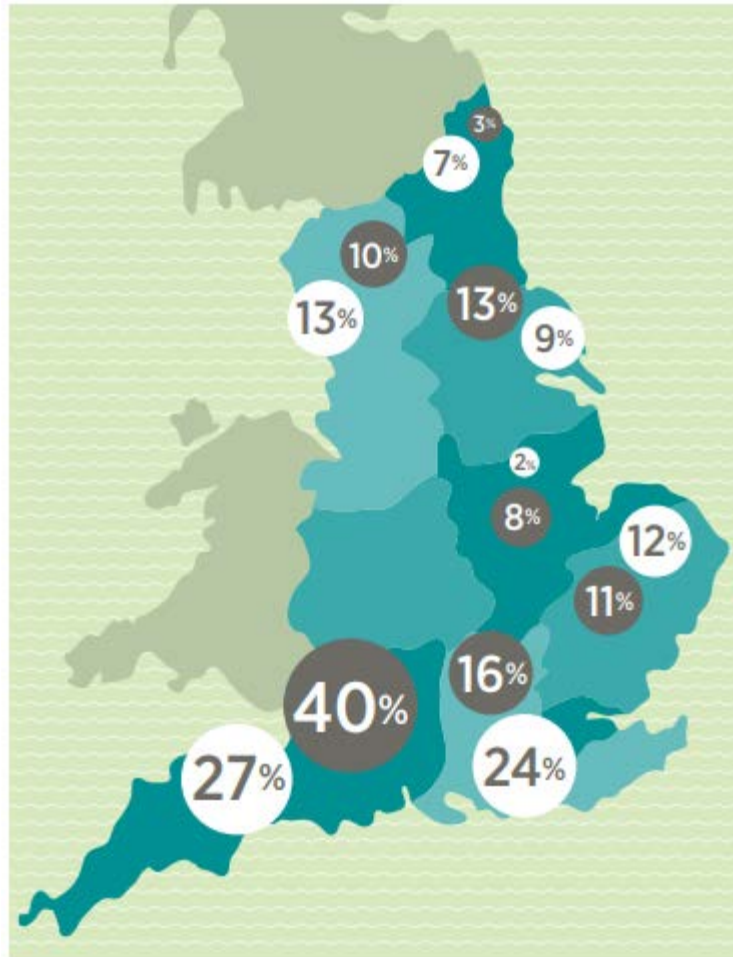


Market Characteristics of Dorset Holiday Visitors



Executive Summary

Figure 1 – England residents' holiday choices



● Holidays & short breaks ○ Day trips Source: GBTS and GBDVS

VisitEngland research indicates that growth to coastal destinations among domestic tourists is relatively stagnant. Such destinations, when seeking to grow domestic visitor spend, therefore need to differentiate their product to increase market share. Dorset is well-placed to do this. It is in the South West, which attracts most of all holiday and short break visits to the seaside (see Figure 1). Visitors to the South West are generally more affluent than those visiting coastal areas to the North and East of England - average spend on a seaside trip of four nights across England is £241 per trip ** (or £60 a night). The spend profile for Dorset is likely to exceed this average.

Key visitor group segments have now been identified from market analysis. Some of these are likely to enjoy Dorset as a *main* holiday destination (as a rule, these groups are likely to be less affluent and more cost constrained), while others are likely to come to Dorset for a *second* holiday, or a short break of 1-4 nights duration (these segments are generally more affluent and enjoy a wider range of activities).

Seven key segments have been refined from the analysis. All of these groups have some characteristics in common. For example:

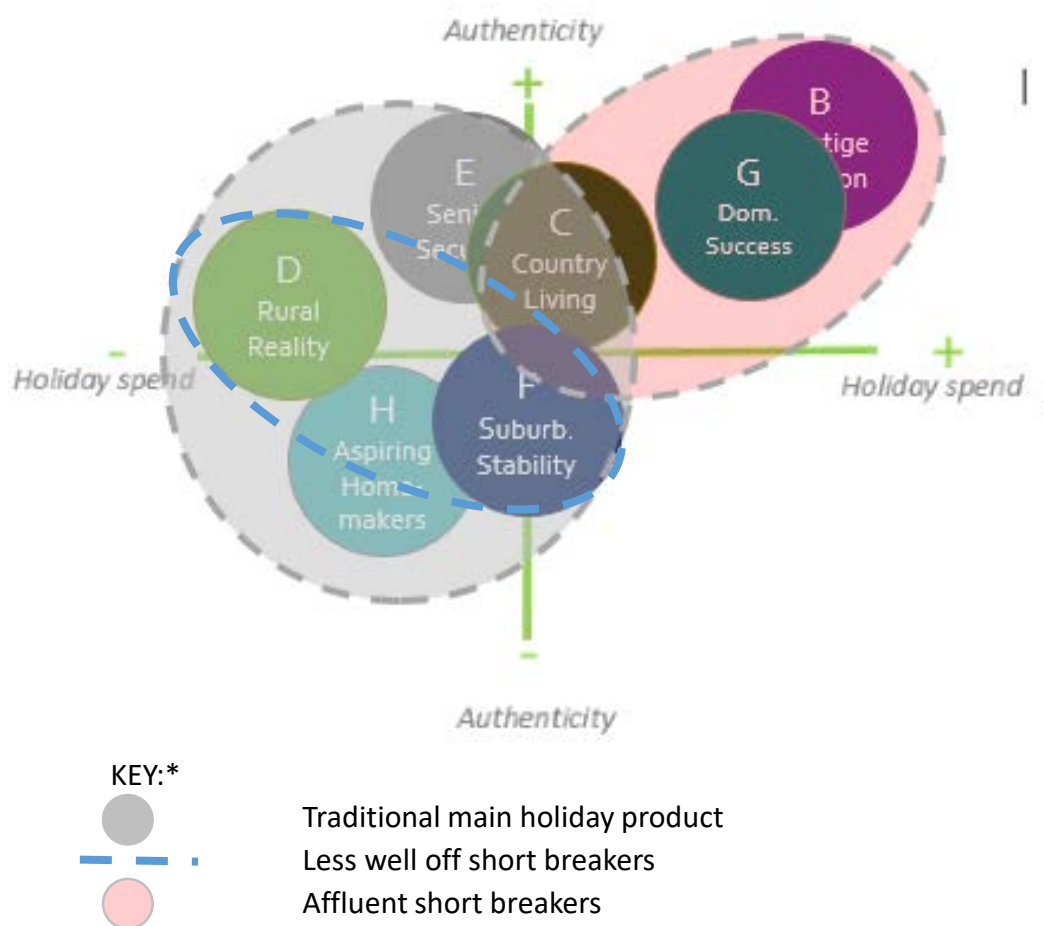
- The beach and seaside are a key attraction to all segments
- Destination and mainstream hotel websites are an important source of information about holidays with social media playing a relatively minor role in holiday decision making
- The type of people represented within the segments are not risk-takers when it comes to holiday choices, and while some elements of the holiday may be taken on a spontaneous basis, accommodation, travel and main activities are booked in advance.
- The group is generally comprised of families and older travellers.

