

Mosaic UK Database Profile

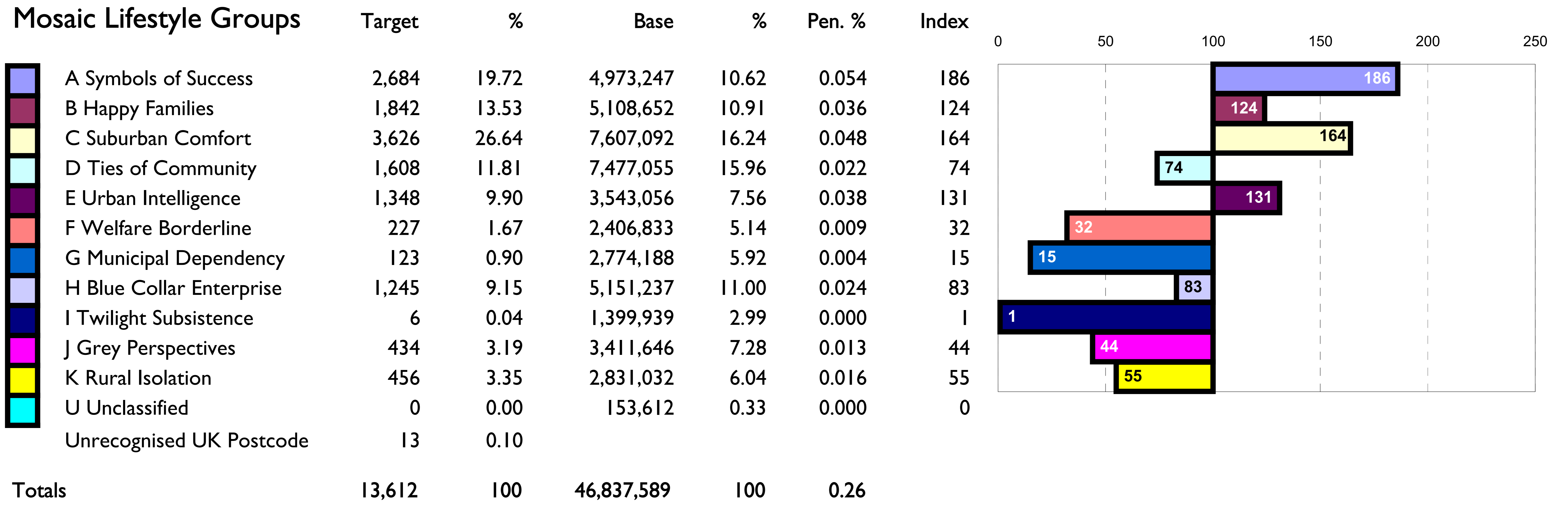
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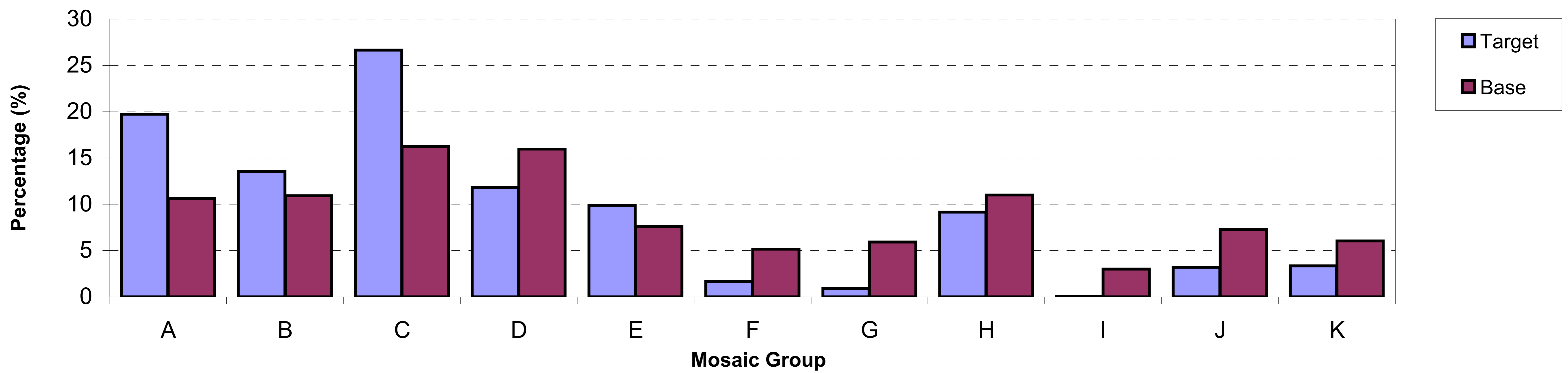
Client: Sample Client
 Quote number: 5432

Mosaic UK classifies all consumers 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 all UK consumers in terms of their socio-economic and socio-cultural behaviour.

