

## Demographic profile of Penzance

The demographic profile will be used as a rough and ready tool to ensure that we get as diverse a panel as possible. For example we will try and weight the panel to include slightly more women than men to reflect the demographic make-up.

<b>Stratification criteria</b>	<b>Criteria</b>	<b>Penzance demographic profile<sup>1</sup></b>
Age	20-34	19.00%
	35-54	32.00%
	55 plus	49.00%
Ethnicity	White	97.60%
	Other ethnic	2.30%
Gender	Male	47.30%
	Female	52.70%
Housing tenure	private rented/other	21.80%
	Social rented	20.50%
	owner occupied	57.70%
Household composition	Lone parents with dependent children	7.5%
Occupational Classification GB not England	Managerial-Professional	36.40%
	Admin, technical, skilled trades	24.00%
	Caring, Leisure, sales, customer service	18.00%
	Plant, Machine operatives	21.50%

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<sup>1</sup> This profile is incomplete – it omits educational qualifications, car ownership, limiting long term illness, full or part time employment