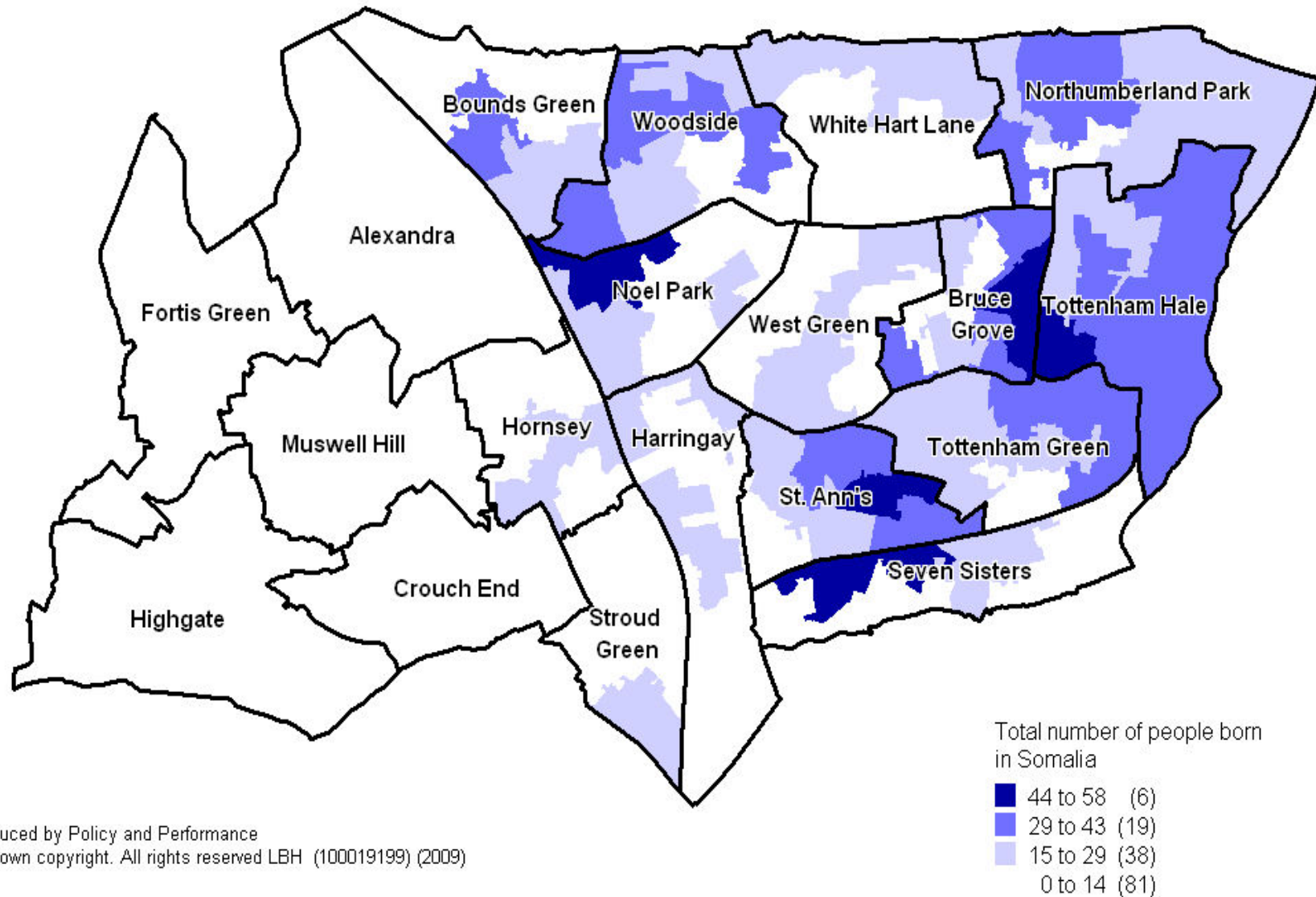


Using GIS to target hard to reach population

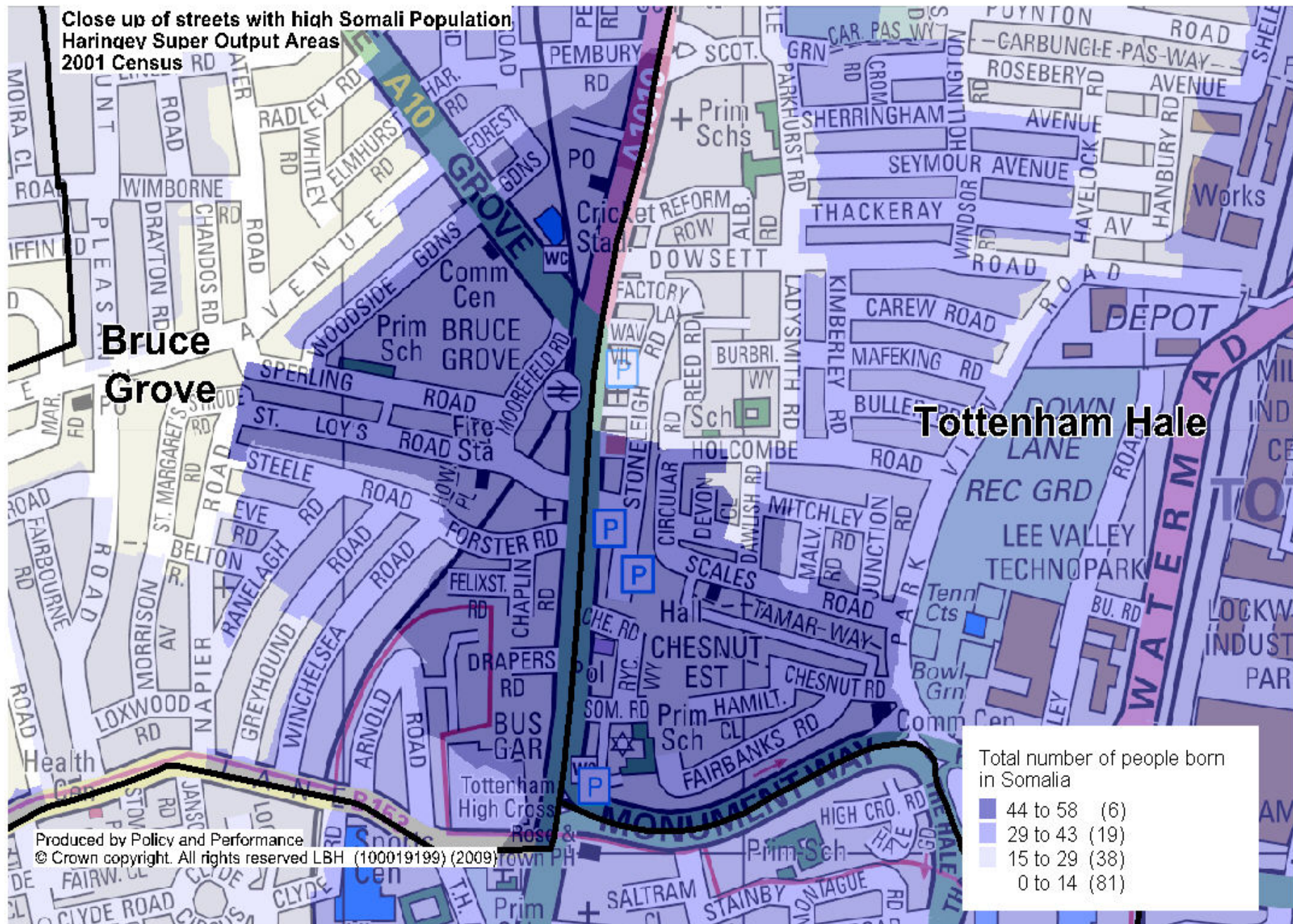
Total number of population born in Somalia
Haringey Super Output Areas
2001 Census



