

Sample Report



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Media hut's Data Profiling Report provides you with unique insights into your customer data. This report gives you the ability to develop a detailed understanding of the characteristics of your customers in terms of their demographic, geographic and lifestyle characteristics, as well showing indicators of their financial wellbeing.

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Interpreting The Report

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For each profile an Index Table is presented like the one below. Within each Index Table, the Customers column displays the number of records in your customer database within each Group, Category or Band. The next column is simply a percentage distribution of these absolute counts. These columns provide information on the overall make-up of your customer database.

CAMEO UK Group	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
1. Affluent Singles & Couples in Exclusive Urban Neighbourhoods	2,849	29.0%	1,366,040	3.4%	56.02	863	
2. Wealthy Neighbourhoods Nearing & Enjoying Retirement	1,572	16.0%	1,601,276	3.9%	32.62	406	
3. Affluent Home Owning Couples & Families in Large Houses	1,347	13.7%	4,926,682	12.1%	4.59	113	
4. Suburban Homeowners in Smaller Private Family Homes	1,358	13.8%	5,643,696	13.9%	-0.17	100	
5. Comfortable Mixed Tenure Neighbourhoods	602	6.1%	3,820,120	9.4%	-13.51	65	
6. Less Affluent Family Neighbourhoods	484	4.9%	5,765,491	14.2%	-42.37	35	
7. Less Affluent Singles & Students in Urban Areas	494	5.0%	2,421,508	6.0%	-4.21	84	
8. Poorer White & Blue Collar Workers	477	4.9%	6,038,198	14.9%	-46.09	33	
9. Poorer Family & Single Parent Households	243	2.5%	4,364,214	10.8%	-52.70	23	
10. Poorer Council Tenants Including Many Single Parents	250	2.5%	4,459,600	11.0%	-53.00	23	
XX - Communal Establishments in Mixed Neighbourhoods	133	1.4%	185,226	0.5%	7.70	297	
Unknown	191		115,901				
Total	10,000	100.0%	40,707,952	100.0%			

The Base column displays the number of households in the comparison base being used in the profiling analysis (this can either be the entire UK population, a defined catchment area or another segment of your customer base). The next column provides the percentage distribution of the absolute base counts.

The Index provides a means for comparing the profile of your customer database to the base profile. An Index value is calculated for each Group within a Variable. It compares the proportion of your customer records within each Group to the proportion of the base within the same Group. An index value of 100 indicates that the Group is penetrated at the same rate within your customer database as within the base. An Index Value above (or below) 100 indicates that the Group is penetrated above (or below) the rate within the base.

The Z-Score helps to determine whether the Index Value is statistically reliable by taking into account the size of the Group. Although two Groups may receive the same index value, they will receive different Z-Scores if their base population is different. A larger base will receive a higher Z-Score and vice versa. When interpreting Z-Scores, it is the magnitude of the score that is important, the sign just shows the direction of the relationship. Z-Scores greater than 2 are thought to be significant.

Helping You Understand Your Data

This report provides a comparison of your customers or prospects against a base population (typically the UK) in terms of the following types of characteristics:

- Individual (e.g. Age, Gender, Length of Residency)
- Household (e.g. Household Composition, Presence of Children, Lifestyle)
- Property (e.g. Age, Size, Council Tax Band)
- Wealth and Finances (e.g. Income, Attitudes to Finance, Social Class)
- Credit Risk (e.g. Risk Score, Presence of CCJs)
- Technology Use
- Green and Ethical Attitudes and Behaviours
- The neighbourhood within which they live
- Their Shopping and Interests

The report provides a 2 page summary to help interpretation as follows:

Key Characteristics for Prospecting List Selections

Of the 500+ variables profiled in the report, this page provides a highly accurate snap-shot of what your input file (which might be a file of your customers for example) look like compared with the base file, which is most likely the UK. If you were looking to target prospects then this page lists the 40 most discriminative variables we suggest you include or exclude from your selection - either manually or via a model.

Key datasets for Data Enhancement

Of the 50+ datasets profiled in the report, this page lists those which will add the most discrimination if licensed and added to your customer file. For example, the age classification that segments the country into 13 bands, may not prove discriminative, while the technology classification may completely divide your customer base from 'Wireless Socialites' to 'Late Learners' enabling you to treat these customer groups differently in terms of the messaging and creative.

The remainder of the report provides the detail behind these two summary pages.

If you require assistance in interpreting the report, please do not hesitate to contact us on 0115 987 3777 or email sales@mediahut.co.uk

Matching to Core

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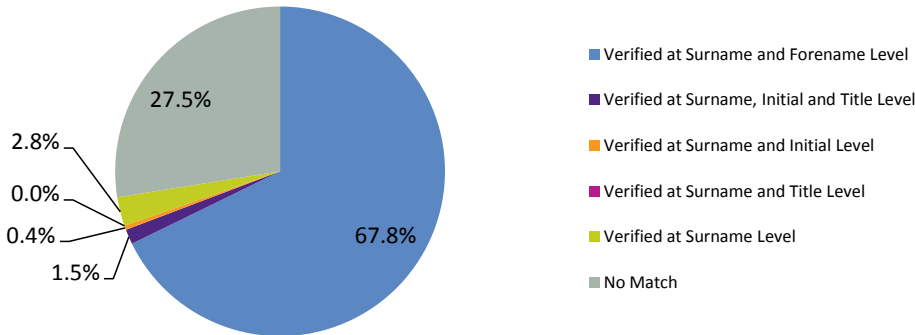
The table below shows the match rates of your data to the Core Consumer Universe.

Match Level		Customers		Cumulative
		Count	%	%
1	Verified at Surname and Forename Level	6,776	67.8%	67.8%
2	Verified at Surname, Initial and Title Level	147	1.5%	69.2%
3	Verified at Surname and Initial Level	40	0.4%	69.6%
4	Verified at Surname and Title Level	1	0.0%	69.6%
5	Verified at Surname Level	284	2.8%	72.5%
0	No Match	2,752	27.5%	100.0%
Total		10,000	100%	

6,923 Records were matched to Core at individual level

7,248 Records were matched to Core at household level or above

Data Matched



Key Characteristics for Prospecting List Selections

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By analysing your data we have been able to identify the most discriminative characteristics suitable for making prospect list selections. Used in combination, key variables from the top 20 list can help refine your targeting to an audience that best matches your existing customer base.

Top 20 Characteristics		Dataset	Customers	Base	Comparison		Index Data Bars
			%	%	Z-Score	Index	
1	01A - Opulent Couples & Singles In Executive City & Suburban Areas	CAMEO UK Category	7.5%	0.4%	26.83	2014	
2	£740,000+	House Price (CAMEO Property)	18.2%	1.1%	43.70	1606	
3	Band H	Council Tax Band	11.1%	0.8%	29.91	1421	
4	CAMEO Income Group - 1	CAMEO Income Group	13.4%	1.1%	35.76	1238	
5	01B - Wealthy Singles In Small City Flats & Suburban Terraces	CAMEO UK Category	16.3%	1.6%	39.37	998	
6	1. Affluent Singles & Couples in Exclusive Urban Neighbourhoods	CAMEO UK Group	29.0%	3.4%	56.02	863	
7	£590,783 - £739,992	House Price (CAMEO Property)	9.2%	1.1%	27.59	815	
8	Established Wealth (£75K+)	Household Income	35.2%	4.6%	57.94	762	
9	Band G	Council Tax Band	28.1%	4.5%	47.78	625	
10	CAMEO Income Group - 2	CAMEO Income Group	23.3%	3.8%	45.61	611	
11	£516,568 - £590,779	House Price (CAMEO Property)	6.4%	1.1%	21.42	577	
12	02B - Affluent Mature Families & Couples In Large Exclusive Detach	CAMEO UK Category	10.2%	1.8%	27.30	553	
13	Unit Trusts	Savings & Investment Products	17.7%	3.3%	31.44	535	
14	London	Standard Marketing Region	37.1%	7.0%	62.17	529	
15	Ex-Director	Company Director	5.5%	1.1%	15.98	485	
16	A - The Righteous Rich	Green & Ethical	28.1%	5.9%	41.04	476	
17	£468,428 - £516,567	House Price (CAMEO Property)	5.1%	1.1%	18.08	468	
18	02D - Wealthy Suburban Professionals In Mixed Tenure	CAMEO UK Category	2.0%	0.4%	11.10	460	
19	Director	Company Director	42.8%	9.5%	56.10	450	
20	B. Regular Long and Short Term Savers	Personal Savings	10.4%	2.5%	21.58	416	

