

COMMERCIAL MOSAIC GROUPS AND TYPES

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COMMERCIAL MOSAIC DETAIL

Group A – Major Retail

This group contains only one cluster and represents the major retail chains in the UK.

Type A01 – Major Retail

This type represents only 0.03% of all business in the UK, but employs 5% of the UK workforce.

These businesses are three times more likely to be based in shopping centres and retail parks than residential areas. They are extremely high buyers of traditional FMCG products, and are high users of plastics, computing equipment, and warehouse facilities.

These businesses are over represented in the South East, and significantly under represented in East Anglia and Wales.

Consumer activity accounts for 96% of turnover.

These businesses have a tendency towards having County Court Judgements.

These are mature businesses, likely to be at least ten years old. They tend to be part of a group structure, with a larger than average Board of Directors. Significant numbers of these directors are less than 30 years old, and older directors, those over 55, are very under represented. These directors are no more likely than the rest of the UK population to have a university degree, and display average wealth. They do, however, aspire to living in the country.

Group B – Industrial Blue Chips

This group is made up of new subsidiaries of older group companies. As such they will be venturing into new activities with a level of investment not enjoyed by other new companies.

The directors of this group are likely to be older than 55, of average education and wealth.

These businesses are consumers of cleaning products, metal and machine tools, motor vehicle parts, labour recruitment, hotel services and computer software.

Type B02 – Consolidating combines

Typical industries in this type include mining, the oil and gas industry, food manufacture, and the insurance and pensions industry. Business to business activity accounts for 75% of turnover.

This type represents only 0.2% of all UK business, yet employs 5.6% of the UK workforce. These workers will be highly skilled and productive.

Based predominantly in non-residential areas in the East Midlands, Yorkshire and Humberside, these businesses are high users of metal products and machine tools, motor vehicle parts, hotels, labour recruitment services, software, packaging and freight services.

They are below average users of telecoms and computing equipment.

The majority of businesses are between one and ten years old, and will be part of a corporate group. The directors are less likely to be university educated, but will tend to live in the country.

Type B03 – New Born Subsidiaries

This small type is made up of newly incorporated group companies, the vast majority being less than three years old. They employ only 0.17% of the UK workforce.

No one industry predominates, although manufacturing, business services and the utilities are well represented. Business to consumer business accounts for 35% of turnover. These businesses shun the South East and are most likely to be based in East Anglia, as well as other traditional industrial bases.

These businesses are high users of chemicals, metal and plastic products, and packaging services. They use hotel and warehousing facilities, and are most unlikely to trade from home premises.

83% of these businesses will have more than 5 directors, 40% of whom will be aged 55 or more. These directors will be of average education, above average wealth, and they display a high propensity towards rural living.

Group C – National Service

This group is made up of companies that provide services primarily to other businesses. Key industries are business services, computing and related activities, and transport services.

These are established businesses, the majority being over 4 years old. They trade mainly from business parks and similar specialist premises and are likely to be based in the South East and Scotland.

The directors fall into the UK average for both education and wealth and cover a wide age range.

These businesses are themselves high consumers of services, including labour recruitment, software and newspaper advertising. They are likely to be part of a corporate hierarchy.

Type C04 – Fliers and Fixers

This specialised type employs 1.35% of the UK working population.

Companies in this type are engaged in air and land transport and auxiliary transport services, but also feature computer and software specialists. Servicing both the consumer and business market, these companies are mixed in size, and employ a skilled workforce. They will be trading from non-residential sites.

Based predominantly in the South East, these businesses are the oldest of this group, with 75% being at least ten years old, and are likely to belong to a corporate hierarchy.

They are high users of labour recruitment services, taxis, freight companies, motor vehicles and computer equipment.

There are, on average, 8 directors, 30% of who will be below 30. Educated to a slightly higher level than the UK average, these directors are reasonably wealthy, and aspire to living in the country.

Type C05 – Small Subsidiary Specialists

Sixty per cent of this type are engaged in specialist business services. Other activities include insurance and pension funding. This relatively small sector employs 5% of the UK workforce, and 70% of turnover comes from business to business activity.

The majority, 67%, are small businesses employing less than 25 employees, and are likely to belong to a corporate group. Based predominantly in the South East, these businesses are situated in both residential and non-residential areas.

These businesses are high users of services including taxis and freight services, labour recruitment, software and media services. Most businesses are at least 4 years old. Their directors have an average education, of medium wealth, and tend to live in urban and suburban areas.

Type C06 – Large Subsidiary Specialists

A small sector, this type are responsible for employing over 11% of the UK workforce. Engaged primarily in business services, this type gains 82% of its turnover from business to business dealings. Other activities include recreational services, and real estate activities.

This type is made up of larger businesses than the previous type, 47% employing more than 100 employees each. These staff are the most productive of the National Service Group.

These are also older businesses, with 60% being at least ten years old. They are highly likely to be part of a corporate hierarchy, and are heavy users of taxis, newspaper advertising, freight services, software, labour recruitment and media services.

These businesses will not be found in residential areas, 90% are based in the South East. Their directors have an average age of 50 and are the highest educated of this Group.

