

Southend-on-Sea

**Type D21** Mixed communities of urban residents living in well built early 20th century housing

2.73% 



Overview

Key Features

- Young adults
- Married/co-habiting
- Possibly one child
- Well educated
- Admin & technical jobs
- Small pleasant terraces
- Cosmopolitan
- Eco-friendly products
- Active lifestyles

Regional Houses



Worthing, BN14



Rochdale, OL16



Worcester, WR5



Rankings

- Age Rank (24/61)
- Wealth Rank (27/61)
- Good Health (28/61)
- Fear of Burglary (32/61)
- Degree (31/61)
- Public Renting (40/61)
- Higher Tax (28/61)
- Environment (25/61)
- Internet (16/61)

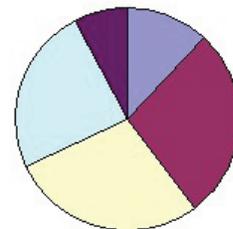
Top Councils

- Southend-on-Sea (13.93%)
- Worthing (10.99%)
- Sutton (10.00%)
- High Peak (9.83%)
- Bexley (9.26%)
- Portsmouth (8.84%)
- Weymouth and Portland (8.81%)
- Rushmoor (8.18%)
- Hillingdon (8.17%)

Constituencies



Regional Distribution



- London (11.98%)
- South East (27.74%)
- East Anglia, Midlands, South West, Wales (28.31%)
- North, North West, Yorkshire (24.33%)
- Scotland, Northern Ireland (7.65%)

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**Type D21**

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Type D21 is 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.

Key Features	Communication
Young adults	<b>Receptive</b>
Married/co-habiting	Internet
Possibly one child	Telephone advice lines
Well educated	Radio
Admin & technical jobs	Social networks
Small pleasant terraces	Centre-left broadsheets
Cosmopolitan	<b>Unreceptive</b>
Eco-friendly products	Magazines
Active lifestyles	TV

**Description - Public Sector Focus**

**Education** Educational attainment is mixed in Type D21. The proportions gaining some form of qualification, from a single 'O' level to a degree, are all marginally above the national average, although it is more likely than not that they left school at 16. The type of employment in which these people typically work is likely to encourage additional qualifications, so these areas may have requirements for further education facilities. Their children have a similar steady rather than spectacular education. From Key Stage 1 through to university admission, the level of attainment is close to the national average.

**Health** A healthy lifestyle is not a conscious decision for these people. They cannot claim to have either a particularly good or particularly bad diet; more likely that they simply continue to eat what they have always eaten, in moderation. There will be some heavy drinkers and smokers, but again in general these are taken in moderation. Their mix of leisure activities means that most take a reasonable level of exercise, although this is typically a by-product of the activity rather than a deliberate effort. As would be expected with this type of lifestyle, these people's health varies considerably, but overall closely reflects the population as a whole.

**Crime** The residents of Type D21 do not generally consider their neighbourhood a bad place to live, despite the fact that the neighbours tend to keep themselves to themselves, and there are distinct elements of anti-social behaviour. Fear of crime is generally below that experienced nationally, whilst actual crime is above average. In particular, violent crime seems to be an issue; this is often at the weekend on a night out, where the offender is likely to be under the influence of drink or drugs. Overall these people are satisfied with how the police handle these incidents.

**Finances** Whilst about one third of this population do not pay income tax, most are paying it at the basic rate. Many manage to put small amounts of money aside for the future, tending to prefer savings accounts and cash ISAs to more formal investment products. This ability to manage the incomes that they have effectively means that qualification for state benefits in general is below average. However, the age range of this particular population means that significant minorities will qualify for a wide range of benefits, from Jobseeker's Allowance and Income Support through to the state pension.

**Environmental Issues** These people have mixed views about the environment. Some care and are prepared, to a point, to spend money to help. Others feel that it is a distraction from more important issues. This is probably reflective of the mixed age range in these localities. Most households will have one car, and where that car is used for business purposes mileage can be high.

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**Description - Sociology and Environment**

**Summary** *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.

**Demography** People in *Type D21* are broadly similar to the national average in most respects. However these areas of older housing, which are not particularly spacious, do attract disproportionate numbers of young couples, whether married or co-habiting, who value a relaxed and informal type of neighbourhood in which to set up their first home and start their families. Many of these people move in to these neighbourhoods in their late twenties and move away, perhaps into more spacious accommodation, when they reach their forties and when their children approach secondary school age. These young families are mostly owner occupiers but such areas do have a residue of privately rented accommodation and sometimes a group of young people will share a house. These people are unlikely to be particularly well qualified and mostly work in local office jobs as administrators or technical staff. However most people have a sufficient level of qualifications to find reasonably well paid employment and the level of unemployment is below the national average.