Bottom 20 Characteristics		Dataset	Customers	Base	Comparison		Index Data Bars
			%	%	Z-Score	Index	
1	Credit Card Balance Transfers	Credit Products	2.3%	13.6%	-62.56	17	
2	S - Penny-Wise Pensioners	Household Lifestyle	2.0%	11.1%	-57.93	18	
3	CAMEO Income Group - 7	CAMEO Income Group	4.3%	22.9%	-90.44	18	
4	Band B	Council Tax Band	3.6%	18.9%	-73.87	19	
5	Loan	Credit Products	2.9%	13.4%	-52.60	21	
6	Health Foods	Shopping	7.1%	33.1%	-84.01	21	
7	C. Budgeted Credit	Credit Behaviour	2.6%	11.8%	-48.41	21	
8	Female Head of Household	Head of Household	8.7%	38.8%	-89.25	22	
9	75+ years	Modelled Age Band	2.1%	9.0%	-40.84	22	
10	Female	Gender	11.0%	47.7%	-117.10	23	
11	J - Not My Problem	Green & Ethical	2.2%	9.4%	-41.13	23	
12	9. Poorer Family & Single Parent Households	CAMEO UK Group	2.5%	10.8%	-52.70	23	
13	10. Poorer Council Tenants Including Many Single Parents	CAMEO UK Group	2.5%	11.0%	-52.99	23	
14	5C - Traditional Technology	Connected	2.2%	9.1%	-39.03	24	
15	Economically Challenged (£10K-£15K)	Household Income	2.4%	10.1%	-44.56	24	
16	D - Semi-Skilled and Unskilled Manual Workers	Social Class	3.0%	12.1%	-47.62	25	
17	C2 - Skilled Manual Workers	Social Class	5.2%	18.9%	-55.94	27	
18	E. Spend & Save To Your Means	Attitudes to Personal Finance	3.6%	12.8%	-40.61	28	
19	Uncertain Means (£15K-£20K)	Household Income	3.5%	11.8%	-40.40	29	
20	B. Branch Bankers	Financial Channel Preference	5.6%	18.6%	-46.89	30	



Key Datasets for Data Enhancement

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By understanding which datasets are the most predictive you can add value to your database by appending additional insights. The following tables list the key datasets that would add the most enhancement value to your data and highlights those at the other end of the spectrum that would add least value.

We've calculated a discrimination score for each dataset using a standard statistical methodology. All you need to know is that the higher the score, the more discriminative the dataset and the more value it will add to your profiling, segmentation and targeting strategy.

Top 10 Datasets		Score	Score Data Bars
1	House Price (CAMEO Property)	292	<div style="width: 292px;"></div>
2	Council Tax Band	269	<div style="width: 269px;"></div>
3	CAMEO UK Category	265	<div style="width: 265px;"></div>
4	CAMEO Income Group	245	<div style="width: 245px;"></div>
5	CAMEO UK Group	234	<div style="width: 234px;"></div>
6	Household Income	220	<div style="width: 220px;"></div>
7	Director	216	<div style="width: 216px;"></div>
8	Standard Marketing Region	207	<div style="width: 207px;"></div>
9	Willing to Pay More	205	<div style="width: 205px;"></div>
10	Have Changed Mortgage	196	<div style="width: 196px;"></div>

Bottom 10 Datasets		Score	Score Data Bars
1	DIY	0	<div style="width: 0px;"></div>
2	Ethical Issues Influence Purchase	2	<div style="width: 2px;"></div>
3	Quality Grocery Stores	2	<div style="width: 2px;"></div>
4	Gardening	4	<div style="width: 4px;"></div>
5	Convenience Stores Forecourts	5	<div style="width: 5px;"></div>
6	Mid Market Sunday	6	<div style="width: 6px;"></div>
7	DM Responsive	8	<div style="width: 8px;"></div>
8	CCJ Last 6 Years - Individual	10	<div style="width: 10px;"></div>
9	Presence of Children	10	<div style="width: 10px;"></div>
10	Number of Surnames in Household	10	<div style="width: 10px;"></div>



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Gender	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Female	1,102	12.4%	19,417,570	50.6%	-109.56	24	
Male	7,807	87.6%	18,959,876	49.4%	109.56	177	
Unknown	1,091		2,330,506				

Modelled Age Band	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
16-20 years	24	0.3%	1,597,062	3.9%	-50.91	9	
21-24 years	279	4.0%	2,142,644	5.3%	-5.35	76	
25-29 years	386	5.5%	3,265,158	8.0%	-9.04	69	
30-34 years	494	7.1%	3,425,242	8.4%	-4.29	84	
35-39 years	700	10.1%	3,549,806	8.7%	3.70	115	
40-44 years	939	13.5%	4,134,150	10.2%	8.13	133	
45-49 years	995	14.3%	4,258,522	10.5%	9.13	137	
50-54 years	892	12.8%	3,826,884	9.4%	8.51	136	
55-59 years	747	10.7%	3,218,368	7.9%	7.61	136	
60-64 years	685	9.8%	3,138,045	7.7%	5.96	128	
65-69 years	464	6.7%	2,573,039	6.3%	1.15	105	
70-74 years	214	3.1%	1,896,275	4.7%	-7.66	66	
75+ years	144	2.1%	3,677,590	9.0%	-40.84	23	
Unknown	3,037		5,167				

Marital Status	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Married	3,012	43.3%	16,091,245	39.5%	6.28	109	
Single	3,277	47.1%	21,265,235	52.2%	-8.65	90	
Co-habiting	674	9.7%	3,351,472	8.2%	4.08	118	
Unknown	3,037		0				

Length of Residency	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
0 years	20	0.3%	383,960	0.9%	-10.23	30	
1 years	19	0.3%	3,668,017	9.0%	-139.41	3	
2 years	419	6.0%	3,377,410	8.3%	-8.00	73	
3 years	404	5.8%	2,504,960	6.2%	-1.25	94	
4 years	660	9.5%	2,651,539	6.5%	8.45	146	
5 years	560	8.0%	2,302,655	5.7%	7.32	142	
6 years	408	5.9%	1,789,087	4.4%	5.20	133	
7 years	440	6.3%	1,793,554	4.4%	6.56	143	
8 years	276	4.0%	1,557,601	3.8%	0.59	104	
9 years	535	7.7%	2,610,764	6.4%	3.98	120	
10 years	99	1.4%	179,320	0.4%	6.92	323	
11 years	399	5.7%	1,779,331	4.4%	4.88	131	
12 years	257	3.7%	1,157,429	2.8%	3.75	130	
13 years	400	5.7%	1,396,088	3.4%	8.30	168	
14 years	243	3.5%	1,100,977	2.7%	3.57	129	
15 years	213	3.1%	930,768	2.3%	3.74	134	
16 years	169	2.4%	737,894	1.8%	3.33	134	
17 years	161	2.3%	735,007	1.8%	2.81	128	
18 years	118	1.7%	578,558	1.4%	1.77	119	
19 years	118	1.7%	641,786	1.6%	0.76	107	
20 years	115	1.7%	628,086	1.5%	0.71	107	
21 years	79	1.1%	523,219	1.3%	-1.19	88	
22 years	71	1.0%	549,221	1.3%	-2.74	76	
23 years	86	1.2%	587,231	1.4%	-1.57	86	
24+ years	694	10.0%	6,543,383	16.1%	-17.01	62	
Unknown	3,037		107				

