Peripheral Distance Indicators (PDIs) Profile Example

Client name : xxxxx Date: xxxxx

INTRODUCTION

PDI profile Overview

This is an example of a PDI profile report prepared for a company with wealthy customers.

This template compares the wealthy customers to the UK population. It highlights key attributes that distinguishes their customers from the rest of the UK.

This has been achieved by using a series of metrics and charts. Each chart shows the make-up of the wealthy customers and how this compares to the UK population. The index values allow easy indicate how over or underrepresented these customers are.

This template has been developed using non-personal, GDPR compliant data sources.

An explanation of how to read results is included before each new chart is introduced.

The profile has been split into the following sections:
- Demographics
- Household
- Area
- Affluence
- Lifestyle

Template Snapshot

The clients customers are...

Demographics: The customers belong to the most affluent social groups in the UK.

Location: The majority of customers live in London and the South East.

Household: The average house price for these customers is higher than the average UK house price indicating affluence. They are likely to own a house and have lived in the there for over 5 years.

Where they live: They predominately live close to establishments associated with upmarket areas. They also live in a close proximity to establishments found in urban settings.

Health: Their general health is better than the average UK resident.

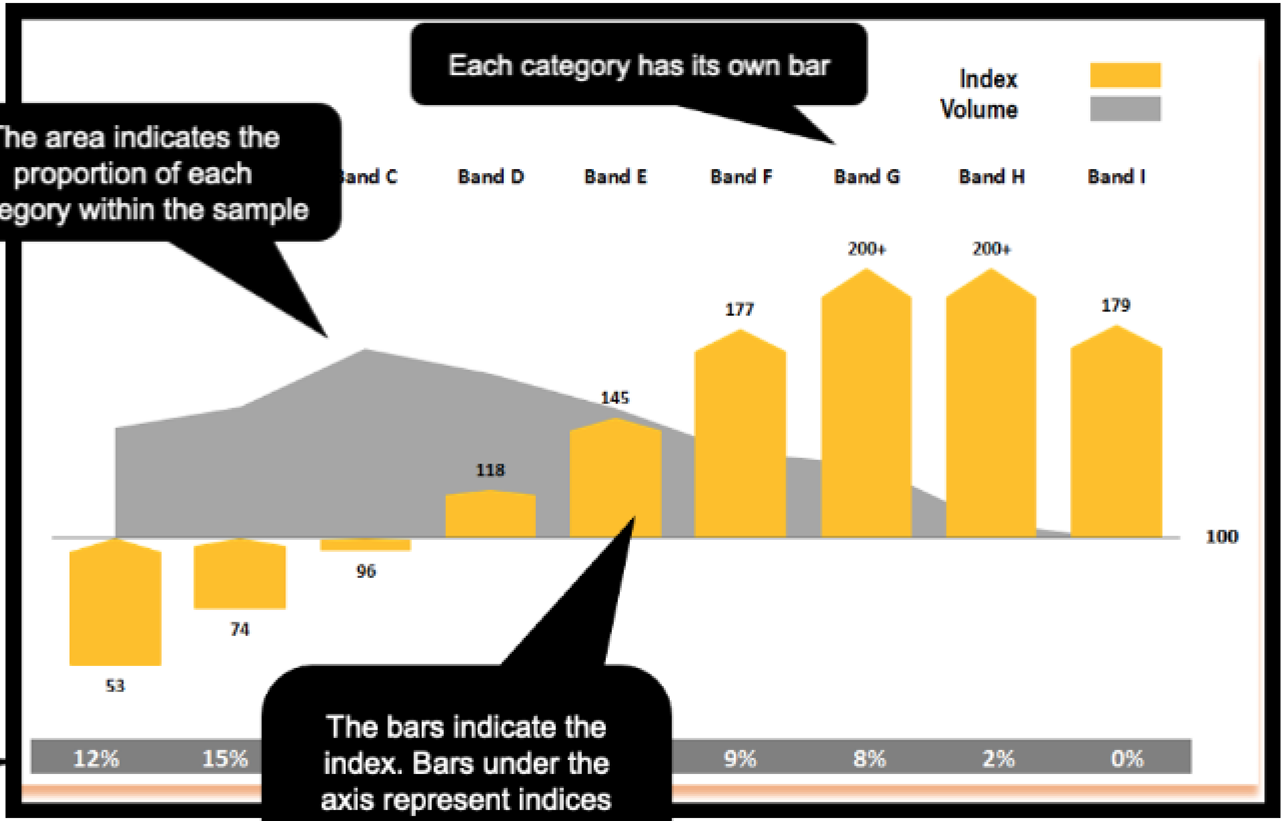
Crime: They live in areas with lower crime statistics than the UK average, which indicates that they are living affluent areas.

HOW TO READ THE CHARTS

How to read bar/area charts

Chart Notes:

- Area will be displayed as either area or numbers
- The house price charts have been split into London, South, Rest of England and Rest of UK to account for regional bias in house prices



Each category has its own bar

The area indicates the proportion of each category within the sample

Sample proportions will be displayed below

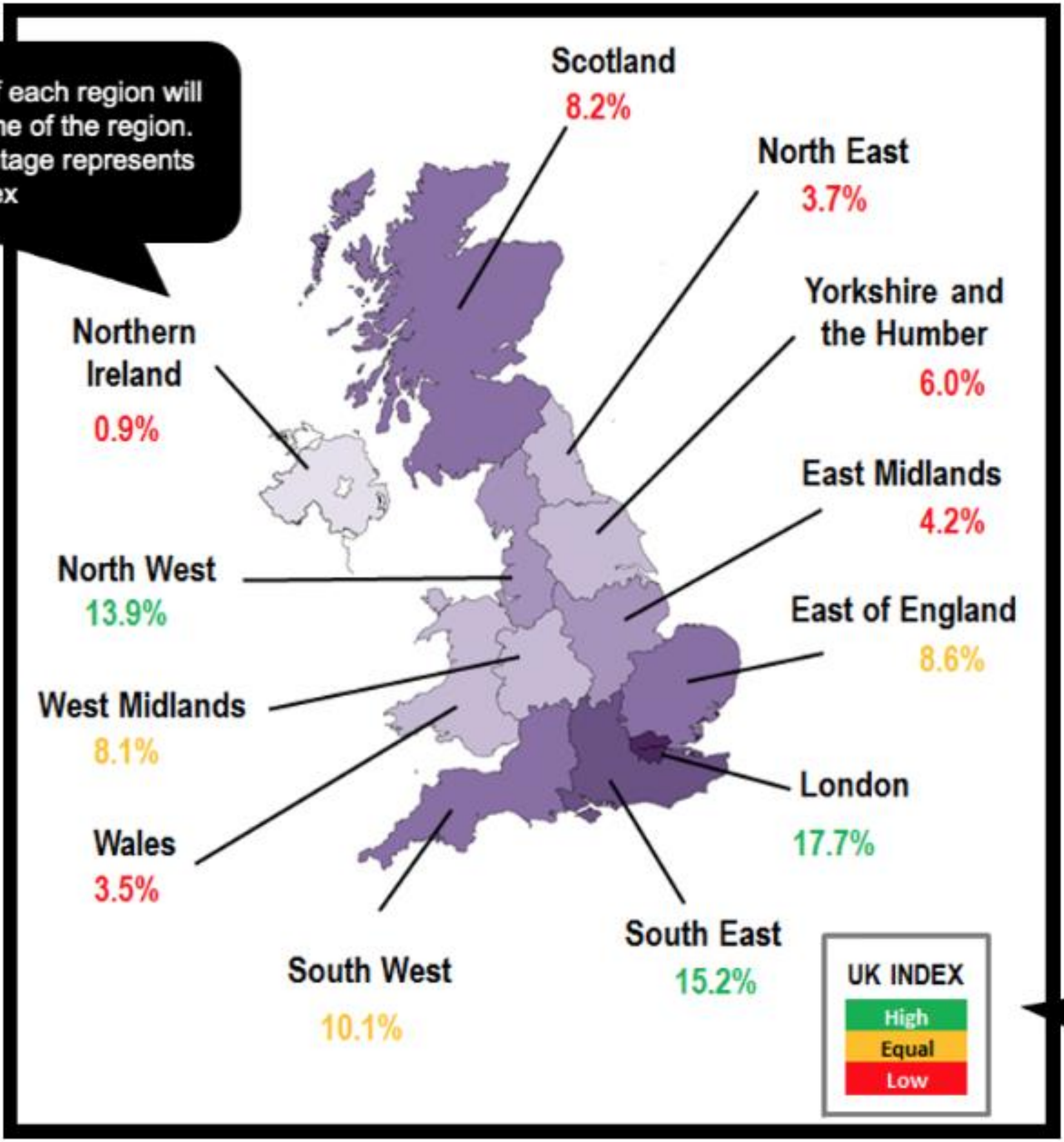
The bars indicate the index. Bars under the axis represent indices below 100 and above the axis represent indices above 100

Applicable charts:

- House price
- Council Tax
- Household Occupants
- House price Gini Coefficient
- Health
- Care Givers
- Sport England Segmentation
- Crime Stats
- Indices of Deprivation
- Credit Score
- Ethnicity
- English Proficiency
- Religion
- Free School meals

How to read maps

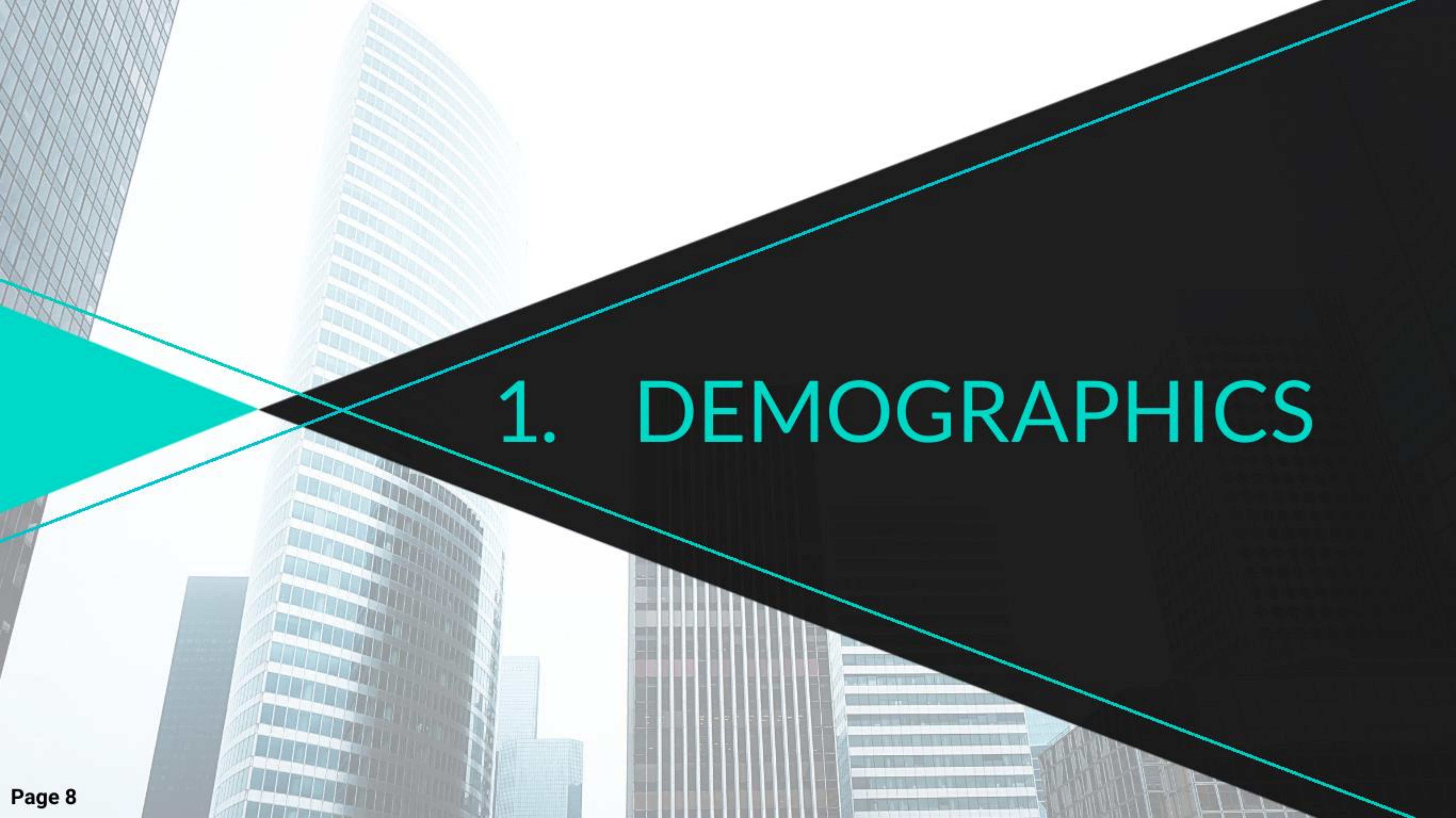
The sample proportion of each region will be shown under the name of the region. The colour of the percentage represents in UK index


Scotland
8.2%
North East
3.7%
Northern Ireland
0.9%
Yorkshire and the Humber
6.0%
East Midlands
4.2%
North West
13.9%
East of England
8.6%
West Midlands
8.1%
London
17.7%
Wales
3.5%
South East
15.2%
South West
10.1%
UK INDEX
High
Equal
Low