There are, however, also some important differences. The needs of the various visitor groups are differentiated by holiday type and expectations of quality. These differences are played out in different geographical zones of the County.

** Source: www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents/ve_tourism_seaside_infographic.pdf

Executive Summary

Figure 2 – Characteristics of key domestic market segments visiting Dorset



* May not be representative of the Bournemouth product

Those segments taking their main holiday in Dorset are likely to be more constrained by cost and more sensitive to changes in the economic environment. They are likely to choose cheaper accommodation and ration holiday activities more carefully. They are likely to exhibit less loyalty to the holiday destinations they visit. Given this lack of loyalty there are limited opportunities to increase the value of tourism spend from this group. Increasing competitiveness is therefore likely to require investment decisions that accentuate sense of place, while ensuring price competitiveness.

Figure 2 illustrates how the core market segments to Dorset fit with its product offer at a high level (sub sets of the market such as Bournemouth and Weymouth will have specific characteristics). Figure 3 highlights the qualities that are generally anticipated by domestic visitors to the coast (VisitEngland research). Any initiatives to develop the Dorset brand will need to be aware of these visitor perceptions and expectations of the coastal experience.

Information about different visitor characteristics and preferences can be used to support decision making regarding marketing and product development across Dorset. Choices about which visitor types to target will involve a trade off between the *volume* of visitors and the *value* of their spend. Different trade-offs may be made in different parts of the county. The data can also support decisions about branding, including whether specific geographical sub-brands can be used to better target specific visitor types.

Figure 3 – Visitor expectations about the coast



The Mosaic Methodology

The Mosaic database is constructed from a range of sources of consumer data collated from 47 million adults and 24 million households. Source data includes the electoral roll, council tax property valuations, house sale prices, self reported lifestyle surveys and consumer data compiled by organisations such as Kantar.

These data sets are combined to create profiles of individuals and households (based on the postcode area in which they live). The underlying assumption is that households in postcodes with similar property types and values will have similar lifestyle attributes. An indexing system supports analysis, allowing users to interrogate specific lifestyle behaviours and identify whether they are more (index value of 100+) or less (index value of 100-) prevalent than across the UK adult population as a whole. The Mosaic system provides 15 broad segments at a high level. Each high level classification can be broken down into sub groups to support better understanding of the nuances (see Figure 4).

Figure 4 – High level segments in the Mosaic dataset

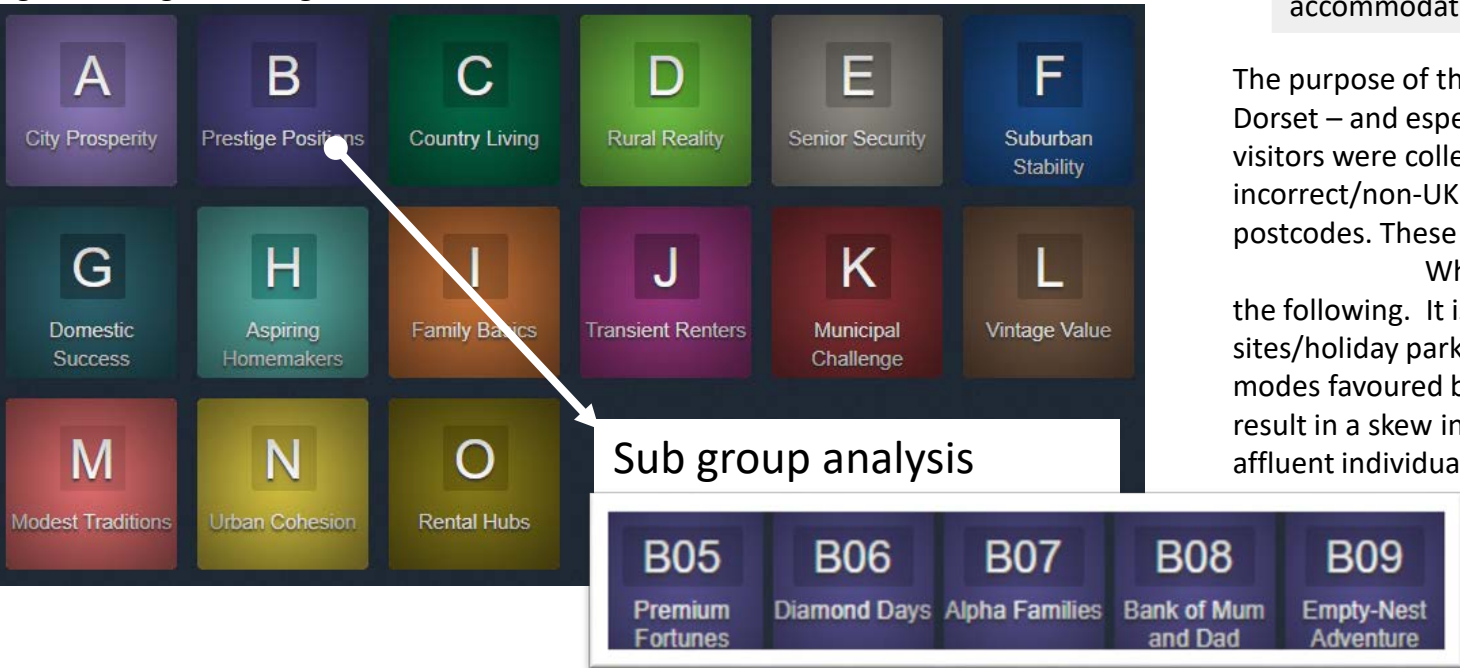


Table 1 – Type of tourism businesses that provided data vs accommodation choices of visitors to England’s Coast as a whole

| Business type | % of all England coastal holiday makers using this type of accommodation** | % of businesses in the sample |
|--------------------------------|--|-------------------------------|
| Hotel | 26 | 8 |
| Caravan/camp site/Holiday park | 44 | 59 |
| Visitor Attraction | N/A | 30 |
| Self catering accommodation | 14 | 2 |

The purpose of this activity was to gain a snapshot of the characteristics of visitors to Dorset – and especially of staying visitors. To that end 222,387 home postcodes of visitors were collected from tourism businesses across Dorset. Duplicates and incorrect/non-UK postcodes were removed, leaving a total sample of 157,907 unique postcodes. These were analysed using the Mosaic methodology.