On The Edited Electoral Roll	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
On The Edited Electoral Roll	2,880	28.8%	24,383,284	59.9%	-68.66	48	

About Their Household

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Household Composition	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Married Couple	2,048	25.4%	9,857,091	24.2%	2.49	105	<div style="width: 105%;"></div>
Unmarried Couple	755	9.4%	3,351,472	8.2%	3.51	114	<div style="width: 114%;"></div>
Other Couple	526	6.5%	2,406,918	5.9%	2.24	110	<div style="width: 110%;"></div>
Family	1,159	14.4%	6,234,154	15.3%	-2.37	94	<div style="width: 94%;"></div>
Single Household	2,097	26.0%	8,926,974	21.9%	8.39	119	<div style="width: 119%;"></div>
Single Parent Family	286	3.6%	2,086,657	5.1%	-7.64	69	<div style="width: 69%;"></div>
Mixed Household	1,029	12.8%	6,830,021	16.8%	-10.77	76	<div style="width: 76%;"></div>
Other	156	1.9%	1,014,665	2.5%	-3.62	78	<div style="width: 78%;"></div>
Unknown	1,944		0				

Social Class	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
AB - Higher and Intermediate Managerial / Administrative / Professional	6,131	74.4%	13,399,561	33.3%	85.53	223	<div style="width: 223%;"></div>
C1 - Supervisory, Clerical, Junior Managerial / Administrative / Professional	1,269	15.4%	10,699,477	26.6%	-28.15	58	<div style="width: 58%;"></div>
C2 - Skilled Manual Workers	427	5.2%	7,582,153	18.9%	-55.94	27	<div style="width: 27%;"></div>
D - Semi-Skilled and Unskilled Manual Workers	251	3.0%	4,853,243	12.1%	-47.61	25	<div style="width: 25%;"></div>
E - On State Benefit, Unemployed, Lowest Grade Workers	159	1.9%	3,682,520	9.2%	-47.65	21	<div style="width: 21%;"></div>
Unknown	1,763		490,998				

Household Lifestyle	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
A - Accomplished Singles	837	10.2%	1,382,790	3.4%	20.38	301	<div style="width: 301%;"></div>
B - Go Getting DINKys	334	4.1%	964,919	2.4%	7.81	172	<div style="width: 172%;"></div>
C - Family Feelgoods	1,751	21.4%	4,336,609	10.7%	23.67	201	<div style="width: 201%;"></div>
D - Maintained Single Parents	248	3.0%	382,149	0.9%	11.03	322	<div style="width: 322%;"></div>
E - Unattached Traditionalists	1,390	17.0%	2,437,965	6.0%	26.47	283	<div style="width: 283%;"></div>
F - Contented Greys	828	10.1%	2,158,449	5.3%	14.43	191	<div style="width: 191%;"></div>
G - Contemporary Elders	597	7.3%	2,661,269	6.6%	2.61	111	<div style="width: 111%;"></div>
H - Secure Singles	177	2.2%	342,362	0.8%	8.21	257	<div style="width: 257%;"></div>
J - Poundstretching Twosomes	81	1.0%	2,165,242	5.3%	-39.60	19	<div style="width: 19%;"></div>
K - Friends Together	391	4.8%	4,909,389	12.1%	-30.94	40	<div style="width: 40%;"></div>
L - Thriving and Thrifty Families	496	6.1%	5,803,412	14.3%	-31.13	42	<div style="width: 42%;"></div>
M - Mature and Stable Sedentaries	205	2.5%	1,088,445	2.7%	-1.00	94	<div style="width: 94%;"></div>
N - Young Optimists	108	1.3%	1,787,477	4.4%	-24.38	30	<div style="width: 30%;"></div>
P - Constrained Solos	309	3.8%	2,252,520	5.5%	-8.37	68	<div style="width: 68%;"></div>
Q - Struggling Families	43	0.5%	964,580	2.4%	-23.10	22	<div style="width: 22%;"></div>
R - Proud Parents Coping Alone	217	2.7%	2,494,382	6.1%	-19.61	43	<div style="width: 43%;"></div>
S - Penny-Wise Pensioners	166	2.0%	4,496,937	11.1%	-57.93	18	<div style="width: 18%;"></div>
Unknown	1,822		79,056				

Presence of Children	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Yes	1,871	22.6%	10,073,131	25.0%	-5.18	90	<div style="width: 90%;"></div>
No	6,402	77.4%	30,220,492	75.0%	5.18	103	<div style="width: 103%;"></div>
Unknown	1,727		414,329				

Age of Youngest Child	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
No Children	6,402	77.4%	30,220,492	75.0%	5.18	103	<div style="width: 103%;"></div>
0 To 4 Years Old	923	11.2%	4,326,836	10.7%	1.21	104	<div style="width: 104%;"></div>
5 To 11 Years Old	598	7.2%	3,752,418	9.3%	-7.32	78	<div style="width: 78%;"></div>
12 To 16 Years Old	350	4.2%	1,993,877	4.9%	-3.24	85	<div style="width: 85%;"></div>
Unknown	1,727		414,329				

Head of Household	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Not Head of Household	1,081	15.5%	8,725,594	21.4%	-13.62	72	<div style="width: 72%;"></div>
Male Head of Household	5,085	73.0%	14,727,695	36.2%	69.28	202	<div style="width: 202%;"></div>
Female Head of Household	605	8.7%	15,804,241	38.8%	-89.25	22	<div style="width: 22%;"></div>
Unknown Gender Head of Household	192	2.8%	1,450,422	3.6%	-4.10	77	<div style="width: 77%;"></div>
Unknown	3,037		0				

Number of Males	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
1	1,351	16.1%	7,483,766	18.8%	-6.70	86	<div style="width: 86%;"></div>
2	5,274	62.8%	23,231,379	58.3%	8.56	108	<div style="width: 108%;"></div>
3	1,392	16.6%	7,230,198	18.1%	-3.85	91	<div style="width: 91%;"></div>
4+	385	4.6%	1,933,196	4.8%	-1.16	95	<div style="width: 95%;"></div>
Unknown	199		829,413				

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Number of Females	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
1	3,017	35.4%	6,948,925	17.3%	34.91	204	<div style="width: 100%; height: 10px; background-color: #004a7c;"></div>
2	4,365	51.2%	24,735,821	61.6%	-19.22	83	<div style="width: 100%; height: 10px; background-color: #808080;"></div>
3	936	11.0%	6,986,017	17.4%	-18.96	63	<div style="width: 100%; height: 10px; background-color: #800000;"></div>
4+	206	2.4%	1,474,156	3.7%	-7.55	66	<div style="width: 100%; height: 10px; background-color: #800000;"></div>
Unknown	77		563,033				

Number of Surnames	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
1	5,860	72.7%	28,603,624	70.3%	4.99	104	<div style="width: 100%; height: 10px; background-color: #808080;"></div>
2	1,656	20.6%	8,878,802	21.8%	-2.79	94	<div style="width: 100%; height: 10px; background-color: #808080;"></div>
3	317	3.9%	1,920,833	4.7%	-3.62	83	<div style="width: 100%; height: 10px; background-color: #808080;"></div>
4+	223	2.8%	1,304,693	3.2%	-2.39	86	<div style="width: 100%; height: 10px; background-color: #808080;"></div>
Unknown	1,399		0				

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Council Tax Band	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Band A	158	1.9%	8,019,787	20.7%	-124.84	9	
Band B	302	3.6%	7,313,419	18.9%	-73.87	19	
Band C	689	8.3%	8,240,928	21.2%	-42.64	39	
Band D	1,095	13.2%	6,386,627	16.5%	-8.75	80	
Band E	1,336	16.1%	4,395,201	11.3%	11.85	142	
Band F	1,455	17.6%	2,381,780	6.1%	27.31	286	
Band G	2,327	28.1%	1,741,855	4.5%	47.78	625	
Band H	920	11.1%	303,108	0.8%	29.90	1421	
Band I	7	0.1%	10,537	0.0%	1.80	311	
Unknown	1,711		1,914,710				

