

Monitoring the quality of experience in community forests, South Yorkshire

Final report

January 2006



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Forestry Commission
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A. Background and introduction

Background

This report contains the results of a survey undertaken by TNS Travel & Tourism in neighbourhoods within the South Yorkshire Community Forest area.

The objectives of this study were to find out more about recreational activities undertaken by members of the local community, levels of use of the community forest areas, the characteristics of users and non-users, motivations for visits to community forest areas and barriers to usage, to establish the benefits of the work undertaken by South Yorkshire Community Forest and to identify improvements which could be made to the forest areas and information provision. The study focused on residents who lived around two of the community woods, Bentley Community Woodland and Brodsworth Community Woodland.

Method

To achieve the objectives of this study, a quantitative survey of residents of neighbourhoods within 1 mile of each of the woods was undertaken during July 2005.

The survey involved 313 respondents being interviewed at home with the sample divided into two equal sized groups: those living within 1 mile of Bentley Community Woodland and those who lived within 1 mile of Brodsworth Community Woodland (see maps of areas covered in Section C of this report). To assist in the design of the survey sample, a geodemographic analysis of these areas was undertaken using the CAMEO UK classification, thereby providing a detailed profile of the residents of these catchment areas. Section C in this report summaries the outcome of this analysis and the full CAMEO UK classifications table is appended.

Using the results of the geodemographic analysis interviewers were allocated specific addresses to undertake interviews, resulting in a survey sample representative of the population surrounding each of the woods. Only one person per household (adults aged over 16 years) could be interviewed.

Report

This report provides the results of the survey of residents undertaken in the South Yorkshire Community Forest in July 2005 and the detailed postcode analysis of the catchment areas mentioned previously. Also included in this report are comparisons with the results of a similar survey undertaken in 2004 within the Thames Chase Community Forest area, the full results of which are available separately¹.

The tables in this report show percentages for all respondents and amongst users of Brodsworth and/or Bentley Community Woods and compares the responses of users and non-users of *any* of the community woods, forest and other sites which were listed at Q1a (Cuswoth Country Park, Sandall Beat Wood, Hatfield Water Park, Brodsworth Community Wood, Bentley Community Wood, Cantley Woodlands, Melton Wood Country Park, Discover Campsall Country Park, The Craggs, Shaw Wood, Black Carr Plantation and Howell Wood Country Park). It is important to bear in mind the low sample sizes when interpreting these data.

Answers to open ended questions and a copy of the questionnaire used have been appended.

¹ TNS (2005), Monitoring the quality of experience in forests – Thames Chase, Greater London.

B. Main results

Community profile

Age, sex and lifecycle

To determine the types of people living in the vicinity of the woodlands, respondents were asked to provide some information about their sex, age and family situation.

As the table below illustrates, the split of males and females in the population as a whole was even. However, slightly larger proportions of those who visited either Bentley or Brodsworth Community Woodland were male while the profile of people who had visited any of the community woodland and parks was similar to that of non-users.

Table B-1 – Age, sex and lifecycle (%)

Base: All respondents (313)

	Bentley Wood users	Brodsworth Wood users	Users of community woodland	Non-users	ALL RESPONDENTS
Sex					
Male	54	66	50	50	50
Female	46	34	50	50	50
Age					
16 – 24	16	9	13	12	13
25 – 34	24	23	25	14	20
35 – 44	22	17	25	14	19
45 – 54	11	14	15	17	16
55 – 64	3	9	8	20	14
65+	24	29	14	22	18
Lifecycle					
Young Independents	19	14	15	17	16
Families	35	31	44	21	33
Empty Nesters	35	49	34	55	44
Other	11	6	7	6	7
<i>Base (Total respondents)</i>	37	35	151	159	313

In terms of age, while the profile of the population was fairly evenly distributed, with 33% aged 16 to 34, 35% aged 35 to 54 and 32% aged 55 or over, users of the community woodland were more likely than non users to be aged between 25 and 44.

Reflecting this variation, users of the community woodland sites were more likely than non-users to be in the Family lifestage (children in household) but less likely to be Empty Nesters.

The profile of users of Bentley and Brodsworth Community Woodland suggests further variations, although caution should be taken due to the small sample sizes. Users of these sites appeared to be more likely than those who had visited the other community woodland sites to be aged 65 or over and in the Empty Nester lifecycle group with half of those who had visited Brodsworth Community Woodland in this group (aged 45+, no children in household).

These findings are broadly similar to those obtained in 2004 in the Thames Chase Community Forest area where more users were male than female and a larger proportion were Empty Nesters than Families or Young Independents.

Owning a dog

A third of the total sample of local residents stated that they owned one or more dogs (33%). However this proportion was higher amongst people aged between 16 and 34 (41%) and people who had visited any of the local community forest sites (38%), particularly Bentley or Brodsworth (43%). Conversely, smaller proportions of Empty Nesters (24%) and people who had not undertaken any active outdoor activities in the last year (15%) owned a dog.

Access to a car or other vehicle

Overall, around four-fifths of the total sample of local residents (81%) indicated that they had regular access to a car or other vehicle. This proportion also varied, with men (86%), people aged 35 to 44 (90%), those in the AB social classes (96%) and people who had visited any of the local community woodland sites (85%) most likely to have access. On the other hand, smaller proportions of people aged 16 to 24 (70%) or over 55 (72%) and members of the DE social classes (66%) had regular access to a vehicle.

Socio-economic group and employment

In terms of social class, as the table below illustrates, less than a tenth (9%) of local residents interviewed were in the AB social classes (higher and intermediate managerial, administrative or professional) while 20% were C1s (supervisory or clerical, junior managerial, administrative or professional). A slightly larger proportion (29%) were C2s (skilled working class) whilst the largest grouping (42%) were DEs (semi and unskilled workers or unemployed). This is a somewhat different profile to that of the UK population as a whole where a larger proportion of people are ABs or C1s (43%) while fewer are C2s or DEs (57%).

Table B-2 – Socio-economic group (%)

Base: All respondents (313)

	Users of community woodland	Non-users	ALL RESPONDENTS	UK Population
AB – ‘upper middle class’ – higher/ intermediate managerial, administrative or professional	12	6	9	17
C1 – ‘lower middle class’ – supervisory or clerical, junior managerial, administrative or professional	24	18	20	26
C2 – ‘skilled working class’ – skilled manual workers	28	31	29	25
DE – ‘working class’ and unemployed – semi and unskilled manual workers, state pensioners, unemployed	36	46	42	32
<i>Base (Total respondents)</i>	151	159	313	<i>n/a</i>

As the table illustrates, the profile of local residents who had used any of the community woodland sites in the past year included a slightly larger proportion of ABs and C1s than amongst the non-users (12% and 24% respectively). Conversely, almost half of the non-users were in the DE socio-economic groups (46%).

Reflecting the above findings, when respondents were asked to indicate their working status, fewer than half were employed full time (41%) and 15% worked part time. Over a third of local residents were either unemployed (10%) or retired (25%) and 6% stated that they were a housewife or husband.

By comparison the population covered in the Thames Chase Community Forest survey contained a higher proportion of ABC1 social classes and fewer DEs. However, in common with South Yorkshire, the Thames Chase survey also found that ABs and C1s were more likely to use the forest areas.

Ethnicity

All respondents were asked to state their ethnicity. As is shown in the table below, the vast majority of respondents were white (99%), mostly born in England (93%). The profile of users and non-users of the local community woodland sites were similar with nearly all respondents stating that they were white.

Table B-3 – Ethnicity (%)

Base: All respondents (313)

	Users of community woodland	Non-users	ALL RESPONDENTS
White			
English	95	92	93
Scottish	4	4	4
Welsh	-	-	-
Irish	-	1	*
Other British	1	1	1
Other white	-	1	1
Asian			
Indian	-	-	-
Pakistani	-	1	*
Other Asian	-	1	*
Black			
African	-	-	-
Other Black	1	1	1
Mixed background	-	-	-
<i>Base (Total respondents)</i>	151	159	313

* Less than 0.5%

- No responses

Disabilities

Overall, 8% of respondents indicated that they had a disability or long term illness. This proportion was higher amongst those aged 55 or over (17%), members of the DE socio-economic groups (13%) and people who had undertaken no active outdoor pursuits during the previous year (20%).

Participation in outdoor activities

One of the aims of this survey was to find out more about the lifestyles of the residents living close to Bentley and Brodsworth Community Woodlands. As such, all respondents were asked a series of questions about their participation in outdoor recreation and other indoor and outdoor leisure activities. The results of this question are illustrated in Table B-4 and described below.

Active outdoor pursuits

Around 4 in 5 respondents had taken part in one or more of the active outdoor pursuits listed during the previous year (79%). This proportion was highest amongst men (83%), families (88%), those in the AB social classes (85%), dog owners (90%) and people who had visited any of the community woodland sites (95%).

Participation was highest in short walks of under 2 miles (44%) and dog walking (33%) with users of the community woodland sites more likely to have undertaken any of the pursuits listed.

Passive outdoor pursuits

Just over half of all respondents had taken part in one or more of the activities classified as passive outdoor pursuits (56%). Participation in these activities was highest amongst families (63%) and people without a dog (59%).

Specifically, 29% of all respondents had participated in a picnic or barbecue, 29% had visited parks or gardens and 24% had sunbathed during the previous year.

Users of the community woodland sites were more likely than non-users to have undertaken most of the activities, with the exclusion of sunbathing (22% and 26% respectively).

Leisure activities at home

In terms of leisure activities which could be undertaken at home, over half of all respondents had read local papers and/or watched sport on television during the previous year (62% and 58% respectively), half had taken part in gardening and/or watched nature programmes (50% and 46%) while fewer had watched gardening programmes (37%).

As the table illustrates, users of the community woodland sites were more likely than non-users to watch sport on television (62%), take part in gardening (56%) and/or watch nature programmes on television (50%). However, non-users were more likely to watch gardening programmes on television (40%).

Sport

Overall, a third of respondents (33%) had taken part in sport with around a quarter participating in indoor sports, including visits to a gym (27%) while 14% had taken part in outdoor sports. In common with many of the other activities listed, participation in sports was higher amongst people who had visited one or more community woodland (44%). Participation levels were also higher amongst those aged 16 to 34 (63%) and members of the AB socio-economic groups (48%).

Other leisure activities

In terms of the other activities listed, over half of respondents had gone shopping for leisure (58%) or visited pubs/ enjoyed other nightlife (56%) while smaller proportions had been to a concert, theatre or cinema (38%), visited historic buildings (24%) or visited cultural attractions in the previous year (19%).

Generally people who had visited one or more of the community woodland sites were more likely than non-users to have attended a concert, theatre or cinema event (46%), visited a historic building (31%) or visited a cultural attraction (26%).

Table B-4 – Leisure activities undertaken during last 12 months (%)

Base: All respondents (313)

	Users of community woodland	Non-users	ALL RESPONDENTS
Active outdoor pursuits	95	63	79
Walks of 2 miles or less	57	31	44
Dog walking	41	25	33
Walks >2 miles	38	18	27
Cycling/mountain biking	29	8	19
Fishing	17	8	12
Running/jogging	14	3	9
Hill walking/rambling	9	3	6
Passive outdoor pursuits	62	51	56
Picnics/barbeques/outdoor socialising	34	25	29
Visits to parks/gardens	38	21	29
Sunbathing	22	26	24
Sightseeing/touring (by car)	28	19	23
Photography	9	5	7
Bird watching/nature studies	9	3	6
Leisure activities at home	91	89	90
Reading local papers	63	62	62
Watching sport on television	62	53	58
Gardening	56	44	50
Watching nature programmes	50	42	46
Watching gardening programmes	34	40	37
Sport	44	21	33
Indoor sports	34	19	27
Outdoor sports	21	8	14
Other leisure activities	88	81	84
Shopping	59	57	58
Visit pubs/enjoy nightlife	60	52	56
Concert/theatre/cinema etc	46	30	38
Visits to historical buildings/heritage/churches/ cathedrals	31	18	24
Visits to cultural attractions	26	12	19
<i>Base (Total respondents)</i>	151	159	313

Location of outdoor activities

Those respondents who had said that they had taken part in either active or passive outdoor leisure activities during the previous year were also asked to state where they had undertaken these activities.

Table B-5 – Places where leisure activities undertaken during last 12 months (%)

Base: All respondents undertaking outdoor activities (272)

	Users of community woodland	Non-users	ALL RESPONDENTS
The countryside	59	47	54
At home	32	42	36
In a wood or forest	47	15	32
The seaside	30	30	30
Town/city	22	26	24
By a stretch of inland water	27	9	19
<i>Base (Total respondents)</i>	148	121	272

* Less than 0.5%

- No responses. Multiple responses could be provided so percentages total over 100%.

Overall, around half (54%) of those respondents who had taken part in any of the active or passive outdoor activities listed in Table B-9 indicated that they had participated in the activity in the countryside, 36% had participated in the activity at home, 32% had participated in the activity in a wood or forest and 30% had participated in the activity at the seaside.

As would be expected, users of the community woodland sites were more likely than non-users to indicate that they had participated in outdoor activities in a wood or forest (47% and 15% respectively). Other groups more likely to indicate that they had participated in outdoor activities in a wood or forest included men (38%), families (43%), dog owners (40%) and people aged 25 to 34 (46%).

By comparison, people more likely to have participated in outdoor activities at the seaside included women (35%), people who do not own a dog (35%) and those who took part in passive outdoor activities (39%).

Furthermore, respondents more likely to have undertaken outdoor pursuits in a town or city included those aged 16 to 24 (37%), members of the DE socio-economic groups (29%) and people without regular access to a vehicle (29%).

By comparison, residents of the Thames Chase area included in the 2004 survey were found to be more likely to have taken part in outdoor activities in a town or city environment (55%) or in a wood or forest environment (47%).

Awareness and use of community woodland

At the beginning of the interview, respondents were informed that the South Yorkshire Community Forest is one of twelve Community Forests in England where new woodlands are being created. They were then shown a list of woods and other sites within the local area and asked which of these they were aware of and which they have visited in the last 12 months. The table below illustrates the proportion of local residents who were aware of each of the sites and the proportion who had visited each.

Table B-6 – Awareness and usage of South Yorkshire Woodland sites (%)

Base: All respondents (313)

	Aware of	Visited
Cusworth Country Park & Cycle Trail	68	31
Sandall Beat Wood	66	15
Hatfield Water Park	49	7
Brodsworth Community Woodland	46	11
Bentley Community Woodland	40	12
Cantley Woodlands	25	2
Melton Wood Country Park	24	4
Discover Campsall Country Park	17	3
The Craggs	17	1
Shaw Wood	16	-
Black Carr Plantation	10	*
Howell Wood Country Park	6	-
None of these sites	11	51
<i>Base (Total respondents)</i>	313	313

* Less than 0.5%

- No responses

Overall, 89% of respondents were aware of at least one of the sites listed and about half (49%) had visited one or more during the previous year. Over half of respondents had heard of Cusworth Country Park and Cycle Trail and/or Sandall Beat Wood (68% and 66% respectively) while 49% had heard of Hatfield Water Park. Despite their proximity, fewer than half of all respondents were aware of either Brodsworth Community Woodland (46%) or Bentley Community Woodland (40%). Smaller proportions had heard of the other sites listed.

In terms of visits made to the sites in Table B-6, much smaller proportions had been to any of these locations in the past year. The most visited were Cusworth Country Park and Cycle Trail (31%) and Sandall Beat Wood (15%) while 12% had visited Bentley Community Woodland and 11% had visited Brodsworth Community Woodland.

Reasons for *not* visiting

Forests and woodland generally

To measure the potential barriers which prevent people from visiting forests and woodlands generally, all respondents were asked if there were any reasons which prevented them from visiting forests and woodlands at all or as much as they would have liked to during the last 12 months.

Table B-7 – Reasons for not visiting forests and woodland generally (at all or as much as would like to)
Base: All respondents (313)

	Users of community woodland	Non-users	ALL RESPONDENTS
Too busy working/ studying	23	26	25
Poor health/ unable to go	7	9	8
Not aware of places to visit	4	10	8
No transport	3	8	5
Disabled/ blind/ poor eyesight	1	7	4
Does not feel safe	3	2	3
Too old	1	3	2
Weather	3	1	2
Not interested	1	3	2
Illness in family	1	2	2
Difficult with young children/ baby	1	1	1
No one to go with	2	1	1
Lack of car parking	1	1	1
Work nights/ shift work	2	-	1
Just had a baby/ pregnant	1	1	1
Caring for housebound relative	1	1	1
No money/ cannot afford to	1	-	1
No access for wheelchairs/ pushchairs	1	1	1
Speeding motorcyclists	-	1	1
Nothing, visit as often as I like	18	3	10
No particular reasons	29	30	30
<i>Base (Total respondents)</i>	151	159	313

As the table illustrates, the most frequently provided reason for not visiting forests related to being too busy. This reason was given by a quarter of all respondents and was more likely to be provided by people aged 45 to 54 (40%).

All of the other reasons were provided by somewhat smaller proportions and mainly related to personal or another member of the household's ill health, disability or age (17% overall), not knowing where to go (8%) and a lack of transportation (5%). Also, 3% of respondents stated that they did not visit woodland at all or as often as they would like to because of concerns over safety.