When reading the resulting analysis, it is important to take account of the following. It is likely that the sample over-represents caravan and camp sites/holiday parks and under-represents private rented accommodation (especially modes favoured by younger customers such as Airbnb) and B&Bs. This is likely to result in a skew in the market data to over-state the percentage of older and more affluent individuals. The data is also slightly skewed towards businesses in West Dorset.

Visits to friends and relatives (VFR) and day visitors will be represented to some extent in the Visitor Attraction data. However, data for these groups can only be fully captured via bespoke (and relatively costly) on-street surveys. International visitors (including language school students) are excluded from the sample.

Key visitor segments

Figure 5 – Dorset Market Segments

% values coloured white indicate segments in which the Dorset sample has a higher proportion of adults than the UK as a whole. These comprise the seven key segments for which detailed analysis is provided in Appendix 1. Appendix 2 provides a summary of all market segments.



By their very nature, leisure tourists tend to be drawn from the more affluent sectors of society. The Dorset sample is comprised mainly of:

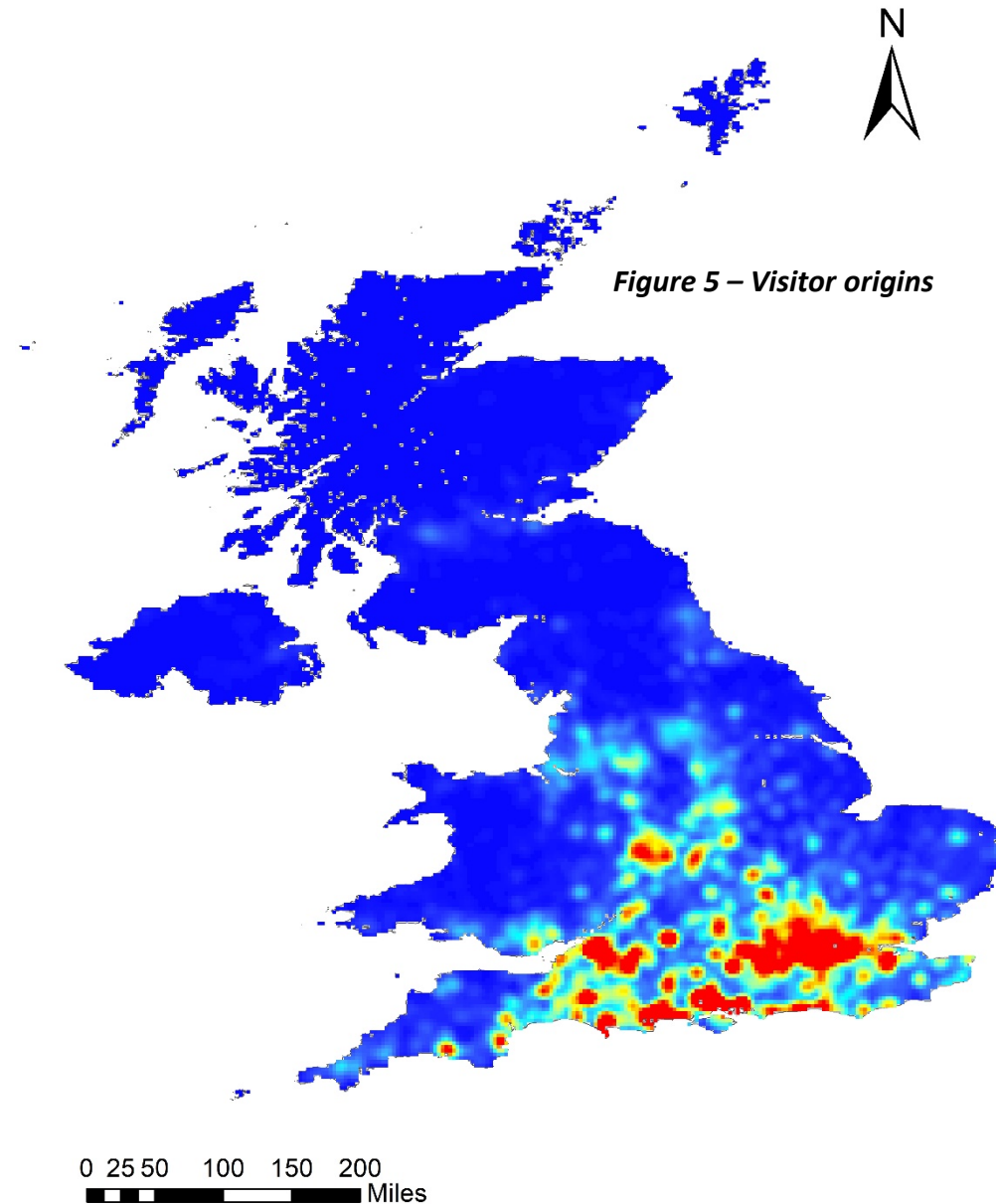
- The relatively affluent Prestige Positions, Country Living and Domestic Success segments. These segments are prolific holiday and short break takers.
- The less affluent aspiring homemakers and suburban stability segments. These groups are less frequent holiday takers and tend to take their main holiday in the UK.
- The older and less well off Senior Security and rural reality segments. These segments typically take one or two shorter holidays per year and tend to favour the UK.

Some segments (e.g. urban cohesion) are relatively under-represented in the sample as a whole. These segments may, however, be important to some parts of the County. The Urban Cohesion segment, for example, may be important to Bournemouth.

Origin of visitors

Figure 5 demonstrates how London, Bristol and Birmingham provide most visitors to Dorset. Most staying visitors come from within a 2 – 2.5-hour journey time (there are circa 20 million potential consumers within a 2.5-hour drive of the county's border*). A significant minority of visitors drive for 3 – 3.5 hours – these visitors are probably comprised of main holiday-takers and are likely to include Aspiring Homemakers drawn from the West and East Midlands, as well as Bristol and the South East.

The suburbs around urban conurbations are a significant source of visitors as is the south coast. Intra Dorset travel is also significant. This near-by market provides multiple opportunities for events and off-season travel promotions, especially given the freedom of many in these segments to travel outside school holiday periods.





