



Mosaic UK E-Handbook



Group and Type Table

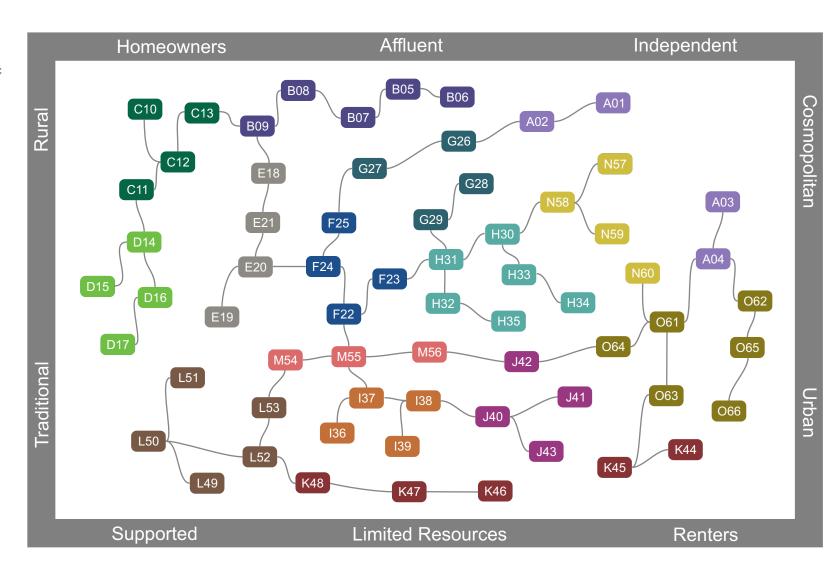
Δ	A01	World-Class Wealth
Citv	A02	Uptown Elite
Prosperity	A03	Penthouse Chic
	A04	Metro High-Flyers
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Prestige	B06	Diamond Days
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	B09	Empty-Nest Adventure
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The family tree illustrates the major demographic and lifestyle polarities between the Mosaic types, and shows how the Mosaic types relate to each other.





A **A01** A02 **A03** A04

City Prosperity

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



4.07% 4.51% **1**





Key Features

- Urban areas
- High value flats
- High income
- Cosmopolitan lifestyles
- High-tech homes
- Uber passengers





Who We Are

Age

139 | 26.8%

Household

206 21.5%

Tenure

Rented

200 36.0%

composition

Homesharers + others

26-35

8

Household income



£100k-£149,999

420 | 14.2%



No children

114 79.2%

Residency type [

Flat

265 61.3%



Advert Response Channel



130











Household Technology



High







A01 **A02 A03** A04 A

City Prosperity

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



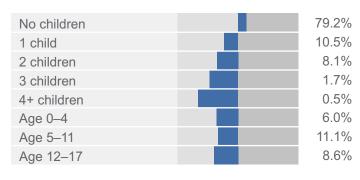
4.07% 4.51% **1**



Age

	_	
Mean age of heads of HH		48.8
Median age of adults		41
Mean age of adults		43.8
18–25		9.3%
26–35		26.8%
36–45		22.1%
46–55		18.6%
56–65		13.5%
66+		9.7%

Children¹



Property²

Detached		4.6%
Semi-detached		9.7%
Bungalow		0.6%
Terraced		23.8%
Purpose built flats	205	39.7%
Converted flats	580	21.7%
Farm		0.0%
Named building		0.4%

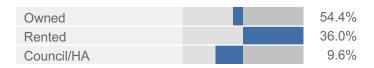
Household composition

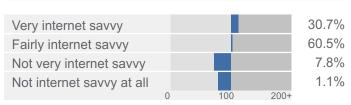
Families				11.0%
Extended family				4.5%
Extended household				6.3%
Pseudo family				14.8%
Single male				20.7%
Single female				19.6%
Male homesharers			221	4.8%
Female homesharers				4.0%
Mixed homesharers			210	10.1%
Abbr. male families				1.2%
Abbr. female families				1.3%
Multi-occupancy dwelling			611	1.8%
	0	100	200+	

Household income

Median income				£64k
Mean income				£79k
<£15k				2.4%
£15k-£19,999				3.1%
£20k-£29,999				6.4%
£30k-£39,999				9.5%
£40k-£49,999				11.8%
£50k-£59,999				11.9%
£60k-£69,999				11.2%
£70k-£99,999			269	21.5%
£100k-£149,999			420	14.2%
£150k+			564	8.1%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



B **B05 B06 B07 B08 B09**

B

Prestige Positions

Established families in large detached homes living upmarket lifestyles



6 7.39% 8.93% **2**





Key Features

- Own large, detached houses
- Highly educated
- High discretionary income
- Garden or allotment
- Pay credit cards in full
- Breakdown cover





Who We Are

Age

56-65

161 24.6%



composition **Family**

Household

185 | 42.4%



Owned

Tenure

147 94.9%



398 73.9%

Household

income

£150k+

645 9.3%

Number of

No children

107 74.0%

Detached

Residency type

children



Advert Response Channel













Household Technology



Low







B **B05 B06 B07 B08 B09**

B

Prestige Positions

Established families in large detached homes living upmarket lifestyles



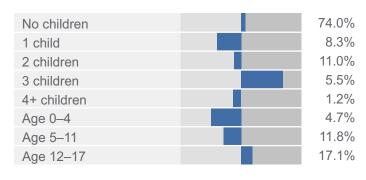
7.39% 8.93% **2**



Age

	_	
Mean age of heads of HH		61.4
Median age of adults		56
Mean age of adults		53.3
18–25		8.5%
26–35		9.5%
36–45		12.2%
46–55		19.8%
56–65		24.6%
66+		25.5%

Children¹



Property²

Detached	398	73.9%
Semi-detached		13.6%
Bungalow		7.3%
Terraced		3.0%
Purpose built flats		1.7%
Converted flats		0.4%
Farm		0.4%
Named building		6.5%

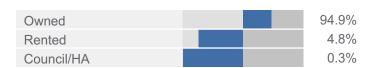
Household composition

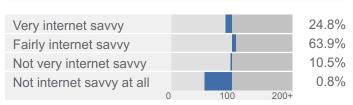
Families					42.5%
Extended family				239	17.5%
Extended household					7.9%
Pseudo family					6.1%
Single male					9.1%
Single female					9.8%
Male homesharers					0.8%
Female homesharers					1.0%
Mixed homesharers					2.2%
Abbr. male families					1.6%
Abbr. female families					1.4%
Multi-occupancy dwelling					0.0%
	0	10	00	200+	

Household income

Median income				£64k
Mean income			201	£82k
<£15k				0.1%
£15k-£19,999				0.3%
£20k-£29,999				3.2%
£30k-£39,999				10.9%
£40k-£49,999				17.2%
£50k-£59,999				13.5%
£60k-£69,999			206	11.7%
£70k-£99,999			252	20.1%
£100k-£149,999			407	13.7%
£150k+			645	9.3%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



C11 **C12** C13 C C10

Country Living

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



6 6.64% 6.24% **1**





Key Features

- Rural locations
- Own old, detached houses
- Electronic money transfers
- Garden or allotment
- Oil central heating
- High environmental impact gap





Who We Are

Age

66+

191 | 35.2%



Family



167 38.2%

Tenure

Owned

131 84.5%



£70k-£99,999

176 | 14.0%

Number of children

No children

111 76.7%

Residency type

Detached

350 64.9%



Advert Response Channel







147





Household Technology



Very Low









C C10 C11 C12 C13

Country Living

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



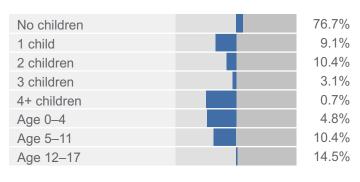
6 6.64% | 6.24% **2**



Age

	_	
Mean age of heads of HH		62.8
Median age of adults		58
Mean age of adults		56.3
18–25		6.2%
26–35		9.2%
36–45		12.1%
46–55		18.1%
56–65		19.1%
66+		35.2%

Children¹



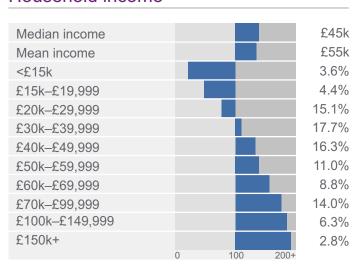
Property²

Detached	350	64.9%
Semi-detached		14.8%
Bungalow		13.3%
Terraced		5.3%
Purpose built flats		1.2%
Converted flats		0.6%
Farm	1271	7.1%
Named building	957	38.0%

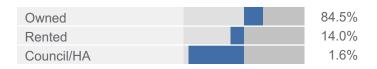
Household composition

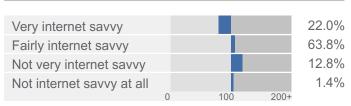
Families					38.2%
Extended family					9.0%
Extended household					5.9%
Pseudo family					7.3%
Single male					15.0%
Single female					17.7%
Male homesharers					1.0%
Female homesharers					1.3%
Mixed homesharers					1.9%
Abbr. male families					1.3%
Abbr. female families					1.3%
Multi-occupancy dwelling					0.0%
	0	10	00	200+	

Household income



Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



D **D14 D15 D16 D17**

Rural Reality

Householders living in less expensive homes in village communities



6.54% | 6.00% **2**





Key Features

- Rural areas
- Oil/solid fuel central heating
- Internet at home
- Free mobile phone apps
- Watch TV
- Comprehensive car insurance





Who We Are

Age

56-65

135 | 20.6%



Single

103 41.0%



Owned

104 | 66.6%



(2)

Household income

£20k-£29,999

124 | 24.3%



No children

103 70.9%

Residency type [

Semi-detached

130 33.8%



Advert Response Channel













Household Technology



Low







D **D14 D15 D16 D17**

Rural Reality

Householders living in less expensive homes in village communities



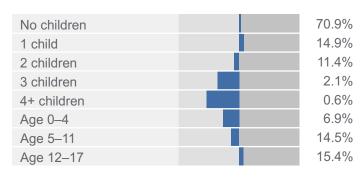
6.54% 6.00% **1**



Age

Mean age of heads of HH		56.0
Median age of adults		51
Mean age of adults		50.0
18–25		7.7%
26–35		15.5%
36–45		15.8%
46–55		22.4%
56–65		20.6%
66+		18.2%

Children¹



Property²

Detached		18.8%
Semi-detached		33.8%
Bungalow		13.8%
Terraced		25.4%
Purpose built flats		6.6%
Converted flats		1.6%
Farm		0.5%
Named building		7.8%

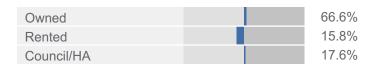
Household composition

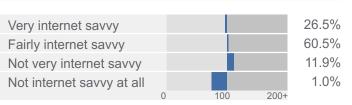
		_		
Families				24.8%
Extended family				6.9%
Extended household				5.5%
Pseudo family				11.1%
Single male				18.5%
Single female				22.7%
Male homesharers				1.5%
Female homesharers				2.6%
Mixed homesharers				3.6%
Abbr. male families				1.3%
Abbr. female families				1.7%
Multi-occupancy dwelling				0.0%
	0	100	200+	

Household income

Median income					£28k
Mean income					£31k
<£15k					18.9%
£15k-£19,999					11.5%
£20k-£29,999					24.3%
£30k-£39,999					18.3%
£40k-£49,999					12.6%
£50k-£59,999					7.4%
£60k-£69,999					3.9%
£70k-£99,999					2.8%
£100k-£149,999					0.3%
£150k+					0.0%
	0	10	0	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



E21 Ε E18 E19 **E20**

Senior Security Е

Elderly people with assets who are enjoying a comfortable retirement



8.30% | 6.37% **2**





Key Features

- Retired singles and couples
- Pre-war generation
- Established in community
- Low internet use
- Have wills
- Solar panels





Who We Are



(2)

66+

468 86.6%



Single

142 56.4%

Tenure

Owned

147 94.4%



Household

income

£20k-£29,999

182 | 35.6%

Number of children

No children

145 99.9%

Residency type [

Semi-detached

160 41.7%



Advert Response Channel







25







Household Technology



Very Low







Ε E18 E19 **E20 E21**

Е

Senior Security

Elderly people with assets who are enjoying a comfortable retirement



8.30% | 6.37% **2**



Age

Mean age of heads of HH			77.4
Median age of adults			75
Mean age of adults			73.9
18–25			0.5%
26–35			0.9%
36–45			2.0%
46–55			3.5%
56–65			6.5%
66+		468	86.6%

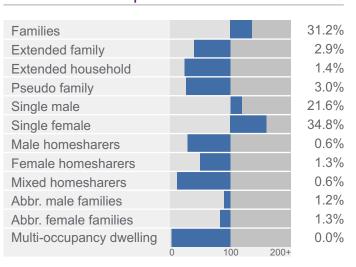
Children¹

No children	99.9%
1 child	0.0%
2 children	0.0%
3 children	0.0%
4+ children	0.0%
Age 0-4	0.0%
Age 5–11	0.0%
Age 12–17	0.1%

Property²

Detached		22.2%
Semi-detached		41.7%
Bungalow	299	21.2%
Terraced		11.6%
Purpose built flats		2.8%
Converted flats		0.5%
Farm		0.1%
Named building		1.4%

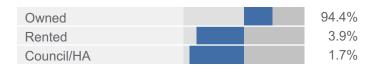
Household composition

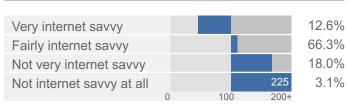


Household income

Median income				£23k
Mean income				£24k
<£15k				21.7%
£15k-£19,999				18.5%
£20k-£29,999				35.6%
£30k-£39,999				17.8%
£40k-£49,999				5.4%
£50k-£59,999				0.8%
£60k-£69,999				0.2%
£70k-£99,999				0.1%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



F24 F25 F22 F23

Suburban Stability

Mature suburban owners living settled lives in mid-range housing



6.52% 8.22% **1**





Key Features

- Older families, no children
- Own mid-value semis
- 3 bedrooms
- Established in community
- News and media sites
- Solar panels





Who We Are

Age

56-65

233 | 35.5%



Family + other adults

248 39.9%

Tenure



(2)

Owned

143 92.3%





£30k-£39,999

147 23.6%

Number of children



132 91.2%

Semi-detached

196 51.0%



Advert Response Channel











Household Technology



Medium







F **F22 F23 F24 F25**

Suburban Stability

Mature suburban owners living settled lives in mid-range housing



6.52% 8.22% **2**



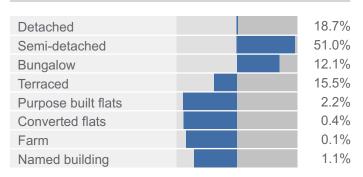
Age

	_	
Mean age of heads of HH		59.3
Median age of adults		54
Mean age of adults		49.7
18–25		11.6%
26–35		11.5%
36–45		7.3%
46–55		24.5%
56–65	233	35.5%
66+		9.6%

Children¹

No children		91.2%
1 child		6.3%
2 children		2.2%
3 children		0.3%
4+ children		0.1%
Age 0-4		0.4%
Age 5–11		1.7%
Age 12–17		7.8%
-		

Property²



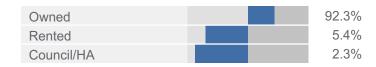
Household composition

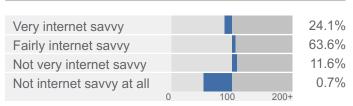
Families					23.8%
Extended family				325	23.8%
Extended household					11.4%
Pseudo family					4.4%
Single male					13.7%
Single female					13.3%
Male homesharers					0.9%
Female homesharers					1.3%
Mixed homesharers					2.5%
Abbr. male families					2.2%
Abbr. female families					2.6%
Multi-occupancy dwelling					0.0%
	0	10	00	200+	

Household income

Median income				£36k
Mean income				£38k
<£15k				6.2%
£15k-£19,999				6.5%
£20k-£29,999				21.0%
£30k-£39,999				23.6%
£40k-£49,999				20.6%
£50k-£59,999				13.3%
£60k-£69,999				5.9%
£70k-£99,999				2.8%
£100k-£149,999				0.1%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



G29 G **G26 G27 G28**

G

Domestic Success

Thriving families who are busy bringing up children and following careers



6 7.32% 8.20% **1**





Key Features

- Families with children
- Mid to high household income
- Monthly discretionary income under £1000
- Very high mortgage debt
- Internet via smartphone
- Online shoppers





Who We Are

Age

36-45

194 | 36.1%

Household composition

Family

193 | 44.2%

(2)

Tenure

Owned

137 | 88.1%



Household income

£70k-£99,999

411 | 32.8%

Number of children

291 | 36.2%

Residency type

Detached

203 37.6%



Advert Response Channel











119



123

Household Technology



Very High







G **G26 G27 G28 G29**

G

Domestic Success

Thriving families who are busy bringing up children and following careers



6 7.32% 8.20% **2**



Age

	_	
Mean age of heads of HH		46.5
Median age of adults		43
Mean age of adults		42.6
18–25		6.6%
26–35		16.6%
36–45		36.1%
46–55		31.8%
56–65		7.8%
66+		1.2%

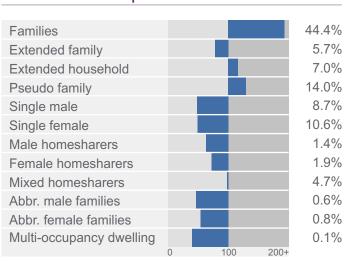
Children¹

No children		22.6%
1 child	205	28.2%
2 children	291	36.2%
3 children	343	11.2%
4+ children		1.9%
Age 0–4	223	20.9%
Age 5–11	250	41.4%
Age 12–17	278	40.2%

Property²

Detached	203	37.6%
Semi-detached		36.4%
Bungalow		5.7%
Terraced		16.8%
Purpose built flats		2.6%
Converted flats		0.8%
Farm		0.1%
Named building		1.3%

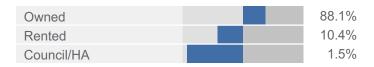
Household composition

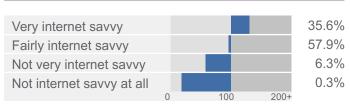


Household income

Median income			213	£70k
Mean income				£75k
<£15k				0.4%
£15k-£19,999				0.6%
£20k-£29,999				2.9%
£30k-£39,999				6.2%
£40k-£49,999				10.2%
£50k-£59,999				14.1%
£60k-£69,999			287	16.2%
£70k-£99,999			411	32.8%
£100k-£149,999			412	13.9%
£150k+				2.8%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



Н **H30 H31 H32 H33 H34 H35**

H

Aspiring Homemakers

Younger households settling down in housing priced within their means



6 9.39% 9.38% **2**





Key Features

- Families with young children
- 3 bedrooms
- High outstanding mortgages
- Internet via smartphone
- Texts and photos on smartphone
- Order from takeaways





Who We Are

Age

26-35

191 | 36.9%

Household composition

Pseudo family

209 22.6%



£40k-£49,999

192 | 23.5%

Number of children

267 | 36.8%

Tenure



(2)

Owned

121 77.7%

Residency type

Semi-detached

157 | 40.8%

Advert Response Channel













Household Technology



Very High







Н **H30 H31 H32 H33 H34 H35**

Aspiring Homemakers

Younger households settling down in housing priced within their means



6 9.39% 9.38% **2**

Age

Mean age of heads of HH		38.4
Median age of adults		36
Mean age of adults		36.6
18–25		11.9%
26–35		36.9%
36–45		33.1%
46–55		15.7%
56–65		1.9%
66+		0.4%

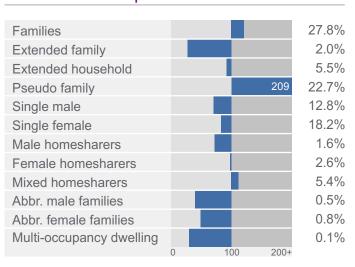
Children¹

No children		29.5%
1 child	267	36.8%
2 children	226	28.2%
3 children		4.6%
4+ children		0.9%
Age 0–4	309	28.9%
Age 5–11	224	37.2%
Age 12–17		23.3%
-		

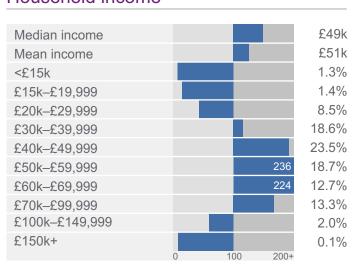
Property²

Detached		11.0%
Semi-detached		40.8%
Bungalow		3.7%
Terraced		34.7%
Purpose built flats		8.6%
Converted flats		1.3%
Farm		0.0%
Named building		0.6%

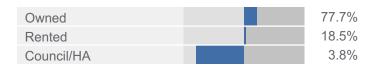
Household composition

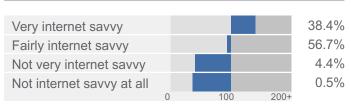


Household income



Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



136 137 138 139

Family Basics

Families with limited resources who budget to make ends meet



3 7.91% 9.51% **2**





Key Features

- Families with children
- Council/HA tenants
- Low discretionary income
- Low affluence
- Internet via smartphone
- Games consoles





Who We Are

Age

36-45

160 29.9%



Family + other adults

151 24.3%

Tenure

Council/HA

292 51.5%



£20k-£29,999

160 31.3%

Number of children

2

8

253 31.5%

Terraced

198 49.9%



Advert Response Channel







60







Household Technology



High







136 137 138 139

Family Basics

Families with limited resources who budget to make ends meet



****** 7.91% | 9.51% ******



Age

	 _	
Mean age of heads of HH		43.4
Median age of adults		38
Mean age of adults		38.4
18–25		13.8%
26–35		28.4%
36–45		29.9%
46–55		21.3%
56–65		5.6%
66+		0.9%

Children¹

No children		22.9%
1 child	213	29.4%
2 children	253	31.5%
3 children	280	9.1%
4+ children	516	7.1%
Age 0-4	223	20.9%
Age 5–11	274	45.4%
Age 12–17	289	41.7%

Property²

Detached		1.5%
Semi-detached		36.0%
Bungalow		1.5%
Terraced		49.9%
Purpose built flats		10.4%
Converted flats		0.7%
Farm		0.0%
Named building		0.2%

Household composition

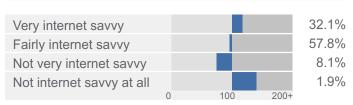
Families				18.3%
Extended family				8.7%
Extended household			203	12.2%
Pseudo family				17.4%
Single male				7.0%
Single female				18.6%
Male homesharers				1.3%
Female homesharers				4.6%
Mixed homesharers				8.1%
Abbr. male families				1.1%
Abbr. female families				2.5%
Multi-occupancy dwelling				0.1%
	0	100	200+	

Household income

Median income				£26k
Mean income				£28k
<£15k				16.5%
£15k-£19,999				12.0%
£20k-£29,999				31.3%
£30k-£39,999				23.2%
£40k-£49,999				12.1%
£50k-£59,999				3.1%
£60k-£69,999				1.1%
£70k-£99,999				0.6%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure

Owned		39.2%
Rented		9.3%
Council/HA	292	51.5%



- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



J40 J41 J42 J43

Transient Renters

Single people renting low cost homes for the short term



6 5.22% | 4.89% **1**





Key Features

- Young singles and homesharers
- Millennials
- Rent low value terraces
- Internet via smartphone
- High social networking
- Don't use landlines





Who We Are

Age

26-35

194 | 37.4%



Single

128 50.9%

Tenure

Rented

310 55.6%



Household income

£20k-£29,999

185 36.2%

Number of children

(2)

