Group I: **Ex-Council Community**   Kyle, Kayleigh, Brett or Toni

Type I40: **Legacy of Labour**

Older families on low incomes living on council estates in areas where industry was once prevalent

2.68% 🏠 | 👤 **3.46%**

Overview

Key Features

- Middle aged couples
- Industrial towns
- Small houses
- Routine occupations
- Some problem debt
- Few qualifications
- Low incomes
- Benefits claimants
- Tabloid readers
- Budget brands

Rankings

Age   35/67
Presence of Children <18   12/67
Household Income   54/67
Gross Financial Assets   56/67
Non-Mortgage Debt   45/67
Indebtedness Indicator   12/67
Level of Urbanisation   38/67

Typical Houses
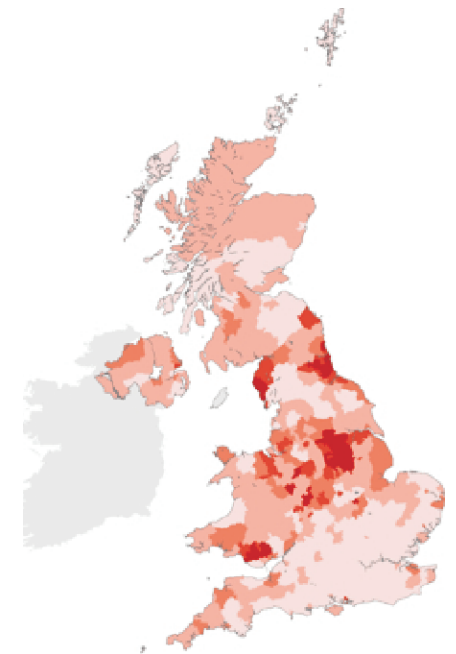
Top Postal Areas

- Sheffield S
- Newcastle on Tyne NE
- Nottingham NG
- Doncaster DN
- Birmingham B

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Description

Overview

Legacy of Labour are older people living on limited incomes in the better council estates of Northern and Midland industrial towns, as well as in some areas of better quality, privately owned older terraced housing. Many of these people have been, or are still, employed in manufacturing industry, but demand for their craft skills is now less than it used to be, and many have had to be adaptable in finding employment in new service jobs. Relatively few people have advanced educational qualifications, and of those that currently work in offices, few are employed other than in routine administrative roles. They tend to have conservative attitudes and are careful with their money. This type is common in many ex-mining communities.

Many neighbourhoods were laid out by local authorities using basic, standardised designs, on greenfield sites often at some distance from the town centre. Houses were built to accommodate, what might at the time have been described as, the respectable working class, on large estates, sometimes served by a neighbourhood shopping centre and a bus service taking residents to the town centre.

People on these estates tended to conform to a set of norms which would lead to a relatively early marriage, to a family of modest size, and to responsible tenancy of homes and gardens for which rent would be paid regularly and on time.

Many of the residents have adapted quite successfully to the economic transformation of their local economies and had the financial acumen to acquire the freehold of their homes at knock down prices from their local authority. Such households have often made improvements to the external appearance of the homes, for example, the addition of a porch, the replacement of the front door with one of a more ornamented design, leaded and/or double glazed windows, small conservatories and gnomes in the front garden.

Though there remains a culture of municipal dependency for services such as health, education, public transport and pensions, this is a type that has embraced the modern market economy to the extent that homes are now equipped with a full range of consumer durables, living rooms are comfortably furnished, with access to the Internet as well as other modern electronic sources of entertainment, and cars are used for expeditions into the country and for summer holidays by the sea.

By contrast consumer tastes have not changed much. These are not places where people experiment with international foods or indeed worry much about the impact of their diet on their health. Because people are too well known by their extensive network of local relatives and friends, they are reluctant to display any prosperity too ostentatiously lest they be criticised for trying to rise above their station.

Traditionally these neighbourhoods have been supportive of institutions such as the Co-op and local building societies. In the past they have been good areas for catalogue mail order systems based on local agents. Brand images most likely to resonate with this type are ones which emphasise reassurance, security and which are associated with pleasure from simple leisure activities.

Legacy of Labour use consumer credit for high ticket purchases, for cars in particular. If they have a mortgage it will take a relatively small share of their monthly income. People will have often built up modest savings in building society and bank current accounts and they trust personal contacts more highly than impersonal channels such as the Internet. Older members of the community worry about how they will be able to sustain their lifestyle after retirement, given their reliance on the state pension.

Historically this type has been one of the most dependable sources of support for Labour. However the declining strength of trades unions in local industry, of labour clubs and of the co-operative movement have weakened ties of solidarity, to the extent that many fewer residents now turn out to vote than they did during the 1960s and 1970s.

Demographics and Behaviour

Who we are

Legacy of Labour contains older families, often with adult children, where the parents are between 40 and 55 years old, and mainly of white British origin. Most are married, though there is a higher proportion than average of lone parents in this type of neighbourhood. While many are on sickness benefits or unemployed, the majority have jobs, albeit often part-time, in routine occupations in manufacturing or low-level service industries. They are poorly-educated and did not have the skills to survive the transition from an industrial to post-industrial economy in comfort.

Experian Mosaic

A B C D E F G H I J K L M N O

38 39 40 41

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Description

Where we live

Unsurprisingly, these neighbourhoods are concentrated in areas where smokestack industries were once prevalent but are now in decline, the old factories and warehouses being converted into luxury flats, art galleries and retail destinations, but the old workers' terraces still filled with old workers. Cities such as Newcastle, Manchester, Birmingham and Cardiff contain many of these areas on their outskirts. Legacy of Labour's terraces are now owned by the council, and most of the current residents have lived in their homes for a very long time.

How we live our lives

Legacy of Labour live simple lives, but try their best to remain respectable. Families are close-knit in these neighbourhoods, with children staying with their parents well into working life, and much leisure time being spent at home. Television is the main activity at home, and Legacy of Labour tend to watch many hours of television a day, often in a social setting with children, grandchildren and other friends and family all watching together. Reality TV and talk shows are popular, as are soaps like Emmerdale and Holby City.

While many of these households do have Internet connections, often on creaking old desktop computers, the older generation do not use it much. Even the kids are not frequent users, going online to check their social networks and find out information, but many don't do this more than a couple of times a week. Most of their information about the world comes instead through their television and the red-top press.

For those who work, their jobs tend to be nearby and within reach by foot or public transport. Many households do not have a car, and most walk everywhere. If they do have a car, it was bought secondhand. Most of their shopping is done from the value ranges at local supermarkets, particularly Asda.

Legacy of Labour are not so badly off that they cannot afford an annual holiday, and tend to go somewhere sunny in the Mediterranean, often as a family. They also enjoy gambling, particularly playing bingo and the national lottery, though unlike many of similar incomes, few have been lured by the delights of online gambling.

How we view the world

Legacy of Labour do not feel as though they are caught in the kind of grinding poverty that can wear a person down. While they are aware that their lifestyles are not as rich as they could be, they are not, on the whole, overtaken by despair. Money is important to them, but few see work as the route out of poverty. The few jobs open to them pay little, and the stable jobs they once had were taken from them by industrial collapse, shaking their faith in the importance of work. Nevertheless, many are still Labour voters, though many no longer vote at all, and a few are drawn to the BNP, which seems to offer an alternative.

While many have vocational qualifications, these may be out of date, and have not helped them get the jobs they want. This has also turned them off retraining in order to get ahead. Instead of working their way to a more comfortable existence, they reduce their expenditure to a minimum and place their faith in state benefits, which deliver them a baseline of comfort. The monotony of this lifestyle is broken up by the occasional small lottery win or treat bought on credit, which can get them into difficulties.

How we get by

Legacy of Labour have very low personal incomes, though each household usually has at least two earners. In most cases the state tops up these incomes, with tax credits for those who are working and benefits for those who are not. Most people in this type are under-employed, neither working full-time nor studying. The part-time jobs that many of them have are concentrated in whatever manual work is left – automotive, construction and transport are all big employers, as is the retail industry in low-level service positions.

Legacy of Labour have very low savings, if any, and their main contact with financial services is through their debts. These often take the form of mail-order catalogue accounts, or personal loans. These are often taken out to consolidate other debts, and bought with payment protection insurance. While few of Legacy of Labour have sizeable debts, many have CCJs for small amounts, and many are under severe financial strain.

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Online Behaviour

Legacy of Labour are not big Internet users, and if they do have an Internet connection at home it will be slower than average. The one area where they make up a significant percentage of the online population is on gambling sites, particularly bingo. When shopping online this type prefers budget retailers and auction and classifieds sites. In the households that still contain children, these will tend to be teenagers who spend a lot of time on social networking sites.

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Who we are

Gender

Male	46.84
Female	53.16

Age

18-25	0.95
26-30	1.95
31-35	3.22
36-40	11.91
41-45	16.23
46-50	16.86
51-55	14.84
56-60	10.12
61-65	7.72
66-70	4.55
71-75	3.61
76-80	3.36
81-85	3.61
86-90	0.76
91+	0.31

Marital status

Married	54.76
Living as married	13.03
Separated	1.64
Divorced	6.52
Widowed	1.57
Never married	22.48

Region of birth

Other EU countries	0.65
Africa	0.51
Caribbean	0.20
Cyprus	0.04
Eastern European	0.39
Far East	0.33
Jamaica	0.14
Middle East & Western Central Asia	0.16
South Asia	1.09
USA	0.13

Understanding Charts

Unless otherwise stated, charts show the Index and Mean %.

The Index is shown as a bar, and the Mean % is shown to the right:

Index | Mean %
12.48%

Experian Mosaic

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Who we are

Ethnicity

	Index	Mean %
English		79.72
Celtic		20.13
Irish		9.96
British		96.79
Western European		2.73
Pakistani		0.53
Eastern European		1.19
Italian		0.73
Hindi		0.47
Hispanic		0.52
Sikh		0.26
Other Muslim		0.24
Black African		0.30
Bangladeshi		0.16
Chinese		0.17
Other East Asian		0.14
Greek/Greek Cypriot		0.13
Turkish		0.15
Jewish/Armenian		0.14
Tamil and Sri Lanka		0.05
Somali		0.02
Black Caribbean		0.07

Religious?

	Mean %
Yes	48.30
No	51.70

Religion

	Mean %
Church of England/Anglican/Episcopal	38.17
Roman Catholic	10.99
Buddhist	0.09
Hindu	0.31
Jewish	0.04
Muslim	1.22
Sikh	0.35

Average household size

	Mean %
Number of people/household	2.50

Children

	Mean %
Households with children	0.48
No children	65.65
1 child under 15	16.98
2 children under 15	11.31
3 or more under 15	6.05

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Who we are

Age of youngest child in years

0-4		21.64
5-11		18.05
12-18		13.41
No children		46.90

Length of time married

Under 1 year		1.19
1-4 years		11.22
5-9 years		11.35
10-19 years		23.23
20 years or more		53.01

Motherhood and childbirth

Age at first childbirth		24*
Average age of motherhood		28*

*Average age in years

0   50   100   150   200

Household composition

Single pensioner		13.29
Single non pensioner		18.09
Exclusively pensioners		5.35
Couples without children		12.40
Couples with dependent children		18.93
Couples - all children non-dependent		7.56
Lone parents		15.52
Lone parents with dependent children		11.14
Dependent children - none in employment		5.44
Multi person household - all students		0.08
Families		28.08
Extended family	235	21.70
Extended household	215	15.38
Pseudo family		9.81
Single		12.56
Homesharers		7.70
Abbreviated families		4.65
Unclassified		0.14
Adult children living with parents	240	34.00
Multigenerational families - elderly relative		2.83

0   50   100   150   200

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Who we are

Social grade

	Index	Mean %
A		3.39
B		12.11
C1		20.75
C2		26.54
D	230	17.89
E	225	19.33

Health over last 12 months

	Index	Mean %
Excellent health[1]		17.39
Good health[1]		40.51
Fair health[1]		29.45
Poor health[1]		9.29
Very poor health[1]		3.36
Good health[2]		61.68
Fairly good health[2]		25.16
Poor health[2]		13.16

0 50 100 150 200

Long-term illness

	Mean %
Permanently sick	7.83
Working age with long-term illness	17.12

Smoking

	Mean %
Smoker	40.71
Number of cigarettes per day	15.51

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0 50 100 150 200

[1] BHPS data
[2] Census CYE data

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Where we live

Urbanity

Household density (1km)	1149
Accessibility measure to multiple retailers	6650

Length of residency

Up to 1 year	1.73
1-2 years	5.69
3-5 years	12.38
6-8 years	11.82
9-10 years	6.56
11+ years	61.84

Property age/year built

Not new property	99.66
New property	0.34
1995-1997	0.13
1998-2001	0.09
2002-2005	0.08
2006-2008	0.04

Residence type

Detached	1.24
Semi-detached	40.69
Bungalow	0.54
Terraced	56.31 (208)

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0 50 100 150 200

Property type

Purpose built flats	0.20
Converted flats	1.02
Farm	0.01
Other	98.65
Communal establishments	0.65
Second home	0.10
Converted or shared house	0.94