APPENDIX 1

The seven key segments and their characteristics

Mosaic UK Groups

B

Prestige Positions - Overview

- Prestige Positions are affluent married couples whose successful careers have afforded them financial security and a spacious home in a prestigious and established residential area. While some are mature empty-nesters or elderly retired couples, others are still supporting their teenage or older children.

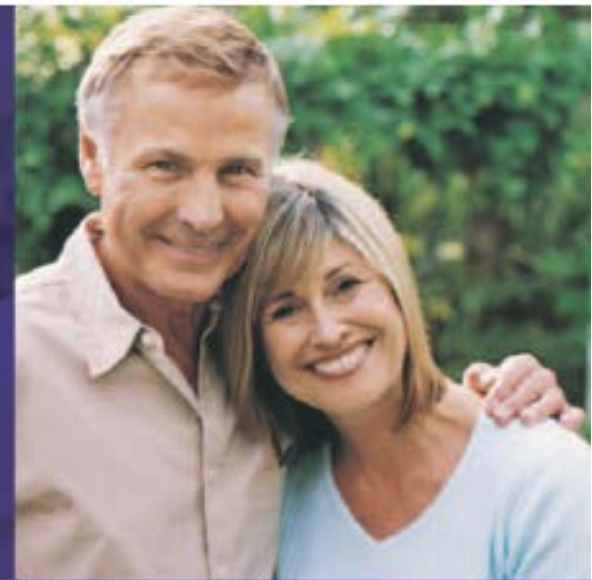
Key Features

- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking

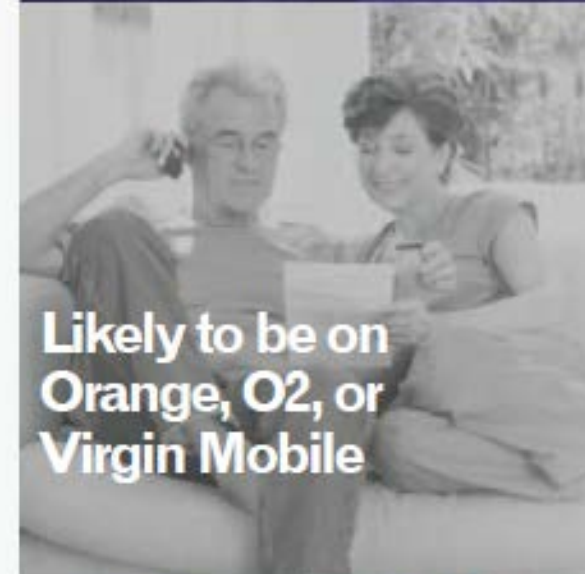
Vital Statistics

- % of UK households classified as Prestige Positions – 7%
- % of UK individuals classified as Prestige Positions – 9%

Prestige Positions are likely to be 56 – 75 years old



Regular users of online banking



Likely to be on Orange, O2, or Virgin Mobile

Household income £100k +

84%

have four or more bedrooms in their house



55%

own two or more vehicles

Mosaic UK Groups

B

Prestige Positions – Travel & Tourism

SUMMARY

This group are the most affluent of the Dorset segments. They include wealthy families with older children living at home, families who are helping children establish themselves on the housing ladder & younger retirees. They are characterised by their high spend on holidays and short breaks. They typically take two or more holidays of 11 – 14 nights per year, often in overseas destinations. They are the most prolific short break takers in the UK population. Key criteria when choosing trips is quality and this group are least concerned about cost (but value for money matters)

Holiday spend profile



- Spend on last holiday £1,000 - £2,000+
- Most likely of all Dorset segments to spend £4,000+ on holidays per annum.

Accommodation preferences



- Like up-market accommodation brands
- Well disposed towards Airbnb
- Value quality more than price
- Relatively likely to be second home owners

Destination Characteristics



- Short breaks are often in the UK.
- Like heritage cities, spa breaks, prestigious honey pots and up-market seaside towns e.g. Cheshire, Cotswolds, Lake District, Whitstable, Southwold, Fowey.

What they like to do



- Cruises/winter sports are a popular main holiday
- Sailing/boating on holiday appeals
- Enjoy culture and sight-seeing
- Seek out quality/local food & drink opportunities

How and when they book



- Tend to plan in advance
- Relatively likely to book online
- Use a range of traditional destination and tourism sites when choosing accommodation
- Are influenced by TripAdvisor

Group composition

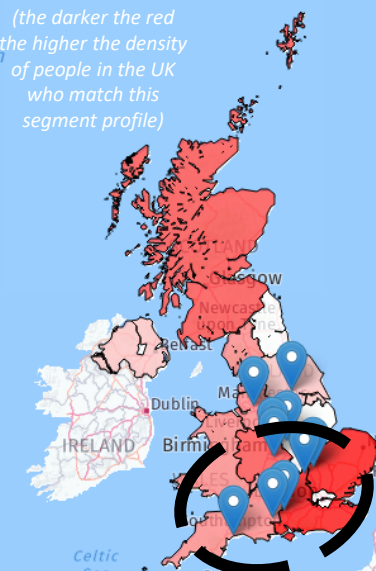


- Usually short break as a couple
- Younger members of this group may be accompanied by older children

WHERE THEY LIVE

Visitors to Dorset from the Prestige Positions segment are most likely to live in London and the South East. Those who live outside the capital are found in affluent suburbs around metropolitan centres

(the darker the red the higher the density of people in the UK who match this segment profile)



Mosaic UK Groups

C

Country Living - Overview

• Overview

- Country Living are well-off homeowners who live in the countryside, often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.

Key Features

- Rural locations
- Well-off homeowners
- Attractive detached homes
- Higher self-employment
- High car ownership
- High use of Internet

Vital Statistics

- % of UK households classified as Country Living – 6%
- % of UK individuals classified as Country Living – 6%

**Country Living
are most likely to
live in rural areas**



**They are the most
likely to work in the
agricultural, forestry,
and fishing industry**



38%
use central
oil heating

18%
are self-employed

68%
own a pet

Mosaic UK Groups

C

Country Living – Travel & Tourism

SUMMARY

One of the most affluent groups in the UK and mainly comprised of older couples. This group are the second most prolific holiday takers. Typically, they take two holidays per year and are inclined to take longer holidays.

They enjoy holidaying in the UK and overseas destinations, but are one of the most likely of all our groups to choose to take their main holiday in the UK.* They enjoy combining relaxation and exploration on holiday and are more likely than other groups to enjoy visiting and exploring the countryside

Holiday spend profile



- Total spend on last holiday £250 - £499
- Total holiday spend on all holidays per year £1,000 to £2,500+.

