

Type E30 Young professionals and their families who have gentrified terraces in pre 1914 suburbs

1.35% 



Overview

Key Features

- Young professionals
- Singles and couples
- Well paid jobs
- Financial services / PR
- City living
- Gym membership
- Good health and diet
- Care for environment
- International travel

Regional Houses



Windsor, SL4



Fulham, SW6



Dulwich, SE22



Rankings

- Age Rank (18/61)
- Wealth Rank (13/61)
- Good Health (10/61)
- Fear of Burglary (45/61)
- Degree (4/61)
- Public Renting (36/61)
- Higher Tax (2/61)
- Environment (3/61)
- Internet (11/61)

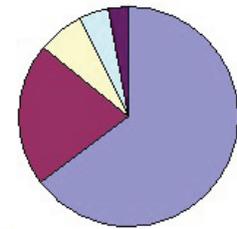
Top Councils

- Richmond upon Thames (26.84%)
- Wandsworth (22.16%)
- Merton (18.06%)
- Ealing (17.98%)
- Kingston upon Thames (16.46%)
- Hammersmith and Fulham (13.01%)
- St. Albans (12.52%)
- Barnet (11.25%)
- Hounslow (9.65%)

Constituencies



Regional Distribution



- London (64.74%)
- South East (21.09%)
- East Anglia, Midlands, South West, Wales (6.97%)
- North, North West, Yorkshire (4.08%)
- Scotland, Northern Ireland (3.11%)

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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.

Key Features	Communication
<ul style="list-style-type: none"> Young professionals Singles and couples Well paid jobs Financial services / PR City living Gym membership Good health and diet Care for environment International travel 	<p>Receptive</p> <ul style="list-style-type: none"> Internet Telephone advice lines Posters Radio Shops Magazines <p>Unreceptive</p> <ul style="list-style-type: none"> Tabloid press

Description - Public Sector Focus

Education Type E30 is generally well educated, with almost one half having degrees, and three quarters having at least achieved 5 or more Grades A to C at 'O' Level. Their children also do well throughout their schooling, with many going on to university. Most are unlikely to qualify for free school meals. A significant proportion come from homes with refugee status, and may not speak English in the home.

Health These people eat a very healthy diet, and enjoy a variety of active leisure time activities. They are regular but not especially heavy drinkers. The proportion smoking is slightly below the national average. A significant proportion will have medical insurance, either through their employer or taken out privately. It is therefore not surprising that Type E30 is generally healthy and places relatively little pressure on the NHS.

Crime These areas are generally considered to be pleasant places in which to live. Neighbours don't go out of their way to help each other, but households don't live in total isolation. Fear of crime is at levels below the national average, and in general the incidence of crime is also relatively low. Crimes tend to be related to property, and in particular to cars, and are quite unlikely to involve violence. These people are generally satisfied with the police, particularly with the way in which they handle particular incidents.

Finances Of those in work, many will be paying income tax at the higher rate. The relative level of affluence means that many will have savings and investments, together with some significant shareholdings. There is therefore little reliance on the state for financial assistance. Most are likely to pay bills such as the council tax on time.

Environmental Issues These people show strong concern for the environment and are more than twice as likely to give to financial charities as the population as a whole. Whilst many will own cars, often larger luxury models, annual mileage is relatively low. It is their homes, which are generally old, that are less environmentally friendly.

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Description - Sociology and Environment

Summary *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.

Demography Until the 1960s it seemed that each new generation of the middle classes would create a new set of suburbs on the urban periphery, relegating previously middle class areas to a gradual erosion of its status and to an ageing population. At some point around 1960, a reversal of this trend began, at least in London. A new generation of young graduates in the arts and humanities, working in the creative industries, found the variety and conviviality of older high density suburbs more stimulating than the quietness and uniformity of outer suburbia. The process of urban re-colonisation began.

Type E30 maps the neighbourhoods that have been transformed in this way.

Here very well qualified young professionals travel to central London by public transport to work in well paid jobs in financial services, consultancy, marketing, public relations and the media. Some return in the evening to small flats in big old houses that they rent whilst older workers return to tastefully restored spacious terraced houses that have been refurbished to provide comfortable family accommodation. Property prices are very high in these areas, making them unattractive to minorities wanting to move out from traditional inner city locations, and rents are beyond the means of students and new graduates. Such areas, originally attractive because they were at some distance from noxious industry and the bustle of the docks, are now occupied by knowledge workers rather than industrial managers. What few factories there originally were in these areas closed long ago.

A particular feature of *Type E30* is the large number of well qualified women, often working in cultural industries and determined to pursue their careers and delay having children as late as possible. When children do arrive, many continue to work with the assistance of nannies and au pairs or the help of expensive child care facilities.

