

A Profile of BT9

In a random sample of the databases of 5 Belfast-based arts organisations of various sizes we discovered that, on average, 10% of each organisation's attenders live in the Belfast Postal District of BT9.

But what is BT9? Is it the pot of gold at the end of the rainbow for arts marketers, overflowing with enthusiastic creative people who just can't wait to attend more arts events? Is it a honey-pot of wealthy people waiting to be carpet-bombed with as much print as arts organisations can throw at them? Unfortunately, it's neither - but BT9, like many other postal districts in Northern Ireland, is an identifiable target area for arts organisations to increase their share of the potential market via structured audience development activity.

Approximately 10% of the Belfast Urban Area population live in BT9, and they are mostly people who are in the first throes of an active social life ('Students & Singles' types such as Stephen and Nicola) or more mature people re-discovering the joys of actually having a social life and some spare cash now that the kids have finally left home ('Wealth & Wisdom' types such as Frederick and Hilary).

Frederick and Hilary can often be found on the golf course, out sailing or attending plays and concerts in their spare time. Quality, range and service are more important to them than price, so targeting Frederick and Hilary with the right events and ensuring a high quality experience could be more important than offering them a good deal on their tickets.

Stephen and Nicola like good coffee in trendy cafes, organic food and travel to faraway places. Young, free and often single, there are a multitude of different distractions competing for Stephen and Nicola's money - making them difficult to attract but potentially very lucrative arts attenders if you can get them coming back for more and spreading the word to their friends.

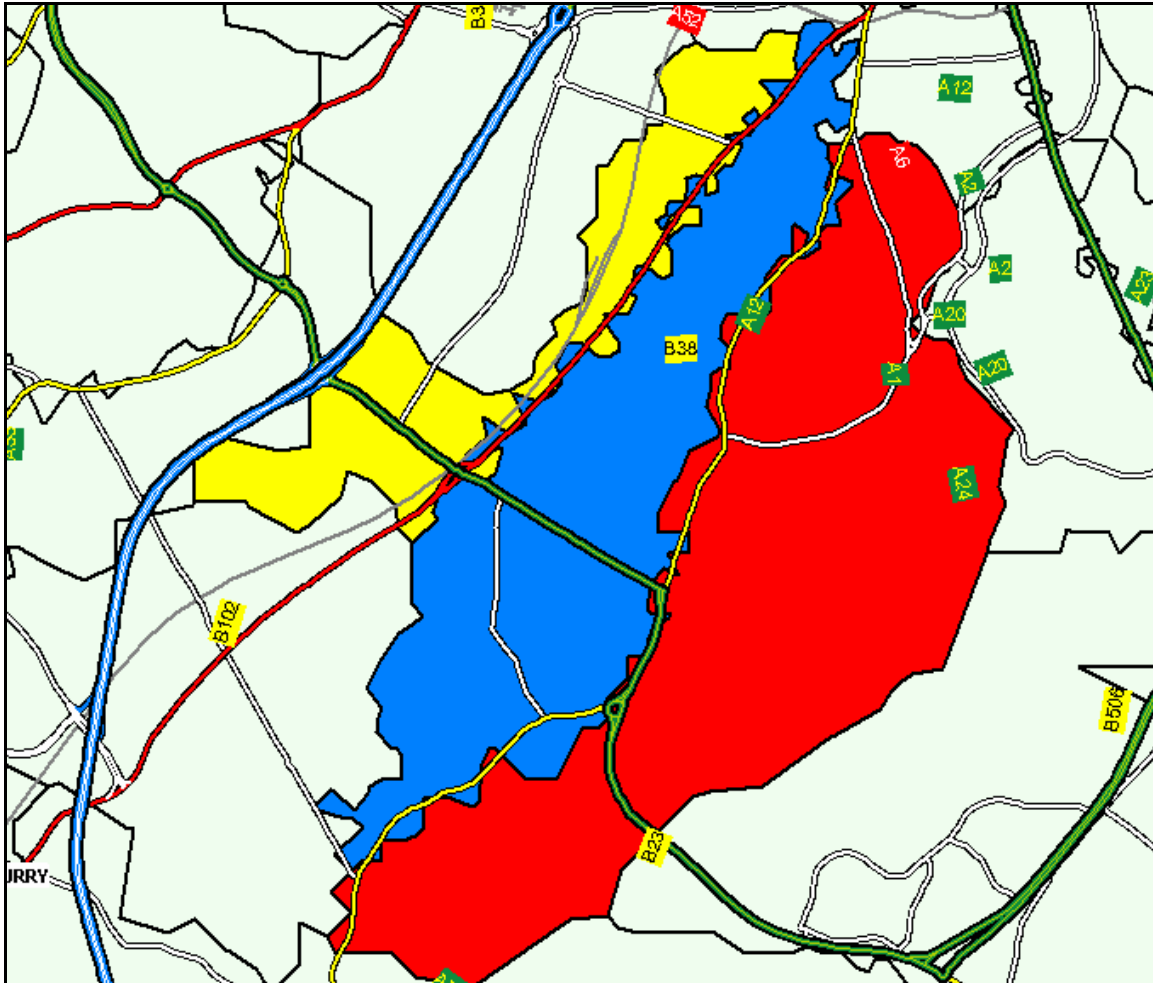
Is your brand attractive to the 10,725 households in BT9 occupied by people like Frederick & Hilary or Stephen & Nicola?