Type C07 – Diversifying Services

These are the largest businesses in this group, 97% of all companies employing more than 100 people. This workforce shows average productivity compared to the rest of the group.

These businesses are the most diverse of this group, with only 65% of their revenue coming from business to business activities, and although the majority are engaged in business service activities there are significant numbers in postal and telecommunication services, and the real estate industry.

This type consumes services as per the rest of this group, and companies are likely to be part of a corporate hierarchy, and will be at least four years old. On average there are eight directors, 74% of who will be less than 30 years old. These directors are the least well off of the group but are more likely than the others to live in the country.

Split between residential and non-residential areas, these businesses show greater geographical distribution than the rest of the group, with Scotland and the Southwest proving particularly popular.

Group D – Fleets and Finances

These businesses service both the commercial and the consumer world. Key industries in this group are the financial service providers, motor manufacture and supply, transport providers and equipment rental.

Businesses in this group are very high consumers of motor vehicles and parts, software and labour recruitment services. They have a high propensity towards having incurred County Court Judgements, and they are likely to be part of a group structure.

Directors tend to be younger, of an average education and wealth but with a tendency towards rural living.

Type D08 – Mini Money Movers

All companies in this small type, which employs just 0.7% of the UK working population, are engaged in financial intermediation, insurance and auxiliary activities. Turnover emanates equally from consumer and commercial business.

These are mature companies, 73% being over ten years old. Extremely high users of computer software, these companies also use labour recruitment agencies and newspaper advertising.

This is a small type, made up primarily of small businesses employing less than 25 people. This is not a particularly sophisticated workforce. The companies are likely to be part of a corporate hierarchy, and their directors are of an average age and wealth, reasonably well-educated, and living in urban areas.

The majority of these businesses are based in the South-East in non-residential areas.

Type D09 - Major Money Movers

All companies in this type are engaged in financial intermediation, insurance and auxiliary activities. Turnover emanates equally from consumer and commercial business.

All these companies are large, employing at least 100 people. These are very mature companies, 82% being over ten years old. The vast majority are part of a corporate hierarchy, and all are very high users of computer software, labour recruitment and similar services including hotels and taxis. There is a high propensity to have a mobile workforce.

The Board of Directors of these companies is very large, with an average of twenty directors appointed. Very many of these directors are aged less than 30 years old, and they are more likely to be university educated. Relatively wealthy, these individuals will commute from the country.

These businesses will be based in commercial areas and purpose built office parks across the country.

Type D10 – Couriers and carriers

This is a very small type employing just 0.05% of the UK workforce. The type consists of companies that are extremely high users of motor vehicles and motor parts, as well as labour recruitment services. These are young companies, all less than five years old. Turnover emanates from both commercial and consumer activity.

Showing very high levels of County Court Judgements, these companies are all part of corporate hierarchies, with large Boards of Directors. These directors are predominantly less than thirty and are likely to be university educated. They are however, less wealthy than the UK average, and will live in urban areas.

These businesses are engaged in land transport and vehicle hire, and are based in non-residential areas across the country. They employ well in excess of 100 productive employees each.

Type D11 – Motors and Mobiles

This type represents a small sector of the business population, employing just 0.5% of the UK workforce. Most companies in this type employ at least 6 very productive employees.

These businesses are part of a corporate hierarchy, will be at least 4 years old, and show a high incidence of County Court Judgements. They are extremely high users of motor vehicles and telecoms.

These companies have a large number of directors, 58% of who are under the age of thirty. Relatively well educated, these directors are amongst the wealthiest of this group, and have a high propensity to live in the country.

These are very diverse industries, from agriculture, mining, manufacturing, land transport, and the utilities, but excluding business services. Their turnover, likewise, is spread across consumer and commercial business.

These companies are found across the UK, particularly in East Anglia, the South West and Wales, and will be based on industrial parks and similar non-residential sites.

Type D12 –Motors and Movers

This is a small type employing 1.42% of the UK workforce. Turnover emanates from both consumer and commercial business.

These companies are extremely high users of motor vehicles. They also use motor vehicle parts, taxis, and software services.

These are mature businesses, 81% of which are over ten years old. Although predominantly group companies, 25% of the type are independent, family-run businesses. There tend to be smaller number of directors, 24% of who are over the age of 55. These directors are the least wealthy and least well educated of the group.

These businesses are engaged in motor sales, garage services, land transport and equipment hire. They are predominantly medium sized businesses employing between 6 and 100 staff, who demonstrate the full range of productivity.

Businesses are sited country wide, although they are less likely to be in the East Midlands, the North and Scotland. They are twice as likely to operate from industrial units than residential areas.

Type D13 – Vehicles and Veg

This small type employs 0.6% of the total UK workforce, across a wide range of company sizes from the very small to substantial.

They are exceptionally high users of motor vehicle parts, and heavy users of motor vehicles. These are older companies, with more independents (30%) than other types in this group.

They have relatively few directors who demonstrate a wide age range. The least well educated in this group, they show a propensity for rural living.

