

DATA CATALOGUE APPENDIX

GEODEMOGRAPHIC SEGMENTATION SYSTEMS NOVEMBER 2011

This Appendix is designed for use with the main DATA CATALOGUES for The British Population Survey, and The British Marketing Survey. Both of these documents can be downloaded from <http://www.thebps.co.uk>

The GEODEMOGRAPHIC SEGMENTATION SYSTEMS have been added to the surveys as permissions have been granted. As part of the process of inclusions of these systems we have actually gone back through our entire database and 'retro-fitted' them in each case. In the early sections of 2008 in particular, the data collection was not designed with these in mind, so where insufficient data is available in a record we have allocated the relevant records to the 'Unclassified' segment.

In our normal adherence to the usual codes of Ethics, we regard it as paramount that no respondent to any of our surveys may be identified as such. Where multiple Segmentation Models are included from a single supplier, cross analysis between the models at the deepest level can, in certain fields, identify respondents within an extremely small range of postcodes. With further cross analysis in the fields of family make-up this could come very close to identifying a respondent if used by a professional database analyst with access to the underlying segmentation data from the original supplier. Therefore, with the agreement of the suppliers, we have identified that small number of potential cases, and allocated them to 'Unclassified' to preserve their absolute anonymity. As an additional precaution, we have also adopted a methodology for pre-tabular record swapping. This type of methodology was intensely developed by the Office of National Statistics to preserve anonymity in the data output from the Census. The British Population Survey has adopted this type of method, as a precaution against accidental disclosure as a result of combinations of segment classifications from different suppliers

The contents of the catalogue are laid out to reflect the way that the data appears in the data delivery software, to enable rapid access for Users.

To obtain detailed information regarding the underlying structures and rationales for each of the Segmentation Models, or to contact the Suppliers in each case for further information, please use the following weblinks to their appropriate web pages :-

OAC	Output Area Classification	http://areaclassification.org.uk/
AFD Software Ltd	CENSATION	http://www.afd.co.uk/censation.asp
CACI Ltd	ACORN	http://www.caci.co.uk/acorn-classification.aspx
Experian Ltd	MOSAIC	http://strategies.experian.co.uk/
Acxiom Corporation	PersonicX Geo	http://www.acxiom.co.uk/products_and_services/data_solutions/personicX_segmentation/Pages/PersonicXSegmentation.aspx
Beacon Dodsworth Ltd	P2, People & Places	http://www.beacon-dodsworth.co.uk/uploads/files/p2-brochure.pdf
Callcredit Information Group Ltd	CAMEO UK	http://www.callcredit.co.uk/products-and-services/consumer-marketing-data-and-segmentation/cameo-classifications

If you have any specific queries about the content of this catalogue, any suggestions for expansion of the questionnaire, or require further information about any aspect of The British Population Survey, please contact us at info@thebps.co.uk

THE BRITISH POPULATION SURVEY DATA CATALOGUE

GEODEMOGRAPHIC SEGMENTATION APPENDIX

OAC

OUTPUT AREA CLASSIFICATION

OAC SUPER GROUP

- 1: Blue Collar Communities
- 2: City Living
- 3: Countryside
- 4: Prospering Suburbs
- 5: Constrained by Circumstances
- 6: Typical Traits
- 7: Multicultural
- Unclassified

OAC GROUP

- 1a: Terraced Blue Collar
- 1b: Younger Blue Collar
- 1c: Older Blue Collar
- 2a: Transient Communities
- 2b: Settled in the City
- 3a: Village Life
- 3b: Agricultural
- 3c: Accessible Countryside
- 4a: Prospering Younger Families
- 4b: Prospering Older Families
- 4c: Prospering Semis
- 4d: Thriving Suburbs
- 5a: Senior Communities
- 5b: Older Workers
- 5c: Public Housing
- 6a: Settled Households
- 6b: Least Divergent
- 6c: Young Families in Terraced Homes
- 6d: Aspiring Households
- 7a: Asian Communities
- 7b: Afro-Caribbean Communities
- Unclassified

OAC SUB - GROUP

- 1a1: Terraced Blue Collar (1)
- 1a2: Terraced Blue Collar (2)
- 1a3: Terraced Blue Collar (3)
- 1b1: Younger Blue Collar (1)
- 1b2: Younger Blue Collar (2)
- 1c1: Older Blue Collar (1)
- 1c2: Older Blue Collar (2)
- 1c3: Older Blue Collar (3)
- 2a1: Transient Communities (1)
- 2a2: Transient Communities (2)
- 2b1: Settled in the City (1)
- 2b2: Settled in the City (2)

