

 the audience agency

Creative People and Places

Profiling and Mapping – 2020/21

National Report

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About this report

The analysis in this report is based on postcodes provided by 31 Creative People and Places projects, for events that took place between 1st April 2020 and 31st March 2021. Each postcode represents a visitor or participant to either a physical or digital activity; these are referred to as ‘participants’ within this report.

All maps, charts and tables are based on the number of participants from a particular area, or belonging to a particular Audience Spectrum segment, Mosaic group or Mosaic type. A spreadsheet containing the full analysis tables is available alongside this report - please contact info@creativepeopleplaces.org.uk.

The analysis has been carried out by the Research Team at The Audience Agency. For more information on this report please contact research@theaudienceagency.org.

Changes in 2020/21 reporting

Prior to 2020/21, the national CPP profiling only covered physical participation; neither postcodes nor participant figures relating to digital-only activity were collected. Due to changes in programming related to the COVID-19 pandemic, for the 2020/21 financial year CPPs were asked to also include postcodes for elements of their programme which were delivered online or digitally, as well as for any in-person activity.

Notes on the data

A total sample of 14,245 UK postcodes was available across 31 projects. Of these 13,860 postcodes were matched to an Audience Spectrum segment and 13,974 were matched to a Mosaic group and type.

In this report, ‘National participant profile’ refers to **all CPP project participants in 2020/21**, where the audience size of each CPP project is taken into account and the results weighted accordingly (i.e. projects which had more participants are more prominent in the profiles, regardless of the number of postcodes provided). All data is weighted according to the audience size reported by each project manager, which totalled 2,827,660 participants across the 31 projects for which data was provided.

For comparison, an ‘Average place participants profile’ is also given, which refers to the average profile seen across all CPP projects, for those places that provided participant postcodes. This provides a ‘flattened’ version of the profile, where all Places are given

equal weighting, regardless of their total audience size, and therefore describes what the ‘average’ CPP project looked like in 2020/21.

A full breakdown of audience size and number of valid UK postcodes by CPP project is as follows:

Project name	Project area	Participants	Valid postcodes
Appetite	Stoke-on-Trent	398,682	152
Appetite - expansion fund	Newcastle-under-Lyme	576,610	377
Back to Ours	Kingston-upon-Hull	243,194	1,931
Bait	South East Northumberland	3,947	498
Barra Culture	Barrow-in-Furness	67	53
BasildON	Basildon	247,837	663
CPP Hounslow	Hounslow	45,247	126
Creative Barking and Dagenham	Barking & Dagenham	1,728	354
Creative Black Country	Sandwell, Walsall and Wolverhampton	5,308	208
Creative Black Country - expansion fund	Dudley	11,189	291
Creative Scene	Kirklees	28,577	500
East Durham Creates	County Durham	203,681	1,931
First Art	Ashfield, Bolsover, Mansfield and North East Derbyshire	40,023	1,939
Freshly Greated	Great Yarmouth	14,155	75
Havering Changing	Havering	4,056	167
Heart of Glass	St Helens	161,824	249
HOME Slough	Slough	130,095	156
Ideas Test	Swale and Medway	61,940	46
LeftCoast	Blackpool and Wyre	286,910	1,008
Made with Many (formerly Made in Corby)	Corby	16,433	869
Made with Many - expansion fund	Wellingborough	3,402	639
Market Place CPP	Fenland and Forest Heath	77,464	78
Peterborough Presents	Peterborough	2,281	43
Revoluton Arts	Luton	23,746	73

Right Up Our Street	Doncaster	193,366	199
Seed	Sedgemoor	14,357	672
Super Slow Way	Pennine Lancashire	2,533	212
The Cultural Spring	Sunderland and South Tyneside	4,358	384
The Leap	Bradford	18,416	196
Three Rivers	Bexley	1,430	17
Transported	Boston and South Holland	4,804	139
<i>All Participants</i>		<i>2,827,660</i>	<i>14,245</i>
<i>Place Average</i>		<i>91,215</i>	<i>460</i>

**East Durham Creates' project area revised in 2020/21 from 'East Durham' to County Durham Local Authority*

**Creative Scene's project area revised in 2020/21 from 'North Kirklees' to Kirklees Local Authority*

**Borderlands and Flux Capacitor did not contribute data for 2020/21 so are not represented in the analysis*

Geo-demographic profiling

Geo-demographic profiling classifies people into different 'types' depending on where they live, and can be used to understand the lifestyles, preferences and motivations of a group of attendees.

Audience Spectrum is a population profiling tool which describes attendance, participation and engagement with the arts, museums and heritage, as well as behaviours, attitudes and preferences towards such organisations. It is specifically designed to meet the needs of small and large scale, ticketed and non-ticketed organisations from across the cultural sector.

Audience Spectrum assigns one of ten segments to each UK household, based on likely engagement with and preferences towards arts, museums and heritage. These segments are also grouped into three engagement levels - High, Medium and Lower engagement - which summarise broadly their propensity to engage in the arts and culture. To find out more and to view the pen portraits for each segment visit:

www.theaudienceagency.org/audience-spectrum

Mosaic combines a wide range of information from over 400 sources to create a summary of the likely characteristics of each UK household. Households are assigned to a 'group', of which there are 15 in Mosaic, which describes their likely socio-economic and cultural behaviour. Each group is then broken down into a total of 66 'types' so that each household has a further, more detailed categorisation.

Mosaic is used across a number of business sectors and is also an effective tool when applied to the arts. It is particularly useful for:

- Understanding your audiences beyond their engagement with culture
- Identifying hot-spots and understanding cold-spots
- Targeting to postcode and household level
- Selecting promotional/advertising media and marketing messages

How to read the tables

The profiling tables in this report show the size of each segment, group or type within the participant profile and compares this to the size of that segment, group or type within the base population (in this case, all households in England). Percentages are provided to show the proportion that each segment, group or type makes up of the total.

The index figures show whether each is over- or under-represented in the participant profile compared to the base population. An index of 100 occurs where the proportion of a group in the sample exactly matches the size of that group within the base population.

An index over 100 indicates this group is over-represented in the participant profile compared to the population of the base area. Indexes of 120 or over are highlighted, with the index being coloured **red**. An index of less than 100 indicates this group is under-represented in the participant profile compared to the population. Indexes of 80 or under and highlighted with the index being coloured **blue**.

Overall Findings

Audience Spectrum profile

Across all CPP projects in 2020/21, **53% of participants belonged to one of the lower engaged Audience Spectrum segments**, 30% one of the medium engaged segments and 17% one of the higher engaged segments. This compares to 36% lower, 39% medium and 25% higher households in England as a whole. Amongst CPP participants, **8% more are from lower and medium engaged segments** than amongst English households.

The four most prominent Audience Spectrums segments across the CPP national participant profile are Facebook Families, Up Our Street, Trips and Treats and Dormitory Dependables. 58% of all participants belong to one of these four groups.

- **Facebook Families:** Harder pressed suburban and semi-urban households for whom arts and culture plays a small role (*Lower engagement*)
- **Up Our Street:** Reasonably comfortably off households, occasional audiences for popular arts & entertainment, museums and heritage sites (*Lower engagement*)
- **Trips & Treats:** Suburban households, often with children, whose cultural activities usually are part of a day out or treat (*Medium engagement*)
- **Dormitory Dependables:** Regular but not frequent cultural attenders living in city suburbs and small towns (*Medium engagement*)

Facebook Families, a lower engaged group, is 50% more prominent in the CPP national participant profile compared to England - making up 18% of the CPP participants and only 12% of English households. Up Our Street is similarly over-represented when compared to England, making up 15% of national participants compared to England's 10%. Heydays, another lower engaged group, is also over-represented at 10% of participants and 5% of English households.

The final lower engaged group, Kaleidoscope Creativity, is almost on par with England households, making up 10% and 9% respectively.

The most under-represented segment amongst CPP participants is Metroculturals, a segment with typically high levels of engagement. This segment accounts for 2% of all CPP national participants and 5% of households in England.

Mosaic profile

Mosaic groups

The three most prominent Mosaic groups amongst CPP participants are **Family Basics**, **Transient Renters** and **Vintage Value**. 34% of all participants belong to one of these three groups.

- **Family Basics:** Families with limited resources who have to budget to make ends meet.
- **Transient Renters:** Single people who pay modest rents for low cost homes.
- **Vintage Value:** Elderly people reliant on support to meet financial or practical need.

These three Mosaic groups are all over-represented amongst CPP participants when compared to English households. Family Basics is the most notably overrepresented, accounting for 14% of participants despite only making up 8% of English households.