Engaged in agriculture, land transport, garage services and vehicle sales, their turnover emanates from both the commercial and consumer markets.

These businesses are to be found predominantly in the East Midlands, the North, and particularly Yorkshire and Humberside. Many (70%) will trade from residential areas, graduating to industrial parks as they grow.

Group E – Monumental Monoliths

This group is made up of predominantly large companies that operate as part of a group hierarchy. They are manufacturers, and real estate experts, they are engaged in recreational activities and insurance.

Their turnover emanates both from commercial and consumer activity and they are high consumers of physical products such as chemicals and machine tools, as well as services such as freight and warehousing.

These are old, mature companies. They have older directors, who better educated than average, and who show a high propensity towards rural living.

Type E14 – Primary Extractors

This type is small, employing just 0.37% of the UK workforce. The businesses within it, however, tend to be large, with over 40% employing at least 100 employees who will range from unskilled labour to specialist staff.

These are very mature businesses, with 99% older than 10 years. They are members of corporate hierarchies, with relatively small Boards of Directors, 42% of whom will be older than 55. These directors will be reasonably well educated, with a high propensity for rural living.

These businesses are high users of chemicals, metal products, electrical components, motor vehicle parts, freight services and packaging.

These businesses are primarily extractors, manufacturers and processors of raw materials, from tobacco to nuclear fuels, building materials to leather. Over 11% are engaged in recreational activities such as sports and leisure.

Commercial business accounts for 75% of their turnover.

These businesses will be found in the traditional industrial heartland of Britain, with significant under-representation in the South-East, and Northern Ireland. They will not be found in residential areas.

Type E15 – Broad Brush Base

This type employs 1.24% of the UK workforce, mainly in large companies. These employees are likely to be highly productive.

Their turnover is the most diverse of the group, with a 50/50 split between commercial and consumer revenue. These businesses have a broad manufacturing

base, carry out water purification and water transport, are involved in air transport, insurance and recreational activities, and will also be membership organisations.

These businesses are high users of newspaper advertising, taxis and freight services, and buy large amounts of electrical components and software. They are high users of labour recruitment services.

These are mature businesses, and will be part of a corporate hierarchy. Large numbers of these companies (95%) have more than 5 directors, 44% of whom will be more than 55 years old. The best educated in the group, but the least wealthy, large numbers of these directors live in rural areas.

Based countrywide, with the exception of the Northwest, these businesses do not trade from residential areas.

Type E16 – Farsighted High Fliers

This is a very small type employing just 0.3% of the UK workforce. These are large businesses, 64% employing at least 100 members of staff, who are highly productive and skilled.

A high proportion of their turnover coming from commercial sales, these are very mature companies, 99% being more than 10 years old. They will be part of a corporate hierarchy, with a large Board of Directors. A very high proportion (83%) of these directors will be under 30, they are very well educated and very wealthy – in fact the wealthiest of all the types. They live in the country.

These companies are high users of chemicals, motor vehicle parts, motor vehicles, freight and packaging services and taxis. There is a high propensity to having County Court Judgements.

There is a large range of activities behind these companies, including quarrying, food manufacture, textile manufacture, recreational and sporting activities, and luxury goods. Travel agencies comprise 12% of this sector, and equipment rental 14%.

These businesses are countrywide, with particular emphasis in Northern Ireland, Wales and the East Midlands, but very under-represented in the South-East. These businesses tend to trade from specialist industrial centres, but there will be some in more residential areas.

Type E17 – Stable Backbone

This small type employs 2.01% of the total workforce, and comprises very large companies with 85% employing more than 100 staff. These staff are likely to be skilled and very productive.

These businesses are engaged in food manufacture, production of tobacco, and petroleum products. They are utility companies and insurance companies, and provide recreational activities and other services. The majority of their turnover comes from commercial sales.

They are high users of work-wear, rubber tyres, electrical components, freight and packaging services as well as machine tools and cleaning equipment.

Mature businesses, these are part of corporate hierarchies with large Boards of Directors, a third of which will be under 30. They are the least well-educated of the group, reasonably wealthy, and show a high propensity towards rural life.

Based countrywide, especially in Scotland, East Anglia, Yorkshire and the North-West, these businesses are under-represented in the South East. They do not trade from residential areas.

Group F – Specialist Suppliers

These companies are engaged in a variety of activities, from manufacturing and supply of specialist products, to research and development. The majority of this group supply other businesses.

They are consumers of physical products and associated services such as warehousing and freight facilities.

These are old companies, with a tendency to be part of a group, and they cover the entire size range.

The directors tend to be older, and as likely to live in urban areas as the country. They show an average wealth range and are less likely than the UK average to have a university degree.

Type F18 – Wholesale Heavies

This small type is responsible for employing 1.9% of the UK workforce. Made up of large companies, 90% employing more than 100 highly productive staff, these companies gain 99% of their turnover from the business community.

These are old businesses, mainly part of corporate hierarchies, and with large Boards of Directors. A third of these directors will be under 30. They are not likely to have a university education, however they are reasonably wealthy, and as likely to live in urban areas as the country.