Applicable charts::

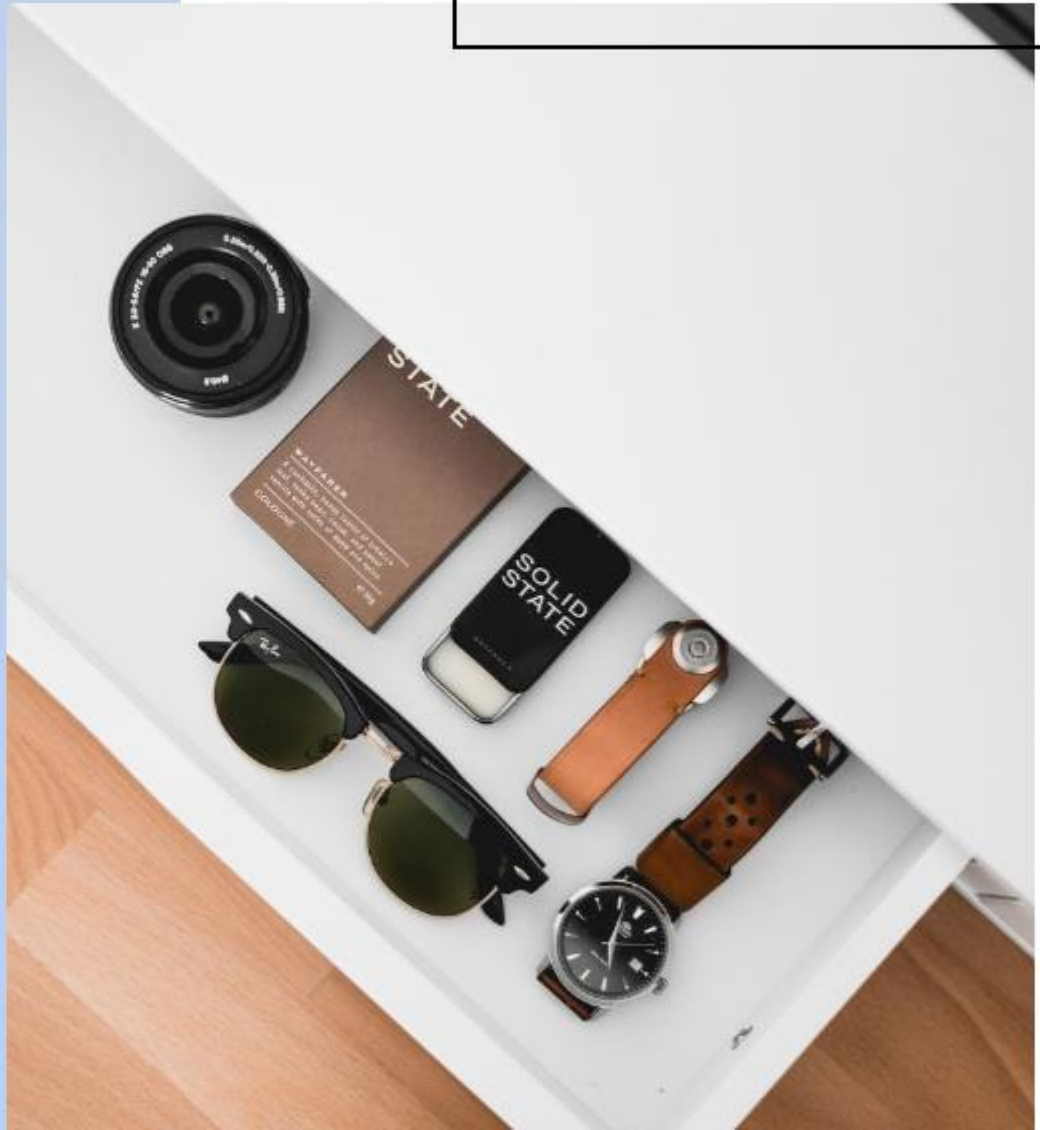
- Geography
- TV Region

Values significantly over 100 indicate an overrepresented group and will be green, under 100 are underrepresented and will be red, around 100 will be orange and indicate no significant difference when compared to the UK population



1. DEMOGRAPHICS

DEMOGRAPHICS



Citizen is Metrix Data Science's geo-demographic profiling system. Below is a decsription on how to interpret the following table's.

For more information please click here

UK BASE %

This indicates what % of people in the UK fit into the segment.

SAMPLE %

This indicates how much of the client sample supplied fits into the segment.

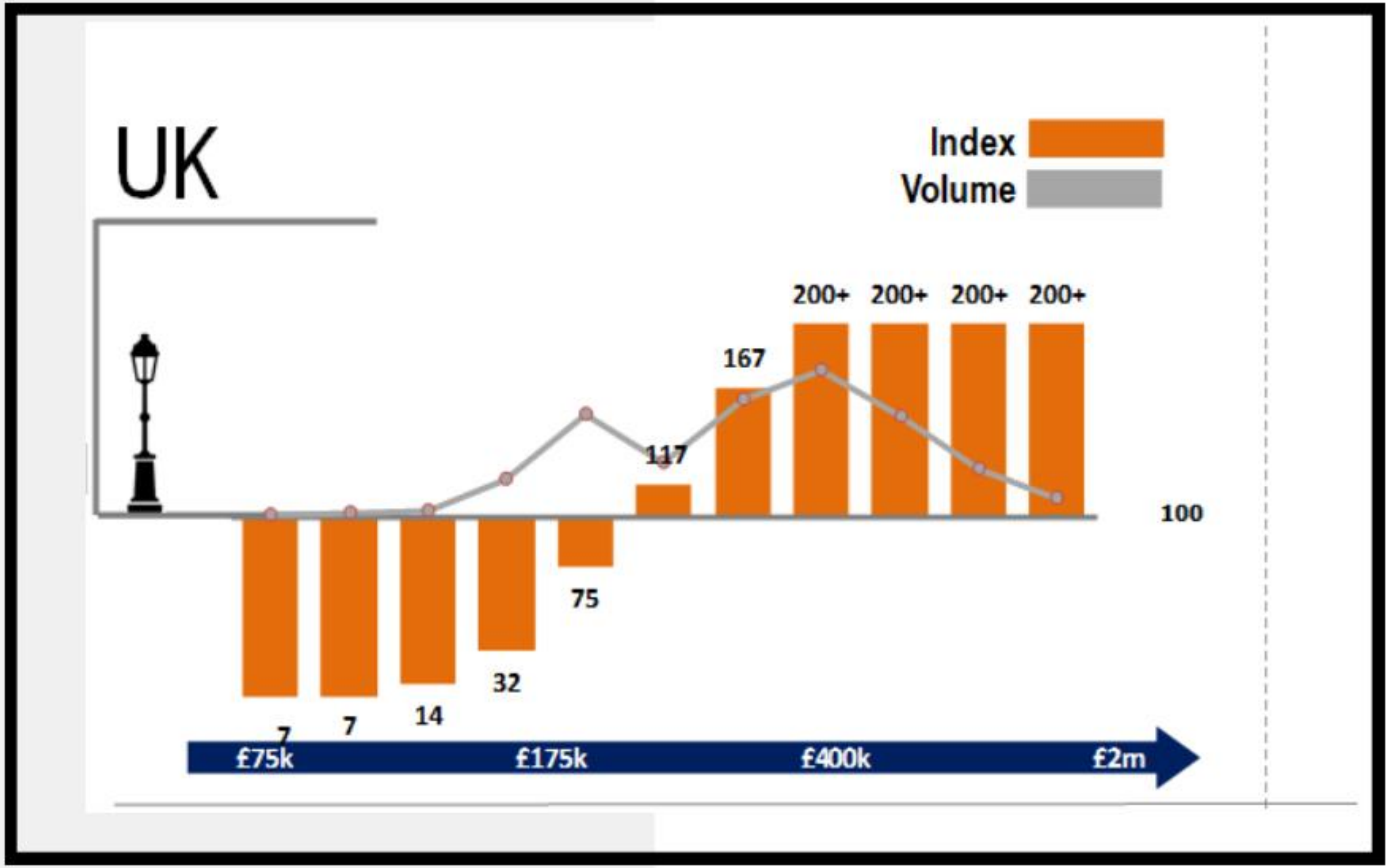
INDEX

The Index indicates how over- or under-represented the sample is in that segment.

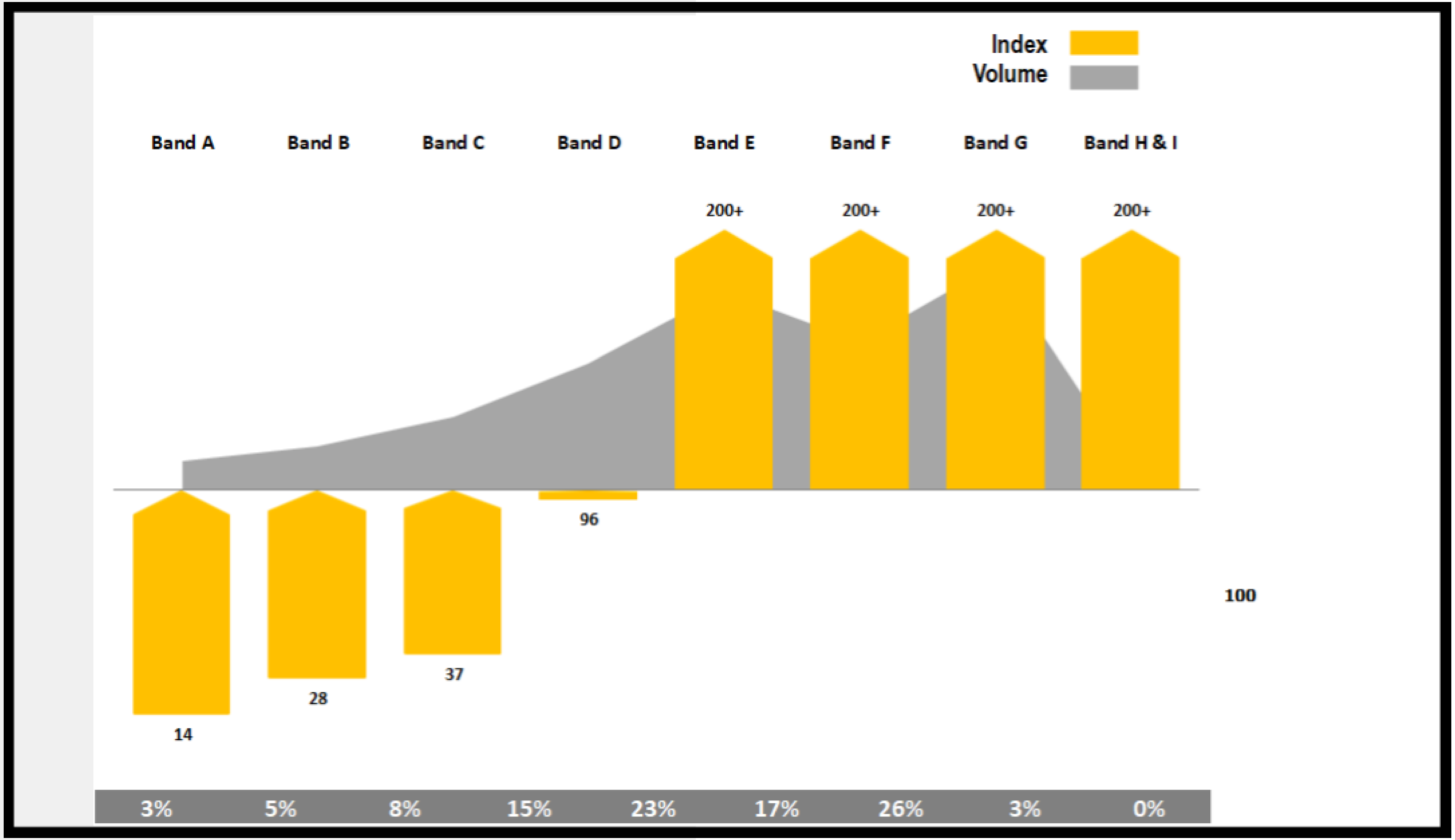
Citizen	UK BASE %	SAMPLE %	INDEX
Credit Crunchers	26%	16%	63
Winding Down	16%	22%	145
Baby Boomers	15%	17%	115
Urbane Urbanites	6%	10%	172
Rank & File	17%	11%	43
Generation X	20%	29%	143

