Experian™
Mosaic United Kingdom

Customer Profile

Member Base

On Behalf Of The Association of Ex-Round Tablers

Reference number:	Q10992
Your area or file :	Customer File
Base:	UK Households
Date:	08/03/2012
Your contact:	David Hilton

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Or visit: www.dataintelligence.co.uk

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Mosaic Profile

Your reference number:	Q10992
Your area or file (target):	Customer File
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Date:	08/03/2012
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**Experian™ Mosaic United Kingdom**

Mosaic UK classifies all consumers in the United Kingdom by allocating them to one of 67 Types and 15 Groups. The Groups and Types in these profiles paint a rich picture of UK consumers in terms of their socio-economic and socio-cultural behaviour.

Mosaic Lifestyle Groups	Target	%	Base	%	Pen. %	Index
A Alpha Territory	2,725	19.38	948,958	3.53	0.29	548
B Professional Rewards	5,530	39.33	2,190,431	8.16	0.25	482
C Rural Solitude	1,543	10.97	1,174,500	4.37	0.13	251
D Small Town Diversity	1,571	11.17	2,413,192	8.99	0.07	124
E Active Retirement	859	6.11	1,188,281	4.42	0.07	138
F Suburban Mindsets	741	5.27	3,035,978	11.30	0.02	47
G Careers and Kids	440	3.13	1,545,708	5.76	0.03	54
H New Homemakers	47	0.33	1,579,182	5.88	0.00	6
I Ex-Council Community	98	0.70	2,314,910	8.62	0.00	8
J Claimant Culture	8	0.06	1,452,875	5.41	0.00	1
K Upper Floor Living	4	0.03	1,353,121	5.04	0.00	1
L Elderly Needs	76	0.54	1,436,129	5.35	0.01	10
M Industrial Heritage	249	1.77	2,031,566	7.56	0.01	23
N Terraced Melting Pot	29	0.21	1,915,088	7.13	0.00	3
O Liberal Opinions	141	1.00	2,277,351	8.48	0.01	12
Total	**14,061**	**100**	**26,857,270**	**100**	**0.05**	**100**
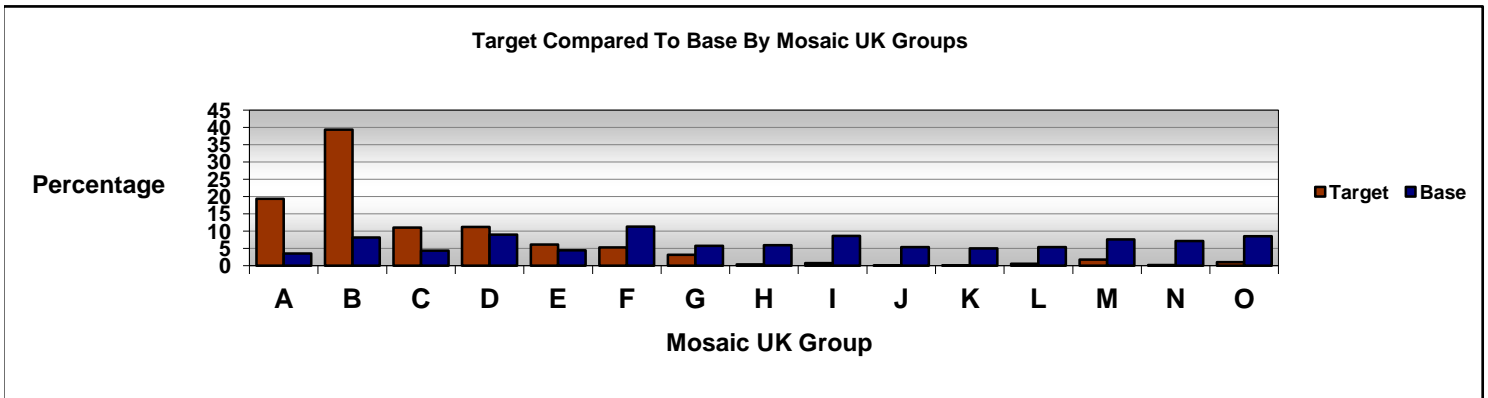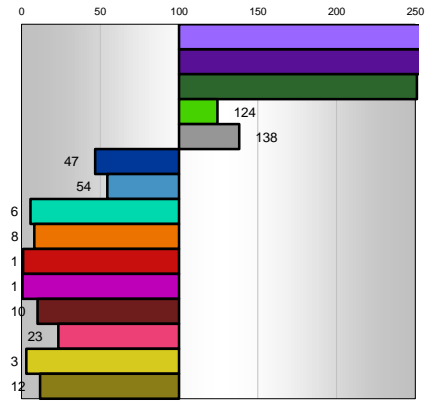
Target Compared To Base By Mosaic UK Groups