Many of these wholesaling companies manufacture the goods they supply, particularly in the rubber, plastic and furniture trade. They are also manufacturers of motor vehicles, textiles and leather.

They are extremely high users of chemicals, as well as plastics, glass, metals, pumps and compressors, machine tools, and freight and packaging services.

They are based throughout the country, are most prevalent in Yorkshire, Humberside, and the East Midlands, and trade on industrial sites.

Type F19- Hi Tech Highlights

This is a highly specialised type, engaged in the manufacture of office and computing equipment, electrical equipment, television, radio and telecommunication equipment and precision instruments.

A small type, it nevertheless employs 1.47% of the UK population. Companies in the type are medium or large, with 84% employing at least 26 or more highly skilled and productive employees. At least 95% of turnover can be attributed to commercial sales.

These businesses are high users of chemicals, very high users of plastics, metals, machine tools, compressors, electrical components and extremely high users of packaging services.

They are mature businesses, and whilst they are mainly part of a corporate hierarchy, 25% are independent businesses. They have relatively few directors, with an even age range. These directors have an average education, are moderately wealthy and live in urban areas.

High numbers of these businesses are in Northern Ireland and the West Midlands, where they will be based on specialist industrial and technology parks.

Type F20 – Metal Manipulators

This is a small type that employs 1.1% of the UK workforce. Companies in the type are medium or large, employing at least 26 highly skilled employees. Turnover for these companies can be attributed wholly to commercial sales.

These are mature businesses, mainly from a corporate hierarchy, and 65% have more than 5 directors. These directors have an even age range, have an average education, are reasonably wealthy, and will live in both rural and urban areas.

The main material of this type is metal – these companies manufacture basic metals, but particularly fabricate metal products, including machinery and transport equipment.

They are consequently high consumers of metal materials, plastics, machine tools, pumps and compressors. Freight and packaging services are also key requirements of this type.

These businesses are generally UK wide, particularly in the East Midlands, and will be based on industrial parks.

Type F21 – Machine Makers

A small type employing just 0.92% of the UK workforce, these businesses rely 100% on commercial sales for their turnover.

These are among the less mature businesses in this group, although the majority are over 4 years old. They are also amongst the smallest businesses in the group as over 80% have less than 25 employees. These staff are likely to be skilled and productive.

Whilst half will be members of corporate hierarchies, the remainder are independent businesses. They have few directors, averaging between 3 and 4, and 34% of them will be over 55. They are the least well-educated directors of this group, are moderately wealthy, and are likely to live in urban areas.

These companies make basic metals and fabricated products but are specialists in machinery. Consequently they are heavy consumers of metal, plastics, machine tools, and motor vehicle parts; additionally they are users of freight and packaging services.

Whilst these businesses can be found countrywide, they are especially prevalent in the East and West Midlands. The smaller businesses will be based in residential areas, although larger concerns will have graduated to industrial units.

Type F22 – Expert Engineers

A small type employing just 0.18% of the UK workforce, these businesses gain the majority of their turnover from commercial sales.

They are mature businesses, mainly part of a corporate hierarchy, and have relatively few directors across a broad age range. These directors are very well educated, with 33% likely to have a university degree. They are wealthy and will live in urban and suburban areas.

These businesses have a very broad manufacturing base, and include metal ore extraction, water and air transport, and textiles. They are medium to large businesses, with the majority employing at least 26 workers, ranging from unskilled to specialist staff.

These businesses have a high propensity to have County Court Judgements.

High users of chemicals, plastics, metal, pumps and compressors, computing equipment, freight and warehousing services.

Found mainly on industrial estates, these businesses are highly likely to be based in Scotland and Northern Ireland. They will not be found in the South East.

Type F23 – Chemistry Type

This small type relies on commercial sales for all turnover and employs just 0.71% of the UK workforce.

They are very mature businesses, and are mainly part of a corporate hierarchy. The Board of Directors is likely to consist of at least 5 members, across all age ranges. These directors have an average education, and are moderately wealthy, with a slight tendency to live in the country.

The majority of these companies are chemical manufacturers, and will be medium to large concerns employing at least 26 skilled and productive staff.

They are high users of chemicals and tyres, and also consume plastic products, machine tools, pumps and compressors.

Based across the country with a particular emphasis on the North West, these specialist manufacturers will not be found in residential areas.

Type F24 – Research and Development

This small type relies 100% on commercial turnover, and employs just 0.18% of the UK workforce.

Generally older than 4 years old, these businesses consist equally of independent companies and those part of corporate hierarchies. The Board of Directors has on average 6 members, of whom 33% are older than 55. Of average education and moderately wealthy these directors live in urban areas.

These companies are engaged almost entirely in Research and Development. They are high users of plastics, taxis, and freight services.

These are small companies, 90% employing less than 26 staff.

These companies are found in East Anglia, Scotland, and 55% are in the South East. Whilst some will be found in industrial sites, 69% are based in more residential areas.

Type F25 – Printers and Publishers

This type employs just 0.8% of the UK workforce. The vast majority of turnover will emanate from commercial revenue.

