

Group H Upwardly mobile families living in homes bought from social landlords

10.75% 



Overview

Key Features

- Middle aged couples
- Mostly poorly educated
- Council estates
- Small towns
- Exercised Right to Buy
- Self reliant and capable
- Poor diet
- Heavy smokers
- Heavy viewers of TV

Regional Houses



Wellingborough, NN8



Watford, WD19



Airdrie, ML6



Rankings

- Age Rank (5/11)
- Wealth Rank (8/11)
- Good Health (7/11)
- Fear of Burglary (4/11)
- Degree (10/11)
- Public Renting (4/11)
- Higher Tax (10/11)
- Environment (10/11)
- Internet (9/11)

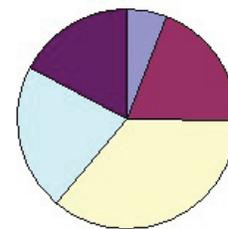
Top Councils

- Harlow (48.64%)
- Barking and Dagenham (47.46%)
- Corby (38.17%)
- Midlothian (37.88%)
- Stevenage (37.01%)
- Easington (32.18%)
- Crawley (32.07%)
- Blaenau Gwent (31.96%)
- Torfaen (31.66%)

Constituencies



Regional Distribution



- London (5.93%)
- South East (19.22%)
- East Anglia, Midlands, South West, Wales (36.04%)
- North, North West, Yorkshire (21.6%)
- Scotland, Northern Ireland (17.21%)

Contents

1	Overview
2	Description
3	Characteristics
4	Who We Are
5	Our Education
6	Our Work Lives
7	Our Finances
8	Where We Live
9	Our Home Lives
10	Weltanschauung
11	Time Use
12	Measures of Deprivation
13	Supporting Notes

Group H Upwardly mobile families living in homes bought from social landlords

10.75% 



Group H comprises people who, though not necessarily very well educated, are practical and enterprising in their orientation. Many of these people live in what were once council estates but where tenants have exercised their right to buy. They own their cars, provide a reliable source of labour to local employers and are streetwise consumers. Tastes are mass market rather than individualistic and focus on providing comfort and value to family members.

Key Features	Communication
<ul style="list-style-type: none"> Middle aged couples Mostly poorly educated Council estates Small towns Exercised Right to Buy Self reliant and capable Poor diet Heavy smokers Heavy viewers of TV 	<ul style="list-style-type: none"> Receptive <ul style="list-style-type: none"> TV Telemarketing Red top newspapers Unreceptive <ul style="list-style-type: none"> Internet Telephone advice lines Magazines, Broadsheets

Description - Public Sector Focus

Education The majority of adults in *Group H* left education with few, if any, qualifications. Only 14% went past 'O' level, and just 8% have a degree, which is well under half the national average. Children in *Group H* achieve only moderate educational success. Whilst considerably below typical rates nationally, throughout their education they do manage to outperform children in areas of *Group F* and *Group G*. However, many fail to reach the levels needed to find well paid jobs or to proceed to further and higher education.

Health These people do not tend to have a good diet, and they take insufficient exercise. They are heavy smokers, but are much less excessive in their alcohol consumption. Consequently, respiratory diseases are perhaps more of a problem than liver disease. Mental health is not a major problem, perhaps due to the relatively stable working and home lives that these people enjoy. Levels of teenage pregnancies are a concern, but do not reach the levels found in some other Mosaic groups.

Crime These people have a fairly neutral attitude to crime; indeed their fear of most types of crime virtually mirrors the national picture. Anti-social behaviour is an issue to many, but not to the same extent as experienced by those living in the inner cities and larger council estates. Unlike many of the high crime Mosaic groups, where most offences occur in the home, in these neighbourhoods the problems occur immediately outside the home. This reflects that anti-social behaviour is more of a concern than domestic violence or burglary.

Finances In recent years *Group H* has become a much more sophisticated user of financial services. Most now have mortgages and credit cards and many of them have personal loans and long term tax efficient savings accounts. Many also speculated with privatisation issues. The management of their financial accounts has now shifted from door-to-door collection and local branches to call centres. People have learned to assume the trustworthiness of different financial services companies and now recognise that they can benefit from shopping around for the best rates. Many of this Group do not pay income tax, but many others do pay at the basic rate. There is therefore only a moderate level of reliance on the state for support. Rates of council tax non-payment are reflective of the national picture, indicating a general ability to manage their money.