2. HOUSEHOLDS

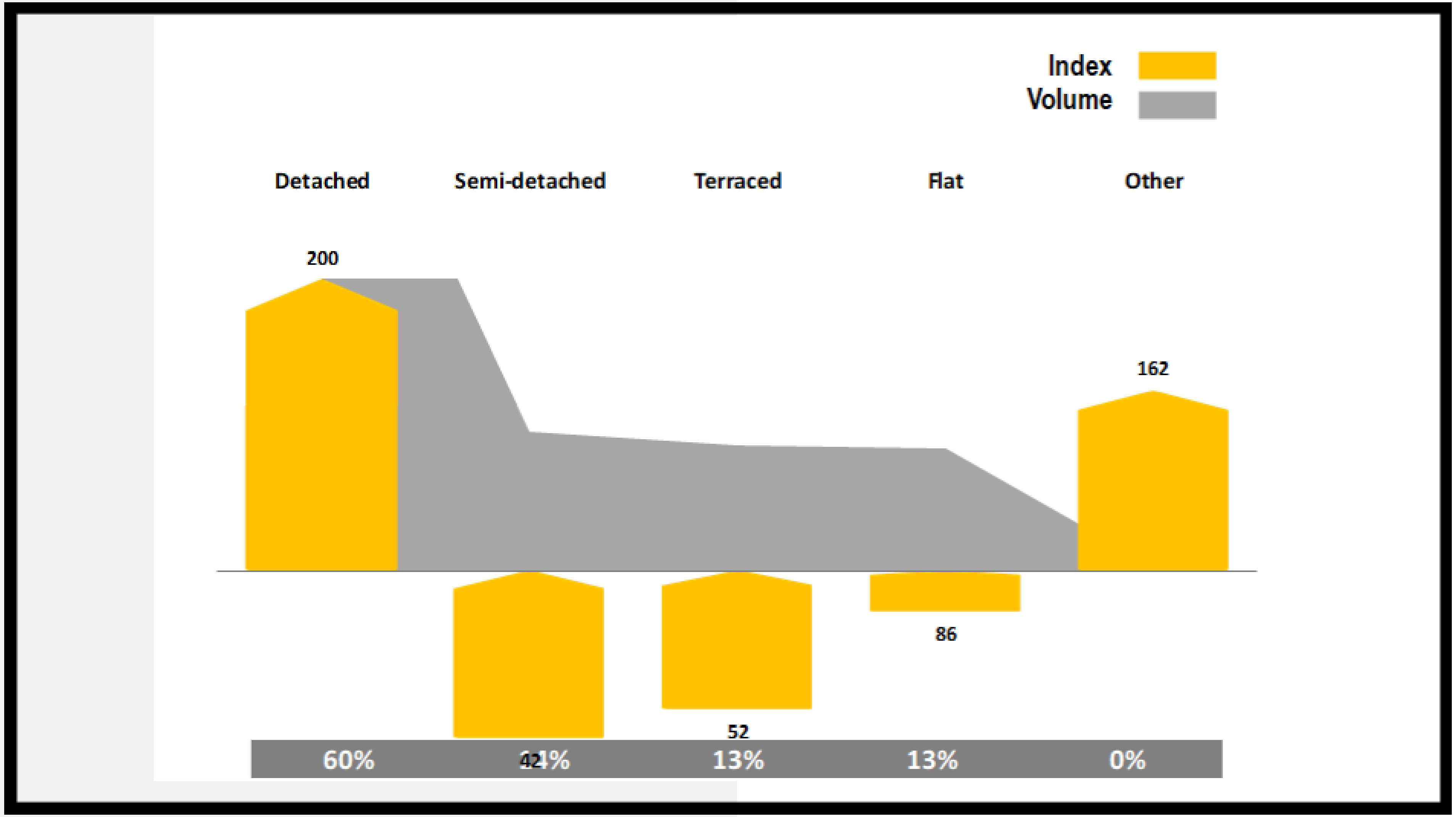
House Price


UK
Index
Volume
200+
200+
200+
200+
167
117
100
75
32
14
7
7
£75k
£175k
£400k
£2m

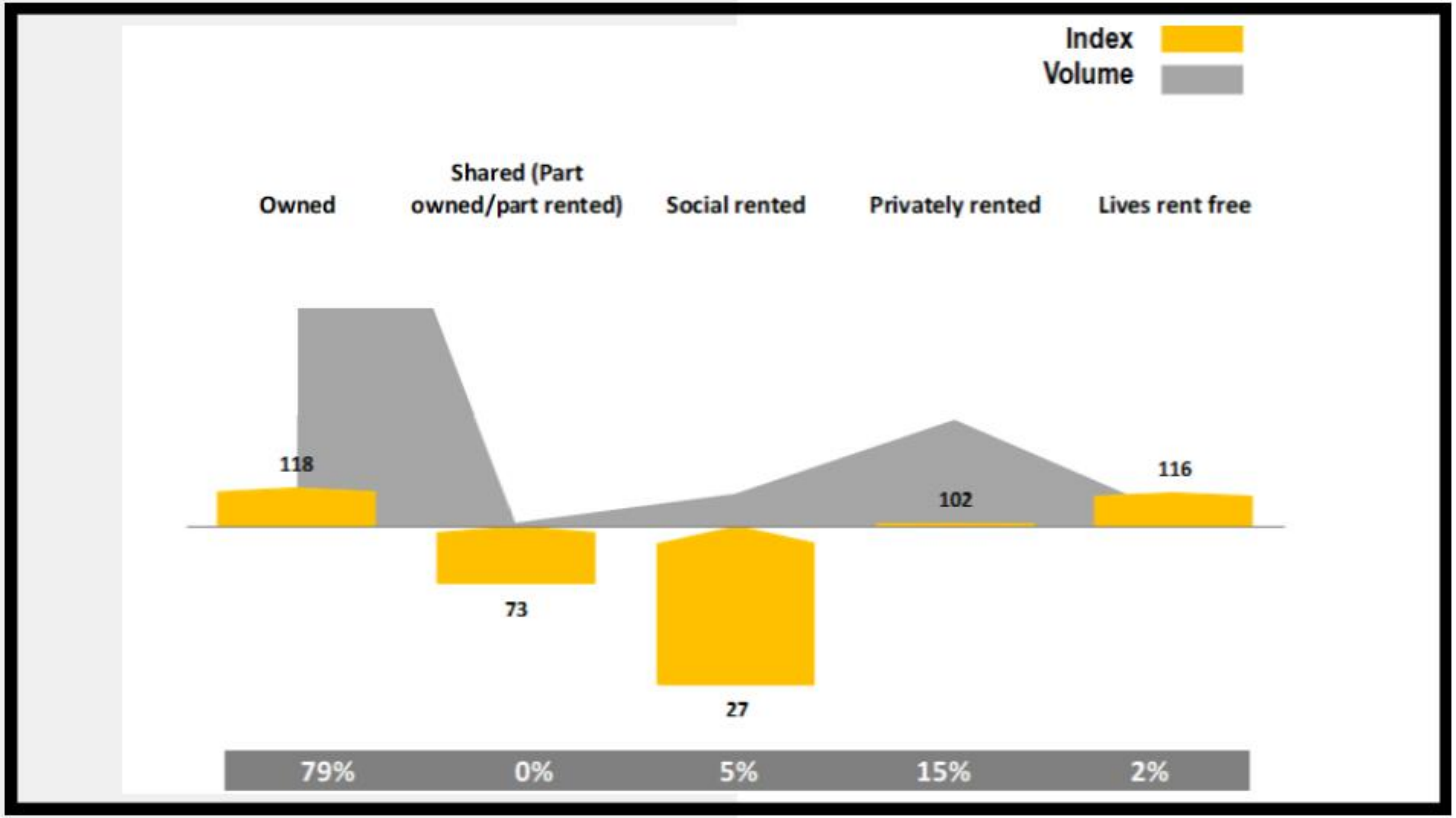
Council Tax


Index
Volume
Band A
Band B
Band C
Band D
Band E
Band F
Band G
Band H & I
200+
200+
200+
200+
14
28
37
96
100
3%
5%
8%
15%
23%
17%
26%
3%
0%

House Type

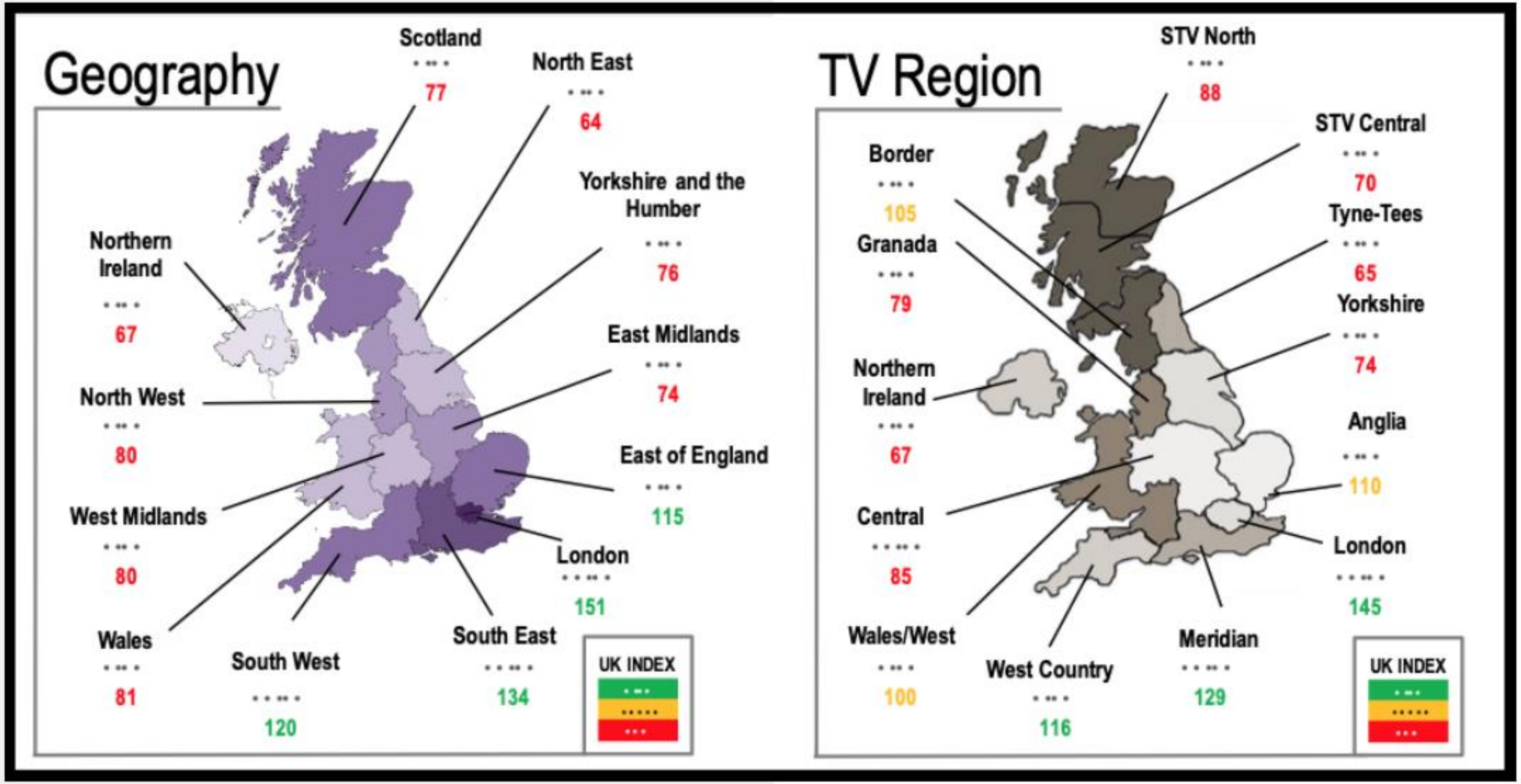

Index
Volume
Detached
Semi-detached
Terraced
Flat
Other
200
162
42
52
86
60%
14%
13%
13%
0%

House Tenure



3. AREA

Location


Geography
Scotland
77
North East
64
Yorkshire and the Humber
76
East Midlands
74
East of England
115
London
151
South East
134
South West
120
Wales
81
West Midlands
80
North West
80
Northern Ireland
67
UK INDEX
TV Region
STV North
88
STV Central
70
Tyne-Tees
65
Yorkshire
74
Anglia
110
London
145
Meridian
129
West Country
116
Wales/West
100
Central
85
Northern Ireland
67
Granada
79
Border
105
UK INDEX

