Who are the early adopters?

By analysing full postcodes (where available)* of visitors to Bristol Green Doors open homes events over the last few years against address-level MOSAIC classifications, it is possible to develop a reasonably detailed picture of the types of people who visit – perhaps a primary characteristics of the "early adopters most likely to adopt next".

A very clear picture of these 'Early Adopters' emerges, suggesting a clear targeting strategy for local market development activities. There are three main groups of people across six MOSAIC categories which between them account for two thirds of the Bristol Green Doors visitor cohort.
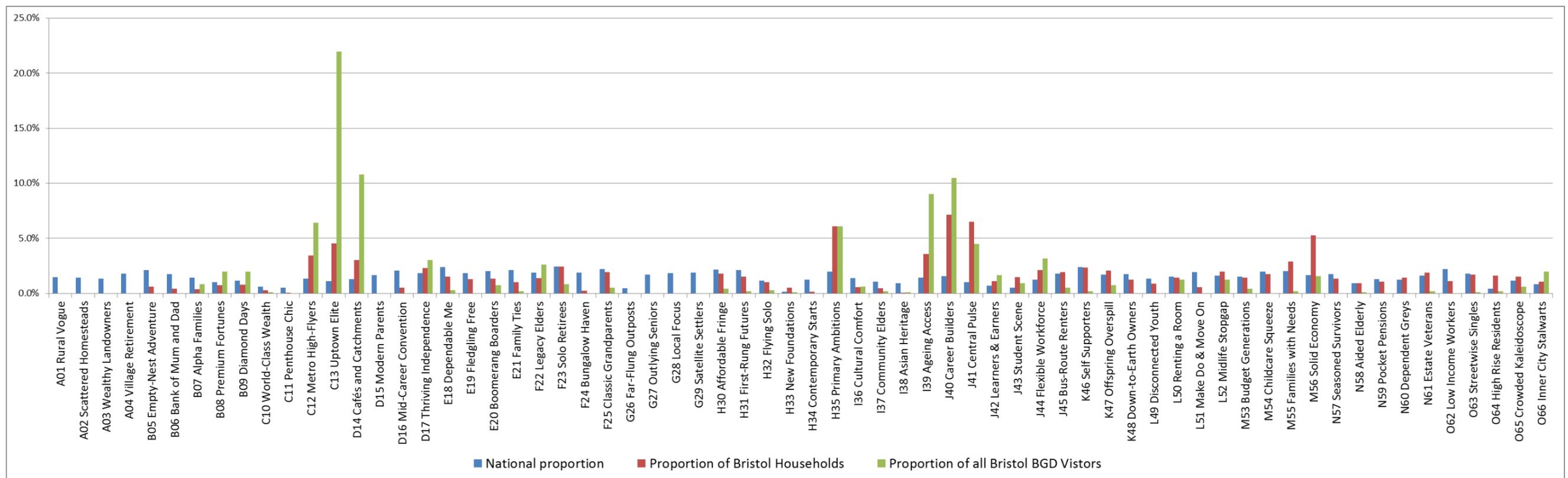
*950 BS postcodes were available after removing duplicates (either people from same household or repeat visitor)

- Middle-aged, higher earning, environmentally minded, 'able to pay' households in professional full time (C13 Uptown Elite, D14 Cafés and Catchments)
- Retired people, apparently on lower incomes, but unlikely to have any housing costs due to having paid off their mortgages (I39 Ageing Access)
- A more mixed slightly younger group varying from higher earners who are 'on it' and environmentally minded (C12 Metro High-Flyers) – although MOSAIC describes these groups as typically renting, that doesn't apply to all of them (H35 Primary Ambitions, J40 Career Builders)

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Bristol Green Door visitors – as archetypal 'early adopters' – fit a relatively narrow set of profiles

There are 1 million early adopters in solid wall homes in England

Using the dominant MOSAIC characteristics of Bristol Green Doors visitors and the 'property age' data field in the MOSAIC dataset, it is possible to estimate numbers of solid wall properties in England occupied by these MOSAIC types.

Type	National proportion	England Population	Proportion of all Bristol BGD Vistors	Estimated proportion of MOSAIC type homes (England) with solid walls	Estimated number in solid walled dwellings (England) occupied by MOSAIC type
C12 Metro High-Flyers	1.3%	413,127	22%	64%	265,899
C13 Uptown Elite	1.1%	358,330	11%	62%	220,747
D14 Cafés and Catchments	1.3%	441,688	9%	26%	116,659
H35 Primary Ambitions	2.0%	616,123	10%	19%	118,455
I39 Ageing Access	1.4%	290,458	6%	48%	138,313
J40 Career Builders	1.6%	346,683	6%	37%	127,739
	8.7%	2,466,409	65%	-	987,813

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