



Creative People and Places

Profiling –

Year 1 National Averages

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Notes on this report

In this report, ‘Average place participant profile’ refers to the average profile seen across all CPP projects, for those places that provided participant postcodes.

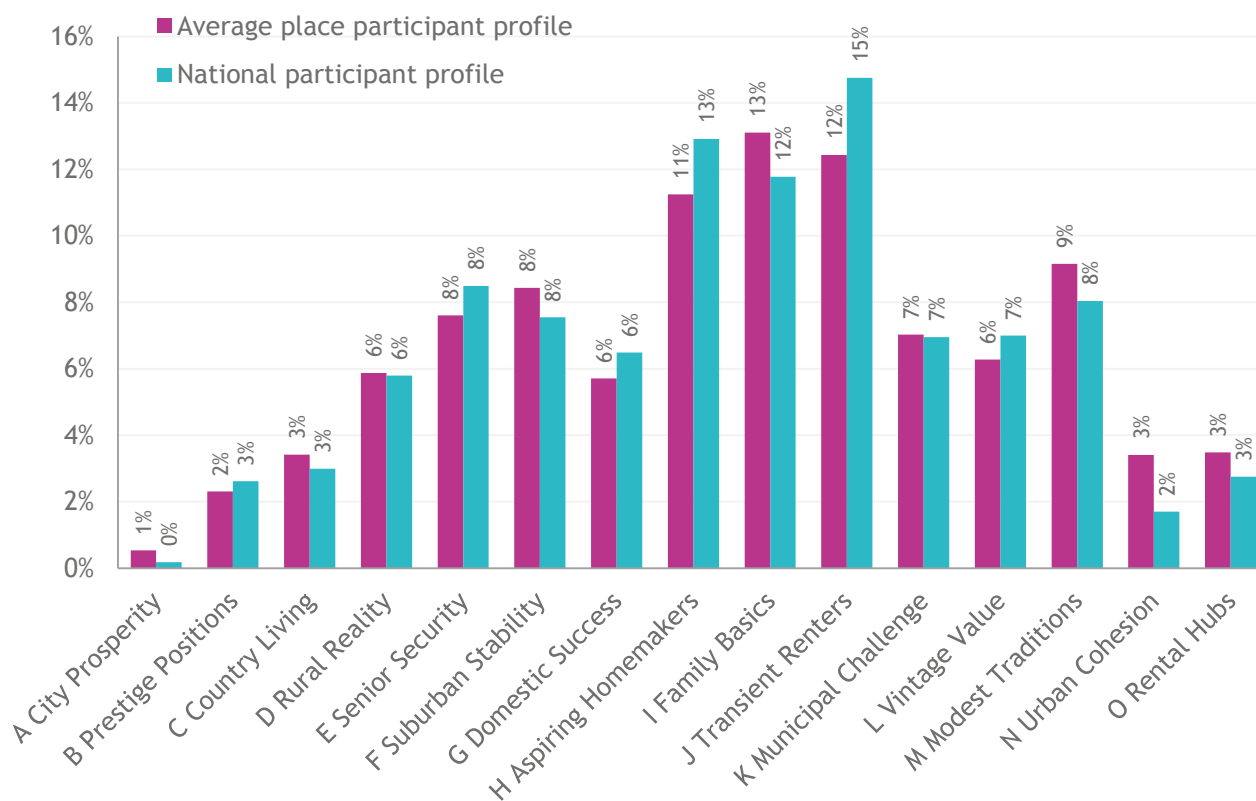
‘National participant profile’ refers to the combined participant profile, already previously provided, where the audience size of each CPP project is taken into account and the results weighted accordingly (ie. those that had a larger audience size are more prominent, and vice versa).