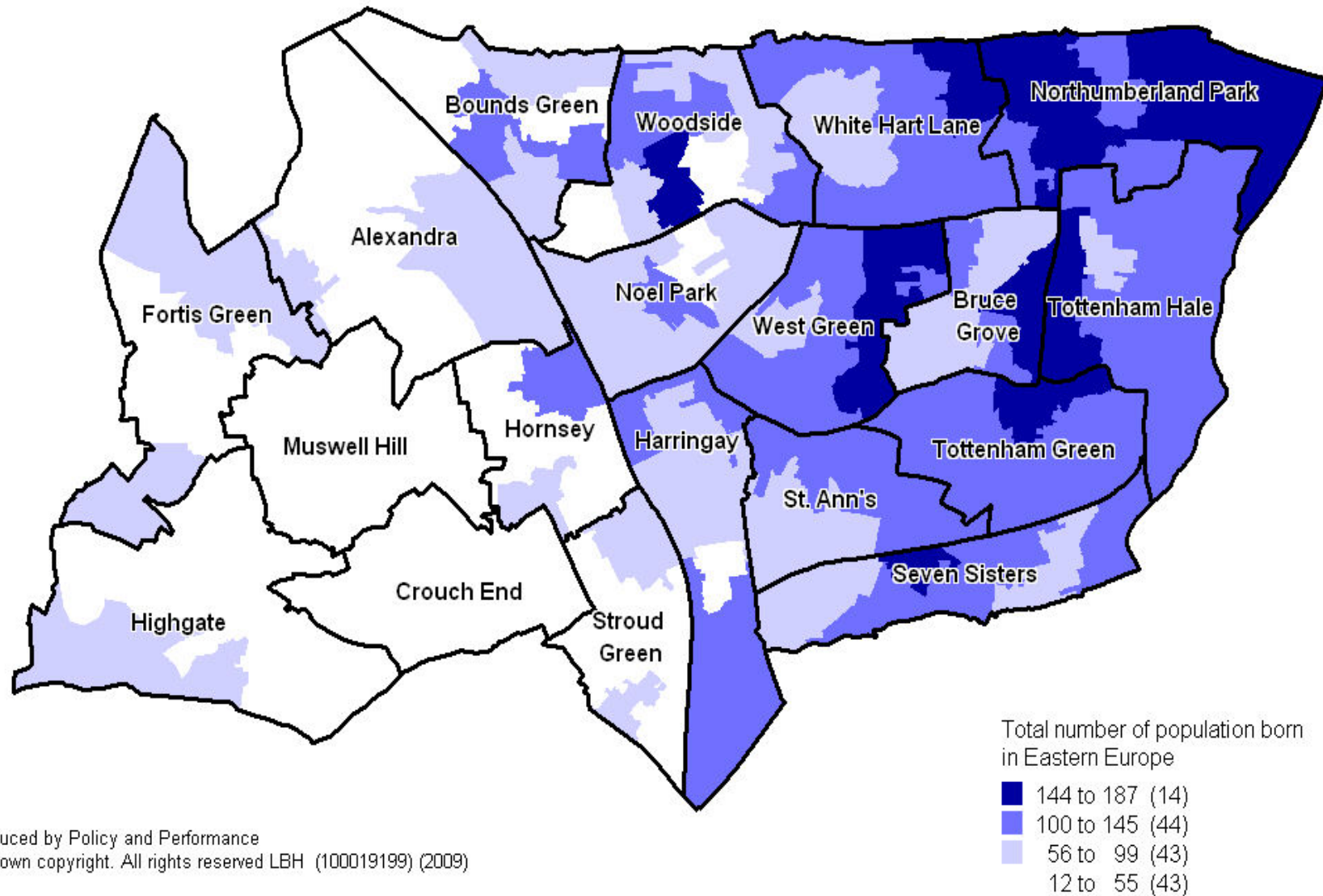
Close up of streets with high Somali Population
Haringey Super Output Areas
2001 Census

