

## Group C Older families living in suburbia

Harrow  
14.57% 



### Overview

#### Key Features

- Married couples
- Older children
- White collar workers
- Hardworking
- Self reliant
- Comfortable homes
- Plan for retirement
- Good place to live
- Environmental charities

#### Regional Houses



Welling, DA16



Gourrock, PA19



Thetford, IP24



#### Rankings

- Age Rank (8/11)
- Wealth Rank (2/11)
- Good Health (5/11)
- Fear of Burglary (5/11)
- Degree (5/11)
- Public Renting (10/11)
- Higher Tax (4/11)
- Environment (4/11)
- Internet (4/11)

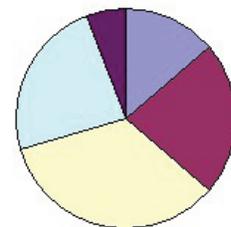
#### Constituencies



#### Top Councils

- Rochford (48.78%)
- Redbridge (47.41%)
- Castle Point (45.20%)
- Harrow (43.18%)
- Havering (42.84%)
- Bexley (41.32%)
- Spelthorne (37.28%)
- Broadland (36.63%)
- Oadby and Wigston (36.16%)

#### Regional Distribution



- London (13.48%)
- South East (22.98%)
- East Anglia, Midlands, South West, Wales (34.06%)
- North, North West, Yorkshire (23.52%)
- Scotland, Northern Ireland (5.96%)

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*Group C* comprises people who have successfully established themselves and their families in comfortable homes in mature suburbs. Children are becoming more independent, work is becoming less of a challenge and interest payments on homes and other loans are becoming less burdensome. With more time and money on their hands, people can relax and focus on activities that they find intrinsically rewarding.

Key Features	Communication
<ul style="list-style-type: none"> <li>Married couples</li> <li>Older children</li> <li>White collar workers</li> <li>Hardworking</li> <li>Self reliant</li> <li>Comfortable homes</li> <li>Plan for retirement</li> <li>Good place to live</li> <li>Environmental charities</li> </ul>	<p><b>Receptive</b></p> <ul style="list-style-type: none"> <li>Telephone advice lines</li> <li>Broadsheet newspapers</li> </ul> <p><b>Unreceptive</b></p> <ul style="list-style-type: none"> <li>Posters</li> <li>TV</li> <li>GP surgery</li> </ul>

### Description - Public Sector Focus

**Education** Educational attainment in areas of *Group C* is mixed. The majority of adults have left school with some 'O' and 'A' levels, and a significant proportion have also gone on to obtain a degree. However, over one quarter of the adults have no formal qualifications. Attainment levels of children are generally well above the national average throughout their education. A significant number attend foundation schools, and very few qualify for free school meals.

**Health** Health is generally typical of, or slightly better than, the national picture. These are not heavy smokers, so levels of respiratory disease are relatively low, and even lung cancer levels are slightly below the national average. *Group C* generally has a good diet, and do not tend to drink to excess. Even adjusting for age, there are very low rates of teenage pregnancies, or of alcohol and drug abuse.

**Crime** The level of fear of crime amongst *Group C* generally reflects the national average. This is of interest with regard to reassurance, as in general these people feel that their neighbourhood is a good place to live, that neighbours help each other, and that problems linked to anti-social behaviour occur less often here than in many other parts of the country. Attitudes to police performance are fairly neutral.

**Finances** *Group C* seldom achieves the high levels of earnings that would enable them to accumulate significant wealth. Most personal equity is likely to be locked up in their property which has a high value in relation to the outstanding mortgage. Quite a few people have small share investments, for example in privatisation issues. Though most people would own and use credit cards, few would use them as lines of credit, the majority treating them as no more than a convenient method of payment. The majority of the population are basic rate payers of income tax, but a significant minority do pay higher rate tax. Therefore, there is little reliance on the state for support. Those in receipt of the state pension are higher than the national average, reflecting that some who live in these areas are past retirement age; however, take-up of Pension Credits is much less than can be seen nationally.

**Environmental Issues** These people are generally concerned about the environment. They are prepared to spend more on environmentally friendly products, and are significant contributors to environmental charities. CO<sub>2</sub> emissions are more likely to be related to energy inefficiency at home rather than through usage of the car, as although they are often two car households doing above average mileage, they tend to choose smaller more efficient vehicles as the norm.



