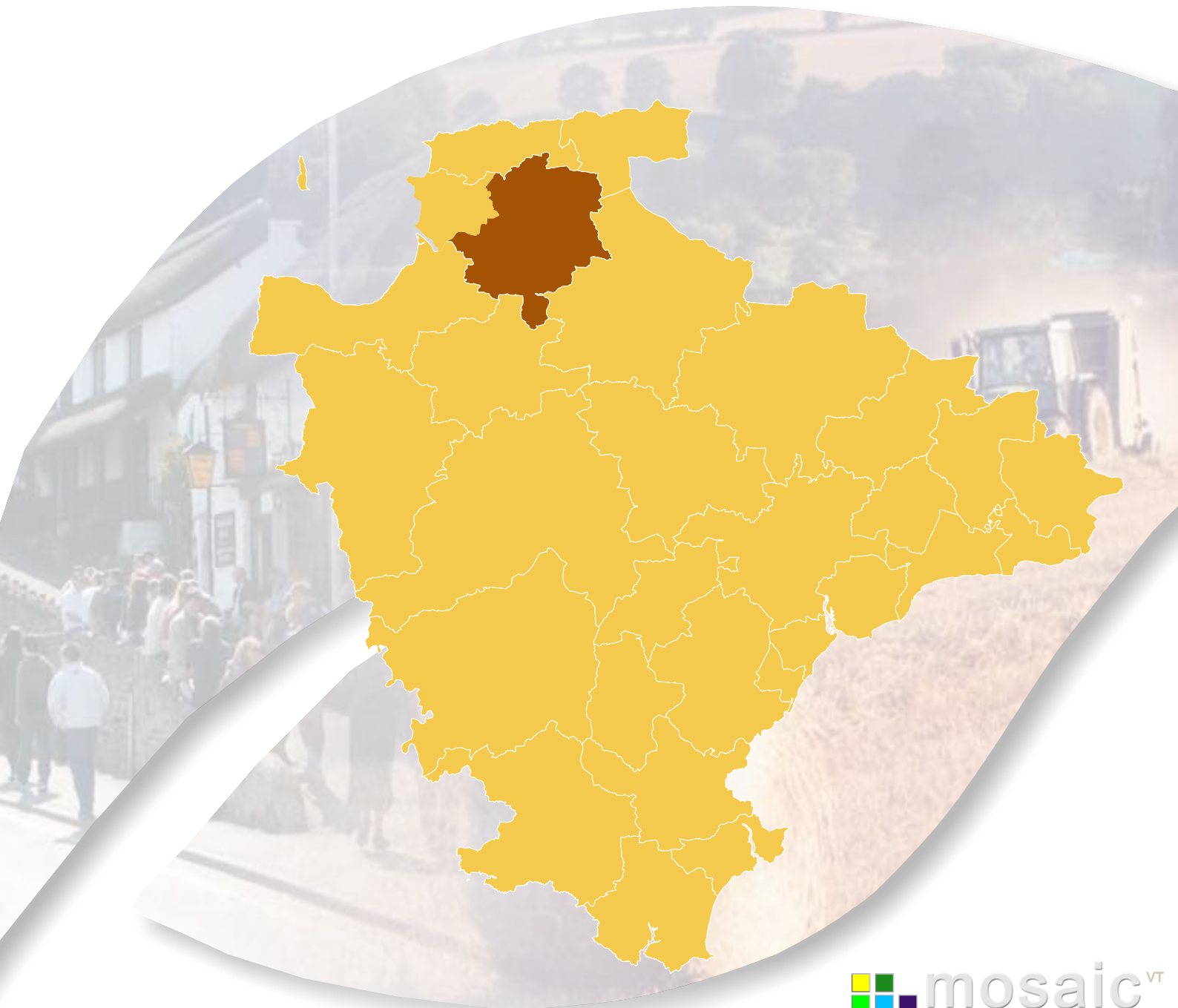


6UfbghUd`Y

8Yj cb`Hck b`A cgU]W'DfcZ]Y

A UfW`&\$%\$



Contents

Introduction	3
Area definition	5
Background.....	6
Summary.....	7
Analysis by mosaic group	9
The main Mosaic Groups in the Barnstaple Devon Town area.....	9
Mosaic Groupings by ward/parish	10
Main Mosaic Groups.....	11
Barnstaple North.....	12
Barnstaple South	13
Fremington.....	14
Landkey	15
The main Mosaic Types in the Barnstaple Devon Town area.....	16
Main Mosaic Types.....	19

All such data is acknowledged as © Copyright. 2009 Experian Ltd

Introduction

A distinctive feature of Devon is the large number of market and coastal towns spread around the county. Across Devon the relationship between towns, villages and the surrounding countryside is complex. Devon's towns provide a wide range of facilities and services for people and communities in the surrounding hinterland, including employment, education and training as well as shopping and leisure facilities. They are vital to the well being of surrounding communities, as they offer a variety of services to their hinterland.

To understand these areas in more detail this profile, one of 29 covering the area administered by Devon County Council, has been produced by the County Council's Strategic Intelligence Unit. The profile provides an overview of lifestyle characteristics identified within the Mosaic dataset. Such characteristics include the age, wealth, housing, occupation, health, education, crime and the environment.

The profile is structured around a series of maps, graphs and tables to illustrate the Mosaic makeup of the area. It is intended that this profile will be viewed alongside the "Devon Town" baseline profile to provide a picture of what life is like in each Devon Town.

Barnstaple

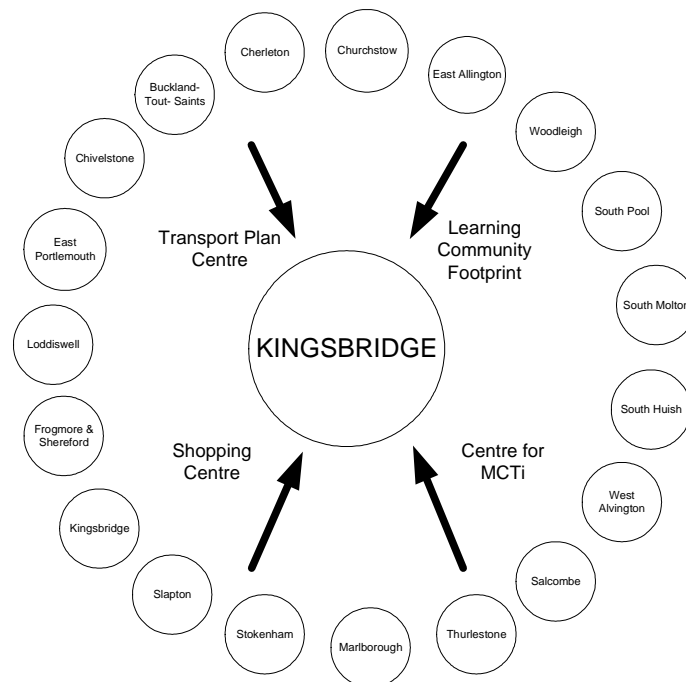
Barnstaple is evident in the Mosaic profile as a growing urban area, with about half the population in three groups that reflect newer and younger households. The area also has contrasts with areas of deprivation and areas of wealth – sometimes geographically close together.

Identifying Devon Towns

The main factor that decides a town's hinterland is provision of services; the place that the hinterland looks to in order to provide the things it needs to survive. In order to identify the 28 Devon Towns, analysis of the following services and other relevant factors have been taken into account:

- Local Travel Plans – which are based on public consultation and map local travel patterns, the majority of which are made up of short journeys in and around local communities as part of people's daily lives.
- Shopping catchment areas – which are the service most frequently accessed by people.
- Learning Community catchment areas – which have a major influence on where people look to for services. Learning Community catchments do not always follow district or even county boundaries, but are based on a collection of feeder primary schools.
- Market and Coastal Towns Initiative areas - The Market and Coastal Towns Initiative was started after recognition that the health of a market town is vital to the well being of its hinterland, and that many of Devon's market towns were in need of regeneration. It is a Central Government initiative, administered by the RDAs. Over half of Devon is included in the Market and Coastal Towns Initiative.
- Parishes - The boundary definitions are shown in terms of parishes, as they are traditionally the smallest area used for 'clustering'.