Notably, 10% of all respondents stated that there were no barriers and that they visited as often as they wanted to and 30% stated that there were no particular reasons.

When the same question was asked amongst residents of the Thames Chase Community Forest area a slightly higher proportion (33%) indicated that they were too busy to visit while fewer state that they had no particular reasons (21%).

Brodsworth and Bentley Community Woodland

When asked, more specifically, for their reasons for not visiting either Brodsworth or Bentley Community Woodland (whichever was closest to their home), reasons provided for not visiting at all or as often as liked were as illustrated below.

Table B-8 – Reasons for not visiting Brodsworth or Bentley Woodland (at all or as much as would like to)

Base: All respondents (313)

	Users of community woodland	Non-users	ALL RESPONDENTS
Too busy working/ studying	17	21	19
Not aware of site(s)	18	16	18
Poor health/ unable to go	4	6	5
Disabled/ blind/ poor eyesight	2	8	5
No transport	1	4	3
Does not feel safe	3	3	3
Not interested	1	4	3
Too old	1	1	1
Weather	3	-	1
Illness in family	-	1	1
Difficult with young children/ baby	1	-	1
Work nights/ shift work	1	1	1
Just had a baby/ pregnant	2	-	1
No access for wheelchairs/ pushchairs	1	1	1
Nothing, visit as often as I like	17	4	10
No particular reasons	34	33	33
<i>Base (Total respondents)</i>	151	159	313

While around a fifth of respondents indicated that they were too busy (19%), a similar sized proportion stated that they had not visited because they were not aware of the site(s) (18%).

Respondents most likely to indicate that they had not visited because they were not aware of the sites included women (23%), families (26%) and people without access to a vehicle (20%). Furthermore, lack of awareness was the most frequently provided reason for not visiting these sites amongst people without a dog (17%).

A small proportion of respondents (3%) stated that they did not feel safe to visit these sites. When asked why they thought the sites were unsafe the following reasons were provided:

- Just because of what you hear on television (3 responses)
- Too secluded an area, would not feel safe alone (3 responses)
- Youths on motorcycles (2 responses)
- No lighting (1 response).

When asked to provide more details on why they had not visited Bentley or Brodsworth Community Woodland some of the reasons provided included the following:

"You have all the druggies down there, full of tear ways."

"Once you have been once, you don't want to go."

"Not bothered, I am a hermit."

"Just not my scene."

"Don't know where to go, never heard of them."

Similar reasons were provided for not visiting the woods examined in the Thames Chase Community Forest (Mardyke and Pages Wood), with the largest proportions of respondents in that area either too busy or unaware of the woods.

Encouraging visits

Respondents were shown a list of possibilities and asked which, if any, might encourage them to visit Bentley and Brodsworth Community Woods more often. While 36% of all respondents and 45% of those who had not visited any of the community woodland sites stated that nothing would encourage them to visit, around two-fifths agreed that more information about the sites would help.

Table B-9 – Which of the following might encourage you to visit Bentley and Brodsworth woods?

Base: All respondents (313)

	Users of community woodland	Non-users	ALL RESPONDENTS
More information about the sites	40	35	38
Improved security at the sites	21	9	15
More paths with waymarked routes	14	12	13
More ranger led/ guided walks around the sites	15	4	9
Nothing	27	45	36
Don't know	7	6	6

Variations in the profile of respondents selecting each of the different options are as follows:

- *More information about the sites (38% overall)* – respondents more likely to select this option included those in the Family (45%) and Young Independent (47%) lifecycle groups and dog owners (43%).
- *Improved security at the sites (15% overall)* – this option was more likely to be selected by those who had visited either Brodsworth or Bentley Community Woodlands already (29% and 22% respectively) and families (20%).
- *Nothing would encourage visits (36% overall)* – people more likely to reject all of the possibilities included those aged 55 or over (49%), members of the DE socio-economic groups (42%), people who had undertaken no active outdoor pursuits in the last year (59%) and those who had not visited any of the community woodland sites in the last year (45%).

Providing information

The 38% of all respondents who indicated that more information would encourage them to visit were next asked how they thought the information should be provided, with a question asking them to select the methods which would be most effective.

As the table below illustrates, the most popular options were local press (69%) and leaflets (68%). Notably, current users of community forest sites in the local area were more likely to favour local press while non-users were more likely to choose leaflets.

Table B-10 – Which would be the best way to provide information about Bentley and Brodsworth woods?

Base: All who stated more information might encourage them to visit (118)

	Users of community woodland	Non-users	ALL RESPONDENTS
Local press	77	61	69
Leaflets	65	71	68
Posters on local notice boards	40	48	43
Local radio	45	38	41
Post	42	38	41
Web-site	23	14	19
E-mail	17	7	12

Benefits of South Yorkshire Community Forest

To gain more insight into the perceptions of community forests in South Yorkshire, all respondents were asked what, in their opinion, are the main benefits of creating woodlands and community forests in their area. Respondents were asked to select from the following possible benefits.

Table B-11 – Benefits of the creation of woodlands and community forests in South Yorkshire (%)

Base: All respondents (313)

	Users of community woodland	Non-users	ALL RESPONDENTS
Good for wildlife	78	67	72
Improves the landscape and look of the area	71	56	63
Creates places for other people to take part in outdoor recreation	63	55	58
Creates a natural environment for future generations to enjoy	63	49	56
Improves the reputation of the area	58	38	48
Somewhere for bird watching and other nature studies	48	31	39
Attracts tourists to the area	44	33	38
Creates areas for my personal use	46	27	36
None/ can't see any benefits	2	8	5
Don't know	3	6	4
<i>Base (Total respondents)</i>	151	159	313

The most frequently selected benefits overall were - that the community forests are good for wildlife (72%), that they improve the landscape and look of the area (63%), create places for other people to take part in outdoor recreation (58%) and create a natural environment for future generations to enjoy (56%). All of the other reasons were selected by less than half of respondents; notably the least frequently selected benefit related to the creation of areas for the respondent's personal use (36%).

Overall 9% of respondents stated that there were no benefits or didn't know what the benefits were. This proportion was higher amongst people who had not visited any of the community forest sites in the previous year (14%).

It is interesting to compare these findings with those obtained during the 2004 survey undertaken amongst residents of the Thames Chase Community Forest area. In the Thames Chase area, larger proportions of respondents saw the creation of natural

environments for future generations (70%) and the creation of areas for personal use (49%) as beneficial while fewer could see no benefits (1%).

Visits to Brodsworth and Bentley Community Woodland

A fifth of all respondents (20%) had visited either Brodsworth or Bentley Community Woodland during the previous year. These respondents were asked questions about their most recent visit to either of these woods. The following sections provide details of these visits, it is important to interpret these results with some degree of caution due to the small sample sizes.

Frequency of visits

Respondents who had visited Bentley Community Woodland tended to do so frequently with 38% going there at least once a week and an average of 92 visits taken per visitor, per year. Visits were taken to Brodsworth Community Woodland occurred less frequently with 26% of users of this site visiting once a week or more and an average of 55 visits taken per visitor, per year.

Table B-12 – Frequency of visits to forest (%)

Base: Respondents who have been to Bentley Woods and/or Brodsworth Wood (62)

	Visits to Bentley Woodland	Visits to Brodsworth Woodland	Total
Every day	14	9	13
4 to 6 times per week	8	-	5
1 to 3 times a week	16	17	15
1 to 3 times a month	14	20	18
4 to 6 times a year	14	9	11
1 to 3 times a year	27	34	27
Less often	8	11	11
Average visits per year:	92	55	80
<i>Base (Total respondents)</i>	37	35	62

- No responses

By comparison, residents of the Thames Chase area tended to take visits to the woods (which were the subject of the 2004 survey) less often with 45% visiting 3 times a year or less often but only 2% visiting every day.

Activities undertaken

In terms of the activities undertaken during their most recent visits to either Bentley or Brodsworth Community Woodland, as the table below illustrates, the most frequently undertaken activities overall were short walks of under 2 miles (55%) and dog walking (47%).

There appear to be some variations in the activities undertaken at each site with more respondents cycling or having picnics at Bentley Community Woodland but greater participation in short walks at Brodsworth Community Woodland. However these results should be treated with some caution due to the small sample sizes involved.

Table B-13 – Activities undertaken on most recent visit (%)

Base: Respondents who have been to Bentley Woods and/or Brodsworth Wood (62)

	Visits to Bentley Woodland	Visits to Brodsworth Woodland	Total
Active outdoor pursuits	100	97	98
Walks of under 2 miles	51	66	55
Dog walking	46	43	47
Walks of over 2 miles	41	43	37
Cycling or MTB	22	11	18
Running or jogging	8	6	8
Passive outdoor pursuits	14	11	13
Picnics, BBQ, etc.	11	3	8
Birdwatching or other nature studies	3	6	3
<i>Base (Total respondents)</i>	37	35	62

- No responses

Length of visits

As the table below illustrates, the average length of time spent during visits to Bentley Community Woodland was around 1 hour while trips to Brodsworth Community Woodland were slightly longer on average.

These averages reflect the large proportion of trips taken to Bentley Community Woodland which lasted between 15 minutes and 1 hour (62%) while just over half of visits to Brodsworth Community Woodland lasted for over an hour (52%).

Again, caution should be taken when interpreting these results due to the small sample sizes involved.

Table B-14 – Length of visit (%)

Base: Respondents who have been to Bentley Woods and Brodsworth Wood before (62)

	Visits to Bentley Woodland	Visits to Brodsworth Woodland	Total
Up to 15 minutes	3	-	2
15 – 30 minutes	16	11	16
30 minutes – 1 hour	46	37	40
1 hour – 2 hours	27	26	26
2 hours – 3 hours	8	23	15
3 hours – 5 hours	-	3	2
More than 5 hours	-	-	-
<i>Average</i>	<i>1 hr 1 min</i>	<i>1 hr 24 mins</i>	<i>1 hr 11 mins</i>
<i>Base (Total respondents)</i>	37	35	62

- No responses

A very similar average length of visit was recorded amongst users of the woods in the 2004 survey undertaken in Thames Chase Community Woodland (1hr 16 mins).

Importance of different aspects of visit

To identify the drivers of quality, it was useful to ask those respondents who had used the two woodlands in South Yorkshire Community Forest to rate how important different aspects were in their decision to visit the site. Users could rate each of a list of aspects as 'extremely important' (5), 'very important' (4), 'fairly important' (3), 'fairly unimportant' (2) or 'not at all important' (1). Scores were then applied to responses, allowing averages to be obtained across the whole sample - the higher the average score, the more important the aspect is across the sample as a whole.

In the table below an overall 'average' of all of the mean scores has been included in the rankings. Any aspect above this level can be considered as being most important to the site across all users while the other aspects may be of less importance overall or only important to certain groups of users. Two columns of figures are shown. The first is the levels of importance of each aspect in decisions to visit the Bentley or Brodsworth Community Woodlands amongst people who have been to these sites. The second column illustrates the levels of importance of the same factors amongst people who have not visited Bentley or Brodsworth Community Woodlands in their decisions to visit other woods and forests.

Table B-15 – Importance of different aspects in decisions to visit woodland (mean score)

Base: All respondents who have been to Bentley Woods and Brodsworth Wood before (62)

	Importance in decision to visit Bentley and/or Brodsworth	Importance in decisions to visit other woods.
<i>Feeling safe in the wood</i>	4.19	4.49
<i>Being able to enjoy the wildlife</i>	3.89	3.94
<i>Being able to enjoy scenery and views</i>	3.87	4.11
<i>Being able to spend time with family and friends</i>	3.76	4.02
<i>Solitude, peace and quiet</i>	3.66	3.66
<i>Being able to get fit and healthy</i>	3.63	3.68
<i>Feeling happy to leave your car in the car park</i>	3.60	4.11
<i>Choice of paths for walking</i>	3.39	3.36
<i>Clear signposting on footpaths</i>	3.31	3.74
OVERALL AVERAGE	3.30	3.56
Value for money of your whole trip or day out	3.23	3.57
Enough car parking	2.87	3.74
Information about the site's history and conservation	2.85	3.02
Choice of trails for cycling	2.79	2.74
Leaflets and maps to help you find your way around	2.66	3.30
Availability of staff at the site	2.66	2.96
Choice of trails for other activities	2.43	2.54

The most important aspects in decisions to visit Bentley and Brodsworth were 'feeling safe in the wood', 'being able to enjoy wildlife', 'being able to enjoy scenery and views', being able to spend time with family and friends' and 'solitude peace and quiet'. Less important

aspects overall included 'the provision of leaflets and maps to help you find your way around', 'the availability of staff' and the choice of trails for activities other than walking.

Comparing the factors most important to visitors to Brodsworth and Bentley Community Woods with the factors important to people who never visit these woods when they go to other woods and forests suggests that non-users were much more likely to rate car park security and capacity, signposting on paths, the provision of leaflets and value for money as vital but rated the choice of trails as less important. These results may provide further insight into the reasons why some respondents visit forests and woods but have not visited Brodsworth or Bentley Community Woods.

In the survey undertaken amongst Thames Chase Community Forest users, the same factors were ranked in a very similar order of importance with the exception of *'feeling happy to leave your car in the car park'* which was found to be of more importance in Thames Chase than in South Yorkshire.

People who had visited the Brodsworth and Bentley Community Woodlands in the last year were also asked to specify in their own words what else, if anything, had influenced their decision to visit. The most frequently provided responses were: 'close to home/convenient' (44%), 'to walk the dog' (15%), 'open spaces' (5%), 'scenery' (5%) and 'nice place for walking' (5%).

Favourite aspects of woods

When the visitors were asked what they liked most about Brodsworth and Bentley Community Woodlands, the most frequently provided responses related to 'close to home/convenience' (26%), 'peace and tranquillity' (16%), 'nice walks' (8%), 'open spaces' (8%) and 'the wildlife' (5%). Some of the specific answers provided included the following:

"It used to be a slag tip. The way it has changed, local and handy."

"Solitude and lots of different trails."

"Local, easy to get to so if the kids are tired they can walk home. I don't have car so it is easy to use and good to see the kids enjoying."

"Very pleasant, just an enjoyable few hours to walk through the woods."

"Close to my home. I can get there walking. Scenic views."

Satisfaction with different aspects of visit

Those respondents who had visited the Brodsworth or Bentley Community Woodlands were provided with a list of different elements of the site and asked to rate how satisfied they had been with each during their visit. Respondents could rate each of the elements on a five point scale which included 'excellent' (5), 'very good' (4), 'good' (3), 'fair' (2) and 'poor' (1). Also, if visitors had no experience of a specific element they were asked to indicate that they did not know.

Scores were then applied to responses, allowing averages to be obtained across the whole sample - the higher the average score, the more satisfied visitors were with this aspect. This analysis suggests that, overall, visitors were most likely to be satisfied with the scenery and views, being able to get fit and healthy and being able to spend time with family and friends.

