

Contract PO #:

Alison PO#:

**EVERYONE ACTIVE - Chichester contract**

Westgate Leisure Centre, PO19 1RJ

The Grange Centre, GU29 9HD

Bourne Community Leisure Centre, PO10 8PG

|                 |
|-----------------|
| Dates booked    |
| Agreed activity |
| Suggested dates |

| Media          | Item   | Circulation | Format            | April | May | June | July | Aug | Sept       | Oct | Nov | Dec | Jan-19    | Feb | March | Cost      |
|----------------|--|-------------|-------------------|-------|-----|------|------|-----|------------|-----|-----|-----|-----------|-----|-------|-----------|
| Leaflet distri | Royal Mail door drop to key postcodes near the centres (see postcodes below) | 44,289      | TBC - max A4, 20g |       |     | June |      |     |            |     |     |     |           |     |       | £3,056.00 |
|                | Royal Mail door drop to key postcodes near the centres (see postcodes below) | 44,289      | TBC - max A4, 20g |       |     |      |      |     | Early Sept |     |     |     |           |     |       | £3,056.00 |
|                | Royal Mail door drop to key postcodes near the centres (see postcodes below) | 44,289      | TBC - max A4, 20g |       |     |      |      |     |            |     | Nov |     |           |     |       | £3,056.00 |
|                | Royal Mail door drop to key postcodes near the centres (see postcodes below) | 44,289      | TBC - max A4, 20g |       |     |      |      |     |            |     |     |     | Early Jan |     |       | £3,056.00 |





Sites Plan

Objectives See Marketing plan  
 Café Please see own Marketing Plan  
 DD Offers Main offers from Head office team  
 Social Media Please also see Events & Social Media Tab  
 Sales Team Outreach See Sales Planner

| Month  | Media Release  | Social Media Release  | Texts                   | Emails  | Social Media release all national events | Initiatives  | Event Flyer Promotion  | Banners   | Other   | Push Notifications                           |
|--------|--|---|-------------------------|---|--|--|------------------------|---|---|--|
| Apr-17 | Quest Media Release                                      | Quest, Triathlon, Swim Lessons  | Birthday Text           |   | Common wealth Games                      |  |                        |   |   | Water polo                                   |
| May-17 | Triathlon Release  | Swim lessons, May half term childrens activities  | Birthday Text           | Holiday Activities & Swimming crach courses                 | FA Cup Final                             |  |                        |   |   |  |
| Jun-17 | Triathlon Release  | Triathlon series, School Holiday activities, Children's Parties and new pool inflatable.  | Birthday Text           | Events  | Wimbledon & Football word cup            |  | Leaflet drop schools   | Triathlon Banners   | Letters and new consultation packs to GP surgeries. |  |
| Jul-17 | School Holiday activiites releases.                      | Triathlon series pictures and commentry from the weekend.   | Birthday Text           | Holiday Activities & Swimming crach courses                 | Football world cup                       |  | Get Active Flyers Drop | School holiday activities baners  | Update Net mums                                     | Swimming lesson and 1-1 lesson notice board. |
| Aug-17 | Get Active Festival and Swimming lessons                 | Gain Likes Campiagn   | Birthday Text           | Events  |  |  |                        | Swim School Banners   |   | Bank Holiday Opening hours                   |
| Sep-17 | Children On Edge half marathon press relaease.           | Get Active Pictures and commentry form the day. Learn to skate sessions Launch. Personal Training and small group training sesions. Book Childrens Party and highlight the different types of parties on offer. | Birthday Text, PT Offer | Swimming leasons Group and 1-1                              | Ryder Cup                                |  | Get Active flyer Drop  | Party Banner, DD Offer and Half Marathon banners, Learn to skate banner on Skate park | Update Net mums                                     |  |
| Oct-17 | Active for health press release.                         | Benfits of swimming. Book Childrens Party and highlight the different types of parties on offer.  | Birthday Text           | Events, Crash Course swimming lessons.                      | Great south Run & Invictus Games         |  | Leaflet drop schools   | Party Banner  |   |  |
| Nov-17 |  | Gain Likes Campiagn   | Birthday Text           |   |  | Christmas meals, Swim School 50 weeks why children should learn to swim. |                        | Christmas meals and Swim Scool  | Update Net mums                                     |  |
| Dec-17 | Christmas school Holiday Activities and Christams Events | Book Childrens Party and highlight the different types of parties on offer.   | Birthday Text, PT Offer | Christmas Activities, Events, Crash course swimming lessons |  | PT, Jan offer  | Leaflet drop schools   | DD Offer  | Letters and new consultation packs to GP surgeries. | Christmas Opening hours                      |
| Jan-18 | Press release on human intrrest story, Feb half term     | Personal Training and small group training sesions.   | Birthday Text, PT Offer | Personal Training and small group.                          |  |  |                        | DD Offer and Swim School  |   |  |
| Feb-18 | Active for health press release.                         | Gain Likes Campiagn, Book Childrens Party and highlight the different types of parties on offer.  | Birthday Text           | Feb half term activities, Events                            | Six Nations                              |  | Leaflet drop schools   | Party Banner  | Update Net mums                                     |  |
| Mar-18 | Easter school holidays.                                  | Benfits of swimming   | Birthday Text           | Easter Holidays   | Six Nations                              |  |                        |   |   | Easter Opening hours                         |





# Age Profile Report

Target Area: 4.5 mile radius around Westgate Leisure Chichester

Base Area: England

Visit local businesses with a Christmas gift and post online to promote corporates

|                          | Westgate Leisure - 4.5 miles | Westgate Leisure - 4.5 miles % | England    | England % | Penetration | Index |
|--------------------------|------------------------------|--------------------------------|------------|-----------|-------------|-------|
| Age 0 to 4               | 2,904                        | 5.12                           | 3,403,673  | 6.31      | 0.09        | 81    |
| Age 5 to 9               | 2,667                        | 4.70                           | 3,102,079  | 5.75      | 0.09        | 82    |
| Age 10 to 14             | 2,812                        | 4.96                           | 3,026,986  | 5.61      | 0.09        | 88    |
| Age 15                   | 604                          | 1.07                           | 650,769    | 1.21      | 0.09        | 88    |
| Age 16 to 17             | 1,262                        | 2.23                           | 1,303,010  | 2.41      | 0.10        | 92    |
| Age 18 to 19             | 1,592                        | 2.81                           | 1,364,962  | 2.53      | 0.12        | 111   |
| Age 20 to 24             | 4,073                        | 7.18                           | 3,657,266  | 6.78      | 0.11        | 106   |
| Age 25 to 29             | 3,005                        | 5.30                           | 3,698,558  | 6.85      | 0.08        | 77    |
| Age 30 to 34             | 3,000                        | 5.29                           | 3,645,475  | 6.75      | 0.08        | 78    |
| Age 35 to 39             | 3,096                        | 5.46                           | 3,457,835  | 6.41      | 0.09        | 85    |
| Age 40 to 44             | 3,530                        | 6.22                           | 3,880,092  | 7.19      | 0.09        | 87    |
| Age 45 to 49             | 4,004                        | 7.06                           | 3,959,761  | 7.34      | 0.10        | 96    |
| Age 50 to 54             | 3,690                        | 6.51                           | 3,558,008  | 6.59      | 0.10        | 99    |
| Age 55 to 59             | 3,409                        | 6.01                           | 3,083,897  | 5.71      | 0.11        | 105   |
| Age 60 to 64             | 3,527                        | 6.22                           | 3,042,969  | 5.64      | 0.12        | 110   |
| Age 65 to 69             | 3,725                        | 6.57                           | 2,820,022  | 5.23      | 0.13        | 126   |
| Age 70 to 74             | 2,935                        | 5.18                           | 2,072,688  | 3.84      | 0.14        | 135   |
| Age 75 to 79             | 2,679                        | 4.72                           | 1,719,946  | 3.19      | 0.16        | 148   |
| Age 80 to 84             | 2,103                        | 3.71                           | 1,297,701  | 2.40      | 0.16        | 154   |
| Age 85+                  | 2,098                        | 3.70                           | 1,225,380  | 2.27      | 0.17        | 163   |
| Population estimate 2013 | 56,717                       | 100.00                         | 53,971,077 | 100.00    | 0.11        | 100   |

## Age Estimates by Males

|                    | Westgate Leisure - 4.5 miles | Westgate Leisure - 4.5 miles % | England    | England % | Penetration | Index |
|--------------------|------------------------------|--------------------------------|------------|-----------|-------------|-------|
| Males 0 to 4       | 1,568                        | 5.74                           | 1,787,176  | 6.68      | 0.09        | 86    |
| Males 5 to 9       | 1,474                        | 5.39                           | 1,628,987  | 6.09      | 0.09        | 89    |
| Males 10 to 14     | 1,541                        | 5.64                           | 1,588,688  | 5.94      | 0.10        | 95    |
| Males 15           | 343                          | 1.25                           | 361,626    | 1.35      | 0.09        | 93    |
| Males 16 to 17     | 705                          | 2.58                           | 707,310    | 2.64      | 0.10        | 98    |
| Males 18 to 19     | 783                          | 2.87                           | 697,992    | 2.61      | 0.11        | 110   |
| Males 20 to 24     | 2,057                        | 7.53                           | 1,849,232  | 6.91      | 0.11        | 109   |
| Males 25 to 29     | 1,520                        | 5.56                           | 1,844,117  | 6.89      | 0.08        | 81    |
| Males 30 to 34     | 1,458                        | 5.33                           | 1,816,923  | 6.79      | 0.08        | 79    |
| Males 35 to 39     | 1,504                        | 5.50                           | 1,724,472  | 6.45      | 0.09        | 85    |
| Males 40 to 44     | 1,727                        | 6.32                           | 1,919,943  | 7.18      | 0.09        | 88    |
| Males 45 to 49     | 1,855                        | 6.79                           | 1,958,350  | 7.32      | 0.09        | 93    |
| Males 50 to 54     | 1,746                        | 6.39                           | 1,765,588  | 6.60      | 0.10        | 97    |
| Males 55 to 59     | 1,633                        | 5.97                           | 1,524,781  | 5.70      | 0.11        | 105   |
| Males 60 to 64     | 1,581                        | 5.78                           | 1,490,905  | 5.57      | 0.11        | 104   |
| Males 65 to 69     | 1,759                        | 6.44                           | 1,372,226  | 5.13      | 0.13        | 125   |
| Males 70 to 74     | 1,308                        | 4.79                           | 982,122    | 3.67      | 0.13        | 130   |
| Males 75 to 79     | 1,196                        | 4.38                           | 784,376    | 2.93      | 0.15        | 149   |
| Males 80 to 84     | 841                          | 3.08                           | 542,873    | 2.03      | 0.15        | 152   |
| Males 85+          | 734                          | 2.68                           | 409,064    | 1.53      | 0.18        | 176   |
| Male estimate 2013 | 27,332                       | 100.00                         | 26,756,751 | 100.00    | 0.10        | 100   |