The diagram below is an illustration of how this works for one Devon Town: Kingsbridge.

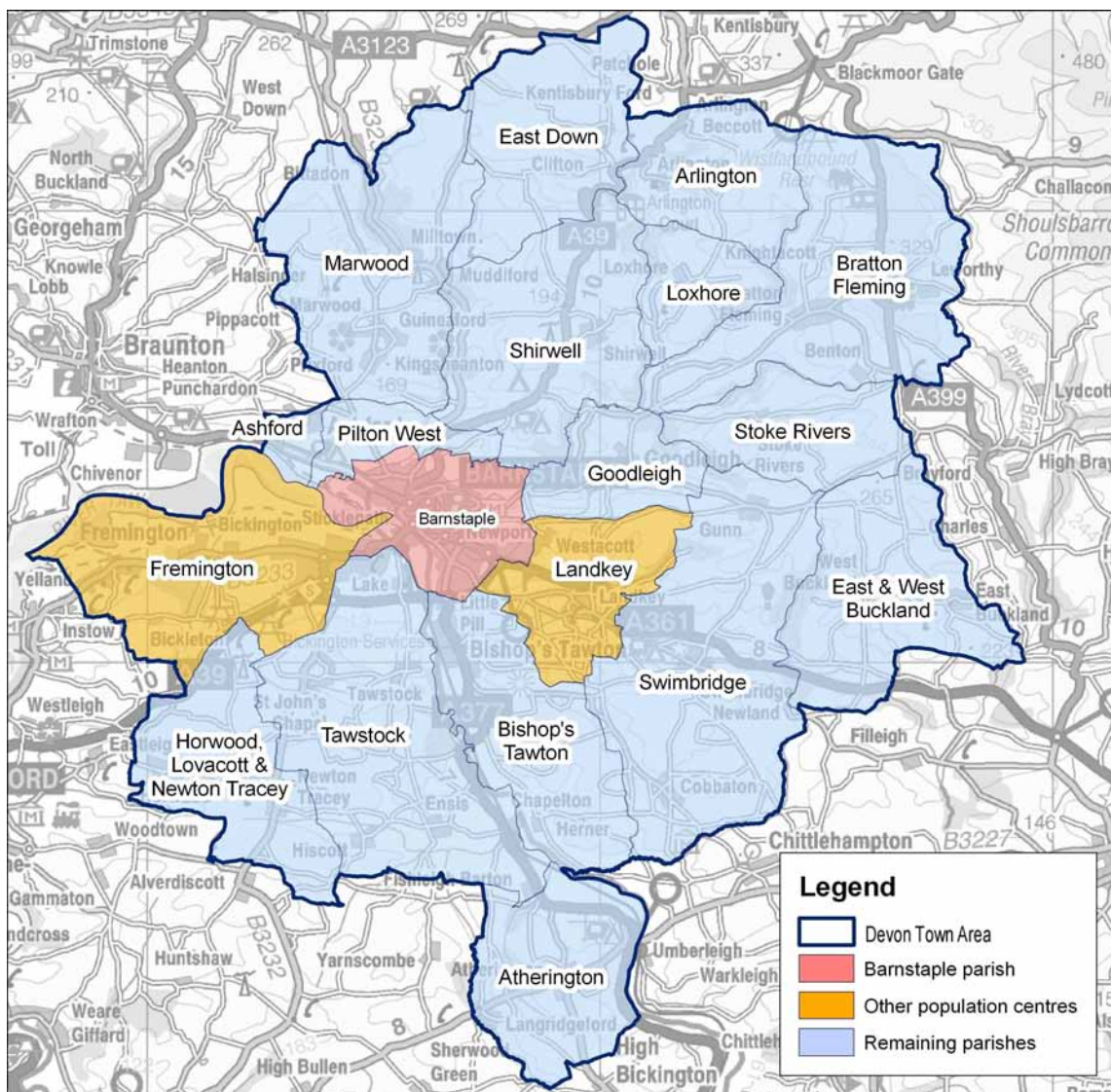


Exeter also provides a similar or related "market town" function as well as being a sub regional centre with a larger sphere of influence.

Area definition

The “Devon Town” areas have been defined as aggregations of parishes. The following parishes make up the Barnstaple “Devon Town” area:

Arlington	Ashford	Atherington	Barnstaple	Bishop’s Tawton
Bratton Fleming	East Down	East & West Buckland	Fremington	Goodleigh
Horwood, Lovacott & Newton Tracey	Landkey	Loxhore	Marwood	Pilton West
Shirwell	Stoke Rivers	Swimbridge	Tawstock	



© Crown Copyright. All rights reserved. Devon County Council. 100019783 2007

Each “Devon Town” area comprises a centre (coloured red) and its surrounding hinterland. There are also two additional population centres – Fremington and Landkey – coloured orange. These are parishes where the 2001 Census showed a resident population that exceeded 3,000.

For the purposes of utilising the Mosaic data, analysis has been included at a ward level within Barnstaple parish and for the two additional population centres and the surrounding hinterland at a parish level.

Comparison data has been included within various tables and graphs. References to Devon refer to the area administered by Devon County Council. Where reference is made to national this refers to the UK.

Within this profile the Mosaic dataset has been analysed by the number households within a given area.

Background

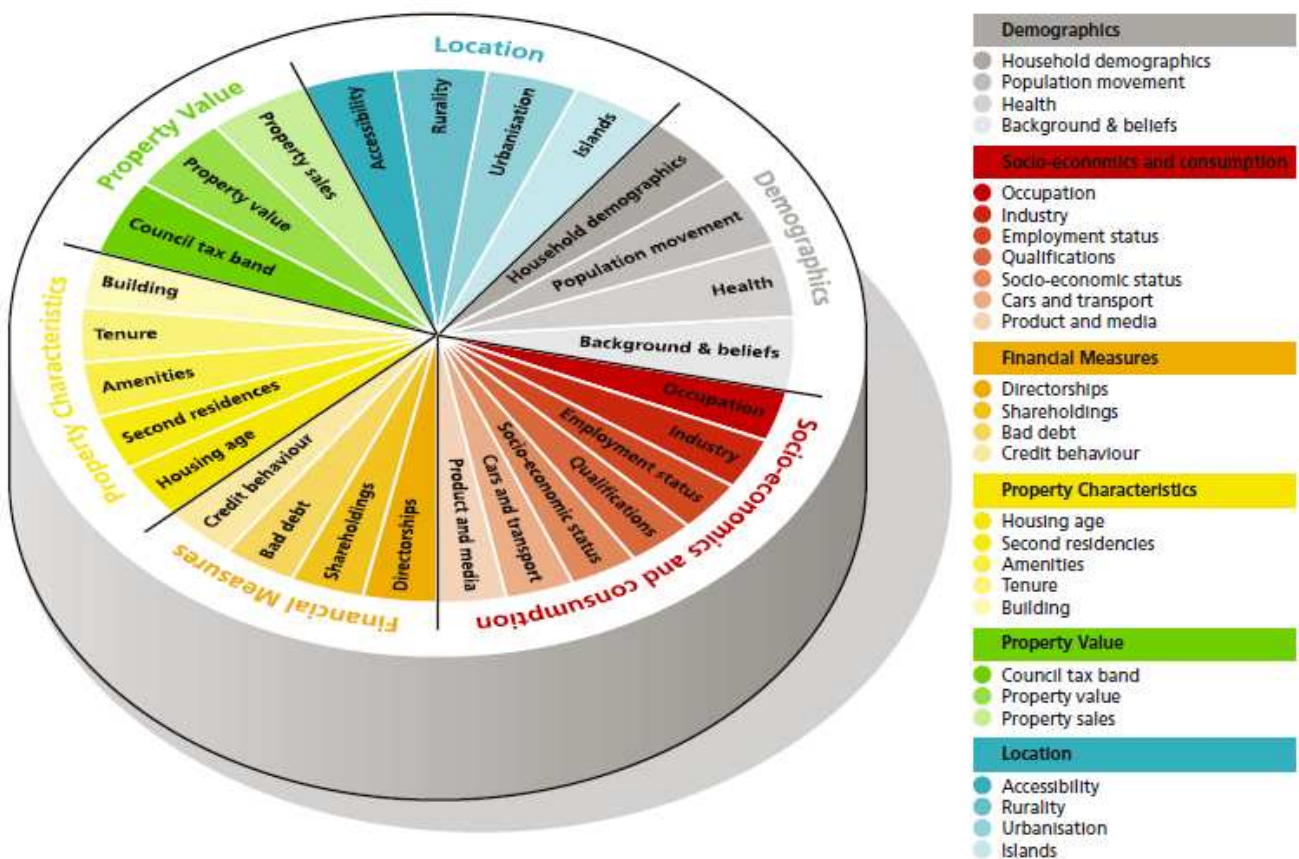
Mosaic Public Sector is designed to identify groupings of consumer behaviour for households and postcodes. The methodology used is unique to Experian, and has been redefined during many years of creating classifications using data from different sources and different levels of geography. Around 54% is sourced from the 2001 census and 46% includes the edited Electoral Roll, Experian Lifestyle Survey information and Consumer Credit Activity, Post Office Address File, Shareholders Register, House Price and Council Tax Information and ONS local area statistics.