Compared to England as a whole, the most under-represented groups amongst participants are City Prosperity, Country Living and Rural Reality, collectively representing 17% of England's households but only 8% of CPP participants in 2020/21.

Mosaic types

The ten most prominent Mosaic types amongst CPP participants are Families with Needs, Low Income Workers, Dependent Greys, Childcare Squeeze, Renting a Room, Make Do and Move on, Midlife Stopgap, Modern parents, Solo Retirees and Primary Ambitions.

Altogether, 39% of participants fall into one of these ten types, with the top five types alone accounting for a quarter of all participants.

- **Families with Needs:** Families with many children living in areas of high deprivation and who need support (*within the Family Basic Mosaic group*)
- **Low Income Workers:** Older social renters settled in low value homes in communities where employment is harder to find (*within Municipal Challenge Mosaic group*)
- **Dependent Greys:** Ageing social renters with high levels of need in centrally located developments of small units (*Within the Vintage Values Mosaic group*)
- **Childcare Squeeze:** Younger families with children who own a budget home and are striving to cover all expenses (*within the Family Basics Mosaic group*)
- **Renting a Room:** Transient renters of low-cost accommodation often within subdivided older properties (*within the Transient Renters Mosaic group*)

9 out of the top 10 Mosaic types are over-represented amongst CPP participants when compared with English households - most notably Dependent Greys and Low Income Workers which account for 5% and 6% of participants each and only 1% and 2% of households.

Geographic spread of visitors

Participants came predominantly from those areas where CPP projects were taking place, with 67% of participants living in the project area of the activity(s) they attended. There was a relatively large range found amongst the places, with the most 'local' seeing 98% resident in the project area, and the least 'local' attracting 35% of their participants from the project area. On average, 77% of a Place's participants lived in the local area.

Profiling

Audience Spectrum

Segment name	National Participant Profile 2020/21	Index (vs. England households)	Average place participant profile 2020/21	National Participant Profile 2019	National Participant Profile 2018	National Participant Profile 2017	England (households)
Metroculturals	2%	39	2%	3%	1%	1%	5%
Commuterland Culturebuffs	8%	75	7%	5%	4%	5%	11%
Experience Seekers	7%	78	7%	9%	5%	8%	8%
Dormitory Dependables	11%	75	11%	10%	13%	10%	14%
Trips & Treats	13%	93	13%	14%	20%	17%	14%
Home & Heritage	6%	60	7%	5%	8%	7%	10%
Up Our Street	15%	142	13%	12%	13%	14%	10%
Facebook Families	18%	152	19%	18%	20%	16%	12%
Kaleidoscope Creativity	10%	107	14%	19%	11%	18%	9%
Heydays	10%	204	7%	5%	5%	5%	5%

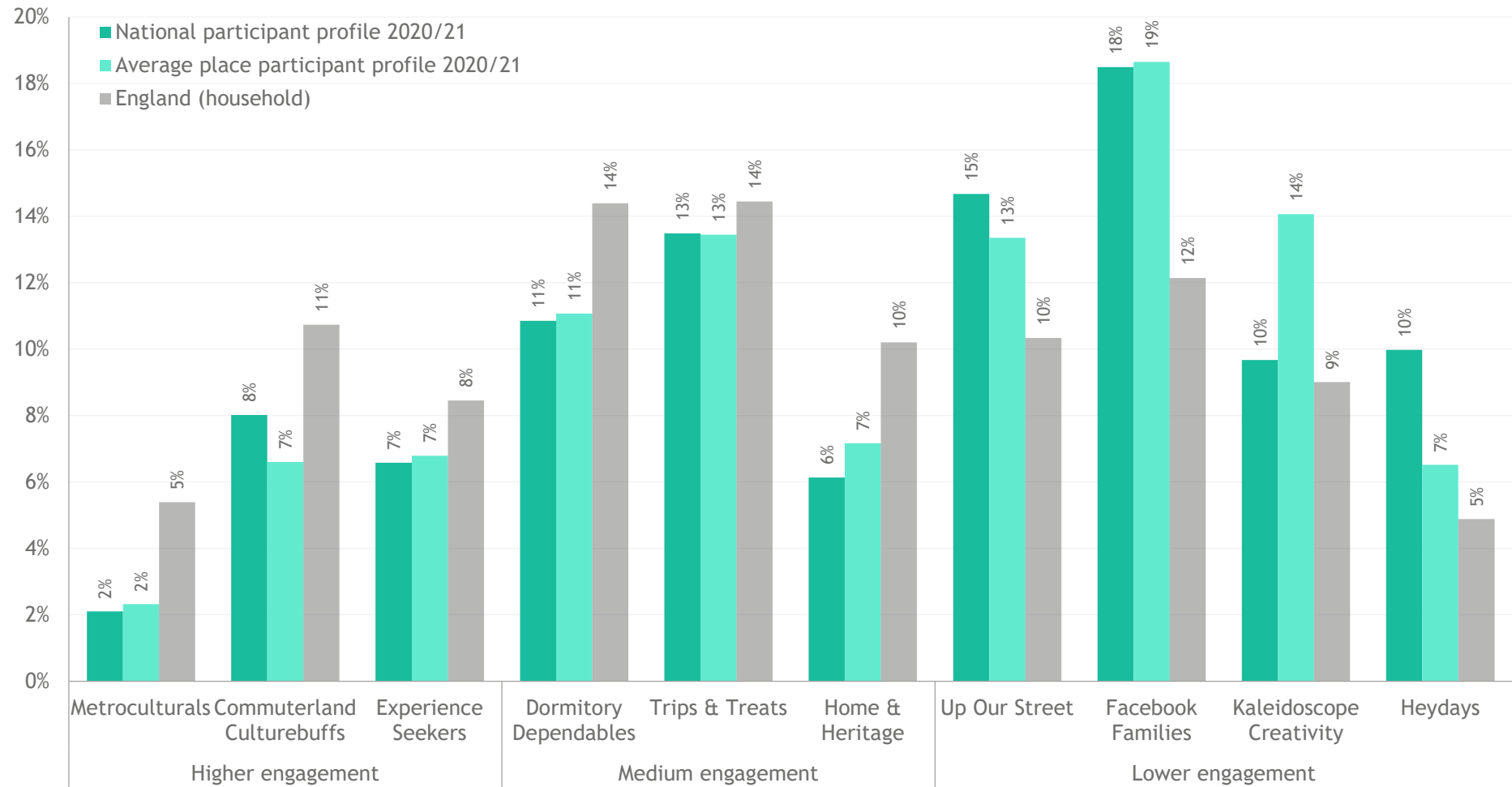
2020/21 base: 13,860 valid postcodes

2019 base: 22,300 valid postcodes

2018 base: 22,112 valid postcodes

2017 base: 25,473 valid postcodes

Audience Spectrum: 2020/21 participants compared to England households



Please note: On all charts the data label is rounded to the nearest percentage point whereas the bars show the actual (un-rounded) value.

Mosaic groups

Group name	National Participant Profile 2020/21	Index (vs. England households)	Average Participant profile 2020/21	National Participant Profile 2019	National Participant Profile 2018	National Participant Profile 2017	England (households)
A City Prosperity	2%	38	2%	3%	1%	1%	5%
B Prestige Positions	5%	70	5%	3%	3%	4%	7%
C Country Living	3%	47	3%	2%	3%	2%	6%
D Rural Reality	4%	66	6%	3%	5%	3%	6%
E Senior Security	7%	78	6%	4%	7%	7%	9%
F Suburban Stability	4%	76	4%	5%	7%	6%	6%
G Domestic Success	7%	92	7%	6%	6%	6%	8%
H Aspiring Homemakers	8%	85	9%	9%	12%	10%	9%
I Family Basics	14%	175	14%	11%	11%	12%	8%
J Transient Renters	11%	161	11%	11%	13%	10%	7%
K Municipal Challenge	9%	157	8%	9%	7%	5%	6%
L Vintage Value	10%	149	6%	5%	6%	6%	6%
M Modest Traditions	6%	137	5%	6%	8%	7%	4%
N Urban Cohesion	5%	90	8%	13%	7%	15%	5%
O Rental Hubs	6%	76	7%	9%	5%	8%	8%