181 25.0%

Residency type

Terraced

212 | 53.4%



Advert Response Channel







166







Household Technology



High







J40 J41 J42 J43

Transient Renters

Single people renting low cost homes for the short term

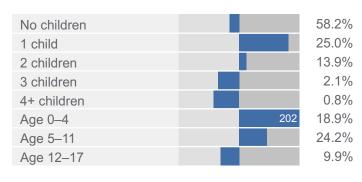


6 5.22% 4.89% **1**

Age

	_		
Mean age of heads of HH			38.1
Median age of adults			33
Mean age of adults			35.7
18–25		217	20.6%
26–35			37.4%
36–45			21.2%
46–55			14.2%
56–65			5.6%
66+			0.9%

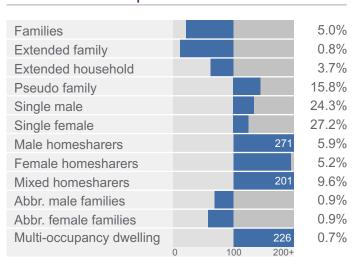
Children¹



Property²

Detached			0.9%
Semi-detached			14.2%
Bungalow			1.2%
Terraced	2	12	53.4%
Purpose built flats			23.7%
Converted flats			6.5%
Farm			0.0%
Named building			0.3%

Household composition

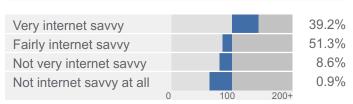


Household income

Median income				£25k
Mean income				£25k
<£15k				14.5%
£15k-£19,999				18.5%
£20k-£29,999				36.2%
£30k-£39,999				23.6%
£40k-£49,999				6.0%
£50k-£59,999				1.0%
£60k-£69,999				0.1%
£70k-£99,999				0.0%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure

Owned		26.3%
Rented	310	55.6%
Council/HA		18.1%



- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



K **K44 K45** K47 **K48**

Municipal Tenants

Urban residents renting high density housing from social landlords



6.74% 5.97% **1**





Key Features

- Council/HA flats
- Densely populated
- No qualifications
- Low discretionary income
- Low environmental impact gap
- Fuel poverty





Who We Are

Age

56-65

146 22.3%



Single

138 54.7%



Council/HA

434 76.7%

(2)

Household income

<£15k

311 51.1%



No children

122 84.2%

Residency type

Flat

301 69.7%



Advert Response Channel







194



Household Technology



136

Medium







K K44 K45 K47 **K48**

Municipal Tenants

Urban residents renting high density housing from social landlords



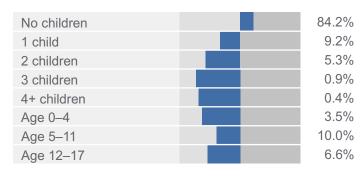
6.74% 5.97% **1**



Age

Mean age of heads of HH		52.5
Median age of adults		49
Mean age of adults		47.2
18–25		8.6%
26–35		19.1%
36–45		16.9%
46–55		22.2%
56–65		22.3%
66+		10.9%

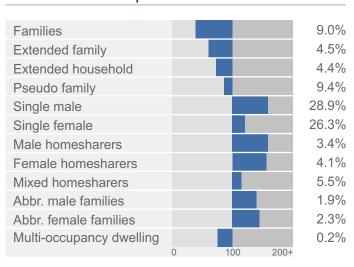
Children¹



Property²

Detached		0.2%
Semi-detached		10.2%
Bungalow		1.7%
Terraced		18.3%
Purpose built flats	339	65.6%
Converted flats		4.0%
Farm		0.0%
Named building		0.1%

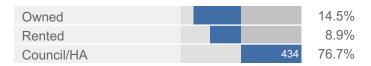
Household composition

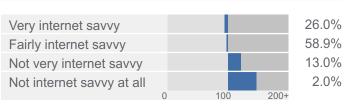


Household income

Median income					£15k
Mean income					£17k
<£15k			3	11	51.1%
£15k-£19,999					16.8%
£20k-£29,999					22.5%
£30k-£39,999					5.5%
£40k-£49,999					1.8%
£50k-£59,999					0.7%
£60k-£69,999					0.5%
£70k-£99,999					0.8%
£100k-£149,999					0.2%
£150k+					0.0%
	0	10	00 20	+00	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



L49 L50 L51 L52 **L53**

Vintage Value

Elderly people with limited pension income, mostly living alone



6.46% 4.17% **1**





Key Features

- Retired singles
- Council/HA tenants
- No qualifications
- Low discretionary income
- Very low-tech households
- Fuel and water poverty





Who We Are



(2)

66+

408 75.4%

Household composition

Single

190 75.4%

Tenure

Council/HA

318 56.2%





<£15k

466 76.7%

Number of children

No children

144 99.8%

Residency type

Flat

204 47.2%



Advert Response Channel







51







Household Technology



Very Low







L49 L50 L51 L52 **L53**

Vintage Value

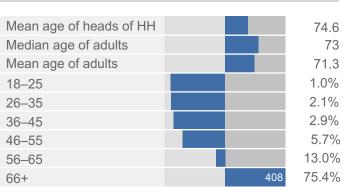
Elderly people with limited pension income, mostly living alone



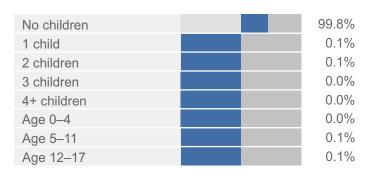
6.46% 4.17% **1**



Age



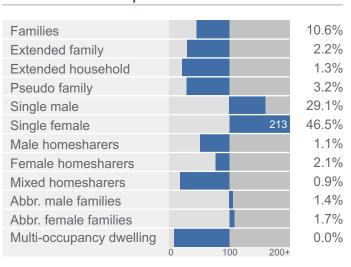
Children¹



Property²

Detached		0.7%
Semi-detached		15.9%
Bungalow		12.4%
Terraced		23.8%
Purpose built flats	231	44.8%
Converted flats		2.4%
Farm		0.0%
Named building		0.2%

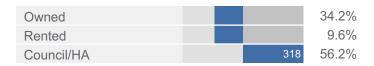
Household composition

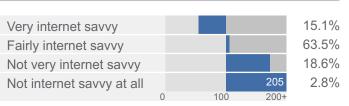


Household income

Median income				£10k
Mean income				£11k
<£15k			466	76.7%
£15k-£19,999				13.4%
£20k-£29,999				8.7%
£30k-£39,999				1.0%
£40k-£49,999				0.2%
£50k-£59,999				0.0%
£60k-£69,999				0.0%
£70k-£99,999				0.0%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



M **M54 M55 M56**

Modest Traditions

Mature homeowners of value homes enjoying stable lifestyles



4.99% 5.42% **1**





Key Features

- Homeowners
- No children
- Established in community
- Low discretionary income
- Watch TV
- Solar panels





Who We Are

Age

56-65

227 34.6%



Family + other adults

165 26.7%

Tenure



8

Owned

133 | 85.3%



Household

income



£20k-£29,999

197 | 38.5%

Number of children



No children

142 98.3%

Residency type [



198 50.0%

Advert Response Channel







101





76



Household Technology



Low







M

M54

M55

M56

Modest Traditions

Mature homeowners of value homes enjoying stable lifestyles



4.99% 5.42% **1**

Age

	_	
Mean age of heads of HH		60.4
Median age of adults		56
Mean age of adults		53.1
18–25		6.7%
26–35		10.5%
36–45		7.2%
46–55		23.1%
56–65	227	34.6%
66+		17.8%

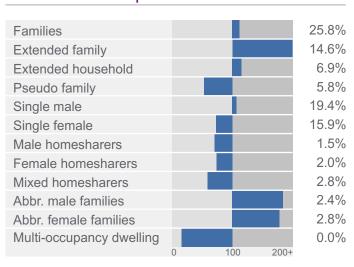
Children¹

No children		98.3%
1 child		1.4%
2 children		0.2%
3 children		0.0%
4+ children		0.0%
Age 0-4		0.0%
Age 5–11		0.2%
Age 12–17		1.5%

Property²

Detached		2.3%
Semi-detached		33.7%
Bungalow		4.8%
Terraced		50.0%
Purpose built flats		8.1%
Converted flats		1.2%
Farm		0.0%
Named building		0.5%

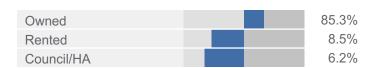
Household composition

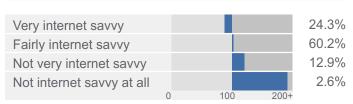


Household income

Median income				£24k
Mean income				£25k
<£15k				15.8%
£15k-£19,999				17.8%
£20k-£29,999				38.5%
£30k-£39,999				18.6%
£40k-£49,999				7.4%
£50k-£59,999				1.5%
£60k-£69,999				0.2%
£70k-£99,999				0.0%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



N **N57 N58 N59 N60**

Urban Cohesion



4.76% 5.70% **1**





Key Features

- Homesharers in terraces
- Uber passengers
- Free mobile phone apps
- Read news and shop online
- Visual arts and design sites
- Watch TV





Who We Are

Age

36-45

106 | 19.8%

Household composition

Homesharers + others

(2)

184 | 19.3%

Tenure



Owned

104 67.0%



Household income

£20k-£29,999

127 | 24.9%

Number of children

No children

103 71.4%

Residency type [

Terraced

207 | 52.1%



Advert Response Channel















Household Technology



Medium







N

N57

N58

N59

N60

Urban Cohesion

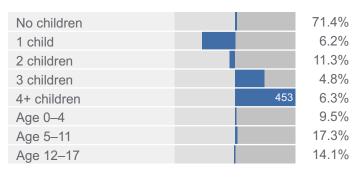


4.76% 5.70% **1**

Age

	_	
Mean age of heads of HH		57.6
Median age of adults		47
Mean age of adults		48.0
18–25		9.3%
26–35		18.8%
36–45		19.8%
46–55		17.6%
56–65		16.2%
66+		18.3%

Children¹



Property²

Detached		2.4%
Semi-detached		18.7%
Bungalow		1.8%
Terraced	207	52.1%
Purpose built flats		19.3%
Converted flats		5.6%
Farm		0.0%
Named building		0.3%

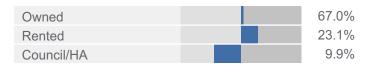
Household composition

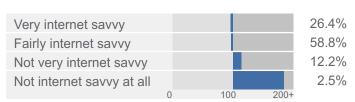
Families				12.2%
Extended family				8.6%
Extended household				9.0%
Pseudo family				10.0%
Single male				18.2%
Single female				19.5%
Male homesharers				3.8%
Female homesharers				3.2%
Mixed homesharers			205	9.8%
Abbr. male families				2.4%
Abbr. female families				2.2%
Multi-occupancy dwelling			372	1.1%
	0 1	00	200+	

Household income

		_		
Median income				£30k
Mean income				£34k
<£15k				15.1%
£15k-£19,999				11.1%
£20k-£29,999				24.9%
£30k-£39,999				19.2%
£40k-£49,999				11.9%
£50k-£59,999				7.0%
£60k-£69,999				4.7%
£70k-£99,999				4.8%
£100k-£149,999				1.2%
£150k+				0.2%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



0 **O61 O62 O63 O64 O65 O66**

Rental Hubs

Educated young people privately renting in urban neighbourhoods



****** 7.75% | 6.51% ******





Key Features

- Young singles and homesharers
- Rent flats
- Very high internet use
- Internet via smartphone
- Watch videos online
- Don't use landlines





Who We Are

Age

26-35

202 | 39.0%

Household composition

Single

142 56.2%

Tenure

Rented

333 | 59.9%



(2)

Household income

£30k-£39,999

155 | 24.8%

Number of children

No children

126 87.4%

Residency type

Flat

354 81.9%



Advert Response Channel



145





103



113



Household Technology



Very High







0

O61

O62

O63

O64

O65

O66



Rental Hubs

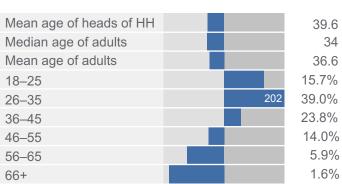
Educated young people privately renting in urban neighbourhoods



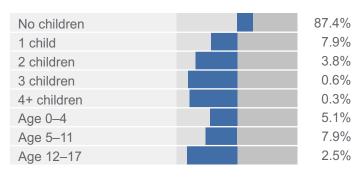
6.51% 1.75% 6.51%



Age



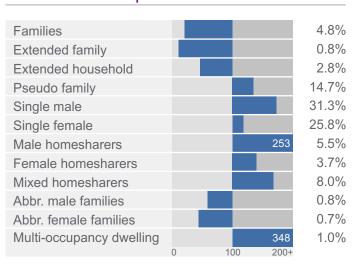
Children¹



Property²

Detached		0.9%
Semi-detached		3.3%
Bungalow		0.3%
Terraced		13.6%
Purpose built flats	337	65.3%
Converted flats	443	16.5%
Farm		0.0%
Named building		0.2%

Household composition

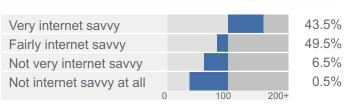


Household income

Median income					£36k
Mean income					£38k
<£15k					7.0%
£15k-£19,999					8.2%
£20k-£29,999					20.9%
£30k-£39,999					24.8%
£40k-£49,999					19.8%
£50k-£59,999					9.6%
£60k-£69,999					4.6%
£70k-£99,999					4.3%
£100k-£149,999					0.7%
£150k+					0.1%
	0	1	00	200+	

Tenure

Owned		31.9%
Rented	333	59.9%
Council/HA		8.2%



- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



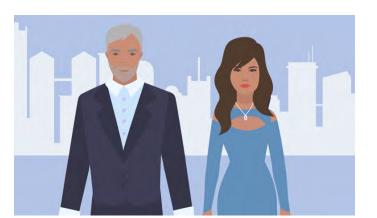
A **A01 A02 A03** A04

World-Class Wealth

Global high flyers and moneyed families living luxurious lifestyles in London's most exclusive boroughs







Key Features

- Expensive properties
- 5+ bedrooms
- High income
- University graduates
- Company director
- Uber passengers





Who We Are

Age

46-55

126 | 23.8%



Family + other adults

125 | 20.2%

Tenure



8

Owned

124 79.8%



Household income

£150k+

1871 26.9%

Number of children

2

133 | 16.6%

Residency type

Terraced

165 41.7%



Advert Response Channel







300

53







Household Technology



Low







A01 **A02 A03** A04 A

World-Class Wealth

Global high flyers and moneyed families living luxurious lifestyles in London's most exclusive boroughs

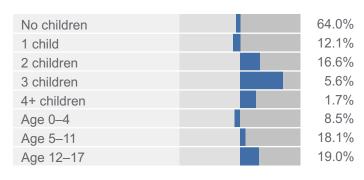




Age

	_	
Mean age of heads of HH		56.4
Median age of adults		49
Mean age of adults		49.7
18–25		8.0%
26–35		13.3%
36–45		19.4%
46–55		23.8%
56–65		17.4%
66+		18.0%

Children¹



Property²

Detached		13.4%
Semi-detached		19.4%
Bungalow		0.6%
Terraced		41.7%
Purpose built flats		16.2%
Converted flats	237	8.9%
Farm		0.0%
Named building		0.9%

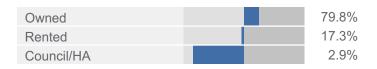
Household composition

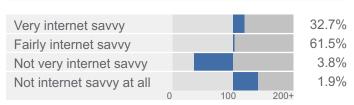
		_		
Families				20.6%
Extended family				8.1%
Extended household				9.3%
Pseudo family				13.4%
Single male				16.0%
Single female				15.7%
Male homesharers				3.1%
Female homesharers				2.9%
Mixed homesharers				7.2%
Abbr. male families				1.5%
Abbr. female families				1.4%
Multi-occupancy dwelling			269	0.8%
	0	100	200+	

Household income

Median income			340	£111k
Mean income			351	£143k
<£15k				0.1%
£15k-£19,999				0.4%
£20k-£29,999				1.6%
£30k-£39,999				4.3%
£40k-£49,999				3.6%
£50k-£59,999				2.1%
£60k-£69,999				3.1%
£70k-£99,999			295	23.6%
£100k-£149,999			1017	34.4%
£150k+			1871	26.9%
	0	10	0 200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



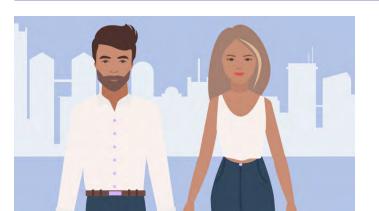
A01 A02 A03 A04

Uptown Elite

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



1.35% 1.60% **1**



Key Features

- Expensive properties
- High income
- Quality news
- Waitrose
- Uber passengers
- Performing arts sites





Who We Are

Age

56-65

£70k-£99,999

Household

income

250 19.9%

Household composition

136 | 20.7%



Homesharers + others

162 | 16.9%

Number of children



102 70.8%

Tenure



Owned

115 73.7%

Residency type



176 44.4%



Advert Response Channel







80







Household Technology



Low







A01 A02 **A03** A04 A

Uptown Elite

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

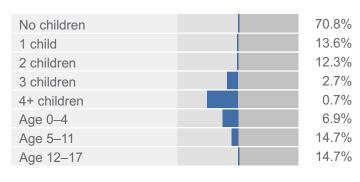


1.35% 1.60% **1**



	_	
Mean age of heads of HH		56.8
Median age of adults		50
Mean age of adults		49.0
18–25		7.5%
26–35		15.2%
36–45		18.8%
46–55		22.2%
56–65		20.7%
66+		15.5%

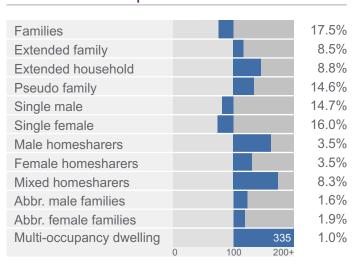
Children¹



Property²

Detached		7.7%
Semi-detached		19.8%
Bungalow		1.4%
Terraced		44.4%
Purpose built flats		15.9%
Converted flats	291	10.9%
Farm		0.0%
Named building		0.7%

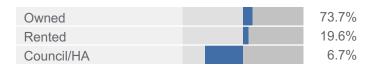
Household composition

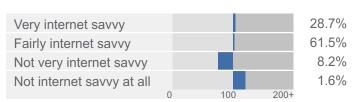


Household income

Median income				£61k
Mean income				£74k
<£15k				1.2%
£15k-£19,999				3.1%
£20k-£29,999				7.4%
£30k-£39,999				12.3%
£40k-£49,999				12.4%
£50k-£59,999				11.9%
£60k-£69,999			208	11.8%
£70k-£99,999			250	19.9%
£100k-£149,999			363	12.3%
£150k+			537	7.7%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



A01 **A02 A03** A04

Penthouse Chic

City professionals renting premium-priced flats in prestige central locations







Key Features

- Urban areas
- Expensive rented flats
- University degrees
- High discretionary income
- Online shoppers
- Foreign language TV





Who We Are

Age

26-35

179 34.7%

Household composition

Single

139 55.3%

Tenure

Rented

309 55.6%



(2)

Household income

£70k-£99,999

372 | 29.7%

Number of children

No children

131 90.4%

Residency type

Flat

415 96.1%



Advert Response Channel











271

195

Household Technology



Very High







A01 **A02 A03** A04 A

Penthouse Chic

City professionals renting premium-priced flats in prestige central locations

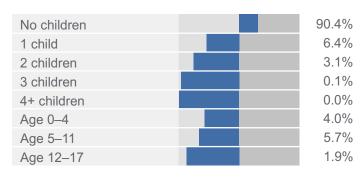




Age

Mean age of heads of HH		42.9
Median age of adults		37
Mean age of adults		40.1
18–25		11.9%
26–35		34.7%
36–45		23.4%
46–55		14.7%
56–65		8.7%
66+		6.6%

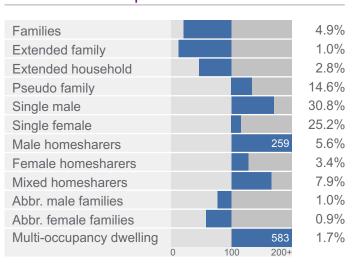
Children¹



Property²

Detached		0.4%
Semi-detached		0.3%
Bungalow		0.0%
Terraced		3.2%
Purpose built flats	352	68.2%
Converted flats	745	27.8%
Farm		0.0%
Named building		0.1%

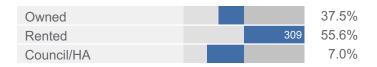
Household composition

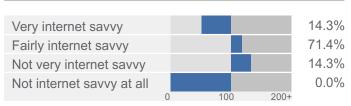


Household income

Median income				227	£74k
Mean income				201	£82k
<£15k					1.7%
£15k-£19,999					2.8%
£20k-£29,999					4.0%
£30k-£39,999					5.3%
£40k-£49,999					7.8%
£50k-£59,999					11.7%
£60k-£69,999				219	12.4%
£70k-£99,999				372	29.7%
£100k-£149,999				496	16.7%
£150k+				551	7.9%
	0	10	00	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



A01 A02 A03 A04

Metro High-Flyers

Career-minded 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities



1.59% 1.75% **1**





Key Features

- Singles
- Small, rented flats
- Career-focussed
- High income
- Cosmopolitan lifestyles
- Uber passengers





Who We Are

Age

26-35

205 | 39.7%



Homesharers + others

271 28.4%

(2)

No children

children

Household

£70k-£99,999

238 18.9%

Number of

income

126 87.1%

Tenure



Rented

272 48.8%





Flat

388 89.8%



Advert Response Channel













235

Household Technology



High







A01 **A02 A03** A04 A

Metro High-Flyers

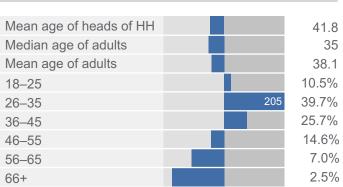
Career-minded 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities



1.59% 1.75% **1.75%**



Age



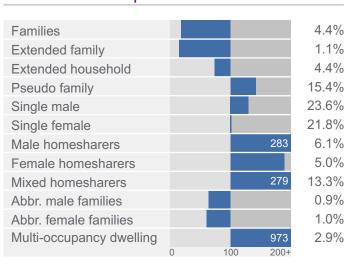
Children¹

No children	87.1%
1 child	9.0%
2 children	3.5%
3 children	0.3%
4+ children	0.0%
Age 0–4	5.1%
Age 5–11	7.6%
Age 12–17	2.5%

Property²

Detached		0.5%
Semi-detached		1.5%
Bungalow		0.1%
Terraced		8.0%
Purpose built flats	294	57.0%
Converted flats	878	32.8%
Farm		0.0%
Named building		0.1%

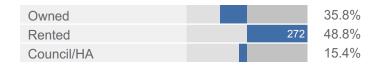
Household composition

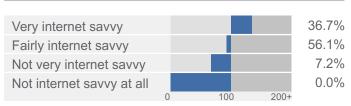


Household income

Median income				£55k
Mean income				£60k
<£15k				4.3%
£15k-£19,999				4.1%
£20k-£29,999				8.1%
£30k-£39,999				10.5%
£40k-£49,999				15.4%
£50k-£59,999				15.2%
£60k-£69,999			230	13.0%
£70k-£99,999			238	18.9%
£100k-£149,999			241	8.1%
£150k+				2.3%
	0	100	200+	

Tenure





^{1.} Includes variables from the Number of children and Age of children topics.