**Bruce
Grove**

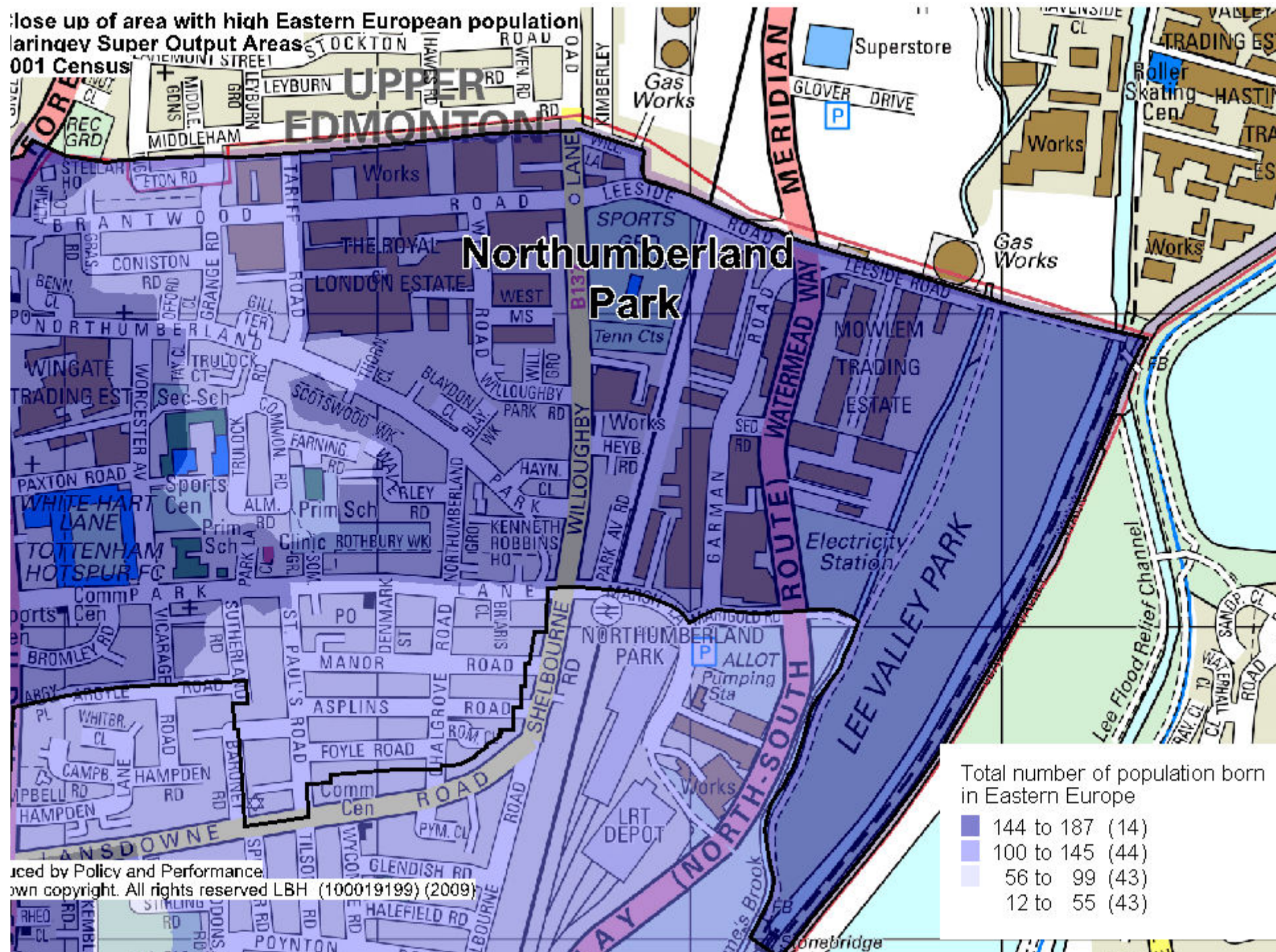
Tottenham Hale



Total number of population born in Eastern Europe
Haringey Super Output Areas
2001 Census

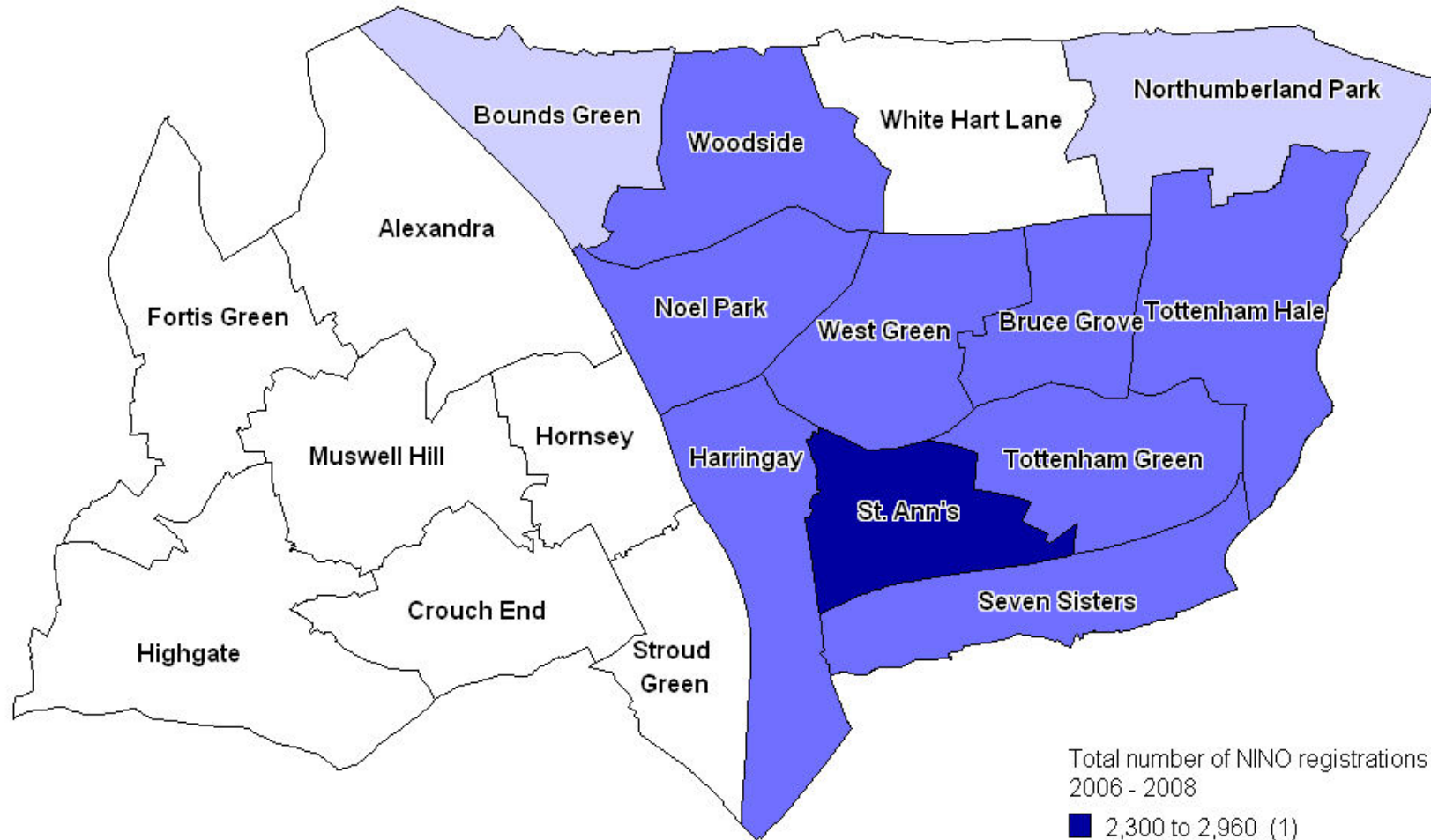


Close up of area with high Eastern European population
 Large Super Output Areas
 2001 Census