Accommodation preferences



- Relatively less likely to stay in a hotel*
- Like the personal touch of B&B or private rental*
- Neutral views on branded hotels

Destination Choices



- Favour the countryside
- Actively choose good quality environment
- Especially attracted by national parks, AONBs, National Trust/English Heritage.

What they like to do



- Enjoy outdoor pursuits (golf, walking, cycling, watersports*)
- Are likely to visit a garden, museum, heritage or cultural attraction*
- Want to explore and relax
- Enjoy local food and drink.

How and when they book



- Likely to book all short break elements separately
- Undertake their own research
- Tend to use trusted UK tourism websites/the National Trust/English Heritage*

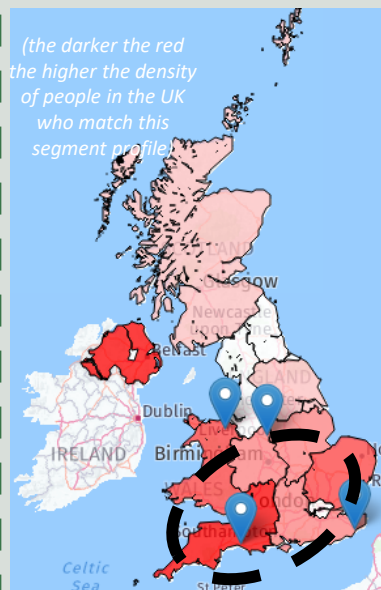
Age & Group composition



- Likely to be aged 56+
- Predominantly holiday as couples
- Some will holiday as extended families (with children and grandchildren)
- Often holiday with pets

WHERE THEY LIVE

Visitors to Dorset from this group are likely to come from the South West/West Midlands and to a lesser extent, the home counties.



* Data derived from Project Lion

D

Rural Reality - overview

• Overview

- Rural reality are typically aged 46-55 living in inexpensive homes in rural locations. They usually own their own homes or live in properties managed by social landlords. They often run their own businesses and live in areas where internet speeds are slow (and hence are not significant users of the internet).

Key Features

- Modest incomes
- Include cohabiting couples, more mature singles and some families
- Most likely of all groups to shop at the Cooperative
- Often have satellite TV
- Relatively likely to listen to local radio or read a local newspaper
- Are relatively infrequent users of the internet.

Vital Statistics

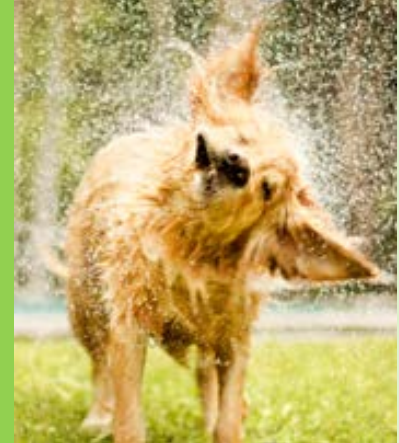
- % of UK households classified as Aspiring Homemakers – 6%
- % of UK individuals classified as Aspiring Homemakers - 6%

Rural Reality are likely to be aged 46 – 55

They are likely to own their own homes and live in lower cost housing

They have modest incomes (£20 – 29k)

They include mature couples, families and older singles.



Mosaic UK Groups

D

Rural Reality – Travel & Tourism

SUMMARY

As a rule, this group are not prolific holiday takers. They are very cost conscious and – when they do go away – have a tendency to take very short breaks.

They tend to prefer destinations in the UK and select more rural environments.

Shopping, spas and resort style activities are not likely to appeal to this group.

There is a tendency for this group to travel with their pets (typically a dog) and so pet friendly accommodation and facilities can appeal to them.

Holiday spend profile



- Holidays tend to be short and typical holiday spend is very limited (circa £250 to £500 on all holidays)
- A high proportion of this group do not go on holiday

Accommodation preferences



- Likely to enjoy camping
- Tend to favour accommodation choices that facilitate pets
- Relatively unlikely to be influenced by brands.

Destination Choices



- Short breaks mean they tend not to travel too far from home
- Likely to favour AONB's national parks and less crowded rural areas

What they like to do



- Likely to enjoy boating and sailing
- Likely to enjoy walking and other gentle outdoor pursuits
- Likely to enjoy country pubs.

How and when they book



- Tend not to plan and book much in advance
- Likely to use traditional information sources
- Do not tend to be big users of technology.

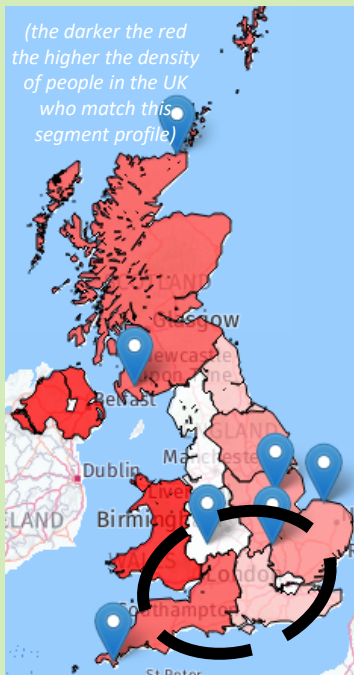
Group composition and age



- With family members (but not necessarily a spouse)
- Most likely of all groups to travel with a pet.

WHERE THEY LIVE

As the name implies, this groups are found in more rural parts of the UK and do not tend to live in/around London.



Mosaic UK Groups

E

Senior Security

• Overview

- Senior Security are elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.

Key Features

- Elderly singles and couples
- Homeowners, comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers

Vital Statistics

- % of UK households classified as Senior Security – 8%
- % of UK individuals classified as Senior Security – 7%

**Senior Security
have occupied
their residence
for over 11 years**



**They are
most likely
to live by
themselves**

90%
are over the
age of 65

They are
unlikely
to invest
in digital
technology

95%
have retired

Mosaic UK Groups

E

Senior Security

SUMMARY

With a median age of 75, this group are a growing segment of the UK population (18% of the UK population are 65+ - this will reach 25% by 2036).

This group are well disposed towards main holidays in the UK and typically travel during shoulder periods. They predominantly travel as singles and have a higher propensity to travel by coach. They are among the most likely of all Dorset segments to book packages (as opposed to independent holiday components).

Holiday spend profile



- Most common total spend on last holiday £250 - £499
- Total holiday spend on all holidays typically £500 – £999 per year.

Accommodation preferences



- Relatively likely to book packages
- When booking branded accommodation, favour value
- Like the personal touch of B&Bs*.

