

Mosaic Groups – Key features & Descriptions

Key Features

Major Groupings (11 in total – A to K)	
Group	Key Features
A	Expensive cars, Choicest housing, Rewarding careers, Professional occupations, High incomes, Exotic leisure pursuits, High net worth, Successful, Middle-aged
B	Cable and Sky TV, Internet, Corporate careers, Low unemployment, Good prospects, Kitting out homes, Modern homes, Good education, Young couples
C	Self reliant, Plan for retirement, White collar workers, Hardworking, Comfortable homes, Independent, Mature suburbs, Older children, Married couples
D	Package holidays, Close knit communities, Family close by, Older houses, Small industrial towns, Takeaways, Traditional, Children, Young couples
E	Liberal views, Cosmopolitan tastes, Well educated, Full time students, Professionals, Cultural variety, Open-minded, Few children, Young singles
F	Heavy watchers of TV, Public transport, Low incomes, State benefits, High deprivation, Use cash, Council housing, Many young children, Families
G	Pay bills at Post Office, Old fashioned, Terraces and semis, Large council estates, Outer suburbs, Heavy TV viewing, Large provincial towns, Low incomes, Families
H	Like to shop around, Straight talking, Council estates, Small towns, Exercised Right to Buy, Heavy viewers of TV, Self reliant and capable, Mostly poorly educated, Middle aged couples
I	Bingo/dominos/cards, TV popular, Low savings, State benefits, Some small bungalows, Look forward to visits, Some sheltered homes, Low incomes, Older people
J	Principles/prejudices, Own their homes, Index linked pensions, Significant capital, Prefer face-to-face service, Active, Good health, Relocated on retirement, Pensioners
K	Churchgoers, Cars important, Distinct rural life, Farming, Agro-tourism, Authenticity, Work long hours, Small communities, Older people

Descriptions

Group A - 'People with rewarding careers who live in sought after locations, affording luxuries and premium quality products'.

People in these areas tend to be socially and economically successful, living in sought-after locations. Most appear to enjoy stable household arrangements. Many are educated to degree level, and children's educational attainment is also high. There are significant levels of university admission. Few in these areas qualify for free school meals. Lifestyle is relatively healthy and people take regular exercise. Drinking of alcohol is often regular, but not to excess, smoking is at low levels. Serious illness, such as for the heart and liver, is low, as are teenage pregnancies and drug and alcohol abuse. High education levels mean that this group is well-informed on health matters. Crime and anti-social behaviour levels are relatively low, and most residents think well about their areas; experience of crime tends to be away from the home. Wealth is usually high, in property and stocks and shares and many are higher rate tax payers. Conversely, the take up of state benefits is low. There is general awareness of and concern for environmental issues, but the large cars and houses have a high impact on the environment. Multiple car ownership is high, although mileage only average. This group is likely to compensate for their environmental impact rather than act to reduce it. Most have technical or professional qualifications and are well set in careers, normally paying higher level income tax. Most houses are detached and away from major roads.

Group B - 'Families with focus on career and home, mostly younger age groups now raising children'.

These are areas of people who focus on home, career and family. Most are young and married, now raising children in post-war family houses. Many of these are in areas of rapid employment and population growth. Adults generally have O levels; children tend to achieve satisfactory rather than outstanding educational results. There are few free school meals claimed or people with refugee status. General health levels are good, partly because of the age of the population. Even adjusted for age there are low levels of teenage pregnancy or drug and alcohol abuse. Diet is neither good nor bad, and although gym membership is relatively high this may just reflect the age of people in this group. Fear of crime is low, but the biggest concern is car crime. There is a strong requirement for credit, but little need of state support, and pensions are being invested in. Environmental concern is high, but action in response is limited. This group tends to be dependent on car use (most have two cars), and so have high vehicle emissions (annual mileage is often about 40,000). The housing, though, tends to be new and well-insulated. Most have vocational skills, with secure jobs in large public and private organizations that provide the prospect of advancement. Accommodation tends to be in detached or semi-detached housing away from many services, but within driving distance of employment.

Group C - 'Families who are successfully established in comfortable, mature homes. Children are growing up and finances are easier'.

These areas are of comfortable homes in mature suburbs, with children becoming more independent and mortgages less of a burden. Residents are typically in white collar occupations and predominantly married, beginning to think about retirement. Most have, or have had, children. The areas tend to be between terraced housing and more modern estates. Most adults have some O and A levels, and a significant number has a degree; however a quarter have no formal qualifications. Attainment for children is generally well above the national average, with very few free school meals. Health is close to the national average, or slightly above. Diet is good, and there is neither excessive smoking nor drinking. Teenage pregnancy and alcohol and drug abuse rates are also low. Anti-social behaviour is lower than average. Most are basic rate tax payers, with a significant minority paying the higher rate; there is little reliance on the state. Environmental concern is high, in households with usually two, efficient, cars. Residents often travel long distances to work. Community activities are generally limited.

