



### MSOA Segmentation Percentages for Braintree

| MSOA_CODE        | MSOA_NAME     | SEG 1 %    | SEG 2 %    | SEG 3 %    | SEG 4 %    | SEG 5 %    | SEG 6 %     | SEG 7 %    | SEG 8 %    | SEG 9 %    | SEG 10 %   | SEG 11 %   | SEG 12 %   | SEG 13 %   | SEG 14 %   | SEG 15 %   | SEG 16 %   | SEG 17 %   | SEG 18 %   | SEG 19 %   |
|------------------|---------------|------------|------------|------------|------------|------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| E02004446        | Braintree 001 | 9.0        | 0.7        | 13.0       | 1.2        | 5.6        | 14.8        | 8.9        | 2.6        | 1.1        | 0.5        | 11.0       | 7.6        | 8.4        | 0.8        | 0.9        | 0.3        | 8.6        | 1.0        | 3.9        |
| E02004447        | Braintree 002 | 7.9        | 0.1        | 13.3       | 0.3        | 9.0        | 18.0        | 8.3        | 1.3        | 0.1        | 0.0        | 10.7       | 8.3        | 7.7        | 0.1        | 0.2        | 0.0        | 12.7       | 0.2        | 1.8        |
| E02004448        | Braintree 003 | 9.0        | 1.8        | 9.5        | 2.3        | 5.4        | 12.6        | 6.5        | 4.3        | 1.3        | 0.5        | 10.0       | 6.8        | 9.0        | 2.0        | 1.7        | 0.5        | 6.5        | 3.2        | 7.2        |
| E02004449        | Braintree 004 | 4.5        | 6.5        | 3.4        | 6.5        | 3.7        | 6.3         | 3.5        | 6.6        | 7.5        | 5.2        | 8.8        | 4.7        | 5.3        | 5.5        | 4.8        | 2.1        | 0.5        | 4.5        | 10.1       |
| E02004450        | Braintree 005 | 9.2        | 0.4        | 14.9       | 0.6        | 7.4        | 16.8        | 8.0        | 1.5        | 0.2        | 0.0        | 10.2       | 7.1        | 8.7        | 0.3        | 0.4        | 0.1        | 9.2        | 1.0        | 3.9        |
| E02004451        | Braintree 006 | 8.2        | 1.4        | 9.2        | 2.7        | 4.8        | 13.6        | 9.3        | 4.3        | 1.7        | 0.6        | 10.0       | 6.5        | 8.7        | 1.8        | 1.3        | 0.6        | 5.3        | 2.5        | 7.6        |
| E02004452        | Braintree 007 | 8.8        | 1.7        | 9.1        | 2.2        | 4.1        | 13.6        | 10.8       | 5.2        | 0.6        | 0.5        | 11.9       | 6.9        | 9.2        | 1.6        | 0.9        | 0.1        | 3.9        | 3.2        | 5.6        |
| E02004453        | Braintree 008 | 2.3        | 9.2        | 1.1        | 7.9        | 0.9        | 1.8         | 0.9        | 5.2        | 13.1       | 12.3       | 5.0        | 2.4        | 2.0        | 8.2        | 7.4        | 4.1        | 0.4        | 4.2        | 11.6       |
| E02004454        | Braintree 009 | 5.9        | 5.6        | 4.3        | 5.2        | 6.3        | 10.6        | 6.5        | 6.4        | 4.5        | 1.6        | 10.1       | 5.7        | 8.0        | 2.9        | 1.8        | 0.7        | 1.1        | 4.2        | 8.6        |
| E02004455        | Braintree 010 | 9.0        | 1.0        | 11.9       | 1.7        | 4.3        | 16.3        | 12.3       | 4.1        | 0.2        | 0.1        | 11.9       | 6.9        | 8.4        | 0.7        | 0.2        | 0.1        | 4.6        | 2.1        | 4.1        |
| E02004456        | Braintree 011 | 5.2        | 6.1        | 3.6        | 6.2        | 4.4        | 7.6         | 4.0        | 6.8        | 7.3        | 6.2        | 8.9        | 4.2        | 5.2        | 5.4        | 4.4        | 2.0        | 0.3        | 3.9        | 8.3        |
| E02004457        | Braintree 012 | 6.5        | 5.2        | 5.9        | 6.2        | 4.0        | 9.4         | 6.3        | 6.1        | 6.3        | 4.1        | 8.4        | 5.0        | 6.0        | 3.5        | 2.9        | 1.5        | 2.5        | 3.7        | 6.4        |
| E02004458        | Braintree 013 | 8.0        | 0.7        | 12.8       | 1.4        | 4.0        | 20.1        | 15.3       | 3.7        | 0.6        | 0.2        | 9.9        | 6.3        | 7.5        | 0.8        | 0.3        | 0.3        | 4.0        | 1.1        | 3.0        |
| E02004459        | Braintree 014 | 9.1        | 1.7        | 10.7       | 2.4        | 5.0        | 12.7        | 8.3        | 3.3        | 0.8        | 0.7        | 10.1       | 7.2        | 9.2        | 1.1        | 1.3        | 1.1        | 5.4        | 2.7        | 7.3        |
| E02004460        | Braintree 015 | 6.2        | 4.8        | 5.0        | 5.5        | 3.6        | 7.6         | 4.9        | 4.9        | 6.3        | 5.2        | 9.2        | 5.0        | 8.0        | 5.0        | 3.4        | 1.5        | 2.0        | 3.9        | 8.2        |
| E02004461        | Braintree 016 | 1.2        | 11.9       | 0.9        | 7.4        | 0.8        | 1.1         | 0.7        | 2.7        | 18.2       | 19.5       | 2.3        | 1.3        | 1.6        | 8.7        | 8.1        | 4.2        | 0.2        | 2.2        | 6.9        |
| E02004462        | Braintree 017 | 6.1        | 5.4        | 5.6        | 4.9        | 5.8        | 9.8         | 5.0        | 5.3        | 4.8        | 3.0        | 9.0        | 6.1        | 5.6        | 3.6        | 3.0        | 1.7        | 1.9        | 3.7        | 9.7        |
| E02004463        | Braintree 018 | 8.2        | 2.5        | 10.6       | 2.9        | 6.0        | 11.4        | 7.0        | 4.0        | 1.6        | 0.7        | 11.3       | 6.9        | 7.8        | 1.7        | 1.3        | 0.7        | 6.2        | 2.8        | 6.3        |
| <b>% Average</b> |               | <b>6.9</b> | <b>3.7</b> | <b>8.1</b> | <b>3.8</b> | <b>4.7</b> | <b>11.3</b> | <b>7.0</b> | <b>4.3</b> | <b>4.2</b> | <b>3.4</b> | <b>9.4</b> | <b>5.8</b> | <b>7.0</b> | <b>3.0</b> | <b>2.5</b> | <b>1.2</b> | <b>4.2</b> | <b>2.8</b> | <b>6.7</b> |