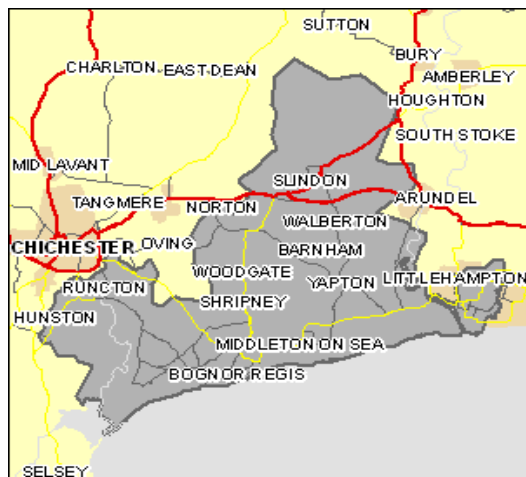


Bognor Regis

GOAD Catchment

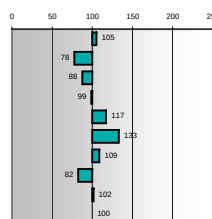


Key Economic Indicators

	Catchment	GB	Index
All Residents 2001	98,515		
Unemployed 2001	1,649		
Average weekly household disposable income estimate (2003)	£466	£485	96
Population Projections	% Change	Change	
2007	102,290		
2012	107,838	5.42	5,548
2017	113,322	5.09	5,484

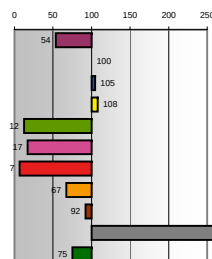
Demographic & Geodemographic Profile (2001)

Social class breakdown		%	GB %	Index
Class 1:Managers & Senior Officials	6,701	15.47	14.74	105
Class 2:Professional Occupations	3,750	8.66	11.13	78
Class 3: Associate Prof & Technical	5,220	12.05	13.77	88
Class 4:Admin & Secretarial	5,701	13.16	13.31	99
Class 5: Skilled Trades	5,980	13.80	11.79	117
Class 6:Personal Service Occupations	3,987	9.20	6.93	133
Class7:Sales & Customer Service	3,642	8.41	7.75	109
Class 8:Process, Plant & Machinery	3,081	7.11	8.65	82
Class 9:Elementary Occupations	5,258	12.14	11.94	102
Total	43,320	100.0	100.0	100



Mosaic Lifestyle Group (2007)

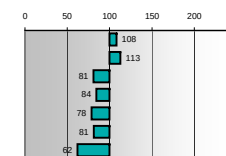
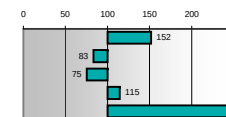
		%	GB %	Index
1 Symbols of Success	2,337	5.16	9.61	54
2 Happy Families	4,889	10.79	10.76	100
3 Suburban Comfort	7,174	15.83	15.13	105
4 Ties of Community	7,841	17.30	16.04	108
5 Urban Intelligence	400	0.88	7.15	12
6 Welfare Borderline	492	1.09	6.42	17
7 Municipal Dependency	208	0.46	6.75	7
8 Blue Collar Enterprise	3,371	7.44	11.05	67
9 Twilight Subsistence	1,625	3.59	3.89	92
10 Grey Perspectives	15,167	33.47	7.88	425
11 Rural Isolation	1,815	4.00	5.32	75



Total Households	45,319	100.00	100.00	100
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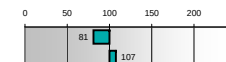
Housing Profile (2001)

	Catchment	%	GB %	Index
Private households	43,038	100.0	100.0	100
Household tenure				
Private rented	4,680	10.87	9.79	111
Renting Council/Housing Association	3,909	9.08	20.39	45
Outright owner	16,951	39.39	29.55	133
Mortgaged	16,433	38.18	40.27	95
Type of dwelling				
Dwelling type: Detached	14,961	34.76	22.91	152
Dwelling type: Semi-detached	11,060	25.70	30.79	83
Dwelling type: Terraced	8,288	19.26	25.57	75
Dwelling type: Flat	9,874	22.94	20.02	115
Dwelling type: Other	855	1.99	0.72	277
Household size				
One person private households	14,071	32.69	30.21	108
Two person private households	16,451	38.22	33.92	113
Three person private households	5,402	12.55	15.54	81
Four person private households	4,843	11.25	13.37	84
Five person private households	1,674	3.89	4.96	78
Six person private households	511	1.19	1.46	81
Seven or more person private h'holds	147	0.34	0.55	62



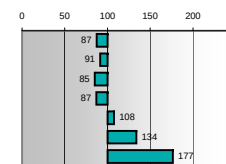
Car ownership

Households with no car	9,562	22.22	27.44	81
Households with a car/cars	33,541	77.93	72.56	107



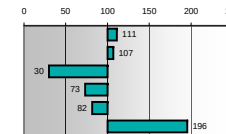
Resident Profile (2001)

Resident population				
All Residents 2001	98,515	100.00	100.00	100
Age structure				
Aged 0 to 4	4,929	5.01	5.73	87
Aged 5 to 14	11,257	11.45	12.52	91
Aged 15 to 24	9,920	10.09	11.86	85
Aged 25 to 44	24,224	24.63	28.32	87
Aged 45 to 64	24,527	24.94	23.19	108
Aged 65 to 74	10,935	11.12	8.31	134
Aged 75 and over	12,723	12.94	7.32	177



Mode of travel to work

Works mainly at home or from home	4,390	4.46	4.01	111
Travel to work by car	29,188	29.68	27.74	107
Travel to work by bus	1,124	1.14	3.83	30
Travel to work on train	1,292	1.31	1.79	73
Travel to work on foot	4,203	4.27	5.24	82
Travel to work by bike or motorcycle	2,261	2.30	1.18	196



Employment

In employment	34,629	35.21	37.68	93
Permanently sick	3,206	3.26	4.16	78
Unemployed (2001)	1,649	1.68	2.48	68
Self employed	7,041	7.16	5.87	122
Education: Higher Degree / Degree	10,396	10.57	14.32	74
Students	1,745	1.77	1.88	94
Changed address in last year	11,991	12.19	12.03	101

