

Mosaic Type 2

Retirees electing to settle in environmentally attractive localities



1.06% of the UK Population



Key Features

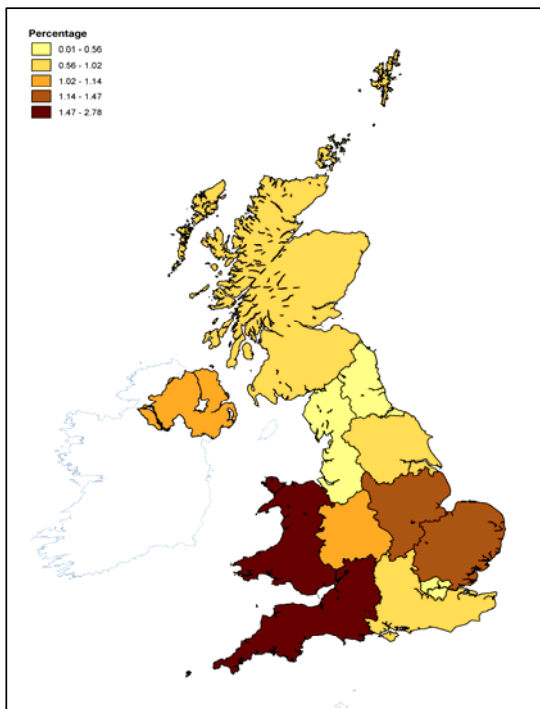
- Older people, comfortable pensions
- Quiet communities
- Attractive countryside
- Edge of tourist areas
- Pleasant homes, large gardens
- Active
- Green
- Community spirit
- Reliant on cars
- Local specialist shops

Rankings

- Adult Age (62/69)
- Presence of Children <18 (57/69)
- General Health (29/69)
- Attitude Towards Police (28/69)
- Degree (24/69)
- Environmental Concern (41/69)
- Internet Usage (55/69)
- IMD (51/69)
- Annual Milage (19/69)
- Car Ownership (2/69)

This Type contains people who live in small, quiet and scattered communities which are too distant from major population centres to be attractive to commuters. They are mostly set in sufficiently attractive countryside to appeal to older people as retirement destinations. Farming still plays an important role but no longer employs many people and village life is too quiet to attract people with children from nearby towns. Many communities have seen their population decline over the past century and have struggled to retain local services such as a primary school or a Post Office.

Regional Distribution



Top Councils

- Ceredigion (12.59%)
- Anglesey, Isle of (12.44%)
- East Lindsey (12.32%)
- Orkney Islands (12.02%)
- Forest of Dean (11.75%)

Communication Preferences



Face-to-face



Magazines



Unreceptive

- Internet
- Telephone
- SMS text
- National newspapers
- Mobile phones

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Demographics

Gender

Male		46.81%
Female		53.19%

Age

0-4		4.14%
5-15		11.21%
16-17		2.53%
18-19		2.31%
20-24		4.48%
25-34		8.77%
35-44		14.38%
45-54		15.13%
55-64		15.79%
Over 65		21.26%

Household Composition

Single pensioner		16.60%
Single non pensioner		16.61%
Exclusively pensioners		10.52%
Couples without children		23.96%
Couples with dep. children		13.60%
Couples - all children non dep.		8.12%
Lone parents		5.68%
Lone parents with dep. children		3.20%
Households with dep. children		1.04%
Multi person - all students		0.03%
Adult children		14.49%

Children in Household

Households without children		67.30%
Households with children		8.29%
2		4.85%
3 or more		2.88%

Social Grade

A		30.76%
B		29.15%
C1		22.18%
C2		9.82%
D		2.50%
E		5.60%

Estimated Ethnic Composition

Bangladeshi		0.02%
Black African		0.04%
Black Caribbean		0.03%
British Isles		95.49%
Celtic		21.33%
Chinese		0.04%
Eastern European		0.47%
English		70.00%
Greek/Greek Cypriot		0.07%
Hindi		0.12%
Hispanic		0.23%
Irish		4.16%
Italian		0.47%
Jewish/Armenian		0.12%
Other East Asian		0.07%
Other Muslim		0.07%
Pakistani		0.09%
Sikh		0.04%
Somali		0.00%
Tamil and Sri Lanka		0.02%
Turkish		0.04%
Western European		2.54%

Finances

Household Income

Less than £10,000		5.19%
£10,000 - £19,999		19.03%
£20,000 - £29,999		23.88%
£30,000 - £39,999		15.66%
£40,000 - £49,999		12.46%
£50,000 - £59,999		10.21%
£60,000 - £69,999		4.58%
£70,000 - £79,999		3.63%
£80,000 - £89,999		1.90%
£90,000 - £99,999		1.12%
£100,000 or more		2.34%

Benefit Claimants

All benefits		5.49%
Jobseekers allowance		0.57%
Lone parent		0.45%
Carers		0.56%
Disabled		0.53%
Incapacity		2.70%
Severe disability allowance		0.39%
Pension credit		3.95%
State pension		24.76%

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Education

Qualifications

Primary education (left before 16)		8.98%
Secondary education (left at 16)		14.96%
Further education (left after 16)		36.69%
University degree or higher		39.37%