Mosaic classifies postcodes into 11 Mosaic Groups and then subdivides them further into 61 detailed Mosaic Types. The Mosaic codes will be used and their descriptions provided where relevant, with the basic key features for all codes included in the appendices.

In each type there are a number of key features which make each category distinctive and are useful to bear in mind when devising communications or treatment strategies targeted at them. These are subjective and are intended to highlight key issues rather than to be comprehensive.

Mosaic at household level is being used for 2009. Clearly not every one of the county's 348,000 households will match exactly to just one of 61 different Mosaic Types. The description should be recognised as "ideal types", examples to which individual cases approximate only with various degrees of exactness.

The diagram below illustrates the data sources within the Mosaic UK dataset.



Further information can be found on the Experian website – www.business-strategies.co.uk

Summary

Barnstaple comprises of the town itself, the key settlements of Fremington and Landkey and the surrounding hinterland of 16 rural parishes: Arlington, Ashford, Atherington, Bishop's Tawton, Bratton Fleming, East Down, East & West Buckland, Goodleigh, Horwood, Lovacott & Newton Tracey, Loxhore, Marwood, Pilton West, Shirwell, Stoke Rivers, Swimbridge and Tawstock.

Barnstaple is linked to the export of wool and by the time of the Domesday Book had its own mint. The town is also known for its Pannier Market.

In comparison to the area covered by Devon County Council, Barnstaple has a much higher proportion of groups B, C and D. Together with group K, these groups account for approximately 67% of Mosaic Groupings in the area.

All the rural areas have group K as their largest group with the exception of Tawstock which has group C as the biggest. Ashford parish has a high proportion of group A and Bishop's Tawton and Tawstock have notable numbers of group J.

Barnstaple parish however has more diversity of Mosaic Groups. The prominent Mosaic Group is D and accounts for almost 30% of the Mosaic groupings. Three wards have more than 40% of households in the more deprived groups of F, G, H, & I: Yeo Valley (46%), Central Town (42%) and Forches & Whiddon Valley (40%).

Fremington (50%) and Landkey (25%) parishes have comparatively high proportions of affluent groups A, B and J.

Group A - Career professionals living in sought after locations

Group A - contains people whose lives are 'successful' by whatever yardsticks society commonly uses to measure success. These are people who have rewarding careers rather than jobs, who live in sought after locations, who drive the more modern and expensive cars and who indulge in the most exotic leisure pursuits. Most, though not all, appear to enjoy stable household arrangements.

Group B - Younger families living in newer homes

Group B - contains people whose focus is on career, home and family. These are mostly younger age groups who are married, or at least in a permanent relationship, and are now raising children in post war family houses, often in areas of the country with rapidly growing populations. The focus of expenditure is on equipment for the home and garden, and the immediate family unit is the principal focus of leisure activities.

Group C - Older families living in suburbia

Group C - comprises people who have successfully established themselves and their families in comfortable homes in mature suburbs. Children are becoming more independent, work is becoming less of a challenge and interest payments on homes and other loans are becoming less burdensome. With more time and money on their hands, people can relax and focus on activities that they find intrinsically rewarding.

Group D - Close-knit, inner city and manufacturing town communities

Group D - is comprised of people whose lives are mostly played out within the confines of close knit communities. Living mostly in older houses in inner city neighbourhoods or in small industrial towns, most of these people own their homes, drive their own cars and hold down responsible jobs. Community norms rather than individual material ambitions shape the pattern of most residents' consumption.

Group E - Educated, young, single people living in areas of transient populations

Group E - mostly contains young and well educated people who are open to new ideas and influences. Young and single, and few encumbered with children, these people tend to be avid explorers of new ideas and fashions, cosmopolitan in their tastes and liberal in their social attitudes. Whilst eager consumers of the media and with a sophisticated understanding of brand values, they like to be treated as individuals, and value authenticity over veneer.

Group F - People living in social housing with uncertain employment in deprived areas

Group F - is comprised of many people who are struggling to achieve the material and personal rewards that are assumed to be open to all in an affluent society. Few hold down rewarding or well paying jobs and, as a result, most rely on the council for their accommodation, on public transport to get around and on state benefits to fund even the bare essentials. The lack of stability

in many family formations undermines social networks and leads to high levels of anti social behaviour among local children.

Group G - Low income families living in estate based social housing

Group G - mostly contains families on lower incomes who live on large municipal council estates where few of the tenants have exercised their right to buy. Often isolated in the outer suburbs of large provincial cities, *Group G* is characterised as much by low aspirations as by low incomes. Here people watch a lot of television and buy trusted mainstream brands from shops that focus on price rather than range or service.

Group H - Upwardly mobile families living in homes bought from social landlords

Group H - comprises people who, though not necessarily very well educated, are practical and enterprising in their orientation. Many of these people live in what were once council estates but where tenants have exercised their right to buy. They own their cars, provide a reliable source of labour to local employers and are streetwise consumers. Tastes are mass market rather than individualistic and focus on providing comfort and value to family members.

Group I - Older people living in social housing with high care needs

Group I - consists of elderly people who are mostly reliant on state benefits, and live in housing designed by local authorities and housing associations. Some live in old people's homes or sheltered accommodation, while others live in small bungalows, set in small enclaves within larger council estates. Most of these people spend money only on the basic necessities of life.

Group J - Independent older people with relatively active lifestyles

Group J - consists mostly of pensioners who own their homes and who have some source of income beyond the basic state pension. Many of these people have, on retirement, moved to the seaside or the countryside to live among people similar to themselves. Today many of these people have quite active lifestyles and are considered in their purchasing decisions.

Group K - People living in rural areas far from urbanisation

Group K - contains people whose pattern of living is distinctively rural. They live not just outside major population centres but also deep in the countryside, in small communities which have been little influenced by the influx of urban commuters. These are places where people with different levels of income share attachments to local communities, and where engagement with the community, and with the natural environment are more important to most residents than material consumption.

Further information about the Mosaic Groups and Types are provided in the Appendices.

Analysis by mosaic group

Key Features

The National figures compared with Devon are generally higher in all groups because of the over representation of groups J and K in Devon.