Table B-16 – Satisfaction with different aspects at forest (mean score)

Base: All respondents who have been to Bentley Woods and Brodsworth Wood before (62)

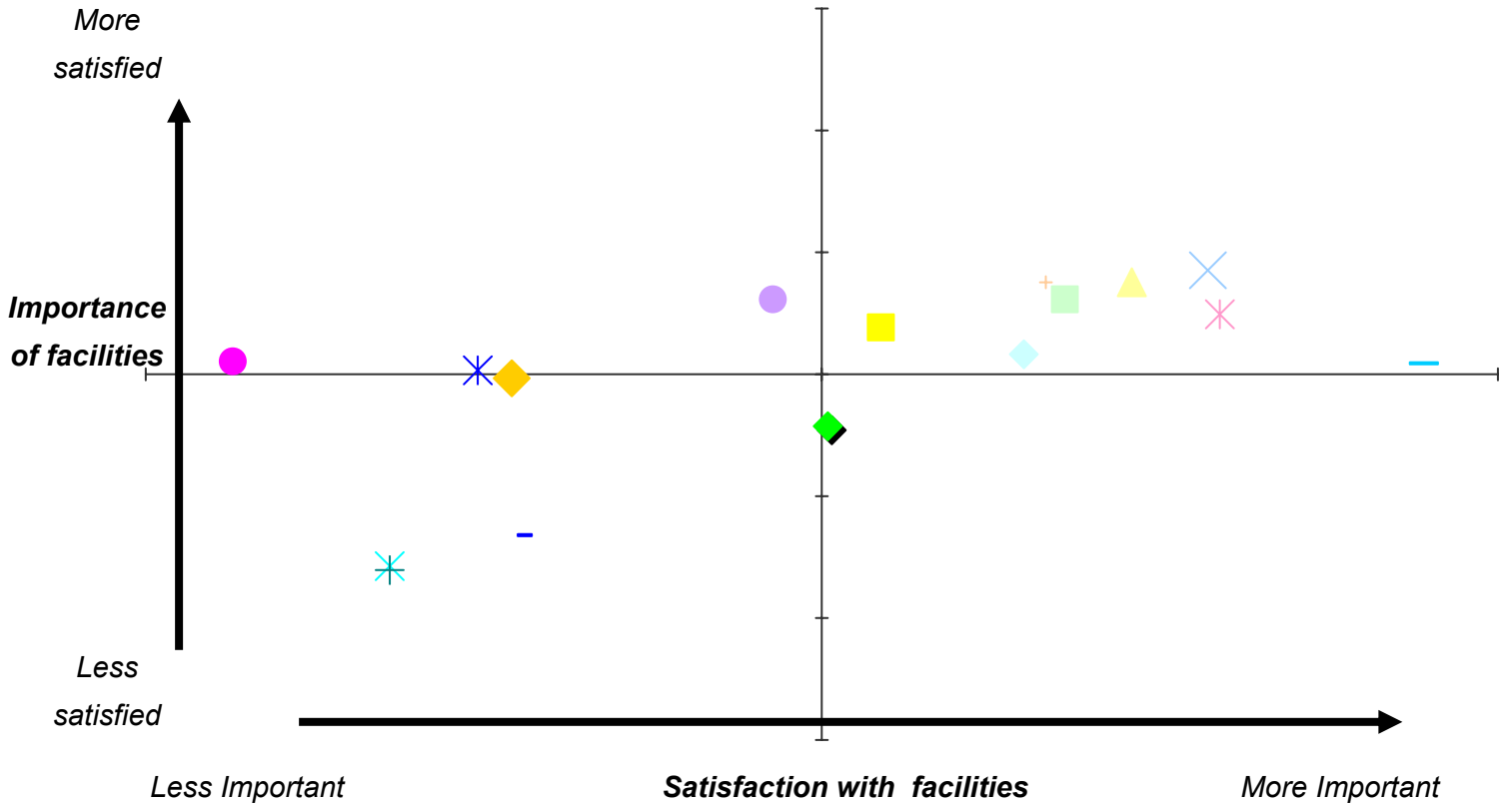
	Satisfaction score
<i>Being able to enjoy scenery and views</i>	3.58
<i>Being able to get fit and healthy</i>	3.53
<i>Being able to spend time with family and friends</i>	3.53
<i>Solitude, peace and quiet</i>	3.45
<i>Value for money of your whole trip or day out</i>	3.45
<i>Being able to enjoy the wildlife</i>	3.40
<i>Choice of paths for walking</i>	3.34
<i>Feeling happy to leave your car in the car park</i>	3.23
<i>Choice of trails for other activities (e.g. horse riding)</i>	3.20
<i>Feeling safe in the forest</i>	3.19
<i>Choice of trails for cycling</i>	3.17
OVERALL AVERAGE	3.15
Enough car parking	3.13
Clear signposting on footpaths	2.94
Information about the site's history and conservation	2.49
Leaflets and maps to help you find your way around	2.36
Availability of staff at the site (e.g. rangers)	2.35

An overall 'average' of all of the mean scores has been included in the ranking. Elements ranked lowest on average include availability of staff at the site, leaflets and maps to help you find your way around and information about the site's history and conservation.

When comparing these scores it is important to bear in mind the small sample and that not all variations are statistically significant. This ranking should therefore be treated as providing an indication of what visitors are most and least satisfied with.

When the same question was asked of residents of the Thames Chase Community Forest regarding woods in their local area, satisfaction scores were generally higher (3.29 on average compared to 3.15). Most notably, South Yorkshire obtained a lower score for feeling safe in the forest (3.19 v 3.49).

Analysis of importance of elements of visit V satisfaction with same elements – South Yorkshire Community Forest
 Base: All respondents who have been to Brodsworth or Bentley Woods (62)



- ◆ Enough car parking
- ✕ Orientation leaflets and maps
- ✕ Choice of trails for cycling
- + Availability of staff
- Feeling safe
- Solitude, peace and quiet
- ✕ Being able to enjoy scenery and views
- Value for money
- ◆ Clear signposting on footpaths
- Choice of paths for walking
- Choice of trails for other activities
- Information about history and conservation
- ◆ Feeling happy to leave your car in the car park
- ▲ Being able to spend time with family and friends
- ✕ Being able to enjoy wildlife
- + Being able to get fit and healthy

Identification of issues

Tables B-15 and B-16 illustrated a ranking of the overall levels of importance and levels of satisfaction users have with different aspects of the 'visitor experience' at Bentley and Brodsworth Community Woods. It is useful to combine these two measures to identify the elements which are most relevant to improving quality. Again, it is important to bear in mind, when comparing these scores, that the sample of respondents who had visited either site was small so not all variations are statistically significant. This ranking should therefore be treated as providing an indication of the importance of different aspects and what visitors are most and least satisfied with.

The chart on the previous page presents each of the elements that were rated in terms of both importance and satisfaction. The centre point is where the 'average' importance crosses the 'average' satisfaction score (as in B-15 and B-16). Each of the elements are plotted in the 4 quadrants as follows:

- Top right – *More Satisfied – More Important* – Being able to enjoy scenery and views, being able to enjoy wildlife, being able to spend time with family and friends, solitude, peace and quiet, choice of paths for walking. These are the site's key strengths that should be maintained.
- Bottom right – *Less Satisfied – More Important* – Clear signposting on footpaths, feeling happy to leave the car in the car park. Elements that are in or near this quadrant are rated as more important than 'average' but have received lower satisfaction scores. These are elements that possibly require further attention.
- Top left – *More Satisfied - Less Important* – Value for money, choice of trails for other activities. Visitors are generally satisfied with these elements although they are rated as less important on average.
- Bottom left – *Less Satisfied – Less Important* – Choice of trails for cycling, enough car parking, availability of staff, information about history and conservation, orientation leaflets and maps. Overall, visitors were less satisfied than average with these aspects but they are also seen as less important by most visitors. These elements might therefore be considered as lower priorities for investment.

It is important to note that the scores presented in this chart are averages across *all visitors* during the period in which the survey took place. It should be remembered that the scores for satisfaction and importance varied between different types of visitors so their priorities will also differ.

Other visitors

When asked which other users had been encountered during their recent visits to Brodsworth and Bentley Community Woods, most visitors stated that they had seen walkers (87%), two-thirds had seen children (68%) and a similar proportion (66%) had encountered cyclists. About a third had encountered motorcyclists (35%).

Respondents who had encountered other users were asked to indicate how this had impacted on their overall enjoyment. Mean scores were applied to results from +2 if a user group 'increased enjoyment a lot' to -2 if they 'decreased enjoyment a lot'. Again, it is important to take the small sample sizes into account when interpreting these figures.

Table B-17 – Other visitors encountered (%) and impact on enjoyment (row %)

Base: All respondents who have been to Bentley Woods and Brodsworth Wood before (62)

	Total	Increased enjoyment a lot +2	Increased enjoyment a little +1	Made no difference 0	Decreased a little -1	Decreased a lot -2	Score
Walkers	87	6	9	83	2	-	+0.2
Children	68	5	7	83	5	-	+0.1
Cyclists	66	5	10	78	7	-	+0.1
Motorbikers/moto cross	35	-	5	23	14	59	-1.3
Horse riders	29	-	6	89	6	-	0
Vehicle driving in wood	10	-	-	50	-	50	-1.9

As the table illustrates, while encounters with other walkers, children, cyclists and horse riders usually had no impacts or were positive, encounters with motorbikers and (for a small proportion of respondents) vehicles driving in the wood were more likely to have a negative impact.

Motorbikes or motocross disrupted the enjoyment of 16 respondents (26% of all users of the sites). The reasons for dissatisfaction given were the noise created, that they were too fast/ speeding and that they made it unsafe for other users and their dogs.

Disturbances to visit

Respondents were also presented with a list of potential negative disruptions and asked what impact, if any, each had on their visit. As the table below illustrates, the majority of respondents indicated that each of the potential impacts either 'didn't reduce their enjoyment' or that they did not know (suggesting the impact had not been encountered).

However, the disruptions most likely to have a more negative effect were vandalism (23%), litter or fly tipping (29%) and noise from other users or motorised sports (27%). Of these the noise from other users or motorised sports had the greatest impact, decreasing enjoyment 'a lot' during recent visits for over a fifth of visitors (21%).

Table B-18 –Impact of potential issues on enjoyment (row %)

Base: All respondents who have been to Bentley Woods and Brodsworth Wood before (62)

	Didn't reduce enjoyment 0	Decreased a little 1	Decreased a lot 2	Don't know	Score
Forest operations such as felling	92	-	2	6	0.03
Muddy tracks	74	19	3	3	0.27
Dogs and dog dirt	76	8	10	6	0.29
Vandalised, missing or damaged signposts	69	18	5	8	0.30
Litter or fly tipping	63	19	10	8	0.42
Noise from other users or motorised sports	66	6	21	6	0.52

Respondents were asked to indicate what else, if anything had decreased their enjoyment. Encouragingly, most respondents could not think of anything or did not state any other issues (84%). However, the issues that were mentioned included the need for more seats (3 respondents), vandalism and graffiti (2), dogs wandering around (1) and people with air guns (1).

Improvements

Users of Bentley and Brodsworth Community Woods were also asked what, if anything they would like to see changed or improved to make future visits more enjoyable. About half of visitors either stated that nothing should be improved or that the areas are fine as they are (47%). The suggestions that were made are listed below. The most frequent suggestions related to more seating (10%), encouraging wildlife (8%), more staff and security (6%) and improving the paths (6%).

Table B-19 – Suggested improvements (%)

Base: All respondents who have been to Bentley Woods and Brodsworth Wood before (62)

	Total
More seating	10
Encourage more wildlife	8
More staff/site security	6
Improve/better paths	6
Safe and secure park for children	3
More information/maps	3
Ban motorbikes	3
Visitor/information centre	3
More/better signs	3
More cycle tracks	3
Greater variety of trees	2
Litter bins	2
Refurbish kiosk	2
More car parking	2
More publicity	2
Others	6
<i>Base (Total respondents)</i>	62

Some of the specific suggestions provided are reproduced below.

" I would like to see more variety of trees and places you can sit and have picnics - I have only seen one so far."

"More security because the young ones are there talking and drinking."

"A safe and secure park where children can go and its ok to play and not to have to worry about getting diseases where the druggies have been."

C. Postcode analysis

Introduction

To ensure that the sample interviewed for the purposes of this survey was representative of local residents, an analysis of demographic characteristics was undertaken using CAMEO UK.

CAMEO UK is a geodemographic analysis system which matches postcodes to the results of the Census and other national sources, thereby providing a detailed demographic profile of residents in a predefined area. Using this profiling system all UK postcodes are categorised into one of the following 10 broad neighbourhood groups:

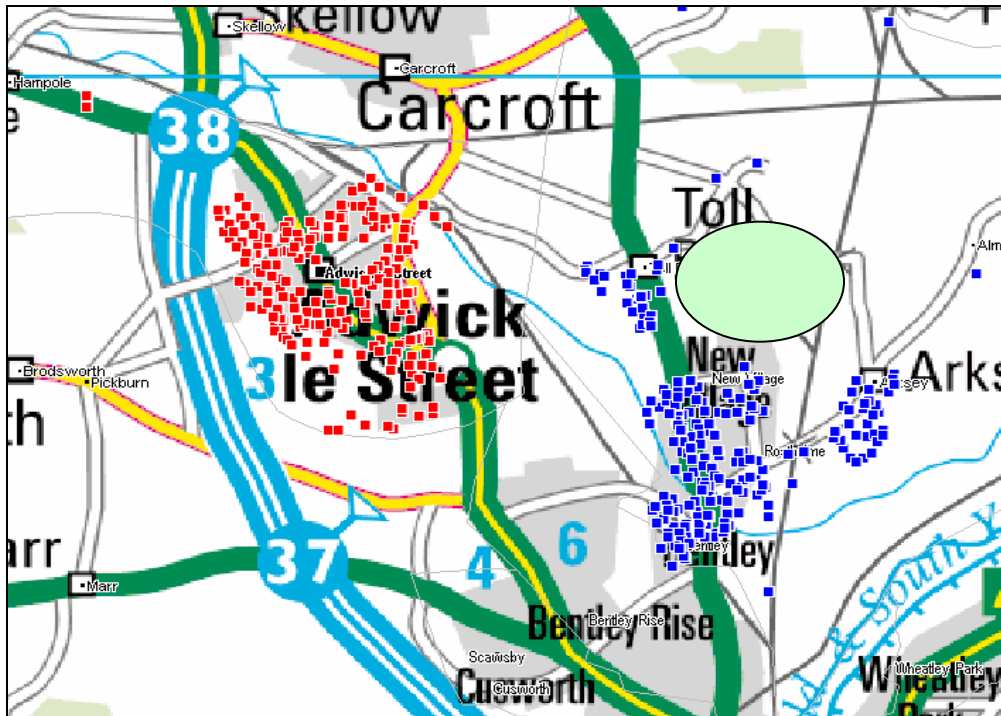
Group 1	Affluent Singles & Couples in Exclusive Urban Neighbourhoods
Group 2	Wealthy Neighbourhoods Nearing & Enjoying Retirement
Group 3	Affluent Home Owning Couples & Families in Large Houses
Group 4	Suburban Homeowners in Smaller Private Family Homes
Group 5	Comfortable Mixed Tenure Neighbourhoods
Group 6	Less Affluent Family Neighbourhoods
Group 7	Less Affluent Singles & Students in Urban Areas
Group 8	Poorer White & Blue Collar Workers
Group 9	Poorer Family & Single Parent Households
Group 10	Poorer Council Tenants Including Many Single Parents

These 10 groups are divided further into 58 specific classifications, which are fully described in the CAMEO UK classifications table in the appendices.

The focus of this study was households within a 1 mile catchment area from the edge of each of the two woods, Bentley Community Woodland and Brodsworth Community Woodland. The following sections provide the key results of the analyses of the population profile in each of these catchment areas.

Bentley Woods

Bentley Woods – 1 mile catchment area



There are some 4,156 households within 1 mile of Bentley Woods, the approximate location of which is shown by the circle on the above map. The blue dots on the map indicate the location of households in the Bentley community and the red dots indicate households in the Brodsworth community that were included in the survey. The CAMEO UK classifications in greatest abundance in this catchment zone are 9B and 8E. These classifications are described as *'Poorer singles and families in mixed tenure'* and *'Mixed mortgagees and council tenants in outer suburbs'* and together represent 31% of the area's population. By comparison, these categories represent just 6% of the UK population as a whole. Key characteristics of households defined as 9B include the following:

- Young and mature single people, families and single parents.
- Small, semi-detached or terraces houses or flats or mixed tenure and low value.
- C1, C2 and D socio-economic groups (mainly manual/ unskilled occupations). Higher than average unemployment.
- Lower than average academic qualifications. Higher than average credit risk index.

- Low proportion of ethnic minorities.
- Read tabloid newspapers and make lower than average use of the Internet.

The key characteristics of households defined as 8E are:

- Mix of family compositions.
- Small, semi-detached or terraces houses of mixed tenure and very low value.
- C2 and D socio-economic groups (manual/ unskilled occupations). Much higher than average unemployment.
- Much lower than average academic qualifications. Higher than average credit risk index.
- Low proportion of ethnic minorities.
- Below average car ownership.
- Read local and tabloid newspapers and make higher than average use of Internet.

The other categories in highest abundance within the catchment area population include:

10E 'Mature households in small terraces and semis' and 10F 'Poorer singles in local authority family neighbour hoods' – these groups represent 26% of households in the catchment area, compared to 6% in the UK population. Key traits include the presence of mature and retired singles, couples and single parents, small houses of a low value and mixed tenure (mortgage or council owned), C2DE socio-economic groups (semi/unskilled manual), very low academic qualifications and higher than average levels of unemployment.

8F 'Singles and couples in small terraced properties' – this group represents 12% of households in the catchment area compared to 3% in the UK as a whole. The main characteristics of this group includes small houses of very low value, C1, C2 and DE socio-economic groups (white and blue-collar employees). Readership of mid-market and tabloid press and higher than average use of the Internet.

More details of the characteristics of each of the CAMEO classifications are contained in the appendices. The table overleaf provides a full profile of the area within a 1 mile radius of Bentley Community Woodland.