^{2.} Includes variables from the Residency type and Property type topics.



B05

Premium Fortunes

Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves



1.05% 1.37% **1**





Key Features

- Company directors
- Expensive detached houses
- 5+ bedrooms
- Highly educated
- High discretionary income
- myWaitrose





Who We Are

Age

56-65

165 | 25.1%

Household composition

Family + other adults

215 34.6%

Tenure

Owned

143 91.8%

(2)

Household income

£150k+

2137 | 30.7%

Number of children

3

271 8.8%

Residency type [

Detached

438 81.2%



Advert Response Channel







174







Household Technology



Very High







B **B05 B06 B07 B08**

B05

Premium Fortunes

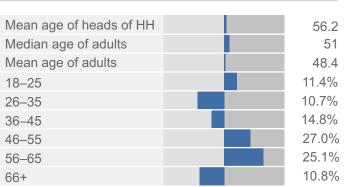
Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves



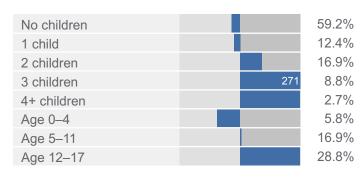
1.05% 1.37% **1.37%**



Age



Children¹



B09

Property²

Detached	438	81.2%
Semi-detached		9.8%
Bungalow		3.5%
Terraced		3.0%
Purpose built flats		1.8%
Converted flats		0.7%
Farm		0.4%
Named building	279	11.1%

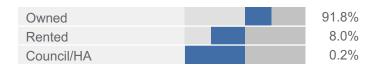
Household composition

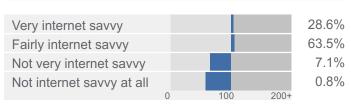
Families					34.0%
Extended family				290	21.1%
Extended household					10.6%
Pseudo family					7.8%
Single male					9.2%
Single female					8.1%
Male homesharers					1.2%
Female homesharers					1.2%
Mixed homesharers					3.6%
Abbr. male families					1.8%
Abbr. female families					1.4%
Multi-occupancy dwelling					0.1%
	0	1	100	200+	

Household income

Median income			355	£116k
Mean income			368	£150k
<£15k				0.0%
£15k-£19,999				0.0%
£20k-£29,999				0.1%
£30k-£39,999				0.5%
£40k-£49,999				1.6%
£50k-£59,999				2.6%
£60k-£69,999				4.6%
£70k-£99,999			340	27.1%
£100k-£149,999			969	32.7%
£150k+			2137	30.7%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



B06

Diamond Days

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



1.30% 1.17% **1**





Key Features

- Retired
- Expensive detached houses
- Highly educated
- Quality news
- myWaitrose
- Lowest social media users





Who We Are

Age

(2)

66+

416 76.9%

Household composition

Family

175 | 40.0%

Tenure

Owned

150 96.7%



£70k-£99,999

274 21.8%

Number of children

No children

144 99.8%

Residency type

Detached

409 76.0%



Advert Response Channel













Household Technology



Medium







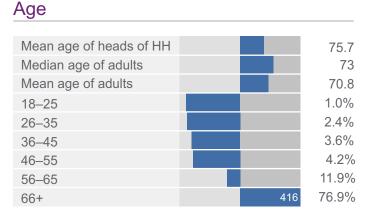
B06

Diamond Days

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



1.30% 1.17% **1**



Children¹

No children	99.8%
1 child	0.1%
2 children	0.1%
3 children	0.0%
4+ children	0.0%
Age 0–4	0.0%
Age 5–11	0.1%
Age 12–17	0.2%
-	_

Property²

Detached	409	76.0%
Semi-detached		9.0%
Bungalow		7.2%
Terraced		2.7%
Purpose built flats		4.4%
Converted flats		0.8%
Farm		0.4%
Named building	245	9.7%

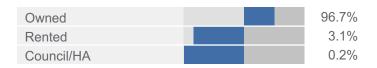
Household composition

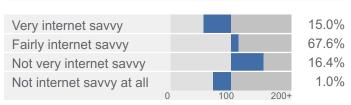
Families				40.1%
Extended family				6.4%
Extended household				3.0%
Pseudo family				3.8%
Single male				18.4%
Single female				22.4%
Male homesharers				0.8%
Female homesharers				1.1%
Mixed homesharers				1.0%
Abbr. male families				1.6%
Abbr. female families				1.3%
Multi-occupancy dwelling				0.0%
	0	100	200+	

Household income

Median income				£56k
Mean income				£59k
<£15k				0.0%
£15k-£19,999				0.1%
£20k-£29,999				3.2%
£30k-£39,999				12.0%
£40k-£49,999				21.3%
£50k-£59,999			265	21.0%
£60k-£69,999			315	17.8%
£70k-£99,999			274	21.8%
£100k-£149,999				2.8%
£150k+				0.1%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



B07

Alpha Families

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



1.67% 1.93% **1**





Key Features

- Families with 2+ children
- Large, detached houses
- High value properties
- University degrees
- High income, large mortgage
- Electronic money transfers





Who We Are

Age

46-55

210 | 39.6%

Household composition

Family

211 48.3%

Tenure

Owned

143 91.8%



£100k-£149,999

1004 | 33.9%

Number of children

(2)

295 | 36.7%

Residency type

Detached

416 77.1%



Advert Response Channel













Household Technology



Very High







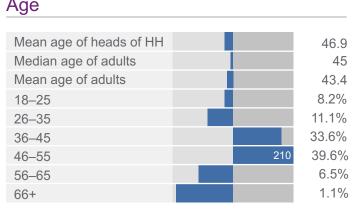
Alpha Families

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



1.67% 1.93% **1**

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Λ	-	_		



Children¹

No children		16.1%
1 child		25.1%
2 children	295	36.7%
3 children	571	18.6%
4+ children	256	3.5%
Age 0-4		17.0%
Age 5–11	245	40.6%
Age 12–17	364	52.6%

Property²

Detached	416	77.1%
Semi-detached		11.3%
Bungalow		6.6%
Terraced		3.3%
Purpose built flats		1.2%
Converted flats		0.4%
Farm		0.4%
Named building		7.5%

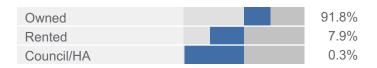
Household composition

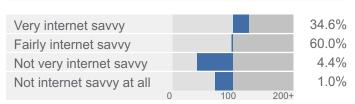
Families				211	48.6%
Extended family					8.5%
Extended household					8.3%
Pseudo family					11.7%
Single male					7.6%
Single female					8.9%
Male homesharers					0.8%
Female homesharers					1.1%
Mixed homesharers					3.1%
Abbr. male families					0.6%
Abbr. female families					0.7%
Multi-occupancy dwelling					0.0%
	0	1	00	200+	

Household income

Median income			326	£106k
Mean income			288	£118k
<£15k				0.0%
£15k-£19,999				0.0%
£20k-£29,999				0.1%
£30k-£39,999				0.4%
£40k-£49,999				1.8%
£50k-£59,999				4.8%
£60k-£69,999				9.0%
£70k-£99,999			358	28.6%
£100k-£149,999			1004	33.9%
£150k+			1483	21.3%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



B08

Bank of Mum and Dad

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



1.36% 2.47% **1**





Key Features

- Settled families
- Adult children at home
- Own large, detached houses
- Company directors
- High discretionary income
- Electronic money transfers





Who We Are

Age

56-65

227 34.5%

Household composition

Family + other adults

510 82.3%

8

Tenure



Owned

149 95.9%



£70k-£99,999

332 26.5%

Number of children

No children

137 94.7%

Residency type

Detached

373 69.1%

Advert Response Channel







10





78



Household Technology



Medium











B08

Bank of Mum and Dad

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



1.36% 2.47% **1**



	_	
Mean age of heads of HH		60.7
Median age of adults		54
Mean age of adults		47.0
18–25		16.7%
26–35		17.0%
36–45		5.1%
46–55		17.8%
56–65	227	34.5%
66+		8.8%

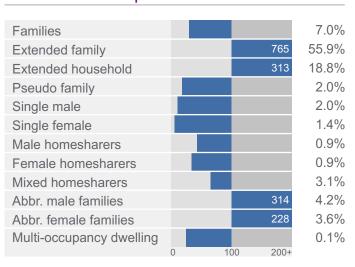
Children¹

No children		94.7%
1 child		4.0%
2 children		1.1%
3 children		0.2%
4+ children		0.0%
Age 0–4		0.1%
Age 5–11		0.7%
Age 12–17		5.0%

Property²

Detached	373	69.1%
Semi-detached		19.3%
Bungalow		7.2%
Terraced		3.5%
Purpose built flats		0.6%
Converted flats		0.2%
Farm		0.2%
Named building		4.2%

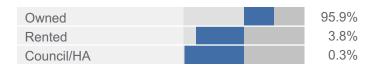
Household composition

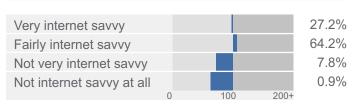


Household income

Median income				£61k
Mean income				£64k
<£15k				0.0%
£15k-£19,999				0.0%
£20k-£29,999				0.6%
£30k-£39,999				6.7%
£40k-£49,999				17.3%
£50k-£59,999			278	22.0%
£60k-£69,999			392	22.2%
£70k-£99,999			332	26.5%
£100k-£149,999				4.4%
£150k+				0.2%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



B09

Empty-Nest Adventure

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



3.01% 2.00% **2.00%**





Key Features

- Married couples, no children
- Baby boomers
- Large, detached houses
- Highly educated
- High discretionary income
- Premium bonds





Who We Are

Age

268 49.6%

Household

66+

(2)

composition **Family**

294 67.3%

No children

144 99.4%

Household

£40k-£49,999

288 35.4%

Number of

children

income



Owned

151 97.3%



374 69.3%



Advert Response Channel











Household Technology



Very Low







B09

Empty-Nest Adventure

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



3 2.01% 2.00% **2**



Age

	67.4
	65
	63.8
	1.0%
	2.1%
	3.5%
	7.2%
241	36.8%
268	49.6%

Children¹

No children		99.4%
1 child		0.5%
2 children		0.1%
3 children		0.0%
4+ children		0.0%
Age 0-4		0.0%
Age 5–11		0.1%
Age 12–17		0.6%

Property²

Detached	374	69.3%
Semi-detached		16.7%
Bungalow		10.1%
Terraced		2.7%
Purpose built flats		1.0%
Converted flats		0.2%
Farm		0.3%
Named building		2.7%

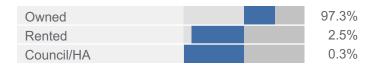
Household composition

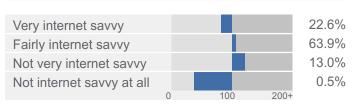
Families				292	67.4%
Extended family					4.3%
Extended household					1.8%
Pseudo family					4.9%
Single male					9.1%
Single female					9.1%
Male homesharers					0.6%
Female homesharers					0.8%
Mixed homesharers					0.9%
Abbr. male families					0.7%
Abbr. female families					0.5%
Multi-occupancy dwelling					0.0%
	0	10	00	200+	

Household income

Median income				£43k
Mean income				£44k
<£15k				0.2%
£15k-£19,999				1.2%
£20k-£29,999				9.2%
£30k-£39,999				27.3%
£40k-£49,999			288	35.4%
£50k-£59,999				15.8%
£60k-£69,999				6.6%
£70k-£99,999				4.0%
£100k-£149,999				0.3%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



C13 C C10 C11 C12

Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners







Key Features

- Large, detached houses
- University degrees
- High discretionary income
- Horse or pony
- Oil central heating
- Electronic money transfers





Who We Are

Age

56-65

193 | 29.4%



Family

173 | 39.7%



Tenure

Owned

137 | 88.5%



Household

£70k-£99,999

371 29.6%

Number of children

No children

115 79.8%

Residency type

Detached

434 80.6%

Advert Response Channel







180





58



Household Technology



Very High







C C10 C11 C12 C13

C10

Wealthy Landowners

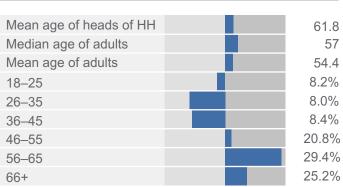
Prosperous owners of country houses including affluent families, successful farmers and second-home owners



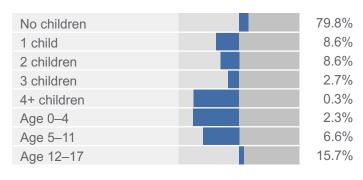
1.53% 1.60% **1**



Age



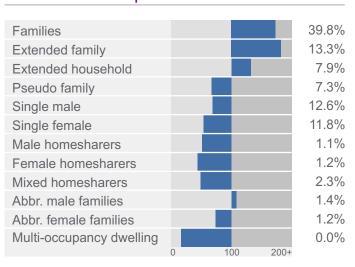
Children¹



Property²

Detached	434	80.6%
Semi-detached		6.8%
Bungalow		9.0%
Terraced		2.3%
Purpose built flats		0.9%
Converted flats		0.5%
Farm	2134	11.9%
Named building	1213	48.2%

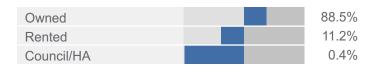
Household composition

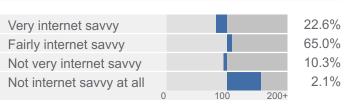


Household income

				0701
Median income			220	£72k
Mean income			210	£86k
<£15k				0.0%
£15k-£19,999				0.1%
£20k-£29,999				1.5%
£30k-£39,999				5.0%
£40k-£49,999				11.0%
£50k-£59,999				14.1%
£60k-£69,999			276	15.6%
£70k-£99,999			371	29.6%
£100k-£149,999			433	14.6%
£150k+			602	8.7%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



C11 **C12** C13 C C10

Rural Vogue

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



1.62% 1.70% **1**





Key Features

- Rural areas
- Families with school-age children
- Large, detached houses
- Good income
- Electronic money transfers
- Oil/solid fuel central heating





Who We Are

Age

46-55

172 | 32.4%

Household composition

Family

168 38.5%

(2)

Tenure

Owned

120 77.5%



£70k-£99,999

309 24.7%

Number of children

257 | 32.0%

Residency type

Detached

315 | 58.4%



Advert Response Channel













126

Household Technology



Low







C C10 C11 C12 C13

Rural Vogue

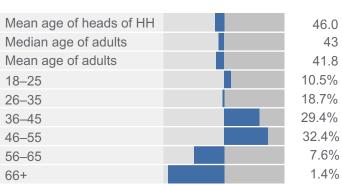
Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work



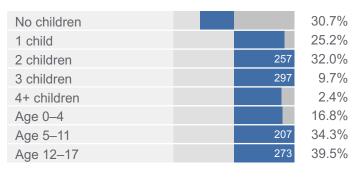
1.62% 1.70% **1**



Age



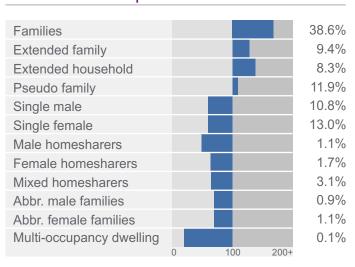
Children¹



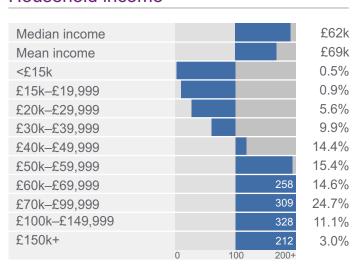
Property²

Detached	315	58.4%
Semi-detached		21.4%
Bungalow		10.5%
Terraced		7.9%
Purpose built flats		1.1%
Converted flats		0.7%
Farm	1074	6.0%
Named building	769	30.6%

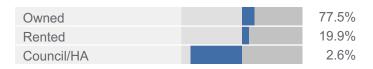
Household composition

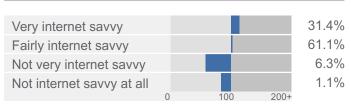


Household income



Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



C13 C10 C11 C12

Scattered Homesteads

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



1.62% 1.42% **1**





Key Features

- Rural areas
- Agriculture, forestry and fishing
- Large, detached houses
- Farms and named buildings
- Oil/solid fuel central heating
- High environmental impact gap





Who We Are

Age

(2)

66+

207 | 38.3%

Household composition

Family

165 37.7%

Tenure

Owned

124 79.6%



£30k-£39,999

152 24.4%

Number of children

No children

135 93.2%

Residency type

Detached

344 63.9%



Advert Response Channel











155



Household Technology



Very Low







C13 C C10 C11 C12

Scattered Homesteads

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



1.62% 1.42% **1.42%**



Age

Mean age of heads of HH		65.6
Median age of adults		62
Mean age of adults		59.3
18–25		4.6%
26–35		7.0%
36–45		5.6%
46–55		13.2%
56–65	205	31.2%
66+	207	38.3%

Children¹

No children		93.2%
1 child		3.9%
2 children		2.4%
3 children		0.4%
4+ children		0.1%
Age 0-4		0.9%
Age 5–11		2.0%
Age 12–17		5.1%

Property²

Detached	344	63.9%
Semi-detached		15.4%
Bungalow		14.1%
Terraced		5.1%
Purpose built flats		0.8%
Converted flats		0.6%
Farm	1857	10.4%
Named building	1342	53.3%

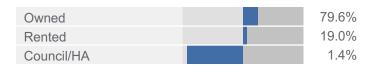
Household composition

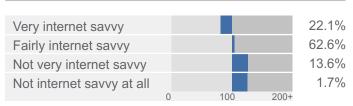
Families					37.8%
Extended family					9.5%
Extended household					5.4%
Pseudo family					6.7%
Single male					16.4%
Single female					17.1%
Male homesharers					1.0%
Female homesharers					1.3%
Mixed homesharers					1.8%
Abbr. male families					1.5%
Abbr. female families					1.4%
Multi-occupancy dwelling					0.0%
	0	10	00	200+	

Household income

Median income				£36k
Mean income				£39k
<£15k				5.6%
£15k-£19,999				6.5%
£20k-£29,999				22.0%
£30k-£39,999				24.4%
£40k-£49,999				21.0%
£50k-£59,999				10.3%
£60k-£69,999				5.1%
£70k-£99,999				4.3%
£100k-£149,999				0.7%
£150k+				0.1%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



C12 C13 C C10 C11

Village Retirement

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



1.87% 1.52% **1**





Key Features

- Retired singles and couples
- No children
- Pre-war generation
- Large, detached houses
- No outstanding mortgage
- Have wills





Who We Are

Age

66+

438 81.0%

Household composition

Family

161 37.0%

Tenure

Owned

142 91.5%



(2)

Household income

£30k-£39,999

182 29.2%

Number of children

No children

145 99.9%

Residency type

Detached

315 58.4%



Advert Response Channel







329







76

Household Technology



Very Low







C C10 C11 C12 C13

Village Retirement

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



1.87% 1.52% **1**

Age

Mean age of heads of HH		75.9
Median age of adults		73
Mean age of adults		71.8
18–25		0.8%
26–35		1.8%
36–45		2.8%
46–55		3.8%
56–65		9.8%
66+	438	81.0%

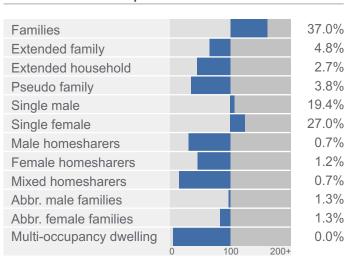
Children¹

No children		99.9%
1 child		0.0%
2 children		0.0%
3 children		0.0%
4+ children		0.0%
Age 0-4		0.0%
Age 5–11		0.0%
Age 12–17		0.1%
_		

Property²

Detached	315	58.4%
Semi-detached		15.1%
Bungalow	259	18.4%
Terraced		5.7%
Purpose built flats		1.8%
Converted flats		0.6%
Farm	231	1.3%
Named building	579	23.0%

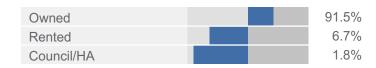
Household composition

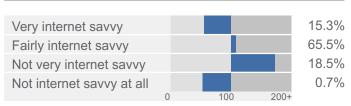


Household income

Median income				£31k
Mean income				£32k
<£15k				7.4%
£15k-£19,999				9.3%
£20k-£29,999				28.5%
£30k-£39,999				29.2%
£40k-£49,999				18.4%
£50k-£59,999				5.2%
£60k-£69,999				1.4%
£70k-£99,999				0.5%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





^{1.} Includes variables from the Number of children and Age of children topics.

^{2.} Includes variables from the Residency type and Property type topics.



