

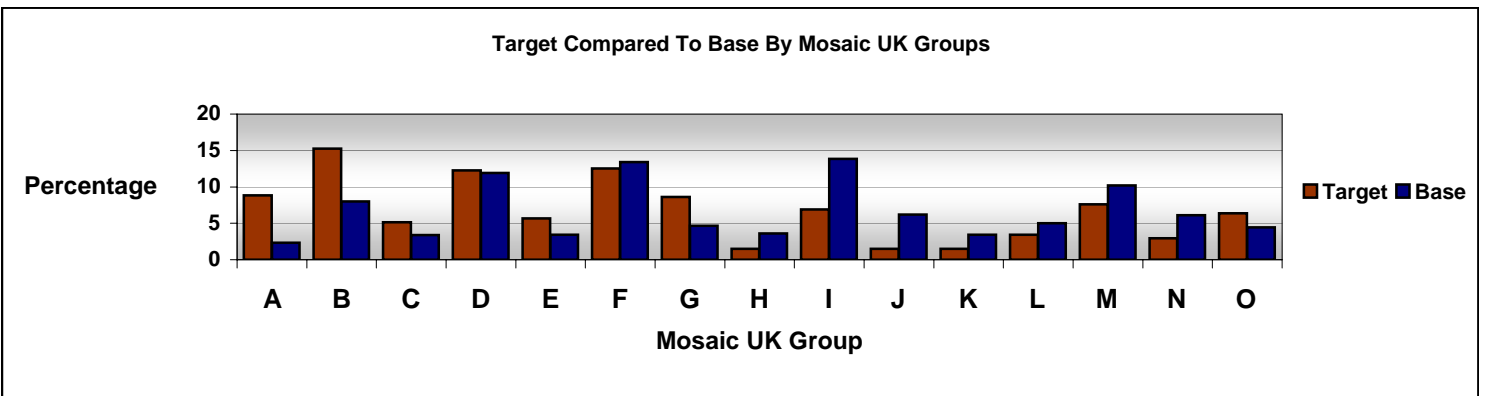
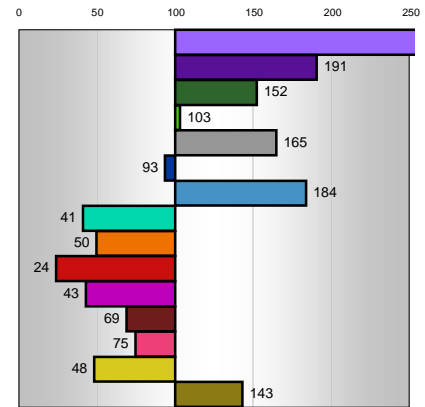
Mosaic UK Profile

Your area or file (target): Example
 Your area or file (base): Example

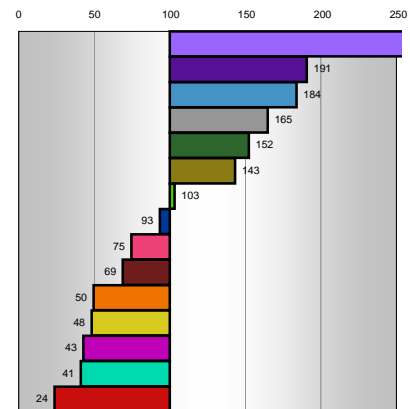
Date: Example
 Client: Example
 Your contact: Example

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.

