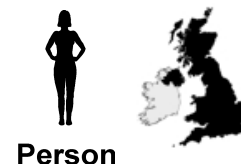

Surname Origin

UK 2004 Data Profile



Overview

Surname Origin is a person level segmentation that classifies each individual in the UK into 4 groups and 20 types based upon analysis of the geographic / ethnic origins of family names.

This segmentation provides insight into the cultural origins of individuals and can be used in customer and prospect profiling, modelling, and in local market planning.

Methodology

A sophisticated analysis of surnames and their country of origin has been undertaken using genealogy and geographical analysis in association with leading authorities in this field.

Variables

Surname Origin has the following values:

Groups			Types		
Code	Description	Person %	Code	Description	Person %
0	UK & ROI	95.03	0	English & Unidentified	79.47
			1	Irish	3.67
			2	Scottish	6.03
			3	Welsh	5.86
1	European	0.68	4	Balkan	0.00
			5	Cypriot/Greek	0.08
			6	French	0.06
			7	Italian	0.09
			8	Jewish	0.21
			9	Polish	0.03
			10	Scandinavian	0.04
			11	Spanish	0.17
2	Non-European	4.00	12	African	0.18
			13	Chinese	0.37
			14	Hindi	0.30
			15	Muslim	1.32
			16	Sikh	0.44
			17	Hindi Or Muslim	0.30
3	Non-UK Unknown	0.28	18	Hindi, Muslim Or Sikh	1.09
			19	Non-UK Unknown	0.28

Postcode Dominant Values

Dominant values have been calculated for all UK postcodes. The most frequently occurring class in each postcode has been allocated as the dominant value for the Surname Origin variable.

Update Frequency

Annual.