

Story Title

This is the Bank's customer baseline

England is mostly represented by white collar workers (70%)

Customers in Scotland are predominantly males in their late 40..

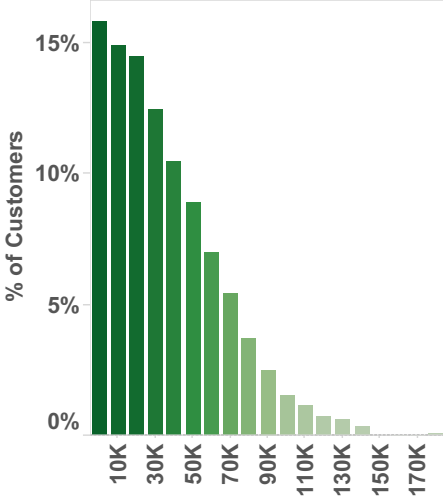
Data for Wales shows an above average representation of mid..

Northern Ireland is mostly represented by female customers in ..

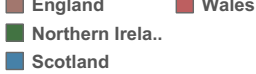
Map



Distribution by Balance



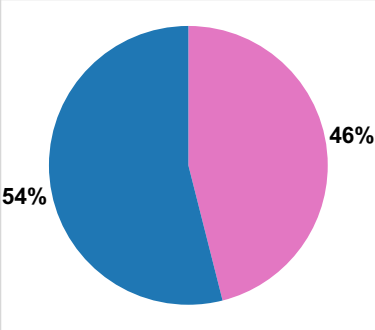
Region



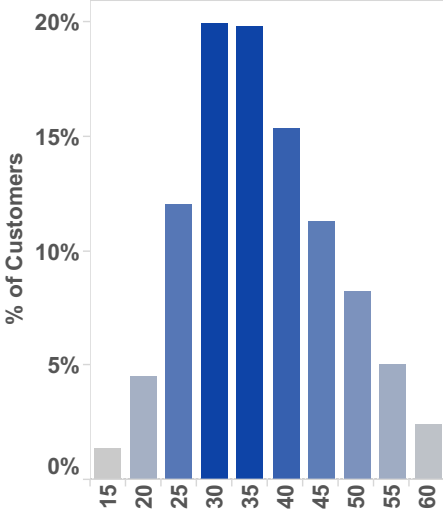
Balance Groups  
10,000

Age Groups  
5

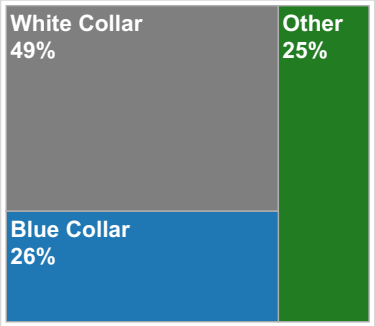