(CONTINUED)

3a1: Village Life (1)
3a2: Village Life (2)
3b1: Agricultural (1)
3b2: Agricultural (2)
3c1: Accessible Countryside (1)
3c2: Accessible Countryside (2)
4a1: Prospering Younger Families (1)
4a2: Prospering Younger Families (2)
4b1: Prospering Older Families (1)
4b2: Prospering Older Families (2)
4b3: Prospering Older Families (3)
4b4: Prospering Older Families (4)
4c1: Prospering Semis (1)
4c2: Prospering Semis (2)
4c3: Prospering Semis (3)
4d1: Thriving Suburbs (1)
4d2: Thriving Suburbs (2)
5a1: Senior Communities (1)
5a2: Senior Communities (2)
5b1: Older Workers (1)
5b2: Older Workers (2)
5b3: Older Workers (3)
5b4: Older Workers (4)
5c1: Public Housing (1)
5c2: Public Housing (2)
5c3: Public Housing (3)
6a1: Settled Households (1)
6a2: Settled Households (2)
6b1: Least Divergent (1)
6b2: Least Divergent (2)
6b3: Least Divergent (3)
6c1: Young Families in Terraced Homes (1)
6c2: Young Families in Terraced Homes (2)
6d1: Aspiring Households (1)
6d2: Aspiring Households (2)
7a1: Asian Communities (1)
7a2: Asian Communities (2)
7a3: Asian Communities (3)
7b1: Afro-Caribbean Communities (1)
7b2: Afro-Caribbean Communities (2)
Unclassified

CENSATION

AFFLUENCE	A: Wealthy B: Prosperous C: Comfortable D: Striving E: Struggling Unclassified
LIFESTAGE	V: Young singles W: Young families X: Older families Y: Empty nests and seniors Unclassified
SEGMENT	AW01 Full time managers and professionals with high incomes, occasional mail order users AW07 Employed full time in education, finance and business services, with high incomes – occasional mail order users AW09 Full time public servants with well above average incomes AX02 Above average full time incomes from finance industry, living in detached houses – occasional mail order users AX03 Social grade AB with high incomes, living in detached houses. Occasional mail order users, some with low qualifications AX05 Highly qualified, living in detached houses, social grade AB. Occasional users of mail order on high incomes AX06 Economically active with mortgaged houses and well above average incomes. Occasional mail order users AX10 Christians living in semi-detached houses with above average incomes AY04 Managers, senior officials and professionals with high incomes. Occasional mail order users AY08 Employed as professionals and senior managers in agriculture, business services and education, with high incomes BV20 Highly qualified professionals and managers with high incomes, employed in finance, business services and social / personal services BW11 Employed full time in finance and business services with high incomes BW18 Highly qualified professionals and managers with high incomes, employed in finance, business services and social / personal services BX15 Employed full time in offices and shops buying their own homes on an average income BY12 Professionals in education with high incomes. Occasional mail order users BY13 Employed in agriculture with some professionals living in detached houses on high incomes BY14 Christians employed in agriculture and education with high incomes. Occasional users of mail order BY16 Many retired Christians. Occasional users of mail order BY17 Living in detached houses, employed in agriculture. High users of mail order and frequent supporters of charities BY19 Employed in education with some professionals. Occasional users of mail order, some have been widowed BY21 Christians living in semi-detached houses with average incomes. Occasional mail order users. CV29 Living in flats, working in the hotel trade, finance, business services and health services with some high income professionals CV30 Highly qualified workers in finance and business services with some high income professionals CV31 Full time students, working in hotels and education with some medical experience. Occasional supporters of charities CW26 Hindus and Muslims, many employed in the transport sector with some office and shop staff CW28 Living in terraced housing, manual workers in the retail sector. High mail order users CX22 Many factory and manual workers in manufacturing and retail. Buying their own houses, some on average incomes CX27 Manual and factory workers in manufacturing, construction and retail, buying their houses on below average incomes

CY23 Retired Christians living in semi-detached houses with moderate mail order use, some with no qualifications

CY24 Retired Christians, some moderate mail order users, living in detached houses with high qualifications

CY25 Retired Christians with skilled trades and experience in agriculture. High mail order users with intermediate qualifications

DV36 Living in purpose built flats, working in hotels, business and health services. Sometimes support charities

