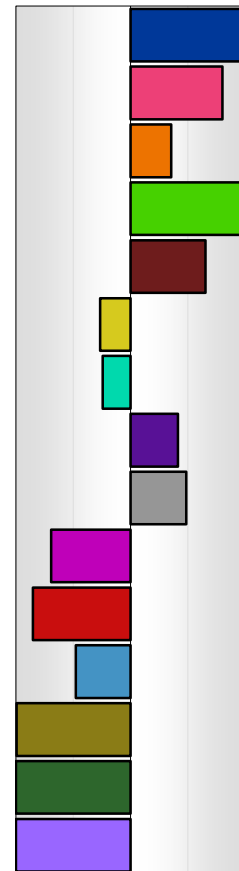
NP14 Hengrove and Stockwood

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	E Middle income families living in moderate suburban semis	143	29.12	17,289	9.47	0.83	307
2	J Owner occupiers in older-style housing in ex-industrial areas	97	19.76	19,999	10.96	0.49	180
3	K Residents with sufficient incomes in right-to-buy social housing	64	13.03	17,538	9.61	0.36	136
4	B Residents of small and mid-sized towns with strong local roots	44	8.96	2,831	1.55	1.55	578
5	M Elderly people reliant on state support	40	8.15	8,981	4.92	0.45	166
6	I Lower income workers in urban terraces in often diverse areas	36	7.33	18,171	9.95	0.20	74
7	H Couples and young singles in small modern starter homes	26	5.30	12,768	6.99	0.20	76
8	D Successful professionals living in suburban or semi-rural homes	12	2.44	3,152	1.73	0.38	142
9	L Active elderly people living in pleasant retirement locations	12	2.44	2,999	1.64	0.40	149
10	N Young people renting flats in high density social housing	9	1.83	10,851	5.94	0.08	31
11	O Families in low-rise social housing with high levels of benefit need	4	0.81	9,938	5.44	0.04	15
12	F Couples with young children in comfortable modern housing	3	0.61	2,131	1.17	0.14	52
13	G Young, well-educated city dwellers	1	0.20	49,582	27.16	0.00	1
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		491	100	182,539	100	0.27	100



E Middle income families living in moderate suburban semis



Key Features

- Manual and white collar
- Married
- Middle age
- Children
- Leafy suburbs
- Comfortable affordable housing
- Home improvement
- Family life
- Industrious
- Mainstream brands

Communication Preferences

- Access Information**
[Telephone](#), [Internet](#), [Interactive TV](#)
- Not Face to Face**
- Service Channels**
[Internet](#), [Telephone](#), [Post](#), [Mobile Phone](#)
- Not Face to Face**