Destination Choices



- Very likely to choose to take main holiday in UK
- Favour seaside resorts, e.g. Eastbourne, Lewes, Torbay, Plymouth, Saundersfoot.

What they like to do



- Culture is particularly important
- Like to learn something new on holiday
- Seek out local food and drink

How and when they book



- Tend to book well in advance
- Are least likely of all groups to book online
- Have a tendency to book through travel agencies
- Tend to utilise information from destination organisations.

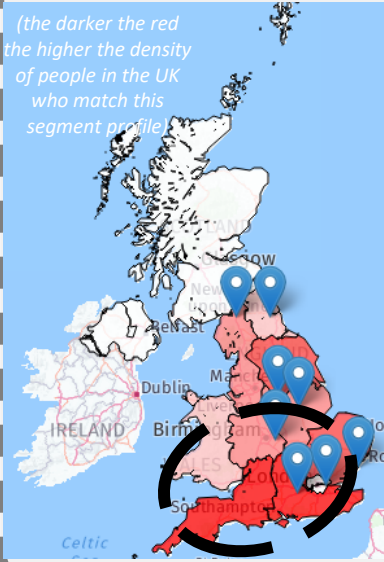
Group composition



- More likely than other groups to travel alone.
- Accessibility, and potential to meet 'like-minded' people on holiday is a consideration

WHERE THEY LIVE

Visitors in this group predominantly live in the South, South East and South West of the UK. Visitors to Dorset are drawn from these areas.



* Data derived from Project Lion

F

Suburban stability - overview

• Overview

- Typically mature couples or families, some enjoying recent empty-nest.
- Live in mid-range family homes in traditional suburbs where they have been settled for many years.
- A significant proportion are still supporting adult children and some will be supporting older relatives
- Many have paid off the mortgage

• Key Features

- Modest incomes
- Likely to live in well established suburbs
- Use the internet and undertake careful research when making significant purchases.

Vital Statistics

- % of UK households classified as Suburban Stability– 8%
- % of UK individuals classified as Suburban Stability - 10%



Include more affluent empty nesters & families supporting older children with less disposable income

Relatively likely to have older relatives living with them



Household incomes typically (£30 – 49k)



Likely to research holiday choices on the internet

Mosaic UK Groups

F Suburban Stability – Travel & Tourism

SUMMARY

Suburban Stability tend to go on two holidays per year, selecting destinations in the UK or Europe. They like to cruise and occasionally travel further afield. They like the value/affordability of package holidays.

They typically go on holiday with their partner, but they are sometimes joined by adult children.

They enjoy relaxing and like to stay in luxury hotels/self catering. They tend to go away from May to September, but save money by going on relatively short holidays.

Holiday spend profile



- Typical spend on all holidays per year £500 - £2,500

Accommodation preferences



- Prefer up market hotels
- Also like up market self catering
- Like the value offered by packages

Destination Choices



- Beach destinations in Europe and cruise lines
- Lake, mountain and countryside destinations

What they like to do



- Relaxing on holiday is critical and this group enjoy beach holidays
- Likely to also enjoy cruises
- Unlikely to enjoy boating
- Not particularly influenced by culture

How and when they book



- Typically spend very little time planning holidays
- Typically book within weeks of taking the holiday
- Relatively likely to research holiday choices on the internet.

Group composition and age

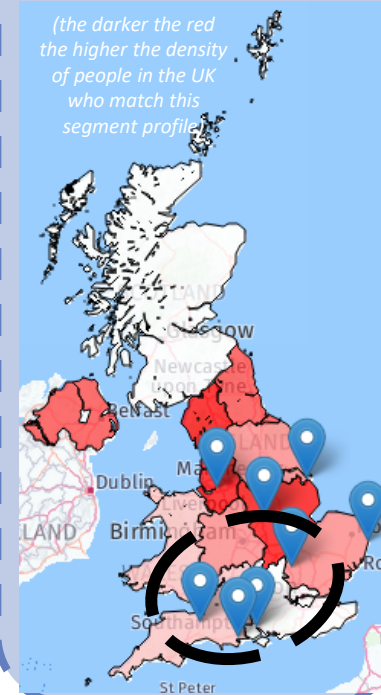


- Wealthier elements of this group travel as empty nesters
- This group often has an elderly relative living and sometimes holidaying with them
- Children are typically older (12+) and frequently young adults.

WHERE THEY LIVE

They typically live in the North and East. With the exception of the East Midlands, many lie outside of an easy drive distance of Dorset.

(the darker the red the higher the density of people in the UK who match this segment profile)



Mosaic UK Groups

G

Domestic Success - overview

• Overview

- Domestic Success are high-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles.

Key Features

- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology

Vital Statistics

- % of UK households classified as Domestic Success – 7%
- % of UK individuals classified as Domestic Success – 7%

Domestic Success are most likely to be married

And are likely to have at least two children



They are the most likely to have a Mortgage, and the most likely to have opened up a child trust fund

35%

work part time or as a homemaker

28%

own a mother and baby parking permit



Typical Household income **£50 – 150K**

Mosaic UK Groups

G Domestic Success – Travel & Tourism

SUMMARY

Usually holidaying as a family, this group tend to visit during peak periods. They enjoy luxury accommodation, but also camp/caravan/stay in a holiday park.

Beach holidays and city breaks are favourites. They like to combine relaxation with sightseeing or other leisure activities. They usually take one main and at least one short break. Main holidays are sometimes in the UK.

This group are entertainment hungry when on holiday. They are likely to spend time at a theme park, zoo/aquarium and/or festival/sporting event.*

Holiday spend profile



- Total spend on last holiday £250 - £499
- Total holiday spend on all holidays per year £1,000+

Accommodation preferences



- Likely to camp/caravan/chalet
- Also Short break in hotels/rented accommodation
- Like the idea of luxury accommodation

Destination Choices



- Do not have strong destination loyalty
- Like to try different places
- Enjoy resorts, cities, countryside – entertainment drives choice.

