

Personal Profiles

Gender



Male
Female

Head of Household



Head of Household
Not Head of Household

Marital Status



Single
Married

Person Age



Age 18-25	Age 41-45	Age 61-65
Age 26-30	Age 46-50	Age 66-70
Age 31-35	Age 51-55	Age 71-75
Age 36-40	Age 56-60	Age 76+

Person Employment Status



Employed full time / other
Student / unemployed
Part time / housewife
Retired

Personal Income Bands



<£5,000	£20,000-£24,999
£5,000- £7,999	£25,000-£29,999
£8,000-£11,999	£30,000-£39,999
£12,000-£14,999	£40,000-£49,999
£15,000-£19,999	£50,000+

Years of Residence



0 years
through to
110 years

Person Directorships



Not director
Director of small company (<50 employees)
Director of large company (>50 employees)

Number of Directorships



1 Directorship Through to 20+ Directorships

Lifestage



Very young family	Mature homesharers
Very young single	Older family
Very young homesharers	Older single
Young family	Older homesharers
Young single	Elderly family
Young homesharers	Elderly single
Mature family	Elderly homesharers
Mature singles	

Mosaic Households

[A] Symbols of Success	A01 Global Connections
	A02 Cultural Leadership
	A03 Corporate Chieftains
	A04 Golden Empty Nesters
	A05 Provincial Privilege
	A06 High Technologists
	A07 Semi-Rural Seclusion
[B] Happy Families	B08 Just Moving In
	B09 Fledgling Nurseries
	B10 Upscale New Owners
	B11 Families Making Good
	B12 Middle Rung Families
	B13 Burdened Optimists
	B14 In Military Quarters
[C] Suburban Comfort	C15 Close to Retirement
	C16 Conservative Values
	C17 Small Time Business
	C18 Sprawling Subtopia
	C19 Original Suburbs
	C20 Asian Enterprise
[D] Ties of Community	D21 Respectable Rows
	D22 Affluent Blue Collar
	D23 Industrial Grit
	D24 Coronation Street
	D25 Town Centre Refuge
	D26 South Asian Industry
	D27 Settled Minorities
[E] Urban Intelligence	E28 Counter Cultural Mix
	E29 City Adventurers
	E30 New Urban Colonists
	E31 Caring Professionals
	E32 Dinky Developments
	E33 Town Gown Transition
	E34 University Challenge
[F] Welfare Borderline	F35 Bedsit Beneficiaries
	F36 Metro Multiculture
	F37 Upper Floor Families
	F38 Tower Block Living
	F39 Dignified Dependency
	F40 Sharing a Staircase
[G] Municipal Dependency	G41 Families on Benefits
	G42 Low Horizons
	G43 Ex-Industrial Legacy
[H] Blue Collar Enterprise	H44 Rustbelt Resilience
	H45 Older Right to Buy
	H46 White Van Culture
	H47 New Town Materialism
[I] Twilight Subsistence	I48 Old People in Flats
	I49 Low Income Elderly
	I50 Cared For Pensioners
[J] Grey Perspectives	J51 Sepia Memories
	J52 Childfree Serenity
	J53 High Spending Elders
	J54 Bungalow Retirement
	J55 Small Town Seniors
	J56 Tourist Attendants
[K] Rural Isolation	K57 Summer Playgrounds
	K58 Greenbelt Guardians
	K59 Parochial Villagers
	K60 Pastoral Symphony
	K61 Upland Hill Farmers