These are mature businesses, the majority of which are part of a corporate hierarchy. A large proportion, 65%, will have more than 5 directors covering a broad age range. Reasonably well educated and moderately wealthy, these directors will live in urban areas.

The vast majority of this type is engaged in manufacturing paper products, as well as printing and the publishing of recorded media. They are consequently high users of chemicals, glass, freight and packaging services.

These are medium and large businesses, 99% employing at least 26 staff. These staff are highly productive.

These businesses are based across the country, particularly in East Anglia, Yorkshire and the South-East. They are not based in residential areas.

Group G – Local Solid Rocks

These businesses are mature, predominantly independent concerns covering a wide size range.

They are engaged in a wide variety of activity, from retail to real estate, manufacture to construction. They are less likely than the average UK company to incur County Court Judgements.

They are consumers of all kinds of products, mainly of the tangible variety. The directors of these companies are not likely to be university educated and do not live in particularly wealthy areas. They are likely to be older than 55 and will live in urban areas.

Type G26 – Small scale suppliers

This small type employs 1.74% of the UK workforce, and gains 95% of its turnover from commercial business.

These are mature businesses, of which half will be independent. On average they will have four directors, at the older end of the age bracket. Few of these directors will have a university education; they will be moderately wealthy and will live in urban areas.

These companies are engaged in manufacturing and wholesaling, many making the products they supply. Consequently they are high users of chemicals, glass, metals, pumps and compressors, computing equipment, motor vehicle parts and packaging services.

Nearly 70% of these businesses are small, employing less than 25 highly productive staff.

Situated primarily in the East and West Midlands, the North-West and Yorkshire, these businesses trade from small industrial premises, many of which will be situated in mainly residential areas.

Type G27 – Repair and Recreation

This type employs 1.19% of the UK workforce, with turnover coming equally from consumer and commercial sales.

These are mature companies, 70% being more than ten years old. Half of the companies will be independently run. On average there are five directors, covering a broad age range. Of average education levels, but not particularly wealthy these directors will live in urban areas.

These companies display a wide range of activities, including manufacturing, and publishing. Many are engaged in recreational and sporting activities, others in repair and service activities. Many sell their products direct to the public.

They are users of plastics, glass, chemicals, computing equipment and packaging services.

They are small and medium sized businesses, 95% having less than 100 employees.

These businesses are likely to be based in the South East and operate from small industrial premises.

Type G28 – Loaves and Fishes

This type employs 0.61% of the UK workforce. Its revenue comes equally from consumer and commercial sales.

These are mature businesses that are more likely to be independent than part of a group. There will be an average of 5 directors, covering a wide age range, although 30% will be over 55. These directors are unlikely to be university educated, and are not particularly wealthy. The majority live in the country.

Many of these companies are engaged in agriculture, forestry and fishing, some also being engaged in food manufacture.

These are small businesses, less than 3% employ more than 100 staff. Low productivity is also a feature of this type, 54% of businesses generating less than £26,000 annual turnover per employee.

These businesses are high users of animal foodstuffs, wood products, chemicals, motor vehicles and motor vehicle parts.

Based in East Anglia, Wales, the South West, East Midlands, and Scotland, only 19% of these businesses trade from industrial parks.

Type G29 – Small Town Stalwarts

A small type employing just 0.3% of the UK workforce, these businesses rely on both consumers as well as commercial turnover.

These businesses are likely to be at least four years old, and will be independent rather than group companies. On average there will be 6 directors, a significant proportion of whom will be over 55.

Unlikely to have a degree, these directors are the least wealthy of all the typees, and they will live in urban areas.

These businesses cover a wide range of activities, from manufacturing to recycling, the sale and repair of vehicles to construction.

They are consumers of all kinds of products including textiles, chemicals, metals, motor vehicle parts and computing equipment.

These are mainly small businesses, 86% having less than 25 employees. These employees are likely to be relatively unskilled.

Whilst some businesses will trade from specific industrial sites, 77% of them will be scattered through residential areas. They will not be based in the South East, but are prevalent in the North, Wales, Northern Ireland and Scotland.

Type G30 – Painters and Players

This type employs 0.91% of the UK workforce, and relies heavily on consumer sales for its turnover.

Mature businesses, these are likely to be independent rather than part of a corporate hierarchy. There will be on average 7 directors, at least 52% of whom will be older than 55. Directors under the age of thirty are uncommon. Of an average education level, these directors are not particularly wealthy but are as likely to live in the country as in urban areas.

These businesses service the consumer market in a variety of ways including sport and recreational activities, education and training services, membership organisations and property and real estate activities.

They are high users of wood products, paint and glass.

These are generally small to medium sized businesses, employing less than 100 people who will range from unskilled workers to specialist staff.

Based countrywide, with the exception of Northern Ireland, these businesses will be found in both residential areas and on industrial estates.

Group H – Hotels and Catering

This group represents the majority of hotels, bars and restaurants across the UK. These businesses cover a wide range of sizes and are found across the UK.

Businesses in this group are both independent and part of corporate hierarchies, and show a high propensity to be SoHo premises. Directors of these businesses show a wide age range, are not likely to be university educated and are not particularly wealthy.

