

**The National Forest Company**

**National Forest CAMEO Report  
Summary**



January 2008

Written by Chantal Trembath  
QA Research  
Brackenhill  
29 St George's Place  
York  
YO24 1DT  
Tel.01904 632039  
[chantal.trembath@garesearch.co.uk](mailto:chantal.trembath@garesearch.co.uk)

## 1. Introduction

This document provides a summary of CAMEO UK classification profile analysis for The National Forest Company. The CAMEO UK classification profiling analysis is generated by the supply of postcode data. The CAMEO UK classification analysis for this report has been run against three separate databases. These include:

1. The National Forest visitors (i.e. NF visitor analysis) database. These postcode contacts were sourced from the main visitor survey and postcard survey carried out during 2007 within The National Forest.
2. The National Forest/South Derbyshire enquirers (i.e. NForest Profiling) database. These postcode contacts were sourced from South Derbyshire District Council and from The National Forest Company telephone enquirers. Both sets of enquirers had received a copy of The National Forest guide.
3. The Peak District Main Guide enquirers (i.e. main guide) database. These postcodes were sourced from those enquirers who asked for a copy of the Visit Peak District and Derbyshire main holiday guide. Visit Peak District and Derbyshire provided us with a summary copy of these enquirer results.

Individual reports for each of these databases have been provided separately by Visit Peak District and Derbyshire. As above these three summary reports are titled NF visitor analysis, NForest profiling and main guide. The reports for each of these three database sets can be found in appendices 2, 3 and 4.

Comparisons have been made between each of the three databases throughout this summary document. It is important to note that comparisons between The National Forest/South Derbyshire enquirers database results (i.e. NForest Profiling) and The National Forest Visitor database results (i.e. NF visitor analysis) have allowed us to draw comparisons on what types of groups enquired about The National Forest and what types of groups have been generated into visitors to the area.

## 2. Background on CAMEO classification system and analysis

The CAMEO UK classification system results are generated from the Integra destination management database. This system operates by processing UK postcodes supplied by Integra and matching them to geographical areas within the country. CAMEO breaks down the postcodes into 10 demographic groups, range from 1 to 10, with 1 being the highest socio-economic group and 10 being the lowest socio-economic group. The 10 categories are split further into the 58 specific CAMEO UK Classifications, allowing more in-depth profiling of the data. Each of the 58 categories are based on information from the Government Census and actual research that determines attributes such as income, family stage, newspaper readership, Internet usage and also behaviours such as hobbies, interests and direct mail responsiveness, for example.

Overall the CAMEO analysis is conducted on 2 levels: a Count Analysis and a Penetration Analysis. The Count Analysis is good for a simple look at who your visitors/enquirers are and an 'actual numbers visited/enquirers' perspective.

The Penetration Analysis however provided more in-depth analysis and ideal for targeting marketing campaigns. The penetration results are more important than the count results from a marketing perspective. The results provide you with the group categories of visitor/enquirers that have 'above national average', which means that the people in these groups are more likely to visit than other groups. The key figures to look for within the Penetration analysis is the **index value**. The index value figures show Integra's records against the national average. The national average is based on a score of 100, anything above 100 would represent a higher than average score nationally.

Alongside this summary, further references may want to be made to the CAMEO UK handbook for 2007. This book provides more detailed information on each of the group and classification types and in particular popular marketing sources used.

### 3. Visit Peak District and Derbyshire CAMEO Analysis and Reporting

Within each of the three reports provided by Visit Peak District and Derbyshire various charts and tables have been provided to show the two types of analysis; Count and Penetration analysis.

