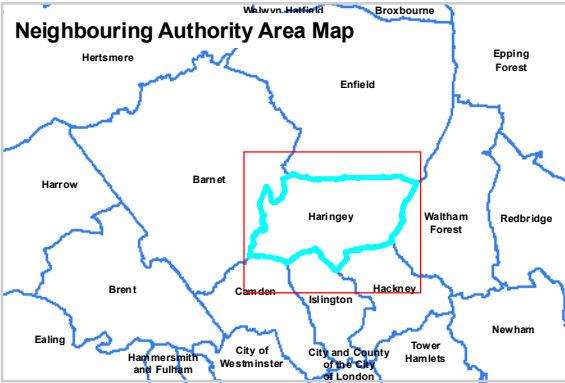


# Dominant Market Segmentation Map for the Local Authority of Haringey

Dominant Market Segmentation data is shown at the Lower Super Output Area (LSOA) level. Where more than one of the 19 market segments is dominant the segment is classified as "Multiple Segments". Note that some market segments are never dominant and therefore not shown in the Legend.



## Legend

- Local Authorities
- Selected Local Authority

## Dominant Segment by LSOA

- Multiple Segments
- Ben - Competitive Male Urbanites (A01)
- Jamie - Sports Team Drinkers (A02)
- Chloe - Fitness Class Friends (A03)
- Leanne - Supportive Singles (A04)
- Helena - Career Focused Females (B05)
- Tim - Settling Down Males (B06)
- Alison - Stay at Home Mums (B07)
- Jackie - Middle England Mums (B08)
- Kev - Pub League Team Mates (B09)
- Paula - Stretched Single Mums (B10)
- Philip - Comfortable Mid-Life Males (C11)
- Elaine - Empty Nest Career Ladies (C12)
- Roger & Joy - Early Retirement Couples (C13)
- Brenda - Older Working Women (C14)
- Terry - Local 'Old Boys' (C15)
- Ralph & Phyllis - Comfortable Retired Couples (D17)
- Elsie - Retirement Home Singles (D19)