Satellite Settlers

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



3 2.10% | 2.02% **2**





Key Features

- Rural areas
- Older households, no children
- Homeowners
- Garden or allotment
- Internet from desktop/laptop
- Free mobile phone apps





Who We Are

Age

56-65

213 | 32.5%

Household composition

Family

100 22.9%

(2)

113 78.3%

Tenure



Owned

123 79.2%



Household income



173 21.2%

Number of children



Residency type

Detached

163 30.3%



Advert Response Channel







170







Household Technology



Medium







D14

Satellite Settlers

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

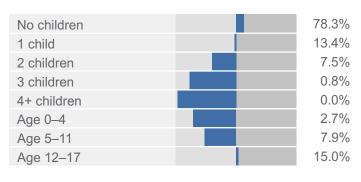


3 2.10% 2.02% **2**

Age

Mean age of heads of HH		54.6
Median age of adults		52
Mean age of adults		48.7
18–25		8.7%
26–35		12.0%
36–45		11.1%
46–55		31.0%
56–65	213	32.5%
66+		4.7%

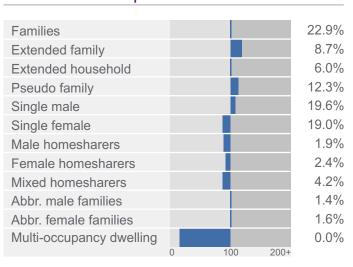
Children¹



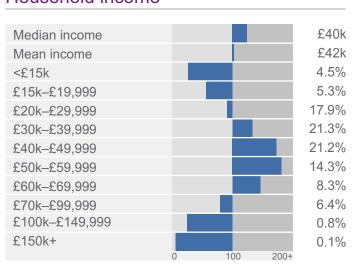
Property²

Detached		30.3%
Semi-detached		27.7%
Bungalow	253	18.0%
Terraced		17.7%
Purpose built flats		4.8%
Converted flats		1.6%
Farm		0.9%
Named building	271	10.8%

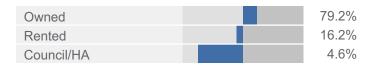
Household composition

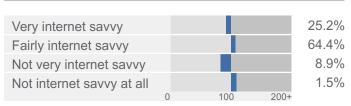


Household income



Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



Local Focus

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



3 2.10% 2.10% **2**





Key Features

- Rural areas
- Families with children
- Oil/solid fuel central heating
- Internet via smartphone
- Single trip travel insurance
- Free mobile phone apps





Who We Are

Age

36-45

154 28.7%

Household composition

Pseudo family

147 | 15.9%

Tenure

Council/HA

154 27.3%



£20k-£29,999

144 28.1%

Number of children

(2)

215 | 29.7%

Residency type [

Semi-detached

157 | 40.7%

Advert Response Channel













Household Technology



Low











D15

Local Focus

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

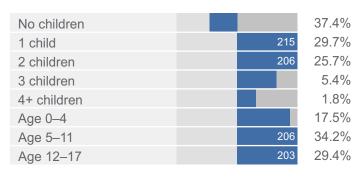


3 2.10% 2.10% **2**

Age

_	
	44.0
	39
	39.8
	10.9%
	27.4%
	28.7%
	24.9%
	7.1%
	1.1%

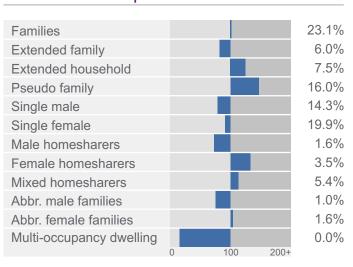
Children¹



Property²

	_
	8.2%
	40.7%
	6.2%
	35.5%
	7.8%
	1.6%
	0.1%
	2.5%

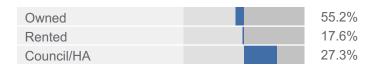
Household composition

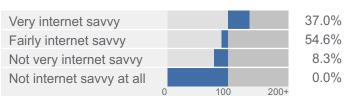


Household income

Median income				£30k
Mean income				£32k
<£15k				12.1%
£15k-£19,999				10.8%
£20k-£29,999				28.1%
£30k-£39,999				24.0%
£40k-£49,999				13.5%
£50k-£59,999				6.8%
£60k-£69,999				2.8%
£70k-£99,999				1.7%
£100k-£149,999				0.1%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



D16

Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



1.81% 1.45% **1**





Key Features

- Rural areas
- Retired singles and couples
- No children
- Low income
- No qualifications
- Fuel and water poverty





Who We Are



(2)

328 60.7%

Household composition

Single

129 51.2%

Tenure

Owned

101 64.8%



Household

<£15k

income

265 | 43.5%

Number of children

No children

144 99.4%

Residency type

Bungalow

270 19.2%



Advert Response Channel







15







Household Technology



Very Low







D16

Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations

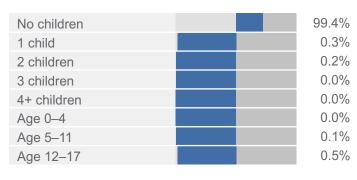


1.81% 1.45% **1**

Age

	71.0
	68
	66.0
	1.7%
	3.6%
	4.0%
	6.9%
	23.0%
328	60.7%
	328

Children¹



Property²

Detached		11.5%
Semi-detached		35.2%
Bungalow	270	19.2%
Terraced		25.4%
Purpose built flats		7.0%
Converted flats		1.6%
Farm		0.3%
Named building		5.1%

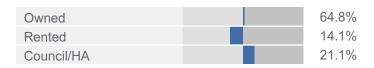
Household composition

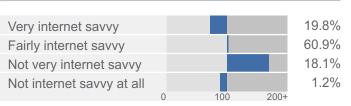
Families					27.2%
Extended family					5.9%
Extended household					2.9%
Pseudo family					4.9%
Single male					21.3%
Single female					30.0%
Male homesharers					1.0%
Female homesharers					1.8%
Mixed homesharers					1.2%
Abbr. male families					1.7%
Abbr. female families					2.0%
Multi-occupancy dwelling					0.0%
	0	10	00	200+	

Household income

Median income				£16k
Mean income				£18k
<£15k			265	43.5%
£15k-£19,999			207	19.3%
£20k-£29,999				27.3%
£30k-£39,999				7.9%
£40k-£49,999				1.8%
£50k-£59,999				0.2%
£60k-£69,999				0.0%
£70k-£99,999				0.0%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



D17

Far-Flung Outposts

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







Key Features

- Rural areas
- Named buildings
- Oil/solid fuel central heating
- Co-operative membership
- Electronic money transfers
- Fuel poverty





Who We Are

(2)

56-65

148 | 22.5%

Household composition

Single

111 | 43.9%

Tenure

Owned

107 68.8%

Age



£20k-£29,999

122 | 23.9%

Number of children

No children

111 76.9%

Residency type

Detached

213 | 39.6%



Advert Response Channel











Household Technology



High







Far-Flung Outposts

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



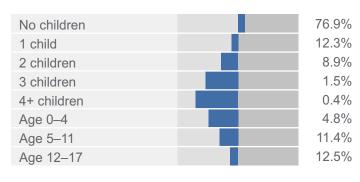
6 0.54% 0.42% **1**



Age

Mean age of heads of HH		57.5
Median age of adults		54
Mean age of adults		52.1
18–25		7.1%
26–35		12.9%
36–45		13.7%
46–55		21.4%
56–65		22.5%
66+		22.4%

Children¹



Property²

213	39.6%
	25.7%
	9.4%
	16.0%
	7.6%
	1.6%
	1.1%
650	25.8%

Household composition

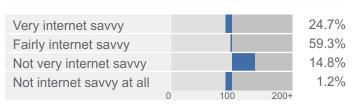
Families					30.1%
Extended family					6.3%
Extended household					3.8%
Pseudo family					8.5%
Single male					21.0%
Single female					23.1%
Male homesharers					1.1%
Female homesharers					1.7%
Mixed homesharers					1.9%
Abbr. male families					1.2%
Abbr. female families					1.4%
Multi-occupancy dwelling		4.0	00	2001	0.0%
	U	10	JU	200+	

Household income

Median income				£28k
Mean income				£31k
<£15k				18.8%
£15k-£19,999				12.2%
£20k-£29,999				23.9%
£30k-£39,999				19.9%
£40k-£49,999				11.9%
£50k-£59,999				6.4%
£60k-£69,999				3.6%
£70k-£99,999				2.8%
£100k-£149,999				0.4%
£150k+				0.0%
	0	100	200+	

Tenure

Owned	68.8%
Rented	12.6%
Council/HA	18.6%



- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



E21 Ε E18 E19 **E20**

Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes







Key Features

- Retired singles
- Pre-war generation
- University degrees
- Homeowners
- No outstanding mortgage
- Have wills





Who We Are

66+

476 88.0%



Single

181 71.9%

(2)

Owned

Tenure

149 95.7%

Age

Household income

£20k-£29,999

193 37.7%

Number of children

No children

145 99.9%

Residency type

Detached

212 | 39.3%



Advert Response Channel













Household Technology



Very Low







Ε E18 E19 **E20 E21**

E18

Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes



1.91% 1.33% **1**



Age

Mean age of heads of HH		79.2
Median age of adults		77
Mean age of adults		75.6
18–25		0.6%
26–35		1.2%
36–45		2.5%
46–55		3.6%
56–65		4.1%
66+	476	88.0%

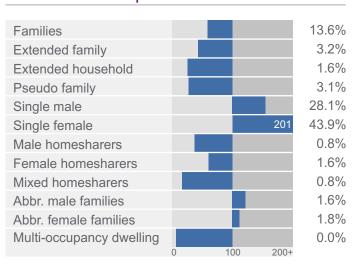
Children¹

No children		99.9%
1 child		0.0%
2 children		0.0%
3 children		0.0%
4+ children		0.0%
Age 0–4		0.0%
Age 5–11		0.0%
Age 12–17		0.0%

Property²

Detached	212	39.3%
Semi-detached		33.9%
Bungalow		11.7%
Terraced		9.6%
Purpose built flats		4.7%
Converted flats		0.8%
Farm		0.1%
Named building		2.1%

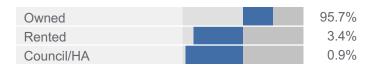
Household composition

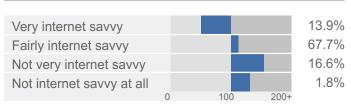


Household income

		_		
Median income				£28k
Mean income				£29k
<£15k				5.5%
£15k-£19,999				14.3%
£20k-£29,999				37.7%
£30k-£39,999				27.8%
£40k-£49,999				11.6%
£50k-£59,999				2.4%
£60k-£69,999				0.5%
£70k-£99,999				0.1%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



E21 Ε E18 E19 **E20**

Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



3 2.02% 1.53% **2**





Key Features

- Pre-war generation
- Own bungalows
- No outstanding mortgage
- University degrees
- Pay credit cards in full
- Have wills





Who We Are

Age

66+

426 78.7%

Household composition

Single

136 54.0%

Tenure

Owned

147 94.4%



(2)

£20k-£29,999

181 35.5%



No children

144 99.9%

Residency type

Bungalow

725 51.6%

Advert Response Channel







12







Household Technology



Very Low











Ε E18 E19 **E20 E21**

E19

Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners

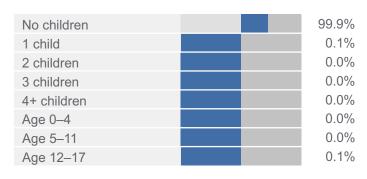


3 2.02% 1.53%

Age

Mean age of heads of HH		75.2
Median age of adults		73
Mean age of adults		71.7
18–25		0.7%
26–35		1.3%
36–45		2.3%
46–55		4.7%
56–65		12.3%
66+	426	78.7%

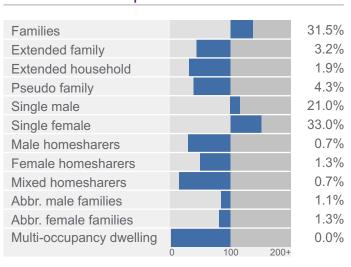
Children¹



Property²

Detached		25.8%
Semi-detached		18.4%
Bungalow	725	51.6%
Terraced		2.3%
Purpose built flats		1.7%
Converted flats		0.3%
Farm		0.1%
Named building		1.6%

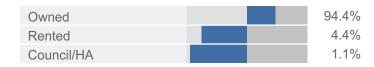
Household composition

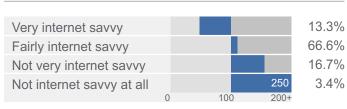


Household income

Median income				£21k
Mean income				£22k
<£15k				23.7%
£15k-£19,999			233	21.7%
£20k-£29,999				35.5%
£30k-£39,999				14.5%
£40k-£49,999				3.8%
£50k-£59,999				0.5%
£60k-£69,999				0.1%
£70k-£99,999				0.1%
£100k-£149,999				0.0%
£150k+				0.0%
	0	10	0 200-	÷

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



E21 Ε E18 E19 **E20**

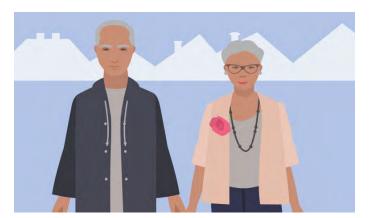
Classic Grandparents

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



1.96% 2.09% **1**





Key Features

- Retired couples
- Established in community
- No qualifications
- Low internet use
- Have wills
- Solar panels





Who We Are

66+

Age

470 87.0%



Family

369 84.4%

8

Tenure

Owned

148 95.1%



Household income

£20k-£29,999

259 50.7%

Number of children

No children

144 99.9%

Semi-detached

219 57.0%

Advert Response Channel

13



110



104

Household Technology



Very Low







Ε E18 E19 **E20 E21**

Classic Grandparents

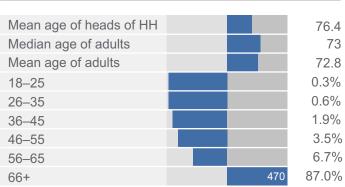
Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



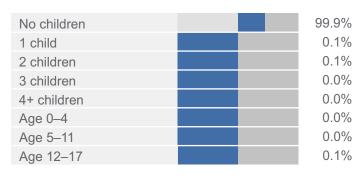
1.96% 2.09% **1**



Age



Children¹



Property²

Detached		16.6%
Semi-detached	219	57.0%
Bungalow		11.9%
Terraced		12.6%
Purpose built flats		1.6%
Converted flats		0.3%
Farm		0.1%
Named building		1.2%

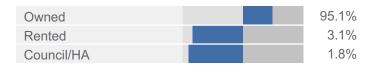
Household composition

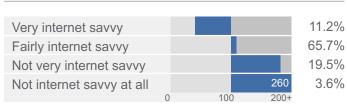
					_	
Families				36	7	84.5%
Extended family						5.0%
Extended household						2.1%
Pseudo family						2.3%
Single male						1.5%
Single female						1.8%
Male homesharers						0.4%
Female homesharers						0.7%
Mixed homesharers						0.2%
Abbr. male families						0.8%
Abbr. female families						0.8%
Multi-occupancy dwelling						0.0%
	0	10	00	20	0+	

Household income

Median income				£28k
Mean income				£28k
<£15k				2.7%
£15k-£19,999				9.3%
£20k-£29,999			259	50.7%
£30k-£39,999				29.5%
£40k-£49,999				7.5%
£50k-£59,999				0.3%
£60k-£69,999				0.0%
£70k-£99,999				0.0%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



E21 Ε E18 E19 **E20**

Solo Retirees

Senior singles owning affordable but pleasant homes, whose reduced incomes are satisfactory



3 2.40% 1.40% **1**





Key Features

- Retired singles
- No qualifications
- Own mid-value semis
- Low income
- Water poverty
- Genealogy sites





Who We Are



66+

504 93.3%

Household composition

Single

225 89.4%

295 | 48.6% Number of

(2)

No children

children

Household

income

<£15k

145 100.0%

Tenure

Owned

144 92.6%

Residency type [

Semi-detached

211 54.8%

Advert Response Channel













Household Technology



Very Low











Ε E18 E19 **E20 E21**

Solo Retirees

Senior singles owning affordable but pleasant homes, whose reduced incomes are satisfactory



3 2.40% 1.40% **1**



Age

Mean age of heads of HH		78.5
Median age of adults		77
Mean age of adults		76.4
18–25		0.4%
26–35		0.8%
36–45		1.3%
46–55		2.2%
56–65		2.0%
66+	504	93.3%

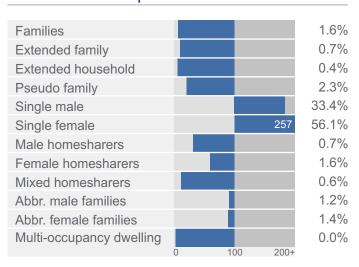
Children¹

No children		100.0%
1 child		0.0%
2 children		0.0%
3 children		0.0%
4+ children		0.0%
Age 0–4		0.0%
Age 5–11		0.0%
Age 12–17		0.0%
-		

Property²

Detached		10.4%
Semi-detached	211	54.8%
Bungalow		10.9%
Terraced		20.2%
Purpose built flats		3.2%
Converted flats		0.5%
Farm		0.0%
Named building		1.0%

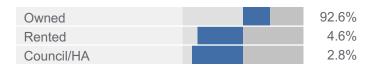
Household composition

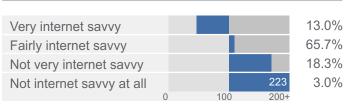


Household income

Median income				£15k
Mean income				£16k
<£15k			295	48.6%
£15k-£19,999			286	26.6%
£20k-£29,999				21.7%
£30k-£39,999				2.9%
£40k-£49,999				0.2%
£50k-£59,999				0.0%
£60k-£69,999				0.0%
£70k-£99,999				0.0%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



F25 F22 F23 F24

Boomerang Boarders

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



1.69% 3.06% **1**





Key Features

- Adult children at home
- Own 3 bed semis
- Established in community
- Low to mid-income
- Watch TV
- Solar panels





Who We Are

Age

56-65

219 | 33.3%



Family + other adults

570 91.9%

Tenure



(2)

Owned

147 94.4%



Household

income



£40k-£49,999

235 28.8%

Number of children



144 99.4%

Residency type [

Semi-detached

198 51.4%



Advert Response Channel













Household Technology



High







F **F22 F23** F24 **F25**

Boomerang Boarders

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



1.69% 3.06% **1**



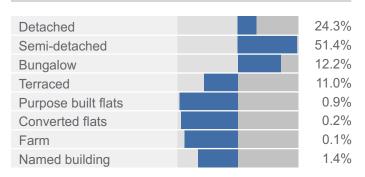
Age

	_	
Mean age of heads of HH		62.2
Median age of adults		54
Mean age of adults		48.4
18–25		13.3%
26–35		17.7%
36–45		6.5%
46–55		16.1%
56–65	219	33.3%
66+		13.0%

Children¹

No children	99.4%
1 child	0.4%
2 children	0.2%
3 children	0.0%
4+ children	0.0%
Age 0-4	0.0%
Age 5–11	0.2%
Age 12–17	0.5%

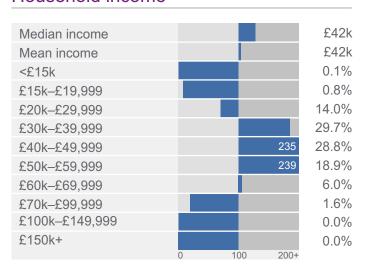
Property²



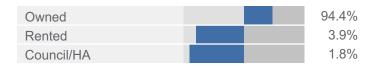
Household composition

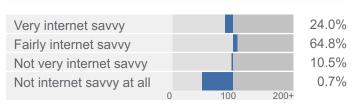
Families					2.4%
Extended family				807	59.0%
Extended household				329	19.8%
Pseudo family					0.4%
Single male					0.2%
Single female					0.2%
Male homesharers					0.7%
Female homesharers					1.1%
Mixed homesharers					2.8%
Abbr. male families				481	6.4%
Abbr. female families				441	6.9%
Multi-occupancy dwelling					0.0%
	0	10	00	200+	

Household income



Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



F24 F25 F22 F23

Family Ties

Active families with adult children and some teens, giving prolonged support to the next generation



1.08% 2.10% **1**





Key Features

- Teenage/adult children at home
- Own 3 bed semis
- Outstanding mortgage under £100k
- Internet via smartphone
- Games consoles
- Order from takeaways





Who We Are

Age

46-55

202 | 38.1%

Household composition

Family + other adults

580 93.4%

Tenure



(2)

Owned

141 90.7%



Household income

£50k-£59,999

389 30.8%

Number of children



226 31.2%

Residency type [

Semi-detached

206 | 53.5%



Advert Response Channel













Household Technology



High







F **F22 F23 F24 F25**

Family Ties

Active families with adult children and some teens, giving prolonged support to the next generation



1.08% 2.10% **1**



Age

Mean age of he	eads of HH		52.0
Median age of	adults		45
Mean age of a	dults		40.6
18–25		259	24.5%
26–35			14.1%
36–45			12.3%
46–55		202	38.1%
56–65			8.9%
66+			2.1%

Children¹

2 children	1.2% 2.2%
3 children	
0 0.1.1.0.1	1.8%
4+ children	0.3%
Age 0–4	2.4%
Age 5–11	9.6%
Age 12–17 275 39	9.7%

Property²

Detached		22.8%
Semi-detached	206	53.5%
Bungalow		6.2%
Terraced		16.7%
Purpose built flats		0.6%
Converted flats		0.2%
Farm		0.0%
Named building		1.0%

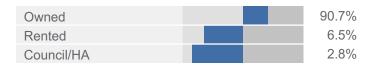
Household composition

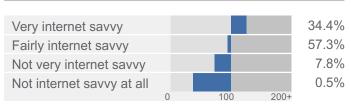
Families					0.3%
Extended family				674	49.3%
Extended household				614	37.0%
Pseudo family					0.4%
Single male					0.1%
Single female					0.1%
Male homesharers					0.7%
Female homesharers					0.9%
Mixed homesharers					3.9%
Abbr. male families				232	3.1%
Abbr. female families				275	4.3%
Multi-occupancy dwelling					0.1%
	0	10	00	200+	

Household income

Median income				£55k
Mean income				£56k
<£15k				0.0%
£15k-£19,999				0.1%
£20k-£29,999				2.7%
£30k-£39,999				8.3%
£40k-£49,999				22.5%
£50k-£59,999			389	30.8%
£60k-£69,999			384	21.7%
£70k-£99,999				13.3%
£100k-£149,999				0.7%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



F24 F25 F22 F23

Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



1.54% 1.60% **1**





Key Features

- Older married couples
- No children
- Baby boomers
- Own 3 bed semis
- Vocational qualifications
- Solar panels





Who We Are

Age

56-65

390 59.4%

Household composition

Family

420 96.1%

(2)

No children

209 | 33.5%

Number of

children

Household

£30k-£39,999

income

141 97.6%

Tenure



Owned

146 93.8%



Semi-detached

196 51.1%



Advert Response Channel











13

Household Technology



Medium







F **F22 F23 F24 F25**

Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



1.54% 1.60% **1**

Age

Mean age of heads of HH		62.3
Median age of adults		59
Mean age of adults		57.7
18–25		0.9%
26–35		4.1%
36–45		4.8%
46–55		17.7%
56–65	390	59.4%
66+		13.1%

Children¹

No children		97.6%
1 child		2.2%
2 children		0.2%
3 children		0.0%
4+ children		0.0%
Age 0–4		0.0%
Age 5–11		0.1%
Age 12–17		2.4%
-		

Property²

	_	
Detached		17.2%
Semi-detached		51.1%
Bungalow	211	15.0%
Terraced		14.5%
Purpose built flats		1.9%
Converted flats		0.3%
Farm		0.2%
Named building		1.2%

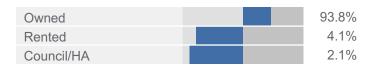
Household composition

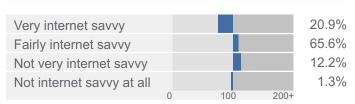
Families			417	96.1%
Extended family				1.1%
Extended household				0.5%
Pseudo family				0.4%
Single male				0.7%
Single female				0.9%
Male homesharers				0.1%
Female homesharers				0.1%
Mixed homesharers				0.0%
Abbr. male families				0.0%
Abbr. female families				0.0%
Multi-occupancy dwelling				0.0%
	0	100	200+	

Household income

Median income				£36k
Mean income				£37k
<£15k				0.8%
£15k-£19,999				3.2%
£20k-£29,999				24.7%
£30k-£39,999			209	33.5%
£40k-£49,999			206	25.3%
£50k-£59,999				9.9%
£60k-£69,999				2.1%
£70k-£99,999				0.5%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



F23 F24 F25 F22

Dependable Me

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



3 2.20% 1.47% **1**





Key Features

- Older singles, no children
- Baby boomers
- Homeowners
- 3 bedrooms
- University degrees
- Pay credit cards in full





Who We Are

Age

56-65

341 52.0%

Household composition

Single

198 78.6%

Tenure



(2)

Owned

141 90.5%



Household income

£20k-£29,999

169 33.0%

Number of children



143 98.6%

Residency type [

Semi-detached

189 49.2%



Advert Response Channel













36

Household Technology



Low







F **F22 F23 F24 F25**

Dependable Me

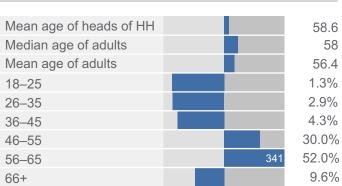
Single mature owners settled in traditional suburban homes working in intermediate occupations



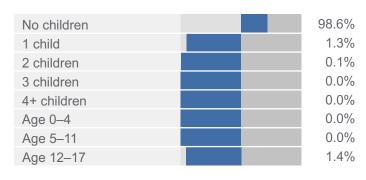
3 2.20% 1.47% **1**



Age



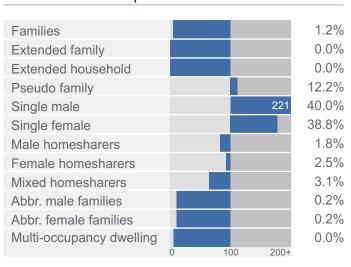
Children¹



Property²

Detached		13.5%
Semi-detached		49.2%
Bungalow		13.0%
Terraced		19.2%
Purpose built flats		4.3%
Converted flats		0.8%
Farm		0.1%
Named building		1.0%