Key charts include Chart 1, 2 and table 1. These charts and table provide a summary of the Penetration Analysis figures. A summary of these charts and tables is provided below:

- **Chart 1: Profile Category Report – Penetration by count – indexed:** This chart provides the Penetration Analysis against the 58 CAMEO UK classifications. This chart represents a summary of the index values (i.e. measurement against the national population) and is ordered against the 58 CAMEO UK classification categories.
- **Chart 2: Profile Category Report – Penetration by Count – Indexed ranked.** This chart provides the same results as Chart 1. The results are based on the Penetration Analysis. However the results are ordered by the index value (i.e. above national average figures).
- **Chart 3. Profile Category Report – Absolute by Count – Indexed.** This chart provides the Count Analysis. This chart details a summary of the actual number of those respondents who enquired or visited into each of the 58 CAMEO UK classification categories. However these results do not provide a comparison against the UK population.
- **Table 1: Profile Categories report.** This table provides a breakdown of the 58 CAMEO UK classifications the postcode database's fit into. This is rank by classification type. Within this table a count and percentage breakdown of visitors/enquirers, a count and percentage of the UK population for each classification and lastly and most importantly the index value figure which measure the penetration of customers against the national population. Index figures above 100 are considered above average.
- **Chart 4: Profile Category Report – Penetration by Count - Index.** This chart provides Penetration Analysis against the 10 CAMEO UK groups. This chart represents a summary of the index values (i.e. measurement against the national population) and is ranked against the order of the 10 CAMEO UK group categories.
- **Chart 5: Profile Category Report – Penetration by Count – Indexed ranked.** This chart provides the same results as Chart 4. The results are based on the Penetration Analysis for each of the 10 CAMEO UK groups. However the results are ordered by the index value (i.e. above national average figures).
- **Chart 6. Profile Category Report – Absolute by Count – Indexed.** This chart provides the count analysis by the 10 CAMEO UK groups. This chart details the actual count number of those enquired or visited into each of the 10 CAMEO UK groups. However these results do not provide a comparison against the UK population.
- **Table 2: Profile Categories report.** This table provides a breakdown of the 10 CAMEO UK groups the postcodes fit into. As with table 1 the most important figure within this table is the index value figure, which measures the penetration of customers against the national population. Index value figures above 100 are considered above average.

Any further queries regarding these reports please do not hesitate to contact Therasa Garrod (Marketing Executive) at Visit Peak District and Derbyshire.

#### 4. CAMEO UK 10 Group Analysis

There are 10 main marketing groups within the CAMEO UK classification system. A summary of the index value penetration figures by group type are highlighted for each database source. The national average is based on a score of 100 and anything above this number would represent a higher than average score nationally. The above average scores are in bold below. More detailed breakdowns of the results are provided in the main reports.

Table 1: CAMEO UK Groups Index Levels

		National Forest Visitor Index	National Forest/South Derbyshire Enquirers Index	Peak District Guide Index
Group 1	Affluent Singles & Couples In Exclusive Urban Neighbourhoods	15	97	64
Group 2	Wealthy Neighbourhoods Nearing & Enjoying Retirement	93	<b>104</b>	89
<b>Group 3</b>	<b>Affluent Home Owning Couples &amp; Families In Large Houses</b>	<b>188</b>	<b>135</b>	<b>117</b>
<b>Group 4</b>	<b>Suburban Home Owners In Smaller Private Family Homes</b>	<b>145</b>	<b>135</b>	<b>110</b>
Group 5	Comfortable Mixed Tenure Neighbourhoods	84	87	93
Group 6	Less Affluent Family Neighbourhoods	99	<b>104</b>	<b>113</b>
Group 7	Less Affluent Singles & Students In Urban Areas	76	<b>134</b>	85
<b>Group 8</b>	<b>Poorer White &amp; Blue Collar Workers</b>	<b>114</b>	87	<b>102</b>
Group 9	Poorer Family & Single Parents Households	59	75	95
Group 10	Poorer Council Tenants Including Many Single Parents	34	45	80
XX	Communal Establishments in Mixed Neighbourhoods <sup>1</sup>	73	<b>282</b>	<b>122</b>

Source: CAMEO UK

The table above shows that The National Forest attracts above average visitors (i.e. over 100 index levels) from Group 3 (Affluent Home Owning Couples & Families in Large Houses), Group 4 (Suburban Home Owners in Smaller Private Family Homes) and Group 8 (Poorer White & Blue Collar Workers). In lines with the visitor survey results, CAMEO results show that a mix of people from different social grades are attracted to the area i.e. from higher social grades in Group 3 and Group 4 and from lower social grades in Group 8. The CAMEO results also show that the area attracts a high proportion of family Groups i.e. Groups 3 and 4.