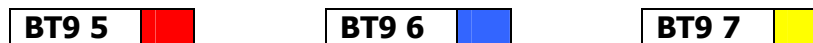
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Geography / Population Size



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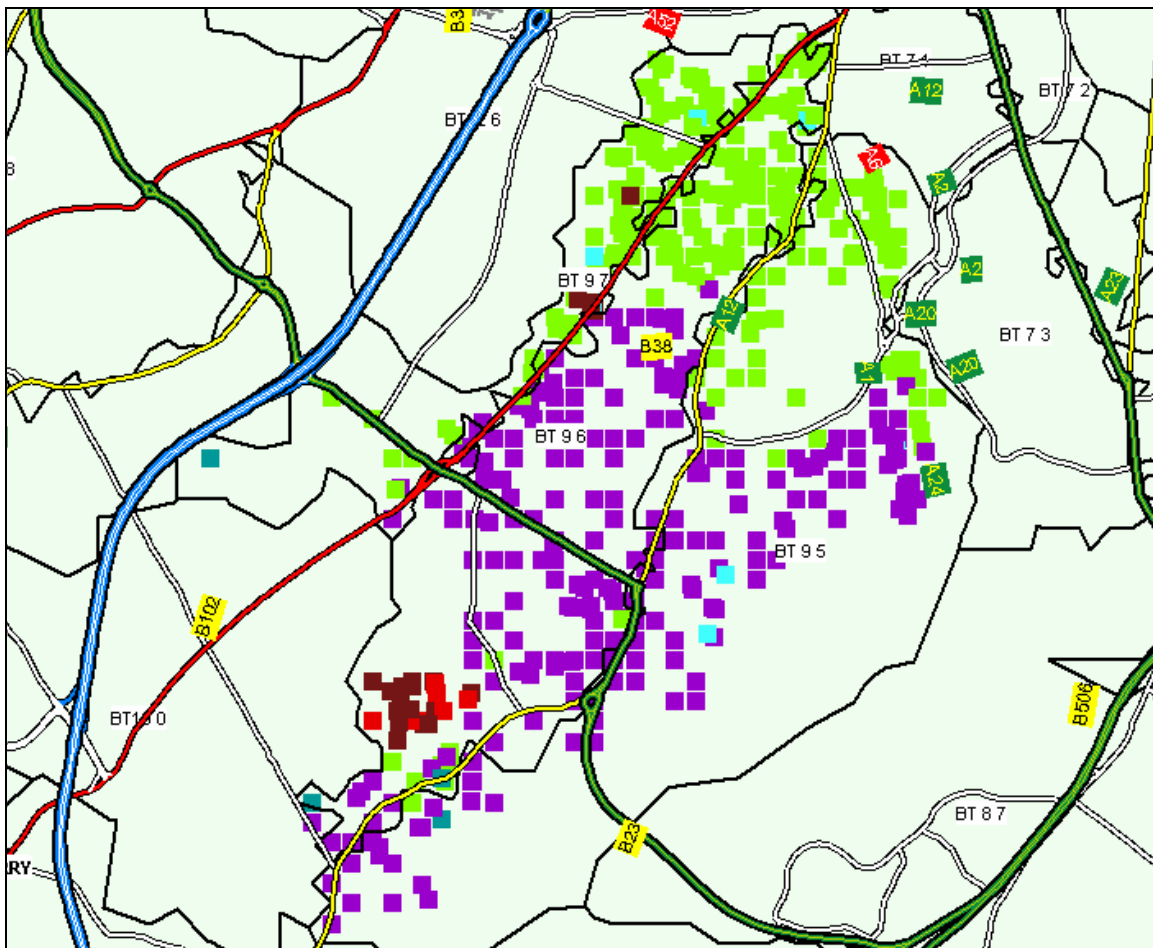
	Households	All People (Residential)	Adults 18+	Adults 15+
BT9 5	3449	10,752	8,763	9,081
BT9 6	4554	11,289	9,255	9,657
BT9 7	2722	5,902	5,431	5,485
BT9 Total	10725	27943	23449	24223

