

# Appendices on social marketing

‘Social marketing is about putting people back into the centre of national and local strategies for public health’

Health Challenge England – Next Steps for Choosing Health <sup>1</sup>

# Appendix A: The population of Sunderland by social marketing categories

Experian are a company who provide social market research information through a database called Mosaic. This divides the UK up into 61 different categories. This data is useful when targeting specific populations for health interventions. Experian can say where within a specific area, such as Sunderland, the different subgroups of people live to help target them. For the purpose of this report I have provided data on about 50-60% of the population of Sunderland. This figure represents the largest subcategories in the city. This does not mean that the rest of the population is unimportant. A small group by population size may represent a major challenge in terms of the health problems they face. However, this report is simply on whether it is possible to use popular culture to influence health at all. The data in appendices B-D illustrates how to match typical health data to popular culture interests.

## Definitions

The below definitions are used by Experian in dividing the population up.

### **Low Horizons** (13.4%)

Tenants reliant on city councils for housing and transport, where few neighbours have bought their homes

### **Ex-Industrial Legacy** (11.7%)

Settled but poor older people in low-rise social housing, often found in declining industrial areas

### **Rustbelt Resilience** (9.2%)

Workers reliant on manufacturing employment living in low value terraced houses

### **Affluent Blue Collar** (5.8%)

Older manual workers with a good standard of living in comfortable semis where traditional working class values are held

# Appendix A: The population of Sunderland by social marketing categories continued

## **Industrial Grit** (5.5%)

Self-sufficient families traditionally reliant on industrial employment, living in older terraces

## **Coronation Street** (5.2%)

Young families with limited incomes living in cheap terraced housing

## **Older Right to Buy** (4.6%)

Low income older workers in manufacturing jobs. Some may have bought their council terraces

## **Town Centre Refuge** (*local figure for Sunderland not available*)

Young, unattached people in small flats above shops and older housing close to small town centres

## **Bedsit Beneficiaries** (*local figure for Sunderland not available*)

Childless couples and singles renting in city centres from private or public landlords

For more information about Experian and Mosaic visit <http://www.business-strategies.co.uk/sitecore/content/Products%20and%20services/Micromarketing%20data/Consumer%20segmentation/Mosaic/Mosaic%20Public%20Sector.aspx>