Garden

Has a garden	87.43

Property value

Postcode average	91K
≤£70,001	13.63
£70,001-£100,000	57.54 (403)
£100,001-£125,000	23.88
£125,001-£150,000	3.65
£150,001-£180,000	0.93
£180,001-£225,000	0.27
£225,001-£300,000	0.08
£300,001-£400,000	0.01
£400,001-£600,000	0.00
£600,001-£900,000	0.00
£900,001-£1,500,000	0.00
<£1,500,001	0.00

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Mosaic

38 39 40 41
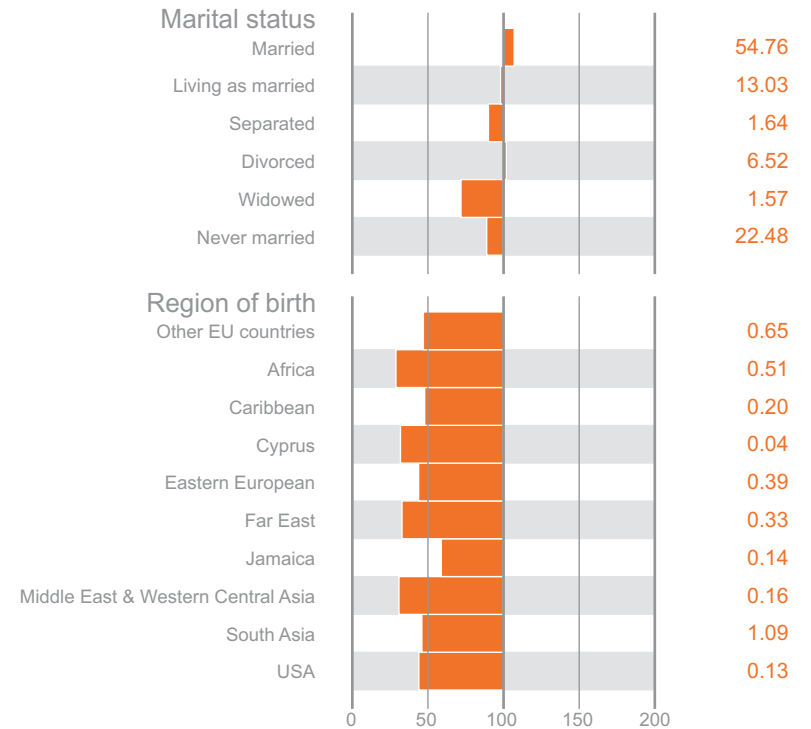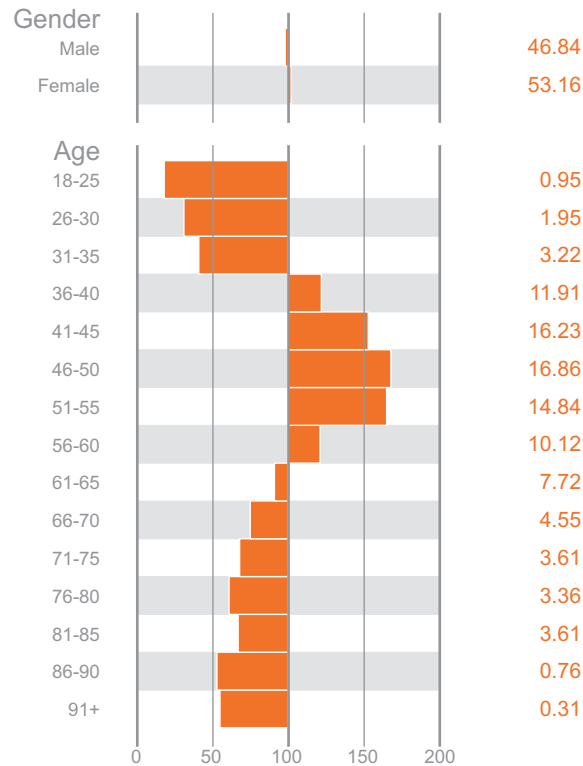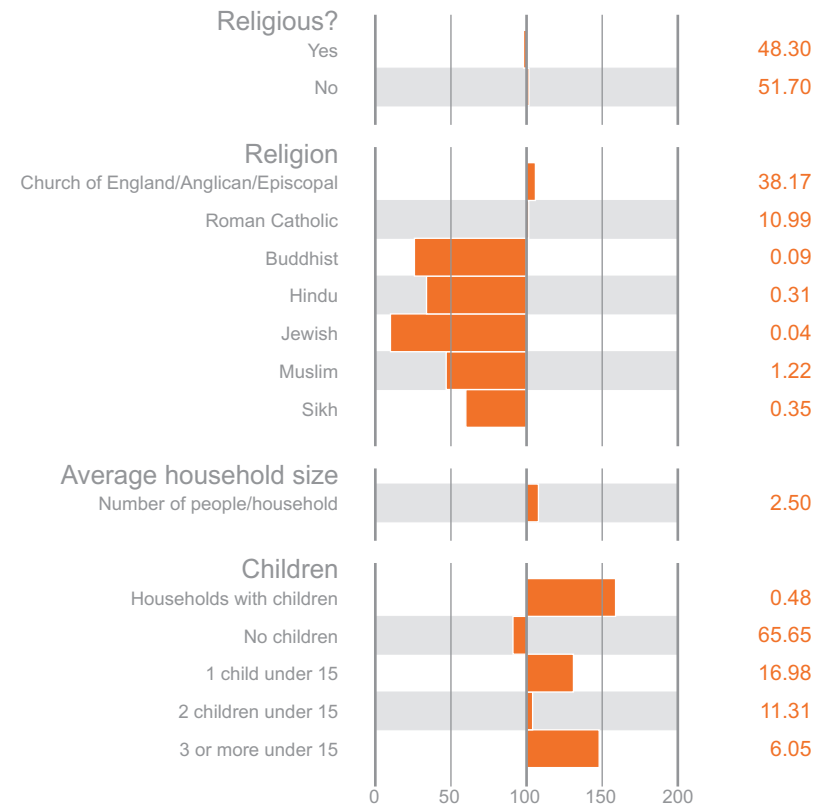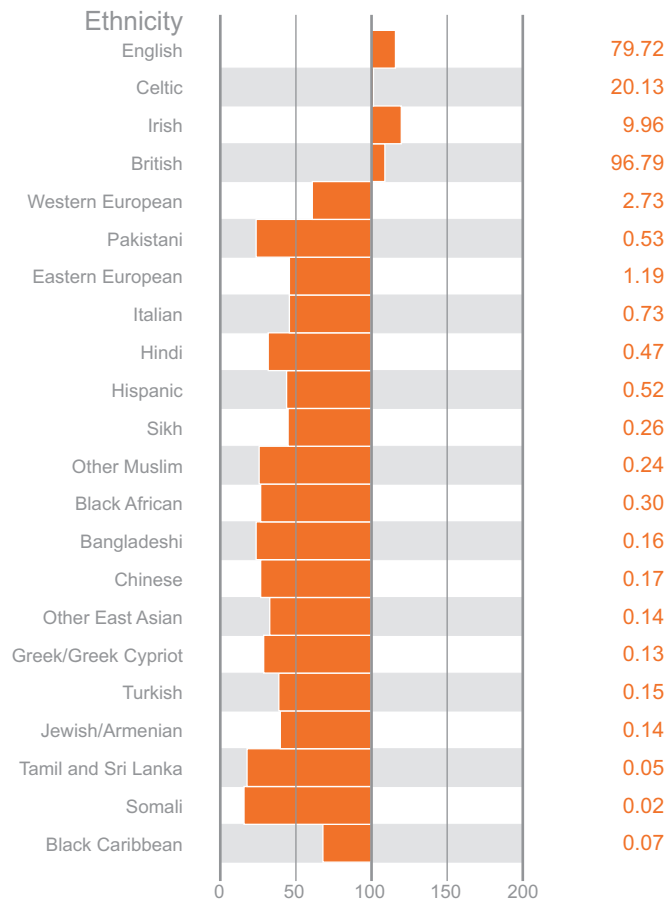
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Where we live

Council tax band

Band	Index	Mean %
A	439	98.03
B		1.68
C		0.22
D		0.06
E		0.01
F		0.00
G		0.00
H & I		0.00

Number of rooms

Rooms	Index	Mean %
1 room		0.32
2 rooms		1.44
3-4 rooms		28.71
5-6 rooms		61.79
7 rooms		5.10
8 rooms		2.64
Average number of rooms		5.02

Tenure

Tenure	Index	Mean %
Owner occupied		50.46
Privately rented		3.70
Council/housing association	212	45.84

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Index   Mean %
         12.48%

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0   50   100   150   200

38 39 40 41

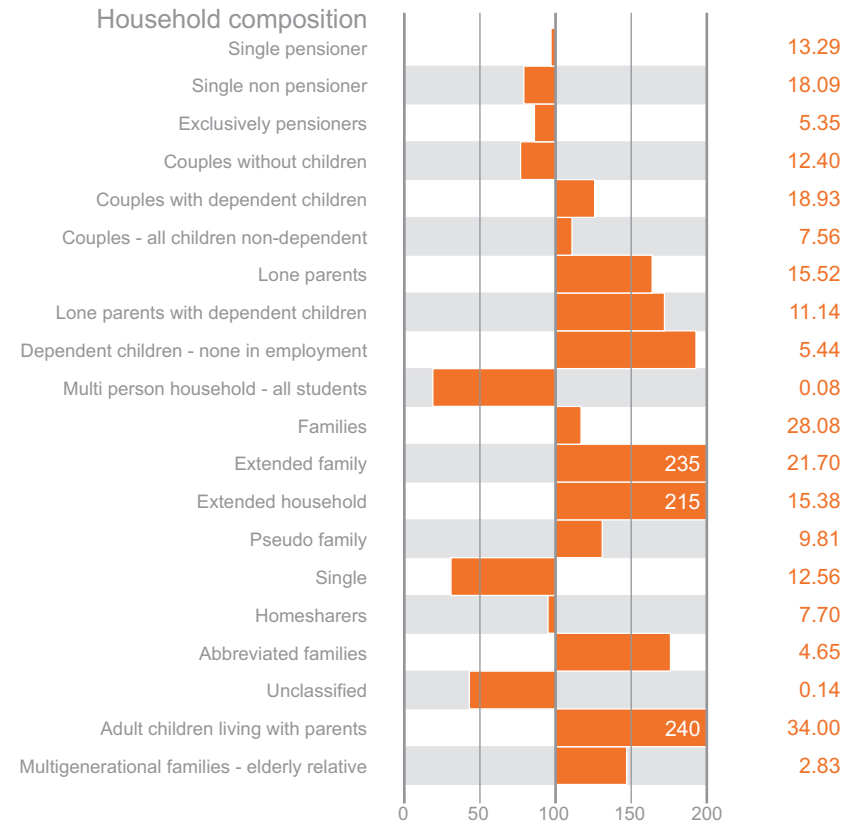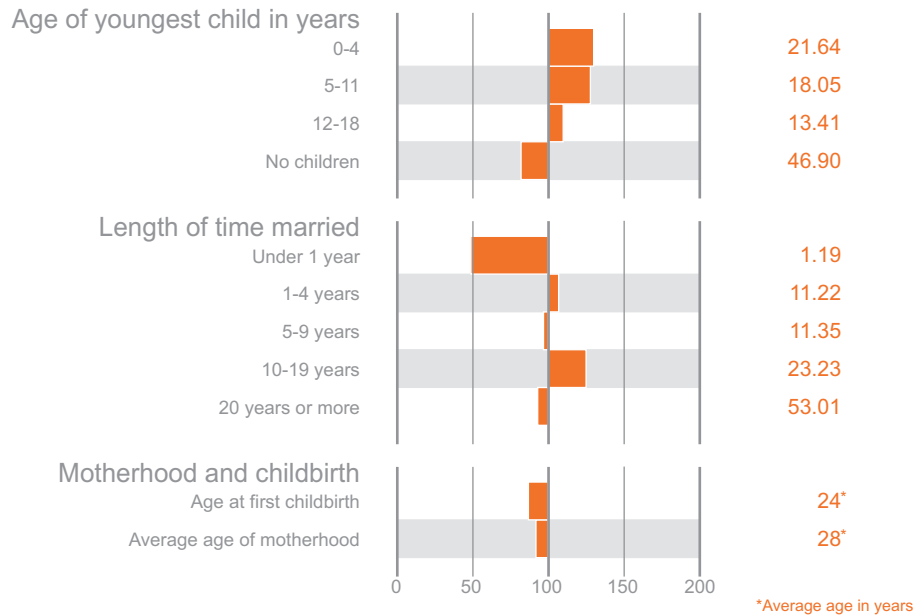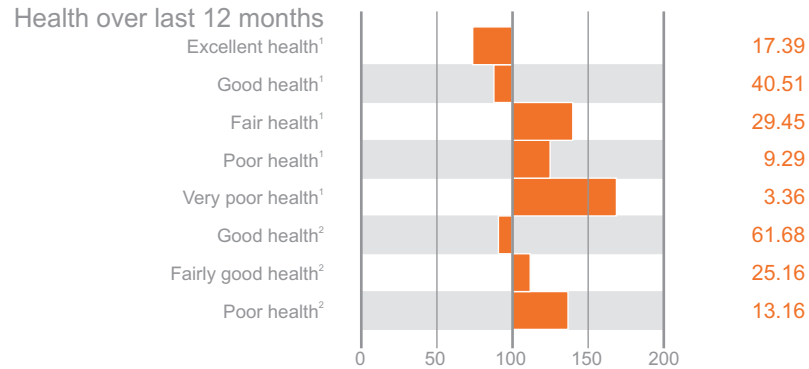Group I: **Ex-Council Community**