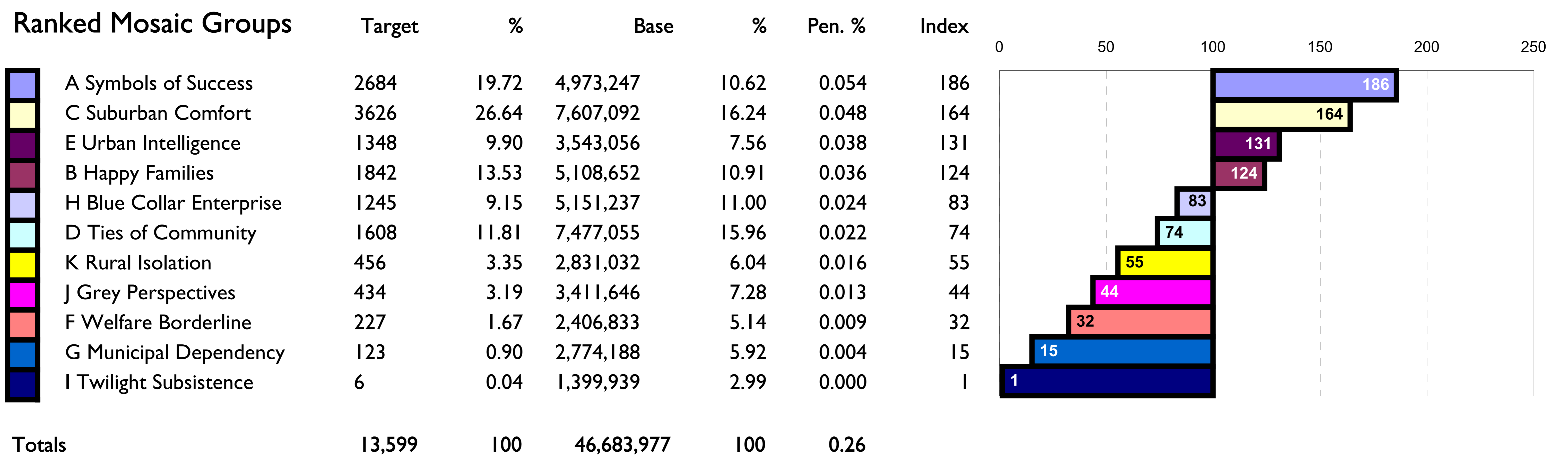
Mosaic Lifestyle Groups



Target Compared To Base by Group



Ranked Mosaic Groups



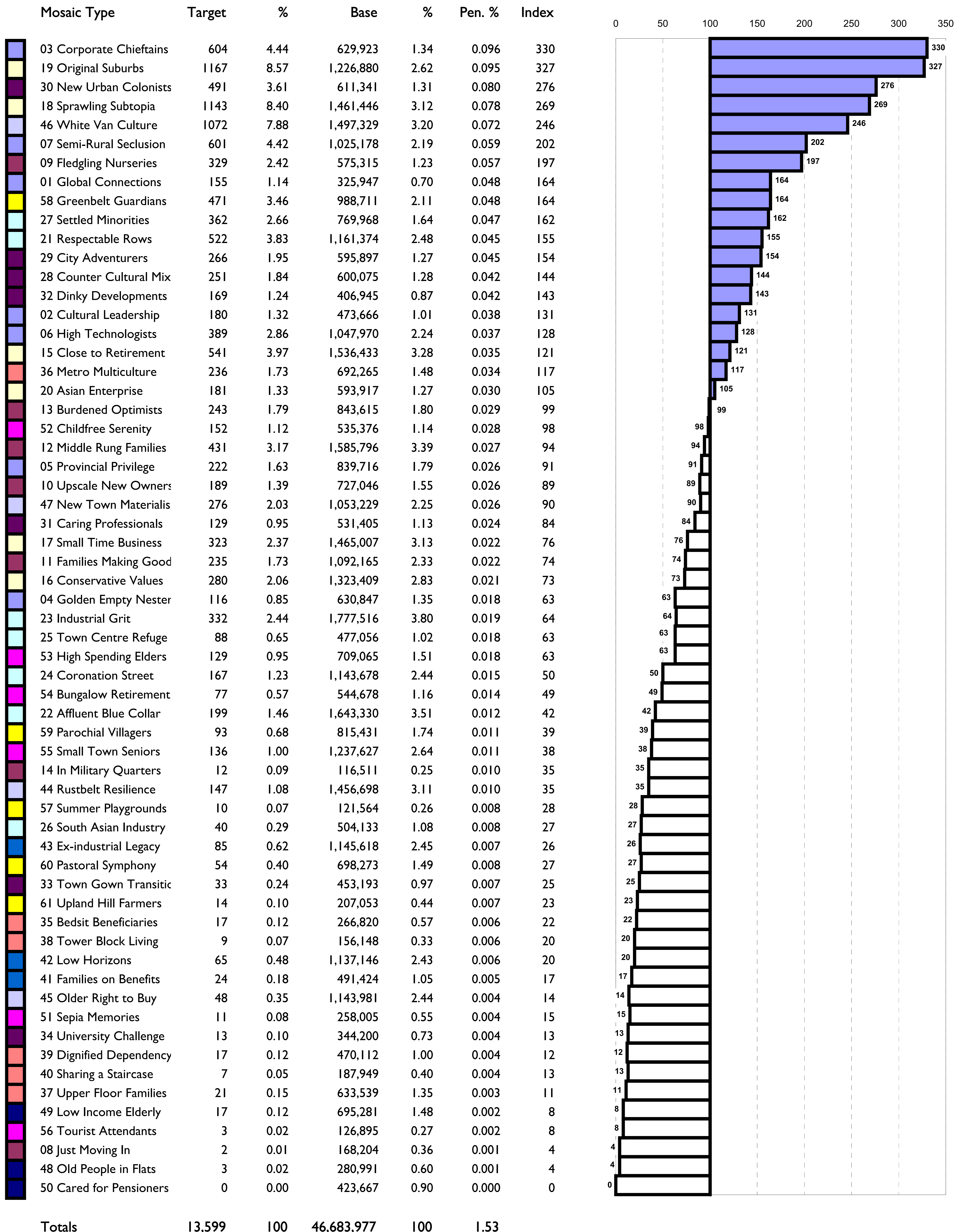
Each profile contains the following information:

- Target**: Number of records in your data
- Target %**: Percentage of records compared to the Target total
- Base**: Number of records in the Mosaic file
- Base %**: Percentage of records compared to the Base total
- Penetration %**: Calculated by dividing the Target by the Base
A high percentage indicates that a high proportion of a particular Group or Type is represented by your data.
- Index %**: A measure of the extent to which a Group or Type is represented by your data.
An index of 100 is average, an index <100 shows under-representation and an index of >100 shows over-representation