Group D - 'People living in close-knit inner city and manufacturing town communities, responsible workers with unsophisticated tastes'.

These are people who live in close-knit communities, mostly in older houses in inner city neighbourhoods or small industrial towns. The majority are of working age. Most people own their own homes, own their own cars and hold down responsible jobs. Educational attainment of adults is generally low – one third have no formal qualifications, and over half have not reached the 5+ O level standards. Educational standards of children are modest. These are mixed communities in many senses, with more cases of refugee status than would be expected as well as houses where English is not the first language. There is a somewhat above-average take up of free school meals. The lifestyle of many is not ideal for good health, with a tendency for a bad diet and smoking. Whilst they are less likely to drink alcohol daily than average, binge drinking may be an issue. There is increased risk of diabetes or diseases of the liver; mental health problems are not commonplace, but still of some concern. Levels of crime are generally higher than average, and residents consider their neighbourhoods bad places to live. Nevertheless, fear of crime is lower than these circumstances suggest, showing the strength of the community. This group is reluctant to borrow beyond their means, having developed a culture of thrift. There is some reliance on state benefits, and most expect to rely on the state pension. There is no particular concern about the environment in these communities. Families typically have access to one small or medium sized car. There are many young married and co-habiting couples bringing up young children. The accommodation tends to be in streets of late 19th century housing, built to be near local services and employment. Many of these areas are losing population and jobs.

Group E - Young, single and mostly well-educated, these people are cosmopolitan in tastes and liberal in attitudes.

These are mostly young and educated people in University neighbourhoods, few with children, who are open to new ideas and liberal in their social attitudes. The neighbourhoods are highly transient, and older people are unlikely to find these areas attractive. Petty crime levels can be high, which also deters families. Significant numbers of residents are foreign-born, giving cultural and ethnic variety. Many partnerships are between different ethnic groups. Accommodation is often in small flats or town houses on brownfield sites. Almost 40% have a degree, and many are interested in further evening courses. At KS1 and KS2 the results tend to be a little above the national average, at KS3 there is a significant improvement, whilst GCSEs are distinctly average; university admission rates are relatively high. A high proportion of children have refugee status, and English is not their first language. They endeavour to adopt a healthy lifestyle, eat well and exercise, but there is a tendency to suffer from mental disorder. Reliance on state benefits is low, with the exception of Job Seekers' Allowance. Household emissions are higher than average, but vehicles lower.

Group F - 'People who are struggling to achieve rewards and are mostly reliant on the council for accommodation and benefits'.

These are people who are struggling to achieve the material and personal rewards that are assumed to be all in an affluent society. Few hold down rewarding or well paid jobs, as a result they rely on the council for accommodation, on public transport to get around and on state benefits to fund even the bare essentials. These are neighbourhoods with high levels of social deprivation including crime, health and education. These are areas in which large proportions of the population are young children and members of large families living in crowded conditions. Over 40% of adults have no qualifications and children's education reflects their parents. Poor achievers throughout education and often fail to make satisfactory grades. They generally follow a very poor lifestyle; poor diet, heavy smoking and insufficient exercise. Do not tend to consume alcohol on a daily basis, however heavy beer drinkers which implies binge drinking. Poorer health than the majority of the population, liver disease is particularly prevalent. Mental illness is also a problem within this group. This group is the most likely of all to experience crime within or immediately outside their home and more likely to find offenders in this group than in any other. Most families qualify for state benefit in some form. Some are unlikely to have a current account and therefore cash is the most important medium of exchange. As a result post offices play a vital role as places to pay bills and obtain benefit. These people are fairly neutral in terms of both household and vehicle emissions. Low levels of car ownership and subsequently low mileage.

Group G - 'Families on lower incomes who often live in large council estates where there is little owner-occupation'.

Mostly families on lower incomes who live on large municipal council estates where few tenants have exercised their right to buy. Often isolated in outer suburbs of large provincial cities, characterised as much by low aspirations as by low incomes. A key feature of these people is that they feel cut off, both in a physical sense from workplaces, shops and places where people gather for sport and entertainment. Educational attainment is low, with over 50% of adults having no formal qualifications and unsurprisingly children display the lowest level of education attainment of all Mosaic Groups. Only half achieving the national average of five or more GCSEs at grade A* to C. High proportion of children with special needs, but few disadvantages that come from having English as the language spoken at home. Tend to suffer from poor health due to this group having the worst lifestyle of all groups. Bad diet, heavy smokers and beer drinkers and take insufficient exercise. Levels of crime and anti social behaviour are high. Violent crime is a particular issue and repeat victimisation is relatively commonplace. They tend to manage their finances on a weekly basis and often still receive their incomes in cash. Significant take up of state benefits. They have generally no concern for the environment and seem unwilling to do simple tasks like recycling. Not high contributors to vehicle emissions due to low levels of car ownership. Housing is mostly small, two storey homes arranged in short terraces or as semi detached houses each with their own garden. Usually built by the council during the early years after the Second World War.