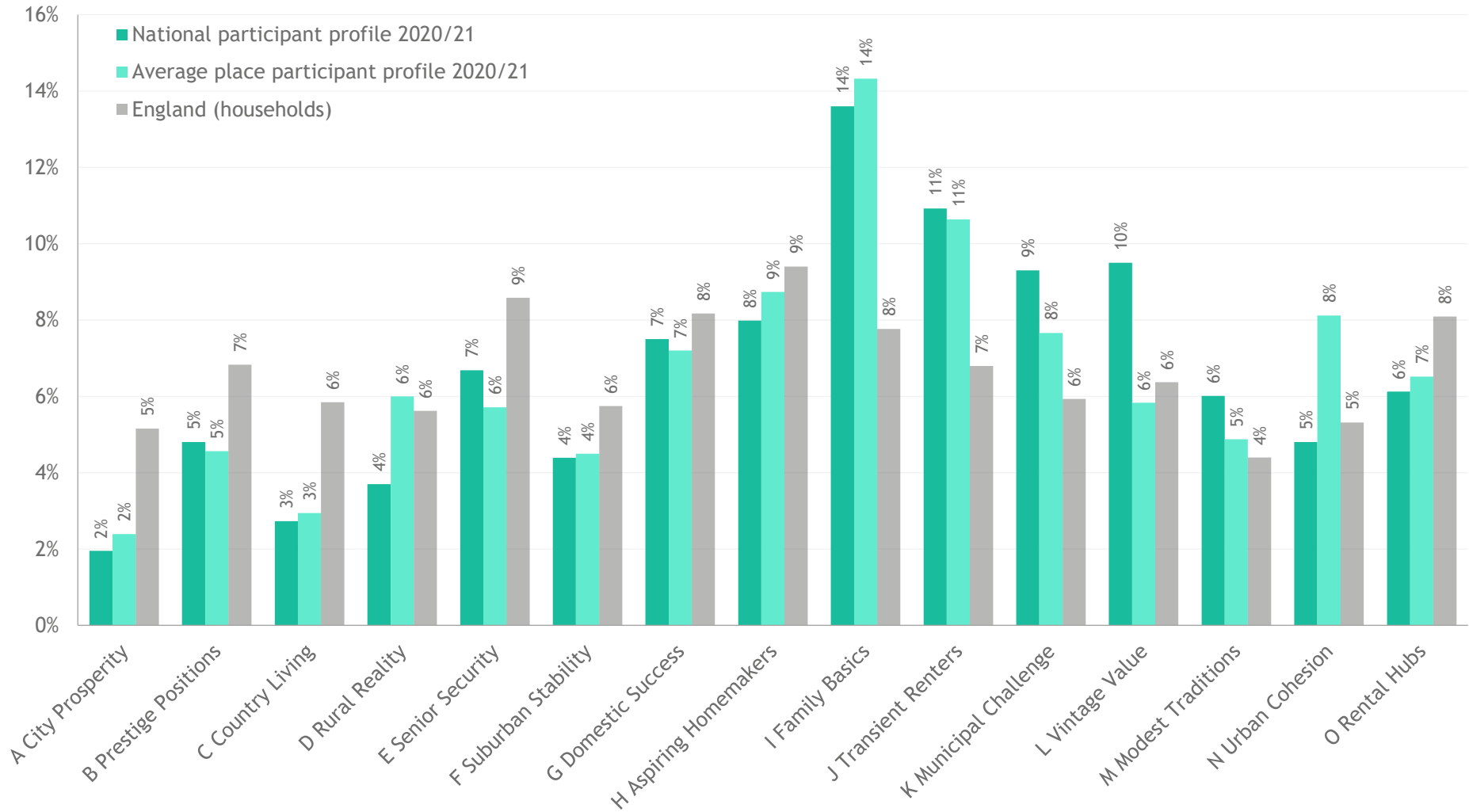
2020/21 base: 13,974 valid postcodes

2019 base: 22,419 valid postcodes

2018 base: 22,138 valid postcodes

2017 base: 25,649 valid postcodes

Mosaic groups: 2020/21 participants compared to England households



Top 10 Mosaic types

The following tables show the top 10 Mosaic types in National Participant Profile and the Average Participant Profile. A table showing the full Mosaic type profile is available in the accompanying spreadsheet.

Top 10 types in National Participant Profile

Type name	National Participant Profile 2020/21	Index (vs. England households)	Average place participant profile 2020/21	National Participant Profile 2019	National Participant Profile 2018	National Participant Profile 2017	England (households)
I39 Families with Needs	6%	228	6%	5%	5%	3%	3%
K48 Low Income Workers	6%	309	4%	4%	4%	2%	2%
L49 Dependent Greys	5%	489	3%	1%	2%	1%	1%
I38 Childcare Squeeze	4%	204	3%	3%	4%	4%	2%
J43 Renting a Room	3%	125	4%	5%	6%	5%	3%
J40 Make Do and Move On	3%	243	3%	3%	4%	2%	1%
J42 Midlife Stopgap	3%	133	2%	2%	3%	3%	2%
G28 Modern Parents	3%	193	2%	1%	2%	1%	1%
E21 Solo Retirees	3%	168	1%	1%	2%	2%	2%
H30 Primary Ambitions	3%	88	3%	2%	3%	3%	3%

2020/21 base: 13,974 valid postcodes

2019 base: 22,419 valid postcodes

2018 base: 22,128 valid postcodes

2017 base: 25,649 valid postcodes

Top 10 types in Average Place Participant Profile

Type name	National Participant Profile 2020/21	Index (vs. England households)	Average place participant profile 2020/21	National Participant Profile 2019	National Participant Profile 2018	National Participant Profile 2017	England (households)
I39 Families with Needs	6%	228	6%	5%	5%	3%	3%
I36 Solid Economy	2%	78	5%	2%	2%	2%	3%
N59 Asian Heritage	1%	52	4%	2%	3%	7%	1%
K48 Low Income Workers	6%	309	4%	4%	4%	2%	2%
J43 Renting a Room	3%	125	4%	5%	6%	5%	3%
N58 Cultural Comfort	1%	69	3%	5%	2%	3%	2%
N57 Community Elders	2%	127	3%	5%	2%	3%	1%
H30 Primary Ambitions	3%	88	3%	2%	3%	3%	3%
D15 Local Focus	1%	82	3%	1%	2%	1%	2%
I38 Childcare Squeeze	4%	204	3%	3%	4%	4%	2%