- The population of the Belfast Urban Area in the 2001 census was 276,459, which means approximately 10% of the population of Belfast lives in the postal sector BT9.










Source: Neighbourhood Statistics (NISRA). Website: www.ninis.nisra.gov.uk
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Demographics

- 53% of the households in the three BT9 postal sectors are the Mosaic group Students and Singles. These are generally students or graduates, well educated but with low incomes. They live in a variety of house types in and around the main arteries into Belfast. They are socially and politically aware, but financially carefree. They tend to frequent cafes and bars.
- 38% of the households in the three BT9 postal sectors are the Mosaic Group Wealth and Wisdom. These are generally married couples with grown up children. They are well educated and comfortable, with prestigious jobs on high incomes. They live in detached homes on spacious plots. They are comfortably off and enjoy golf and classical music.
- Wealth and Wisdom are concentrated in BT9 5 and BT9 6, while Students and Singles are spread throughout the three postal sectors.



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Wealth and Wisdom		Younger Nestmakers		Poor Seniors and Solos	
Better Off Families		Small Town Renters		Housing Exec Tenants	
Ageing Suburbanites		Students and Singles		Farming Communities	

Characteristics

Sex: The population of BT9 is split relatively evenly between female (53%) and male (47%). (Based on Census Figures)

Age Range: 29% of the population of BT9 are between 18 and 24, while 27% are between 25 and 44. 16% are under the age of 18, while a further 16% are between 45 and 64. 13% of the population of BT9 are over the age of 65. (Based on Census Figures)

Marital Status: 60% of people in BT9 are single (having never married), while 29% are married for the first time. 6% are widowed while the remaining 5% have separated, divorced or re-married. (Based on Census Figures)

Children: 58% of households in BT9 have no dependent children, while 15% have 1 dependent child and 26% had 2 or more dependent children*. (Based on Census Figures)

(*The exact figures on levels of dependent children and their ages will have changed in the five years since the census took place, but it is an indication that BT9 is slightly less inclined to have families with dependent children living there.)

Qualifications: 48% of adults aged 18+ are likely to have a degree, 41% are likely to have 2+ A-Levels (the majority of whom are currently studying for a degree). (Based on Mosaic Characteristics)

Income: 46% of adults aged 18+ are likely to have household incomes of £50,000+ while 45% are likely to have household incomes of up to £7,500. (Based on Mosaic Characteristics)

Economic Activity: 68% of people in BT9 are economically active*. (Based on Census Figures)

- 66% of the economically active people in BT9 are employed by a company, while 19% are students. The remainder are self-employed or unemployed but still economically active.
- 69% of the economically inactive people in BT9 are students. The remainder are either retired, looking after homes/families or permanently sick/disabled.

(*All people who were working in the week before the Census are described as economically active. In addition, the category includes people who were not working but were looking for work and were available to start work within 2 weeks {including full-time students who are also working}).

Health: 80% of people living in BT9 would be described as having good health, with a further 15% being described as having fairly good health. (Based on Census Figures)

Employment: 38% of people in BT9 have jobs classified as AB (Higher & intermediate manager/admin/prof), while 35% have jobs classified as C1 (Supervisory, clerical, junior manager/admin/prof). 6% are in C2 jobs (Skilled manual workers), 12% are in D (Semi-skilled and unskilled manual workers) and 8% are in E (On state benefit, unemployed, lowest grade workers). (Based on Census Figures)

Statistics based on Census Figures are accurate figures for the Postal District BT9 as of the 2001 census and are extracted from the data held within Mosaic Micromarketer. Statistics based on Mosaic Characteristics are based on the likely characteristics of particular Mosaic types and are worked out from the percentage of records for each Mosaic type.

