CLEAR

RANK ORDERING

	%			%
A	23		G	45
B	7		D	41
C	10		H	30
D	41		A	23
E	18		F	20
F	20		E	18
G	45		C	10
H	30		B	7

FIVE YEARS' CHANGE

	1977	1978	1979	1980	1981
EXPER CRIME	2689	3196	4532	4871	5327
REP CRIME	845	857	937	959	1057

FIVE YEARS' CHANGE

	1977	1978	1979	1980	1981
EXPER CRIME	2700	3200	4500	4900	5300
REP CRIME	850	860	940	960	1060

FIVE YEARS' CHANGE

	EXPER CRIME	REP CRIME
1981	5300	1060
1980	4900	960
1979	4500	940
1978	3200	860
1977	2700	850

"EXPERIENCED CRIME HAS DOUBLED, WHILE REPORTED CRIME HAS INCREASED BY ONLY A QUARTER"

MEAN SCORES

	1	2	3	4
VERY GOOD	20	25	35	10
FAIRLY GOOD	40	35	10	60
FAIRLY BAD	30	35	40	30
VERY BAD	10	5	15	0

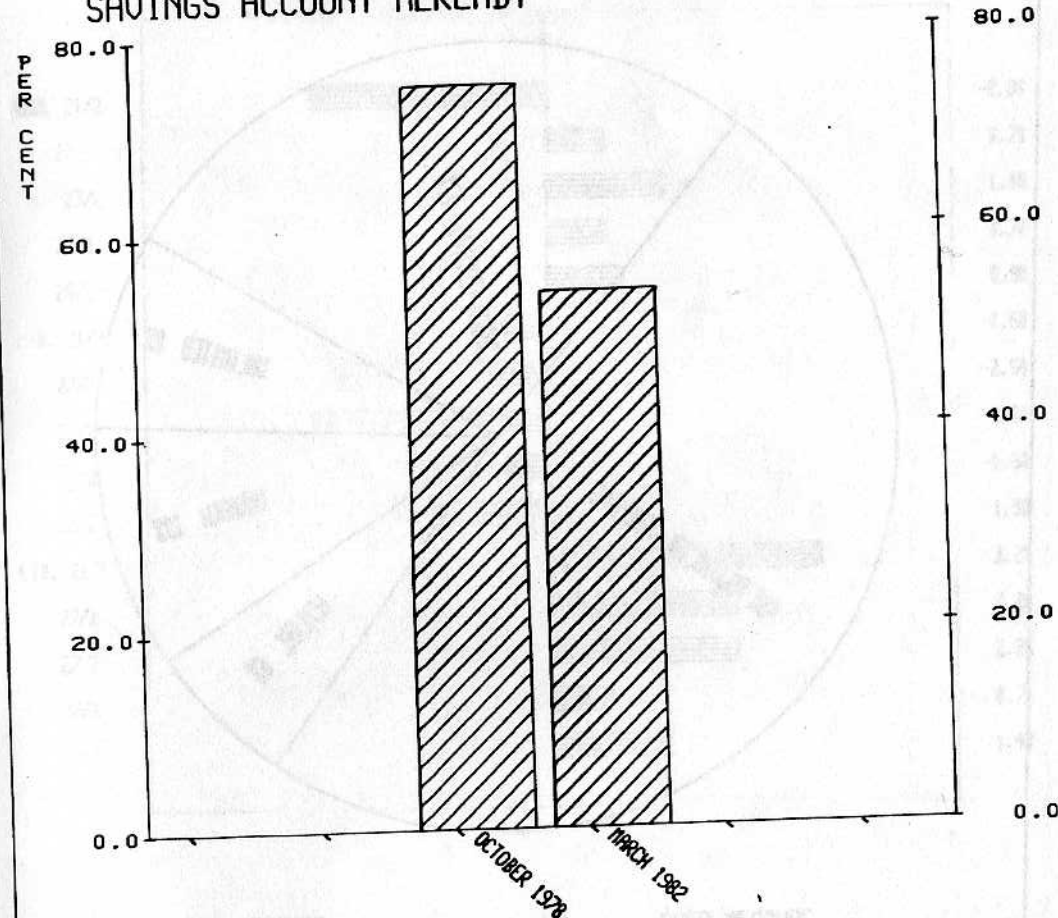|	1	2	3	4
VERY GOOD + 2	20	25	35	10
FAIRLY GOOD + 1	40	35	10	60
FAIRLY BAD - 1	30	35	40	30
VERY BAD - 2	10	5	15	0
MEAN SCORE	.3	.4	.1	.5

MOVING AVERAGES

REMOVE 'SEASONAL' VARIATION GIVE MORE ACTURATE PICTURE

IF CYCLICAL DATA HAVE A REGULAR SERIES OF TROUGHS EVERY n YEARS/MONTHS THEN THE PERIOD OF THE MOVING AVERAGE SHOULD BE n YEARS/MONTHS OR AN EXACT MULTIPLE OF IT.

