

Type D22 Comfortably off manual workers living in spacious but inexpensive private houses

Ashfield
3.19% 



Overview

Key Features

- Older manual workers
- Steady employment
- Secure family life
- High standard of living
- Spacious semis
- Good place to live
- Traditional
- TV, pubs, eating out
- Tax credits

Regional Houses



Stoke On Trent, ST2



Maesteg, CF34



Leicester, LE3



Rankings

- Age Rank (32/61)
- Wealth Rank (28/61)
- Good Health (36/61)
- Fear of Burglary (16/61)
- Degree (45/61)
- Public Renting (37/61)
- Higher Tax (37/61)
- Environment (45/61)
- Internet (46/61)

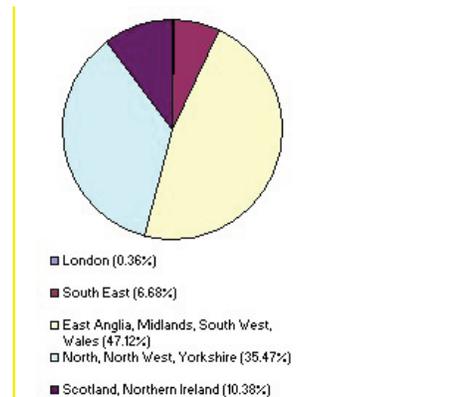
Top Councils

- Ashfield (16.11%)
- Tamworth (13.25%)
- Neath Port Talbot (13.01%)
- Amber Valley (12.40%)
- Caerphilly (12.31%)
- Staffordshire Moorlands (11.80%)
- Flintshire (11.73%)
- Stoke-on-Trent (11.56%)
- Nuneaton and Bedworth (11.34%)

Constituencies



Regional Distribution



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Type D22 comprises older manual workers, many of them employees of manufacturing industries such as steel and chemical plants, who have traditionally enjoyed a high standard of living and who own the spacious post war semi-detached houses that they live in.

Key Features	Communication
Older manual workers	Receptive
Steady employment	Tabloid press
Secure family life	Unreceptive
High standard of living	Internet
Spacious semis	Direct mail
Good place to live	Radio
Traditional	Social networks
TV, pubs, eating out	
Tax credits	

Description - Public Sector Focus

Education Adults in Type D22 neighbourhoods are more likely than not to have left school with few or no qualifications. The proportion that have obtained a degree is not much more than half of the national average. Their age means that they are not likely to be looking to enhance these qualifications now. Their children are doing slightly better. They perform slightly above the national average throughout their schooling, including the proportion who leave with 5 or more good GCSEs. Some may go on to college to acquire A levels, but the number progressing to university is below average.

Health These people do not have a healthy diet. They do not particularly eat those foodstuffs recognised as being good things to eat, and are often tempted by those that are bad. This may often be after a heavy night out drinking, as alcohol consumption is relatively high. Typically if someone in this Mosaic Type smokes it is likely to be in moderation. People in Type D22 areas are also not the most active in terms of their leisure pursuits. Their health is therefore distinctly average. When adjusted for age the total number of hospital admissions is only fractionally below the national norm. There is some indication that heart disease is more likely than many other forms of serious illness. These people are not particularly likely to have private medical insurance, so the burden rests on the NHS.

Crime In these areas, neighbours are more likely to help each other than not, but there is no strong sense of social cohesion. People generally enjoy living in such parts, but they are likely to experience moderate levels of drug problems and teenagers hanging around. Fear of crime is best described as average, with the fear of car crime being the most dominant in relative terms. Actual crime incidence, however, is below the national norm. When an offence does occur there is general satisfaction with the way the police deal with the investigation. Given this, and the relatively low crime levels, it is perhaps surprising that the rating of the police is generally poor.

Finances These people enjoy reasonable, rather than high, incomes. Whilst compared to the nation as a whole there are fewer people who do not pay income tax, there are also fewer higher rate tax payers. These moderate incomes are sufficient to allow a little to be put aside for a rainy day, or for retirement. The general level of employment and income means that benefits such as Jobseeker's Allowance and Income Support do not have a high take-up. However, the age profile means that there is slightly above average take-up of state pension and Disability Living Allowance. The retired are perhaps less well off than those still in work, as claims for Pension Credit reflect the national average.