Table C-1 – Residents of Bentley Community Woodland catchment by CAMEO classification

	CAMEO Description	Households within 1 mile of wood		UK %
		N	%	
9B	Poorer Singles & Families In Mixed Tenure	706	16.99%	2.1%
10E	Mature Households In Small Terraces & Semis	579	13.93%	3.4%
8F	Singles & Couples In Small Terraced Properties	510	12.27%	3.7%
10F	Poorer Singles In Local Authority Family Neighbourhoods	507	12.20%	2.7%
8E	Mixed Mortgagees & Council Tenants In Outer Suburbs	499	12.01%	3.9%
6F	Less Affluent Couples In Suburban Family Neighbourhoods	217	5.22%	2.2%
6E	Mature Households In Less Affluent Suburban & Rural Areas	191	4.60%	2.7%
9A	Poorer Singles In Outer Suburban Family Neighbourhoods	180	4.33%	2.1%
6G	Young Single & Family Communities In Small Terraces & Rented Flats	144	3.46%	1.4%
4F	Mature Couples & Families In Mortgaged Detached & Semis	131	3.15%	2.6%
8A	Poorer Retired Households In Owned & Rented Accommodation	125	3.01%	1.9%
4E	Couples & Families In Modern Rural & Suburban Developments	66	1.59%	2.1%
5G	Older Couples & Singles In Suburban Family Semis	65	1.56%	2.5%
4D	Mature Owner Occupiers In Rural & Coastal Neighbourhoods	64	1.54%	3.0%
2C	Affluent Mature Couples & Singles Some With School Age Children	38	0.91%	1.2%
4C	White Collar Home Owners In Outer Suburbs & Coastal Areas	22	0.53%	1.1%
6A	Less Affluent Communities In Areas Of Mixed Tenure	19	0.46%	0.5%
9E	Poorer Couples & School Age Families In Terraced & Semis	19	0.46%	2.2%
6D	Couples & Families With School Age & Older Children In Spacious Semis	16	0.38%	2.7%
8C	Older Households With School Age Children In Towns & Suburbs	16	0.38%	3.8%
2A	Opulent Older & Retired Households In Spacious Rural Properties	13	0.31%	0.7%
8B	Older & Mature Households In Suburban Areas Of Mixed Tenure	13	0.31%	2.1%
3D	Wealthy Mixed Households Living In Rural Communities	11	0.26%	3.1%
3A	Wealthy Older Families In Spacious Suburban & Rural Detached & Semis	5	0.12%	2.9%
	TOTAL	4,156	100%	100%

The other categories in highest abundance within the catchment area population are similar to those in the area around Bentley Community Woodland and include:

9B 'Poorer singles and families in mixed tenure' - 18% of households compared to 2% of the UK population. Predominantly young and mature single people, families and single parents living in small, semi-detached or terraced houses or flats or mixed tenure and low value. C1, C2 and D socio-economic groups (mainly manual/ unskilled occupations) but higher than average unemployment. Lower than average academic qualifications and higher than average credit risk index. Read tabloid newspapers and make lower than average use of the Internet.

8E 'Mixed mortgagees and council tenants in outer suburbs' – some 15% of households within 1 mile of Bentley Community Woodland were in this category compared to 4% of the UK population. The main characteristics of this group are semi-detached and terraced houses of a low value, C2D socio-economic groups (manual, unskilled), below average car ownership, mainly white ethnic groups, read local and tabloid press and use the Internet.

10F 'Poorer singles in local authority family neighbour hoods' – this groups represents 11% of households in the catchment area, compared to 3% in the UK population. Key traits include the presence of mature and retired singles, couples and single parents, small houses of a low value and mixed tenure (mortgage or council owned), C2DE socio-economic groups (semi/unskilled manual), very low academic qualifications and higher than average levels of unemployment.

6E 'Mature households in less affluent suburban and rural areas' and *6F 'Less affluent couples in suburban family neighbourhoods'* – together these categories represent 19% of households within the catchment area compared to 5% of the UK population. Households generally consist of mature and retired singles, couples and families in detached, semi-detached and terraced houses of an average size but lower than average value. C1C2 and D socio-economic groups with a mix of white collar and manual occupations but lower than average qualifications. A mix of broadsheet, mid-market and tabloid newspaper readership and higher than average use of the Internet.

More details of the characteristics of each of the CAMEO classifications are contained in the appendices. The table overleaf provides a full profile of the area with a 1 mile radius of Brodsworth Community Woodland.

Table C-2 – Residents of Brodsworth Community Woodland catchment by CAMEO classification

	CAMEO Description	Households within 1 mile of wood		UK %
		N	%	
10E	Mature Households In Small Terraces & Semis	1094	26.20%	3.4%
9B	Poorer Singles & Families In Mixed Tenure	732	17.53%	2.1%
8E	Mixed Mortgagees & Council Tenants In Outer Suburbs	631	15.11%	3.9%
10F	Poorer Singles In Local Authority Family Neighbourhoods	456	10.92%	2.7%
6F	Less Affluent Couples In Suburban Family Neighbourhoods	323	7.74%	2.2%
6E	Mature Households In Less Affluent Suburban & Rural Areas	148	3.54%	2.7%
4F	Mature Couples & Families In Mortgaged Detached & Semis	150	3.59%	2.6%
5F	Young & Older Households In Areas Of Mixed Tenure	147	3.52%	1.1%
9E	Poorer Couples & School Age Families In Terraced & Semis	29	0.69%	2.2%
4E	Couples & Families In Modern Rural & Suburban Developments	147	3.52%	2.1%
9A	Poorer Singles In Outer Suburban Family Neighbourhoods	125	2.99%	2.1%
6D	Couples & Families With School Age & Older Children In Spacious Semis	49	1.17%	2.7%
8A	Poorer Retired Households In Owned & Rented Accommodation	80	1.92%	1.9%
2A	Opulent Older & Retired Households In Spacious Rural Properties	35	0.84%	0.7%
4D	Mature Owner Occupiers In Rural & Coastal Neighbourhoods	1	0.02%	2.9%
8F	Singles & Couples In Small Terraced Properties	7	0.17%	3.7%
3D	Wealthy Mixed Households Living In Rural Communities	2	0.05%	2.9%
4C	White Collar Home Owners In Outer Suburbs & Coastal Areas	1	0.02%	1.0%
5G	Older Couples & Singles In Suburban Family Semis	13	0.31%	2.4%
6A	Less Affluent Communities In Areas Of Mixed Tenure	8	0.19%	0.5%
8B	Older & Mature Households In Suburban Areas Of Mixed Tenure	27	0.65%	2.0%
	TOTAL	4,175	100%	100%

D. Appendices

Questionnaire

CAMEO UK

FORESTRY COMMISSION – South Yorkshire Community Forest Survey

Good Morning/Afternoon/Evening, I am an interviewer from TNS, an independent market research agency. We are conducting a survey on behalf of the Forestry Commission. Your views are very important. Could you spare a few minutes to answer some questions?

ASK ALL

SHOW SCREEN

The South Yorkshire Community Forest is one of twelve Community Forests in England where new woodlands are being created. The list on the screen is of places included with the South Yorkshire Community Forest area.

Q.1a) Which of these sites, if any had you heard of before this interview?

Q.1b) And which of the places listed, if any, have you visited during the last 12 months?

CODE ALL MENTIONED

	Q.1a) Heard of	Q.1b) Visited
Bentley Community Woodland	1	1
Black Carr Plantation	2	2
Brodsworth Community Woodland	3	3
Cantley Woodlands	4	4
Cusworth Country Park and Cycle Trail	5	5
Discover Campsall Country Park	6	6
Hatfield Water Park	7	7
Howell Wood Country Park	8	8
Melton Wood Country Park	9	9
Sandall Beat Wood	0	0
Shaw Wood	X	X
The Craggs	Y	Y
None of these sites	0	0
Don't know	Y	Y

ROUTING INSTRUCTION

A RESPONDENT IS A 'USER' IF THEY HAVE VISITED EITHER BRODSWORTH OR BENTLEY COMMUNITY WOODLAND (CODE 1 OR 3 at Q1b) DURING THE LAST 12 MONTHS.

IF BOTH SITES HAVE BEEN VISITED RESPONDENT SHOULD BE DEFINED AS A USER OF THE SITE WHICH THE SAMPLE POINT IS CLOSEST TO.

(POINTS 1 TO 14 ARE NEARERST TO BENTLEY, 15 TO 27 ARE NEAREST TO BRODSWORTH)

ASK ALL

I am now going to ask you a series of questions about the leisure activities you and other people in your household have undertaken **for recreation** during the last 12 months.

SHOW SCREEN

Q.2a) First of all, which, if any, of the following **outdoor activities** have you undertaken regularly during the last 12 months? By regularly we mean at least 4 times in the last year.

CODE ALL MENTIONED

	<u>Active outdoor pursuits</u>
Hillwalking or rambling	1
Other walks of over 2 miles	2
Shorter walks	3
Dog walking	4
Cycling or mountain biking	5
Running or jogging	6
Horse riding	7
Fishing	8
Orienteering	9
Other active pursuits in the outdoors (SPECIFY)	
.....	
	<u>More passive outdoor pursuits</u>
Birdwatching or other nature studies	1
Picnics, barbecues and other outdoor socialising	2
Visits to parks or gardens	3
Sightseeing or touring by car	4
Sunbathing	5
Photography	6
Other passive pursuits in the outdoors (SPECIFY)	7
.....	
None of these	0

SHOW SCREEN

Q.2b) And which, if any, of these other leisure activities have you undertaken regularly during the last 12 months? By regularly we mean at least 4 times in the last year.

CODE ALL MENTIONED

	<u>Sport</u>	
	Outdoor sports	1
Indoor sports including visits to gyms, aerobics, etc.		2
	<u>Leisure activities at home</u>	
	Watching sport on television	3
	Watching television programmes about nature	4
	Watching television programmes about gardening	5
	Reading local papers	6
	Gardening	7
	<u>Other leisure activities</u>	
	Shopping for leisure	8
	Visits to historic sites such as castles, churches or monuments	9
	Visits to cultural attractions such as museums or art exhibitions	0
	Attending cultural events such as concerts, theatre or the cinema	X
	Visiting pubs	Y
	Other leisure activities (SPECIFY)	
	
	None of these	0

IF RESPONDENT HAS NOT UNDERTAKEN ANY OUTDOOR ACTIVITIES AT Q2A , GO TO INSTRUCTION BEFORE Q3A

OTHERS CONTINUE

SHOW SCREEN

Q.2c) You stated that you took part in <ACTIVITY/ACTIVITIES CODED AT Q2A> during the last 12 months.

Which of these places best describe where you took part in these activities?

CODE ALL MENTIONED

	In a town or city	1
	The seaside (a resort or the coast)	2
	The countryside (including inland villages)	3
	In a wood or forest	4
	By a stretch of inland water (e.g. canal, river, stream, lake, reservoir)	5
	At home	6
	Other (SPECIFY)	
	
	Don't know	Y

**IF RESPONDENT HAS VISITED BRODSWORTH OR BENTLEY COMMUNITY
WOODLAND SKIP TO Q4**

**IF RESPONDENT HAS NOT VISITED BRODSWORTH OR BENTLEY COMMUNITY
WOODLAND BUT STATED THAT THEY HAD VISITED A WOOD OR FOREST AT
Q2C ASK Q3A to Q3D**

OTHERS SKIP TO Q14

SHOW SCREEN - ILLUSTRATING POSSIBLE ANSWERS

Q.3a) You stated that you have taken part in outdoor activities in a wood or forest during the last 12 months.

Next I will read you out a list of facilities that are often found in woodland recreation sites.

Using one of the possible answers on the card I would like you to tell me how important each facility tends to be in your decisions about which woods and forests to visit to take part in an outdoor activity.

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		Extremely important	Very important	Fairly important	Fairly unimportant	Not at all important	Don't Know
a)	Enough car parking	1	2	3	4	5	Y
b)	Clear signposting on footpaths	1	2	3	4	5	Y
c)	Orientation leaflets and maps to help you find your way around.	1	2	3	4	5	Y
d)	Choice of paths for walking	1	2	3	4	5	Y
e)	Choice of trails for cycling	1	2	3	4	5	Y
f)	Choice of trails for other activities (e.g. horse riding)	1	2	3	4	5	Y
g)	Availability of staff at the site (for example rangers)	1	2	3	4	5	Y
h)	Information about the site's history and conservation	1	2	3	4	5	Y

Q.3b)

SHOW CARD F - ILLUSTRATING POSSIBLE ANSWERS

Next I would like to ask you how important the following aspects relating to your personal safety and security are in your decisions about which woods and forests to visit.

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		Extremely important	Very important	Fairly important	Fairly unimportant	Not at all important	Don't Know
a)	Feeling safe in the wood	1	2	3	4	5	Y
b)	Feeling happy to leave your car in the car park	1	2	3	4	5	Y

Q.3c)

SHOW CARD F - ILLUSTRATING POSSIBLE ANSWERS

Now I would like to ask you how important some other, more general aspects tend to be in your decisions about which woods and forests to visit?

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		Extremely important	Very important	Fairly important	Fairly unimportant	Not at all important	Don't Know
a)	Solitude, peace and quiet	1	2	3	4	5	Y
b)	Being able to spend time with family and friends	1	2	3	4	5	Y
c)	Being able to enjoy scenery and views	1	2	3	4	5	Y
d)	Being able to enjoy the wildlife	1	2	3	4	5	Y
e)	Value for money of your whole trip or day out	1	2	3	4	5	Y
f)	Being able to get fit and healthy	1	2	3	4	5	Y

Q.3d)

What else, if anything, influenced your decisions regarding which woods or forests you would visit to take part in outdoor activities?

IF RESPONDENT STATES WEATHER PROBE FURTHER

.....

.....

.....

.....

SKIP TO Q14

ASK Q4 TO Q13 REGARDING SITE RESPONDENT HAS VISITED AT Q.1B (I.E. BRODSWORTH OR BENTLEY). IF BOTH HAVE BEEN VISITED ASK ABOUT THE SITE CLOSEST TO SAMPLE POINT.

SHOW SCREEN

Q.4 You mentioned that you have been to **<BRODSWORTH OR BENTLEY COMMUNITY WOODLAND>**. I would now like to ask you a few questions about your visits to this site.

How often, on average, during the year have you visited **<BRODSWORTH OR BENTLEY COMMUNITY WOODLAND>**?
SINGLE CODE

Every day	1
4 to 6 times a week	2
1 to 3 times a week	3
1 to 3 times a month	4
4 to 6 times a year	5
1 to 3 times a year	6
Less often	7
Don't know	Y

SHOW SCREEN

Q.5 Which activities have you taken part in during your visit(s) to **<BRODSWORTH OR BENTLEY COMMUNITY WOODLAND>**?
CODE ALL MENTIONED

<u>Active outdoor pursuits</u>	
Walks of over 2 miles	1
Shorter walks	2
Dog walking	3
Cycling or mountain biking	4
Running or jogging	5
Horse riding	6
Fishing	7
Orienteering	8
Other active pursuits (SPECIFY)	
.....	
<u>Passive outdoor pursuits</u>	
Birdwatching or other nature studies	1
Picnics, barbecues and other outdoor socialising	2
Sunbathing	3
Photography	4
Other passive pursuits (SPECIFY)	
.....	
None of theseNone of these activities	0

SHOW SCREEN

Q.6 Thinking about your most recent visit to **<BRODSWORTH OR BENTLEY COMMUNITY WOODLAND>** approximately how long did you spend in the wood?

SINGLE CODE

	Up to 15 minutes	1
	Over 15-30 minutes	2
	Over 30 minutes – 1 hour	3
	Over 1 hour – 2 hours	4
	Over 2 hours – 3 hours	5
	Over 3 hours – 5 hours	6
	More than 5 hours	7
	Don't know	Y

SHOW SCREEN - ILLUSTRATING POSSIBLE ANSWERS

Q.7a) Next I will read you out a list of facilities that are often found at Forestry Commission sites such as **<BRODSWORTH OR BENTLEY COMMUNITY WOODLAND>**.

Using one of the possible answers on the card I would like you to tell me how important each facility was in your decision to visit **<BRODSWORTH OR BENTLEY COMMUNITY WOODLAND>** on your most recent visit.

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		Extremely important	Very important	Fairly important	Fairly unimportant	Not at all important	Don't Know
	a) Enough car parking	1	2	3	4	5	Y
	b) Clear signposting on footpaths	1	2	3	4	5	Y
	c) Orientation leaflets and maps to help you find your way around.	1	2	3	4	5	Y
	d) Choice of paths for walking	1	2	3	4	5	Y
	e) Choice of trails for cycling	1	2	3	4	5	Y
	f) Choice of trails for other activities (e.g. horse riding)	1	2	3	4	5	Y
	g) Availability of staff at the site (for example rangers)	1	2	3	4	5	Y
	h) Information about the site's history and conservation	1	2	3	4	5	Y

Q.7b)

SHOW SCREEN - ILLUSTRATING POSSIBLE ANSWERS

Next I would like to ask you how important the following aspects relating to your personal safety and security were in your decision to visit

<BRODSWORTH OR BENTLEY COMMUNITY WOODLAND>?

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		Extremely important	Very important	Fairly important	Fairly unimportant	Not at all important	Don't Know
	a) Feeling safe in the wood	1	2	3	4	5	Y
	b) Feeling happy to leave your car in the car park	1	2	3	4	5	Y

Q.7c)

SHOW SCREEN - ILLUSTRATING POSSIBLE ANSWERS

Now I would like to ask you how important some other, more general aspects of the forest were to you in your decision to visit

<BRODSWORTH OR BENTLEY COMMUNITY WOODLAND>?

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		Extremely important	Very important	Fairly important	Fairly unimportant	Not at all important	Don't Know
	a) Solitude, peace and quiet	1	2	3	4	5	Y
	b) Being able to spend time with family and friends	1	2	3	4	5	Y
	c) Being able to enjoy scenery and views	1	2	3	4	5	Y
	d) Being able to enjoy the wildlife	1	2	3	4	5	Y
	e) Value for money of your whole trip or day out	1	2	3	4	5	Y
	f) Being able to get fit and healthy	1	2	3	4	5	Y

Q.7d)

What else, if anything, influenced your decision to visit **<BRODSWORTH OR BENTLEY COMMUNITY WOODLAND>** on your most recent visit?

IF RESPONDENT STATES WEATHER PROBE FURTHER

.....

.....

.....

.....