DW32 Living in terraced houses. Manual workers in manufacturing and retail

DW33 Hindus, Muslims and Sikhs working in retail and transport, with some not using mail order at all

DW41 Process support staff employed in manufacturing and retail, on low incomes

DX34 No professed religion, with low levels of qualifications. Manual workers reading popular newspapers

DX39 Employed in manufacturing, construction and retail as support staff. Many read popular newspapers

DX40 Employed in manufacturing, construction and retail. Have no qualifications and read popular newspapers

DX42 Very low incomes – either unemployed or in the hotel trade, but sometimes support charities

DY35 Retired Christians who frequently support charities

DY37 Retired without qualifications, with experience in manufacturing. Some support charities some of the time

DY38 Retired without qualifications, read popular newspapers

EV46 Living in purpose built flats; employed in the hotel trade; often do not use mail order. On very low incomes

EW44 Muslims in social and private rented accommodation, who sometimes support charities

EW45 Low level employment, living in social and private rented accommodation and reading popular newspapers

EW50 Social renting of purpose built flats, very low incomes, some do not use mail order

EX49 Social renting of purpose built flats, read popular newspapers and some do not use mail order

EY43 Retired, social grade E, with no qualifications. Reading popular newspapers with some living in terraced households

EY47 Retired Christians with no qualifications previously in process support and elementary occupations, some in semi-detached houses with both social and private renting

EY48 Social grade E, retired with experience of personal health services. Some do not use mail order

EY51 Social grade E, retired with experience of elementary occupations in health. Some do not use mail order

EY52 Social grade E, retired with experience of elementary occupations in manufacturing. Some do not use mail order but do look after grand-children

Unclassified

ACORN --- STANDARD

CATEGORY	1 Wealthy Achievers 2 Urban Prosperity 3 Comfortably Off 4 Moderate Means 5 Hard Pressed 6 Unclassified
GROUP	1 A Wealthy Achievers 1 B Affluent Greys 1 C Flourishing Families 2 D Prosperous Professionals 2 E Educated Urbanites 2 F Aspiring Singles 3 G Starting Out 3 H Secure Families 3 I Settled Suburbia 3 J Prudent Pensioners 4 K Asian Communities 4 L Post-Industrial Families 4 M Blue Collar Roots 5 N Struggling Families 5 O Burdened Singles 5 P High Rise Hardship 5 Q Inner City Adversity 6 U Unclassified
SEGMENT	1 A 1 Wealthy mature professionals, large houses 1 A 2 Wealthy working families with mortgages 1 A 3 Villages with wealthy commuters 1 A 4 Well-off managers, larger houses 1 B 5 Older affluent professionals 1 B 6 Farming communities 1 B 7 Old people, detached homes 1 B 8 Mature couples, smaller detached homes 1 C 9 Older families, prosperous suburbs 1 C 10 Well-off working families with mortgages 1 C 11 Well-off managers, detached houses 1 C 12 Large families and houses in rural areas 2 D 13 Well-off professionals, larger houses and converted flats 2 D 14 Older professionals in suburban houses and apartments 2 E 15 Affluent urban professionals, flats 2 E 16 Prosperous young professionals, flats 2 E 17 Young educated workers, flats 2 E 18 Multi-ethnic young, converted flats 2 E 19 Suburban privately renting professionals 2 F 20 Student flats and cosmopolitan sharers 2 F 21 Singles and sharers, multi-ethnic areas 2 F 22 Low income singles, small rented flats 2 F 23 Student terraces 3 G 24 Young couples, flats and terraces

3 G 25 White-collar singles/sharers, terraces
3 H 26 Younger white-collar couples with mortgages
3 H 27 Middle income, home owning areas
3 H 28 Working families with mortgages
3 H 29 Mature families in suburban semis
3 H 30 Established home owning workers
3 H 31 Home owning Asian family areas
3 I 32 Retired home owners
3 I 33 Middle income, older couples
3 I 34 Lower incomes, older people, semis
3 J 35 Elderly singles, purpose built flats
3 J 36 Older people, flats
4 K 37 Crowded Asian terraces
4 K 38 Low income Asian families
4 L 39 Skilled older families, terraces
4 L 40 Young working families
4 M 41 Skilled workers, semis and terraces
4 M 42 Home owning families, terraces
4 M 43 Older people, rented terraces
5 N 44 Low income larger families, semis
5 N 45 Low income, older people, smaller semis
5 N 46 Low income, routine jobs, terraces and flats
5 N 47 Low income families, terraced estates
5 N 48 Families and single parents, semis and terraces
5 N 49 Large families and single parents, many children
5 O 50 Single elderly people, council flats
5 O 51 Single parents and pensioners, council terraces
5 O 52 Families and single parents, council flats
5 P 53 Old people, many high-rise flats
5 P 54 Singles and single parents, high-rise estates
5 Q 55 Multi-ethnic purpose built estates
5 Q 56 Multi-ethnic crowded flats
6 U 57 Unclassified