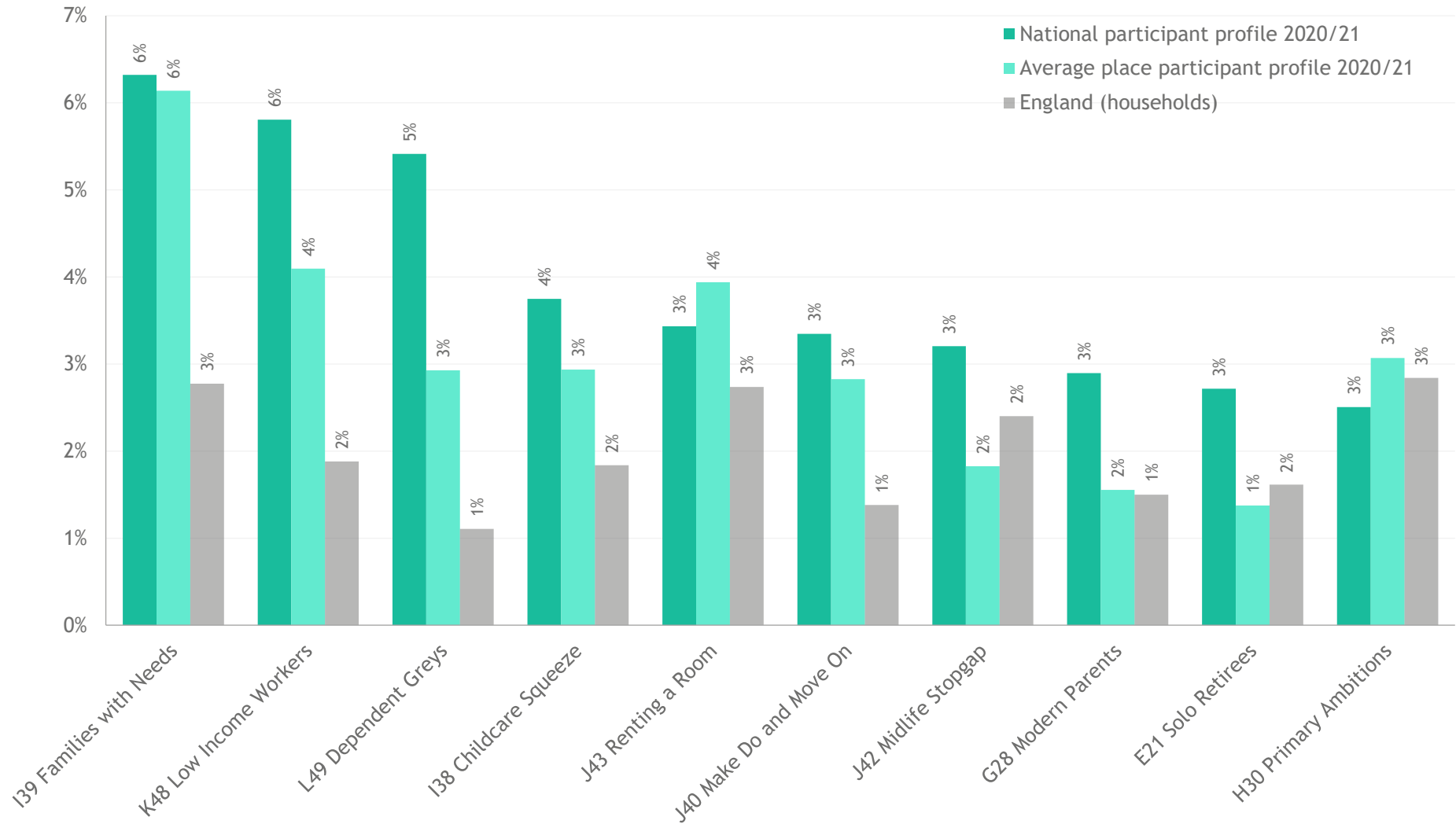
2020/21 base: 13,974 valid postcodes

2019 base: 22,419 valid postcodes

2018 base: 22,128 valid postcodes

2017 base: 25,249 valid postcodes

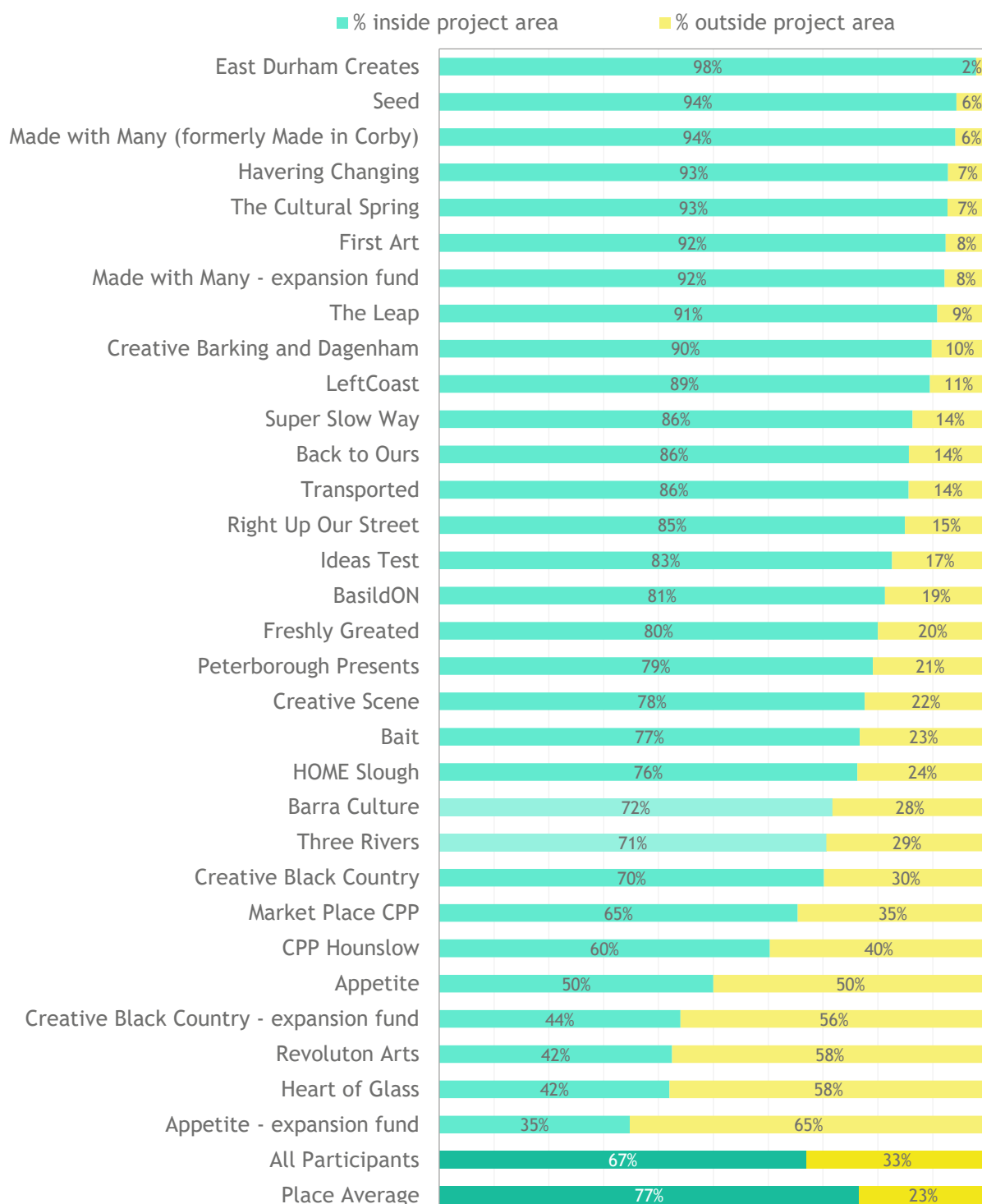
Top 10 Mosaic types: 2020/21 participants compared to England households



Geographic distribution

Proportion of participants resident within project areas

Each participant postcode was analysed to determine whether the participant lived within the project area for the event(s) they were attending, or elsewhere.



2020/21 base: 14,425 valid postcodes

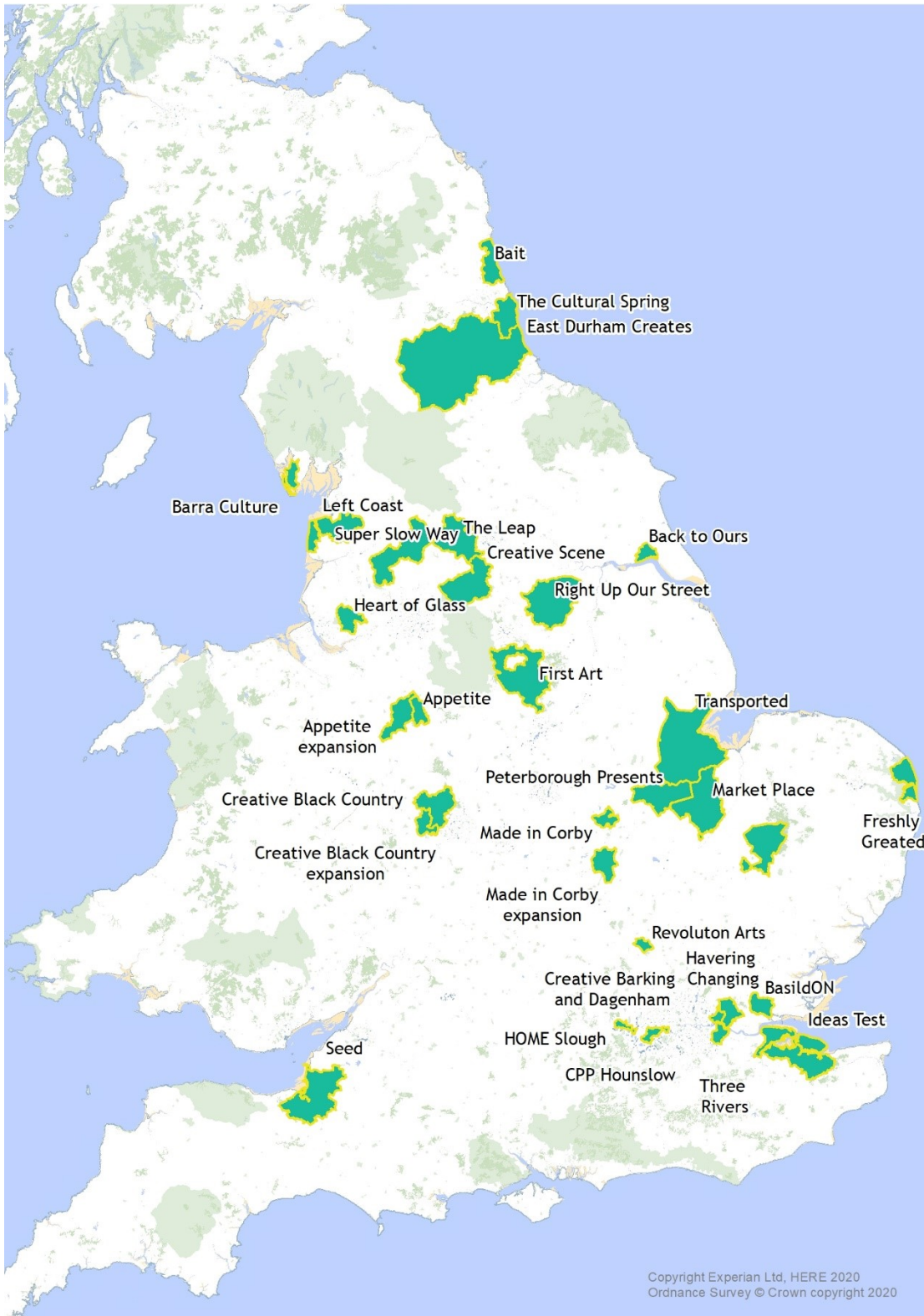
Project	Area	Inside project area (2020/21)	Inside project area (2019)	Inside project area (2018)	Inside project area (2017)
East Durham Creates	County Durham	98%	91%	85%	89%
Seed	Sedgemoor	94%	-	-	-
Made with Many (formerly Made in Corby)	Corby	94%	91%	85%	86%
Havering Changing	Havering	93%	-	-	-
The Cultural Spring	Sunderland and South Tyneside	93%	93%	89%	87%
First Art	Ashfield, Bolsover, Mansfield and North East Derbyshire	92%	77%	-	89%
Made with Many - expansion fund	Wellingborough	92%	-	-	-
The Leap	Bradford	91%	-	-	-
Creative Barking and Dagenham	Barking & Dagenham	90%	65%	73%	77%
LeftCoast	Blackpool and Wyre	89%	86%	69%	61%
Super Slow Way	Pennine Lancashire	86%	51%	77%	66%
Back to Ours	Kingston-upon-Hull	86%	66%	63%	-
Transported	Boston and South Holland	86%	83%	85%	86%
Right Up Our Street	Doncaster	85%	88%	86%	90%
Ideas Test	Swale and Medway	83%	79%	85%	92%
BasildON	Basildon	81%	-	-	-
Freshly Greated	Great Yarmouth	80%	-	-	-
Peterborough Presents	Peterborough	79%	82%	90%	71%
Creative Scene	Kirklees	78%	74%	75%	69%
Bait	South East Northumberland	77%	78%	84%	59%
HOME Slough	Slough	76%	87%	84%	73%
Barra's Culture	Barrow-in-Furness	72%	-	-	-
Three Rivers	Bexley	71%	-	-	-
Creative Black Country	Sandwell, Walsall and Wolverhampton	70%	66%	60%	86%