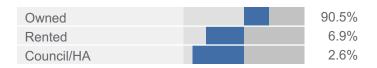
Household composition

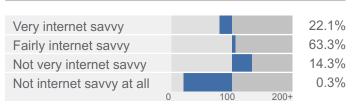


Household income

Median income				£25k
Mean income				£26k
<£15k				17.7%
£15k-£19,999				16.4%
£20k-£29,999				33.0%
£30k-£39,999				19.5%
£40k-£49,999				10.0%
£50k-£59,999				2.8%
£60k-£69,999				0.6%
£70k-£99,999				0.1%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



G29 G **G26 G27 G28**

Cafés and Catchments

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



1.70% 2.06% **1**





Key Features

- Families with children
- Generation X
- University degrees
- High value, pre-war properties
- Mid to high household income
- High mortgage debt





Who We Are

Age

36-45

218 40.7%

Household composition

Family

186 42.6%

(2)

children

858 29.0%

Number of

Household

£100k-£149,999

income

344 42.8%

Residency type [

Semi-detached

200 | 52.0%

Tenure



Owned

134 86.1%



Advert Response Channel













125

Household Technology



High







G **G26 G27 G28** **G29**

Cafés and Catchments

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



1.70% 2.06% **1**



Age

Mean age of heads of HH		45.4
Median age of adults		42
Mean age of adults		41.8
18–25		7.2%
26–35		15.7%
36–45	218	40.7%
46–55		30.7%
56–65		4.6%
66+		1.1%

Children¹

No children		10.9%
1 child	202	27.9%
2 children	344	42.8%
3 children	451	14.7%
4+ children	271	3.7%
Age 0-4	280	26.2%
Age 5–11	302	50.1%
Age 12–17	295	42.6%

Property²

	 _	
Detached		14.5%
Semi-detached		52.0%
Bungalow		3.4%
Terraced		26.9%
Purpose built flats		2.2%
Converted flats		0.9%
Farm		0.0%
Named building		0.7%

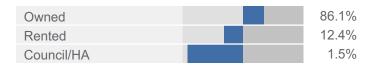
Household composition

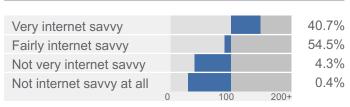
Families					42.9%
Extended family					7.5%
Extended household					10.1%
Pseudo family					17.2%
Single male					5.1%
Single female					8.0%
Male homesharers					0.7%
Female homesharers					1.6%
Mixed homesharers					5.2%
Abbr. male families					0.6%
Abbr. female families					0.9%
Multi-occupancy dwelling					0.2%
	0	10	00	200+	

Household income

Median income			269	£88k
Mean income			232	£95k
<£15k				0.1%
£15k-£19,999				0.2%
£20k-£29,999				0.7%
£30k-£39,999				2.2%
£40k-£49,999				4.3%
£50k-£59,999				8.1%
£60k-£69,999			224	12.7%
£70k-£99,999			430	34.3%
£100k-£149,999			858	29.0%
£150k+			594	8.5%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



G29 G **G26 G27 G28**

Thriving Independence

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



1.48% 1.45% **1**





Key Features

- Middle-aged singles
- No children
- Homeowners
- Calls via smartphone
- Internet first place for information
- Electronic money transfers





Who We Are

Age

46-55

175 | 33.0%

Household composition

Single

117 | 46.4%

(2)

Number of children

233 18.4%

Household

£50k-£59,999

income

No children

104 72.0%

Tenure



Owned

122 78.8%

Semi-detached

139 | 36.1%



Advert Response Channel













Household Technology



Low







G

G26

G27

G28

G29

Thriving Independence

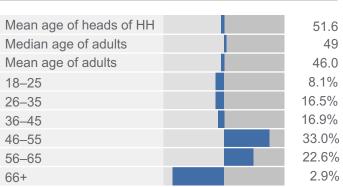
Well-qualified older singles with incomes from successful professional careers in good quality housing



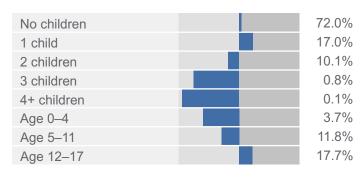
1.48% 1.45% **1**



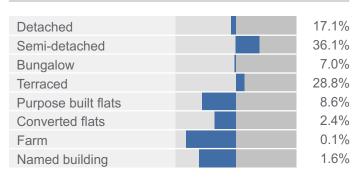
Age



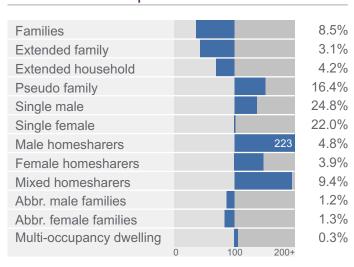
Children¹



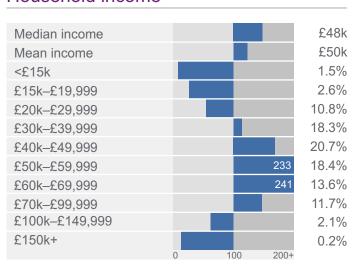
Property²



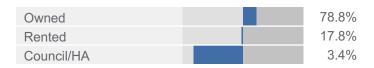
Household composition

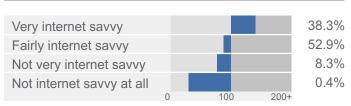


Household income



Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



G29 G **G26 G27 G28**

G28

Modern Parents

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



1.55% 1.84% **1**



Key Features

- Families with school-age children
- Modern houses
- Mid-sized, detached houses
- Mid to high household income
- Monthly discretionary income under £1000
- Outstanding mortgage





Who We Are

Age

46-55

178 | 33.6%

Household composition

Family

196 45.0%

Tenure

Owned

144 92.7%



£70k-£99,999

473 37.8%

Number of children

(2)

283 | 35.2%

Residency type

Detached

445 82.5%

Advert Response Channel













Household Technology



Very High







G

G26

G27

G28

G29

Modern Parents

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



1.55% 1.84% **1**



Age

Mean age of heads of HH		47.0
Median age of adults		44
Mean age of adults		42.7
18–25		8.9%
26–35		15.0%
36–45		32.4%
46–55		33.6%
56–65		8.6%
66+		1.4%

Children¹

No children		21.1%
1 child	215	29.6%
2 children	283	35.2%
3 children	366	11.9%
4+ children		2.2%
Age 0-4	207	19.3%
Age 5–11	233	38.6%
Age 12–17	315	45.5%

Property²

Detached	445	82.5%
Semi-detached		10.7%
Bungalow		0.8%
Terraced		5.4%
Purpose built flats		0.5%
Converted flats		0.1%
Farm		0.1%
Named building		0.5%

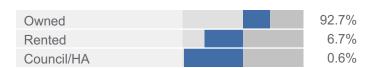
Household composition

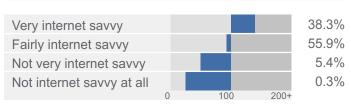
					_
Families					45.2%
Extended family					10.4%
Extended household					9.0%
Pseudo family					11.9%
Single male					6.8%
Single female					8.6%
Male homesharers					0.9%
Female homesharers					1.6%
Mixed homesharers					3.9%
Abbr. male families					0.8%
Abbr. female families					1.0%
Multi-occupancy dwelling					0.0%
	0	10	00	200-	H

Household income

Median income			225	£73k
Mean income				£78k
<£15k				0.1%
£15k-£19,999				0.2%
£20k-£29,999				1.1%
£30k-£39,999				3.7%
£40k-£49,999				8.8%
£50k-£59,999				14.0%
£60k-£69,999			294	16.6%
£70k-£99,999			473	37.8%
£100k-£149,999			450	15.2%
£150k+				2.5%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



G29 G **G26 G27 G28**

G29

Mid-Career Convention

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



3 2.58% 2.84% **2**





Key Features

- Married couples
- 2+ children
- Generation X
- Homeowners
- Outstanding mortgage
- Order from takeaways





Who We Are

Age

36-45

241 45.0%



Family

285 | 65.4%



Owned

143 | 92.1%



£70k-£99,999

Household

income

511 40.8%

Number of children

381 47.4%

Residency type

Detached

202 | 37.5%

Advert Response Channel











176



118

141

Household Technology



Very High









G

G26

G27

G28

G29

Mid-Career Convention

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



3 2.58% 2.84% **2**



Age

Mean age of heads of HH			44.0
Median age of adults			42
Mean age of adults			41.5
18–25			3.8%
26–35			18.3%
36–45	:	241	45.0%
46–55			30.7%
56–65			2.0%
66+			0.3%

Children¹

No children		2.7%
1 child	247	34.1%
2 children	381	47.4%
3 children	440	14.3%
4+ children		1.5%
Age 0–4	301	28.1%
Age 5–11	328	54.4%
Age 12–17	335	48.5%

Property²

		_
Detached	20	2 37.5%
Semi-detached		41.8%
Bungalow		9.5%
Terraced		10.2%
Purpose built flats		0.8%
Converted flats		0.2%
Farm		0.2%
Named building		2.2%

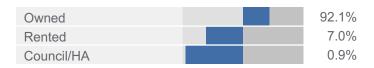
Household composition

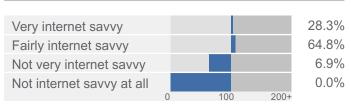
Families				284	65.5%
Extended family					3.2%
Extended household					5.3%
Pseudo family					11.8%
Single male					3.0%
Single female					7.0%
Male homesharers					0.1%
Female homesharers					1.1%
Mixed homesharers					2.2%
Abbr. male families					0.2%
Abbr. female families					0.5%
Multi-occupancy dwelling					0.0%
	0	1	100	200+	

Household income

Median income			217	£71k
Mean income				£73k
<£15k				0.0%
£15k-£19,999				0.1%
£20k-£29,999				0.8%
£30k-£39,999				3.4%
£40k-£49,999				8.7%
£50k-£59,999				15.5%
£60k-£69,999			351	19.8%
£70k-£99,999			511	40.8%
£100k-£149,999			296	10.0%
£150k+				0.8%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



H30

Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



3 2.49% 2.77% **2**





Key Features

- Families with young children
- 3 bed terraces
- Vocational qualifications
- High outstanding mortgages
- Internet via smartphone
- Children's toys/accessories sites





Who We Are

Age

36-45

237 | 44.3%

Household



Pseudo family

composition

231 25.0%

Tenure

Owned

125 80.6%

Household income

£50k-£59,999

263 | 20.8%

Number of children

313 | 43.1%

Residency type

Terraced

208 52.4%

Advert Response Channel









109



280

112

Household Technology



Very High









H30

Primary Ambitions

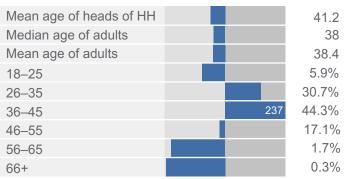
Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



3 2.49% 2.77% **2**



Age



Children¹

No children		7.7%
1 child	313	43.1%
2 children	324	40.3%
3 children	222	7.2%
4+ children		1.7%
Age 0–4	398	37.2%
Age 5–11	321	53.2%
Age 12–17	207	29.9%

Property²

Detached		9.9%
Semi-detached		30.2%
Bungalow		1.3%
Terraced	208	52.4%
Purpose built flats		5.3%
Converted flats		0.9%
Farm		0.0%
Named building		0.3%

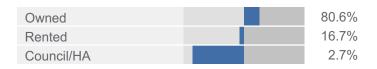
Household composition

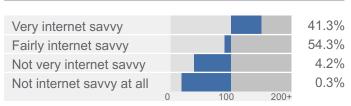
Families					33.7%
Extended family					2.7%
Extended household					7.9%
Pseudo family				231	25.2%
Single male					5.3%
Single female					13.3%
Male homesharers					0.8%
Female homesharers					2.8%
Mixed homesharers					7.0%
Abbr. male families					0.4%
Abbr. female families					0.9%
Multi-occupancy dwelling					0.1%
	0	10	00	200+	

Household income

Median income				£55k
Mean income				£58k
<£15k				0.3%
£15k-£19,999				0.4%
£20k-£29,999				3.9%
£30k-£39,999				13.3%
£40k-£49,999				21.6%
£50k-£59,999			263	20.8%
£60k-£69,999			274	15.5%
£70k-£99,999			262	20.9%
£100k-£149,999				3.2%
£150k+				0.2%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



H31

Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



1.96% 2.16% **1**





Key Features

- Families with 2+ children
- Generation X/Xennial parents
- A-level education
- Mid household income
- Low value properties
- Homeowners with mortgages





Who We Are

Age

36-45

236 44.0%

Household composition

Family

271 62.0%

Tenure

Owned

143 92.1%



£40k-£49,999

242 | 29.7%

Number of children

(2)

351 43.7%

Residency type [

Semi-detached

239 62.2%

Advert Response Channel













Household Technology



High







H31

Affordable Fringe

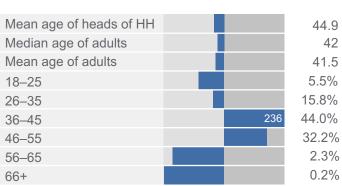
Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



1.96% 2.16% **1**



Age



Children¹

No children		3.8%
1 child	307	42.3%
2 children	351	43.7%
3 children	271	8.8%
4+ children		1.4%
Age 0–4		17.6%
Age 5–11	307	50.9%
Age 12–17	391	56.4%

Property²

Detached		8.0%
Semi-detached	239	62.2%
Bungalow		4.9%
Terraced		23.2%
Purpose built flats		1.4%
Converted flats		0.2%
Farm		0.0%
Named building		0.5%

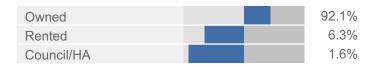
Household composition

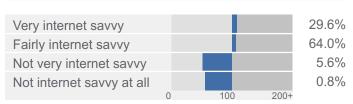
Families				270	62.2%
Extended family					4.1%
Extended household					5.8%
Pseudo family					12.3%
Single male					2.3%
Single female					7.4%
Male homesharers					0.1%
Female homesharers					1.6%
Mixed homesharers					3.4%
Abbr. male families					0.2%
Abbr. female families					0.6%
Multi-occupancy dwelling					0.0%
	0	1	00	200+	

Household income

Median income				£48k
Mean income				£50k
<£15k				0.1%
£15k-£19,999				0.6%
£20k-£29,999				7.1%
£30k-£39,999				16.9%
£40k-£49,999			242	29.7%
£50k-£59,999			300	23.7%
£60k-£69,999			252	14.2%
£70k-£99,999				7.4%
£100k-£149,999				0.2%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



H32

First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



3 2.03% 1.93% **2**





Key Features

- Singles
- Millennials
- University degrees
- High outstanding mortgages
- Internet via smartphone
- Don't use landlines





Who We Are

Age

26 - 35

332 64.2%

Household composition

Pseudo family

287 31.0%



£40k-£49,999

209 | 25.6%

Number of children

280 38.7%

Tenure



(2)

Owned

118 76.0%

Residency type

Semi-detached

191 49.6%



Advert Response Channel







100





76



Household Technology



Very High







H32

First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs

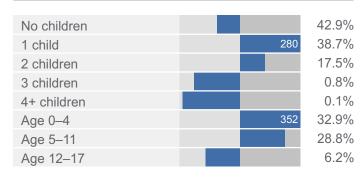


3 2.03% 1.93%

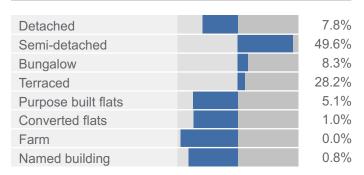
Age

	_		
Mean age of heads of HH			34.8
Median age of adults			32
Mean age of adults			33.3
18–25			7.4%
26–35		332	64.2%
36–45			22.1%
46–55			4.9%
56–65			1.1%
66+			0.2%

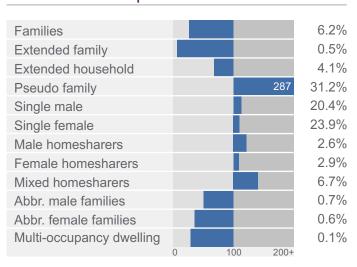
Children¹



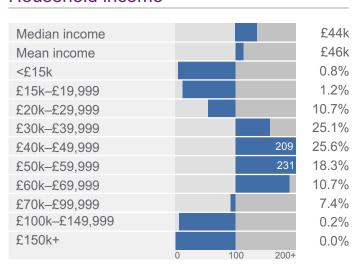
Property²



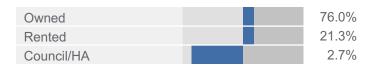
Household composition

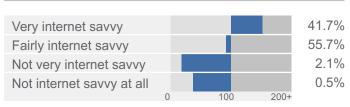


Household income



Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



H33

Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



1.75% 1.65% **1**







Key Features

- Millennials
- Modern houses
- Lived in current home for 1-3 years
- University degrees
- Work full-time
- Internet via smartphone





Who We Are

Age

26-35

269 51.9%



Pseudo family

226 24.5%

(2)

259 35.8%

Household

£70k-£99,999

226 18.0%

Number of

children

income

Tenure



Owned

107 69.0%

Residency type



142 | 35.8%



Advert Response Channel







53







Household Technology



Medium







H30 H31 H32 H33 H34 H35 Н

H33

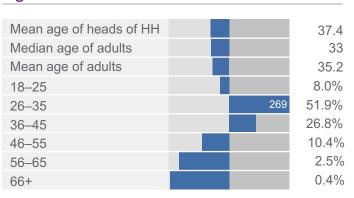
Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers

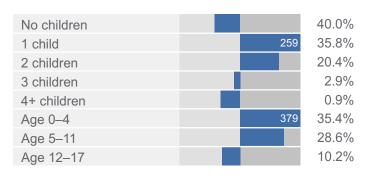


1.75% 1.65% **1**

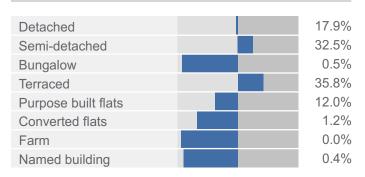
Age



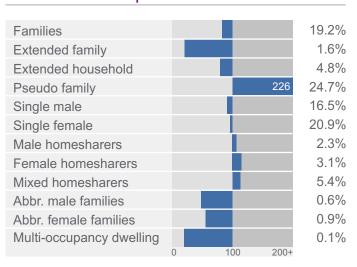
Children¹



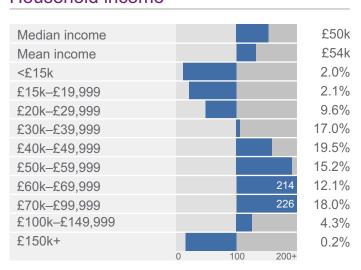
Property²



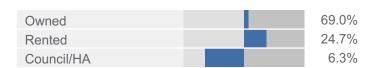
Household composition

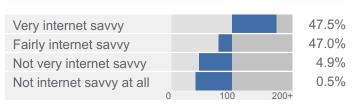


Household income



Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



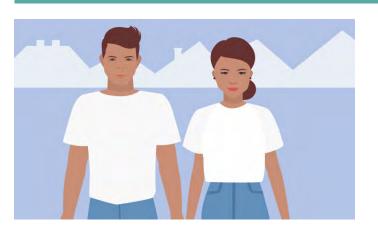
H34

New Foundations

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







Key Features

- Modern houses
- Newly moved in
- Homeowners
- High outstanding mortgages
- Work full-time
- Internet via smartphone





Who We Are

Age

26-35

206 | 39.7%



Single

151 59.9%





Owned

126 81.1%



£70k-£99,999

271 21.6%

Number of children

140 19.3%

Flat

194 44.9%



Advert Response Channel













Household Technology



High







H30 H31 H32 H33 H34 H35 Н

H34

New Foundations

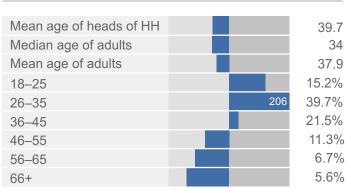
Occupants of brand new homes who are often younger singles or couples with children



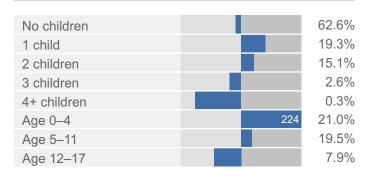
6 0.42% 0.24% **1**



Age



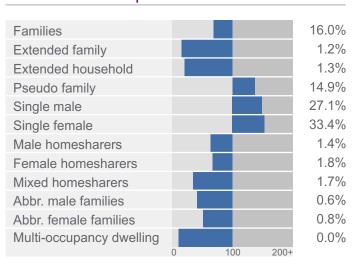
Children¹



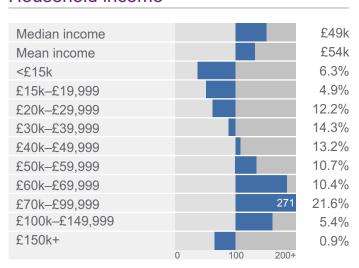
Property²

Detached		22.9%
Semi-detached		19.3%
Bungalow		1.5%
Terraced		11.3%
Purpose built flats	215	41.6%
Converted flats		3.3%
Farm		0.1%
Named building		0.7%

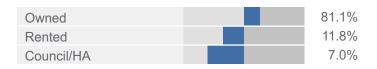
Household composition

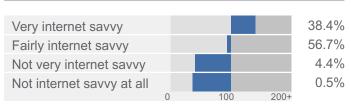


Household income



Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



H35

Flying Solo

Independent young singles on starter salaries choosing to rent homes in family suburbs



6 0.74% 0.63% **2**





Key Features

- Young singles and homesharers
- Newly moved in renters
- No children
- A-level education
- Standard current/savings account
- Don't use landlines





Who We Are

Age

18-25

877 82.9%

Household composition

Single

151 60.0%

(2)

Tenure

Rented

215 38.6%



£30k-£39,999

179 28.7%

Number of children

No children

131 90.4%

Residency type

Terraced

132 | 33.4%

Advert Response Channel







105

81







Household Technology



High









H35

Flying Solo

Independent young singles on starter salaries choosing to rent homes in family suburbs





Age

	 _	
Mean age of heads of HH		23.8
Median age of adults		24
Mean age of adults		24.9
18–25	877	82.9%
26–35		12.3%
36–45		1.4%
46–55		2.4%
56–65		0.8%
66+		0.2%

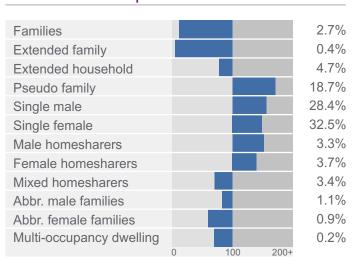
Children¹

No children		90.4%
1 child		8.3%
2 children		1.3%
3 children		0.0%
4+ children		0.0%
Age 0-4		9.2%
Age 5–11		0.4%
Age 12–17		0.4%

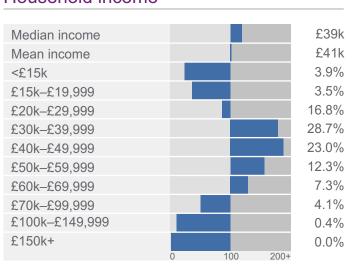
Property²

Detached		8.5%
Semi-detached		27.1%
Bungalow		4.1%
Terraced		33.4%
Purpose built flats		21.7%
Converted flats		5.2%
Farm		0.2%
Named building		1.5%