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 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	17	3.46	1,096	0.60	1.55	577	
B06	Self employed trades people living in smaller communities	2	0.41	167	0.09	1.20	445	
B07	Empty nester owner occupiers making little use of public services	25	5.09	1,345	0.74	1.86	691	
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	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	2	0.41	1,546	0.85	0.13	48	
D15	Well off commuters living in spacious houses in semi rural settings	5	1.02	767	0.42	0.65	242	
D16	Higher income families concerned with education and careers	5	1.02	446	0.24	1.12	417	
Group E - Middle income families living in moderate suburban semis								
E17	Comfortably off suburban families weakly tied to their local community	21	4.28	3,311	1.81	0.63	236	
E18	Industrial workers living comfortably in owner occupied semis	12	2.44	1,553	0.85	0.77	287	
E19	Self reliant older families in suburban semis in industrial towns	58	11.81	7,124	3.90	0.81	303	
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	52	10.59	4,856	2.66	1.07	398	
Group F - Couples with young children in comfortable modern housing								
F22	Busy executives in town houses in dormitory settlements	2	0.41	1,321	0.72	0.15	56	
F23	Early middle aged parents likely to be involved in their children's education	1	0.20	79	0.04	1.27	471	
F24	Young parents new to their neighbourhood, keen to put down roots	0	0.00	731	0.40	0.00	0	
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	0	0.00	9,088	4.98	0.00	0	
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	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	1	0.20	2,914	1.60	0.03	13	
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	13	2.65	6,877	3.77	0.19	70	
H36	Young singles and sharers renting small purpose built flats	7	1.43	3,289	1.80	0.21	79	
H37	Young owners and rented developments of mixed tenure	3	0.61	1,689	0.93	0.18	66	
H38	People living in brand new residential developments	3	0.61	913	0.50	0.33	122	
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	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	31	6.31	6,765	3.71	0.46	170	
I44	Low income families occupying poor quality older terraces	5	1.02	5,918	3.24	0.08	31	
Group J - Owner occupiers in older-style housing in ex-industrial areas								
J45	Low income communities reliant on low skill industrial jobs	41	8.35	10,341	5.67	0.40	147	
J46	Residents in blue collar communities revitalised by commuters	9	1.83	6,393	3.50	0.14	52	
J47	Comfortably off industrial workers owning their own homes	47	9.57	3,265	1.79	1.44	535	
Group K - Residents with sufficient incomes in right-to-buy council houses								
K48	Middle aged couples and families in right-to-buy homes	24	4.89	3,135	1.72	0.77	285	
K49	Low income older couples long established in former council estates	7	1.43	2,489	1.36	0.28	105	
K50	Older families in low value housing in traditional industrial areas	15	3.05	4,437	2.43	0.34	126	
K51	Often indebted families living in low rise estates	18	3.67	7,477	4.10	0.24	89	
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	12	2.44	559	0.31	2.15	798	
L55	Capable older people leasing / owning flats in purpose built blocks	0	0.00	1,896	1.04	0.00	0	
Groups M - Elderly people reliant on state support								
M56	Older people living on social housing estates with limited budgets	14	2.85	2,267	1.24	0.62	230	
M57	Old people in flats subsisting on welfare payments	11	2.24	1,592	0.87	0.69	257	
M58	Less mobile older people requiring a degree of care	1	0.20	1,843	1.01	0.05	20	
M59	People living in social accommodation designed for older people	14	2.85	3,279	1.80	0.43	159	
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	1	0.20	1,730	0.95	0.06	21	
N61	Childless tenants in social housing flats with modest social needs	8	1.63	4,006	2.19	0.20	74	
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	4	0.81	4,146	2.27	0.10	36	
O68	Families with varied structures living on low rise social housing estates	0	0.00	2,250	1.23	0.00	0	
O69	Vulnerable young parents needing substantial state support	0	0.00	3,542	1.94	0.00	0	
Total		491	100	182,539	100	0.27	100	

Your area or file:

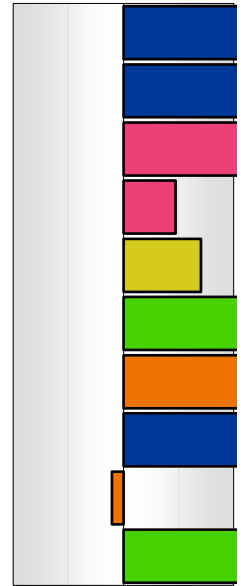
NP14 Hengrove and Stockwood

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	19 Self reliant older families in suburban semis in industrial towns	58	11.81	7,124	3.90	0.81	303
2	21 Middle aged families living in less fashionable inter war suburban semis	52	10.59	4,856	2.66	1.07	398
3	47 Comfortably off industrial workers owning their own homes	47	9.57	3,265	1.79	1.44	535
4	45 Low income communities reliant on low skill industrial jobs	41	8.35	10,341	5.67	0.40	147
5	43 Older town centres terraces with transient, single populations	31	6.31	6,765	3.71	0.46	170
6	7 Empty nester owner occupiers making little use of public services	25	5.09	1,345	0.74	1.86	691
7	48 Middle aged couples and families in right-to-buy homes	24	4.89	3,135	1.72	0.77	285
8	17 Comfortably off suburban families weakly tied to their local community	21	4.28	3,311	1.81	0.63	236
9	51 Often indebted families living in low rise estates	18	3.67	7,477	4.10	0.24	89
10	5 Better off empty nesters in low density estates on town fringes	17	3.46	1,096	0.60	1.55	577



19 Self reliant older families in suburban semis in industrial towns



Key Features

- White collar and technical workers
- Moderate incomes
- Comfortably off
- Paid off mortgages
- Very cautious borrowers
- Loyal to large brands
- Not ostentatious
- Mix of ages

Communication Preferences

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

21 Middle aged families living in less fashionable inter war suburban semis



Key Features

- Spacious housing and gardens
- Couples in their 40s and 50s
- Modest ambitions
- Price conscious
- Settled in communities
- Mid to lower incomes
- Children lacking money to leave
- Self esteem independent of material suc

Communication Preferences

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

47 Comfortably off industrial workers owning their own homes



Key Features

- Married couples, 50s and 60s
- Reasonable wages
- Skilled work
- Grown up children
- Spacious semis
- Often single income households
- Old fashioned values
- Grandchildren

Communication Preferences

- Access Information**
[Face to Face and Local Papers](#)
- Not Internet, Telephone or SMS Text**
- Service Channels**
[Face to Face](#)
- Not Internet, Telephone or 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.