## Age Estimates by Females

|                      | Westgate Leisure - 4.5 miles | Westgate Leisure - 4.5 miles % | England    | England % | Penetration | Index |
|----------------------|------------------------------|--------------------------------|------------|-----------|-------------|-------|
| Females 0 to 4       | 1,337                        | 4.55                           | 1,616,497  | 5.94      | 0.08        | 77    |
| Females 5 to 9       | 1,194                        | 4.06                           | 1,473,092  | 5.41      | 0.08        | 75    |
| Females 10 to 14     | 1,270                        | 4.32                           | 1,438,298  | 5.29      | 0.09        | 82    |
| Females 15           | 261                          | 0.89                           | 289,143    | 1.06      | 0.09        | 84    |
| Females 16 to 17     | 558                          | 1.90                           | 595,700    | 2.19      | 0.09        | 87    |
| Females 18 to 19     | 809                          | 2.75                           | 666,970    | 2.45      | 0.12        | 112   |
| Females 20 to 24     | 2,016                        | 6.86                           | 1,808,034  | 6.64      | 0.11        | 103   |
| Females 25 to 29     | 1,485                        | 5.05                           | 1,854,441  | 6.81      | 0.08        | 74    |
| Females 30 to 34     | 1,543                        | 5.25                           | 1,828,552  | 6.72      | 0.08        | 78    |
| Females 35 to 39     | 1,592                        | 5.42                           | 1,733,363  | 6.37      | 0.09        | 85    |
| Females 40 to 44     | 1,804                        | 6.14                           | 1,960,149  | 7.20      | 0.09        | 85    |
| Females 45 to 49     | 2,149                        | 7.31                           | 2,001,411  | 7.35      | 0.11        | 99    |
| Females 50 to 54     | 1,944                        | 6.61                           | 1,792,420  | 6.59      | 0.11        | 100   |
| Females 55 to 59     | 1,776                        | 6.04                           | 1,559,116  | 5.73      | 0.11        | 105   |
| Females 60 to 64     | 1,947                        | 6.62                           | 1,552,064  | 5.70      | 0.13        | 116   |
| Females 65 to 69     | 1,966                        | 6.69                           | 1,447,796  | 5.32      | 0.14        | 126   |
| Females 70 to 74     | 1,627                        | 5.54                           | 1,090,566  | 4.01      | 0.15        | 138   |
| Females 75 to 79     | 1,483                        | 5.05                           | 935,570    | 3.44      | 0.16        | 147   |
| Females 80 to 84     | 1,262                        | 4.29                           | 754,828    | 2.77      | 0.17        | 155   |
| Females 85+          | 1,364                        | 4.64                           | 816,316    | 3.00      | 0.17        | 155   |
| Female estimate 2013 | 29,386                       | 100.00                         | 27,214,326 | 100.00    | 0.11        | 100   |

## Coarse Banded Age/Gender Estimates

|                          | Westgate Leisure - 4.5 miles | Westgate Leisure - 4.5 miles % | England   | England % | Penetration | Index |
|--------------------------|------------------------------|--------------------------------|-----------|-----------|-------------|-------|
| Males 0 - 14 (Coarse)    | 4,583                        | 8.08                           | 5,004,851 | 9.27      | 0.09        | 87    |
| Males 15 - 24 (Coarse)   | 3,888                        | 6.85                           | 3,616,160 | 6.70      | 0.11        | 102   |
| Males 25 - 34 (Coarse)   | 2,978                        | 5.25                           | 3,661,040 | 6.78      | 0.08        | 77    |
| Males 35 - 44 (Coarse)   | 3,231                        | 5.70                           | 3,644,415 | 6.75      | 0.09        | 84    |
| Males 45 - 54 (Coarse)   | 3,601                        | 6.35                           | 3,723,938 | 6.90      | 0.10        | 92    |
| Males 55 - 64 (Coarse)   | 3,214                        | 5.67                           | 3,015,686 | 5.59      | 0.11        | 101   |
| Males 65+ (Coarse)       | 5,838                        | 10.29                          | 4,090,661 | 7.58      | 0.14        | 136   |
| Females 0 - 14 (Coarse)  | 3,801                        | 6.70                           | 4,527,887 | 8.39      | 0.08        | 80    |
| Females 15 - 24 (Coarse) | 3,644                        | 6.42                           | 3,359,847 | 6.23      | 0.11        | 103   |
| Females 25 - 34 (Coarse) | 3,028                        | 5.34                           | 3,682,993 | 6.82      | 0.08        | 78    |
| Females 35 - 44 (Coarse) | 3,396                        | 5.99                           | 3,693,512 | 6.84      | 0.09        | 87    |
| Females 45 - 54 (Coarse) | 4,093                        | 7.22                           | 3,793,831 | 7.03      | 0.11        | 103   |
| Females 55 - 64 (Coarse) | 3,722                        | 6.56                           | 3,111,180 | 5.76      | 0.12        | 114   |

|                                 |               |               |                   |               |             |            |
|---------------------------------|---------------|---------------|-------------------|---------------|-------------|------------|
| <b>Females 65+ (Coarse)</b>     | 7,703         | 13.58         | 5,045,076         | 9.35          | 0.15        | 145        |
| <b>Population estimate 2013</b> | <b>56,717</b> | <b>100.00</b> | <b>53,971,077</b> | <b>100.00</b> | <b>0.11</b> | <b>100</b> |



| ESTIMATE OF LATENT DEMAND FOR HEALTH AND FITNESS            |   |                               |
|---|---|-------------------------------|
| MOSAIC UK Type  | Total Population  | Total Health & Fitness Demand |
| A01 Global Power Brokers                                    | 0   | 0                             |
| A02 Voices of Authority                                     | 4   | 0                             |
| A03 Business Class  | 205   | 9                             |
| A04 Serious Money   | Visit local businesses with a Christmas gift and post online to p | 0                             |
| B05 Mid-Career Climbers                                     | 0   | 0                             |
| B06 Yesterday's Captains                                    | 371   | 26                            |
| B07 Distinctive Success                                     | 379   | 19                            |
| B08 Dormitory Villagers                                     | 382   | 21                            |
| B09 Escape to the Country                                   | 298   | 23                            |
| B10 Parish Guardians  | 708   | 48                            |
| C11 Squires Among Locals                                    | 740   | 47                            |
| C12 Country Living Elders                                   | 421   | 11                            |
| C13 Modern Agribusiness                                     | 447   | 18                            |
| C14 Farming Today   | 0   | 0                             |
| C15 Upland Struggle   | 0   | 0                             |
| D16 Side Street Singles                                     | 792   | 37                            |
| D17 Jacks of All Trades                                     | 582   | 29                            |
| D18 Handworking Families                                    | 76  | 5                             |
| D19 Innate Conservatives                                    | 536   | 24                            |
| E20 Golden Retirement                                       | 236   | 6                             |
| E21 Bungalow Quietude                                       | 79  | 1                             |
| E22 Beachcombers  | 136   | 1                             |
| E23 Balcony Downsize  | 308   | 16                            |
| F24 Garden Suburbia   | 82  | 4                             |
| F25 Production Managers                                     | 82  | 5                             |
| F26 Mid-Market Families                                     | 28  | 2                             |
| F27 Shop Floor Affluence                                    | 177   | 13                            |
| F28 Asian Attainment  | 0   | 0                             |
| G29 Footloose Managers                                      | 405   | 31                            |
| G30 Soccer Dads and Mums                                    | 0   | 0                             |
| G31 Domestic Comfort  | 0   | 0                             |
| G32 Childcare Years   | 10  | 1                             |
| G33 Military Dependents                                     | 0   | 0                             |
| H34 Buy-to-Let Territory                                    | 0   | 0                             |
| H35 Brownfield Pioneers                                     | 54  | 4                             |
| H36 Foot on the Ladder                                      | 0   | 0                             |
| H37 First to Move In  | 0   | 0                             |
| I38 Settled Ex-Tenants                                      | 0   | 0                             |
| I39 Choice Right to Buy                                     | 342   | 15                            |
| I40 Legacy of Labour  | 0   | 0                             |
| I41 Stressed Borrowers                                      | 421   | 0                             |
| I42 Worn-Out Workers  | 0   | 0                             |
| I43 Streetwise Kids   | 339   | 8                             |
| I44 New Parents in Need                                     | 0   | 0                             |
| K45 Small Block Singles                                     | 0   | 0                             |
| K46 Tenement Living   | 0   | 0                             |
| K47 Deprived View   | 0   | 0                             |
| K48 Multicultural Towers                                    | 0   | 0                             |
| K49 Re-Housed Migrants                                      | 0   | 0                             |
| L50 Pensioners in Blocks                                    | 4   | 0                             |
| L51 Sheltered Seniors                                       | 71  | 1                             |
| L52 Meals on Wheels   | 98  | 1                             |
| L53 Low Spending Elders                                     | 438   | 9                             |
| M54 Clocking Off  | 0   | 0                             |
| M55 Backyard Regeneration                                   | 119   | 10                            |
| M56 Small Wage Owners                                       | 0   | 0                             |
| N57 Back-to-Back Basics                                     | 0   | 0                             |
| N58 Asian Identities  | 0   | 0                             |
| N59 Low-Key Starters  | 0   | 0                             |
| N60 Global Fusion   | 0   | 0                             |
| O61 Convivial Homeowners                                    | 0   | 0                             |
| O62 Crash Pad Professionals                                 | 0   | 0                             |
| O63 Urban Cool  | 0   | 0                             |
| O64 Bright Young Things                                     | 0   | 0                             |
| O65 Anti-Materialists                                       | 0   | 0                             |
| O66 University Fringe                                       | 0   | 0                             |
| O67 Study Buddies   | 0   | 0                             |
| Sub Total   | 9,433   | 455                           |
| Add consideration for 30% of Members from outside catchment |   | 195                           |
| Estimate of Total Demand for Health & Fitness               |   | 650                           |
| Minus current membership (page 1 of 1)                      |   | 5                             |
| Estimate of Latent Demand for Health & Fitness              |   | 150                           |

