

Type E28 Neighbourhoods with transient singles living in multiply occupied large old houses

Islington
1.38% 



Overview

Key Features

- Young professionals
- Trendy city dwellers
- Some in good jobs
- Some lower incomes
- Income Support
- Well informed
- Good diet
- Inactive lifestyles
- Problems with racism

Regional Houses



Dulwich, SE21



Lower Clapton, E5



Cricklewood, NW2



Rankings

- Age Rank (23/61)
- Wealth Rank (42/61)
- Good Health (32/61)
- Fear of Burglary (21/61)
- Degree (5/61)
- Public Renting (13/61)
- Higher Tax (14/61)
- Environment (16/61)
- Internet (12/61)

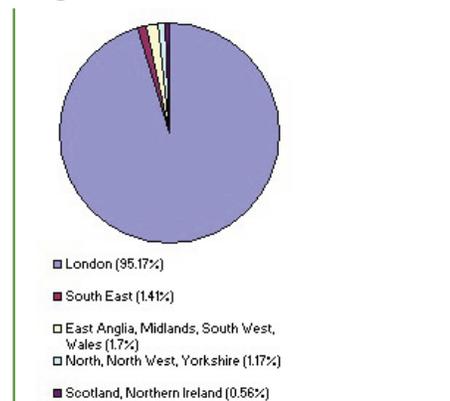
Top Councils

- Islington (41.10%)
- Lambeth (28.30%)
- Hackney (27.17%)
- Camden (25.97%)
- Hammersmith and Fulham (25.70%)
- Westminster (22.41%)
- Lewisham (18.01%)
- Kensington and Chelsea (17.20%)
- Southwark (16.48%)

Constituencies



Regional Distribution



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Type E28 comprises a mixture of young professionals in rented flats, ethnic minorities sharing large old houses and poor tenants in council flats, which characterises many of the less well off areas surrounding the centre of London.

Key Features	Communication
<ul style="list-style-type: none"> Young professionals Trendy city dwellers Some in good jobs Some lower incomes Income Support Well informed Good diet Inactive lifestyles Problems with racism 	<ul style="list-style-type: none"> Receptive Virtually all channels Unreceptive Tabloid press

Description - Public Sector Focus

Education Type E28 is generally well educated. Over half will have stayed in education past the age of 16, and the majority of these will have obtained a degree. Not many children of school age live in these areas, but those that do are not fairing as well academically. Throughout school they are constantly behind the norm at each of the Key Stages, and many are likely to leave school without a solid foundation of qualifications. However, well above the national average proceed to university, highlighting that this is a typical neighbourhood where the participation agenda may be having an effect. A high proportion of school age pupils do not speak English at home, and many come from households where low incomes qualify them for free school meals.

Health The relatively high levels of education amongst the adults breeds an awareness of the needs of a healthy lifestyle. Many eat healthily, and some may belong to the local gym. However, to balance this, overall they are not especially active, have reasonably high alcohol consumption, and a significant number may smoke. Therefore, although overall their health can be viewed as average when compared to the population as a whole, there is some evidence of liver disease and respiratory problems. Mental illness is also relatively prevalent in these areas.

Crime These are fairly insular households suffering many of the problems of inner city life. Fear of crime is focussed more on personal attack and racism than on property-related offences. However, in practice all types of crime are relatively common, but the perpetrators are more likely to use threats than violence. The victims tend to accept that the police treat offences properly, but overall they have a low regard for them.

Finances These are very mixed areas financially. Almost 45% pay no income tax, but of those that do 15% pay at the higher rate. Savings and investments are not commonplace. The poorer members of the community are heavily reliant on the state for benefits such as Jobseeker's Allowance and Income Support. The relatively small proportion of elderly living in these areas is reflected in the low number qualifying for the state pension although the proportion claiming Pension Credits reflects the national average, highlighting that many of the elderly in these areas are poor. It is not surprising that non-payment of council tax is an issue for some.

Environmental Issues Type E28 is mixed in terms of attitude towards the environment. However, in line with most of Group E, these people are generally concerned. Many are prepared to contribute financially, either through buying environmental friendly goods, or contributing to relevant charities. Car ownership and annual mileage are low.

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Description - Sociology and Environment

Summary *Type E28* comprises a mixture of young professionals in rented flats, ethnic minorities sharing large old houses and poor tenants in council flats, which characterises many of the less well off areas surrounding the centre of London.

Demography *Type E28* is a mix of young urban professionals, many with left wing sympathies, people of Caribbean and Bangladeshi origin, recently arrived Hispanics and a residual population of old people often living in small pockets of housing association or council owned accommodation.

Type E28 is found mostly in inner London neighbourhoods, which since 1945 have been vacated by craft manual workers, many of whom have moved out to the new towns, but which have not experienced the gentrification that has occurred in areas of *Type E30*.

Most of the population lives in flats rather than houses, which they rent rather than own. The working population is polarised between those with good qualifications who work in local public sector jobs or in the service industries of central London, and people in comparatively less well paid jobs - bus drivers, nurses, cleaners, janitors and car park attendants - who support the central London service economy.

This is mostly a young and mobile population of people in their twenties and early thirties who either live on their own, enjoy transient partnerships or belong to the gay community. These inner city locations are attractive because they allow people to live according to their own preferred lifestyles, untroubled by any specific expectations of the local community. Despite the run down nature of many of these neighbourhoods, the population is thoughtful and well educated. Many of the better educated singles who live in these areas do so out of choice, preferring the opportunity to live among diverse communities many of whose members share their distaste for the more extreme manifestations of materialism associated with outer suburbs. Some of them are directly involved in caring for people in poorer communities, whether as social workers or teachers, others campaign and lobby for the disadvantaged through political pressure groups. The ethnic minorities who live in these neighbourhoods are ones who prefer the diversity of lifestyles of traditional inner city neighbourhoods to the more aspirational atmosphere, with its focus on family living and material advancement, more typical of successful areas of *Type D27*. Few have children but those parents that do live in these neighbourhoods often move out to suburban locations once their children reach school age or are joined by younger siblings.