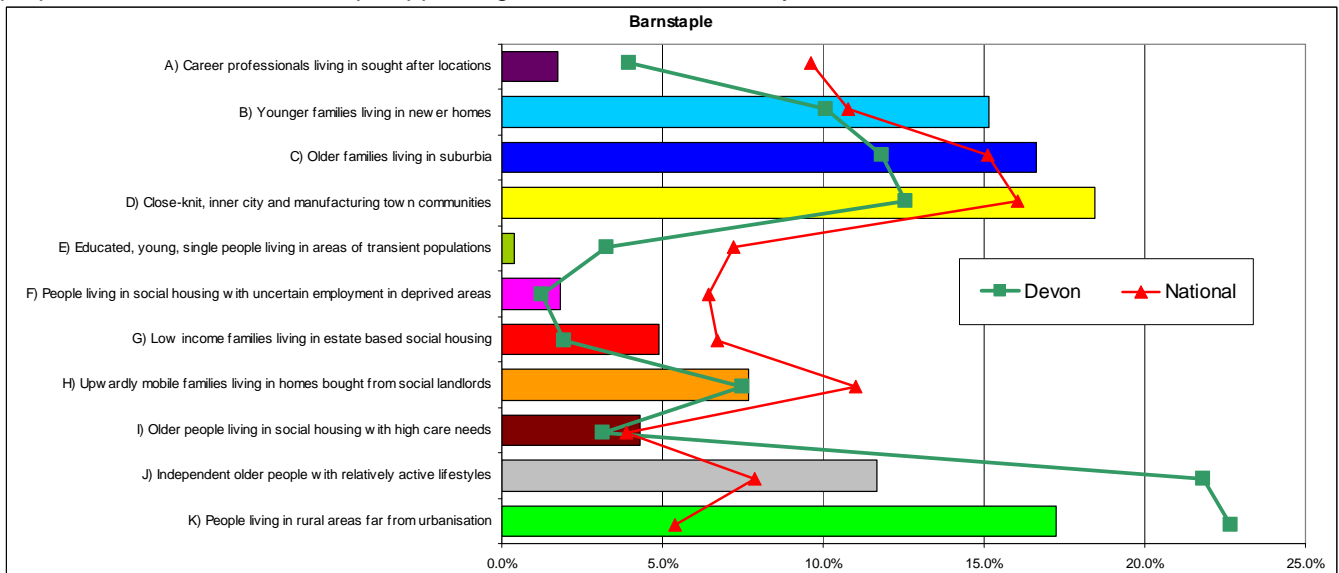
In Barnstaple groups A and E appear to be under represented by both comparators and groups B (younger families), C (older families) and D (close knit communities) have a high percentage.

This chart shows that group D with 18% being the highest group, closely followed by groups K, C and B with all over 15%.

Whilst groups E, F and A do not feature much at all overall there are still enough to possibly be clustered in specific places and this will be looked at later on in this document – their key features are described in the appendix.

The main Mosaic Groups in the Barnstaple Devon Town area.

The following graph and table show the main Mosaic Groups appearing in Barnstaple, they also show the proportions of all Mosaic Groups appearing in Devon and nationally.



Note: Red = Prominent Mosaic Groups (> 5%)
 Shaded = over represented in Barnstaple compared with Devon

Mosaic Group	Percentage of Households		
	Barnstaple	Devon	National
A	1.7	4.0	9.6
B	15.2	10.1	10.8
C	16.6	11.8	15.1
D	18.4	12.6	16.0
E	0.4	3.3	7.2
F	1.8	1.3	6.4
G	4.9	1.9	6.7
H	7.7	7.5	11.0
I	4.3	3.1	3.9
J	11.7	21.8	7.9
K	17.3	22.7	5.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

Mosaic Groupings by ward/parish

Key Features

Barnstaple Devon Town has a varied mix of Mosaic Group with all 11 being present – Group D (close knit community) is the largest group with 18% closely followed by rural group K (17%) and group C (older families) (17%)

Barnstaple parish is covered by six wards. Close knit community group D is either the largest represented group or the second largest group in five of the six wards. Yeo valley is the exception where older families group C (38%) is the largest group followed by well off elderly group J (20%). Deprivation is mostly in the groups F, G, H, & I - three wards of Barnstaple exceed 40% in these groups – Yeo Valley (46%), Central Town (42%) and Forches & Whiddon Valley (40%). In contrast if affluence is measured by groups A, B and J then Longbridge leads with 32% followed by Forches & Whiddon Valley (30%) and Pilton (27%). Overall group D is the largest in Barnstaple parish with 29%.

Fremington (50%) and Landkey (25%) have comparatively high proportions of affluent groups A, B and J though Landkey also has some deprived groups (13%).

Out of the 16 rural parishes group K is the largest group in 15 of them. Deprivation does not feature noticeably in any of the parishes but Ashford (40%), Tawstock (26%) and Bratton Fleming (20%) have reasonable percentages of the affluent groups. Tawstock is unusual in that 95% of the households are in either group C, K or J.

Area	Percentage of Households											No. H'holds
	A	B	C	D	E	F	G	H	I	J	K	
Central Town ward	0.0	8.2	0.4	36.8	1.3	9.3	3.7	10.2	18.5	10.1	1.5	2,468
Pilton ward	0.2	29.9	4.7	24.1	0.9	2.2	19.8	17.7	0.3	0.1	0.2	1,856
Yeo Valley ward	2.9	9.2	38.2	11.9	-	-	6.4	4.3	0.3	20.5	6.4	1,778
Longbridge ward	4.2	12.9	19.9	34.4	0.3	2.9	1.0	5.6	4.4	6.3	7.9	1,725
Forches & Whiddon Valley ward	0.5	15.9	26.3	21.5	0.9	1.0	1.6	7.1	7.7	10.4	7.1	1,850
Newport ward	0.1	10.1	5.6	28.7	0.2	1.1	17.5	20.5	7.0	6.5	2.6	1,894
Barnstaple parish	1.0	16.4	11.3	28.8	0.7	3.4	8.0	11.5	7.8	7.2	3.9	10,482
Fremington parish	2.0	23.5	27.4	10.0	0.1	0.0	2.7	4.2	0.7	24.3	5.1	4,452
Landkey parish	1.6	18.4	30.2	6.9	-	-	0.9	11.8	0.1	5.4	24.8	799
Arlington parish	-	-	-	-	-	-	-	-	-	-	100.0	39
Ashford parish	40.2	-	2.4	-	-	-	-	-	-	7.9	49.6	127
Atherington parish	-	-	-	-	-	-	-	-	-	-	99.4	181
Bishop's Tawton parish	2.6	-	28.0	2.2	-	-	-	1.5	0.2	19.8	45.6	535
Bratton Fleming parish	0.2	15.7	9.4	14.1	-	-	-	2.6	-	4.2	53.9	427
East and West Buckland	-	0.7	4.1	-	-	-	-	0.7	-	-	94.5	146
East Down parish	-	-	-	-	-	-	-	-	-	-	100.0	74
Goodleigh parish	-	-	19.5	-	-	-	-	-	-	6.1	74.4	164
Horwood, Lovacott and Newton Tracey parish	3.2	-	0.5	-	-	-	-	-	-	-	96.2	186
Loxhore parish	-	-	-	-	-	-	-	-	-	-	100.0	78
Marwood parish	4.4	-	5.0	-	-	-	-	-	-	0.6	90.0	321
Pilton West parish	8.3	-	-	-	-	-	-	-	-	1.4	90.3	72
Shirwell parish	1.2	-	2.3	-	-	-	-	-	-	1.7	94.8	172
Stoke Rivers parish	-	-	-	-	-	-	-	-	-	-	100.0	60
Swimbridge parish	0.5	1.5	8.7	8.2	-	-	-	0.7	-	14.6	65.8	404
Tawstock parish	4.1	0.2	36.9	0.3	-	-	-	-	-	22.0	36.4	945
Rural Parishes	3.4	1.9	16.2	2.7	-	-	-	0.6	0.0	10.6	64.5	3,931
Devon Town area	1.7	15.2	16.7	18.5	0.4	1.8	4.9	7.7	4.3	11.7	17.2	19,664
Total Households	342	2,986	3,280	3,631	76	359	964	1,511	845	2,294	3,374	19,664