These businesses are high consumers of food products, textiles, workwear, ceramics, and food processing machinery.

Type H31 – Champion Chains

This type employs 2.78% of the UK workforce, and relies on both consumer and commercial revenue.

These businesses tend to be at least 4 years old, and 72% are part of a corporate hierarchy. On average there are 8 directors, 40% of who will be under 30. Well educated, although not particularly wealthy, these directors aspire to country living.

All these businesses are in the hotel, catering, restaurant and pub/club trade. They are high consumers of food products, textiles, workwear, ceramics and food processing machinery.

These businesses vary in size from the very large to the relatively small. Employees vary from unskilled through to specialist staff.

These businesses are found all over the country, with particular emphasis on Scotland, the South East and the West Midlands.

Type H32 – Inns and Eats

These business are all sole traders and partnerships, none are limited companies. This type comprises 87% of all hotels and restaurants in the UK, and employs 2.59% of the UK workforce.

These enterprises are high consumers of food products, textiles, workwear, newspaper advertising, ceramics and food processing machinery. They are also consumers of paint, suggesting that basic repairs and maintenance are carried out by the owners.

This type has one of the highest propensities to be SoHo businesses; i.e. the proprietors will live on the premises.

These businesses show a wide range of ages, 10% will have been set up in the last year, and the majority are between 1 and 10 years old.

This type has the highest propensity of all non- corporate businesses to have County Court Judgements.

These are small businesses, 65% employing less than 5 people. These employees generate a maximum of £37,000 turnover per annum.

These businesses are situated across the country, but are under-represented in the South East.

Group I – Health and Social Work

This group is made up primarily of businesses that are providing health care, education and social services, either directly or by acting as agents. There is a high proportion of new businesses in this sector, and businesses are more likely to be independent than operating as part of a corporate hierarchy.

Owners of these businesses are of from all age ranges, and show average wealth and education.

The businesses gain their revenue mainly from the consumer market, and they are high users of workwear, chemicals, pharmaceutical goods and ceramics.

Type 33 – Carers and Careers

This type relies on consumer sales for its revenue. It employs 1% of the UK workforce.

These are mature businesses, 57% of them being older than 10 years. There is a high tendency to be independent rather than part of a corporate hierarchy, and they tend to have large Boards of Directors – the average is nine. These directors span a wide age range. Reasonably well educated, they are not particularly wealthy and are unlikely to live in the country.

All these businesses are engaged in health and social activities, specialist career advice, training, and education.

Consequently they are high users of workwear, chemicals, ceramics, and pharmaceutical goods.

A large proportion are small companies, employing less than 25 people, who tend to be relatively unskilled, although specialist staff are also to be found.

These businesses are more prevalent in the South East, the North West and Scotland, and are most likely to trade in residential areas.

Type 34 – Nurses and Nannies

This type accounts for 0.32% of the UK workforce, and relies almost entirely on consumer sales for revenue.

The majority, 96%, of this type are independent businesses, and are more than 4 years old. They have on average four directors, who tend to be older than 55. Moderately well educated, these directors are not particularly wealthy, and will live in urban areas.

The vast majority of these companies are agencies, particularly for nurses, au pairs, home helps; or schools offering private and residential tuition.

They are high users of textiles and newspaper advertising.

These are small businesses, 84% having less than 5 employees that generate no more than £12,600 per annum in fees and turnover. These businesses trade from residential areas, often from the home premises of one of the directors.

They are not found across the country, but predominate in the South East and the South West.

Type 35 – Doctors and Therapists

This is a large type, employing 6.67% of the UK workforce.

These businesses are all sole traders and partnerships, as opposed to corporate entities. They cover a wide age range, 24% being less than 1 year old.

The vast majority of this type are engaged in health and social activities, including doctors, dentists, and alternative therapists.

85% of these businesses employ less than 26 employees, and the vast majority trade from residential areas.

Although countrywide, there are less of these practitioners per head of population in the South East.

Group J – Property Portfolio

This group contains companies engaged primarily in the building and construction industry, and real estate services. Whilst the majority of these companies are small, there are larger businesses contained within this group, which is spread across the entire country.

These businesses show a propensity to be trading from home premises, and the directors and proprietors tend to live in urban rather than rural areas. They are less likely to have a university degree, and will be in the average wealth band.

Businesses in this group tend to be independent, and many of them are new business start-ups. They are heavy users of wood, glass and paint.

Type J36 – Big Boy Builders

This type employs 1.36% of the UK working population, the majority of their revenue coming from both commercial and consumer business.

These are old, well established companies, and 80% are part of a corporate hierarchy. On average there are seven directors, with a slight tendency towards those aged 55 or more. Not particularly well educated, these directors are wealthier than average, and live in urban areas.

The vast majority of these businesses are in construction services and real estate activities. Consequently they are high users of wood products, and paint.

These are large businesses, 89% employing more than 26 employees, and these staff are highly skilled and productive, 22% generating more than £190,000 annual revenue for their employers.

Based countrywide, they are nevertheless under represented in the South East, South West and Wales.