Group H - 'People who though not well-educated are practical and enterprising and may well have exercised their right to buy'.

Many of these people live in what were once council estates but where tenants have exercised their right to buy. They tend to occur in towns rather than the large cities. The majority of adults left education with few, if any qualifications. Children tend to achieve only moderate educational success: many fail to reach the levels required to reach well paid jobs or to progress to further and higher education. People in these areas tend to have a poor diet, and to take insufficient exercise. Smoking levels are often high, but alcohol much less excessive; respiratory diseases are more of a problem than liver disease. Mental health is not a major problem, perhaps due to the relatively stable home and working lives this group enjoys. Levels of teenage pregnancy are a concern, but less so than in the most deprived groups, which are little represented in Devon. Anti-social behaviour is an issue for many, but again less than in the most urban areas (outside Devon). There are few high level income tax payers in these areas. Standards of living for people in these areas have increased notably in recent years (in contrast to those on larger housing estates in the largest urban areas). These neighbourhoods have few young adults, few families with children (including single parents) and few people in transient accommodation. They are likely to be in work and have access to at least one car. These neighbourhoods take the form of low density estates of similar terraced or semi-detached housing. In purchasing, this group is unlikely to take much account of healthy ingredients or social and environmental responsibility.

Group I - 'Elderly people subsisting on meagre incomes in council accommodation'.

Mostly elderly who are reliant on state benefits, and live in housing designed by local authorities and housing associations. Some live in old people's homes or sheltered accommodation, while others in small bungalows, set in small enclaves within larger estates. Poor educational attainment has influenced their entire life, proportion achieving any level of qualification is lower than the national average. Few children live in these neighbourhoods, those that do tend to reflect the characteristics of the adult population and achieve moderate educational success. Health issues reflect the population, they tend not to smoke or drink. Diet excludes many elements of a typically bad or good diet. They spend much time in hospital for a wide range of serious conditions, influenza and pneumonia are particularly common. When adjusted for age, above average hospital admission rates. Age adjusted emergency admissions rate is over four times the national average. Generally view their neighbourhoods as a nice place to live, see less of anti social behaviour and criminal problems. Fear of mugging, although in practice most victims of crime in these areas do not experience violence. People tend to have few savings or investments if any and very low incomes. Reliance on state benefits, with many qualifying for pension credits. Environmentally friendly, few drive cars and many are frugal when spending money on heating and cooking. Many qualify for state grants to improve insulation. Many think the world is too concerned about the environment.

Group J - 'Independent pensioners living in their own homes who are relatively active in their lifestyles'.

This group consists mostly of pensioners who own their own homes and have some source of income beyond the state pension. Many have, on retirement, moved to the countryside or seaside to live among people similar to themselves. This results in the formation of elderly neighbourhoods. Many have quite active lifestyles and are considered in their purchasing decisions. As members of this group age they may use up their capital and their health fail, at varying rates. Not all members are 'coastal geriatrics'. Some live in seasonal tourist locations where the servicing of visitors is a major source of income to younger neighbours. The environments have high amenity values, good order and low level of crime. Many residents are still able to drive but many either cannot or do not want to use their cars, relying on public transport and increasingly on taxis. This group tends to prefer receiving information face to face. Educational levels are mixed, with typically a quarter having a degree, but more than a quarter without qualifications. Diet tends to be good, and residents do not drink to excess. Smoking levels are about the national average. Heart and respiratory illness are relatively common, but less so than for more deprived older people. Age-adjusted hospital admissions are slightly lower than national average, except emergency admissions, which are high. Crime levels, and the fear of crime, are low, although crime is perceived as increasing.

Group K - 'People living in rural areas where country life has not been influenced by urban consumption patterns'.

There is a common identification with the life of the village that transcends differences in income and status and demands that people should be treated with equals irrespective of position. Despite the mix of incomes, most people own their own homes and notwithstanding the low level of many rural incomes there is substantial hidden wealth in land and property. Population is generally growing but has an increased average age. There are few opportunities for ambitious young people. Young couples who might like to raise children in these areas worry about lack of facilities; rural living is more attractive to older workers and retired people. Children usually have good education, but the adult population has a mixed level of qualifications. Residents tend to eat a good diet and not smoke. Most forms of disease except some cancers are less prevalent in these areas than in the country as a whole. Mental illness and social problems such as alcoholism and drug abuse, and teenage pregnancies are also much less of an issue than elsewhere. The isolated nature of these areas make the inhabitants see them as distinctly good places to live, with generally very low fear and incidence of crime. Clearly, the elderly will claim state pension, but most people do not require pension credits. They are amongst the least 'environmentally friendly' groups, but through circumstance rather than choice.