Employment

Occupation

Managers and senior officials		18.24%
Professionals		14.05%
Associate professional & technical		13.79%
Admin and secretarial		10.99%
Skilled trades		14.21%
Personal service		7.65%
Sales and customer service		5.58%
Process, plant operatives		5.86%
Elementary occupations		9.62%
Higher managerial		4.54%
Higher professional		6.58%
Lower managerial & professional		19.39%
Intermediate		7.86%
Small employers & own account		12.84%
Lower supervisory		5.90%
Semi routine		9.01%
Routine occupations		6.23%

Travel to Work

Work at home		16.81%
Travel by public transport		4.50%
Travel by car or van		71.81%
Travel on foot		6.88%

Motoring/Transport

Cars per Household

1 car/light van		38.61%
2 cars/light vans		47.33%
3 cars/light vans		12.07%
None		1.99%

Mileage Driven per Year

Average		7,308
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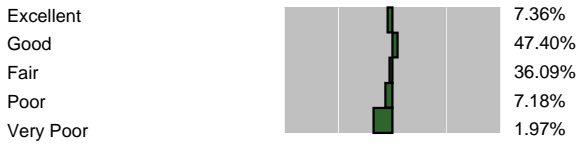
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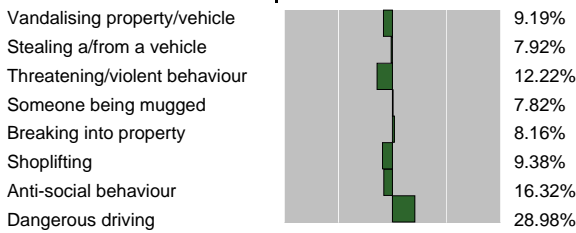


Crime

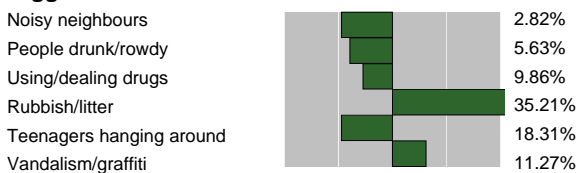
How Good a Job are the Police Doing?



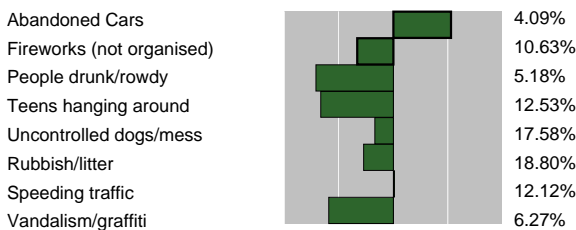
Crime Seen in Last Year



Biggest Problem in Area



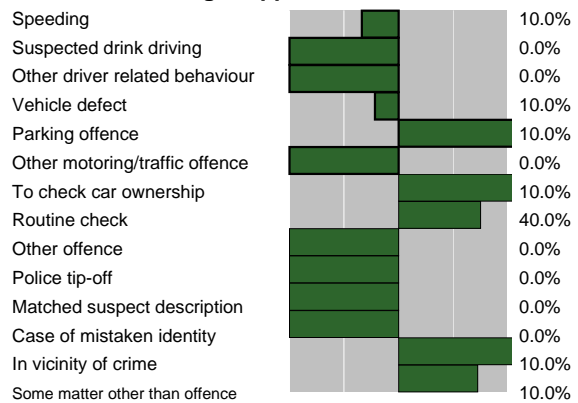
Other Problems in Area



Ever Been in a Vehicle Stopped by the Police?



Reasons for Being Stopped



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Leisure

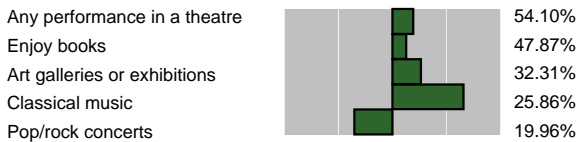
Recreation



Recreation (Top 5 Based on Index)



Recreation (Top 5 Based on %)

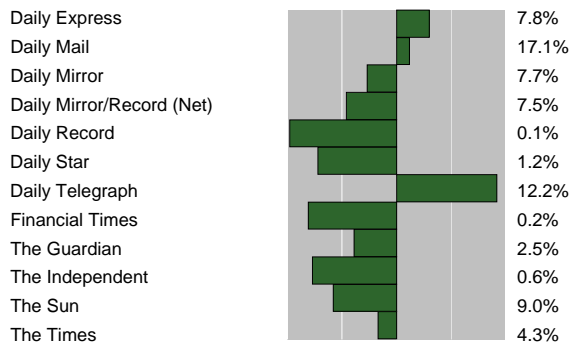


Media

Internet Sites by Category (Top 5 Based on Index)



Newspaper Readership



Grocery Shopping Habits

Shops Visited (Top 3 Based on Index)



Shops Visited (Top 3 Based on %)

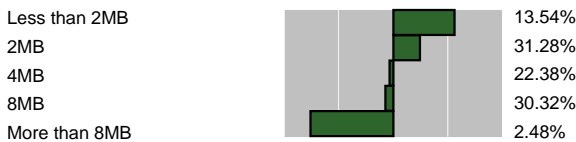


Media

Internet Usage



Broadband Speed



Where Internet is Accessed