Q.8a) SHOW SCREEN - ILLUSTRATING POSSIBLE ANSWERS

Thinking about the same list, can you now let me know how satisfied you were with each of these aspects during your most recent visit to **<BRODSWORTH OR BENTLEY COMMUNITY WOODLAND>**? Let me know if you have no experience of a particular aspect and cannot provide a rating.

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		Excellent	Very good	Good	Fair	Poor	No experience/ Don't Know
a)	Enough car parking	1	2	3	4	5	Y
b)	Clear signposting on footpaths	1	2	3	4	5	Y
c)	Orientation leaflets and maps to help you find your way around.	1	2	3	4	5	Y
d)	Choice of paths for walking	1	2	3	4	5	Y
e)	Choice of trails for cycling	1	2	3	4	5	Y
f)	Choice of trails for other activities (e.g. horse riding)	1	2	3	4	5	Y
g)	Availability of staff at the site (for example rangers)	1	2	3	4	5	Y
h)	Information about the site's history and conservation	1	2	3	4	5	Y

Q.8b) SHOW SCREEN - ILLUSTRATING POSSIBLE ANSWERS

I would also like to ask you how satisfied you have been with the following aspects relating to your personal safety and security during recent visit to **<BRODSWORTH OR BENTLEY COMMUNITY WOODLAND>**. Again, please rate them using the words on the card.

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		Excellent	Very good	Good	Fair	Poor	No experience/ Don't Know
a)	Feeling safe in the wood	1	2	3	4	5	Y
b)	Feeling happy to leave your car in the car park	1	2	3	4	5	Y

Q.8c)

SHOW CARD G - ILLUSTRATING POSSIBLE ANSWERS

How satisfied were you with these more general aspects of <**BRODSWORTH OR BENTLEY COMMUNITY WOODLAND**> during your recent visit?

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		Excellent	Very good	Good	Fair	Poor	No experience/ Don't Know
a)	Solitude, peace and quiet	1	2	3	4	5	Y
b)	Being able to spend time with family and friends	1	2	3	4	5	Y
c)	Being able to enjoy scenery and views	1	2	3	4	5	Y
d)	Being able to enjoy the wildlife	1	2	3	4	5	Y
e)	Value for money of your whole trip or day out	1	2	3	4	5	Y
f)	Being able to get fit and healthy	1	2	3	4	5	Y

ASK Q.9 FOR EACH ASPECT RATED 'FAIR/POOR' AT Q.8 (CODE 4 OR 5)

Q.9

Why were you not satisfied with <**INSERT ASPECT**> ?

IF MORE THAN THREE ASPECTS RATED 'FAIR/ POOR' ASK RESPONDENT FOR THREE LEAST SATISFIED WITH.

ASPECT (WRITE IN)

REASON

- i)
.....
- ii)
.....
- iii)
.....

SHOW SCREEN - LISTING TYPES OF VISITOR

Q.10a) During your most recent visits to <**BRODSWORTH OR BENTLEY COMMUNITY WOODLAND**> which of the following types of visitors have you seen or heard?

CODE ALL MENTIONED.

IF NONE WERE ENCOUNTERED SKIP TO Q11a

SHOW SCREEN - LISTING POSSIBLE ANSWERS

Q.10b) And how, if at all, did these encounters affect your enjoyment?

ASK FOR THOSE TYPES OF VISITORS ENCOUNTERED DURING VISIT.

READ OUT

	Q.10a		Q.10b)					
			INCREASED ENJOYMENT A LOT	INCREASED ENJOYMENT A LITTLE	MADE NO DIFFERENCE	DECREASED ENJOYMENT A LITTLE	DECREASED ENJOYMENT A LOT	DON'T KNOW
Walkers	1		1	2	3	4	5	Y
Children	2		1	2	3	4	5	Y
Cyclists	3		1	2	3	4	5	Y
Horse riders	4		1	2	3	4	5	Y
Motorbikers/ moto cross	5		1	2	3	4	5	Y
Vehicles driving in the wood	6		1	2	3	4	5	Y
None of these types of visitors	0							

ASK Q.10c FOR ANY TYPES OF VISITOR THAT DECREASED ENJOYMENT 'A LITTLE' OR 'A LOT' AT Q.10b (CODE 4 OR 5).

Q.10c) Why did the <**INSERT TYPE OF VISITOR**> decrease your enjoyment?

VISITOR TYPE

REASON

- i)
.....
- ii)
.....
- iii)
.....

SHOW SCREEN - LISTING POSSIBLE ANSWERS

Q.11a) And during your most recent visits to **<BRODSWORTH OR BENTLEY COMMUNITY WOODLAND>**, did any of these other potential issues decrease your enjoyment?

Again please answer using the phrases on the card.

READ OUT. CODE ALL MENTIONED. IF PROBLEM NOT ENCOUNTERED OR NOT RELEVANT CODE AS DIDN'T REDUCE ENJOYMENT (CODE 1).

TICK START		DIDN'T REDUCE ENJOYMENT	DECREASED ENJOYMENT A LITTLE	DECREASED ENJOYMENT A LOT	DON'T KNOW
	Noise from other users or motorised sports	1	2	3	Y
	Litter or fly tipping	1	2	3	Y
	Dogs and dog dirt	1	2	3	Y
	Muddy tracks	1	2	3	Y
	Vandalised, missing or damaged signposts	1	2	3	Y
	Forestry operations such as felling	1	2	3	Y

ASK Q.11b FOR ANY ISSUES THAT DECREASED ENJOYMENT 'A LITTLE' OR 'A LOT' AT Q.11a (CODE 2 AND 3).

Q.11b) Why did **<INSERT ISSUE>** decrease your enjoyment?
 IF MORE THAN THREE ISSUES DECREASED ENJOYMENT ASK RESPONDENT FOR THE THREE THAT DECREASED ENJOYMENT MOST.

ASPECT (WRITE IN)

REASON

- i)

- ii)

- iii)

Q.11c) What else, if anything, decreased your enjoyment of **<BRODSWORTH OR BENTLEY COMMUNITY WOODLAND>** during your most recent visits? IF RESPONDENT STATES WEATHER PROBE FURTHER

.....

Q.12

Thinking about your most recent visits to **<BRODSWORTH OR BENTLEY COMMUNITY WOODLAND>**, what if anything would you like to see changed or improved to make any future visits more enjoyable?

.....
.....

PROBE What else?

.....
.....

Q.13

What do you like the most about **<BRODSWORTH OR BENTLEY COMMUNITY WOODLAND>**?
IF RESPONDENT STATES 'WEATHER' OR 'SCENERY' PROBE FURTHER

.....
.....

What else? PROBE

.....
.....

ASK ALL

DO NOT SHOW SCREEN

Q.14a) Are there any reasons which prevented you from visiting forests and woodlands for recreation at all or as much as you would have liked to during the last 12 months?

Q.14b) More specifically, are there any reasons which prevented you from visiting Brodsworth or Bentley Community Woodland at all or as much as you would have liked to during the last 12 months?

CODE ALL MENTIONED. WRITE IN OTHERS

	Q.14a) All forests/woods	Q.14b) Brodsworth or Bentley
Too busy/working/studying	1	1
Work nights/shift work	2	2
Poor health/unable to go	3	3
Illness within the family	4	4
Too old	5	5
Disabled/blind/poor eyesight	6	6
Caring for housebound relative	7	7
Recent bereavement	8	8
Just had a baby/pregnant	9	9
Difficult to go on trips with young children/babies	0	0
Weather	X	X
No transport	Y	Y
No money/unable to afford it	1	1
Don't go to forests and woods/not interested	2	2
----- Does not feel safe to visit	3	3
----- Not aware of site(s)	4	4
Don't know where to go/ there is nowhere to go	5	5
Other reason (SPECIFY)	6	6
..... No particular reasons	9	9
Nothing, have been going as often as I liked	X	X
Don't know	Y	Y

**IF RESPONDENT STATED THAT BRODSWORTH AND BENTLEY WOOD
'DO NOT FEEL SAFE TO VISIT' ASK Q14c**

1

Q.14c) What makes you feel that the site(s) are not safe to visit?
PROBE FULLY

.....

.....

.....

.....

**IF RESPONDENT HAS NOT VISITED BRODSWORTH OR BENTLEY
COMMUNITY WOODLAND ASK Q.15**

OTHERS SKIP TO Q.16

Q.15 Do you have any other reasons for not having visited
<**BRODSWORTH OR BENTLEY COMMUNITY WOODLAND**> over
the last 12 months?
PROBE FULLY

.....

.....

.....

.....

**ASK ALL
SHOW SCREEN**

Q.16a) Which of the following, if any, might encourage you to visit
Broadsworth and Bentley Community Woodlands?

CODE ALL MENTIONED

More paths with waymarked routes	1
More ranger led/ guided walks around the sites	2
More information about the sites (ASK Q16b)	3
Improved security at the sites	4
Other changes (SPECIFY)	5
.....	
Nothing	0
Don't know	Y

**ASK Q.16B IF 'MORE INFORMATION' WAS SELECTED AT Q.16A
SHOW SCREEN**

Q.16b) In your opinion, what would be the best way for more information to
be provided about Broadsworth and Bentley Community
Woodlands?

CODE ALL MENTIONED

Post	1
E-mail	3
Posters on local notice boards	4
Leaflets	5
Web-site	6
Local radio	7
Local press	8
Other (SPECIFY)	
.....	
Don't Know	Y

**ASK ALL
SHOW SCREEN**

Q.17 In your opinion what, if any, are the benefits of the creation of community forests in the South Yorkshire area?

CODE ALL MENTIONED

Create areas for my personal use	1
Somewhere for birdwatching and other nature studies	2
Good for wildlife	3
Improves the landscape and look of the area	4
Improves the reputation of the area	5
Creates place for other people to take part in outdoor recreation	6
Create a natural environment for future generations to enjoy	7
Attracts tourists to the area	8
Other benefits (SPECIFY)	
.....	
None/Can't see any benefits	0
Don't know	Y

CLASSIFICATION DETAILS

Sex:

Male	1
Female	2

Age:

16 - 24	1
25 - 34	2
35 - 44	3
45 - 54	4
55 - 64	5
65+	6

SEG:

AB	1
C1	2
C2	3
DE	4

Working status of respondent:

Working full time (30+ hrs per week)	1
Working part-time (less than 30 hrs per week)	2
Unemployed	3
Retired	4
Housewife	5
In full time education	6
Other (SPECIFY)	7

.....

Are you a registered disabled person?

Yes	1
No	2

Do you have any children aged 15 or under living in your household?

Yes 1
No 2

Do you own a dog?

Yes 1
No 2

Do you have regular access to a car or other vehicle?

Yes 1
No 2

Do you have any children aged 15 or under living in your household?

Yes 1
No 2

SHOW SCREEN

Please indicate which of the following ethnic groups you consider that you belong to.

White		Black, Black Scottish, Black Welsh, Black English or other Black British	
Scottish	1	Caribbean	1
Welsh	2	African	2
English	3	Any other Black background (WRITE IN)	3
Other British	4	
Irish	5	Mixed	
Any other White background (WRITE IN)	6	Any Mixed background (WRITE IN)	4
.....		
Asian, Asian Scottish, Asian Welsh, Asian English or other Asian British		Other ethnic background (WRITE IN)	5
Indian	7	
Pakistani	8		
Bangladeshi	9		
Chinese	0		
Any other Asian background (WRITE IN)	X		

Can we contact you again to undertake further research on behalf of the Forestry Commission?

(38)
Yes 1
No 2

Name.....

Address.....

.....

Postcode

--	--	--	--	--	--	--

Telephone number.....



This table provides you with a quick overview of the classification and the predominant characteristics found within each of the 58 categories and 10 groups.