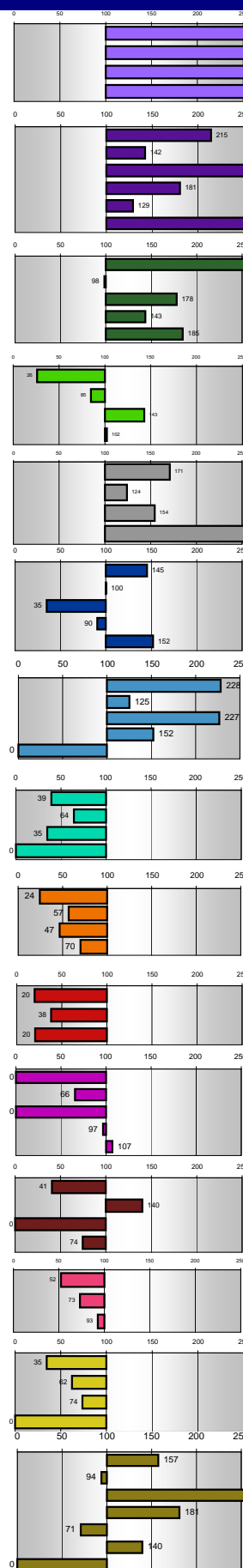
| Mosaic Lifestyle Groups | Target | % | Base | % | Pen. % | Index |
|-------------------------|------------|------------|---------------|------------|-------------|--------------|
| A Alpha Territory | 36 | 8.85 | 582 | 2.35 | 6.19 | 377 |
| B Professional Rewards | 62 | 15.23 | 1,982 | 7.99 | 3.13 | 191 |
| C Rural Solitude | 21 | 5.16 | 840 | 3.38 | 2.50 | 152 |
| D Small Town Diversity | 50 | 12.29 | 2,957 | 11.92 | 1.69 | 103 |
| E Active Retirement | 23 | 5.65 | 851 | 3.43 | 2.70 | 165 |
| F Suburban Mindsets | 51 | 12.53 | 3,326 | 13.40 | 1.53 | 93 |
| G Careers and Kids | 35 | 8.60 | 1,160 | 4.67 | 3.02 | 184 |
| H New Homemakers | 6 | 1.47 | 891 | 3.59 | 0.67 | 41 |
| I Ex-Council Community | 28 | 6.88 | 3,440 | 13.86 | 0.81 | 50 |
| J Claimant Culture | 6 | 1.47 | 1,537 | 6.19 | 0.39 | 24 |
| K Upper Floor Living | 6 | 1.47 | 855 | 3.45 | 0.70 | 43 |
| L Elderly Needs | 14 | 3.44 | 1,239 | 4.99 | 1.13 | 69 |
| M Industrial Heritage | 31 | 7.62 | 2,532 | 10.20 | 1.22 | 75 |
| N Terraced Melting Pot | 12 | 2.95 | 1,517 | 6.11 | 0.79 | 48 |
| O Liberal Opinions | 26 | 6.39 | 1,107 | 4.46 | 2.35 | 143 |
| Total | 407 | 100 | 24,816 | 100 | 1.64 | 100.0 |



| Ranked Mosaic Lifestyle Groups | Target | % | Base | % | Pen. % | Index |
|--------------------------------|------------|------------|---------------|------------|-------------|------------|
| A Alpha Territory | 36 | 8.85 | 582 | 2.35 | 6.19 | 377 |
| B Professional Rewards | 62 | 15.23 | 1,982 | 7.99 | 3.13 | 191 |
| G Careers and Kids | 35 | 8.60 | 1,160 | 4.67 | 3.02 | 184 |
| E Active Retirement | 23 | 5.65 | 851 | 3.43 | 2.70 | 165 |
| C Rural Solitude | 21 | 5.16 | 840 | 3.38 | 2.50 | 152 |
| O Liberal Opinions | 26 | 6.39 | 1,107 | 4.46 | 2.35 | 143 |
| D Small Town Diversity | 50 | 12.29 | 2,957 | 11.92 | 1.69 | 103 |
| F Suburban Mindsets | 51 | 12.53 | 3,326 | 13.40 | 1.53 | 93 |
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| J Claimant Culture | 6 | 1.47 | 1,537 | 6.19 | 0.39 | 24 |
| Total | 407 | 100 | 24,816 | 100 | 1.64 | 100 |