Household composition

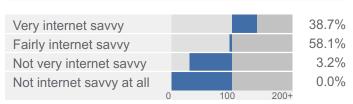


Household income



Tenure

Owned		53.4%
Rented	215	38.6%
Council/HA		8.0%



- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



136

Solid Economy

Stable families with children, renting higher value homes from social landlords



1.91% 2.24% **1**





Key Features

- Council/HA tenants
- School-age children
- No qualifications
- Low discretionary income
- Standard current/savings account
- Single trip travel insurance





Who We Are

Age

36-45

144 | 26.8%



Family + other adults

138 | 22.3%

(2)

Tenure

Council/HA

513 90.5%



£20k-£29,999

204 | 40.0%

Number of children

2

203 | 25.3%

Residency type [

Terraced

177 | 44.6%

Advert Response Channel















Household Technology



Medium











136

Solid Economy

Stable families with children, renting higher value homes from social landlords



1.91% 2.24% **1**



Age

	46.4
	40
	40.1
	14.2%
	23.5%
	26.8%
	24.2%
	9.7%
	1.5%

Children¹

No children		36.8%
1 child		24.9%
2 children	203	25.3%
3 children	239	7.8%
4+ children	382	5.3%
Age 0-4		12.3%
Age 5–11	210	34.8%
Age 12–17	277	40.1%

Property²

Detached		1.2%
Semi-detached		34.5%
Bungalow		2.5%
Terraced		44.6%
Purpose built flats		16.2%
Converted flats		1.0%
Farm		0.0%
Named building		0.1%

Household composition

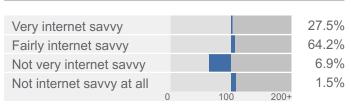
Families					15.9%
Extended family					7.5%
Extended household					10.8%
Pseudo family					14.4%
Single male					9.3%
Single female					21.4%
Male homesharers					1.6%
Female homesharers				211	5.6%
Mixed homesharers					9.1%
Abbr. male families					1.2%
Abbr. female families					3.0%
Multi-occupancy dwelling					0.1%
	0	10	00	200+	

Household income

Median income				£23k
Mean income				£24k
<£15k				23.9%
£15k-£19,999				14.6%
£20k-£29,999			204	40.0%
£30k-£39,999				15.2%
£40k-£49,999				3.8%
£50k-£59,999				1.4%
£60k-£69,999				0.5%
£70k-£99,999				0.4%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure

Owned		4.0%
Rented		5.5%
Council/HA	513	90.5%



- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



137

Budget Generations

Families providing lodgings for adult children and gaining the benefit of pooled resources



6 0.93% 1.78% **1**





Key Features

- Families with teenage/adult children
- 3 bedrooms
- Low outstanding mortgage
- Low discretionary income
- Order from takeaways
- Solar panels





Who We Are

Age

46-55

175 | 32.9%



Family + other adults

540 87.0%

8

165 | 22.8%

Household

£30k-£39,999

205 | 32.9%

Number of

children

income

Tenure



Council/HA

160 28.2%





184 47.9%



Advert Response Channel











112



Household Technology



Medium







137

Budget Generations

Families providing lodgings for adult children and gaining the benefit of pooled resources



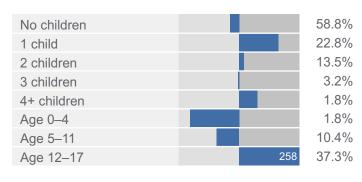
6 0.93% 1.78% **1**



Age

Mean age of heads of HH		52.2
Median age of adults		43
Mean age of adults		40.5
18–25	227	21.4%
26–35		18.2%
36–45		15.1%
46–55		32.9%
56–65		10.5%
66+		1.9%

Children¹



Property²

	2.5%
	47.9%
	2.9%
	44.3%
	2.2%
	0.2%
	0.0%
	0.3%

Household composition

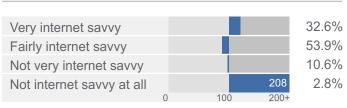
Families					3.4%
Extended family				547	39.9%
Extended household				626	37.7%
Pseudo family					1.0%
Single male					0.2%
Single female					0.2%
Male homesharers					1.3%
Female homesharers					1.5%
Mixed homesharers					5.0%
Abbr. male families				278	3.7%
Abbr. female families				380	6.0%
Multi-occupancy dwelling					0.2%
	0	10	00	200+	

Household income

Median income					£35k
Mean income					£35k
<£15k					1.0%
£15k-£19,999					6.7%
£20k-£29,999					28.6%
£30k-£39,999				205	32.9%
£40k-£49,999					21.6%
£50k-£59,999					6.4%
£60k-£69,999					2.0%
£70k-£99,999					0.6%
£100k-£149,999					0.0%
£150k+					0.0%
	0	10	00	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



138

Economical Families

Busy families with children, who own their low-cost homes and budget carefully



3 2.56% 2.78% **2**





Key Features

- Families with many children
- Low value terraces
- Low to mid household income
- Low discretionary income
- Internet via smartphone
- Games consoles





Who We Are

Age

36-45

216 40.4%

Household composition

Pseudo family

228 24.7%

(2)

329 40.9%

Household

£30k-£39,999

249 | 39.9%

Number of

children

2

income

Tenure

Owned

131 84.6%





Terraced

225 | 56.7%



Advert Response Channel





158







Household Technology



High







136 137 138 139

138

Economical Families

Busy families with children, who own their low-cost homes and budget carefully



3 2.56% 2.78% **2**



Age

	_			
Mean age of heads of HH				40.8
Median age of adults				37
Mean age of adults				37.5
18–25				7.9%
26–35				33.5%
36–45		2	216	40.4%
46–55				16.4%
56–65				1.7%
66+				0.2%

Children¹

No children		6.7%
1 child	276	38.0%
2 children	329	40.9%
3 children	297	9.7%
4+ children	341	4.7%
Age 0-4	340	31.8%
Age 5–11	338	56.1%
Age 12–17	269	38.8%

Property²

Detached		2.4%
Semi-detached		35.1%
Bungalow		1.2%
Terraced	225	56.7%
Purpose built flats		4.0%
Converted flats		0.5%
Farm		0.0%
Named building		0.2%

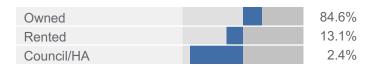
Household composition

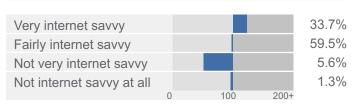
Families					31.0%
Extended family					2.5%
Extended household					7.3%
Pseudo family				228	24.8%
Single male					5.7%
Single female					15.2%
Male homesharers					0.9%
Female homesharers					3.4%
Mixed homesharers					7.6%
Abbr. male families					0.4%
Abbr. female families					1.0%
Multi-occupancy dwelling					0.1%
	0	1	00	200+	

Household income

Median income				£37k
Mean income				£37k
<£15k				0.5%
£15k-£19,999				4.6%
£20k-£29,999				20.8%
£30k-£39,999			249	39.9%
£40k-£49,999			202	24.7%
£50k-£59,999				5.8%
£60k-£69,999				2.3%
£70k-£99,999				1.3%
£100k-£149,999				0.1%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



136 137 138 139

139

Families on a Budget

Families with children in low value social houses making limited resources go a long way



3 2.52% | 2.71% **2**





Key Features

- Single parents
- Lots of school-age children
- Council/HA tenants
- Unemployed
- Very low income
- Water poverty





Who We Are

Age

26-35

175 | 33.9%



Homesharers + others

170 17.8%

(2)

Tenure

Council/HA

456 80.5%



£20k-£29,999

185 36.3%

Number of children

4+

940 | 13.0%

Residency type

Terraced

195 | 49.0%

Advert Response Channel













Household Technology



Very High











136 137 138 139

139

Families on a Budget

Families with children in low value social houses making limited resources go a long way



3.52% 2.71% **2.71%**



Age

	_		
Mean age of heads of HH			40.4
Median age of adults			36
Mean age of adults			36.5
18–25			14.7%
26–35			33.9%
36–45			31.5%
46–55			16.5%
56–65			3.0%
66+			0.5%

Children¹

No children		15.5%
1 child		26.4%
2 children	269	33.5%
3 children	360	11.7%
4+ children	940	13.0%
Age 0-4	250	23.4%
Age 5–11	335	55.5%
Age 12–17	330	47.7%

Property²

Detached		0.4%
Semi-detached		33.5%
Bungalow		0.6%
Terraced		49.0%
Purpose built flats		15.5%
Converted flats		0.9%
Farm		0.0%
Named building		0.1%

Household composition

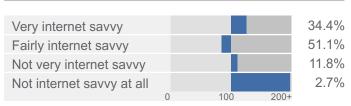
Families					12.6%
Extended family					4.2%
Extended household					8.8%
Pseudo family					18.2%
Single male					9.1%
Single female					26.9%
Male homesharers					1.5%
Female homesharers				239	6.4%
Mixed homesharers					9.1%
Abbr. male families					0.8%
Abbr. female families					2.3%
Multi-occupancy dwelling					0.1%
	0	10	00	200+	

Household income

Median income				£20k
Mean income				£19k
<£15k			201	33.0%
£15k-£19,999			210	19.6%
£20k-£29,999				36.3%
£30k-£39,999				8.8%
£40k-£49,999				1.9%
£50k-£59,999				0.2%
£60k-£69,999				0.1%
£70k-£99,999				0.0%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure

Owned		11.6%
Rented		7.9%
Council/HA	456	80.5%



- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



1.80% 1.53% **1**





Key Features

- Single parents
- Millennials
- Low value houses
- A-level education
- Low discretionary income
- Don't use landlines





Who We Are

Age

26-35

320 61.9%

Household composition

Single



140 55.5%

Tenure

Rented

179 | 32.2%



£20k-£29,999

182 | 35.6%

Number of children

273 37.7%

Residency type

Terraced

223 | 56.1%



Advert Response Channel













114

Household Technology



Medium







Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties

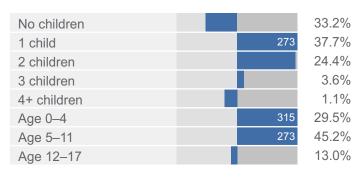


1.80% 1.53% **1**

Age

Mean age of heads of HH			34.7
Median age of adults			32
Mean age of adults			33.0
18–25			9.3%
26–35		320	61.9%
36–45			22.6%
46–55			5.3%
56–65			0.8%
66+			0.1%

Children¹



Property²

Detached		0.6%
Semi-detached		21.9%
Bungalow		1.6%
Terraced	223	56.1%
Purpose built flats		17.6%
Converted flats		2.1%
Farm		0.0%
Named building		0.2%

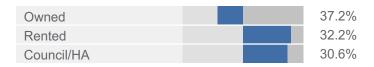
Household composition

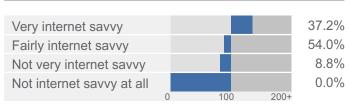
Families					6.4%
Extended family					0.5%
Extended household					2.9%
Pseudo family					20.4%
Single male					22.2%
Single female					33.6%
Male homesharers					2.4%
Female homesharers					4.1%
Mixed homesharers					6.1%
Abbr. male families					0.5%
Abbr. female families					0.7%
Multi-occupancy dwelling					0.1%
	0	10	00	200+	

Household income

Median income					£23k
Mean income					£24k
<£15k					18.7%
£15k-£19,999				201	18.7%
£20k-£29,999					35.6%
£30k-£39,999					21.7%
£40k-£49,999					4.7%
£50k-£59,999					0.4%
£60k-£69,999					0.1%
£70k-£99,999					0.0%
£100k-£149,999					0.0%
£150k+					0.0%
	0	10	0	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



Youthful Endeavours

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







Key Features

- Young singles and homesharers
- No qualifications
- Unemployed
- Low discretionary income
- Very low affluence
- Fuel and water poverty





Who We Are

Age

18-25

978 | 92.4%

Household composition

Single

171 68.0%

Tenure

Council/HA

219 38.7%



income

<£15k

178 | 29.3%

Number of children

(2)

204 28.1%

Residency type

Flat

214 49.4%

RENTAL AGREEMENT

Advert Response Channel



368











Household Technology



Low







Youthful Endeavours

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



6 0.76% 0.58% **2**



Age

Mean age of heads of HH			23.1
Median age of adults			23
Mean age of adults			24.0
18–25		978	92.4%
26–35			3.6%
36–45			1.6%
46–55			1.8%
56–65			0.5%
66+			0.2%

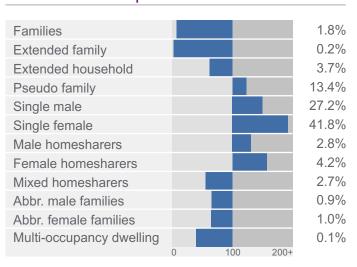
Children¹

No children		66.9%
1 child	204	28.1%
2 children		4.6%
3 children		0.3%
4+ children		0.1%
Age 0–4	317	29.7%
Age 5–11		4.0%
Age 12–17		1.5%

Property²

Detached		0.7%
Semi-detached		14.2%
Bungalow		0.9%
Terraced		34.8%
Purpose built flats	22	42.6%
Converted flats		6.7%
Farm		0.0%
Named building		0.2%

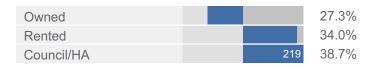
Household composition

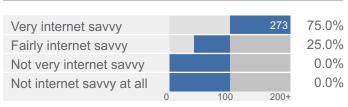


Household income

Median income				£20k
Mean income				£21k
<£15k				29.3%
£15k-£19,999			203	18.9%
£20k-£29,999				30.1%
£30k-£39,999				16.7%
£40k-£49,999				3.8%
£50k-£59,999				0.9%
£60k-£69,999				0.3%
£70k-£99,999				0.1%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



Midlife Renters

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



1.33% 1.42% **1**





Key Features

- Singles and homesharers
- No children
- Rent terraced houses
- Work full-time
- Internet via smartphone
- Free mobile phone apps





Who We Are

Age

26 - 35

140 27.1%



Homesharers + others

336 35.2%

8

No children

111 77.0%

Household

£20k-£29,999

187 | 36.7%

Number of

children

income

Tenure

441 79.3%

Rented



Residency type

Terraced

212 | 53.4%

PAY THE RENT

Advert Response Channel





150



224





Household Technology



High







Midlife Renters

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



1.33% 1.42% **1.42%**



Age

	_	
Mean age of heads of HH		47.1
Median age of adults		41
Mean age of adults		41.2
18–25		9.8%
26–35		27.1%
36–45		24.3%
46–55		25.7%
56–65		11.3%
66+		1.8%

Children¹

No children		77.0%
1 child		15.3%
2 children		6.8%
3 children		0.7%
4+ children		0.1%
Age 0-4	_	5.1%
Age 5–11		12.2%
Age 12–17		9.8%

Property²

Detached		1.6%
Semi-detached		14.0%
Bungalow		1.6%
Terraced	212	53.4%
Purpose built flats		22.3%
Converted flats		7.1%
Farm		0.0%
Named building		0.5%

Household composition

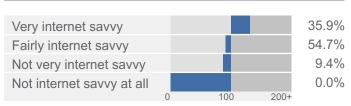
Families				5.2%
Extended family				1.2%
Extended household				4.0%
Pseudo family				13.1%
Single male				22.5%
Single female				17.3%
Male homesharers			459	9.9%
Female homesharers			301	8.0%
Mixed homesharers			326	15.6%
Abbr. male families				1.2%
Abbr. female families				1.2%
Multi-occupancy dwelling			295	0.9%
	0	100	200+	

Household income

Median income		£29k
Mean income		£29k
<£15k		6.0%
£15k-£19,999		12.7%
£20k-£29,999		36.7%
£30k-£39,999		29.9%
£40k-£49,999		12.1%
£50k-£59,999		2.4%
£60k-£69,999		0.2%
£70k-£99,999		0.0%
£100k-£149,999		0.0%
£150k+		0.0%
	0 100 200+	

Tenure

Owned		16.9%
Rented	441	79.3%
Council/HA		3.9%



- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



Renting Rooms

Transient renters of low cost accommodation often within older properties



1.33% 1.35% **1**





Key Features

- Singles and homesharers
- Rent terraced houses
- Vocational qualifications
- Low discretionary income
- Mobile calls in home
- Minimum credit card payments





Who We Are

Age

26 - 35

183 | 35.4%



Homesharers + others

265 27.7%

Tenure

Rented

424 76.2%



£20k-£29,999

204 | 39.9%

Number of children

115 | 15.8%

Residency type

(2)

240 60.4%

Terraced

Advert Response Channel







236

189





151



155

Household Technology



Very High







Renting Rooms

Transient renters of low cost accommodation often within older properties

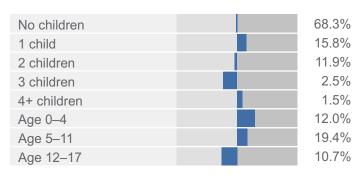


1.33% 1.35% **1**

Age

Mean age of heads of HH		42.4
Median age of adults		36
Mean age of adults		37.9
18–25		13.5%
26–35		35.4%
36–45		25.0%
46–55		17.4%
56–65		7.4%
66+		1.3%

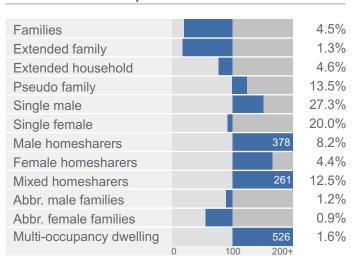
Children¹



Property²

Detached		0.7%
Semi-detached		4.0%
Bungalow		0.6%
Terraced	240	60.4%
Purpose built flats		22.6%
Converted flats	310	11.6%
Farm		0.0%
Named building		0.2%

Household composition

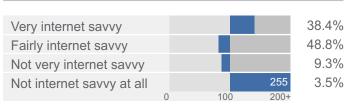


Household income

Median income				£25k
Mean income				£25k
<£15k				8.8%
£15k-£19,999			256	23.8%
£20k-£29,999			204	39.9%
£30k-£39,999				23.8%
£40k-£49,999				3.0%
£50k-£59,999				0.6%
£60k-£69,999				0.1%
£70k-£99,999				0.0%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure

Owned		20.3%
Rented	424	76.2%
Council/HA		3.6%



- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



Inner City Stalwarts

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







Key Features

- Council/HA tenants
- No children
- 1 bed flats
- No qualifications
- High street supermarkets
- Fuel poverty





Who We Are

Age

66+

194 | 35.9%



Single

162 64.3%

Tenure

Council/HA

460 81.1%



(2)

Household income

<£15k

370 60.7%



No children

142 98.2%

Residency type

Flat

389 90.0%



Advert Response Channel







133





Household Technology



Low







Inner City Stalwarts

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





Age

Mean age of heads of HH		65.4
Median age of adults		61
Mean age of adults		59.0
18–25		3.5%
26–35		7.6%
36–45		7.5%
46–55		15.6%
56–65		29.9%
66+		35.9%

Children¹

No children	98.2%
1 child	1.1%
2 children	0.6%
3 children	0.1%
4+ children	0.0%
Age 0-4	0.1%
Age 5–11	0.9%
Age 12–17	1.0%

Property²

	0.2%
	1.4%
	0.9%
	7.5%
425	82.4%
204	7.6%
	0.0%
	0.0%

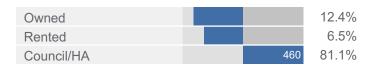
Household composition

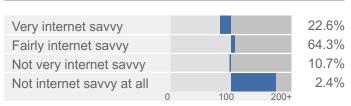
Families					6.8%
Extended family					3.8%
Extended household					3.1%
Pseudo family					5.3%
Single male					33.2%
Single female					31.6%
Male homesharers					3.4%
Female homesharers					3.9%
Mixed homesharers					3.7%
Abbr. male families					2.2%
Abbr. female families					2.7%
Multi-occupancy dwelling					0.3%
	0	10	00	200+	

Household income

Median income				£12k
Mean income				£14k
<£15k			370	60.7%
£15k-£19,999				16.6%
£20k-£29,999				16.9%
£30k-£39,999				4.3%
£40k-£49,999				1.0%
£50k-£59,999				0.3%
£60k-£69,999				0.1%
£70k-£99,999				0.1%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



K45

City Diversity

Households renting social flats in busy city suburbs where many nationalities live as neighbours



1.32% 1.45% **1.45%**





Key Features

- Council/HA flats
- Densely populated
- Would like to set up their own business
- Uber passengers
- Technology news online
- Third party car insurance





Who We Are

26-35

147 28.4%



Homesharers + others

225 | 23.5%

(2)

Tenure



Council/HA

413 72.9%

Age



£20k-£29,999

160 31.3%

Number of children



143 | 19.8%

Residency type



400 92.5%

Advert Response Channel







154





111



145

Household Technology



Very High









City Diversity

Households renting social flats in busy city suburbs where many nationalities live as neighbours



1.32% 1.45% **1.45%**

Age Mean age of heads of HH 43.8 Median age of adults 38 Mean age of adults 39.3 13.6% 18-25 28.4% 26-35 27.1% 36-45 46-55 21.0% 8.3% 56-65 1.7% 66+

Children¹

No children	_	60.3%
1 child		19.8%
2 children		15.4%
3 children		3.0%
4+ children		1.6%
Age 0-4		10.4%
Age 5–11		26.3%
Age 12–17		15.7%

Property²

Detached		0.1%
Semi-detached		0.7%
Bungalow		0.2%
Terraced		6.5%
Purpose built flats	457	88.6%
Converted flats		3.9%
Farm		0.0%
Named building		0.0%

Household composition

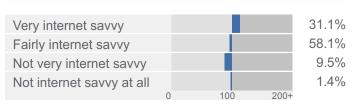
Families				7.0%
Extended family				4.1%
Extended household				7.3%
Pseudo family				14.6%
Single male				17.4%
Single female				24.1%
Male homesharers			203	4.4%
Female homesharers			211	5.6%
Mixed homesharers			232	11.1%
Abbr. male families				1.4%
Abbr. female families				2.2%
Multi-occupancy dwelling			236	0.7%
	0 1	00	200+	

Household income

Median income				£23k
Mean income				£28k
<£15k				28.0%
£15k-£19,999				12.1%
£20k-£29,999				31.3%
£30k-£39,999				11.0%
£40k-£49,999				6.7%
£50k-£59,999				3.1%
£60k-£69,999				2.3%
£70k-£99,999				3.9%
£100k-£149,999				1.2%
£150k+				0.2%
	0	100	200+	

Tenure

Owned		16.3%
Rented		10.9%
Council/HA	413	72.9%



- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



K46

High Rise Residents

Tenants of social flats located in high rise blocks, often living alone







Key Features

- Council/HA flats
- Densely populated
- GCSE education
- Low discretionary income
- Electric central heating
- Fuel poverty





Who We Are

Age

26-35

117 | 22.6%

Household composition

Single

168 | 66.9%

(2)

Tenure

Council/HA

485 85.6%



Household

income

<£15k

397 | 65.3%

Number of children

No children

120 83.3%

Residency type

Flat

414 95.7%



Advert Response Channel







316

166







Household Technology



Low







K

K44

K45

K47

K48

K46

High Rise Residents

Tenants of social flats located in high rise blocks, often living alone



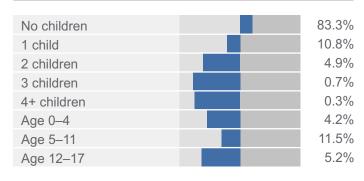
6 0.49% 0.35% **2**



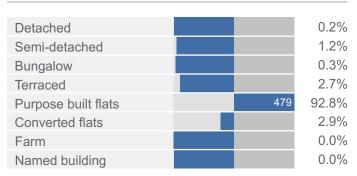
Age

Mean age of heads of HH		50.2
Median age of adults		44
Mean age of adults		46.0
18–25		9.1%
26–35		22.6%
36–45		20.5%
46–55		19.3%
56–65		15.4%
66+		13.2%