Ownership Characteristics	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Have Changed Mortgage Recently	3,983	39.8%	7,563,851	18.6%	43.40	214	
First Time Buyer	194	1.9%	2,464,086	6.1%	-29.81	32	
Own Another Property	1,746	17.5%	2,560,582	6.3%	29.42	278	

Number of Bedrooms	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
1 bedroom	15	4.6%	63,122	4.2%	0.36	110	
2 bedrooms	39	11.9%	302,326	20.0%	-4.49	60	
3 bedrooms	90	27.5%	765,175	50.6%	-9.32	54	
4 bedrooms	111	33.9%	293,104	19.4%	5.57	175	
5+ bedrooms	72	22.0%	89,753	5.9%	7.02	371	
Unknown	9,673		39,194,472				

Type of Property	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Detached	850	35.5%	2,428,944	26.3%	9.43	135	
Semi-Detached	464	19.4%	3,018,168	32.7%	-16.43	59	
Terraced	682	28.5%	2,990,354	32.4%	-4.19	88	
Flat/Maisonette	398	16.6%	805,101	8.7%	10.40	191	
Unknown	7,606		31,465,385				

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House Price (CAMEO Property)	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
01. £740,000+	1,776	18.5%	448,536	1.1%	43.79	1621	
02. £590,783 - £739,992	898	9.3%	446,598	1.1%	27.65	823	
03. £516,568 - £590,779	628	6.5%	441,425	1.1%	21.47	583	
04. £468,428 - £516,567	501	5.2%	433,694	1.1%	18.13	473	
05. £433,356 - £468,427	403	4.2%	431,889	1.1%	15.14	382	
06. £337,454 - £433,355	1,407	14.6%	2,146,693	5.5%	25.47	268	
07. £288,990 - £337,453	901	9.4%	2,110,548	5.4%	13.49	175	
08. £257,075 - £288,989	570	5.9%	2,094,612	5.3%	2.52	111	
09. £233,196 - £257,074	497	5.2%	2,069,760	5.3%	-0.39	98	
10. £214,019 - £233,195	364	3.8%	2,048,307	5.2%	-7.28	73	
11. £197,873 - £214,018	284	3.0%	2,015,306	5.1%	-12.54	58	
12. £183,790 - £197,872	234	2.4%	1,996,480	5.1%	-16.78	48	
13. £171,244 - £183,789	209	2.2%	1,987,127	5.0%	-19.32	43	
14. £159,834 - £171,243	172	1.8%	1,968,499	5.0%	-23.75	36	
15. £149,354 - £159,833	154	1.6%	1,958,570	5.0%	-26.34	32	
16. £139,303 - £149,353	145	1.5%	1,947,659	4.9%	-27.66	30	
17. £129,634 - £139,302	110	1.1%	1,926,233	4.9%	-34.54	23	
18. £120,370 - £129,633	86	0.9%	1,910,901	4.9%	-41.21	18	
19. £111,073 - £120,369	84	0.9%	1,893,320	4.8%	-41.44	18	
20. £101,852 - £111,072	54	0.6%	1,874,321	4.8%	-55.04	12	
21. £92,787 - £101,851	51	0.5%	1,852,475	4.7%	-56.30	11	
22. £83,179 - £92,786	42	0.4%	1,833,219	4.7%	-62.66	9	
23. £71,870 - £83,178	27	0.3%	1,809,409	4.6%	-79.80	6	
24. < £71,869	19	0.2%	1,730,396	4.4%	-92.44	4	
XX. Communal Establishments	133	1.4%	185,226	0.5%	7.66	294	
Unknown	251		1,146,749				

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Household Income	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Established Wealth (£75K+)	2,881	35.2%	1,877,786	4.6%	57.94	762	
Secure Affluence (£50K-£75K)	1,749	21.4%	5,909,521	14.5%	15.09	147	
Rising Prosperity (£40K-£50K)	1,014	12.4%	4,737,747	11.7%	2.03	106	
Comfortably Secure (£30K-£40K)	746	9.1%	5,542,231	13.6%	-14.19	67	
Budgeted Stability (£25K-£30K)	604	7.4%	4,345,908	10.7%	-11.45	69	
Limited Resources (£20K-£25K)	328	4.0%	4,277,711	10.5%	-30.03	38	
Uncertain Means (£15K-£20K)	289	3.5%	4,787,949	11.8%	-40.40	30	
Economically Challenged (£10K-£15K)	200	2.4%	4,087,423	10.1%	-44.57	24	
Entrenched Struggle (<£10K)	367	4.5%	5,062,620	12.5%	-34.82	36	
Unknown	1,822		79,056				

Attitudes To Personal Finance	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
A. Financial Nous	2,043	29.5%	4,895,116	12.5%	30.94	235	
B. Save For What You Want	384	5.5%	5,310,221	13.6%	-29.30	41	
C. Careful Money Management	2,486	35.9%	13,049,824	33.4%	4.27	107	
D. Live for Today & Save Tomorrow	1,010	14.6%	7,544,329	19.3%	-11.19	75	
E. Spend & Save To Your Means	252	3.6%	4,987,871	12.8%	-40.61	28	
F. Limited Financial Options	756	10.9%	3,276,054	8.4%	6.73	130	
Unknown	3,069		1,644,537				

Personal Savings	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
A. Sophisticated Savers	1,976	28.5%	6,818,311	17.5%	20.39	163	
B. Regular Long and Short Term Savers	722	10.4%	976,147	2.5%	21.58	417	
C. Tax Free Cash Savers	460	6.6%	5,054,521	12.9%	-21.07	51	
D. Conventional Savers	2,499	36.1%	14,308,157	36.6%	-0.99	98	
E. Seldom Savers	1,274	18.4%	11,906,279	30.5%	-26.00	60	
Unknown	3,069		1,644,537				

Investment Activity	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
A. Sophisticated Investors	1,051	15.2%	2,616,966	6.7%	19.65	226	
B. Portfolio Investors	2,826	40.8%	5,732,358	14.7%	44.21	278	
C. Active Investors	312	4.5%	1,869,096	4.8%	-1.14	94	
D. Pension Planners	864	12.5%	5,320,262	13.6%	-2.91	92	
E. Non Investors	1,878	27.1%	23,524,733	60.2%	-62.04	45	
Unknown	3,069		1,644,537				

Savings & Investment Products	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Savings Account	4,346	43.5%	26,542,603	65.2%	-43.86	67	
ISA	2,453	24.5%	11,991,196	29.5%	-11.45	83	
Shares	4,191	41.9%	10,321,078	25.4%	33.55	165	
Investment Bonds	1,052	10.5%	2,649,877	6.5%	13.07	162	
Unit Trusts	1,231	12.3%	1,344,552	3.3%	27.41	373	
Active Investor	2,523	25.2%	5,855,777	14.4%	24.97	175	
Pay into a Pension	4,728	47.3%	13,677,472	33.6%	27.40	141	

Credit Behaviour	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
A. Credit Savvy	3,660	52.8%	13,496,873	34.6%	30.44	153	
B. Credit Lifestyle	2,165	31.2%	8,758,541	22.4%	15.83	139	
C. Budgeted Credit	179	2.6%	4,613,422	11.8%	-48.41	22	
D. Doorstep Credit	31	0.4%	2,334,159	6.0%	-68.89	7	
E. Credit Difficulties	896	12.9%	9,860,420	25.2%	-30.55	51	
Unknown	3,069		1,644,537				