When comparing The National Forest results with both The National Forest/South Derbyshire enquirers and Peak District Main Guide enquirer databases, results show that Groups 3 and 4 were also above average. However the Peak District can also be seen to attract enquirers from Group 6 (Less Affluent Family Neighbourhoods). The National Forest/South Derbyshire enquirers attract a higher proportion of enquirers from Group 2 (Wealthy Neighbourhoods Nearing &

<sup>1</sup> This category is an unrated classification. These groups are based on households of more than more than seven people. These households therefore maybe are more likely to contain for example young people or nurses.

Enjoying Retirement), Group 6 (Less Affluent Family Neighbourhoods) and Group 7 (Less Affluent Singles & Students In Urban Areas).

Above average penetration levels were also seen in the 'XX Communal Establishments in Mixed Neighbourhoods' group results for both the National Forest/South Derbyshire enquirers (282 index) and Peak District Guide enquirer (122 index) databases. However it is important to note that this group only makes up a small percentage of the UK population (i.e. 0.37%, at a 98,441 population) compared to other group types. The results in each of the appendices 2, 3 and 4 provide a full breakdown of UK population figures. As stated in the footnote on page 4, this group is made up of an indefinable section of the population, which contain households of more than seven people. Taking both these points into consideration, this is not a group we would recommend The National Forest Company target in future marketing campaigns.

A summary of The National Forest visitor group types are highlighted below and are taken from the 2007 CAMEO handbook:

### **Group three**

Slightly younger, these couples and families are reaching the pinnacle of their careers. The majority live in mortgaged or owned large detached and semi-detached properties in rural areas. With children of all ages at home, most households have at least 2 or 3 cars. Occupations vary from professional and white collar through to senior positions in blue collar and rural trades. Investor activity is above average. This group tends to be low risk and receptive to appropriate direct mail and mail order services. Internet usage is high and regional newspapers are frequently read alongside quality titles.

### **Group Four**

Typically less affluent than those in Group 3, these residents live in smaller less expensive semi and detached properties in small towns and pleasant suburbs. We see a mix of couples, singles and families. Typically homes are mortgaged although some are owned outright. Although this group includes directors, the majority are occupied in professional, white and blue collar employment. Car ownership is high as most residents use private transport to travel to work. Typically responsive to mail order, they are quite able to maintain repayments. They read a mix of newspapers.

### **Group Eight**

Poorer and older than those in the previous group, these residents encompass a mixture of couples and singles, some with children. There are also pockets of pensioners. Properties are typically smaller low quality terraces and semi's, mainly mortgaged and located amongst and on the outskirts of urban centres. Typical employment includes manual and poorly paid white collar occupations. Unemployment is above the national average and car ownership is low. Mail order channels are often used to spread payments and to earn additional income through commission but levels of credit risk are above the UK average.

## 5. CAMEO UK 58 Classification Analysis

These 10 CAMEO groups are split further into the 58 specific CAMEO UK Classifications, which breaks down the UK Groups further into sub classifications, allowing more in-depth profiling of the data.

As stated in section 2 the analysis is conducted on 2 levels: a Count Analysis and a Penetration Analysis. The Count Analysis is good for a simple look at who your visitors are and an 'actual numbers visited/enquired' perspective, whereas the Penetration Analysis is ideal for targeting marketing campaigns, as it shows you the types of visitor that have 'above national average' numbers visiting and means that people in these groups are more likely to visit than other groups. Marketing campaigns targeted at these groups should bring in a higher response rate.