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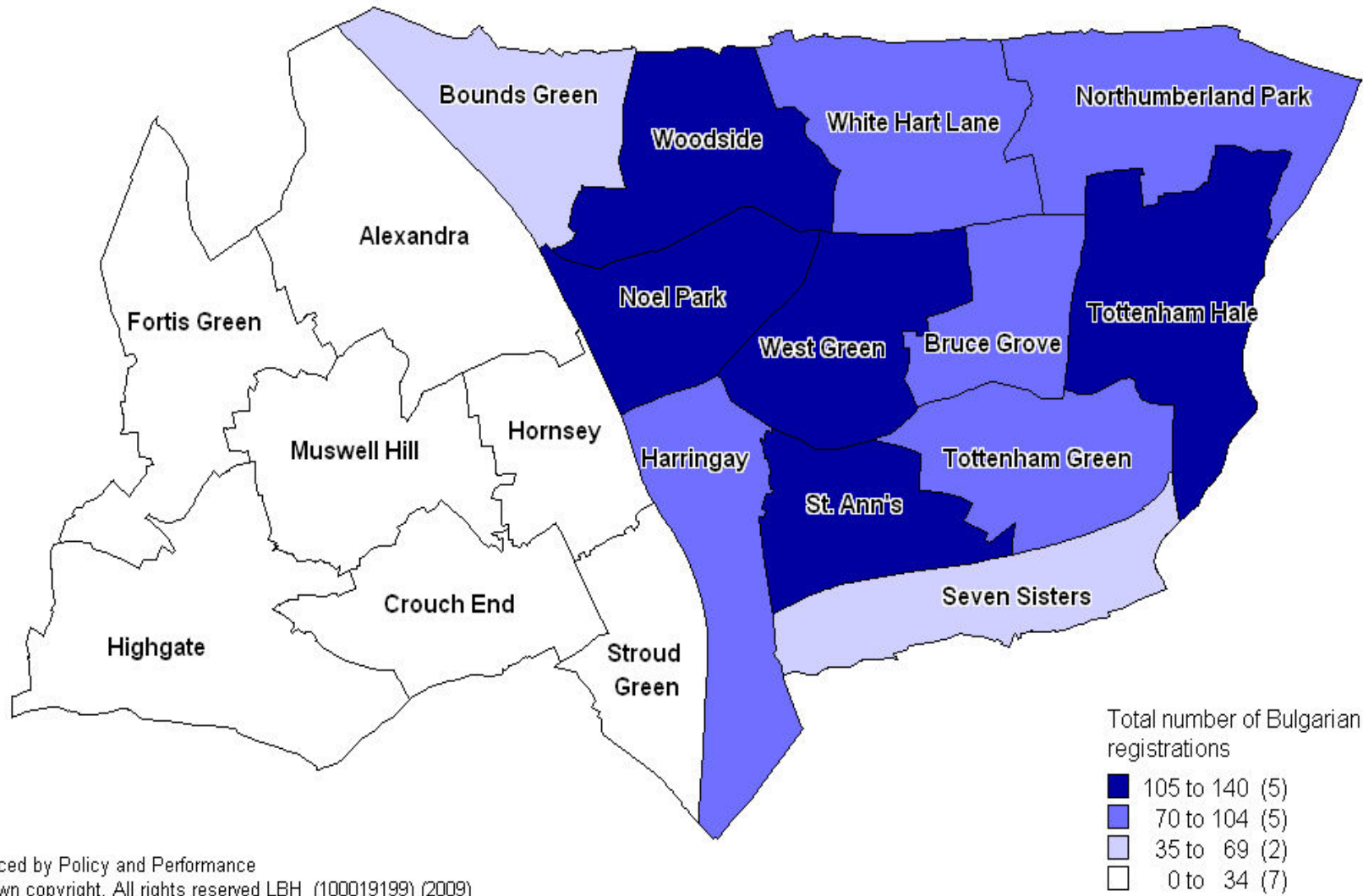
Total number of national insurance registrations who have previous address overseas
Haringey Wards
DWP 2006 - 2008



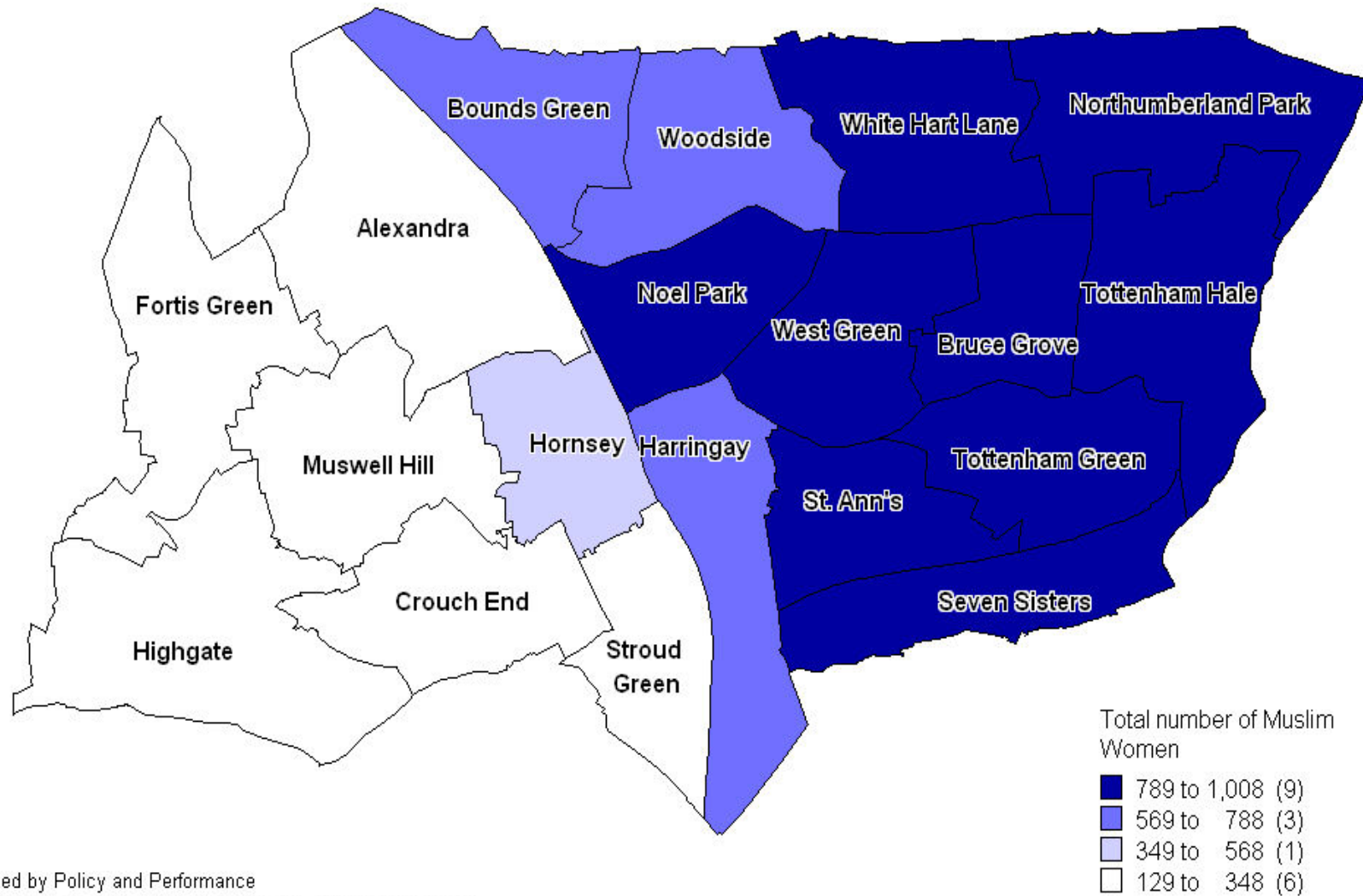
Total number of NINO registrations
2006 - 2008