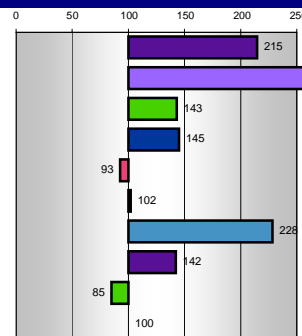
| Target | Example | Base: | Example | | | |
|-------------------------------|------------|------------|---------------|------------|-------------|------------|
| Mosaic Types | Target | % | Base | % | Pen. % | Index |
| A Alpha Territory | | | | | | |
| A01 Global Power Brokers | 1 | 0.25 | 13 | 0.05 | 7.69 | 469 |
| A02 Voices of Authority | 12 | 2.95 | 286 | 1.15 | 4.20 | 256 |
| A03 Business Class | 21 | 5.16 | 245 | 0.99 | 8.57 | 523 |
| A04 Serious Money | 2 | 0.49 | 38 | 0.15 | 5.26 | 321 |
| B Professional Rewards | | | | | | |
| B05 Mid-Career Climbers | 24 | 5.90 | 682 | 2.75 | 3.52 | 215 |
| B06 Yesterday's Captains | 13 | 3.19 | 557 | 2.24 | 2.33 | 142 |
| B07 Distinctive Success | 3 | 0.74 | 47 | 0.19 | 6.38 | 389 |
| B08 Dormitory Villagers | 9 | 2.21 | 304 | 1.23 | 2.96 | 181 |
| B09 Escape to the Country | 5 | 1.23 | 236 | 0.95 | 2.12 | 129 |
| B10 Parish Guardians | 8 | 1.97 | 156 | 0.63 | 5.13 | 313 |
| C Rural Solitude | | | | | | |
| C11 Squires Among Locals | 3 | 0.74 | 72 | 0.29 | 4.17 | 254 |
| C12 Country Loving Elders | 5 | 1.23 | 310 | 1.25 | 1.61 | 98 |
| C12 Modern Agribusiness | 8 | 1.97 | 274 | 1.10 | 2.92 | 178 |
| C14 Farming Today | 2 | 0.49 | 85 | 0.34 | 2.35 | 143 |
| C15 Upland Struggle | 3 | 0.74 | 99 | 0.40 | 3.03 | 185 |
| D Small Town Diversity | | | | | | |
| D16 Side Street Singles | 1 | 0.25 | 234 | 0.94 | 0.43 | 26 |
| D17 Jacks of All Trades | 13 | 3.19 | 933 | 3.76 | 1.39 | 85 |
| D18 Hardworking Families | 21 | 5.16 | 895 | 3.61 | 2.35 | 143 |
| D19 Innate Conservatives | 15 | 3.69 | 895 | 3.61 | 1.68 | 102 |
| E Active Retirement | | | | | | |
| E20 Golden Retirement | 3 | 0.74 | 107 | 0.43 | 2.80 | 171 |
| E21 Bungalow Quietude | 8 | 1.97 | 393 | 1.58 | 2.04 | 124 |
| E22 Beachcombers | 4 | 0.98 | 158 | 0.64 | 2.53 | 154 |
| E23 Balcony Downsizers | 8 | 1.97 | 193 | 0.78 | 4.15 | 253 |
| F Suburban Mindsets | | | | | | |
| F24 Garden Suburbia | 16 | 3.93 | 672 | 2.71 | 2.38 | 145 |
| F25 Production Managers | 13 | 3.19 | 792 | 3.19 | 1.64 | 100 |
| F26 Mid-Market Families | 5 | 1.23 | 879 | 3.54 | 0.57 | 35 |
| F27 Shop Floor Affluence | 11 | 2.70 | 742 | 2.99 | 1.48 | 90 |
| F28 Asian Attainment | 6 | 1.47 | 241 | 0.97 | 2.49 | 152 |
| G Careers and Kids | | | | | | |
| G29 Footloose Managers | 14 | 3.44 | 374 | 1.51 | 3.74 | 228 |
| G30 Soccer Dads and Mums | 5 | 1.23 | 243 | 0.98 | 2.06 | 125 |
| G31 Domestic Comfort | 9 | 2.21 | 242 | 0.98 | 3.72 | 227 |
| G32 Childcare Years | 7 | 1.72 | 280 | 1.13 | 2.50 | 152 |
| G33 Military Dependents | 0 | 0.00 | 21 | 0.08 | 0.00 | 0 |
| H New Homemakers | | | | | | |
| H34 Buy-to-Let Territory | 1 | 0.25 | 155 | 0.62 | 0.65 | 39 |
| H35 Brownfield Pioneers | 2 | 0.49 | 190 | 0.77 | 1.05 | 64 |
| H36 Foot on the Ladder | 3 | 0.74 | 525 | 2.12 | 0.57 | 35 |
| H37 First to Move In | 0 | 0.00 | 21 | 0.08 | 0.00 | 0 |
| I Ex-Council Community | | | | | | |
| I38 Settled Ex-Tenants | 3 | 0.74 | 750 | 3.02 | 0.40 | 24 |
| I39 Choice Right to Buy | 6 | 1.47 | 643 | 2.59 | 0.93 | 57 |
| I40 Legacy of Labour | 9 | 2.21 | 1,177 | 4.74 | 0.76 | 47 |
| I41 Stressed Borrowers | 10 | 2.46 | 870 | 3.51 | 1.15 | 70 |
| J Claimant Culture | | | | | | |
| J42 Worn-Out Workers | 2 | 0.49 | 617 | 2.49 | 0.32 | 20 |
| J43 Streetwise Kids | 2 | 0.49 | 321 | 1.29 | 0.62 | 38 |
| J44 New Parents in Need | 2 | 0.49 | 599 | 2.41 | 0.33 | 20 |
| K Upper Floor Living | | | | | | |
| K45 Small Block Singles | 0 | 0.00 | 332 | 1.34 | 0.00 | 0 |
| K46 Tenement Living | 2 | 0.49 | 186 | 0.75 | 1.08 | 66 |
| K47 Deprived View | 0 | 0.00 | 97 | 0.39 | 0.00 | 0 |
| K48 Multicultural Towers | 2 | 0.49 | 126 | 0.51 | 1.59 | 97 |
| K49 Re-Housed Migrants | 2 | 0.49 | 114 | 0.46 | 1.75 | 107 |
| L Elderly Needs | | | | | | |
| L50 Pensioners in Blocks | 2 | 0.49 | 301 | 1.21 | 0.66 | 41 |
| L51 Sheltered Seniors | 2 | 0.49 | 87 | 0.35 | 2.30 | 140 |
| L52 Meals on Wheels | 0 | 0.00 | 32 | 0.13 | 0.00 | 0 |
| L53 Low Spending Elders | 10 | 2.46 | 819 | 3.30 | 1.22 | 74 |
| M Industrial Heritage | | | | | | |
| M54 Clocking Off | 7 | 1.72 | 814 | 3.28 | 0.86 | 52 |
| M55 Backyard Regeneration | 8 | 1.97 | 666 | 2.68 | 1.20 | 73 |
| M56 Small Wage Owners | 16 | 3.93 | 1,052 | 4.24 | 1.52 | 93 |
| N Terraced Melting Pot | | | | | | |
| N57 Back-to-Back Basics | 3 | 0.74 | 527 | 2.12 | 0.57 | 35 |
| N58 Asian Identities | 1 | 0.25 | 98 | 0.39 | 1.02 | 62 |
| N59 Low-Key Starters | 8 | 1.97 | 662 | 2.67 | 1.21 | 74 |
| N60 Global Fusion | 0 | 0.00 | 230 | 0.93 | 0.00 | 0 |
| O Liberal Opinions | | | | | | |
| O61 Convivial Homeowners | 12 | 2.95 | 465 | 1.87 | 2.58 | 157 |
| O62 Crash Pad Professionals | 2 | 0.49 | 130 | 0.52 | 1.54 | 94 |
| O63 Urban Cool | 5 | 1.23 | 115 | 0.46 | 4.35 | 265 |
| O64 Bright Young Things | 3 | 0.74 | 101 | 0.41 | 2.97 | 181 |
| O65 Anti-Materialists | 1 | 0.25 | 86 | 0.35 | 1.16 | 71 |
| O66 University Fringe | 3 | 0.74 | 131 | 0.53 | 2.29 | 140 |
| O67 Study Buddies | 0 | 0.00 | 79 | 0.32 | 0.00 | 0 |
| Total | 407 | 100 | 24,816 | 100 | 1.64 | 100 |