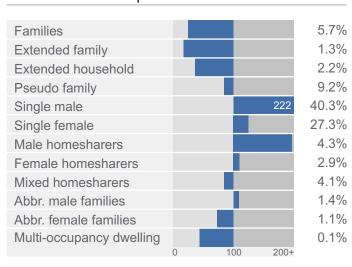
Children¹



Property²



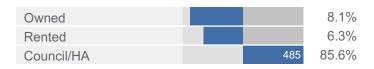
Household composition

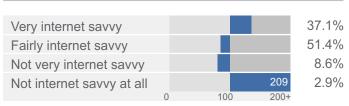


Household income

Median income				£11k
Mean income				£14k
<£15k			397	65.3%
£15k-£19,999				13.1%
£20k-£29,999				16.0%
£30k-£39,999				3.4%
£40k-£49,999				1.2%
£50k-£59,999				0.4%
£60k-£69,999				0.3%
£70k-£99,999				0.3%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



K47

Single Essentials

Singles renting small social flats in town centres



3 2.03% 1.43% **1**





Key Features

- Council/HA tenants
- Low value. 1 bed flats
- No qualifications
- Low discretionary income
- Unemployed
- Fuel poverty





Who We Are

Age

(2)

46-55

136 | 25.7%



Single

171 67.9%

Council/HA

447 78.8%

Tenure



<£15k

360 59.1%



No children

118 81.7%



Flat

412 95.2%



Advert Response Channel







196

341





178



Household Technology



Medium







K47

Single Essentials

Singles renting small social flats in town centres

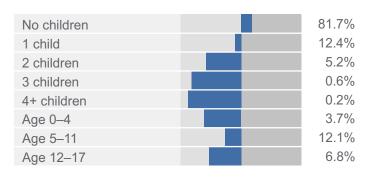


3 2.03% 1.43% **2**

Age

Mean age of heads of HH		45.7
Median age of adults		42
Mean age of adults		42.2
18–25		9.2%
26–35		25.5%
36–45		23.3%
46–55		25.7%
56–65		14.1%
66+		2.3%

Children¹



Property²

Detached			0.1%
Semi-detached			1.1%
Bungalow			0.4%
Terraced			3.3%
Purpose built flats		461	89.3%
Converted flats			5.9%
Farm			0.0%
Named building			0.0%

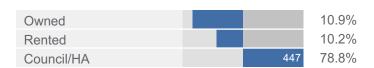
Household composition

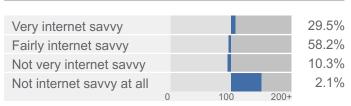
Families				4.7%
Extended family				1.2%
Extended household				2.4%
Pseudo family				9.6%
Single male			217	39.4%
Single female				29.0%
Male homesharers				3.9%
Female homesharers				3.4%
Mixed homesharers				4.2%
Abbr. male families				1.2%
Abbr. female families				1.1%
Multi-occupancy dwelling				0.1%
	0	100	200+	

Household income

Median income				£13k
Mean income				£15k
<£15k			360	59.1%
£15k-£19,999				15.8%
£20k-£29,999				20.4%
£30k-£39,999				4.1%
£40k-£49,999				0.5%
£50k-£59,999				0.0%
£60k-£69,999				0.0%
£70k-£99,999				0.0%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



K48

Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



3 2.09% 2.08% **2**





Key Features

- Council/HA tenants
- Low value properties
- No qualifications
- Low discretionary income
- Fuel and water poverty
- Solar panels





Who We Are

Age

56-65

239 | 36.5%



Single

112 | 44.3%

Tenure

Council/HA

414 73.2%

BUS STOP



(2)

Household income

<£15k

311 51.1%



No children

140 96.6%

Residency type

Terraced

191 48.1%



Advert Response Channel













Household Technology



Medium







K48

Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



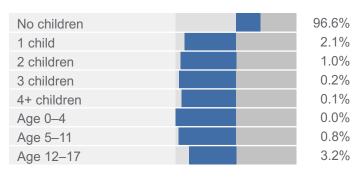
3 2.09% 2.08% **2**



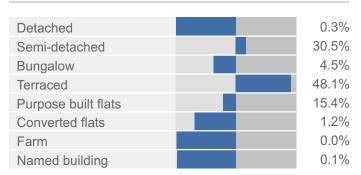
Age

	_	
Mean age of heads of HH		60.3
Median age of adults		56
Mean age of adults		52.6
18–25		6.1%
26–35		11.3%
36–45		7.7%
46–55		23.3%
56–65	239	36.5%
66+		15.2%

Children¹



Property²



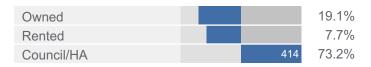
Household composition

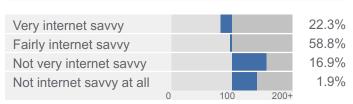
Families				16.2%
Extended family				9.0%
Extended household				5.5%
Pseudo family				7.6%
Single male				21.5%
Single female				23.0%
Male homesharers				2.3%
Female homesharers				4.4%
Mixed homesharers				4.3%
Abbr. male families			202	2.7%
Abbr. female families			226	3.5%
Multi-occupancy dwelling				0.1%
	0	100	200+	

Household income

Median income				£15k
Mean income				£16k
<£15k			311	51.1%
£15k-£19,999			234	21.7%
£20k-£29,999				22.7%
£30k-£39,999				4.2%
£40k-£49,999				0.3%
£50k-£59,999				0.0%
£60k-£69,999				0.0%
£70k-£99,999				0.0%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



Flatlet Seniors

Ageing singles with basic income renting small flats in centrally located developments



1.20% 0.68% **1.20%**





Key Features

- Retired singles
- Low value council/HA flats
- 1 bedroom
- No qualifications
- Low discretionary income
- Fuel and water poverty





Who We Are



314 58.0%

Household composition

Single

205 81.4%

Tenure

Council/HA

454 80.2%

(2)



<£15k

524 86.1%



No children

144 99.7%

Residency type

Flat

396 91.6%



Advert Response Channel







12







Household Technology



Very Low







Flatlet Seniors

Ageing singles with basic income renting small flats in centrally located developments



1.20% 0.68% **1.20%**



Age

Mean age of heads of HH			68.9
Median age of adults			68
Mean age of adults			66.6
18–25			1.1%
26–35			2.5%
36–45			3.7%
46–55			9.4%
56–65			25.3%
66+		314	58.0%

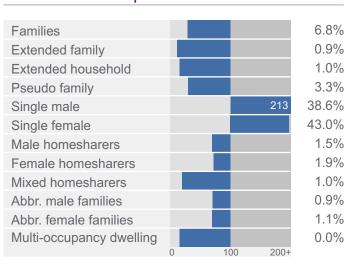
Children¹

	_	
No children		99.7%
1 child		0.2%
2 children		0.1%
3 children		0.0%
4+ children		0.0%
Age 0-4		0.0%
Age 5–11		0.2%
Age 12–17		0.2%

Property²

Detached		0.2%
Semi-detached		1.4%
Bungalow		2.9%
Terraced		3.9%
Purpose built flats	450	87.3%
Converted flats		4.3%
Farm		0.0%
Named building		0.1%

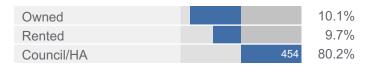
Household composition

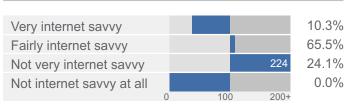


Household income

Median income				£8k
Mean income				£9k
<£15k			524	86.1%
£15k-£19,999				8.7%
£20k-£29,999				4.5%
£30k-£39,999				0.6%
£40k-£49,999				0.1%
£50k-£59,999				0.0%
£60k-£69,999				0.0%
£70k-£99,999				0.0%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



Pocket Pensions

Penny-wise elderly singles renting in developments of compact social homes



1.30% 0.79% **1**





Key Features

- Retired singles
- Council/HA tenants
- 1 bed bungalows
- No qualifications
- Very low discretionary income
- Fuel and water poverty





Who We Are



66+

368 68.0%

Household composition

Single

197 78.3%

Tenure

Council/HA

511 90.2%



(2)



<£15k

533 87.6%

Number of children

No children

144 99.8%

Residency type

Bungalow

596 42.4%



Advert Response Channel







105

33





Household Technology



Low







Pocket Pensions

Penny-wise elderly singles renting in developments of compact social homes



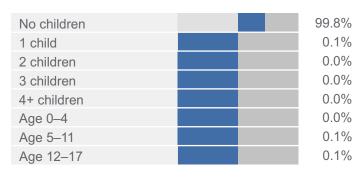
1.30% 0.79% **1**



Age

	72.2
	71
	69.9
	0.7%
	1.4%
	2.1%
	6.9%
	21.0%
368	68.0%
	368

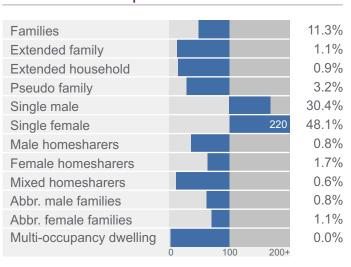
Children¹



Property²

Detached		0.5%
Semi-detached		5.6%
Bungalow	596	42.4%
Terraced		5.6%
Purpose built flats	229	44.3%
Converted flats		1.5%
Farm		0.0%
Named building		0.2%

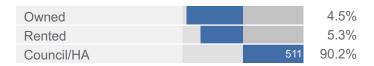
Household composition

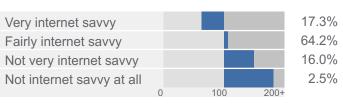


Household income

Median income				£8k
Mean income				£9k
<£15k			533	87.6%
£15k-£19,999				8.0%
£20k-£29,999				3.9%
£30k-£39,999				0.4%
£40k-£49,999				0.0%
£50k-£59,999				0.0%
£60k-£69,999				0.0%
£70k-£99,999				0.0%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



Retirement Communities

Elderly living in specialised accommodation including retirement homes, villages and complexes



1.06% 0.56% **1.06%**





Key Features

- Retired singles
- Pre-war generation
- 1 bed purpose built flats
- University degrees
- Very low-tech households
- Have wills





Who We Are



66+

456 84.3%

Household composition

Single

207 82.1%

children

No children

Household

400 65.8%

Number of

income

<£15k

144 99.9%

Tenure



(2)

Council/HA

124 21.8%



Residency type



397 91.9%



Advert Response Channel





20





Household Technology



Very Low







Retirement Communities

Elderly living in specialised accommodation including retirement homes, villages and complexes



1.06% 0.56% **1.06%**



Age

Mean age of heads of HH		77.2
Median age of adults		78
Mean age of adults		76.3
18–25		0.3%
26–35		0.8%
36–45		1.2%
46–55		3.3%
56–65		10.1%
66+	456	84.3%

Children¹

No children		99.9%
1 child		0.1%
2 children		0.0%
3 children		0.0%
4+ children		0.0%
Age 0-4		0.0%
Age 5–11		0.0%
Age 12–17		0.1%

Property²

Detached		0.8%
Semi-detached		1.5%
Bungalow		2.7%
Terraced		3.1%
Purpose built flats	450	87.3%
Converted flats		4.6%
Farm		0.0%
Named building		0.3%

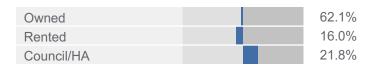
Household composition

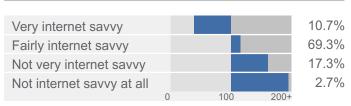
Families					10.7%
Extended family					0.6%
Extended household					0.7%
Pseudo family					2.1%
Single male					24.4%
Single female				265	57.8%
Male homesharers					0.6%
Female homesharers					1.3%
Mixed homesharers					0.4%
Abbr. male families					0.5%
Abbr. female families					0.8%
Multi-occupancy dwelling					0.0%
	0	10	00	200+	

Household income

Median income				£12k
Mean income				£14k
<£15k			400	65.8%
£15k-£19,999				15.8%
£20k-£29,999				13.7%
£30k-£39,999				3.6%
£40k-£49,999				0.8%
£50k-£59,999				0.2%
£60k-£69,999				0.1%
£70k-£99,999				0.0%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



Estate Veterans

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



1.29% 0.99% **1**





Key Features

- Retired singles
- Council/HA tenants
- No qualifications
- Very low discretionary income
- Established in community
- Fuel and water poverty





Who We Are



66+

415 76.7%

Household composition

Single

163 | 64.5%

Tenure

Council/HA

532 93.9%



(2)



<£15k

473 77.8%

Number of children

No children

144 99.8%

Residency type

Terraced

147 37.1%

Advert Response Channel













Household Technology



Low







Estate Veterans

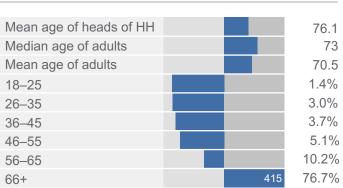
Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



1.29% 0.99% **1**



Age



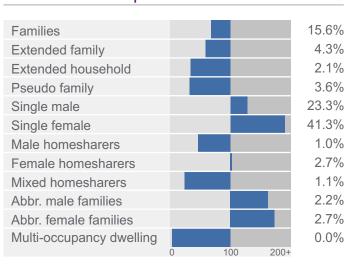
Children¹

No children	99.8%
1 child	0.1%
2 children	0.1%
3 children	0.0%
4+ children	0.0%
Age 0-4	0.0%
Age 5–11	0.1%
Age 12–17	0.1%

Property²

Detached		0.4%
Semi-detached		35.1%
Bungalow		10.0%
Terraced		37.1%
Purpose built flats		16.4%
Converted flats		1.0%
Farm		0.0%
Named building		0.1%

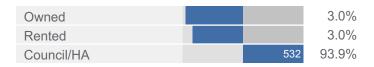
Household composition

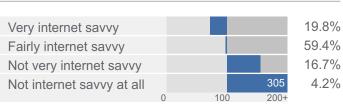


Household income

Median income				£10k
Mean income				£11k
<£15k			473	77.8%
£15k-£19,999				16.2%
£20k-£29,999				5.8%
£30k-£39,999				0.2%
£40k-£49,999				0.0%
£50k-£59,999				0.0%
£60k-£69,999				0.0%
£70k-£99,999				0.0%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



Seasoned Survivors

Single elderly who are long-term owners of their low value properties which provide some financial security



1.61% 1.14% **1**





Key Features

- Retired singles
- Pre-war generation
- No qualifications
- Worked in metals and mining
- Fuel and water poverty
- Solar panels





Who We Are



66+

Age

461 85.3%

Household composition

Single

183 72.8%

(2)

Tenure

Owned

129 83.0%



<£15k

408 67.0%

Number of children

No children

144 99.9%

Residency type

Terraced

224 56.3%

Advert Response Channel













Household Technology



Very Low







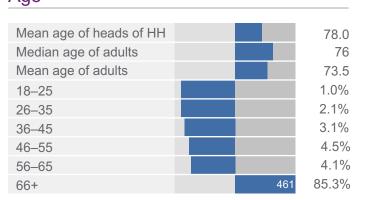
Seasoned Survivors

Single elderly who are long-term owners of their low value properties which provide some financial security



1.61% 1.14% **1.14%**

Age



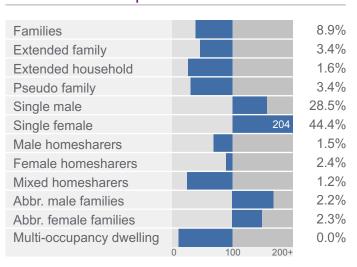
Children¹

No children		99.9%
1 child		0.0%
2 children		0.1%
3 children		0.0%
4+ children		0.0%
Age 0-4		0.0%
Age 5–11		0.1%
Age 12–17		0.1%

Property²

Detached		1.3%
Semi-detached		29.2%
Bungalow		3.5%
Terraced	224	56.3%
Purpose built flats		8.2%
Converted flats		1.4%
Farm		0.0%
Named building		0.4%

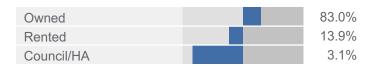
Household composition

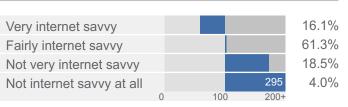


Household income

Median income				£12k
Mean income				£13k
<£15k			408	67.0%
£15k-£19,999				17.4%
£20k-£29,999				14.8%
£30k-£39,999				0.8%
£40k-£49,999				0.1%
£50k-£59,999				0.0%
£60k-£69,999				0.0%
£70k-£99,999				0.0%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



M **M54** **M55**

M56

M54

Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



1.41% 1.50% **1**





Key Features

- Married baby boomers
- Homeowners
- Established in community
- No qualifications
- Low household income
- Solar panels





Who We Are



66+

236 | 43.7%



Family

378 86.5%





Owned

131 84.3%



income

£20k-£29,999

265 51.9%



No children

144 99.3%

Residency type

Terraced

203 51.0%

Advert Response Channel







177







Household Technology



Very Low











M

M54

M55

M56

M54

Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



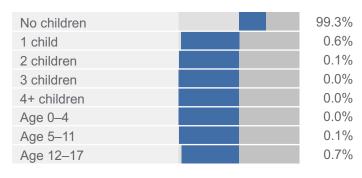
1.41% 1.50% **1**



Age

Mean age of heads of HH		67.2
Median age of adults		64
Mean age of adults		62.6
18–25		0.6%
26–35		2.5%
36–45		4.7%
46–55		13.2%
56–65	233	35.5%
66+	236	43.7%
56–65		35.5%

Children¹



Property²

Detached		1.8%
Semi-detached		36.5%
Bungalow		5.3%
Terraced	203	51.0%
Purpose built flats		4.8%
Converted flats		0.5%
Farm		0.0%
Named building		0.5%

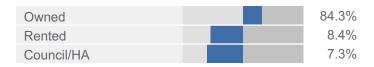
Household composition

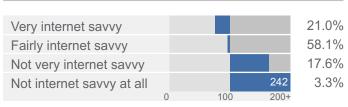
Families			376	86.6%
Extended family				3.2%
Extended household				1.6%
Pseudo family				4.1%
Single male				1.0%
Single female				1.2%
Male homesharers				0.4%
Female homesharers				0.7%
Mixed homesharers				0.5%
Abbr. male families				0.3%
Abbr. female families				0.3%
Multi-occupancy dwelling				0.0%
	0	100	200+	

Household income

Median income				£24k
Mean income				£24k
<£15k				8.6%
£15k-£19,999			221	20.6%
£20k-£29,999			265	51.9%
£30k-£39,999				14.9%
£40k-£49,999				3.6%
£50k-£59,999				0.4%
£60k-£69,999				0.1%
£70k-£99,999				0.0%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



M

M54

M55

M56

M55

Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



1.45% 2.56% **1**





Key Features

- Homeowners
- Adult children at home
- 3 bedrooms
- Low outstanding mortgage
- Established in community
- Solar panels





Who We Are

56-65

Age

201 | 30.6%



Family + other adults

530 85.4%

Tenure

Owned

134 86.5%



Household income

£30k-£39,999

210 | 33.7%

Number of children

No children

143 99.1%

(2)

Terraced

181 45.5%

Advert Response Channel













Household Technology



Medium







M

M54

M55

M56

Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence

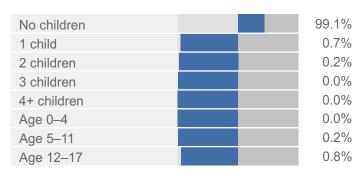


1.45% 2.56% **1.45%**

Age

	_	
Mean age of heads of HH		60.9
Median age of adults		53
Mean age of adults		47.4
18–25		13.0%
26–35		18.8%
36–45		7.4%
46–55		20.2%
56–65	201	30.6%
66+		10.1%

Children¹



Property²

Detached		3.1%
Semi-detached		42.3%
Bungalow		5.1%
Terraced		45.5%
Purpose built flats		3.5%
Converted flats		0.5%
Farm		0.0%
Named building		0.5%

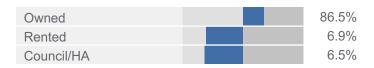
Household composition

Families					2.6%
Extended family			6	43	47.0%
Extended household			3	67	22.1%
Pseudo family					1.0%
Single male					0.2%
Single female					0.2%
Male homesharers					1.9%
Female homesharers					2.9%
Mixed homesharers					5.3%
Abbr. male families			5	77	7.7%
Abbr. female families			5	69	8.9%
Multi-occupancy dwelling					0.1%
	0	10	00 20	+00	

Household income

Median income				£31k
Mean income				£33k
<£15k				2.0%
£15k-£19,999				5.7%
£20k-£29,999				36.6%
£30k-£39,999			210	33.7%
£40k-£49,999				17.1%
£50k-£59,999				4.2%
£60k-£69,999				0.6%
£70k-£99,999				0.1%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



M **M54 M55 M56**

M56

Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



3.14% 1.36%





Key Features

- Middle-aged singles
- No children
- Low value, terraced houses
- Low discretionary income
- Access internet from home
- Watch TV





Who We Are

Age

56-65

270 41.1%



Single

203 80.5%



(2)

Tenure

Owned

132 | 85.3%



Household income

£15k-£19,999

261 24.3%

Number of children

No children

141 97.2%

Terraced

208 52.4%

Advert Response Channel













Household Technology



Medium







M

M54

M55

M56

M56

Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



3 2.14% 1.36% **2**

Age

Mean age of heads of HH		55.5
Median age of adults		55
Mean age of adults		53.2
18–25		1.7%
26–35		4.0%
36–45		9.6%
46–55	211	39.8%
56–65	270	41.1%
66+		3.8%

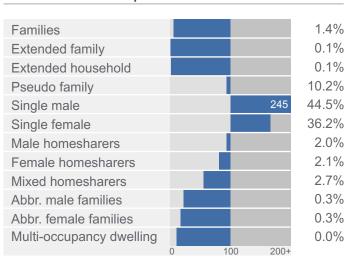
Children¹

No children		97.2%
1 child		2.5%
2 children		0.3%
3 children		0.0%
4+ children		0.0%
Age 0-4		0.0%
Age 5–11		0.3%
Age 12–17		2.6%

Property²

Detached		1.9%
Semi-detached		25.9%
Bungalow		4.4%
Terraced	208	52.4%
Purpose built flats		13.3%
Converted flats		2.1%
Farm		0.0%
Named building		0.5%

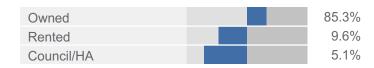
Household composition

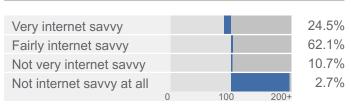


Household income

Median income				£19k
Mean income				£21k
<£15k				29.9%
£15k-£19,999			261	24.3%
£20k-£29,999				31.0%
£30k-£39,999				10.9%
£40k-£49,999				3.3%
£50k-£59,999				0.5%
£60k-£69,999				0.1%
£70k-£99,999				0.0%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



Community Elders



1.09% 1.29% **1**







Key Features

- Older singles
- Inter-war terraces
- Established in community
- No outstanding mortgage
- Comprehensive car insurance
- Watch TV





Who We Are

Age

66+

229 42.3%



Family + other adults

8

192 | 30.9%

Tenure

Owned

127 81.8%



£20k-£29,999

178 34.9%

Number of children

No children

143 98.7%

Residency type [

Terraced

220 | 55.4%

Advert Response Channel







31







Household Technology



Low









Ν **N57 N58**

N59

N60

Community Elders



1.09% 1.29% **1**



Age

Mean age of heads of HH		70.3
Median age of adults		63
Mean age of adults		58.9
18–25		4.2%
26–35		10.7%
36–45		9.1%
46–55		9.4%
56–65		24.4%
66+	229	42.3%

