

## Appendix B: The population of Sunderland by social marketing categories (Interests 1)

	<i>% in Sunderland</i>	<i>Cross words /Puzzles %</i>	<i>Competitions %</i>	<i>Books %</i>	<i>Romantic Fiction %</i>	<i>Cinema /Film %</i>	<i>Theatre /Arts %</i>	<i>Pop (&amp; Rock) Music %</i>	<i>Computer games %</i>	<i>Internet home (broad band) %</i>	<i>Email at home %</i>
<i>Low Horizons</i>	13.4	38	27	36	32	34		35 (15)		17 (1)	6
<i>Ex-Industrial Legacy</i>	11.7	37	26	37	30	31		28 (13)		16 (1)	5
<i>Rustbelt Resilience</i>	9.2	36	25	37	31	31		28 (13)		21 (1)	6
<i>Affluent Blue Collar</i>	5.8	33	22	39	30	31		23 (12)		30 (2)	7
<i>Industrial Grit</i>	5.5	33	24	39	29	37		31 (15)		28 (2)	8
<i>Coronation Street</i>	5.2	35	26	41	28	44		37 (18)	20	25 (2)	9
<i>Older Right to Buy</i>	4.6	36	24	38	30	27		21 (11)		19 (1)	6
<i>Town Centre Refuge</i>	N/A	34	26	48	27	42		30 (20)		26 (1)	9
<i>Bedsit Beneficiaries</i>	N/A	30	25	53	24	59	22	42 (26)	22	29 (3)	12

In the above table, an interest in a form of popular culture e.g. books is only shown if at least 20% of the subgroup is keen on it. (Mosaic however does report figures below this.) The exception is in the column for 'Pop Music' where the figure for 'Rock' is listed too. Although this is often below 20%, it is useful in showing how popular, popular music is as a whole. Note that the category 'Books' excludes 'Romantic Fiction'.

All data excluding '% in Sunderland' is from the 2006 Mosaic Public Sector CD and 2005 Mosaic United Kingdom

## Appendix C: The population of Sunderland by social marketing categories (Interests 2)

	<i>% in Sunderland</i>	<i>Cookery %</i>	<i>Wine %</i>	<i>Pets %</i>	<i>Feeding the birds %</i>	<i>Grand Children %</i>	<i>Fashion Clothing %</i>	<i>Hair &amp; Beauty %</i>
<i>Low Horizons</i>	13.4	28		32		30	21	
<i>Ex-Industrial Legacy</i>	11.7	29		27		32		
<i>Rustbelt Resilience</i>	9.2	27		30		34	20	
<i>Affluent Blue Collar</i>	5.8	29	22	28	20	34	20	
<i>Industrial Grit</i>	5.5	30	21	30		27	23	
<i>Coronation Street</i>	5.2	31	20	31			26	
<i>Older Right to Buy</i>	4.6	28		26	20	38		
<i>Town Centre Refuge</i>	N/A	34	26	29			23	
<i>Bedsit Beneficiaries</i>	N/A	35	28	24		20	32	23

## Appendix D: The population of Sunderland by social marketing categories (Interests 3)

	<i>% in Sunderland</i>	<i>Pub %</i>	<i>Eating out %</i>	<i>Bingo %</i>	<i>Motoring %</i>	<i>Hiking &amp; Walking %</i>	<i>Garden %</i>	<i>Football (Watch or play) %</i>
<i>Low Horizons</i>	13.4	35	36	22			35	24
<i>Ex-Industrial Legacy</i>	11.7	33	38	20			35	24
<i>Rustbelt Resilience</i>	9.2	33	41				40	24
<i>Affluent Blue Collar</i>	5.8	31	53		24	21	47	24
<i>Industrial Grit</i>	5.5	37	50		21		38	24
<i>Coronation Street</i>	5.2	44	47				25	26
<i>Older Right to Buy</i>	4.6	29	43		21		43	23
<i>Town Centre Refuge</i>	N/A	40	46			21	26	22
<i>Bedsit Beneficiaries</i>	N/A	49	52			20	26	28