What they like to do



- Enjoy beach holidays
- Likely to take activity breaks
- Enjoy resort holidays (e.g. Center Parcs)
- Influenced by family focussed festivals/special events

How and when they book



- Likely to plan in advance
- Will respond to email offers
- Tend to book online
- Use trusted destination and accommodation sites
- Well disposed to TripAdvisor

Group composition

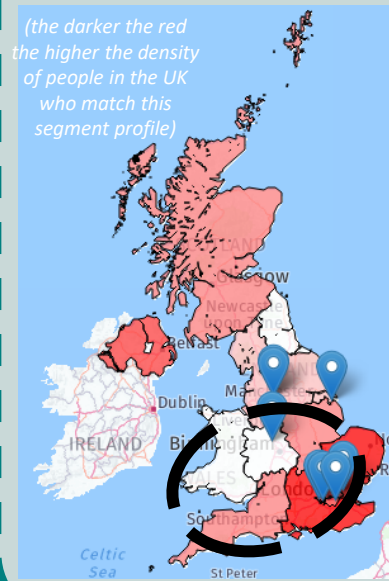


- Typically 2 parents aged 36 – 55
- Typically travel in family groups with 1 – 3 children and 2 parents
- Children typically aged 11 or less

WHERE THEY LIVE

The Dorset Domestic Success segment are likely to live in London and the South East, with a smaller proportion being drawn from the area around Bristol and the West and East Midlands.

(the darker the red the higher the density of people in the UK who match this segment profile)



* Source: Project Lion

Mosaic UK Groups

H

Aspiring Homemakers - overview

- **Overview**

- Aspiring Homemakers are younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.

Key Features

- Younger households
- Full-time employment
- Private suburbs
- Affordable housing costs
- Starter salaries
- Buy and sell on eBay

Vital Statistics

- % of UK households classified as Aspiring Homemakers – 9%
- % of UK individuals classified as Aspiring Homemakers - 8%



Aspiring Homemakers are likely to be under 35

Only recently purchasing a new property

They are most likely to be living in Modern semi-detached homes

Are likely to be raising young children

They are most likely to be working in full time employment, in mid-level professional positions.

Mosaic UK Groups

H

Aspiring Homemakers – Travel & Tourism

SUMMARY

This group are among the most likely to take a main holiday in the UK (and thus will travel further than short break takers). They visit during school holidays and are likely to camp or stay in a resort.

Family incomes are constrained and holiday spending limited. They typically take one main holiday a year and perhaps one short break.

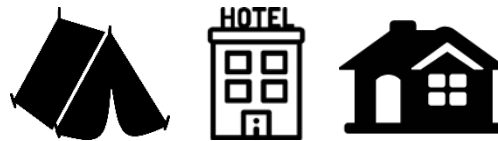
Aged 26 – 35, these are among the youngest of the key groups to Dorset and good experiences during their child-rearing years can lay the foundation for family holidays for years to come.

Holiday spend profile



- Total spend on last holiday £250 or less
- Total holiday spend on all holidays per year less than £1,000.

Accommodation preferences



- Most likely to go caravanning and camping
- Low brand awareness of hotels
- Well disposed towards Airbnb

Destination Choices



- Small children make ease of access and travel times critical
- Availability of affordable accommodation and attractions drives choice.

What they like to do



- Enjoy the beach/seaside
- Particularly likely to enjoy theme parks/resort holidays
- Like the idea of spa holidays (but can't always afford them).

How and when they book



- Likely to use TripAdvisor
- Frequent users of social media
- Spend little time planning – but book in advance
- Relatively unlikely to use destination websites/resources.

Group composition and age

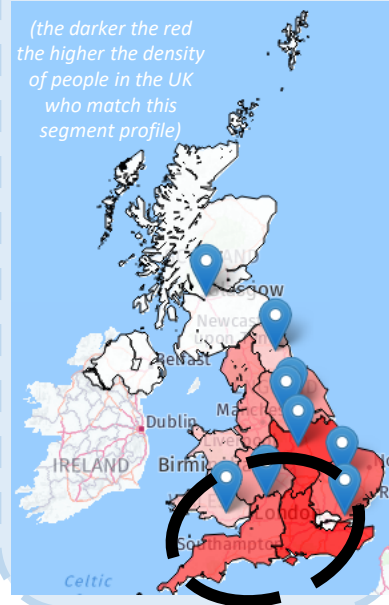


- Usually two adults + children (typically cohabiting rather than married)
- Travelling with 1 – 3 children, often of nursery or pre-school age

WHERE THEY LIVE

Across the UK as a whole, this group typically live in cheaper/newer suburbs around London/South East. The Dorset segment includes visitors from these areas and East and West Midlands.

(the darker the red the higher the density of people in the UK who match this segment profile)





APPENDIX 2

The Mosaic Segments and Sub Groups

Segmentations

| Mosaic UK | | | | | | | |
|-----------|----------------------|------|----------------------|--------|--------------------|------|----------|
| Group | | Type | | Person | | | |
| A | City Prosperity | A01 | World-Class Wealth | A01a | Charles | | |
| | | | | A01b | Isabelle | | |
| | | A02 | Uptown Elite | A02a | Benedict | | |
| | | | | A02b | Susannah | | |
| | | A03 | Penthouse Chic | A03a | Christian | | |
| | | | | A03b | Olivia | | |
| | | A04 | Metro High-Flyers | A04a | Oliver | | |
| | | | | A04b | Claudia | | |
| Group | | Type | Person | | | | |
| B | Prestige Positions | B05 | Premium Fortunes | B05a | Jeremy | | |
| | | | | B05b | Fiona | | |
| | | | | B05c | Cameron | | |
| | | | | B05d | Madeleine | | |
| | | B06 | Diamond Days | B06a | Donald | | |
| | | | | B06b | Margot | | |
| | | B07 | Alpha Families | B07a | Giles | | |
| | | | | B07b | Annabel | | |
| | | B08 | Bank of Mum and Dad | B08a | Nigel | | |
| | | | | B08b | Hilary | | |
| | | | | B08c | Alexander | | |
| | | | | B08d | Eleanor | | |
| | | B09 | Empty-Nest Adventure | B09a | Roger | | |
| | | | | B09b | Gillian | | |
| | | C | Country Living | C10 | Wealthy Landowners | C10a | Richard |
| | | | | | | C10b | Penelope |
| | | | | | | C10c | Edward |
| | | | | | | C10d | Harriet |
| C11 | Rural Vogue | | | C11a | Declan | | |
| | | | | C11b | Bethan | | |
| | | | | C11c | Aidan | | |
| | | | | C11d | Megan | | |
| C12 | Scattered Homesteads | C12a | Robin | | | | |
| | | C12b | Judith | | | | |
| C13 | Village Retirement | C13a | Basil | | | | |
| | | C13b | Myrtle | | | | |
| D | Rural Reality | D14 | Satellite Settlers | D14a | Adrian | | |
| | | | | D14b | Sally | | |
| | | D15 | Local Focus | D15a | Shane | | |
| | | | | D15b | Tanya | | |
| | | D16 | Outlying Seniors | D16a | Cyril | | |
| | | | | D16b | Marjorie | | |
| | | D17 | Far-Flung Outposts | D17a | Angus | | |
| | | | | D17b | Jessie | | |