Credit Products	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Credit Card	5,785	57.9%	20,946,075	51.5%	12.95	112	
Credit Card Balance Transfers	161	1.6%	5,529,707	13.6%	-95.05	12	
Pay Credit Card Balance in full	2,920	29.2%	6,410,900	15.7%	29.58	185	
Loan	199	2.0%	5,440,083	13.4%	-81.38	15	
Have Home Collected Credit	32	0.3%	2,412,358	5.9%	-99.05	5	

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Company Director	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Director	2,977	29.8%	3,863,735	9.5%	44.35	314	
Ex-Director	383	3.8%	461,812	1.1%	14.04	338	
Shareholder	1,475	14.8%	2,928,668	7.2%	21.31	205	

CAMEO Investor Group	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
1. Serious Investors (Investor Index 241-961)	1,472	15.0%	2,003,888	4.9%	27.92	304	
2. Committed Investors (Investor Index 201-240)	920	9.4%	1,870,638	4.6%	16.21	204	
3. Enthusiastic Investors (Investor Index 137-200)	1,890	19.3%	5,243,976	12.9%	15.94	149	
4. Active Investors (Investor Index 81-136)	2,009	20.5%	8,593,461	21.2%	-1.69	97	
5. Interested Investors (Investor Index 42-80)	1,324	13.5%	7,958,955	19.6%	-17.70	69	
6. Unconcerned Investors (Investor Index 5-41)	815	8.3%	7,372,125	18.2%	-35.35	46	
7. Disinterested Investors (Investor Index 0-4)	1,246	12.7%	7,363,782	18.1%	-16.17	70	
XX - Communal Establishments in Mixed Neighbourhoods	133	1.4%	185,226	0.5%	7.70	297	
Unknown	191		115,901				

CAMEO Income Group	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
1. Incomes over £100K+	1,311	13.4%	437,889	1.1%	35.76	1239	
2. Incomes between £75K - £100K	2,282	23.3%	1,544,210	3.8%	45.61	612	
3. Incomes between £50K - £75K	2,562	26.1%	6,094,025	15.0%	25.04	174	
4. Incomes between £40K - £50K	1,305	13.3%	6,302,768	15.5%	-6.48	86	
5. Incomes between £30K - £40K	1,023	10.4%	7,520,195	18.5%	-26.23	56	
6. Incomes between £20K - £30K	694	7.1%	8,281,796	20.4%	-51.46	35	
7. Incomes between £10K - £20K	424	4.3%	9,297,466	22.9%	-90.45	19	
8. Incomes less than £10K	75	0.8%	928,476	2.3%	-17.31	33	
XX - Communal Establishments in Mixed Neighbourhoods	133	1.4%	185,226	0.5%	7.70	297	
Unknown	191		115,901				

CAMEO Unemployment	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
01. 0% - 2% Economically Inactive Households	1,303	13.3%	2,006,528	4.9%	24.34	269	
02. 2% - 2.7% Economically Inactive Households	970	9.9%	2,045,912	5.0%	16.09	196	
03. 2.7% - 3.3% Economically Inactive Households	793	8.1%	2,026,569	5.0%	11.23	162	
04. 3.3% - 3.8% Economically Inactive Households	723	7.4%	2,046,040	5.0%	8.83	146	
05. 3.8% - 4.3% Economically Inactive Households	596	6.1%	2,063,417	5.1%	4.12	120	
06. 4.3% - 4.7% Economically Inactive Households	630	6.4%	2,039,736	5.0%	5.65	128	
07. 4.7% - 5.3% Economically Inactive Households	524	5.3%	2,048,863	5.0%	1.30	106	
08. 5.3% - 5.8% Economically Inactive Households	452	4.6%	2,022,008	5.0%	-1.76	93	
09. 5.8% - 6.5% Economically Inactive Households	505	5.1%	2,026,865	5.0%	0.69	103	
10. 6.5% - 7.1% Economically Inactive Households	385	3.9%	2,025,289	5.0%	-5.43	79	
11. 7.1% - 7.9% Economically Inactive Households	383	3.9%	2,017,259	5.0%	-5.44	79	
12. 7.9% - 8.8% Economically Inactive Households	386	3.9%	1,990,925	4.9%	-4.94	80	
13. 8.8% - 9.8% Economically Inactive Households	288	2.9%	2,007,792	4.9%	-11.79	59	
14. 9.8% - 10.8% Economically Inactive Households	369	3.8%	1,993,583	4.9%	-5.98	77	
15. 10.8% - 12.1% Economically Inactive Households	311	3.2%	2,006,873	4.9%	-10.02	64	
16. 12.1% - 13.6% Economically Inactive Households	292	3.0%	2,000,666	4.9%	-11.37	60	
17. 13.6% - 15.5% Economically Inactive Households	231	2.4%	1,992,212	4.9%	-16.67	48	
18. 15.5% - 17.9% Economically Inactive Households	238	2.4%	2,013,431	5.0%	-16.31	49	
19. 17.9% - 21.8% Economically Inactive Households	170	1.7%	1,999,159	4.9%	-24.22	35	
20. 21.8%+ Economically Inactive Households	127	1.3%	2,033,698	5.0%	-32.54	26	
XX - Communal Establishments in Mixed Neighbourhoods	133	1.4%	185,226	0.5%	7.70	297	
Unknown	191		115,901				

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CAMEO Welfare	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
1 - Deprivation Index of 19 - Town	866	8.8%	2,336,059	5.8%	10.73	153	
2 - Deprivation Index of 20 - City	811	8.3%	1,487,032	3.7%	16.56	226	
3 - Deprivation Index of 23 - Rural Area	89	0.9%	145,754	0.4%	5.73	253	
4 - Deprivation Index of 34 - Town	514	5.2%	2,236,929	5.5%	-1.20	95	
5 - Deprivation Index of 35 - City	613	6.2%	1,446,908	3.6%	10.98	175	
6 - Deprivation Index of 36 - Rural Area	208	2.1%	412,682	1.0%	7.59	209	
7 - Deprivation Index of 46 - Town	371	3.8%	2,060,257	5.1%	-6.71	75	
8 - Deprivation Index of 47 - Rural Area	235	2.4%	631,257	1.6%	5.44	154	
9 - Deprivation Index of 48 - City	496	5.1%	1,402,815	3.5%	7.23	146	
10 - Deprivation Index of 57 - Town	218	2.2%	1,975,600	4.9%	-17.76	46	
11 - Deprivation Index of 58 - City	701	7.1%	1,479,394	3.6%	13.46	196	
12 - Deprivation Index of 59 - Rural Area	189	1.9%	667,505	1.6%	2.03	117	
13 - Deprivation Index of 71 - City	777	7.9%	1,572,660	3.9%	14.84	204	
14 - Deprivation Index of 72 - Town	177	1.8%	1,872,470	4.6%	-20.89	39	
15 - Deprivation Index of 73 - Rural Area	127	1.3%	580,985	1.4%	-1.20	90	
16 - Deprivation Index of 88 - City	615	6.3%	1,788,122	4.4%	7.62	142	
17 - Deprivation Index of 89 - Rural Area	73	0.7%	393,272	1.0%	-2.59	77	
18 - Deprivation Index of 90 - Town	162	1.7%	1,873,791	4.6%	-23.03	36	
19 - Deprivation Index of 109 - Rural Area	30	0.3%	241,714	0.6%	-5.19	51	
20 - Deprivation Index of 110 - City	742	7.6%	1,978,479	4.9%	10.08	155	
21 - Deprivation Index of 111 - Town	94	1.0%	1,818,036	4.5%	-35.77	21	
22 - Deprivation Index of 140 - City	681	6.9%	2,338,000	5.8%	4.61	121	
23 - Deprivation Index of 141 - Town	74	0.8%	1,597,775	3.9%	-36.40	19	
24 - Deprivation Index of 149 - Rural Area	5	0.1%	153,706	0.4%	-14.37	13	
25 - Deprivation Index of 182 - City	485	4.9%	2,555,394	6.3%	-6.17	79	
26 - Deprivation Index of 184 - Town	44	0.4%	1,407,048	3.5%	-44.69	13	
27 - Deprivation Index of 262 - Town	17	0.2%	1,100,633	2.7%	-60.32	6	
28 - Deprivation Index of 265 - City	262	2.7%	2,852,548	7.0%	-26.75	38	
XX - Communal Establishments In Mixed Neighbourhoods	133	1.4%	185,226	0.5%	7.70	297	
Unknown	191		115,901				