- 2,300 to 2,960 (1)
- 1,640 to 2,299 (8)
- 980 to 1,639 (2)
- 320 to 979 (8)

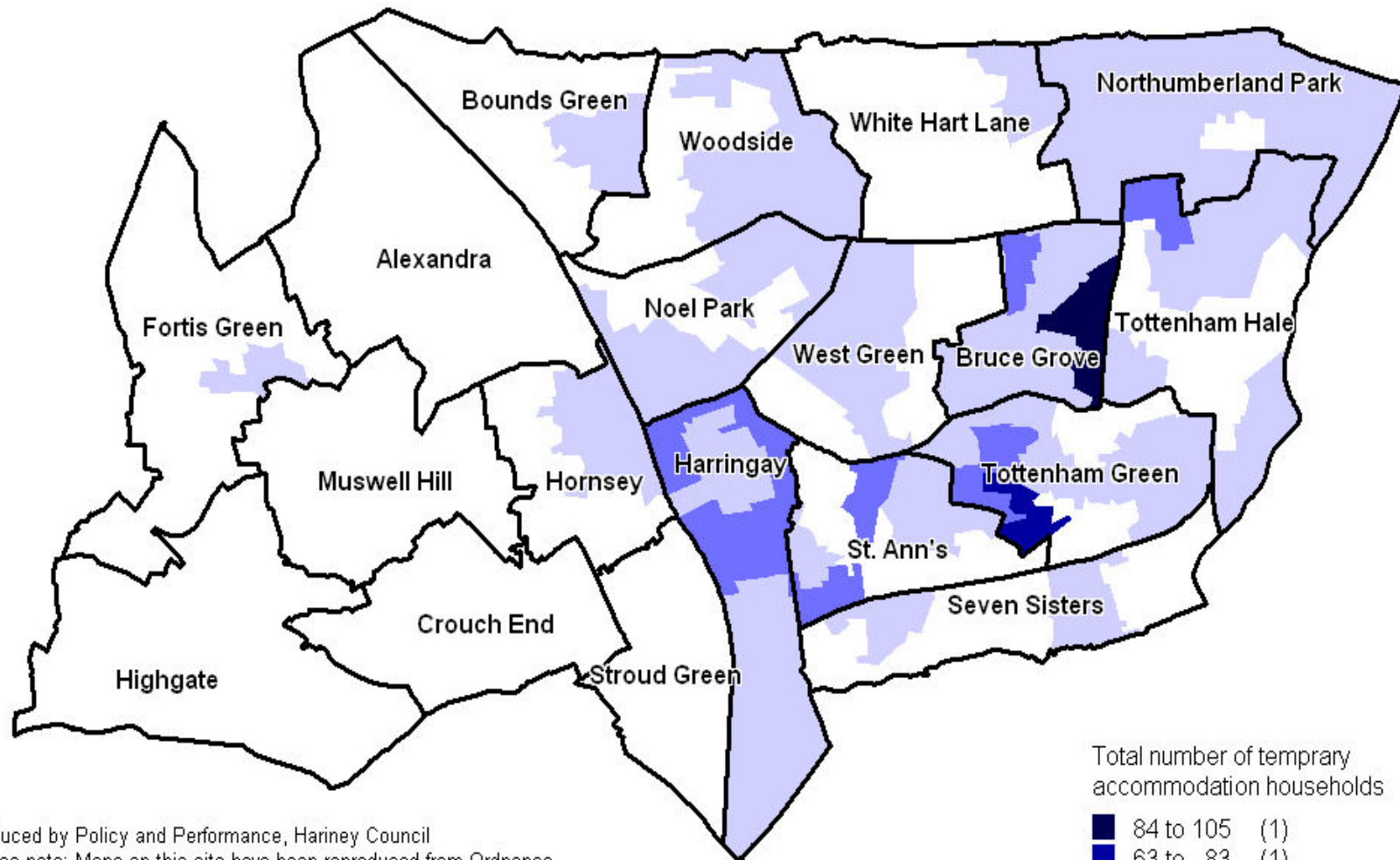
Total number of national insurance registrations who have previous address in Bulgaria
Haringey Wards
DWP 2006 - 2008