| MOSAIC UK Profile Report                               |                            |                              |            |           |             |       |
|--|----------------------------|------------------------------|------------|-----------|-------------|-------|
| Target Area: 3 mile radius around The Grange, Midhurst |                            |                              |            |           |             |       |
| Base Area: England                                     |                            |                              |            |           |             |       |
|  | The Grange - 3 mile radius | The Grange - 3 mile radius % | England    | England % | Penetration | Index |
| <b>Groups</b>  |                            |                              |            |           |             |       |
| A Alpha Territory (Pop)                                | 225                        | 2.39                         | 1,961,673  | 3.63      | 0.01        | 66    |
| B Professional Rewards (Pop)                           | 2,138                      | 22.67                        | 4,792,317  | 8.88      | 0.04        | 255   |
| C Rural Solitude (Pop)                                 | 1,607                      | 17.04                        | 2,070,188  | 3.84      | 0.08        | 444   |
| D Small Town Diversity (Pop)                           | 1,986                      | 21.06                        | 4,540,127  | 8.41      | 0.04        | 250   |
| E Active Retirement (Pop)                              | 759                        | 8.04                         | 1,825,470  | 3.38      | 0.04        | 238   |
| F Suburban Mindsets (Pop)                              | 369                        | 3.91                         | 7,157,606  | 13.26     | 0.01        | 28    |
| G Careers and Kids (Pop)                               | 415                        | 4.40                         | 3,155,387  | 5.85      | 0.01        | 75    |
| H New Homemakers (Pop)                                 | 54                         | 0.57                         | 2,423,643  | 4.49      | 0.00        | 13    |
| I Ex-Council Community (Pop)                           | 763                        | 8.09                         | 4,839,027  | 8.97      | 0.02        | 90    |
| J Claimant Cultures (Pop)                              | 339                        | 3.59                         | 3,013,403  | 5.58      | 0.01        | 64    |
| K Upper Floor Living (Pop)                             | 0                          | 0.00                         | 2,631,412  | 4.89      | 0.00        | 0     |
| L Elderly Needs (Pop)                                  | 611                        | 6.48                         | 1,551,182  | 2.87      | 0.04        | 225   |
| M Industrial Heritage (Pop)                            | 119                        | 1.26                         | 4,269,225  | 7.91      | 0.00        | 16    |
| N Terraced Melting Pot (Pop)                           | 0                          | 0.00                         | 4,574,838  | 8.48      | 0.00        | 0     |
| O Liberal Opinions (Pop)                               | 0                          | 0.00                         | 4,816,713  | 8.92      | 0.00        | 0     |
| Population estimate 2013                               | 9,433                      | 100.00                       | 53,971,077 | 100.00    | 0.02        | 100   |
| <b>A Alpha Territory (Pop)</b>                         |                            |                              |            |           |             |       |
| A01 Global Power Brokers (Pop)                         | 0                          | 0.00                         | 127,521    | 0.24      | 0.00        | 0     |
| A02 Voices of Authority (Pop)                          | 6                          | 0.06                         | 662,574    | 1.23      | 0.00        | 5     |
| A03 Business Class (Pop)                               | 205                        | 2.17                         | 861,106    | 1.60      | 0.02        | 136   |
| A04 Serious Money (Pop)                                | 14                         | 0.15                         | 310,472    | 0.58      | 0.00        | 28    |
| Population estimate 2013                               | 9,433                      | 100.00                       | 53,971,077 | 100.00    | 0.02        | 100   |
| <b>B Professional Rewards (Pop)</b>                    |                            |                              |            |           |             |       |
| B05 Mid-Career Climbers (Pop)                          | 0                          | 0.00                         | 1,196,321  | 2.22      | 0.00        | 0     |
| B06 Yesterday's Captains (Pop)                         | 371                        | 3.93                         | 1,074,053  | 1.99      | 0.03        | 198   |
| B07 Distinctive Success (Pop)                          | 379                        | 4.02                         | 311,145    | 0.58      | 0.12        | 697   |
| B08 Dormitory Villagers (Pop)                          | 382                        | 4.05                         | 951,093    | 1.76      | 0.04        | 230   |
| B09 Escape to the Country (Pop)                        | 298                        | 3.15                         | 773,556    | 1.43      | 0.04        | 220   |
| B10 Parish Guardians (Pop)                             | 708                        | 7.51                         | 486,149    | 0.90      | 0.15        | 834   |
| Population estimate 2013                               | 9,433                      | 100.00                       | 53,971,077 | 100.00    | 0.02        | 100   |
| <b>C11 Squires Among Locals (Pop)</b>                  |                            |                              |            |           |             |       |
| C12 Country Living Elders (Pop)                        | 421                        | 4.46                         | 655,359    | 1.05      | 0.07        | 426   |
| C13 Modern Agribusiness (Pop)                          | 447                        | 4.74                         | 571,445    | 1.06      | 0.08        | 776   |
| C14 Farming Today (Pop)                                | 0                          | 0.00                         | 285,592    | 0.53      | 0.00        | 0     |
| C15 Upland Struggle (Pop)                              | 0                          | 0.00                         | 102,378    | 0.19      | 0.00        | 0     |
| <b>D Small Town Diversity (Pop)</b>                    |                            |                              |            |           |             |       |
| D16 Side Street Singles (Pop)                          | 792                        | 8.40                         | 656,419    | 1.22      | 0.12        | 690   |
| D17 Jacks of All Trades (Pop)                          | 582                        | 6.17                         | 1,365,166  | 2.53      | 0.04        | 244   |
| D18 Handworking Families (Pop)                         | 76                         | 0.81                         | 1,039,747  | 1.93      | 0.01        | 42    |
| D19 Innate Conservatives (Pop)                         | 536                        | 5.69                         | 1,476,795  | 2.74      | 0.04        | 208   |
| Population estimate 2013                               | 9,433                      | 100.00                       | 53,971,077 | 100.00    | 0.02        | 100   |
| <b>E Active Retirement (Pop)</b>                       |                            |                              |            |           |             |       |
| E20 Golden Retirement (Pop)                            | 236                        | 2.50                         | 262,802    | 0.49      | 0.09        | 513   |
| E21 Bungalow Quietude (Pop)                            | 79                         | 0.84                         | 676,844    | 1.25      | 0.01        | 58    |
| E22 Beachcombers (Pop)                                 | 136                        | 1.44                         | 335,665    | 0.62      | 0.04        | 232   |
| E23 Balcony Downsize (Pop)                             | 308                        | 3.27                         | 450,939    | 0.84      | 0.07        | 391   |
| Population estimate 2013                               | 9,433                      | 100.00                       | 53,971,077 | 100.00    | 0.02        | 100   |
| <b>F Suburban Mindsets (Pop)</b>                       |                            |                              |            |           |             |       |
| F24 Garden Suburbia (Pop)                              | 82                         | 0.87                         | 1,655,169  | 3.07      | 0.01        | 28    |
| F25 Production Managers (Pop)                          | 82                         | 0.87                         | 1,790,603  | 3.32      | 0.00        | 26    |
| F26 Mid-Market Families (Pop)                          | 28                         | 0.30                         | 1,503,206  | 2.79      | 0.00        | 11    |
| F27 Shop Floor Affluence (Pop)                         | 177                        | 1.88                         | 1,315,852  | 2.44      | 0.01        | 77    |
| F28 Asian Attainment (Pop)                             | 0                          | 0.00                         | 832,376    | 1.54      | 0.00        | 0     |
| Population estimate 2013                               | 9,433                      | 100.00                       | 53,971,077 | 100.00    | 0.02        | 100   |
| <b>G Careers and Kids (Pop)</b>                        |                            |                              |            |           |             |       |
| G29 Footloose Managers (Pop)                           | 405                        | 4.29                         | 858,256    | 1.59      | 0.05        | 270   |
| G30 Soccer Dads and Mums (Pop)                         | 0                          | 0.00                         | 659,128    | 1.04      | 0.00        | 0     |
| G31 Domestic Comfort (Pop)                             | 0                          | 0.00                         | 728,886    | 1.35      | 0.00        | 0     |
| G32 Childcare Years (Pop)                              | 10                         | 0.11                         | 887,716    | 1.64      | 0.00        | 6     |
| G33 Military Dependents (Pop)                          | 0                          | 0.00                         | 121,701    | 0.23      | 0.00        | 0     |
| Population estimate 2013                               | 9,433                      | 100.00                       | 53,971,077 | 100.00    | 0.02        | 100   |
| <b>H New Homemakers (Pop)</b>                          |                            |                              |            |           |             |       |
| H34 Buy-to-Let Territory (Pop)                         | 0                          | 0.00                         | 596,895    | 1.11      | 0.00        | 0     |
| H35 Brownfield Pioneers (Pop)                          | 54                         | 0.57                         | 656,622    | 1.22      | 0.01        | 47    |
| H36 Foot on the Ladder (Pop)                           | 0                          | 0.00                         | 927,824    | 1.72      | 0.00        | 0     |
| H37 First to Move In (Pop)                             | 0                          | 0.00                         | 432,302    | 0.80      | 0.00        | 0     |
| Population estimate 2013                               | 9,433                      | 100.00                       | 53,971,077 | 100.00    | 0.02        | 100   |
| <b>I Ex-Council Community (Pop)</b>                    |                            |                              |            |           |             |       |
| I38 Settled Ex-Tenants (Pop)                           | 0                          | 0.00                         | 624,415    | 1.16      | 0.00        | 0     |
| I39 Choice Right to Buy (Pop)                          | 342                        | 3.63                         | 615,615    | 1.16      | 0.04        | 224   |
| I40 Legacy of Labour (Pop)                             | 0                          | 0.00                         | 1,785,661  | 3.31      | 0.00        | 0     |
| I41 Stressed Borrowers (Pop)                           | 421                        | 4.46                         | 1,555,336  | 2.88      | 0.03        | 155   |
| Population estimate 2013                               | 9,433                      | 100.00                       | 53,971,077 | 100.00    | 0.02        | 100   |
| <b>J Claimant Cultures (Pop)</b>                       |                            |                              |            |           |             |       |
| J42 Worn-Out Workers (Pop)                             | 0                          | 0.00                         | 1,152,886  | 2.14      | 0.00        | 0     |
| J43 Streetwise Kids (Pop)                              | 339                        | 3.59                         | 701,959    | 1.30      | 0.05        | 276   |
| J44 New Parents in Need (Pop)                          | 0                          | 0.00                         | 1,158,558  | 2.15      | 0.00        | 0     |
| Population estimate 2013                               | 9,433                      | 100.00                       | 53,971,077 | 100.00    | 0.02        | 100   |
| <b>K Upper Floor Living (Pop)</b>                      |                            |                              |            |           |             |       |
| K45 Small Block Singles (Pop)                          | 0                          | 0.00                         | 767,903    | 1.42      | 0.00        | 0     |
| K46 Tenement Living (Pop)                              | 0                          | 0.00                         | 196,342    | 0.36      | 0.00        | 0     |
| K47 Deprived View (Pop)                                | 0                          | 0.00                         | 121,890    | 0.23      | 0.00        | 0     |
| K48 Multicultural Towers (Pop)                         | 0                          | 0.00                         | 740,596    | 1.37      | 0.00        | 0     |
| K49 Re-Housed Migrants (Pop)                           | 0                          | 0.00                         | 804,682    | 1.49      | 0.00        | 0     |
| Population estimate 2013                               | 9,433                      | 100.00                       | 53,971,077 | 100.00    | 0.02        | 100   |
| <b>L Elderly Needs (Pop)</b>                           |                            |                              |            |           |             |       |
| L50 Pensioners in Blocks (Pop)                         | 4                          | 0.04                         | 368,425    | 0.68      | 0.00        | 6     |
| L51 Sheltered Seniors (Pop)                            | 71                         | 0.75                         | 291,809    | 0.54      | 0.02        | 139   |
| L52 Meals on Wheels (Pop)                              | 98                         | 1.04                         | 215,229    | 0.40      | 0.05        | 261   |
| L53 Low Spending Elders (Pop)                          | 438                        | 4.64                         | 675,719    | 1.25      | 0.06        | 371   |
| Population estimate 2013                               | 9,433                      | 100.00                       | 53,971,077 | 100.00    | 0.02        | 100   |
| <b>M Industrial Heritage (Pop)</b>                     |                            |                              |            |           |             |       |
| M54 Clocking Off (Pop)                                 | 0                          | 0.00                         | 1,232,167  | 2.28      | 0.00        | 0     |
| M55 Backyard Regeneration (Pop)                        | 119                        | 1.26                         | 1,339,620  | 2.48      | 0.01        | 51    |
| M56 Small Wage Owners (Pop)                            | 0                          | 0.00                         | 1,697,438  | 3.15      | 0.00        | 0     |
| Population estimate 2013                               | 9,433                      | 100.00                       | 53,971,077 | 100.00    | 0.02        | 100   |
| <b>N Terraced Melting Pot (Pop)</b>                    |                            |                              |            |           |             |       |
| N57 Back-to-Back Basics (Pop)                          | 0                          | 0.00                         | 1,184,030  | 2.19      | 0.00        | 0     |
| N58 Asian Identities (Pop)                             | 0                          | 0.00                         | 817,454    | 1.51      | 0.00        | 0     |
| N59 Low-Key Starters (Pop)                             | 0                          | 0.00                         | 1,334,091  | 2.47      | 0.00        | 0     |
| N60 Global Fusion (Pop)                                | 0                          | 0.00                         | 1,239,263  | 2.30      | 0.00        | 0     |
| Population estimate 2013                               | 9,433                      | 100.00                       | 53,971,077 | 100.00    | 0.02        | 100   |
| <b>O Liberal Opinions (Pop)</b>                        |                            |                              |            |           |             |       |
| O61 Convivial Homeowners (Pop)                         | 0                          | 0.00                         | 1,086,597  | 2.01      | 0.00        | 0     |
| O62 Crash Pad Professionals (Pop)                      | 0                          | 0.00                         | 760,193    | 1.41      | 0.00        | 0     |
| O63 Urban Cool (Pop)                                   | 0                          | 0.00                         | 753,083    | 1.40      | 0.00        | 0     |
| O64 Bright Young Things (Pop)                          | 0                          | 0.00                         | 800,985    | 1.48      | 0.00        | 0     |
| O65 Anti-Materialists (Pop)                            | 0                          | 0.00                         | 562,235    | 1.04      | 0.00        | 0     |
| O66 University Fringe (Pop)                            | 0                          | 0.00                         | 576,155    | 1.07      | 0.00        | 0     |
| O67 Study Buddies (Pop)                                | 0                          | 0.00                         | 277,465    | 0.51      | 0.00        | 0     |
| Population estimate 2013                               | 9,433                      | 100.00                       | 53,971,077 | 100.00    | 0.02        | 100   |