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How Green we are

Green classification

Type 01: Eco-evangelists		0.09
Type 02: Convinced consumers		0.22
Type 03: Green but doubtful		0.61
Type 04: Confused but well-behaved		23.61
Type 05: Doing their best		0.46
Type 06: Sceptical libertarians		1.05
Type 07: Too busy to change		0.57
Type 08: Why should I bother?		10.28
Type 09: Constrained by price	365	45.27
Type 10: Wasteful and unconvinced	204	17.83

Carbon footprint

Property		5.15
Transport		1.42
Transport and property		6.57

0   50   100   150   200

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Mosaic

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How we live our lives

Child care
Spend on childcare — 0.49

Elderly care
Spend on residential homes — 0.00

Domestic service
Do not have paid help — 98.34
Have paid help — 1.66

Distance to work
Commuting time in minutes — 14.97

Transport to work
Work at home — 6.35
Public transport — 15.25
By car or van — 64.13
Travel on foot — 13.90

Number of cars per household
None — 17.26
1 car or light van — 55.32
2 cars or light vans — 22.39
3 or more cars or light vans — 5.03

Annual mileage
Average annual mileage — 6180*

Holidays in last 12 months
1 — 0.09
2 — 0.15
3 — 0.06
4 — 0.06
5 or more — 0.08

Method of transport
Personal car or motorbike — 43.28
Hired car or motorbike — 1.63
Air (charter) — 11.81
Air (scheduled) — 21.33
Eurotunnel (with vehicle) — 0.65
Train - Eurostar — 0.28
Train - Other — 5.02
Coach — 13.24
Ferry — 1.87
Cruise ship — 0.90

Budget vs full price airlines
Use budget vs full-price airlines — 63.57

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Index | Mean % 12.48%

*Average number of miles

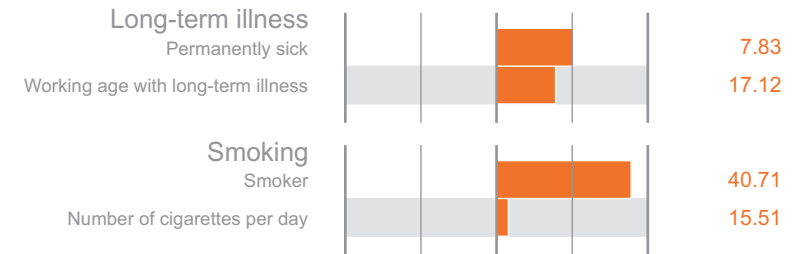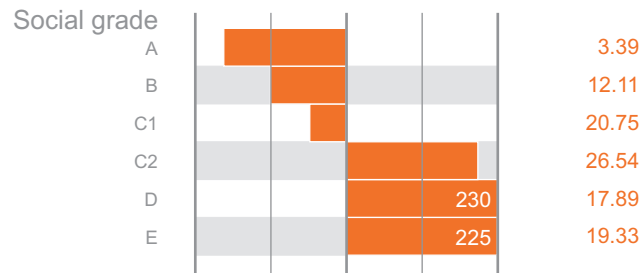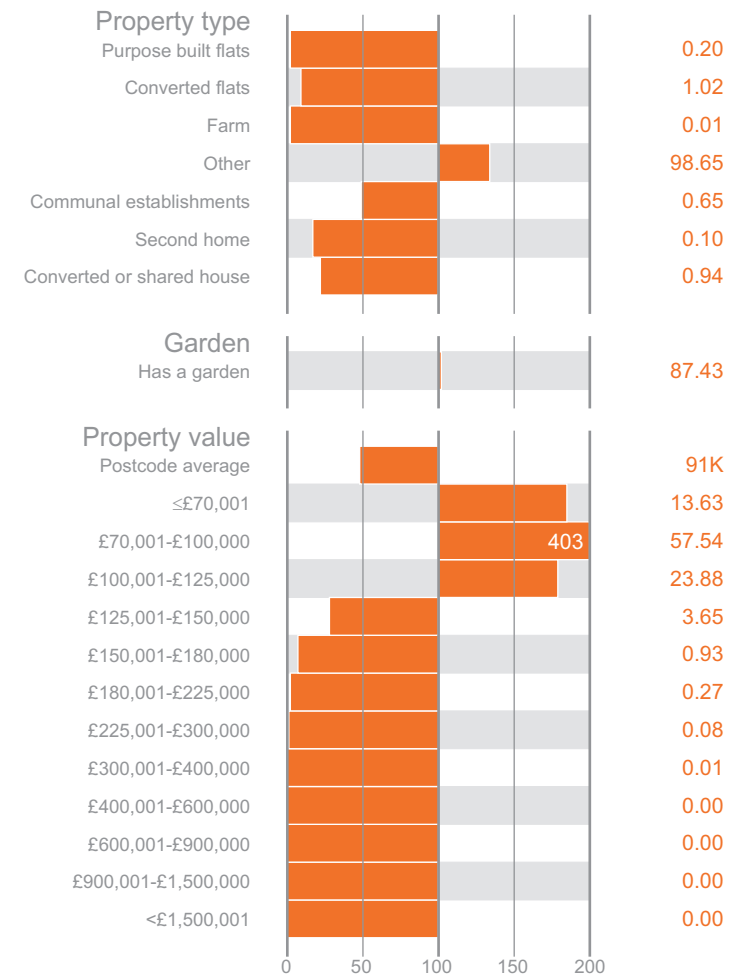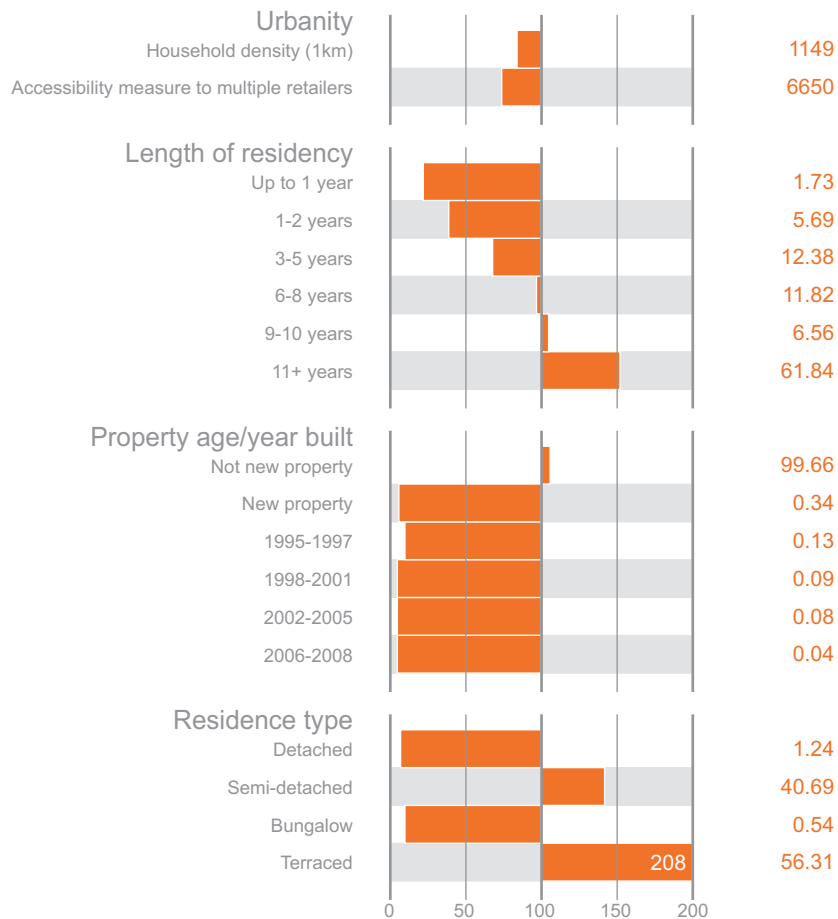Group I: **Ex-Council Community**

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How we live our lives

Length of holiday

	Index	Mean %
1-3 nights		20.08
4-6 nights		20.01
7 nights		31.35
8-13 nights		5.23
14 nights		17.37
15-20 nights		1.89
21 nights or more		4.07

Cost of last holiday

	Index	Mean %
Under £100		16.30
£100-£249		25.47
£250-£499		21.31
£500-£749		10.30
£750-£999		7.59
£1,000-£1,749		10.80
£1,750-£2,499		3.71
£2,500 or more		4.52

Expenditure

	Index	Mean %
Food & non-alcoholic drinks		11.16
Alcoholic drink, tobacco & narcotics		2.68
Clothing & footwear		5.05
Housing (net), fuel & power		10.01
Household goods & services		7.32
Health		1.06
Transport		13.75
Communication		2.58
Recreation & culture		13.27
Education		1.30
Restaurants & hotels		8.32
Miscellaneous goods and services		7.59
Other expenditure items		15.90
Average total expenditure per week		362.23

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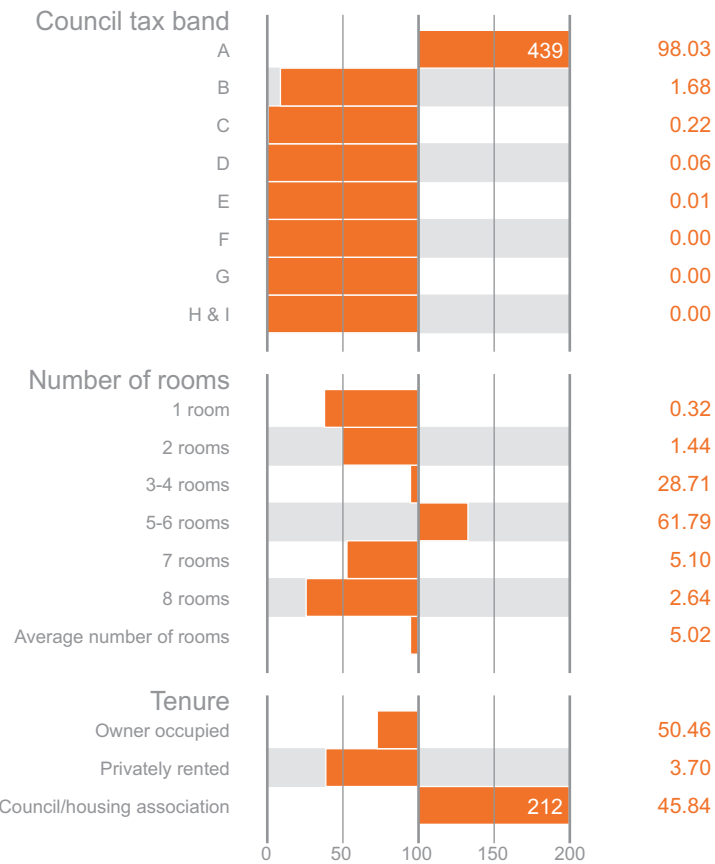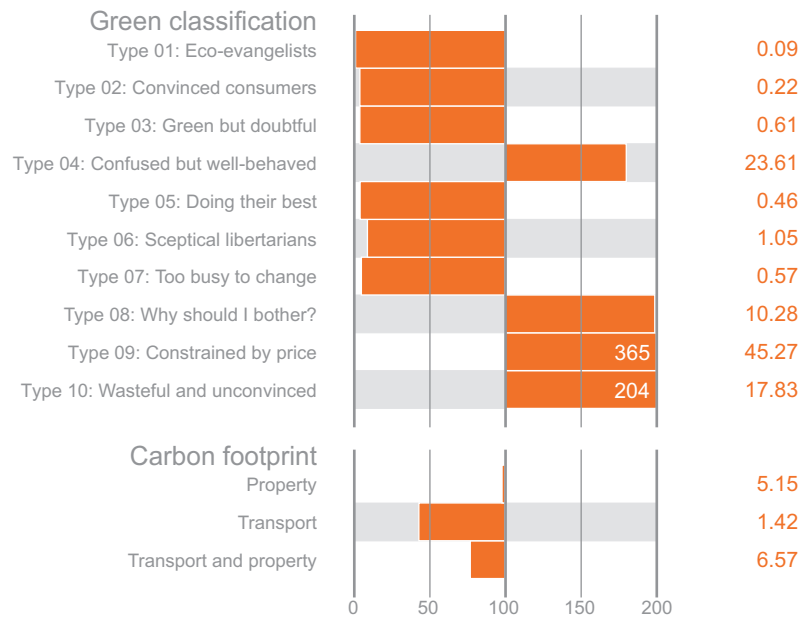Group I: **Ex-Council Community**