Gender



Distribution by Age



Job Classification



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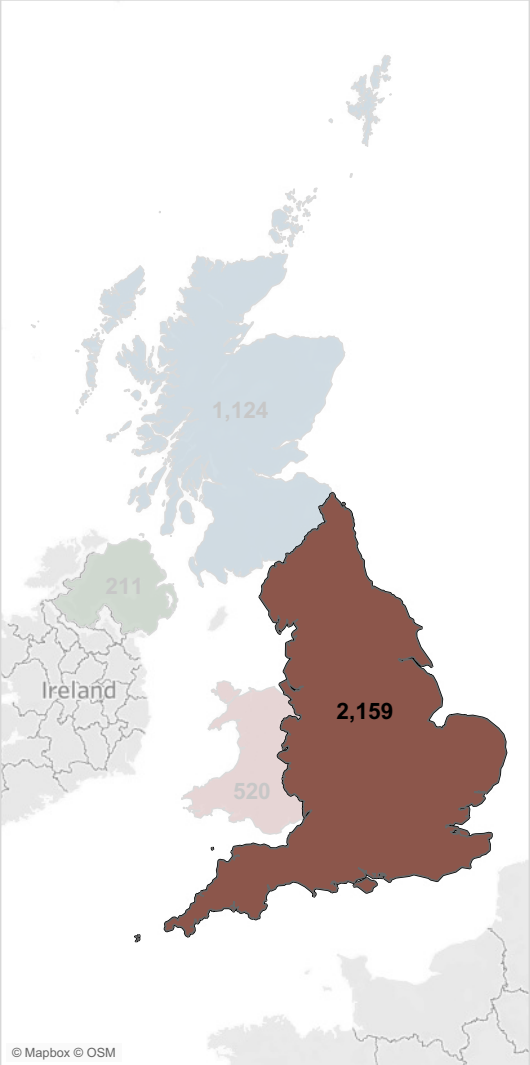
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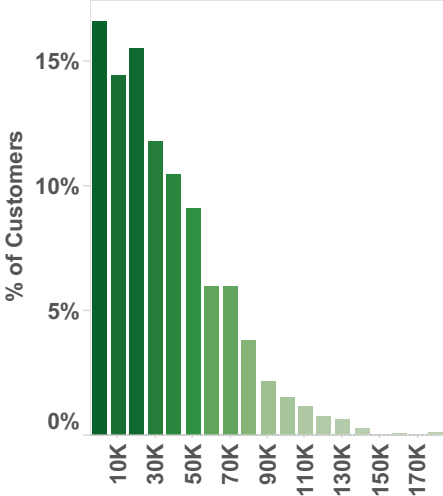
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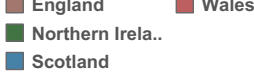
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Distribution by Balance



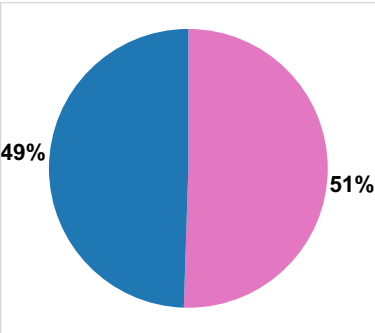
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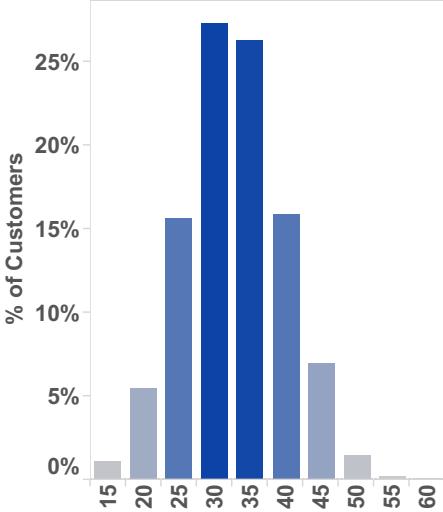
Balance Groups  
10,000

