



Mosaic UK E-Handbook



Group and Type Table

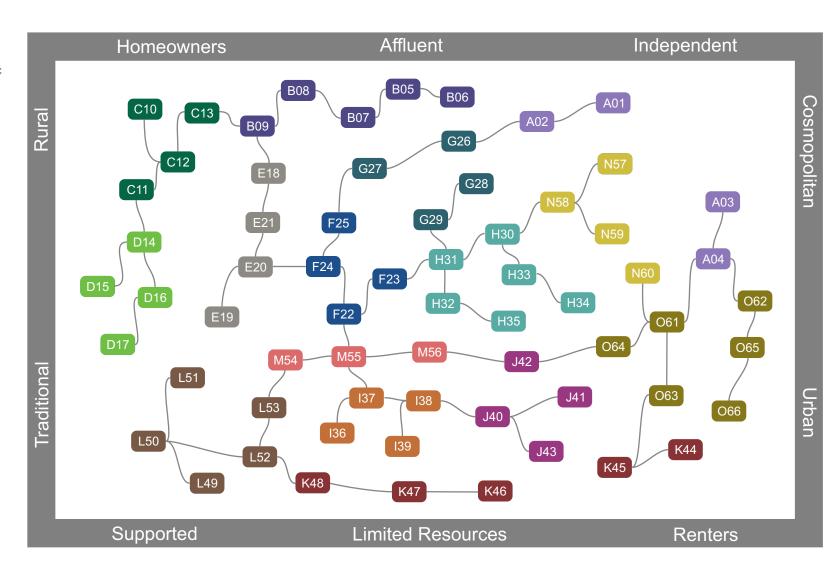
Δ	A01	World-Class Wealth
Citv	A02	Uptown Elite
Prosperity	A03	Penthouse Chic
	A04	Metro High-Flyers
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Prestige	B06	Diamond Days
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The family tree illustrates the major demographic and lifestyle polarities 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



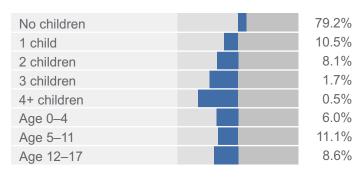
4.07% 4.51% **1**



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%

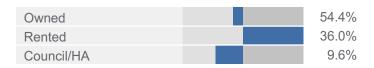
Household composition

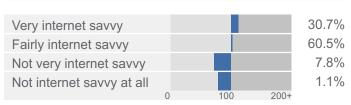
Families				11.0%
Extended family				4.5%
Extended household				6.3%
Pseudo family				14.8%
Single male				20.7%
Single female				19.6%
Male homesharers			221	4.8%
Female homesharers				4.0%
Mixed homesharers			210	10.1%
Abbr. male families				1.2%
Abbr. female families				1.3%
Multi-occupancy dwelling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



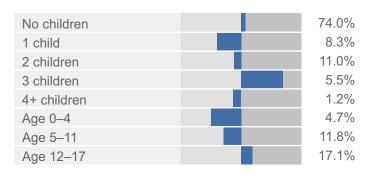
7.39% 8.93% **2**



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%

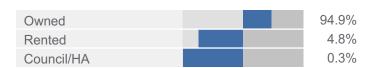
Household composition

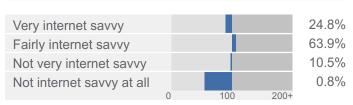
Families					42.5%
Extended family				239	17.5%
Extended household					7.9%
Pseudo family					6.1%
Single male					9.1%
Single female					9.8%
Male homesharers					0.8%
Female homesharers					1.0%
Mixed homesharers					2.2%
Abbr. male families					1.6%
Abbr. female families					1.4%
Multi-occupancy dwelling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



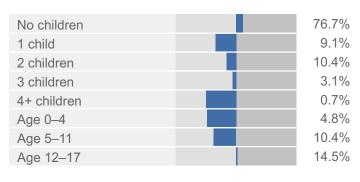
6 6.64% | 6.24% **2**



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



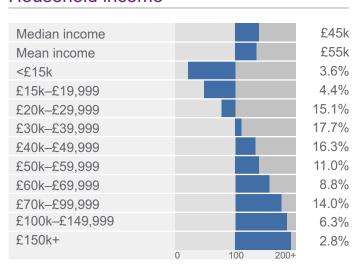
Property²

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%

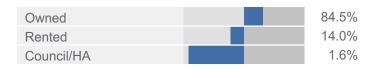
Household composition

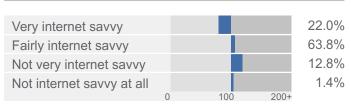
Families					38.2%
Extended family					9.0%
Extended household					5.9%
Pseudo family					7.3%
Single male					15.0%
Single female					17.7%
Male homesharers					1.0%
Female homesharers					1.3%
Mixed homesharers					1.9%
Abbr. male families					1.3%
Abbr. female families					1.3%
Multi-occupancy dwelling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