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How we live our lives

Newspapers

	Index	Mean %
Daily Express		3.67
Daily Mail		8.56
Daily Mirror		19.79
Daily Mirror/Record (Net)		20.83
Daily Record		2.12
Daily Star	222	9.13
The Sun		37.05
Daily Telegraph		2.17
Financial Times		0.17
The Guardian		0.74
The Independent		0.74
The Times		1.19

0 50 100 150 200

Reading books

	Mean %
Enjoy reading	36.85
Biography/autobiography	17.60
Children's	8.94
Classic literature	3.64
Cookery	6.47
Crime & thriller	18.80
DIY	2.15
Fantasy	7.61
Female contemporary	4.03
Health & well-being	2.71
History	6.66
Home & gardening	4.10
Maps & atlases	3.28
Reference	3.46
Science fiction	5.03
Sports	2.73
Travel	2.78

0 50 100 150 200

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Mean %
12.48%

Index

0 50 100 150 200

Experian
Mosaic

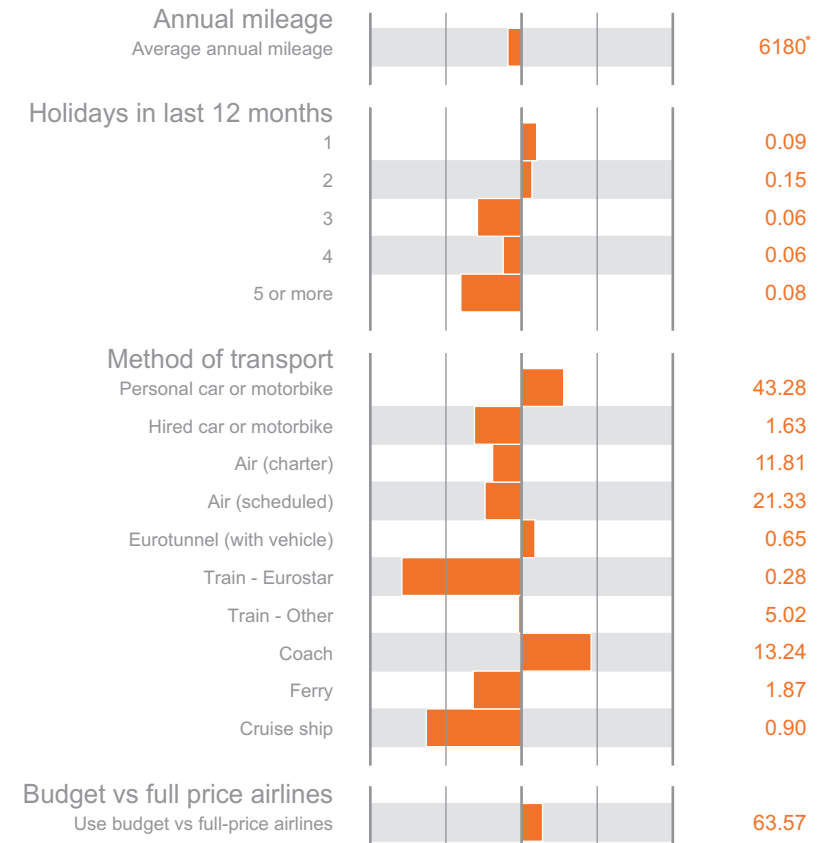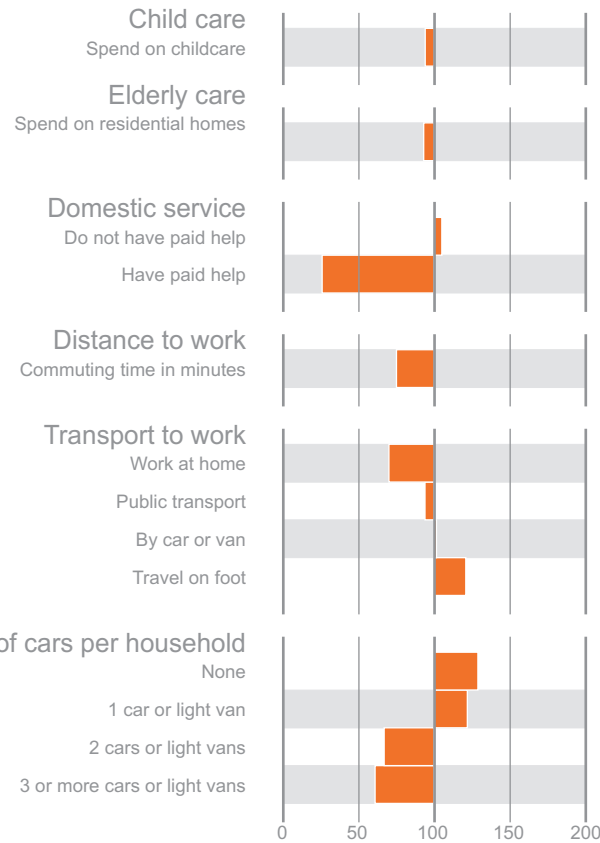Group I: **Ex-Council Community**

Kyle, Kayleigh, Brett or Toni

Type I40: **Legacy of Labour**

Older families on low incomes living on council estates in areas where industry was once prevalent

2.68% | **3.46%**

How we live our lives

Digital features

HD Ready (high definition)	1.31
Integral (built-in) digital tuner	1.08
Stereo sound	0.97
Surround sound (not separate speakers)	1.17
Widescreen	0.81
Teletext	0.76
PC Link	5.59

Satellite and cable TV services

Terrestrial channels (standard aerial)	1.25
Freeview (set top box/built-in tuner)	37.82
Freesat (set top box/built-in tuner)	0.79
Freesat from Sky	2.11
Other free-to-air channels	2.59
BT Vision	0.99
Sky	24.67
Sky+	10.46
Sky HD	0.76
Subscription to any Sky	35.89
Virgin Media	18.55

TV programmes

Children's	1.19
Any drama	12.54
Single plays (one-off)	3.51
Serials	6.55
Soaps	10.18
Films	7.94
Any entertainment	8.57
Game shows/quizzes	5.26
Chat shows	2.71
Reality TV	2.57
Other entertainment	2.74
Music	3.41
Arts & culture	0.51
Comedy	7.26
Sports	5.29
News/current affairs	4.42
Political	0.78
Documentaries/educational	4.06
Sc-Fi/fantasy	3.58
Property/DIY	3.21
Other hobbies and interests	2.23
Foreign language TV programme or film	0.27
Other	1.21

Understanding Charts
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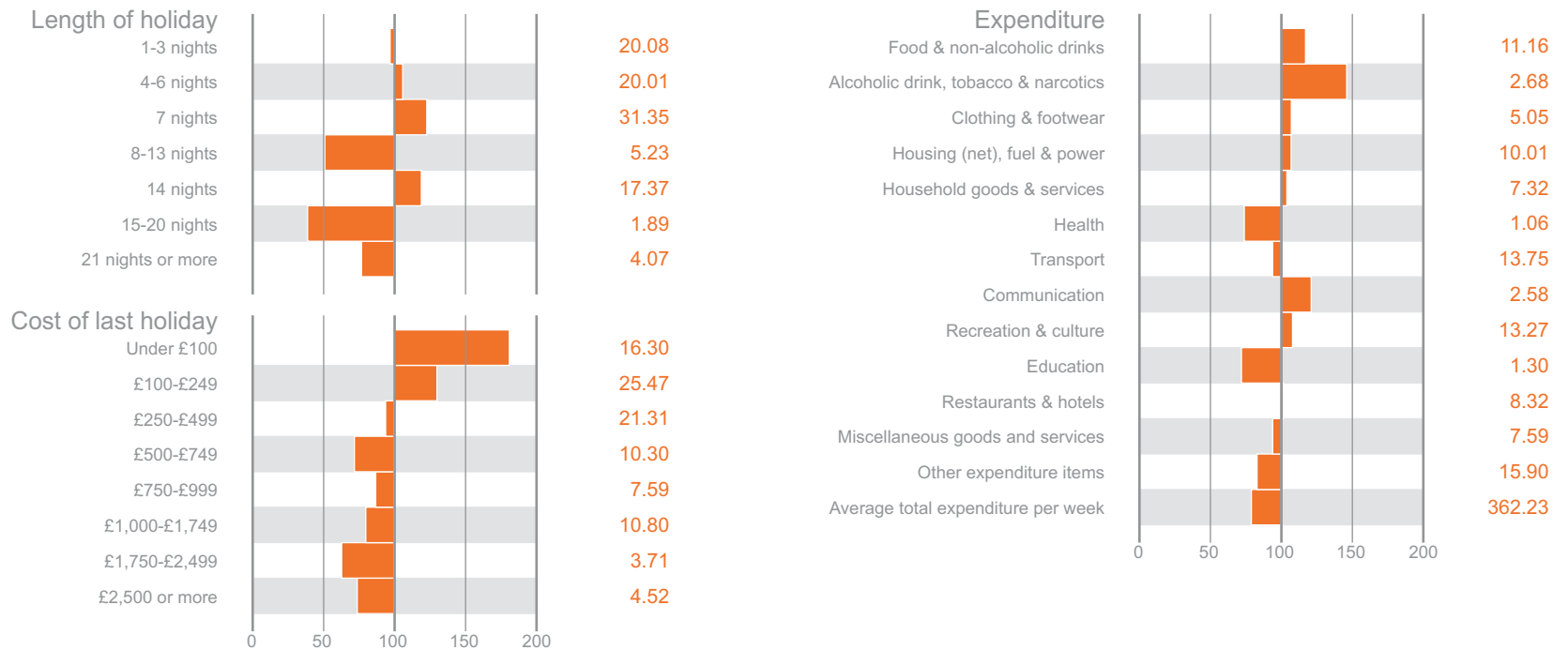
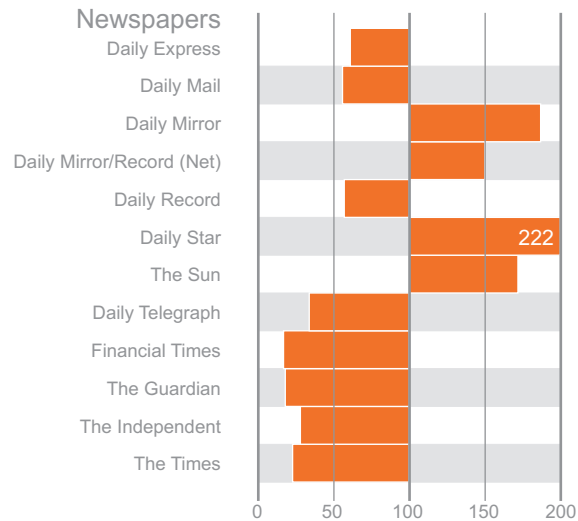Mean % 12.48%

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2.68% 🏠 | 👤 **3.46%**

How we live our lives

Sport and leisure activities

Activity	Mean %
Aerobics/keep fit	3.73
Athletics	4.28
Badminton	2.16
Bowls	2.61
Boxing	5.21
Bridge	0.48
Using cardio vascular machines	1.92
Chess	1.59
Cycling	4.62
Darts	6.19
Dance classes	1.47
Extreme sports (eg BMX, skateboarding)	1.49
Golf	3.43
Gymnastics	2.54
Ice skating	3.24
Jogging	1.70
Marathon running	2.52
Martial arts	2.21
Motorcycle racing	3.18
Motor racing	5.13
Motor rallying	2.12

Sports and leisure activities, cont...

