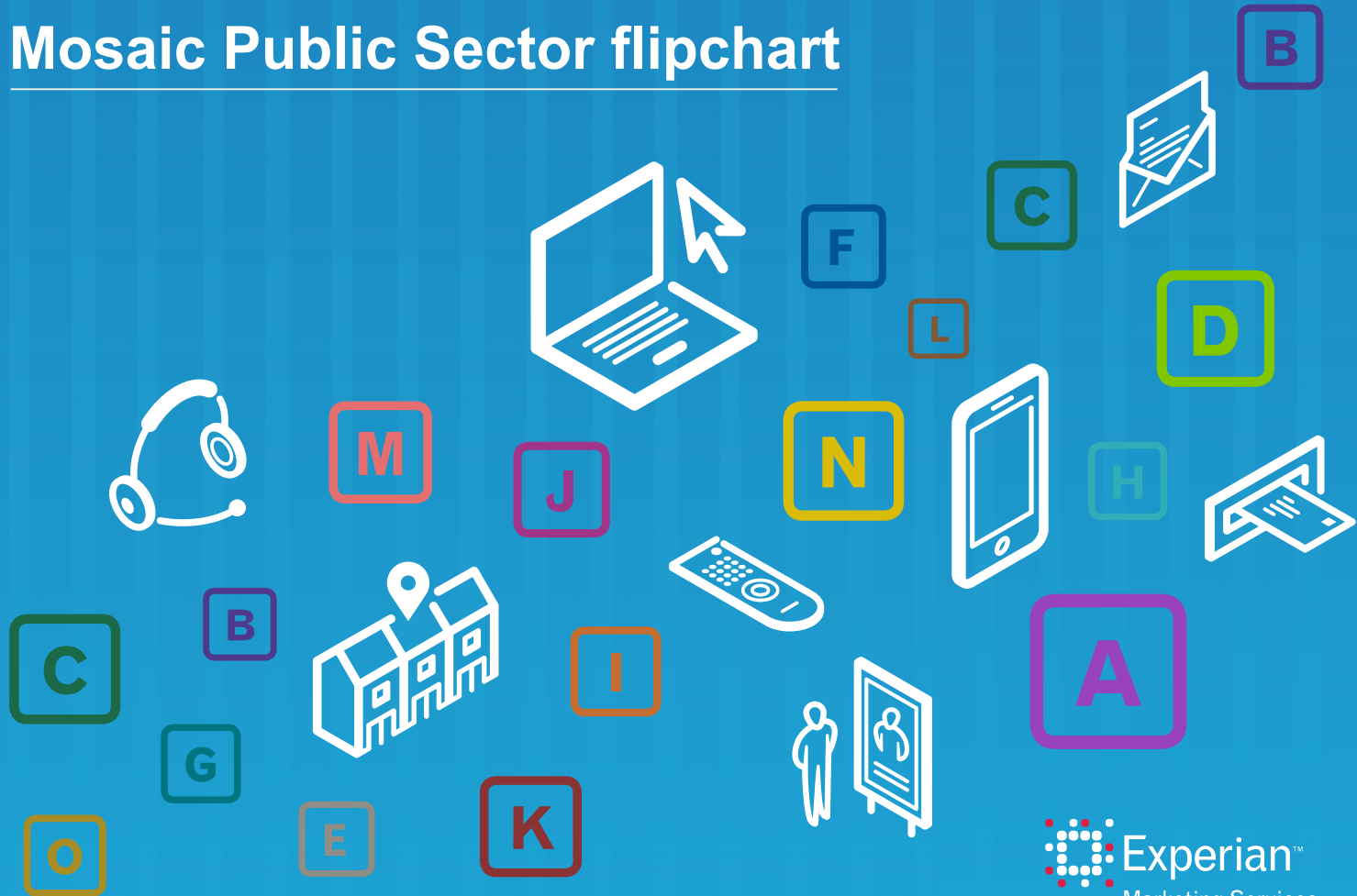


# Mosaic Public Sector flipchart



## Welcome to the Mosaic Public Sector flipchart

Mosaic is our most comprehensive cross-channel segmentation, built for an in-depth understanding of today's hyper-connected world.

Mosaic Public Sector is the UK's only classification designed specifically for use by the public sector, focusing on the needs of citizens.

Using new data and analytical methods, it provides a detailed and accurate understanding of each citizen's demographics, lifestyles, behaviours and location to help to optimise the effective design and efficient delivery of public services.

### The benefits to you:

- Do more with less, focusing resources where they can have the greatest impact.
- Establishing a common language within your organisation and between your partners to create more coherent and efficient joint services, allowing you to put citizens at the heart of everything you do.

Mosaic Public Sector gives you a pin-sharp picture of the people you need to reach, reflecting the latest socio-economic trends.

Over 850 million pieces of information across 450 different data points are condensed using the latest analytical techniques to identify 15 summary groups and 66 detailed types that are easy to interpret and understand.

### Mosaic is real

It provides you with context behind the decisions citizens make and how they are likely to respond to you. This is critical if you want to deliver high quality public services and value for money through fair and responsible actions.

### Mosaic is actionable

Whether you are raising awareness of an initiative, such as individual electoral registrations, looking to change behaviours or ensuring that resources are devoted to those who need them most, Mosaic Public Sector can be integrated into your current system to inform decisions.

### Mosaic is relevant

With the latest demographic and behavioural trends, it gives an accurate reflection of the UK consumer of today, and tomorrow.

### Mosaic is yours

Complement and enhance your own customer insight with Mosaic Public Sector to create customised segments that can be used across your organisation to really understand how people behave, in order to design and deliver focussed public services.

The Mosaic Public Sector flipchart provides a simple and concise guide that gives you the key information you need at your fingertips to help you with your day to day use of Mosaic. For more in depth information please visit [www.segmentationportal.com](http://www.segmentationportal.com).

## Mosaic Public Sector groups and types

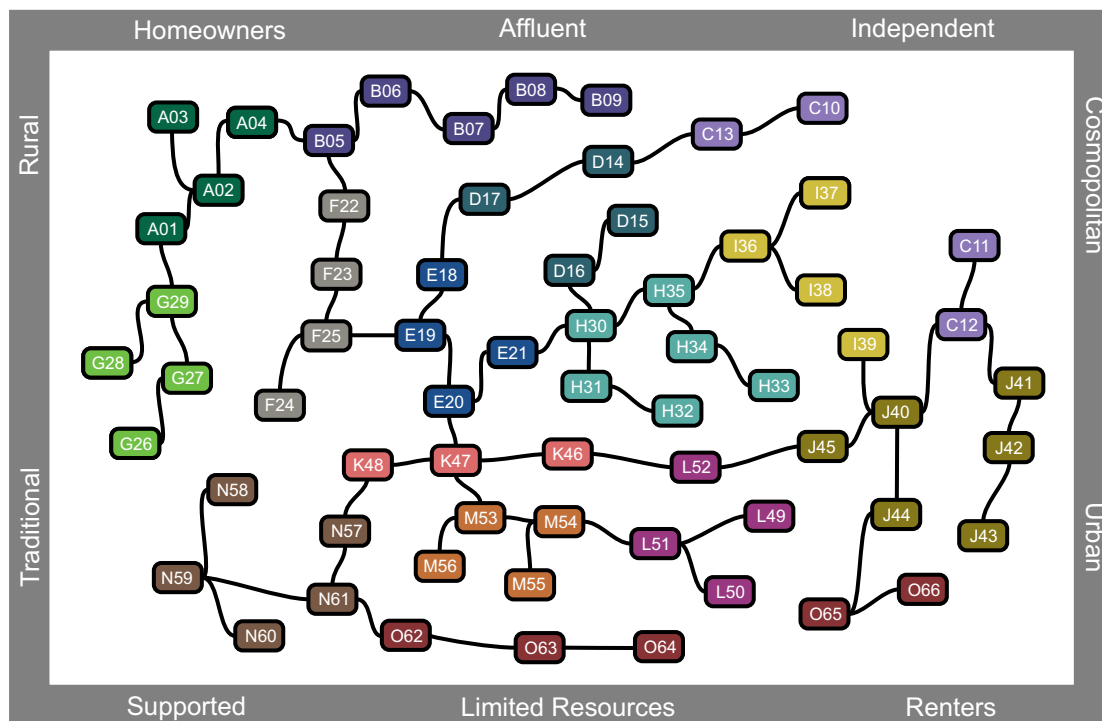
This latest version of Mosaic Public Sector classifies consumers in the UK into one of 66 types and 15 groups.

Group		% ♀	% 🏠	Type	Description	% ♀	% 🏠
A	Country Living	6.49	6.07	A01	Rural Vogue	1.76	1.49
				A02	Scattered Homesteads	1.52	1.41
				A03	Wealthy Landowners	1.58	1.34
				A04	Village Retirement	1.62	1.82
B	Prestige Positions	9.01	7.42	B05	Empty-Nest Adventure	2.03	2.11
				B06	Bank of Mum and Dad	3.12	1.74
				B07	Alpha Families	1.47	1.43
				B08	Premium Fortunes	1.33	1.00
C	City Prosperity	3.97	3.58	B09	Diamond Days	1.06	1.14
				C10	World-Class Wealth	0.68	0.59
				C11	Penthouse Chic	0.48	0.53
				C12	Metro High-Flyers	1.51	1.34
D	Domestic Success	7.05	6.86	C13	Uptown Elite	1.31	1.12
				D14	Cafés and Catchments	1.54	1.31
				D15	Modern Parents	1.82	1.66
				D16	Mid-Career Convention	2.10	2.05
E	Suburban Stability	10.32	8.40	D17	Thriving Independence	1.59	1.85
				E18	Dependable Me	1.40	2.41
				E19	Fledgling Free	1.89	1.85
				E20	Boomerang Boarders	3.29	2.02
F	Senior Security	6.58	8.46	E21	Family Ties	3.74	2.11
				F22	Legacy Elders	1.32	1.89
				F23	Solo Retirees	1.42	2.46
				F24	Bungalow Haven	1.53	1.88
G	Rural Reality	5.55	5.87	F25	Classic Grandparents	2.30	2.23
				G26	Far-Flung Outposts	0.44	0.46
				G27	Outlying Seniors	1.50	1.70
				G28	Local Focus	1.93	1.83
H	Aspiring Homemakers	8.17	8.79	G29	Satellite Settlers	1.68	1.88
				H30	Affordable Fringe	2.20	2.16
				H31	First-Run Futures	1.73	2.10
				H32	Flying Solo	0.97	1.17
				H33	New Foundations	0.12	0.16
				H34	Contemporary Starts	1.09	1.25
				H35	Primary Ambitions	2.06	1.96

Group	Description	% ♀	% 🏠	Type	Description	% ♀	% 🏠
I	Urban Cohesion	5.37	4.79	I36	Cultural Comfort	1.85	1.37
				I37	Community Elders	1.18	1.05
				I38	Asian Heritage	1.19	0.95
				I39	Ageing Access	1.15	1.42
J	Rental Hubs	6.43	6.96	J40	Career Builders	1.45	1.59
				J41	Central Pulse	0.91	1.04
				J42	Learners & Earners	0.85	0.72
				J43	Student Scene	0.61	0.54
				J44	Flexible Workforce	1.26	1.26
				J45	Bus-Route Renters	1.35	1.81
K	Modest Traditions	5.95	5.85	K46	Self Supporters	1.41	2.40
				K47	Offspring Overspill	2.74	1.71
				K48	Down-to-Earth Owners	1.80	1.75
L	Transient Renters	5.95	6.45	L49	Disconnected Youth	1.04	1.36
				L50	Renting a Room	1.54	1.54
				L51	Make Do & Move On	1.45	1.95
M	Family Basics	8.74	7.22	L52	Midlife Stopgap	1.92	1.60
				M53	Budget Generations	2.72	1.54
				M54	Childcare Squeeze	2.02	1.99
				M55	Families with Needs	2.15	2.01
N	Vintage Value	4.73	6.82	M56	Solid Economy	1.85	1.67
				N57	Seasoned Survivors	1.25	1.76
				N58	Aided Elderly	0.61	0.94
				N59	Pocket Pensions	0.84	1.28
				N60	Dependent Greys	0.81	1.23
				N61	Estate Veterans	1.21	1.61
O	Municipal Challenge	5.69	6.46	O62	Low Income Workers	2.07	2.20
				O63	Streetwise Singles	1.37	1.81
				O64	High Rise Residents	0.32	0.43
				O65	Crowded Kaleidoscope	1.22	1.18
				O66	Inner City Stalwarts	0.71	0.84

## Mosaic Public Sector family tree

The Mosaic Public Sector family tree illustrates the major demographic and lifestyle polarities between the groups and types, and shows how the Mosaic types relate to each other.





A • A01 • A02 • A03 • A04

A

## Country Living

Well-off owners in rural locations enjoying the benefits of country life

Ceredigion

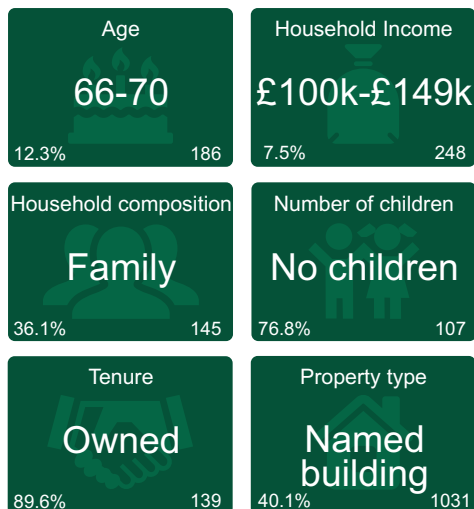
🏠 6.07% | 6.49% 👤



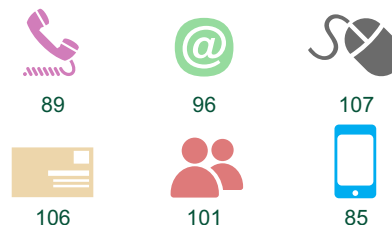
### Key Features

- Rural locations
- Well-off homeowners
- Attractive detached homes
- Higher self-employment
- High car ownership
- High use of Internet

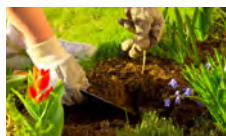
### Who We Are



### Channel Preference



### Technology Adoption



A • A01 • A02 • A03 • A04

A

## Country Living

Well-off owners in rural locations enjoying the benefits of country life

Ceredigion

🏠 6.07% | 6.49% 👤

### Age

18-25	8.13%
26-35	7.66%
36-45	12.92%
46-55	17.64%
56-65	19.34%
66+	34.32%
Adult mean age	55.9
H of HH mean age	59.46

### Household Composition

Families	36.10%
Extended family	14.15%
Extended household	8.02%
Pseudo family	6.00%
Single male	11.59%
Single female	17.01%
Male homesharers	0.79%
Female homesharers	1.31%
Mixed homesharers	1.91%
Abbr male families	1.22%
Abbr female families	1.83%

### Children

No children	76.77%
1 child	10.18%
2 children	7.77%
3 children	3.56%
4+ children	1.71%
Age <5	8.56%
Age 5-11	9.82%
Age 12-17	11.73%
Age >18	17.18%

### Household Income

<£15k	13.63%
£15k-£19k	6.90%
£20k-£29k	17.26%
£30k-£39k	13.37%
£40k-£49k	12.15%
£50k-£59k	9.07%
£60k-£69k	6.65%
£70k-£99k	10.64%
£100k-£149k	248 7.48%
£150k+	259 2.86%

### Property Type

Detached	368 65.53%
Semi-detached	12.47%
Bungalow	16.65%
Terraced	4.24%
Purpose built flats	0.71%
Converted flats	0.40%
Farm	1492 6.75%
Named building	1031 40.08%

### Home Ownership

Owned	89.57%
Rented	8.81%
Council / HA	1.62%

### Online Access

Every day	65.06%
Most days	22.85%
Weekly	5.92%
Monthly	2.65%
Not at all	3.52%

B • B05 • B06 • B07 • B08 • B09

B

## Prestige Positions

Established families in large detached homes living upmarket lifestyles

Chiltern

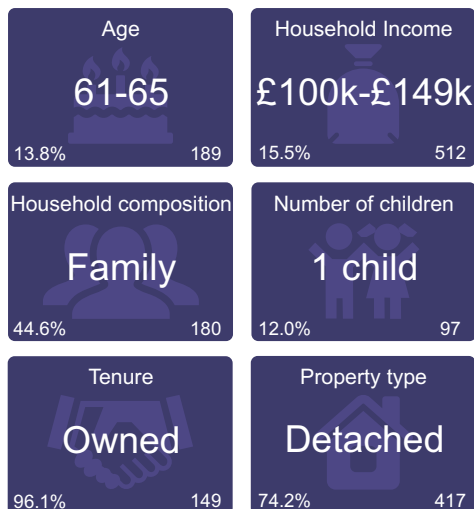
🏠 7.42% | 9.01% 👤



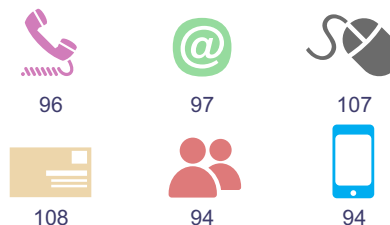
### Key Features

- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking

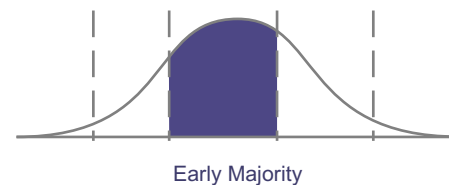
### Who We Are



### Channel Preference



### Technology Adoption



B • B05 • B06 • B07 • B08 • B09

B

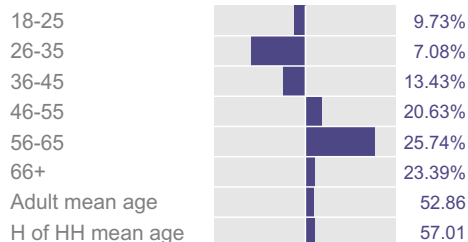
## Prestige Positions

Established families in large detached homes living upmarket lifestyles

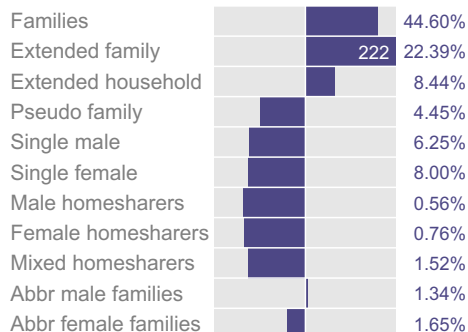
Chiltern

7.42% | 9.01%

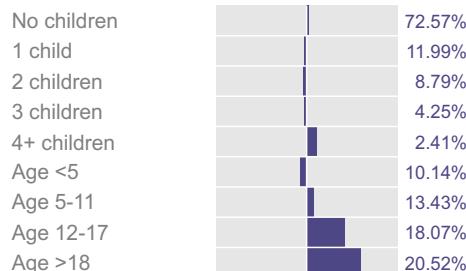
### Age



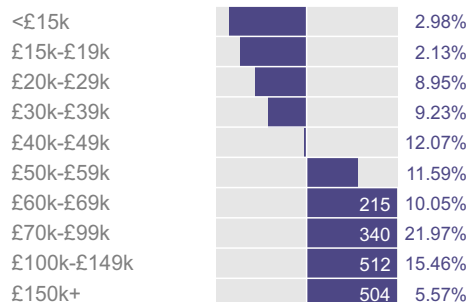
### Household Composition



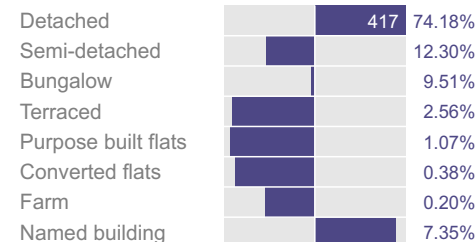
### Children



### Household Income



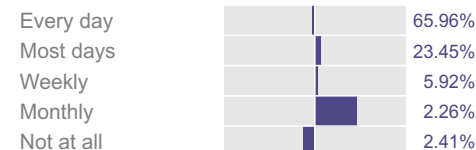
### Property Type



### Home Ownership



### Online Access



C • C10 • C11 • C12 • C13

C

## City Prosperity

High status city dwellers living in central locations and pursuing careers with high rewards

Camden

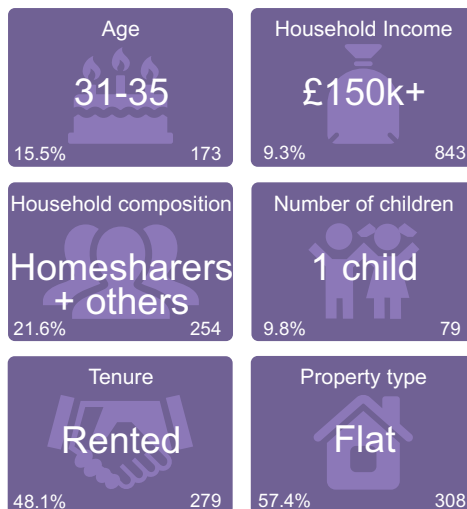
🏠 3.58% | 3.97% 👤



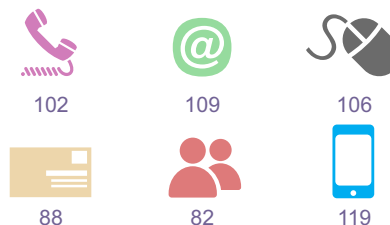
### Key Features

- High value properties
- Central city areas
- High status jobs
- Low car ownership
- High mobile phone spend
- High Internet use

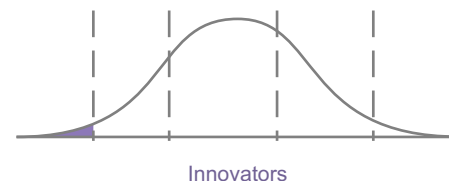
### Who We Are



### Channel Preference



### Technology Adoption



C • C10 • C11 • C12 • C13

C

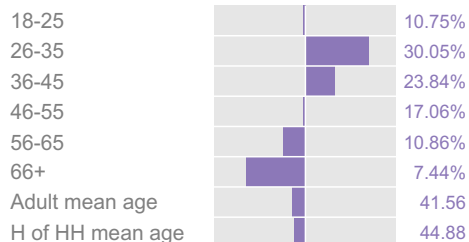
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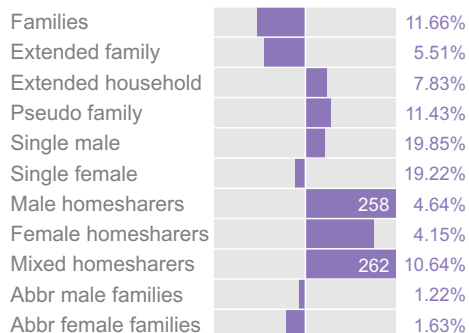
Camden

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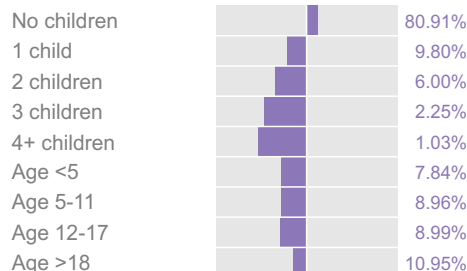
### Age



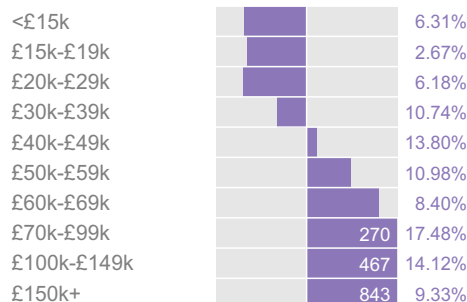
### Household Composition



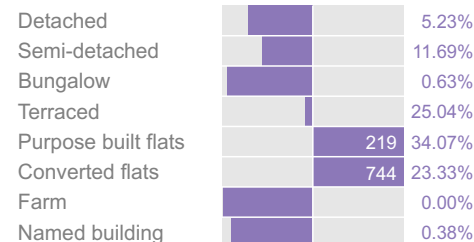
### Children



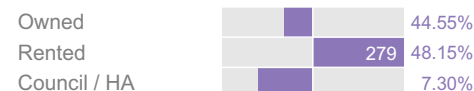
### Household Income



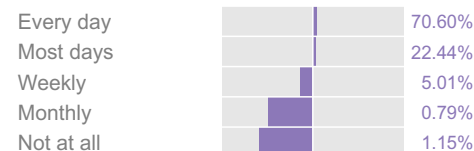
### Property Type



### Home Ownership



### Online Access



D • D14 • D15 • D16 • D17

D

## Domestic Success

Thriving families who are busy bringing up children and following careers

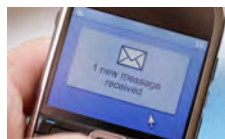
Elmbridge

🏠 6.86% | 7.05% 👤

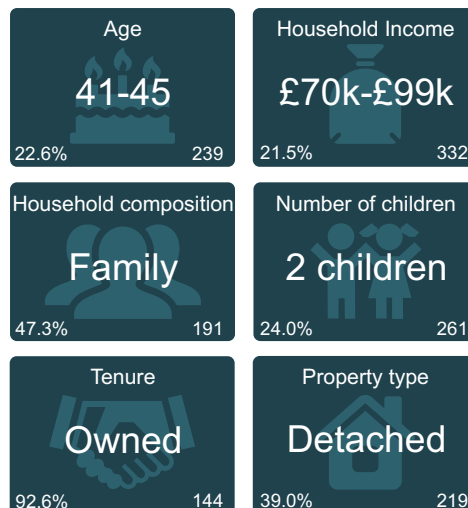


### Key Features

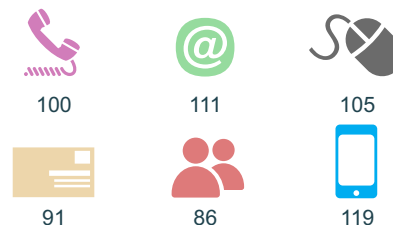
- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology



### Who We Are



### Channel Preference



### Technology Adoption



D • D14 • D15 • D16 • D17

D

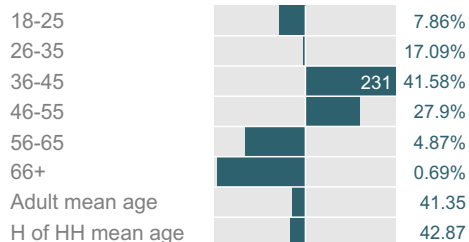
## Domestic Success

Thriving families who are busy bringing up children and following careers

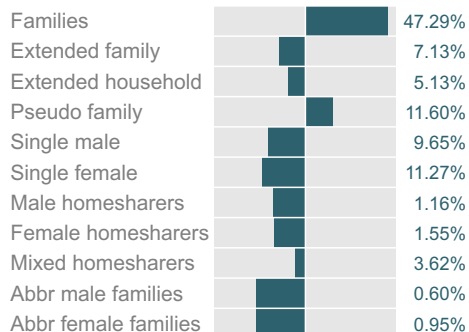
Elmbridge

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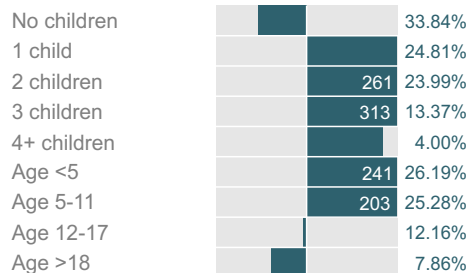
### Age



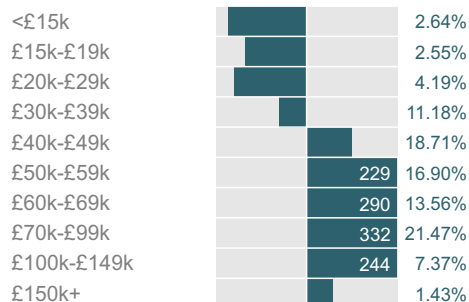
### Household Composition



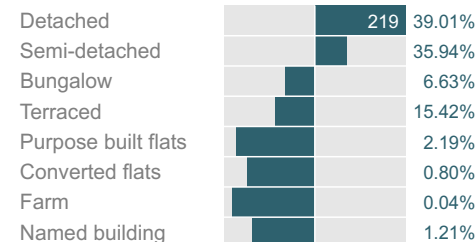
### Children



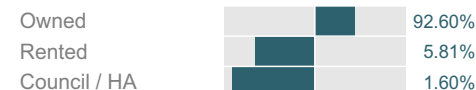
### Household Income



### Property Type



### Home Ownership



### Online Access





E • E18 • E19 • E20 • E21

E

## Suburban Stability

Mature suburban owners living settled lives in mid-range housing

South Ribble

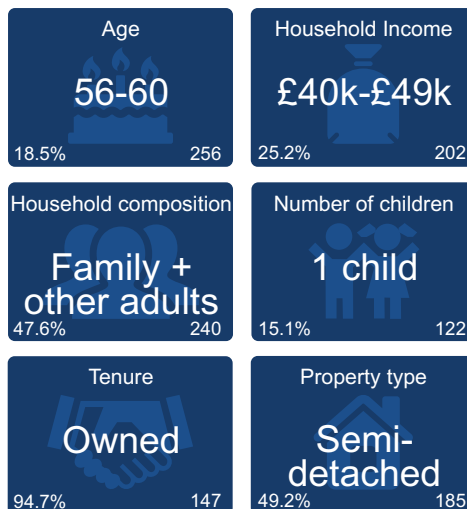
🏠 8.40% | 10.32% 👤



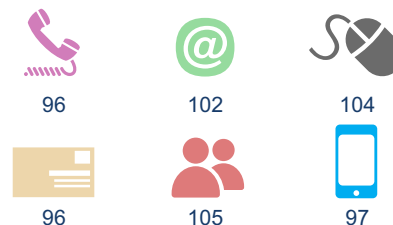
### Key Features

- Older families
- Some adult children at home
- Suburban mid-range homes
- 3 bedrooms
- Have lived at same address some years
- Research on Internet

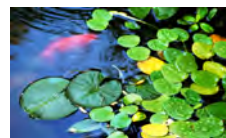
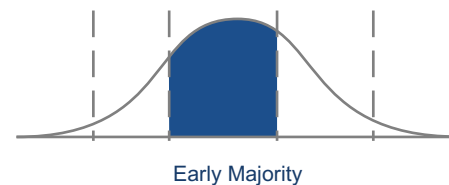
### Who We Are



### Channel Preference



### Technology Adoption



E • E18 • E19 • E20 • E21

E

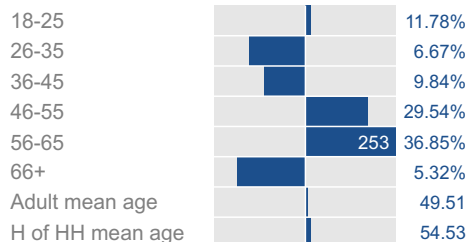
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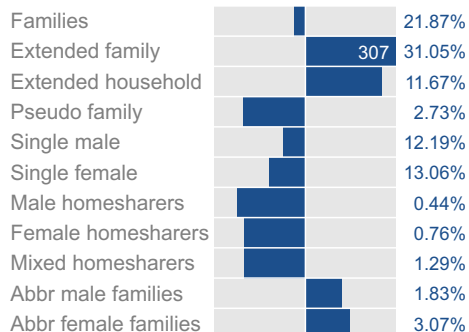
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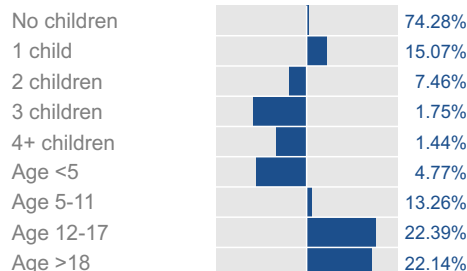
### Age



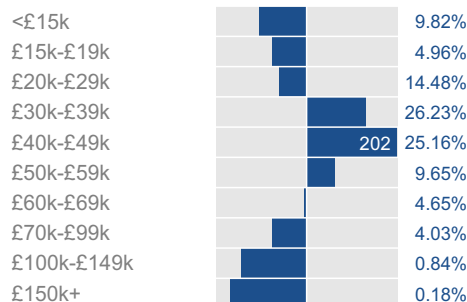
### Household Composition



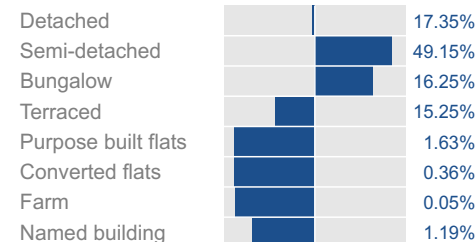
### Children



### Household Income



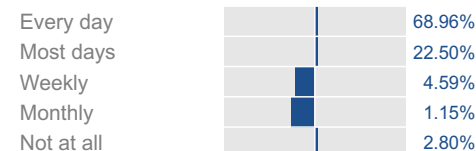
### Property Type



### Home Ownership



### Online Access



F • F22 • F23 • F24 • F25

F

## Senior Security

Elderly people with assets who are enjoying a comfortable retirement

East Dorset

🏠 8.46% | 6.58% 👤

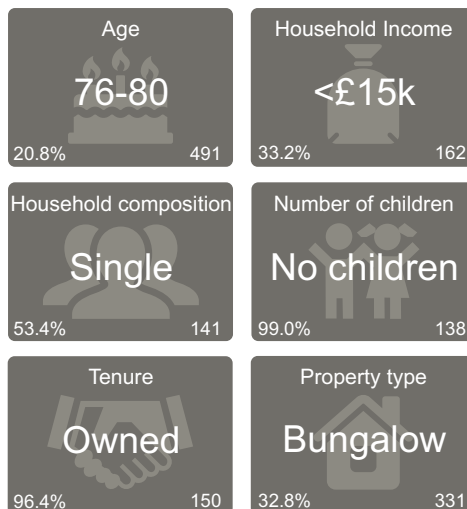


### Key Features

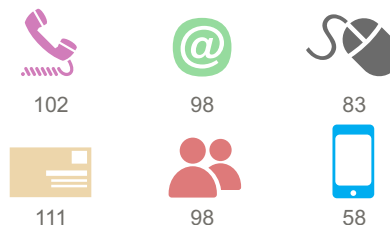
- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers



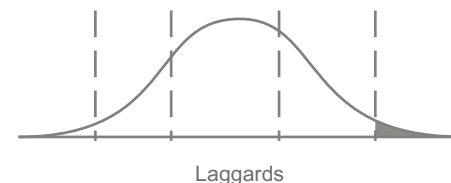
### Who We Are



### Channel Preference



### Technology Adoption



F • F22 • F23 • F24 • F25

F

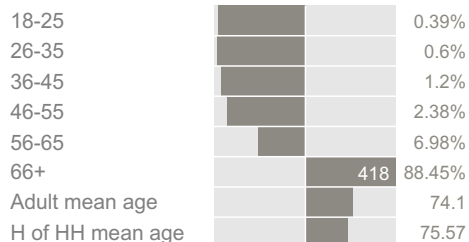
## Senior Security

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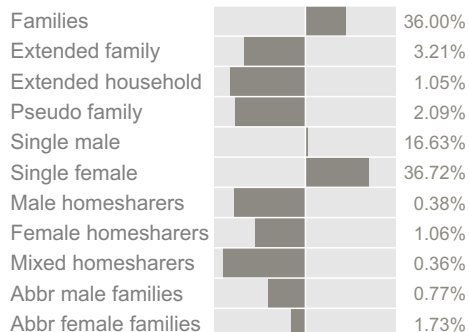
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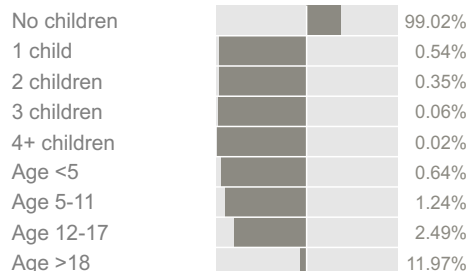
### Age



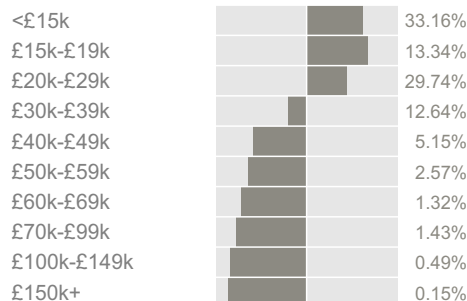
### Household Composition



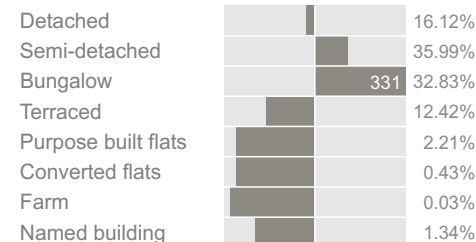
### Children



### Household Income



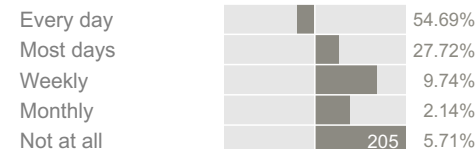
### Property Type



### Home Ownership



### Online Access



G • G26 • G27 • G28 • G29

G

## Rural Reality

Householders living in inexpensive homes in village communities

Orkney Islands

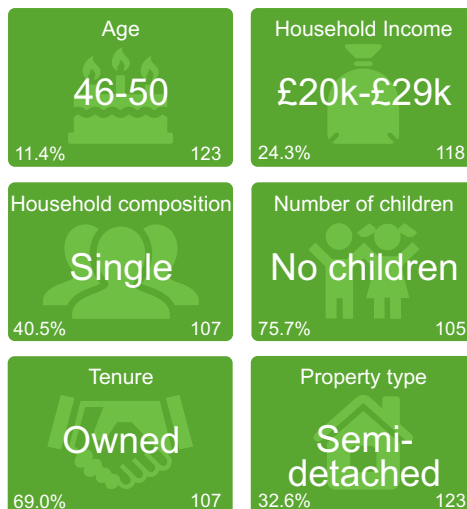
🏠 5.87% | 5.55% 👤



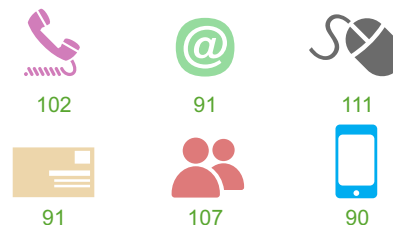
### Key Features

- Rural locations
- Village and outlying houses
- Agricultural employment
- Most are homeowners
- Affordable value homes
- Slow Internet speeds

### Who We Are



### Channel Preference



### Technology Adoption



G • G26 • G27 • G28 • G29

G

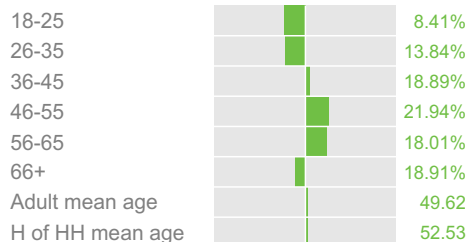
## Rural Reality

Householders living in inexpensive homes in village communities

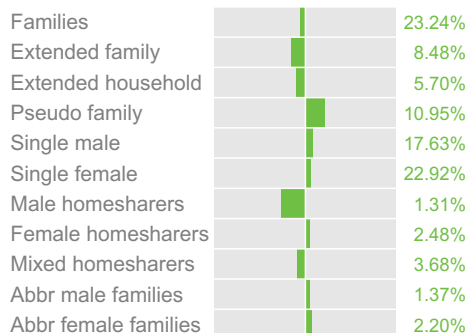
Orkney Islands

🏠 5.87% | 5.55% 👤

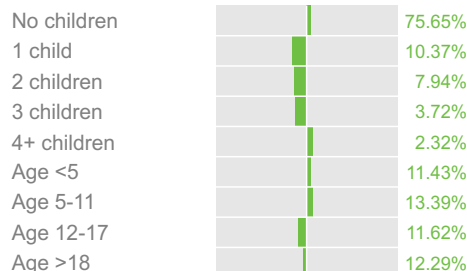
### Age



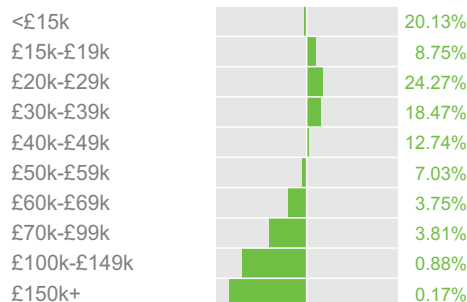
### Household Composition



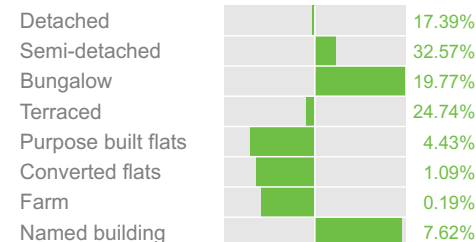
### Children



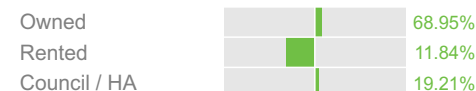
### Household Income



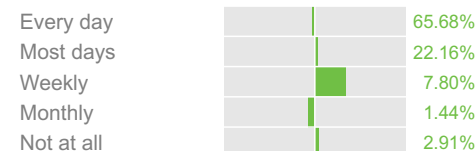
### Property Type



### Home Ownership



### Online Access



H • H30 • H31 • H32 • H33 • H34 • H35

H

## Aspiring Homemakers

Younger households settling down in housing priced within their means

Milton Keynes

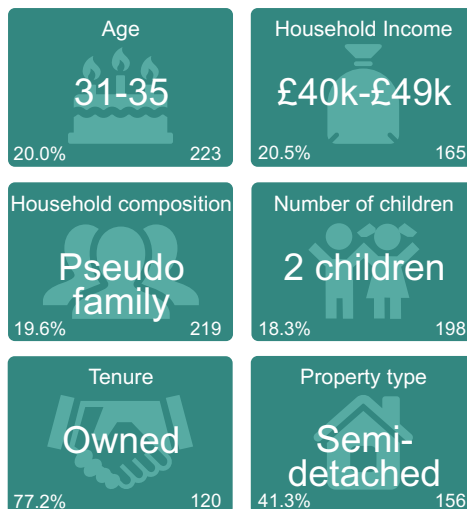
🏠 8.79% | 8.17% 👤



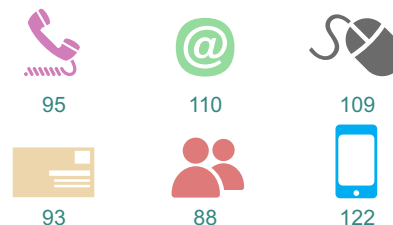
### Key Features

- Younger households
- Full-time employment
- Private suburbs
- Affordable housing costs
- Starter salaries
- Buy and sell on eBay