Source: Mosaic data 2009 - © 2009 Experian Ltd Note:

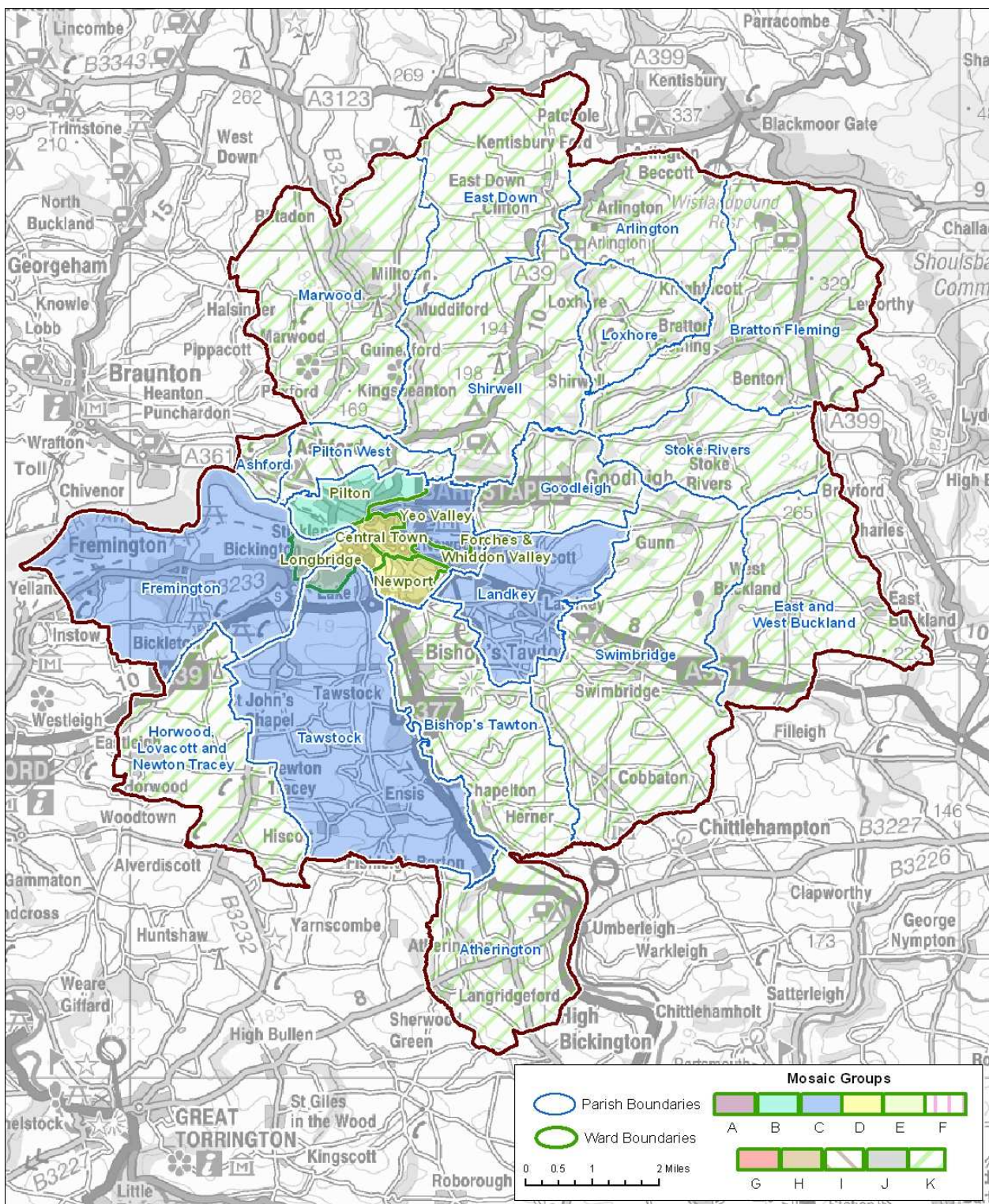
Red = Dominant Mosaic Group Blue = Significant Mosaic Group >20%

Main Mosaic Groups

Key Features

Whilst group K dominates in most of the rural parishes, in Barnstaple itself groups C, D and B were more important.

It should be noted however that other Mosaic Groups could be present to a lesser degree; these other groups are shown later in this report in various maps, tables and graphs.

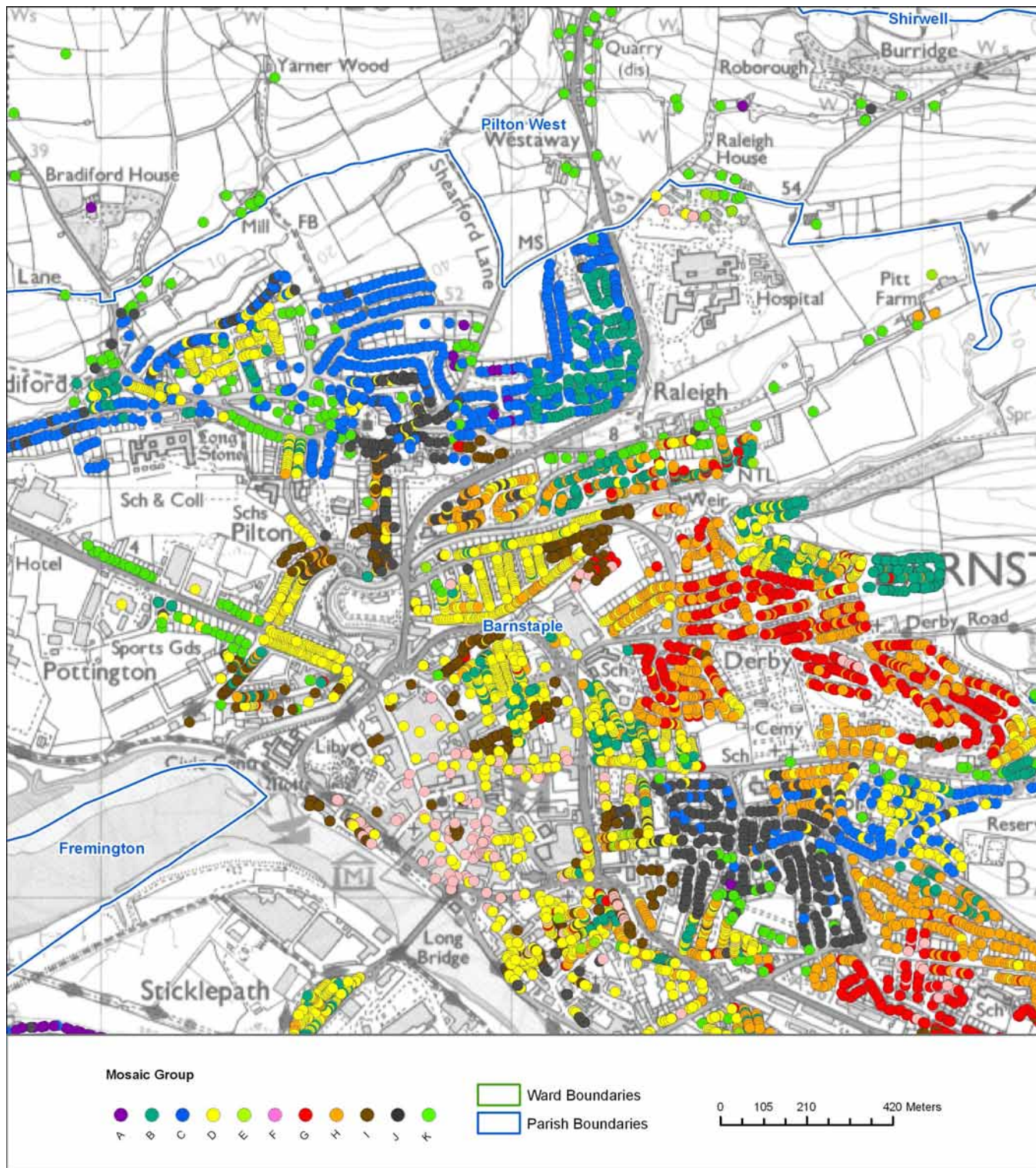


Barnstaple North

Key Features

Mosaic has split Barnstaple North into several zones. Groups C (older families) with some J (well off elderly) and K (rural) are concentrated to the north (Pilton) area. To the south of that is the main shopping centre with a lot of group C with a spattering of the more deprived F (benefit reliant) and I (low income elderly). Just to the east of the town centre is the Yeo Valley area and this is dominated by low income families group G with some upwardly mobile families H and a small cluster of younger families B.