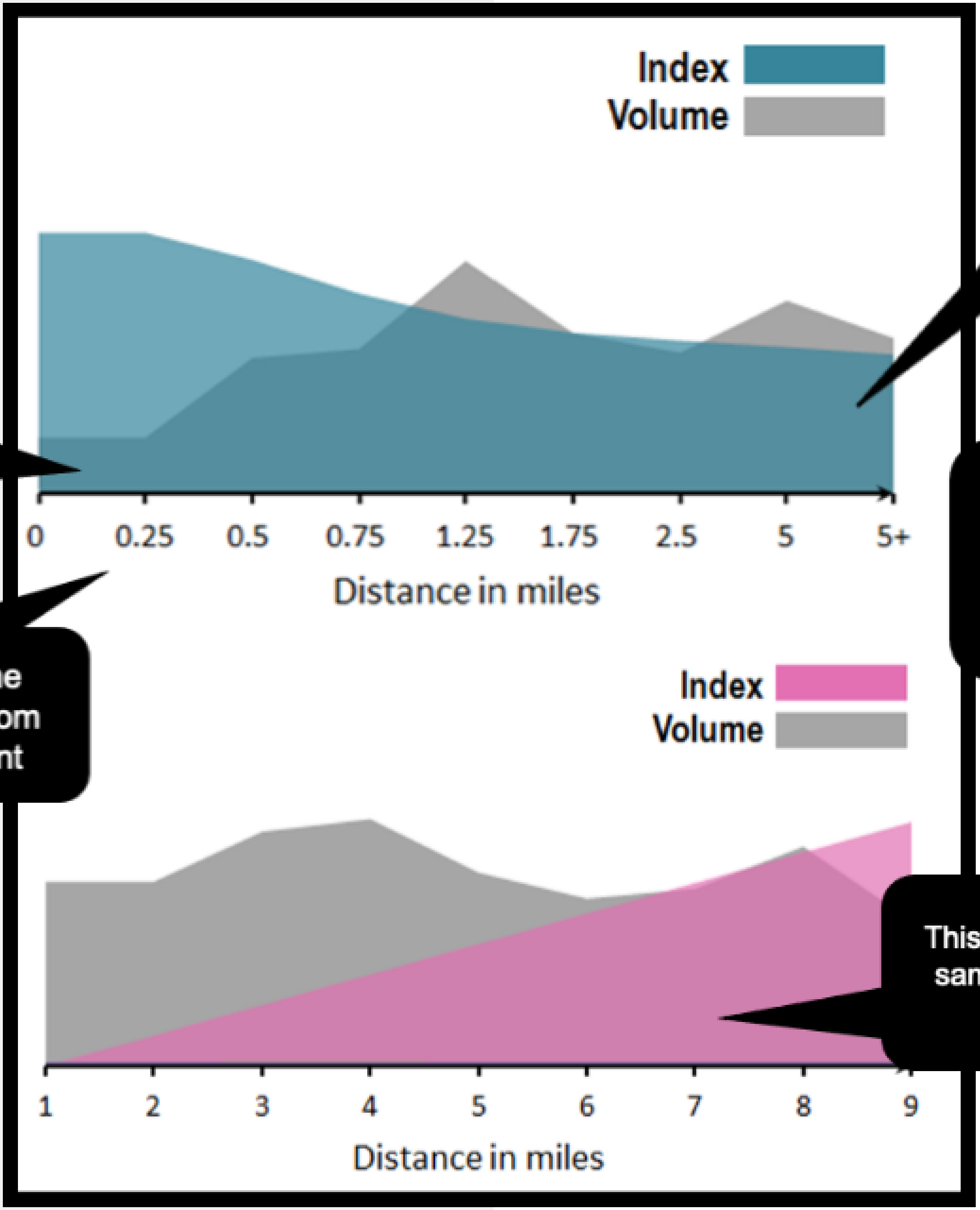
How to read volume/area index charts

Applicable charts::

- All distance to variables

This graph demonstrates a positive skew, i.e. . the sample is closer to the establishment when compared to the UK population

The axis shows the distance in miles from each establishment

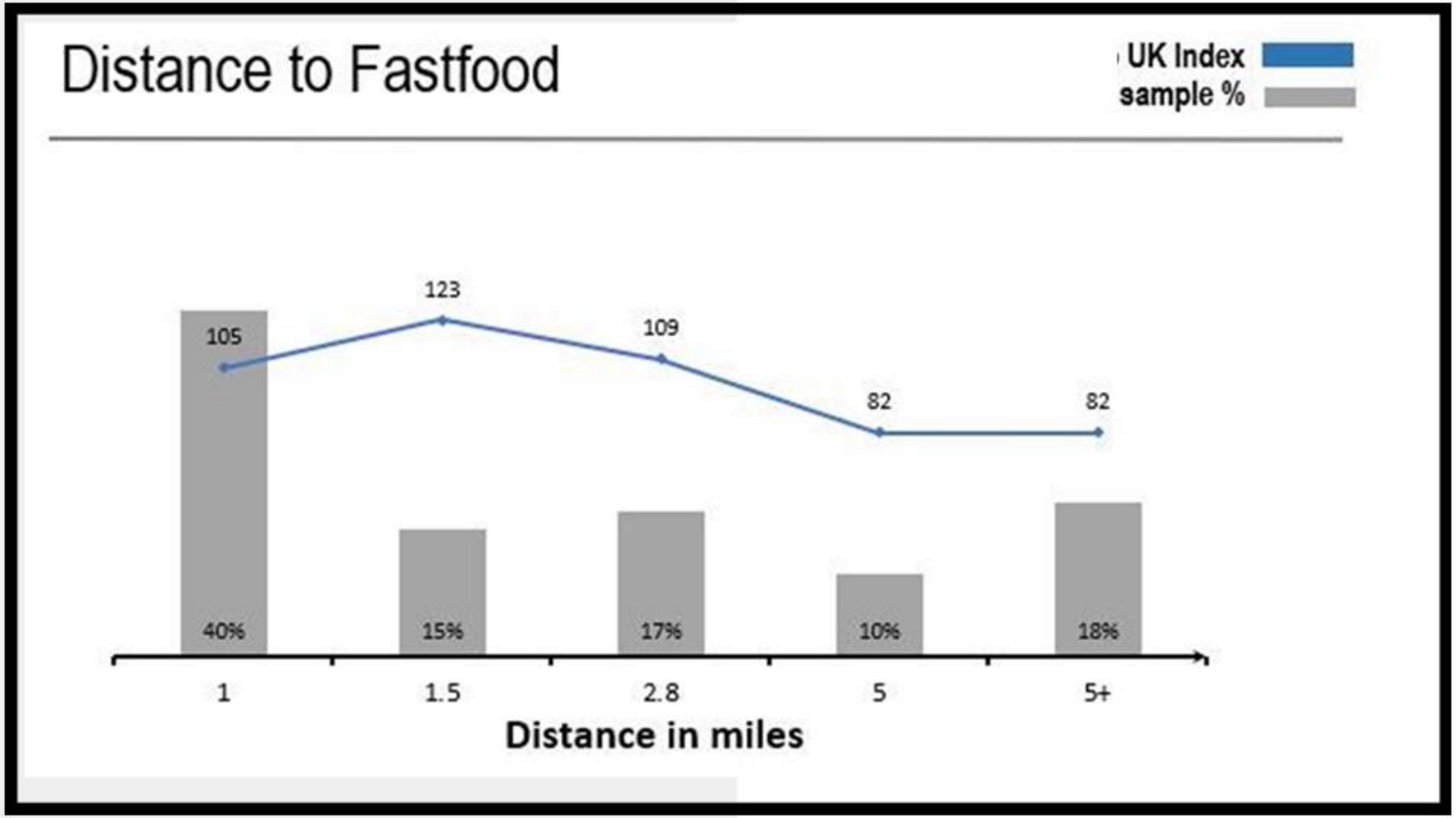


The index is shown in colour and the sample volume is shown in grey

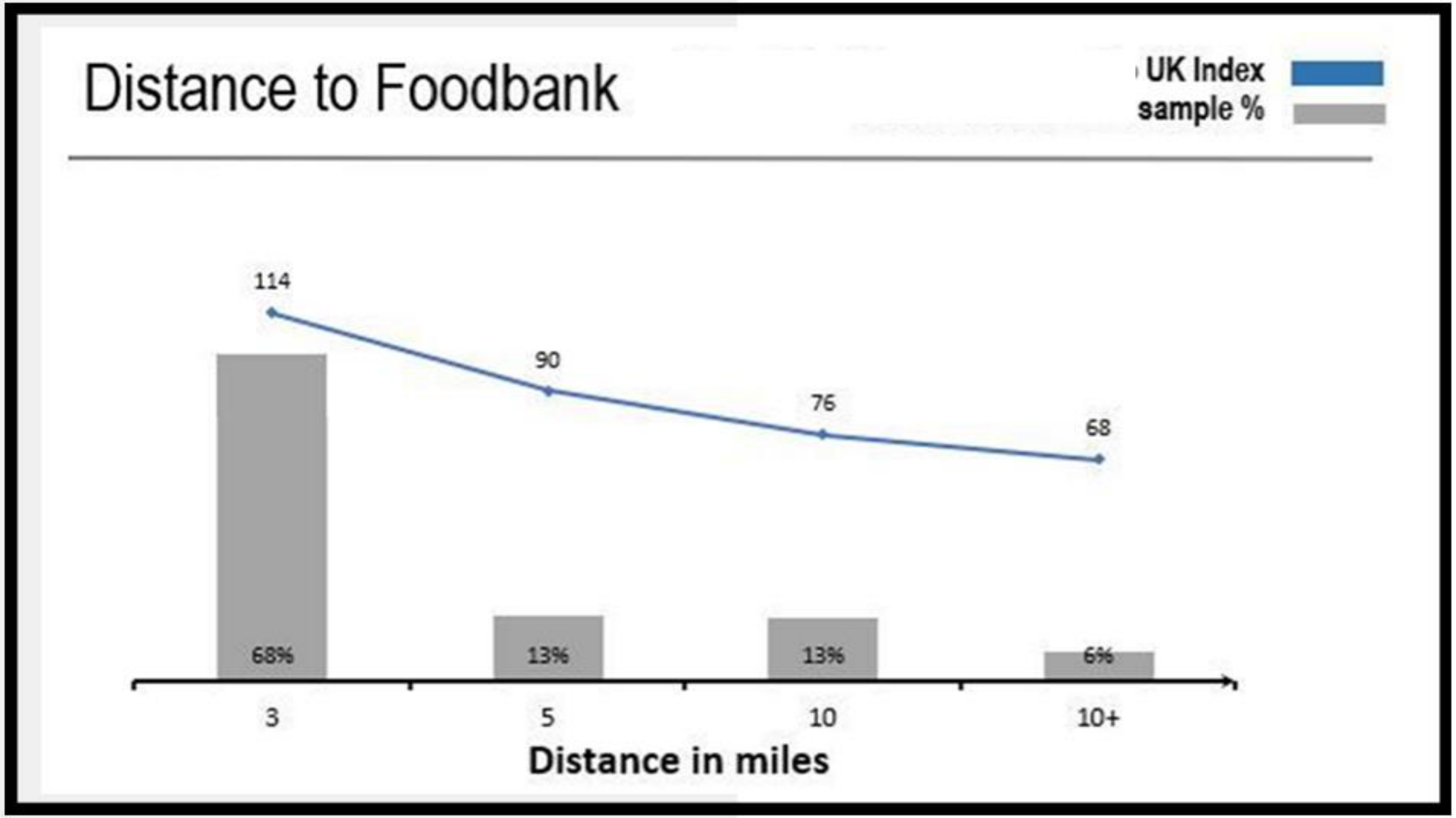
High values indicate an overrepresented group and low values indicate a underrepresented group when compared to the UK population

This graph demonstrates a negative skew, i.e. the sample is far away from the establishment when compared to the UK population

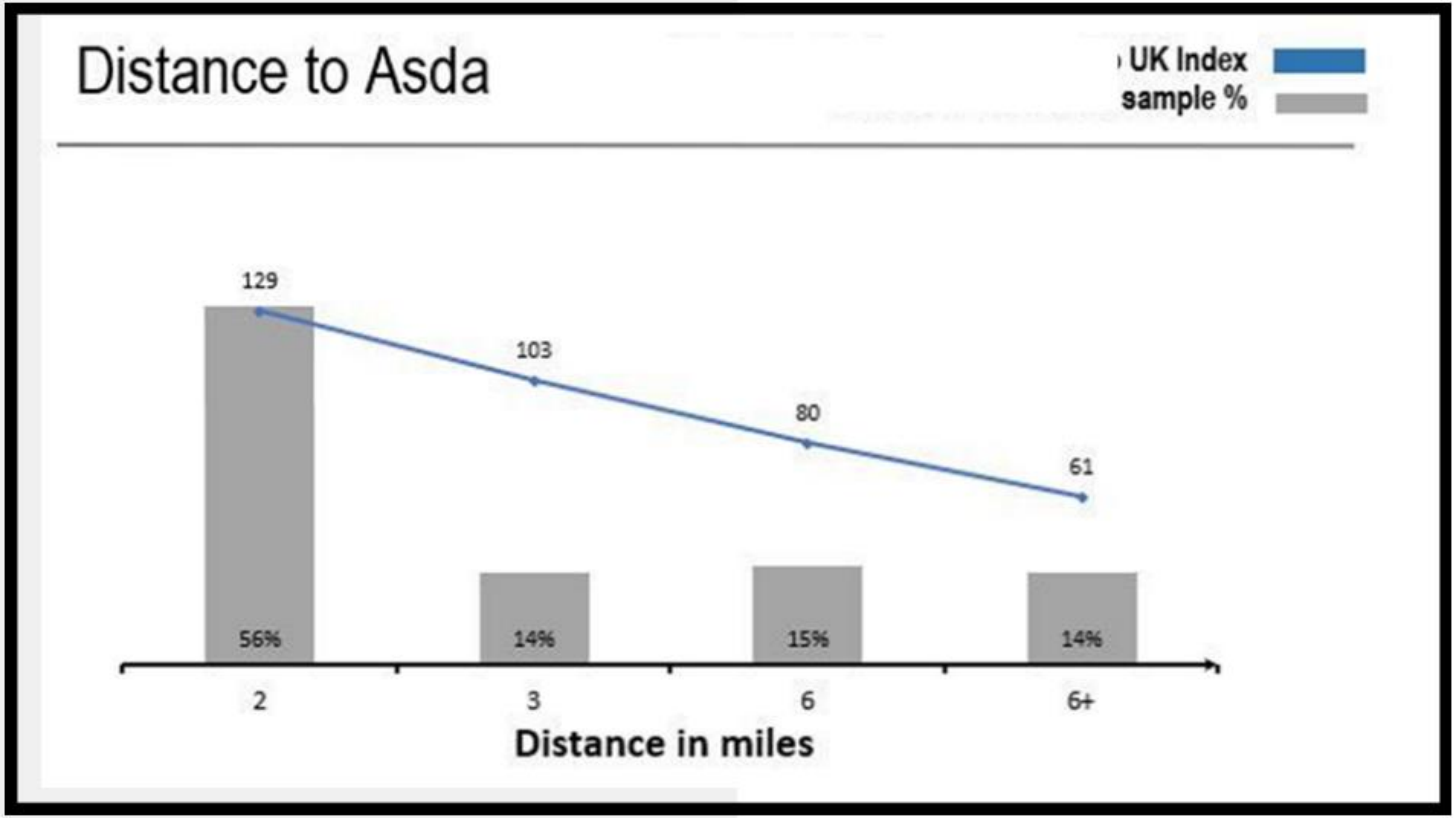
Fastfood


Distance to Fastfood
UK Index
sample %
123
105
109
82
82
40%
15%
17%
10%
18%
1
1.5
2.8
5
5+
Distance in miles