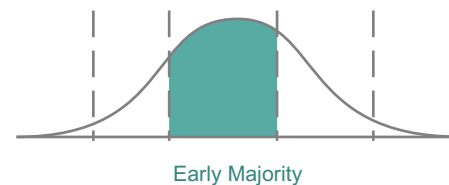
### Who We Are



### Channel Preference



### Technology Adoption



H • H30 • H31 • H32 • H33 • H34 • H35

H

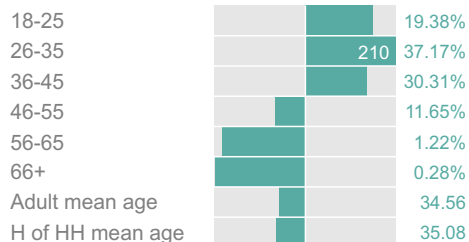
## Aspiring Homemakers

Younger households settling down in housing priced within their means

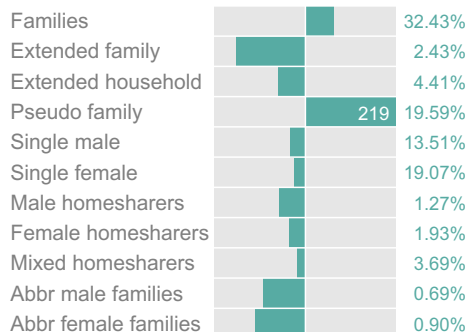
Milton Keynes

🏠 8.79% | 8.17% 👤

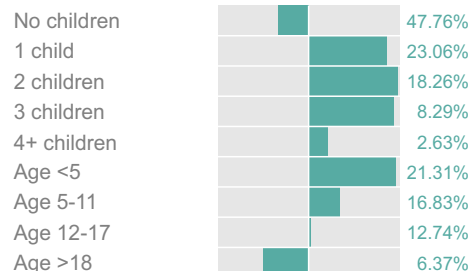
### Age



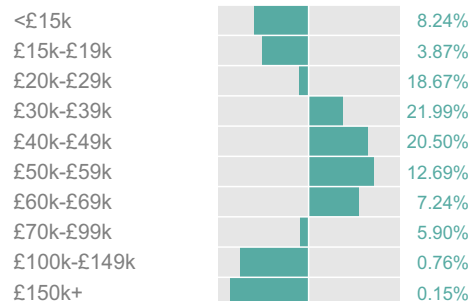
### Household Composition



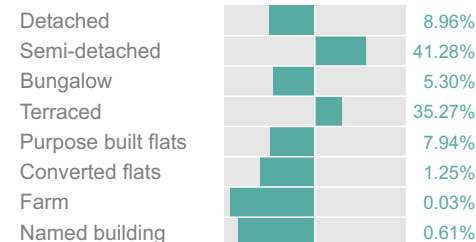
### Children



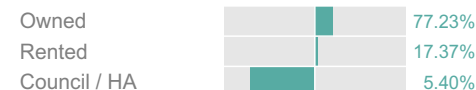
### Household Income



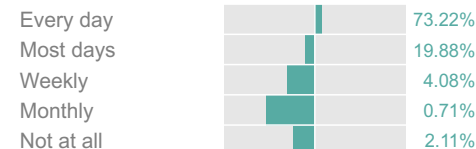
### Property Type



### Home Ownership



### Online Access





## Urban Cohesion

Residents of settled urban communities with a strong sense of identity

Harrow

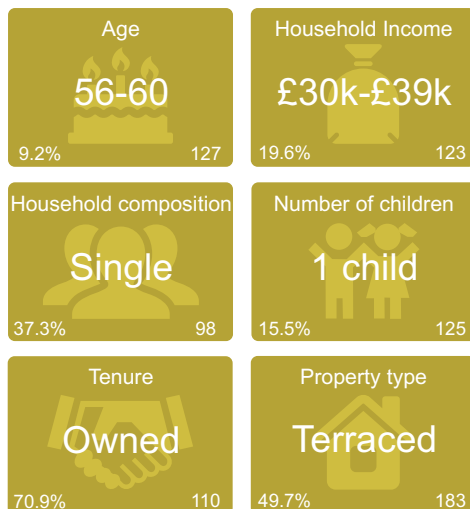
🏠 4.79% | 5.37% 👤



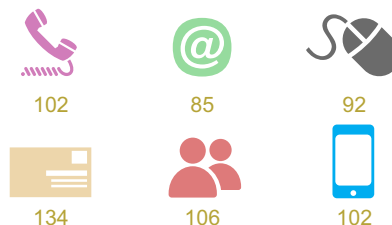
### Key Features

- Settled extended families
- City suburbs
- Multicultural
- Own 3 bedroom homes
- Sense of community
- Younger generation love technology

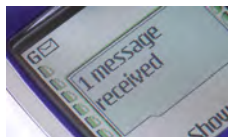
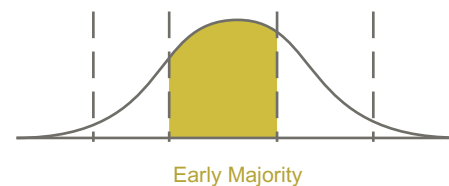
### Who We Are



### Channel Preference



### Technology Adoption



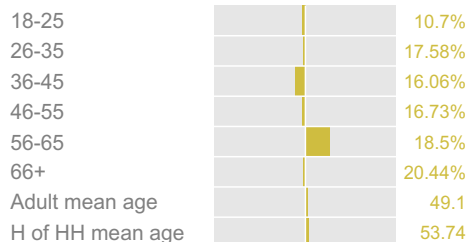
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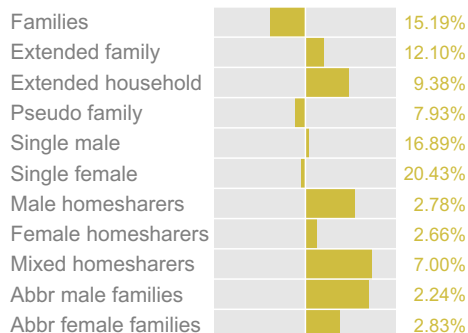
Harrow

🏠 4.79% | 5.37% 👤

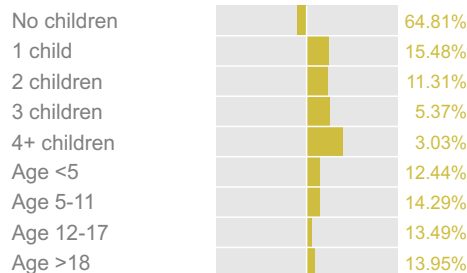
### Age



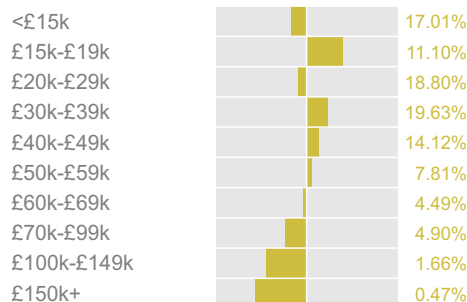
### Household Composition



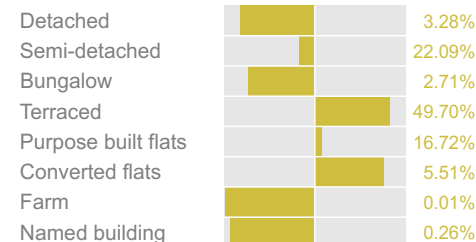
### Children



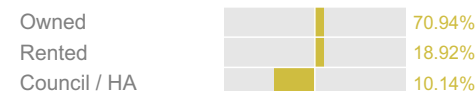
### Household Income



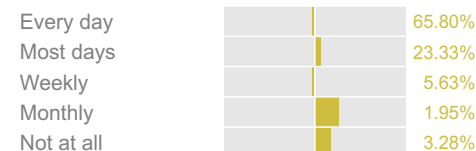
### Property Type



### Home Ownership



### Online Access



J • J40 • J41 • J42 • J43 • J44 • J45

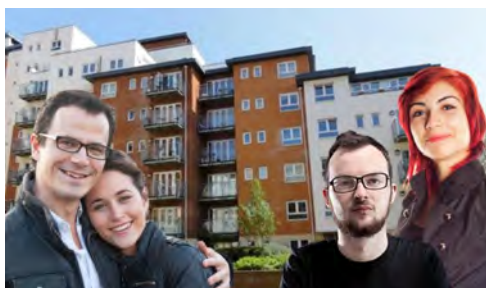
J

## Rental Hubs

Educated young people privately renting in urban neighbourhoods

Brighton and Hove

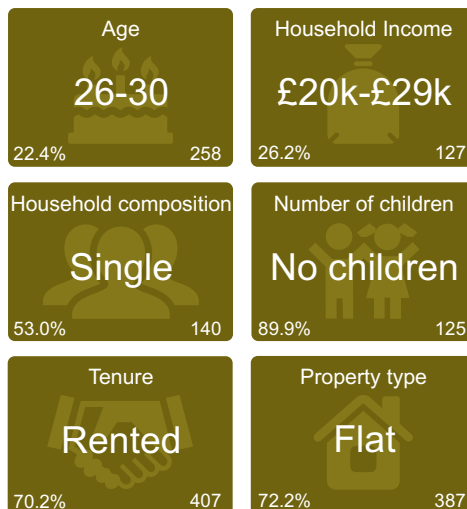
🏠 6.96% | 6.43% 👤



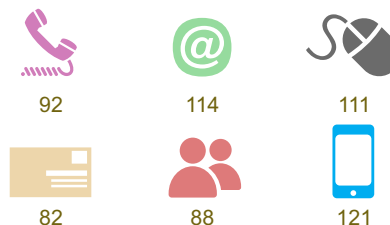
### Key Features

- Aged 18-35
- Private renting
- Singles and sharers
- Urban locations
- Young neighbourhoods
- High use of smartphones

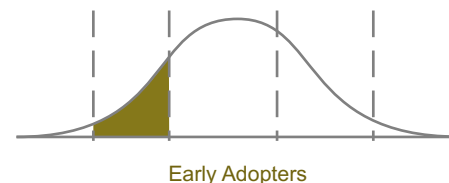
### Who We Are



### Channel Preference



### Technology Adoption



J • J40 • J41 • J42 • J43 • J44 • J45

J

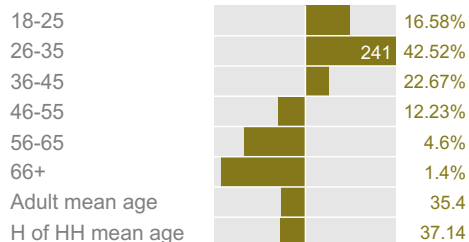
## Rental Hubs

Educated young people privately renting in urban neighbourhoods

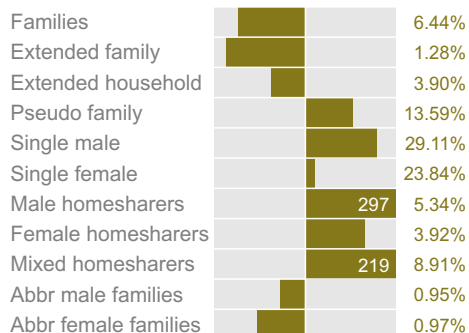
Brighton and Hove

🏠 6.96% | 6.43% 👤

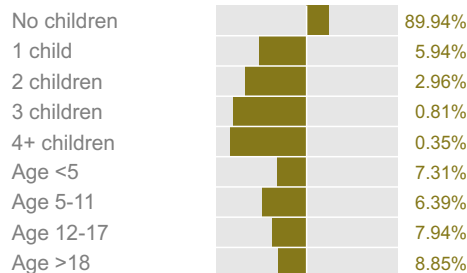
### Age



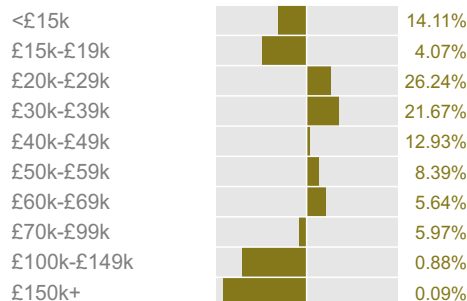
### Household Composition



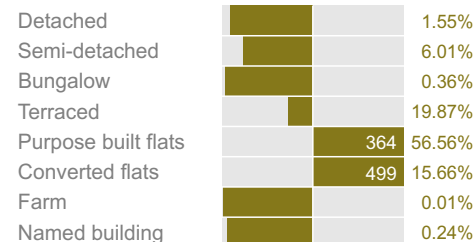
### Children



### Household Income



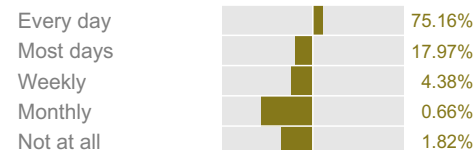
### Property Type



### Home Ownership



### Online Access



K • K46 • K47 • K48

K

## Modest Traditions

Mature homeowners of value homes enjoying stable lifestyles

Rhondda Cynon Taff

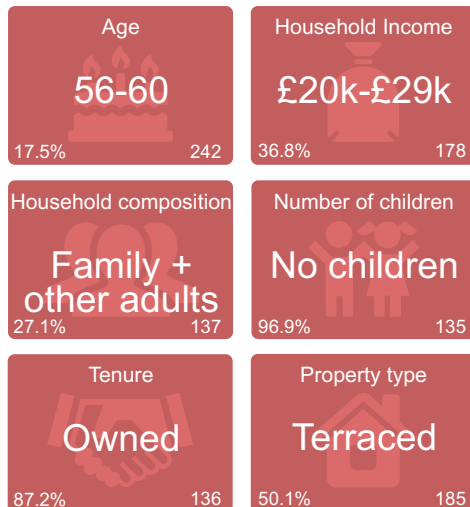
🏠 5.85% | 5.95% 👤



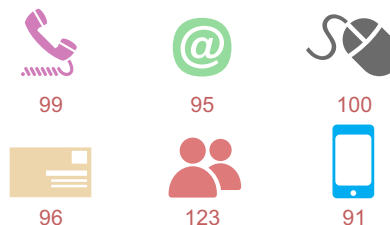
### Key Features

- Mature age
- Homeowners
- Affordable housing
- Kids are grown up
- Suburban locations
- Modest income

### Who We Are



### Channel Preference



### Technology Adoption



K • K46 • K47 • K48

K

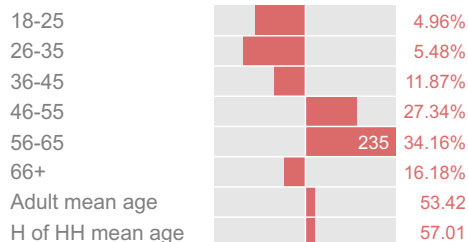
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Mature homeowners of value homes enjoying stable lifestyles

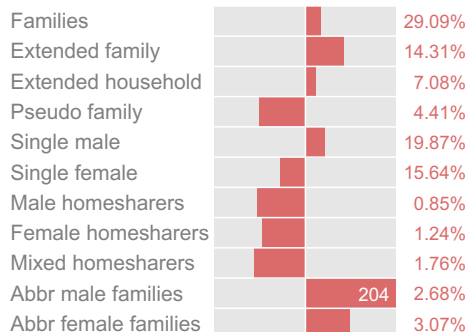
Rhondda Cynon Taff

🏠 5.85% | 5.95% 👤

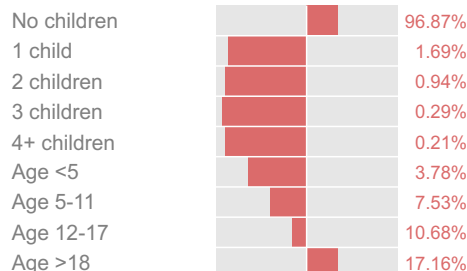
### Age



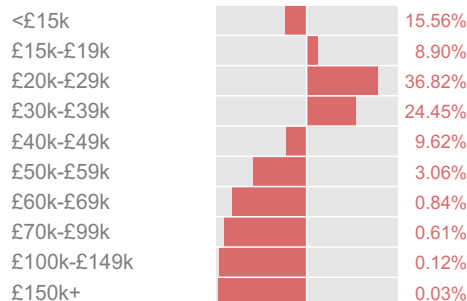
### Household Composition



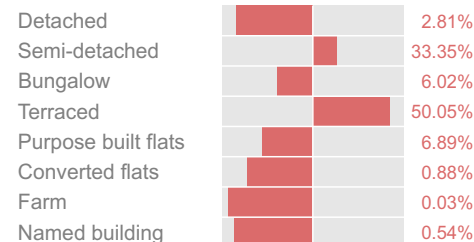
### Children



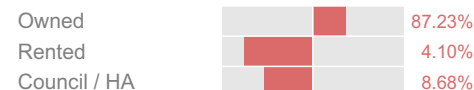
### Household Income



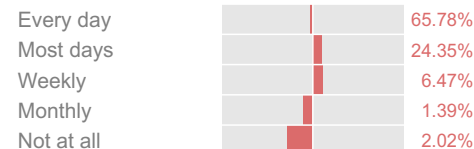
### Property Type



### Home Ownership



### Online Access



L • L49 • L50 • L51 • L52

L

## Transient Renters

Single people privately renting low cost homes for the short term

City of Kingston upon Hull

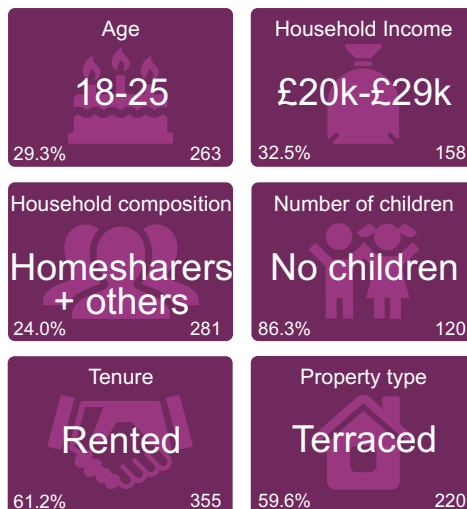
🏠 6.45% | 5.95% 👤



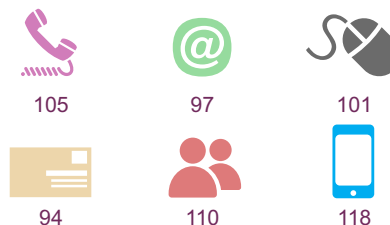
### Key Features

- Private renters
- Low length of residence
- Low cost housing
- Singles and sharers
- Older terraces
- Few landline telephones

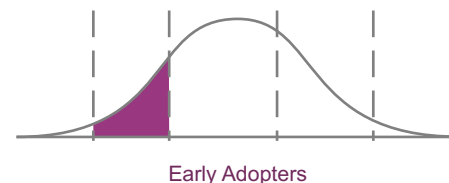
### Who We Are



### Channel Preference



### Technology Adoption



L • L49 • L50 • L51 • L52

L

## Transient Renters

Single people privately renting low cost homes for the short term

City of Kingston upon Hull

🏠 6.45% | 5.95% 👤

### Age

18-25	263	29.29%
26-35	202	35.74%
36-45		18.19%
46-55		11.66%
56-65		4.16%
66+		0.96%
Adult mean age		33.52
H of HH mean age		35.5

### Household Composition

Families		4.55%
Extended family		1.28%
Extended household		4.00%
Pseudo family		13.13%
Single male		22.66%
Single female		27.79%
Male homesharers	321	5.77%
Female homesharers	262	6.20%
Mixed homesharers	278	11.27%
Abbr male families		1.19%
Abbr female families		1.44%

### Children

No children		86.25%
1 child		8.19%
2 children		4.26%
3 children		0.96%
4+ children		0.34%
Age <5		11.22%
Age 5-11		11.89%
Age 12-17		16.23%
Age >18		8.56%

### Household Income

<£15k		26.84%
£15k-£19k		13.87%
£20k-£29k		32.54%
£30k-£39k		11.66%
£40k-£49k		8.68%
£50k-£59k		3.83%
£60k-£69k		1.31%
£70k-£99k		1.04%
£100k-£149k		0.18%
£150k+		0.04%

### Property Type

Detached		1.82%
Semi-detached		19.59%
Bungalow		1.62%
Terraced	220	59.57%
Purpose built flats		14.42%
Converted flats		2.98%
Farm		0.01%
Named building		0.20%

### Home Ownership

Owned		16.24%
Rented	355	61.24%
Council / HA		22.52%

### Online Access

Every day		73.43%
Most days		17.75%
Weekly		4.87%
Monthly		1.90%
Not at all		2.06%



M • M53 • M54 • M55 • M56

M

## Family Basics

Families with limited resources who have to budget to make ends meet

Sandwell

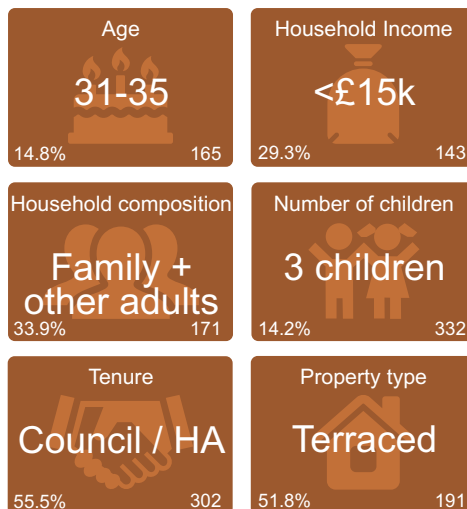
🏠 7.22% | 8.74% 👤



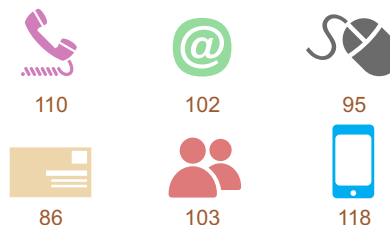
### Key Features

- Families with children
- Aged 25 to 40
- Limited resources
- Some own low cost homes
- Some rent from social landlords
- Squeezed budgets

### Who We Are



### Channel Preference



### Technology Adoption



M • M53 • M54 • M55 • M56

M

## Family Basics

Families with limited resources who have to budget to make ends meet

Sandwell

🏠 7.22% | 8.74% 👤

### Age

18-25	17.53%
26-35	28.34%
36-45	30.62%
46-55	19.69%
56-65	3.06%
66+	0.76%
Adult mean age	36.61
H of HH mean age	39.87

### Household Composition

Families	23.12%
Extended family	15.75%
Extended household	218 13.82%
Pseudo family	15.56%
Single male	3.31%
Single female	14.73%
Male homesharers	0.75%
Female homesharers	3.21%
Mixed homesharers	5.35%
Abbr male families	0.89%
Abbr female families	3.44%

### Children

No children	11.74%
1 child	289 35.86%
2 children	300 27.63%
3 children	332 14.21%
4+ children	487 10.57%
Age <5	235 25.50%
Age 5-11	243 30.28%
Age 12-17	22.44%
Age >18	10.23%

### Household Income

<£15k	29.27%
£15k-£19k	8.84%
£20k-£29k	26.58%
£30k-£39k	17.32%
£40k-£49k	11.34%
£50k-£59k	4.71%
£60k-£69k	1.23%
£70k-£99k	0.62%
£100k-£149k	0.08%
£150k+	0.01%

### Property Type

Detached	1.90%
Semi-detached	35.43%
Bungalow	2.91%
Terraced	51.85%
Purpose built flats	7.37%
Converted flats	0.54%
Farm	0.01%
Named building	0.11%

### Home Ownership

Owned	36.61%
Rented	7.86%
Council / HA	302 55.53%

### Online Access

Every day	71.08%
Most days	20.42%
Weekly	4.07%
Monthly	1.28%
Not at all	3.14%

N • N57 • N58 • N59 • N60 • N61

N

## Vintage Value

Elderly people reliant on support to meet financial or practical needs

South Tyneside

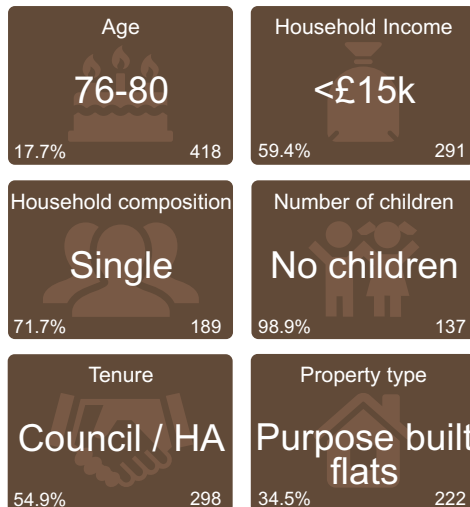
🏠 6.82% | 4.73% 👤



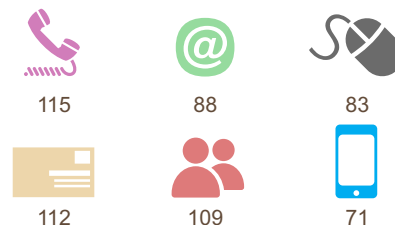
### Key Features

- Elderly
- Living alone
- Low income
- Small houses and flats
- Need support
- Low technology use

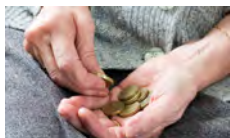
### Who We Are



### Channel Preference



### Technology Adoption



N • N57 • N58 • N59 • N60 • N61

N

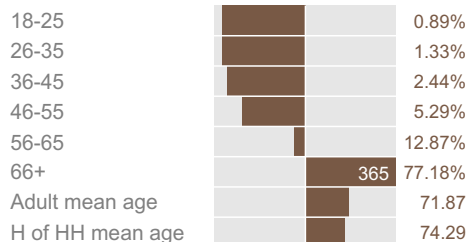
## Vintage Value

Elderly people reliant on support to meet financial or practical needs

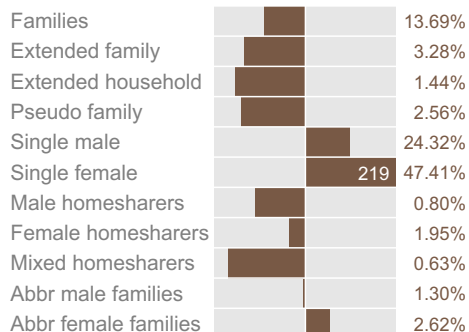
South Tyneside

🏠 6.82% | 4.73% 👤

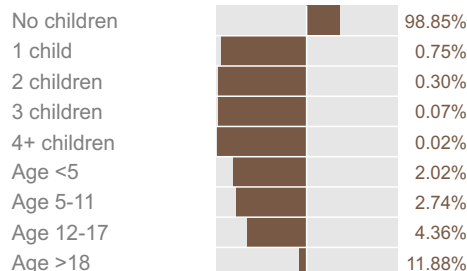
### Age



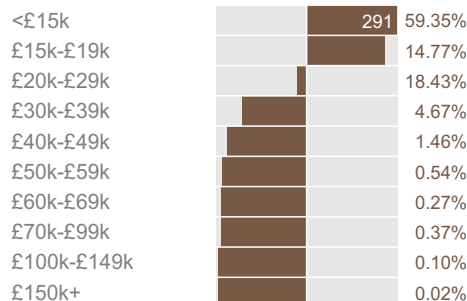
### Household Composition



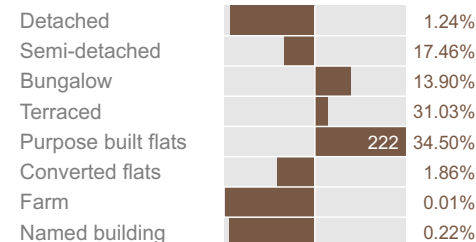
### Children



### Household Income



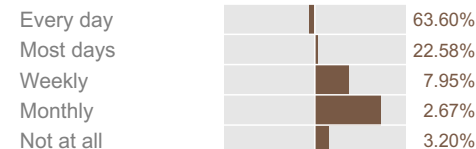
### Property Type



### Home Ownership



### Online Access



O • O62 • O63 • O64 • O65 • O66

O

## Municipal Challenge

Urban renters of social housing facing an array of challenges

Hackney

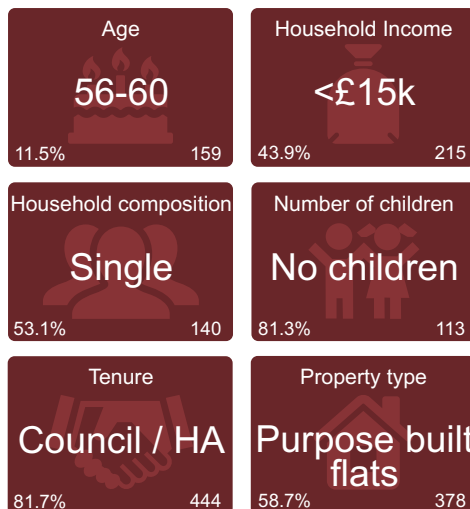
🏠 6.46% | 5.69% 👤



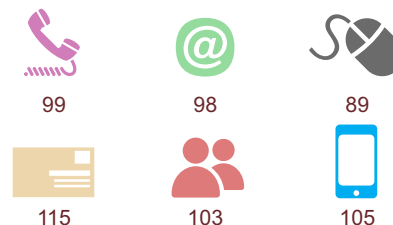
### Key Features

- Social renters
- Low cost housing
- Challenged neighbourhoods
- Few employment options
- Low income
- Mobile phones

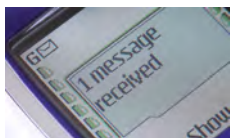
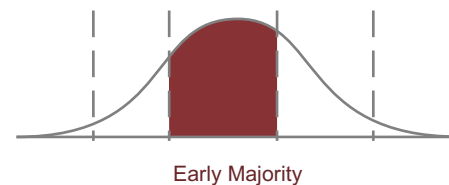
### Who We Are



### Channel Preference



### Technology Adoption



O • O62 • O63 • O64 • O65 • O66

O

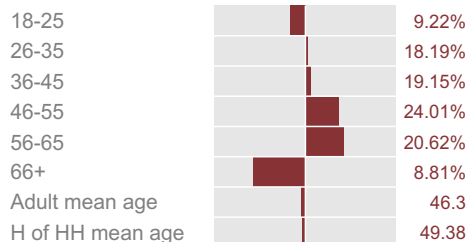
## Municipal Challenge

Urban renters of social housing facing an array of challenges

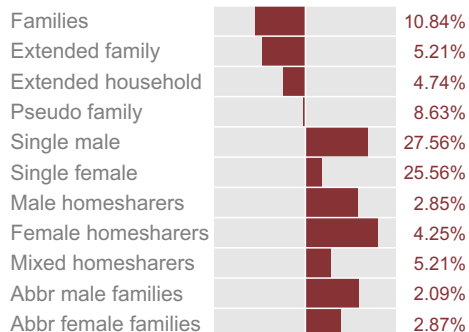
Hackney

🏠 6.46% | 5.69% 👤

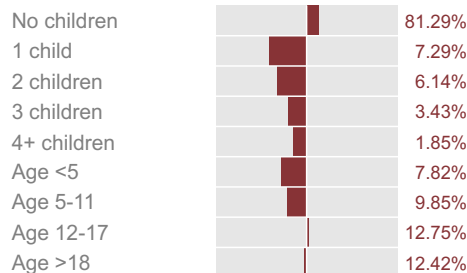
### Age



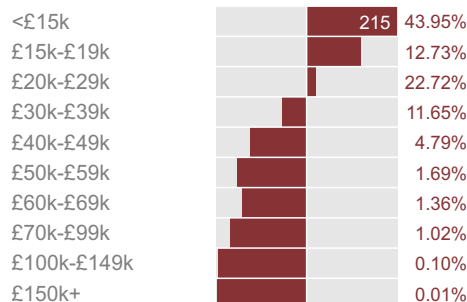
### Household Composition



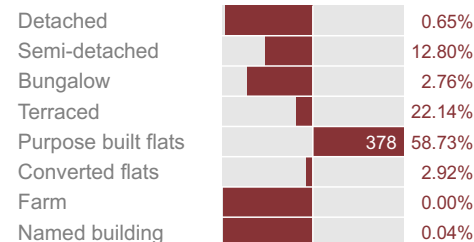
### Children



### Household Income



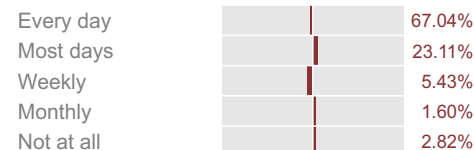
### Property Type



### Home Ownership



### Online Access



A • A01 • A02 • A03 • A04

A01

## Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work

Eden

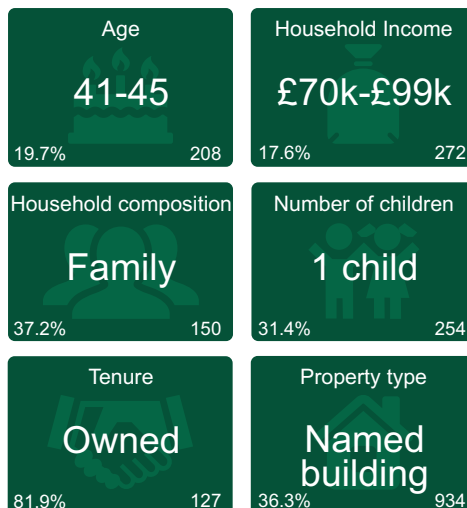
🏠 1.49% | 1.76% 👤



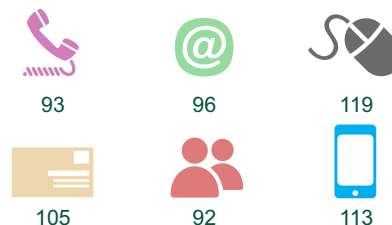
### Key Features

- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

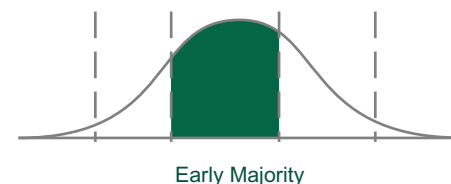
### Who We Are



### Channel Preference



### Technology Adoption



A • A01 • A02 • A03 • A04

**A01**

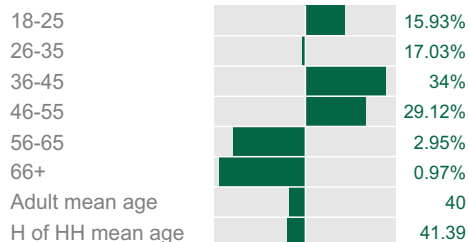
## Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work

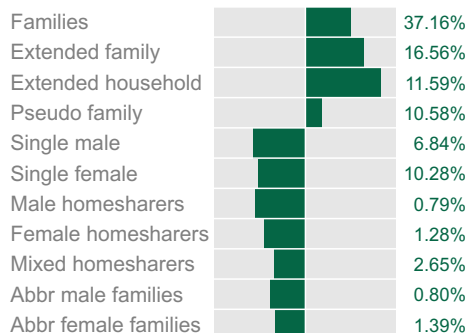
Eden

🏠 1.49% | 1.76% 👤

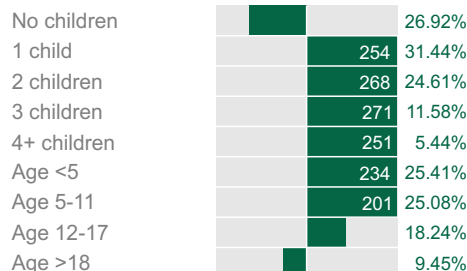
### Age



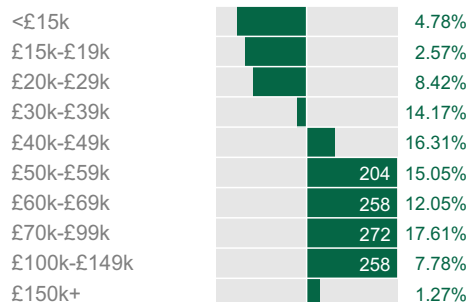
### Household Composition



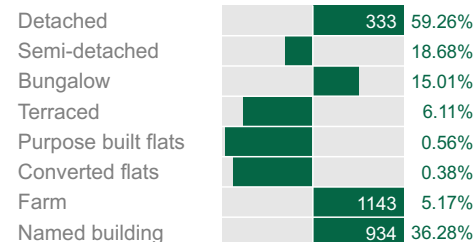
### Children



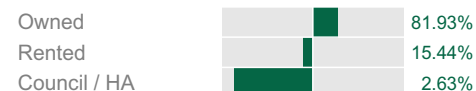
### Household Income



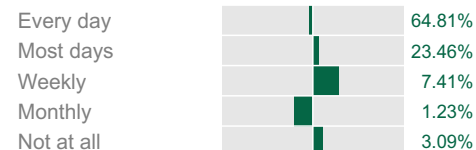
### Property Type



### Home Ownership



### Online Access





A • A01 • A02 • A03 • A04

A02

## Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes

Torridge

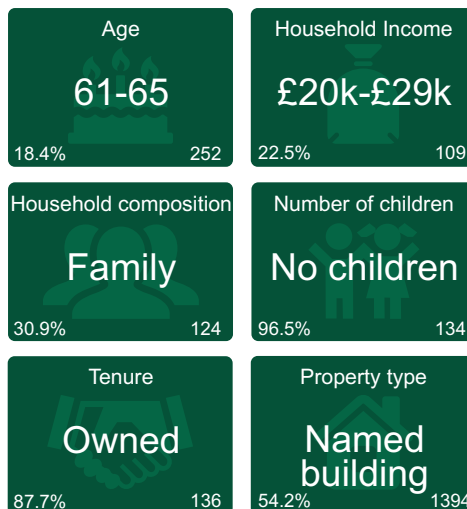
🏠 1.41% | 1.52% 👤



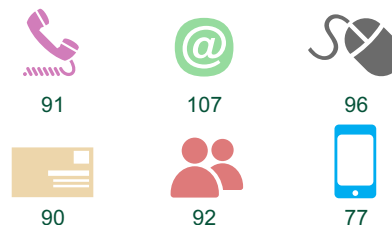
### Key Features

- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

### Who We Are



### Channel Preference



### Technology Adoption



A • A01 • A02 • A03 • A04

A02

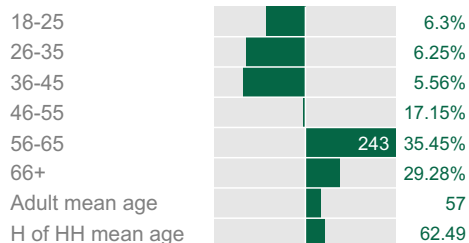
## Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes

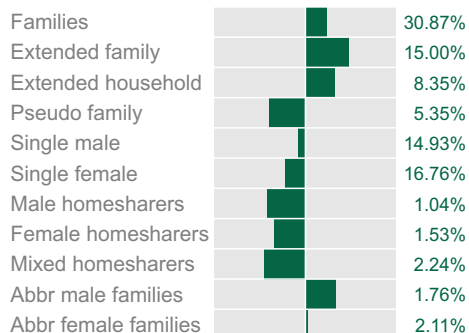
Torrige

🏠 1.41% | 1.52% 👤

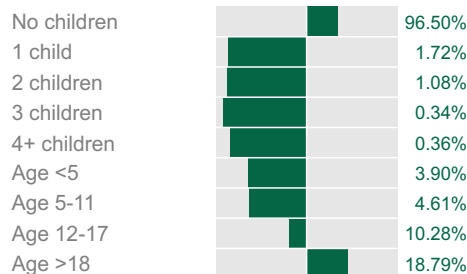
### Age



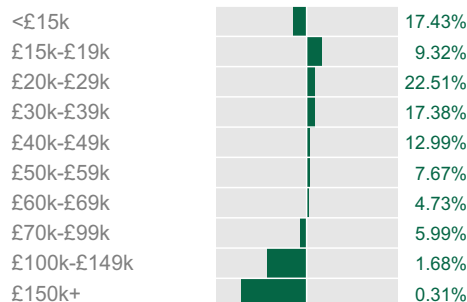
### Household Composition



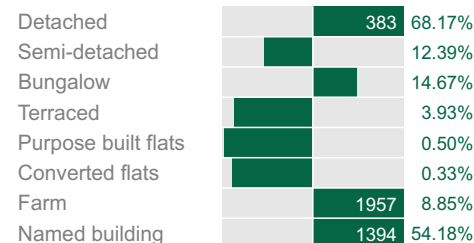
### Children



### Household Income



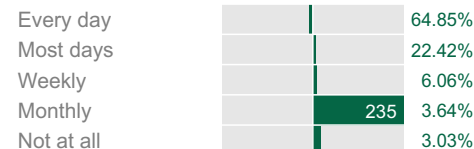
### Property Type



### Home Ownership



### Online Access



A • A01 • A02 • A03 • A04

A03

## Wealthy Landowners

Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners

Cotswold

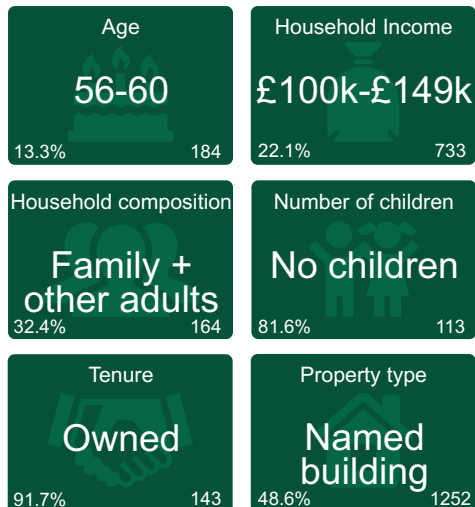
🏠 1.34% | 1.58% 👤



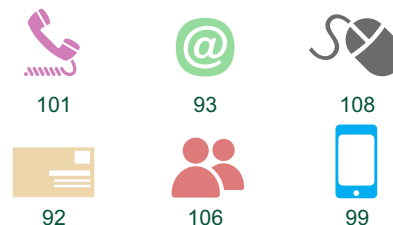
### Key Features

- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

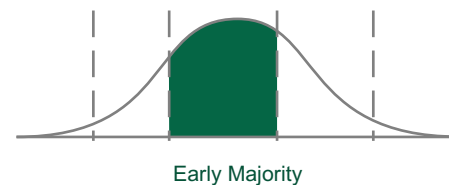
### Who We Are



### Channel Preference



### Technology Adoption



A • A01 • A02 • A03 • A04

**A03**

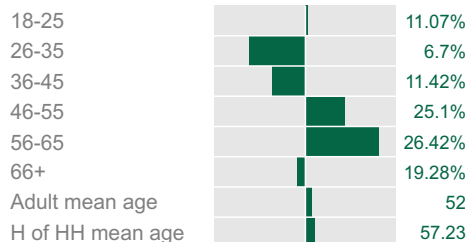
## Wealthy Landowners

Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners

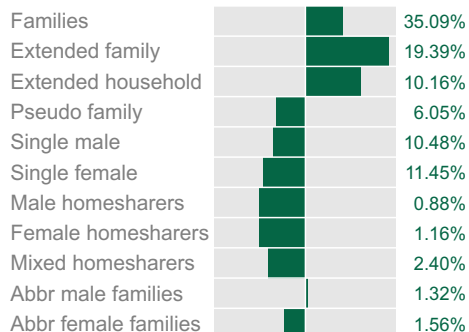
Cotswold

🏠 1.34% | 1.58% 👤

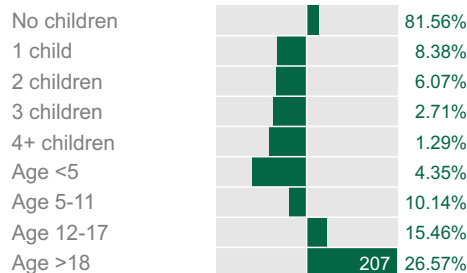
### Age



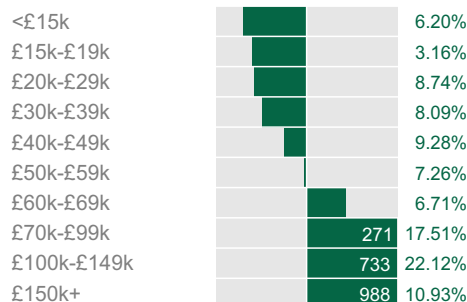
### Household Composition



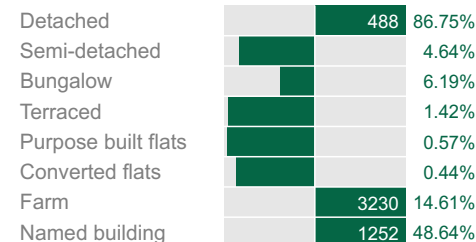
### Children



### Household Income



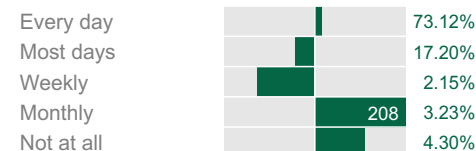
### Property Type



### Home Ownership



### Online Access



A • A01 • A02 • A03 • A04

A04

## Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs

Babergh

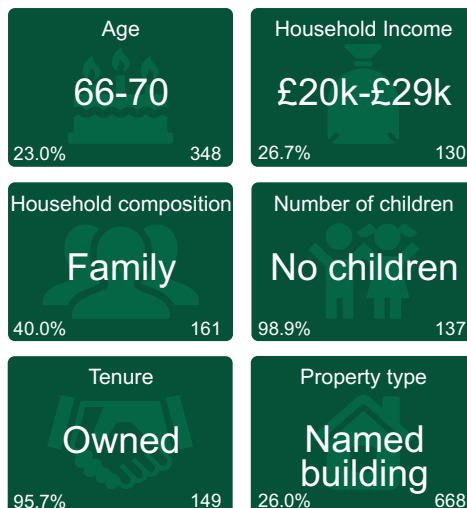
🏠 1.82% | 1.62% 👤



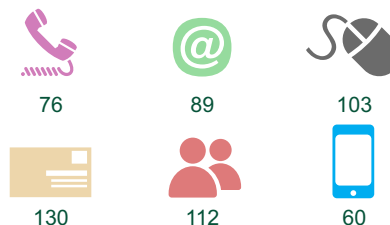
### Key Features

- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

### Who We Are



### Channel Preference



### Technology Adoption



A • A01 • A02 • A03 • A04

**A04**

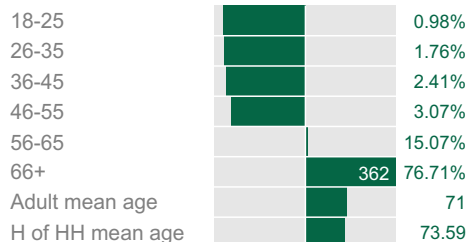
## Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs

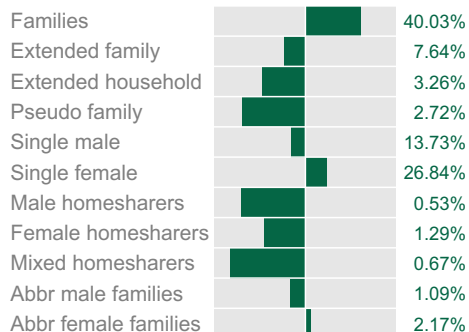
Babergh

🏠 1.82% | 1.62% 👤

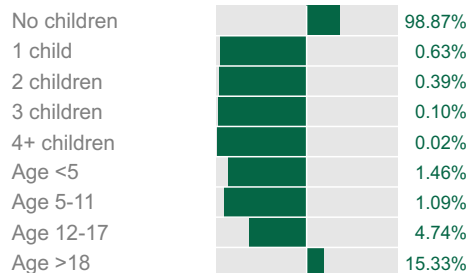
### Age



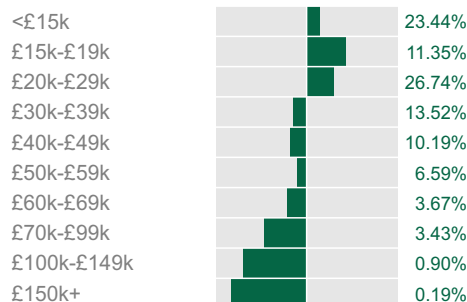
### Household Composition



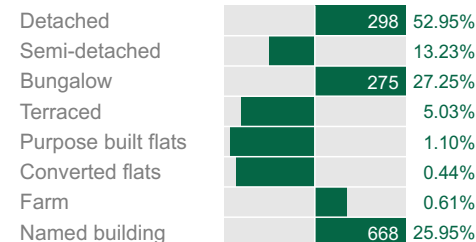
### Children



### Household Income



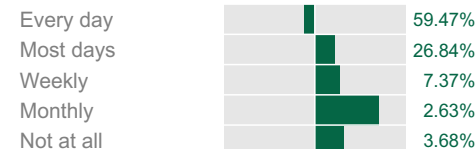
### Property Type



### Home Ownership



### Online Access



B • B05 • B06 • B07 • B08 • B09

B05

## Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status

Hart

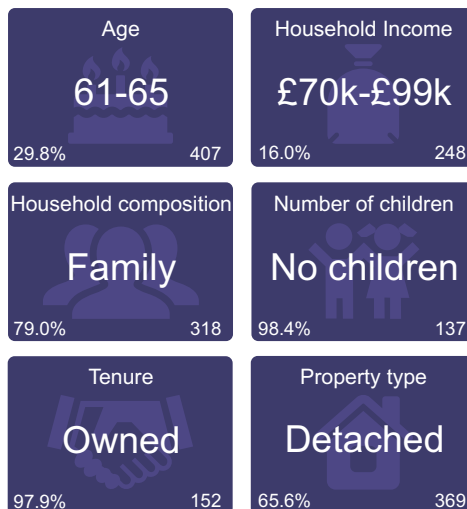
🏠 2.11% | 2.03% 👤



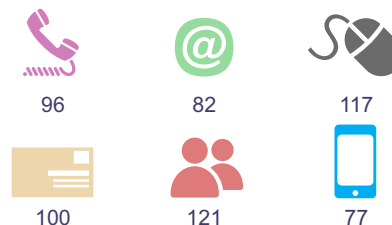
### Key Features

- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

### Who We Are



### Channel Preference



### Technology Adoption



B • B05 • B06 • B07 • B08 • B09

**B05**

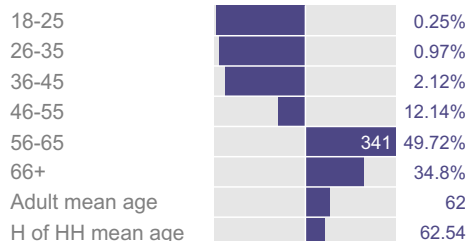
## Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status

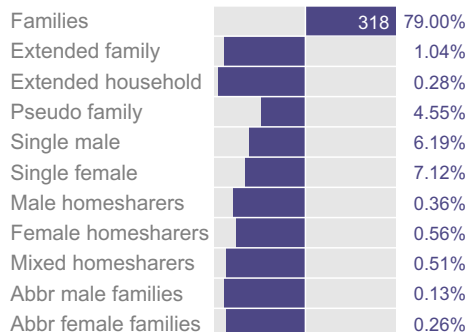
Hart

🏠 2.11% | 2.03% 👤

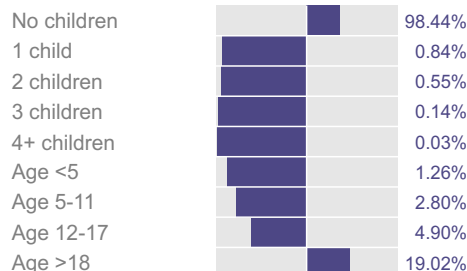
### Age



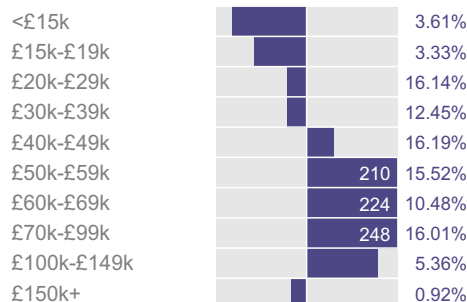
### Household Composition



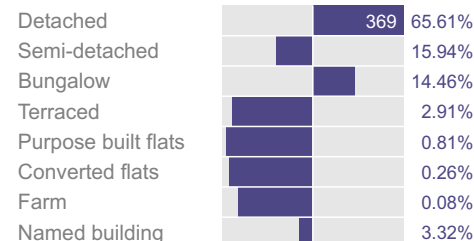
### Children



### Household Income



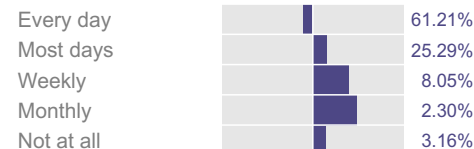
### Property Type



### Home Ownership



### Online Access





B • B05 • B06 • B07 • B08 • B09

**B06**

## Bank of Mum and Dad

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support

Wokingham

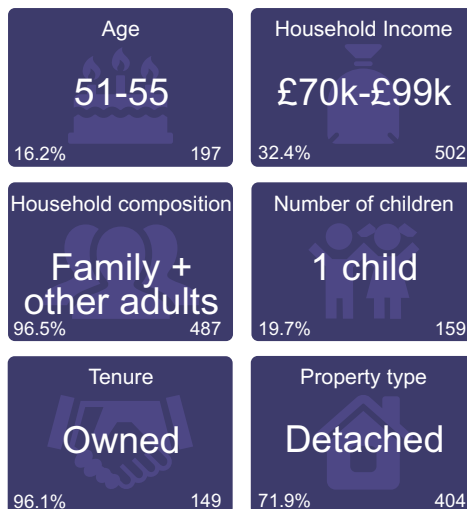
🏠 1.74% | 3.12% 👤



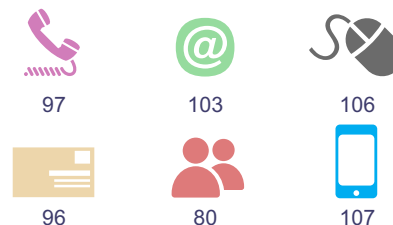
### Key Features

- Married couples aged 50-65
- Adult children at home
- High salaries from senior positions
- Quality 4 bed detached homes
- Mortgage nearly paid off
- Use technology practically

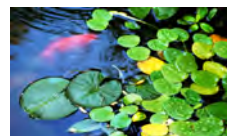
### Who We Are



### Channel Preference



### Technology Adoption



B • B05 • B06 • B07 • B08 • B09

**B06**

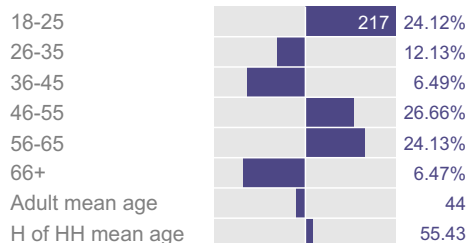
## Bank of Mum and Dad

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support

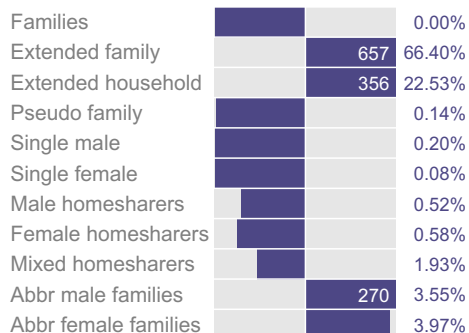
Wokingham

🏠 1.74% | 3.12% 👤

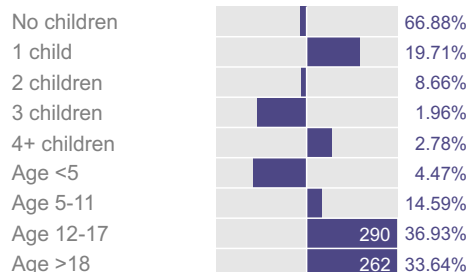
### Age



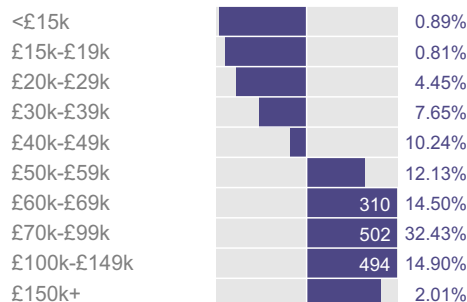
### Household Composition



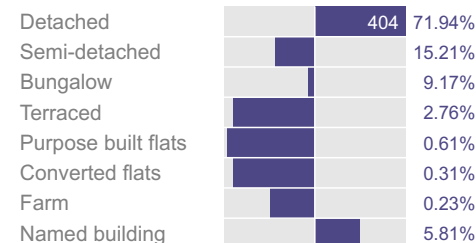
### Children



### Household Income



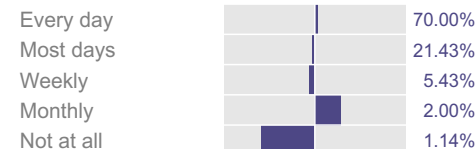
### Property Type



### Home Ownership



### Online Access



B • B05 • B06 • B07 • B08 • B09

B07

## Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age children's development

Surrey Heath

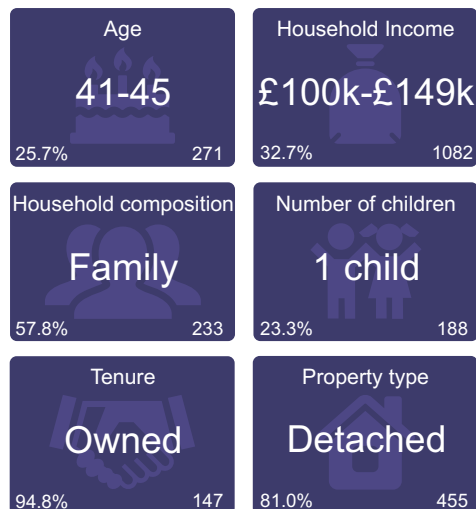
🏠 1.43% | 1.47% 👤



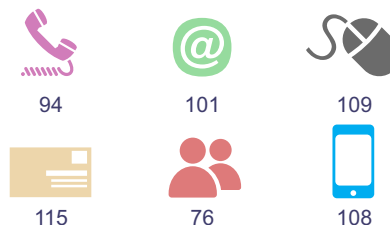
### Key Features

- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

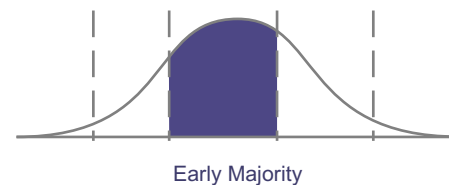
### Who We Are



### Channel Preference



### Technology Adoption



B • B05 • B06 • B07 • B08 • B09

**B07**

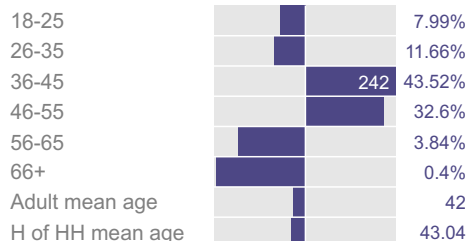
## Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age children's development

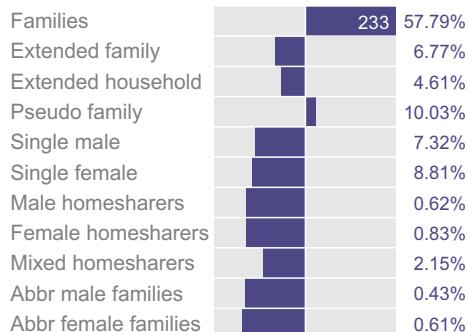
Surrey Heath

🏠 1.43% | 1.47% 👤

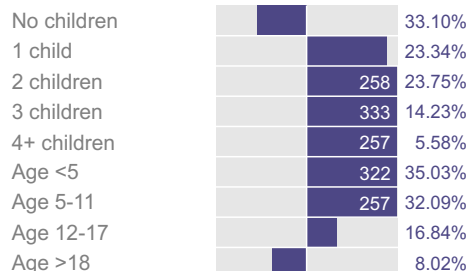
### Age



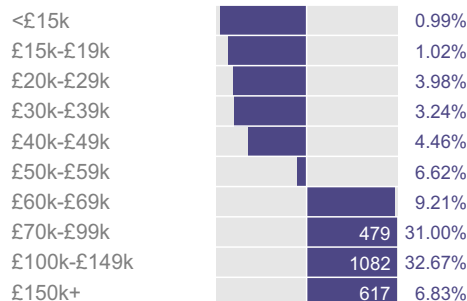
### Household Composition



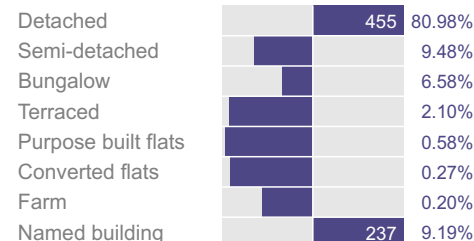
### Children



### Household Income



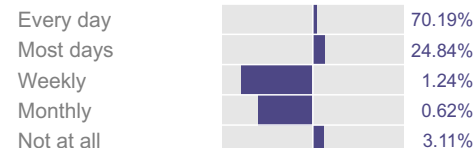
### Property Type



### Home Ownership



### Online Access



B • B05 • B06 • B07 • B08 • B09

**B08**

## Premium Fortunes

Influential families with substantial income established in large, distinctive homes in wealthy enclaves

Windsor and Maidenhead

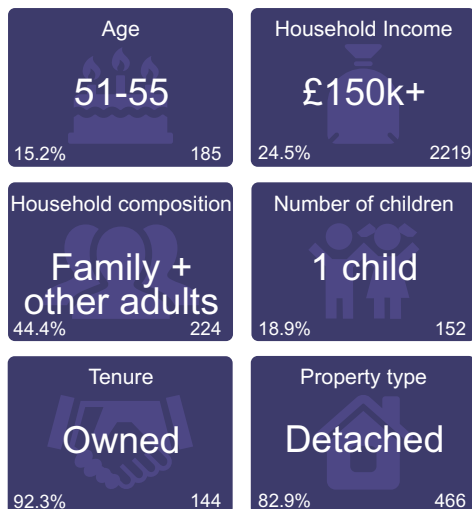
🏠 1.00% | 1.33% 👤



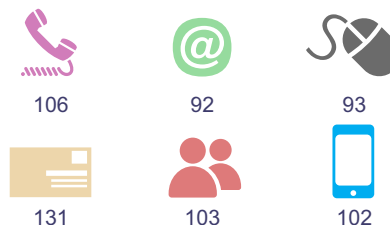
### Key Features

- Extensive detached homes
- Substantial income
- Teenage kids & students
- Portfolio of investments
- Directors and senior managers
- High mobile phone spend

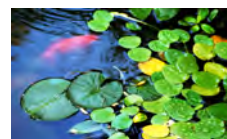
### Who We Are



### Channel Preference



### Technology Adoption



B • B05 • B06 • B07 • B08 • B09

**B08**

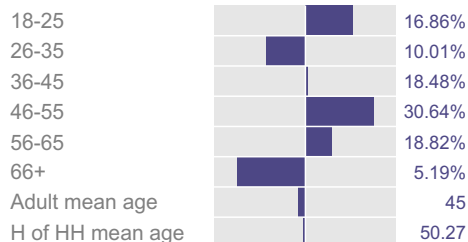
## Premium Fortunes

Influential families with substantial income established in large, distinctive homes in wealthy enclaves

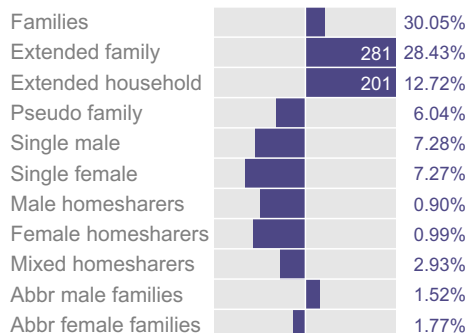
Windsor and Maidenhead

🏠 1.00% | 1.33% 👤

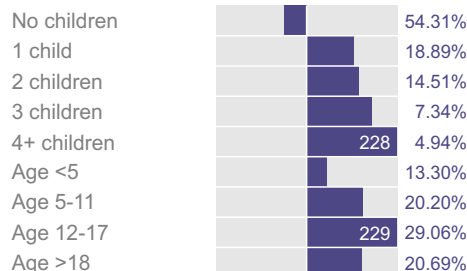
### Age



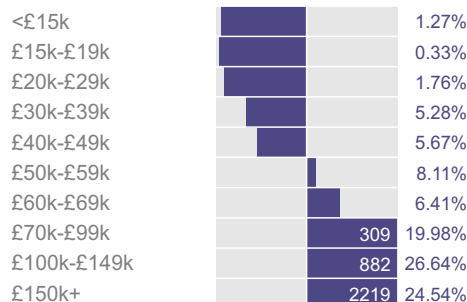
### Household Composition



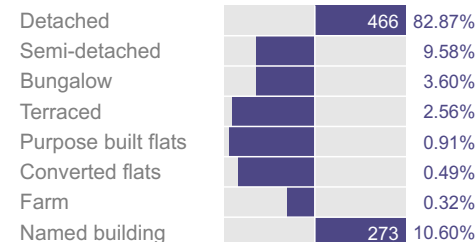
### Children



### Household Income



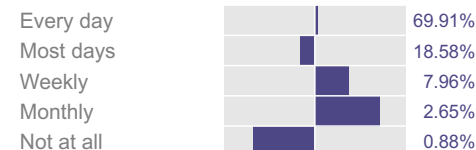
### Property Type



### Home Ownership



### Online Access



B • B05 • B06 • B07 • B08 • B09

B09

## Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions

Mole Valley

🏠 1.14% | 1.06% 👤

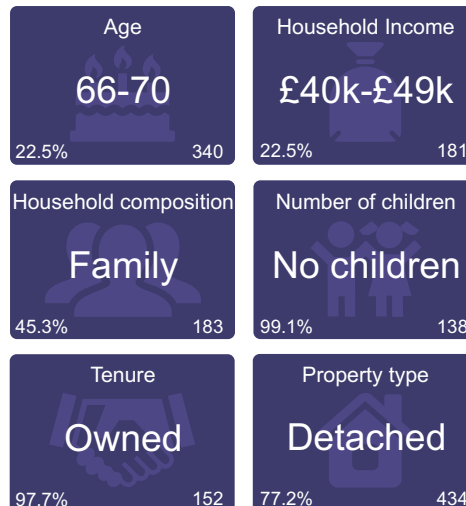


### Key Features

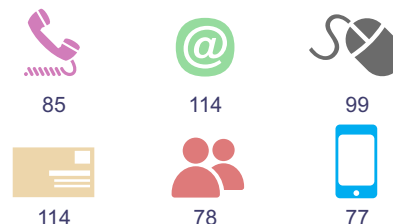
- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays



### Who We Are



### Channel Preference



### Technology Adoption



B • B05 • B06 • B07 • B08 • B09

**B09**

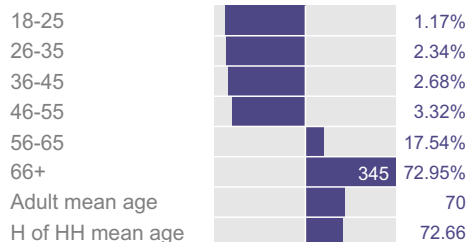
## Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions

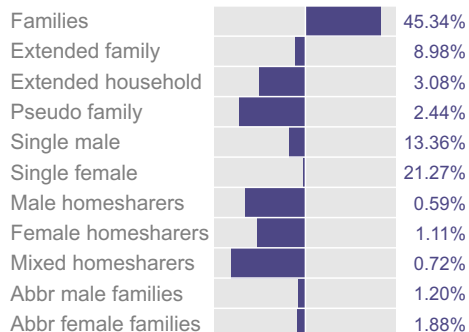
Mole Valley

🏠 1.14% | 1.06% 👤

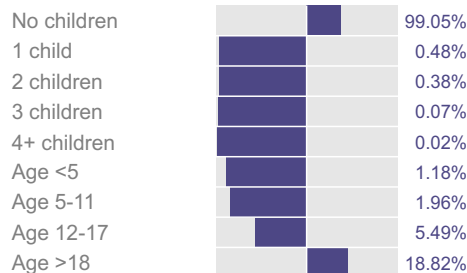
### Age



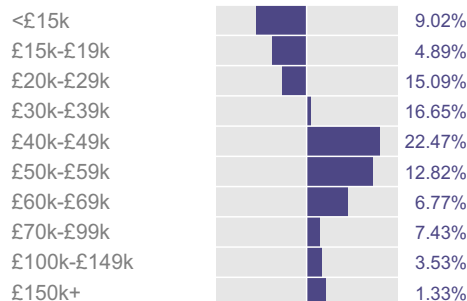
### Household Composition



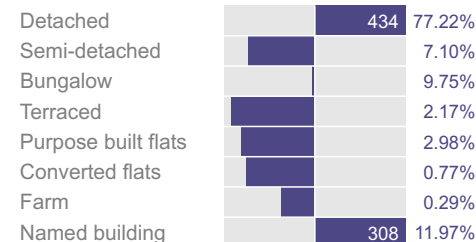
### Children



### Household Income



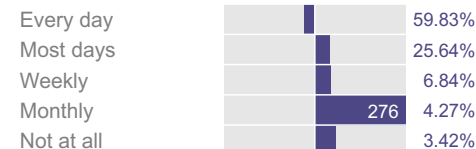
### Property Type



### Home Ownership



### Online Access





C • C10 • C11 • C12 • C13

C10

## World-Class Wealth

Global high flyers and families of privilege living luxurious lifestyles in the most exclusive locations of the largest cities

Kensington and Chelsea

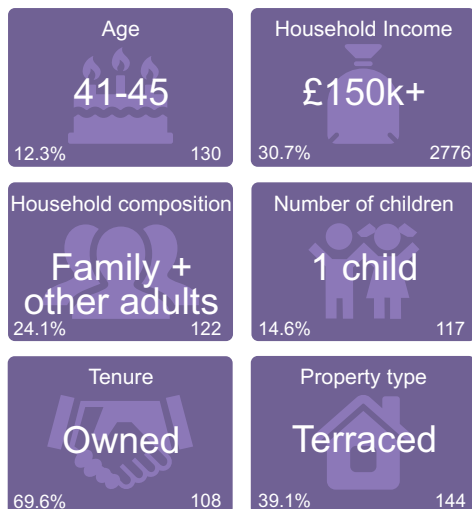
🏠 0.59% | 0.68% 👤



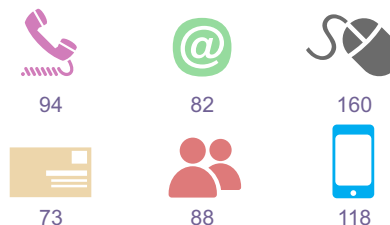
### Key Features

- Extremely expensive city properties
- Greatest affluence
- Global investors
- Privileged lifestyles
- Well connected online and on the go
- International travel

### Who We Are



### Channel Preference



### Technology Adoption



C • C10 • C11 • C12 • C13

**C10**

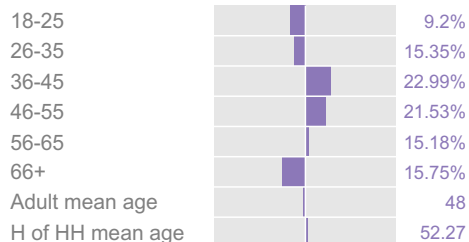
## World-Class Wealth

Global high flyers and families of privilege living luxurious lifestyles in the most exclusive locations of the largest cities

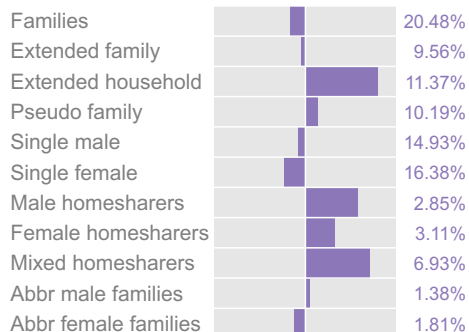
Kensington and Chelsea

🏠 0.59% | 0.68% 👤

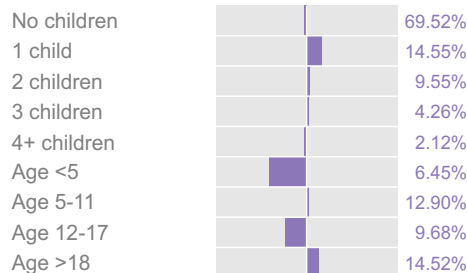
### Age



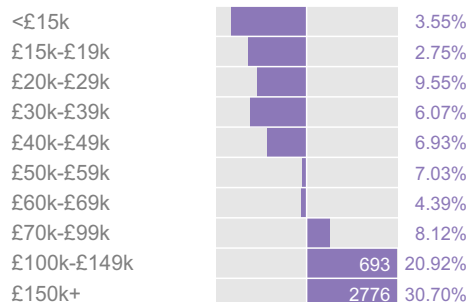
### Household Composition



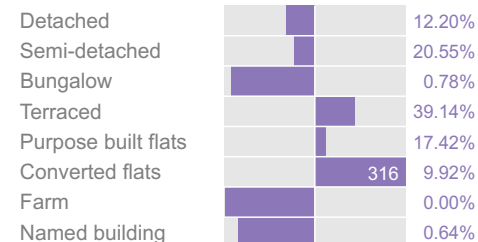
### Children



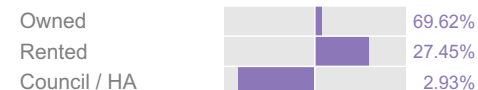
### Household Income



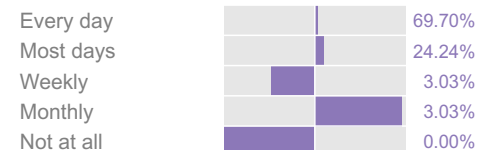
### Property Type



### Home Ownership



### Online Access



C • C10 • C11 • C12 • C13

C11

## Penthouse Chic

City workers renting premium-priced flats in prestige central locations, living life with intensity

Westminster

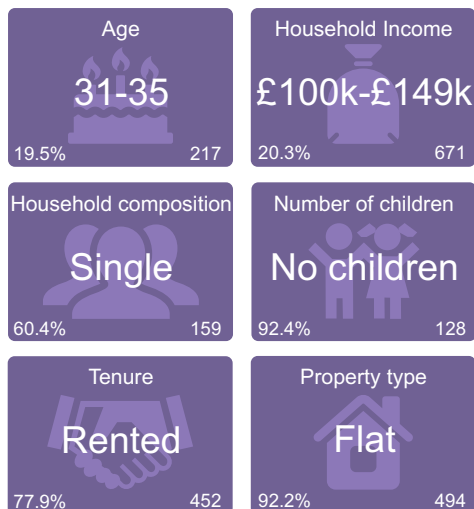
🏠 0.53% | 0.48% 👤



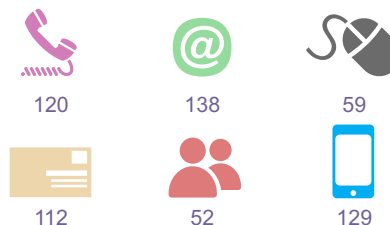
### Key Features

- Expensive apartments in city centre
- Aged under 35 and often living alone
- High rewards from city based jobs
- Extensive use of smartphones
- Very high Internet use everyday
- Highest champagne drinkers

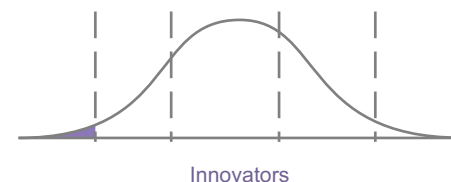
### Who We Are



### Channel Preference



### Technology Adoption



C • C10 • C11 • C12 • C13

**C11**

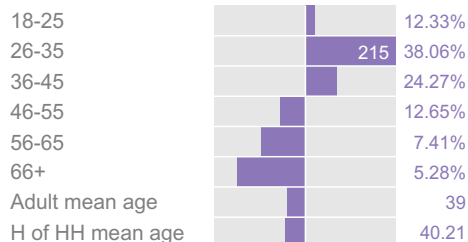
## Penthouse Chic

City workers renting premium-priced flats in prestige central locations, living life with intensity

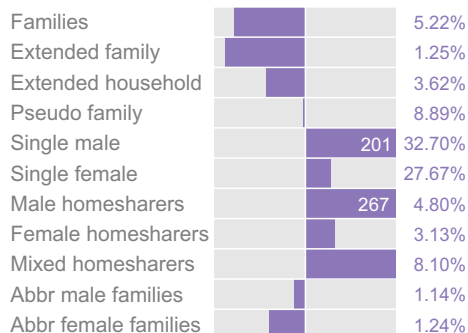
Westminster

🏠 0.53% | 0.48% 👤

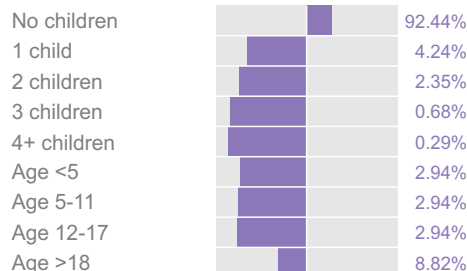
### Age



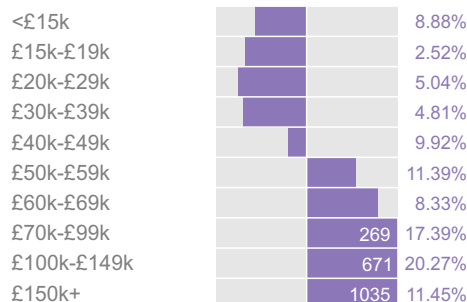
### Household Composition



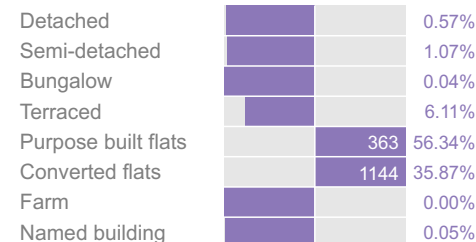
### Children



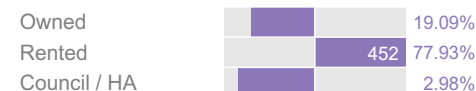
### Household Income



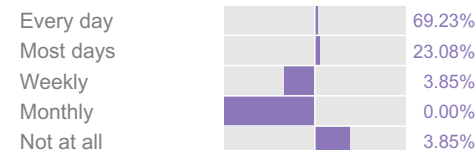
### Property Type



### Home Ownership



### Online Access



C • C10 • C11 • C12 • C13

C12

## Metro High-Flyers

Ambitious people in their 20s and 30s renting expensive apartments in highly commutable areas of major cities

Hammersmith and Fulham

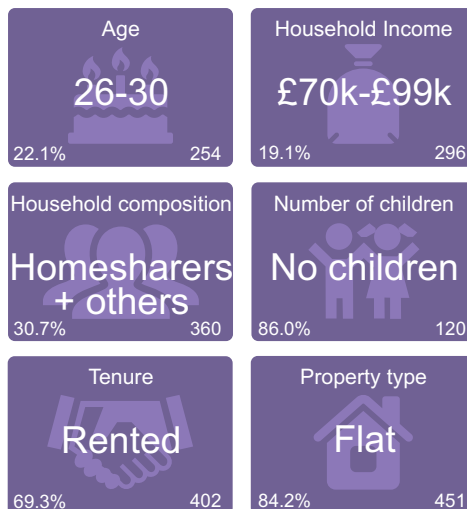
🏠 1.34% | 1.51% 👤



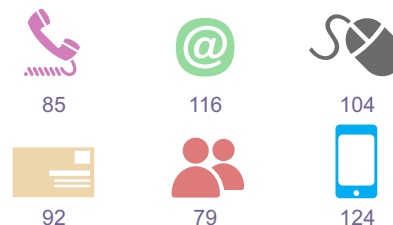
### Key Features

- Late 20s and 30s
- High priced 1 or 2 bed apartments
- Renting alone or sharing
- Highly educated professionals
- Easily commutable suburbs
- IT savvy

### Who We Are



### Channel Preference



### Technology Adoption



C • C10 • C11 • C12 • C13

**C12**

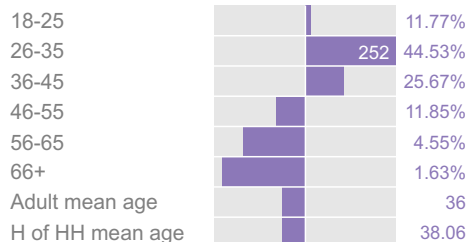
## Metro High-Flyers

Ambitious people in their 20s and 30s renting expensive apartments in highly commutable areas of major cities

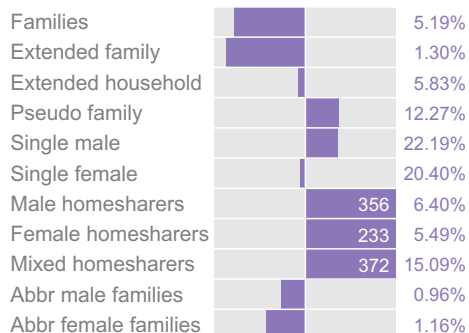
Hammersmith and Fulham

🏠 1.34% | 1.51% 👤

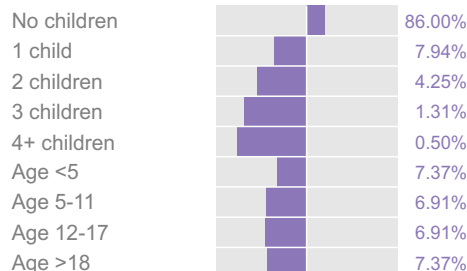
### Age



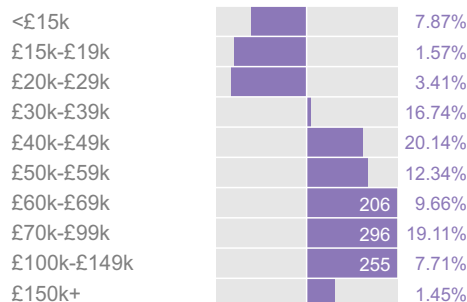
### Household Composition



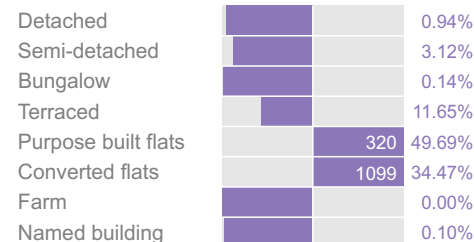
### Children



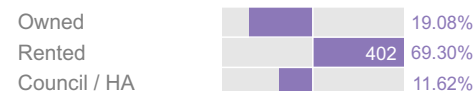
### Household Income



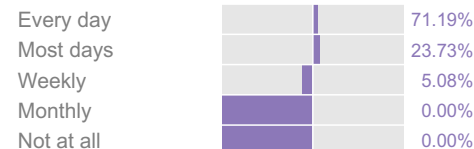
### Property Type



### Home Ownership



### Online Access



C • C10 • C11 • C12 • C13

C13

## Uptown Elite

High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort

Wandsworth

🏠 1.12% | 1.31% 👤

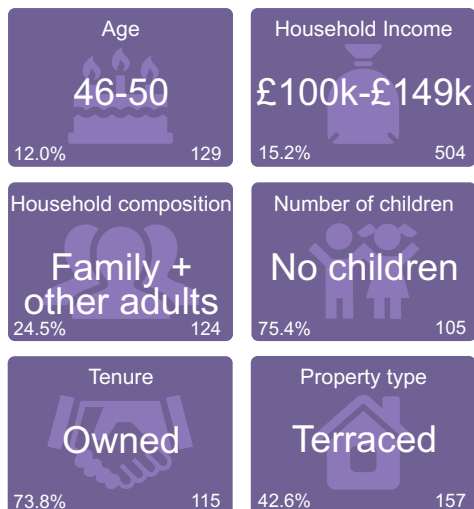


### Key Features

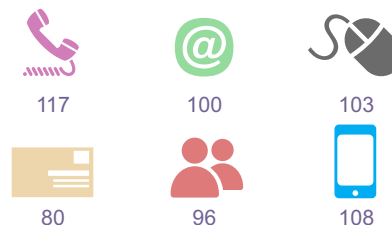
- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly



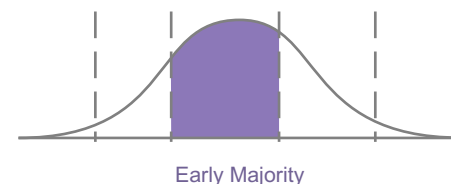
### Who We Are



### Channel Preference



### Technology Adoption



C • C10 • C11 • C12 • C13

**C13**

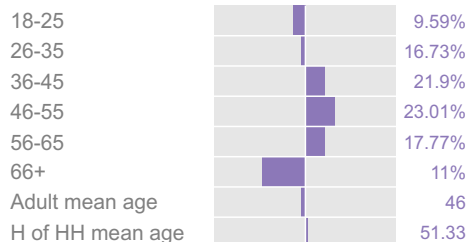
## Uptown Elite

High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort

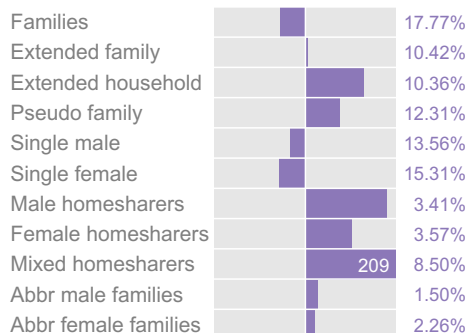
Wandsworth

🏠 1.12% | 1.31% 👤

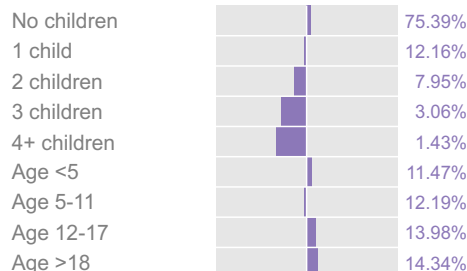
### Age



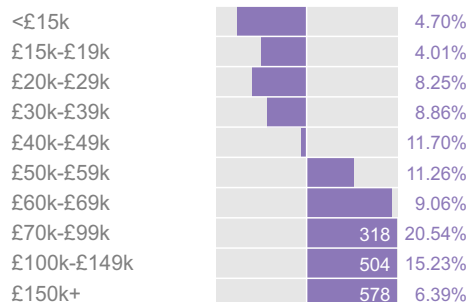
### Household Composition



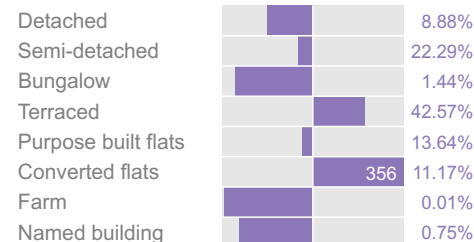
### Children



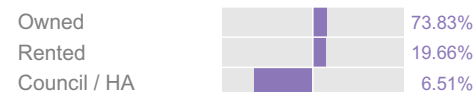
### Household Income



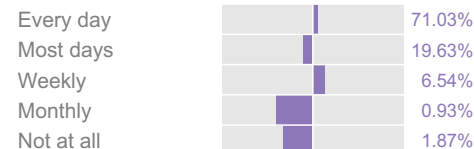
### Property Type



### Home Ownership



### Online Access





D • D14 • D15 • D16 • D17

D14

## Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs

Bromley

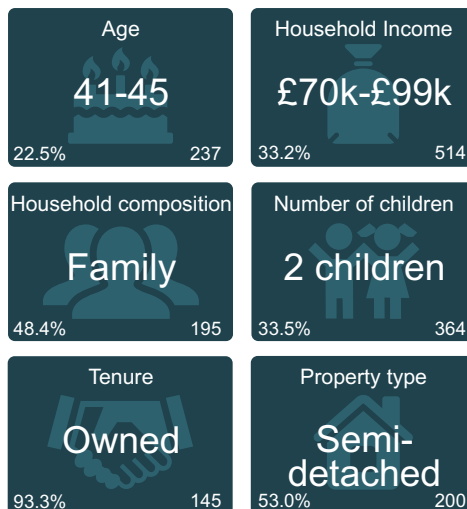
🏠 1.31% | 1.54% 👤



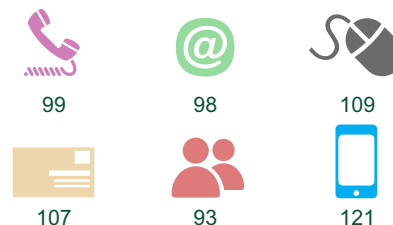
### Key Features

- Professional couples with kids
- Good income
- Pleasant family homes
- Attractive city suburbs
- Proximity to jobs and entertainment
- Most likely to have children 12-17