| ESTIMATE OF LATENT DEMAND FOR HEALTH AND FITNESS            |                  |                               |
|---|------------------|-------------------------------|
| MOSAIC UK Type  | Total Population | Total Health & Fitness Demand |
| A01 Global Power Brokers                                    | 0                | 0                             |
| A02 Voices of Authority                                     | 0                | 0                             |
| A03 Business Class  | 93               | 3                             |
| A04 Serious Money   | 0                | 0                             |
| B05 Mid-Career Climbers                                     | 156              | 12                            |
| B06 Yesterday's Captains                                    | 2,006            | 110                           |
| B07 Distinctive Success                                     | 475              | 19                            |
| B08 Dormitory Villagers                                     | 1,802            | 78                            |
| B09 Escape to the Country                                   | 718              | 43                            |
| B10 Parish Guardians  | 381              | 20                            |
| C11 Squires Among Locals                                    | 87               | 4                             |
| C12 Country Loving Elders                                   | 755              | 16                            |
| C13 Modern Ag/Business                                      | 230              | 3                             |
| C14 Farming Today   | 0                | 0                             |
| C15 Upland Struggle   | 0                | 0                             |
| D16 Side Street Singles                                     | 433              | 18                            |
| D17 Jacks of All Trades                                     | 2,034            | 80                            |
| D18 Hardworking Families                                    | 927              | 44                            |
| D19 Innate Conservatives                                    | 1,867            | 66                            |
| E20 Golden Retirement                                       | 1,177            | 23                            |
| E21 Bungalow Quietude                                       | 444              | 7                             |
| E22 Beachcombers  | 85               | 4                             |
| E23 Balcony Downstairs                                      | 328              | 14                            |
| F24 Garden Suburbia   | 687              | 34                            |
| F25 Production Managers                                     | 451              | 24                            |
| F26 Mid-Market Families                                     | 25               | 0                             |
| F27 Shop Floor Affluence                                    | 202              | 11                            |
| F28 Asian Attainment  | 0                | 0                             |
| G29 Footloose Managers                                      | 989              | 64                            |
| G30 Soccer Dads and Mums                                    | 245              | 14                            |
| G31 Domestic Comfort  | 0                | 0                             |
| G32 Childcare Years   | 0                | 0                             |
| G33 Military Dependents                                     | 91               | 2                             |
| H34 Buy-to-Let Territory                                    | 8                | 0                             |
| H35 Brownfield Pioneers                                     | 46               | 3                             |
| H36 Foot on the Ladder                                      | 66               | 3                             |
| H37 First to Move In  | 166              | 8                             |
| I38 Settled Ex-Tenants                                      | 0                | 0                             |
| I39 Choice Right to Buy                                     | 706              | 24                            |
| I40 Legacy of Labour  | 0                | 0                             |
| I41 Stressed Borrowers                                      | 859              | 18                            |
| I42 Worn-Out Workers  | 0                | 0                             |
| I43 Streetwise Kids   | 0                | 0                             |
| I44 New Parents in Need                                     | 0                | 0                             |
| I45 Small Block Singles                                     | 146              | 4                             |
| K46 Tenement Living   | 0                | 0                             |
| K47 Deprived View   | 0                | 0                             |
| K48 Multicultural Towers                                    | 0                | 0                             |
| K49 Re-Housed Migrants                                      | 0                | 0                             |
| L50 Pensioners in Blocks                                    | 0                | 0                             |
| L51 Sheltered Seniors                                       | 23               | 2                             |
| L52 Meals on Wheels   | 359              | 1                             |
| L53 Low Spending Elders                                     | 168              | 3                             |
| M54 Clocking Off  | 18               | 1                             |
| M55 Backyard Regeneration                                   | 465              | 14                            |
| M56 Small Wage Owners                                       | 37               | 1                             |
| M57 Back-to-Back Basics                                     | 15               | 1                             |
| M58 Asian Identities  | 0                | 0                             |
| M59 Low-Key Starters  | 0                | 0                             |
| N60 Global Fusion   | 0                | 0                             |
| O61 Convivial Homeowners                                    | 0                | 0                             |
| O62 Crash Pad Professionals                                 | 0                | 0                             |
| O63 Urban Cool  | 0                | 0                             |
| O64 Bright Young Things                                     | 0                | 0                             |
| O65 Anti-Materialists                                       | 0                | 0                             |
| O66 University Fringe                                       | 0                | 0                             |
| O67 Study Buddies   | 0                | 0                             |
| Sub Total   | 19,834           | 811                           |
| Add consideration for 20% of Members from outside catchment |                  | 203                           |
| <b>Estimate of Total Demand for Health &amp; Fitness</b>    |                  | <b>1,014</b>                  |
| Minimum Demand for Health & Fitness                         |                  | 214                           |
| <b>Estimate of Latent Demand for Health &amp; Fitness</b>   |                  | <b>214</b>                    |