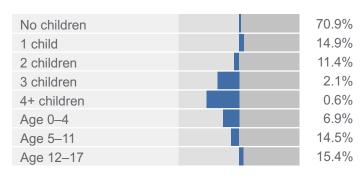
6.54% 6.00% **1**



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%

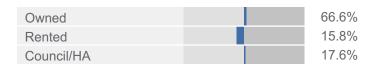
Household composition

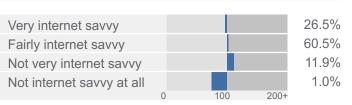
		_		
Families				24.8%
Extended family				6.9%
Extended household				5.5%
Pseudo family				11.1%
Single male				18.5%
Single female				22.7%
Male homesharers				1.5%
Female homesharers				2.6%
Mixed homesharers				3.6%
Abbr. male families				1.3%
Abbr. female families				1.7%
Multi-occupancy dwelling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

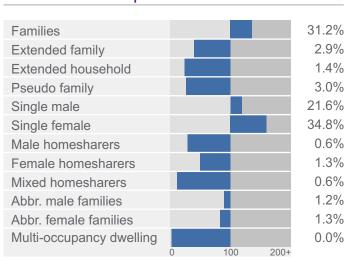
Children¹

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%

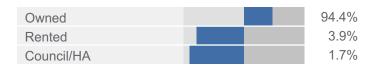
Household composition

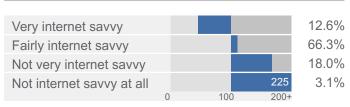


Household income

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**



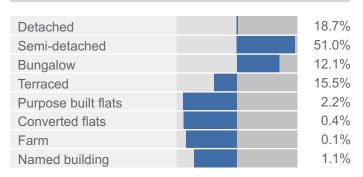
Age

	_	
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



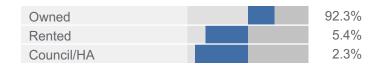
Household composition

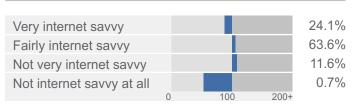
Families					23.8%
Extended family				325	23.8%
Extended household					11.4%
Pseudo family					4.4%
Single male					13.7%
Single female					13.3%
Male homesharers					0.9%
Female homesharers					1.3%
Mixed homesharers					2.5%
Abbr. male families					2.2%
Abbr. female families					2.6%
Multi-occupancy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



3 7.32% 8.20% **2**





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%

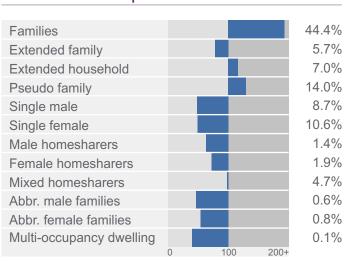
Children¹

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%

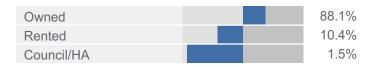
Household composition

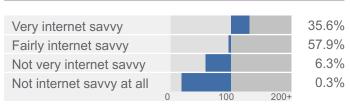


Household income

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%

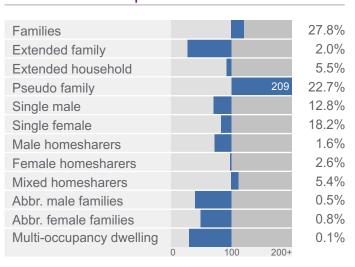
Children¹

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%

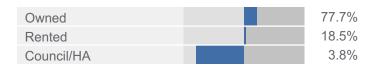
Household composition

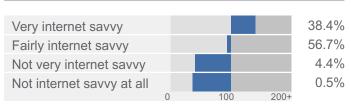


Household income



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

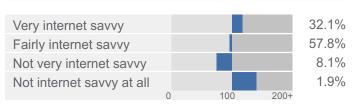
Families				18.3%
Extended family				8.7%
Extended household			203	12.2%
Pseudo family				17.4%
Single male				7.0%
Single female				18.6%
Male homesharers				1.3%
Female homesharers				4.6%
Mixed homesharers				8.1%
Abbr. male families				1.1%
Abbr. female families				2.5%
Multi-occupancy dwelling	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