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### Description - Sociology and Environment

**Summary** *Group C* comprises people who have successfully established themselves and their families in comfortable homes in mature suburbs. Children are becoming more independent, work is becoming less of a challenge and interest payments on homes and other loans are becoming less burdensome. With more time and money on their hands, people can relax and focus on activities that they find intrinsically rewarding.

**Demography** *Group C* is a group of people who live in inter war suburbs and who work mostly in intermediate level, white-collar occupations. Typically sales representatives, hospital administrators, independent building and decorating contractors or senior secretaries in important legal practices - the types of occupation that demand practical, inter personal skills rather than high level conceptual or analytical thinking. These people are predominantly married, rather than single or co-habiting, and are well set in their careers and beginning to plan for approaching retirement. Most have or have had children. Some children may still be at secondary school or at university while others may now be financially independent and starting families of their own. Often from humble backgrounds, these are typically people who have worked hard and planned carefully to realise their ambition of owning a pleasant house in a respected suburb of their town. Their children are likely to have been diligent at school, have passed through university, and are now settled into professional or managerial careers of their own. Now their parents can look forward to a more leisurely lifestyle and to a comfortable retirement, perhaps in a coastal resort or a country village, without the undue threat of financial hardship. These people tend to live in the well established inter war suburbs of London and large provincial cities, not so much the prestige locations as the second tier suburbs which were laid out during the 1930s in the form of winding crescents of semi-detached houses, sandwiched between the areas of older terraced housing, increasingly taken over by immigrant communities, and the more modern estates for young families which now stand between them and the open countryside. Places such as Bexley, Carshalton and Harrow have high concentrations of this Group. Outside London, neighbourhoods of *Group C* are found in places such as Sutton Coldfield, Wallasey, Crosby and Sale.

**Environment** Neighbourhoods of *Group C* consist mostly of houses that were built to meet the needs of a new generation of white collar office workers, eager to exchange the noise and confusion of inner city areas for the space and health of suburban living. Many of these neighbourhoods were initially supported by a new generation of transport systems, trams and trains powered by electricity that provided inexpensive access to jobs in town centre offices. Today these neighbourhoods retain their suburban air, consisting often of curving tree lined crescents containing repetitive examples of pleasant semi-detached houses each set back from the road on a generously sized plot and an increasingly leafy garden. Though such areas were once on the edge of the city very often they now form a no man's land between the high density Victorian inner city and the more modern family estates further out. However they continue to offer comfortable accommodation for older families even though many of them may lack the design features that would appeal to a younger generation.

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

**Economy** *Group C* neighbourhoods are deliberately located at some distance from dirty factories and noisy industrial parks and therefore require residents to travel quite long distances to get to work. As a result many now commute to office jobs in city centre offices that are more likely to demand inter-personal than manual craft skills and relatively few work in large manufacturing plants. So although these neighbourhoods are unlikely to benefit from being located in areas of rapid population growth, most are insulated from economic turbulence by being situated in local economies that enjoy a high level of economic diversity.

**Consumer Values** *Group C* prizes values such as independence and self-reliance. These people rely on their own judgement rather than social or community attitudes when taking key decisions. Although they would expect their neighbours to be helpful they would not necessarily display pride in their local community or get involved in community activities. These are the Englishmen of whom it was said that their homes were their castles. As consumers, *Group C* approaches brand decisions with cold rationality rather than sentimentality. They make choices on the basis of relative benefits and value for money rather than on grounds of brand positioning and identity.

**Consumption Patterns** *Group C* spends heavily on mid market products. They prefer The Daily Mail and The Express to The Sun or The Daily Mirror, and The Telegraph to The Guardian and they buy magazines devoted to their interests in home improvement and in gardening. If they were to buy a local paper it would be to check on the prices of houses and of second hand cars rather than the showings at the local cinema. They might buy Exchange and Mart or Daltons Weekly. In their choice of cars many would prefer trusted apparently 'British' makes to overseas imports and many change their cars after quite short periods of ownership. Preferences in food are similarly 'safe', familiar and in many instances British, and many will be devotees of local branches of Marks and Spencer food stores. *Group C* is a very good market for gardening products and for the purchase of home improvement products. Here people express interest in installing double-glazing, new roofs and new driveways, and can provide good opportunities for home extensions, garages and conservatories. Leisure activities will often focus on excursions into the country to see historic houses and gardens. Older members of the community are likely to be supporters of more accessible productions in local theatres.