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	Target	%	Base	%	Pen. %	Index	
A Symbols of Success							
01 Global Connections	155	1.14	325,947	0.70	0.048	164	
02 Cultural Leadership	180	1.32	473,666	1.01	0.038	131	
03 Corporate Chieftains	604	4.44	629,923	1.34	0.096	330	
04 Golden Empty Nesters	116	0.85	630,847	1.35	0.018	63	
05 Provincial Privilege	222	1.63	839,716	1.79	0.026	91	
06 High Technologists	389	2.86	1,047,970	2.24	0.037	128	
07 Semi-Rural Seclusion	601	4.42	1,025,178	2.19	0.059	202	
B Happy Families							
08 Just Moving In	2	0.01	168,204	0.36	0.001	4	
09 Fledgling Nurseries	329	2.42	575,315	1.23	0.057	197	
10 Upscale New Owners	189	1.39	727,046	1.55	0.026	89	
11 Families Making Good	235	1.73	1,092,165	2.33	0.022	74	
12 Middle Rung Families	431	3.17	1,585,796	3.39	0.027	94	
13 Burdened Optimists	243	1.79	843,615	1.80	0.029	99	
14 In Military Quarters	12	0.09	116,511	0.25	0.010	35	
C Suburban Comfort							
15 Close to Retirement	541	3.97	1,536,433	3.28	0.035	121	
16 Conservative Values	280	2.06	1,323,409	2.83	0.021	73	
17 Small Time Business	323	2.37	1,465,007	3.13	0.022	76	
18 Sprawling Subtopia	1143	8.40	1,461,446	3.12	0.078	269	
19 Original Suburbs	1167	8.57	1,226,880	2.62	0.095	327	
20 Asian Enterprise	181	1.33	593,917	1.27	0.030	105	
D Ties of Community							
21 Respectable Rows	522	3.83	1,161,374	2.48	0.045	155	
22 Affluent Blue Collar	199	1.46	1,643,330	3.51	0.012	42	
23 Industrial Grit	332	2.44	1,777,516	3.80	0.019	64	
24 Coronation Street	167	1.23	1,143,678	2.44	0.015	50	
25 Town Centre Refuge	88	0.65	477,056	1.02	0.018	63	
26 South Asian Industry	40	0.29	504,133	1.08	0.008	27	
27 Settled Minorities	362	2.66	769,968	1.64	0.047	162	
E Urban Intelligence							
28 Counter Cultural Mix	251	1.84	600,075	1.28	0.042	144	
29 City Adventurers	266	1.95	595,897	1.27	0.045	154	
30 New Urban Colonists	491	3.61	611,341	1.31	0.080	276	
31 Caring Professionals	129	0.95	531,405	1.13	0.024	84	
32 Dinky Developments	169	1.24	406,945	0.87	0.042	143	
33 Town Gown Transition	33	0.24	453,193	0.97	0.007	25	
34 University Challenge	13	0.10	344,200	0.73	0.004	13	
F Welfare Borderline							
35 Bedsit Beneficiaries	17	0.12	266,820	0.57	0.006	22	
36 Metro Multiculture	236	1.73	692,265	1.48	0.034	117	
37 Upper Floor Families	21	0.15	633,539	1.35	0.003	11	
38 Tower Block Living	9	0.07	156,148	0.33	0.006	20	
39 Dignified Dependency	17	0.12	470,112	1.00	0.004	12	
40 Sharing a Staircase	7	0.05	187,949	0.40	0.004	13	
G Municipal Dependency							
41 Families on Benefits	24	0.18	491,424	1.05	0.005	17	
42 Low Horizons	65	0.48	1,137,146	2.43	0.006	20	
43 Ex-industrial Legacy	85	0.62	1,145,618	2.45	0.007	26	
H Blue Collare Enterprise							
44 Rustbelt Resilience	147	1.08	1,456,698	3.11	0.010	35	
45 Older Right to Buy	48	0.35	1,143,981	2.44	0.004	14	
46 White Van Culture	1072	7.88	1,497,329	3.20	0.072	246	
47 New Town Materialism	276	2.03	1,053,229	2.25	0.026	90	
I Twilight Subsistence							
48 Old People in Flats	3	0.02	280,991	0.60	0.001	4	
49 Low Income Elderly	17	0.12	695,281	1.48	0.002	8	
50 Cared for Pensioners	0	0.00	423,667	0.90	0.000	0	
J Grey Perspectives							
51 Sepia Memories	11	0.08	258,005	0.55	0.004	15	
52 Childfree Serenity	152	1.12	535,376	1.14	0.028	98	
53 High Spending Elders	129	0.95	709,065	1.51	0.018	63	
54 Bungalow Retirement	77	0.57	544,678	1.16	0.014	49	
55 Small Town Seniors	136	1.00	1,237,627	2.64	0.011	38	
56 Tourist Attendants	3	0.02	126,895	0.27	0.002	8	
K Rural Isolation							
57 Summer Playgrounds	10	0.07	121,564	0.26	0.008	28	
58 Greenbelt Guardians	471	3.46	988,711	2.11	0.048	164	
59 Parochial Villagers	93	0.68	815,431	1.74	0.011	39	
60 Pastoral Symphony	54	0.40	698,273	1.49	0.008	27	
61 Upland Hill Farmers	14	0.10	207,053	0.44	0.007	23	
Totals	13,599	100	46,683,977	100	1.53		