### Who We Are



### Channel Preference



### Technology Adoption



D • D14 • D15 • D16 • D17

**D14**

## Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs

Bromley

🏠 1.31% | 1.54% 👤

### Age

18-25	10.62%
26-35	17.02%
36-45	42.55%
46-55	26.7%
56-65	2.53%
66+	0.58%
Adult mean age	40
H of HH mean age	42.07

### Household Composition

Families	48.37%
Extended family	13.15%
Extended household	9.99%
Pseudo family	13.57%
Single male	1.02%
Single female	7.20%
Male homesharers	0.36%
Female homesharers	1.10%
Mixed homesharers	3.33%
Abbr male families	0.43%
Abbr female families	1.40%

### Children

No children	4.18%
1 child	325 40.27%
2 children	364 33.46%
3 children	378 16.15%
4+ children	274 5.94%
Age <5	275 29.86%
Age 5-11	243 30.32%
Age 12-17	15.84%
Age >18	9.50%

### Household Income

<£15k	1.62%
£15k-£19k	2.16%
£20k-£29k	2.44%
£30k-£39k	4.73%
£40k-£49k	8.87%
£50k-£59k	13.56%
£60k-£69k	308 14.42%
£70k-£99k	514 33.23%
£100k-£149k	511 15.43%
£150k+	319 3.52%

### Property Type

Detached	12.97%
Semi-detached	53.02%
Bungalow	3.71%
Terraced	26.84%
Purpose built flats	2.10%
Converted flats	1.36%
Farm	0.01%
Named building	0.49%

### Home Ownership

Owned	93.31%
Rented	4.76%
Council / HA	1.94%

### Online Access

Every day	77.42%
Most days	16.13%
Weekly	5.16%
Monthly	0.00%
Not at all	1.29%

D • D14 • D15 • D16 • D17

**D15**

## Modern Parents

Busy couples in modern detached homes balancing the demands of school-age children and careers

West Lothian

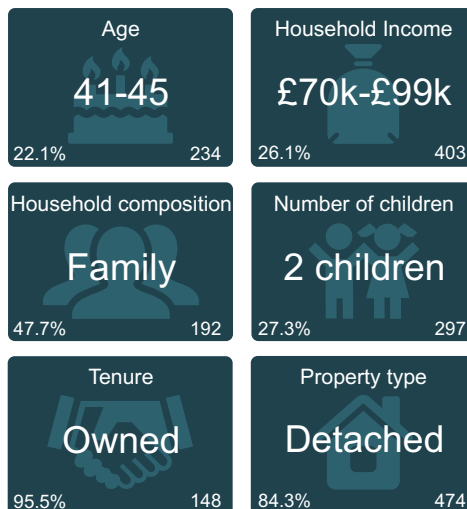
🏠 1.66% | 1.82% 👤



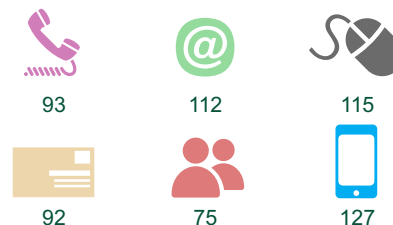
### Key Features

- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

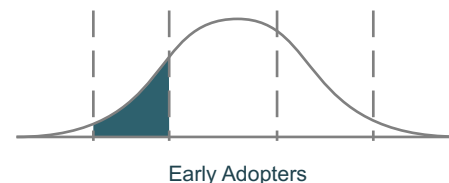
### Who We Are



### Channel Preference



### Technology Adoption



D • D14 • D15 • D16 • D17

**D15**

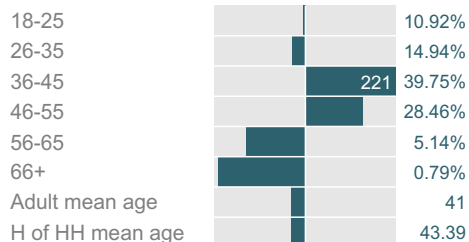
## Modern Parents

Busy couples in modern detached homes balancing the demands of school-age children and careers

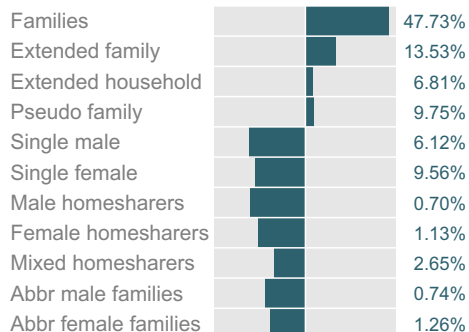
West Lothian

🏠 1.66% | 1.82% 👤

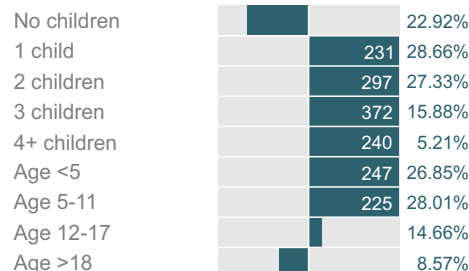
### Age



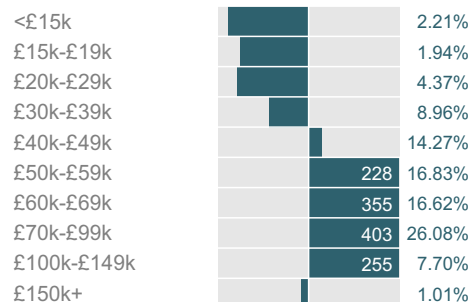
### Household Composition



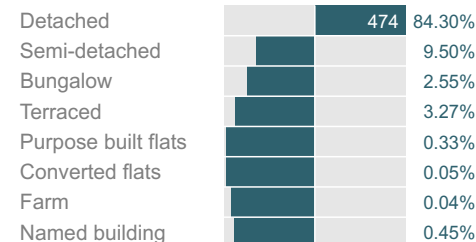
### Children



### Household Income



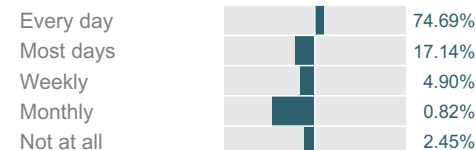
### Property Type



### Home Ownership



### Online Access



D • D14 • D15 • D16 • D17

D16

## Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older

Central Bedfordshire

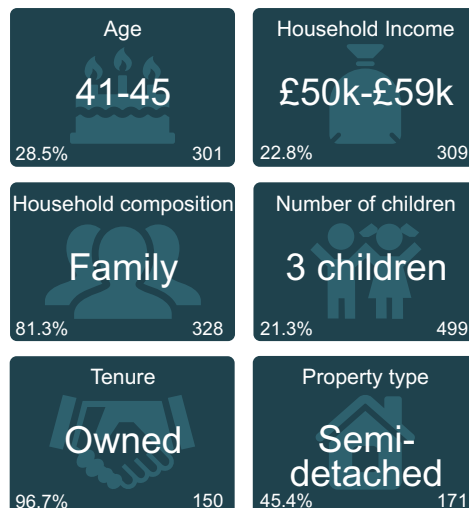
🏠 2.05% | 2.10% 👤



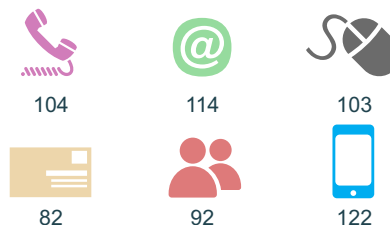
### Key Features

- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

### Who We Are



### Channel Preference



### Technology Adoption



D • D14 • D15 • D16 • D17

**D16**

## Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older

Central Bedfordshire

🏠 2.05% | 2.10% 👤

### Age

18-25		3.78%
26-35		18.21%
36-45		52.91%
46-55		23.95%
56-65		0.99%
66+		0.15%
Adult mean age		41
H of HH mean age		41.13

### Household Composition

Families		81.31%
Extended family		2.40%
Extended household		1.71%
Pseudo family		8.31%
Single male		0.50%
Single female		4.05%
Male homesharers		0.10%
Female homesharers		0.39%
Mixed homesharers		0.93%
Abbr male families		0.07%
Abbr female families		0.22%

### Children

No children		3.28%
1 child		33.69%
2 children		36.46%
3 children		21.34%
4+ children		5.23%
Age <5		38.13%
Age 5-11		29.45%
Age 12-17		8.22%
Age >18		4.00%

### Household Income

<£15k		1.54%
£15k-£19k		1.44%
£20k-£29k		2.00%
£30k-£39k		8.63%
£40k-£49k		26.49%
£50k-£59k		22.82%
£60k-£69k		15.11%
£70k-£99k		17.45%
£100k-£149k		3.85%
£150k+		0.66%

### Property Type

Detached		32.32%
Semi-detached		45.37%
Bungalow		10.65%
Terraced		10.90%
Purpose built flats		0.56%
Converted flats		0.20%
Farm		0.04%
Named building		1.97%

### Home Ownership

Owned		96.66%
Rented		2.18%
Council / HA		1.16%

### Online Access

Every day		70.89%
Most days		20.57%
Weekly		5.70%
Monthly		0.63%
Not at all		2.22%

D • D14 • D15 • D16 • D17

**D17**

## Thriving Independence

Well-qualified older singles with incomes from successful professional careers living in good quality housing

Spelthorne

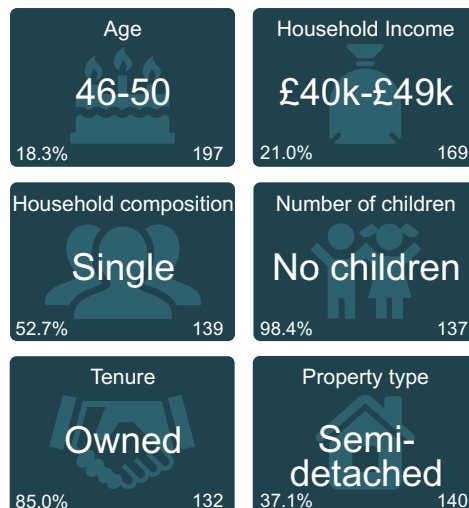
🏠 1.85% | 1.59% 👤



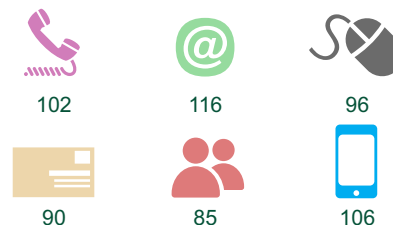
### Key Features

- Singles and cohabitants 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

### Who We Are



### Channel Preference



### Technology Adoption



D • D14 • D15 • D16 • D17

**D17**

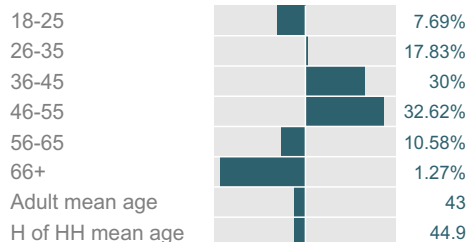
## Thriving Independence

Well-qualified older singles with incomes from successful professional careers living in good quality housing

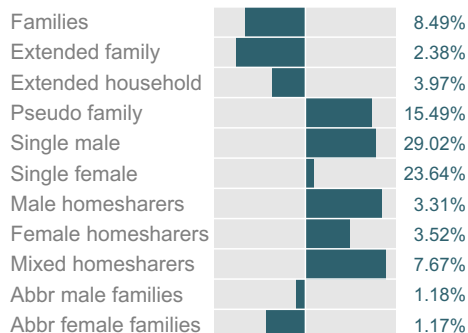
Spelthorne

🏠 1.85% | 1.59% 👤

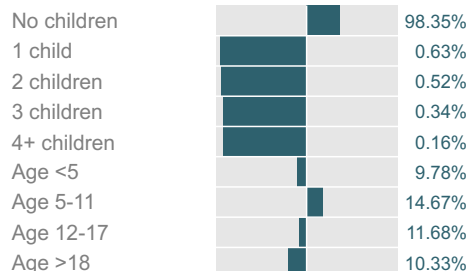
### Age



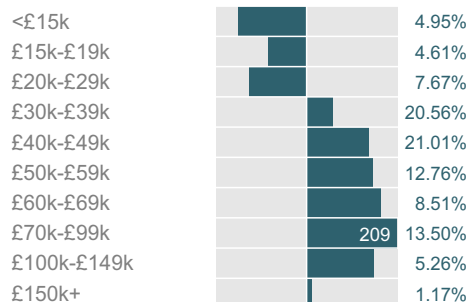
### Household Composition



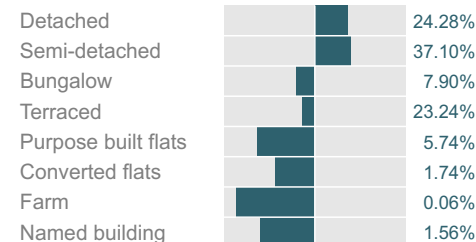
### Children



### Household Income



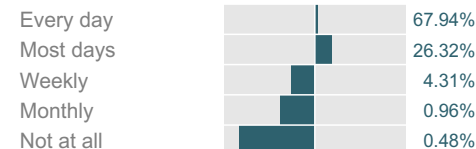
### Property Type



### Home Ownership



### Online Access





E • E18 • E19 • E20 • E21

E18

## Dependable Me

Single mature owners settled in traditional suburban semis working in intermediate occupations

Wirral

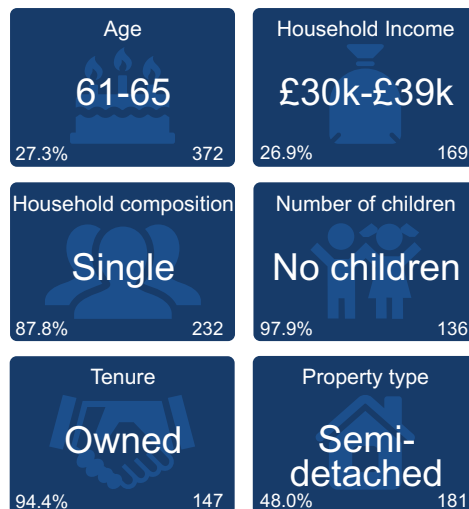
🏠 2.41% | 1.40% 👤



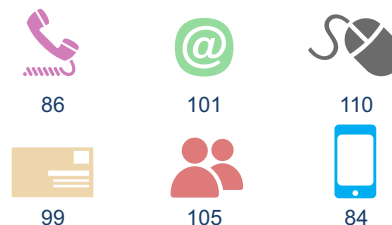
### Key Features

- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

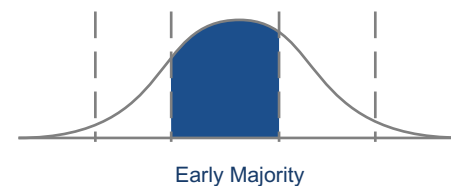
### Who We Are



### Channel Preference



### Technology Adoption



E • E18 • E19 • E20 • E21

# E18

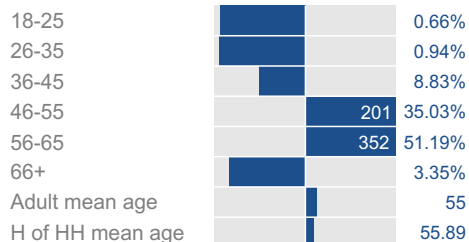
## Dependable Me

Single mature owners settled in traditional suburban semis working in intermediate occupations

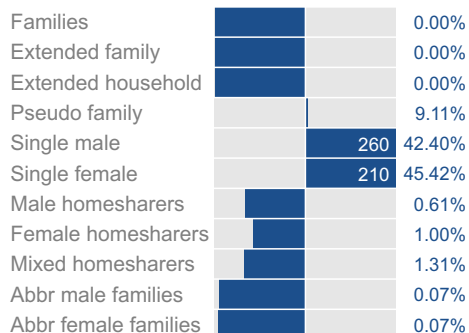
Wirral

🏠 2.41% | 1.40% 👤

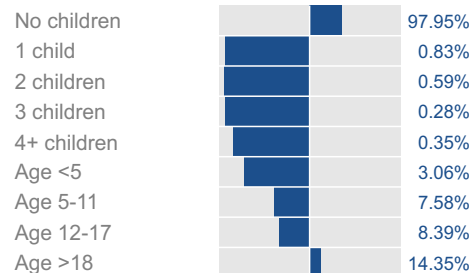
### Age



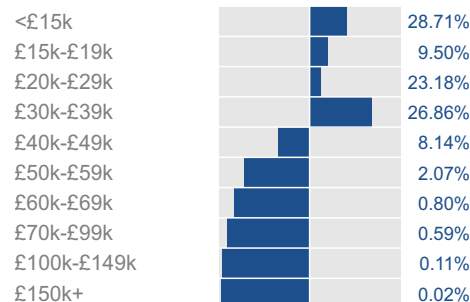
### Household Composition



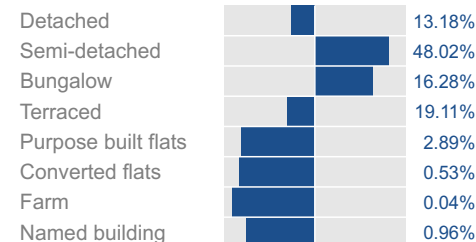
### Children



### Household Income



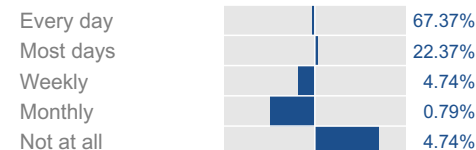
### Property Type



### Home Ownership



### Online Access



E • E18 • E19 • E20 • E21

E19

## Fledgling Free

Pre-retirement couples with respectable incomes enjoying greater space and spare cash since children left home

Wigan

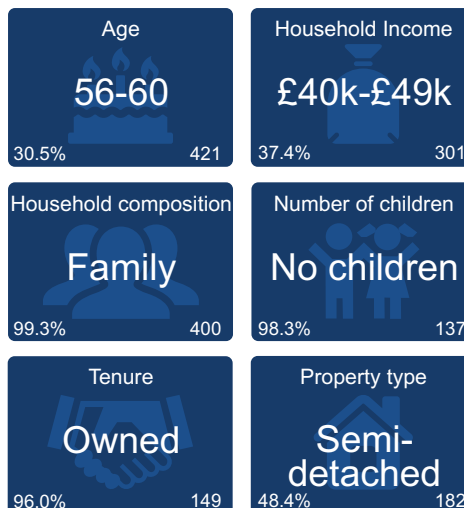
🏠 1.85% | 1.89% 👤



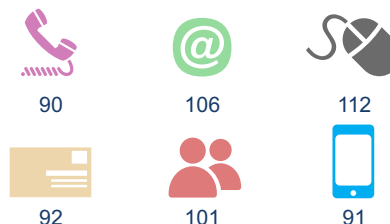
### Key Features

- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

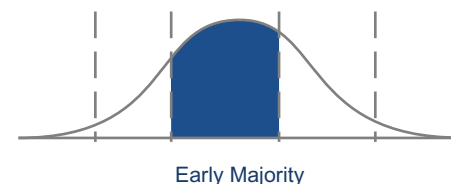
### Who We Are



### Channel Preference



### Technology Adoption



E • E18 • E19 • E20 • E21

E19

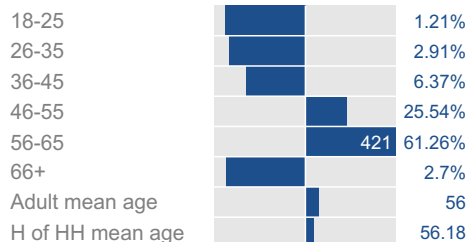
## Fledgling Free

Pre-retirement couples with respectable incomes enjoying greater space and spare cash since children left home

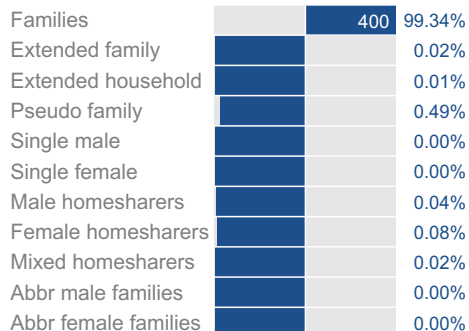
Wigan

🏠 1.85% | 1.89% 👤

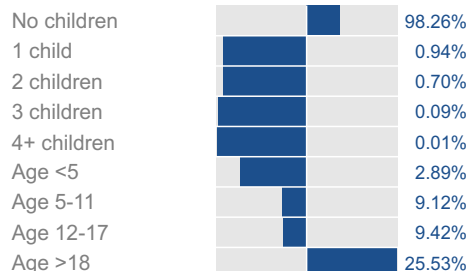
### Age



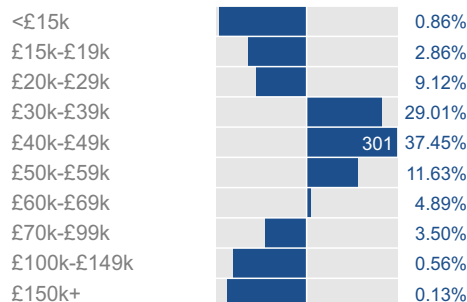
### Household Composition



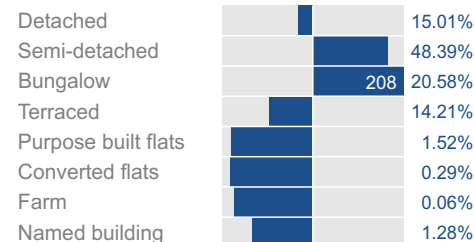
### Children



### Household Income



### Property Type



### Home Ownership



### Online Access



E • E18 • E19 • E20 • E21

E20

## Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home

Havering

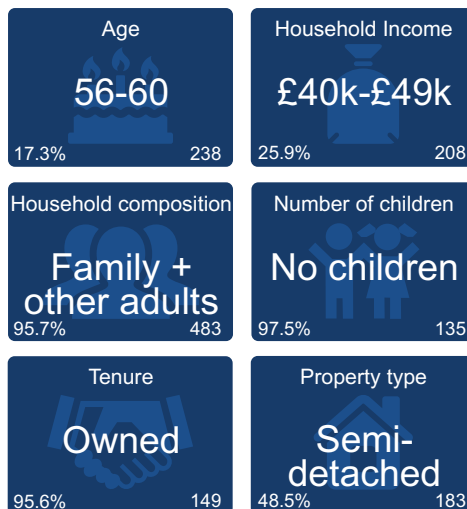
🏠 2.02% | 3.29% 👤



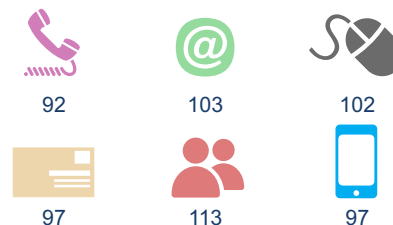
### Key Features

- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

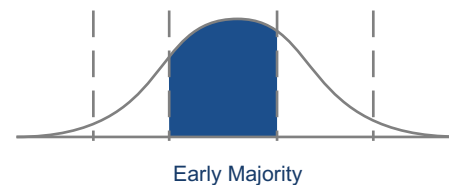
### Who We Are



### Channel Preference



### Technology Adoption



E • E18 • E19 • E20 • E21

E20

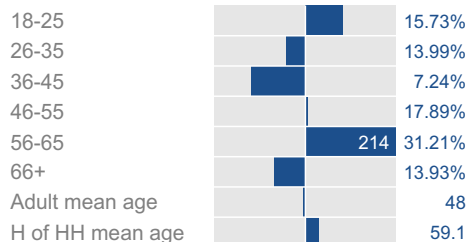
## Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home

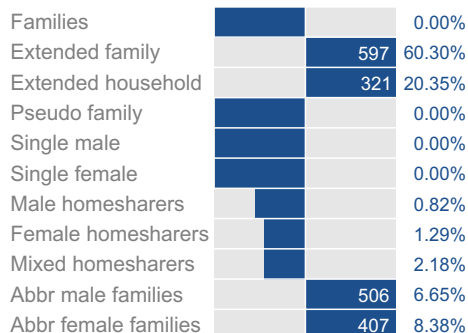
Havering

🏠 2.02% | 3.29% 👤

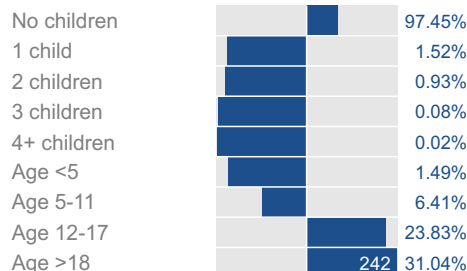
### Age



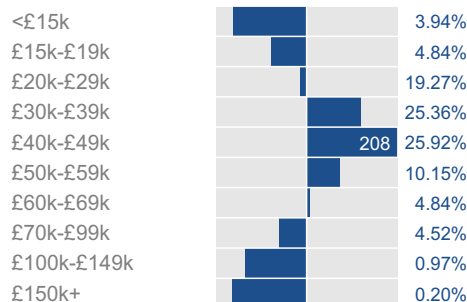
### Household Composition



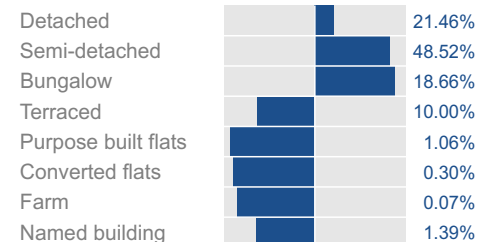
### Children



### Household Income



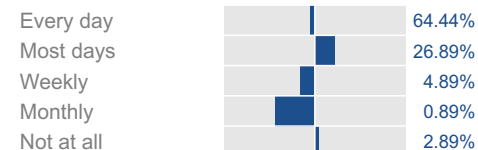
### Property Type



### Home Ownership



### Online Access



E • E18 • E19 • E20 • E21

E21

## Family Ties

Active families with teenage and adult children whose prolonged support is eating up household resources

South Gloucestershire

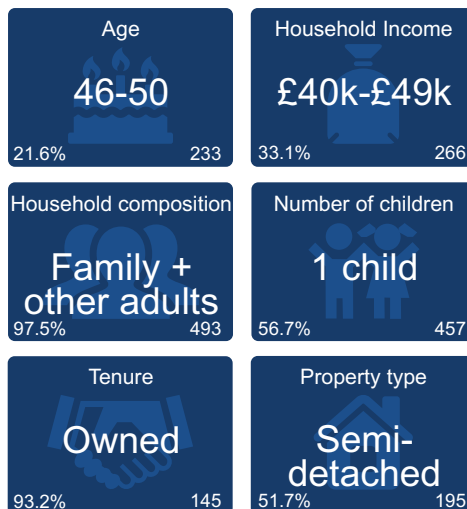
🏠 2.11% | 3.74% 👤



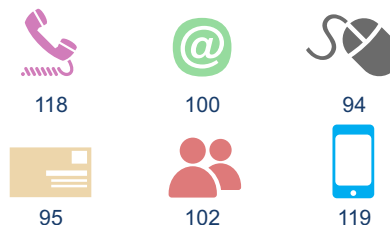
### Key Features

- Parents aged 41-55
- Adult children at home, often students
- Also have a child under 18
- Own semi or detached homes
- Supporting kids can cause money strains
- Technology for entertainment

### Who We Are



### Channel Preference



### Technology Adoption



E • E18 • E19 • E20 • E21

E21

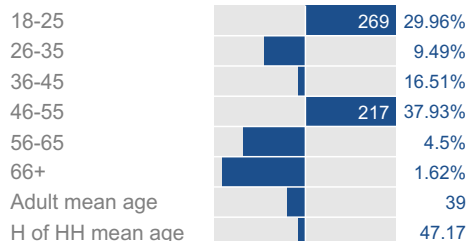
## Family Ties

Active families with teenage and adult children whose prolonged support is eating up household resources

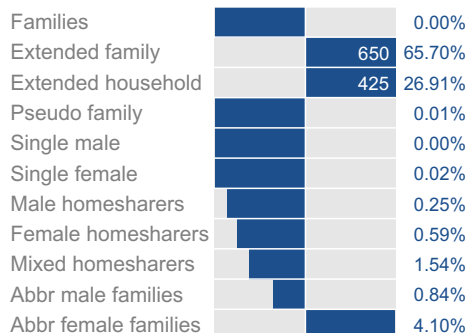
South Gloucestershire

🏠 2.11% | 3.74% 👤

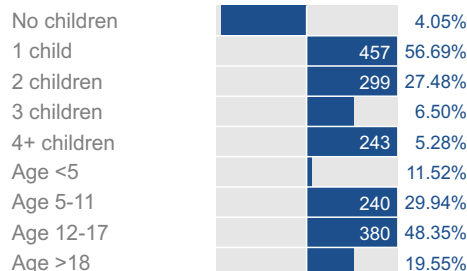
### Age



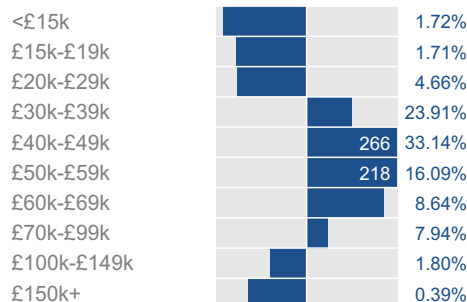
### Household Composition



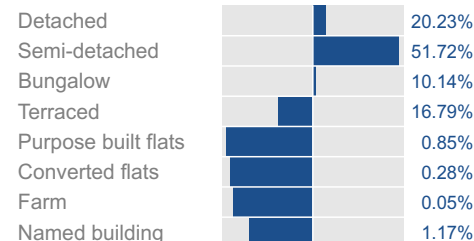
### Children



### Household Income



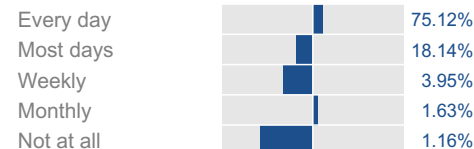
### Property Type



### Home Ownership



### Online Access





F • F22 • F23 • F24 • F25

F22

## Legacy Elders

Elders now mostly living alone in comfortable suburban homes on final salary pensions

St. Albans

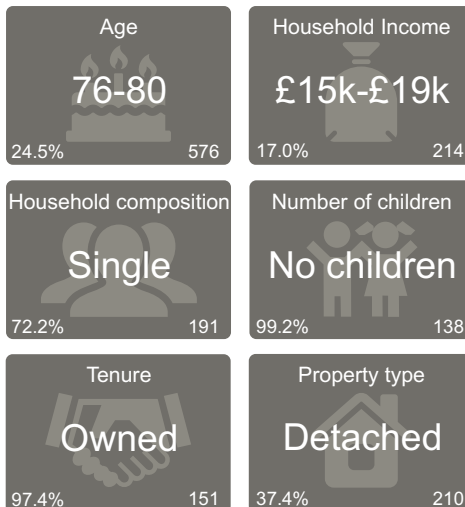
🏠 1.89% | 1.32% 👤



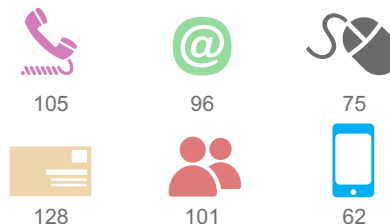
### Key Features

- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

### Who We Are



### Channel Preference



### Technology Adoption



F • F22 • F23 • F24 • F25

**F22**

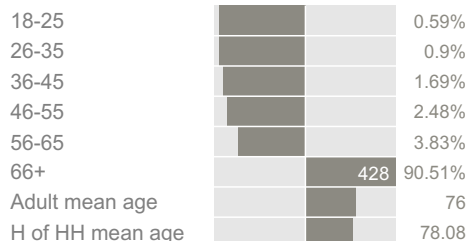
## Legacy Elders

Elders now mostly living alone in comfortable suburban homes on final salary pensions

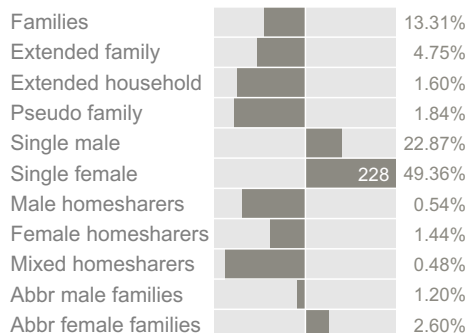
St. Albans

🏠 1.89% | 1.32% 👤

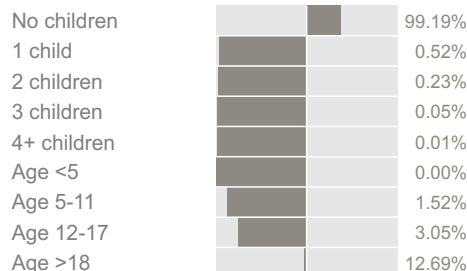
### Age



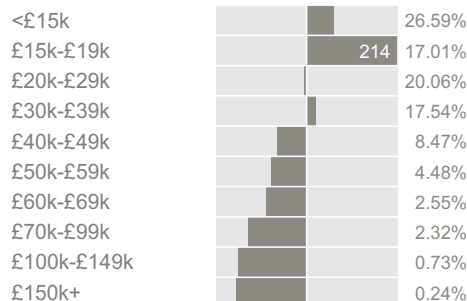
### Household Composition



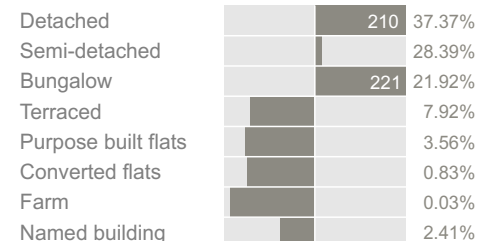
### Children



### Household Income



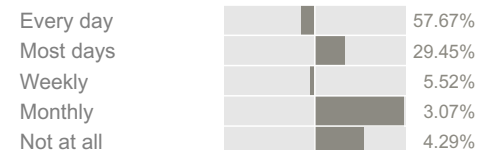
### Property Type



### Home Ownership



### Online Access



F • F22 • F23 • F24 • F25

F23

## Solo Retirees

Senior singles whose reduced incomes are satisfactory in their affordable but pleasant owned homes

Castle Point

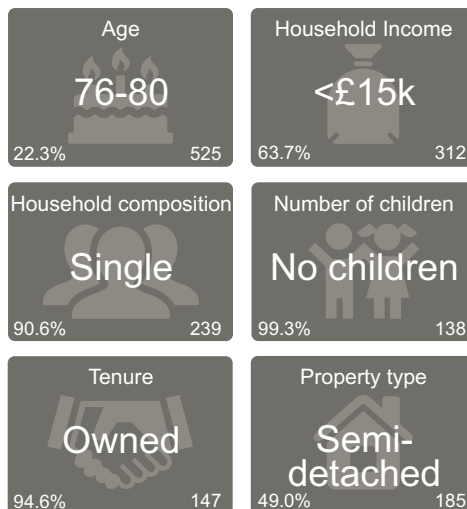
🏠 2.46% | 1.42% 👤



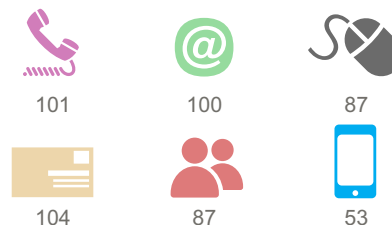
### Key Features

- Elderly singles
- Small private pension
- Long length of residence
- Own a suburban semi or terrace
- Keep bills down by turning things off
- Don't like new technology

### Who We Are



### Channel Preference



### Technology Adoption



F • F22 • F23 • F24 • F25

**F23**

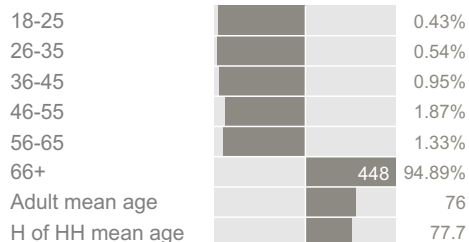
## Solo Retirees

Senior singles whose reduced incomes are satisfactory in their affordable but pleasant owned homes

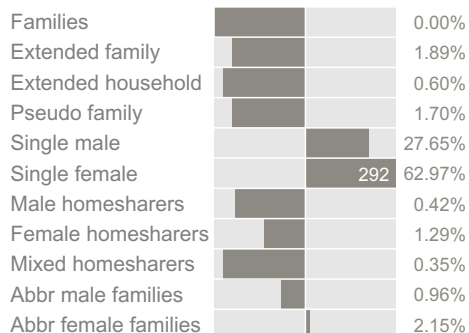
Castle Point

🏠 2.46% | 1.42% 👤

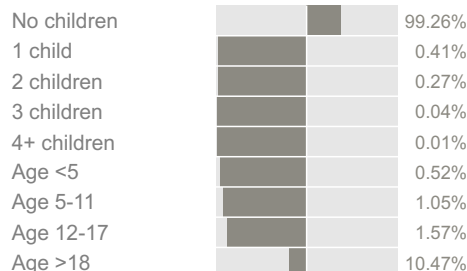
### Age



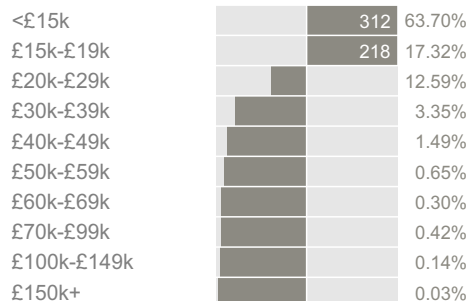
### Household Composition



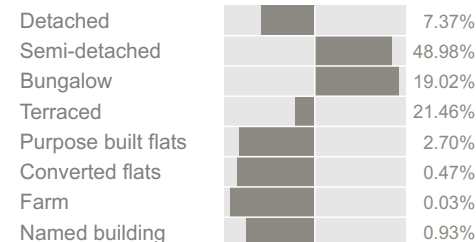
### Children



### Household Income



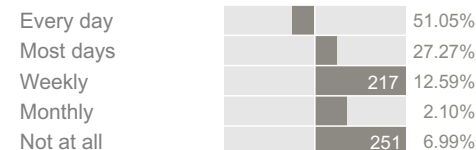
### Property Type



### Home Ownership



### Online Access



F • F22 • F23 • F24 • F25

F24

## Bungalow Haven

Seniors appreciating the calm of bungalow estates designed for the elderly

Tendering

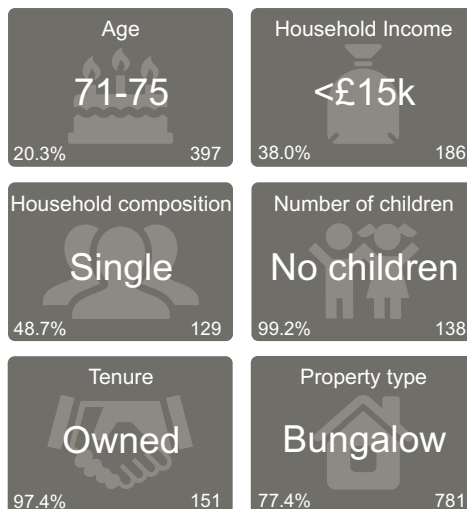
🏠 1.88% | 1.53% 👤



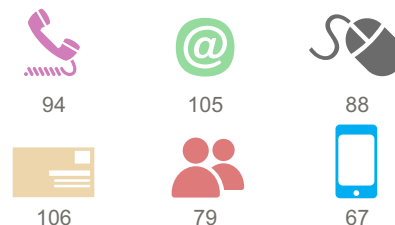
### Key Features

- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

### Who We Are



### Channel Preference



### Technology Adoption



F • F22 • F23 • F24 • F25

F24

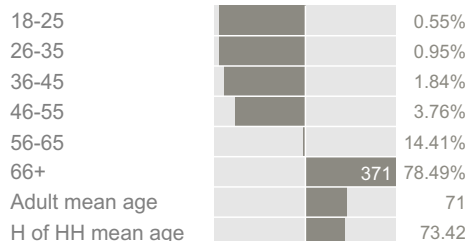
## Bungalow Haven

Seniors appreciating the calm of bungalow estates designed for the elderly

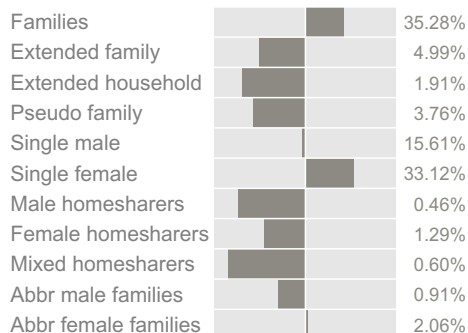
Tendering

🏠 1.88% | 1.53% 👤

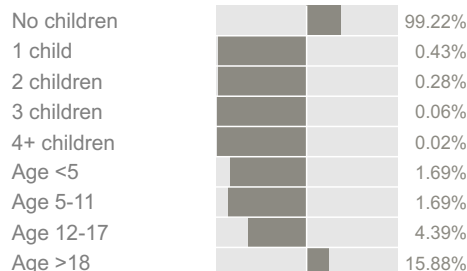
### Age



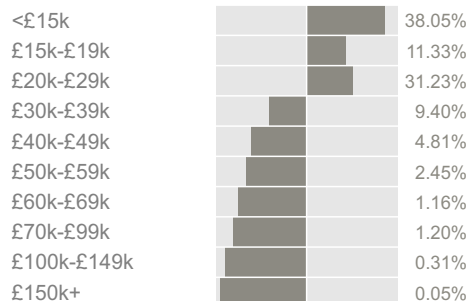
### Household Composition



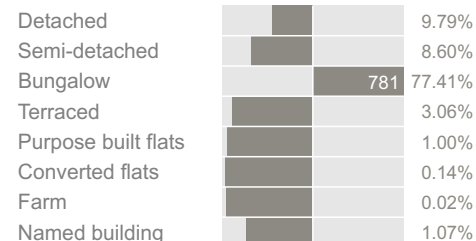
### Children



### Household Income



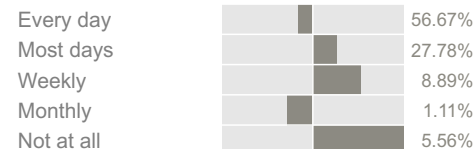
### Property Type



### Home Ownership



### Online Access



F • F22 • F23 • F24 • F25

F25

## Classic Grandparents

Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening

Blaby

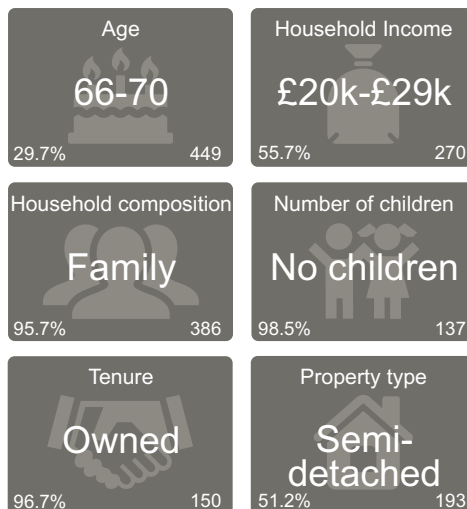
🏠 2.23% | 2.30% 👤



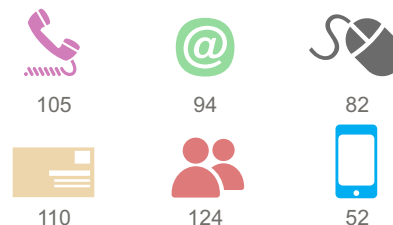
### Key Features

- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

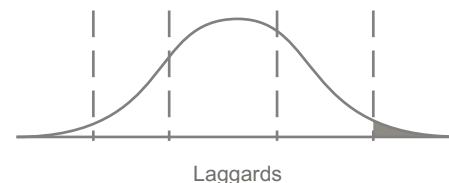
### Who We Are



### Channel Preference



### Technology Adoption



F • F22 • F23 • F24 • F25

**F25**

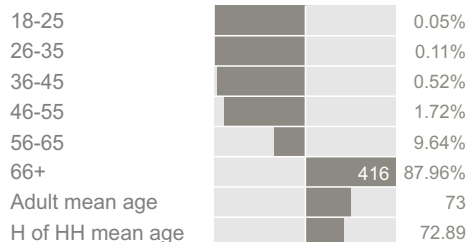
## Classic Grandparents

Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening

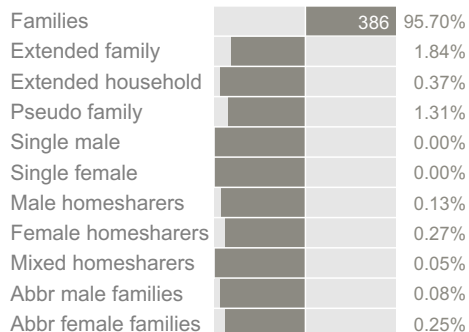
Blaby

🏠 2.23% | 2.30% 👤

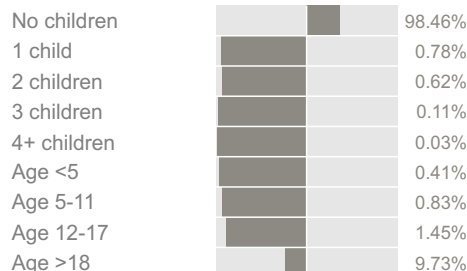
### Age



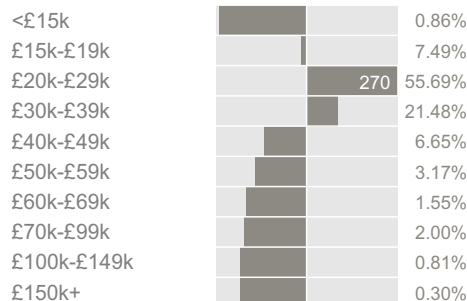
### Household Composition



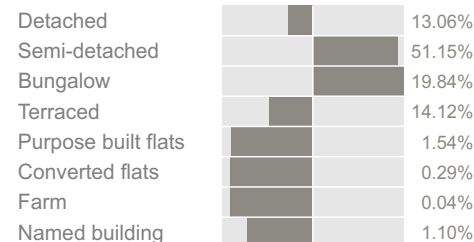
### Children



### Household Income



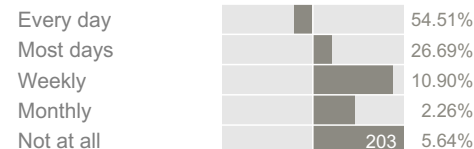
### Property Type



### Home Ownership



### Online Access





G • G26 • G27 • G28 • G29

G26

## Far-Flung Outposts

Inter-dependent households living in the most remote communities with long travel times to larger towns