Ranked Mosaic Lifestyle Groups	Target	%	Base	%	Pen. %	Index
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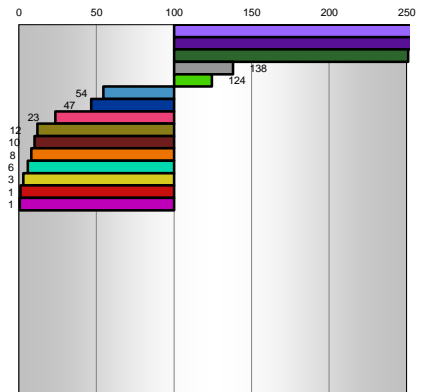
| Reference Number:: | Q10992 | | | | | |
| Target: | Customer File | | | Base: | UK Households | |

| Mosaic Types	Target	%	Base	%	Pen. %	Index	
A Alpha Territory							
A01 Global Power Brokers	5	0.04	63,557	0.24	0.01	15	
A02 Voices of Authority	354	2.52	326,144	1.21	0.11	207	
A03 Business Class	2,001	14.23	445,808	1.66	0.45	857	
A04 Serious Money	365	2.60	113,449	0.42	0.32	615	
B Professional Rewards							
B05 Mid-Career Climbers	908	6.46	569,907	2.12	0.16	304	
B06 Yesterday's Captains	1,841	13.09	500,191	1.86	0.37	703	
B07 Distinctive Success	398	2.83	121,337	0.45	0.33	627	
B08 Dormitory Villagers	1,048	7.45	401,632	1.50	0.26	498	
B09 Escape to the Country	189	1.34	349,283	1.30	0.05	103	
B10 Parish Guardians	1,146	8.15	248,081	0.92	0.46	882	
C Rural Solitude							
C11 Squires Among Locals	509	3.62	239,050	0.89	0.21	407	
C12 Country Loving Elders	591	4.20	359,579	1.34	0.16	314	
C12 Modern Agribusiness	204	1.45	314,787	1.17	0.06	124	
C14 Farming Today	175	1.24	153,429	0.57	0.11	218	
C15 Upland Struggle	64	0.46	107,655	0.40	0.06	114	
D Small Town Diversity							
D16 Side Street Singles	68	0.48	305,329	1.14	0.02	43	
D17 Jacks of All Trades	151	1.07	572,247	2.13	0.03	50	
D18 Hardworking Families	687	4.89	661,239	2.46	0.10	198	
D19 Innate Conservatives	665	4.73	874,377	3.26	0.08	145	
E Active Retirement							
E20 Golden Retirement	310	2.20	184,559	0.69	0.17	321	
E21 Bungalow Quietude	226	1.61	448,866	1.67	0.05	96	
E22 Beachcombers	190	1.35	179,829	0.67	0.11	202	
E23 Balcony Downsizers	133	0.95	375,027	1.40	0.04	68	
F Suburban Mindsets							
F24 Garden Suburbia	399	2.84	630,819	2.35	0.06	121	
F25 Production Managers	149	1.06	694,714	2.59	0.02	41	
F26 Mid-Market Families	126	0.90	730,160	2.72	0.02	33	
F27 Shop Floor Affluence	61	0.43	707,336	2.63	0.01	16	
F28 Asian Attainment	6	0.04	272,949	1.02	0.00	4	
G Careers and Kids							
G29 Footloose Managers	141	1.00	455,931	1.70	0.03	59	
G30 Soccer Dads and Mums	51	0.36	341,212	1.27	0.01	29	
G31 Domestic Comfort	219	1.56	285,580	1.06	0.08	146	
G32 Childcare Years	29	0.21	419,253	1.56	0.01	13	
G33 Military Dependents	0	0.00	43,732	0.16	0.00	0	
H New Homemakers							
H34 Buy-to-Let Territory	8	0.06	472,961	1.76	0.00	3	
H35 Brownfield Pioneers	4	0.03	423,352	1.58	0.00	2	
H36 Foot on the Ladder	24	0.17	605,795	2.26	0.00	8	
H37 First to Move In	11	0.08	77,074	0.29	0.01	27	
I Ex-Council Community							
I38 Settled Ex-Tenants	22	0.16	542,500	2.02	0.00	8	