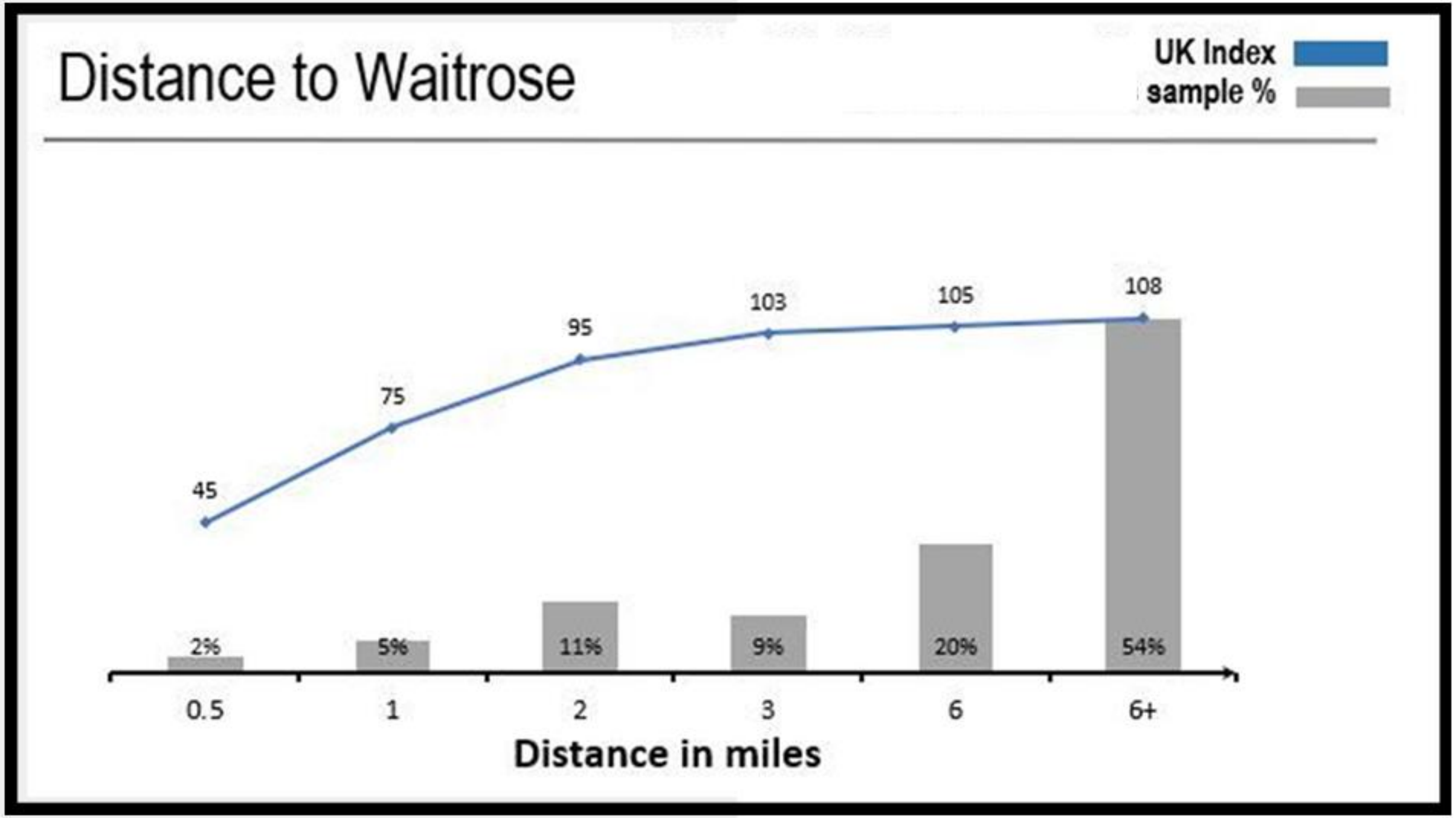
Food bank


Distance to Foodbank
UK Index
sample %
114
90
76
68
68%
13%
13%
6%
3
5
10
10+
Distance in miles

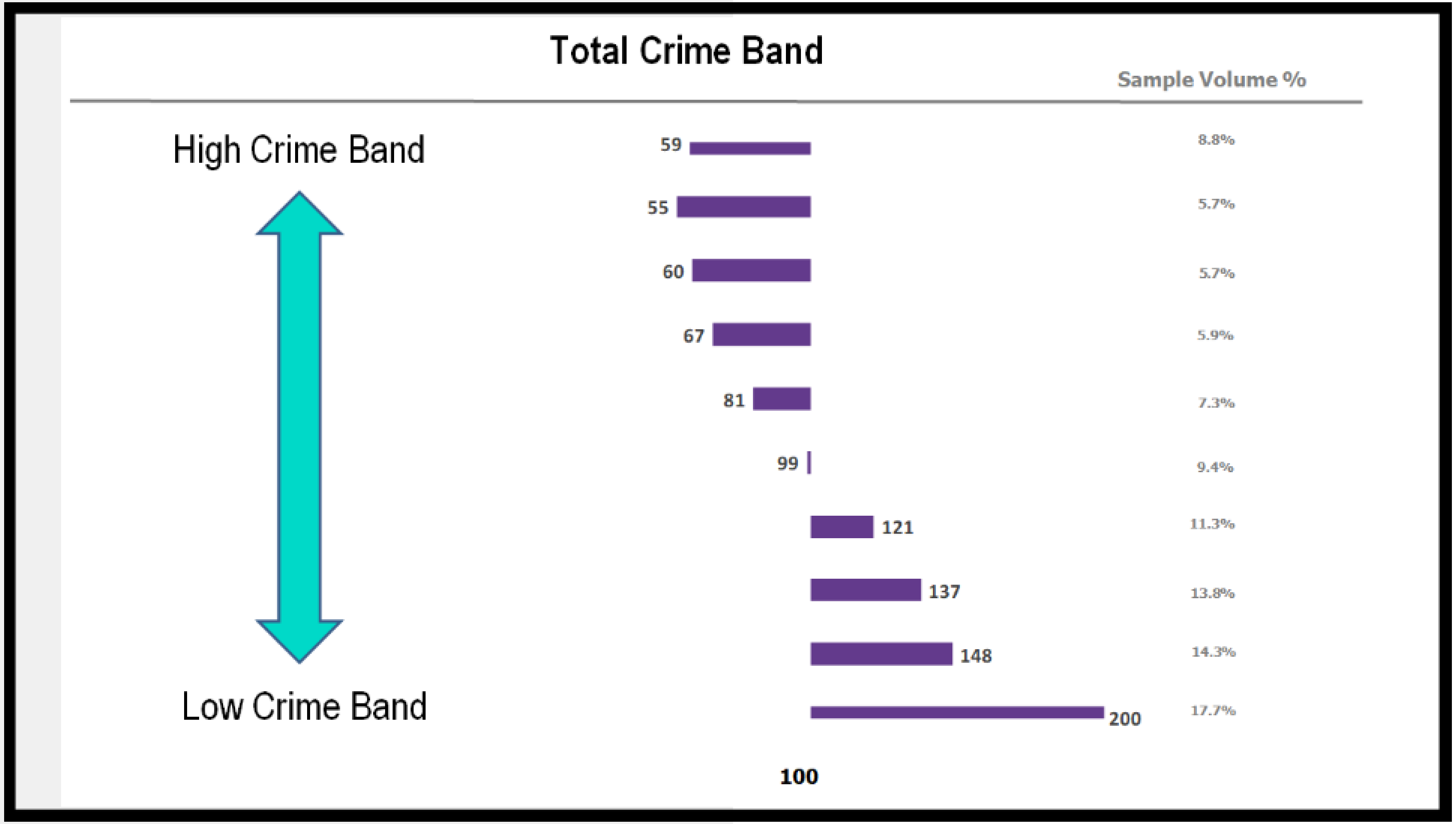
ASDA


Distance to Asda
UK Index
sample %
129
103
80
61
56%
14%
15%
14%
2
3
6
6+
Distance in miles

Waitrose

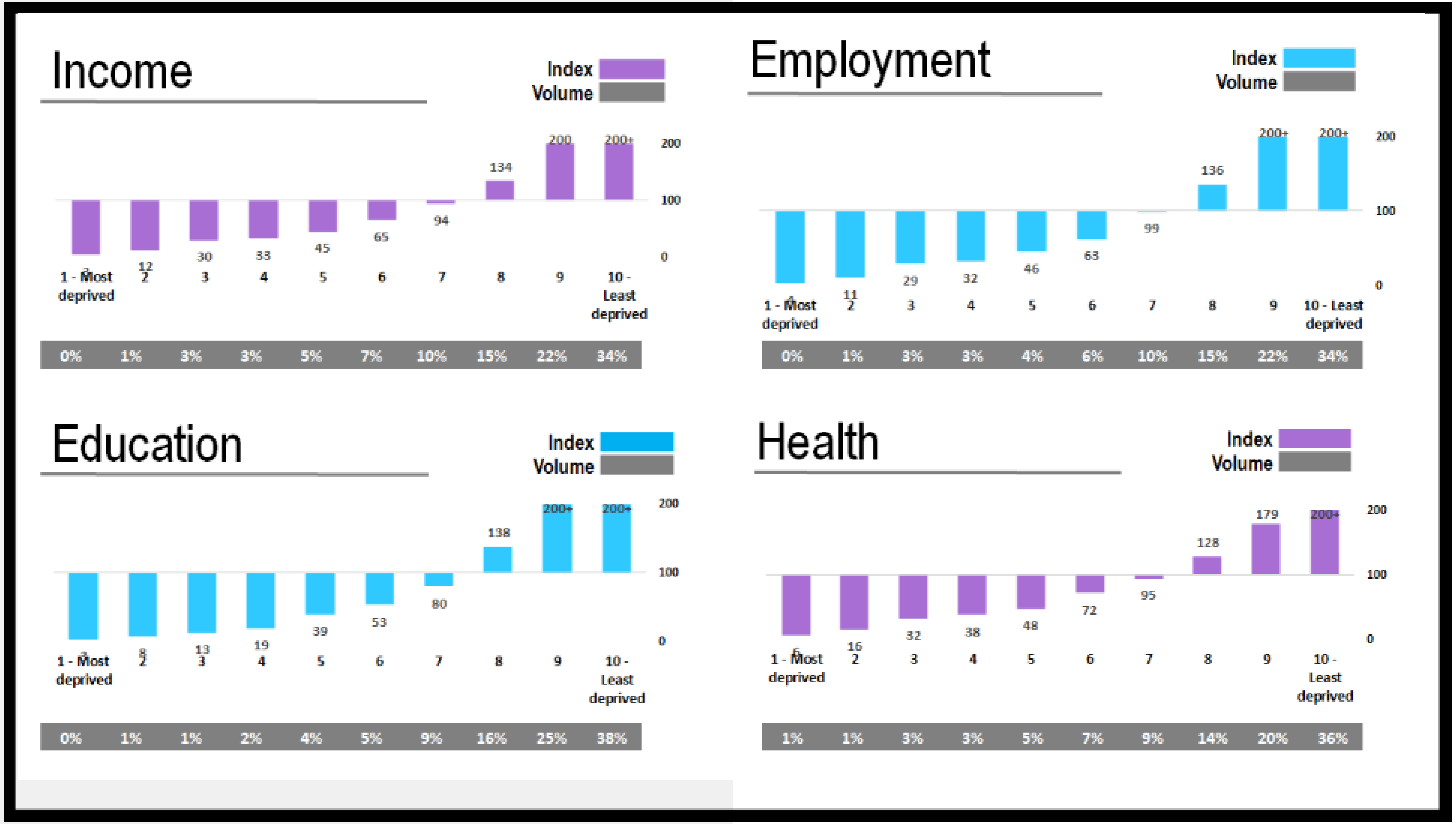

Distance to Waitrose
UK Index
sample %
45
75
95
103
105
108
2%
5%
11%
9%
20%
54%
0.5
1
2
3
6
6+
Distance in miles