Total Number of Muslim women
Haringey Wards
2001 Census



**Distribution of Temporary Accommodation
Haringey Super Output Areas
June 2009**

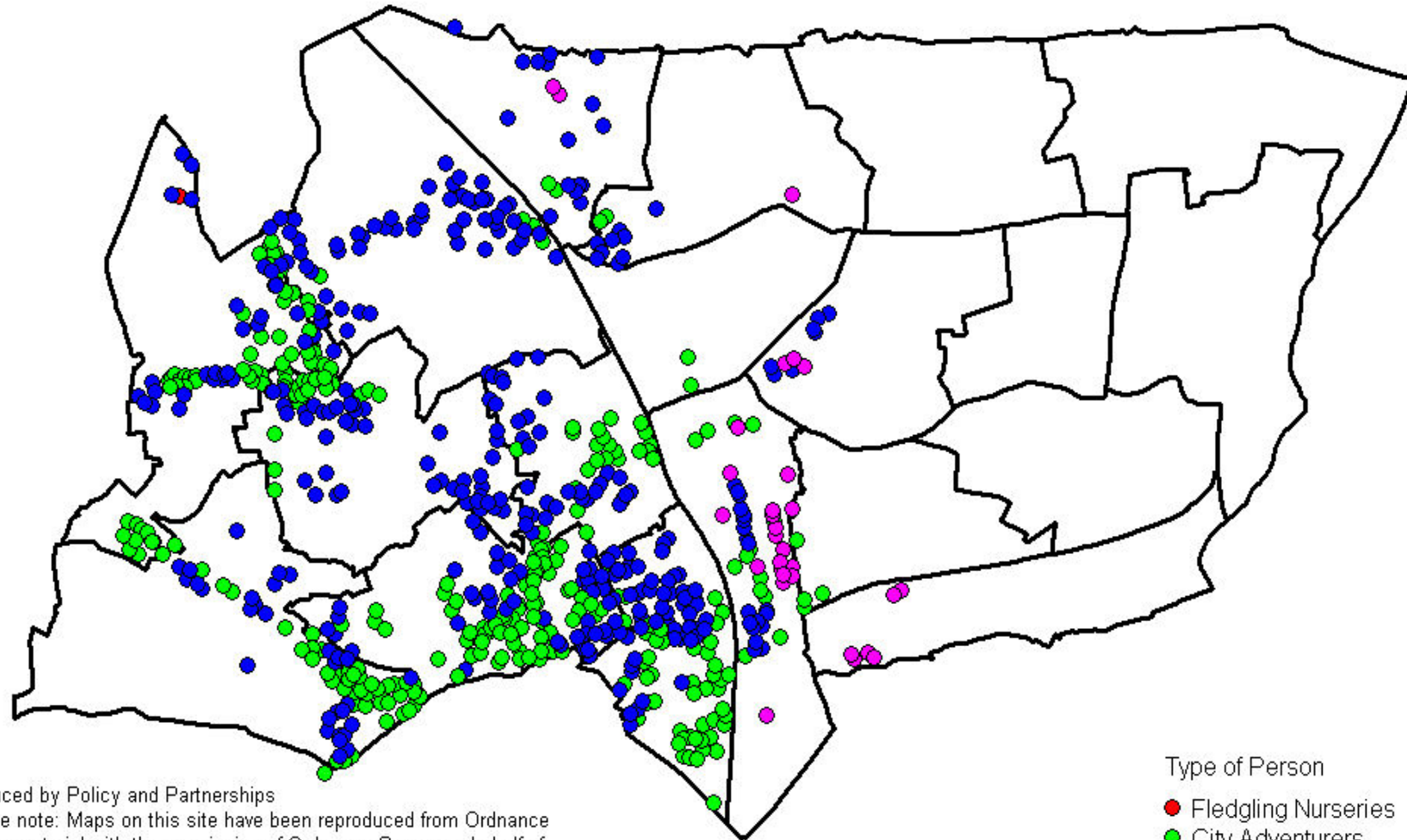


Total number of temporary accommodation households

84 to 105	(1)
63 to 83	(1)
42 to 62	(8)
21 to 41	(51)
0 to 20	(83)

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London Borough of Haringey 100019199 2008

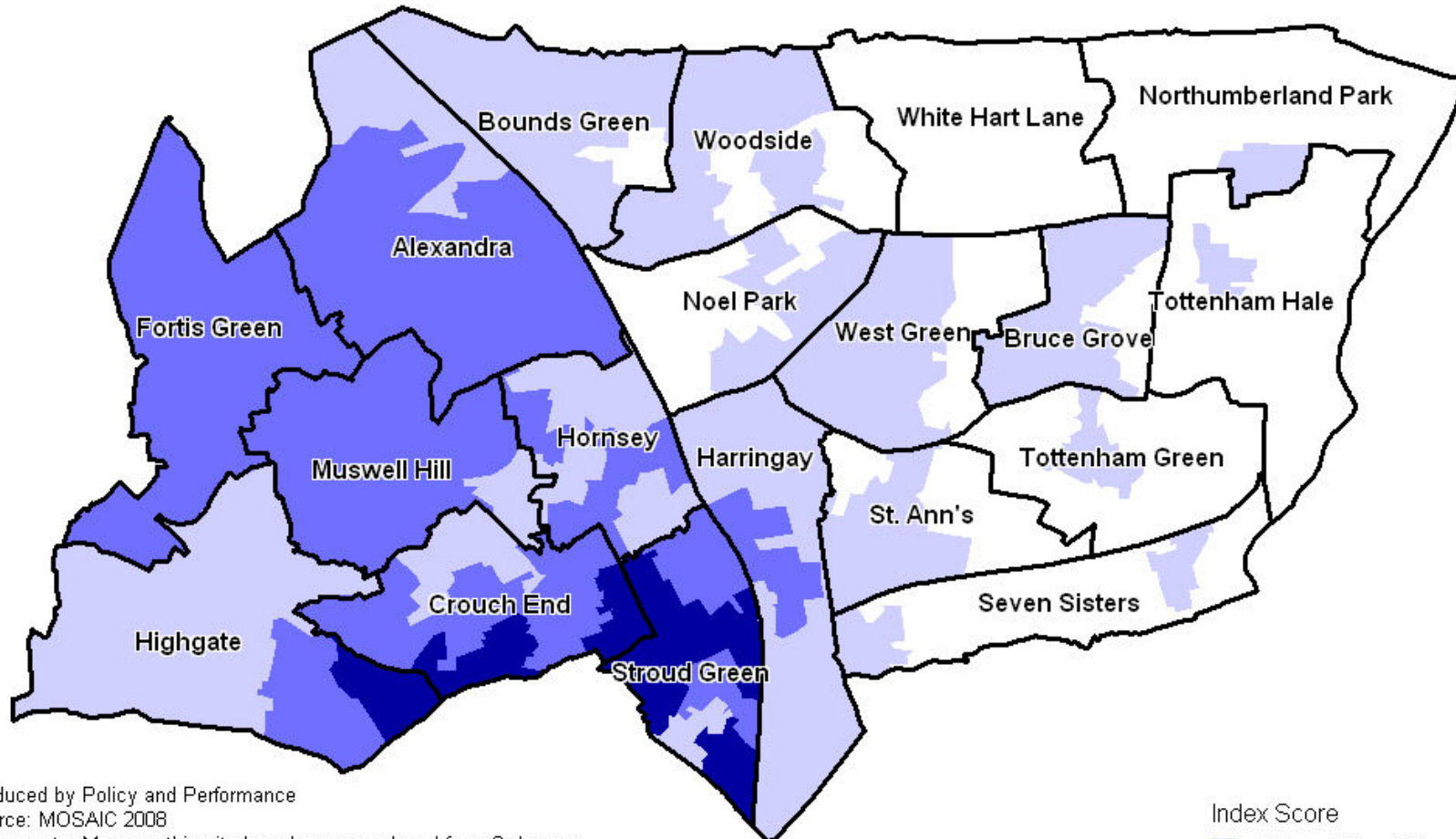
People who are most likely to use Internet Banking
Haringey Postcodes
MOSAIC 2008