I39 Choice Right to Buy	47	0.33	491,038	1.83	0.01	18	
I40 Legacy of Labour	13	0.09	719,979	2.68	0.00	3	
I41 Stressed Borrowers	16	0.11	561,393	2.09	0.00	5	
J Claimant Culture							
J42 Worn-Out Workers	2	0.01	630,649	2.35	0.00	1	
J43 Streetwise Kids	4	0.03	307,062	1.14	0.00	2	
J44 New Parents in Need	2	0.01	515,164	1.92	0.00	1	
K Upper Floor Living							
K45 Small Block Singles	3	0.02	393,206	1.46	0.00	1	
K46 Tenement Living	1	0.01	270,218	1.01	0.00	1	
K47 Deprived View	0	0.00	125,544	0.47	0.00	0	
K48 Multicultural Towers	0	0.00	341,271	1.27	0.00	0	
K49 Re-Housed Migrants	0	0.00	222,882	0.83	0.00	0	
L Elderly Needs							
L50 Pensioners in Blocks	8	0.06	303,247	1.13	0.00	5	
L51 Sheltered Seniors	2	0.01	245,333	0.91	0.00	2	
L52 Meals on Wheels	23	0.16	192,968	0.72	0.01	23	
L53 Low Spending Elders	43	0.31	694,581	2.59	0.01	12	
M Industrial Heritage							
M54 Clocking Off	140	1.00	619,259	2.31	0.02	43	
M55 Backyard Regeneration	66	0.47	599,861	2.23	0.01	21	
M56 Small Wage Owners	43	0.31	812,446	3.03	0.01	10	
N Terraced Melting Pot							
N57 Back-to-Back Basics	11	0.08	532,099	1.98	0.00	4	
N58 Asian Identities	1	0.01	236,164	0.88	0.00	1	
N59 Low-Key Starters	13	0.09	722,565	2.69	0.00	3	
N60 Global Fusion	4	0.03	424,260	1.58	0.00	2	
O Liberal Opinions							
O61 Convivial Homeowners	72	0.51	474,628	1.77	0.02	29	
O62 Crash Pad Professionals	11	0.08	303,421	1.13	0.00	7	
O63 Urban Cool	20	0.14	298,557	1.11	0.01	13	
O64 Bright Young Things	6	0.04	444,425	1.65	0.00	3	
O65 Anti-Materialists	11	0.08	291,060	1.08	0.00	7	
O66 University Fringe	20	0.14	252,121	0.94	0.01	15	
O67 Study Buddies	1	0.01	213,139	0.79	0.00	1	
Total	**14,061**	**100**	**26,857,270**	**100**	**0.05**	**100**	

Your reference number:	Q10992		
Target:	Customer File	Base:	UK Households

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

Rank	Mosaic Type	Target Count	Target %	Base Count	Base %	Pen %	Index	
1	A03 Business Class	2,001	14.23%	445,808	1.66%	0.45%	857	
2	B06 Yesterday's Captains	1,841	13.09%	500,191	1.86%	0.37%	703	
3	B10 Parish Guardians	1,146	8.15%	248,081	0.92%	0.46%	882	
4	B08 Dormitory Villagers	1,048	7.45%	401,632	1.50%	0.26%	498	
5	B05 Mid-Career Climbers	908	6.46%	569,907	2.12%	0.16%	304	
6	D18 Hardworking Families	687	4.89%	661,239	2.46%	0.10%	198	
7	D19 Innate Conservatives	665	4.73%	874,377	3.26%	0.08%	145	
8	C12 Country Loving Elders	591	4.20%	359,579	1.34%	0.16%	314	
9	C11 Squires Among Locals	509	3.62%	239,050	0.89%	0.21%	407	
10	F24 Garden Suburbia	399	2.84%	630,819	2.35%	0.06%	121	
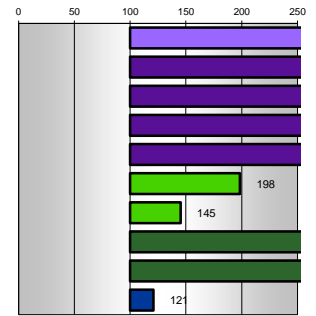
A03 Business Class