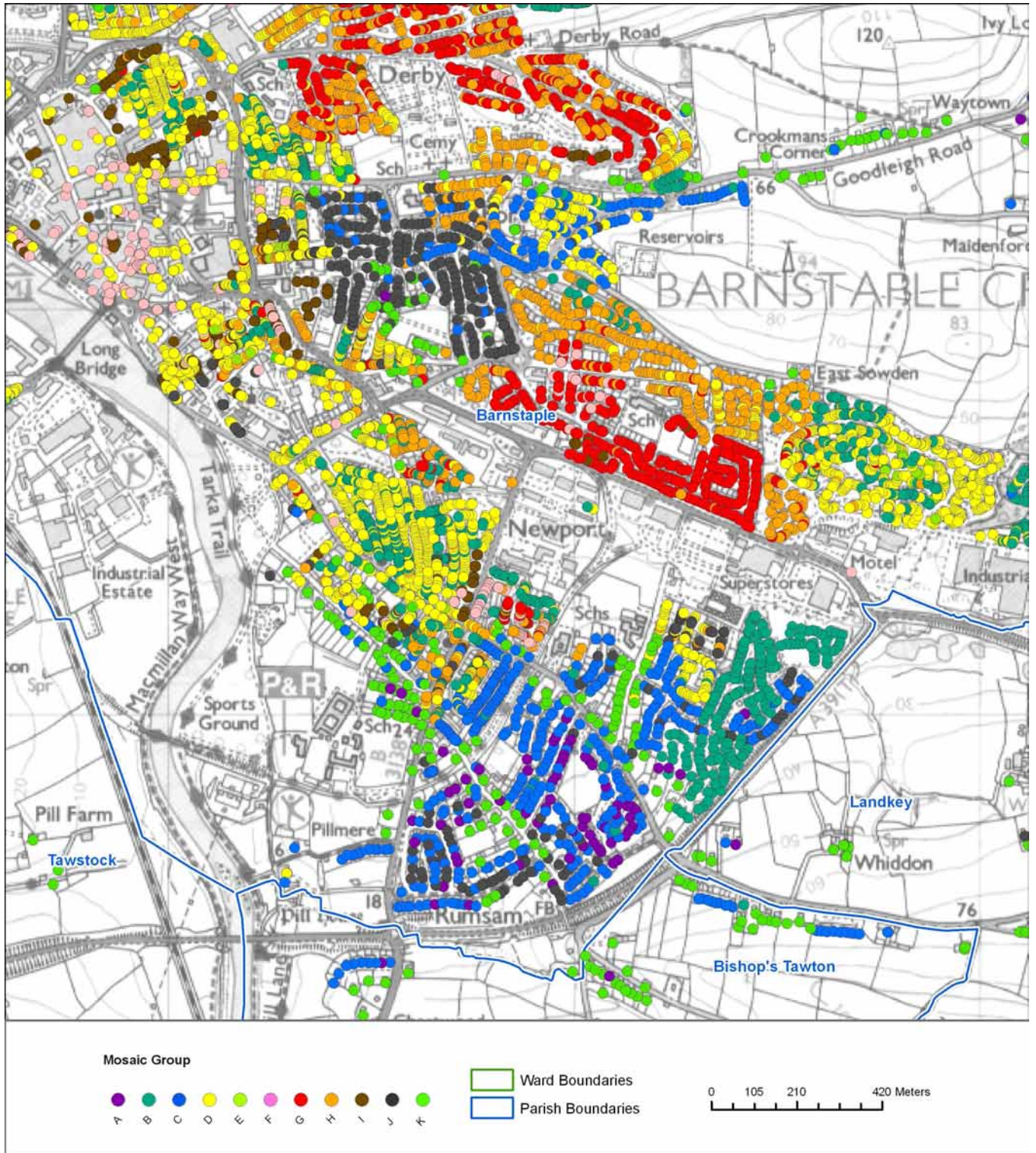
There are two maps of Barnstaple – north and south.



Barnstaple South

Key Features

There is a large cluster of well off elderly group J to the north of this area (Just SE of the main shopping centre). Further SE is the Forches Avenue area with a lot of low income family group G with F (benefit reliant), H (Upwardly mobile families) and I (low income elderly) also noticeable. Far east is the newer Whiddon Valley housing and this is mainly groups B (younger families) and C (older families). To the south is the Newport area with the older housing having a lot of group D (close knit community) with some F and I areas as well and the newer housing having groups B and C with some A (affluent) and J included.