Highland

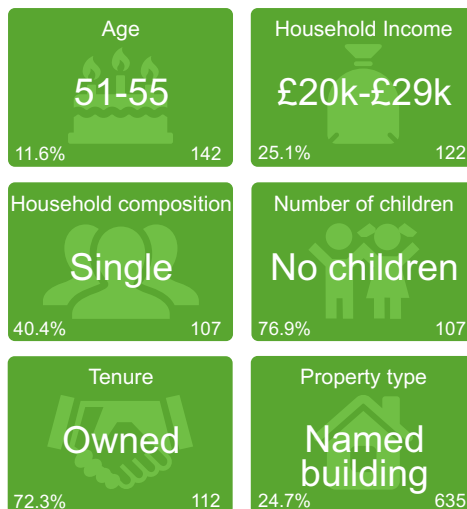
🏠 0.46% | 0.44% 👤



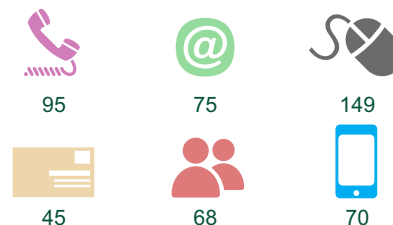
### Key Features

- Extremely remote communities
- Wales and Scotland
- Long travel times to cities
- Poor broadband access
- Arrange mortgage over the phone
- Most likely to own a boat

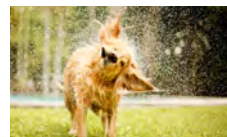
### Who We Are



### Channel Preference



### Technology Adoption



G • G26 • G27 • G28 • G29

**G26**

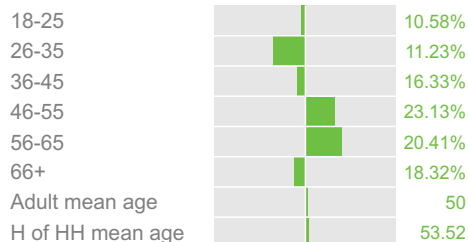
## Far-Flung Outposts

Inter-dependent households living in the most remote communities with long travel times to larger towns

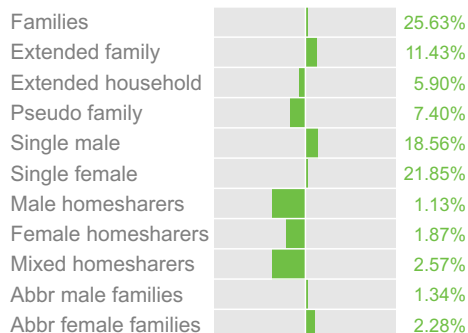
Highland

🏠 0.46% | 0.44% 👤

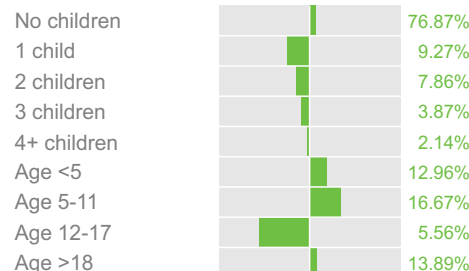
### Age



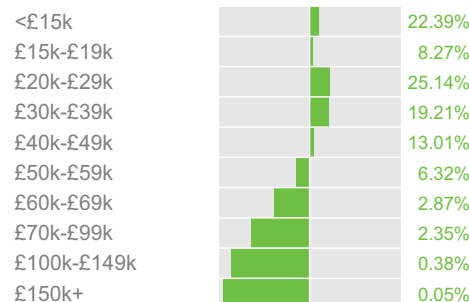
### Household Composition



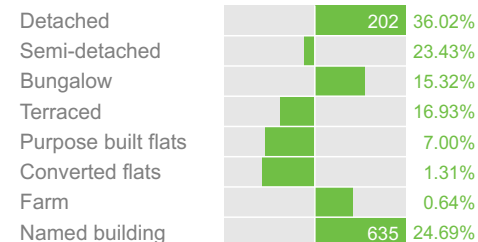
### Children



### Household Income



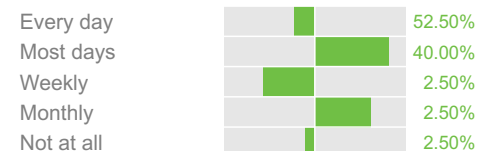
### Property Type



### Home Ownership



### Online Access



G • G26 • G27 • G28 • G29

G27

## Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations

East Lindsey

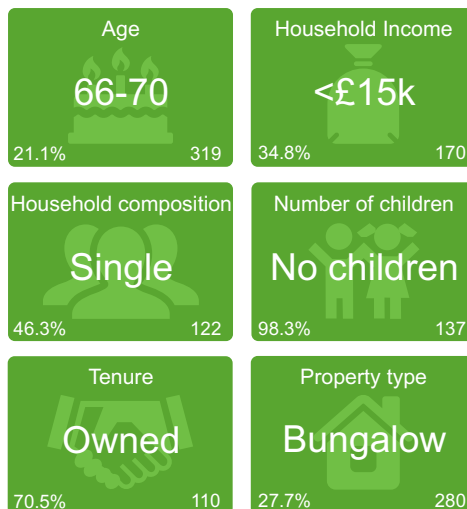
🏠 1.70% | 1.50% 👤



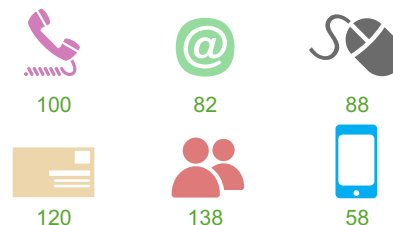
### Key Features

- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

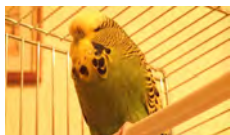
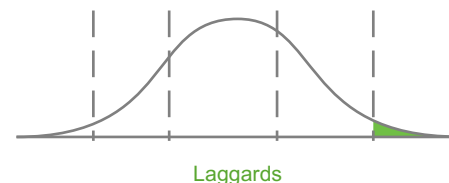
### Who We Are



### Channel Preference



### Technology Adoption



G • G26 • G27 • G28 • G29

**G27**

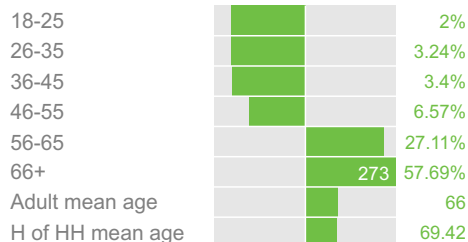
## Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations

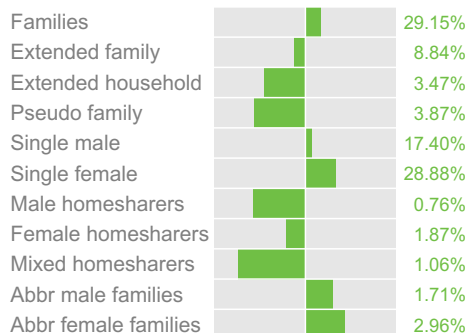
East Lindsey

🏠 1.70% | 1.50% 👤

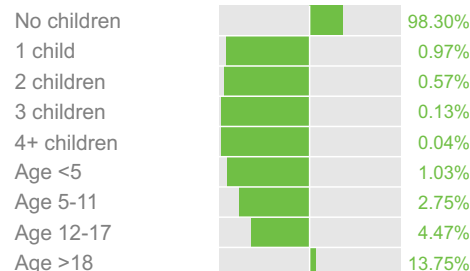
### Age



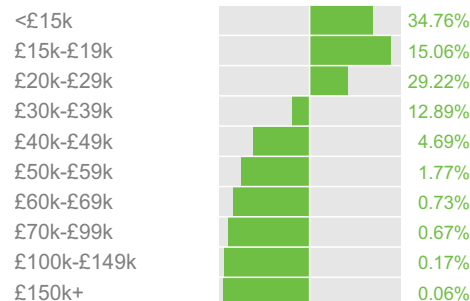
### Household Composition



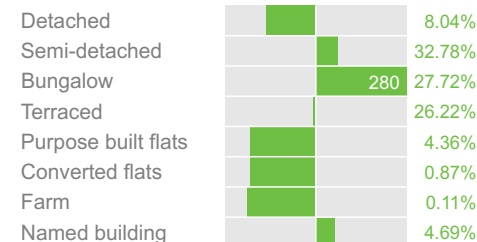
### Children



### Household Income



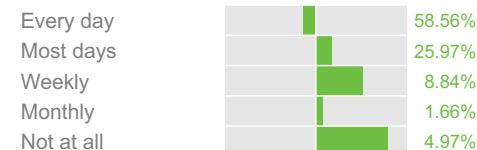
### Property Type



### Home Ownership



### Online Access



G • G26 • G27 • G28 • G29

G28

## Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs

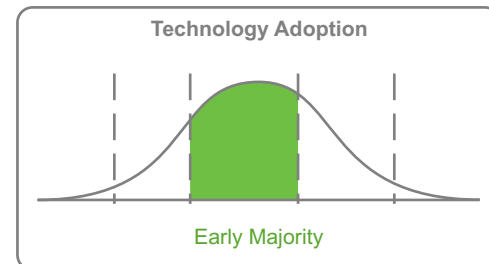
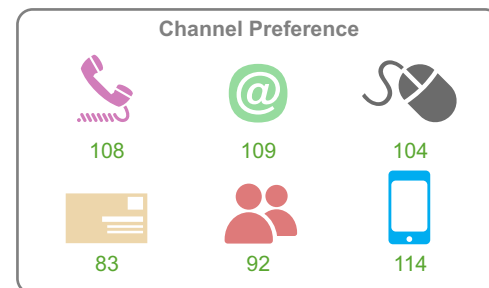
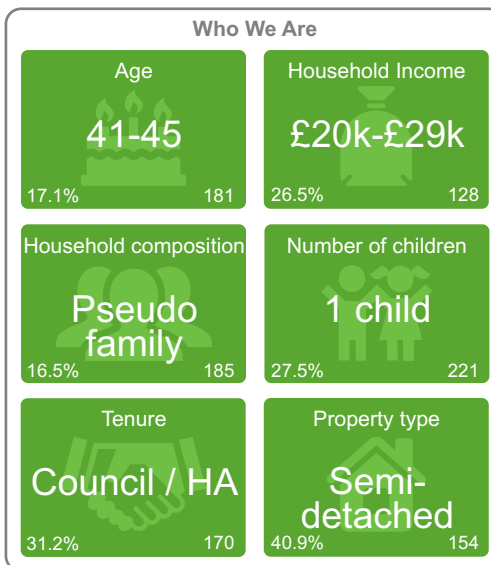
Dungannon

🏠 1.83% | 1.93% 👤



### Key Features

- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming



G • G26 • G27 • G28 • G29

**G28**

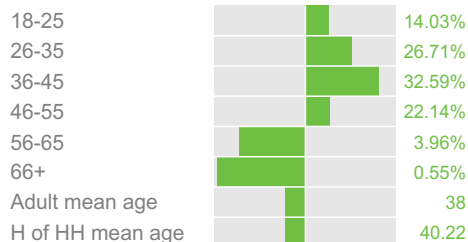
## Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs

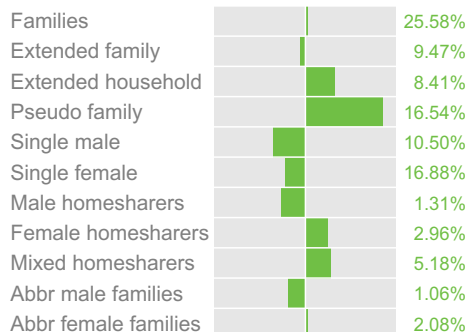
Dungannon

🏠 1.83% | 1.93% 👤

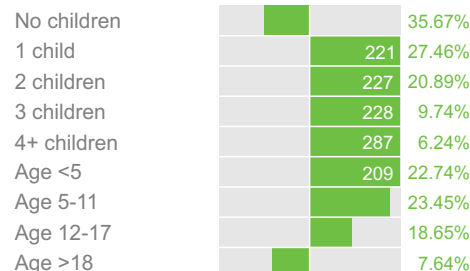
### Age



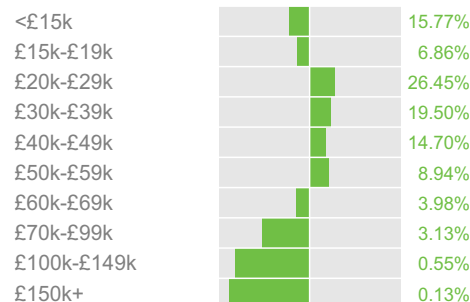
### Household Composition



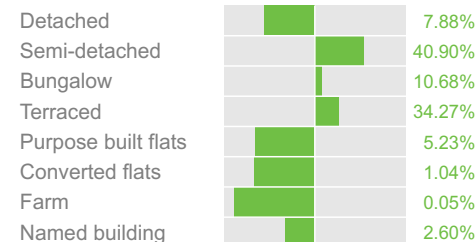
### Children



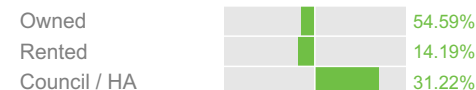
### Household Income



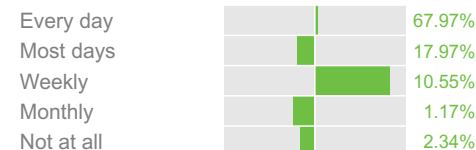
### Property Type



### Home Ownership



### Online Access



G • G26 • G27 • G28 • G29

G29

## Satellite Settlers

Mature households living in expanding developments around larger villages with good transport links

South Cambridgeshire

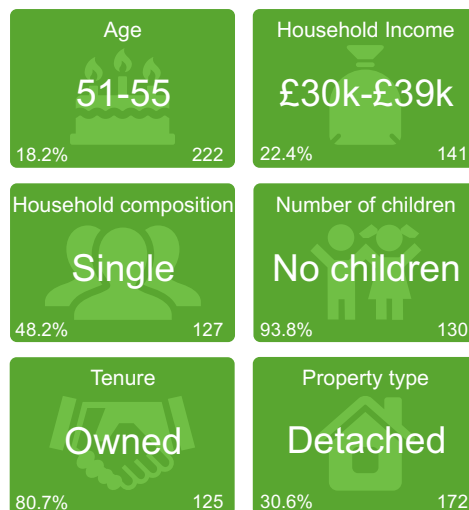
🏠 1.88% | 1.68% 👤



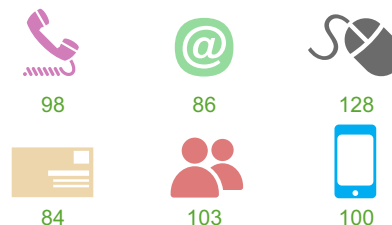
### Key Features

- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

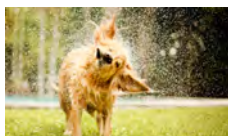
### Who We Are



### Channel Preference



### Technology Adoption



G • G26 • G27 • G28 • G29

**G29**

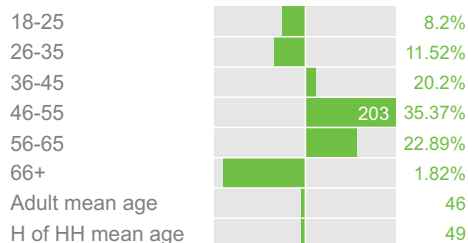
## Satellite Settlers

Mature households living in expanding developments around larger villages with good transport links

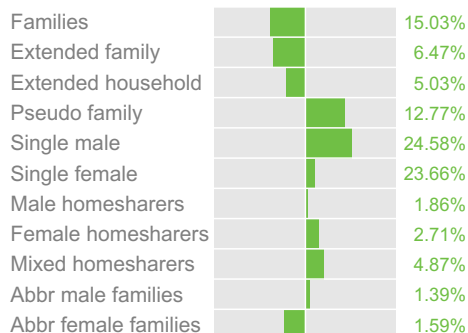
South Cambridgeshire

🏠 1.88% | 1.68% 👤

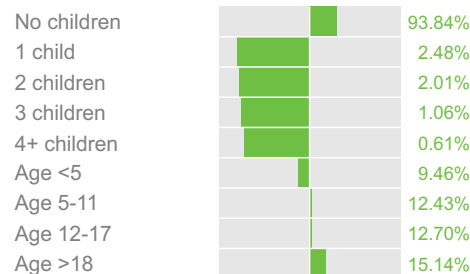
### Age



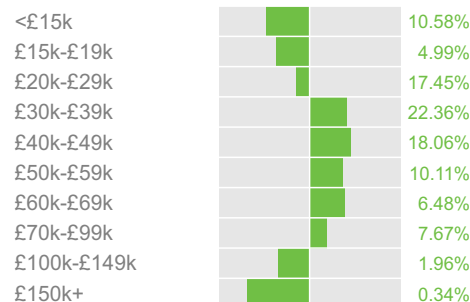
### Household Composition



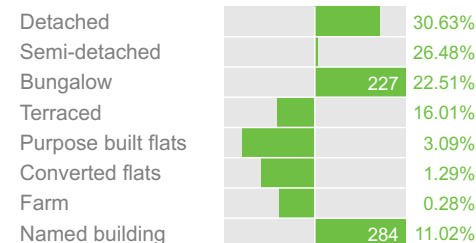
### Children



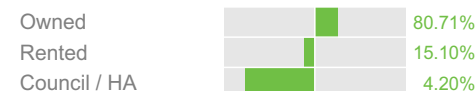
### Household Income



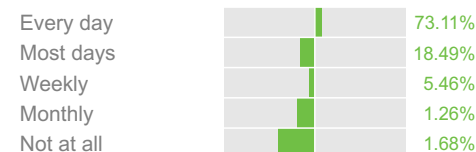
### Property Type



### Home Ownership



### Online Access





H • H30 • H31 • H32 • H33 • H34 • H35

# H30

## Affordable Fringe

Settled families with children owning modest, 3-bed semis in areas of more affordable housing

Erewash

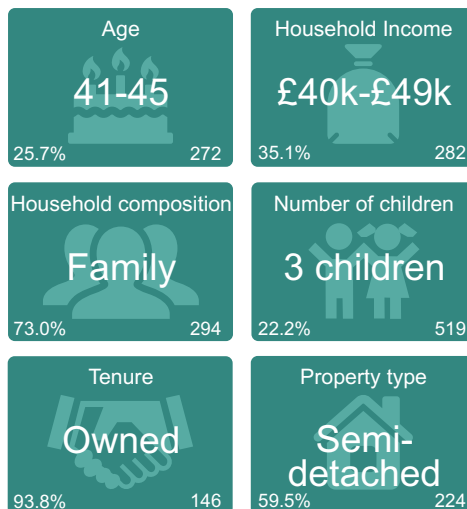
🏠 2.16% | 2.20% 👤



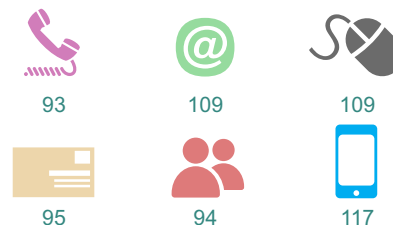
### Key Features

- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

### Who We Are



### Channel Preference



### Technology Adoption



H • H30 • H31 • H32 • H33 • H34 • H35

# H30

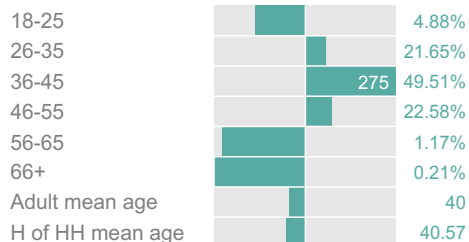
## Affordable Fringe

Settled families with children owning modest, 3-bed semis in areas of more affordable housing

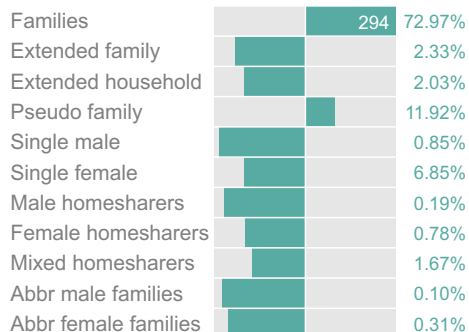
Erewash

🏠 2.16% | 2.20% 👤

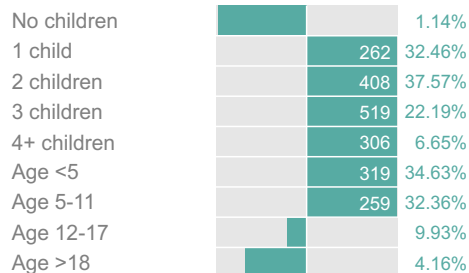
### Age



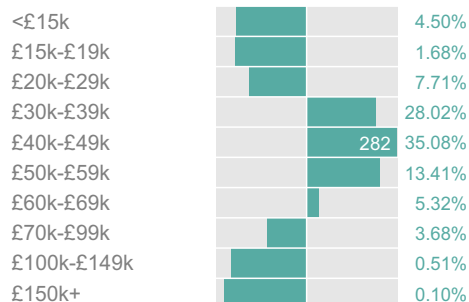
### Household Composition



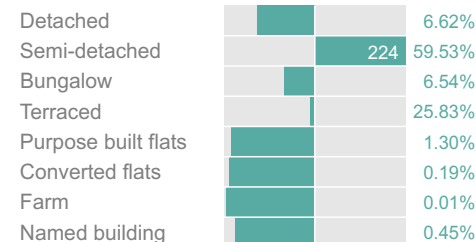
### Children



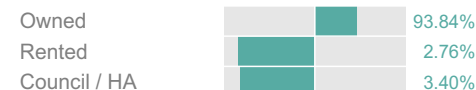
### Household Income



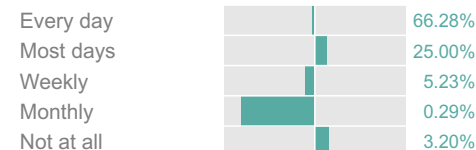
### Property Type



### Home Ownership



### Online Access



H • H30 • H31 • H32 • H33 • H34 • H35

H31

## First-Rung Futures

Pre-family newcomers who have bought value homes with space to grow in affordable but pleasant areas

Dudley

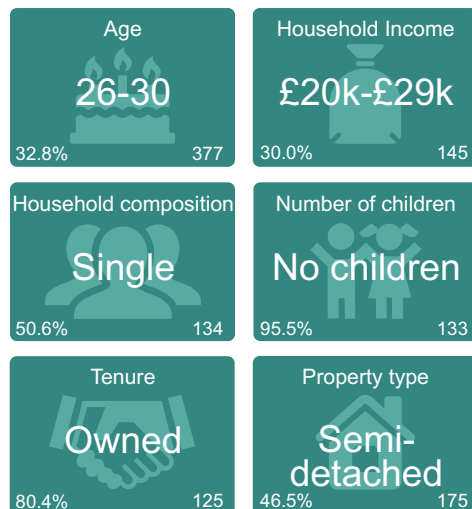
🏠 2.10% | 1.73% 👤



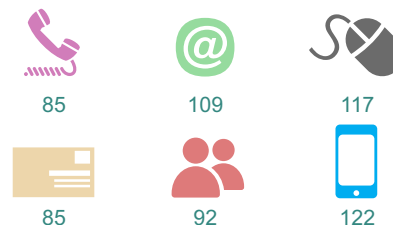
### Key Features

- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

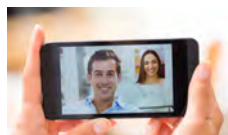
### Who We Are



### Channel Preference



### Technology Adoption



H • H30 • H31 • H32 • H33 • H34 • H35

H31

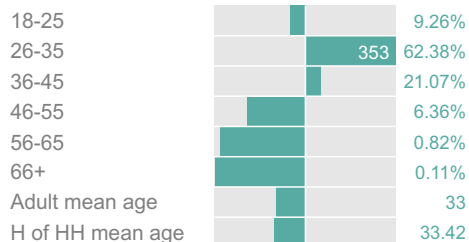
## First-Rung Futures

Pre-family newcomers who have bought value homes with space to grow in affordable but pleasant areas

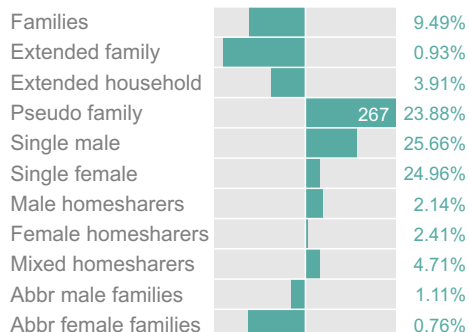
Dudley

🏠 2.10% | 1.73% 👤

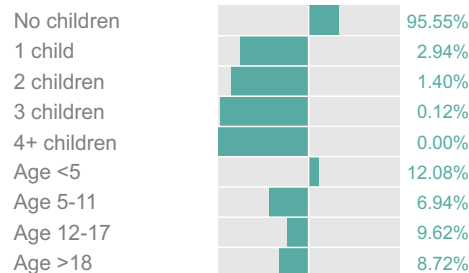
### Age



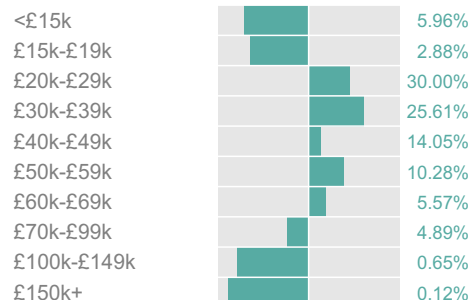
### Household Composition



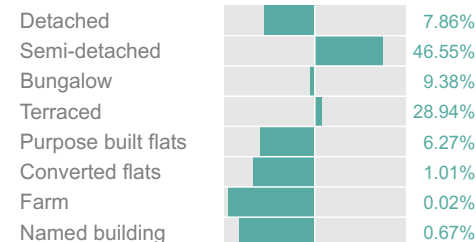
### Children



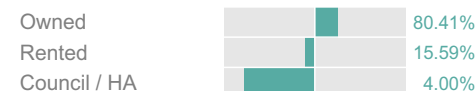
### Household Income



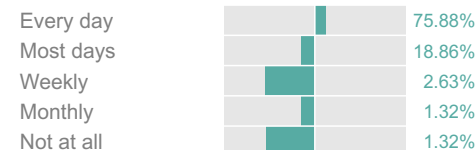
### Property Type



### Home Ownership



### Online Access



H • H30 • H31 • H32 • H33 • H34 • H35

# H32

## Flying Solo

Young singles on starter salaries choosing to rent homes in family suburbs

Wiltshire

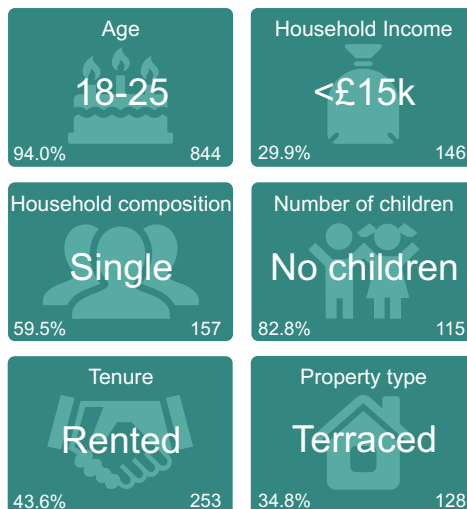
🏠 1.17% | 0.97% 👤



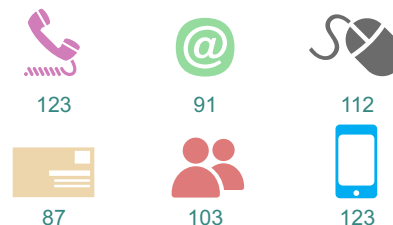
### Key Features

- Young singles and cohobitees
- Often privately rented, some owning
- Entry-level salaries
- Good value suburban terraces and semis
- Laptops and iPods
- Spend long time surfing Internet

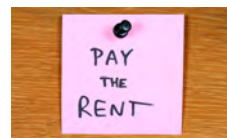
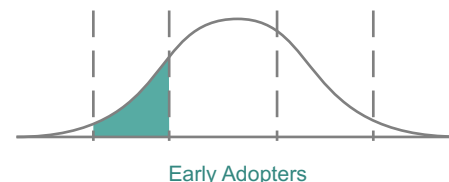
### Who We Are



### Channel Preference



### Technology Adoption



H • H30 • H31 • H32 • H33 • H34 • H35

# H32

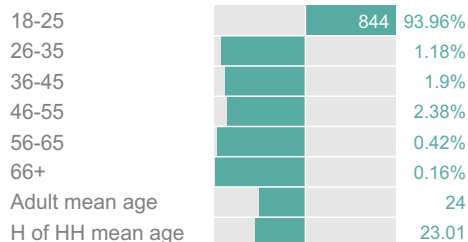
## Flying Solo

Young singles on starter salaries choosing to rent homes in family suburbs

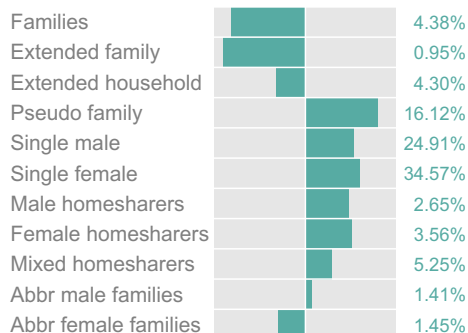
Wiltshire

🏠 1.17% | 0.97% 👤

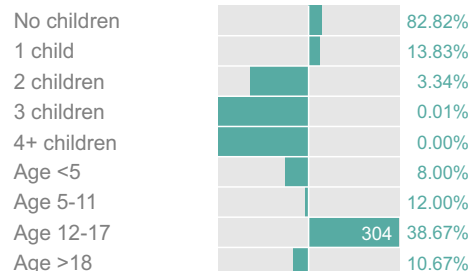
### Age



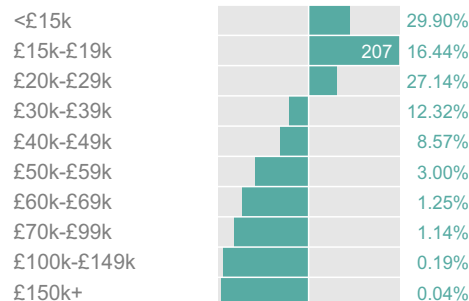
### Household Composition



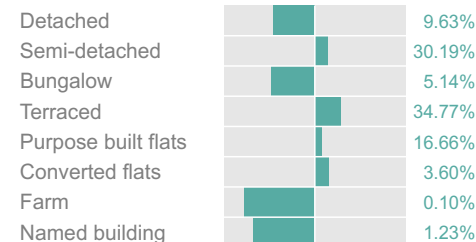
### Children



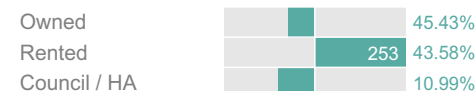
### Household Income



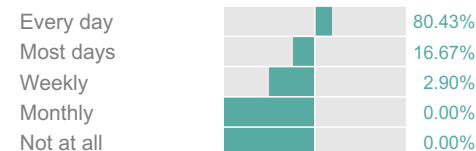
### Property Type



### Home Ownership



### Online Access



H • H30 • H31 • H32 • H33 • H34 • H35

# H33

## New Foundations

Occupants of brand new homes who are often younger singles and couples with children

Watford

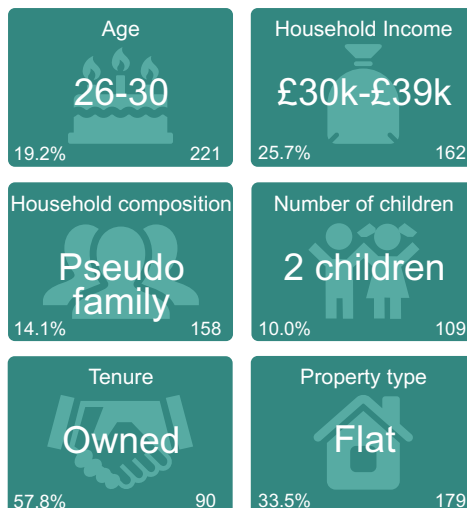
🏠 0.16% | 0.12% 👤



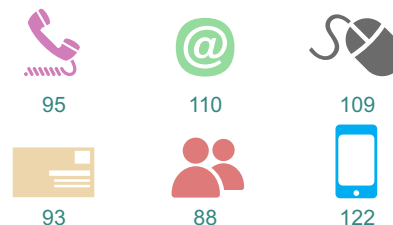
### Key Features

- Recently built homes
- Singles and cohabiting couples
- Flats and other mixed housing
- Often aged under 35
- All have recently moved in
- Half own and half rent

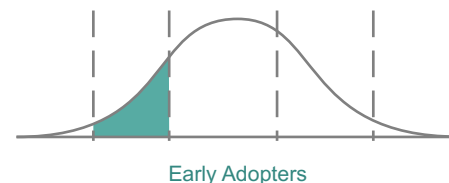
### Who We Are



### Channel Preference



### Technology Adoption



H • H30 • H31 • H32 • H33 • H34 • H35

# H33

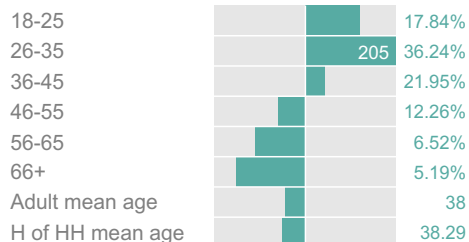
## New Foundations

Occupants of brand new homes who are often younger singles and couples with children

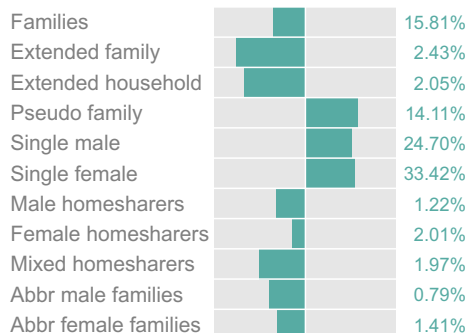
Watford

🏠 0.16% | 0.12% 👤

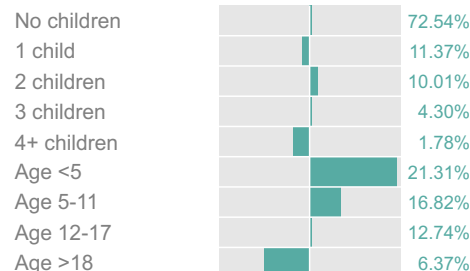
### Age



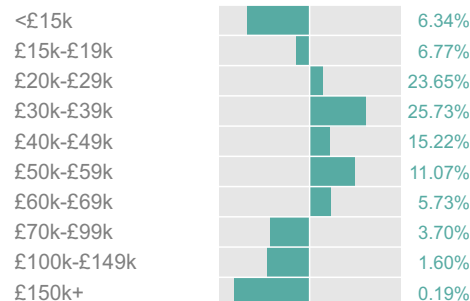
### Household Composition



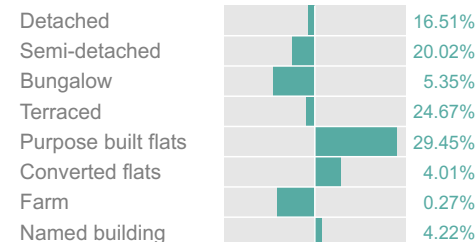
### Children



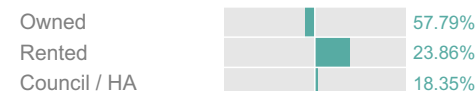
### Household Income



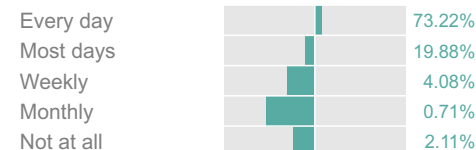
### Property Type



### Home Ownership



### Online Access





H • H30 • H31 • H32 • H33 • H34 • H35

H34

## Contemporary Starts

Young singles and partners setting up home in developments attractive to their peers

West Oxfordshire

🏠 1.25% | 1.09% 👤

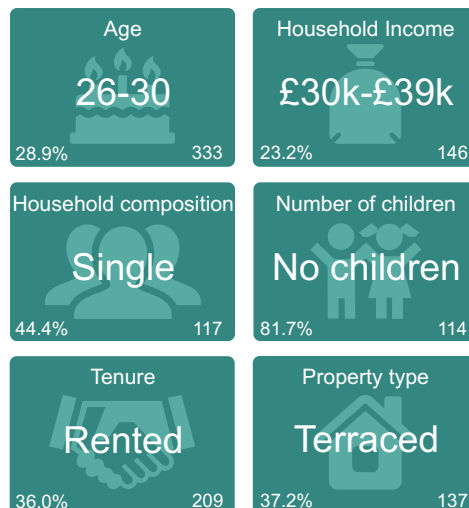


### Key Features

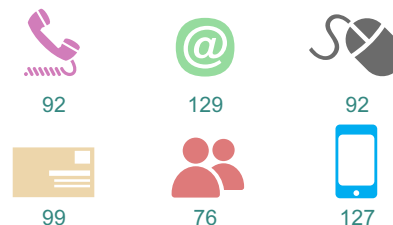
- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking



### Who We Are



### Channel Preference



### Technology Adoption



H • H30 • H31 • H32 • H33 • H34 • H35

# H34

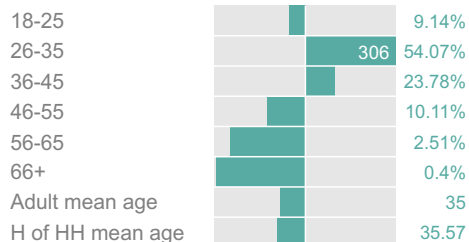
## Contemporary Starts

Young singles and partners setting up home in developments attractive to their peers