ACORN --- HEALTH

- GROUP
- 1 Existing Problems
 - 2 Future Problems
 - 3 Possible Future Concerns
 - 4 Healthy
 - 5 Unclassified

- SEGMENT
- 1.1 – Older couples, traditional diets, cardiac issues
 - 1.2 – Disadvantaged elderly, poor diet, chronic health
 - 1.3 – Vulnerable disadvantaged, smokers with high levels of obesity
 - 1.4 – Post industrial pensioners with long term illness
 - 1.5 – Deprived neighbourhoods with poor diet, smokers
 - 1.6 – Elderly with associated health issues
 - 1.7 – Home owning pensioners, traditional diets
 - 1.8 – Disadvantaged neighbourhoods with poor diet and severe health issues
 - 2.1 – Poor single parent families with lifestyle related illnesses
 - 2.2 – Multi-ethnic, high smoking, high fast food consumption
 - 2.3 – Urban estates with sedentary lifestyle and low fruit & veg consumption
 - 2.4 – Deprived multi-ethnic estates, smokers and overweight
 - 2.5 – Disadvantaged multi ethnic younger adults, with high levels of smoking
 - 3.1 – Less affluent neighbourhoods, high fast food, sedentary lifestyles
 - 3.2 – Affluent healthy pensioners dining out
 - 3.3 – Home owning older couples, high levels of fat & confectionery
 - 3.4 – Affluent professionals, high alcohol consumption, dining out
 - 3.5 – Low income families with some smokers
 - 3.6 – Affluent families with some dietary concerns
 - 4.1 – Young mobile population with good health and diet
 - 4.2 – Younger affluent, healthy professionals
 - 4.3 – Students and young professionals, living well
 - 4.4 – Towns and villages with average health and diet
 - 4.5 – Mixed communities with better than average health
 - 4.6 – Affluent towns and villages with excellent health and diet
 - Unclassified

ACORN --- EDUCATION

GROUP	A Contextually Challenged
	B Deprived Foundations
	C Disconnected Neighbourhoods
	D Metropolitan Aspirers
	E Educationally Hesitant
	F Aspirational Families
	G Affluent Establishment
	U Unclassified
SEGMENT	A 1 Younger families, traditional industrial areas, educationally deprived
	A 2 Larger families, economic blight, low attaining children
	A 3 Established deprived communities, educational challenges
	B 4 Inner-city overcrowding, family instability, poor attainment
	B 5 Low-rise overcrowding, family instability, poor attainment
	B 6 Deprived over-crowded, multi-ethnic, educationally low-attaining
	C 7 Declining post-war estates, educationally disaffected
	C 8 White British terraces, below average attainment
	D 9 Impoverished Asian terraces, educationally improving
	D 10 Diverse metropolitan areas, average attainment
	E 11 Traditional neighbourhoods, older children, educational parity
	E 12 Poorer established terraces, middling attainment
	E 13 Young families modern neighbourhoods, average attainment
	E 14 Younger children, non-metropolitan areas, average attainment
	E 15 Mature families, semi-rural towns, educationally engaged
	E 16 Mature families, semi-suburban, educationally engaged
	F 17 Starter households, early years, educationally aspiring
	F 18 Aspiring home-buyers, modern neighbourhoods, educational expectations
	F 19 Fairly affluent, older families, higher educational goals
	F 20 Affluent well-educated parents, younger children
	F 21 Affluent families, older children, good attainment
	G 22 Managerial families, semi-rural areas, significant attainment
	G 23 Affluent, well educated commuter families, high attainment
	G 24 Most affluent, highly educated families, exceptional attainment
	U 25 Elderly areas of mobile / temporary household spaces
	U 26 Military Areas
	U 27 Communal dwellings and other unclassified

