

Stockton on Tees Household Group	Experian	Household Name	Social Media		Internet	Channel Preference					Technology				Contact Preference - when making contact								
			Facebook Daily Use	Twitter Daily Use	Internet Speed (Average)	Mobile	SMS	Email	Post	Landline	Prefer Not to be contacted	Love technology and always have the latest gadgets	Do not like technology and will only change when necessary	Smartphone	Tablet	Laptop	PC	Phone	Email	Online	Post	Shop Branch	Other
HG1	M	Family Basics	58.7%	15.5%	15.1	1.5%	2.7%	59.4%	15.5%	2.1%	18.8%	12.2%	3.0%	84.6%	56.5%	87.8%	71.0%	23.5	29.5	20.7	11.9	8.8	5.6
HG2	E	Suburban Stability	40.4%	13.3%	13.4	0.8%	1.4%	59.2%	14.7%	1.8%	22.2%	6.5%	4.1%	70.0%	56.4%	86.5%	73.5%	20.6	29.5	22.8	13.2	9.1	5.0
HG3	H	Aspiring Homemakers	57.6%	17.9%	13.2	1.4%	1.9%	63.5%	12.63%	0.8%	19.9%	11.8%	2.3%	87.6%	64.0%	91.9%	68.7%	20.4	31.7	23.7	12.9	7.6	3.8
HG4	L	Transient Renters	58.2%	16.6%	15.4	1.5%	2.9%	58.4%	13.3%	1.7%	22.2%	13.6%	3.8%	85.1%	54.7%	91.6%	63.3%	22.4	28.0	22.0	13.0	9.4	5.2
HG5	F	Senior Security	23.0%	5.2%	13.2	0.6%	0.9%	52.3%	19.9%	2.7%	23.6%	5.0%	8.5%	41.5%	37.1%	71.9%	74.9%	21.7	28.4	18.2	15.4	8.4	8.0
HG6	D	Domestic Success	47.9%	17.5%	13.4	0.8%	1.9%	62.8%	12.5%	1.2%	20.9%	10.4%	2.7%	85.5%	65.4%	89.6%	71.2%	21.3	32.0	22.9	12.6	7.4	3.8
HG7	O	Municipal Challenge	48.4%	14.9%	15.1	2.3%	1.4%	56.0%	17.7%	3.3%	19.4%	13.0%	5.0%	75.6%	44.6%	82.8%	68.6%	21.1	28.3	19.4	15.8	8.8	6.5
HG8	K	Modest Traditions	39.4%	9.8%	14.6	0.5%	1.1%	56.6%	16.3%	2.0%	23.5%	6.7%	5.8%	65.1%	48.1%	83.1%	71.1%	21.3	27.3	21.8	13.3	10.6	5.7
HG9	N	Vintage Value	34.3%	8.0%	14.3	1.2%	1.1%	50.8%	19.8%	3.3%	24.6%	4.8%	6.3%	51.7%	35.4%	76.3%	63.3%	24.5	25.3	18.0	15.4	9.4	7.3
HG10	B	Prestige Positions	35.0%	11.4%	12.9	0.7%	1.5%	59.7%	15.7%	1.5%	20.9%	6.4%	4.1%	67.2%	58.6%	84.1%	77.4%	20.5	27.9	23.2	14.9	8.1	5.4
HG11	J	Rental Hubs	59.4%	25.0%	15.8	1.7%	3.5%	62.4%	11.4%	1.1%	20.0%	14.8%	2.5%	86.9%	57.7%	92.8%	68.3%	19.6	32.7	24.2	11.3	7.6	4.6
HG12	A	Country Living	35.3%	8.7%	5.0	0.2%	0.9%	56.9%	17.6%	1.3%	23.2%	4.4%	4.9%	61.3%	50.1%	85.6%	71.0%	19.1	27.6	23.2	14.6	8.7	6.7
HG13	G	Rural Reality	42.0%	11.0%	8.1	0.6%	1.2%	57.7%	15.2%	1.7%	23.5%	7.3%	5.2%	64.4%	44.9%	84.8%	69.4%	21.7	26.2	24.1	12.6	9.2	6.2
HG14	I	Urban Cohesion	42.6%	19.2%	15.8	2.7%	4.1%	55.7%	17.6%	2.0%	18.1%	15.6%	4.4%	73.5%	55.3%	86.9%	72.6%	21.7	24.4	20.1	18.4	9.1	6.3
HG15	C	City Prosperity	44.0%	15.6%	16.8	1.8%	2.5%	61.8%	10.8%	1.0%	22.2%	11.2%	2.0%	85.2%	62.1%	89.3%	73.5%	21.7	31.3	23.1	12.2	7.0	4.7

National			44.4%	13.8%	13.40	1.16%	1.9%	58.2%	15.5%	1.8%	21.5%	9.4%	4.4%	71.8%	52.6%	85.5%	71.0%	21.4	28.8	21.8	13.8	8.6	5.6
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Key		Under National Average
		Same as National Average
		Above National Average