Age Groups  
5

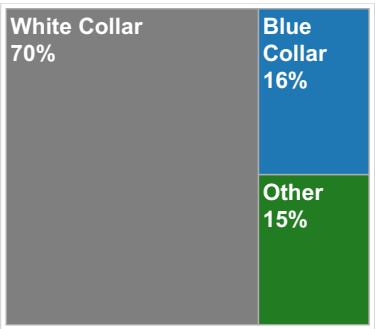
Gender



Distribution by Age



Job Classification



Story Title

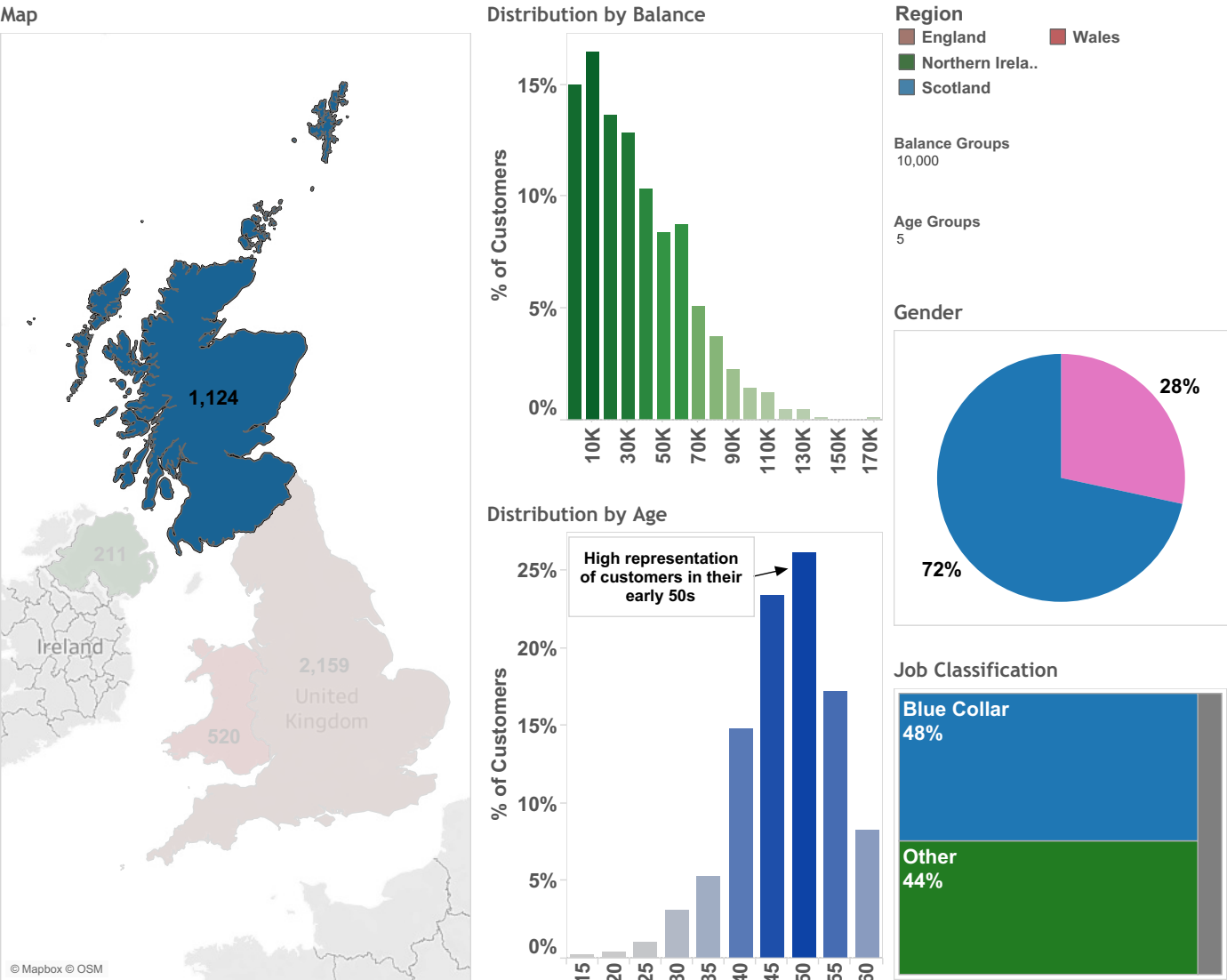
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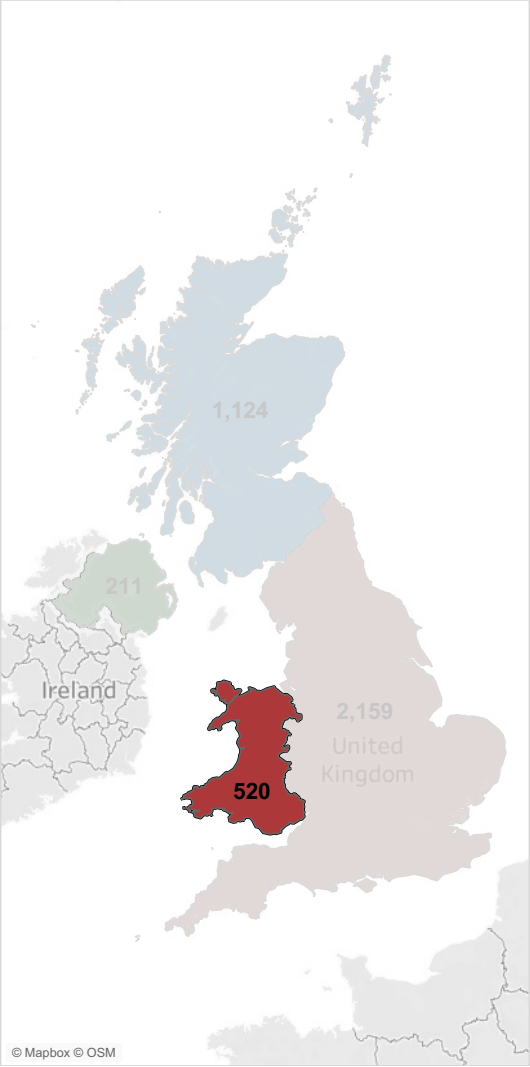
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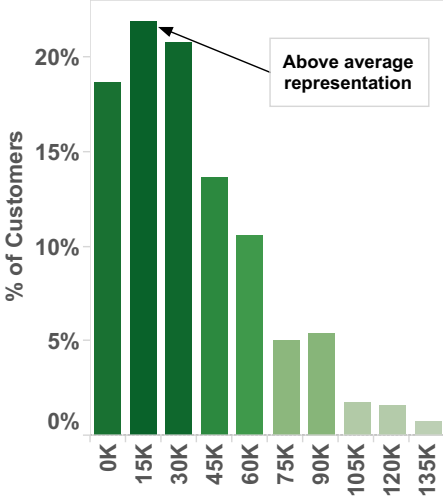
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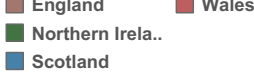
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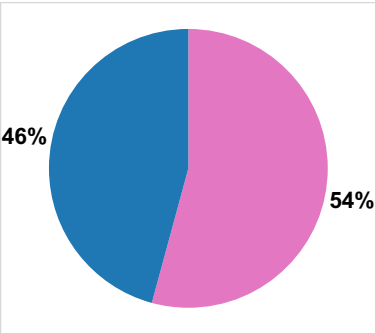
Region