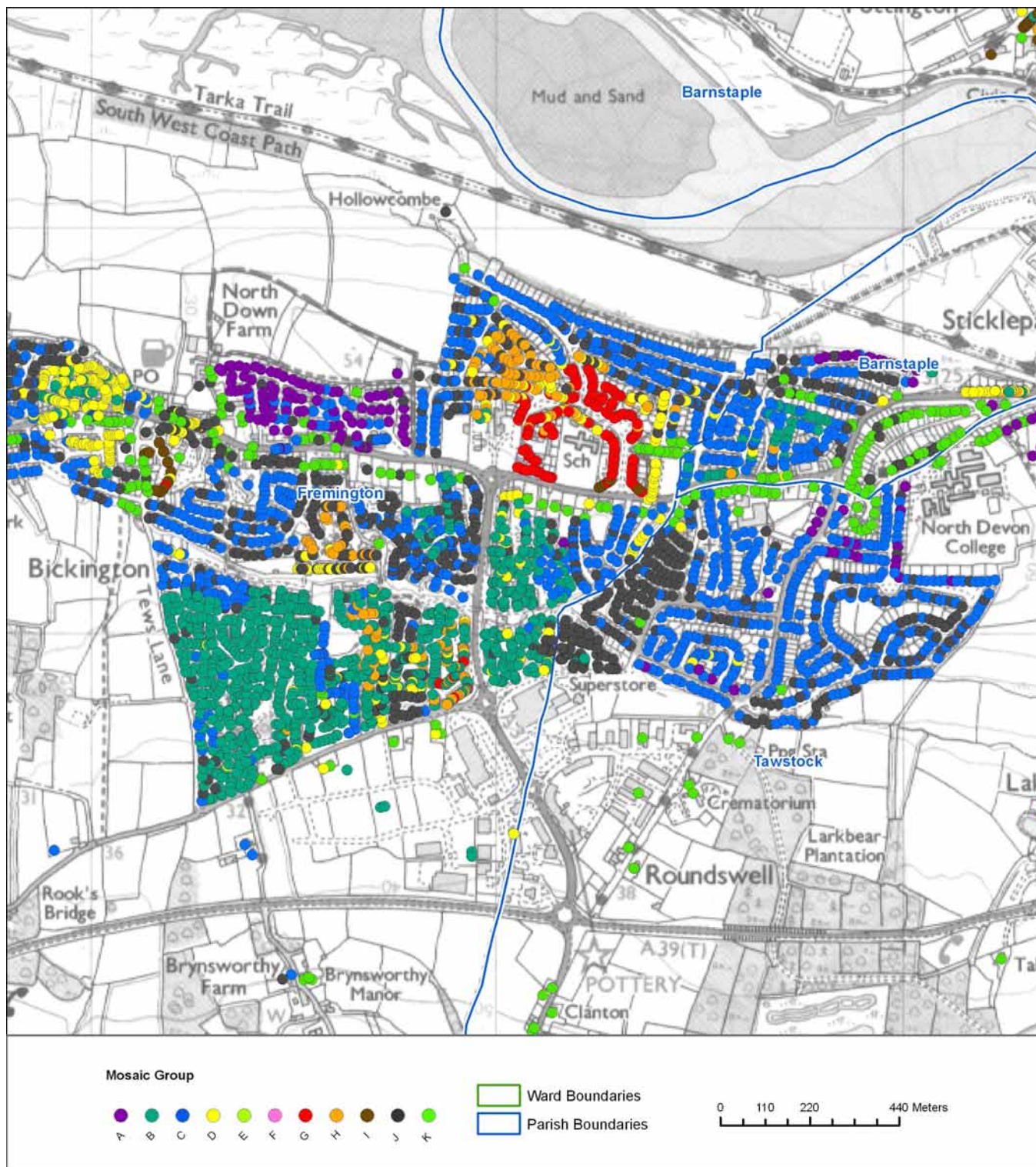


© Crown Copyright. All rights reserved. Devon County Council. 100019783 2009

Fremington

Key Features

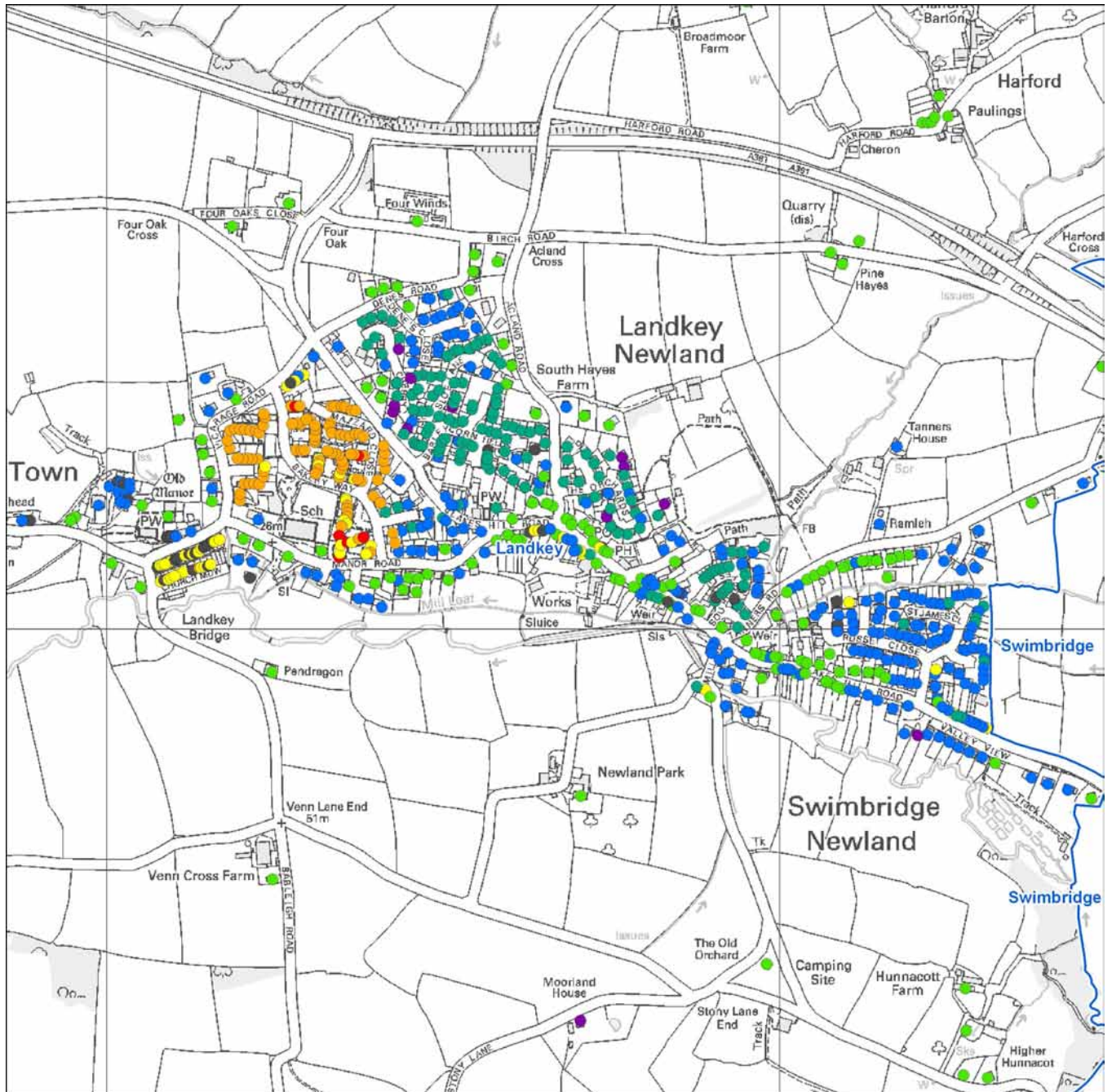
Fremington has several clusters of older families group C and a large section of younger families group B to the south west. Well off elderly group J is spread around but there is a cluster of low income families group G near the school in the centre of the map and affluent group A in Bickington.



Landkey

Key Features

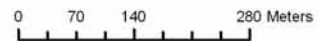
The newer building at Landkey Newland to the east has groups B (younger families) and C (older families) interspersed with some rural K. Landkey Town is mainly upwardly mobile families group H with some close knit community D as well.



Mosaic Group

- A
- B
- C
- D
- E
- F
- G
- H
- I
- J
- K

- Ward Boundaries
- Parish Boundaries



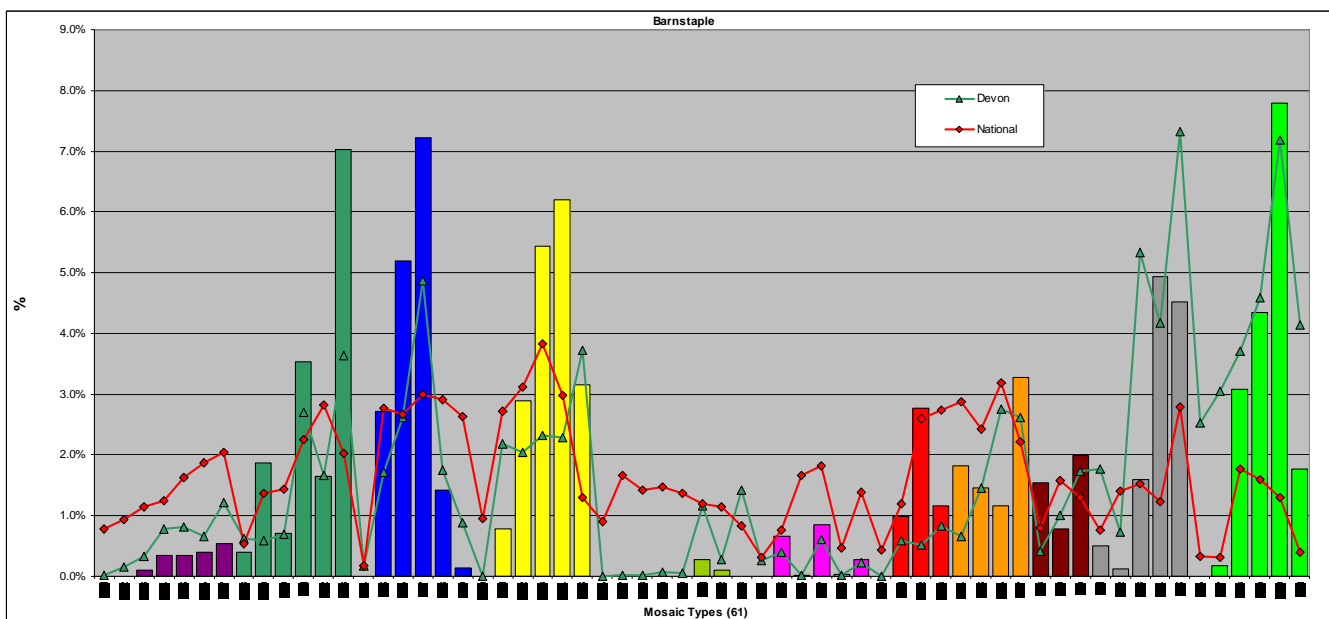
Analysis by mosaic type

The main Mosaic Types in the Barnstaple Devon Town area.