Mosaic Type – Key features & Descriptions

Key Features

Major Types (61 in total)	
Type	Key Features
A01	Hedonistic, Self confident, Top professions, Very wealthy, Cosmopolitan, Rented flats - no garden, Well informed, International travel, Well educated
A02	Orthodox values, Private, Powerful decision makers, Traditional families, Expensive family houses, Rooted in UK, Exclusive suburbs, Well-to-do professionals, Well educated
A03	Extensive investments, Large homes in suburbs, Private education, Movers and shakers, Senior managers, Confident, Corporate careers, Teenage children, Married
A04	Semi-rural locations, Imposing houses, Grandchildren, Abundant wealth, Professional careers, Arts and heritage, Retirement, Grown up children, Wealthy older people
A05	Liberal values, Middle class areas, Well educated, Senior public sector jobs, Prosperous, Individual, Large detached houses, Grown up children, Approaching retirement
A06	Internet, High tech gadgets, Large corporations, M3/M4 corridor, Large modern houses, Outer-directed, Company cars, Well paid executives, Full nest families
A07	Balanced lifestyle, Attractive villages, Well informed, Professional occupations, Commuters, Independent, Some downsizing, Full nest families, Married
B08	Peer respect important, Traditional values, Young singles, Hard working, New properties, Judge on appearances, Up & coming urban areas, Childless couples, Bright young things
B09	Smartly turned out, Hard working, New housing estates, Well educated, Computer programmers, Wash cars on Sundays, Sales and Marketing, Young children, Young couples
B10	Classic style, Long term security, Young school children, Good incomes, Expensive detached homes, High tech gadgets, Common sense values, Well set in careers, Young professionals
B11	Comfortable, Mainstream, Detached houses, Two car families, Packaged holidays, Moderation in all things, Financially confident, High incomes, Young families
B12	Regular watchers of TV, Traditional & comfortable, Middle incomes, Aim for secure retirement, Family meals together, Holiday in UK, Children at secondary school, Married
B13	High borrowing, Materialism, Not well educated, Confident, Live for today, Second hand cars, Immediate gratification, Some single parents, Young married couples
B14	New technology, Work hard- play hard, Married young, Good health, Market mavens, Internet and email, Extroverts, Special case!, Servicemen and families
C15	Several holidays, Enjoy life, Older children at home, Well educated, Well informed, Good provision for future, Personal comfort, Approaching retirement, Older working ages
C16	Comfortable and cosy, Practical and pragmatic, Grandchildren, Neat and tidy homes, Churchgoers, Thrifty, Mainstream tastes, Grown up children, Older working ages
C17	Social responsibility, Self reliant, Small businesses, Small market towns, Higher incomes, Local networks, Grown up children, Local professionals, Older working ages
C18	Individual, Common sense, Middle income, Suburban semis, Buy British, Social responsibility, Low unemployment, Families with children, Middle aged
C19	Sceptical, Liberal views, School age children, London's inner ring, Office and service jobs, Value customer service, Some self employed, Middle aged families, Young professionals
C20	Electronic products, Suburban semis, Family focussed, Well educated, White collar jobs, Jewellery, Hard working, Families with children, Asian background
D21	Internet, Cosmopolitan, Possibly one child, Well educated, Admin & technical jobs, Liberal views, Small pleasant terraces, Married/co-habiting, Young adults
D22	TV, pubs - eating out, Traditional, Secure family life, High standard of living, Spacious semis, No interest in Internet, Safe areas, Steady employment, Older manual workers
D23	TV watched regularly, Football matches, Modest incomes, Large terraces & semis, Industrial areas, Self sufficient, Drinking and smoking, Family focussed, Full nest families
D24	Social problems, Provincial cities, Young children, Low incomes, High unemployment, Health problems, Cheap terraces, Unmarried, Young working class