## Appendix E: The population of Sunderland by social marketing categories (Lifestyle)

<i>Group and local prevalence</i>	<i>Amount of Smokers</i>	<i>Drinking</i>	<i>Bad diet</i>	<i>Amount of physical activity</i>	<i>Permanently sick</i>
<i>Low Horizons (13.4%)</i>	Heavy smokers: 255% above average	Heavy/medium beer drinkers 55% above average	70% above average	Gym membership 35% below average	215% above average
<i>Ex-Industrial Legacy (11.7%)</i>	Heavy smokers: 60% above average	Heavy/medium beer drinkers 70% above average	30% above average	Average	210% above average
<i>Rustbelt Resilience (9.2%)</i>	Heavy smokers: 15% above average	Heavy/medium beer drinkers 70% above average	40% above average	Gym membership 15% below average	70% above average
<i>Affluent Blue Collar (5.8%)</i>	Average number of smokers	Heavy/medium beer drinkers 55% above average	Slightly above average	Gym members 25% below average. (Marathons 25% above average)	Average
<i>Industrial Grit (5.5%)</i>	Heavy smokers: 20% above average	Heavy/medium beer drinkers 240% above average	5% above average	Above average	Average
<i>Coronation Street (5.2%)</i>	Heavy smokers: 55% above average	Heavy/medium beer drinkers 95% above average	25% above average	Gym membership 5% below average. (Marathon running is above average)	35% above average
<i>Older Right to Buy (4.6%)</i>	Heavy smokers: 35% above average	Heavy/medium beer drinkers 5% above average	5% above average	Gym membership 50% below average.	60% above average

## Appendix E: The population of Sunderland by social marketing categories (Lifestyle) continued

<i>Group and local prevalence</i>	<i>Amount of Smokers</i>	<i>Drinking</i>	<i>Bad diet</i>	<i>Amount of physical activity</i>	<i>Permanently sick</i>
<i>Town Centre Refuge</i> N/A	Smokers 15% above average. (Average numbers of heavy smokers)	Heavy/medium beer drinkers below average. but 15% above average in people drinking alcohol daily	Below average	45% below average	45% above average
<i>Bedsit Beneficiaries</i> n/a	Heavy smokers: 5% above average	Below average	Below average	60% below average	30% above average

Figures are compared with national averages

Mosaic unfortunately does not normally give a precise figure for these health categories. Instead it gives a tiny bar chart with a vague scale. I therefore had to use a ruler and a calculator to estimate what they were. Even more than normal then it is important to consider backing up Mosaic data with local research.

The column on 'Drinking' can either refer to a high amount of units consumed or an above average number of people drinking alcohol every day of the week.

## Appendix F: The population of Sunderland by social marketing categories (Health status)

<i>Group and local prevalence</i>	<i>Alcohol, drug abuse</i>	<i>Ischemic heart disease</i>	<i>Cancer - skin</i>	<i>Cancer - breast</i>	<i>Cancer – Respiratory &amp; intrathoracic</i>	<i>Poor mental health</i>	<i>Sexual health problems</i>
<i>Low Horizons (13.4%)</i>	220% above average	15% above average	Below average	Below average	45% above average	65% above average	Abortions 60% & teen pregnancies 270% above average
<i>Ex-Industrial Legacy (11.7%)</i>	100% above average	60% above average	20% above average	Below average	220% above average	75% above average	Abortions 15% & teen pregnancies 80% above average
<i>Rustbelt Resilience (9.2%)</i>	30% above average	Slightly below average	Below average	Below average	10% above average	5% Above average	Teen pregnancies 65% above average. Abortions below average
<i>Affluent Blue Collar (5.8%)</i>	Below average	5% above average	5% above average	35% above average	5% above average	Below average	Below average
<i>Industrial Grit (5.5%)</i>	5% above average	Average	Below average	5% above average	5% Above average	Below average	Abortions 10% & teen pregnancies 15% above average
<i>Coronation Street (5.2%)</i>	220% above average	5% above average	Below average	Below average	27% above average	75% above average	Abortions 85% & teen pregnancies 95% above average
<i>Older Right to Buy (4.6%)</i>	Below average	35% above average	25% above average	Below average	55% above average	Average	Below average

## Appendix F: The population of Sunderland by social marketing categories (Health status) continued

<i>Group and local prevalence</i>	<i>Alcohol, drug abuse</i>	<i>Ischemic heart disease</i>	<i>Cancer - skin</i>	<i>Cancer - breast</i>	<i>Cancer – Respiratory &amp; intrathoracic</i>	<i>Poor mental health</i>	<i>Sexual health problems</i>
<i>Town Centre Refuge</i> N/A	370% above average	10% above average	Average	Below average	22% above average	320% above average	Teen pregnancies 250% above average (Abortions average however)
<i>Bedsit Beneficiaries</i> N/A	410% above average	Below average	Below average	Below average	Below average	395% above average	Abortion 50% & 215% teen pregnancies above average

Figures are compared with national averages

Mosaic unfortunately doesn't normally give a precise figure for these categories. Instead it gives a tiny bar chart with a vague scale. I therefore had to use a ruler and a calculator to estimate what they were. Even more than normally then it is important to consider backing up Mosaic data with local research.