Crime

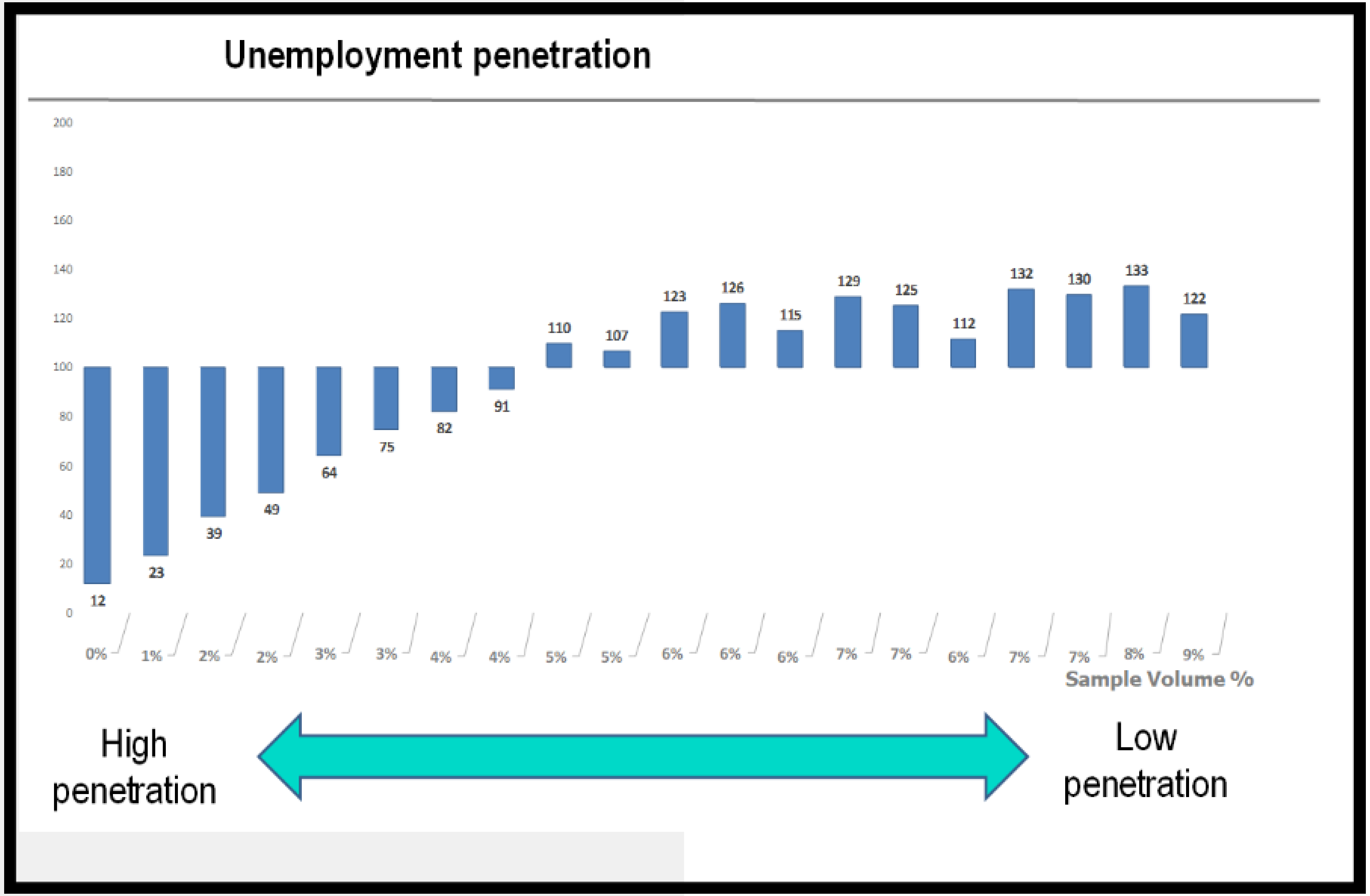

Total Crime Band
Sample Volume %
High Crime Band
Low Crime Band
59
8.8%
55
5.7%
60
5.7%
67
5.9%
81
7.3%
99
9.4%
121
11.3%
137
13.8%
148
14.3%
200
17.7%
100