| MOSAIC UK Profile Report  |                                   |                                     |            |           |             |       |
|---|-----------------------------------|-------------------------------------|------------|-----------|-------------|-------|
| Target Area: 2 mile radius around Westgate Leisure Bourne, Chichester |                                   |                                     |            |           |             |       |
| Base Area: England  |                                   |                                     |            |           |             |       |
| Groups  | Westgate Leisure Bourne - 2 miles | Westgate Leisure Bourne - 2 miles % | England    | England % | Penetration | Index |
| A Alpha Territory (Pop)   | 100                               | 0.50                                | 1,361,673  | 3.63      | 0.01        | 14    |
| B Professional Rewards (Pop)  | 5,576                             | 28.12                               | 4,792,317  | 8.88      | 0.12        | 317   |
| C Rural Solitude (Pop)  | 1,071                             | 5.40                                | 2,070,188  | 3.84      | 0.05        | 141   |
| D Small Town Diversity (Pop)  | 5,293                             | 26.52                               | 4,540,127  | 8.41      | 0.15        | 315   |
| E Active Retirement (Pop)   | 2,034                             | 10.26                               | 1,825,470  | 3.38      | 0.11        | 303   |
| F Suburban Mindsets (Pop)   | 1,385                             | 6.98                                | 7,157,806  | 13.26     | 0.02        | 53    |
| G Careers and Kids (Pop)  | 1,325                             | 6.68                                | 3,155,687  | 5.85      | 0.04        | 114   |
| H New Homemakers (Pop)  | 296                               | 1.44                                | 2,423,843  | 4.49      | 0.01        | 32    |
| I Ex-Council Community (Pop)  | 1,565                             | 7.89                                | 4,839,027  | 8.97      | 0.03        | 88    |
| J Claimant Cultures (Pop)   | 0                                 | 0.00                                | 3,013,403  | 5.58      | 0.00        | 0     |
| K Upper Floor Living (Pop)  | 146                               | 0.74                                | 2,631,412  | 4.88      | 0.01        | 15    |
| L Elderly Needs (Pop)   | 550                               | 2.77                                | 1,551,182  | 2.87      | 0.04        | 96    |
| M Industrial Heritage (Pop)   | 93                                | 2.62                                | 4,293,225  | 7.91      | 0.01        | 33    |
| N Terraced Melting Pot (Pop)  | 15                                | 0.08                                | 4,574,838  | 8.48      | 0.00        | 1     |
| O Liberal Opinions (Pop)  | 0                                 | 0.00                                | 4,816,713  | 8.92      | 0.00        | 0     |
| Population estimate 2013  | 19,834                            | 100.00                              | 53,971,077 | 100.00    | 0.04        | 100   |
| Westgate Leisure Bourne - 2 miles                                     |                                   |                                     | England    | England % | Penetration | Index |
| A01 Global Power Brokers (Pop)  | 0                                 | 0.00                                | 127,521    | 0.24      | 0.00        | 0     |
| A02 Voices of Authority (Pop)   | 0                                 | 0.00                                | 862,574    | 1.23      | 0.00        | 0     |
| A03 Business Class (Pop)  | 93                                | 0.47                                | 851,108    | 1.50      | 0.01        | 30    |
| A04 Serious Money (Pop)   | 6                                 | 0.03                                | 310,472    | 0.58      | 0.00        | 5     |
| Population estimate 2013  | 19,834                            | 100.00                              | 53,971,077 | 100.00    | 0.04        | 100   |
| Westgate Leisure Bourne - 2 miles                                     |                                   |                                     | England    | England % | Penetration | Index |
| B Professional Rewards (Pop)  | 196                               | 0.99                                | 1,196,321  | 2.22      | 0.02        | 45    |
| B05 Mid-Career Climbers (Pop)   | 2,006                             | 10.12                               | 1,074,053  | 1.99      | 0.19        | 508   |
| B06 Yesterday's Captains (Pop)  | 475                               | 2.39                                | 311,145    | 0.58      | 0.15        | 415   |
| B07 Distinctive Success (Pop)   | 1,802                             | 9.08                                | 891,765    | 1.76      | 0.15        | 415   |
| B08 Dormitory Villagers (Pop)   | 718                               | 3.61                                | 773,556    | 1.43      | 0.09        | 252   |
| B09 Escape to the Country (Pop)                                       | 381                               | 1.92                                | 486,149    | 0.90      | 0.08        | 213   |
| B10 Parish Guardians (Pop)  | 1,867                             | 9.41                                | 1,478,706  | 2.74      | 0.09        | 243   |
| Population estimate 2013  | 19,834                            | 100.00                              | 53,971,077 | 100.00    | 0.04        | 100   |
| Westgate Leisure Bourne - 2 miles                                     |                                   |                                     | England    | England % | Penetration | Index |
| C11 Squires Among Locals (Pop)  | 87                                | 0.44                                | 545,414    | 1.01      | 0.02        | 43    |
| C12 Country Loving Elders (Pop)                                       | 755                               | 3.81                                | 565,359    | 1.05      | 0.13        | 363   |
| C13 Modern Ag/Business (Pop)  | 230                               | 1.16                                | 571,445    | 1.06      | 0.04        | 109   |
| C14 Farming Today (Pop)   | 0                                 | 0.00                                | 285,592    | 0.53      | 0.00        | 0     |
| C15 Upland Struggle (Pop)   | 0                                 | 0.00                                | 102,378    | 0.19      | 0.00        | 0     |
| Population estimate 2013  | 19,834                            | 100.00                              | 53,971,077 | 100.00    | 0.04        | 100   |
| Westgate Leisure Bourne - 2 miles                                     |                                   |                                     | England    | England % | Penetration | Index |
| D Small Town Diversity (Pop)  | 433                               | 2.18                                | 656,419    | 1.22      | 0.07        | 179   |
| D16 Side Street Singles (Pop)   | 2,034                             | 10.25                               | 1,365,166  | 2.53      | 0.15        | 405   |
| D17 Jacks of All Trades (Pop)   | 927                               | 4.67                                | 1,039,747  | 1.93      | 0.09        | 243   |
| D18 Hardworking Families (Pop)  | 1,867                             | 9.41                                | 1,478,706  | 2.74      | 0.09        | 243   |
| D19 Innate Conservatives (Pop)  | 359                               | 1.81                                | 1,196,321  | 2.22      | 0.03        | 84    |
| Population estimate 2013  | 19,834                            | 100.00                              | 53,971,077 | 100.00    | 0.04        | 100   |
| Westgate Leisure Bourne - 2 miles                                     |                                   |                                     | England    | England % | Penetration | Index |
| E Active Retirement (Pop)   | 1,177                             | 5.94                                | 262,802    | 0.49      | 0.45        | 1,219 |
| E20 Golden Retirement (Pop)   | 444                               | 2.24                                | 776,064    | 1.44      | 0.06        | 156   |
| E21 Bungalow Quietude (Pop)   | 85                                | 0.43                                | 335,665    | 0.62      | 0.03        | 69    |
| E22 Beachcombers (Pop)  | 328                               | 1.65                                | 450,539    | 0.84      | 0.07        | 188   |
| E23 Balcony Downstairs (Pop)  | 168                               | 0.85                                | 450,539    | 0.84      | 0.07        | 188   |
| Population estimate 2013  | 19,834                            | 100.00                              | 53,971,077 | 100.00    | 0.04        | 100   |
| Westgate Leisure Bourne - 2 miles                                     |                                   |                                     | England    | England % | Penetration | Index |
| F Suburban Mindsets (Pop)   | 687                               | 3.46                                | 1,655,169  | 3.07      | 0.04        | 113   |
| F24 Garden Suburbia (Pop)   | 451                               | 2.27                                | 1,790,033  | 3.32      | 0.03        | 68    |
| F25 Production Managers (Pop)   | 25                                | 0.23                                | 1,503,206  | 2.79      | 0.00        | 8     |
| F26 Mid-Market Families (Pop)   | 202                               | 1.02                                | 1,315,852  | 2.44      | 0.02        | 42    |
| F27 Shop Floor Affluence (Pop)  | 0                                 | 0.00                                | 892,376    | 1.65      | 0.00        | 0     |
| F28 Asian Attainment (Pop)  | 0                                 | 0.00                                | 892,376    | 1.65      | 0.00        | 0     |
| Population estimate 2013  | 19,834                            | 100.00                              | 53,971,077 | 100.00    | 0.04        | 100   |
| Westgate Leisure Bourne - 2 miles                                     |                                   |                                     | England    | England % | Penetration | Index |
| G Careers and Kids (Pop)  | 989                               | 4.99                                | 858,256    | 1.59      | 0.12        | 314   |
| G29 Footloose Managers (Pop)  | 245                               | 1.24                                | 559,128    | 1.04      | 0.04        | 118   |
| G30 Soccer Dads and Mums (Pop)  | 0                                 | 0.00                                | 728,886    | 1.35      | 0.00        | 0     |
| G31 Domestic Comfort (Pop)  | 0                                 | 0.00                                | 887,716    | 1.64      | 0.00        | 0     |
| G32 Childcare Years (Pop)   | 91                                | 0.46                                | 121,701    | 0.23      | 0.07        | 203   |
| G33 Military Dependents (Pop)   | 0                                 | 0.00                                | 1,217,011  | 2.25      | 0.00        | 0     |
| Population estimate 2013  | 19,834                            | 100.00                              | 53,971,077 | 100.00    | 0.04        | 100   |
| Westgate Leisure Bourne - 2 miles                                     |                                   |                                     | England    | England % | Penetration | Index |
| H New Homemakers (Pop)  | 8                                 | 0.04                                | 596,895    | 1.11      | 0.00        | 4     |
| H34 Buy-to-Let Territory (Pop)  | 46                                | 0.23                                | 656,622    | 1.22      | 0.01        | 19    |
| H35 Brownfield Pioneers (Pop)   | 66                                | 0.33                                | 927,624    | 1.72      | 0.01        | 19    |
| H36 Foot on the Ladder (Pop)  | 166                               | 0.84                                | 242,302    | 0.45      | 0.07        | 186   |
| H37 First to Move In (Pop)  | 0                                 | 0.00                                | 1,152,886  | 2.14      | 0.00        | 0     |
| Population estimate 2013  | 19,834                            | 100.00                              | 53,971,077 | 100.00    | 0.04        | 100   |
| Westgate Leisure Bourne - 2 miles                                     |                                   |                                     | England    | England % | Penetration | Index |
| I Ex-Council Community (Pop)  | 0                                 | 0.00                                | 624,415    | 1.16      | 0.00        | 0     |
| I38 Settled Ex-Tenants (Pop)  | 706                               | 3.56                                | 873,615    | 1.62      | 0.08        | 220   |
| I39 Choice Right to Buy (Pop)   | 0                                 | 0.00                                | 1,765,661  | 3.31      | 0.00        | 0     |
| I40 Legacy of Labour (Pop)  | 859                               | 4.33                                | 1,655,336  | 3.08      | 0.06        | 150   |
| I41 Stressed Borrowers (Pop)  | 0                                 | 0.00                                | 1,152,886  | 2.14      | 0.00        | 0     |
| Population estimate 2013  | 19,834                            | 100.00                              | 53,971,077 | 100.00    | 0.04        | 100   |
| Westgate Leisure Bourne - 2 miles                                     |                                   |                                     | England    | England % | Penetration | Index |
| J Claimant Cultures (Pop)   | 0                                 | 0.00                                | 1,152,886  | 2.14      | 0.00        | 0     |
| J42 Worn-Out Workers (Pop)  | 0                                 | 0.00                                | 701,959    | 1.30      | 0.00        | 0     |
| J43 Streetwise Kids (Pop)   | 0                                 | 0.00                                | 1,158,558  | 2.15      | 0.00        | 0     |
| J44 New Parents in Need (Pop)   | 0                                 | 0.00                                | 1,158,558  | 2.15      | 0.00        | 0     |
| Population estimate 2013  | 19,834                            | 100.00                              | 53,971,077 | 100.00    | 0.04        | 100   |
| Westgate Leisure Bourne - 2 miles                                     |                                   |                                     | England    | England % | Penetration | Index |
| K Upper Floor Living (Pop)  | 146                               | 0.74                                | 767,903    | 1.42      | 0.02        | 52    |
| K45 Small Block Singles (Pop)   | 0                                 | 0.00                                | 196,342    | 0.36      | 0.00        | 0     |
| K46 Tenement Living (Pop)   | 0                                 | 0.00                                | 121,890    | 0.23      | 0.00        | 0     |
| K47 Deprived View (Pop)   | 0                                 | 0.00                                | 740,595    | 1.37      | 0.00        | 0     |
| K48 Multicultural Towers (Pop)  | 0                                 | 0.00                                | 804,682    | 1.49      | 0.00        | 0     |
| K49 Re-Housed Migrants (Pop)  | 0                                 | 0.00                                | 804,682    | 1.49      | 0.00        | 0     |
| Population estimate 2013  | 19,834                            | 100.00                              | 53,971,077 | 100.00    | 0.04        | 100   |
| Westgate Leisure Bourne - 2 miles                                     |                                   |                                     | England    | England % | Penetration | Index |
| L Elderly Needs (Pop)   | 23                                | 0.12                                | 291,809    | 0.54      | 0.01        | 21    |
| L50 Pensioners in Blocks (Pop)  | 359                               | 1.81                                | 215,229    | 0.40      | 0.17        | 454   |
| L51 Sheltered Seniors (Pop)   | 168                               | 0.85                                | 675,719    | 1.26      | 0.02        | 68    |
| L52 Meals on Wheels (Pop)   | 0                                 | 0.00                                | 675,719    | 1.26      | 0.00        | 0     |
| L53 Low Spending Elders (Pop)   | 0                                 | 0.00                                | 675,719    | 1.26      | 0.00        | 0     |
| Population estimate 2013  | 19,834                            | 100.00                              | 53,971,077 | 100.00    | 0.04        | 100   |
| Westgate Leisure Bourne - 2 miles                                     |                                   |                                     | England    | England % | Penetration | Index |
| M Industrial Heritage (Pop)   | 18                                | 0.09                                | 1,232,167  | 2.28      | 0.00        | 4     |
| M54 Clocking Off (Pop)  | 465                               | 2.34                                | 1,339,620  | 2.48      | 0.03        | 94    |
| M55 Backyard Regeneration (Pop)                                       | 37                                | 0.19                                | 1,697,438  | 3.15      | 0.00        | 6     |
| M56 Small Wage Owners (Pop)   | 0                                 | 0.00                                | 1,697,438  | 3.15      | 0.00        | 0     |
| Population estimate 2013  | 19,834                            | 100.00                              | 53,971,077 | 100.00    | 0.04        | 100   |
| Westgate Leisure Bourne - 2 miles                                     |                                   |                                     | England    | England % | Penetration | Index |
| N Terraced Melting Pot (Pop)  | 15                                | 0.08                                | 1,184,030  | 2.19      | 0.00        | 3     |
| N57 Back-to-Back Basics (Pop)   | 0                                 | 0.00                                | 817,454    | 1.51      | 0.00        | 0     |
| N58 Asian Identities (Pop)  | 0                                 | 0.00                                | 1,334,091  | 2.47      | 0.00        | 0     |
| N59 Low-Key Starters (Pop)  | 0                                 | 0.00                                | 1,239,263  | 2.30      | 0.00        | 0     |
| N60 Global Fusion (Pop)   | 0                                 | 0.00                                | 1,239,263  | 2.30      | 0.00        | 0     |
| Population estimate 2013  | 19,834                            | 100.00                              | 53,971,077 | 100.00    | 0.04        | 100   |
| Westgate Leisure Bourne - 2 miles                                     |                                   |                                     | England    | England % | Penetration | Index |
| O Liberal Opinions (Pop)  | 0                                 | 0.00                                | 1,086,597  | 2.01      | 0.00        | 0     |
| O61 Convivial Homeowners (Pop)  | 0                                 | 0.00                                | 760,193    | 1.41      | 0.00        | 0     |
| O62 Crash Pad Professionals (Pop)                                     | 0                                 | 0.00                                | 753,063    | 1.40      | 0.00        | 0     |
| O63 Urban Cool (Pop)  | 0                                 | 0.00                                | 800,985    | 1.48      | 0.00        | 0     |
| O64 Bright Young Things (Pop)   | 0                                 | 0.00                                | 562,235    | 1.04      | 0.00        | 0     |
| O65 Anti-Materialists (Pop)   | 0                                 | 0.00                                | 576,155    | 1.07      | 0.00        | 0     |
| O66 University Fringe (Pop)   | 0                                 | 0.00                                | 277,465    | 0.51      | 0.00        | 0     |
| O67 Study Buddies (Pop)   | 0                                 | 0.00                                | 277,465    | 0.51      | 0.00        | 0     |
| Population estimate 2013  | 19,834                            | 100.00                              | 53,971,077 | 100.00    | 0.04        | 100   |