*100= National Average

CAMEO CODE	CAMEO UK TYPE	% OF UK HHOLDS	CHILD AGE	ADULT AGE	FAMILY COMPOSITION	POPULATION DENSITY INDEX*	HOUSING TYPE
1	AFFLUENT SINGLES & COUPLES IN EXCLUSIVE URBAN NEIGHBOURHOODS	3.44	Few Children	20-59 yrs	Singles & Couples	289	Terraced / Flats
1A	OPULENT COUPLES & SINGLES IN EXECUTIVE CITY & SUBURBAN AREAS	0.36	5-15 yrs	25-64 yrs	Singles & Couples, Some Families	141	Detached / Terraced / Flats
1B	WEALTHY SINGLES IN SMALL CITY FLATS & SUBURBAN TERRACES	1.66	Few Children	20-44 yrs	Young & Older Singles & Couples	257	Terraced / Flats
1C	URBAN LIVING PROFESSIONAL SINGLES & COUPLES	1.11	Few Children	18-44 yrs	Young & Older Singles & Couples	234	Terraced / Flats
1D	WEALTHY & EDUCATED SINGLES IN STUDENT AREAS	0.31	Few Children	18-44 yrs / 75+ yrs	Young, Older & Retired Singles, Couples & Students	452	Terraced / Flats
2	WEALTHY NEIGHBOURHOODS NEARING & ENJOYING RETIREMENT	3.64	5-15 yrs	40+ yrs	Older Singles, Couples & Families	48	Detached / Semi-Detached
2A	OPULENT OLDER & RETIRED HOUSEHOLDS IN SPACIOUS RURAL PROPERTIES	0.65	5-19 yrs	40-85+ yrs	Older & Retired Singles, Couples & Families	63	Detached / Semi-Detached / Flats
2B	AFFLUENT MATURE FAMILIES & COUPLES IN LARGE EXCLUSIVE DETACHED HOMES	1.38	5-15 yrs	40-85+ yrs	Mature & Retired Couples & Families	27	Detached
2C	AFFLUENT MATURE COUPLES & SINGLES SOME WITH SCHOOL AGE CHILDREN	1.22	5-15 yrs	45-85+ yrs	Mature & Retired Singles, Couples & Families	43	Detached / Semi-Detached
2D	WEALTHY SUBURBAN PROFESSIONALS IN MIXED TENURE	0.39	0-15 yrs	20-44 yrs / 65-85+ yrs	Young & Retired Singles, Couples & Families	113	Detached / Semi-Detached / Flats
3	AFFLUENT HOME OWNING COUPLES & FAMILIES IN LARGE HOUSES	10.14	5-19 yrs	30-64 yrs	Couples & Families	26	Detached / Semi-Detached
3A	WEALTHY OLDER FAMILIES IN SPACIOUS SUBURBAN & RURAL DETACHED & SEMIS	2.78	5-19 yrs	30-74 yrs	Couples & Families	21	Detached / Semi-Detached
3B	YOUNG & MATURE COUPLES & FAMILIES IN LARGE RURAL DWELLINGS	0.81	0-15 yrs	25-59 yrs	Young & Mature Couples & Families	38	Detached / Semi-Detached
3C	WELL-OFF OLDER COUPLES & FAMILIES IN LARGE DETACHED & SEMIS	3.69	5-19 yrs	30-64 yrs	Couples & Families	23	Detached / Semi-Detached
3D	WEALTHY MIXED HOUSEHOLDS LIVING IN RURAL COMMUNITIES	2.86	5-15 yrs	30-74 yrs	Singles, Couples & Families	32	Detached / Semi-Detached
4	SUBURBAN HOMEOWNERS IN SMALLER PRIVATE FAMILY HOMES	13.27	0-15 yrs	30-74 yrs	Singles, Couples & Families	44	Detached / Semi-Detached
4A	EXECUTIVE HOUSEHOLDS IN SUBURBAN TERRACES & SEMIS	2.40	0-15 yrs	Mixed Ages	Singles, Couples & Families	62	Semi-Detached / Terraced
4B	PROFESSIONAL HOME OWNERS IN DETACHED & SEMI SUBURBIA	2.38	5-19 yrs	30-74 yrs	Singles, Couples & Families	51	Detached / Semi-Detached
4C	WHITE COLLAR HOME OWNERS IN OUTER SUBURBS & COASTAL AREAS	1.04	5-19 yrs	30-74 yrs	Singles, Couples & Families	57	Detached / Semi-Detached / Terraced
4D	MATURE OWNER OCCUPIERS IN RURAL & COASTAL NEIGHBOURHOODS	2.92	Few Children	45-85+ yrs	Mature & Retired Singles & Couples	26	Detached / Semi-Detached
4E	COUPLES & FAMILIES IN MODERN RURAL & SUBURBAN DEVELOPMENTS	2.04	0-15 yrs	25-59 yrs	Young & Mature Couples & Families	46	Detached / Semi-Detached / Flats
4F	MATURE COUPLES & FAMILIES IN MORTGAGED DETACHED & SEMIS	2.50	0-15 yrs	30-59 yrs	Older & Mature Couples & Families	32	Detached / Semi-Detached
5	COMFORTABLE MIXED TENURE NEIGHBOURHOODS	8.42	5-15 yrs	30-74 yrs	Singles & Couples, Some Retired	102	Detached / Semi-Detached / Flats
5A	SINGLES, COUPLES & SCHOOL AGE FAMILIES IN MIXED HOUSING	0.36	0-15 yrs	20-59 yrs	Young & Mature Singles, Couples & Families	110	Detached / Semi-Detached / Flats
5B	YOUNG & OLDER SINGLE MORTGAGEES & RENTERS IN TERRACES & FLATS	0.78	Few Children	20-44 yrs	Young & Older Singles & Couples	301	Terraced / Flats
5C	MATURE & RETIRED SINGLES IN AREAS OF SMALL MIXED HOUSING	1.60	Few Children	45-85+ yrs	Mature & Retired Singles & Couples	82	Mixed Housing
5D	YOUNG & OLDER HOUSEHOLDS IN COASTAL, RURAL & SUBURBAN AREAS	0.81	0-19 yrs	20-59 yrs	Young & Mature Singles, Couples & Families	94	Detached / Semi-Detached / Flats
5E	MATURE HOUSEHOLDS IN SCOTTISH INDUSTRIAL SUBURBS & RURAL COMMUNITIES	1.41	5-15 yrs	45-84 yrs	Mature & Retired Singles, Couples & Families	114	Mixed Housing
5F	YOUNG & OLDER HOUSEHOLDS IN AREAS OF MIXED TENURE	1.09	0-19 yrs	20-59 yrs	Mixed Households	110	Semi-Detached / Terraced / Flats
5G	OLDER COUPLES & SINGLES IN SUBURBAN FAMILY SEMIS	2.37	5-19 yrs	30-84 yrs	Singles, Couples & Families	29	Detached / Semi-Detached
6	LESS AFFLUENT FAMILY NEIGHBOURHOODS	16.48	5-19 yrs	30-64 yrs	Singles, Couples & Families	65	Semi-Detached / Terraced
6A	LESS AFFLUENT COMMUNITIES IN AREAS OF MIXED TENURE	0.47	0-15 yrs	Mixed Ages	Mixed Households	112	Mixed Housing
6B	OLDER & MATURE HOUSEHOLDS IN SUBURBAN SEMIS & TERRACES	3.59	0-19 yrs	30-74 yrs	Singles, Couples & Families	61	Detached / Semi-Detached / Terraced
6C	MIXED HOUSEHOLDS IN MOSTLY WELSH SUBURBAN COMMUNITIES & RURAL AREAS	3.76	0-19 yrs	30-84 yrs	Mixed Households	56	Detached / Semi-Detached / Terraced
6D	COUPLES & FAMILIES WITH SCHOOL AGE & OLDER CHILDREN IN SPACIOUS SEMIS	2.60	5-19 yrs	30-64 yrs	Couples & Families	36	Detached / Semi-Detached
6E	MATURE HOUSEHOLDS IN LESS AFFLUENT SUBURBAN & RURAL AREAS	2.57	5-15 yrs	45-85+ yrs	Mature & Retired Singles, Couples & Families	71	Detached / Semi-Detached / Terraced
6F	LESS AFFLUENT COUPLES IN SUBURBAN FAMILY NEIGHBOURHOODS	2.16	5-19 yrs	30-64 yrs	Couples & Families	38	Detached / Semi-Detached
6G	YOUNG SINGLE & FAMILY COMMUNITIES IN SMALL TERRACES & RENTED FLATS	1.33	0-4 yrs	20-44 yrs	Young & Older Singles, Couples & Families	161	Terraced / Flats
7	LESS AFFLUENT SINGLES & STUDENTS IN URBAN AREAS	5.70	0-19 yrs	20-44 yrs	Singles, Couples & Students	170	Terraced / Flats
7A	SINGLE MORTGAGEES & RENTERS IN PRE-SCHOOL FAMILY NEIGHBOURHOODS	2.50	0-4 yrs	20-44 yrs	Young & Older Singles & Couples, Some Families	110	Terraced / Flats
7B	SINGLES & FAMILIES IN ETHNICALLY MIXED INNER CITY & SUBURBAN AREAS	1.21	0-19 yrs	18-59 yrs	Young & Mature Singles, Families & Single Parents	211	Semi-Detached / Terraced
7C	YOUNG FLAT DWELLING SINGLES & COUPLES IN INNER CITY STUDENT AREAS	0.63	Few Children	20-44 yrs	Young & Older Singles, Couples & Students	304	Flats
7D	YOUNG SINGLES, COUPLES & STUDENTS IN URBAN AREAS	1.05	Few Children	18-29 yrs	Young Singles, Couples & Students	156	Terraced / Flats
7E	YOUNG SINGLES IN PRIVATELY RENTED & HOUSING ASSOCIATION PROPERTIES	0.31	Few Children	18-29 yrs	Young Singles & Students	278	Terraced / Flats
8	POORER WHITE & BLUE COLLAR WORKERS	16.69	0-15 yrs	35-59 yrs	Singles, Couples & Families, Some Retired	109	Semi-Detached / Terraced
8A	POORER RETIRED HOUSEHOLDS IN OWNED & RENTED ACCOMMODATION	1.89	Few Children	65-85+ yrs	Retired Singles & Couples	163	Terraced / Flats
8B	OLDER & MATURE HOUSEHOLDS IN SUBURBAN AREAS OF MIXED TENURE	2.03	5-19 yrs	30-84 yrs	Singles, Couples & Families	60	Semi-Detached / Terraced
8C	OLDER HOUSEHOLDS WITH SCHOOL AGE CHILDREN IN TOWNS & SUBURBS	3.74	0-15 yrs	25-59 yrs	Mixed Households	105	Semi-Detached / Terraced / Flats
8D	POORER YOUNG SINGLES IN SUBURBAN FAMILY AREAS	1.66	0-19 yrs	20-44 yrs	Young & Older Singles, Families & Single Parents	278	Terraced / Flats
8E	MIXED MORTGAGEES & COUNCIL TENANTS IN OUTER SUBURBS	3.70	5-19 yrs	30-74 yrs	Mixed Households	63	Semi-Detached / Terraced
8F	SINGLES & COUPLES IN SMALL TERRACED PROPERTIES	3.67	0-19 yrs	20-59 yrs	Young & Mature Singles, Couples & Single Parents	75	Terraced
9	POORER FAMILY & SINGLE PARENT HOUSEHOLDS	10.69	0-19 yrs	20-59 yrs	Singles, Couples & Families, Some Single Parents	133	Semi-Detached / Terraced / Flats
9A	POORER SINGLES IN OUTER SUBURBAN FAMILY NEIGHBOURHOODS	2.03	0-19 yrs	Mixed Ages	Singles, Families & Single Parents	86	Semi-Detached / Terraced
9B	POORER SINGLES & FAMILIES IN MIXED TENURE	2.08	0-19 yrs	20-59 yrs	Young & Mature Singles, Families & Single Parents	98	Semi-Detached / Terraced / Flats
9C	SUBURBAN SCOTTISH HOUSEHOLDS IN SMALL TERRACES & FLATS	1.52	5-19 yrs	Mixed Ages	Mixed Households	175	Semi-Detached / Terraced / Flats
9D	ETHNICALLY MIXED YOUNG FAMILIES & SINGLES IN TERRACED HOUSING	0.94	0-19 yrs	20-44 yrs	Young & Older Singles, Families & Single Parents	243	Semi-Detached / Terraced
9E	POORER COUPLES & SCHOOL AGE FAMILIES IN TERRACED & SEMIS	2.06	0-15 yrs	25-59 yrs	Young & Mature Couples, Families & Single Parents	72	Semi-Detached / Terraced
9F	FLAT DWELLERS IN COUNCIL & HOUSING ASSOCIATION ACCOMMODATION	1.21	0-15 yrs	20-44 yrs / 65+ yrs	Young, Older & Retired Singles & Single Parents	238	Terraced / Flats
9G	YOUNG & OLDER HOUSEHOLDS IN HOUSING ASSOCIATION & MORTGAGED HOMES	0.86	0-19 yrs	20-44 yrs	Young & Older Singles, Families & Single Parents	139	Semi-Detached / Terraced
10	POORER COUNCIL TENANTS INCLUDING MANY SINGLE PARENTS	11.53	0-19 yrs	20-59 yrs	Singles & Single Parents, Some Retired	168	Terraced / Flats
10A	HI-RISE FLAT DWELLERS IN COSMOPOLITAN AREAS OF MIXED TENURE	0.27	0-19 yrs	20-44 yrs	Young & Older Singles, Families & Single Parents	464	Terraced / High-Rise Flats
10B	COUNCIL TENANTS & MORTGAGEES IN SCOTTISH SUBURBIA	1.92	5-19 yrs	30-74 yrs	Singles, Couples & Single Parents	181	Semi-Detached / Terraced / Flats
10C	POORER MORTGAGEES & COUNCIL RENTERS IN FAMILY NEIGHBOURHOODS	1.50	0-19 yrs	Mixed Ages	Singles, Families & Single Parents	114	Semi-Detached / Terraced
10D	SINGLES & SINGLE PARENTS IN SUBURBAN HI-RISE FLATS	1.04	0-19 yrs	18-59 yrs	Young & Mature Singles & Single Parents	424	High-Rise Flats
10E	MATURE HOUSEHOLDS IN SMALL TERRACES & SEMIS	3.08	5-19 yrs	45-85+ yrs	Mature & Retired Singles, Couples & Single Parents	91	Semi-Detached / Terraced
10F	POORER SINGLES IN LOCAL AUTHORITY FAMILY NEIGHBOURHOODS	2.58	0-19 yrs	20-59 yrs	Young & Mature Singles, Families & Single Parents	119	Semi-Detached / Terraced
10G	SINGLE RENTERS IN MIXED AGE HI-RISE COMMUNITIES	0.83	Few Children	20-44 yrs / 60+ yrs	Young, Older & Retired Singles	217	High-Rise Flats
XXX	COMMUNAL ESTABLISHMENTS IN MIXED NEIGHBOURHOODS	0.32					