Activity	Mean %
Mountain biking	1.52
Pool	3.75
Roller skating/roller blading	0.89
Running	2.37
Show jumping	1.84
Snooker	5.53
Squash	0.96
Stock car racing	1.16
Swimming	6.43
Table tennis	1.34
Tennis	3.17
Ten pin bowling	3.34
Triathlon	1.17
Weight training/weight machines	1.72
Wrestling	2.05
Yoga	0.95

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Index | Mean %
12.48%

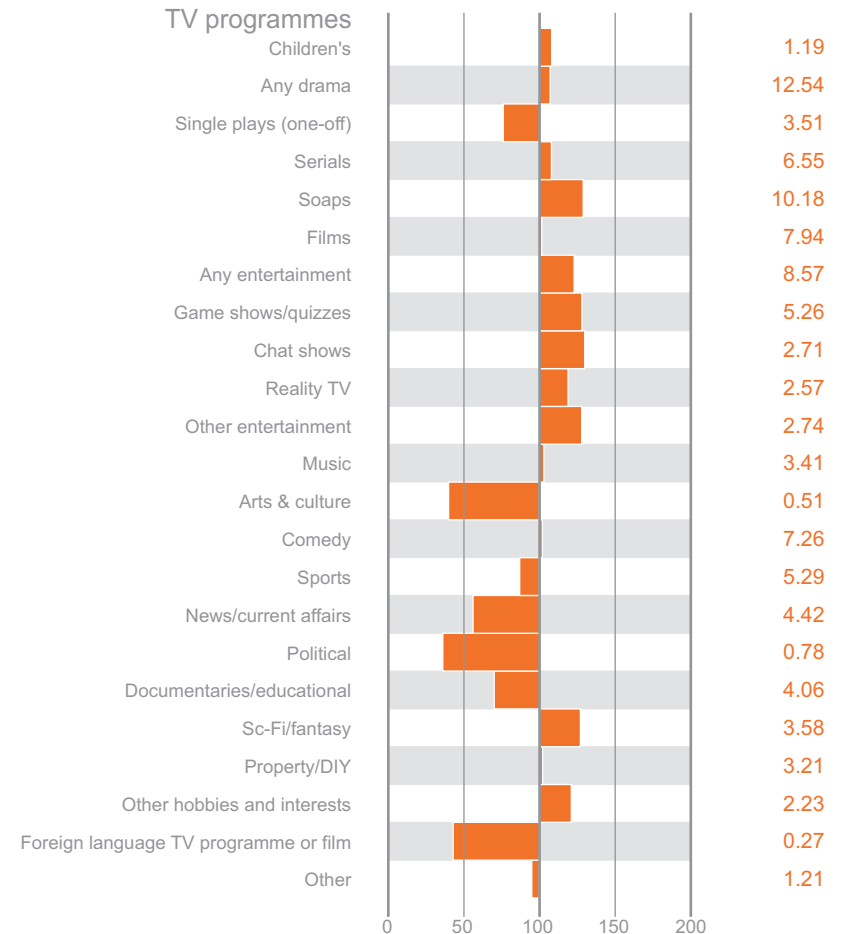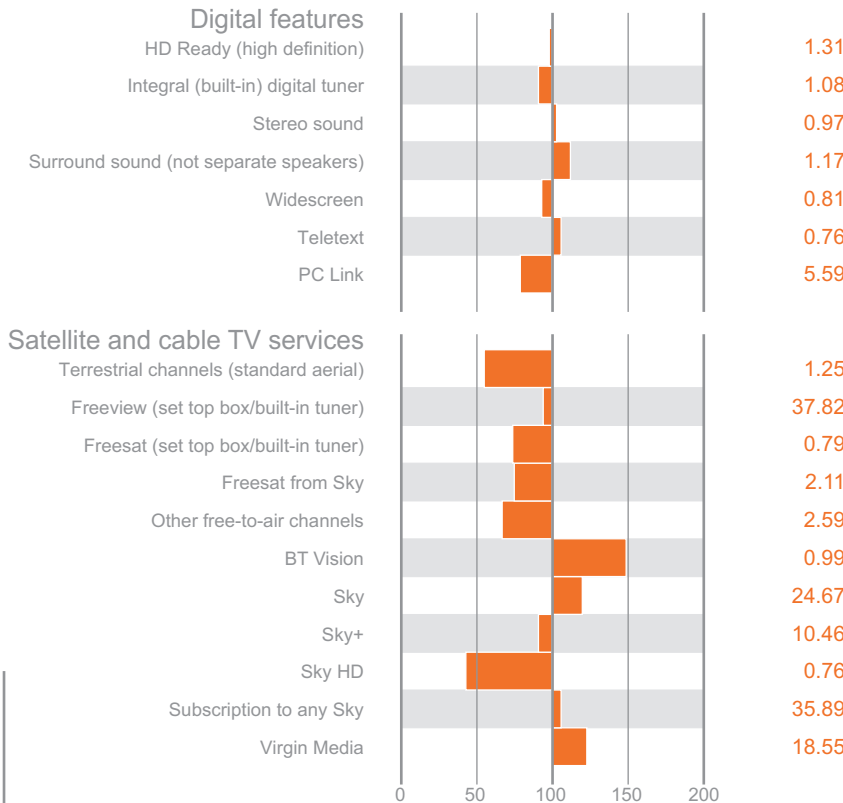## Group I: **Ex-Council Community**

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How we live our lives

Attending arts events

	Index	Mean %
Not visited the cinema in the last month		84.78
Visited cinema once in the last month		9.15
Visited cinema twice or more in the last month		6.07
Theatre performance		26.73
Art galleries or exhibitions		13.10
Pop/rock concerts		26.14
Jazz music		4.58
Classical music		7.33
Contemporary dance		4.74

Sports watched on TV

	Index	Mean %
Football/soccer		24.66
Netball		0.24
Cricket		9.68
Ice hockey		3.11
Rugby league		12.99
Rugby union		13.04
Athletics		12.45
Bowls		4.98
Boxing		15.21
Cycling		5.92
Darts		12.49
Extreme sports (eg BMX, skateboarding)		3.19
Golf		7.95
Gymnastics		7.31
Ice skating		8.28
Motor racing		15.85
Mountain biking		2.61
Snooker		14.75
Tennis		10.48
Wrestling		5.64

Understanding Charts

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Mean %
12.48%

Index

0   50   100   150   200

38 39 40 41

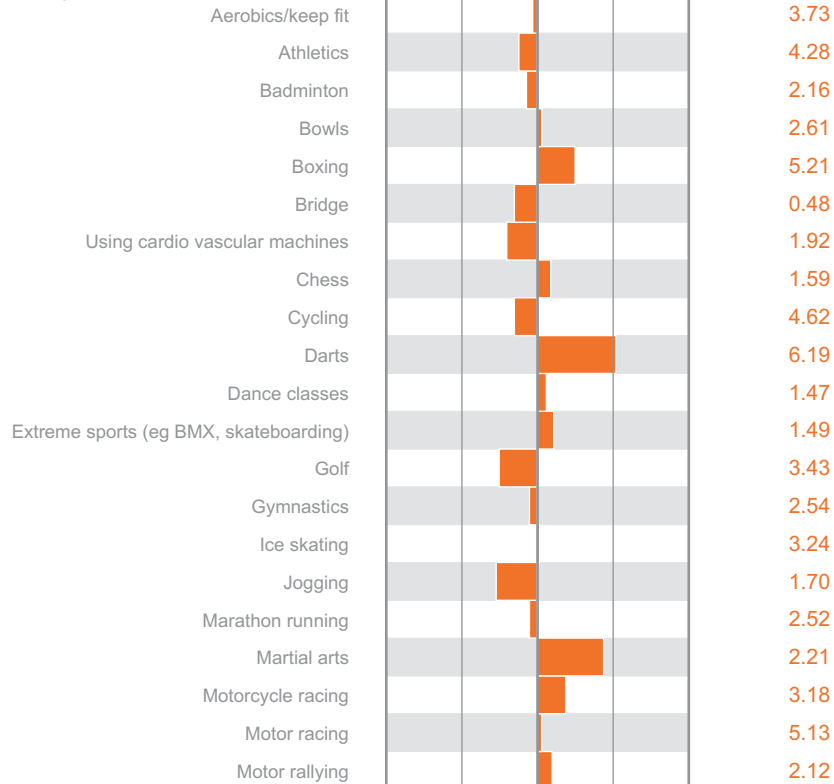Group I: **Ex-Council Community**   Kyle, Kayleigh, Brett or Toni

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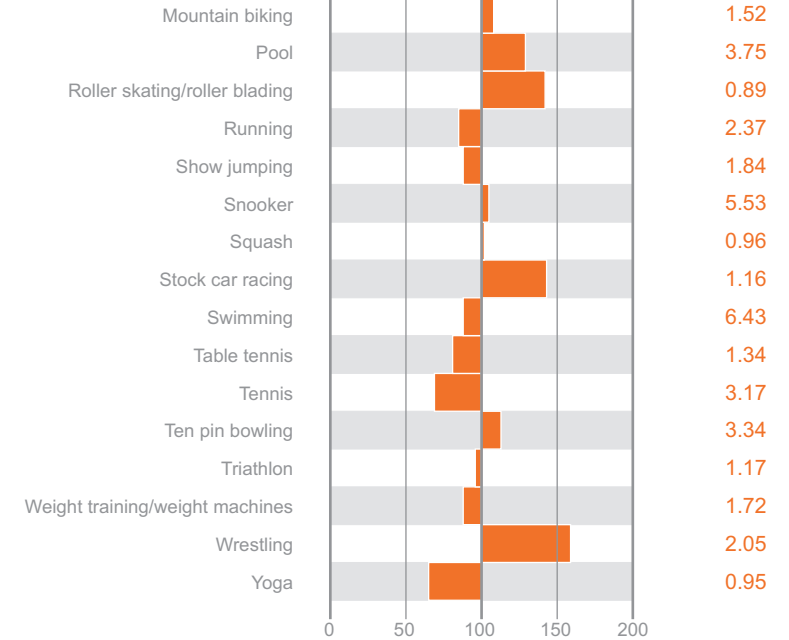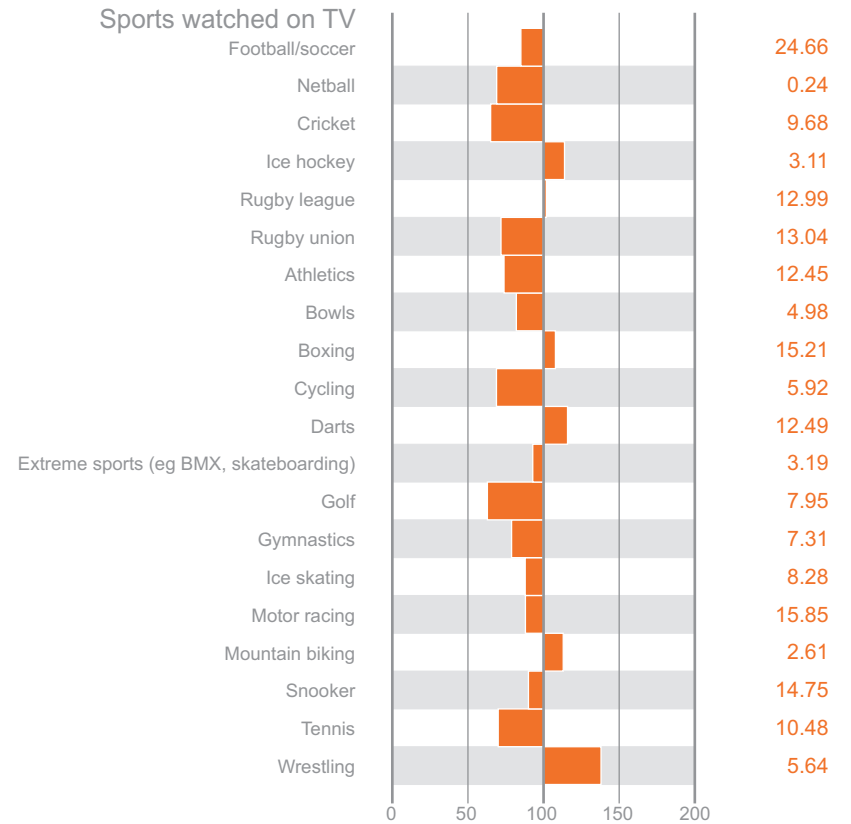
2.68% 🏠 | 👤 **3.46%**

How we live our lives

Lottery

Yes, I play the lottery	73.77
Play every week	71.19

Spending habits

I often buy useless things	22.25
If I like something, I just buy it	19.38
We plan our weekly shopping carefully	47.44
I usually choose the cheapest products	39.63
I like changing brands	43.81
I often buy on impulse	26.73
I only buy trusted products	44.90
If I see a new product in a shop, I often buy it	24.38
I only buy really good quality products	35.67
I often buy a product because of its nice packaging	5.57
When buying clothes I care more about style than quality	23.71

0   50   100   150   200

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Index   Mean % 12.48%

0   50   100   150   200

Shops visited

Aldi	6.69
Asda Walmart	14.97
Budgens b2	0.15
Co-op/Alldays	5.00
Costcutters	0.83
Dillons One-Stop	0.55
Farmfoods	4.50
Forbouys McColl	0.07
Iceland	9.82
Lidl	4.70
VG Londis	0.61
Marks and Spencer	4.99
M&S Simply Food	1.02
Morrisons	12.24
Netto	4.45
Sainsbury's	5.29
Sainsbury's Local	0.79
Somerfield	3.65
Spar	1.54
Tesco	11.92
Tesco Express	2.02
Tesco Extra	2.47
Tesco Metro	0.63
Waitrose John Lewis	0.42
Specialty Store	0.07