This month	24,800	20,300	800	5,100	6,300
Year to date	24,800	45,100	45,900	51,000	57,300
Same period last year	14,000	43,400	46,500	50,800	63,000
Moving twelve months	105,300	96,200	93,900	94,800	88,900

10

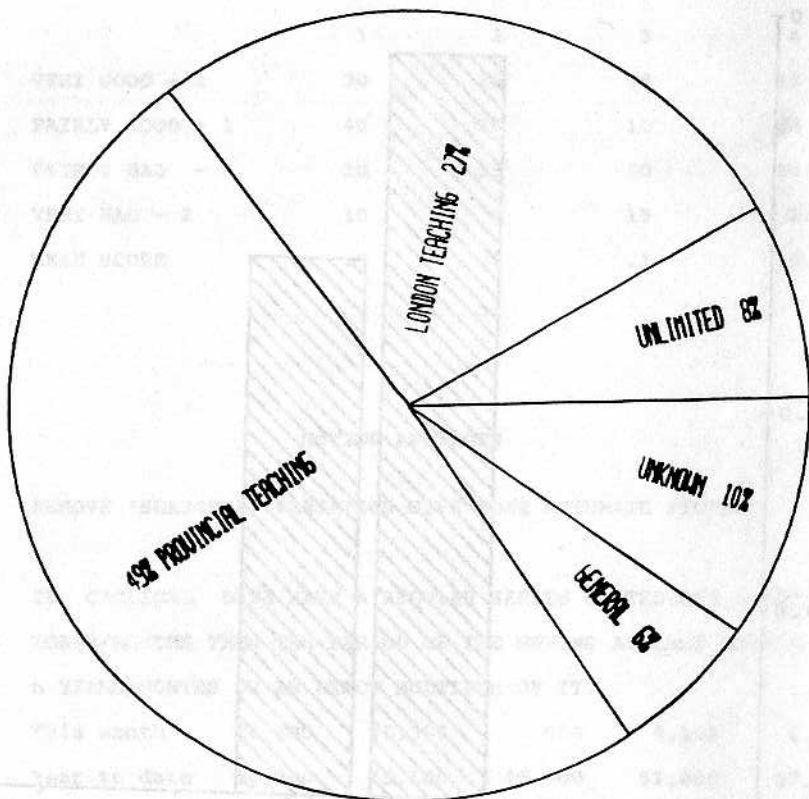% OF NEW TO BANKING THAT ALSO HAD A TSB SAVINGS ACCOUNT ALREADY
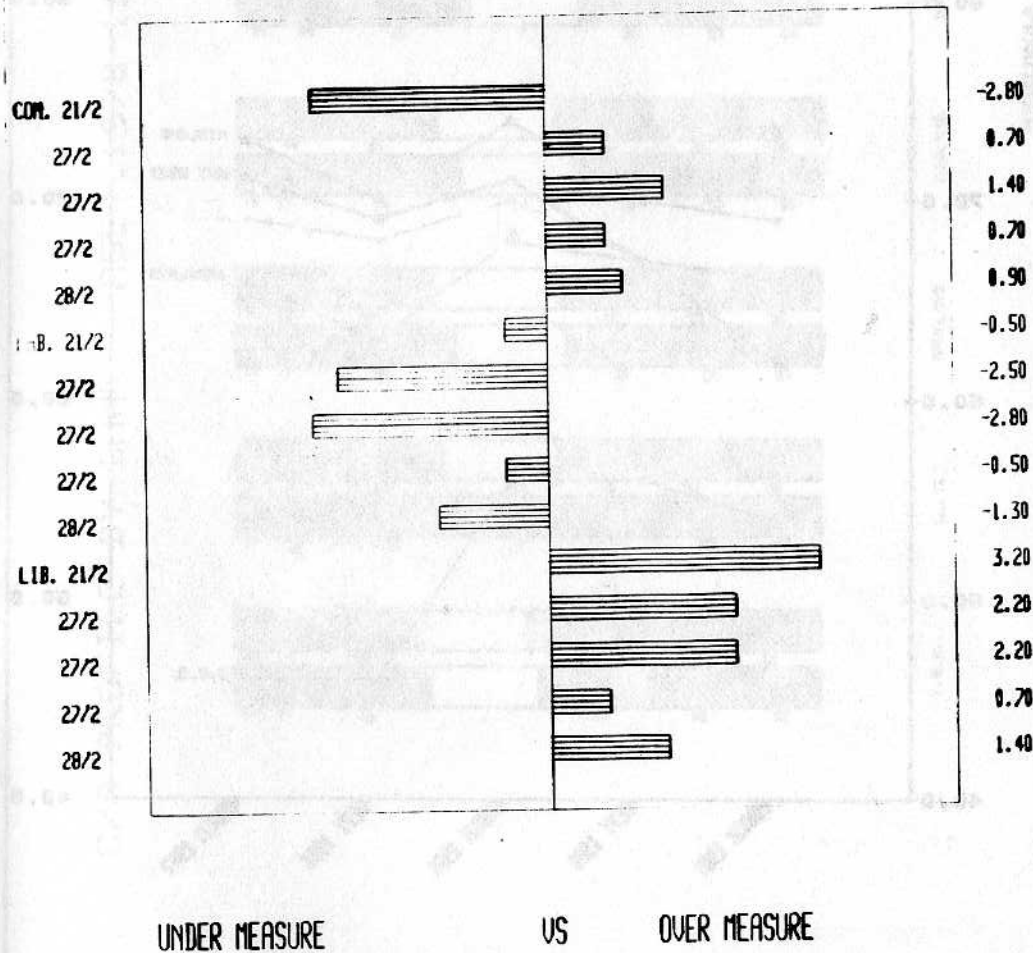
TSB MARKET SHARE
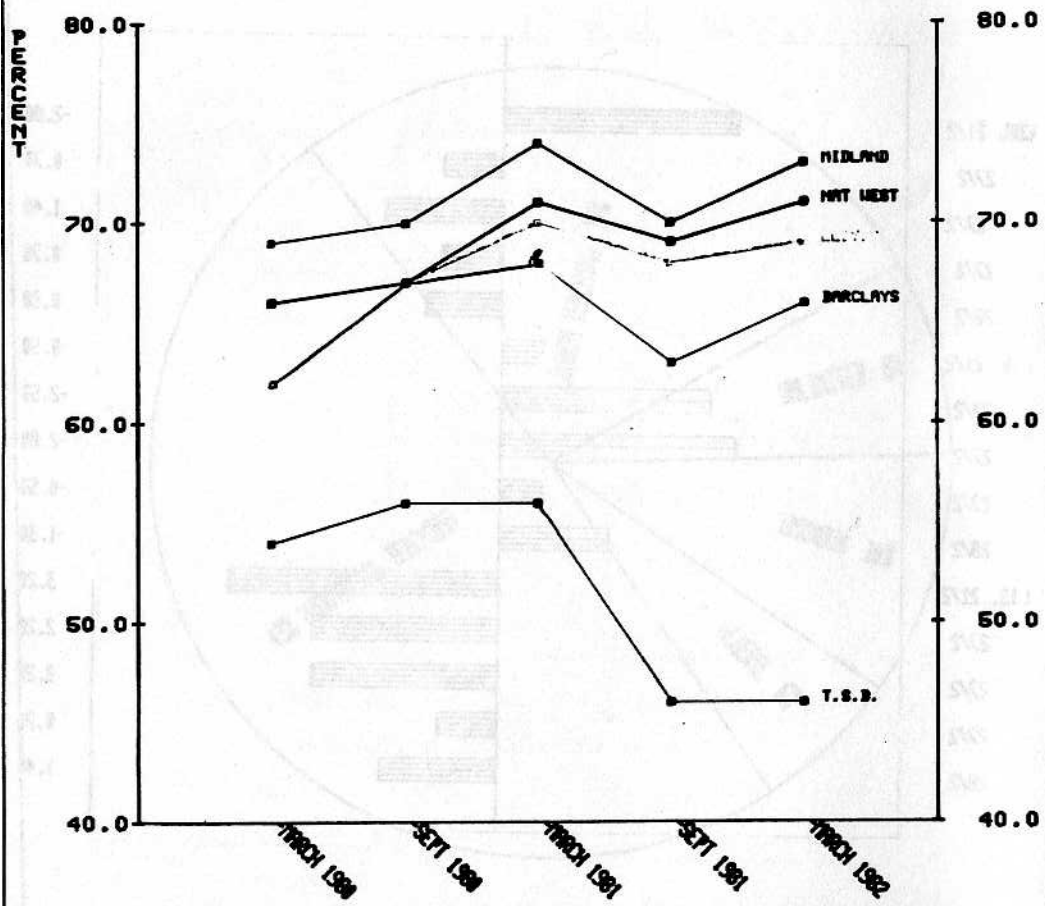
OCT 1978 = 21%

MARCH 1982 = 17%

LEVEL OF INSURANCE COVER

LONDON TEACHING 27%

UNLIMITED 8%

UNKNOWN 10%

49% PROVINCIAL TEACHING

GENERAL 6%

FEB 1974   CON. 38.8   LAB. 38.0 LIB. 19.8

CON. 21/2	-2.80
27/2	0.70
27/2	1.40
27/2	0.70
28/2	0.90
LAB. 21/2	-0.50
27/2	-2.50
27/2	-2.80
27/2	-0.50
28/2	-1.30
LIB. 21/2	3.20
27/2	2.20
27/2	2.20
27/2	0.70
28/2	1.40

UNDER MEASURE   VS   OVER MEASURE

OWNERSHIP OF CHEQUE CARD (C/A HOLDERS)

C/A PROFILE BY BANK - AGE (1978-1982)