A summary of the Count Analysis can be found in section 5.1 and a summary of the Penetration Analysis can be found in section 5.2.

### 5.1 CAMEO UK 58 Classification Count Analysis

Within the CAMEO Classification Count Analysis results it is important to take into account the population counts of these potential market groups. The population counts are detailed within the main report. For example both sub-categories 3C and 8E have the highest population counts. Therefore it is not surprising that all three databases have attracted a high proportion of visitors and enquirers from these classification types.

#### ***Count Analysis***

In terms of the numbers of records, the count analysis is a simple 'count' of visitors in the Integra database, which is then categorised into the 58 profile categories. The analysis illustrates an abundance of the following groups:

- **CAMEO UK Visitors – 8E, 3C, 6F, 4F, 3A, 4E, 6D**
- **CAMEO UK enquirers – 3C, 8E, 4F, 6B, 4E, 6D, 4D**
- **CAMEO UK Peak District – 8E, 3C, 8F, 6B, 4D, 6D, 8C, 5G, 6E, 3A**

The results show for all three postcode sources, counts were highest for sub-groups 8E (Mixed Mortgagees & Council Tenants in Outer Suburbs) and 3C (Well-Off Older Couples & Families in Large Detached & Semis). A summary of these two group types are detailed below and again taken from the 2007 CAMEO handbook:

#### **Sub-Group 8E: Mixed Mortgagees & Council Tenants in Outer Suburbs**

These are middle-aged and in some cases recently retired consumer groups within which family households are common. Although reflective of the fragmentation of society we are seeing many single households also in evidence. Where children are present they are generally of school age and above. These suburban and village communities are characterised by smaller than average semi-detached and terraced properties which are in many cases in a poor state of repair and which are valued extremely low. Most homes are owner occupied however there are a notable proportion rented from the council. Many have lived in these neighbourhoods for over four years, with some having lived in these neighbourhoods for a much longer term. The residents of these areas have few qualifications and those that are still in work are primarily employed in lower paid manual and unskilled positions working for manufacturers, retailers and organisations in the service and hospitality industry. Short-term unemployment rates in these areas are not that different to the UK average.

### **Sub-Group 3C: Well-Off Older Couples & Families In Large Detached & Semis**

These small town, suburban and rural areas are home to wealthy couples, some with school age children. This is a highly educated population which comprises a mix of established professionals and managers and those just founding their white and blue collar careers. The number of directors living in these areas is slightly higher than average. The incidence of dual incomes however is much higher in this group than the UK average. Industries worked in vary from Secondary manufacturing sectors to Tertiary service sectors and information and technology-based Quaternary industries. In these areas, levels of unemployment are half the national average. These primarily Caucasian areas are very sparsely populated where detached and semi-detached properties dominate. Although these properties are very large they command only an average price for the type of house. They are either owned outright or through a mortgage agreement. These are very settled areas with many living in the same house for eleven years or longer.

## **5.2 CAMEO UK 58 Classification Penetration Analysis**

### ***Penetration Analysis***

The Penetration Analysis rates the count analysis against the representation of groups in the UK population, which shows the market segments to be targeted. Thus the penetration results are more important than the count results from a marketing perspective. The Integra database shows an above average representation of the following groups i.e. the household types that are most likely to be customers have these characteristics:

- **CAMEO UK visitors – 8E, 6F, 3C, 4F, 3A, 4E, 4C**
- **CAMEO UK enquirers - 7E, 7D, 3C, 4E, 4F, 4A, 5A, 6D**
- **CAMEO UK Peak District –6F, 5G, 3C, 6D, 8E, 9B, 8B, 4D, 4C, 4F, 3A**

The results above show that the sub-category 3C (Well-Off Older Couples & Families in Large Detached & Semis) seems to be a consistent top category across all of the three database sets.

Category 6F (Less Affluent Couples in Suburban Family Neighbourhoods) was also shown to be a top category for both The National Forest visitor database and The Peak District main guide enquirer database.