Source: Neighbourhood Statistics (NISRA). Website: www.ninis.nisra.gov.uk
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Wealth and Wisdom

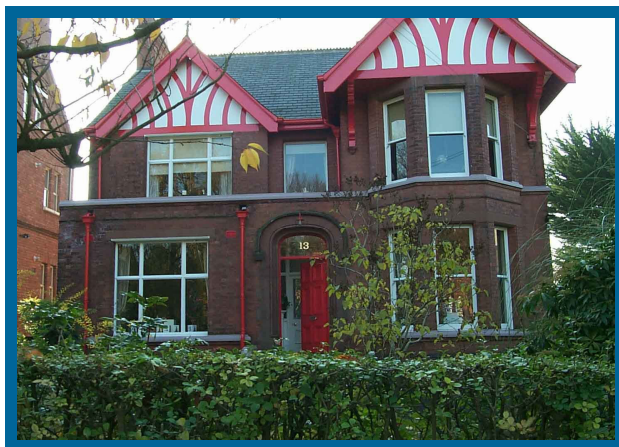
Wealth and Wisdom consists mostly of households in higher income groups living in the most desirable parts of town and working in the most prestigious jobs. Typically married couples with older or grown up children, these people are now enjoying the fruits of their hard work. Often graduates, they may be senior managers or high-ranking professionals, or they may run their own businesses.

Residents have a sound financial footing. House prices are increasingly equivalent to those in mainland UK, yet most properties were bought for much less than they are now worth. Mortgages are approaching maturity, children are through university, and jobs are well paid, allowing residents to build up significant savings in shares and other investments.

Houses are generally semi-detached or detached and situated in spacious plots in low-density suburbs accessible to Belfast. Many of these neighbourhoods were built before and just after the Second World War. As the years have passed, the population has aged and many residents are now retired. In contrast to mainland UK, these older people have stayed put rather than moved to the seaside, the country or the Mediterranean, and as such Wealth and Wisdom neighbourhoods have a high proportion of pensioners.

These areas are generally free of the more serious manifestations of sectarian conflict. Indeed, migrants from elsewhere in the UK are likely to settle here, and residents usually have friends and relations working elsewhere in the UK.

A strong sense of responsibility to the local community and to social, political and professional networks is typical in these neighbourhoods. Compared with their counterparts in mainland UK, this group is driven more by moral standards and less by material aspirations – success is expressed with discretion rather than through conspicuous consumption. Golf, sailing and attending plays and concerts are important leisure activities.



Adelaide Park, BT9 6FX

Students and Singles

Students and Singles communities are dominated by students aged 18 – 22 living away from home and by other young single people either living alone or sharing flats or houses. In addition, there are significant numbers of pensioners living independently in small bed sits and flats or in residential homes, and a number of hostels and refuges catering for the needs of lower income, younger, unattached people.

Students and Singles contains a range of housing types: purpose-built halls of residence; small Victorian terraced houses originally built for factory workers; bedsits and small flats in converted three storey Victorian or Georgian terraced houses; the occasional modern apartment development.

Although these neighbourhoods often lie along busy inner city arteries and suffer from noise, pollution and danger from passing traffic, they have many attractions for residents. Universities and colleges are close by, and the general atmosphere is cosmopolitan and lively. A high density of people supports an eclectic range of specialist individual shops, cafes and bars. Travel agents sell tickets to faraway places, informal cafes sell organic food, entertainment venues abound. Minority ethnic groups, whether students or shop owners, have a visible presence. This ambience is what keeps many graduates in the area even after they have secured a well paid job, delaying marriage and family responsibilities.



Eglantine Avenue, BT9 6EU

Many residents actively support charities such as Greenpeace and Friends Of The Earth. They are resistant to international brands and prefer authentic products based on natural ingredients or craft designs from the Third World. Nowhere else are newspapers and magazines so widely read. With large numbers of people managing their own finances for the first time, these are top priority areas for banks selling current accounts.