| ESTIMATE OF LATENT DEMAND FOR HEALTH AND FITNESS                   |   |                               |
|--|---|-------------------------------|
| MOSAIC UK Type   | Total Population  | Total Health & Fitness Demand |
| A01 Global Power Brokers   | 0   | 0                             |
| A02 Voices of Authority  | 167   | 14                            |
| A03 Business Class   | 247   | 11                            |
| A04 Serious Money  | Visit local businesses with a Christmas gift and post online to | 3                             |
| B05 Mid-Career Climbers  | 1,814   | 14                            |
| B06 Yesterday's Captains   | 1,814   | 131                           |
| B07 Distinctive Success  | 625   | 32                            |
| B08 Dormitory Villagers  | 1,252   | 71                            |
| B09 Escape to the Country  | 930   | 73                            |
| B10 Parish Guardians   | 904   | 64                            |
| C11 Squires Among Locals   | 505   | 34                            |
| C12 Country Loving Elders  | 677   | 19                            |
| C13 Modern Agribusiness  | 968   | 41                            |
| C14 Farming Today  | 78  | 3                             |
| C15 Upland Struggle  | 0   | 0                             |
| D16 Side Street Singles  | 2,412   | 116                           |
| D17 Jacks of All Trades  | 985   | 51                            |
| D18 Hardworking Families   | 560   | 35                            |
| D19 Innate Conservatives   | 2,112   | 98                            |
| E20 Golden Retirement  | 1,558   | 41                            |
| E21 Bungalow Quietude  | 311   | 6                             |
| E22 Beachcombers   | 137   | 1                             |
| E23 Balcony Downsize   | 2,040   | 115                           |
| F24 Garden Suburbia  | 2,032   | 130                           |
| F25 Production Managers  | 528   | 37                            |
| F26 Mid-Market Families  | 231   | 13                            |
| F27 Shop Floor Affluence   | 559   | 42                            |
| F28 Asian Attainment   | 0   | 0                             |
| G29 Footloose Managers   | 1,254   | 101                           |
| G30 Soccer Dads and Mums   | 112   | 9                             |
| G31 Domestic Comfort   | 128   | 7                             |
| G32 Childcare Years  | 367   | 22                            |
| G33 Military Dependents  | 99  | 3                             |
| H34 Buy-to-Let Territory   | 422   | 23                            |
| H35 Brownfield Pioneers  | 772   | 62                            |
| H36 Foot on the Ladder   | 705   | 46                            |
| H37 First to Move In   | 253   | 18                            |
| I38 Settled Ex-Tenants   | 126   | 3                             |
| I39 Choice Right to Buy  | 1,412   | 64                            |
| I40 Legacy of Labour   | 63  | 3                             |
| I41 Stressed Borrowers   | 3,936   | 108                           |
| I42 Worn-Out Workers   | 155   | 2                             |
| I43 Streetwise Kids  | 277   | 7                             |
| I44 New Parents in Need  | 0   | 0                             |
| K45 Small Block Singles  | 574   | 19                            |
| K46 Tenement Living  | 18  | 1                             |
| K47 Deprived View  | 0   | 0                             |
| K48 Multicultural Towers   | 0   | 0                             |
| K49 Re-Housed Migrants   | 0   | 0                             |
| L50 Pensioners in Blocks   | 454   | 7                             |
| L51 Sheltered Seniors  | 285   | 3                             |
| L52 Meals on Wheels  | 486   | 2                             |
| L53 Low Spending Elders  | 912   | 21                            |
| M54 Clocking Off   | 20  | 2                             |
| M55 Backyard Regeneration  | 2,040   | 170                           |
| M56 Small Wage Owners  | 172   | 9                             |
| M57 Back-to-Back Basics  | 656   | 31                            |
| M58 Asian Identities   | 0   | 0                             |
| M59 Low-Key Starters   | 214   | 9                             |
| N60 Global Fusion  | 0   | 0                             |
| O61 Convivial Homeowners   | 917   | 71                            |
| O62 Crash Pad Professionals  | 418   | 27                            |
| O63 Urban Cool   | 0   | 0                             |
| O64 Bright Young Things  | 84  | 5                             |
| O65 Anti-Materialists  | 521   | 19                            |
| O66 University Fringe  | 371   | 14                            |
| O67 Study Buddies  | 35  | 1                             |
| <b>Sub Total</b>   | <b>40,750</b>   | <b>2,084</b>                  |
| <i>Add consideration for 25% of Members from outside catchment</i> |   |                               |
| <b>Estimate of Total Demand for Health &amp; Fitness</b>           |   | <b>2,779</b>                  |
| <i>Minus current membership figure less</i>                        |   |                               |
| <b>Estimate of Latent Demand for Health &amp; Fitness</b>          |   | <b>279</b>                    |

