

ESTIMATE OF LATENT DEMAND FOR HEALTH AND FITNESS PERDISWELL LEISURE CENTRE, WORCESTER - 3 mile radius		
MOSAIC G3 Type	Total Population	Total Health & Fitness Demand
A01 Global Power Brokers	0	0
A02 Voices of Authority	457	6
A03 Business Class	495	11
A04 Serious Money	99	2
B05 Mid-Career Climbers	2,668	66
B06 Yesterday's Captains	2,986	60
B07 Distinctive Success	418	13
B08 Dormitory Villagers	1,320	40
B09 Escape to the Country	1,033	30
B10 Parish Guardians	834	27
C11 Squires Among Locals	830	39
C12 Country Loving Elders	651	26
C13 Modern Agribusiness	212	11
C14 Farming Today	35	3
C15 Upland Struggle	0	0
D16 Side Street Singles	1,131	27
D17 Jacks of All Trades	924	25
D18 Hardworking Families	2,056	46
D19 Innate Conservatives	3,936	85
E20 Golden Retirement	224	3
E21 Bungalow Quietude	774	10
E22 Beachcombers	6	0
E23 Balcony Downsizers	1,762	26
F24 Garden Suburbia	2,110	45
F25 Production Managers	6,701	145
F26 Mid-Market Families	2,817	92
F27 Shop Floor Affluence	3,537	102
F28 Asian Attainment	0	0
G29 Footloose Managers	1,163	29
G30 Soccer Dads and Mums	2,374	90
G31 Domestic Comfort	4,014	160
G32 Childcare Years	3,645	168
G33 Military Dependants	0	0
H34 Buy-to-Let Territory	1,410	29
H35 Brownfield Pioneers	1,672	49
H36 Foot on the Ladder	4,278	93
H37 First to Move In	262	8
I38 Settled Ex-Tenants	1,331	19
I39 Choice Right to Buy	1,127	20
I40 Legacy of Labour	5,100	87
I41 Stressed Borrowers	1,482	25
J42 Worn-Out Workers	1,023	14
J43 Streetwise Kids	2,272	26
J44 New Parents in Need	3,538	66
K45 Small Block Singles	1,889	23
K46 Tenement Living	92	1
K47 Deprived View	0	0
K48 Multicultural Towers	0	0
K49 Re-Housed Migrants	0	0
L50 Pensioners in Blocks	567	5
L51 Sheltered Seniors	636	2
L52 Meals on Wheels	696	2
L53 Low Spending Elders	443	6
M54 Clocking Off	3,297	48
M55 Backyard Regeneration	6,287	130
M56 Small Wage Owners	2,284	34
N57 Back-to-Back Basics	2,061	30
N58 Asian Identities	423	6
N59 Low-Key Starters	1,089	16
N60 Global Fusion	0	0
O61 Convivial Homeowners	1,594	19
O62 Crash Pad Professionals	1,420	43
O63 Urban Cool	0	0
O64 Bright Young Things	0	0
O65 Anti-Materialists	2,304	38
O66 University Fringe	693	16
O67 Study Buddies	165	3
<b>Sub Total (3 miles)</b>	<b>99,320</b>	<b>2,245</b>
Add consideration for 10% of Members from outside catchment		249
Add consideration for population growth (from 5,500 new homes)		327
Minus consideration for competition / catchment overlap		250
<b>Estimate of Total Demand for Health &amp; Fitness at Perdiswell</b>		<b>2,571</b>
Minus fitness membership at current Perdiswell LC		1,200
<b>Estimate of Latent (i.e. Unmet) Demand for Health &amp; Fitness</b>		<b>1,371</b>