Major Types (61 in total) (continued)	
Code	Key Features
D25	State benefits, High unemployment, Few children, Well informed, Alternative lifestyles, Reject material values, Liberal values, Some divorcees, Young single adults
D26	Religion important, Terraces in provincial cities, Low qualifications, Service sector jobs, Manufacturing jobs, Sense of community, Modest incomes, Some overcrowding, Large families
D27	Fashion, Liberal and relaxed, Service sector jobs, Unemployment high, London terraces, Creative music styles, Transient, Some professionals, Very young with children
E28	Stylish and creative, Individual, Some in good jobs, Some lower incomes, Well informed, Live for today, Tuned in to marketplace, Trendy city dwellers, Young professionals
E29	Money measure of success, Individuality, High flyers, High salaries, Smart studio flats, Fashionable. London, Pressured jobs, 20 something singles
E30	International travel, City living, Well qualified, Ambitious, Well paid jobs, Discerning consumers, Financial services / PR, Singles and couples, Young professionals
E31	"Being" rather than "having", Individual, Well educated, Public sector jobs, Live in historic cities, Socially aware, Singles and couples, Young professionals
E32	Positive about future, Comfortable, Co-habiting couples, Well educated, Early professional careers, Mainstream tastes, Small starter homes, Singles, "Dual Income No Kids Yet"
E33	Liberal minded, Alternative lifestyles, Postgraduates, Idealistic & headstrong, Freedom before careerism, Socialising with friends, Low incomes, Mature students, Singles
E34	Fashion, CDs and books, Environmentally friendly, Ambitious, Financially carefree, Low incomes, Cheap cafes, Socially & politically aware, Intelligent, Students (18-24)
F35	City centres, Rented flats, Few pensioners, Some teenage mums, Mix of jobs and incomes, Liberal attitudes, Significant deprivation, Few children, Young adults
F36	TV popular, Multi-storey flats, Many children, Mixture of ethnicity, High unemployment, Relaxed and carefree, Modest incomes, Singles and co-habiting couples
F37	TV addicts, Modern city centre flats, Poor child discipline, Some overcrowding, Low incomes, Few outside interests, High unemployment, Single parents, Young families with kids
F38	Amongst the poorest in all senses, Poor health / smokers, Low incomes, State benefits, High unemployment, High rise flats, No children, Young adults
F39	Lowest ownership of PCs, Network of friends, Independent children, Low rise developments, Traditional, Low car ownership, House proud, Pensioners, Low income couples
F40	Lottery tickets, TV, Small rented flats, Overcrowding, State benefits, Scotland, High unemployment, Lots of young children, Young parents
G41	Low rise public housing, Very low incomes, Extreme deprivation, Poorly educated, Outskirts of major, provincial cities, High unemployment, Single parents, Young families
G42	Financial worries, Poor health, Low incomes, Council housing, Careful budgets, Money off coupons, Public transport, School age children, Families
G43	Football matches, Working class values, Grown up children, Traditional gender roles, Remnants of old proletariat, Heavy viewers of TV, Some retired, Poor older people
H44	Home entertainment, Heavy TV viewing, Poorly educated, Basic occupations, Traditional gender roles, DIY popular, Sunday roast, Traditional working class, Families with children
H45	TV popular, Few social problems, Low incomes, Older council housing, Owner occupied terraces, Holiday in UK, Close to countryside, Manufacturing jobs, Older working age
H46	Confident, Periphery of London, Good local employment, Manual skills, Fairly prosperous, Internet shopping, Exercise Right to Buy, Children, Married couples
H47	Outgoings exceed income, Some overcrowding, Poor qualifications, Self catering holidays, Good employment prospects, Co-habiting and single parents, Large families
I48	TV popular, Grandchildren, Small rented flats, Low income, Low savings, Crosswords and puzzles, Low debt, Many widowed, Very frail
I49	Bingo and puzzles, TV viewing, State pension, No savings, Low rise flats, Grandchildren, Struggle to get by, Empty nesters and pensioners
I50	Live in the Past, Coach tours, Modest savings, Purpose built bungalows, Meals on wheels, Lowest Internet use, TV popular, State pension, Old age pensioners
J51	Enjoy life, Busy Comfortable homes, Close to sea, Wardens closeby, Treats affordable, Mentally alert, Living alone, Pensioners
J52	Internet, Discerning, No children, Well informed, Pleasant homes, Foreign travel, Historic settings, Wealthy older people, Professional couples

J53	Golf, Bridge circles, Wealthy, Coast or countryside, Active lifestyles, Cruises, Good diet and exercise, Pensioner couples, Early retirees
J54	Common sense, Traditional values, Large gardens, Slower pace, Health checks, Pets, Healthy eating, Seaside bungalows, Retired elderly couples
J55	Local outlook, Mainstream tastes, Savings, Seaside resorts, Pleasant homes, Bird-watching, Enjoy gardens, Low/middle incomes, Pensioners
J56	Healthy diet & exercise, Happy with their lot, Tourism jobs, Active lifestyles, Well informed, Churchgoers, Traditional, Seaside resorts, Older working age
K57	Fusion of tastes, Hiking and walking, Coastal/mountains, Gentle relaxed pace, Quality of life, Healthy living, Urban visitors, Local residents
K58	Local history, Churchgoers, Some urban professionals, Areas of natural beauty, Comfortable, Convenience of Internet, Peaceful lifestyle, Mostly work on land, Farming communities
K59	Village green, Parish church, Older detached houses, Generous gardens, Allotments, Old fashioned, Market towns, Rural support workers, Older farmers
K60	Gardening, Country pursuits, Retired people, Some agro-tourism, Isolated, Winter holidays abroad, Value quietness, Older working ages, Scattered farmers
K61	Satisfying way of life, Wet and windy, Upland agriculture, Long hours, Low incomes, Independent, Isolated, Small holdings, Older farmers