They will trade from industrial sites rather than from residential areas.

Type J37 – Municipal Melting Pot

A strange little type which nevertheless employs 4.64% of the UK workforce.

These are not corporate entities, many indeed will be local authority run. They show an even age range.

These companies are engaged in construction, manufacture of wood products, recreational activities and education, both private and publicly run institutions.

They are high users of workwear, wood products, paint, and glass products.

It is believed that as many schools will purchase centrally through Local Authority contracts for their main educational supplies, this product usage shows those purchases that fall outside this general remit.

Whilst the majority of these enterprises employ less than 26 people, there are significant numbers employing up to 100 persons.

Found countrywide, although under represented in the South East, these enterprises trade generally from residential areas.

Type J38 – Bricks and Mortar

A small sector, employing 0.51% of the UK workforce. Revenue emanates primarily from the consumer sector, although some commercial revenues are evident.

These businesses show an extremely high propensity to be trading from SoHo premises. They display a wide range of ages, with significant numbers, 22%, being less than one year old.

The majority of these businesses are engaged in construction and associated services, and consequently they are high users of wood, paint and glass products.

These are very small businesses, 84% employ less than 5 employees. These employees will generate between £50,000 and £58,000 per annum.

Although trading throughout the UK, these businesses are rare in the South East.

They are extremely unlikely to trade from industrial parks.

Type J39 – Landlords and Ladders

This type employs 1.7% of the UK workforce and gains revenue from both consumer and commercial turnover.

These businesses cover a wide age range, and will be independent rather than part of a corporate hierarchy.

On average there will be two to three directors, who tend to be older than 55 years. These directors tend not to have a university education, and are not particularly wealthy. They will live in urban areas.

These companies are almost all engaged in construction and real estate activities. They are high users of paint and wood products.

They are small businesses, with 76% employing less than 5 employees.

Primarily based in the East and West Midlands and the South East, these businesses tend to trade from residential areas.

Group K – Independent Entrepreneurs

The key to this group is the fact that they trade as independent businesses rather than as part of a group hierarchy. They gain the majority of their revenue from commercial trade, and are to be found trading in residential areas, although not from home premises.

These are newer businesses, very few of them being older than ten years. They show a very low propensity for having County Court Judgements, and will have a small Board of Directors. These directors are not particularly wealthy, are unlikely to have a university degree and live in urban areas.

These businesses are engaged in a wide range of activities, from whole sale and retail to business services and recreational activities, and they are high users of wood and glass products, computing equipment, advertising, and freight and warehousing facilities.

Type K40 – First Year Survivors

This type employs 2.6% of the UK workforce, and three quarters of annual turnover will emanate from commercial business.

These are newer companies, mainly between one and ten years old. They are independent companies, and have two to three directors, who tend to be older than 55.

These directors are unlikely to have a university education, and are not particularly wealthy. They live in towns and cities.

These enterprises are engaged in general manufacturing, wholesale and some retail. They also offer business services.

These businesses are high consumers of chemicals, plastics, glass, and metal products. They also are high users of motor vehicles and computing equipment.

These are small businesses, 97% employing less than 26 employees who display a wide range of skills.

Based primarily in Northern Ireland, the West Midlands, The South West, and East Anglia these businesses are not however prevalent in the South East and Scotland.

They tend to trade from industrial parks.

Type K41 – Business Boosters

Employing 1.8% of the UK working population, this type gains 78% of its turnover from commercial revenues.

Most of this type are businesses between one and ten years old. Run by two or three directors covering a wide age range, the majority of these companies are independent rather than part of a corporate hierarchy. The directors have an average education, but are not particularly wealthy. They live in towns and cities rather than the country.

These companies offer a range of business services, as well as recreational and sporting activities. They are very high users of newspaper advertising, computing equipment and software, and photographic services.

These are small companies, 99% employing less than 26 people who display a wide skill set.

Over 83% of these businesses are based in the South East. They trade from premises in residential areas.

Type K42 – Developing Dynamos

This type employs 0.98% of the UK workforce and relies on commercial business for 75% of its annual revenue.

Aged primarily between one and three years old, these businesses tend to be independent rather than part of a corporate group.

They have on average three directors, covering a wide age range. Less likely than the UK average to have a university education, these directors are not wealthy and will live in urban areas.

These businesses carry out a range of activities including wholesale and retail, courier services and telecommunications, and business services. They are high users of a wide range of products including textiles, wood, and glass, computing equipment and telecomms.

These are small businesses, 85% have less than 5 employees who generate up to £50,000 annual turnover each.

They will be found in the East Midlands, the North West and the South East, trading from premises based in residential areas.

Type K43 – Fledgling High Fliers

This type employs 4.2% of the UK population and is a large type, comprising 14% of all businesses.

These are very new companies, with 65% being less than one year old. The vast majority, 98%, are independent rather than being part of a corporate hierarchy. They have on average two directors, who show a slight tendency to be aged under thirty. These directors are unlikely to have a university education, are not particularly wealthy, and will live in towns and cities.

These businesses are so new that they do not yet have SIC codes assigned to them. It is safe to assume that they cover a wide range of activities however.