The National Forest was also seen to attract a high penetration of visitors from sub-category 4F (Mature Couples & Families in Mortgaged Detached & Semi's), 4E (Couples & Families in Modern Rural & Suburban Developments) and 3A (Wealthy Older Families in Spacious Suburban & Rural Detached & Semis).

Interestingly The National Forest/South Derbyshire enquirers database shows high penetrations with sub-categories 7E (Young Singles in Privately Rented & Housing Association Properties) and 7D (Young Singles, Couples & Students in Urban Areas). However these categories appear to be below average for The National Forest visitor database and The Peak District Main Guide enquirers. These results suggest that these younger markets are less effective visitor markets; as such these are sub-categories The National Forest may not wish to target within future marketing materials or campaigns.

Descriptions of sub-categories 6F, 4E, 4F and 3A from the 2007 CAMEO handbook are detailed below:

### **Sub-group 6F: Less Affluent Couples In Suburban Family Neighbourhoods**

These areas are home to a poorly educated populace who find employment in a range of white collar, blue collar and semi-skilled positions within the manufacturing, retail and hospitality industries. They are an economically active group of consumers where we see a significant proportion of households bringing in a dual wage. Within these suburban and village

neighbourhoods we find a concentration of middle-aged and younger residents, comprising both couples with and without children. Family households typically include children of school age and younger. Within these areas, population densities are far lower than average. These are mature and stable areas where residents have generally lived for many years. We see these consumers dwelling in mainly semi-detached and smaller detached properties which are mostly secured against a mortgage. A smaller percentage of these householders have reached the end of their term and now own their property outright. The houses that they live in tend to be of a standard size but are priced much lower than the society average, typically ranging across council tax bands B and C.

#### **Sub-group 4E: Couples & Families In Modern Rural & Suburban Developments**

Compared to previous categories, overall these areas are home to younger couples and families with pre-school and school age children. Again population densities in these suburban, rural and seaside areas are much lower than the UK norm. We see these owner occupiers living in a mix of modern and sizable flats, semi-detached and detached residences. House prices lie around the average with council tax bands generally being C, D or E. Few have lived in these areas for more than three years and many have only recently moved there. This populace has had a good education, with a significant proportion of residents reaching degree level or higher. They tend to be an aspiring group either starting out in their careers or reaching comfortable heights. Whilst some have professional appointments others have reasonably well paid white and blue collar jobs. There are significantly more Directors to be found in these neighbourhoods than across the nation as a whole. In addition to working in the manufacturing sector, employment in the tertiary and quaternary sectors also features. On the whole these are an economically active population with unemployment levels much lower than the average.

#### **Sub-group 4F: Mature Couples & Families In Mortgaged Detached & Semi's**

Within these neighbourhoods are large numbers of middle aged couples and families with children under the age of fifteen. The properties in these areas are predominantly mortgaged with little outright ownership featuring. The housing stock tends to consist of large semi-detached and detached properties which are averagely priced. Most houses have spacious accompanying gardens and therefore population densities in these areas are relatively low. Within these suburban and rural neighbourhoods, we see a mix of residency patterns with homeowners living there for between two and ten years. In line with their ABC1 profile, these neighbourhoods tend to be engaged in white collar and professional occupations in addition to well paid skilled trades. There are a higher number of households than average in which both partners are working. In terms of Directors, they figure more significantly in this consumer segment than they do across the nation as a whole. Employment is found in all sectors of industry apart from agricultural and forestry trades and most are in employment as we see economic inactivity levels as half the national average.

