

MOSAIC UK Profile Report

Target Area: 3 mile radius around the proposed new Perdiswell Leisure Centre

Base Area: England

| | Perdiswell Leisure Centre - 3 miles | Perdiswell Leisure Centre - 3 miles % | England | England % | Penetration | Index |
|-------------------------------------|-------------------------------------|---------------------------------------|------------|-----------|-------------|-------|
| Groups | | | | | | |
| A Alpha Territory (Pop) | 1,052 | 1.06 | 1,932,987 | 3.65 | 0.05 | 29 |
| B Professional Rewards (Pop) | 9,259 | 9.32 | 4,619,703 | 8.72 | 0.20 | 107 |
| C Rural Solitude (Pop) | 1,728 | 1.74 | 1,994,154 | 3.76 | 0.09 | 46 |
| D Small Town Diversity (Pop) | 8,047 | 8.10 | 4,589,967 | 8.66 | 0.18 | 94 |
| E Active Retirement (Pop) | 2,766 | 2.78 | 1,934,311 | 3.65 | 0.14 | 76 |
| F Suburban Mindsets (Pop) | 15,165 | 15.27 | 6,965,396 | 13.14 | 0.22 | 116 |
| G Careers and Kids (Pop) | 11,196 | 11.27 | 2,911,722 | 5.49 | 0.38 | 205 |
| H New Homemakers (Pop) | 7,622 | 7.67 | 2,393,828 | 4.52 | 0.32 | 170 |
| I Ex-Council Community (Pop) | 9,040 | 9.10 | 4,766,436 | 8.99 | 0.19 | 101 |
| J Claimant Cultures (Pop) | 6,833 | 6.88 | 2,993,713 | 5.65 | 0.23 | 122 |
| K Upper Floor Living (Pop) | 1,981 | 1.99 | 2,518,477 | 4.75 | 0.08 | 42 |
| L Elderly Needs (Pop) | 2,342 | 2.36 | 1,774,757 | 3.35 | 0.13 | 70 |
| M Industrial Heritage (Pop) | 11,868 | 11.95 | 4,184,000 | 7.90 | 0.28 | 151 |
| N Terraced Melting Pot (Pop) | 3,573 | 3.60 | 4,314,892 | 8.14 | 0.08 | 44 |
| O Liberal Opinions (Pop) | 6,176 | 6.22 | 4,723,267 | 8.91 | 0.13 | 70 |
| Population estimate 2012 | 99,320 | 100.00 | 52,990,142 | 100.00 | 0.19 | 100 |
| A Alpha Territory (Pop) | | | | | | |
| A01 Global Power Brokers (Pop) | 0 | 0.00 | 149,781 | 0.28 | 0.00 | 0 |
| A02 Voices of Authority (Pop) | 457 | 0.46 | 640,980 | 1.21 | 0.07 | 38 |
| A03 Business Class (Pop) | 495 | 0.50 | 851,038 | 1.61 | 0.06 | 31 |
| A04 Serious Money (Pop) | 99 | 0.10 | 291,188 | 0.55 | 0.03 | 18 |
| Population estimate 2012 | 99,320 | 100.00 | 52,990,142 | 100.00 | 0.19 | 100 |
| B Professional Rewards (Pop) | | | | | | |
| B05 Mid-Career Climbers (Pop) | 2,668 | 2.69 | 1,215,864 | 2.29 | 0.22 | 117 |
| B06 Yesterday's Captains (Pop) | 2,986 | 3.01 | 1,060,985 | 2.00 | 0.28 | 150 |