Environmental Issues As with many aspects of the lives of *Group H*, their contribution to CO₂ emissions from both the home and their car are close to what is found on average across the country. However, they do not show particular concern for the environment. It is likely that the double glazing that may have been fitted was for reasons of appearance and reduced bills rather than any consideration of the beneficial impact they would have on the environment. Similarly, the fact that they are likely only to own one car and to drive below average miles annually is primarily a reflection of finances and lifestyle rather than environmental concern.

Group H Upwardly mobile families living in homes bought from social landlords

10.75% 



Description - Sociology and Environment

Summary *Group H* comprises people who, though not necessarily very well educated, are practical and enterprising in their orientation. Many of these people live in what were once council estates but where tenants have exercised their right to buy. They own their cars, provide a reliable source of labour to local employers and are streetwise consumers. Tastes are mass market rather than individualistic and focus on providing comfort and value to family members.

Demography *Group H* is a group of people whose lifestyles have improved in recent years. The policy of selling council houses to their tenants has allowed them to acquire their own homes at very affordable prices. The growth of car ownership has put them within commuting reach of jobs that they would previously have been unable to consider. The liberalisation of the economy has rewarded them with a culture of high wages and incentives, provided they are able to deliver reliability to their employer. The decline in unemployment has put them in a seller's market if their homes are in more prosperous regions of the country. It is people in *Group H* in particular who have seen their incomes and their standards of living improve in recent time. Typically they are people who have lived for many years in what might be called 'better' estates, often located in small pockets and/or in smaller and more prosperous communities. Tenants who have kept their homes in better repair tend to gravitate to these estates. These neighbourhoods tend also to have fewer younger adults, fewer families with children, fewer single parents and fewer tenants in transient household formations. More people are likely to be in work, fewer are likely to suffer from ill health and many more are likely to have access to one or more cars. Crime in these areas is significantly lower and the environment more pleasant. It is for all these reasons that such estates are likely to have seen a much higher number of tenants exercising their right to buy. In time many of these newly owned houses will come on to the housing market and be acquired by young families as more affordable homes than those they would otherwise have bought on new private estates.

Environment Neighbourhoods of *Group H* take the form of low density estates of similar terraced or semi-detached housing, most containing their own gardens, and separated from the road by short hedges or walls, pavements and grass verges. Often the new owners have stamped their identity on their homes by having a new door and new windows fitted. The more ambitious will have added a brick porch, an extension, a garage or even a conservatory. Time and trouble has also been spent on the garden. The front fence or wall may have been reconstructed or gates added to allow cars or caravans to be parked on the property rather than on the road. These various modifications to the built environment break up the previous architectural unity of the street scene and project a more individualistic culture in keeping with the changing attitudes of the residents.

Economy *Group H* tends to occur in small and medium sized towns rather than in large cities, and in the more prosperous Southern and Midland regions than in the North of England. However many neighbourhoods of this sort are to be found in Scotland, which historically has accommodated many more higher income families in public housing than has been the case in England. Highest concentrations occur around the M25 and along other important motorway routes and in the post war new towns that brought inner city residents and new industry together in major centres of population growth.

(Continued)

Group H Upwardly mobile families living in homes bought from social landlords

10.75% 



Description - Sociology and Environment *(Continued)*

Consumer Values *Group H* households have increasing confidence in their ability to manage their own affairs without support from the state, from the wider community and indeed from their immediate family. Their values lie in self-reliance, in persistence and responsibility at work, in taking advantage of opportunities, even where a certain level of risk may be involved, and in enjoyment through consumption. In this Group it is often the products that people own that confer satisfaction and status, much less the brand of product or the setting in which the product is consumed. As a result consumers focus heavily on price and reliability, rather than range or functional features and are more influenced by straightforward benefit based advertising than by sophisticated lifestyle imagery. In general, they are unlikely to be much influenced by issues such as healthy ingredients, social and environmental responsibility, ethics etc which can generate so much angst among areas of *Group E*.

Consumption Patterns *Group H* does not seek to express their individuality by searching for new product categories in which to buy. They are keen to manage their finances so they are able to purchase across the widest variety of existing products. Though heavy viewers of mainstream television channels they are very good prospects for cable television and for Sky. They read mid market papers such as The Mail and The Express as well as The Sun, and they enjoy reading practical magazines about cars, homes and gardens. Cars are bought for their comfort and convenience and will mostly be purchased second hand. Few people drive company cars, though a significant number make use of vans.