Children¹

No children		98.7%
1 child		0.4%
2 children		0.7%
3 children		0.2%
4+ children		0.1%
Age 0–4		0.1%
Age 5–11		0.7%
Age 12–17		0.9%

Property²

Detached		3.8%
Semi-detached		31.3%
Bungalow		3.1%
Terraced	220	55.4%
Purpose built flats		4.3%
Converted flats		2.2%
Farm		0.0%
Named building		0.3%

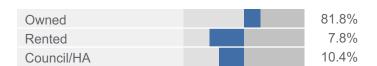
Household composition

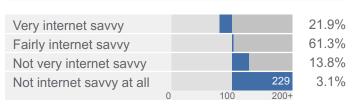
Families				19.2%
Extended family			218	15.9%
Extended household				7.3%
Pseudo family				6.1%
Single male				14.1%
Single female				18.9%
Male homesharers				2.6%
Female homesharers				3.2%
Mixed homesharers				4.4%
Abbr. male families			306	4.1%
Abbr. female families			251	3.9%
Multi-occupancy dwelling				0.3%
	0	100	200+	

Household income

Median income				£25k
Mean income				£26k
<£15k				18.3%
£15k-£19,999				13.8%
£20k-£29,999				34.9%
£30k-£39,999				23.3%
£40k-£49,999				6.7%
£50k-£59,999				2.1%
£60k-£69,999				0.7%
£70k-£99,999				0.2%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



N58

Culture & Comfort



1.57% 2.37% **1**





Key Features

- Homesharers in inter-war terraces
- 3 bedrooms
- Want to get to the top in their career
- Internet via smartphone
- Uber passengers
- Train ticket sites





Who We Are

Age

36-45

147 | 27.4%



Homesharers + others

258 27.0%

£40k-£49,999

Household

income

178 21.8%

Number of children

2

198 | 24.7%

Rented

Tenure

157 28.3%

Residency type

(2)

Terraced

252 63.6%



Advert Response Channel











293



83

122

Household Technology



Very High







N

N58

N59

N60

N58

Culture & Comfort

N57



1.57% 2.37% **1**



Age

	_	_	
Mean age of heads of HH			47.1
Median age of adults			40
Mean age of adults			40.2
18–25			12.8%
26–35			25.4%
36–45			27.4%
46–55			23.1%
56–65			9.5%
66+			1.9%

Children¹

No children		46.0%
1 child		15.1%
2 children		24.7%
3 children	258	8.4%
4+ children	422	5.8%
Age 0-4		17.7%
Age 5–11		31.5%
Age 12–17		24.4%

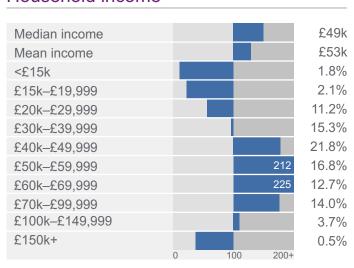
Property²

Detached		2.5%
Semi-detached		22.1%
Bungalow		1.5%
Terraced	252	63.6%
Purpose built flats		6.3%
Converted flats		3.9%
Farm		0.0%
Named building		0.2%

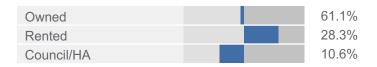
Household composition

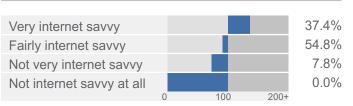
Families					11.1%
Extended family					10.1%
Extended household				248	14.9%
Pseudo family					12.3%
Single male					11.5%
Single female					10.9%
Male homesharers				214	4.6%
Female homesharers					3.5%
Mixed homesharers				310	14.8%
Abbr. male families					2.1%
Abbr. female families					2.0%
Multi-occupancy dwelling				768	2.3%
	0	10	00	200+	

Household income



Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



N59

Large Family Living



6 0.80% 1.08% **2**





Key Features

- Homesharers with school age children
- Large households
- Terraces
- Have never worked
- Low discretionary income
- Not internet savvy at all





Who We Are

Age

36-45

155 | 29.0%



Homesharers + others

303 31.7%

8

Number of children

196 31.5%

Household

£30k-£39,999

income

4+

1863 | 25.7%

Tenure



Rented

143 | 25.7%

Residency type

Terraced

300 75.7%



Advert Response Channel







225







Household Technology



High







N **N57** **N58**

N59

N60

N59

Large Family Living





Age

 _	
	46.2
	39
	39.7
	14.2%
	26.0%
	29.0%
	19.3%
	8.1%
	3.4%

Children¹

No children		38.7%
1 child		5.6%
2 children		18.1%
3 children	366	11.9%
4+ children	1863	25.7%
Age 0-4	231	21.6%
Age 5–11	239	39.6%
Age 12–17	235	34.0%

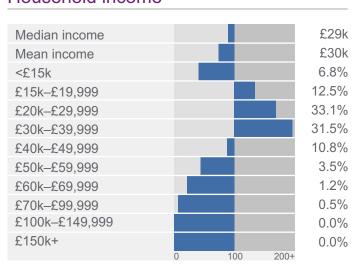
Property²

Detached		1.5%
Semi-detached		15.6%
Bungalow		1.6%
Terraced	300	75.7%
Purpose built flats		4.0%
Converted flats		1.7%
Farm		0.0%
Named building		0.1%

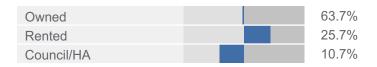
Household composition

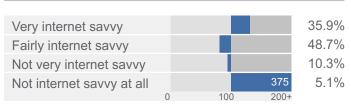
Families				7.1%
Extended family				5.7%
Extended household				10.2%
Pseudo family				17.7%
Single male				14.0%
Single female				12.5%
Male homesharers			239	5.2%
Female homesharers				3.5%
Mixed homesharers			407	19.5%
Abbr. male families				2.0%
Abbr. female families				1.4%
Multi-occupancy dwelling			405	1.2%
	0	100	200+	

Household income



Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



N60

Ageing Access



1.31% 0.97% **1**





Key Features

- Retired singles
- Baby boomers
- Purpose built flats
- 1 or 2 bedrooms
- No outstanding mortgage
- Visual arts and design sites





Who We Are



66+

235 | 43.4%

Household composition

Single

166 | 65.7%

Number of children

No children

Household

204 | 33.5%

income

<£15k

144 99.4%

Tenure



(2)

Rented

156 27.9%



Residency type

Flat

301 69.6%



Advert Response Channel













Household Technology



Very Low







N60

Ageing Access



1.31% 0.97% **1**



Age

Mean age of heads of HH		66.5
Median age of adults		63
Mean age of adults		61.6
18–25		2.4%
26–35		5.4%
36–45		5.0%
46–55		13.1%
56–65	201	30.7%
66+	235	43.4%

Children¹

No children	99.4%
1 child	0.6%
2 children	0.0%
3 children	0.0%
4+ children	0.0%
Age 0–4	0.0%
Age 5–11	0.1%
Age 12–17	0.5%

Property²

Detached		1.8%
Semi-detached		6.2%
Bungalow		1.2%
Terraced		21.1%
Purpose built flats	293	56.8%
Converted flats	344	12.8%
Farm		0.0%
Named building		0.4%

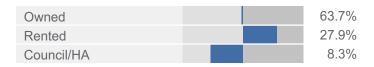
Household composition

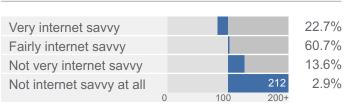
Families					10.9%
Extended family					2.6%
Extended household					2.6%
Pseudo family					6.0%
Single male					31.8%
Single female					34.2%
Male homesharers					2.9%
Female homesharers					2.8%
Mixed homesharers					2.6%
Abbr. male families					1.5%
Abbr. female families					1.7%
Multi-occupancy dwelling					0.3%
	0	10	00	200+	

Household income

Median income				£19k
Mean income				£21k
<£15k			204	33.5%
£15k-£19,999			202	18.8%
£20k-£29,999				28.1%
£30k-£39,999				12.8%
£40k-£49,999				4.9%
£50k-£59,999				1.4%
£60k-£69,999				0.4%
£70k-£99,999				0.1%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



0 **O61 O62 O63 O64 O65 O66**

O61

Career Builders

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



1.77% 1.57% **1**





Key Features

- Young singles and homesharers
- Rent flats
- University degrees
- Work full-time
- Access internet at work
- Don't use landlines





Who We Are

Age

26-35

246 47.5%



Single

125 | 49.6%



Tenure

Rented

323 58.0%



Household

income

£40k-£49,999

230 28.2%

Number of children

No children

118 81.5%

Residency type

Flat

324 75.0%



Advert Response Channel













160

228

Household Technology



Medium







O61

O62

O63

O64

O65

066

O61

Career Builders

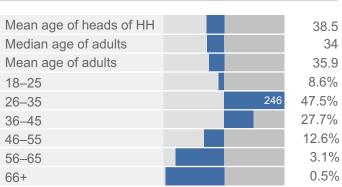
Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties



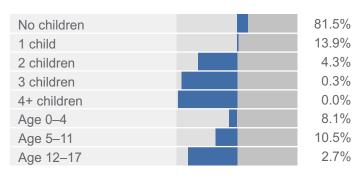
1.77% 1.57% **1**



Age



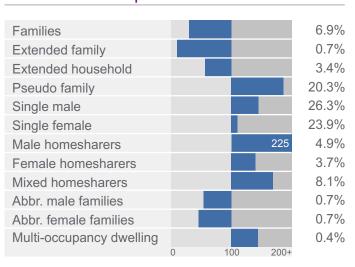
Children¹



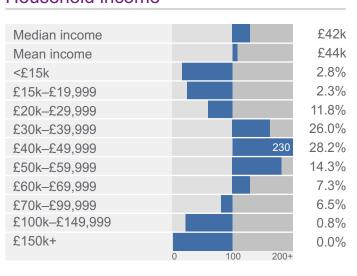
Property²

Detached		1.0%
Semi-detached		4.6%
Bungalow		0.4%
Terraced		19.0%
Purpose built flats	326	63.1%
Converted flats	317	11.9%
Farm		0.0%
Named building		0.2%

Household composition

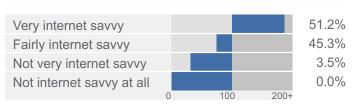


Household income



Tenure

Owned		36.3%
Rented	323	58.0%
Council/HA		5.7%



- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



0 **O61 O62 O63 O64 O65 O66**

Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



1.24% 0.84% **1.24%**





Key Features

- Rent 1 bed flats
- University degrees
- Access internet at work
- Electric central heating
- Low environmental impact gap
- Walk to shops





Who We Are

Age

26-35

245 47.3%

Household composition

Single

159 63.0%

8

Tenure



Rented

382 68.7%





£30k-£39,999

181 29.0%

Number of children



139 96.3%

Residency type

Flat

424 98.0%



Advert Response Channel













172

Household Technology



Low







O61

O62

O63

O64

O65

O66

Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



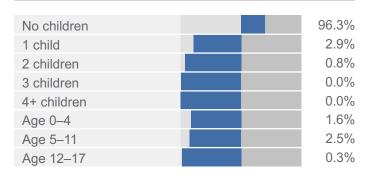
1.24% 0.84% **1.24%**



Age

	35.4
	31
	33.2
229	21.7%
245	47.3%
	19.2%
	7.8%
	3.2%
	0.8%

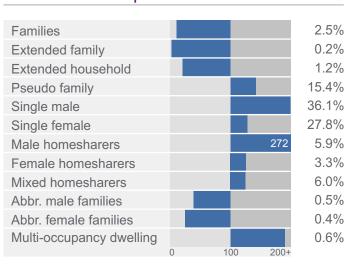
Children¹



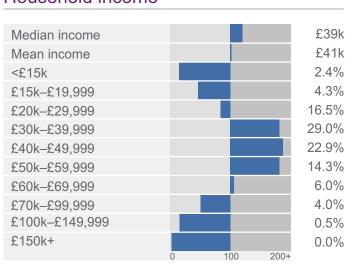
Property²

Detached		0.2%
Semi-detached		0.3%
Bungalow		0.0%
Terraced		1.6%
Purpose built flats	445	86.2%
Converted flats	314	11.7%
Farm		0.0%
Named building		0.0%

Household composition

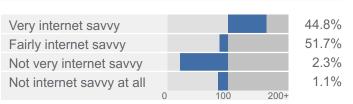


Household income



Tenure

Owned		26.5%
Rented	382	68.7%
Council/HA		4.9%



- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



0 **O61 O62** **O63**

O64

O65

O66

O63

Flexible Workforce

Successful young renters ready to move to follow worthwhile incomes from service sector jobs



1.31% 1.44% **1.44%**





Key Features

- Young singles and homesharers
- Millennials
- Rent flats
- Want to get to the top in their career
- Don't use landlines
- Third party car insurance





Who We Are

Age

26-35

216 41.7%

Household income



£40k-£49,999

201 | 24.7%

Number of

Household composition

Homesharers + others



children

No children

116 80.0%



279 29.2%



Rented

326 58.5%

Residency type

Flat

364 84.2%



Advert Response Channel







171







118

153

Household Technology



Very High







O61

O62

0.7%

O63

O64

O65

O66

Flexible Workforce

Successful young renters ready to move to follow worthwhile incomes from service sector jobs

Children¹



1.31% 1.44% **1**



Age Mean age of heads of HH 39.4 Median age of adults 35 Mean age of adults 36.4 11.7% 18-25 41.7% 216 26-35 28.3% 36-45 13.6% 46-55 4.1% 56-65

	80.0%
1 child	11.3%
2 children	7.1%
3 children	1.1%
4+ children	0.5%
Age 0–4	9.1%
Age 5–11	13.1%
Age 12–17	3.2%

Property²

Detached		0.8%
Semi-detached		2.8%
Bungalow		0.2%
Terraced		12.0%
Purpose built flats	289	56.0%
Converted flats	757	28.3%
Farm		0.0%
Named building		0.1%

Household composition

Families				4.5%
Extended family				1.0%
Extended household				4.9%
Pseudo family				14.8%
Single male				24.6%
Single female				20.9%
Male homesharers			316	6.9%
Female homesharers				4.2%
Mixed homesharers			284	13.6%
Abbr. male families				1.1%
Abbr. female families				0.8%
Multi-occupancy dwelling			903	2.7%
	0	100	200+	

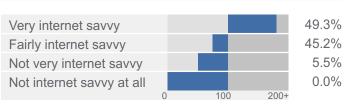
Household income

Median income				£42k
Mean income				£46k
<£15k				3.1%
£15k-£19,999				3.1%
£20k-£29,999				11.9%
£30k-£39,999				27.2%
£40k-£49,999			201	24.7%
£50k-£59,999				11.3%
£60k-£69,999				7.2%
£70k-£99,999				9.2%
£100k-£149,999				2.0%
£150k+				0.2%
	0	100	200+	

Tenure

Owned		34.1%
Rented	326	58.5%
Council/HA		7.4%

Internet savviness



- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.

66+



O61

O62

O63

O64

O65

O66

Bus-Route Renters

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



3 2.04% 1.41% **1**





Key Features

- Young singles and homesharers
- No children
- Rented 1 bed flats
- Work full-time
- Text messages
- Electric central heating





Who We Are

Age

26-35

163 31.5%



Single

172 68.5%



(2)

Rented

Tenure

318 57.1%



Household income

£20k-£29,999

187 | 36.6%

Number of children

No children

134 92.5%

Residency type

Flat

412 95.2%



Advert Response Channel













Household Technology



High







O61

O62

O63

O64

O65

O66

Bus-Route Renters

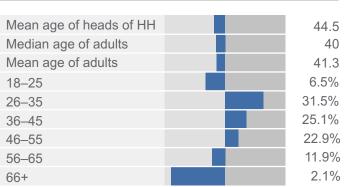
Singles renting affordable private flats further away from central amenities and often on main roads



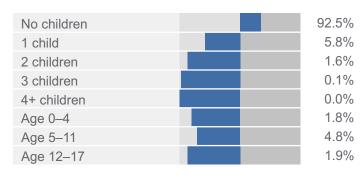
3 2.04% 1.41% **2**



Age



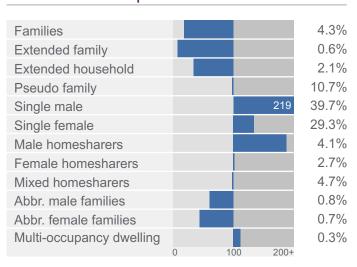
Children¹



Property²

Detached		0.4%
Semi-detached		1.1%
Bungalow		0.2%
Terraced		3.1%
Purpose built flats	411	79.6%
Converted flats	417	15.6%
Farm		0.0%
Named building		0.2%

Household composition

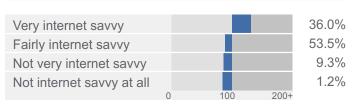


Household income

Median income				£24k
Mean income				£25k
<£15k				15.1%
£15k-£19,999			203	18.8%
£20k-£29,999				36.6%
£30k-£39,999				20.8%
£40k-£49,999				6.5%
£50k-£59,999				1.6%
£60k-£69,999				0.4%
£70k-£99,999				0.1%
£100k-£149,999				0.0%
£150k+				0.0%
	0	100	200+	

Tenure

Owned		33.6%
Rented	318	57.1%
Council/HA		9.3%



- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



0 **O61** **O62 O63** **O64**

O65

O66

O65

Learners & Earners

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







Key Features

- Full-time students
- Provider maintained properties
- Very internet savvy
- Don't use landlines
- Shop online
- Spend little on main shop





Who We Are

Age

26-35



Household income



£30k-£39,999

141 22.7%

Household composition

232 | 24.3%

Tenure

Rented

293 52.7%

Homesharers + others

154 | 29.8%



Number of children



117 | 80.6%

Residency type



183 | 46.2%

Advert Response Channel











121



Household Technology



Very High







O61

O62

O63

O64

O65

066

O65

Learners & Earners

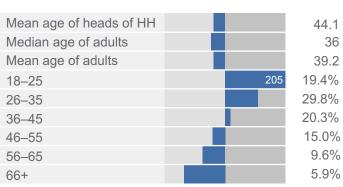
Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



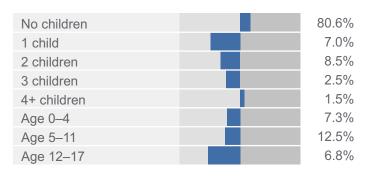
6 0.76% 0.75% **2**



Age



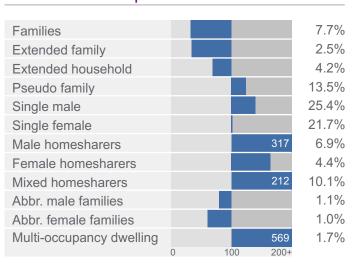
Children¹



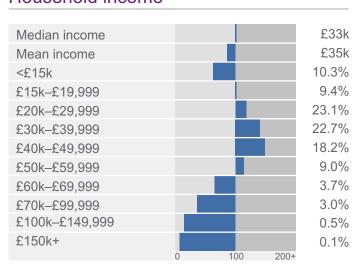
Property²

Detached		2.6%
Semi-detached		11.6%
Bungalow		1.1%
Terraced		46.2%
Purpose built flats		27.0%
Converted flats	311	11.6%
Farm		0.0%
Named building		0.4%

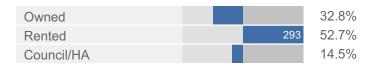
Household composition

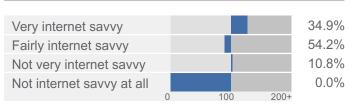


Household income



Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.



0 **O61 O62 O63 O64 O65 O66**

O66

Student Scene

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







Key Features

- Full-time students
- Communal establishments
- Internet access in library
- High social networking
- Watch videos online
- Walk to shops





Who We Are

Age

18-25

631 59.6%

Household composition

Single

147 58.3%



£40k-£49,999

198 24.2%

Number of children

No children

135 93.3%

Tenure



(2)

Rented

379 68.1%

Residency type

Flat

320 74.0%



Advert Response Channel













Household Technology



High







O61

O62

O63

O64

O65

O66

O66

Student Scene

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



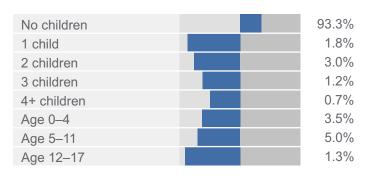
☆ 0.64% 0.50%



Age

Mean age of heads of HH		30.1
Median age of adults		25
Mean age of adults		27.9
18–25	631	59.6%
26–35		25.3%
36–45		8.4%
46–55		3.8%
56–65		1.8%
66+		1.1%

Children¹



Property²

	2.1%
	4.3%
	0.2%
	19.4%
258	50.1%
640	23.9%
	0.0%
	0.4%

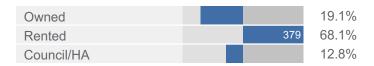
Household composition

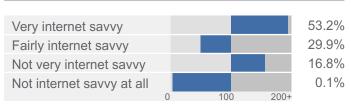
Families					2.1%
Extended family					0.5%
Extended household					1.2%
Pseudo family					12.5%
Single male					29.5%
Single female					30.4%
Male homesharers				298	6.5%
Female homesharers				217	5.8%
Mixed homesharers					8.9%
Abbr. male families					0.5%
Abbr. female families					0.5%
Multi-occupancy dwelling				590	1.7%
	0	10	00	200+	

Household income

Median income				£37k
Mean income				£38k
<£15k				5.3%
£15k-£19,999				7.4%
£20k-£29,999				20.6%
£30k-£39,999				23.7%
£40k-£49,999				24.2%
£50k-£59,999				10.4%
£60k-£69,999				4.1%
£70k-£99,999				3.2%
£100k-£149,999				0.8%
£150k+				0.1%
	0	100	200+	

Tenure





- 1. Includes variables from the Number of children and Age of children topics.
- 2. Includes variables from the Residency type and Property type topics.





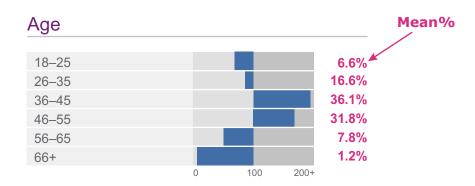
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

For each group and type, the charts show the **Means** and **Index** for each variable.

Understanding Means and Index

Means show the percentage of this group or type with a particular characteristic.

For example, consider the Age composition of Group G:



This shows that:

6.6% of Group G are aged 18-25

16.6% of Group G are aged 26-35

36.1% of Group G are aged 36-45

31.8% of Group G are aged 46-55

7.8% of Group G are aged 56-65

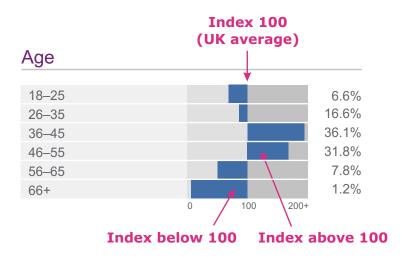
1.2% of Group G are aged 66+

The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the UK.

An Index of 100 is the average.

An **Index greater than 100** shows that this variable is over-represented when compared with the average.

An **Index less than 100** shows that this variable is under-represented when compared with the average.



The chart shows the Index value from 0 to 200. If the Index value is greater than 200, the bar is shown as 200 along with the exact Index.