Mosaic group profile

Group Name	Average place participant profile	National participant profile
A City Prosperity	1%	0%
B Prestige Positions	2%	3%
C Country Living	3%	3%
D Rural Reality	6%	6%
E Senior Security	8%	8%
F Suburban Stability	8%	8%
G Domestic Success	6%	6%
H Aspiring Homemakers	11%	13%
I Family Basics	13%	12%
J Transient Renters	12%	15%
K Municipal Challenge	7%	7%
L Vintage Value	6%	7%
M Modest Traditions	9%	8%
N Urban Cohesion	3%	2%
O Rental Hubs	3%	3%

Base: 23,750 participants with matched UK postcodes

Percentage breakdown of Mosaic groups

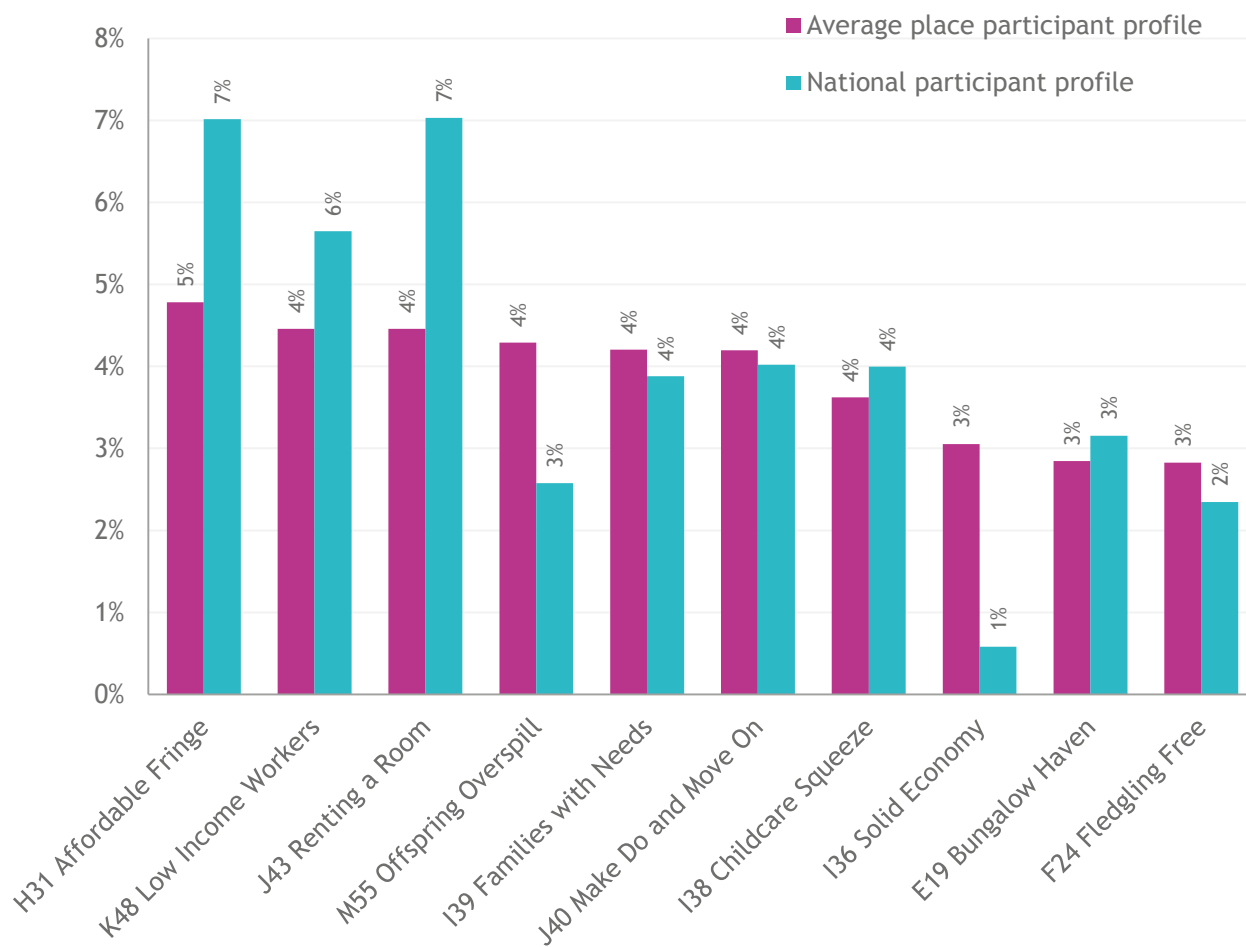


Mosaic type profile: top 10 types (average)