MOSAIC --- STANDARD

GROUP	A Alpha Territory
	B Professional Rewards
	C Rural Solitude
	D Small Town Diversity
	E Active Retirement
	F Suburban Mindsets
	G Careers and Kids
	H New Homemakers
	I Ex-Council Community
	J Claimant Cultures
	K Upper Floor Living
	L Elderly Needs
	M Industrial Heritage
	N Terraced Melting Pot
	O Liberal Opinions
	Unclassified
TYPE	A01 Global Power Brokers
	A02 Voices of Authority
	A03 Business Class
	A04 Serious Money
	B05 Mid-Career Climbers
	B06 Yesterday's Captains
	B07 Distinctive Success
	B08 Dormitory Villagers
	B09 Escape to the Country
	B10 Parish Guardians
	C11 Squires Among Locals
	C12 Country Loving Elders
	C13 Modern Agribusiness
	C14 Farming Today
	C15 Upland Struggle
	D16 Side Street Singles
	D17 Jacks of All Trades
	D18 Hardworking Families
	D19 Innate Conservatives
	E20 Golden Retirement
	E21 Bungalow Quietude
	E22 Beachcombers
	E23 Balcony Downsizers
	F24 Garden Suburbia
	F25 Production Managers
	F26 Mid-Market Families
	F27 Shop Floor Affluence
	F28 Asian Attainment
	G29 Footloose Managers
	G30 Soccer Dads and Mums
	G31 Domestic Comfort
	G32 Childcare Years
	G33 Military Dependants

FULL TEXT

H34 Buy-to-Let Territory
H35 Brownfield Pioneers
H36 Foot on the Ladder
H37 First to Move In
I38 Settled Ex-Tenants
I39 Choice Right to Buy
I40 Legacy of Labour
I41 Stressed Borrowers
J42 Worn-Out Workers
J43 Streetwise Kids
J44 New Parents in Need
K45 Small Block Singles
K46 Tenement Living
K47 Deprived View
K48 Multicultural Towers
K49 Re-Housed Migrants
L50 Pensioners in Blocks
L51 Sheltered Seniors
L52 Meals on Wheels
L53 Low Spending Elders
M54 Clocking Off
M55 Backyard Regeneration
M56 Small Wage Owners
N57 Back-to-Back Basics
N58 Asian Identities
N59 Low-Key Starters
N60 Global Fusion
O61 Convivial Homeowners
O62 Crash Pad Professionals
O63 Urban Cool
O64 Bright Young Things
O65 Anti-Materialists
O66 University Fringe
O67 Study Buddies
Unclassified

MOSAIC --- FINANCIAL

GROUP	A Successful Start
	B Happy Housemates
	C Surviving Couples
	D On the Bread Line
	E Flourishing Families
	F Credit Hungry Families
	G Gild-edged Lifestyle
	H Midlife Affluence
	I Modest Mid-years
	J Advancing Status
	K Ageing Workers
	L Wealthy Retirement
	M Elderly Deprivation
	Unclassified
TYPE	A01 Up & Coming Elite
	A02 Professional Solos
	A03 Opportunities and Overdrafts
	B04 Looking to the Future
	B05 Limited Livelihoods
	B06 Carefree Kick-off
	B07 Books and Beer
	C08 Getting By Alone
	C09 Solitary Effort
	D10 Straining the Budget
	D11 Child-raising Challenge
	D12 Poor Prospects
	E13 Fully Committed Funds
	E14 Independent Investors
	E15 Confident Consumers
	E16 Family Focused Finance
	E17 Work-life Balance
	F18 Overspending Optimists
	F19 Savvy Big Spenders
	F20 Downscale Mortgagees
	F21 Hocked to the Hilt
	G22 Cream of the Crop
	G23 Corporate Top Dogs
	G24 Smart Money
	G25 Property Tycoons
	G26 Conservative Accumulators
	H27 Asset-rich Achievers
	H28 Dependable Comfort
	H29 Rat Race Escapees
	I30 Conventional Progression
	I31 Cautious Borrowers
	J32 Venerable Workforce
	J33 Family Values
	J34 On Course for Retirement
	K35 Inadequate Provisions

K36 Pennywise Economy
K37 Sunset Singles
K38 Seasoned State Reliance
L39 Greys in the Pink
L40 Well-off Down-traders
L41 Vintage Couples
L42 Low Cash Flow Elders
M43 Old-fashioned Prudence
M44 Shoestring Seniors
M45 Pensioners in Need
Unclassified