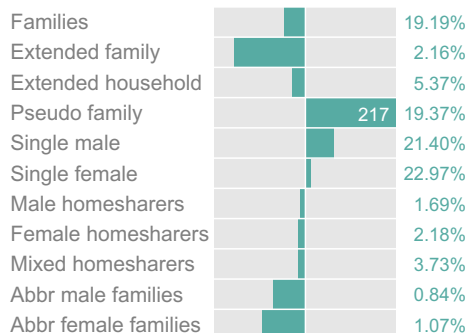
West Oxfordshire

🏠 1.25% | 1.09% 👤

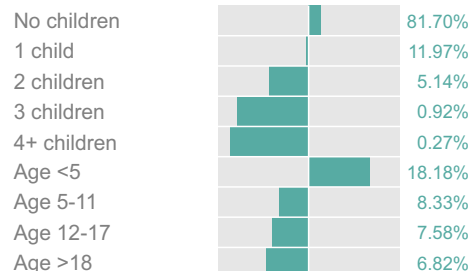
### Age



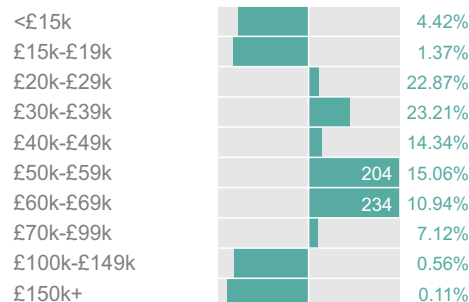
### Household Composition



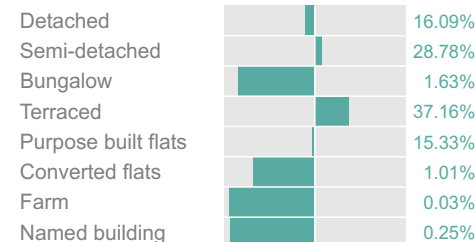
### Children



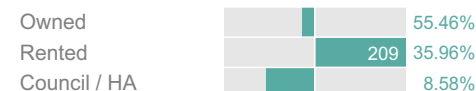
### Household Income



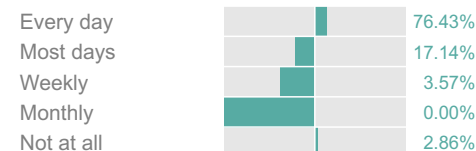
### Property Type



### Home Ownership



### Online Access



H • H30 • H31 • H32 • H33 • H34 • H35

# H35

## Primary Ambitions

Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing

Bexley

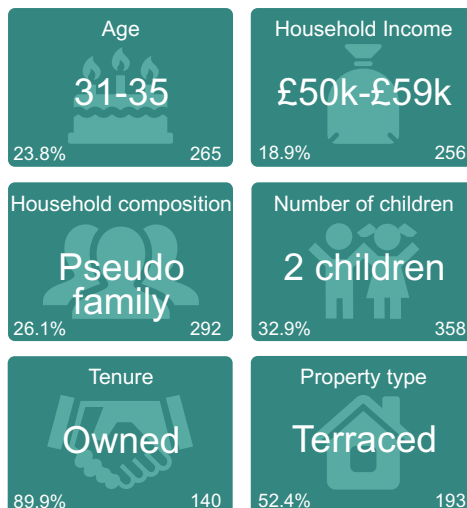
🏠 1.96% | 2.06% 👤



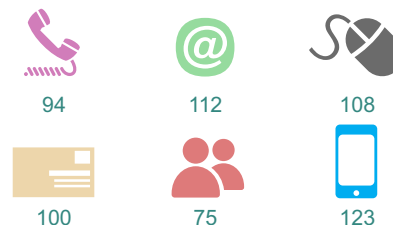
### Key Features

- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraced or semis
- Family neighbourhoods

### Who We Are



### Channel Preference



### Technology Adoption



H • H30 • H31 • H32 • H33 • H34 • H35

H35

## Primary Ambitions

Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing

Bexley

 1.96% | 2.06% 

### Age

18-25		8.18%
26-35		38.19%
36-45		40.81%
46-55		11.74%
56-65		0.93%
66+		0.15%
Adult mean age		36
H of HH mean age		37.45

### Household Composition

Families		38.73%
Extended family		5.20%
Extended household		7.21%
Pseudo family		26.12%
Single male		1.74%
Single female		13.34%
Male homesharers		0.46%
Female homesharers		1.56%
Mixed homesharers		4.00%
Abbr male families		0.37%
Abbr female families		1.23%

### Children

No children		3.56%
1 child		47.74%
2 children		32.90%
3 children		11.64%
4+ children		4.16%
Age <5		26.42%
Age 5-11		18.55%
Age 12-17		6.94%
Age >18		3.42%

### Household Income

<£15k		4.40%
£15k-£19k		1.18%
£20k-£29k		10.50%
£30k-£39k		16.16%
£40k-£49k		22.79%
£50k-£59k		18.92%
£60k-£69k		12.50%
£70k-£99k		11.70%
£100k-£149k		1.55%
£150k+		0.30%

### Property Type

Detached		7.18%
Semi-detached		31.79%
Bungalow		2.01%
Terraced		52.40%
Purpose built flats		5.43%
Converted flats		1.20%
Farm		0.01%
Named building		0.28%

### Home Ownership

Owned		89.94%
Rented		7.35%
Council / HA		2.72%

### Online Access

Every day		71.67%
Most days		18.98%
Weekly		5.38%
Monthly		1.42%
Not at all		2.55%

I36

## Cultural Comfort

Thriving families with good incomes in multi-cultural urban communities

Redbridge

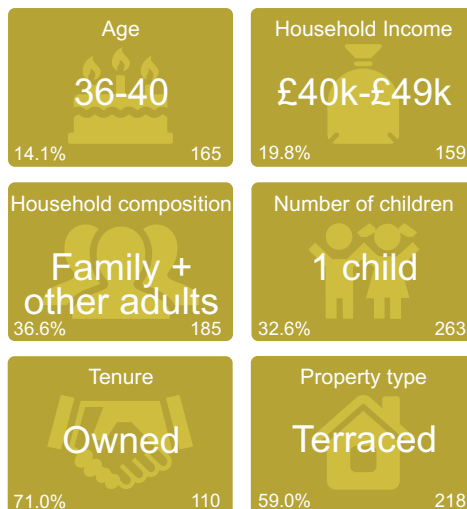
🏠 1.37% | 1.85% 👤



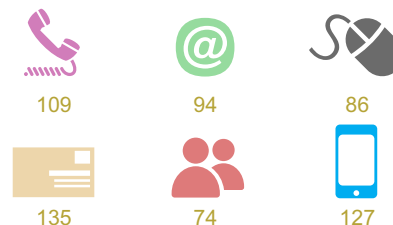
### Key Features

- Families with children
- Good income
- Areas with high South Asian population
- Own high cost urban semis and terraces
- Highest smart TV ownership
- Read online reviews for home and garden

### Who We Are



### Channel Preference



### Technology Adoption



I36

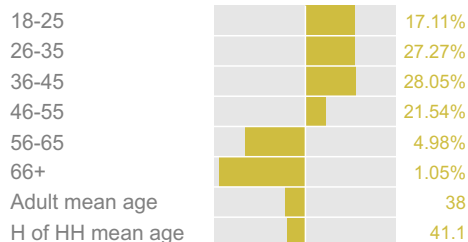
## Cultural Comfort

Thriving families with good incomes in multi-cultural urban communities

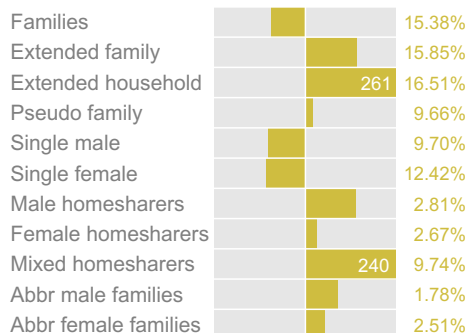
Redbridge

🏠 1.37% | 1.85% 👤

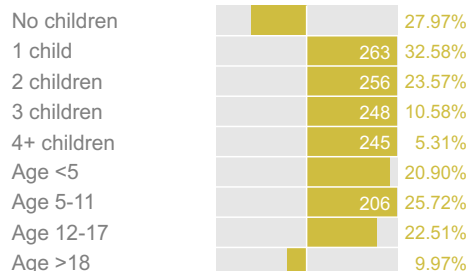
### Age



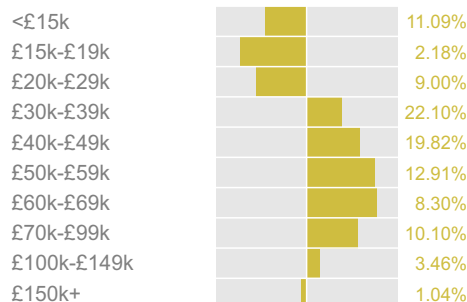
### Household Composition



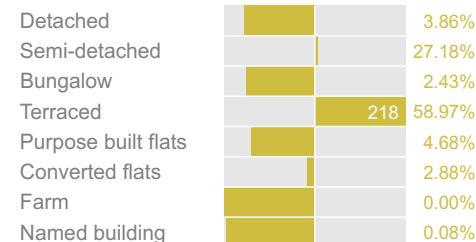
### Children



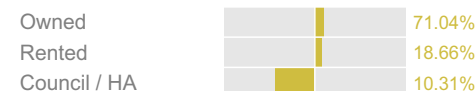
### Household Income



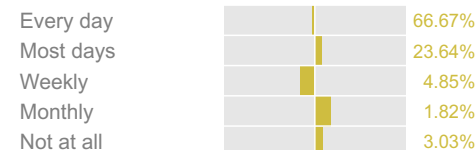
### Property Type



### Home Ownership



### Online Access



| • I36 • I37 • I38 • I39

I37

## Community Elders

Established older households owning city homes in diverse neighbourhoods

Brent

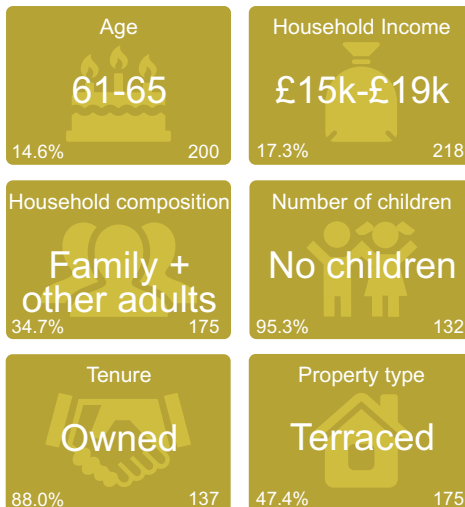
🏠 1.05% | 1.18% 👤



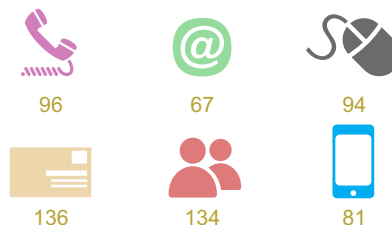
### Key Features

- Older households
- Own city terraces and semis
- Have lived there 20 years
- Some adult children at home
- Multicultural neighbourhoods
- Respond to direct mail charity appeals

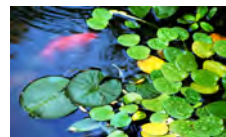
### Who We Are



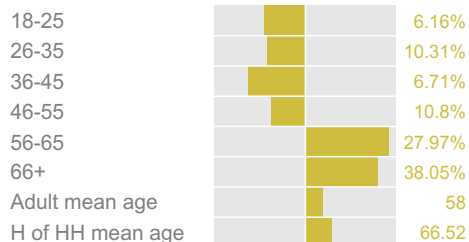
### Channel Preference



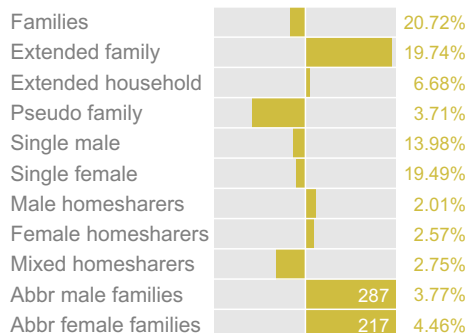
### Technology Adoption



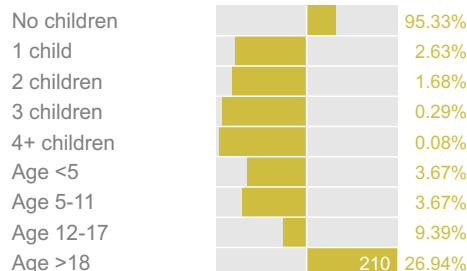
## Age



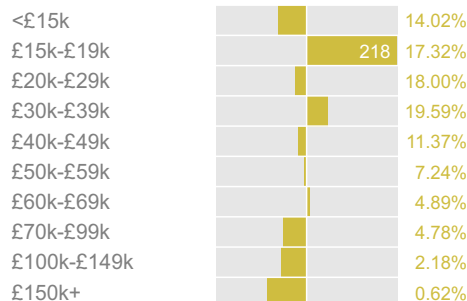
## Household Composition



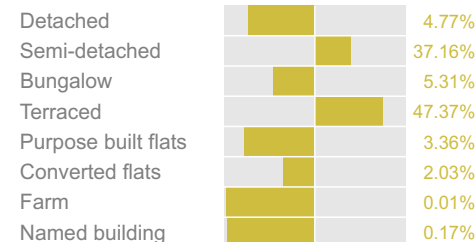
## Children



## Household Income



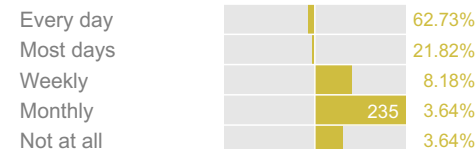
## Property Type



## Home Ownership



## Online Access





I38

## Asian Heritage

Large extended families in neighbourhoods with a strong South Asian tradition

Leicester

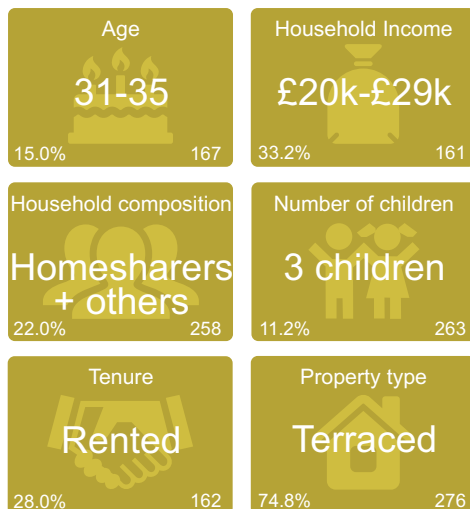
🏠 0.95% | 1.19% 👤



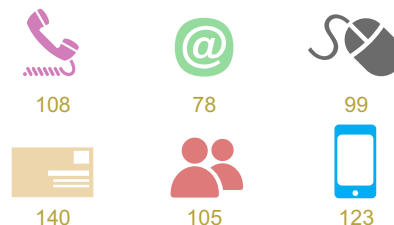
### Key Features

- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

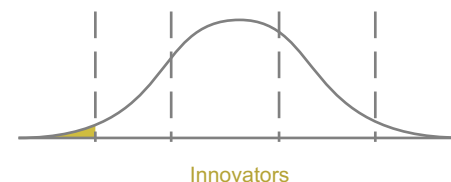
### Who We Are



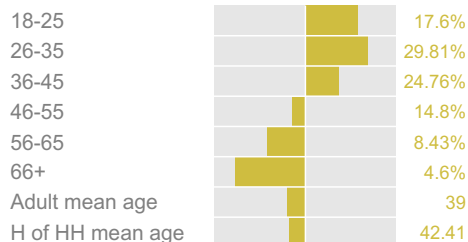
### Channel Preference



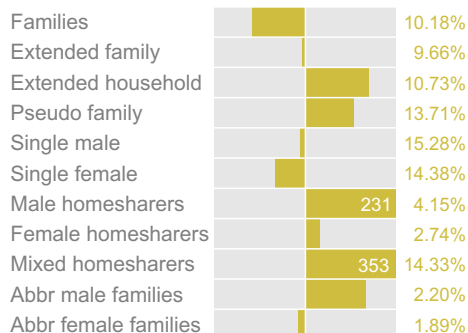
### Technology Adoption



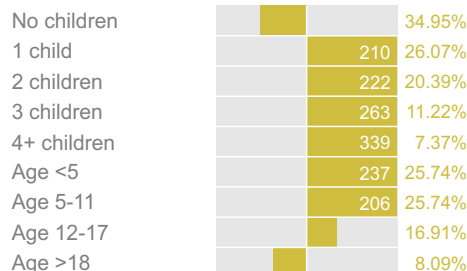
## Age



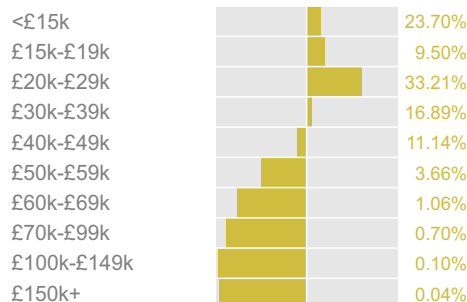
## Household Composition



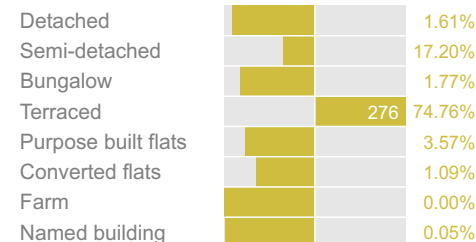
## Children



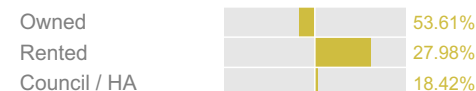
## Household Income



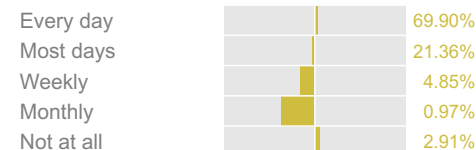
## Property Type



## Home Ownership



## Online Access



| • I36 • I37 • I38 • I39

I39

## Ageing Access

Older residents owning small inner suburban properties with good access to amenities

Bournemouth

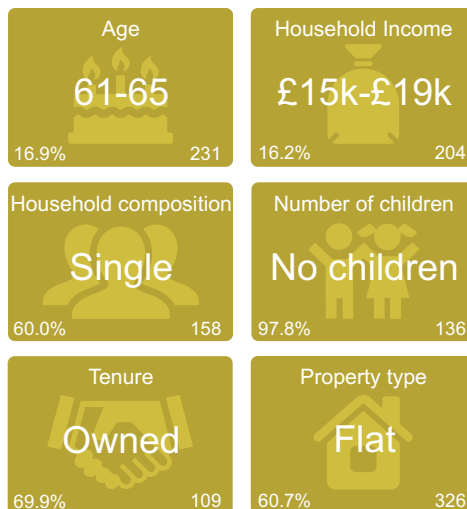
🏠 1.42% | 1.15% 👤



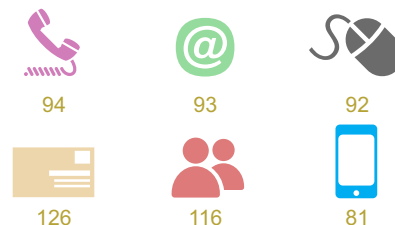
### Key Features

- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

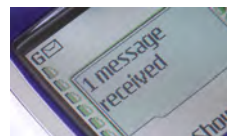
### Who We Are



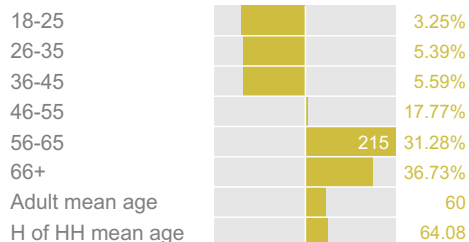
### Channel Preference



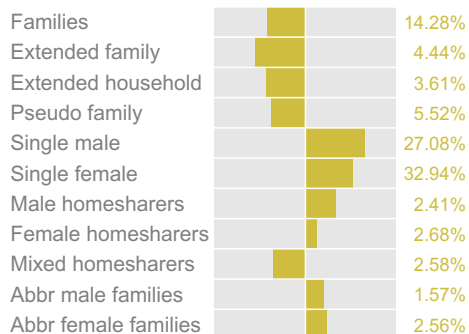
### Technology Adoption



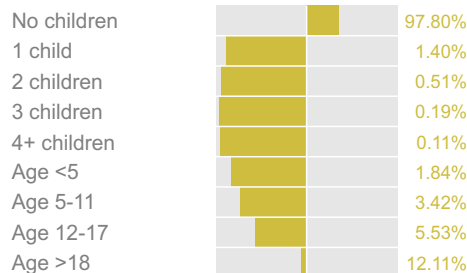
## Age



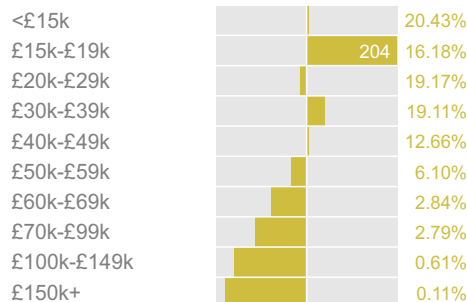
## Household Composition



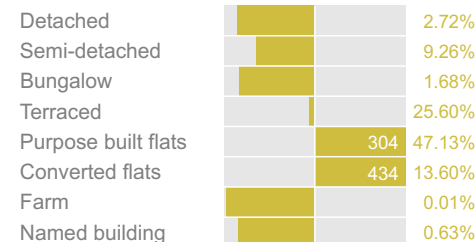
## Children



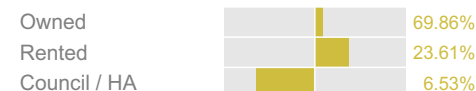
## Household Income



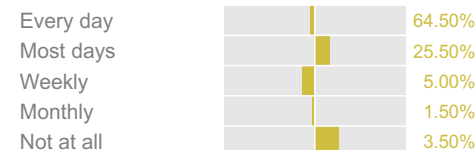
## Property Type



## Home Ownership



## Online Access



J • J40 • J41 • J42 • J43 • J44 • J45

J40

## Career Builders

Singles and couples in their 20s and 30s progressing in their field of work from commutable properties

Cambridge

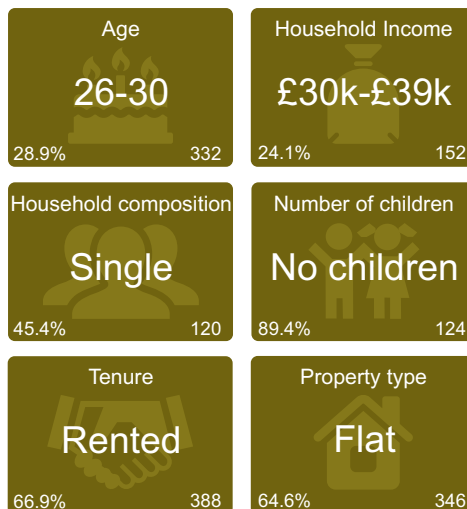
🏠 1.59% | 1.45% 👤



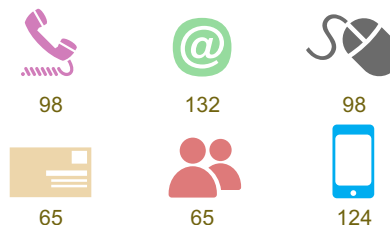
### Key Features

- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

### Who We Are



### Channel Preference



### Technology Adoption



J • J40 • J41 • J42 • J43 • J44 • J45

**J40**

## Career Builders

Singles and couples in their 20s and 30s progressing in their field of work from commutable properties

Cambridge

🏠 1.59% | 1.45% 👤

### Age

18-25		7.99%
26-35	321	56.79%
36-45		25.25%
46-55		8.3%
56-65		1.39%
66+		0.28%
Adult mean age	34	
H of HH mean age	35.09	

### Household Composition

Families		9.10%
Extended family		1.00%
Extended household		4.96%
Pseudo family	235	20.99%
Single male		23.37%
Single female		22.07%
Male homesharers	237	4.27%
Female homesharers		3.70%
Mixed homesharers	206	8.36%
Abbr male families		0.79%
Abbr female families		0.89%

### Children

No children		89.41%
1 child		7.03%
2 children		2.93%
3 children		0.51%
4+ children		0.12%
Age <5		8.07%
Age 5-11		5.59%
Age 12-17		4.97%
Age >18		6.83%

### Household Income

<£15k		3.83%
£15k-£19k		1.01%
£20k-£29k		16.68%
£30k-£39k		24.15%
£40k-£49k		15.73%
£50k-£59k		12.49%
£60k-£69k	219	10.23%
£70k-£99k	205	13.27%
£100k-£149k		2.34%
£150k+		0.27%

### Property Type

Detached		2.12%
Semi-detached		8.56%
Bungalow		0.41%
Terraced		24.26%
Purpose built flats	337	52.30%
Converted flats	394	12.35%
Farm		0.01%
Named building		0.25%

### Home Ownership

Owned		27.61%
Rented	388	66.90%
Council / HA		5.49%

### Online Access

Every day		79.81%
Most days		14.55%
Weekly		3.29%
Monthly		0.47%
Not at all		1.88%

J • J40 • J41 • J42 • J43 • J44 • J45

J41

## Central Pulse

Youngsters renting city centre flats in vibrant locations close to jobs and night life

City of Edinburgh

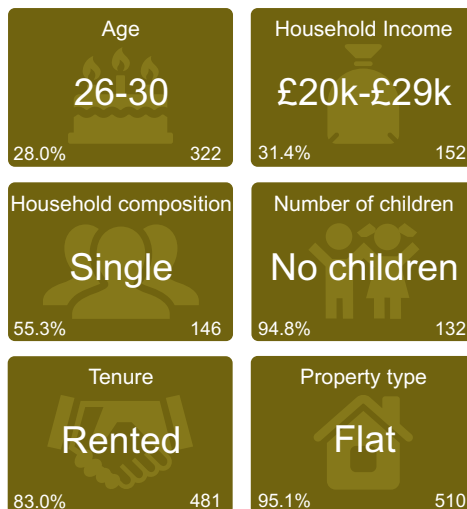
🏠 1.04% | 0.91% 👤



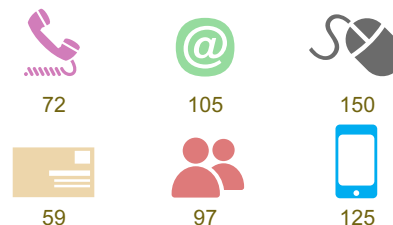
### Key Features

- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

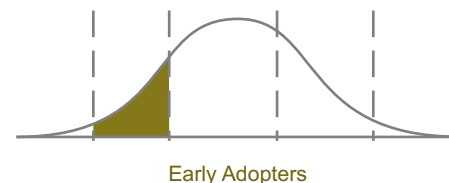
### Who We Are



### Channel Preference



### Technology Adoption



J • J40 • J41 • J42 • J43 • J44 • J45

J41

## Central Pulse

Youngsters renting city centre flats in vibrant locations close to jobs and night life

City of Edinburgh

🏠 1.04% | 0.91% 👤

### Age

18-25	236	26.28%
26-35	271	47.8%
36-45		16.33%
46-55		6.87%
56-65		2.27%
66+		0.45%
Adult mean age	32	
H of HH mean age	32.79	

### Household Composition

Families		3.46%
Extended family		0.40%
Extended household		2.43%
Pseudo family		14.56%
Single male		31.09%
Single female		24.20%
Male homesharers	403	7.26%
Female homesharers		4.40%
Mixed homesharers	235	9.52%
Abbr male families		0.77%
Abbr female families		0.66%

### Children

No children		94.76%
1 child		3.45%
2 children		1.34%
3 children		0.33%
4+ children		0.11%
Age <5		3.38%
Age 5-11		4.73%
Age 12-17		10.14%
Age >18		11.49%

### Household Income

<£15k		17.06%
£15k-£19k		4.30%
£20k-£29k		31.42%
£30k-£39k		18.61%
£40k-£49k		11.58%
£50k-£59k		8.12%
£60k-£69k		4.61%
£70k-£99k		3.72%
£100k-£149k		0.52%
£150k+		0.05%

### Property Type

Detached		0.44%
Semi-detached		1.21%
Bungalow		0.05%
Terraced		3.19%
Purpose built flats	519	80.51%
Converted flats	466	14.61%
Farm		0.00%
Named building		0.13%

### Home Ownership

Owned		13.86%
Rented	481	82.97%
Council / HA		3.17%

### Online Access

Every day		73.44%
Most days		21.88%
Weekly		3.13%
Monthly		1.56%
Not at all		0.00%



J • J40 • J41 • J42 • J43 • J44 • J45

J42

## Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations

Oxford

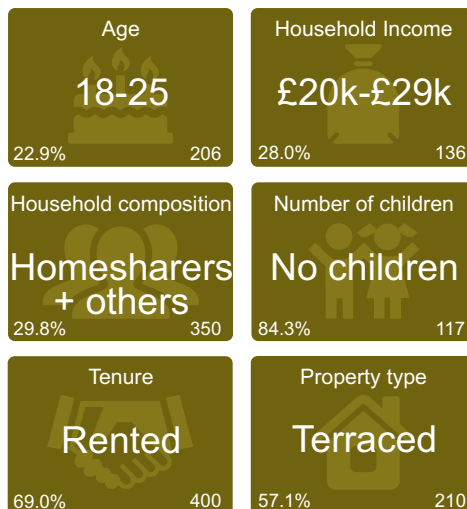
🏠 0.72% | 0.85% 👤



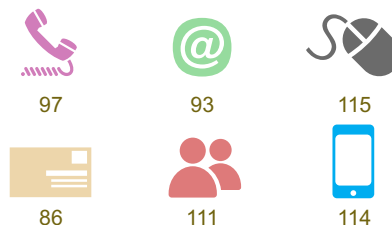
### Key Features

- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

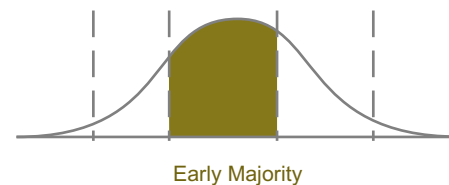
### Who We Are



### Channel Preference



### Technology Adoption



J • J40 • J41 • J42 • J43 • J44 • J45

**J42**

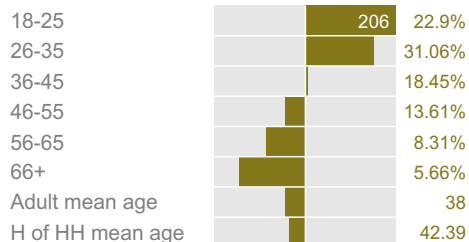
## Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations

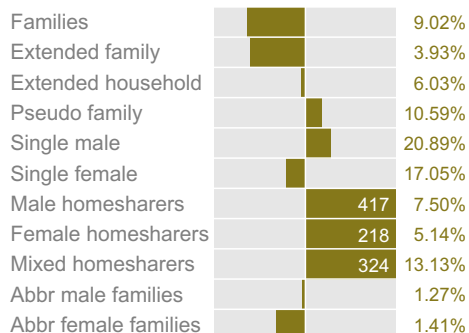
Oxford

🏠 0.72% | 0.85% 👤

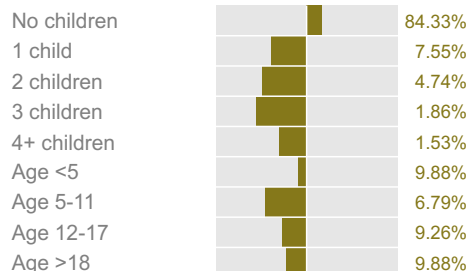
### Age



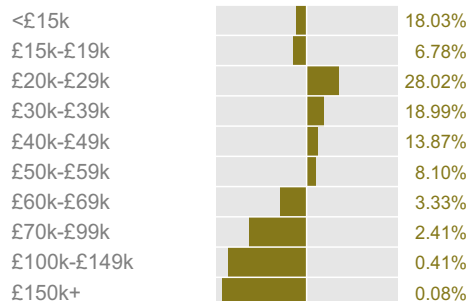
### Household Composition



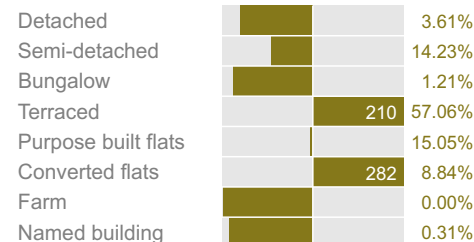
### Children



### Household Income



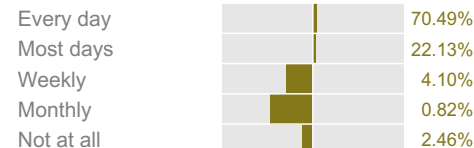
### Property Type



### Home Ownership



### Online Access



J • J40 • J41 • J42 • J43 • J44 • J45

J43

## Student Scene

Students living in high density accommodation close to universities and educational centres

Nottingham

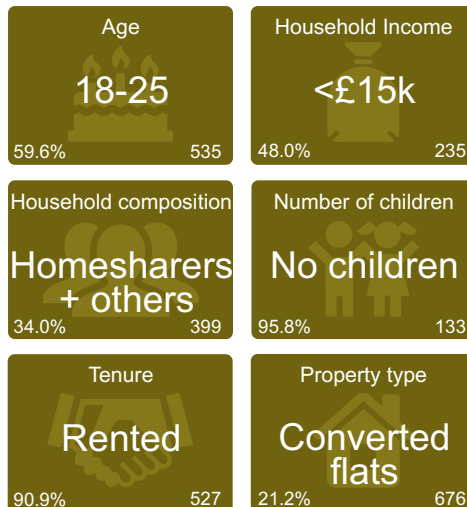
🏠 0.54% | 0.61% 👤



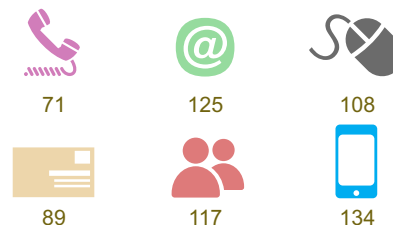
### Key Features

- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

### Who We Are



### Channel Preference



### Technology Adoption



J • J40 • J41 • J42 • J43 • J44 • J45

**J43**

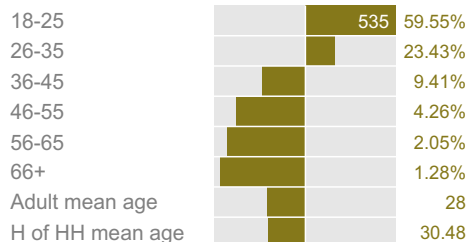
## Student Scene

Students living in high density accommodation close to universities and educational centres

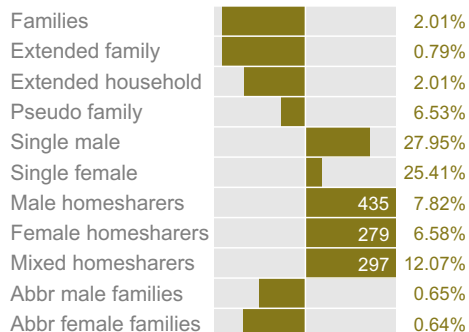
Nottingham

🏠 0.54% | 0.61% 👤

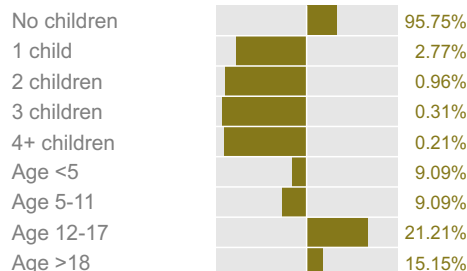
### Age



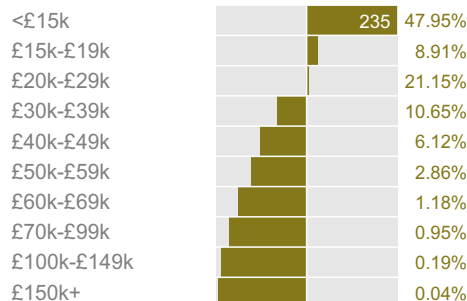
### Household Composition



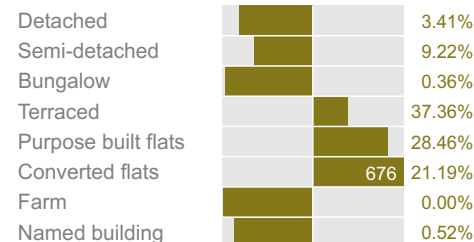
### Children



### Household Income



### Property Type



### Home Ownership



### Online Access



J • J40 • J41 • J42 • J43 • J44 • J45

J44

## Flexible Workforce

Young renters ready to move to follow worthwhile incomes from service sector jobs

Newham

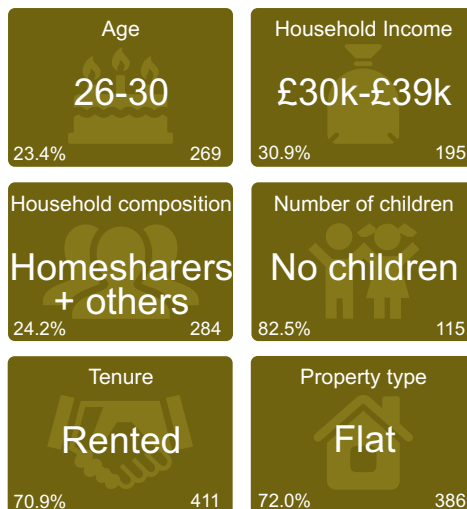
🏠 1.26% | 1.26% 👤



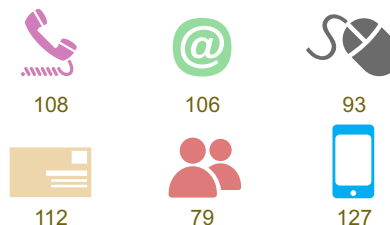
### Key Features

- Likely to be 26-35
- Singles and multiple sharers
- Many ethnicities
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

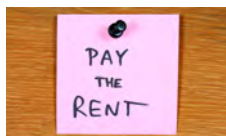
### Who We Are



### Channel Preference



### Technology Adoption



J • J40 • J41 • J42 • J43 • J44 • J45

J44

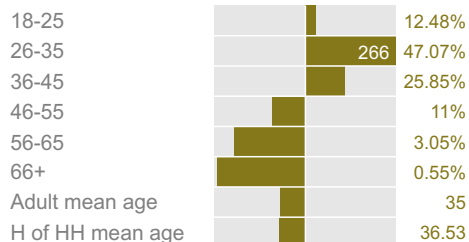
## Flexible Workforce

Young renters ready to move to follow worthwhile incomes from service sector jobs

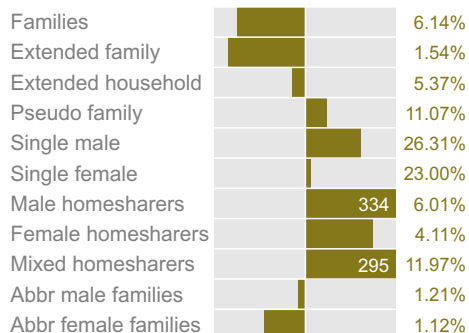
Newham

🏠 1.26% | 1.26% 👤

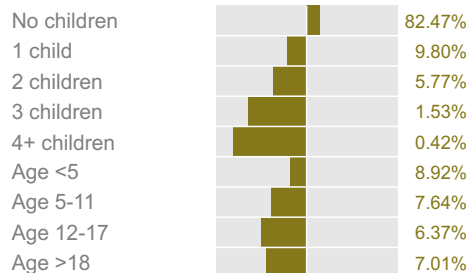
### Age



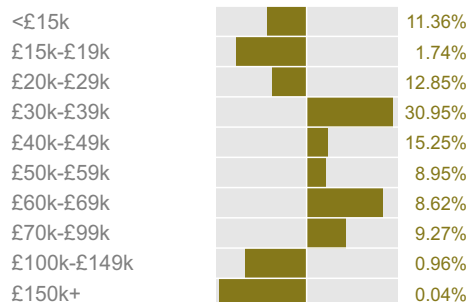
### Household Composition



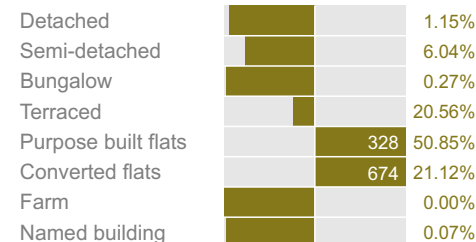
### Children



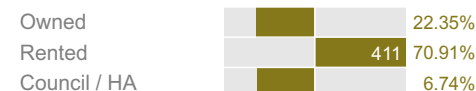
### Household Income



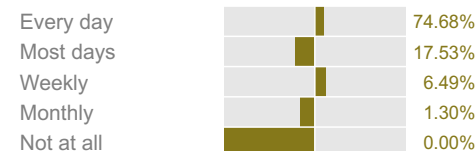
### Property Type



### Home Ownership



### Online Access



J • J40 • J41 • J42 • J43 • J44 • J45

J45

## Bus-Route Renters

Singles renting affordable private flats away from central amenities and often on main roads

Southend-on-Sea

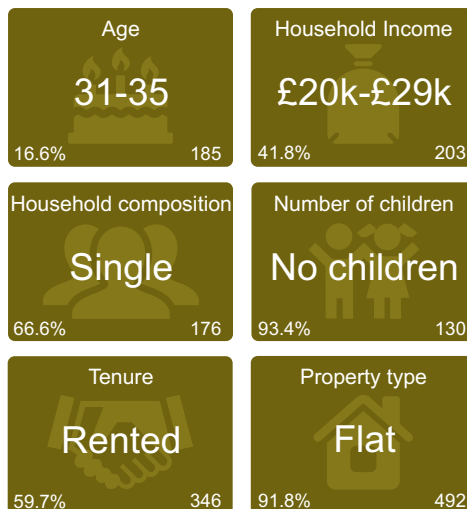
🏠 1.81% | 1.35% 👤



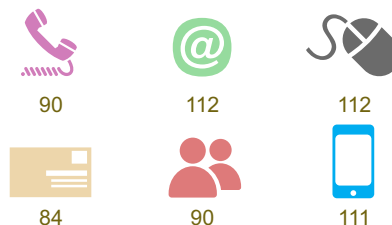
### Key Features

- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

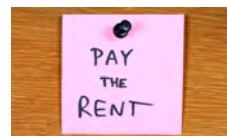
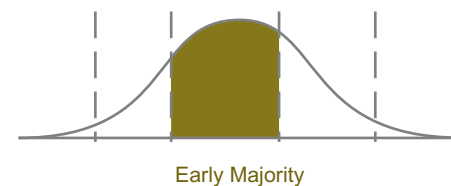
### Who We Are



### Channel Preference



### Technology Adoption



J • J40 • J41 • J42 • J43 • J44 • J45

**J45**

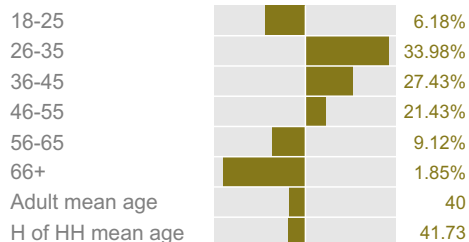
## Bus-Route Renters

Singles renting affordable private flats away from central amenities and often on main roads

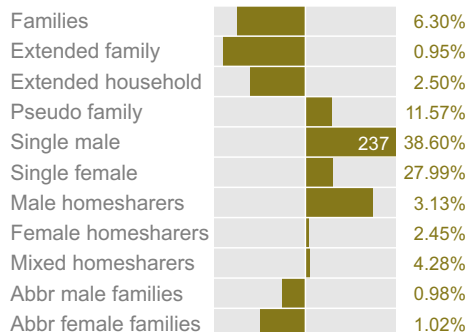
Southend-on-Sea

🏠 1.81% | 1.35% 👤

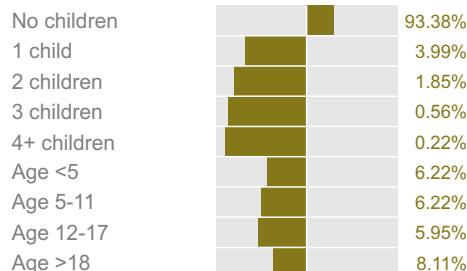
### Age



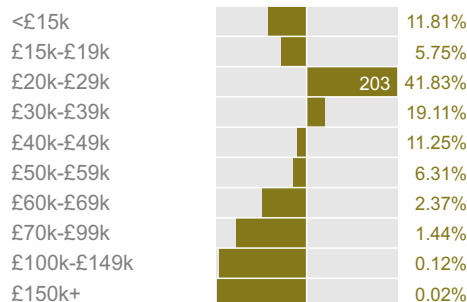
### Household Composition



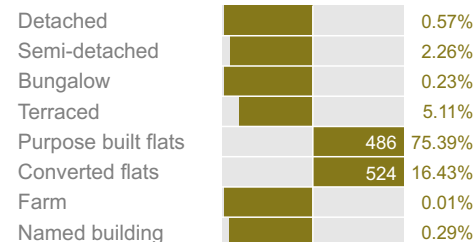
### Children



### Household Income



### Property Type



### Home Ownership



### Online Access





K • K46 • K47 • K48

K46

## Self Supporters

Hard-working mature singles who own budget terraces manageable within their modest wage