CAMEO CODE	CAMEO UK TYPE	TENURE	HOUSE PRICE	HOUSE SIZE	LENGTH OF RESIDENCY	GEOGRAPHICAL AREA	SOCIAL GROUP	QUALIFICATIONS
1	AFFLUENT SINGLES & COUPLES IN EXCLUSIVE URBAN NEIGHBOURHOODS	Own Outright / Mortgaged / Privately Rented	High	Small	0-10 yrs	Inner City / Suburbs	ABC1	Very High
1A	OPULENT COUPLES & SINGLES IN EXECUTIVE CITY & SUBURBAN AREAS	Own Outright / Mortgaged / Privately Rented	Very High	Large	2-11+ yrs	Inner City / Suburbs	AB	Very High
1B	WEALTHY SINGLES IN SMALL CITY FLATS & SUBURBAN TERRACES	Mortgaged / Privately Rented / Housing Association	Above Average	Small	0-10 yrs	Inner City / Suburbs	ABC1	Very High
1C	URBAN LIVING PROFESSIONAL SINGLES & COUPLES	Mixed Housing	Average	Small	0-10 yrs	Inner City / Suburbs	ABC1	Very High
1D	WEALTHY & EDUCATED SINGLES IN STUDENT AREAS	Mortgaged / Housing Association / Privately Rented	Below Average	Very Small	0-10 yrs	Large & Small Towns / Suburbs	ABC1D	High
2	WEALTHY NEIGHBOURHOODS NEARING & ENJOYING RETIREMENT	Own Outright / Mortgaged	Very High	Large	4-11+ yrs	Suburbs / Rural	ABC1	High
2A	OPULENT OLDER & RETIRED HOUSEHOLDS IN SPACIOUS RURAL PROPERTIES	Own Outright / Mortgaged	High	Large	2-11+ yrs	Suburbs / Rural / Coastal	ABC1	High
2B	AFFLUENT MATURE FAMILIES & COUPLES IN LARGE EXCLUSIVE DETACHED HOMES	Own Outright / Mortgaged	Very High	Very Large	4-11+ yrs	Suburbs / Rural	AB	Very High
2C	AFFLUENT MATURE COUPLES & SINGLES SOME WITH SCHOOL AGE CHILDREN	Own Outright / Mortgaged	Above Average	Large	4-11+ yrs	Suburbs / Rural / Coastal	ABC1	High
2D	WEALTHY SUBURBAN PROFESSIONALS IN MIXED TENURE	Own Outright / Mortgaged / Privately Rented	High	Larger Than Average	4-11+ yrs	Suburbs	ABC1	Very High
3	AFFLUENT HOME OWNING COUPLES & FAMILIES IN LARGE HOUSES	Own Outright / Mortgaged	Above Average	Very Large	1-11+ yrs	Rural	ABC1	Above Average
3A	WEALTHY OLDER FAMILIES IN SPACIOUS SUBURBAN & RURAL DETACHED & SEMIS	Own Outright / Mortgaged	High	Very Large	4-11+ yrs	Suburbs / Rural	ABC1	High
3B	YOUNG & MATURE COUPLES & FAMILIES IN LARGE RURAL DWELLINGS	Own Outright / Mortgaged / Privately Rented	Average	Very Large	0-10 yrs	Rural	ABC1C2	Above Average
3C	WELL-OFF OLDER COUPLES & FAMILIES IN LARGE DETACHED & SEMIS	Own Outright / Mortgaged	Average	Very Large	11+ yrs	Small Towns / Suburbs / Rural	ABC1	High
3D	WEALTHY MIXED HOUSEHOLDS LIVING IN RURAL COMMUNITIES	Own Outright / Mortgaged / Privately Rented	Above Average	Very Large	Mixed	Rural	ABC1C2	Above Average
4	SUBURBAN HOMEOWNERS IN SMALLER PRIVATE FAMILY HOMES	Own Outright / Mortgaged	Average	Larger Than Average	4-11+ yrs	Small Towns / Suburbs / Rural	ABC1	Above Average
4A	EXECUTIVE HOUSEHOLDS IN SUBURBAN TERRACES & SEMIS	Own Outright / Mortgaged / Privately Rented	Average	Larger Than Average	2-11+ yrs	Large & Small Towns / Suburbs	ABC1	Very High
4B	PROFESSIONAL HOME OWNERS IN DETACHED & SEMI SUBURBIA	Own Outright / Mortgaged	Above Average	Larger Than Average	11+ yrs	Suburbs / Rural	ABC1	Above Average
4C	WHITE COLLAR HOME OWNERS IN OUTER SUBURBS & COASTAL AREAS	Own Outright / Mortgaged	Below Average	Larger Than Average	4-11+ yrs	Suburbs / Rural / Coastal	ABC1C2	Average
4D	MATURE OWNER OCCUPIERS IN RURAL & COASTAL NEIGHBOURHOODS	Own Outright / Mortgaged	Average	Larger Than Average	4-11+ yrs	Suburbs / Rural / Coastal	Mixed	Below Average
4E	COUPLES & FAMILIES IN MODERN RURAL & SUBURBAN DEVELOPMENTS	Own Outright / Mortgaged	Average	Large	1-3 yrs	Suburbs / Rural / Coastal	ABC1C2	High
4F	MATURE COUPLES & FAMILIES IN MORTGAGED DETACHED & SEMIS	Mortgaged	Average	Large	2-10 yrs	Suburbs / Rural	ABC1	Above Average
5	COMFORTABLE MIXED TENURE NEIGHBOURHOODS	Own Outright / Mortgaged	Below Average	Average	4-11+ yrs	Small Towns / Suburbs / Rural	ABC1C2	Average
5A	SINGLES, COUPLES & SCHOOL AGE FAMILIES IN MIXED HOUSING	Own Outright / Mortgaged / Housing Association / Privately Rented	Average	Mortgaged	0-3 yrs	Suburbs / Rural	ABC1C2	High
5B	YOUNG & OLDER SINGLE MORTGAGEES & RENTERS IN TERRACES & FLATS	Mortgaged / Privately Rented	Low	Small	0-10 yrs	Large & Small Towns / Suburbs	ABC1D	High
5C	MATURE & RETIRED SINGLES IN AREAS OF SMALL MIXED HOUSING	Own Outright / Mortgaged / Privately Rented	Below Average	Average	2-11+ yrs	Mixed Areas	ABC1	Above Average
5D	YOUNG & OLDER HOUSEHOLDS IN COASTAL, RURAL & SUBURBAN AREAS	Own Outright / Mortgaged / Council	Average	Average	4-11+ yrs	Suburbs / Rural / Coastal	Mixed	Above Average
5E	MATURE HOUSEHOLDS IN SCOTTISH INDUSTRIAL SUBURBS & RURAL COMMUNITIES	Own Outright / Mortgaged / Council	Average	Smaller Than Average	4-11+ yrs	Suburbs / Rural	ABC1C2	Average
5F	YOUNG & OLDER HOUSEHOLDS IN AREAS OF MIXED TENURE	Mortgaged / Council / Housing Association / Privately Rented	Low	Smaller Than Average	4-11+ yrs	Small Towns / Suburbs / Rural	C1C2D	Below Average
5G	OLDER COUPLES & SINGLES IN SUBURBAN FAMILY SEMIS	Own Outright / Mortgaged	Below Average	Larger Than Average	11+ yrs	Suburbs / Rural	BC1C2	Low
6	LESS AFFLUENT FAMILY NEIGHBOURHOODS	Own Outright / Mortgaged	Below Average	Average	11+ yrs	Small Towns / Suburbs	C1C2D	Below Average
6A	LESS AFFLUENT COMMUNITIES IN AREAS OF MIXED TENURE	Mortgaged / Council / Housing Association / Privately Rented	Low	Average	0-10 yrs	Mixed Areas	Mixed	Below Average
6B	OLDER & MATURE HOUSEHOLDS IN SUBURBAN SEMIS & TERRACES	Own Outright / Mortgaged	Average	Larger Than Average	11+ yrs	Suburbs / Rural	BC1C2	Below Average
6C	MIXED HOUSEHOLDS IN MOSTLY WELSH SUBURBAN COMMUNITIES & RURAL AREAS	Own Outright / Mortgaged / Council	Low	Larger Than Average	4-11+ yrs	Suburbs / Rural	C1C2D	Low
6D	COUPLES & FAMILIES WITH SCHOOL AGE & OLDER CHILDREN IN SPACIOUS SEMIS	Own Outright / Mortgaged	Below Average	Larger Than Average	11+ yrs	Suburbs / Rural / Coastal	BC1C2	Below Average
6E	MATURE HOUSEHOLDS IN LESS AFFLUENT SUBURBAN & RURAL AREAS	Own Outright / Mortgaged / Council	Low	Average	2-11+ yrs	Suburbs / Rural	C1C2D	Low
6F	LESS AFFLUENT COUPLES IN SUBURBAN FAMILY NEIGHBOURHOODS	Own Outright / Mortgaged	Low	Average	11+ yrs	Suburbs / Rural	C1C2D	Low
6G	YOUNG SINGLE & FAMILY COMMUNITIES IN SMALL TERRACES & RENTED FLATS	Own Outright / Mortgaged / Privately Rented	Very Low	Small	0-10 yrs	Large & Small Towns / Suburbs / Coastal	C1C2D	Below Average
7	LESS AFFLUENT SINGLES & STUDENTS IN URBAN AREAS	Mortgaged / Privately Rented	Low	Smaller Than Average	2-10 yrs	Inner City / Suburbs	BC1D	Above Average
7A	SINGLE MORTGAGEES & RENTERS IN PRE-SCHOOL FAMILY NEIGHBOURHOODS	Mortgaged / Privately Rented	Low	Small	2-10 yrs	Large & Small Towns / Suburbs	BC1C2	Above Average
7B	SINGLES & FAMILIES IN ETHNICALLY MIXED INNER CITY & SUBURBAN AREAS	Own Outright / Mortgaged / Privately Rented	Below Average	Average	4-11+ yrs	Inner City / Suburbs	C1C2D	Above Average
7C	YOUNG FLAT DWELLING SINGLES & COUPLES IN INNER CITY STUDENT AREAS	Mortgaged / Privately Rented	Low	Very Small	2-10 yrs	Inner City / Large & Small Towns	BC1D	Very High
7D	YOUNG SINGLES, COUPLES & STUDENTS IN URBAN AREAS	Own Outright / Mortgaged / Privately Rented	Low	Smaller Than Average	0-10 yrs	Inner City / Towns / Suburbs	BC1D	High
7E	YOUNG SINGLES IN PRIVATELY RENTED & HOUSING ASSOCIATION PROPERTIES	Privately Rented / Housing Association	Low	Average	0-10 yrs	Inner City / Large & Small Towns	C1DE	High
8	POORER WHITE & BLUE COLLAR WORKERS	Own Outright / Mortgaged	Low	Smaller Than Average	4-11+ yrs	Small Towns / Suburbs	C1C2D	Below Average
8A	POORER RETIRED HOUSEHOLDS IN OWNED & RENTED ACCOMMODATION	Own Outright / Council / Housing Association	Low	Small	2-11+ yrs	Large & Small Towns / Suburbs	Mixed	Below Average
8B	OLDER & MATURE HOUSEHOLDS IN SUBURBAN AREAS OF MIXED TENURE	Own Outright / Mortgaged / Council	Low	Average	11+ yrs	Large & Small Towns / Suburbs	C1C2D	Low
8C	OLDER HOUSEHOLDS WITH SCHOOL AGE CHILDREN IN TOWNS & SUBURBS	Own Outright / Mortgaged / Council	Below Average	Smaller Than Average	4-11+ yrs	Small Towns / Suburbs	C1C2D	Low
8D	POORER YOUNG SINGLES IN SUBURBAN FAMILY AREAS	Mortgaged / Council / Housing Association / Privately Rented	Below Average	Small	0-10 yrs	Suburbs	Mixed	High
8E	MIXED MORTGAGEES & COUNCIL TENANTS IN OUTER SUBURBS	Own Outright / Mortgaged / Council	Very Low	Smaller Than Average	4-11+ yrs	Suburbs / Rural	C2D	Very Low
8F	SINGLES & COUPLES IN SMALL TERRACED PROPERTIES	Own Outright / Mortgaged / Privately Rented	Very Low	Smaller Than Average	Mixed	Large & Small Towns / Suburbs	C1C2D	Low
9	POORER FAMILY & SINGLE PARENT HOUSEHOLDS	Mortgaged / Council / Housing Association	Low	Smaller Than Average	2-11+ yrs	Small Towns / Suburbs	C1C2D	Low
9A	POORER SINGLES IN OUTER SUBURBAN FAMILY NEIGHBOURHOODS	Mortgaged / Housing Association	Low	Smaller Than Average	4-11+ yrs	Suburbs / Rural	C1C2DE	Very Low
9B	POORER SINGLES & FAMILIES IN MIXED TENURE	Own Outright / Mortgaged / Council	Very Low	Smaller Than Average	2-11+ yrs	Large & Small Towns / Suburbs	C1C2D	Very Low
9C	SUBURBAN SCOTTISH HOUSEHOLDS IN SMALL TERRACES & FLATS	Own Outright / Mortgaged / Council	Low	Small	4-11+ yrs	Suburbs / Rural	C1DE	Low
9D	ETHNICALLY MIXED YOUNG FAMILIES & SINGLES IN TERRACED HOUSING	Own Outright / Mortgaged / Housing Association / Privately Rented	Very Low	Smaller Than Average	2-11+ yrs	Large Towns / Suburbs	C2DE	Low
9E	POORER COUPLES & SCHOOL AGE FAMILIES IN TERRACED & SEMIS	Own Outright / Mortgaged / Council	Low	Average	4-11+ yrs	Large & Small Towns / Suburbs	C1C2D	Low
9F	FLAT DWELLERS IN COUNCIL & HOUSING ASSOCIATION ACCOMMODATION	Own Outright / Mortgaged / Council	Very Low	Very Small	2-11+ yrs	Inner City / Towns / Suburbs	C1DE	Low
9G	YOUNG & OLDER HOUSEHOLDS IN HOUSING ASSOCIATION & MORTGAGED HOMES	Mortgaged / Housing Association	Low	Smaller Than Average	2-10 yrs	Large & Small Towns / Suburbs	C2DE	Very Low
10	POORER COUNCIL TENANTS INCLUDING MANY SINGLE PARENTS	Mortgaged / Council	Very Low	Small	4-11+ yrs	Small Towns / Suburbs	C2DE	Very Low
10A	HI-RISE FLAT DWELLERS IN COSMOPOLITAN AREAS OF MIXED TENURE	Council / Housing Association / Privately Rented	Below Average	Small	2-11+ yrs	Inner City / Towns / Suburbs	C1DE	Average
10B	COUNCIL TENANTS & MORTGAGEES IN SCOTTISH SUBURBIA	Mortgaged / Council	Low	Small	4-11+ yrs	Large & Small Towns / Suburbs	C2DE	Very Low
10C	POORER MORTGAGEES & COUNCIL RENTERS IN FAMILY NEIGHBOURHOODS	Mortgaged / Council	Very Low	Smaller Than Average	4-11+ yrs	Large Towns / Suburbs	C2DE	Very Low
10D	SINGLES & SINGLE PARENTS IN SUBURBAN HI-RISE FLATS	Council / Housing Association	Low	Very Small	2-11+ yrs	Suburbs	C1DE	Above Average
10E	MATURE HOUSEHOLDS IN SMALL TERRACES & SEMIS	Mortgaged / Council	Very Low	Small	4-11+ yrs	Large & Small Towns / Suburbs	C2DE	Very Low
10F	POORER SINGLES IN LOCAL AUTHORITY FAMILY NEIGHBOURHOODS	Mortgaged / Council	Very Low	Smaller Than Average	Mixed	Large & Small Towns / Suburbs	C2DE	Very Low
10G	SINGLE RENTERS IN MIXED AGE HI-RISE COMMUNITIES	Council / Housing Association	Very Low	Very Small	2-11+ yrs	Inner City / Towns / Suburbs	C2DE	Very Low
XXX	COMMUNAL ESTABLISHMENTS IN MIXED NEIGHBOURHOODS							



*100= National Average

CAMEO CODE	CAMEO UK TYPE	DIRECTOR INDEX*	EMPLOYMENT TYPE	INDUSTRY SECTOR	UNEMPLOYMENT INDEX*	CAR OWNERSHIP
1	AFFLUENT SINGLES & COUPLES IN EXCLUSIVE URBAN NEIGHBOURHOODS	327	Professional / White Collar	Tertiary / Quaternary	109	Low
1A	OPULENT COUPLES & SINGLES IN EXECUTIVE CITY & SUBURBAN AREAS	569	Professional / White Collar / Homemaker / Self-Employed	Tertiary / Quaternary	69	Above Average
1B	WEALTHY SINGLES IN SMALL CITY FLATS & SUBURBAN TERRACES	395	Professional / White Collar / Self-Employed	Tertiary / Quaternary	109	Very Low
1C	URBAN LIVING PROFESSIONAL SINGLES & COUPLES	171	Professional / White & Blue Collar	Tertiary / Quaternary	112	Low
1D	WEALTHY & EDUCATED SINGLES IN STUDENT AREAS	218	Professional / White & Blue Collar	Tertiary / Quaternary	138	Very Low
2	WEALTHY NEIGHBOURHOODS NEARING & ENJOYING RETIREMENT	316	Professional / White Collar	Tertiary / Quaternary	57	High
2A	OPULENT OLDER & RETIRED HOUSEHOLDS IN SPACIOUS RURAL PROPERTIES	264	Professional / White & Blue Collar / Self-Employed	Primary / Tertiary / Quaternary	68	High
2B	AFFLUENT MATURE FAMILIES & COUPLES IN LARGE EXCLUSIVE DETACHED HOMES	424	Professional / White Collar / Self-Employed	Tertiary / Quaternary	44	Very High
2C	AFFLUENT MATURE COUPLES & SINGLES SOME WITH SCHOOL AGE CHILDREN	199	Professional / White & Blue Collar / Self-Employed	Primary / Tertiary / Quaternary	58	High
2D	WEALTHY SUBURBAN PROFESSIONALS IN MIXED TENURE	374	Professional / White Collar / Self-Employed	Tertiary / Quaternary	78	Above Average
3	AFFLUENT HOME OWNING COUPLES & FAMILIES IN LARGE HOUSES	162	Professional / White & Blue Collar	Secondary / Tertiary / Quaternary	52	Very High
3A	WEALTHY OLDER FAMILIES IN SPACIOUS SUBURBAN & RURAL DETACHED & SEMIS	243	Professional / White Collar / Self-Employed	Tertiary / Quaternary	44	Very High
3B	YOUNG & MATURE COUPLES & FAMILIES IN LARGE RURAL DWELLINGS	119	Professional / White & Blue Collar / Rural Trades / Self-Employed	Primary / Tertiary / Quaternary	67	Very High
3C	WELL-OFF OLDER COUPLES & FAMILIES IN LARGE DETACHED & SEMIS	111	Professional / White & Blue Collar	Secondary / Tertiary / Quaternary	50	Very High
3D	WEALTHY MIXED HOUSEHOLDS LIVING IN RURAL COMMUNITIES	155	Professional / White & Blue Collar / Rural Trades / Self-Employed	Primary / Secondary / Tertiary	59	Very High
4	SUBURBAN HOMEOWNERS IN SMALLER PRIVATE FAMILY HOMES	130	Professional / White & Blue Collar	Secondary / Tertiary / Quaternary	59	High
4A	EXECUTIVE HOUSEHOLDS IN SUBURBAN TERRACES & SEMIS	147	Professional / White Collar	Tertiary / Quaternary	70	Average
4B	PROFESSIONAL HOME OWNERS IN DETACHED & SEMI SUBURBIA	183	Professional / White Collar	Tertiary / Quaternary	58	High
4C	WHITE COLLAR HOME OWNERS IN OUTER SUBURBS & COASTAL AREAS	134	Professional / White & Blue Collar	Secondary / Tertiary / Quaternary	70	Above Average
4D	MATURE OWNER OCCUPIERS IN RURAL & COASTAL NEIGHBOURHOODS	75	Professional / White & Blue Collar	Mixed Sectors	50	Above Average
4E	COUPLES & FAMILIES IN MODERN RURAL & SUBURBAN DEVELOPMENTS	119	Professional / White & Blue Collar	Secondary / Tertiary / Quaternary	65	High
4F	MATURE COUPLES & FAMILIES IN MORTGAGED DETACHED & SEMIS	134	Professional / White & Blue Collar	Secondary / Tertiary / Quaternary	52	High
5	COMFORTABLE MIXED TENURE NEIGHBOURHOODS	92	Professional / White & Blue Collar	Tertiary / Quaternary	87	Average
5A	SINGLES, COUPLES & SCHOOL AGE FAMILIES IN MIXED HOUSING	100	Professional / White & Blue Collar	Primary / Tertiary / Quaternary	100	Above Average
5B	YOUNG & OLDER SINGLE MORTGAGEES & RENTERS IN TERRACES & FLATS	217	Professional / White & Blue Collar	Tertiary / Quaternary	143	Low
5C	MATURE & RETIRED SINGLES IN AREAS OF SMALL MIXED HOUSING	103	Professional / White & Blue Collar	Tertiary / Quaternary	78	Average
5D	YOUNG & OLDER HOUSEHOLDS IN COASTAL, RURAL & SUBURBAN AREAS	86	White & Blue Collar / Semi-Skilled / Rural Trades / Long Term Unemployed	Primary / Secondary / Tertiary	90	Average
5E	MATURE HOUSEHOLDS IN SCOTTISH INDUSTRIAL SUBURBS & RURAL COMMUNITIES	65	Professional / White & Blue Collar / Long Term Unemployed	Mixed Sectors	86	Below Average
5F	YOUNG & OLDER HOUSEHOLDS IN AREAS OF MIXED TENURE	79	Mixed Employment	Secondary / Tertiary	118	Below Average
5G	OLDER COUPLES & SINGLES IN SUBURBAN FAMILY SEMIS	61	Professional / White & Blue Collar	Secondary / Tertiary / Quaternary	57	Above Average
6	LESS AFFLUENT FAMILY NEIGHBOURHOODS	71	Professional / White & Blue Collar	Secondary / Tertiary / Quaternary	87	Average
6A	LESS AFFLUENT COMMUNITIES IN AREAS OF MIXED TENURE	131	Mixed Employment	Mixed Sectors	126	Below Average
6B	OLDER & MATURE HOUSEHOLDS IN SUBURBAN SEMIS & TERRACES	100	Professional / White & Blue Collar	Tertiary / Quaternary	66	Above Average
6C	MIXED HOUSEHOLDS IN MOSTLY WELSH SUBURBAN COMMUNITIES & RURAL AREAS	45	White & Blue Collar / Semi & Unskilled	Secondary / Tertiary	104	Below Average
6D	COUPLES & FAMILIES WITH SCHOOL AGE & OLDER CHILDREN IN SPACIOUS SEMIS	71	Professional / White & Blue Collar	Secondary / Tertiary / Quaternary	62	Above Average
6E	MATURE HOUSEHOLDS IN LESS AFFLUENT SUBURBAN & RURAL AREAS	66	Professional / White & Blue Collar	Secondary / Tertiary	94	Below Average
6F	LESS AFFLUENT COUPLES IN SUBURBAN FAMILY NEIGHBOURHOODS	47	White & Blue Collar / Semi-Skilled	Secondary / Tertiary	69	Above Average
6G	YOUNG SINGLE & FAMILY COMMUNITIES IN SMALL TERRACES & RENTED FLATS	97	Professional / Blue Collar / Unskilled / Self-Employed	Secondary / Tertiary	151	Low
7	LESS AFFLUENT SINGLES & STUDENTS IN URBAN AREAS	95	Professional / White & Blue Collar	Secondary / Tertiary	95	Below Average
7A	SINGLE MORTGAGEES & RENTERS IN PRE-SCHOOL FAMILY NEIGHBOURHOODS	87	Professional / White & Blue Collar	Secondary / Tertiary / Quaternary	76	Average
7B	SINGLES & FAMILIES IN ETHNICALLY MIXED INNER CITY & SUBURBAN AREAS	124	Mixed Employment	Tertiary / Quaternary	126	Below Average
7C	YOUNG FLAT DWELLING SINGLES & COUPLES IN INNER CITY STUDENT AREAS	78	Professional / White & Blue Collar / Long Term Unemployed / Student	Tertiary / Quaternary	118	Very Low
7D	YOUNG SINGLES, COUPLES & STUDENTS IN URBAN AREAS	101	Professional / White & Blue Collar / Unskilled / Student	Tertiary / Quaternary	98	Low
7E	YOUNG SINGLES IN PRIVATELY RENTED & HOUSING ASSOCIATION PROPERTIES	60	Mixed Employment	Tertiary / Quaternary	67	Low
8	POORER WHITE & BLUE COLLAR WORKERS	57	Professional / White & Blue Collar	Secondary / Tertiary	110	Low
8A	POORER RETIRED HOUSEHOLDS IN OWNED & RENTED ACCOMMODATION	54	Professional / White & Blue Collar	Secondary / Tertiary / Quaternary	82	Very Low
8B	OLDER & MATURE HOUSEHOLDS IN SUBURBAN AREAS OF MIXED TENURE	41	White & Blue Collar / Unskilled	Secondary / Tertiary	86	Below Average
8C	OLDER HOUSEHOLDS WITH SCHOOL AGE CHILDREN IN TOWNS & SUBURBS	68	White & Blue Collar	Secondary / Tertiary / Quaternary	86	Average
8D	POORER YOUNG SINGLES IN SUBURBAN FAMILY AREAS	129	Professional / White & Blue Collar	Tertiary / Quaternary	184	Very Low
8E	MIXED MORTGAGEES & COUNCIL TENANTS IN OUTER SUBURBS	42	Blue Collar / Semi & Unskilled	Secondary / Tertiary	105	Below Average
8F	SINGLES & COUPLES IN SMALL TERRACED PROPERTIES	35	White & Blue Collar / Semi & Unskilled	Secondary / Tertiary	131	Low
9	POORER FAMILY & SINGLE PARENT HOUSEHOLDS	43	White & Blue Collar / Unskilled	Secondary / Tertiary	138	Low
9A	POORER SINGLES IN OUTER SUBURBAN FAMILY NEIGHBOURHOODS	46	Blue Collar / Semi & Unskilled	Primary / Secondary / Tertiary	105	Below Average
9B	POORER SINGLES & FAMILIES IN MIXED TENURE	41	White & Blue Collar / Semi & Unskilled	Secondary / Tertiary	144	Low
9C	SUBURBAN SCOTTISH HOUSEHOLDS IN SMALL TERRACES & FLATS	46	White & Blue Collar / Semi & Unskilled / Long Term Unemployed	Primary / Secondary / Tertiary	138	Low
9D	ETHNICALLY MIXED YOUNG FAMILIES & SINGLES IN TERRACED HOUSING	47	Blue Collar / Semi & Unskilled / Homemaker	Secondary / Tertiary	198	Very Low
9E	POORER COUPLES & SCHOOL AGE FAMILIES IN TERRACED & SEMIS	42	White & Blue Collar / Unskilled	Secondary / Tertiary	87	Below Average
9F	FLAT DWELLERS IN COUNCIL & HOUSING ASSOCIATION ACCOMMODATION	44	Mixed Employment	Secondary / Tertiary / Quaternary	194	Very Low
9G	YOUNG & OLDER HOUSEHOLDS IN HOUSING ASSOCIATION & MORTGAGED HOMES	28	White & Blue Collar / Unskilled / Homemaker	Secondary / Tertiary	187	Very Low
10	POORER COUNCIL TENANTS INCLUDING MANY SINGLE PARENTS	27	White & Blue Collar / Semi & Unskilled	Secondary / Tertiary	186	Very Low
10A	HI-RISE FLAT DWELLERS IN COSMOPOLITAN AREAS OF MIXED TENURE	106	White & Blue Collar / Unskilled / Homemaker	Tertiary / Quaternary	207	Very Low
10B	COUNCIL TENANTS & MORTGAGEES IN SCOTTISH SUBURBIA	25	Blue Collar / Semi & Unskilled / Long Term Unemployed	Secondary / Tertiary	155	Low
10C	POORER MORTGAGEES & COUNCIL RENTERS IN FAMILY NEIGHBOURHOODS	22	Blue Collar / Semi & Unskilled	Secondary / Tertiary	172	Very Low
10D	SINGLES & SINGLE PARENTS IN SUBURBAN HI-RISE FLATS	73	White & Blue Collar / Unskilled / Homemaker	Tertiary / Quaternary	229	Very Low
10E	MATURE HOUSEHOLDS IN SMALL TERRACES & SEMIS	18	Blue Collar / Semi & Unskilled	Secondary / Tertiary	151	Very Low
10F	POORER SINGLES IN LOCAL AUTHORITY FAMILY NEIGHBOURHOODS	15	Blue Collar / Semi & Unskilled / Homemaker	Secondary / Tertiary	219	Very Low
10G	SINGLE RENTERS IN MIXED AGE HI-RISE COMMUNITIES	17	Blue Collar / Semi & Unskilled / Long Term Unemployed	Secondary / Tertiary / Quaternary	274	Very Low
XXX	COMMUNAL ESTABLISHMENTS IN MIXED NEIGHBOURHOODS					