MOSAIC ---- PUBLIC SECTOR

GROUP

- A Residents of isolated rural communities
- B Residents of small and mid-sized towns with strong local roots
- C Wealthy people living in the most sought after neighbourhoods
- D Successful professionals living in suburban or semi-rural homes
- E Middle income families living in moderate suburban semis
- F Couples with young children in comfortable modern housing
- G Young, well-educated city dwellers
- H Couples and young singles in small modern starter homes
- I Lower income workers in urban terraces in often diverse areas
- J Owner occupiers in older-style housing in ex-industrial areas
- K Residents with sufficient incomes in right-to-buy social housing
- L Active elderly people living in pleasant retirement locations
- M Elderly people reliant on state support
- N Young people renting flats in high density social housing
- O Families in low-rise social housing with high levels of benefit need
- Unclassified

TYPE

- A01 Rural families with high incomes, often from city jobs
- A02 Retirees electing to settle in environmentally attractive localities
- A03 Remote communities with poor access to public and commercial services
- A04 Villagers with few well paid alternatives to agricultural employment
- B05 Better off empty nesters in low density estates on town fringes
- B06 Self employed trades people living in smaller communities
- B07 Empty nester owner occupiers making little use of public services
- B08 Mixed communities with many single people in the centres of small towns
- C09 Successful older business leaders living in sought-after suburbs
- C10 Wealthy families in substantial houses with little community involvement
- C11 Creative professionals seeking involvement in local communities
- C12 Residents in smart city centre flats who make little use of public services
- D13 Higher income older champions of village communities
- D14 Older people living in large houses in mature suburbs
- D15 Well off commuters living in spacious houses in semi rural settings
- D16 Higher income families concerned with education and careers
- E17 Comfortably off suburban families weakly tied to their local community
- E18 Industrial workers living comfortably in owner occupied semis
- E19 Self reliant older families in suburban semis in industrial towns
- E20 Upwardly mobile South Asian families living in inter war suburbs
- E21 Middle aged families living in less fashionable inter war suburban semis
- F22 Busy executives in town houses in dormitory settlements
- F23 Early middle aged parents likely to be involved in their children's education
- F24 Young parents new to their neighbourhood, keen to put down roots
- F25 Personnel reliant on the Ministry of Defence for public services
- G26 Well educated singles living in purpose built flats
- G27 City dwellers owning houses in older neighbourhoods
- G28 Singles and sharers occupying converted Victorian houses
- G29 Young professional families settling in better quality older terraces
- G30 Diverse communities of well educated singles living in smart, small flats

G31 Owners in smart purpose built flats in prestige locations, many newly built
G32 Students and other transient singles in multi-let houses
G33 Transient singles, poorly supported by family and neighbours
G34 Students involved in college and university communities
H35 Childless new owner occupiers in cramped new homes
H36 Young singles and sharers renting small purpose built flats
H37 Young owners and rented developments of mixed tenure
H38 People living in brand new residential developments
I39 Young owners and private renters in inner city terraces
I40 Multi-ethnic communities in newer suburbs away from the inner city
I41 Renters of older terraces in ethnically diverse communities
I42 South Asian communities experiencing social deprivation
I43 Older town centres terraces with transient, single populations
I44 Low income families occupying poor quality older terraces
J45 Low income communities reliant on low skill industrial jobs
J46 Residents in blue collar communities revitalised by commuters
J47 Comfortably off industrial workers owning their own homes
K48 Middle aged couples and families in right-to-buy homes
K49 Low income older couples long established in former council estates
K50 Older families in low value housing in traditional industrial areas
K51 Often indebted families living in low rise estates
L52 Communities of wealthy older people living in large seaside houses
L53 Residents in retirement, second home and tourist communities
L54 Retired people of modest means commonly living in seaside bungalows
L55 Capable older people leasing / owning flats in purpose built blocks
M56 Older people living on social housing estates with limited budgets
M57 Old people in flats subsisting on welfare payments
M58 Less mobile older people requiring a degree of care
M59 People living in social accommodation designed for older people
N60 Tenants in social housing flats on estates at risk of serious social problems
N61 Childless tenants in social housing flats with modest social needs
N62 Young renters in flats with a cosmopolitan mix
N63 Multicultural tenants renting flats in areas of social housing
N64 Diverse home sharers renting small flats in densely populated areas
N65 Young singles in multi-ethnic communities, many in high rise flats
N66 Childless, low income tenants in high rise flats
O67 Older tenants on low rise social housing estates where jobs are scarce
O68 Families with varied structures living on low rise social housing estates
O69 Vulnerable young parents needing substantial state support
U99 Unclassified