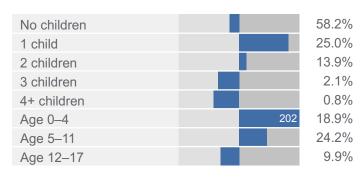


6 5.22% 4.89% **1**

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%

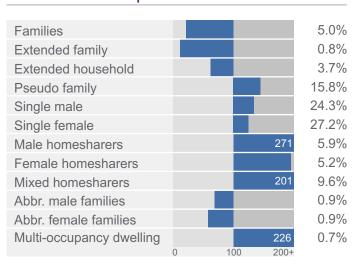
Children¹



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

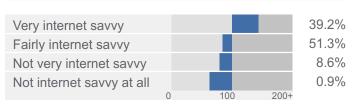


Household income

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



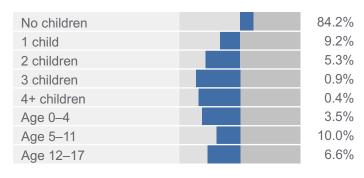
6.74% 5.97% **1**



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%

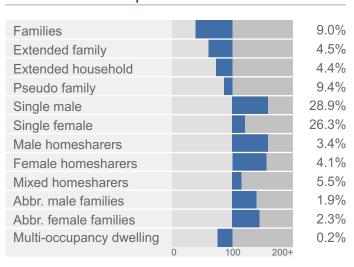
Children¹



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%

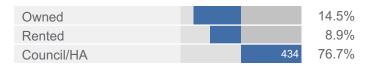
Household composition

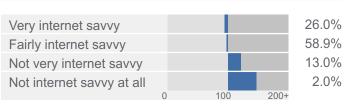


Household income

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

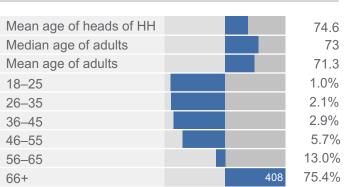
Elderly people with limited pension income, mostly living alone



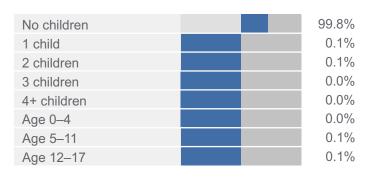
6.46% 4.17% **1**



Age



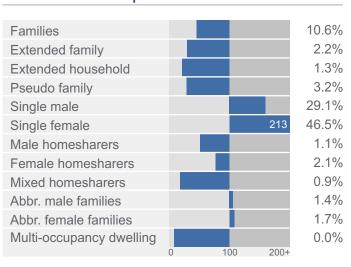
Children¹



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%

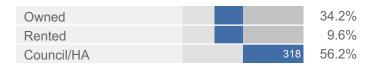
Household composition

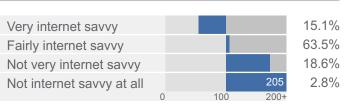


Household income

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%

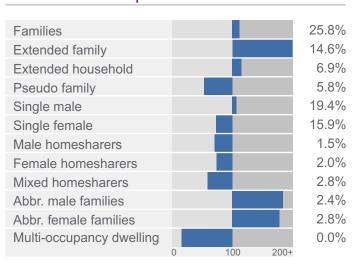
Children¹

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%

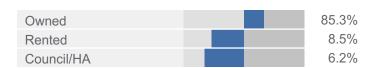
Household composition

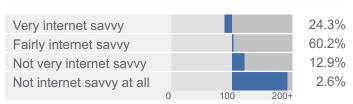


Household income

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

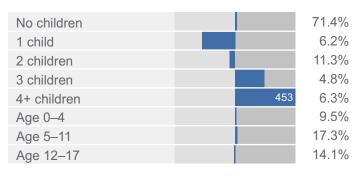


4.76% 5.70% **1**

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%

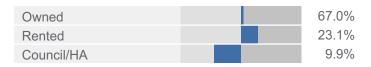
Household composition

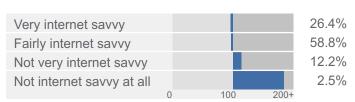
Families				12.2%
Extended family				8.6%
Extended household				9.0%
Pseudo family				10.0%
Single male				18.2%
Single female				19.5%
Male homesharers				3.8%
Female homesharers				3.2%
Mixed homesharers			205	9.8%
Abbr. male families				2.4%
Abbr. female families				2.2%
Multi-occupancy dwelling	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

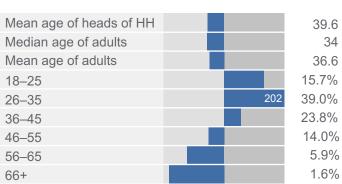
Educated young people privately renting in urban neighbourhoods



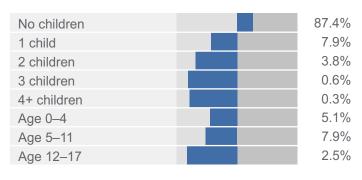
6.51% 1.75% 6.51%



Age



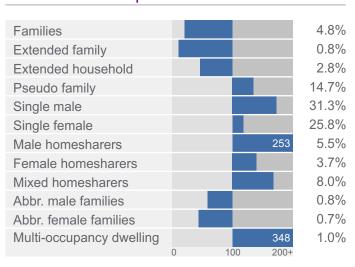
Children¹



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

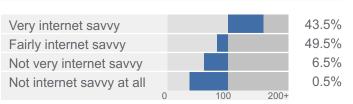


Household income

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%
	C)	10	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.