0   50   100   150   200
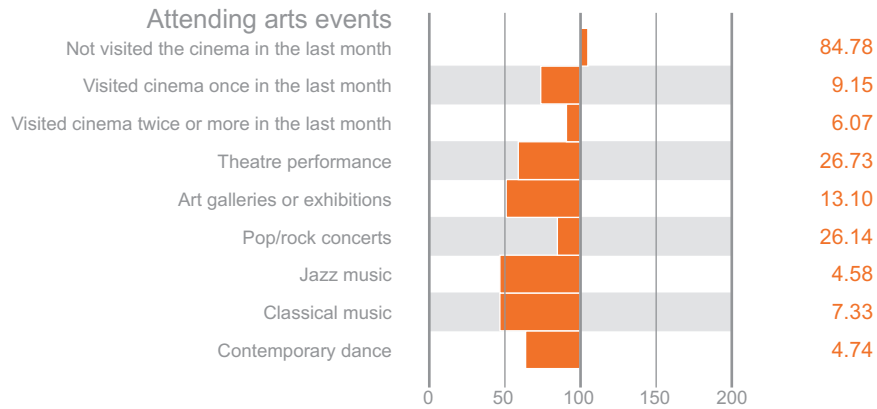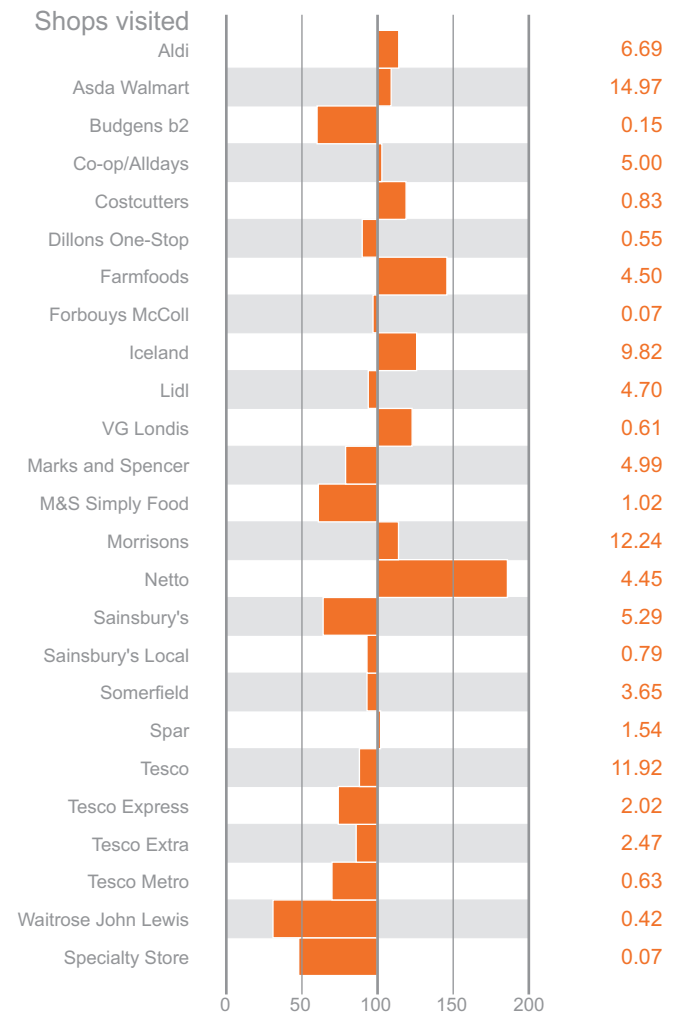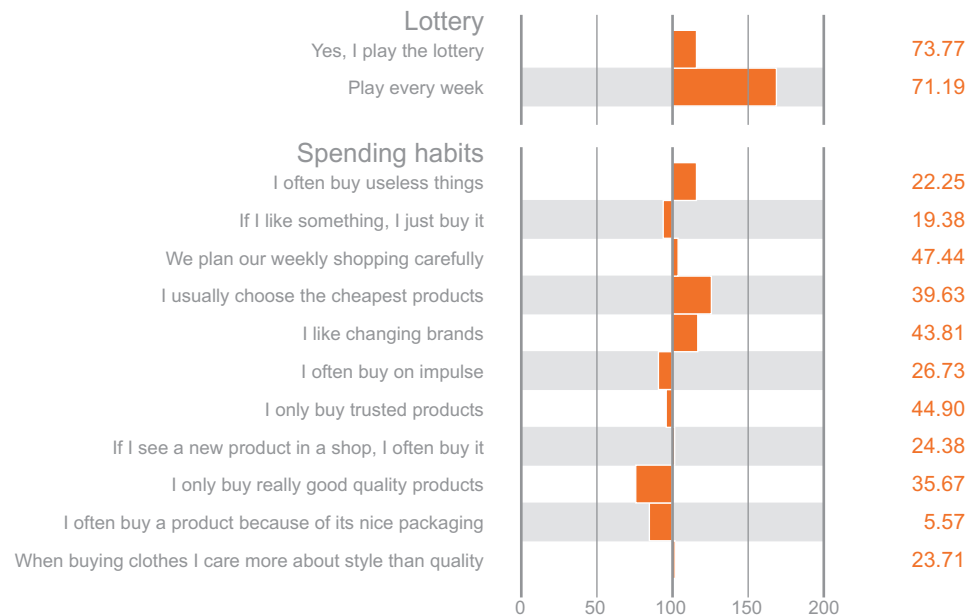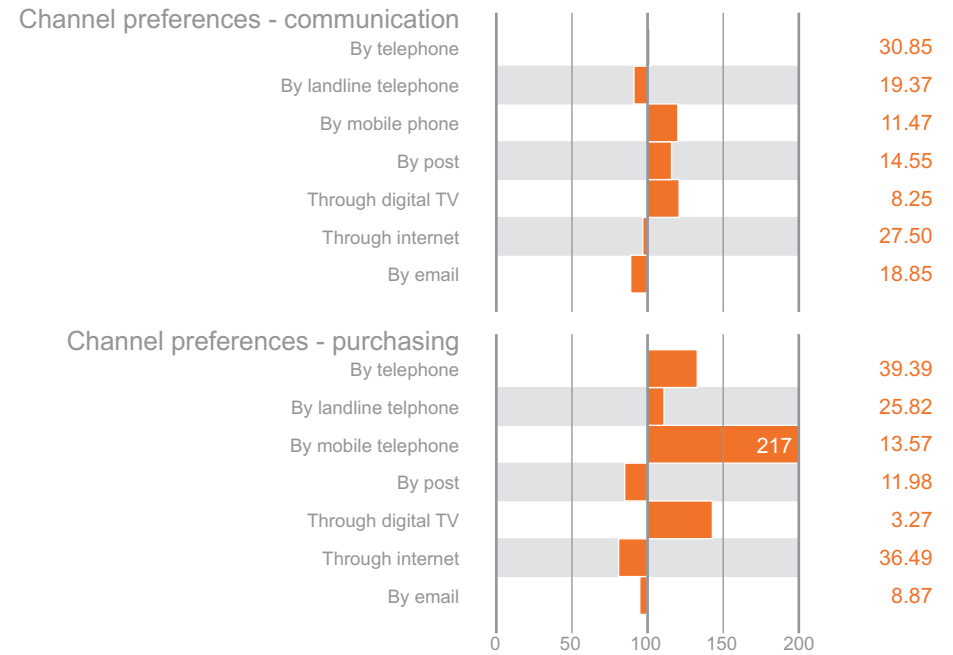
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How we communicate

Internet access
Every day/most days	36.97

Connection speed
Less than 2MB	8.88
2MB	27.82
4MB	19.59
8MB	30.75
More than 8MB	12.96

Where internet accessed
Home	73.07
Internet café	1.34
Library	7.25
School, college, university	4.91
Work	13.44

Users
Non users	40.72

Mobile phone usage
Spend under £25 per month	74.73
Spend £25-£45 per month	20.15
Spend over £45 per month	5.12

Channel preferences - communication
By telephone	30.85
By landline telephone	19.37
By mobile phone	11.47
By post	14.55
Through digital TV	8.25
Through internet	27.50
By email	18.85

Channel preferences - purchasing
By telephone	39.39
By landline telphone	25.82
By mobile telephone	217 13.57
By post	11.98
Through digital TV	3.27
Through internet	36.49
By email	8.87

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Mean %
12.48%
Index
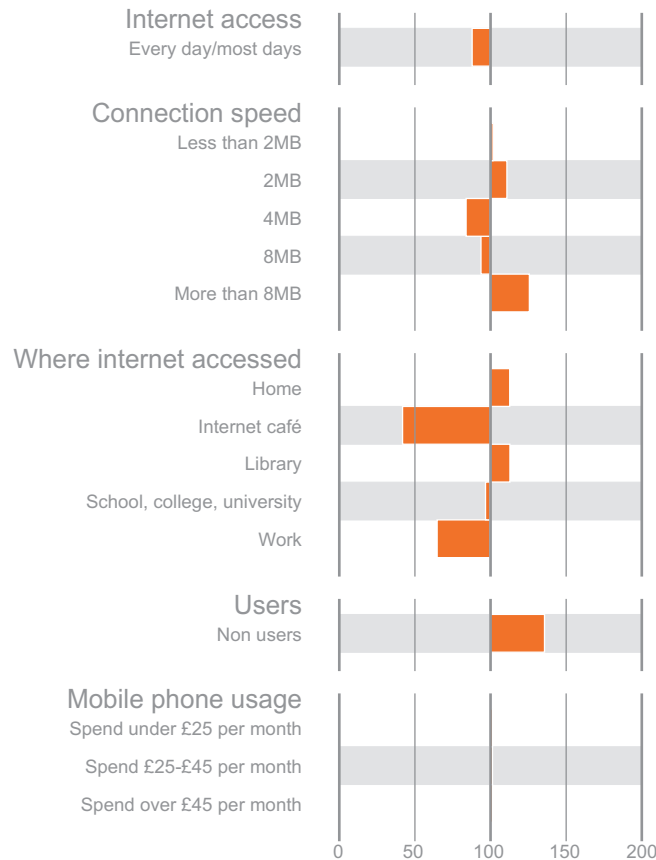0 50 100 150 200

0 50 100 150 200

Experian™
Mosaic

A B C D E F G H I J K L M N O

38 39 40 41

How we communicate

Internet sites visited

Automotive
Banks and financial institutions
Blogs and personal websites
Business and finance
Childrens sites
Education
Email services
Employment and training
Entertainment
Fashion
Food and beverage
Gambling
Government
Health and medical
House and garden
Insurance
Lifestyle
Maps
Movies
Music
News and media
Property

Internet sites visited, cont...

Search engines
Shopping and classifieds
Social networking and forums
Sports
Stocks and shares
Travel

How we learn about products

Newspapers	23.31
Magazines	13.07
Radio	4.23
Television	45.26
Cinema	2.08
Internet	12.05

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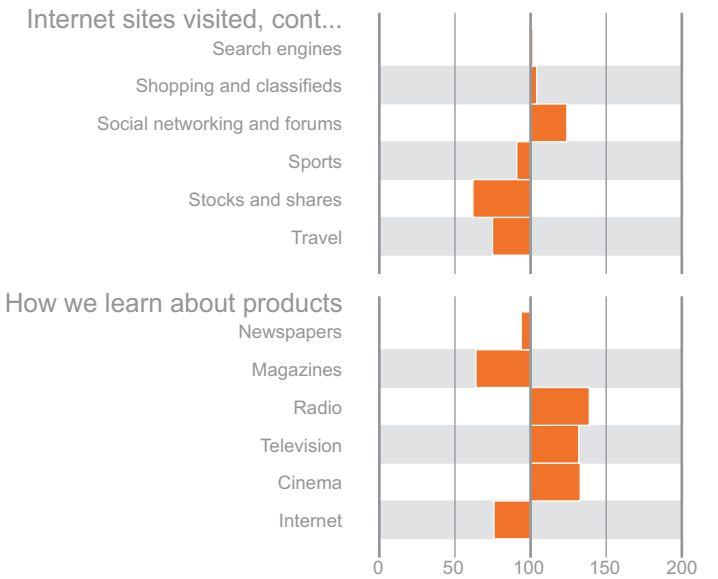Group I: **Ex-Council Community**

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How we view the world

Personal motivations

	Index	Mean %
Happy with standard of living		43.74
Sacrifice time with family to get ahead		14.21
Don't want responsibility, rather be told what to do		11.84
Like taking risks		14.83
Like a life of challenge, novelty and change		24.18
Look on work as a career rather than a job		20.08
Go to work for the money		27.04
Want to get to the very top in career		16.21
Worry about work during leisure time		11.92
Would like to set up own business one day		15.76
Important to juggle various tasks		51.14
Not enough hours in the day		50.97
Little can be done to change life		23.61

Personal attitudes

	Index	Mean %
Discuss major decisions with partner		51.88
Perfectionist		21.30
Optimist		37.40
Usually first to know what's going on		15.30
Spiritual person		22.40
Don't like to show real feelings		42.09
Find it difficult to say no to their kids		35.26
Easily swayed by other people's views		12.56
Keen sense of adventure		34.70
Enjoy life and don't worry about future		34.60
Like control over people and resources		7.55
Loathe doing any form of housework		15.99
Do things on spur of the moment		39.67
Prefer to work as part of a team than work alone		36.68
Try to keep up with developments in technology		28.77
Worry a lot		28.66
It's important family thinks they're doing well		30.84
Faith is really important to them		22.49
You can judge a person by the car they drive		6.49