Environment Neighbourhoods of *Type E28* occur most frequently in inner areas of North London, in particular in the boroughs of Islington, Camden and Brent. They contain many flats above shops along the major Victorian arteries out of London, areas of large old 'rooming houses' close to commercial and industrial centres as well as smaller 'bijou' terraces, originally built for artisans, that are now on the verges of gentrification. These neighbourhoods often contain a scattering of commercial and public sector premises, petrol stations, transportation yards and maintenance depots, delivery centres, pubs, hospitals and fire stations, types of land use that are heavy generators of traffic, bustle and noise. Many of the neighbourhoods have seen little investment, whether in housing or in public sector provision, due to the declines in their population over the last 100 years, notwithstanding the various inner city programmes that have been designed to alleviate their social problems. Many of these areas are close to council houses and flats, which house high proportions of disadvantaged people who contribute to environmental difficulties such as vandalism, graffiti and physical violence. This results in the local shopkeepers having to secure their premises with lockable shutters after opening hours. Such areas are well served by shops and cafes.

(Continued)

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Description - Sociology and Environment *(Continued)*

The large ethnic minority population ensures a wide variety of fruit and vegetables, and convenience stores and cheap cafes service the large numbers of singles who find it unrewarding to cook for themselves in poorly equipped kitchens. Cramped conditions at home make pubs popular centres for meeting others, and cinemas, clubs and bars are often close at hand. For many residents close proximity to the variety of cultural opportunities offered by central London is a major benefit of living in these neighbourhoods. Time Out as well as The Guardian achieves high sales levels at the local newsagent and the Big Issue is sold at the entrance to local tube stations.

Economy Neighbourhoods of *Type E28* have good and easy access to a wide range of central London service jobs. However many of these jobs are in unskilled positions that do not necessarily appeal to all local residents whilst better paid ones often require levels of qualification and experience that may be beyond the reach of significant numbers of local people. Some people do not want to work in jobs which bring them into contact with customers whilst others don't relish the disciplines of jobs that don't allow them to display creativity or individual initiative. As a result these neighbourhoods experience higher levels of unemployment than would be expected from a population that is not particularly poorly qualified.

Consumer Values Many people in *Type E28* have, for one reason or another, rejected conventional consumerist values. This includes rejection of the political system, rejection of standard family values and the rejection of the conventional materialist lifestyles that most marketing communications promote. This rejection can result in apathy but more often in active engagement in counter cultural activities, hence the success of The Big Issue. Clearly not everyone in these neighbourhoods shares this orientation but it does affect a large enough minority to have a major influence on local business.

Consumption Patterns *Type E28* represents a poor market for most mass-market consumer propositions but offers significant opportunities in the entertainment and leisure sector, particularly for avant-garde films and radical artistic enterprises.

Change The size of *Type E28* is tending to reduce as young professionals seek to gentrify ever less prestigious neighbourhoods and as members of minority communities move out of their traditional melting pots into areas of *Type D27* housing. In many areas, the Caribbean and Bangladeshi communities are being replaced by refugees from Somalia, the Middle East and the Balkans, just as in earlier times they themselves replaced the Irish who originally settled in many of these communities.

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Description - Culture and Consumer Psychology

The young people who make up *Type E28* see themselves as stylish, adventurous and creative individuals who stand out in the crowd. They engage in consumption, partly as a means of creating and sustaining this self-image. Image and identity are all important. They are not yet 'identity achieved' in terms of their self image, their career, their financial position or their homes, although many may see themselves buying a home and settling down in the future.

They constantly scan the marketplace for new offerings and try to keep well informed about new developments in fashion and consumption. In this way, they are 'market mavens' informal consumption experts, whose friends, family and colleagues will often turn to for advice on products and services. However, they are not necessarily the innovators who will always want to be the first to buy new products and gadgets; rather they like to know exactly what is on offer so that when they are ready to buy, they have the benefit of the knowledge and information they have gleaned from many sources.

They absorb marketing information from a wide variety of sources; the Internet, TV programmes and other media sources such as magazines, shopping and browsing, and advertising. They are highly advertising literate and are receptive to advertising messages wherever they occur, be it posters at the roadside, advertising in taxis or in the press, or on TV. It is as if they are constantly 'tuned in' to the market and what's happening, and they even enjoy chatting about the latest ads.

They also enjoy spending money and may not always think too carefully about spending, especially when tempted by new offers or when using credit cards. They may well over-stretch themselves to satisfy their hunger for life; whether that be funding a full and varied social life in the trendy bars, cafes and pubs where they like to hang out with their friends or, perhaps on a larger scale, funding foreign travel and holidays off the beaten track to exotic destinations. Spending rather than saving seems to be the norm here. They are unlikely to have savings and investments, although they may be starting to pay attention to financial products with an eye to the longer term future.

For the time being, however, these trendy city dwellers are adventurous and extrovert consumers with a taste for contemporary life.

Live for today and don't worry too much about tomorrow seems to hold true for these *Type E28* households, although in the back of their minds there probably is a slight nagging worry about job security and long term financial wellbeing after all, if they can't keep up their levels of consumption, how can they live?