Experian’s Mosaic UK™ consumer classification provides an understanding of the demographics, lifestyles and behaviour of all households in the UK. For further information please contact Organisational Intelligence.

The top three Mosaic types in this electoral division are (percentage by division household):

- **A**: Well-off owners in rural locations enjoying the benefits of country life - 21%
- **D**: Thriving families who are busy bringing up children and following careers - 15%
- **B**: Established families in large detached homes living upmarket lifestyles - 13%

**CHELMSFORD POPULATION**

- **85+**: Female 1,521, Male 2,728
- **65-84**: Female 13,219, Male 14,986
- **50-64**: Female 30,586
- **5-19**: Female 5,220, Male 4,857
- **0-4**: Female 14,356, Male 15,400

**BROOMFIELD & WRITTLE ELECTORAL RESULTS**

- **Registered voters**: 15,001
- **Turnout**: 35.9%
- **Councillor**: Cllr John Aldridge, Conservative
- **Party**: Conservative
- **Elected**: May 2017

**CHELMSFORD ECONOMIC PROFILE**

- **Employed part-time**: Chelmsford 14.7%, Essex 14.4%
- **Employed full-time**: Chelmsford 42.4%, Essex 39.1%
- **Self-employed**: Chelmsford 10.3%, Essex 11.1%
- **Unemployed**: Chelmsford 3.4%, Essex 3.8%
- **Full-time student**: Chelmsford 3.0%, Essex 2.7%
- **Economically inactive***: Chelmsford 26.2%, Essex 28.9%

*Includes retirees, students, looking after home/family & long-term sick/disabled

**DISTRIBUTION LOCAL AUTHORITY PORTRAITS**

**District: Chelmsford**

Covering 343 square kilometres, Chelmsford is situated at the heart of Essex and was granted city status in 2012. The borough consists of two main urban areas - the county town of Chelmsford and the town of South Woodham Ferrers - along with villages and other rural areas. The main arterial road of Essex, the A12, crosses through the borough providing quick access to the rest of the county and London. The area attracts a large number of commuters due to the 30–35 minute journey to central London via the mainline train service.

Source: Local Authority Portrait Series (2016) - Detailed portraits on www.esseinsight.org.uk