Understanding Charts

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Mean %
12.48%

Index

0 50 100 150 200

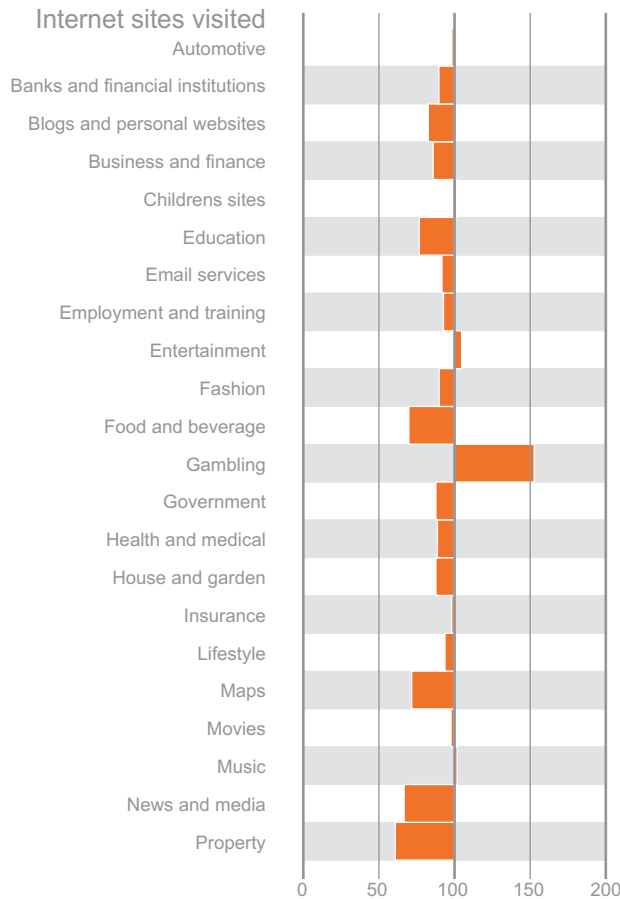Group I: **Ex-Council Community**   Kyle, Kayleigh, Brett or Toni

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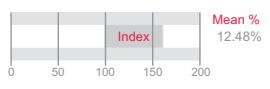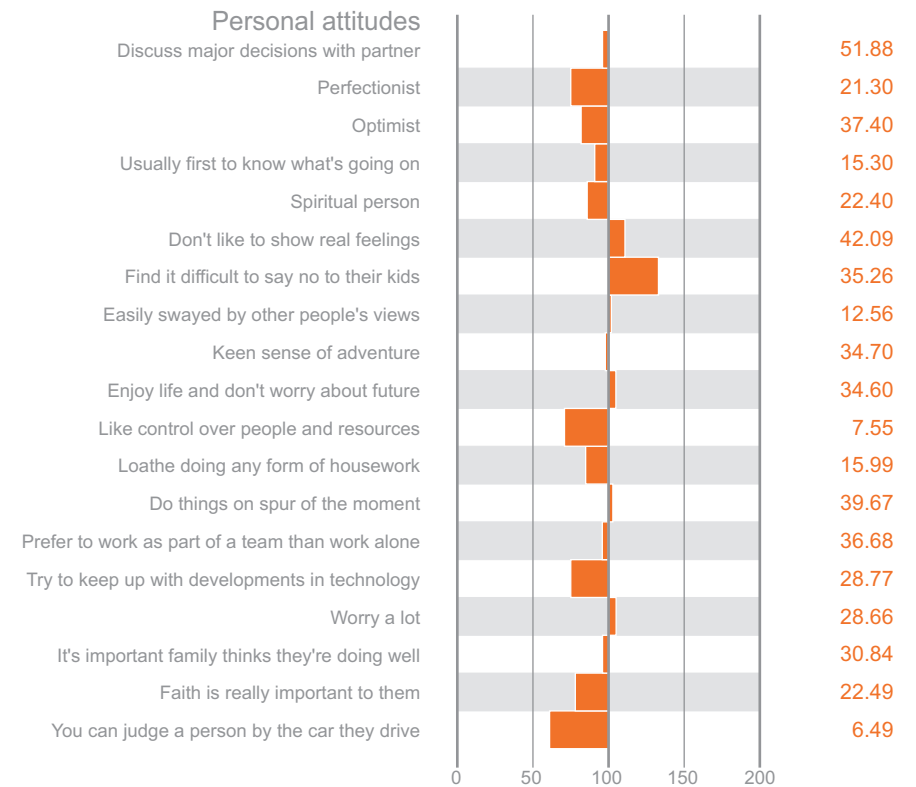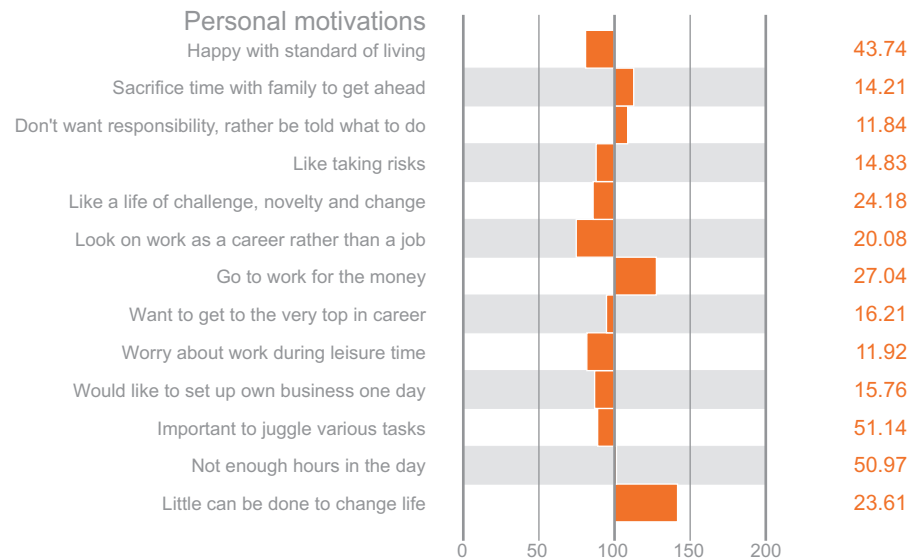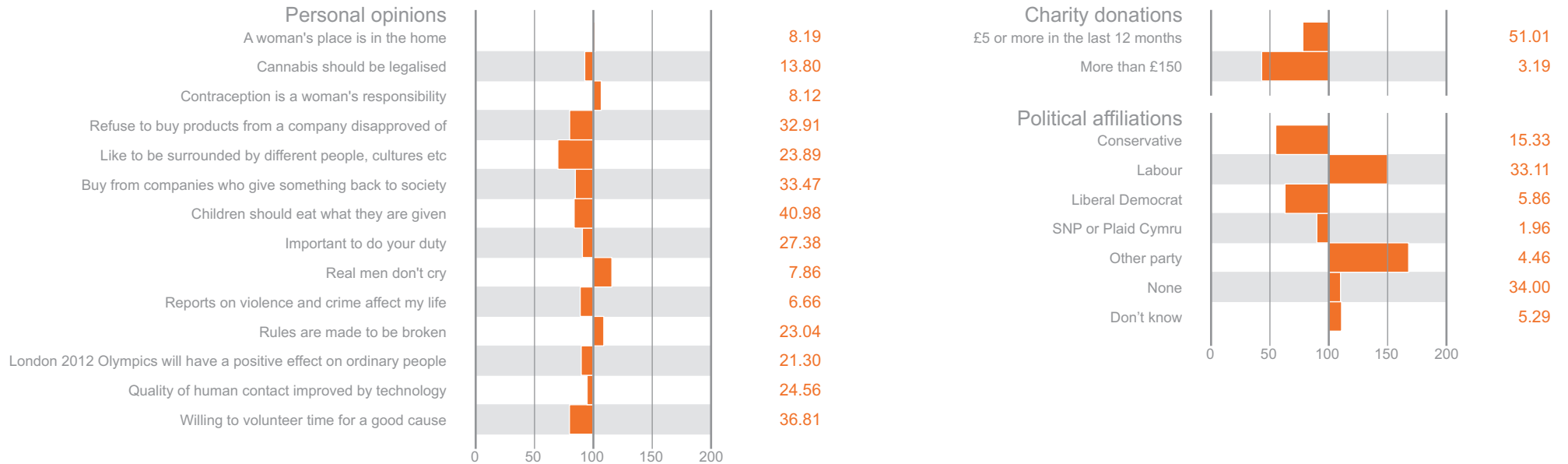
2.68% 🏠 | 🧍 **3.46%**

How we view the world

Personal opinions

	Index	Mean %
A woman's place is in the home		8.19
Cannabis should be legalised		13.80
Contraception is a woman's responsibility		8.12
Refuse to buy products from a company disapproved of		32.91
Like to be surrounded by different people, cultures etc		23.89
Buy from companies who give something back to society		33.47
Children should eat what they are given		40.98
Important to do your duty		27.38
Real men don't cry		7.86
Reports on violence and crime affect my life		6.66
Rules are made to be broken		23.04
London 2012 Olympics will have a positive effect on ordinary people		21.30
Quality of human contact improved by technology		24.56
Willing to volunteer time for a good cause		36.81

0   50   100   150   200

Charity donations

	Mean %
£5 or more in the last 12 months	51.01
More than £150	3.19

Political affiliations

	Mean %
Conservative	15.33
Labour	33.11
Liberal Democrat	5.86
SNP or Plaid Cymru	1.96
Other party	4.46
None	34.00
Don't know	5.29

0   50   100   150   200

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               12.48%

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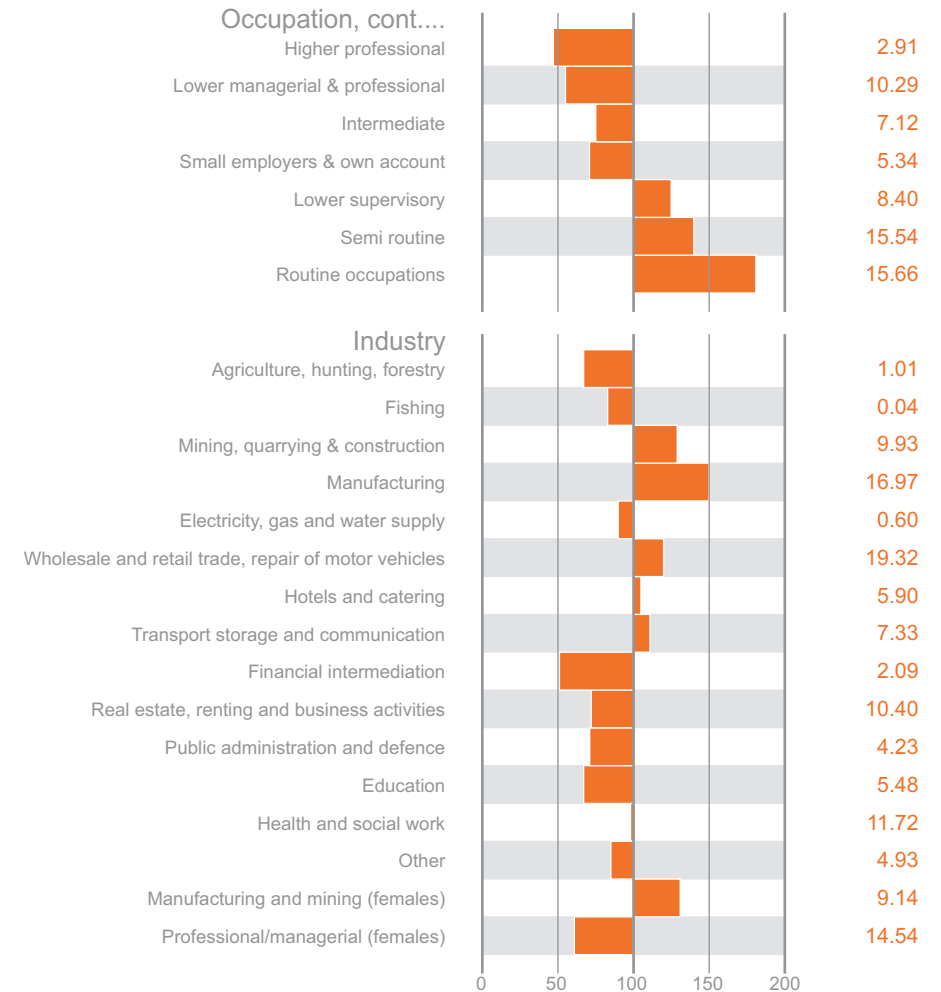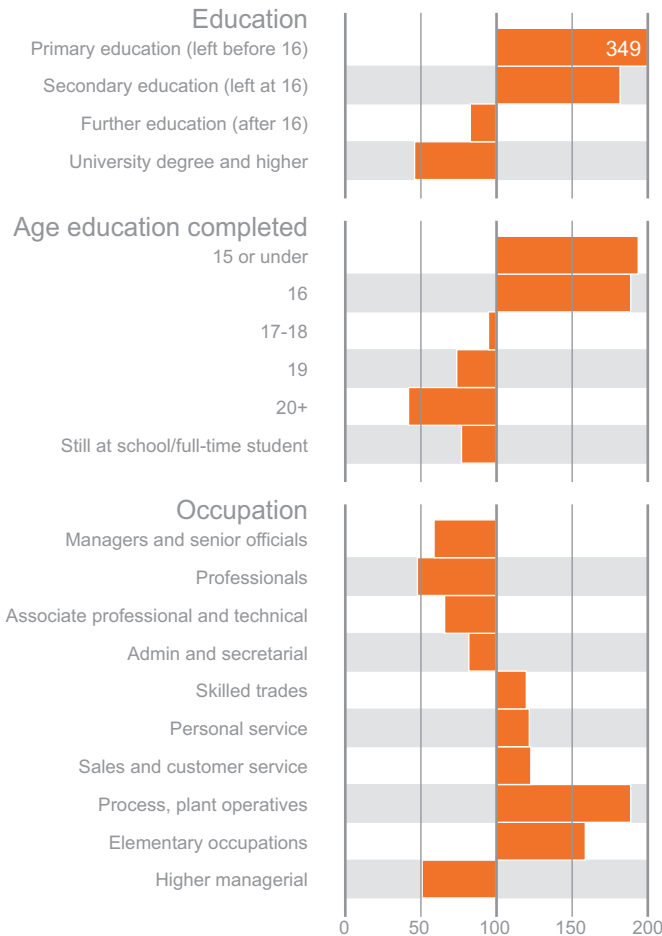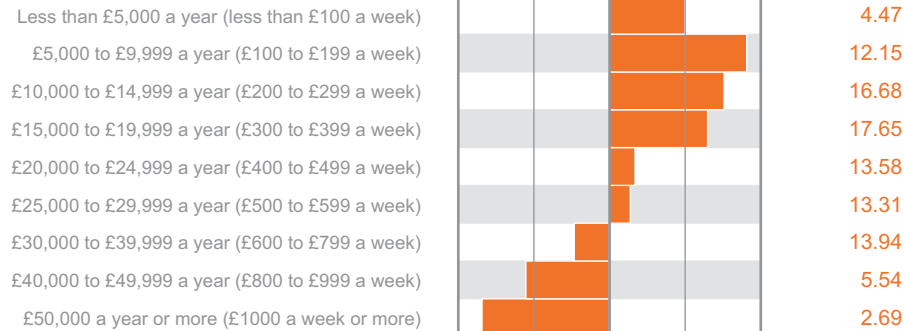Group I: **Ex-Council Community**   Kyle, Kayleigh, Brett or Toni