Environment *Type E30* is most common in London's late Victorian and Edwardian middle class suburbs, such as Wimbledon, Richmond and Ealing. Such neighbourhoods contain a range of housing styles, from humble artisan cottages now subjected to thorough restoration, through larger terraced houses to big old houses divided into small rented flats. The houses of that time, though often dark, were built with large rooms and high ceilings, often in eclectic architectural styles employing gothic motifs and fussy external decoration. Today interior walls have been knocked down to create more spacious 'through rooms' suitable for entertaining as well as for family living and much money has been spent on the redesign of kitchens and bathrooms in which residents spend a disproportionate amount of their time. Most houses are set back from the road behind railings or small but well stocked front gardens, and controlled parking zones are necessary to deter parking by commuters from outside the area. These are certainly leafy suburbs, spring being announced by the flowering of camellias, magnolias and forsythia bushes. A common feature of most of these neighbourhoods is not just the leafy maturity of the immediate streetscape but proximity to a rich variety of public open spaces. High residential densities result in easy access to buses and tubes and to levels of car ownership and usage which are far lower than in more distant suburbs. Compared with more recent suburbs there is also a much larger choice of local shops, many of them selling fresh vegetables and managed by members of nearby ethnic communities. A particular feature of these areas is the large number of restaurants and cafes offering cuisines from around the world and the large number of small entrepreneurs who have set up businesses offering services for the restoration of 'original features'.

(Continued)

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Description - Sociology and Environment *(Continued)*

Compared with their counterparts in more distant suburbs, residents undertake more frequent but smaller shopping trips, which more often involve visits to a large number of different locations than to a single purpose built shopping complex.

Economy *Type E30* is found mostly in London with easy access, particularly via the District Line, to city centre jobs. Located more often to the west than the east of the city, people are more likely to work in the West End and, to a lesser extent, in the City than in Docklands. Access to Heathrow is important for the significant number of the population who work in jobs that require regular international travel.

Consumer Values *Type E30* contains people who demand much of life but who often have less time than they would like to fit in all the things that they would like to do. They are very open to new fashions both in taste and in thinking, and are alert to issues that affect others as well as themselves and to international as well as national trends. These are avid consumers of information, whether from books, the Internet or magazines and rely on newspapers, and in particular features and supplements, rather than television to learn about new products. Highly sensitive to the nuances of style and taste, they have little interest in mass-market brands that do not deliver high levels of personalisation.

Consumption Patterns *Type E30* spends a relatively high proportion of their income on housing and a relatively low proportion on motoring. Indeed for many the equity in their homes is a more important long term investment than their holdings in stocks and shares. These people are particularly interested in what they eat, not just at restaurants but also at home, and are keen to take advantage of any local food stores offering exotic, organic or home made foods. They frequently fly to foreign holiday destinations as well as on business trips. Older residents may own properties in rural France. Keeping fit is of greater interest than spectator sports or participation in team sports, and tennis clubs and gyms play a more socially important role than the golf course.

Change The needs of *Type E30* will continue to grow in future years. Competition for a limited housing stock in these neighbourhoods, will drive up prices to the point where newcomers increasingly look to surrounding areas for better value for money and better long term prospects for capital appreciation, thereby competing with *Type D27* by whom many of them are currently being colonised.

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Description - Culture and Consumer Psychology

Type E30 consists largely of singles and couples without children. They enjoy cosmopolitan lifestyles and are high achievers, either at the top, or on the way to the top of their chosen careers. High earners who like to live well, these are ambitious people who are inclined to be dissatisfied with life as it is. They are motivated to improve their situation for the future, maybe through greater investment in financial products designed to provide financial security, and possibly through lucrative career moves. Indeed, these are the people who may well be 'headhunted' for their next positions. Women, in particular, are very highly represented in the higher managerial and professional occupations.

Educated and intellectual, these are discerning consumers who may consider themselves to be risk takers who enjoy challenge and novelty. However, in practice, careful planning is likely to outweigh spontaneity or impulsiveness. Careful consideration is likely to be given to important issues around consumption, such as recycling, environmental concerns and ethical business. They are more likely to make lifestyle statements through choosing vegetarian diets and organic food, for example, than through choosing 'status' brands and public goods for ostentatious display. That is not to say, however, that they do not engage heavily in consumption as part of their lifestyle indeed, as would be expected, these consumers enjoy the cosmopolitan good life; the present day version of café society is represented here with eating out, the Arts, cinema, travel, history, classical music and fine wine featuring prominently.

Neighbourhood ambience and style is more important than neighbourhood or community roots, and these consumers are likely to feel equally at home in any major city which offers a locale which broadly equates with the style and atmosphere of their current surroundings indeed they would most probably welcome the Euro and may even increasingly see themselves as European citizens.