Target: Example Base: Example

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 | B05 Mid-Career Climbers | 24 | 5.90% | 682 | 2.75% | 351.91% | 215 |
| 2 | A03 Business Class | 21 | 5.16% | 245 | 0.99% | 857.14% | 523 |
| 3 | D18 Hardworking Families | 21 | 5.16% | 895 | 3.61% | 234.64% | 143 |
| 4 | F24 Garden Suburbia | 16 | 3.93% | 672 | 2.71% | 238.10% | 145 |
| 5 | M56 Small Wage Owners | 16 | 3.93% | 1,052 | 4.24% | 152.09% | 93 |
| 6 | D19 Innate Conservatives | 15 | 3.69% | 895 | 3.61% | 167.60% | 102 |
| 7 | G29 Footloose Managers | 14 | 3.44% | 374 | 1.51% | 374.33% | 228 |
| 8 | B06 Yesterday's Captains | 13 | 3.19% | 557 | 2.24% | 233.39% | 142 |
| 9 | D17 Jacks of All Trades | 13 | 3.19% | 933 | 3.76% | 139.34% | 85 |
| 10 | F25 Production Managers | 13 | 3.19% | 792 | 3.19% | 164.14% | 100 |



B05 Mid-Career Climbers

Mid-Career Climbers are families with children of secondary school age and older, who live in pleasant modern style houses on the outskirts of provincial cities. Many of the parents are in their forties and fifties and have achieved considerable career success in senior technical and middle management positions, often within large national corporations.



