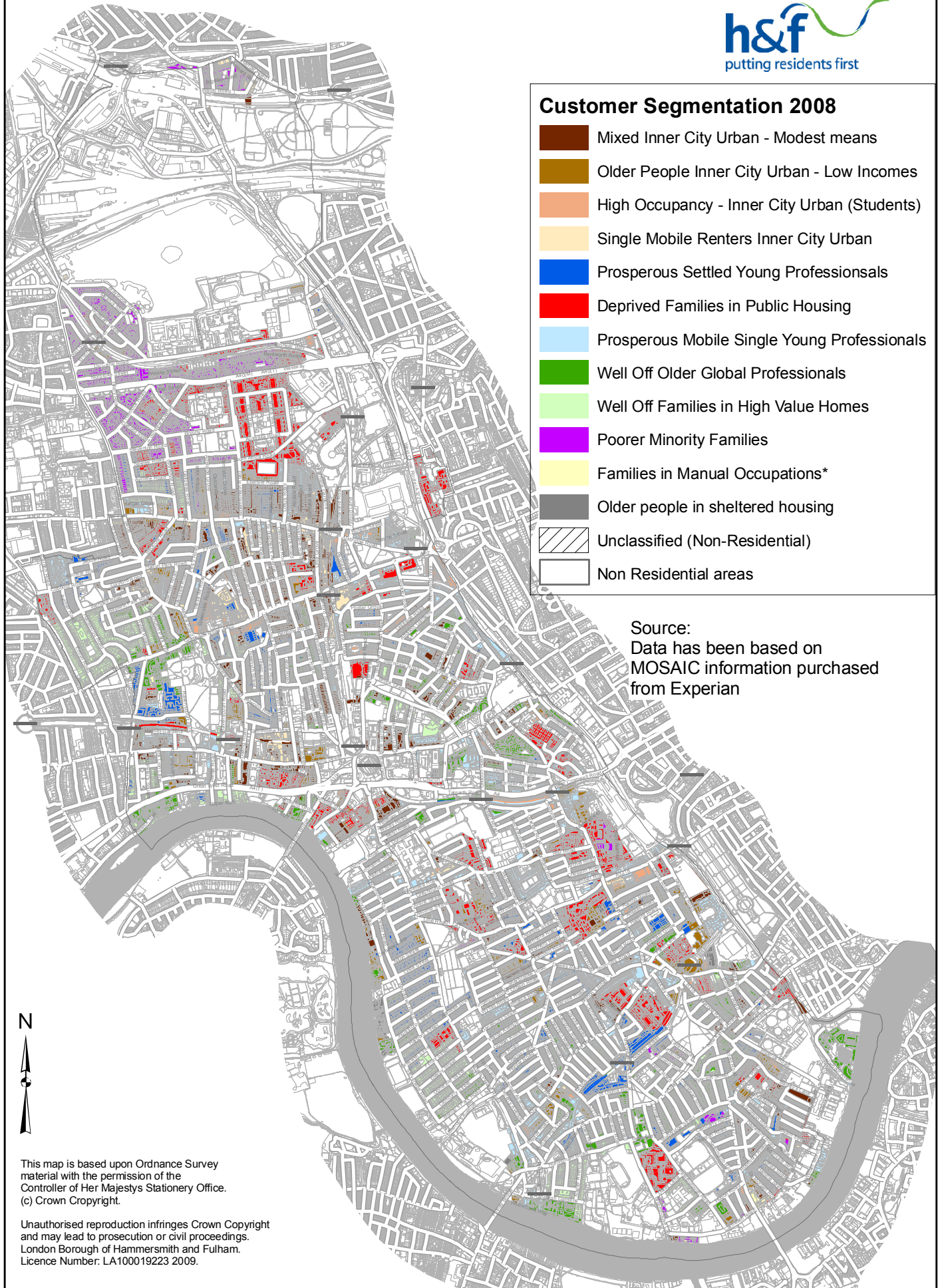


Customer Segmentation

LONDON BOROUGH OF HAMMERSMITH AND FULHAM



Customer Segmentation 2008

-  Mixed Inner City Urban - Modest means
-  Older People Inner City Urban - Low Incomes
-  High Occupancy - Inner City Urban (Students)
-  Single Mobile Renters Inner City Urban
-  Prosperous Settled Young Professionals
-  Deprived Families in Public Housing
-  Prosperous Mobile Single Young Professionals
-  Well Off Older Global Professionals
-  Well Off Families in High Value Homes
-  Poorer Minority Families
-  Families in Manual Occupations*
-  Older people in sheltered housing
-  Unclassified (Non-Residential)
-  Non Residential areas

Source:
Data has been based on
MOSAIC information purchased
from Experian



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