Tameside

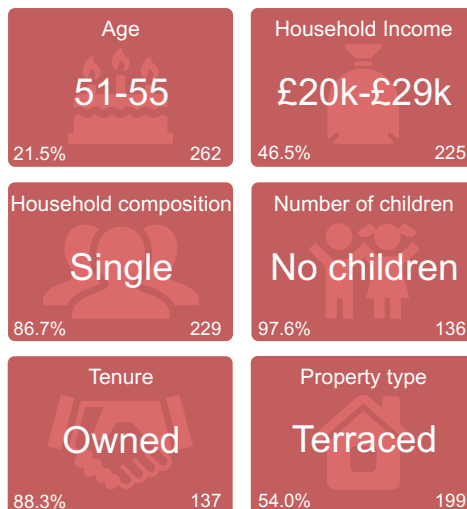
🏠 2.40% | 1.41% 👤



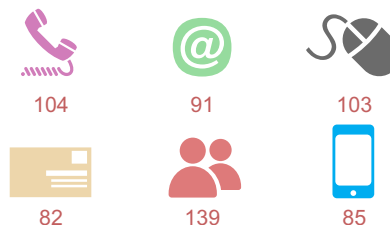
### Key Features

- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

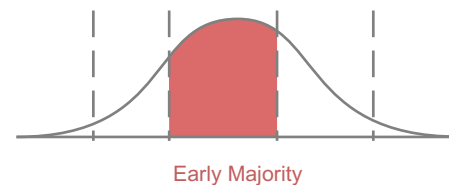
### Who We Are



### Channel Preference



### Technology Adoption



K • K46 • K47 • K48

**K46**

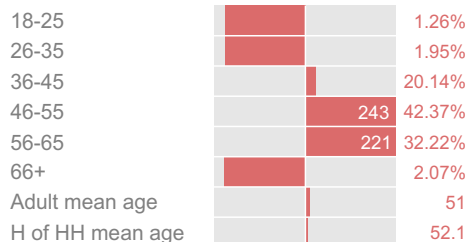
## Self Supporters

Hard-working mature singles who own budget terraces manageable within their modest wage

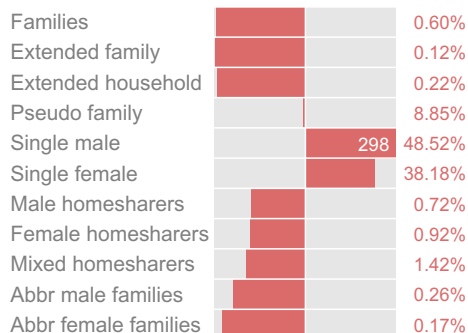
Tameside

🏠 2.40% | 1.41% 👤

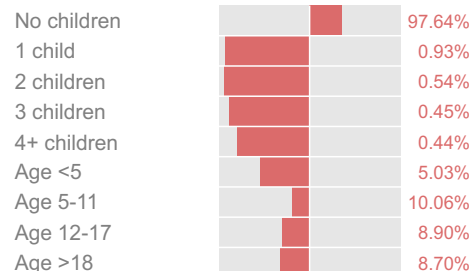
### Age



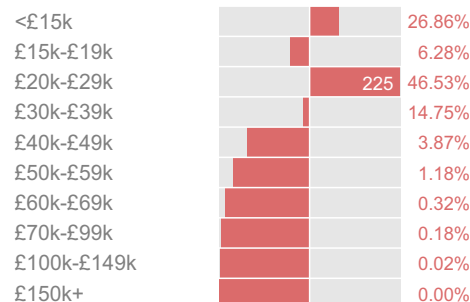
### Household Composition



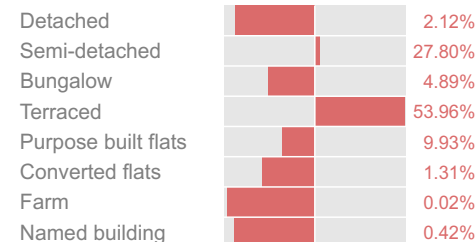
### Children



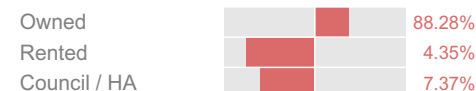
### Household Income



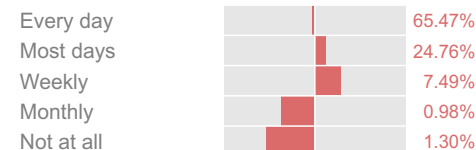
### Property Type



### Home Ownership



### Online Access



K • K46 • K47 • K48

K47

## Offspring Overspill

Lower income owners whose adult children are still striving to gain independence meaning space is limited

Medway

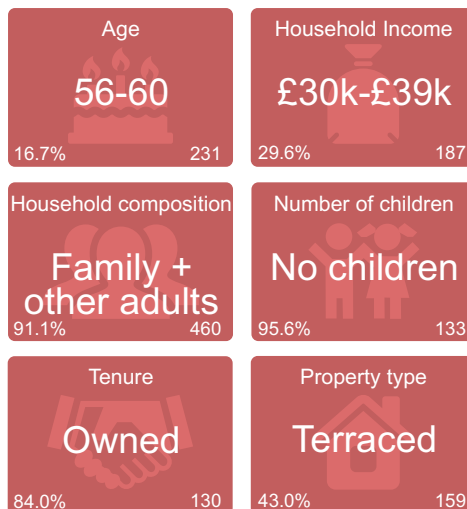
🏠 1.71% | 2.74% 👤



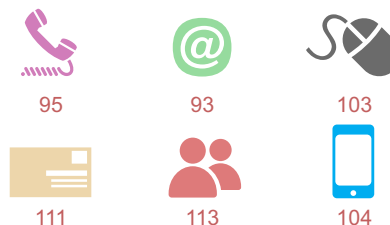
### Key Features

- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

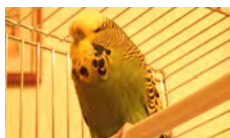
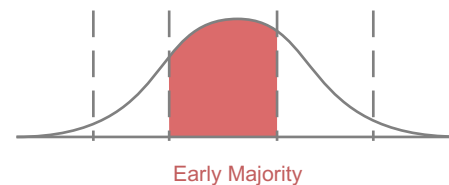
### Who We Are



### Channel Preference



### Technology Adoption



K • K46 • K47 • K48

**K47**

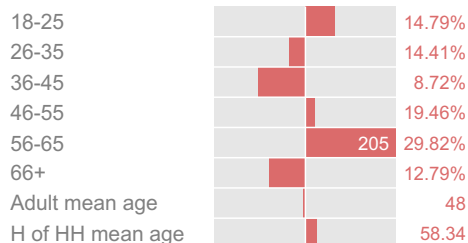
## Offspring Overspill

Lower income owners whose adult children are still striving to gain independence meaning space is limited

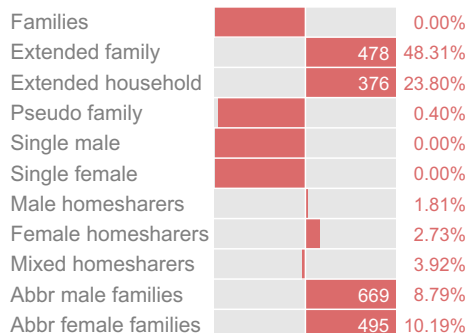
Medway

🏠 1.71% | 2.74% 👤

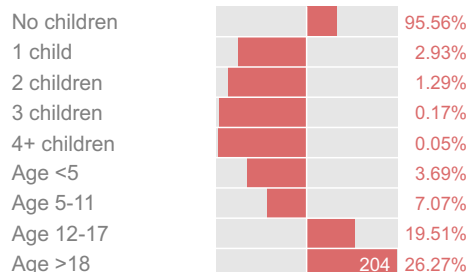
### Age



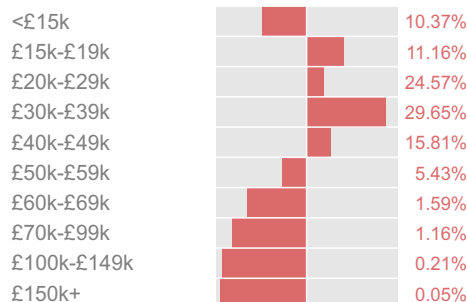
### Household Composition



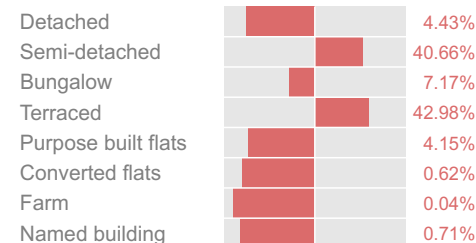
### Children



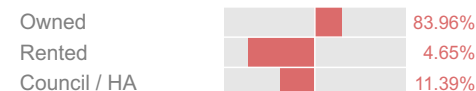
### Household Income



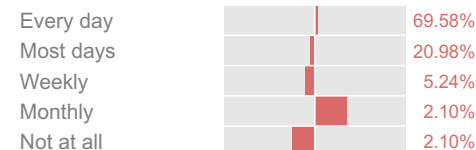
### Property Type



### Home Ownership



### Online Access



K • K46 • K47 • K48

K48

## Down-to-Earth Owners

Lower income owners whose adult children are still striving to gain independence meaning space is limited

Caerphilly

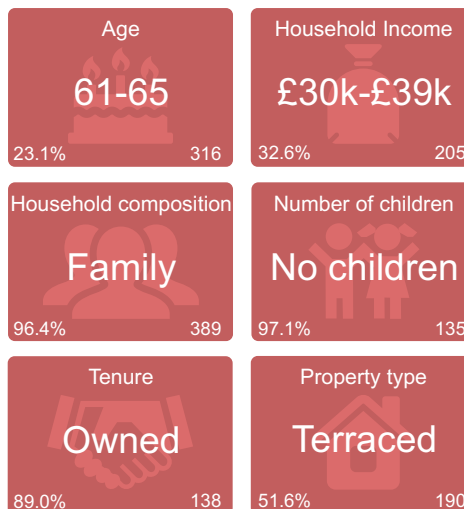
🏠 1.75% | 1.80% 👤



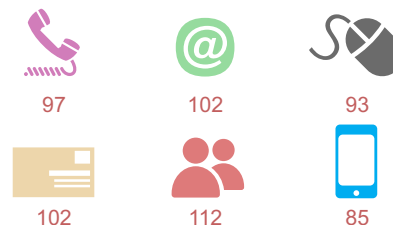
### Key Features

- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

### Who We Are



### Channel Preference



### Technology Adoption



K • K46 • K47 • K48

**K48**

## Down-to-Earth Owners

Lower income owners whose adult children are still striving to gain independence meaning space is limited

Caerphilly

🏠 1.75% | 1.80% 👤

### Age

18-25		0.45%
26-35		1.62%
36-45		3.64%
46-55		14.46%
56-65		41.05%
66+		38.79%
Adult mean age		62
H of HH mean age		62.43

### Household Composition

Families		96.42%
Extended family		0.58%
Extended household		0.16%
Pseudo family		2.24%
Single male		0.01%
Single female		0.03%
Male homesharers		0.10%
Female homesharers		0.21%
Mixed homesharers		0.12%
Abbr male families		0.05%
Abbr female families		0.08%

### Children

No children		97.09%
1 child		1.52%
2 children		1.14%
3 children		0.21%
4+ children		0.04%
Age <5		2.16%
Age 5-11		4.52%
Age 12-17		4.52%
Age >18		19.84%

### Household Income

<£15k		5.16%
£15k-£19k		10.27%
£20k-£29k		35.48%
£30k-£39k		32.65%
£40k-£49k		11.46%
£50k-£59k		3.33%
£60k-£69k		0.82%
£70k-£99k		0.65%
£100k-£149k		0.15%
£150k+		0.04%

### Property Type

Detached		2.20%
Semi-detached		33.82%
Bungalow		6.44%
Terraced		51.60%
Purpose built flats		5.41%
Converted flats		0.54%
Farm		0.03%
Named building		0.54%

### Home Ownership

Owned		88.98%
Rented		3.20%
Council / HA		7.82%

### Online Access

Every day		62.50%
Most days		27.08%
Weekly		6.25%
Monthly		1.25%
Not at all		2.92%

L • L49 • L50 • L51 • L52

L49

## Disconnected Youth

Young people endeavouring to gain employment footholds while renting cheap flats and terraces

Stoke-on-Trent

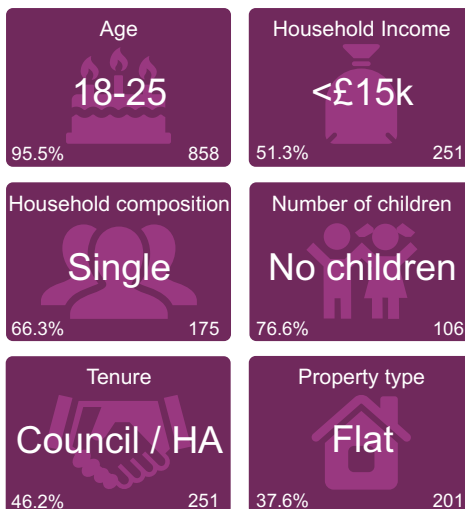
🏠 1.36% | 1.04% 👤



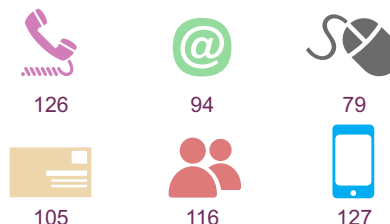
### Key Features

- Aged under 25, mostly living alone
- Have lived at address less than 3 years
- Limited employment options
- Low access to mainstream credit
- Rely on mobiles for communication
- Play offline games

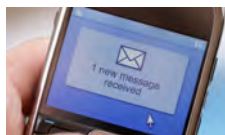
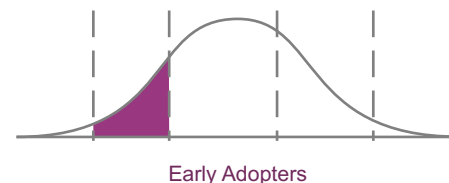
### Who We Are



### Channel Preference



### Technology Adoption



L • L49 • L50 • L51 • L52

**L49**

## Disconnected Youth

Young people endeavouring to gain employment footholds while renting cheap flats and terraces

Stoke-on-Trent

🏠 1.36% | 1.04% 👤

### Age

18-25	858	95.46%
26-35		1.14%
36-45		1.75%
46-55		1.32%
56-65		0.24%
66+		0.09%
Adult mean age	23	
H of HH mean age	22.78	

### Household Composition

Families		2.73%
Extended family		0.54%
Extended household		2.97%
Pseudo family		13.88%
Single male		22.77%
Single female	201	43.48%
Male homesharers		2.36%
Female homesharers		3.82%
Mixed homesharers		4.75%
Abbr male families		1.02%
Abbr female families		1.46%

### Children

No children		76.59%
1 child		17.39%
2 children		5.89%
3 children		0.13%
4+ children		0.00%
Age <5		13.11%
Age 5-11		14.75%
Age 12-17	309	39.34%
Age >18		11.48%

### Household Income

<£15k	251	51.26%
£15k-£19k	329	26.16%
£20k-£29k		14.42%
£30k-£39k		6.23%
£40k-£49k		1.51%
£50k-£59k		0.31%
£60k-£69k		0.08%
£70k-£99k		0.03%
£100k-£149k		0.01%
£150k+		0.00%

### Property Type

Detached		0.91%
Semi-detached		16.48%
Bungalow		1.13%
Terraced		43.90%
Purpose built flats	215	33.44%
Converted flats		4.13%
Farm		0.00%
Named building		0.09%

### Home Ownership

Owned		11.05%
Rented	248	42.73%
Council / HA	251	46.23%

### Online Access

Every day		75.25%
Most days		15.84%
Weekly		2.97%
Monthly		2.97%
Not at all		2.97%



L • L49 • L50 • L51 • L52

L50

## Renting a Room

Transient renters of low cost accommodation often within subdivided older properties

Manchester

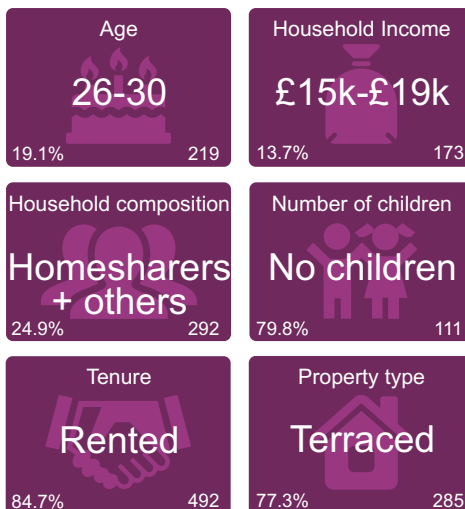
🏠 1.54% | 1.54% 👤



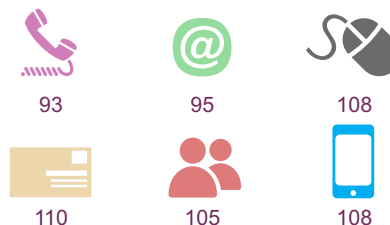
### Key Features

- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

### Who We Are



### Channel Preference



### Technology Adoption



L • L49 • L50 • L51 • L52

**L50**

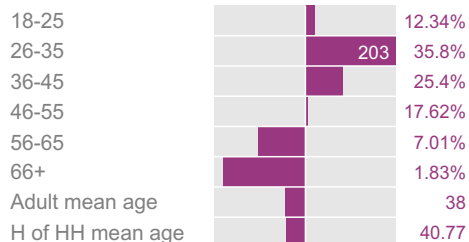
## Renting a Room

Transient renters of low cost accommodation often within subdivided older properties

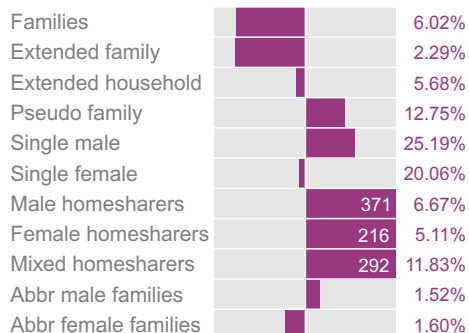
Manchester

🏠 1.54% | 1.54% 👤

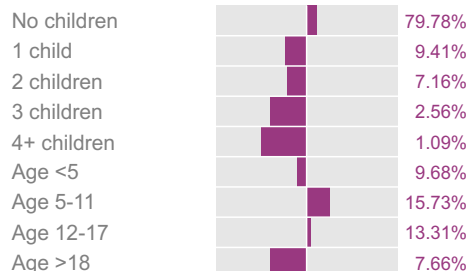
### Age



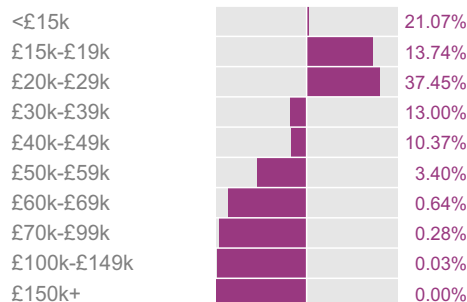
### Household Composition



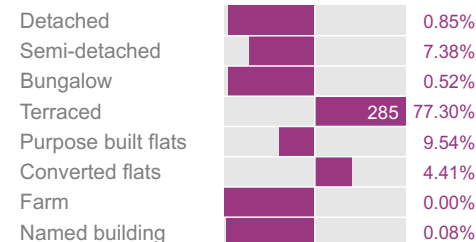
### Children



### Household Income



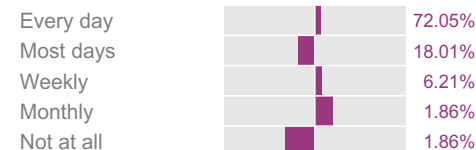
### Property Type



### Home Ownership



### Online Access



L • L49 • L50 • L51 • L52

L51

## Make Do & Move On

Yet to settle younger singles and couples making interim homes in low cost properties

County Durham

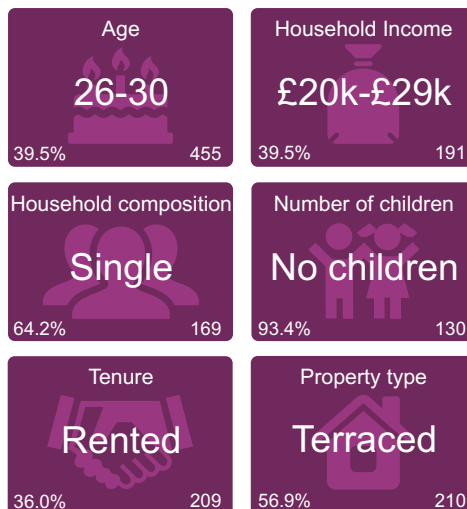
🏠 1.95% | 1.45% 👤



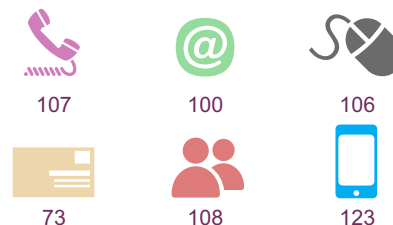
### Key Features

- Late 20s and early 30s
- Singles and cohabeitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

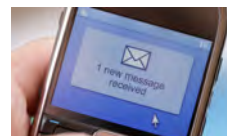
### Who We Are



### Channel Preference



### Technology Adoption



L • L49 • L50 • L51 • L52

**L51**

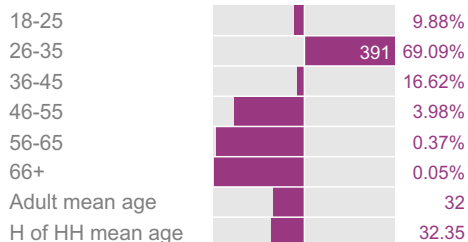
## Make Do & Move On

Yet to settle younger singles and couples making interim homes in low cost properties

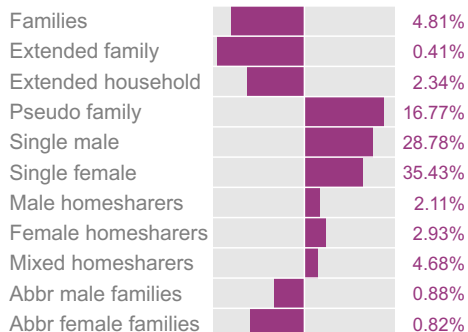
County Durham

🏠 1.95% | 1.45% 👤

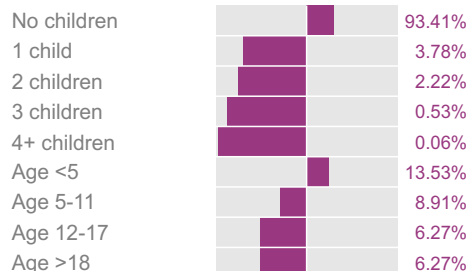
### Age



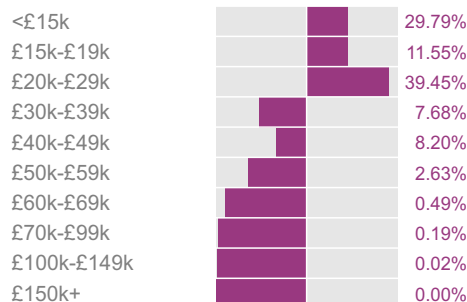
### Household Composition



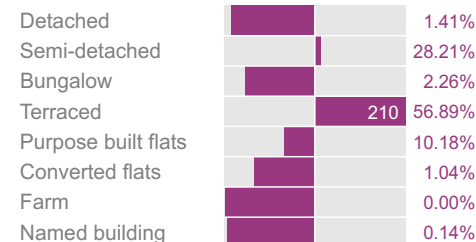
### Children



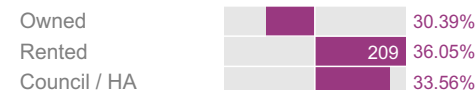
### Household Income



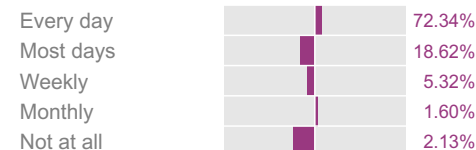
### Property Type



### Home Ownership



### Online Access



L • L49 • L50 • L51 • L52

L52

## Midlife Stopgap

Maturing singles in employment who are renting short-term affordable homes

Portsmouth

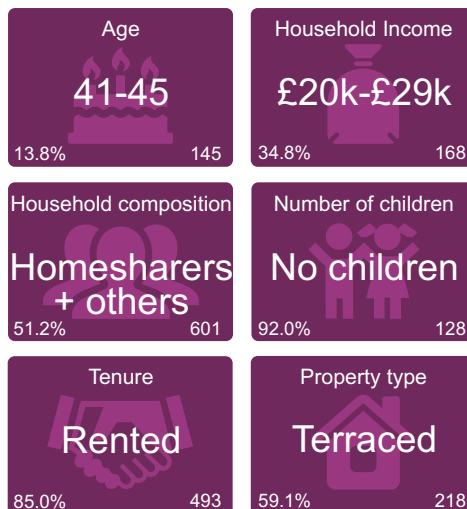
🏠 1.60% | 1.92% 👤



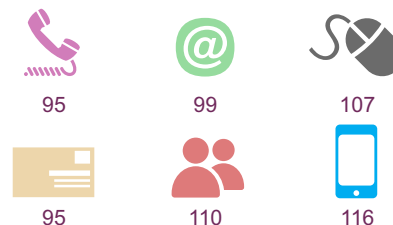
### Key Features

- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraced

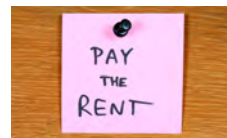
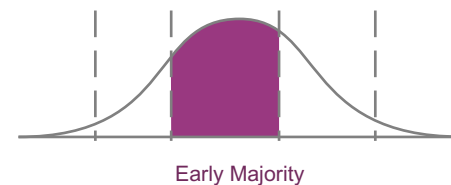
### Who We Are



### Channel Preference



### Technology Adoption



L • L49 • L50 • L51 • L52

**L52**

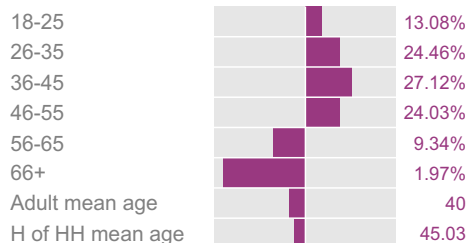
## Midlife Stopgap

Maturing singles in employment who are renting short-term affordable homes

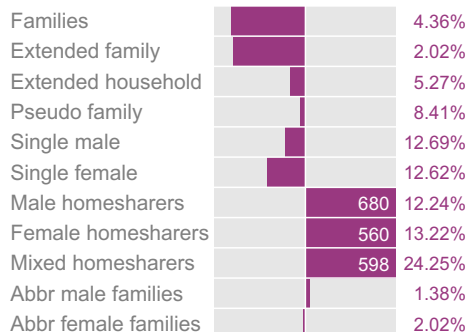
Portsmouth

🏠 1.60% | 1.92% 👤

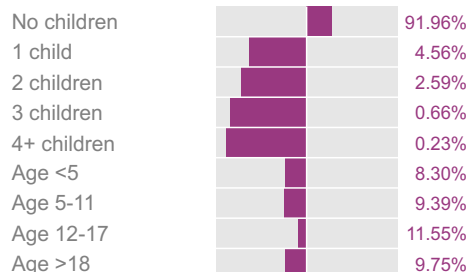
### Age



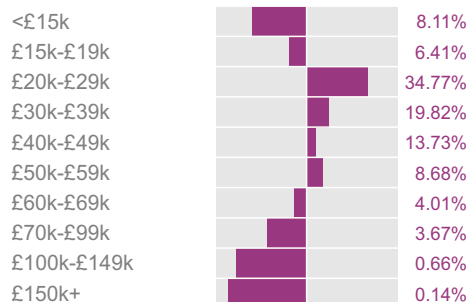
### Household Composition



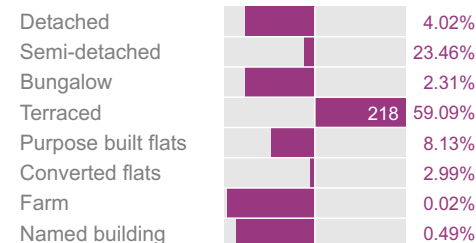
### Children



### Household Income



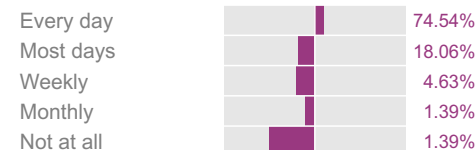
### Property Type



### Home Ownership



### Online Access



M • M53 • M54 • M55 • M56

**M53**

## Budget Generations

Families supporting both adult and younger children where expenditure can often exceed income

Barnsley

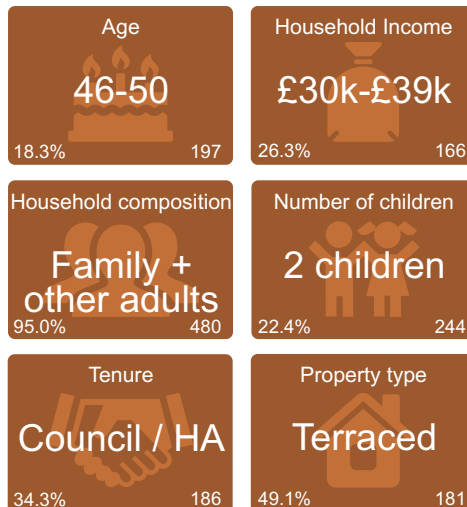
🏠 1.54% | 2.72% 👤



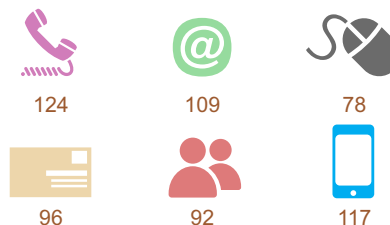
### Key Features

- Extended families
- Supporting adult & younger children
- Ex-council owners and social renters
- Bills can be a struggle
- Price is important
- Likely to have a games console

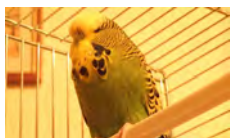
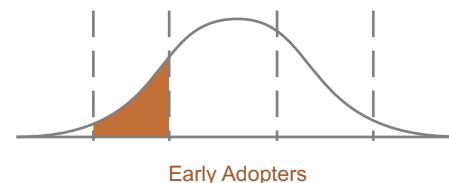
### Who We Are



### Channel Preference



### Technology Adoption



M • M53 • M54 • M55 • M56

**M53**

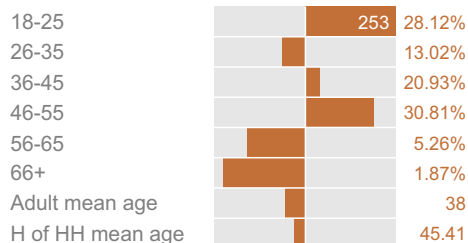
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Families supporting both adult and younger children where expenditure can often exceed income

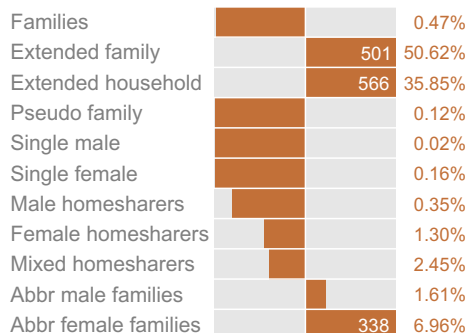
Barnsley

🏠 1.54% | 2.72% 👤

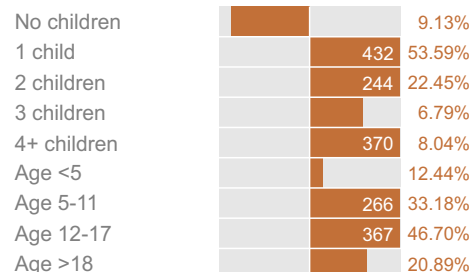
### Age



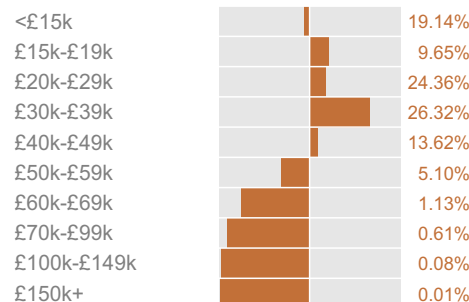
### Household Composition



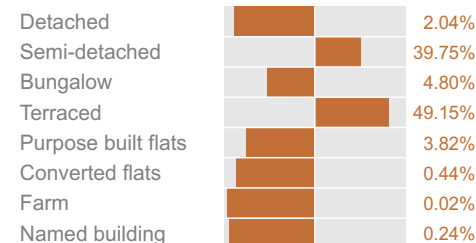
### Children



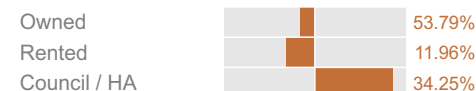
### Household Income



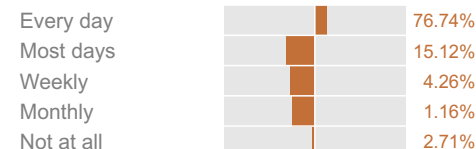
### Property Type



### Home Ownership



### Online Access





M • M53 • M54 • M55 • M56

M54

## Childcare Squeeze

Younger families with children who own a budget home and are striving to cover all expenses

Ashfield

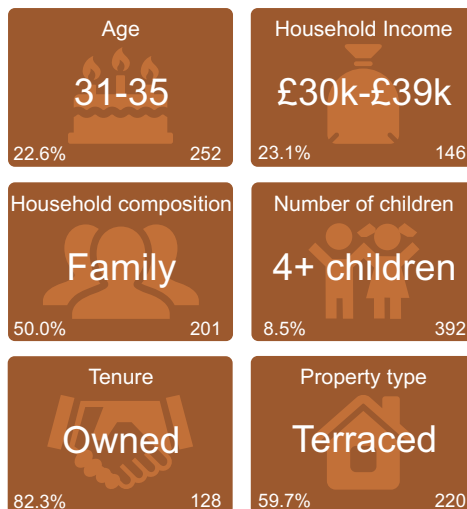
🏠 1.99% | 2.02% 👤



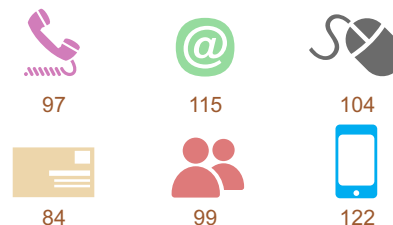
### Key Features

- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

### Who We Are



### Channel Preference



### Technology Adoption



M • M53 • M54 • M55 • M56

**M54**

## Childcare Squeeze

Younger families with children who own a budget home and are striving to cover all expenses

Ashfield

🏠 1.99% | 2.02% 👤

### Age

18-25		8.41%
26-35	221	39.04%
36-45	211	38.06%
46-55		13.58%
56-65		0.8%
66+		0.11%
Adult mean age	36	
H of HH mean age	37.13	

### Household Composition

Families	201	49.99%
Extended family		2.27%
Extended household		3.58%
Pseudo family	281	25.09%
Single male		1.47%
Single female		11.42%
Male homesharers		0.40%
Female homesharers		1.51%
Mixed homesharers		3.50%
Abbr male families		0.19%
Abbr female families		0.57%

### Children

No children		2.47%
1 child	291	36.11%
2 children	386	35.49%
3 children	407	17.40%
4+ children	392	8.52%
Age <5	256	27.80%
Age 5-11		23.32%
Age 12-17		7.56%
Age >18		4.90%

### Household Income

<£15k		15.32%
£15k-£19k		3.97%
£20k-£29k		25.14%
£30k-£39k		23.13%
£40k-£49k		21.15%
£50k-£59k		8.71%
£60k-£69k		1.81%
£70k-£99k		0.71%
£100k-£149k		0.06%
£150k+		0.01%

### Property Type

Detached		1.51%
Semi-detached		31.77%
Bungalow		2.25%
Terraced	220	59.72%
Purpose built flats		4.30%
Converted flats		0.45%
Farm		0.01%
Named building		0.15%

### Home Ownership

Owned		82.32%
Rented		9.69%
Council / HA		7.99%

### Online Access

Every day		69.68%
Most days		21.94%
Weekly		4.19%
Monthly		1.61%
Not at all		2.58%

M • M53 • M54 • M55 • M56

**M55**

## Families with Needs

Families with many children living in areas of high deprivation and who need support

Middlesbrough

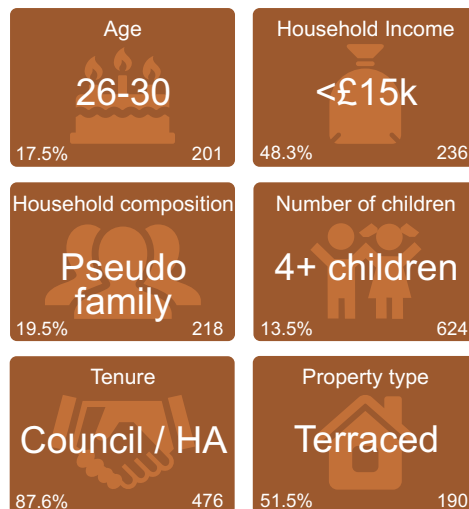
🏠 2.01% | 2.15% 👤



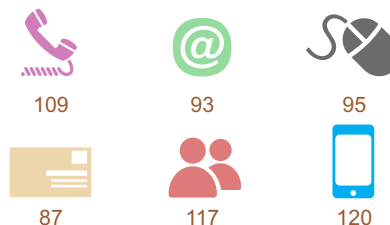
### Key Features

- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

### Who We Are



### Channel Preference



### Technology Adoption



M • M53 • M54 • M55 • M56

**M55**

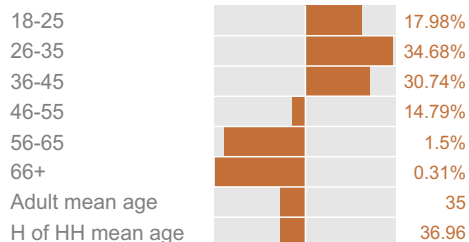
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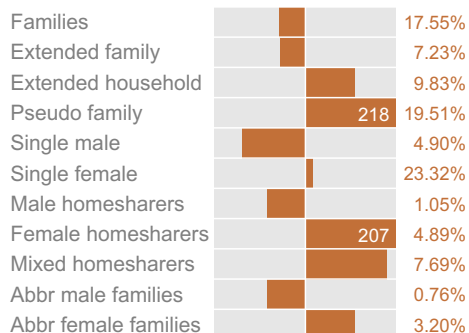
Middlesbrough

🏠 2.01% | 2.15% 👤

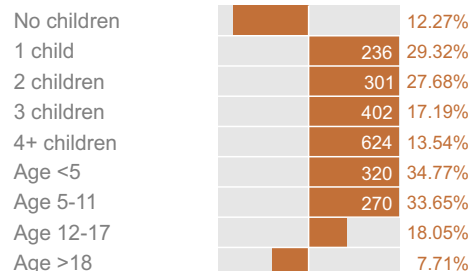
### Age



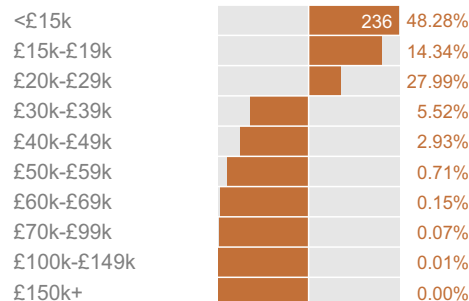
### Household Composition



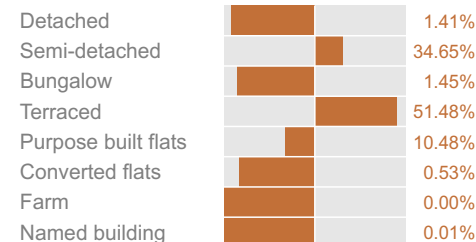
### Children



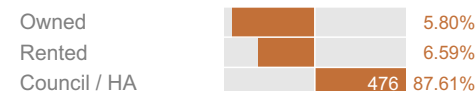
### Household Income



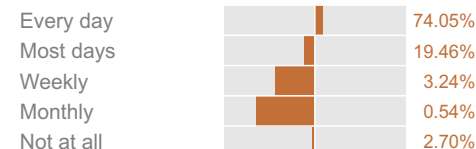
### Property Type



### Home Ownership



### Online Access



M • M53 • M54 • M55 • M56

M56

## Solid Economy

Stable families with children renting better quality homes from social landlords

Stevenage

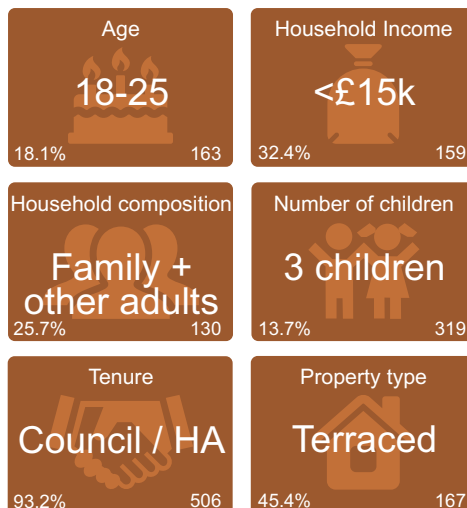
🏠 1.67% | 1.85% 👤



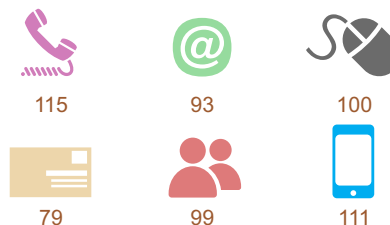
### Key Features

- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

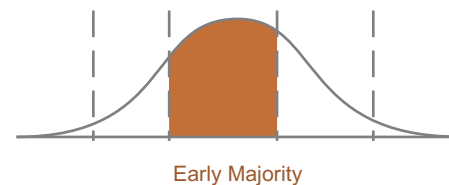
### Who We Are



### Channel Preference



### Technology Adoption



M • M53 • M54 • M55 • M56

**M56**

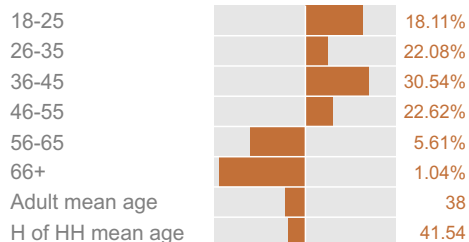
## Solid Economy

Stable families with children renting better quality homes from social landlords

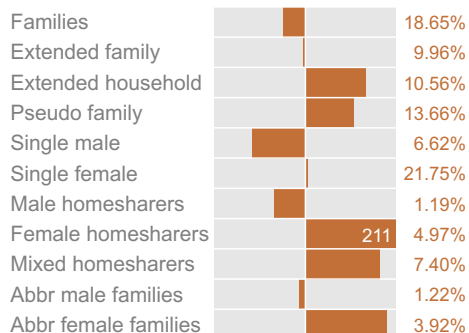
Stevenage

🏠 1.67% | 1.85% 👤

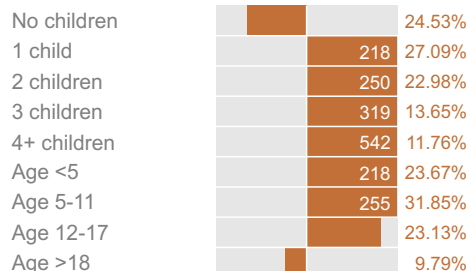
### Age



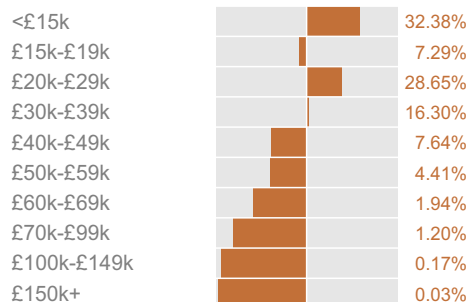
### Household Composition



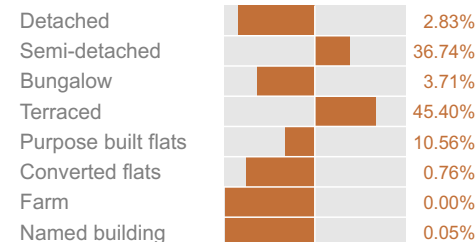
### Children



### Household Income



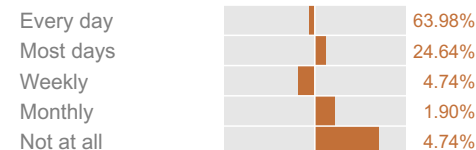
### Property Type



### Home Ownership



### Online Access



N • N57 • N58 • N59 • N60 • N61

N57

## Seasoned Survivors

Deep-rooted single elderly owners of low value properties whose modest home equity provides some security