Market Place CPP	Fenland and Forest Heath	65%	73%	72%	77%
CPP Hounslow	Hounslow	60%	82%	78%	81%
Appetite	Stoke-on-Trent	50%	58%	53%	52%
Creative Black Country - expansion fund	Dudley	44%	-	-	-
Revoluton Arts	Luton	42%	82%	84%	73%
Heart of Glass	St Helens	42%	75%	73%	71%
Appetite - expansion fund	Newcastle-under-Lyme	35%	-	-	-
<i>All Participants</i>		67%	74%	74%	78%
<i>Place Average</i>		77%	77%	78%	77%

**Heart of Glass' inside/outside calculation is based on a combination of full and partial postcode data to more accurately reflect the distribution of participants than full postcode data alone*

Mapping

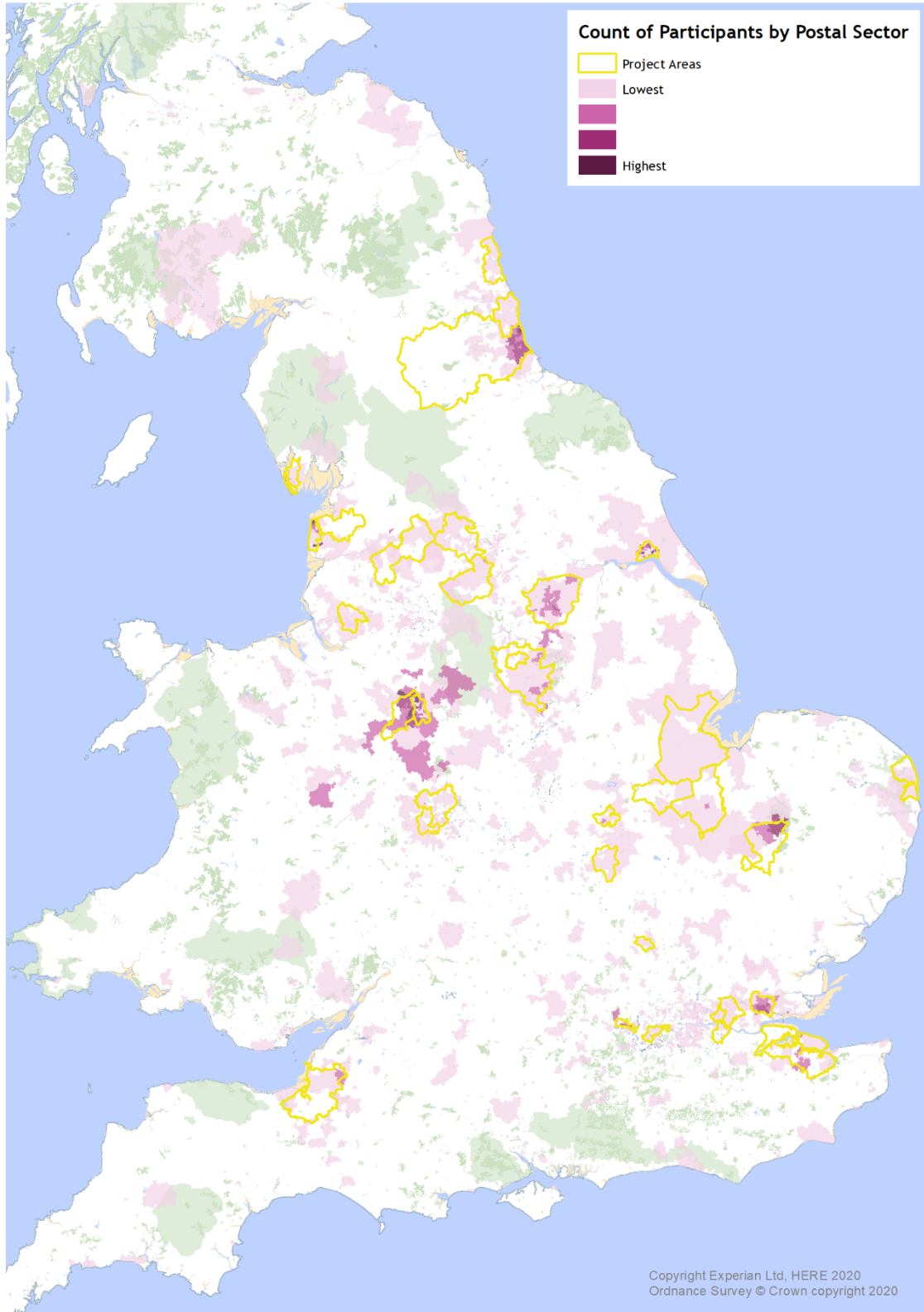
All CPP project areas



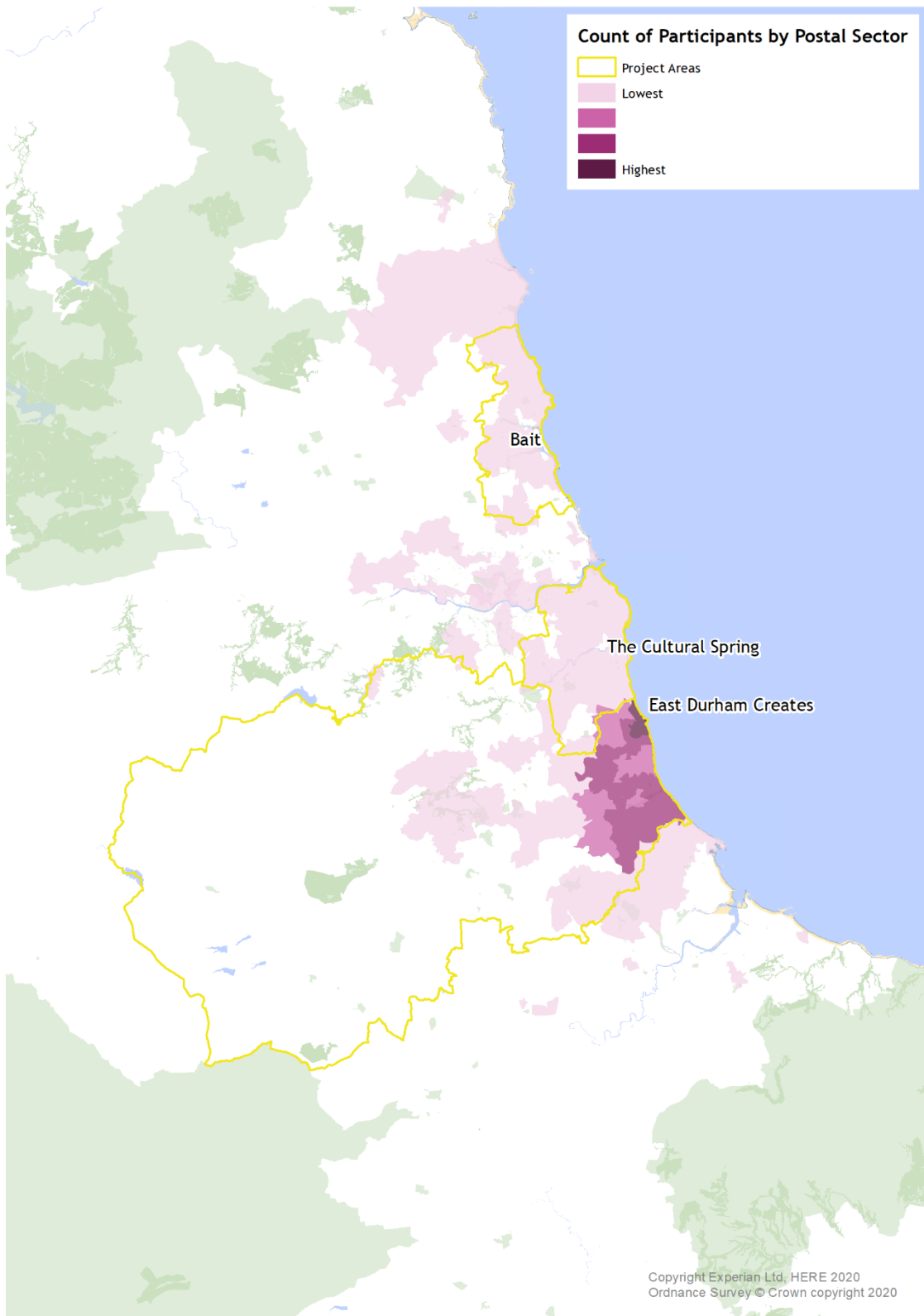
Participants by postal sector

The following maps show the distribution of the combined CPP audience, with the postal sectors in which more participants live being more darkly coloured.