| B07 Distinctive Success (Pop) | 418 | 0.42 | 279,519 | 0.53 | 0.15 | 80 |
| B08 Dormitory Villagers (Pop) | 1,320 | 1.33 | 922,801 | 1.74 | 0.14 | 76 |
| B09 Escape to the Country (Pop) | 1,033 | 1.04 | 674,578 | 1.27 | 0.15 | 82 |
| B10 Parish Guardians (Pop) | 834 | 0.84 | 465,956 | 0.88 | 0.18 | 95 |
| Population estimate 2012 | 99,320 | 100.00 | 52,990,142 | 100.00 | 0.19 | 100 |
| C Rural Solitude (Pop) | | | | | | |
| C11 Squires Among Locals (Pop) | 830 | 0.84 | 518,333 | 0.98 | 0.16 | 85 |
| C12 Country Loving Elders (Pop) | 651 | 0.66 | 553,006 | 1.04 | 0.12 | 63 |
| C13 Modern Agribusiness (Pop) | 212 | 0.21 | 546,869 | 1.03 | 0.04 | 21 |
| C14 Farming Today (Pop) | 35 | 0.04 | 274,003 | 0.52 | 0.01 | 7 |
| C15 Upland Struggle (Pop) | 0 | 0.00 | 101,943 | 0.19 | 0.00 | 0 |
| Population estimate 2012 | 99,320 | 100.00 | 52,990,142 | 100.00 | 0.19 | 100 |
| D Small Town Diversity (Pop) | | | | | | |
| D16 Side Street Singles (Pop) | 1,131 | 1.14 | 648,519 | 1.22 | 0.17 | 93 |
| D17 Jacks of All Trades (Pop) | 924 | 0.93 | 1,376,940 | 2.60 | 0.07 | 36 |
| D18 Hardworking Families (Pop) | 2,056 | 2.07 | 1,050,773 | 1.98 | 0.20 | 104 |
| D19 Innate Conservatives (Pop) | 3,936 | 3.96 | 1,513,735 | 2.86 | 0.26 | 139 |
| Population estimate 2012 | 99,320 | 100.00 | 52,990,142 | 100.00 | 0.19 | 100 |
| E Active Retirement (Pop) | | | | | | |
| E20 Golden Retirement (Pop) | 224 | 0.23 | 288,876 | 0.55 | 0.08 | 41 |
| E21 Bungalow Quietude (Pop) | 774 | 0.78 | 816,167 | 1.54 | 0.09 | 51 |
| E22 Beachcombers (Pop) | 6 | 0.01 | 345,899 | 0.65 | 0.00 | 1 |
| E23 Balcony Downsizers (Pop) | 1,762 | 1.77 | 483,369 | 0.91 | 0.36 | 194 |
| Population estimate 2012 | 99,320 | 100.00 | 52,990,142 | 100.00 | 0.19 | 100 |
| F Suburban Mindsets (Pop) | | | | | | |
| F24 Garden Suburbia (Pop) | 2,110 | 2.12 | 1,623,706 | 3.06 | 0.13 | 69 |
| F25 Production Managers (Pop) | 6,701 | 6.75 | 1,769,391 | 3.34 | 0.38 | 202 |
| F26 Mid-Market Families (Pop) | 2,817 | 2.84 | 1,517,809 | 2.86 | 0.19 | 99 |
| F27 Shop Floor Affluence (Pop) | 3,537 | 3.56 | 1,247,227 | 2.35 | 0.28 | 151 |
| F28 Asian Attainment (Pop) | 0 | 0.00 | 807,263 | 1.52 | 0.00 | 0 |
| Population estimate 2012 | 99,320 | 100.00 | 52,990,142 | 100.00 | 0.19 | 100 |