Descriptions

Type A01 - Very affluent, cosmopolitan sophisticates found in extremely expensive housing.

Type A01 contains extremely expensive housing, mostly in central London, occupied by rich people from abroad and by childless older people on extremely high incomes. (Note – This type does not appear in DCC)

Type A02 - Well-to-do professionals, living in traditional family units in exclusive suburbs.

Type A02 contains very well educated professionals, many of whom work in the liberal professions, government or the arts, who mostly live in very expensive middle ring London suburbs.

Type A03 - Top business people returning late at night to their big houses in extensive grounds.

Type A03 contains very wealthy people, many of whom are senior business managers, living in large detached houses in outer metropolitan suburbs.

Type A04 - Families in later lifestages, many retired following successful careers, in select neighbourhoods.

Type A04 contains wealthy older people living in large detached houses, often in choice residential locations in semi rural settings.

Type A05 - Well-educated older professionals living in established suburbs.

Type A05 contains well educated older professionals who work in senior, often public sector, positions in the centres of large provincial cities and who live in their older established suburbs.

Type A06 - Corporate high-fliers living in spacious, often modern, detached houses.

Type A06 are found in areas of modern, high specification family housing, mostly in outer metropolitan areas, which attract well paid executives working in large corporations.

Type A07 - Higher income families living on the outskirts of commutable metropolitan areas.

Type A07 contains people living in environmentally attractive villages and small towns where highly paid long distance commuters mix with a more locally oriented older population.

Type B08 - The occupants of very recently built housing.

Type B08 In contains people living in houses built since 2001, the date of the last census. Most of these identify new residential areas.

Type B09 - Very young couples in recently developed housing working in intermediate jobs.

Type B09 contains very young couples, mostly working in intermediate level jobs in areas of new employment, who have bought homes on new housing estates built in the last ten years.

Type B10 - Younger professionals and managers who have bought expensive modern housing.

Type B10 contains younger professionals and managers who have bought expensive, modern, detached houses in rapidly expanding outer metropolitan areas.

Type B11 - Upper middle income families in good quality housing, many with school age children.

Type B11 contains upper middle-income families living in estates of detached houses many of which are now around twenty years old.

Type B12 - Mortgaged owner occupier families with middle income.

Type B12 is found in the modern suburbs of mortgaged owner occupiers which are affordable to middle income groups. Many are located in smaller towns with modern light manufacturing industries.

Type B13 - Young couples and families of modest education striving for an aspirational standard of living.

Type B13 contains confident, but not very well educated, co-habiting and married couples who live in mortgaged properties in areas of good employment opportunities.

Type B14 - Servicemen and their families who live in military accommodation.

Type B14 contains servicemen and their families who live in military accommodation.

Type C15 - Older couples and families reaping the benefits of their industrious working lives.

Type C15 contains many people in older working age groups, who own homes that were built during the 1970s, in areas of the country where planners were happy to allow rapid urbanisation.

Type C16 - Better off older couples living in bungalows and houses with large gardens, conservative in values and tastes.

Type C16 comprises people of older working ages who live on owner occupied estates built since the war on the outskirts of manufacturing towns. Many of the dwellings are bungalows.

Type C17 - Local professionals and small business proprietors in quiet residential areas.

Type C17 lives in quiet small estates, mostly built since 1945 in market towns that have some industrial employment. These estates will typically be home to local professionals and small business proprietors.

Type C18 - Middle aged, middle income owner occupiers in repetitive, semi-detached housing.

Type C18 contains middle aged, middle income owner occupiers living on very large developments of 1930s suburban semi-detached housing.

Type C19 - Upper white collar owners in established suburban housing.

Type C19 comprises a mixed social profile, but with a bias towards young professionals, residing in interwar semi-detached houses.

Type C20 - Well-qualified minority groups, many from Asia, living in semi-detached suburban areas.

Type C20 contains well-qualified minorities, mostly from Asia, who have settled in suburban semi-detached houses in inter war suburbs. (Note – This type does not appear in DCC)

Type D21 - Younger service workers enjoying a reasonably prosperous lifestyle in relatively small terraces.