#### **Sub-group 3A: Wealthy Older Families In Spacious Suburban & Rural Detached & Semis**

This is one of the wealthiest groups of consumers in the UK. Their affluence is reflected in their properties, which are in the main very large and highly priced. Housing stock primarily consists of detached and semi-detached properties which are either mortgaged or owned outright. Because of the spacious nature of these properties and their associated land, population densities are extremely low. Length of residency varies. Comprising of couples and families these outlying neighbourhoods are home to an assortment of ages ranging from thirty to seventy-four. Children are all of school age. Located in outer suburban and rural areas these leafy neighbourhoods are home to a highly qualified ABC1 populace where in many cases both parents work. Employment varies from professional occupations to highly paid white collar and managerial positions. Others are self-employed and nearly 2.5 times the UK average are Directors. The majority are employed in the tertiary and quaternary sectors and few are unemployed.

## 6. Key Recommendations

In line with Visit Peak District and Derbyshire, The National Forest Company may want to consider which target groups and categories it is currently attracting and has the potential to attract within future marketing campaigns.

Visit Peak District and Derbyshire have opted for the following three classifications to target:

- 1C (Urban Living Professional Singles & Couples);
- 5G (Older Couples & Singles In Suburban Family Semi's);
- And 3C (Well-Off Older Couples & Families In Large Detached & Semis).

Reasons for selecting these groups are that they are all classification groups with higher social economic grades and therefore higher disposable incomes. Both 3C and 5G are seen to be groups which currently have high penetration levels for the Peak District and Derbyshire area. However 1C is a new potential market Visit Peak District and Derbyshire are hoping to develop and attract.

It is important within these CAMEO classifications results to also take into consideration the main National Forest visitor survey result findings. Currently key markets that The National Forest area is attracting include Empty Nesters and Caring Parent groups. To fit in with these markets The National Forest Company may want to consider continuing to target the following classification groups, which show above average penetration levels:

- 3C (Well-Off Older Couples & Families In Large Detached & Semis);
- 3A (Wealthy Older Families in Spacious Suburban & Rural Detached & Semis);
- 4E (Couples & Families in Modern Rural & Suburban Developments);
- And 4F (Mature Couples & Families in Mortgaged Detached & Semi's).

Additional reasons for choosing these groups are that they are from higher social grades and therefore maybe more likely to stay overnight within the area. Also these are all key family groups.

In line with Visit Peak District and Derbyshire target markets, The National Forest Company may consider developing a new group:

- 5G (Older Couples & Singles In Suburban Family Semi's)

A description of 5G classification can be found in appendix 1. The targeting of this category may support the attraction of new Empty Nester visitors to the area.

The CAMEO handbook for 2007 provides more detailed description of the marketing sources each of these group types would be most likely to use. These sources may be important to consider within future marketing campaigns.

As stated in section 5.2 although The National Forest/South Derbyshire database enquirer results show above average penetration levels with young people sub-categories 7E (Young Singles in Privately Rented & Housing Association Properties) and 7D (Young Singles, Couples & Students in Urban Areas), The National Forest visitor database findings show a below average number of these groups actually visiting the area. These results suggest the young people markets are not markets The National Forest may want to attract and target within future marketing materials or campaigns.

## **Appendix 1. Summary of 5G classification (Older Couples & Singles In Suburban Family Semi's)**

This category is home to a mixed population of couples, singles and families of mixed ages. Children are typically of school age. These residents primarily live in detached and semi-detached properties on the outskirts of towns and in rural villages where population densities are generally quite sparse. Many of their homes are larger than average but have a market price below the national average. These are home owning areas where nearly half the population owns their property outright and the others have a mortgage outstanding. Many have lived in the same house for over ten years. These stable suburban neighbourhoods are predominantly home to a poorly educated population of manual and office workers. Some are also on the first rungs of pursuing a professional career. We see a larger proportion of households than average bringing in a dual income. In terms of the industries that they work in, we see a mix of manufacturing industry alongside service, IT and financial industries. Levels of unemployment in these communities are almost half the national average.

## **Appendix 2: The Nation Forest visitors (i.e. NF visitor analysis) database results**

## **Appendix 3: The National Forest/South Derbyshire enquirers (i.e. NForest Profiling) database results**

**Appendix 4: The Peak District Main Guide enquirers (i.e. main guide) database results**