PERSONICX GEO

LIFESTAGE	GX: No children in household GF: Children in household GR: Retired GM: Mixed codes Unclassified
AFFLUENCE	1: High income 2: Mid-high income 3: Middle income 4: Low-mid income 5: Low income Unclassified
CLUSTER	GX301 Adventurous Students GF202 Hobbies in City Suburbs GX203 Social Explorers GX304 Small Town Office Workers GX105 Urban Travellers GX506 Striving Students GF307 Budget Families GF408 Income Supported GF109 Affluent Modern Families GX210 Healthy Urbanites GF411 Family Focus GF512 Full City Homes GM313 Single Students GF314 Metropolitan Semis GX315 City Singletons GF216 Travel and Timeshare GM517 Low Cash, Low Credit GX418 Value Brands and Tabloids GF319 City Manual Workers GX520 Unemployment Blues GF221 Rural Connections GF422 Children and Camping GM223 Organic and Urban GX324 Independent Thinkers GM225 Urban Terraces GF326 Traditional Country Life GX127 Flats and Convertibles GF128 Spending Sporty Families GX229 Educated Professionals GF430 Factories and Council Estates GM531 Rent Books and Benefits GM232 Healthy, Wealthy and Wise GM433 Jam-packed Households GM234 Country Pursuits GM235 Semi-detached Success GM336 Gardeners World GX337 Small Town Tradesmen

GM238 Rural Couples Nearing Retirement
GM539 Retired Solos on a Tight Budget
GM440 Long Standing Tenants
GM541 Local Life
GM342 Shrewd Solos
GM143 Gourmet Travellers
GM244 Detached in the City Suburbs
GR345 Companionship and Coaches
GR346 Wildlife and the Environment
GR547 Small Town Bungalows
GR448 Retired and Rural
GR549 Widowed and Retired
GR250 Financially Savvy Retirees
GR551 Betting and Bingo
GR152 Organic Supporters
GR153 Mature Convertible Drivers
GR354 Coaches and Conservatories
GR355 Conventional Givers
GR256 Charities and Trust Funds
GR557 Aged in the City Suburbs
GR458 Gardening and Grandchildren
GR559 Budget Conscious Pensioners
GR560 Pastoral Volunteers
Unclassified

P², PEOPLE & PLACES

TREE	A Mature Oaks
	B Country Orchards
	C Blossoming Families
	D Rooted Households
	E Qualified Metropolitans
	F Senior Neighbourhoods
	G Suburban Stability
	H New Starters
	I Multicultural Centres
	J Urban Producers
	K Weathered Communities
	L Disadvantaged Households
	M Urban Challenge
	U Unclassified
BRANCH	A01 Worldly Horizons
	A02 Provincial Haves
	C03 Thriving Families
	B04 Rural Comfort
	A05 Established Prosperity
	A06 Ripened Success
	C07 Contented Families
	E08 Urban Professionals
	B09 Harder Pastures
	F10 Richer Retired
	D11 Matrimonial Homes
	C12 Developing Families
	D13 Established Couples
	D14 Multicultural Families
	D15 Skilled Workers
	F16 Asseted Greys
	G17 Aspiring Streets
	E18 Capital Apartments
	G19 Cohabiting Suburbs
	F20 Mature Mobility
	G21 Mature Satisfaction
	H22 Student In the Community
	G23 Routine Families
	I24 Cultural Enterprise
	H25 Working Singles
	H26 Student Life
	J27 Limited Labour
	J28 Manufacturing Pride
	K29 Blue Collar Elders
	J30 Council Terraces
	K31 Struggling Single Parents
	L32 Assisted Families
	I33 Multicultural Key Workers
	J34 Young Parents
	M35 Impoverished Elders

P², PEOPLE & PLACES
(CONTINUED)

K36 Sheltered Singles
L37 Deprived Youth
M38 Hard to Let
L39 Rootless Families
M40 Cramped Flats
U Unclassified

CAMEO UK

GROUP

- 1 Affluent Singles & Couples In Exclusive Urban Neighbourhoods
- 2 Wealthy Neighbourhoods Nearing & Enjoying Retirement
- 3 Affluent Home Owning Couples & Families In Large Houses
- 4 Suburban Homeowners In Smaller Private Family Homes
- 5 Comfortable Mixed Tenure Neighbourhoods
- 6 Less Affluent Family Neighbourhoods
- 7 Less Affluent Singles & Students In Urban Areas
- 8 Poorer White & Blue Collar Workers
- 9 Poorer Family & Single Parent Households
- 10 Poorer Council Tenants Including Many Single Parents
- Unclassified