CAMEO Welfare Crime Bandings	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Town - Low Crime	2,308	23.5%	12,355,106	30.4%	-16.13	77	
City - Low Crime	3,398	34.6%	7,388,809	18.2%	34.21	190	
Rural Area - Very Low Crime	921	9.4%	2,831,455	7.0%	8.20	135	
Town - High Crime	229	2.3%	5,923,492	14.6%	-80.35	16	
City - High Crime	2,785	28.4%	11,512,543	28.4%	0.07	100	
Rural Area - Low Crime	35	0.4%	395,420	1.0%	-10.25	37	
XX - Communal Establishments In Mixed Neighbourhoods	133	1.4%	185,226	0.5%	7.70	297	
Unknown	191		115,901				

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nGauge Credit Score	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Lowest Risk 1	1,108	16.0%	2,054,982	5.1%	24.79	315	<div style="width: 100%;"></div>
2	1,074	15.5%	2,055,988	5.1%	23.97	305	<div style="width: 98%;"></div>
3	1,210	17.4%	2,279,602	5.6%	25.94	310	<div style="width: 100%;"></div>
4	881	12.7%	2,012,070	5.0%	19.35	256	<div style="width: 80%;"></div>
5	536	7.7%	2,040,898	5.0%	8.40	153	<div style="width: 45%;"></div>
6	477	6.9%	2,286,641	5.6%	4.07	122	<div style="width: 35%;"></div>
7	326	4.7%	1,847,656	4.6%	0.56	103	<div style="width: 25%;"></div>
8	271	3.9%	2,339,487	5.8%	-8.01	68	<div style="width: 15%;"></div>
9	184	2.7%	1,827,767	4.5%	-9.62	59	<div style="width: 10%;"></div>
10	177	2.5%	2,220,340	5.5%	-15.45	47	<div style="width: 8%;"></div>
11	122	1.8%	1,779,748	4.4%	-16.67	40	<div style="width: 5%;"></div>
12	112	1.6%	1,843,187	4.5%	-19.37	36	<div style="width: 4%;"></div>
13	108	1.6%	1,950,382	4.8%	-21.89	32	<div style="width: 3%;"></div>
14	81	1.2%	2,050,695	5.1%	-30.16	23	<div style="width: 2%;"></div>
15	78	1.1%	2,223,106	5.5%	-34.42	21	<div style="width: 1.5%;"></div>
16	65	0.9%	1,958,966	4.8%	-33.66	19	<div style="width: 1.2%;"></div>
17	38	0.5%	1,978,631	4.9%	-48.86	11	<div style="width: 0.5%;"></div>
18	37	0.5%	1,885,749	4.6%	-47.06	11	<div style="width: 0.5%;"></div>
19	28	0.4%	2,033,878	5.0%	-60.54	8	<div style="width: 0.3%;"></div>
Highest Risk 20	29	0.4%	1,899,109	4.7%	-55.02	9	<div style="width: 0.3%;"></div>
Unknown	3,058		139,070				

Credit Risk	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
CCJ Last 6 Years - Individual	168	2.4%	2,120,178	5.2%	-15.04	47	<div style="width: 8%;"></div>
CCJ Last 6 Years - Surname	284	4.1%	3,759,111	9.2%	-21.53	44	<div style="width: 5%;"></div>
Public Bad Debt - Individual	202	2.9%	2,651,573	6.5%	-17.77	45	<div style="width: 6%;"></div>
Public Bad Debt - Surname	332	4.8%	4,594,217	11.3%	-25.27	42	<div style="width: 4%;"></div>

CAMEO Financial Group	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
1. Lowest Risk (0% households with CCJs)	2,632	26.8%	7,545,354	18.6%	18.43	144	<div style="width: 100%;"></div>
2. Very Low Risk (0%-4% households with CCJs)	557	5.7%	1,762,942	4.3%	5.71	131	<div style="width: 95%;"></div>
3. Low Risk (4%-6% households with CCJs)	827	8.4%	2,349,255	5.8%	9.42	146	<div style="width: 100%;"></div>
4. Below Average Risk (6%-11% households with CCJs)	1,762	18.0%	5,491,742	13.5%	11.44	133	<div style="width: 90%;"></div>
5. Average Risk (11%-20% households with CCJs)	1,791	18.3%	7,224,273	17.8%	1.18	103	<div style="width: 75%;"></div>
6. Above Average Risk (20%-36% households with CCJs)	1,388	14.2%	8,276,024	20.4%	-17.72	69	<div style="width: 50%;"></div>
7. Highest Risk (36+% households with CCJs)	719	7.3%	7,757,235	19.1%	-44.75	38	<div style="width: 25%;"></div>
XX - Communal Establishments in Mixed Neighbourhoods	133	1.4%	185,226	0.5%	7.70	297	<div style="width: 100%;"></div>
Unknown	191		115,901				

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Connected Group	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
1 - Online Trendsetters	2,685	38.9%	6,789,882	17.1%	37.17	228	
2 - Family Fun	606	8.8%	6,757,613	17.0%	-24.14	52	
3 - Spending Big	1,891	27.4%	6,317,857	15.9%	21.42	172	
4 - Follow The Leader	1,075	15.6%	9,465,589	23.8%	-18.88	65	
5 - Lagging Behind	649	9.4%	10,433,494	26.2%	-47.95	36	
Unknown	3,094		943,517				

Connected Category	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
1A - Professional Gamesters	1,513	21.9%	3,255,946	8.2%	27.56	268	
1B - Wireless Socialites	835	12.1%	1,625,615	4.1%	20.40	296	
1C - Enthusiastic Bloggers	298	4.3%	1,592,021	4.0%	1.27	108	
1D - Cyber Singles	39	0.6%	316,300	0.8%	-2.56	71	
2A - Gadget Families	256	3.7%	1,315,206	3.3%	1.76	112	
2B - Expensive Entertainment	228	3.3%	2,741,470	6.9%	-16.71	48	
2C - Broadband Families	122	1.8%	2,700,937	6.8%	-31.69	26	
3A - Fully Loaded	561	8.1%	847,620	2.1%	18.23	381	
3B - PDA Professionals	323	4.7%	615,901	1.5%	12.31	302	
3C - Grey Skypers	603	8.7%	1,459,623	3.7%	14.90	238	
3D - Sceptical Surfers	228	3.3%	1,522,424	3.8%	-2.45	86	
3E - Thrifty Researchers	176	2.5%	1,872,289	4.7%	-11.39	54	
4A - Savvy Surfers	573	8.3%	2,681,007	6.7%	4.68	123	
4B - Social Media Addicts	399	5.8%	3,113,739	7.8%	-7.31	74	
4C - Grown-up Gamers	28	0.4%	1,027,511	2.6%	-28.47	16	
4D - Digital Dabblers	13	0.2%	1,028,088	2.6%	-45.91	7	
4E - Technology Ticklers	62	0.9%	1,615,244	4.1%	-27.87	22	
5A - Telly Addicts	47	0.7%	1,486,171	3.7%	-30.88	18	
5B - Late Learners	28	0.4%	941,458	2.4%	-25.65	17	
5C - Traditional Technology	153	2.2%	3,630,176	9.1%	-39.02	24	
5D - Retired Interests	388	5.6%	1,393,463	3.5%	7.63	160	
5E - Limited Resources	14	0.2%	752,008	1.9%	-31.17	11	
5F - Keep it Simple Seniors	19	0.3%	2,230,218	5.6%	-84.48	5	
Unknown	3,094		943,517				