Business Class are many extremely comfortably off people in their 50s and 60s, living in substantial family homes surrounded by extensive, mature gardens in well established residential suburbs. These people have substantial disposable incomes and liquid assets.

Key Facts

50s and 60s
Comfortable
Premium brands
Large homes
Extensive gardens
Sought after areas
Carefree family life
Hardworking

B06 Yesterday's Captains

Yesterday's Captains are mostly older professionals and managers who live in attractive and spacious houses in well established suburbs of large provincial cities. Here we find people still with active minds and interests who are either approaching or have recently reached retirement, whose children may have left home recently and who, though comfortably off, nevertheless have to be wise in how they spend their declining incomes.

Key Facts

Attractive spacious houses
Owner occupied
Suburbs
Active minds
Recently retired professionals
Empty nesters
Traditional
Quality and service

B10 Parish Guardians

Parish Guardians are large numbers of older people who prefer to live their retired years in a village environment rather than in a seaside bungalow or flat. These are generally prosperous older people who have maintained good health and can now look forward to enjoying an active and independent retirement.

Key Facts

Well-off retirees
Charming villages
Active
Independent
Traditional
Individuality
Arts / antiques
Nature

Profile Reports Explained:

A profile report allows you to understand the characteristics of a customer / prospect file or a geographical catchment, compared to a comparison

file or area known as a base.

Target Percentage:
The number of records of your chosen customers that fall within each Mosaic group as a percentage of the Target total. This can be used to identify the key groups that your customers belong to.

Base:
The number of records of your chosen comparison population as a Mosaic count.

Base Percentage:
The number of records in your chosen comparison population that fall within each Mosaic group as a percentage of the Base Total.

Target:
The number of records of your chosen customers as a Mosaic count.

Hyperlinks:
Click here on the groups and types pages for more information. (requires an internet connection)

The Target % for each Mosaic group compared to the Base % for each Mosaic group

Ranked Mosaic Lifestyle Group:
Each Mosaic group ranked by Index value.

Index Value Graph:
Shows the index value visually. The centre line equals 100 where the target percentage and base percentage are equal.
Left of Centre:
Target percentage is lower than the base percentage.
Right of centre:
The target percentage is higher than the base percentage.

Index:
Shows how close the the Target percentage is to the Base percentage.
An index of 100 means the target percentage is equal to the base.
Less than 100:
There is a lower target percentage than the base percentage
Greater than 100:
There is a higher target percentage than the base percentage

Greater than a 100 means that you have a higher percentage of customers in the group than you would expect compared to the base.

Penetration Percentage:
Shows the proportion of the Base that is made up of the Target population, split by mosaic group. Use this to see the share of each Mosaic group that you attract as customers.

Embedded Report Sample

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Profile Title

Your reference number:	Example		25/06/2009
Your area or file (target):	Example		Example
Your area or file (base):	Example		Example

Experian Mosaic United Kingdom — Mosaic UK classifies all consumers in the United Kingdom by allocating them one of 67 Types and 15 Groups. The Groups and Types in these profiles paint a rich picture of UK consumers in terms of their socio-economic and socio-cultural behaviour.