Key Features

The largest type in the area is K60 with 7.8% of households closely followed by C17 (7.2%) and B13 (7.0%). There are three other types that have more than 5% - D24, D23 and C16.

The following graph categorise Barnstaple households into Mosaic Types. They are then compared to the national and Devon Mosaic profiles in order to show similarity or difference. Some Mosaic Types do not appear in Barnstaple.



Source: Mosaic data 2009 - © 2009 Experian Ltd

The following table shows the comparative proportions of Mosaic Types in Barnstaple; these are illustrated in the above graph.

Note: **Red = Prominent Mosaic Types (> 5%)**
 Shaded = over represented in Barnstaple compared with Devon

Mosaic Types	Percentage of Households		
	Barnstaple	Devon	National
A01	0.0	0.0	0.8
A02	0.0	0.1	0.9
A03	0.1	0.3	1.2
A04	0.3	0.8	1.2
A05	0.4	0.8	1.6
A06	0.4	0.7	1.9
A07	0.5	1.2	2.0
B08	0.4	0.6	0.5
B09	1.9	0.6	1.4
B10	0.7	0.7	1.4
B11	3.5	2.7	2.3
B12	1.6	1.7	2.8
B13	7.0	3.6	2.0
B14	0.0	0.2	0.2
C15	2.7	1.7	2.8
C16	5.2	2.6	2.7
C17	7.2	4.9	3.0
C18	1.4	1.7	2.9
C19	0.1	0.9	2.6
C20	0.0	0.0	1.0
D21	0.8	2.2	2.7
D22	2.9	2.0	3.1
D23	5.4	2.3	3.8
D24	6.2	2.3	3.0
D25	3.1	3.7	1.3
D26	0.0	0.0	0.9
D27	0.0	0.0	1.7
E28	0.0	0.0	1.4
E29	0.0	0.1	1.5
E30	0.0	0.1	1.4
E31	0.3	1.2	1.2
E32	0.1	0.3	1.2
E33	0.0	1.4	0.8
E34	0.0	0.3	0.3
F35	0.7	0.4	0.8
F36	0.0	0.0	1.7
F37	0.8	0.6	1.8
F38	0.0	0.0	0.5
F39	0.3	0.2	1.4
F40	0.0	0.0	0.4
G41	1.0	0.6	1.2
G42	2.8	0.5	2.6
G43	1.2	0.8	2.7
H44	1.8	0.7	2.9
H45	1.4	1.5	2.4
H46	1.2	2.8	3.2

H47	3.3	2.6	2.2
I48	1.5	0.4	0.8
I49	0.8	1.0	1.6
I50	2.0	1.7	1.3
J51	0.5	1.8	0.8
J52	0.1	0.7	1.4
J53	1.6	5.3	1.5
J54	4.9	4.2	1.2
J55	4.5	7.3	2.8
J56	0.0	2.5	0.3
K57	0.2	3.0	0.3
K58	3.1	3.7	1.8
K59	4.3	4.6	1.6
K60	7.8	7.2	1.3
K61	1.8	4.1	0.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

Key features of the more prominent / over represented Mosaic Types are shown in the appendices.

Main Mosaic Types.

Key Features

Each of the Barnstaple wards differ from the overall Barnstaple Parish Profile notably:

Barnstaple Central Town ward comprises D25 (17%) of D24 (13%) and with a 10% representation of type I48.

Forches and Whiddon Valley has 20% of D24 and two deprived categories of G42 and H47 both with about 13% of households.

Longbridge has mainly types C16, J54 and C15.

Newport and Pilton Wards both have comparatively large pockets of type C17.

Yeo Valley has larger proportions of G42 and H44.

Fremington and Landkey parishes have high proportions of the newer housing C16 and C17. Fremington also the older, better off J54 and Landkey has the rural K59

The three rural classifications of K60, K58 & K61 dominate in the rural parishes. Exceptions within the surrounding parishes reveal:

33% of Ashford comprises type AO4

Bishop's Tawton & Goodleigh parishes both have 17% of C17.

The tables below drill down into each parish/ward within the Devon Town area in order to reveal the three most prominent Mosaic Types that could potentially remain hidden if the Devon Town area is considered as a whole without reference to its components. It should be noted that there may be other Mosaic Types within the area which appear in several parishes but do not feature amongst the most prominent types.

Those highlighted in red indicate types not identified when looking at either the parish of Barnstaple or the rural parishes as a whole.

Area	1 st			2 nd			3 rd		
	Mosaic Types	House holds	%	Mosaic Types	House holds	%	Mosaic Types	House holds	%
Central Town Ward	D25	417	16.9	D24	311	12.6	I48	236	9.6
Forches & Whiddon Valley Ward	D24	375	20.2	G42	246	13.3	H47	233	12.6
Longbridge Ward	C16	320	18.0	J54	216	12.1	C15	172	9.7
Newport Ward	D23	235	13.6	C17	186	10.8	B13	179	10.4
Pilton Ward	C17	173	9.4	D23	171	9.2	J55	164	8.9
Yeo Valley Ward	D23	260	13.7	G42	217	11.5	H44	183	9.7
Barnstaple Parish	D24	1,130	10.8	D23	892	8.5	B13	859	8.2

Area	1 st			2 nd			3 rd		
	Mosaic Types	House holds	%	Mosaic Types	House holds	%	Mosaic Types	House holds	%
Fremington	J54	641	14.4	C16	501	11.3	C17	477	10.7
Landkey	C17	203	25.4	K59	127	15.9	B11	76	9.5

Area	1 st			2 nd			3 rd		
	Mosaic Types	House holds	%	Mosaic Types	House holds	%	Mosaic Types	House holds	%
Arlington	K61	39	100.0	-	-	-	-	-	-
Ashford	K58	61	48.0	A04	42	33.1	J53	9	7.1
Atherington	K60	180	100.0	-	-	-	-	-	-
Bishop's Tawton	K59	100	18.7	C17	93	17.4	K58	74	13.8
Bratton Fleming	K60	137	32.1	B13	57	13.3	K61	55	12.9
East and West Buckland	K60	136	93.2	C17	6	4.1	B12	1	0.7
East Down	K61	73	98.6	K60	1	1.4	-	-	-

Goodleigh	K60	64	39.0	K58	29	17.7	C17	28	17.1
Horwood, Lovacott and Newton Tracey	K60	179	96.2	A05	4	2.2	A03	1	0.5
Loxhore	K61	77	98.7	K60	1	1.3	-	-	-
Marwood	K58	138	43.0	K60	137	42.7	C17	16	5.0
Pilton West	K58	51	70.8	K60	9	12.5	K57	5	6.9
Shirwell	K60	153	89.0	K58	10	5.8	J53	3	1.7
Stoke Rivers	K61	60	100.0	-	-	-	-	-	-
Swimbridge	K60	209	51.7	J55	39	9.7	C17	33	8.2
Tawstock	K60	175	18.5	C16	149	15.8	J54	149	15.8
Rural Parishes	K60	1,444	36.7	K58	508	12.9	K61	346	8.8

Area	1 st			2 nd			3 rd		
	Mosaic Types	House holds	%	Mosaic Types	House holds	%	Mosaic Types	House holds	%
Devon Town area	K60	1,533	7.8	C17	1,418	7.2	B13	1,383	7.0

Source: Mosaic data 2009 - © 2009 Experian Ltd