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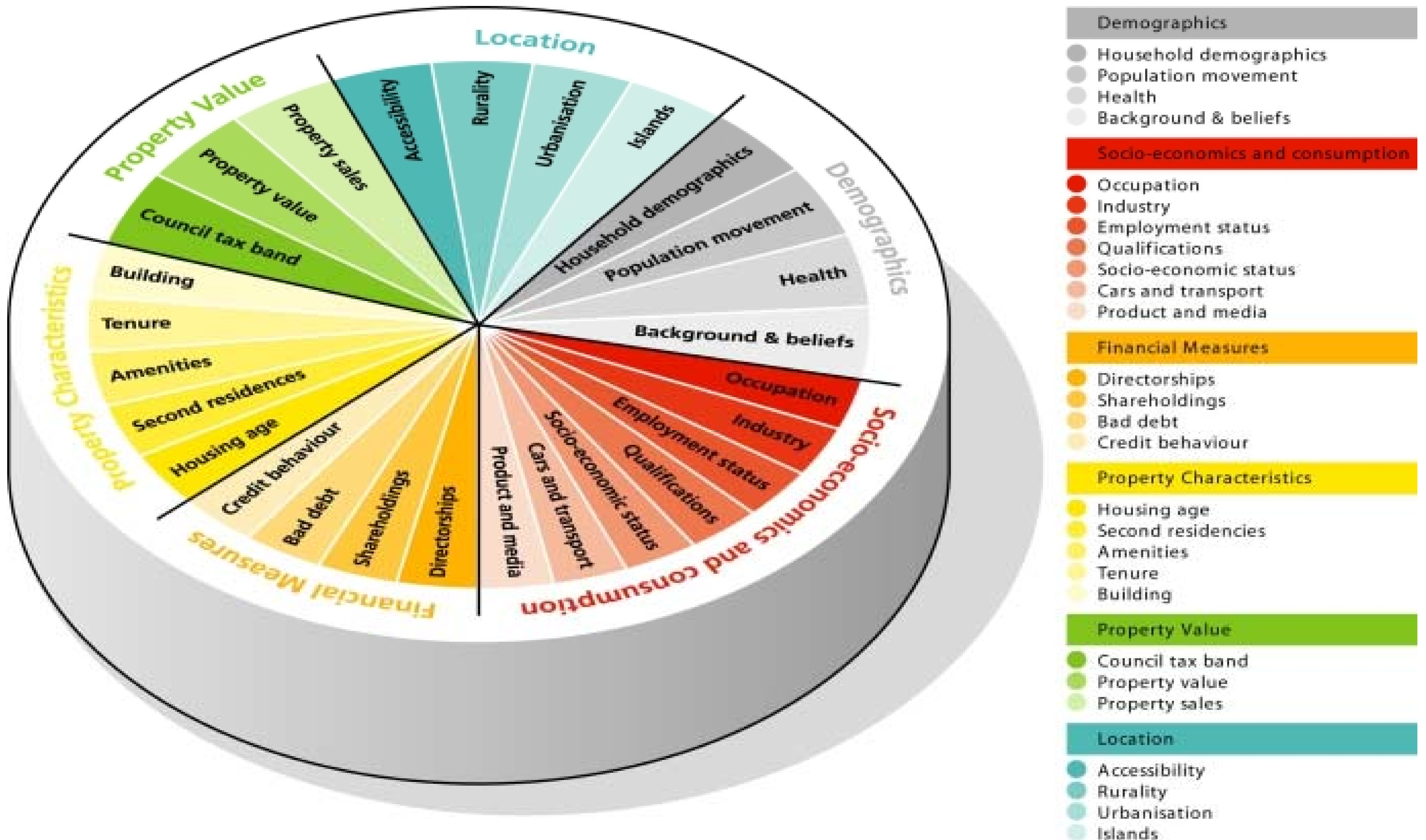


Data Sources

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 media and market research, including BMRB's Target Group Index (TGI), The British Crime Survey, MORI's Financial Research, Family Expenditure Survey (FES), Forrester's Technographics and Internet User Monitor.



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.

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.