Wolverhampton

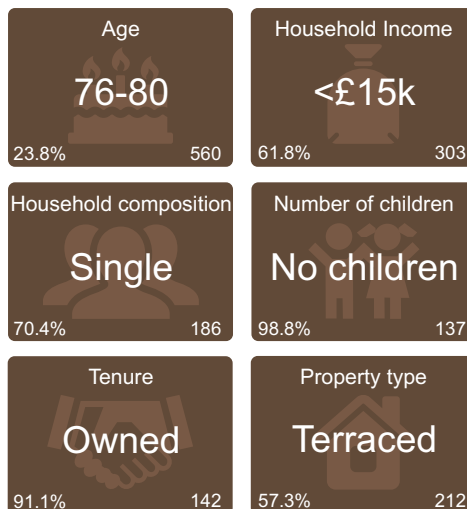
🏠 1.76% | 1.25% 👤



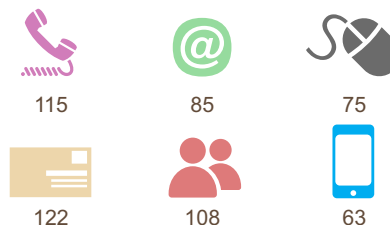
### Key Features

- Very elderly
- Most are living alone
- Longest length of residence (29 years)
- Modest income
- Own mostly 2 or 3 bed terraces
- Retired from routine / semi-skilled jobs

### Who We Are



### Channel Preference



### Technology Adoption



N • N57 • N58 • N59 • N60 • N61

**N57**

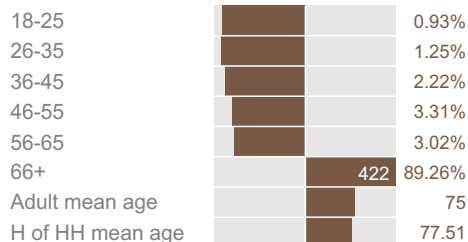
## Seasoned Survivors

Deep-rooted single elderly owners of low value properties whose modest home equity provides some security

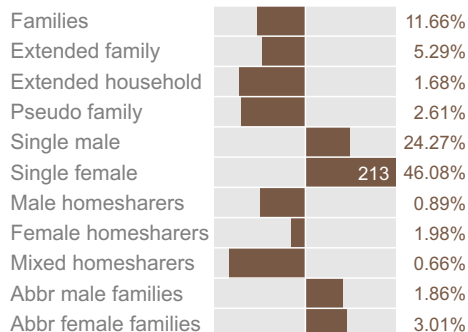
Wolverhampton

🏠 1.76% | 1.25% 👤

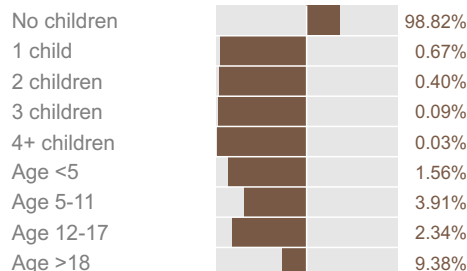
### Age



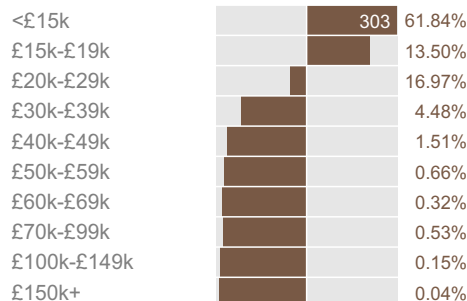
### Household Composition



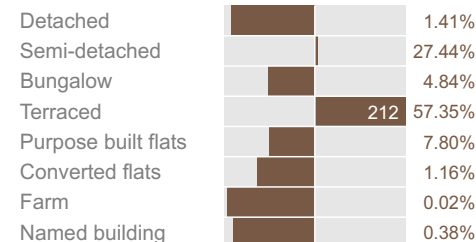
### Children



### Household Income



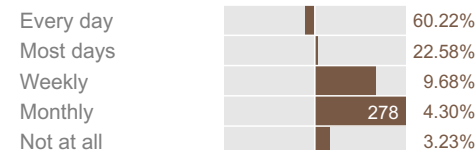
### Property Type



### Home Ownership



### Online Access





N • N57 • N58 • N59 • N60 • N61

**N58**

## Aided Elderly

Supported elders in specialised accommodation including retirement homes and complexes of small homes

Eastbourne

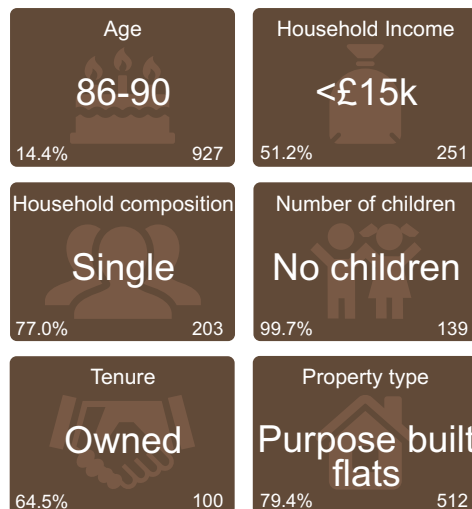
🏠 0.94% | 0.61% 👤



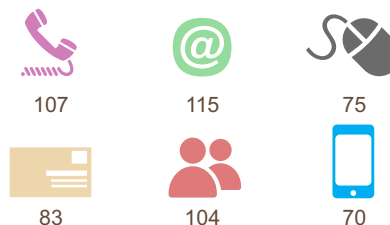
### Key Features

- Developments for the elderly
- Mostly purpose built flats
- Most own, others rent
- Majority are living alone
- Have income additional to state pension
- Least likely to own a mobile phone

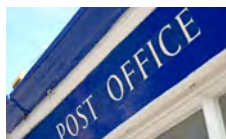
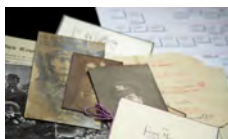
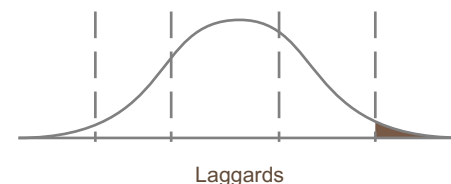
### Who We Are



### Channel Preference



### Technology Adoption



N • N57 • N58 • N59 • N60 • N61

**N58**

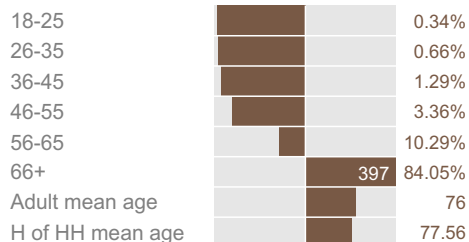
## Aided Elderly

Supported elders in specialised accommodation including retirement homes and complexes of small homes

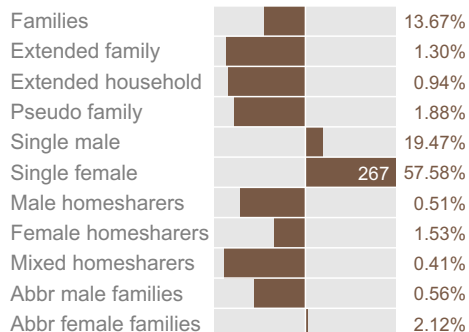
Eastbourne

🏠 0.94% | 0.61% 👤

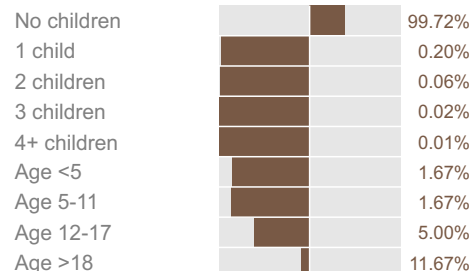
### Age



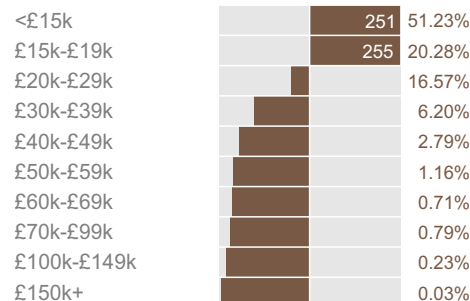
### Household Composition



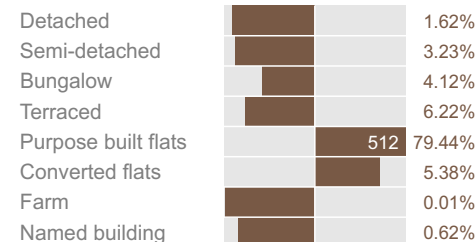
### Children



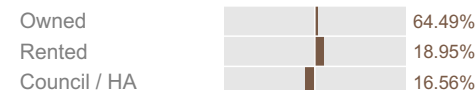
### Household Income



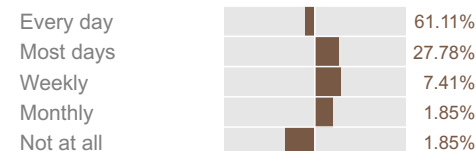
### Property Type



### Home Ownership



### Online Access



N • N57 • N58 • N59 • N60 • N61

N59

## Pocket Pensions

Elderly singles of limited means renting in developments of compact social homes

Doncaster

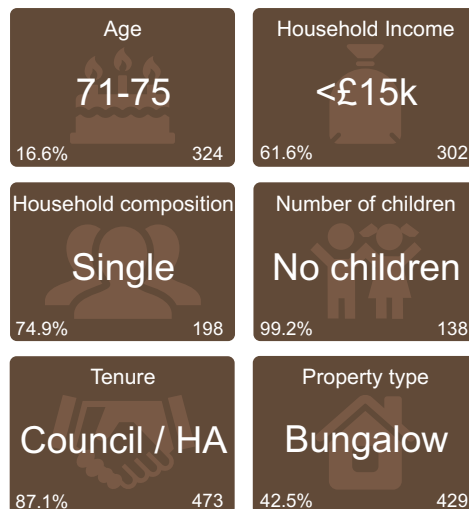
🏠 1.28% | 0.84% 👤



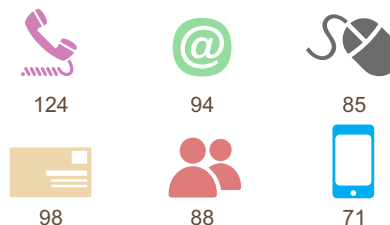
### Key Features

- Retired and mostly living alone
- 1 or 2 bedroom small homes
- Rented from social landlords
- Low incomes
- Prefer contact by landline phone
- Visit bank branch

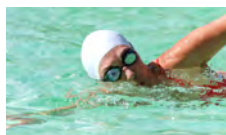
### Who We Are



### Channel Preference



### Technology Adoption



N • N57 • N58 • N59 • N60 • N61

**N59**

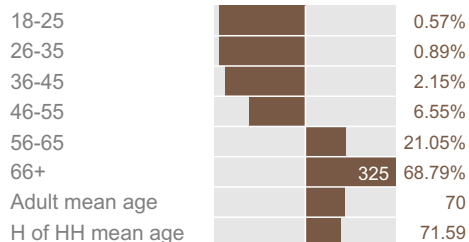
## Pocket Pensions

Elderly singles of limited means renting in developments of compact social homes

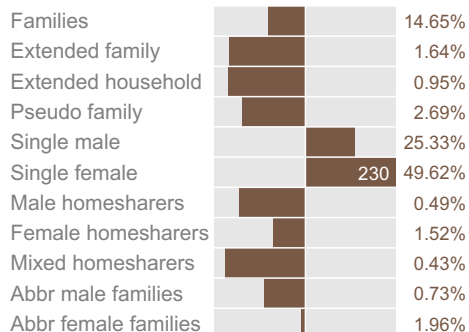
Doncaster

🏠 1.28% | 0.84% 👤

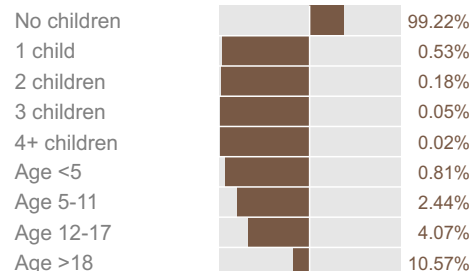
### Age



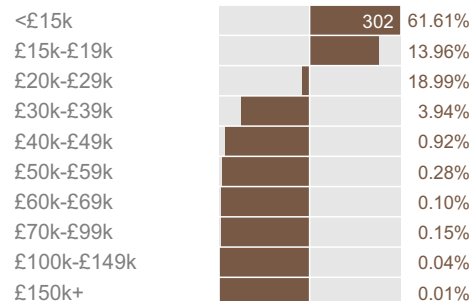
### Household Composition



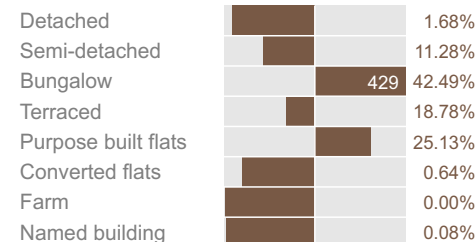
### Children



### Household Income



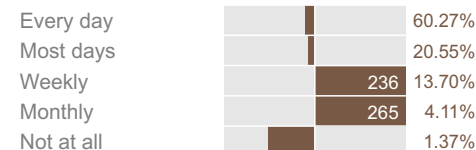
### Property Type



### Home Ownership



### Online Access



N • N57 • N58 • N59 • N60 • N61

N60

## Dependent Greys

Ageing social renters with high levels of need in centrally located developments of small units

Liverpool

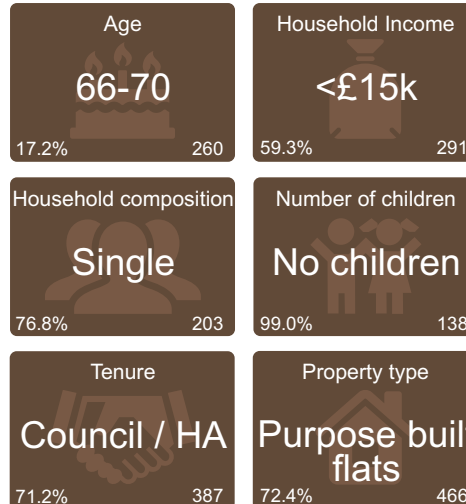
🏠 1.23% | 0.81% 👤



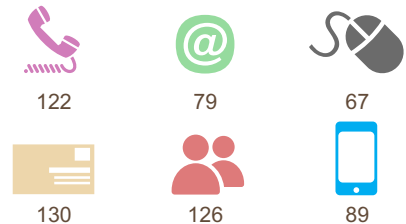
### Key Features

- Ageing singles
- Vulnerable to poor health
- 1 bedroom socially rented units
- Disabled parking permits
- Low income
- City location

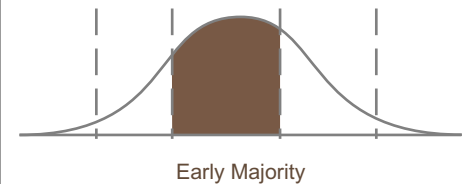
### Who We Are



### Channel Preference



### Technology Adoption



N • N57 • N58 • N59 • N60 • N61

**N60**

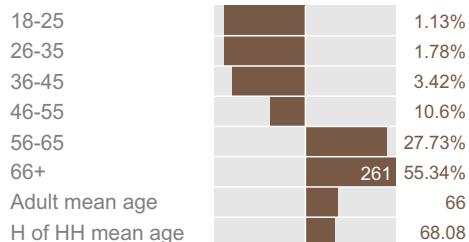
## Dependent Greys

Ageing social renters with high levels of need in centrally located developments of small units

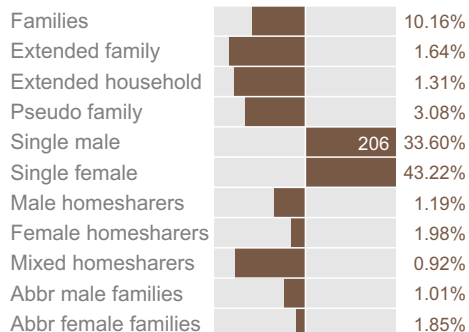
Liverpool

🏠 1.23% | 0.81% 👤

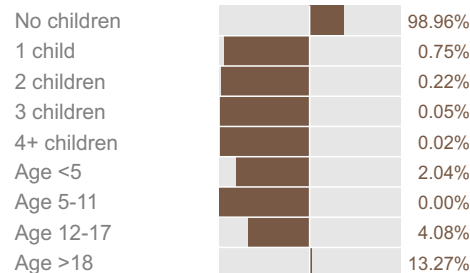
### Age



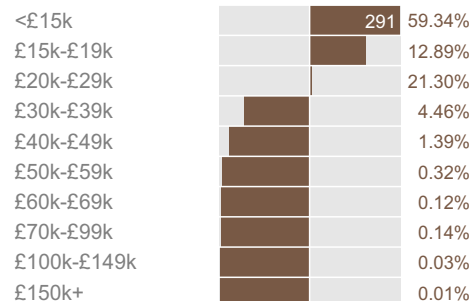
### Household Composition



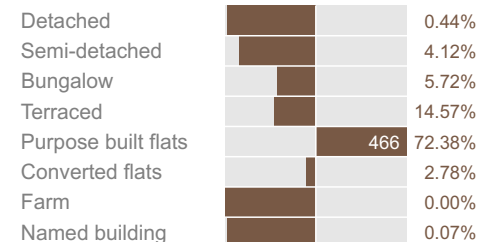
### Children



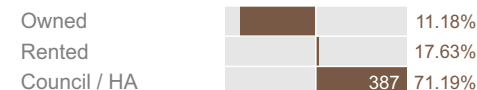
### Household Income



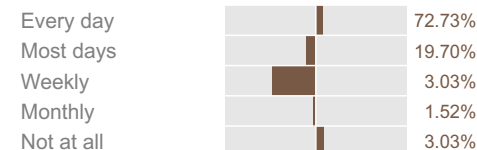
### Property Type



### Home Ownership



### Online Access



N • N57 • N58 • N59 • N60 • N61

N61

## Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters

Sunderland

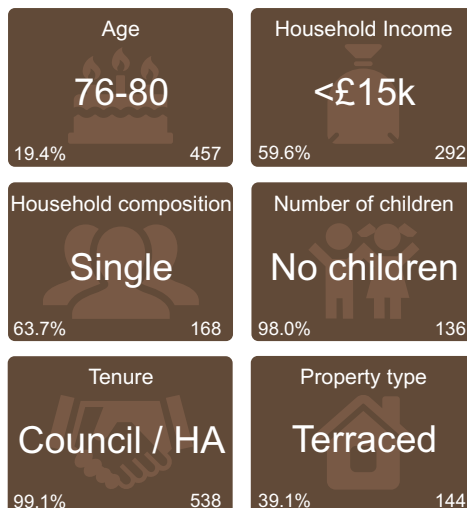
🏠 1.61% | 1.21% 👤



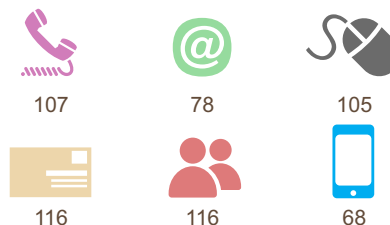
### Key Features

- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

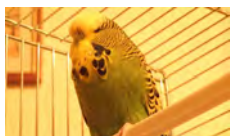
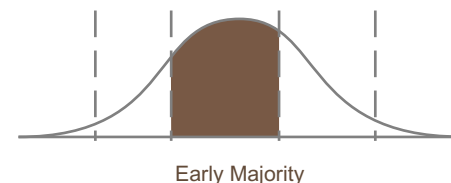
### Who We Are



### Channel Preference



### Technology Adoption



N • N57 • N58 • N59 • N60 • N61

**N61**

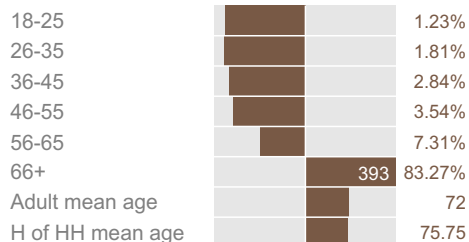
## Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters

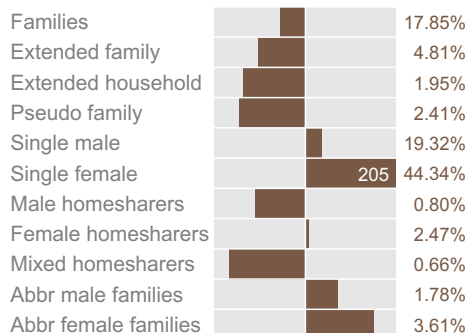
Sunderland

🏠 1.61% | 1.21% 👤

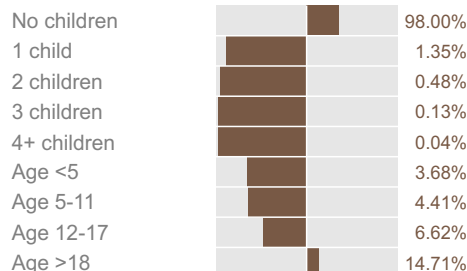
### Age



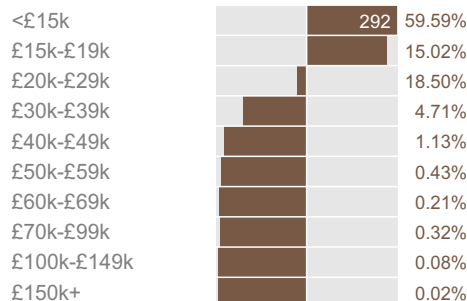
### Household Composition



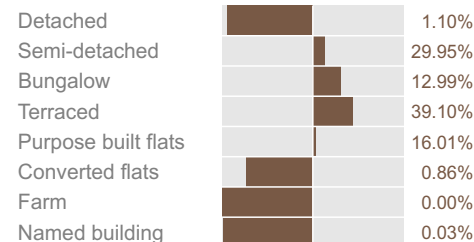
### Children



### Household Income



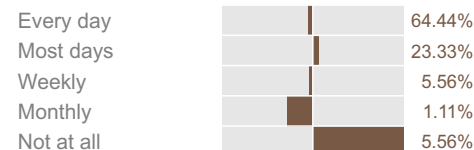
### Property Type



### Home Ownership



### Online Access





O • O62 • O63 • O64 • O65 • O66

O62

## Low Income Workers

Older social renters settled in low value homes in communities where employment is harder to find

Knowsley

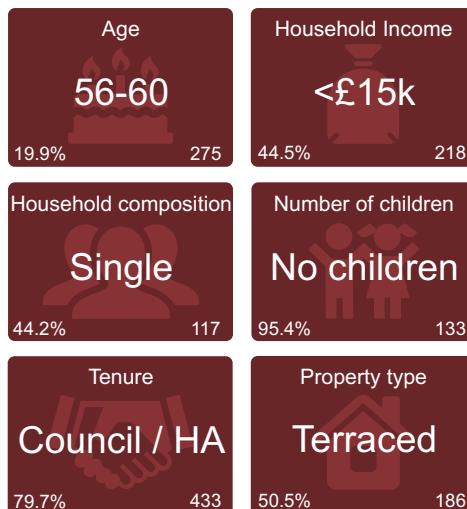
🏠 2.20% | 2.07% 👤



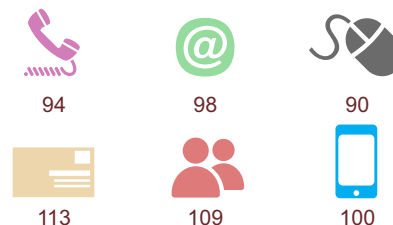
### Key Features

- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

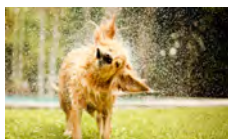
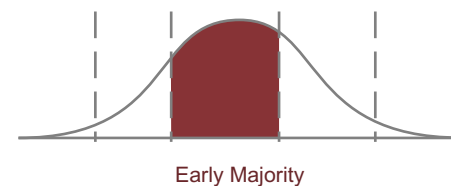
### Who We Are



### Channel Preference



### Technology Adoption



O • O62 • O63 • O64 • O65 • O66

O62

## Low Income Workers

Older social renters settled in low value homes in communities where employment is harder to find

Knowsley

🏠 2.20% | 2.07% 👤

### Age

18-25		7.5%
26-35		8.09%
36-45		10.06%
46-55		27.42%
56-65		36.83%
66+		10.1%
Adult mean age		51
H of HH mean age		55.88

### Household Composition

Families		16.67%
Extended family		8.76%
Extended household		5.47%
Pseudo family		6.95%
Single male		22.07%
Single female		22.13%
Male homesharers		2.06%
Female homesharers		4.63%
Mixed homesharers		4.34%
Abbr male families		3.04%
Abbr female families		3.84%

### Children

No children		95.43%
1 child		2.30%
2 children		1.54%
3 children		0.50%
4+ children		0.22%
Age <5		5.76%
Age 5-11		8.76%
Age 12-17		17.05%
Age >18		20.74%

### Household Income

<£15k		44.46%
£15k-£19k		13.88%
£20k-£29k		29.35%
£30k-£39k		7.87%
£40k-£49k		3.48%
£50k-£59k		0.63%
£60k-£69k		0.18%
£70k-£99k		0.12%
£100k-£149k		0.02%
£150k+		0.00%

### Property Type

Detached		1.25%
Semi-detached		32.39%
Bungalow		6.71%
Terraced		50.48%
Purpose built flats		8.63%
Converted flats		0.54%
Farm		0.01%
Named building		0.05%

### Home Ownership

Owned		14.12%
Rented		6.21%
Council / HA		79.67%

### Online Access

Every day		65.61%
Most days		23.98%
Weekly		4.98%
Monthly		1.81%
Not at all		3.62%

O • O62 • O63 • O64 • O65 • O66

O63

## Streetwise Singles

Hard-pressed singles in low cost social flats searching for opportunities

West Dunbartonshire

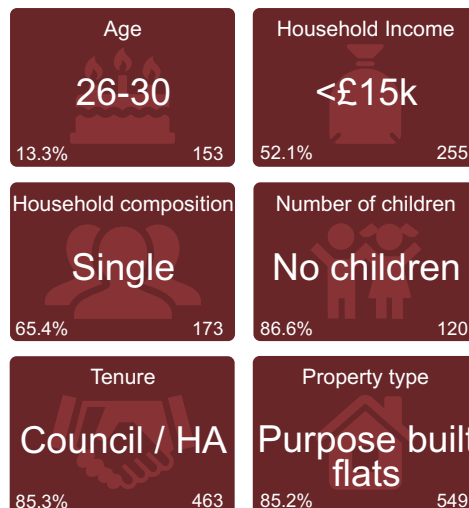
🏠 1.81% | 1.37% 👤



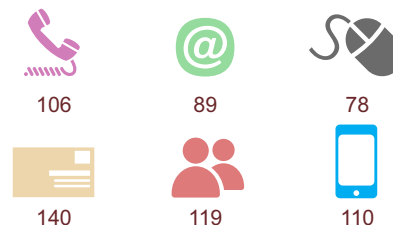
### Key Features

- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

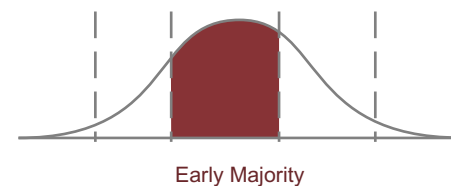
### Who We Are



### Channel Preference



### Technology Adoption



O • O62 • O63 • O64 • O65 • O66

O63

## Streetwise Singles

Hard-pressed singles in low cost social flats searching for opportunities

West Dunbartonshire

🏠 1.81% | 1.37% 👤

### Age

18-25	7.65%
26-35	26.18%
36-45	27.72%
46-55	26.28%
56-65	10.42%
66+	1.74%
Adult mean age	42
H of HH mean age	43.2

### Household Composition

Families	6.61%
Extended family	1.72%
Extended household	2.87%
Pseudo family	9.66%
Single male	234 38.19%
Single female	27.21%
Male homesharers	3.08%
Female homesharers	3.40%
Mixed homesharers	4.20%
Abbr male families	1.35%
Abbr female families	1.61%

### Children

No children	86.56%
1 child	6.34%
2 children	3.82%
3 children	2.15%
4+ children	1.12%
Age <5	7.12%
Age 5-11	11.00%
Age 12-17	8.09%
Age >18	7.77%

### Household Income

<£15k	255 52.10%
£15k-£19k	14.06%
£20k-£29k	25.42%
£30k-£39k	4.90%
£40k-£49k	2.63%
£50k-£59k	0.68%
£60k-£69k	0.14%
£70k-£99k	0.06%
£100k-£149k	0.01%
£150k+	0.00%

### Property Type

Detached	0.30%
Semi-detached	3.31%
Bungalow	0.76%
Terraced	6.57%
Purpose built flats	549 85.24%
Converted flats	3.82%
Farm	0.00%
Named building	0.04%

### Home Ownership

Owned	6.93%
Rented	7.74%
Council / HA	463 85.33%

### Online Access

Every day	62.21%
Most days	27.33%
Weekly	6.40%
Monthly	0.58%
Not at all	3.49%

O • O62 • O63 • O64 • O65 • O66

O64

## High Rise Residents

Renters of social flats in high rise blocks where levels of need are significant

City of Glasgow

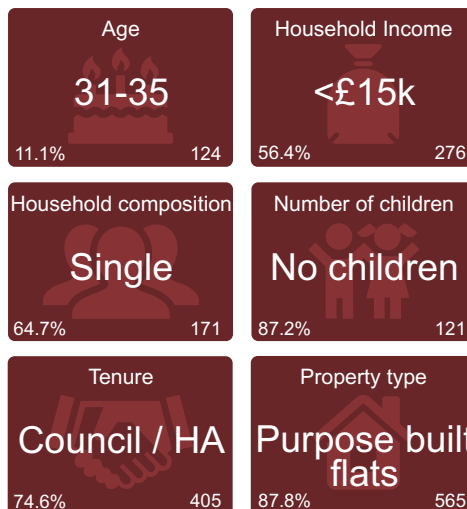
🏠 0.43% | 0.32% 👤



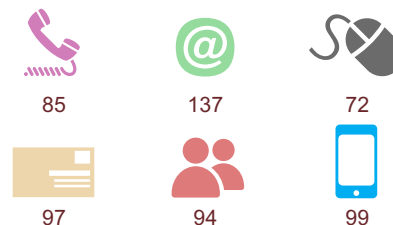
### Key Features

- Singles and sharers
- High rise social flats
- Urban locations
- Least likely to own a car
- Shop around to find cheapest price
- Low use of insurance

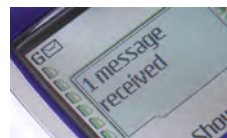
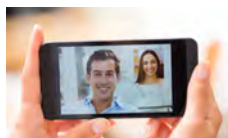
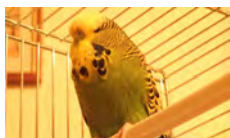
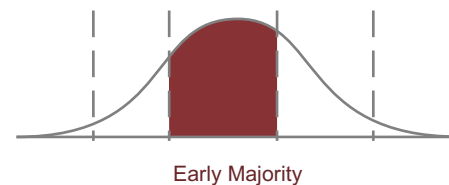
### Who We Are



### Channel Preference



### Technology Adoption



O • O62 • O63 • O64 • O65 • O66

O64

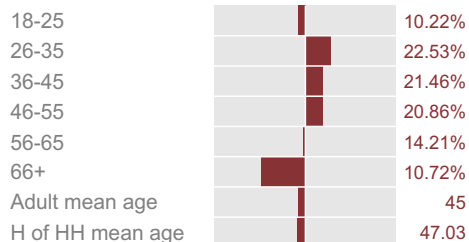
## High Rise Residents

Renters of social flats in high rise blocks where levels of need are significant

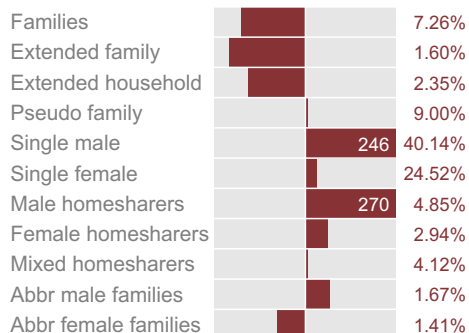
City of Glasgow

🏠 0.43% | 0.32% 👤

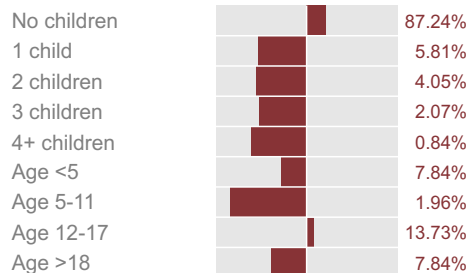
### Age



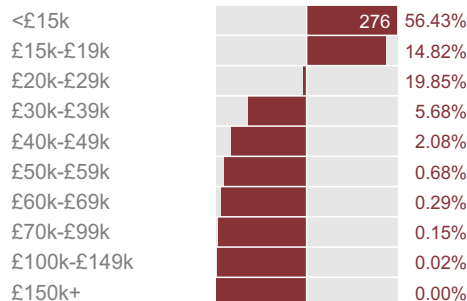
### Household Composition



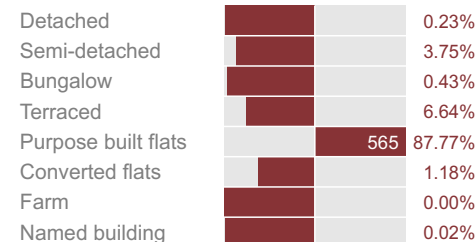
### Children



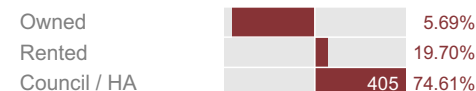
### Household Income



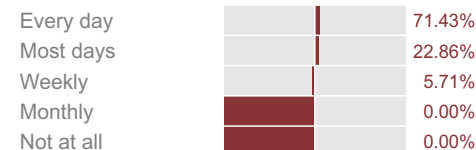
### Property Type



### Home Ownership



### Online Access



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O65

## Crowded Kaleidoscope

Multi-cultural households with children renting social flats in over-crowded conditions

Tower Hamlets

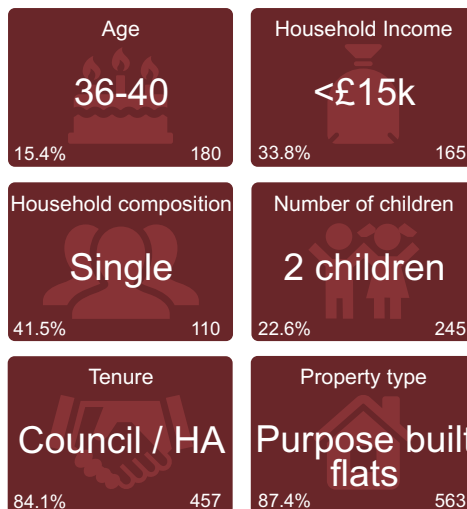
🏠 1.18% | 1.22% 👤



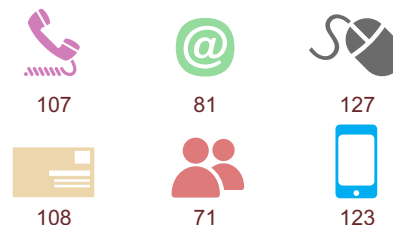
### Key Features

- Many children
- Non-nuclear household composition
- High diversity
- Commute by bus
- 1 or 2 bed flats socially rented
- Read online electrical reviews

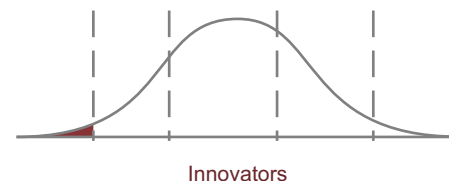
### Who We Are



### Channel Preference



### Technology Adoption



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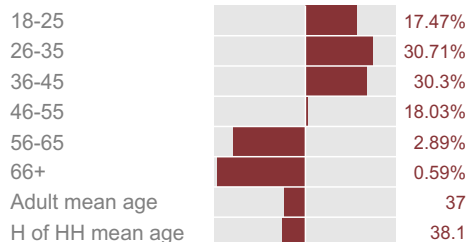
## Crowded Kaleidoscope

Multi-cultural households with children renting social flats in over-crowded conditions

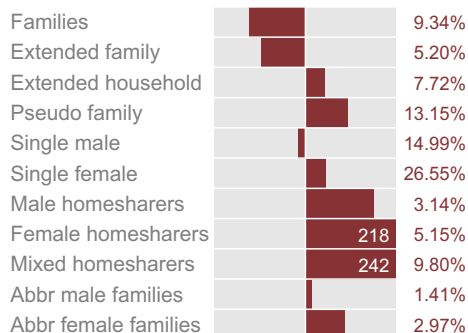
Tower Hamlets

🏠 1.18% | 1.22% 👤

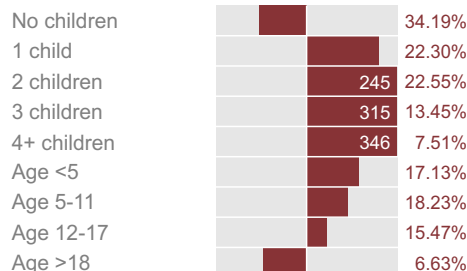
### Age



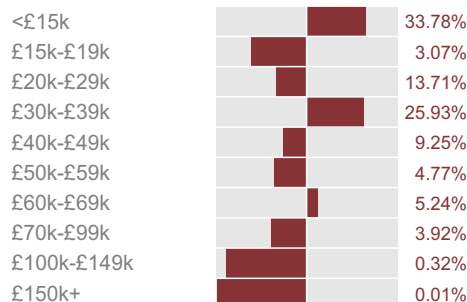
### Household Composition



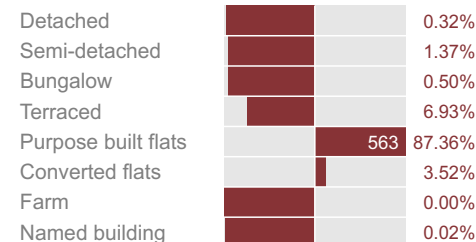
### Children



### Household Income



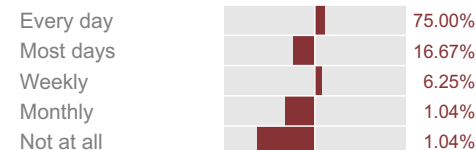
### Property Type



### Home Ownership



### Online Access





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## Inner City Stalwarts

Long-term renters of inner city social flats who have witnessed many changes

Southwark

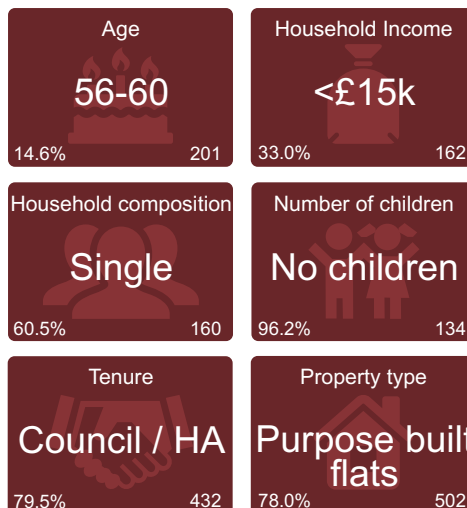
🏠 0.84% | 0.71% 👤



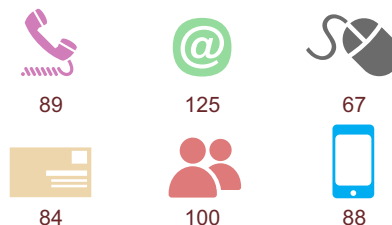
### Key Features

- Mostly single adults
- Aged 56+
- Renting from social landlord
- Flats in inner city areas
- Long-term residents
- Diverse neighbourhoods

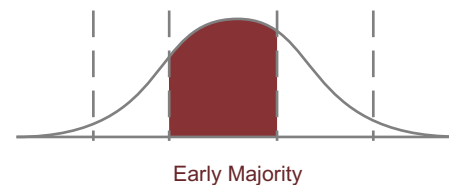
### Who We Are



### Channel Preference



### Technology Adoption



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O66

## Inner City Stalwarts

Long-term renters of inner city social flats who have witnessed many changes

Southwark

🏠 0.84% | 0.71% 👤

### Age

18-25		5.01%
26-35		7.59%
36-45		7.58%
46-55		20.13%
56-65		28.34%
66+		31.35%
Adult mean age		57
H of HH mean age		62.78

### Household Composition

Families		8.62%
Extended family		5.23%
Extended household		3.90%
Pseudo family		4.27%
Single male		30.39%
Single female		30.12%
Male homesharers		2.97%
Female homesharers		4.51%
Mixed homesharers		3.73%
Abbr male families		2.36%
Abbr female families		3.63%

### Children

No children		96.19%
1 child		1.97%
2 children		1.12%
3 children		0.45%
4+ children		0.27%
Age <5		1.59%
Age 5-11		2.38%
Age 12-17		7.14%
Age >18		11.11%

### Household Income

<£15k		33.03%
£15k-£19k		19.36%
£20k-£29k		13.65%
£30k-£39k		19.01%
£40k-£49k		7.97%
£50k-£59k		2.81%
£60k-£69k		2.14%
£70k-£99k		1.77%
£100k-£149k		0.24%
£150k+		0.02%

### Property Type

Detached		0.47%
Semi-detached		2.57%
Bungalow		1.03%
Terraced		10.65%
Purpose built flats		77.99%
Converted flats		7.29%
Farm		0.00%
Named building		0.04%

### Home Ownership

Owned		14.20%
Rented		6.32%
Council / HA		79.49%

### Online Access

Every day		67.74%
Most days		20.97%
Weekly		3.23%
Monthly		4.84%
Not at all		3.23%