4. AFFLUENCE

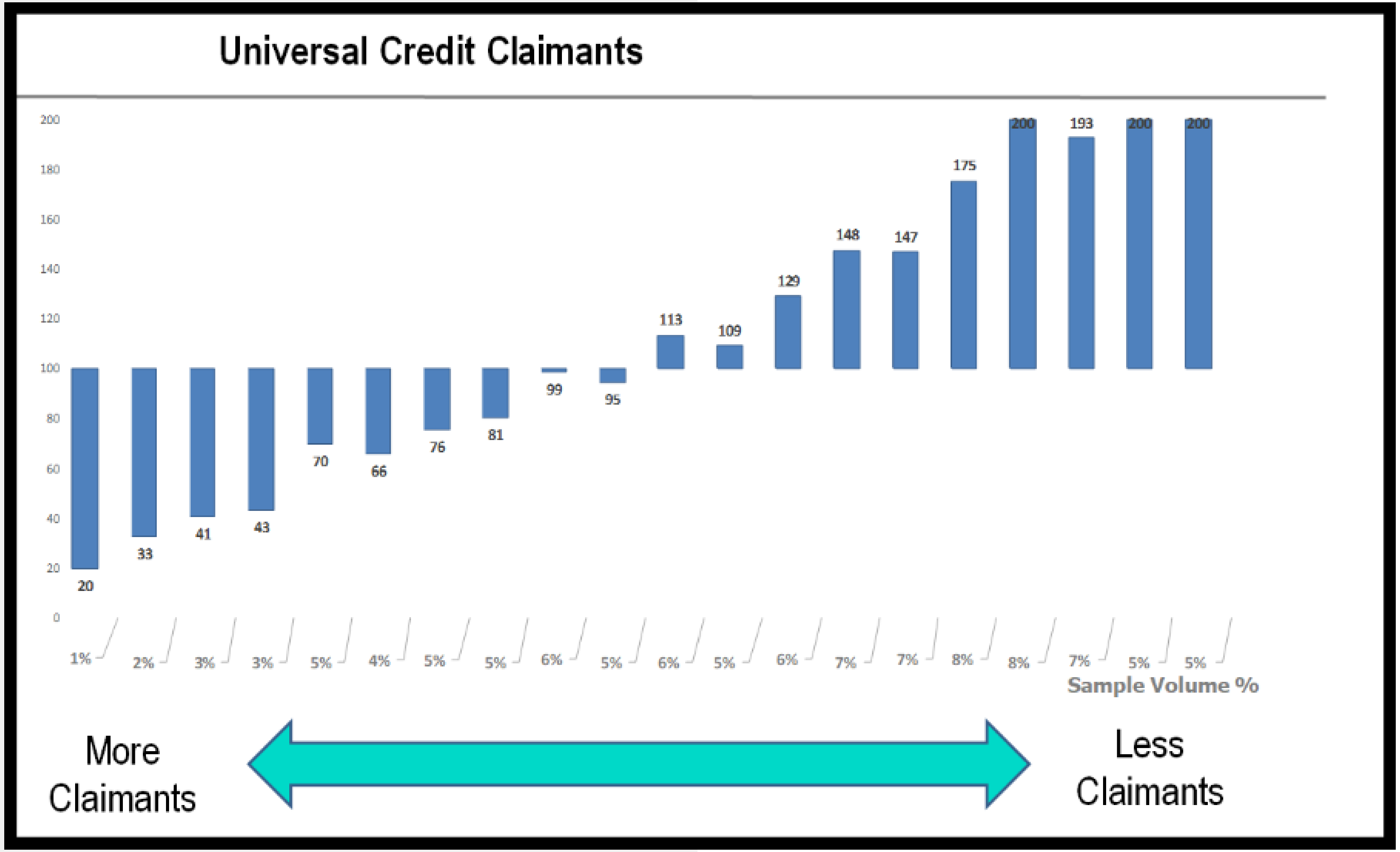
Indices of Deprivation



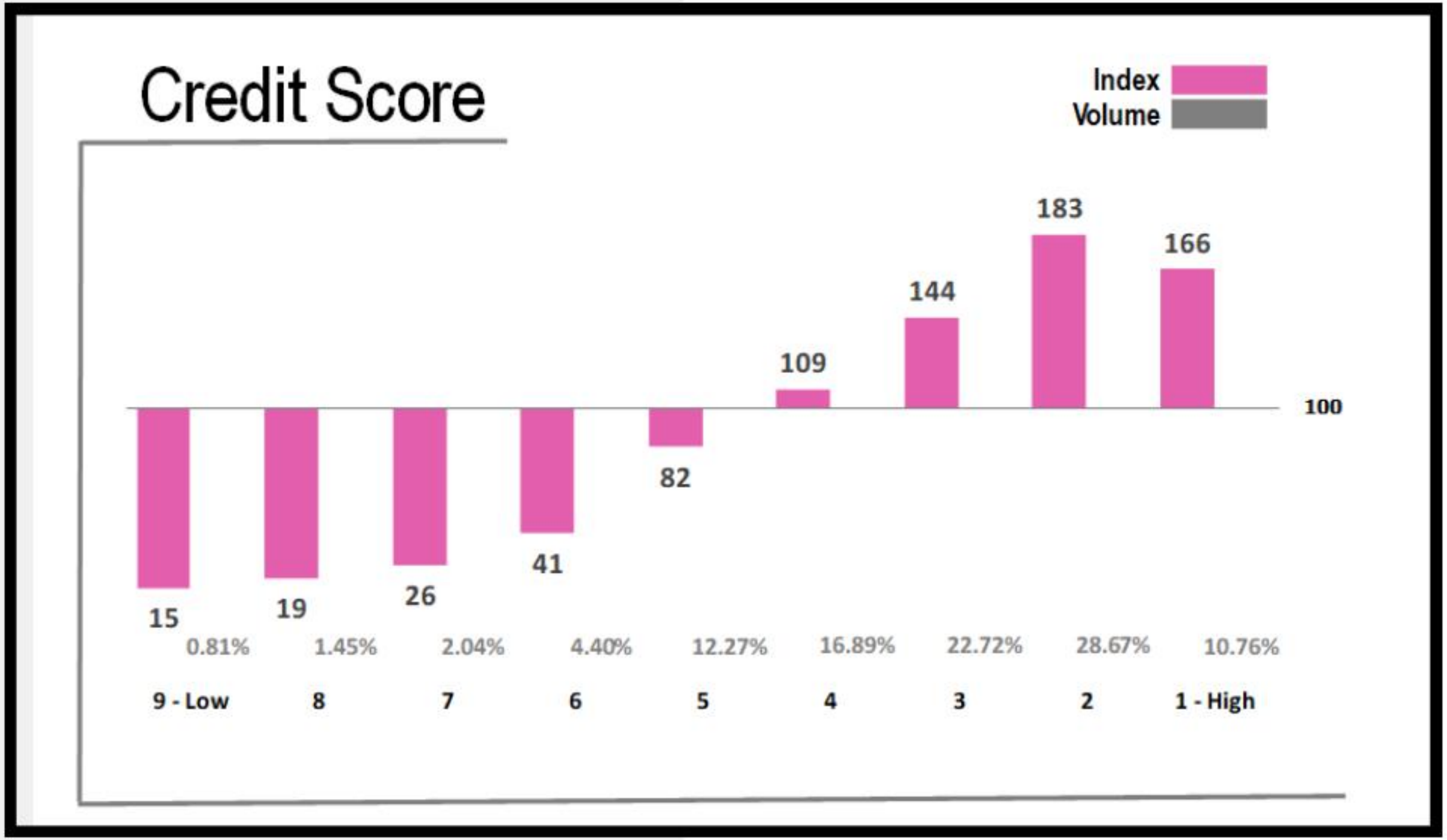
Penetration of Unemployment



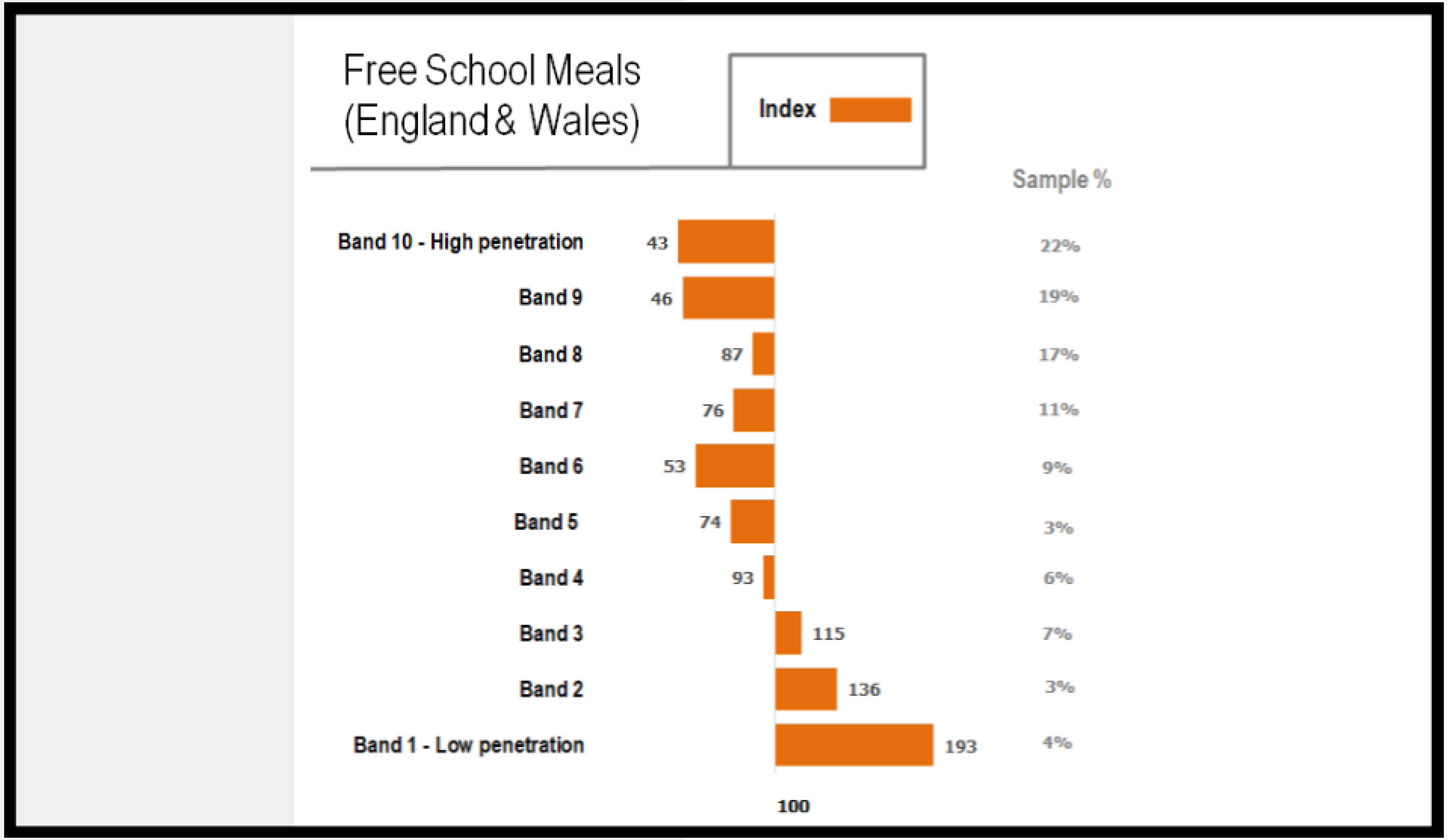
People claiming Universal Credit



Credit Score

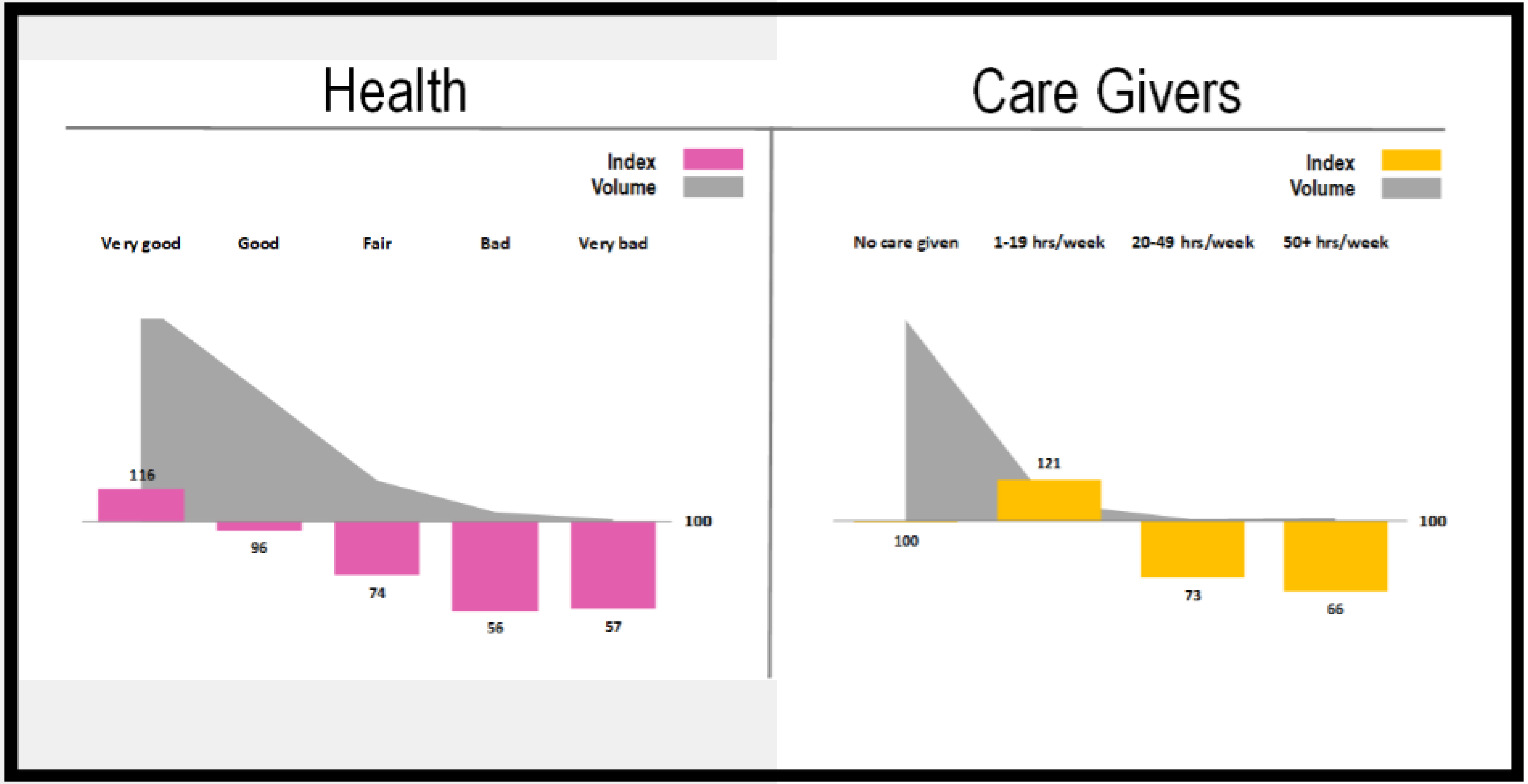


Free Meals

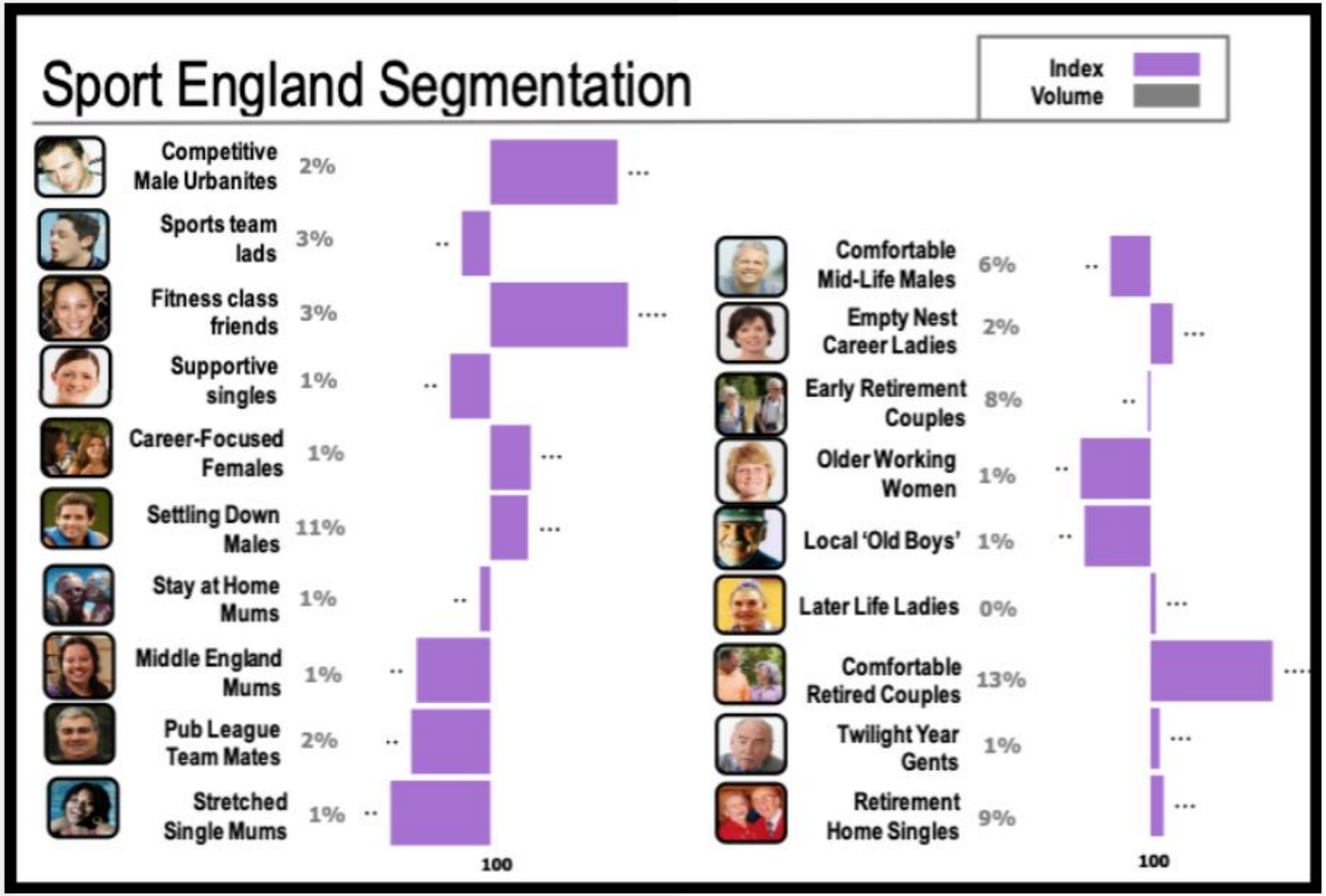

Free School Meals
(England & Wales)
Index
Sample %
Band 10 - High penetration
43
22%
Band 9
46
19%
Band 8
87
17%
Band 7
76
11%
Band 6
53
9%
Band 5
74
3%
Band 4
93
6%
Band 3
115
7%
Band 2
136
3%
Band 1 - Low penetration
193
4%
100