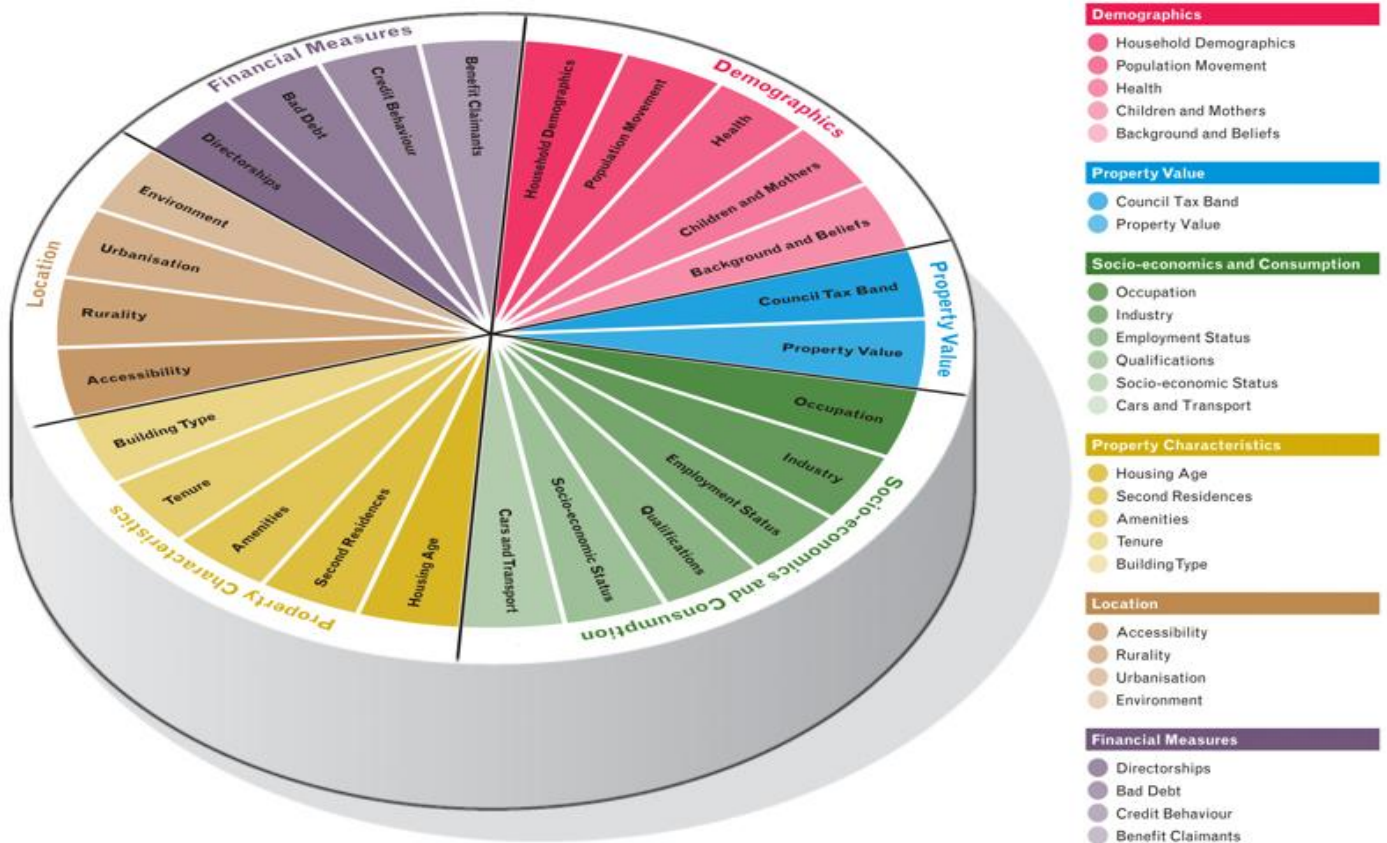
Mosaic Public Sector Data Sources

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.