Type Name	Average place participant profile	National participant profile
H31 Affordable Fringe	5%	7%
K48 Low Income Workers	4%	5%
J43 Renting a Room	4%	7%
M55 Offspring Overspill	4%	3%
I39 Families with Needs	4%	4%
J40 Make Do and Move On	4%	4%
I38 Childcare Squeeze	4%	4%
I36 Solid Economy	3%	3%
E19 Bungalow Haven	3%	3%
F24 Fledgling Free	3%	2%

Base: 23,750 participants with matched UK postcodes

Percentage breakdown of top 10 Mosaic types (average)

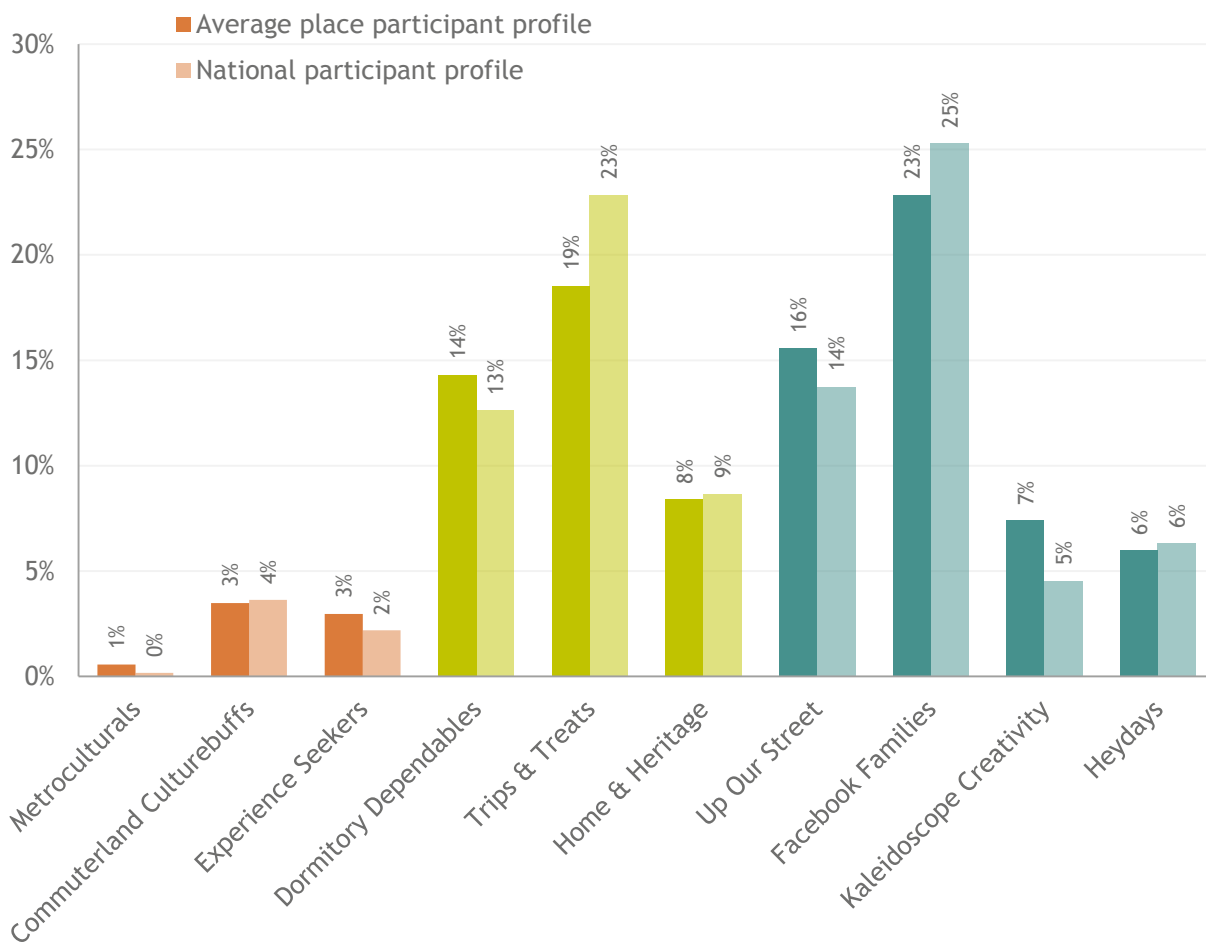


Audience Spectrum segmentation

Segment name	Average place participant profile	National participant profile
Metroculturals	1%	0%
Commuterland Culturebuffs	3%	4%
Experience Seekers	3%	2%
Dormitory Dependables	14%	13%
Trips & Treats	19%	23%
Home & Heritage	8%	9%
Up Our Street	16%	14%
Facebook Families	23%	25%
Kaleidoscope Creativity	7%	5%
Heydays	6%	6%

Base: 23,661 participants with matched UK postcodes

Percentage breakdown of Audience Spectrum segments



Mosaic type profile

Type Name	Average place participant profile	National participant profile
A01 World-Class Wealth	0%	0%
A02 Uptown Elite	0%	0%
A03 Penthouse Chic	0%	0%
A04 Metro High-Flyers	0%	0%
B05 Premium Fortunes	0%	0%
B06 Diamond Days	0%	0%
B07 Alpha Families	0%	0%
B08 Bank of Mum and Dad	0%	1%
B09 Empty-Nest Adventure	1%	1%
C10 Wealthy Landowners	1%	1%
C11 Rural Vogue	1%	1%
C12 Scattered Homesteads	0%	1%
C13 Village Retirement	2%	1%
D14 Satellite Settlers	2%	2%
D15 Local Focus	2%	2%