Key Facts

- 40s and 50s
- Families
- Secondary school children
- Pleasant modern houses
- Technical skills
- Early adopters of new tech
- Children's education
- Competitive

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

D18 Hardworking Families

Hardworking Families are mostly industrious empty nesters living in unpretentious but agreeable, low density, owner occupied estates, typically built during the 1970s and 1980s on the outskirts of medium sized towns.



Key Facts

- Industrious empty nesters
- Mix of occupations
- Commercial and industrial
- Few qualifications
- Reasonable incomes
- Hard working
- Grandchildren
- Mainstream tastes

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

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.

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.

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.

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 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.

Title

Your area or file (target): [Area]

Your area or file (base): [Area]

Date: [Date]

Client: [Client]

Your contact: [Contact]

Client Contact

Mosaic UK classifies all consumers in the United Kingdom by allocating them to one of 67 Types and 14 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 | 31,468 | 6.23 | 4,661,954 | 9.75 | 0.67 | 64 |
| B Professional Rewards | 52,579 | 10.40 | 5,138,278 | 10.75 | 1.02 | 96 |
| C Rural Solitude | 73,676 | 14.58 | 7,053,871 | 14.82 | 1.04 | 98 |
| D Small Town Diversity | 121,897 | 24.12 | 7,721,226 | 16.22 | 1.58 | 149 |
| E Active Retirement | 32,573 | 6.45 | 3,672,642 | 8.14 | 0.84 | 79 |
| F Suburban Mindsets | 38,304 | 7.58 | 2,969,059 | 6.24 | 1.29 | 122 |
| G Careers and Kids | 52,846 | 10.46 | 2,994,634 | 6.29 | 1.76 | 166 |
| H New Homemakers | 59,761 | 11.83 | 5,005,243 | 10.52 | 1.19 | 112 |
| I Ex-Council Community | 9,126 | 1.81 | 1,710,423 | 3.59 | 0.53 | 50 |
| J Claimant Culture | 18,257 | 3.61 | 3,650,310 | 8.09 | 0.47 | 45 |
| K Upper Floor Living | 14,874 | 2.94 | 2,621,625 | 5.51 | 0.57 | 53 |
| L Elderly Needs | 17,692 | 3.50 | 2,271,252 | 4.77 | 0.78 | 73 |
| M Industrial Heritage | 12,964 | 2.57 | 1,928,590 | 4.05 | 0.67 | 63 |
| N Terraced Meeting Pot | 8,276 | 1.64 | 1,585,928 | 3.33 | 0.52 | 49 |
| O Liberal Opinions | 3,567 | 0.71 | 1,243,266 | 2.61 | 0.29 | 27 |
| Total | 505,363 | 100 | 47,595,475 | 100 | 1.01 | 100 |