*100= National Average

CAMEO CODE	CAMEO UK TYPE	TRAVEL TO WORK	ETHNIC ORIGIN (as defined by the Census)	INVESTOR INDEX*	RISK INDEX*	NEWSPAPER READERSHIP	INTERNET USAGE	MAIL ORDER RESPONSIVE
1	AFFLUENT SINGLES & COUPLES IN EXCLUSIVE URBAN NEIGHBOURHOODS	Public & Private Transport	White / Mixed Race	177	76	Quality	Very High	Low
1A	OPULENT COUPLES & SINGLES IN EXECUTIVE CITY & SUBURBAN AREAS	Public & Private Transport / Work At Home	White	745	38	Quality	Very High	Very Low
1B	WEALTHY SINGLES IN SMALL CITY FLATS & SUBURBAN TERRACES	Public Transport / Walk / Cycle	White / Mixed Race	131	70	Quality	Very High	Low
1C	URBAN LIVING PROFESSIONAL SINGLES & COUPLES	Public & Private Transport	White / African / Chinese / Other	103	87	Quality	High	Low
1D	WEALTHY & EDUCATED SINGLES IN STUDENT AREAS	Mixed Transport	White	99	112	Quality	High	Very Low
2	WEALTHY NEIGHBOURHOODS NEARING & ENJOYING RETIREMENT	Private Transport / Work At Home	White	877	40	Quality	Above Average	Average
2A	OPULENT OLDER & RETIRED HOUSEHOLDS IN SPACIOUS RURAL PROPERTIES	Private Transport / Work At Home	White	3104	56	Quality	Average	Low
2B	AFFLUENT MATURE FAMILIES & COUPLES IN LARGE EXCLUSIVE DETACHED HOMES	Public & Private Transport / Work At Home	White	258	27	Mid Market / Quality	High	Above Average
2C	AFFLUENT MATURE COUPLES & SINGLES SOME WITH SCHOOL AGE CHILDREN	Public & Private Transport	White	591	39	Quality	Above Average	Average
2D	WEALTHY SUBURBAN PROFESSIONALS IN MIXED TENURE	Public & Private Transport / Work At Home	White / Indian / Other	212	59	Quality	Above Average	Very Low
3	AFFLUENT HOME OWNING COUPLES & FAMILIES IN LARGE HOUSES	Private Transport / Work At Home	White	106	42	Regional / Quality	High	High
3A	WEALTHY OLDER FAMILIES IN SPACIOUS SUBURBAN & RURAL DETACHED & SEMIS	Private Transport / Work At Home	White	140	25	Regional / Mid Market / Quality	Very High	Very High
3B	YOUNG & MATURE COUPLES & FAMILIES IN LARGE RURAL DWELLINGS	Private Transport / Walk / Cycle / Work At Home	White	112	62	Low Readership	Very Low	Low
3C	WELL-OFF OLDER COUPLES & FAMILIES IN LARGE DETACHED & SEMIS	Private Transport	White	86	42	Regional / Popular / Quality	Very High	Very High
3D	WEALTHY MIXED HOUSEHOLDS LIVING IN RURAL COMMUNITIES	Private Transport / Work At Home	White	93	53	Regional / Quality	High	High
4	SUBURBAN HOMEOWNERS IN SMALLER PRIVATE FAMILY HOMES	Private Transport	White	89	52	Regional / Mid Market / Quality	High	High
4A	EXECUTIVE HOUSEHOLDS IN SUBURBAN TERRACES & SEMIS	Public & Private Transport	White	100	60	Mid Market / Quality	High	High
4B	PROFESSIONAL HOME OWNERS IN DETACHED & SEMI SUBURBIA	Public & Private Transport	White	121	33	Regional / Mid Market / Quality	High	High
4C	WHITE COLLAR HOME OWNERS IN OUTER SUBURBS & COASTAL AREAS	Public & Private Transport	White	88	156	Low Readership	Below Average	Below Average
4D	MATURE OWNER OCCUPIERS IN RURAL & COASTAL NEIGHBOURHOODS	Private Transport / Cycle	White	98	32	Regional / Popular / Quality	High	Very High
4E	COUPLES & FAMILIES IN MODERN RURAL & SUBURBAN DEVELOPMENTS	Private Transport	White	49	42	Quality	Average	Very Low
4F	MATURE COUPLES & FAMILIES IN MORTGAGED DETACHED & SEMIS	Private Transport	White	65	51	Regional / Mid Market / Quality	Very High	Above Average
5	COMFORTABLE MIXED TENURE NEIGHBOURHOODS	Private Transport	White	83	64	Regional / Quality	Average	Low
5A	SINGLES, COUPLES & SCHOOL AGE FAMILIES IN MIXED HOUSING	Public & Private Transport	White	46	47	Quality	Average	Very Low
5B	YOUNG & OLDER SINGLE MORTGAGEES & RENTERS IN TERRACES & FLATS	Mixed Transport	White	83	123	Quality	High	Very Low
5C	MATURE & RETIRED SINGLES IN AREAS OF SMALL MIXED HOUSING	Private Transport / Walk	White	75	58	Low Readership	Below Average	Below Average
5D	YOUNG & OLDER HOUSEHOLDS IN COASTAL, RURAL & SUBURBAN AREAS	Private Transport / Walk	White	115	47	Low Readership	Very Low	Low
5E	MATURE HOUSEHOLDS IN SCOTTISH INDUSTRIAL SUBURBS & RURAL COMMUNITIES	Public & Private / Walk	White	108	36	Regional / Popular / Quality	Average	Below Average
5F	YOUNG & OLDER HOUSEHOLDS IN AREAS OF MIXED TENURE	Public & Private Transport / Walk	White	68	130	Low Readership	Low	Low
5G	OLDER COUPLES & SINGLES IN SUBURBAN FAMILY SEMIS	Private Transport	White	76	40	Regional / Mid Market / Quality	High	High
6	LESS AFFLUENT FAMILY NEIGHBOURHOODS	Private Transport	White	64	101	Mixed	High	High
6A	LESS AFFLUENT COMMUNITIES IN AREAS OF MIXED TENURE	Private Transport / Walk / Cycle	White	33	897	Low Readership	Very Low	Very Low
6B	OLDER & MATURE HOUSEHOLDS IN SUBURBAN SEMIS & TERRACES	Public & Private Transport	White	78	57	Mixed	Very High	Very High
6C	MIXED HOUSEHOLDS IN MOSTLY WELSH SUBURBAN COMMUNITIES & RURAL AREAS	Private Transport	White	57	101	Mixed	High	Very High
6D	COUPLES & FAMILIES WITH SCHOOL AGE & OLDER CHILDREN IN SPACIOUS SEMIS	Private Transport	White	73	55	Regional / Mid Market / Quality	High	High
6E	MATURE HOUSEHOLDS IN LESS AFFLUENT SUBURBAN & RURAL AREAS	Mixed Transport	White	53	91	Mixed	Above Average	High
6F	LESS AFFLUENT COUPLES IN SUBURBAN FAMILY NEIGHBOURHOODS	Private Transport	White	63	73	Regional / Mid Market / Popular	High	High
6G	YOUNG SINGLE & FAMILY COMMUNITIES IN SMALL TERRACES & RENTED FLATS	Private Transport / Walk / Work At Home	White	64	155	Low Readership	Low	Low
7	LESS AFFLUENT SINGLES & STUDENTS IN URBAN AREAS	Public & Private Transport / Walk	White / Indian / Other	67	109	Mixed	Above Average	Low
7A	SINGLE MORTGAGEES & RENTERS IN PRE-SCHOOL FAMILY NEIGHBOURHOODS	Public & Private Transport	White	49	97	Mixed	Above Average	Average
7B	SINGLES & FAMILIES IN ETHNICALLY MIXED INNER CITY & SUBURBAN AREAS	Public & Private Transport	White / Pakistani / Indian / Bangladeshi / Caribbean	99	134	Low Readership	Low	Low
7C	YOUNG FLAT DWELLING SINGLES & COUPLES IN INNER CITY STUDENT AREAS	Public & Private Transport / Walk	White	72	61	Quality	High	Very Low
7D	YOUNG SINGLES, COUPLES & STUDENTS IN URBAN AREAS	Private Transport / Walk / Cycle	White	71	130	Quality	High	Low
7E	YOUNG SINGLES IN PRIVATELY RENTED & HOUSING ASSOCIATION PROPERTIES	Mixed Transport	White / Chinese	58	128	Quality	High	Very Low
8	POORER WHITE & BLUE COLLAR WORKERS	Public & Private Transport	White	48	115	Regional / Mid Market / Popular	Above Average	High
8A	POORER RETIRED HOUSEHOLDS IN OWNED & RENTED ACCOMMODATION	Public & Private Transport / Walk	White	73	52	Low Readership	Low	Below Average
8B	OLDER & MATURE HOUSEHOLDS IN SUBURBAN AREAS OF MIXED TENURE	Private Transport / Walk / Cycle	White	40	106	Regional / Mid Market / Popular	Below Average	Above Average
8C	OLDER HOUSEHOLDS WITH SCHOOL AGE CHILDREN IN TOWNS & SUBURBS	Public & Private Transport	White	50	100	Mid Market / Popular	High	Very High
8D	POORER YOUNG SINGLES IN SUBURBAN FAMILY AREAS	Public & Private Transport	White / Mixed Race / Caribbean / African	50	148	Quality	Average	Low
8E	MIXED MORTGAGEES & COUNCIL TENANTS IN OUTER SUBURBS	Private Transport / Walk	White	43	113	Regional / Popular	High	Very High
8F	SINGLES & COUPLES IN SMALL TERRACED PROPERTIES	Private Transport / Walk / Cycle	White	41	153	Regional / Mid Market / Popular	Above Average	High
9	POORER FAMILY & SINGLE PARENT HOUSEHOLDS	Private Transport / Walk	White	43	195	Popular	Low	Average
9A	POORER SINGLES IN OUTER SUBURBAN FAMILY NEIGHBOURHOODS	Private Transport / Walk / Cycle	White	44	132	Popular	Below Average	Above Average
9B	POORER SINGLES & FAMILIES IN MIXED TENURE	Private Transport / Walk / Cycle	White	30	450	Popular	Low	Average
9C	SUBURBAN SCOTTISH HOUSEHOLDS IN SMALL TERRACES & FLATS	Public & Private Transport / Walk	White	68	62	Regional / Popular	Below Average	Below Average
9D	ETHNICALLY MIXED YOUNG FAMILIES & SINGLES IN TERRACED HOUSING	Public & Private Transport / Walk	Pakistani / Indian / Bangladeshi / Caribbean / Mix Race	51	215	Low Readership	Very Low	Very Low
9E	POORER COUPLES & SCHOOL AGE FAMILIES IN TERRACED & SEMIS	Private Transport / Walk / Cycle	White	42	116	Regional / Popular	Average	Above Average
9F	FLAT DWELLERS IN COUNCIL & HOUSING ASSOCIATION ACCOMMODATION	Mixed Transport	White	41	128	Low Readership	Very Low	Low
9G	YOUNG & OLDER HOUSEHOLDS IN HOUSING ASSOCIATION & MORTGAGED HOMES	Mixed Transport	White	26	246	Low Readership	Very Low	Low
10	POORER COUNCIL TENANTS INCLUDING MANY SINGLE PARENTS	Public & Private Transport / Walk	White	35	147	Popular	Low	Average
10A	HI-RISE FLAT DWELLERS IN COSMOPOLITAN AREAS OF MIXED TENURE	Public & Private Transport / Walk	White / Pakistani / Bangladeshi / African	50	120	Low Readership	Very Low	Very Low
10B	COUNCIL TENANTS & MORTGAGEES IN SCOTTISH SUBURBIA	Public & Private Transport / Walk	White	44	64	Regional / Popular	Below Average	Above Average
10C	POORER MORTGAGEES & COUNCIL RENTERS IN FAMILY NEIGHBOURHOODS	Mixed Transport	White	36	185	Popular	Low	Below Average
10D	SINGLES & SINGLE PARENTS IN SUBURBAN HI-RISE FLATS	Public & Private Transport / Walk	White / Caribbean / African / Chinese	38	140	Low Readership	Very Low	Very Low
10E	MATURE HOUSEHOLDS IN SMALL TERRACES & SEMIS	Public & Private Transport / Walk	White	33	117	Regional / Popular	Below Average	High
10F	POORER SINGLES IN LOCAL AUTHORITY FAMILY NEIGHBOURHOODS	Public & Private Transport / Walk	White	25	244	Popular	Low	Average
10G	SINGLE RENTERS IN MIXED AGE HI-RISE COMMUNITIES	Mixed Transport	White	33	150	Low Readership	Very Low	Very Low
XXX	COMMUNAL ESTABLISHMENTS IN MIXED NEIGHBOURHOODS							