D16 Outlying Seniors	2%	2%
D17 Far-Flung Outposts	0%	0%
E18 Legacy Elders	1%	1%
E19 Bungalow Haven	3%	3%
E20 Classic Grandparents	2%	3%
E21 Solo Retirees	1%	2%
F22 Boomerang Boarders	2%	2%
F23 Family Ties	2%	2%
F24 Fledgling Free	3%	2%
F25 Dependable Me	2%	1%
G26 Cafés and Catchments	0%	0%
G27 Thriving Independence	1%	1%
G28 Modern Parents	3%	3%
G29 Mid-Career Convention	2%	2%
H30 Primary Ambitions	2%	2%
H31 Affordable Fringe	5%	7%
H32 First-Rung Futures	1%	2%

H33 Contemporary Starts	2%	1%
H34 New Foundations	0%	0%
H35 Flying Solo	1%	1%
I36 Solid Economy	3%	1%
I37 Budget Generations	2%	3%
I38 Childcare Squeeze	4%	4%
I39 Families with Needs	4%	4%
J40 Make Do and Move On	4%	4%
J41 Disconnected Youth	1%	1%
J42 Midlife Stopgap	2%	3%
J43 Renting a Room	4%	7%
K44 Inner City Stalwarts	0%	0%
K45 Crowded Kaleidoscope	1%	0%
K46 High Rise Residents	0%	0%
K47 Streetwise Singles	1%	1%
K48 Low Income Workers	4%	6%
L49 Dependent Greys	1%	1%
L50 Pocket Pensions	1%	1%
L51 Aided Elderly	0%	0%
L52 Estate Veterans	1%	1%
L53 Seasoned Survivors	3%	4%
M54 Down-to-Earth Owners	2%	3%
M55 Offspring Overspill	4%	3%
M56 Self Supporters	2%	3%
N57 Community Elders	1%	0%
N58 Cultural Comfort	1%	0%
N59 Asian Heritage	2%	1%
N60 Ageing Access	0%	0%
O61 Career Builders	0%	0%
O62 Central Pulse	0%	0%
O63 Flexible Workforce	1%	0%
O64 Bus-Route Renters	1%	1%
O65 Learners and Earners	0%	1%
O66 Student Scene	0%	0%

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