Target Compared To Base By Mosaic UK Groups

| Ranked Mosaic Lifestyle Groups | Target | % | Base | % | Pen. % | Index |
|--------------------------------|----------------|------------|-------------------|------------|------------|------------|
| A Alpha Territory | 49,642 | 10.46 | 2,634,389 | 6.02 | 1.75 | 147 |
| B Professional Rewards | 114,125 | 24.04 | 7,684,025 | 16.32 | 1.49 | 141 |
| C Rural Solitude | 36,619 | 7.50 | 2,499,199 | 5.31 | 1.43 | 141 |
| D Small Town Diversity | 56,535 | 11.91 | 5,205,290 | 11.05 | 1.09 | 108 |
| E Active Retirement | 49,656 | 10.46 | 5,299,050 | 11.25 | 0.94 | 93 |
| F Suburban Mindsets | 69,214 | 14.58 | 7,531,625 | 15.99 | 0.92 | 91 |
| G Careers and Kids | 30,572 | 6.46 | 3,554,975 | 7.55 | 0.86 | 86 |
| H New Homemakers | 8,513 | 1.79 | 1,400,457 | 2.97 | 0.61 | 60 |
| I Ex-Council Community | 23,784 | 6.27 | 5,016,792 | 10.65 | 0.59 | 59 |
| J Claimant Culture | 13,765 | 2.90 | 2,964,959 | 5.45 | 0.54 | 53 |
| K Upper Floor Living | 17,182 | 3.62 | 3,497,833 | 7.43 | 0.49 | 49 |
| L Elderly Needs | 5,174 | 1.09 | 3,246,563 | 6.89 | 0.23 | 23 |
| M Industrial Heritage | 5,174 | 1.09 | 3,246,563 | 6.89 | 0.23 | 23 |
| N Terraced Meeting Pot | 5,174 | 1.09 | 3,246,563 | 6.89 | 0.23 | 23 |
| O Liberal Opinions | 5,174 | 1.09 | 3,246,563 | 6.89 | 0.23 | 23 |
| Total | 474,697 | 100 | 47,087,594 | 100 | 100 | 100 |

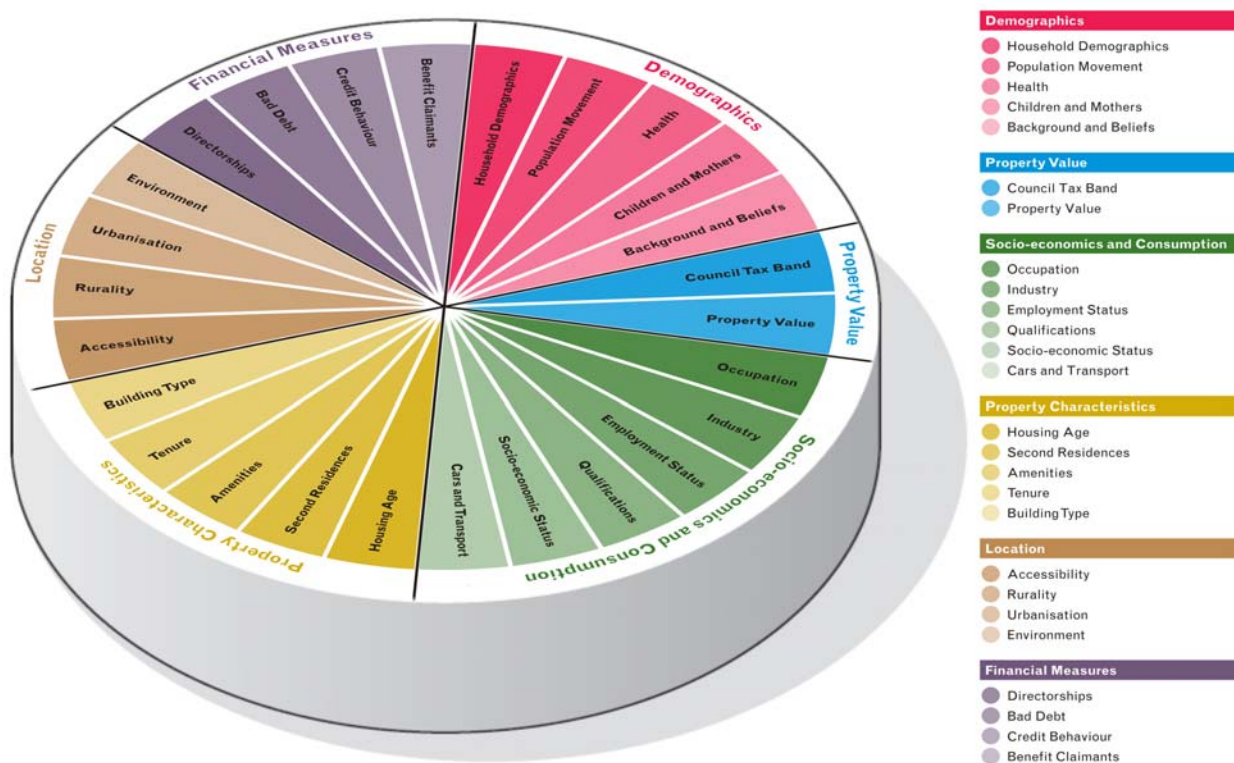
Tel: 0115 968 5063 Email: christopher.bates@uk.experian.com

Mosaic UK 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, 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 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.