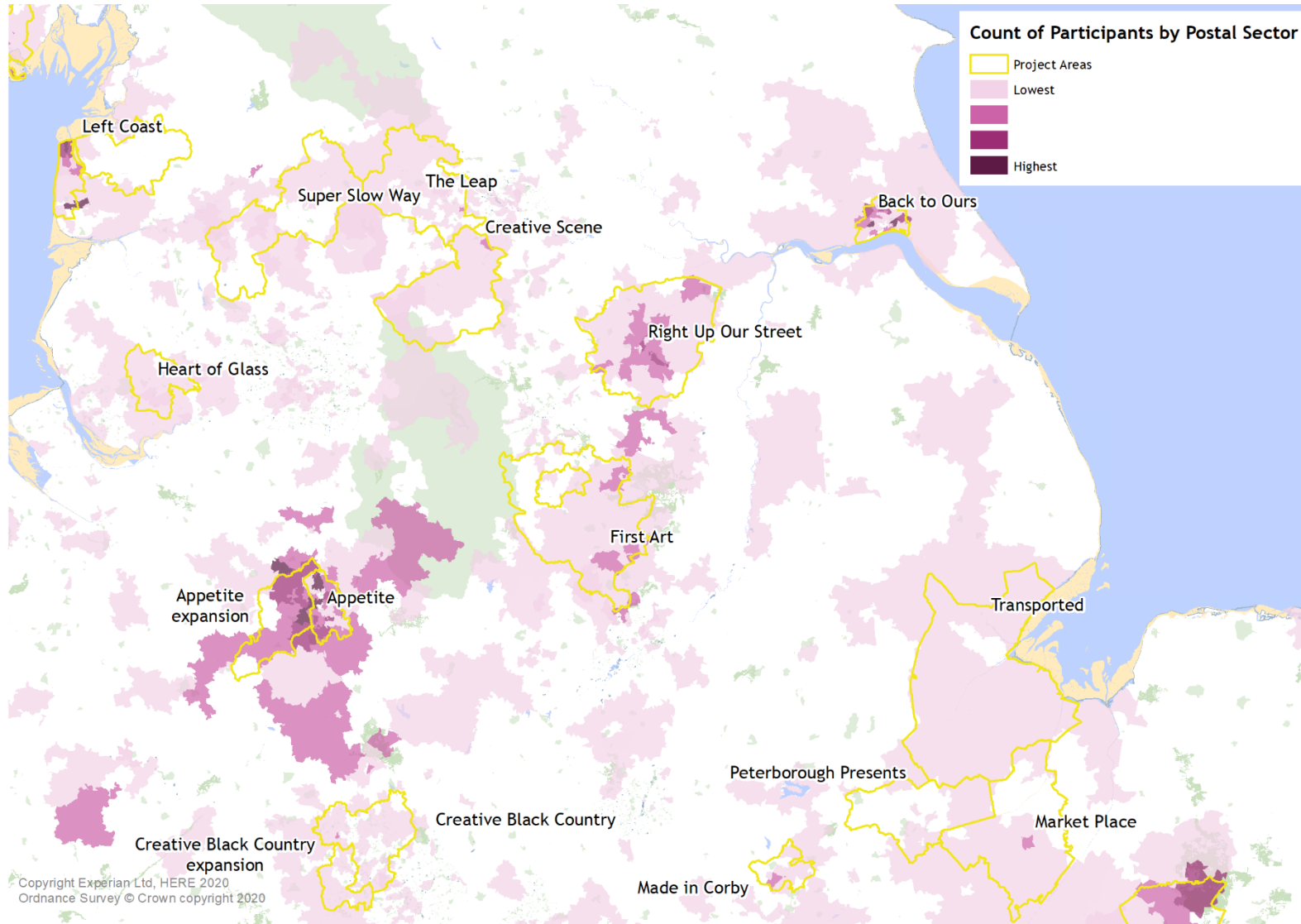
UK



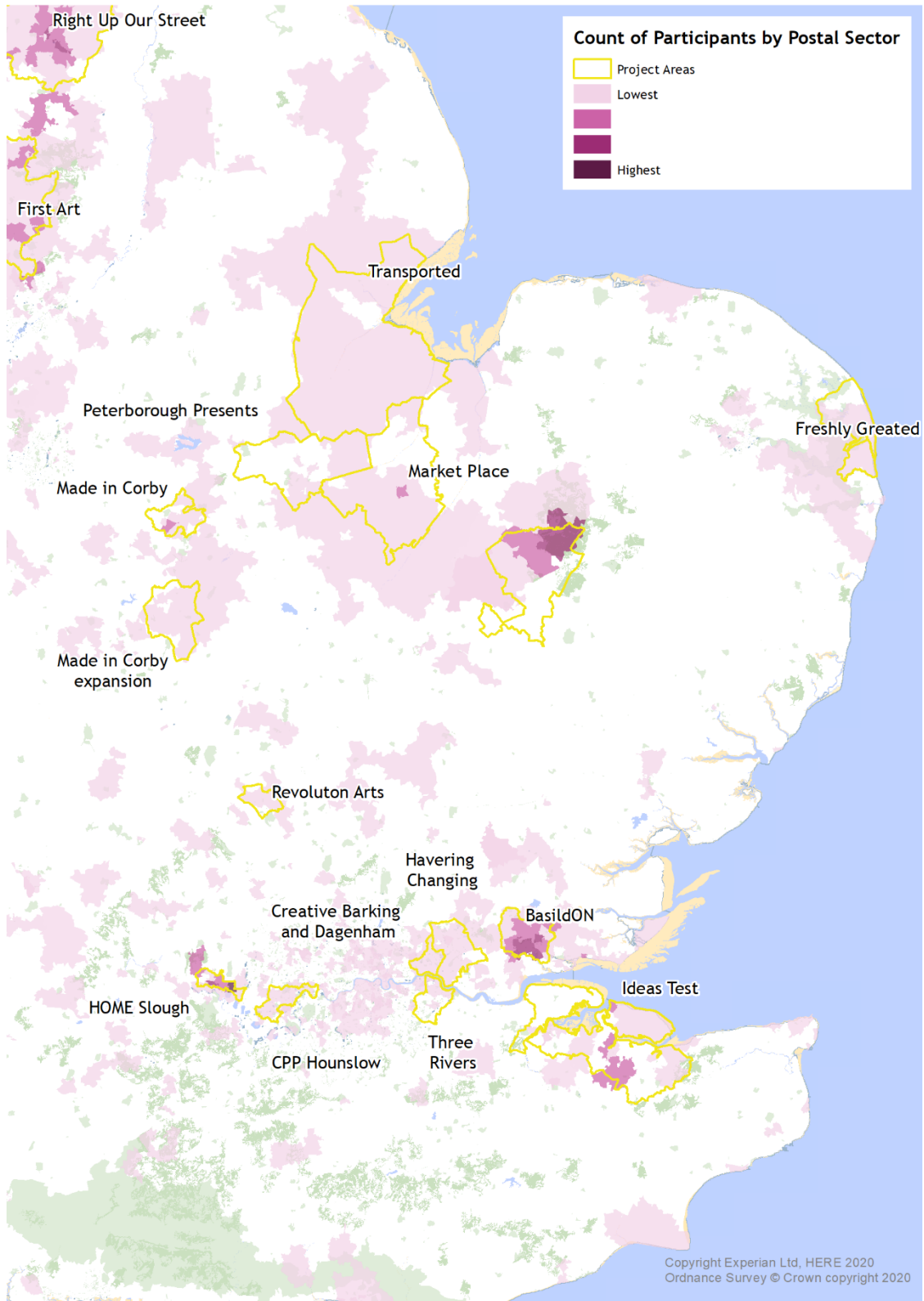
North East



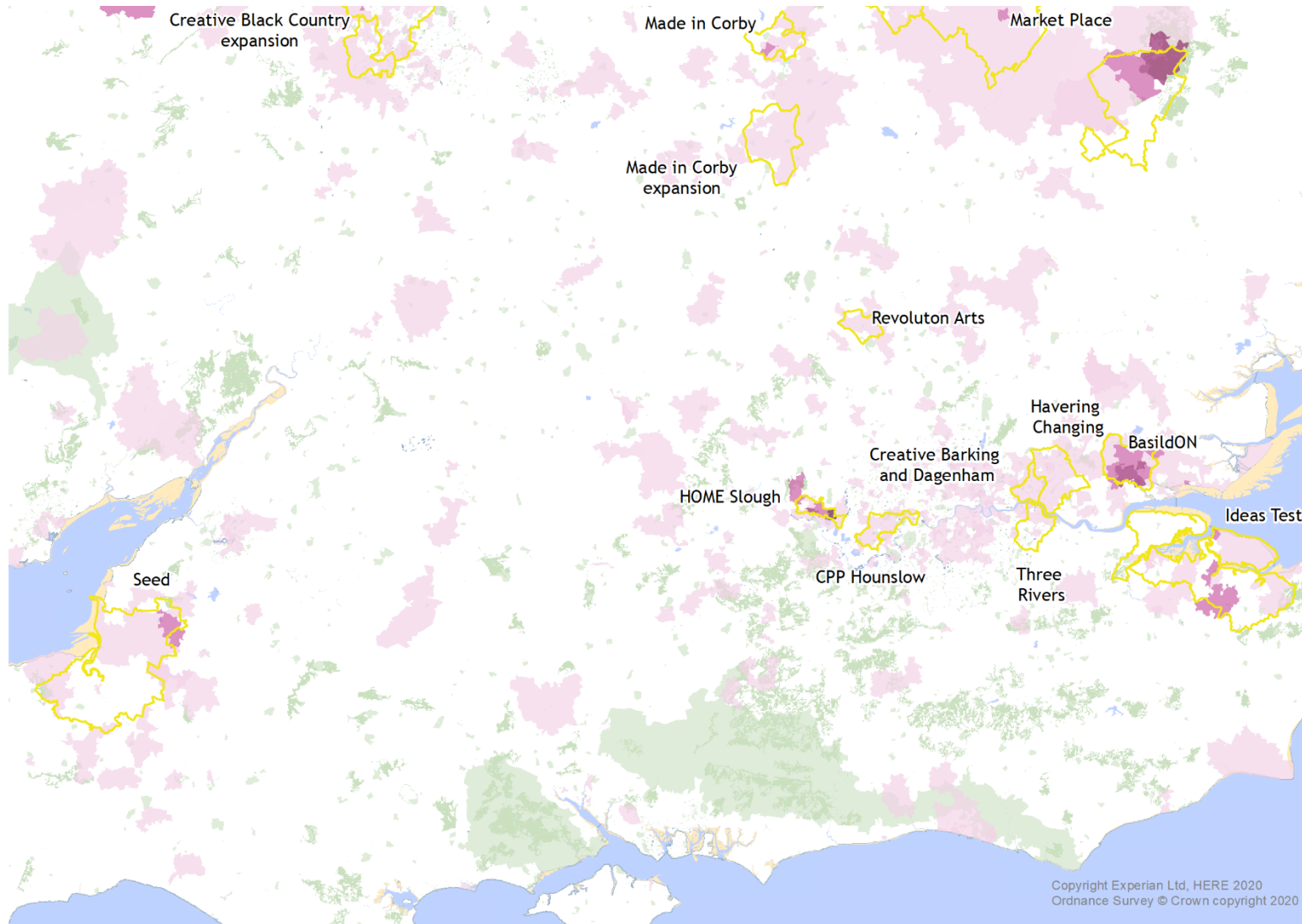
North West and Midlands



South and East



South and West



Appendices

i. Audience Spectrum segment descriptions

Metroculturals (High engagement)

Prosperous, liberal urbanites, Metroculturals choose a city lifestyle for the broad cultural opportunity it affords. They are therefore interested in a very wide spectrum of activity, but many tend towards their own preferred artform or style. Although active museum attenders, more engage with the arts and many on a weekly basis. Working in demanding but rewarding professions, they are highly educated and have a wide variety of other interests from food and travel to current affairs and architecture.

Commuterland Culturebuffs (High engagement)

Affluent and settled with many working in higher managerial and professional occupations. Commuterland Culturebuffs are keen consumers of culture, with broad tastes but a leaning towards heritage and more classical offerings. Mature families or retirees, living largely in leafy provincial suburban or greenbelt comfort, they are willing to travel and pay for premium experiences, their habits perhaps influenced by commuting. Motivations are multiple, ranging from social and self-improvement, to the pursuit of learning opportunities for older children. They tend to be frequent attenders and potential donors.

Experience Seekers (High engagement)

An important and significant part of urban arts audiences, these highly active, diverse, social and ambitious singles and couples are younger people engaging with the arts on a regular basis. Students, recent graduates and in the early to mid-stages of their careers, they live close to city centres, have easy access to and attend a wide variety of arts, museums galleries and heritage. Interests cover mainstream, contemporary and culturally diverse offers and attending is at the heart of their social lives. They are mostly in search of new things to do and have disposable income to spend on a variety of leisure activities like sports/arts memberships and frequent visits to cafes, bars and restaurants. Digitally savvy, they will share experiences through social media on their smart phones.