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How we get by

Education

		Mean %
Primary education (left before 16)	349	12.07
Secondary education (left at 16)		39.16
Further education (after 16)		31.77
University degree and higher		16.99

Age education completed

	Mean %
15 or under	15.53
16	38.79
17-18	20.53
19	3.94
20+	15.81
Still at school/full-time student	5.40

Occupation

	Mean %
Managers and senior officials	8.84
Professionals	6.04
Associate professional and technical	9.35
Admin and secretarial	9.56
Skilled trades	13.17
Personal service	9.93
Sales and customer service	9.69
Process, plant operatives	14.32
Elementary occupations	19.11
Higher managerial	2.05

Occupation, cont....

	Mean %
Higher professional	2.91
Lower managerial & professional	10.29
Intermediate	7.12
Small employers & own account	5.34
Lower supervisory	8.40
Semi routine	15.54
Routine occupations	15.66

Industry

	Mean %
Agriculture, hunting, forestry	1.01
Fishing	0.04
Mining, quarrying & construction	9.93
Manufacturing	16.97
Electricity, gas and water supply	0.60
Wholesale and retail trade, repair of motor vehicles	19.32
Hotels and catering	5.90
Transport storage and communication	7.33
Financial intermediation	2.09
Real estate, renting and business activities	10.40
Public administration and defence	4.23
Education	5.48
Health and social work	11.72
Other	4.93
Manufacturing and mining (females)	9.14
Professional/managerial (females)	14.54

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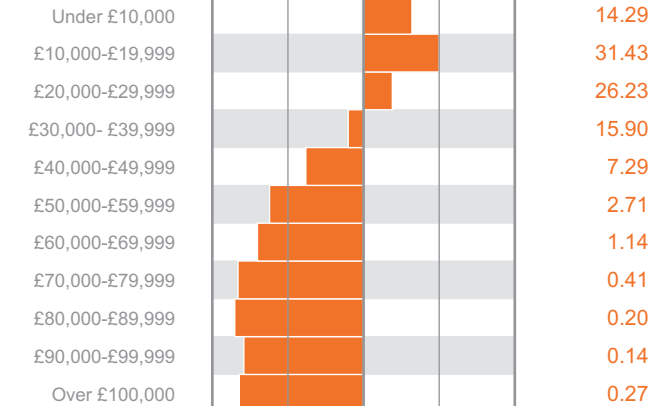Older families on low incomes living on council estates in areas where industry was once prevalent

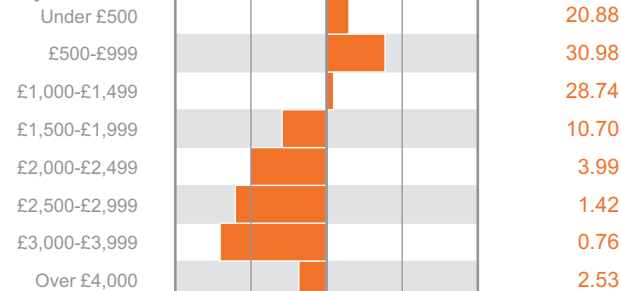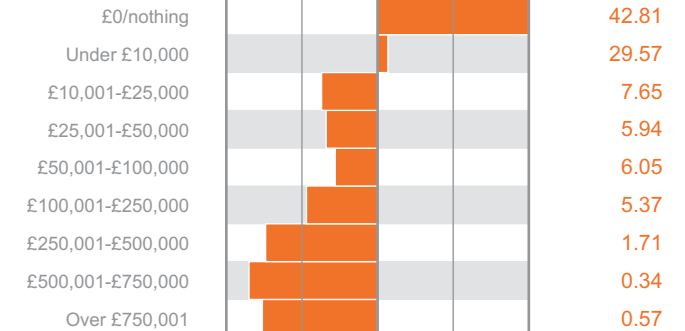**2.68%** | **3.46%**

Our financial circumstances

Net household income

Less than £5,000 a year (less than £100 a week)	4.47
£5,000 to £9,999 a year (£100 to £199 a week)	12.15
£10,000 to £14,999 a year (£200 to £299 a week)	16.68
£15,000 to £19,999 a year (£300 to £399 a week)	17.65
£20,000 to £24,999 a year (£400 to £499 a week)	13.58
£25,000 to £29,999 a year (£500 to £599 a week)	13.31
£30,000 to £39,999 a year (£600 to £799 a week)	13.94
£40,000 to £49,999 a year (£800 to £999 a week)	5.54
£50,000 a year or more (£1000 a week or more)	2.69

Net individual monthly income

Under £500	20.88
£500-£999	30.98
£1,000-£1,499	28.74
£1,500-£1,999	10.70
£2,000-£2,499	3.99
£2,500-£2,999	1.42
£3,000-£3,999	0.76
Over £4,000	2.53

Gross annual household income

Under £10,000	14.29
£10,000-£19,999	31.43
£20,000-£29,999	26.23
£30,000- £39,999	15.90
£40,000-£49,999	7.29
£50,000-£59,999	2.71
£60,000-£69,999	1.14
£70,000-£79,999	0.41
£80,000-£89,999	0.20
£90,000-£99,999	0.14
Over £100,000	0.27

Net household wealth

£0/nothing	42.81
Under £10,000	29.57
£10,001-£25,000	7.65
£25,001-£50,000	5.94
£50,001-£100,000	6.05
£100,001-£250,000	5.37
£250,001-£500,000	1.71
£500,001-£750,000	0.34
Over £750,001	0.57

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12.48%

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Our financial circumstances

Disposable income
2009	80.23

Investments
Savings account(s)	11.64
Shares/share options	0.82
ISAs	4.51
No savings	51.60

Insurance
Insurance of (total expenditure)	2.99
Household insurances (of total insurance)	33.73
Household - structural insurance	48.18
Household - contents insurance	51.82

Debt/Loans
Less than £2,000	21.67
£2,000-£3,999	18.54
£4,000-£9,999	31.07
£10,000+	28.72

Perceived ability to cope
Comfortable on income	16.50
Coping on income	42.57
Difficult on income	29.43
Very difficult on income	11.50

Understanding Charts
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Index
Mean %
12.48%

Credit and debit cards
1	49.85
2	26.06
3 or more	24.09

Median disposable income
Households with income <60% of median	32.08

Financial exclusion
No direct payment account	205	11.50

Benefits
All benefit claimants	13.76
Jobseekers allowance claimants	2.09
Incapacity benefits claimants	7.01
Lone parent benefit claimants	2.10
Carers benefit claimants	1.11
Disabled benefit claimants	0.86
Severe disability allowance claimants	0.63
Pension credit claimants	6.94
State pension claimants	18.22

Supporting Notes

These pages have been designed to help you understand the essence of each of the groups and types. We have sought to highlight the key features which make each group distinctive, and which would be useful to bear in mind when devising communications or treatment strategies. The descriptive pages are necessarily subjective and are intended to highlight key issues rather than to be comprehensive.

We have taken account of a wealth of information from both census and non census sources - such as the electoral register, shareholder and directors' lists, and local levels of council tax. This information is supplemented with information from market research surveys which can be cross tabulated by Mosaic, including the ONS Annual Expenditure and Family Survey, University of Essex's British Household Panel Survey, Research Now's online panel, YouGov's specialist financial survey, GfK NOP's Financial Research Survey, BMRB's Target Group Index Survey, Experian Hitwise's online competitor intelligence, the National Readership Survey and the British Crime Survey.

We have also made use of information cross tabulated by Mosaic from Experian's lifestyle questionnaires. To complement this formal information there is of course a large body of knowledge, accumulated over the years, on the relationship between customer behaviour and previous versions of Mosaic which has been used to support the patterns highlighted in these pages.

In building a picture of each of these categories this wealth of statistical information has been enhanced by a comprehensive series of visits to each of the different types of neighbourhood. Likewise much of the historic context which is contained within these portraits results from many decades of geodemographic analysis and of visits to assess the vitality of different regions.

Caveats

Clearly not every postcode matches exactly to just one of the groups and types. These descriptions are therefore what sociologists would describe as 'ideal types', pure examples to which individual cases approximate only with various degrees of exactness. They focus on the statistical bias of a type of neighbourhood, on the demographic categories which are more numerous there than elsewhere in the area and which give the neighbourhood its distinctive character. In addition, because the boundaries of postcodes and census output areas do not exactly match boundaries in housing type, it is inevitable that addresses close to the boundary of many output areas may in certain cases not appear to have been allocated to the most suitable category. There are cases too where the same types of neighbourhood will contain people of similar character and behaviour but living in very different types of accommodation according to where in the area they may live.

Supporting Notes

Variables - Mean% and Index

Charts are provided for each of the variables used to build and describe the UK segments. The variables are grouped together by category. For each group, the charts show the Mean% and Index for each variable.

Understanding Mean% and Index
Mean% show the percentage of this group/type with this characteristic. For example, consider Residence Type for Group C:
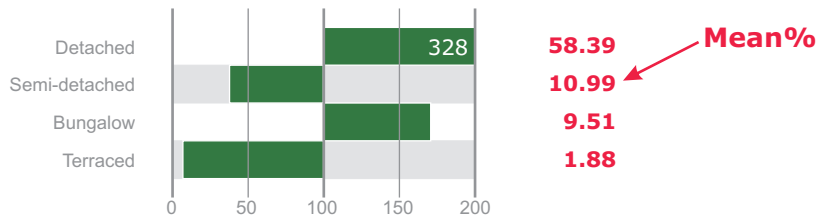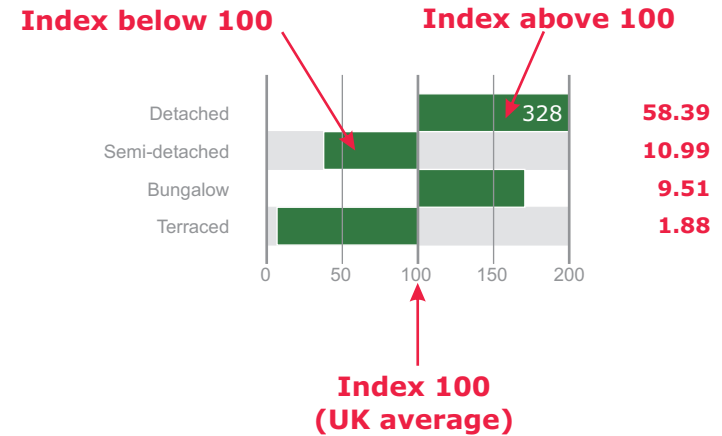

This shows that:
58.39% of Group C have a detached house
10.99% of Group C have semi-detached house
9.51% of Group C have a bungalow
1.88% of Group C have a terraced house

The **Index** shows how the variable compares 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 Index is shown on the chart as a bar:

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.