- Type of Person
- Fledgling Nurseries
 - City Adventurers
 - New Urban Colonists
 - Caring Professionals

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Index score of how likely people are to use Internet banking
 100 = National Average, Higher score = More likely
 Haringey Super Output Areas
 MOSAIC 2008



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Index Score

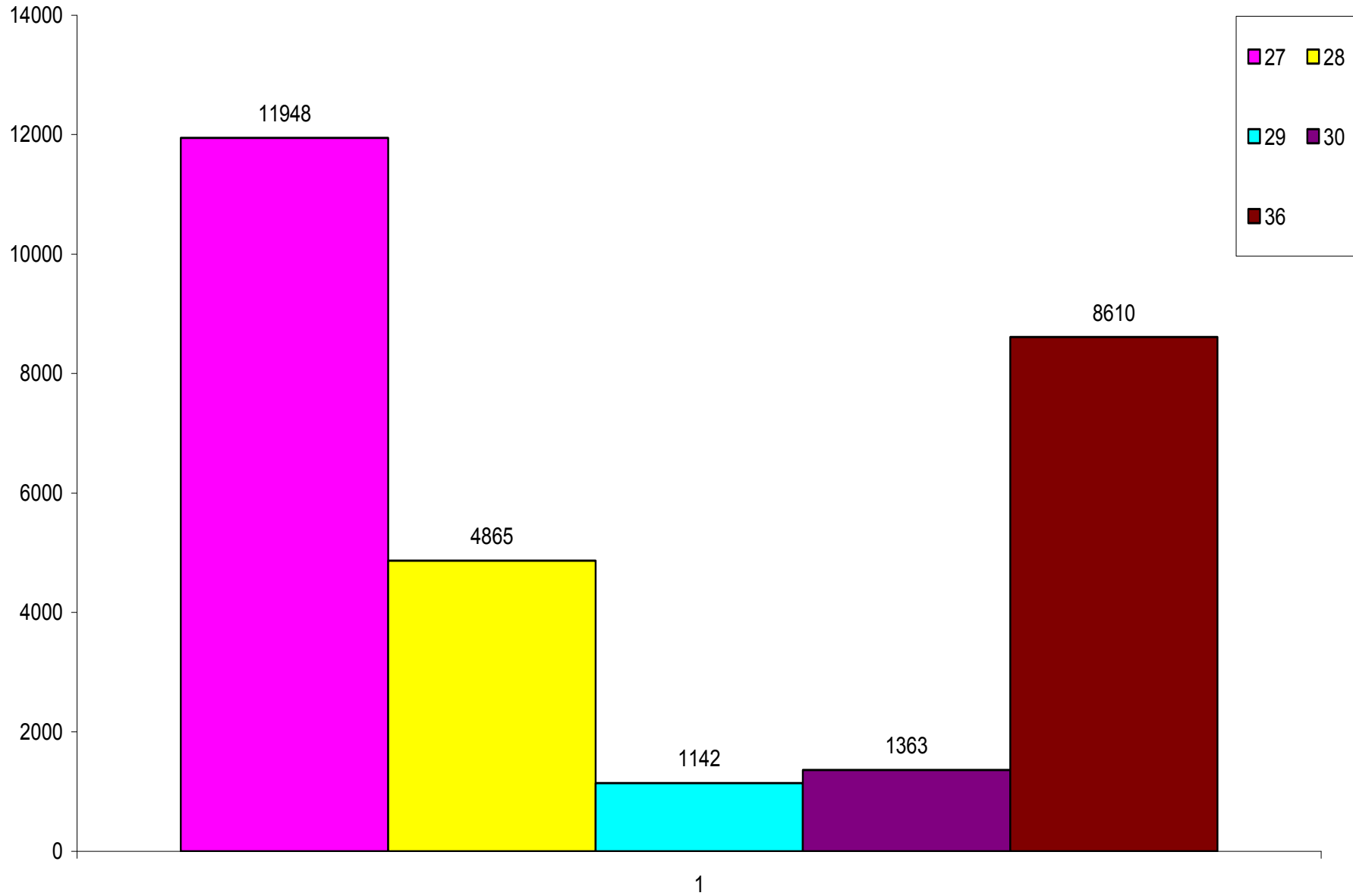
- 242 to 306 (8)
- 177 to 241 (32)
- 112 to 176 (52)
- 47 to 111 (52)

MOSAIC in practice

Benefit take up

Targeting households who are not
claiming Council Tax Benefits or
Housing Benefits