Environmental Issues These people have no interest in environmental issues. They are ambivalent to recycling, car pollution and the environment generally, and are unlikely to make any financial contribution to such concerns. However, more by virtue of lifestyle than intent, they are reasonably environmentally friendly. Their semi-detached houses may well have had double glazing and new loft insulation installed purely as a means of cutting bills. Meanwhile, although these are likely to be multiple car households, annual mileage is low with most journeys being to work or to the shops.



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Description - Sociology and Environment

Summary *Type D22* comprises older manual workers, many of them employees of manufacturing industries such as steel and chemical plants, who have traditionally enjoyed a high standard of living and who own the spacious post war semi-detached houses that they live in.

Demography *Type D22* contains people who work in the manufacturing industry, most of whom are in later middle age, and many of whom have grown up children still living with them in the spacious if unpretentious semi-detached houses that they own. This is a population of very well paid manual workers who enjoy a high quality of life in small industrial regions and in areas of highly affordable housing. A common characteristic is their proximity to highly capital intensive industrial complexes, such as steelworks and chemical plants. Notwithstanding the closure of many of these plants, few of these workers appear to have been affected and unemployment rates remain low. These therefore are neighbourhoods where people have relied on industrial apprenticeships, rather than university degrees, to develop their skills, and communities in which young people could earn good money at an early age. The post war growth of these big industrial processing plants has resulted in their workforce living in housing most of which was built during the 1950s and 1960s to much higher standards than would accommodate people working in nineteenth century mining and textile communities, and almost all of the houses have at least three bedrooms and two receptions. These people tend not to move house they have little reason to do so at their age. Many of them would have first bought these homes some 30 years ago, not long after they were built. As this cohort reaches retirement many homes are owned outright and where they are not, mortgage payments now make up a relatively small share of household expenditure.

Environment Neighbourhoods of *Type D22* are most common in Wales, particularly around Newport, Port Talbot and the former Shotton steelworks, but are also found extensively in Scunthorpe and Redcar, other traditional steel towns. They are also found in small industrial towns that grew rapidly during the 1930s. A key feature of these towns is that their capital intensive industries allowed them to reward their workers with high wages. Being far from the congestion and high land prices of large cities, these locations also provided cheap land which allowed these affluent workers to enjoy the benefits of well built houses in generously sized plots from which they could easily travel by car to the large processing plants in which they worked. The size of these complexes was such that they had to be situated at some distance from residential areas and could not be reached on foot, unlike textile factories or mines. For this reason and because many worked round the clock they demanded a workforce that were able to drive and which were willing to work shifts. The housing for this new affluent workforce typically took the form of semi-detached houses, often with red shingled fronts, sometimes entirely brick faced elsewhere with rendered upper floors. Unlike the older houses that would have only small front gardens, many of these homes had spacious enough front gardens for off road parking or even a garage for the car. Front gardens display roses the air pollution perhaps keeping aphids under control whilst back gardens may have wooden fences not dissimilar to those found in equivalent houses for urban office workers. Local shops in these neighbourhoods are more modern and generally more spacious than those in mill towns or mining communities, being located in parades rather than at street corners and reached by car rather than on foot.

(Continued)

2 Description - Sociology and Environment



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Description - Sociology and Environment *(Continued)*

Economy Neighbourhoods of *Type D22* are generally found in areas of the UK where wage rates for manual workers have traditionally been high. The high wages are the result of a number of factors. The large plants have been heavily unionised and with their twenty four hour a day processes it has in the past been cheaper to 'give in' than to 'hold out' to workers' demands. The high capital value of these plants has made profitability less dependent on wage rates. For the worker there were financial compensations for working unsocial hours and overtime working could often boost wage packets. The corollary of these advantages was that the worker was required to be prompt and reliable. These were not industries that could survive on a transient labour force. In recent years, with the cut back in steel production, the government is making significant investments in industrial restructuring in these areas. Despite these changes unemployment rates among *Affluent Blue Collar* remain significantly below the national average. No doubt many of these workers have benefited from redundancy packages and with many close to retirement few appear to have suffered.