Mosaic Lifestyle Groups	Target	%	Base	%	Pen. %	Index
A Alpha Territory	1,675	0.31	2,159,546	3.55	0.08	9
B Professional Rewards	18,558	3.47	5,296,512	8.72	0.35	40
C Rural Solitude	107,656	20.11	2,652,410	4.37	4.06	461
D Small Town Diversity	131,786	24.62	5,314,999	8.75	2.48	281
E Active Retirement	59,915	11.19	2,205,895	3.63	2.72	308
F Suburban Mindsets	23,520	4.39	7,434,361	12.24	0.32	36
G Careers and Kids	9,924	1.85	3,508,772	5.78	0.28	32
H New Homemakers	13,558	2.53	2,624,980	4.32	0.52	59
I Ex-Council Community	59,254	11.07	5,961,044	9.81	0.99	113
J Claimant Culture	16,560	3.09	3,566,649	5.87	0.46	53
K Upper Floor Living	2,635	0.49	3,043,446	5.01	0.09	10
L Elderly Needs	22,667	4.23	2,632,309	4.33	0.86	98
M Industrial Heritage	44,629	8.34	4,730,954	7.79	0.94	107
N Terraced Melting Pot	13,446	2.51	4,666,352	7.68	0.29	33
O Liberal Opinions	9,541	1.78	4,958,401	8.16	0.19	22
Total	**535,324**	**100**	**60,756,630**	**100**	**0.88**	**100**

Target Compared To Base By Mosaic UK Groups

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About Data Intelligence:

Data Intelligence is Experian's bureau and consultancy service, which offers quick and easy access to our data. Data Intelligence combines

the strengths of our consumer and business information with our in-house analysis and support tools and our expertise in handling and

interpreting geographical information.

Experian™
Mosaic United Kingdom

Mosaic UK Data Sources

Data Sources

A total of 440 data elements have been used to build this latest version of Mosaic UK. 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 UK 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, selfreported 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 UK is continuously updated. This enables Experian to verify and update the classification twice a year.
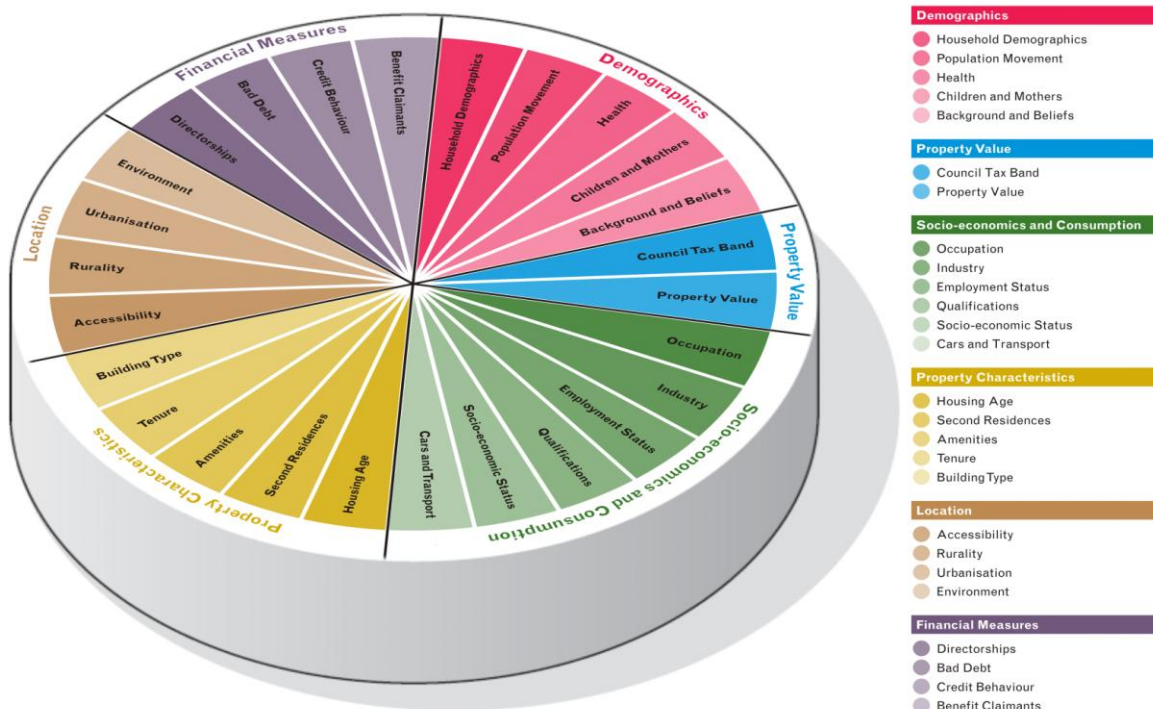
The Mosaic Family Tree

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.