Dormitory Dependables (Medium engagement)

A significant proportion of audiences are made up of this dependably regular if not frequently engaging group. Most live in suburban or small towns and show a preference for heritage activities, alongside popular and more traditional, mainstream arts. Many are thriving well off mature couples or busy older families; life stage coupled with more limited access to an extensive cultural offer mean that culture is more an occasional treat or family outing than an integral part of their lifestyle.

Trips & Treats (Medium engagement)

While this group may not view arts and culture as a passion, they are reasonably active despite being particularly busy with a wide range of leisure interests. Comfortably off and living in the heart of suburbia their children range in ages, and include young people still living at home. With a strong preference for mainstream arts and popular culture like musicals and familiar drama, mixed in with days out to museums and heritage sites, this group are led by their children's interests and strongly influenced by friends and family.

Home & Heritage (Medium engagement)

Conservative in their tastes, this more mature group appreciates all things traditional: a large proportion are National Trust members, while classical music and amateur dramatics are comparatively popular. While this is not a highly engaged group - partly because they are largely to be found in rural areas and small towns - they do engage with the cultural activity available to them in their locality. They look for activities to match their needs and interests, such as accessible day-time activities or content exploring historical events.

Up Our Street (Low engagement)

Living reasonably comfortable and stable lives, Up Our Street engage with popular arts and entertainment and museums, and are also visitors of heritage sites. Many are older and have some health issues, living on average or below average household incomes, so access in all its forms can be an issue. Modest in their habits and in their means, value for money and low-risk are important factors in leisure decision making.