Type D21 are found in areas of small, but not unattractive, terraced housing most of which was built just before or just after the First World War and which now displays a population profile surprisingly similar to the national average.

Type D22 - Older manual workers with a good standard of living in comfortable semis where traditional working class values are held.

Type D22 comprises older manual workers, many of them employees of manufacturing industries such as steel and chemical plants, who have traditionally enjoyed a high standard of living and who own the spacious post war semi-detached houses that they live in.

Type D23 - Self-sufficient families traditionally reliant on industrial employment, living in older terraces.

Type D23 contains owners of older, comfortable but unpretentious houses, often in ex-mining areas, who work in manufacturing and assembly plants.

Type D24 - Young families with limited incomes living in cheap terraced housing.

Type D24 contains poor, mostly white families, who own or privately rent, cheap terraced houses close to the centres of less prosperous provincial cities.

Type D25 - Young, unattached people in small flats above shops and older housing close to small town centres.

Type D25 contains young unattached people who live in small flats above shops or in the less prestigious side streets bordering the centres of small market towns and declining seaside resorts.

Type D26 - Larger families, many of South Asian origin, in high-density terraces.

Type D26 contains extremely poor people, many of them of Bangladeshi origin, who live in very low quality 19th century terraced housing in the inner areas of industrial towns. (Note – This type does not appear in DCC)

Type D27 - Young families and singles of varied ethnic decent, in high density, pleasant urban terraces.

Type D27 contains areas of Victorian and Edwardian two storey houses which are attractive to young second generation black British and other ethnic minorities as they move out from the inner city in search of affordable family accommodation.

Type E28 - Young, mobile population in a mix of jobs either in the service economy or in professional employment, in run-down urban areas.

Type E28 comprises a mixture of young professionals in rented flats, ethnic minorities sharing large old houses and poor tenants in council flats, that characterises many of the less well off areas surrounding the centre of London. (Note – This type does not appear in DCC)

Type E29 - High-salaried, twenty-something singles in smart flats in inner urban areas.

Type E29 contains twenty-something singles who command extremely high salaries working in high pressure jobs in central London. Most spend very small amounts of time in their smart, studio flats that are located in the inner suburbs. (Note – This type does not appear in DCC)

Type E30 - Younger, high-achieving professionals, enjoying a cosmopolitan lifestyle in a gentrified urban environment.

Type E30 contains areas, mostly in London, which have been gentrified since the 1960s by a new generation of young professionals quite content to trade access to the city for a higher density of population.

Type E31 - Well qualified singles and couples in caring professions renting lower quality inner terraces.

Type E31 contains large numbers of young professionals, many working in the public sector, who live in socially mixed, inner areas of historic regional centres.

Type E32 - Singles and childless couples in cul de sacs of small, often brownfield-site, newly built town houses.

Type E32 contains a mixture of singles, co-habiting partners, couples with just one child and separated people who live in compact new starter homes, often built on brownfield sites amidst areas of older housing.

Type E33 - Students and academics mix with young professionals in terraces relatively close to universities.

Type E33 is found in the older areas of provincial cities which are sufficiently close to universities to have large populations of students and recent graduates.

Type E34 - Undergraduate students living in halls of residence or close to universities.

Type E34 is found in the areas of provincial cities which contain university halls of residences and where the surrounding streets are rented out to undergraduate students.

Type F35 - Childless couples and singles renting in city centres from private or public landlords.

Type F35 contains people who live in the centres of cities and larger towns, mostly in mid rise rented flats in tenement blocks or above shops.

Type F36 - Tenants of public housing in inner city areas, with a high proportion belonging to minority communities.

Type F36 contains people who rent public housing in the inner areas of London where a particularly high proportion of the population belongs to minority communities. (Note – This type does not appear in DCC)

Type F37 - Low income young families with children in small, hard to let blocks of public sector purpose built flats.

Type F37 contains low income young couples with children who rent homes in purpose built flats from local councils in England's larger cities.

Type F38 - Young people in public sector high rise tower blocks with high levels of deprivation.

Type F38 contains areas where the majority of the population live in high rise flats and suffer from very high levels of social and economic deprivation.

Type F39 - Settled older couples and pensioners with low income renting small flats and maisonettes.

Type F39 contains areas, mostly in England, where small inner city flats and maisonettes are occupied by low income couples and pensioners whose children are now independent.

Type F40 - Young children in mid-rise, walk-up council flats with poor social and housing conditions.

Type F40 contains households with young children; renting very small flats in mid rise walk up flats on large council schemes. These neighbourhoods are mostly in Scotland.

Type G41 - Disadvantaged families with children on very low incomes, typically living in low rise council estates.