5. LIFESTYLE

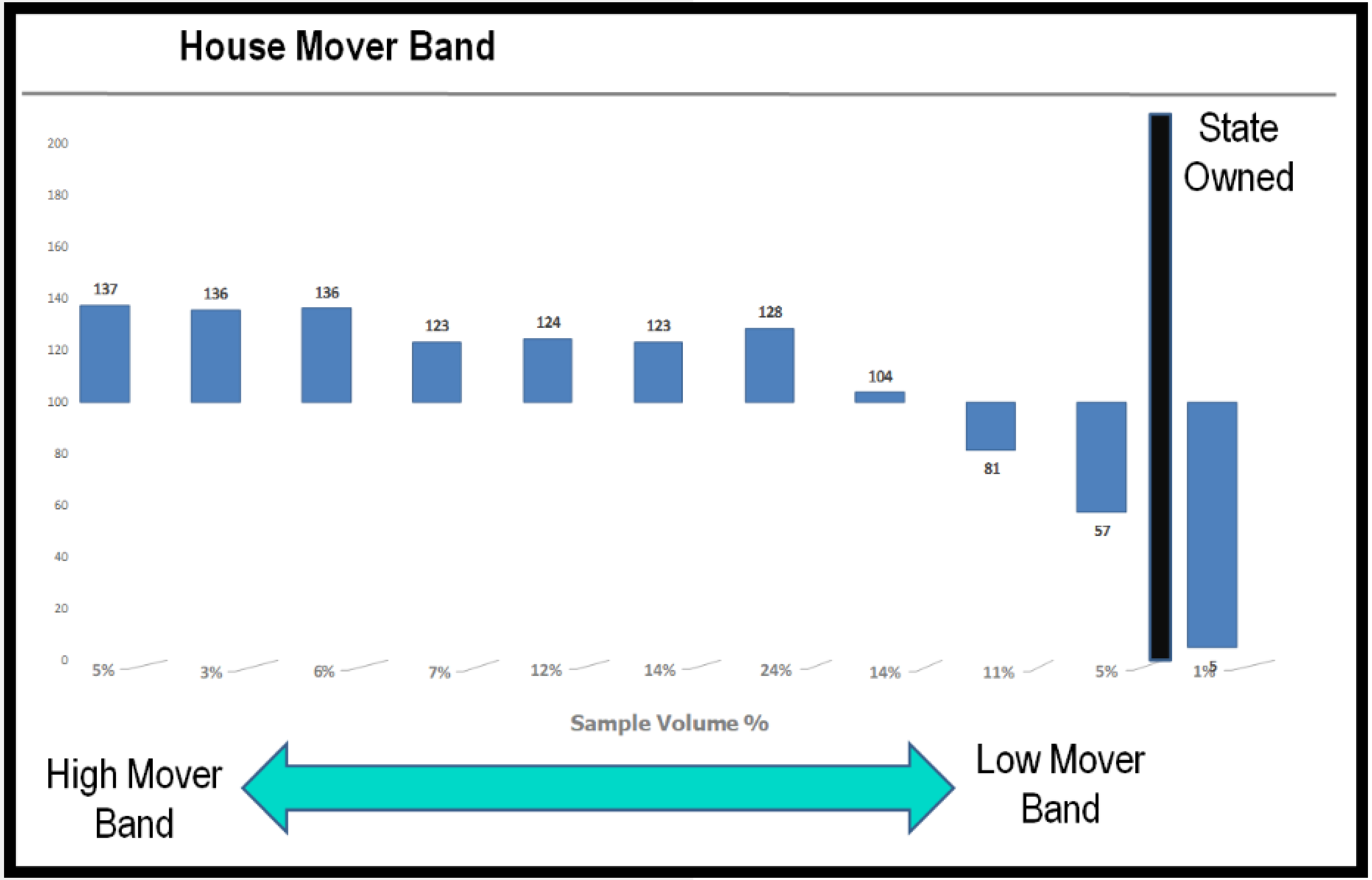
Health & Care Giving



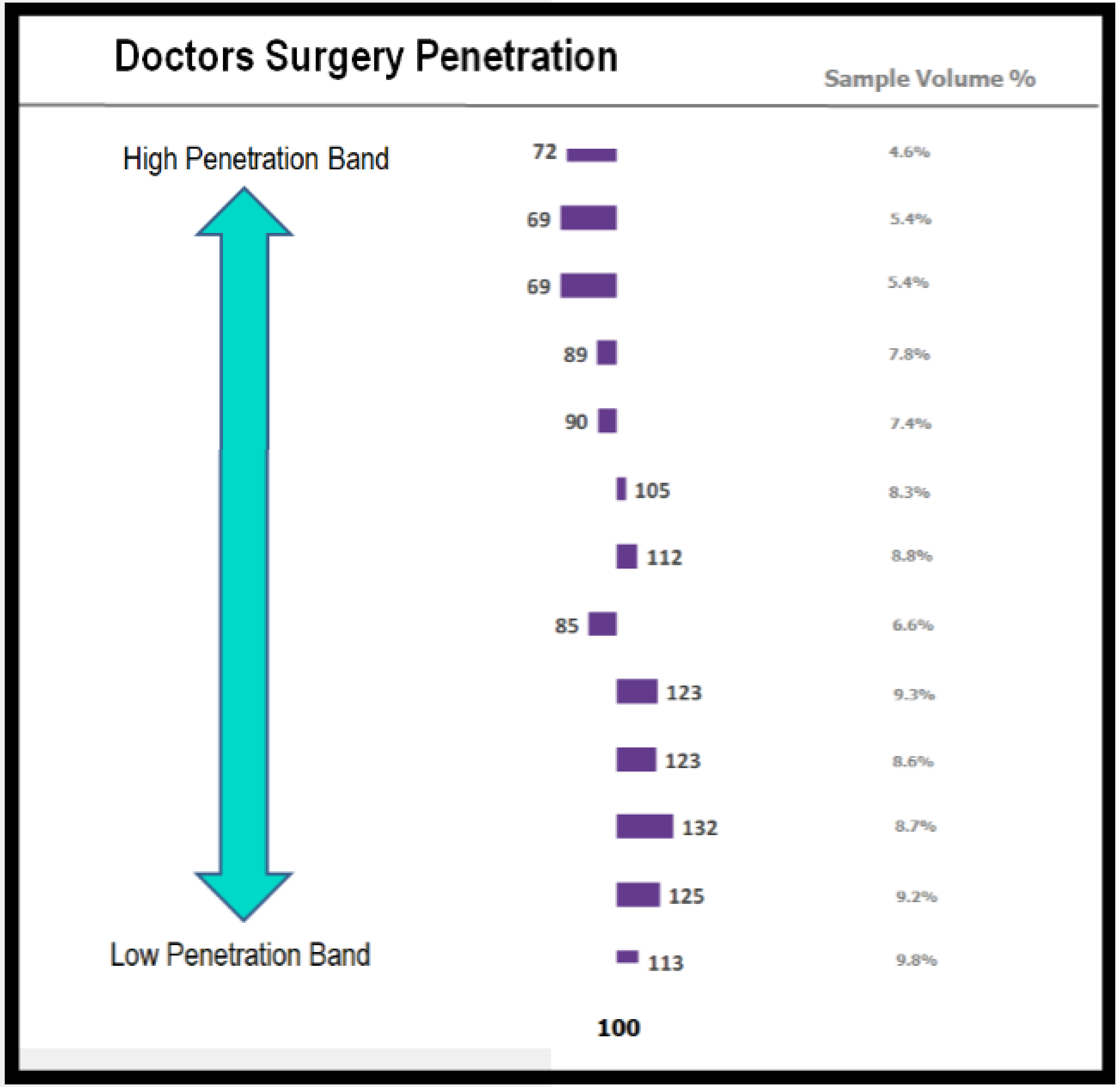
Sport


Sport England Segmentation
Index
Volume
Competitive Male Urbanites 2%
Sports team lads 3%
Fitness class friends 3%
Supportive singles 1%
Career-Focused Females 1%
Settling Down Males 11%
Stay at Home Mums 1%
Middle England Mums 1%
Pub League Team Mates 2%
Stretched Single Mums 1%
100
Comfortable Mid-Life Males 6%
Empty Nest Career Ladies 2%
Early Retirement Couples 8%
Older Working Women 1%
Local 'Old Boys' 1%
Later Life Ladies 0%
Comfortable Retired Couples 13%
Twilight Year Gents 1%
Retirement Home Singles 9%
100

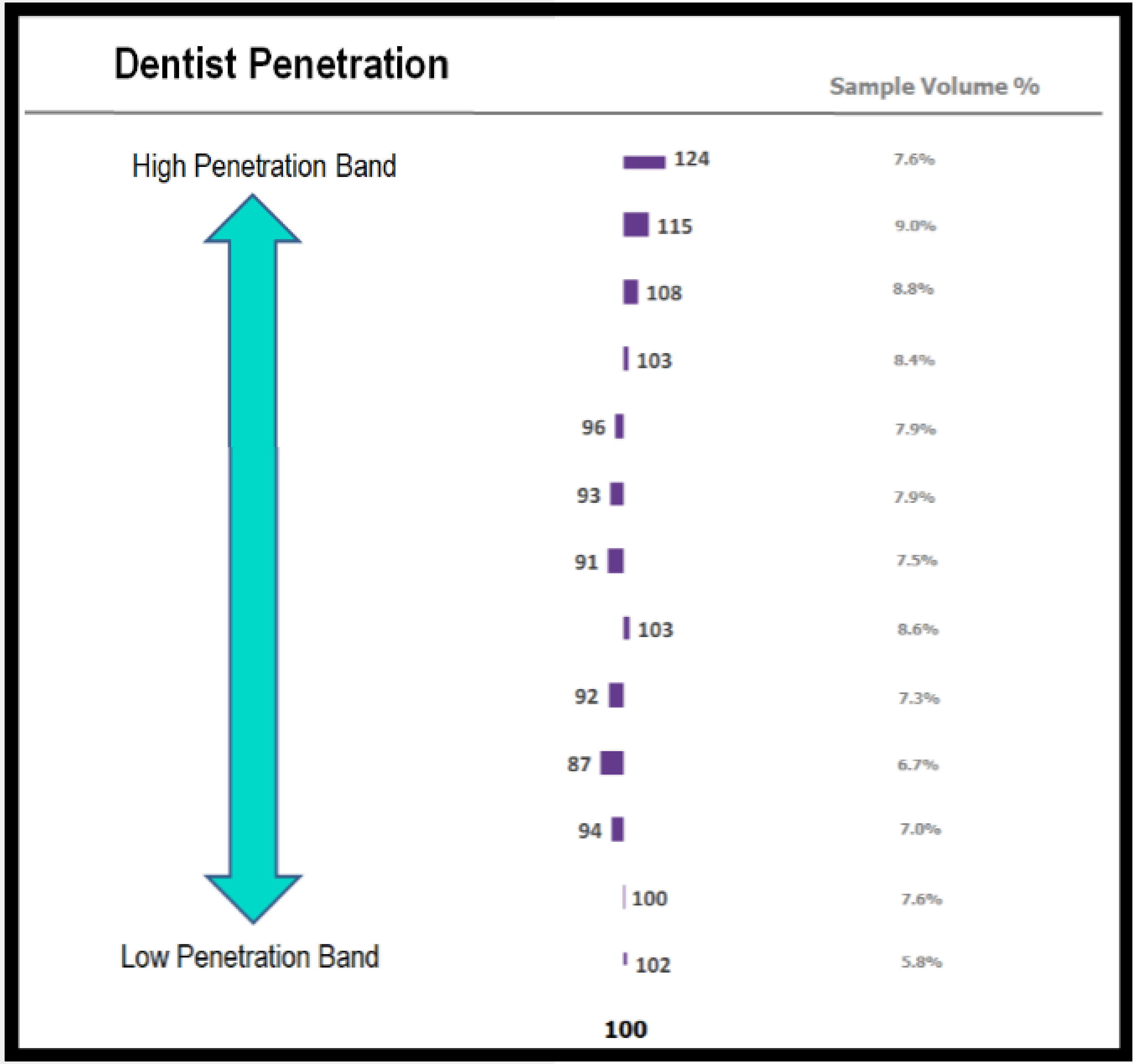
House Mover Band

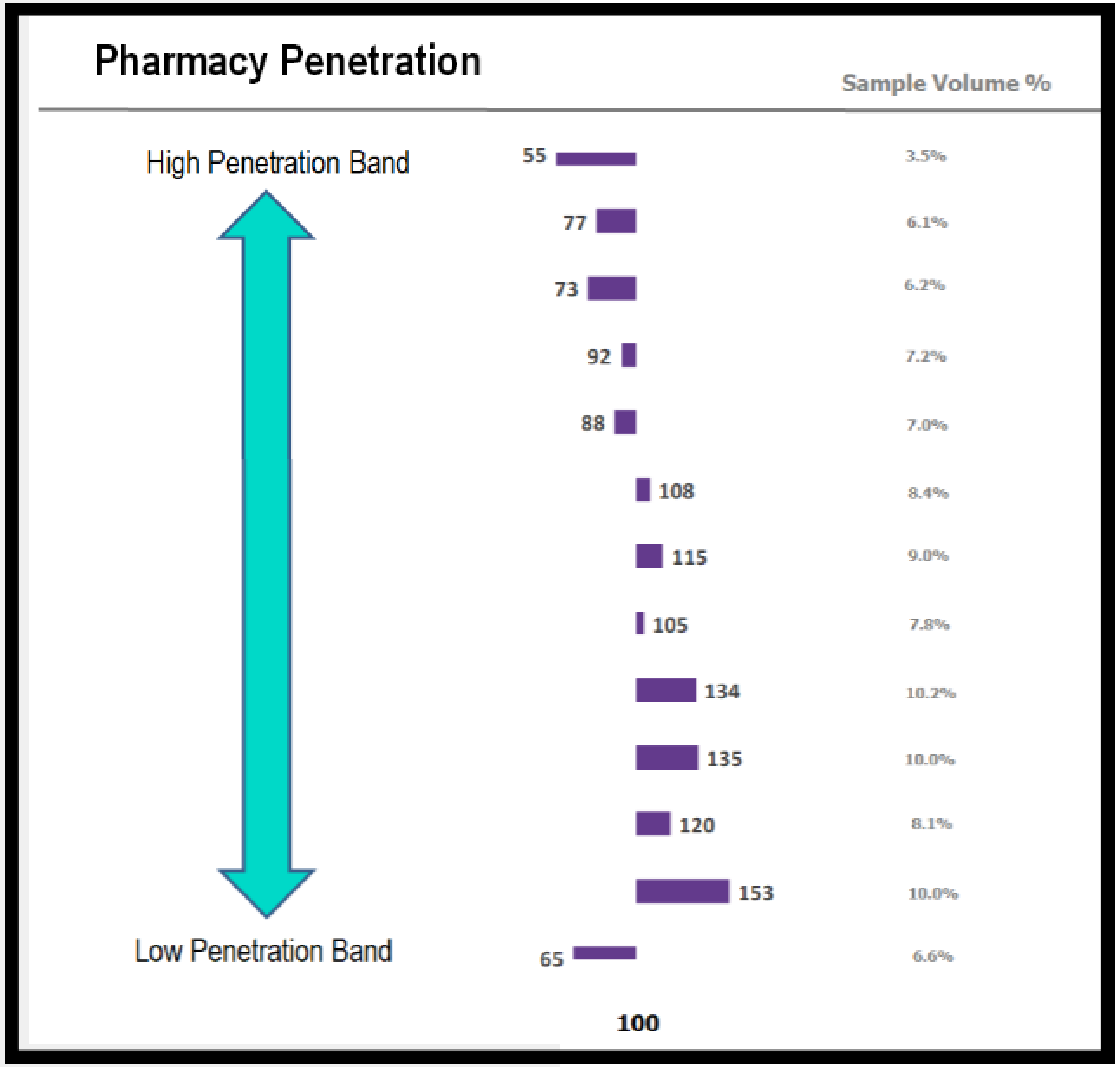


Primary Care Penetration



Primary Care Penetration



Primary Care Penetration