Facebook Families (Low engagement)

Arts and culture play a very small role in the lives of this younger, cash-strapped group living in suburban and semi-urban areas of high unemployment. They are the least likely to think themselves as arty, while less than a third believe that the arts is important. Nevertheless, they do go out as families: cinema, live music, eating out and pantomime.

Kaleidoscope Creativity (Low engagement)

Characterised by low levels of cultural engagement despite living in and around city areas where plenty of opportunities are within easy reach. A great mix of people comprise this segment with a wide range of ages, living circumstances, resources and cultural backgrounds all living cheek-by-jowl. Low incomes and unemployment can present barriers to accessing some cultural provision. Nevertheless, two thirds do engage with more popular and accessible culture annually, some of this in the local community and outside the mainstream. Free, local events like outdoor arts, festivals and carnivals may appeal, and so might popular offerings like musicals and music events.

Heydays (Low engagement)

Heydays are the group least likely to attend arts or cultural events, believing that the arts are no longer as important or relevant to them as perhaps they once were. Many live in sheltered or specially adapted accommodation for older people, and are excluded from many activities due to a raft of health, access and resource barriers. If they do engage this is likely to be participatory such as craft and knitting, painting, reading and writing activities organised by their sheltered housing, church group or community library.

ii. Mosaic group and type descriptions

A City Prosperity

City Prosperity work in high status positions. Commanding substantial salaries they are able to afford expensive urban homes. They live and work predominantly in London, with many found in and around the City or in locations a short commute away. Well-educated, confident and ambitious, this elite group is able to enjoy their wealth and the advantages of living in a world-class capital to the full.

A01 World-Class Wealth: Global high flyers and families of privilege living luxurious lifestyles in London's most exclusive boroughs

A02 Uptown Elite: High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort

A03 Penthouse Chic: City suits renting premium-priced flats in prestige central locations where they work hard and play hard

A04 Metro High-Flyers: Ambitious 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities

B Prestige Positions

Prestige Positions are affluent married couples whose successful careers have afforded them financial security and a spacious home in a prestigious and established residential area. While some are mature empty-nesters or elderly retired couples, others are still supporting their teenage or older children.

B05 Premium Fortunes: Influential families with substantial income established in distinctive, expansive homes in wealthy enclaves

B06 Diamond Days: Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions

B07: Alpha Families: High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development

B08: Bank of Mum and Dad: Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support

B09: Empty-Nest Adventure: Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status

C Country Living

Country Living are well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.

C10 Wealthy Landowners: Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners

C11 Rural Vogue: Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work

C12 Scattered Homesteads: Older households appreciating rural calm in stand-alone houses within agricultural landscapes

C13 Village Retirement: Retirees enjoying pleasant village locations with amenities to service their social and practical needs

D Rural Reality

Rural Reality are people who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.

D14 Satellite Settlers: Mature households living in expanding developments around larger villages with good transport links

D15 Local Focus: Rural families in affordable village homes who are reliant on the local economy for jobs

D16 Outlying Seniors: Pensioners living in inexpensive housing in out of the way locations

D17 Far-Flung Outposts: Inter-dependent households living in the most remote communities with long travel times to larger towns

E Senior Security

Senior Security are elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.

E18 Legacy Elders: Time-honoured elders now mostly living alone in comfortable suburban homes on final salary pensions

E19 Bungalow Haven: Peace-seeking seniors appreciating the calm of bungalow estates designed for the elderly

E20 Classic Grandparents: Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening

E21 Solo Retirees: Senior singles whose reduced incomes are satisfactory in their affordable but pleasant owned homes

F Suburban Stability

Suburban Stability are typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.

F22 Boomerang Boarders: Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home

F23 Family Ties: Active families with teens and adult children whose prolonged support is eating up household resources

F24 Fledgling Free: Pre-retirement couples with respectable incomes enjoying greater space and spare cash since children left home

F25 Dependable Me: Single mature owners settled in traditional suburban semis working in intermediate occupations

G Domestic Success

Domestic Success are high-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles.

G26 Cafés and Catchments: Affluent families with growing children living in upmarket housing in city environs

G27 Thriving Independence: Well-qualified older singles with incomes from successful professional careers in good quality housing

G28 Modern Parents: Busy couples in modern detached homes juggling the demands of school-age children and careers

G29 Mid-Career Convention: Professional families with children in traditional mid-range suburbs where neighbours are often older

H Aspiring Homemakers

Aspiring Homemakers are younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.

H30 Primary Ambitions: Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing

H31 Affordable Fringe: Settled families with children owning modest, 3-bed semis in areas where there's more house for less money

H32 First-Rung Futures: Pre-family newcomers who have bought value homes with space to grow in affordable but pleasant areas

H33 Contemporary Starts: Fashion-conscious young singles and partners setting up home in developments attractive to their peers

H34 New Foundations: Occupants of brand new homes who are often younger singles or couples with children

H35 Flying Solo: Bright young singles on starter salaries choosing to rent homes in family suburbs

I Family Basics

Family Basics are families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.

I36 Solid Economy: Stable families with children renting better quality homes from social landlords

I37 Budget Generations: Families supporting both adult and younger children where expenditure can exceed income

I38 Childcare Squeeze: Younger families with children who own a budget home and are striving to cover all expenses

I39 Families with Needs: Families with many children living in areas of high deprivation and who need support

J Transient Renters

Transient Renters are single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on.

J40 Make Do & Move On: Yet to settle younger singles and couples making interim homes in low cost properties

J41 Disconnected Youth: Young people endeavouring to gain employment footholds while renting cheap flats and terraces

J42 Midlife Stopgap: Maturing singles in employment who are renting short-term affordable homes

J43 Renting a Room: Transient renters of low cost accommodation often within subdivided older properties

K Municipal Challenge

Municipal Challenge are long-term social renters living in low-value multi-storey flats in urban locations, or small terraces on outlying estates. These are challenged neighbourhoods with limited employment options and correspondingly low household incomes.

K44 Inner City Stalwarts: Long-term renters of inner city social flats who have witnessed many changes

K45 Crowded Kaleidoscope: Multi-cultural households with children renting social flats in over-crowded conditions

K46 High Rise Residents: Renters of social flats in high rise blocks where levels of need are significant

K47 Streetwise Singles: Hard-pressed singles in low cost social flats searching for opportunities

K48 Low Income Workers: Older social renters settled in low value homes in communities where employment is harder to find

L Vintage Value

Vintage Value are elderly people who mostly live alone, either in social or private housing, often built with the elderly in mind. Levels of independence vary, but with health needs growing and incomes declining, many require an increasing amount of support.

L49 Dependent Greys: Ageing social renters with high levels of need in centrally located developments of small units

L50 Pocket Pensions: Penny-wise elderly singles renting in developments of compact social homes

L51 Aided Elderly: Supported elders in specialised accommodation including retirement homes and complexes of small homes

L52 Estate Veterans: Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters

L53 Seasoned Survivors: Deep-rooted single elderly owners of low value properties whose modest home equity provides some security

M Modest Traditions

Modest Traditions are older people living in inexpensive homes that they own, often with the mortgage nearly paid off. Both incomes and qualifications are modest, but most enjoy a reasonable standard of living. They are long-settled residents having lived in their neighbourhoods for many years.

M54 Down-to-Earth Owners: Ageing couples who have owned their inexpensive home for many years while working in routine jobs

M55 Offspring Overspill: Lower income owners whose adult children are still striving to gain independence meaning space is limited

M56 Self Supporters: Hard-working mature singles who own budget terraces manageable within their modest wage

N Urban Cohesion

Urban Cohesion are settled extended families and older people who live in multi-cultural city suburbs. Most have bought their own homes and have been settled in these neighbourhoods for many years, enjoying the sense of community they feel there.

N57 Community Elders: Established older households owning city homes in diverse neighbourhoods

N58 Cultural Comfort: Thriving families with good incomes in multi-cultural urban communities

N59 Asian Heritage: Large extended families in neighbourhoods with a strong South Asian tradition

N60 Ageing Access: Older residents owning small inner suburban properties with good access to amenities

O Rental Hubs

Rental Hubs contains predominantly young, single people in their 20s and 30s who live in urban locations and rent their homes from private landlords while in the early stages of their careers, or pursuing studies.

O61 Career Builders: Motivated singles and couples in their 20s and 30s progressing in their field of work from commutable properties

O62 Central Pulse: Entertainment-seeking youngsters renting city centre flats in vibrant locations close to jobs and night life

O63 Flexible Workforce: Self-starting young renters ready to move to follow worthwhile incomes from service sector jobs

O64 Bus-Route Renters: Singles renting affordable private flats away from central amenities and often on main roads

O65 Learners & Earners: Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations

O66 Student Scene: Students living in high density accommodation close to universities and educational centres

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