Consumer Values *Type D22* exhibits confidence in its ability to lead a satisfying lifestyle without recourse to the provision of public services and its consumers are more willing to try out new brands and products than those *Type D23* neighbourhoods.

Consumption Patterns *Type D22* represents a good market for home entertainment products, for gardening and leisure products. There is a strong emphasis on do-it-yourself. Caravans are common in driveways and an increasing number of homes enjoy extensions. The Daily Mail and The Mirror both sell well in this market as do Sky subscriptions.

Change Other than in the event of further plant closures, this Type should become increasingly attractive to workers in new industries and it is likely that due to its high quality of housing it will be taken over by workers with technical rather than specifically craft skills.



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Description - Culture and Consumer Psychology

These people typically live in decently sized semi-detached houses with gardens and garages, and built in the 1950s or 1960s. There is little renting in these areas. Most houses are owned outright or mortgaged, and some people might have an interest in, or own a second property. Many of these people moved into these areas many years ago, and although children may be inclined to migrate when they reach adulthood, the established residents rarely move. There are few problems with social and environmental nuisances, making these safe areas in which to live. Representation of ethnic groups is very low.

Most of these people are employed in nearby manufacturing concerns, which have been established for many years and which have not been damaged by the structural economic upheavals of the last 20 years. Employment opportunities for skilled, semi-skilled workers and lower supervisory staff are therefore considerable, and always have been. Such jobs require only modest technical or academic qualifications, which many of these people have. Unemployment is very low, and so far at least, there has been no serious threat of redundancy for most of these people. In terms of employment, most fall into the C2 social grade but their incomes can be far greater than such a classification might suggest. These working class people are far from being poor. The continuing demand for labour and the general stability of the local employment market mean that these people can command high wages. They are not short of money and can afford quite a varied and sometimes extravagant lifestyle. Debt levels are very low and a large proportion has investments by way of ISAs, PEPs, premium bonds and other national savings schemes. They generally have cheque based current accounts. Where children have left home and the mortgage is paid off, these people can have quite a substantial disposable income.

Grocery shopping is fairly infrequent, and together with the sometimes quite high levels of disposable income, this means that expenditure on each visit can be considerable. These people are not too worried about prices, and unlike others with working class roots, they have no need to budget very tightly, and will select the brands they prefer rather than worry unduly about cost. Many make use of retail loyalty cards and they use a variety of stores. Morrisons is particularly popular. They do not use the Internet for information or for shopping, but innovative products will be adopted quite readily where they have a clear entertainment value, such as DVD players. These people are immediate followers rather than opinion leaders. With ownership of standard consumer durables, there might be some element of demonstrating personal success to peers or, more prosaically, to keep up with the neighbours. Households, almost always, have access to a car, sometimes two cars and occasionally three. They choose a variety of makes but the sport utility 4x4 is popular.

Given their historical origins, the leisure interests of these people are confined to orthodox pursuits with few extremes. For example, they watch TV, go to pubs and eat out occasionally. Some do have a more substantial interest in DIY and gardening. Few have much time for life beyond their own horizons, so there is a general indifference towards the Arts, international affairs, foreign food, fashion and so on. The church means little to these people, whose lives revolve easily around work, family and consumption. Readership of newspapers is usually limited to the tabloids. They are prepared to spend large amounts of money on holidays, which are taken frequently. Package holidays and cruises are the first choice, but their independent streak means that camping and caravanning are also very popular. Marketing information and appeals will not register strongly amongst this Type.

These households display many aspects of traditional working class life. Steady, well-paid employment and a secure family life are central. The community networks may also be strong with many people having lived in the area for decades. Their underlying values are derived from and confined to their own immediate and perhaps parochial sub-culture. They are not adventurous. Many are hostile to change. They live industrious lives that they find very satisfying and they are comfortable with what they know and accept. The future of these areas depends on the continuing buoyancy of the local labour market and should this weaken, these people and their lifestyles could become very vulnerable.

These people live in enclaves where traditional working class values endure and where a fair degree of affluence is enjoyed.

2 Description - Culture and Consumer Psychology