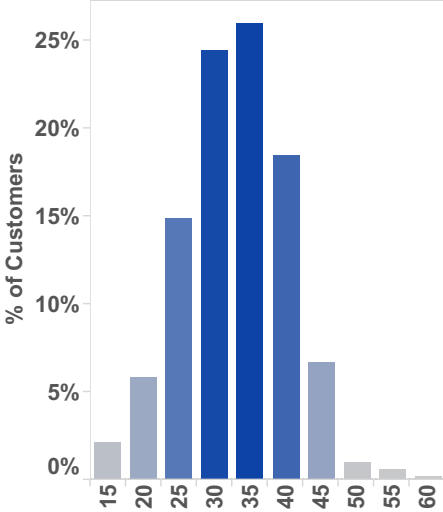
Balance Groups  
15,000

Age Groups  
5

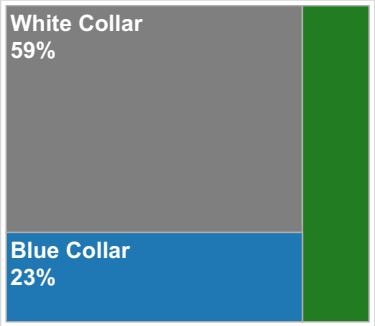
Gender



Distribution by Age



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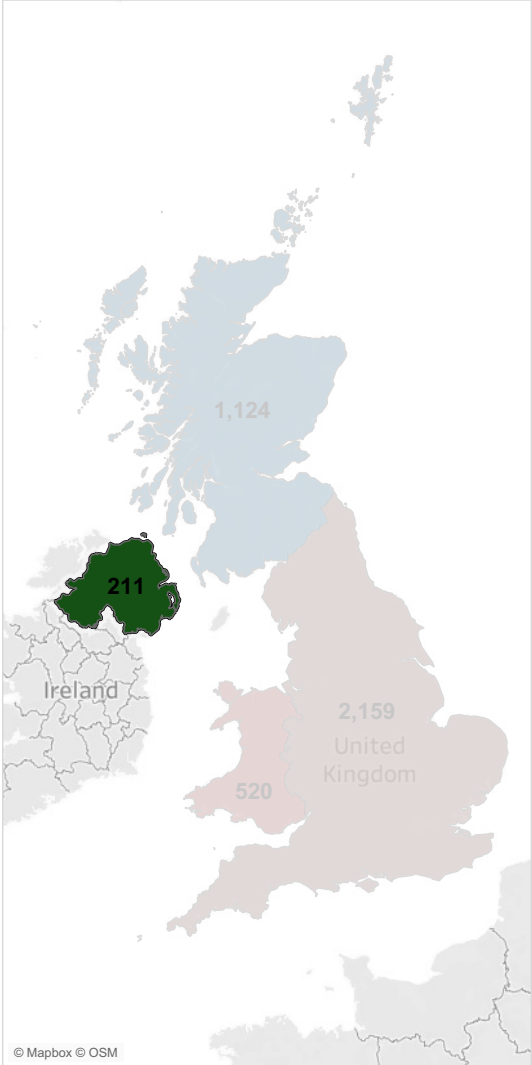
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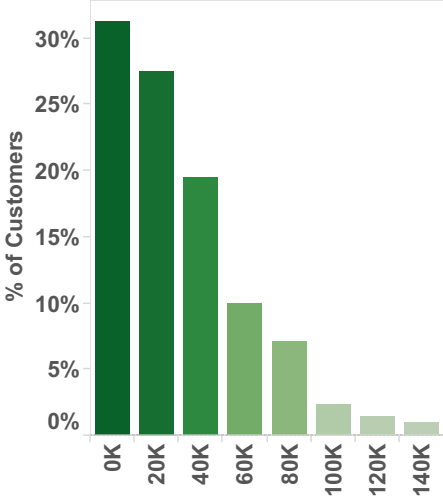
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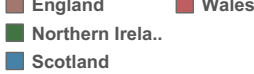
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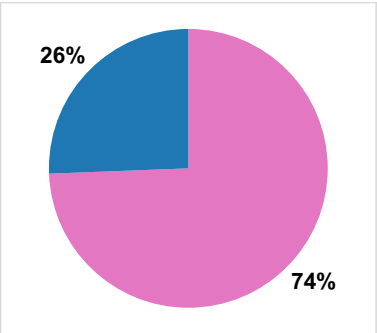
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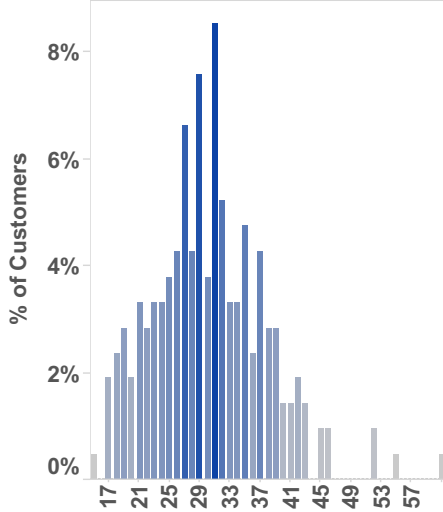
Balance Groups  
20,000

Age Groups  
1

Gender



Distribution by Age



Job Classification