Segmentations

| Group | | Type | | Person | | | |
|-------|-----------------------|------|----------------------|--------|-----------------------|------|-----------|
| E | Senior Security | E18 | Legacy Elders | E18a | Reginald | | |
| | | | | E18b | Betty | | |
| | | E19 | Bungalow Haven | E19a | Arthur | | |
| | | | | E19b | Beryl | | |
| | | E20 | Classic Grandparents | E20a | Stanley | | |
| | | | | E20b | Mavis | | |
| | | E21 | Solo Retirees | E21a | Wilfred | | |
| | | | | E21b | Doris | | |
| F | Suburban Stability | F22 | Boomerang Boarders | F22a | Brian | | |
| | | | | F22b | Christine | | |
| | | | | F22c | Andrew | | |
| | | | | F22d | Kathryn | | |
| | | F23 | Family Ties | F23a | Russell | | |
| | | | | F23b | Deborah | | |
| | | | | F23c | Jack | | |
| | | | | F23d | Chloe | | |
| | | F24 | Fledgling Free | F24a | Graham | | |
| | | | | F24b | Linda | | |
| | | F25 | Dependable Me | F25a | Barry | | |
| | | | | F25b | Carol | | |
| | | G | Domestic Success | G26 | Cafés and Catchments | G26a | Dominic |
| | | | | | | G26b | Katherine |
| | | | | G27 | Thriving Independence | G27a | Nick |
| | | | | | | G27b | Kim |
| | | | | G28 | Modern Parents | G28a | Craig |
| | | | | | | G28b | Alison |
| G29 | Mid-Career Convention | | | G29a | Simon | | |
| | | | | G29b | Joanne | | |
| H | Aspiring Homemakers | | | H30 | Primary Ambitions | H30a | Matthew |
| | | | | | | H30b | Emma |
| | | H31 | Affordable Fringe | H31a | Darren | | |
| | | | | H31b | Lisa | | |
| | | H32 | First-Rung Futures | H32a | Adam | | |
| | | | | H32b | Amy | | |
| | | H33 | Contemporary Starts | H33a | Ben | | |
| | | | | H33b | Gemma | | |
| | | H34 | New Foundations | H34a | Brett or Michelle | | |
| | | | | H35a | Luke | | |
| | | H35 | Flying Solo | H35a | Luke | | |
| | | | | H35b | Lauren | | |

| Segmentations | | | | | |
|---------------|---------------------|------|----------------------|--------|----------|
| Mosaic UK | | | | | |
| Group | | Type | | Person | |
| I | Family Basics | I36 | Solid Economy | I36a | Ricky |
| | | | | I36b | Tracey |
| | | | | I36c | Billy |
| | | | | I36d | Paige |
| | | I37 | Budget Generations | I37a | Kevin |
| | | | | I37b | Julie |
| | | | | I37c | Connor |
| | | | | I37d | Demi |
| | | I38 | Childcare Squeeze | I38a | Wayne |
| | | | | I38b | Kelly |
| | | I39 | Families with Needs | I39a | Kyle |
| | | | | I39b | Stacey |
| J | Transient Renters | J40 | Make Do & Move On | J40a | Lee |
| | | | | J40b | Jade |
| | | J41 | Disconnected Youth | J41a | Liam |
| | | | | J41b | Chelsea |
| | | J42 | Midlife Stopgap | J42a | Steve |
| | | | | J42b | Sue |
| | | J43 | Renting a Room | J43a | Lukasz |
| | | | | J43b | Monika |
| K | Municipal Challenge | K44 | Inner City Stalwarts | K44a | Alfred |
| | | | | K44b | Rose |
| | | K45 | Crowded Kaleidoscope | K45a | Abdi |
| | | | | K45b | Asha |
| | | K46 | High Rise Residents | K46a | Jim |
| | | | | K46b | Charlene |
| | | K47 | Streetwise Singles | K47a | Scott |
| | | | | K47b | Ashley |
| L | Vintage Value | K48 | Low Income Workers | K48a | Terrence |
| | | | | K48b | Denise |
| | | L49 | Dependent Greys | L49a | Walter |
| | | | | L49b | Annie |
| | | L50 | Pocket Pensions | L50a | Albert |
| | | | | L50b | Elsie |
| | | L51 | Aided Elderly | L51a | Ronald |
| | | | | L51b | Peggy |
| | | L52 | Estate Veterans | L52a | Ernest |
| | | | | L52b | Maud |
| | | L53 | Seasoned Survivors | L53a | Harold |
| | | | | L53b | Lily |

| Segmentations | | | | | |
|---------------|-------------------|------|----------------------|--------|-----------|
| Mosaic UK | | | | | |
| Group | | Type | | Person | |
| M | Modest Traditions | M54 | Down-to-Earth Owners | M54a | Dennis |
| | | | | M54b | Maureen |
| | | | | M55a | Malcolm |
| | | | | M55b | Janice |
| | | M55 | Offspring Overspill | M55c | Carl |
| | | | | M55d | Vikki |
| | | | | M56a | Gary |
| | | | | M56b | Lynn |
| | | M56 | Self Supporters | M57a | Abdul |
| | | | | M57b | Gloria |
| | | | | M57c | Imran |
| | | | | M57d | Yasmin |
| N | Urban Cohesion | N57 | Community Elders | N58a | Ravinder |
| | | | | N58b | Jaswinder |
| | | | | N58c | Mandeep |
| | | | | N58d | Priya |
| | | N58 | Cultural Comfort | N59a | Sajid |
| | | | | N59b | Shazia |
| | | | | N59c | Akhtar |
| | | | | N59d | Parveen |
| | | N59 | Asian Heritage | N60a | Gerald |
| | | | | N60b | Patricia |
| | | N60 | Ageing Access | O61a | Dan |
| | | | | O61b | Hannah |
| O | Rental Hubs | O61 | Career Builders | O62a | Tom |
| | | | | O62b | Holly |
| | | O62 | Central Pulse | O63a | Marius |
| | | | | O63b | Agnieszka |
| | | O63 | Flexible Workforce | O64a | Ross |
| | | | | O64b | Lynsey |
| | | O64 | Bus-Route Renters | O65a | Sam |
| | | | | O65b | Emily |
| | | O65 | Learners & Earners | O66a | Will |
| | | | | O66b | Sophie |