Financial Channel Preference	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
A. Online Transactors	2,425	35.0%	11,170,041	28.6%	11.16	122	
B. Branch Bankers	390	5.6%	7,269,091	18.6%	-46.89	30	
C. Phone Bankers	1,074	15.5%	8,876,440	22.7%	-16.63	68	
D. Channel Indifferent	3,042	43.9%	11,747,843	30.1%	23.18	146	
Unknown	3,069		1,644,537				

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Green & Ethical	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
A - The Righteous Rich	1,940	28.1%	2,347,435	5.9%	41.04	477	<div style="width: 477px; height: 10px; background-color: #004a5c;"></div>
B - Green Is The New Black	1,162	16.8%	2,806,721	7.0%	21.72	239	<div style="width: 239px; height: 10px; background-color: #004a5c;"></div>
C - Eco Enthusiasts	712	10.3%	2,244,092	5.6%	12.78	183	<div style="width: 183px; height: 10px; background-color: #004a5c;"></div>
D - Money Talks	618	8.9%	2,583,171	6.5%	7.17	138	<div style="width: 138px; height: 10px; background-color: #004a5c;"></div>
E - The Good Life	568	8.2%	2,870,003	7.2%	3.09	114	<div style="width: 114px; height: 10px; background-color: #004a5c;"></div>
F - Doing Their Bit	454	6.6%	3,104,625	7.8%	-4.09	84	<div style="width: 84px; height: 10px; background-color: #004a5c;"></div>
G - Green Drivers	546	7.9%	4,796,369	12.0%	-12.73	66	<div style="width: 66px; height: 10px; background-color: #004a5c;"></div>
H - Stuck In The Middle	298	4.3%	3,780,042	9.5%	-21.16	45	<div style="width: 45px; height: 10px; background-color: #004a5c;"></div>
I - It's Not Easy	211	3.1%	3,512,440	8.8%	-27.82	35	<div style="width: 35px; height: 10px; background-color: #004a5c;"></div>
J - Not My Problem	151	2.2%	3,755,568	9.4%	-41.13	23	<div style="width: 23px; height: 10px; background-color: #004a5c;"></div>
K - Skint Sceptics	124	1.8%	3,291,647	8.3%	-40.46	22	<div style="width: 22px; height: 10px; background-color: #004a5c;"></div>
L - Other Priorities	70	1.0%	2,766,532	6.9%	-49.18	15	<div style="width: 15px; height: 10px; background-color: #004a5c;"></div>
M - Am I Bothered?	55	0.8%	1,994,259	5.0%	-39.34	16	<div style="width: 16px; height: 10px; background-color: #004a5c;"></div>
Unknown	3,091		855,048				

Green Choices	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Willing to Pay More	4,740	68.5%	10,031,709	24.6%	78.47	278	<div style="width: 278px; height: 10px; background-color: #004a5c;"></div>
Green Insurance	3,627	52.4%	7,281,167	17.9%	57.48	293	<div style="width: 293px; height: 10px; background-color: #004a5c;"></div>
Green Finance	3,704	53.5%	7,689,444	18.9%	57.74	283	<div style="width: 283px; height: 10px; background-color: #004a5c;"></div>
Renewable Energy Source	4,379	63.3%	12,329,859	30.3%	56.89	209	<div style="width: 209px; height: 10px; background-color: #004a5c;"></div>

Ethical Choices	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Ethical Investor	2,684	38.8%	6,435,929	15.8%	39.21	245	<div style="width: 245px; height: 10px; background-color: #004a5c;"></div>
Ethical Finance	4,124	59.6%	9,395,626	23.1%	61.86	258	<div style="width: 258px; height: 10px; background-color: #004a5c;"></div>
Ethical Issues Influence Purchase	1,612	23.3%	9,410,398	23.1%	0.33	101	<div style="width: 101px; height: 10px; background-color: #004a5c;"></div>
Fair Trade	3,990	57.6%	12,498,415	30.7%	45.34	188	<div style="width: 188px; height: 10px; background-color: #004a5c;"></div>



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Standard Marketing Region	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
East Anglia	297	3.0%	1,651,662	4.1%	-6.35	73	
East Midlands	270	2.7%	2,583,582	6.4%	-22.41	43	
London	3,694	37.1%	2,848,268	7.0%	62.17	529	
North West	357	3.6%	4,212,883	10.4%	-36.41	35	
North	133	1.3%	2,347,616	5.8%	-38.60	23	
Scotland	480	4.8%	3,831,482	9.4%	-21.48	51	
South East	3,289	33.1%	9,454,022	23.3%	20.71	142	
South West	525	5.3%	3,310,922	8.2%	-12.85	65	
Wales	146	1.5%	2,043,248	5.0%	-29.57	29	
West Midlands	404	4.1%	3,608,906	8.9%	-24.41	46	
Yorks Humber	288	2.9%	3,644,386	9.0%	-36.18	32	
N Ireland	61	0.6%	1,031,954	2.5%	-24.64	24	
Unknown	56	0.6%	139,021				

CAMEO UK Group	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
1. Affluent Singles & Couples in Exclusive Urban Neighbourhoods	2,849	29.0%	1,366,040	3.4%	56.02	863	
2. Wealthy Neighbourhoods Nearing & Enjoying Retirement	1,572	16.0%	1,601,276	3.9%	32.62	406	
3. Affluent Home Owning Couples & Families in Large Houses	1,347	13.7%	4,926,682	12.1%	4.59	113	
4. Suburban Homeowners in Smaller Private Family Homes	1,358	13.8%	5,643,696	13.9%	-0.17	100	
5. Comfortable Mixed Tenure Neighbourhoods	602	6.1%	3,820,120	9.4%	-13.51	65	
6. Less Affluent Family Neighbourhoods	484	4.9%	5,765,491	14.2%	-42.37	35	
7. Less Affluent Singles & Students in Urban Areas	494	5.0%	2,421,508	6.0%	-4.21	84	
8. Poorer White & Blue Collar Workers	477	4.9%	6,038,198	14.9%	-46.09	33	
9. Poorer Family & Single Parent Households	243	2.5%	4,364,214	10.8%	-52.70	23	
10. Poorer Council Tenants Including Many Single Parents	250	2.5%	4,459,600	11.0%	-53.00	23	
XX - Communal Establishments in Mixed Neighbourhoods	133	1.4%	185,226	0.5%	7.70	297	
Unknown	191		115,901				