**Environment** Neighbourhoods of *Type D21* are common in those parts of the country which grew most rapidly during the period 1905 to 1914 and between the Great War and the Great Depression. Such areas include Southend, which, due to the arrival of the electrified railway, offered a salubrious residential alternative to the East End for middle ranking city office workers; Pudsey, which grew as a suburb for Leeds and Bradford and Kingswood, to the immediate east of Bristol. So this is a type of neighbourhood evenly divided between the North and the South. Whereas earlier terraced houses were deep and narrow in their layout, these newer ones, built for clerks in offices rather than craftsmen in factories, tended to have wider frontages and less depth, allowing more light into the house. Whereas earlier terraces would have accommodated baths and kitchens in back extensions, these more modern designs would offer sufficient frontage for two bedrooms overlooking the street and for a purpose built bathroom to share the rear of the upper floor with the third bedroom. Likewise the kitchen and dining room would often be accommodated side by side along the rear of the house thus obviating the need for a back extension. These more modern designs, providing more light, did not necessarily provide more living space, with the third bedroom often being little more than a box room. They are suitable for childless couples or a family with just one child but are too cramped to be ideal for the two child family. Notwithstanding this, many of these houses retain attractive 'original' features, such as coloured and leaded windows, decorative fireplaces and oriel windows. Although many are terraces, these terraces are shorter than their Victorian counterparts and a significant number of people will live in 'end terrace' houses. Whilst not long ago these houses were definitely out of fashion, the enthusiasm for authentic architecture and the increased value placed on higher density, convivial neighbourhoods with more immediate access to shops and transport facilities has made many of these areas more sought after than less accessible inter war suburbs.

**Economy** Neighbourhoods of *Type D21* are generally found in those parts of the country where there is good access to service sector employment. Local employment is neither in smokestack industries nor in modern high tech office parks but in routine back office employment such as insurance companies and credit card operators. Most of these neighbourhoods are within reach, though not necessarily easy reach, of major provincial city centres for which they provide a good source of labour. Others are located in towns where the 1920s saw the growth of employment in engineering and consumer products manufacture.



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### Description - Sociology and Environment *(Continued)*

**Consumer Values** Type D21 represents a culture of the relaxed middle road. These are not people with the angst of Type E28 or the ambition of Type B13. Working in offices and in administrative functions, people value good humour and approachability, good inter personal skills, moderation and tolerance.

**Consumption Patterns** Type D21 are a good market for most mid market brands but particularly those offering customer engagement.

**Change** This Type is likely to grow more popular over time as the population divides into a larger number of households without children, a group for which this size of accommodation is ideally suited.



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### Description - Culture and Consumer Psychology

These people live in terraced houses, sometimes converted into flats, and located in the better areas of cities and towns. There are no major social or environmental problems in these areas beyond the usual complaints associated with an urban existence. These are not the mean streets of current or former industrial areas. Most of these terraced houses were built before 1920 and are quite attractive. Generally, the houses are mortgaged but there is some private renting. There is little presence of ethnic groups.

All age groups are represented here, but there is a disproportionately high number of young adults, who are either single or in the initial stages of cohabitation or marriage. For many, these terraces are the first step in home ownership. There is quite a mix in terms of educational qualifications. This mix is reflected in their occupations, with a significant number in the new professions. However, most work in lower management positions, in administration or in technical functions. In turn, this occupational mixture results in all social grade categories being fairly normally represented – apart from social grade 'E' which is noticeably under-represented. The working lives of most of these people means that incomes are quite good, but not on a scale that allows a lavish lifestyle. Although if they are single, a substantial disposable income may allow some extravagance. Most have a cheque book based bank account, a credit card and savings, and ISAs. Debt levels are not noticeably high, but many houses are remortgaged and quite a number of these people have secured personal loans. They are financially literate even if they are not wealthy.

Routine shopping for these people is infrequent, but when they do shop, they can spend large amounts. Discount stores are rarely used, unless they happen to be readily accessible, and grocery shopping takes place in the more upmarket stores such as Sainsbury's, M&S and Waitrose. They can be quite discriminating about brands, as well as store type, seeking out the more unusual alternatives. Price is an issue but not critical for most of these young, fairly well paid people. They like foreign food and many are vegetarian. Given a busy life and sometimes a lack of interest in cooking, takeaways are often ordered by 'phone. They may well spend large amounts on their various leisure interests. A marked feature of these people is their willingness to use the Internet for information and also for shopping. These households usually have access to one car, and sometimes two. The car might be a company car, but if privately owned, it is likely to be a fashionable sports model or a smaller 4x4.

These people are well informed. They do not watch a great deal of TV and when they do, they prefer news, documentaries, plays and films as well as the more contemporary soaps. They generally read the broadsheet newspapers such as the Guardian and the Observer, and they subscribe to special interest magazines. Their views are liberal on most social issues, and they can hold these views with some conviction. With their backgrounds, their education and with the impact of the sub-cultures to which they belong, they are likely to have a suspicious and even jaundiced view of marketing and advertising.

These people will often be found in bars and cafes. They drink a fair amount of wine. If they smoke, and many do, they prefer the more established brands such as Marlboro and Silk Cut. These mainly young people enjoy a reasonably prosperous, cosmopolitan and cultured life. They are measured in their hedonism. If they have started a family, much spending behaviour will be driven by the needs of children.

2 Description - Culture and Consumer Psychology