They are high users of wood, paint, glass, and machine tools and have a very high need for computing equipment.

They will be based countrywide, although 54% are in the South East. They trade from a range of premises, both scattered through residential areas and on industrial parks.

Type K44 - Bits and Bytes

This type employs 1% of the UK workforce, and gains 99% of its revenue from commercial sales.

Aged between one and ten years old, these businesses have a high tendency to be trading from SoHo premises, and 98% of them are independent businesses.

They will have between two and three directors, who are not likely to be university educated, are of average wealth and are very unlikely to live in the country.

A high proportion, 93%, of these businesses are engaged in the computer industry, and consume large amounts of computer equipment.

They are small businesses, the majority employing less than 5 employees. They show a high propensity to be based in the South East and East Anglia, and will trade from residential areas.

Group L – Energetic Enterprises.

This group of non-corporate businesses gains its revenue from a mixture of both commercial and consumer revenues. They are generally small businesses, and show an even age range. They have a very low propensity to have County Court Judgements.

Activities are diverse covering areas such as chemical processing, recreational activities, travel and transport, retail and wholesale.

Consequently they consume a wide variety of products and services, including media, telecoms, hotel services, cleaning products, and motor vehicles and parts.

Type L45 – Professional Professors

This is a small type employing 0.21% of the UK workforce. They rely 100% on commercial revenues.

These businesses are a mixture of sole traders and partnerships, and also the rarer type of incorporated companies including Foreign Registered entities. Half of them are older than 10 years, and they cover a wide range of sizes including 12% with more than 101 employees.

These companies are engaged in research and development, and chemical processing. They are extremely high users of rubber tyres, cleaning products and photographic services.

They are based in Scotland, the North West, the North, the East Midlands and East Anglia. They will trade from specialist industrial and technology centres.

Type L46 – Supply Chain Sophisticates

This large type employs 5.73% of the UK workforce, and gains an equal amount of revenue from consumer and commercial business.

Covering a broad age range, these businesses are very high users of telecomms equipment, and also use computing equipment, plastics, glass and photographic services.

They are sole traders and partnerships engaged in a wide range of activity, from food manufacture to running membership organisations, from business services to the retail trade.

They tend to be small businesses, 89% employing less than 26 employees, most of whom are very productive, each producing annual revenues to the value of £104,000.

They are based across the country, particularly in Northern Ireland, but are under-represented in Scotland and the South East. They show a tendency to operate from industrial areas.

Type L47 – Growers and Garages

This type employs 1.98% of the UK workforce, and gains revenue from both consumers and commercial businesses.

They have a tendency to be SoHo businesses, and the majority will be sole traders or partnerships covering a wide age range.

They are engaged in agriculture, the sale and repair of motor vehicles, land transport and equipment hire. Consequently they are high users of motor vehicle parts, motor vehicles, animal foodstuffs, and telecomms.

These are small businesses, 80% employing fewer than 26 employees, who display a wide range of skills.

They are based countrywide, with the exception of Scotland and the South East, and tend to trade from premises in residential areas.

Type L48 – Support Supremos

This type employs 5.15% of the UK workforce, and gains revenue from both the consumer and commercial world.

These mainly sole traders and partnerships show a wide age range but also include many new businesses. They cover a range of activities, including the publishing of recorded media, support services to the financial industry, business services, membership organisations and recreational and sporting activities.

They are high users of newspaper advertising and photographic services, telecomms, and software.

Some of these non-corporate entities are large, 2% having more than 100 employees and 10% having more than 26 employees. They display a wide range of skills.

These businesses are not to be found across the country but are concentrated in Scotland, the South East and Yorkshire. They are likely to trade in non-residential areas.

Type L49 – New Kick-Offs

This type employs just 0.49% of the UK workforce, and enjoys revenues from both consumer and commercial business.

A large proportion of these businesses, 75%, is under one year old. The majority will be sole traders and partnerships, and they show a tendency to be trading from SoHo premises.

They cover a broad range of activities, from farming to manufacture, forestry to business services. Twenty percent are engaged in recreational and sporting activities.

They are high users of animal foodstuffs, ceramics, telecoms, software and photographic services.

They are small businesses, 80% having less than 5 employees.

They are scattered equally across the country, and trade from premises in residential areas as well as those on industrial estates.

Group M – Cottage Industry

This group represents only one cluster.

Type 50 – Cottage Industry

This very large type employs 2.85% of the UK workforce and consists of nearly one quarter of the entire UK business universe.

Their revenue is gained both from consumer and commercial revenue, and the majority of these businesses are sole traders and partnerships. They are the most unlikely group to have County Court Judgements.

Displaying a wide age range, nearly 50% of these businesses trade from SoHo premises. Their activities range from farming through manufacture to retail, construction and business services.

They are high users of all kinds of products, but show high propensities to use animal foodstuffs, newspaper advertising, paint, glass, computing equipment and telecoms. Indeed, this group is the highest user of telecoms and computing equipment of all the groups.

All these businesses have less than 5 employees, and are spread countrywide. They are unlikely to trade on industrial estates.