| MOSAIC UK Profile Report                                      |                                       |   |                   |               |             |            |
|---|---------------------------------------|---|-------------------|---------------|-------------|------------|
| Target Area: 3 mile radius around Westgate Leisure Chichester |                                       |   |                   |               |             |            |
| Base Area: England  |                                       |   |                   |               |             |            |
|   | Westgate Leisure Chichester - 3 miles | Westgate Leisure Chichester - 3 miles % | England           | England %     | Penetration | Index      |
| <b>Groups</b>   |                                       |   |                   |               |             |            |
| A Alpha Territory (Pop)                                       | 501                                   | 1.23                                    | 1,961,673         | 3.63          | 0.03        | 34         |
| B Professional Rewards (Pop)                                  | 5,699                                 | 13.99                                   | 4,792,317         | 8.88          | 0.12        | 158        |
| C Rural Solitude (Pop)  | 2,228                                 | 5.47                                    | 2,070,188         | 3.84          | 0.11        | 143        |
| D Small Town Diversity (Pop)                                  | 6,068                                 | 14.89                                   | 4,540,127         | 8.41          | 0.13        | 177        |
| E Active Retirement (Pop)                                     | 4,064                                 | 9.97                                    | 1,825,470         | 3.38          | 0.22        | 295        |
| F Suburban Mindsets (Pop)                                     | 3,360                                 | 8.22                                    | 7,157,806         | 13.26         | 0.05        | 62         |
| G Careers and Kids (Pop)                                      | 1,960                                 | 4.81                                    | 3,155,687         | 5.85          | 0.06        | 82         |
| H New Homemakers (Pop)  | 2,152                                 | 5.28                                    | 2,423,643         | 4.49          | 0.09        | 118        |
| I Ex-Council Community (Pop)                                  | 5,537                                 | 13.59                                   | 4,839,027         | 8.97          | 0.11        | 152        |
| J Claimant Cultures (Pop)                                     | 432                                   | 1.06                                    | 3,013,403         | 5.58          | 0.01        | 19         |
| K Upper Floor Living (Pop)                                    | 592                                   | 1.45                                    | 2,631,412         | 4.88          | 0.02        | 30         |
| L Elderly Needs (Pop)   | 2,137                                 | 5.24                                    | 1,551,182         | 2.87          | 0.14        | 182        |
| M Industrial Heritage (Pop)                                   | 2,232                                 | 5.48                                    | 4,269,225         | 7.91          | 0.05        | 69         |
| N Terraced Melting Pot (Pop)                                  | 870                                   | 2.14                                    | 4,574,838         | 8.48          | 0.02        | 25         |
| O Liberal Opinions (Pop)                                      | 2,346                                 | 5.76                                    | 4,816,713         | 8.92          | 0.05        | 65         |
| <b>Population estimate 2013</b>                               | <b>40,750</b>                         | <b>100.00</b>                           | <b>53,971,077</b> | <b>100.00</b> | <b>0.08</b> | <b>100</b> |
| <b>A Alpha Territory (Pop)</b>                                |                                       |   |                   |               |             |            |
| A01 Global Power Brokers (Pop)                                | 0                                     | 0.00                                    | 127,521           | 0.24          | 0.00        | 0          |
| A02 Voices of Authority (Pop)                                 | 167                                   | 0.41                                    | 662,574           | 1.23          | 0.03        | 33         |
| A03 Business Class (Pop)                                      | 247                                   | 0.61                                    | 861,106           | 1.60          | 0.03        | 38         |
| A04 Serious Money (Pop)                                       | 87                                    | 0.21                                    | 310,472           | 0.58          | 0.03        | 37         |
| <b>Population estimate 2013</b>                               | <b>40,750</b>                         | <b>100.00</b>                           | <b>53,971,077</b> | <b>100.00</b> | <b>0.08</b> | <b>100</b> |
| <b>B Professional Rewards (Pop)</b>                           |                                       |   |                   |               |             |            |
| B05 Mid-Career Climbers (Pop)                                 | 173                                   | 0.42                                    | 1,196,321         | 2.22          | 0.01        | 19         |
| B06 Yesterday's Captains (Pop)                                | 1,814                                 | 4.45                                    | 1,074,053         | 1.99          | 0.17        | 224        |
| B07 Distinctive Success (Pop)                                 | 625                                   | 1.53                                    | 311,145           | 0.58          | 0.20        | 266        |
| B08 Dormitory Villagers (Pop)                                 | 1,252                                 | 3.07                                    | 951,093           | 1.76          | 0.13        | 174        |
| B09 Escape to the Country (Pop)                               | 930                                   | 2.28                                    | 773,556           | 1.43          | 0.12        | 159        |
| B10 Parish Guardians (Pop)                                    | 904                                   | 2.22                                    | 486,149           | 0.90          | 0.19        | 246        |
| <b>Population estimate 2013</b>                               | <b>40,750</b>                         | <b>100.00</b>                           | <b>53,971,077</b> | <b>100.00</b> | <b>0.08</b> | <b>100</b> |
| <b>C Rural Solitude (Pop)</b>                                 |                                       |   |                   |               |             |            |
| C11 Squires Among Locals (Pop)                                | 505                                   | 1.24                                    | 545,414           | 1.01          | 0.09        | 123        |
| C12 Country Loving Elders (Pop)                               | 677                                   | 1.66                                    | 565,359           | 1.05          | 0.12        | 159        |
| C13 Modern Agribusiness (Pop)                                 | 968                                   | 2.37                                    | 571,445           | 1.06          | 0.17        | 224        |
| C14 Farming Today (Pop)                                       | 78                                    | 0.19                                    | 285,592           | 0.53          | 0.63        | 363        |
| C15 Upland Struggle (Pop)                                     | 0                                     | 0.00                                    | 102,378           | 0.19          | 0.00        | 0          |
| <b>Population estimate 2013</b>                               | <b>40,750</b>                         | <b>100.00</b>                           | <b>53,971,077</b> | <b>100.00</b> | <b>0.08</b> | <b>100</b> |
| <b>D Small Town Diversity (Pop)</b>                           |                                       |   |                   |               |             |            |
| D16 Side Street Singles (Pop)                                 | 2,412                                 | 5.92                                    | 656,419           | 1.22          | 0.37        | 487        |
| D17 Jacks of All Trades (Pop)                                 | 985                                   | 2.42                                    | 1,365,166         | 2.53          | 0.07        | 96         |
| D18 Hardworking Families (Pop)                                | 560                                   | 1.37                                    | 1,039,747         | 1.93          | 0.05        | 71         |
| D19 Innate Conservatives (Pop)                                | 2,112                                 | 5.18                                    | 1,478,795         | 2.74          | 0.14        | 189        |
| <b>Population estimate 2013</b>                               | <b>40,750</b>                         | <b>100.00</b>                           | <b>53,971,077</b> | <b>100.00</b> | <b>0.08</b> | <b>100</b> |
| <b>E Active Retirement (Pop)</b>                              |                                       |   |                   |               |             |            |
| E20 Golden Retirement (Pop)                                   | 1,558                                 | 3.82                                    | 262,802           | 0.49          | 0.59        | 785        |
| E21 Bungalow Quietude (Pop)                                   | 311                                   | 0.76                                    | 776,064           | 1.44          | 0.04        | 53         |
| E22 Beachcombers (Pop)  | 137                                   | 0.34                                    | 335,665           | 0.62          | 0.04        | 54         |
| E23 Balcony Downsize (Pop)                                    | 2,040                                 | 5.05                                    | 450,938           | 0.84          | 0.63        | 103        |
| <b>Population estimate 2013</b>                               | <b>40,750</b>                         | <b>100.00</b>                           | <b>53,971,077</b> | <b>100.00</b> | <b>0.08</b> | <b>100</b> |
| <b>F Suburban Mindsets (Pop)</b>                              |                                       |   |                   |               |             |            |
| F24 Garden Suburbia (Pop)                                     | 2,032                                 | 4.99                                    | 1,655,169         | 3.07          | 0.12        | 163        |
| F25 Production Managers (Pop)                                 | 528                                   | 1.30                                    | 1,700,603         | 3.32          | 0.03        | 39         |
| F26 Mid-Market Families (Pop)                                 | 231                                   | 0.57                                    | 1,503,206         | 2.79          | 0.02        | 20         |
| F27 Shop Floor Affluence (Pop)                                | 559                                   | 1.37                                    | 1,315,852         | 2.44          | 0.04        | 56         |