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CAMEO UK Category	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
01A-Opulent Couples & Singles In Executive City & Suburban Areas	737	7.5%	151,353	0.4%	26.83	2015	
01B-Wealthy Singles In Small City Flats & Suburban Terraces	1,602	16.3%	663,974	1.6%	39.37	998	
01C-Urban Living Professional Singles & Couples	405	4.1%	435,178	1.1%	15.22	385	
01D-Wealthy & Educated Singles In Student Areas	105	1.1%	115,535	0.3%	7.56	376	
02A-Opulent Older & Retired Households In Spacious Rural Properties	194	2.0%	229,196	0.6%	10.05	350	
02B-Affluent Mature Families & Couples In Large Exclusive Detached Homes	997	10.2%	745,153	1.8%	27.30	554	
02C-Affluent Mature Couples & Singles Some With School Age Children	184	1.9%	450,008	1.1%	5.60	169	
02D-Wealthy Suburban Professionals In Mixed Tenure	197	2.0%	176,919	0.4%	11.10	461	
03A-Wealthy Older Families In Spacious Suburban & Rural Detached & Semis	650	6.6%	1,477,838	3.6%	11.89	182	
03B-Young & Mature Couples & Families In Large Rural Dwellings	101	1.0%	303,723	0.7%	2.76	138	
03C-Well-Off Older Couples & Families In Large Detached & Semis	269	2.7%	1,806,230	4.4%	-10.35	62	
03D-Wealthy Mixed Households Living In Rural Communities	327	3.3%	1,338,891	3.3%	0.19	101	
04A-Executive Households In Suburban Terraces & Semis	433	4.4%	885,360	2.2%	10.77	202	
04B-Professional Home Owners In Detached & Semi Suburbia	380	3.9%	1,024,947	2.5%	6.92	153	
04C-White Collar Home Owners In Outer Suburbs & Coastal Areas	76	0.8%	409,497	1.0%	-2.64	77	
04D-Mature Owner Occupiers In Rural & Coastal Neighbourhoods	105	1.1%	1,088,179	2.7%	-15.49	40	
04E-Couples & Families In Modern Rural & Suburban Developments	161	1.6%	787,911	1.9%	-2.34	85	
04F-Mature Couples & Families In Mortgaged Detached & Semis	203	2.1%	1,447,802	3.6%	-10.41	58	
05A-Singles Couples & School Age Families In Mixed Housing	68	0.7%	139,850	0.3%	4.16	201	
05B-Young & Older Single Mortgagees & Renters In Terraces & Flats	152	1.5%	300,699	0.7%	6.49	209	
05C-Mature & Retired Singles In Areas Of Small Mixed Housing	108	1.1%	466,984	1.2%	-0.47	96	
05D-Young & Older Households In Coastal Rural & Suburban Areas	50	0.5%	409,912	1.0%	-6.95	50	
05E-Mature Households In Scottish Industrial Suburbs & Rural Communities	85	0.9%	621,433	1.5%	-7.10	57	
05F-Young & Older Households In Areas Of Mixed Tenure	71	0.7%	439,134	1.1%	-4.18	67	
05G-Older Couples & Singles In Suburban Family Semis	68	0.7%	1,442,108	3.6%	-34.11	20	
06A-Less Affluent Communities In Areas Of Mixed Tenure	33	0.3%	179,188	0.4%	-1.80	76	
06B-Older & Mature Households In Suburban Semis & Terraces	216	2.2%	1,363,249	3.4%	-7.80	66	
06C-Mixed Households In Mostly Welsh Suburban Communities & Rural Areas	18	0.2%	344,537	0.8%	-15.39	22	
06D-Couples & Families With School Age & Older Children In Spacious Semis	77	0.8%	1,385,101	3.4%	-29.47	23	
06E-Mature Households In Less Affluent Suburban & Rural Areas	59	0.6%	910,196	2.2%	-21.01	27	
06F-Less Affluent Couples In Suburban Family Neighbourhoods	32	0.3%	1,166,245	2.9%	-44.19	11	
06G-Young Single & Family Communities In Small Terraces & Rented Flats	49	0.5%	416,975	1.0%	-7.41	49	
07A-Single Mortgagees & Renters In Pre-School Family Neighbourhoods	138	1.4%	942,310	2.3%	-7.69	61	
07B-Singles & Families In Ethnically Mixed Inner City & Suburban Areas	138	1.4%	669,659	1.6%	-2.04	85	
07C-Young Flat Dwelling Singles & Couples In Inner City Student Areas	65	0.7%	216,655	0.5%	1.57	124	
07D-Young Singles Couples & Students In Urban Areas	96	1.0%	422,023	1.0%	-0.61	94	
07E-Young Singles In Privately Rented & Housing Association Properties	57	0.6%	170,861	0.4%	2.09	138	
08A-Poorer Retired Households In Owned & Rented Accommodation	80	0.8%	553,056	1.4%	-6.02	60	
08B-Older & Mature Households In Suburban Areas Of Mixed Tenure	25	0.3%	774,837	1.9%	-32.46	13	
08C-Older Households With School Age Children In Towns & Suburbs	121	1.2%	1,284,940	3.2%	-17.33	39	
08D-Poorer Young Singles In Suburban Family Areas	170	1.7%	678,090	1.7%	0.48	104	
08E-Mixed Mortgagees & Council Tenants In Outer Suburbs	50	0.5%	1,494,212	3.7%	-44.07	14	
08F-Singles & Couples In Small Terraced Properties	31	0.3%	1,253,063	3.1%	-48.84	10	
09A-Poorer Singles In Outer Suburban Family Neighbourhoods	47	0.5%	816,323	2.0%	-21.96	24	
09B-Poorer Singles & Families In Mixed Tenure	28	0.3%	766,015	1.9%	-29.71	15	
09C-Suburban Scottish Households In Small Terraces & Flats	47	0.5%	650,379	1.6%	-16.10	30	
09D-Ethnically Mixed Young Families & Singles In Terraced Housing	17	0.2%	447,284	1.1%	-22.09	16	
09E-Poorer Couples & School Age Families In Terraced & Semis	30	0.3%	954,128	2.4%	-36.64	13	
09F-Flat Dwellers In Council & Housing Association Accommodation	59	0.6%	371,122	0.9%	-4.01	66	
09G-Young & Older Households In Housing Association & Mortgaged Homes	15	0.2%	358,963	0.9%	-18.53	17	
10A-Hi-Rise Flat Dwellers In Cosmopolitan Areas Of Mixed Tenure	46	0.5%	124,788	0.3%	2.34	153	
10B-Council Tenants & Mortgagees In Scottish Suburbia	23	0.2%	792,492	2.0%	-35.14	12	
10C-Poorer Mortgagees & Council Renters In Family Neighbourhoods	10	0.1%	597,215	1.5%	-42.42	7	
10D-Singles & Single Parents In Suburban Hi-Rise Flats	103	1.1%	391,895	1.0%	0.82	109	
10E-Mature Households In Small Terraces & Semis	26	0.3%	1,251,665	3.1%	-54.22	9	
10F-Poorer Singles In Local Authority Family Neighbourhoods	15	0.2%	1,095,931	2.7%	-64.42	6	
10G-Single Renters In Mixed Age Hi-Rise Communities	27	0.3%	205,614	0.5%	-4.37	54	
XXX-Communal Establishments In Mixed Neighbourhoods	133	1.4%	185,226	0.5%	7.70	297	
Unknown	191		115,901				

About Their Shopping & Interests

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Shopping	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Budget FMCG Brands Stores	1,062	15.3%	19,144,587	47.0%	-73.15	33	<div style="width: 33%;"></div>
Quality Grocery Stores	2,672	38.6%	15,826,395	38.9%	-0.48	99	<div style="width: 99%;"></div>
Convenience Stores Forecourts	3,053	44.1%	18,337,925	45.0%	-1.59	98	<div style="width: 98%;"></div>
Gardening	3,061	44.2%	17,529,211	43.1%	1.93	103	<div style="width: 103%;"></div>
DIY	66	1.0%	393,897	1.0%	-0.12	99	<div style="width: 99%;"></div>
Gambling	4,106	59.3%	18,655,684	45.8%	22.83	129	<div style="width: 129%;"></div>
Health Foods	497	7.2%	13,459,921	33.1%	-83.41	22	<div style="width: 22%;"></div>

DM & Mail Order Responsive	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
DM Responsive	3,016	43.6%	16,876,875	41.5%	3.53	105	<div style="width: 105%;"></div>
Mail Order Buyer	1,090	15.7%	18,536,743	45.5%	-68.05	35	<div style="width: 35%;"></div>

Newspaper Readership	Customers		Base		Comparison		Index Data Bars
	Count	%	Count	%	Z-Score	Index	
Popular Daily	47	0.7%	2,766,656	6.8%	-61.94	10	<div style="width: 10%;"></div>
Mid Market Daily	204	2.9%	3,872,560	9.5%	-32.30	31	<div style="width: 31%;"></div>
Quality Daily	5,667	81.9%	15,850,904	38.9%	92.65	210	<div style="width: 210%;"></div>
Popular Sunday	88	1.3%	2,399,837	5.9%	-34.33	22	<div style="width: 22%;"></div>
Mid Market Sunday	1,988	28.7%	12,146,170	29.8%	-2.06	96	<div style="width: 96%;"></div>
Quality Sunday	5,822	84.1%	29,006,890	71.3%	29.21	118	<div style="width: 118%;"></div>