CATEGORY

- 1A Opulent Couples & Singles In Executive City & Suburban Areas
- 1B Wealthy Singles In Small City Flats & Suburban Terraces
- 1C Urban Living Professional Singles & Couples
- 1D Wealthy & Educated Singles In Student Areas
- 2A Opulent Older & Retired Households In Spacious Rural Properties
- 2B Affluent Mature Families & Couples In Large Exclusive Detached Homes
- 2C Affluent Mature Couples & Singles Some With School Age Children
- 2D Wealthy Suburban Professionals In Mixed Tenure
- 3A Wealthy Older Families In Spacious Suburban & Rural Detached & Semis
- 3B Young & Mature Couples & Families In Large Rural Dwellings
- 3C Well-Off Older Couples & Families In Large Detached & Semis
- 3D Wealthy Mixed Households Living In Rural Communities
- 4A Executive Households In Suburban Terraces & Semis
- 4B Professional Home Owners In Detached & Semi Suburbia
- 4C White Collar Home Owners In Outer Suburbs & Coastal Areas
- 4D Mature Owner Occupiers In Rural & Coastal Neighbourhoods
- 4E Couples & Families In Modern Rural & Suburban Developments
- 4F Mature Couples & Families In Mortgaged Detached & Semis
- 5A Singles, Couples & School Age Families In Mixed Housing
- 5B Young & Older Single Mortgagees & Renters In Terraces & Flats
- 5C Mature & Retired Singles In Areas Of Small Mixed Housing
- 5D Young & Older Households In Coastal, Rural & Suburban Areas
- 5E Mature Households In Scottish Industrial Suburbs & Rural Communities
- 5F Young & Older Households In Areas Of Mixed Tenure
- 5G Older Couples & Singles In Suburban Family Semis
- 6A Less Affluent Communities In Areas Of Mixed Tenure
- 6B Older & Mature Households In Suburban Semis & Terraces
- 6C Mixed Households In Mostly Welsh Suburban Communities & Rural Areas
- 6D Couples & Families With School Age & Older Children In Spacious Semis
- 6E Mature Households In Less Affluent Suburban & Rural Areas
- 6F Less Affluent Couples In Suburban Family Neighbourhoods
- 6G Young Single & Family Communities In Small Terraces & Rented Flats
- 7A Single Mortgagees & Renters In Pre-School Family Neighbourhoods
- 7B Singles & Families In Ethnically Mixed Inner City & Suburban Areas
- 7C Young Flat Dwelling Singles & Couples In Inner City Student Areas
- 7D Young Singles, Couples & Students In Urban Areas
- 7E Young Singles In Privately Rented & Housing Association Properties
- 8A Poorer Retired Households In Owned & Rented Accommodation
- 8B Older & Mature Households In Suburban Areas Of Mixed Tenure

8C Older Households With School Age Children In Towns & Suburbs
8D Poorer Young Singles In Suburban Family Areas
8E Mixed Mortgagees & Council Tenants In Outer Suburbs
8F Singles & Couples In Small Terraced Properties
9A Poorer Singles In Outer Suburban Family Neighbourhoods
9B Poorer Singles & Families In Mixed Tenure
9C Suburban Scottish Households In Small Terraces & Flats
9D Ethnically Mixed Young Families & Singles In Terraced Housing
9E Poorer Couples & School Age Families In Terraced & Semis
9F Flat Dwellers In Council & Housing Association Accommodation
9G Young & Older Households In Housing Association & Mortgaged Homes
10A Hi-Rise Flat Dwellers In Cosmopolitan Areas Of Mixed Tenure
10B Council Tenants & Mortgagees In Scottish Suburbia
10C Poorer Mortgagees & Council Renters In Family Neighbourhoods
10D Singles & Single Parents In Suburban Hi-Rise Flats
10E Mature Households In Small Terraces & Semis
10F Poorer Singles In Local Authority Family Neighbourhoods
10G Single Renters In Mixed Age Hi-Rise Communities
XXX Communal Establishments In Mixed Neighbourhoods
Unclassified

For details of further specialist tracking surveys, e.g. The British Marketing Survey, please refer to the website, at the address <http://www.thebps.co.uk>

We always welcome suggestions for additions to our surveys – if you have any specific requests, please contact us at info@thebps.co.uk