Most Common MOSAIC types for CTB and HB claimants

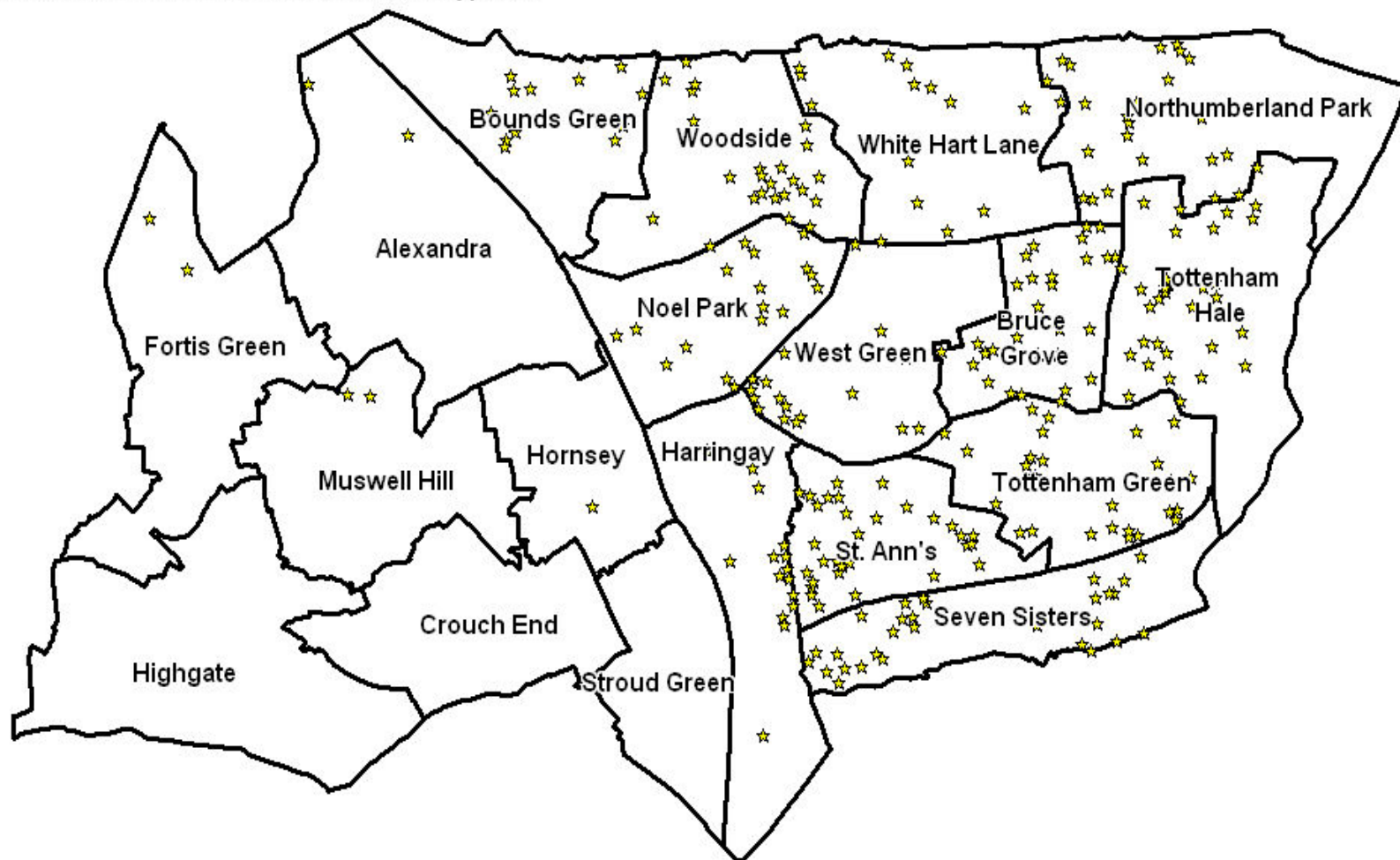


Benefit take up

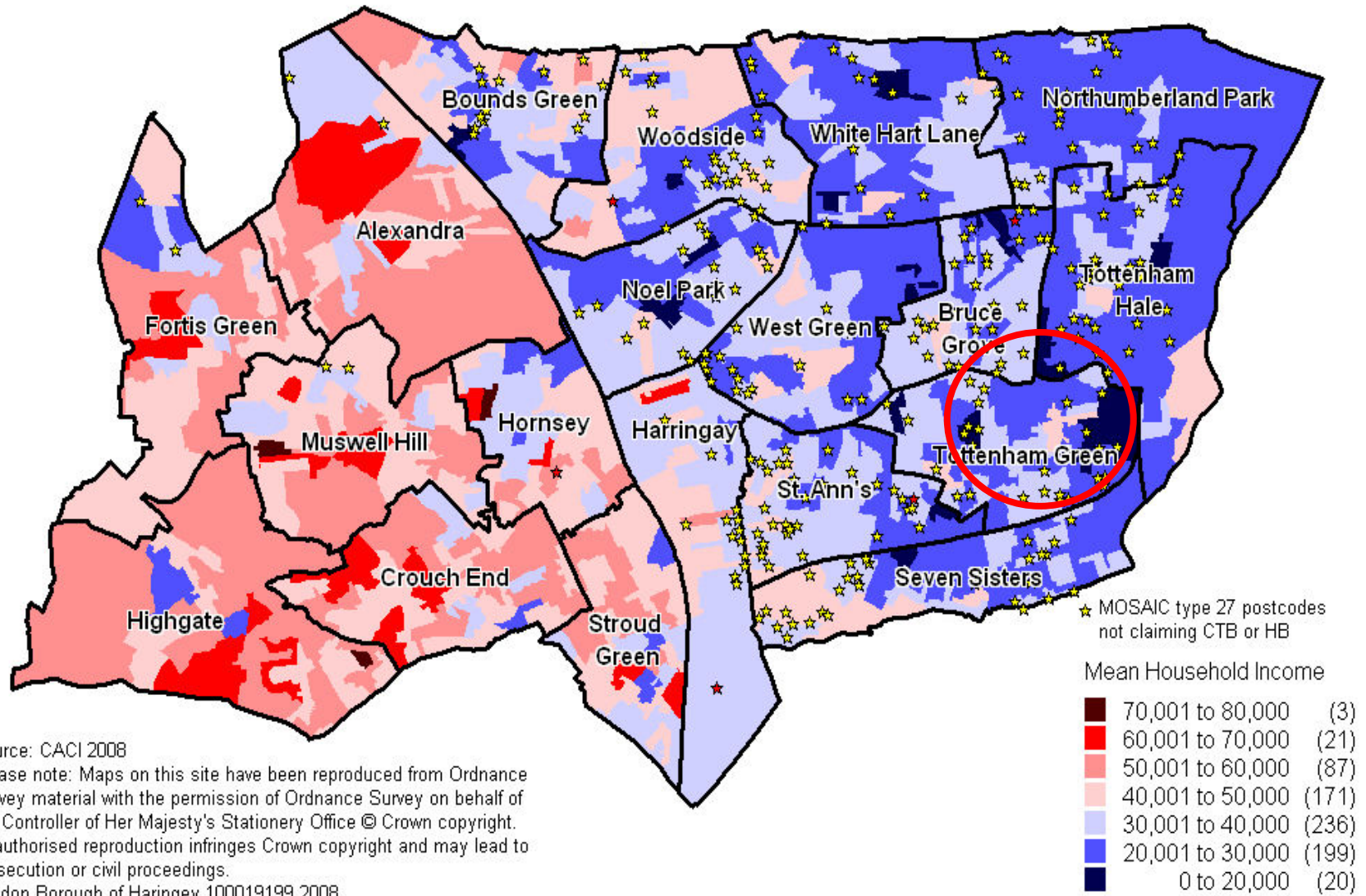
- Approximately 32,000 CTB and HB recipients
- Over one third (11,948) of these are from MOSAIC type 27 – Settled Minorities
- There are 1,180 postcodes in Haringey that are classified type 27 – Settled Minorities
- 327 of these postcodes have no claimants on at all

Postcodes who are MOSAIC type 27 - Settled Minorities who have no residents that claim Housing Tax Benefit or Council Tax Benefit.

One third of all claimants are MOSAIC type 27



**Mean Household Income
Haringey Output areas
CACI 2008**



Source: CACI 2008

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Postcodes that are type 27 and don't claim and CTB and HB