| F28 Asian Attainment (Pop)                                    | 0                                     | 0.00                                    | 892,976           | 1.65          | 0.00        | 0          |
| <b>Population estimate 2013</b>                               | <b>40,750</b>                         | <b>100.00</b>                           | <b>53,971,077</b> | <b>100.00</b> | <b>0.08</b> | <b>100</b> |
| <b>G Careers and Kids (Pop)</b>                               |                                       |   |                   |               |             |            |
| G29 Footloose Managers (Pop)                                  | 1,254                                 | 3.08                                    | 858,256           | 1.59          | 0.15        | 193        |
| G30 Soccer Dads and Mums (Pop)                                | 112                                   | 0.27                                    | 559,128           | 1.04          | 0.02        | 27         |
| G31 Domestic Comfort (Pop)                                    | 128                                   | 0.31                                    | 728,886           | 1.35          | 0.02        | 23         |
| G32 Childcare Years (Pop)                                     | 367                                   | 0.90                                    | 887,716           | 1.64          | 0.04        | 55         |
| G33 Military Dependents (Pop)                                 | 99                                    | 0.24                                    | 121,701           | 0.23          | 0.08        | 108        |
| <b>Population estimate 2013</b>                               | <b>40,750</b>                         | <b>100.00</b>                           | <b>53,971,077</b> | <b>100.00</b> | <b>0.08</b> | <b>100</b> |
| <b>H New Homemakers (Pop)</b>                                 |                                       |   |                   |               |             |            |
| H34 Buy-to-Let Territory (Pop)                                | 422                                   | 1.04                                    | 596,895           | 1.11          | 0.07        | 94         |
| H35 Brownfield Pioneers (Pop)                                 | 772                                   | 1.89                                    | 656,622           | 1.22          | 0.12        | 156        |
| H36 Foot on the Ladder (Pop)                                  | 705                                   | 1.73                                    | 927,824           | 1.72          | 0.08        | 101        |
| H37 First to Move In (Pop)                                    | 253                                   | 0.62                                    | 242,302           | 0.45          | 0.10        | 138        |
| <b>Population estimate 2013</b>                               | <b>40,750</b>                         | <b>100.00</b>                           | <b>53,971,077</b> | <b>100.00</b> | <b>0.08</b> | <b>100</b> |
| <b>I Ex-Council Community (Pop)</b>                           |                                       |   |                   |               |             |            |
| I38 Settled Ex-Tenants (Pop)                                  | 126                                   | 0.31                                    | 624,415           | 1.16          | 0.02        | 27         |
| I39 Choice Right to Buy (Pop)                                 | 1,412                                 | 3.47                                    | 873,615           | 1.62          | 0.16        | 214        |
| I40 Legacy of Labour (Pop)                                    | 63                                    | 0.15                                    | 1,765,661         | 3.31          | 0.00        | 0          |
| I41 Stressed Borrowers (Pop)                                  | 3,936                                 | 9.66                                    | 1,555,336         | 2.88          | 0.25        | 335        |
| <b>Population estimate 2013</b>                               | <b>40,750</b>                         | <b>100.00</b>                           | <b>53,971,077</b> | <b>100.00</b> | <b>0.08</b> | <b>100</b> |
| <b>J Claimant Cultures (Pop)</b>                              |                                       |   |                   |               |             |            |
| J42 Worn-Out Workers (Pop)                                    | 155                                   | 0.38                                    | 1,152,886         | 2.14          | 0.01        | 18         |
| J43 Streetwise Kids (Pop)                                     | 277                                   | 0.68                                    | 701,959           | 1.30          | 0.04        | 52         |
| J44 New Parents in Need (Pop)                                 | 0                                     | 0.00                                    | 1,158,558         | 2.15          | 0.00        | 0          |
| <b>Population estimate 2013</b>                               | <b>40,750</b>                         | <b>100.00</b>                           | <b>53,971,077</b> | <b>100.00</b> | <b>0.08</b> | <b>100</b> |
| <b>K Upper Floor Living (Pop)</b>                             |                                       |   |                   |               |             |            |
| K45 Small Block Singles (Pop)                                 | 574                                   | 1.41                                    | 767,903           | 1.42          | 0.07        | 99         |
| K46 Tenement Living (Pop)                                     | 18                                    | 0.04                                    | 196,342           | 0.36          | 0.01        | 12         |
| K47 Deprived View (Pop)                                       | 0                                     | 0.00                                    | 121,890           | 0.23          | 0.00        | 0          |
| K48 Multicultural Towers (Pop)                                | 0                                     | 0.00                                    | 740,595           | 1.37          | 0.00        | 0          |
| K49 Re-Housed Migrants (Pop)                                  | 0                                     | 0.00                                    | 804,682           | 1.49          | 0.00        | 0          |
| <b>Population estimate 2013</b>                               | <b>40,750</b>                         | <b>100.00</b>                           | <b>53,971,077</b> | <b>100.00</b> | <b>0.08</b> | <b>100</b> |
| <b>L Elderly Needs (Pop)</b>                                  |                                       |   |                   |               |             |            |
| L50 Pensioners in Blocks (Pop)                                | 454                                   | 1.11                                    | 368,425           | 0.68          | 0.12        | 163        |
| L51 Sheltered Seniors (Pop)                                   | 285                                   | 0.70                                    | 291,809           | 0.54          | 0.10        | 129        |
| L52 Meals on Wheels (Pop)                                     | 486                                   | 1.19                                    | 215,229           | 0.40          | 0.23        | 299        |
| L53 Low Spending Elders (Pop)                                 | 912                                   | 2.24                                    | 676,719           | 1.25          | 0.14        | 178        |
| <b>Population estimate 2013</b>                               | <b>40,750</b>                         | <b>100.00</b>                           | <b>53,971,077</b> | <b>100.00</b> | <b>0.08</b> | <b>100</b> |
| <b>M Industrial Heritage (Pop)</b>                            |                                       |   |                   |               |             |            |
| M54 Clocking Off (Pop)  | 20                                    | 0.05                                    | 1,232,167         | 2.28          | 0.00        | 2          |
| M55 Backyard Regeneration (Pop)                               | 2,040                                 | 5.01                                    | 1,339,620         | 2.48          | 0.15        | 202        |
| M56 Small Wage Owners (Pop)                                   | 172                                   | 0.42                                    | 1,697,438         | 3.15          | 0.01        | 13         |
| <b>Population estimate 2013</b>                               | <b>40,750</b>                         | <b>100.00</b>                           | <b>53,971,077</b> | <b>100.00</b> | <b>0.08</b> | <b>100</b> |
| <b>N Terraced Melting Pot (Pop)</b>                           |                                       |   |                   |               |             |            |
| N57 Back-to-Back Basics (Pop)                                 | 656                                   | 1.61                                    | 1,184,030         | 2.19          | 0.06        | 73         |
| N58 Asian Identities (Pop)                                    | 0                                     | 0.00                                    | 817,454           | 1.51          | 0.00        | 0          |
| N59 Low-Key Starters (Pop)                                    | 214                                   | 0.53                                    | 1,334,091         | 2.47          | 0.02        | 21         |
| N60 Global Fusion (Pop)                                       | 0                                     | 0.00                                    | 1,239,263         | 2.30          | 0.00        | 0          |
| <b>Population estimate 2013</b>                               | <b>40,750</b>                         | <b>100.00</b>                           | <b>53,971,077</b> | <b>100.00</b> | <b>0.08</b> | <b>100</b> |
| <b>O Liberal Opinions (Pop)</b>                               |                                       |   |                   |               |             |            |
| O61 Convivial Homeowners (Pop)                                | 917                                   | 2.25                                    | 1,086,597         | 2.01          | 0.08        | 112        |
| O62 Crash Pad Professionals (Pop)                             | 418                                   | 1.03                                    | 780,193           | 1.41          | 0.06        | 73         |
| O63 Urban Cool (Pop)  | 0                                     | 0.00                                    | 753,083           | 1.41          | 0.00        | 0          |
| O64 Bright Young Things (Pop)                                 | 84                                    | 0.21                                    | 800,985           | 1.48          | 0.01        | 14         |
| O65 Anti-Materialists (Pop)                                   | 521                                   | 1.28                                    | 562,235           | 1.04          | 0.09        | 123        |
| O66 University Fringe (Pop)                                   | 371                                   | 0.91                                    | 576,155           | 1.07          | 0.06        | 85         |
| O67 Study Buddies (Pop)                                       | 35                                    | 0.09                                    | 277,465           | 0.51          | 0.01        | 17         |
| <b>Population estimate 2013</b>                               | <b>40,750</b>                         | <b>100.00</b>                           | <b>53,971,077</b> | <b>100.00</b> | <b>0.08</b> | <b>100</b> |