| | Perdiswell Leisure Centre - 3 miles | Perdiswell Leisure Centre - 3 miles % | England | England % | Penetration | Index |
|-------------------------------------|-------------------------------------|---------------------------------------|------------|-----------|-------------|-------|
| G Careers and Kids (Pop) | | | | | | |
| G29 Footloose Managers (Pop) | 1,163 | 1.17 | 878,150 | 1.66 | 0.13 | 71 |
| G30 Soccer Dads and Mums (Pop) | 2,374 | 2.39 | 437,062 | 0.82 | 0.54 | 290 |
| G31 Domestic Comfort (Pop) | 4,014 | 4.04 | 751,651 | 1.42 | 0.53 | 285 |
| G32 Childcare Years (Pop) | 3,645 | 3.67 | 730,784 | 1.38 | 0.50 | 266 |
| G33 Military Dependants (Pop) | 0 | 0.00 | 114,075 | 0.22 | 0.00 | 0 |
| Population estimate 2012 | 99,320 | 100.00 | 52,990,142 | 100.00 | 0.19 | 100 |
| H New Homemakers (Pop) | | | | | | |
| H34 Buy-to-Let Territory (Pop) | 1,410 | 1.42 | 597,543 | 1.13 | 0.24 | 126 |
| H35 Brownfield Pioneers (Pop) | 1,672 | 1.68 | 654,326 | 1.23 | 0.26 | 136 |
| H36 Foot on the Ladder (Pop) | 4,278 | 4.31 | 980,402 | 1.85 | 0.44 | 233 |
| H37 First to Move In (Pop) | 262 | 0.26 | 161,557 | 0.30 | 0.16 | 87 |
| Population estimate 2012 | 99,320 | 100.00 | 52,990,142 | 100.00 | 0.19 | 100 |
| I Ex-Council Community (Pop) | | | | | | |
| I38 Settled Ex-Tenants (Pop) | 1,331 | 1.34 | 628,842 | 1.19 | 0.21 | 113 |
| I39 Choice Right to Buy (Pop) | 1,127 | 1.13 | 849,739 | 1.60 | 0.13 | 71 |
| I40 Legacy of Labour (Pop) | 5,100 | 5.13 | 1,738,038 | 3.28 | 0.29 | 157 |
| I41 Stressed Borrowers (Pop) | 1,482 | 1.49 | 1,549,817 | 2.92 | 0.10 | 51 |
| Population estimate 2012 | 99,320 | 100.00 | 52,990,142 | 100.00 | 0.19 | 100 |
| J Claimant Cultures (Pop) | | | | | | |
| J42 Worn-Out Workers (Pop) | 1,023 | 1.03 | 1,149,920 | 2.17 | 0.09 | 47 |
| J43 Streetwise Kids (Pop) | 2,272 | 2.29 | 721,821 | 1.36 | 0.31 | 168 |
| J44 New Parents in Need (Pop) | 3,538 | 3.56 | 1,121,972 | 2.12 | 0.32 | 168 |
| Population estimate 2012 | 99,320 | 100.00 | 52,990,142 | 100.00 | 0.19 | 100 |
| K Upper Floor Living (Pop) | | | | | | |
| K45 Small Block Singles (Pop) | 1,889 | 1.90 | 741,520 | 1.40 | 0.25 | 136 |
| K46 Tenement Living (Pop) | 92 | 0.09 | 209,536 | 0.40 | 0.04 | 23 |
| K47 Deprived View (Pop) | 0 | 0.00 | 120,419 | 0.23 | 0.00 | 0 |
| K48 Multicultural Towers (Pop) | 0 | 0.00 | 716,374 | 1.35 | 0.00 | 0 |
| K49 Re-Housed Migrants (Pop) | 0 | 0.00 | 730,628 | 1.38 | 0.00 | 0 |
| Population estimate 2012 | 99,320 | 100.00 | 52,990,142 | 100.00 | 0.19 | 100 |
| L Elderly Needs (Pop) | | | | | | |
| L50 Pensioners in Blocks (Pop) | 567 | 0.57 | 378,411 | 0.71 | 0.15 | 80 |
| L51 Sheltered Seniors (Pop) | 636 | 0.64 | 371,504 | 0.70 | 0.17 | 91 |
| L52 Meals on Wheels (Pop) | 696 | 0.70 | 295,159 | 0.56 | 0.24 | 126 |
| L53 Low Spending Elders (Pop) | 443 | 0.45 | 729,683 | 1.38 | 0.06 | 32 |
| Population estimate 2012 | 99,320 | 100.00 | 52,990,142 | 100.00 | 0.19 | 100 |
| M Industrial Heritage (Pop) | | | | | | |
| M54 Clocking Off (Pop) | 3,297 | 3.32 | 1,235,618 | 2.33 | 0.27 | 142 |
| M55 Backyard Regeneration (Pop) | 6,287 | 6.33 | 1,256,525 | 2.37 | 0.50 | 267 |
| M56 Small Wage Owners (Pop) | 2,284 | 2.30 | 1,691,857 | 3.19 | 0.14 | 72 |
| Population estimate 2012 | 99,320 | 100.00 | 52,990,142 | 100.00 | 0.19 | 100 |
| N Terraced Melting Pot (Pop) | | | | | | |
| N57 Back-to-Back Basics (Pop) | 2,061 | 2.08 | 1,104,421 | 2.08 | 0.19 | 100 |
| N58 Asian Identities (Pop) | 423 | 0.43 | 734,752 | 1.39 | 0.06 | 31 |
| N59 Low-Key Starters (Pop) | 1,089 | 1.10 | 1,369,598 | 2.58 | 0.08 | 42 |
| N60 Global Fusion (Pop) | 0 | 0.00 | 1,106,121 | 2.09 | 0.00 | 0 |
| Population estimate 2012 | 99,320 | 100.00 | 52,990,142 | 100.00 | 0.19 | 100 |
| O Liberal Opinions (Pop) | | | | | | |
| O61 Convivial Homeowners (Pop) | 1,594 | 1.60 | 1,049,809 | 1.98 | 0.15 | 81 |
| O62 Crash Pad Professionals (Pop) | 1,420 | 1.43 | 709,401 | 1.34 | 0.20 | 107 |
| O63 Urban Cool (Pop) | 0 | 0.00 | 730,971 | 1.38 | 0.00 | 0 |
| O64 Bright Young Things (Pop) | 0 | 0.00 | 790,568 | 1.49 | 0.00 | 0 |
| O65 Anti-Materialists (Pop) | 2,304 | 2.32 | 551,642 | 1.04 | 0.42 | 223 |
| O66 University Fringe (Pop) | 693 | 0.70 | 537,576 | 1.01 | 0.13 | 69 |
| O67 Study Buddies (Pop) | 165 | 0.17 | 353,300 | 0.67 | 0.05 | 25 |
| Population estimate 2012 | 99,320 | 100.00 | 52,990,142 | 100.00 | 0.19 | 100 |