Type G41 contains large numbers of young families on very low incomes who live in extensive areas of low rise public housing on the outskirts of major provincial cities where few people have exercised their right to buy.

Type G42 - Tenants reliant on city councils for housing and transport, where few neighbours have bought their homes.

Type G42 contains large numbers of people in large provincial cities, who are on low incomes and are particularly dependent on city councils for housing and for transport.

Type G43 - Settled but poor older people in low-rise social housing, often found in declining industrial areas.

Type G43 is found in parts of declining industrial areas, where a poor but relatively stable, elderly population lives in low rise council owned properties typically forty or more years old.

Type H44 - Workers reliant on manufacturing employment living in low value terraced houses.

Type H44 neighbourhoods are mostly found in traditional mining communities, which are still intensely dependent on manufacturing employment. Though these are mostly very poor communities it does not cost much to own the terraced houses in which most people live.

Type H45 - Low income older workers in manufacturing jobs, some may have bought their council terraces.

Type H45 contains people of older working age, working in manufacturing industries and living in mixed areas of older council housing and owner occupied terraces.

Type H46 - Younger owners, many in good quality ex-council properties, take advantage of local economic opportunities.

Type H46 contains young couples who have exercised the right to buy their council houses, encouraged by high house prices and booming economies. They are found mostly around the M25.

Type H47 - Young families with local light industry or factory jobs have confidently exercised their right to buy.

Type H47 contains families with young children who live on recently built council estates in planned communities, built around new light industrial estates and assembly plants.

Type I48 - Single pensioners in small, publicly rented flats, many of which were built for this age group.

Type I48 in Flats are found in areas of small, publicly rented flats, often in larger towns, which are better suited to the needs of single people and pensioners than they are to the needs of families with children.

Type I49 - Elderly people living in low rise council housing, often on low incomes.

Type I49 is found in the bigger Scottish cities, where large numbers of empty nesters and pensioners live in 'better' council estates, though often in cramped conditions and on low incomes.

Type I50 - Old people in specially constructed accommodation mostly managed by local authorities, many with a resident warden.

Type I50 contains old age pensioners who live in small pockets of specially built bungalows and flats, typically within more extensive estates of public sector housing.

Type J51 - Very elderly people of independent means who have moved to modest apartments suitable for their needs.

Type J51 contains large numbers of pensioners who, on account of old age, ill health or bereavement, have exchanged a house with a garden for a modest apartment in a small block of purpose built flats, usually close to the sea.

Type J52 - Well-educated couples and wealthy older people in smart private flats or older town houses.

Type J52 consists of well educated couples, who for various reasons don't have children, and wealthy older people, who can no longer manage the responsibility of homes with gardens. They live in small modern purpose built apartments and attractive but compact older town houses in historic settings.

Type J53 - Well-off early retirees enjoying affluent and active lifestyles in pleasant locations.

Type J53. Contains well educated, early retirees and pensioner couples who see no contradiction between retirement and the enjoyment of an active lifestyle. Such people live not just on the coast but increasingly in attractive country villages

Type J54 - Better-off, relatively active pensioners who favour bungalows often in traditional retirement areas.

Type J54 is found mostly by the seaside, where elderly couples have retired to enjoy a pleasant climate in the company of people of a similar age and similar values.

Type J55 - Lower income pensioners and middle income workers who live in small, semi-rural communities and resorts.

Type J55 contains mixed populations of lower income pensioners and middle income workers who live in second tier seaside resorts and in small, semi rural communities.

Type J56 - People living in seaside resorts and small inland towns who cater for the needs of visitors.

Type J56 contains people living in seaside resorts and small inland towns who cater for the needs of day trippers and summer holiday makers.

Type K57 - Incoming visitors and locals in places of great natural beauty.

Type K57 is found in rural areas, where urban people own many second homes and where bed and breakfasts and other agro-tourism enterprises provide important sources of seasonal income.

Type K58 - Farmers and wealthy commuters in rural areas accessible to towns.

Type K58 contains farming communities set in areas of high landscape value which, on account of their accessibility to towns, attract a minority of very wealthy households.

Type K59 - Village dwellers living well away from major population centres.

Type K59 is found in lowland Britain, in communities that have been relatively unaffected by the attentions of urban commuters, wealthy pensioners, weekenders or summer holidaymakers.

Type K60 - Scattered farmers, many of whom are owner managers of medium sized operations, in sparsely populated locations.

Type K60 contains populations of scattered farmers most of whom are owner managers of medium sized operations with a bias towards dairying rather than cereals or intensive agribusiness.

Type K61 - Farmers in more isolated areas of mostly upland agriculture who manage small farm holdings.

Type K61 mostly contains farmers who manage small farm holdings without the assistance of paid labour, in isolated areas of upland agriculture.