

Type E31 Well educated singles and childless couples colonising inner areas of provincial cities

Norwich
1.18% 



Overview

Key Features

- Young professionals
- Singles and couples
- Well educated
- Public sector jobs
- Jobseeker's Allowance
- Good diet, active lifestyle
- Socially aware
- Individual
- Eco-friendly products

Regional Houses



Brighton, BN2



Hull, HU5



Birmingham, B13



Rankings

- Age Rank (13/61)
- Wealth Rank (31/61)
- Good Health (22/61)
- Fear of Burglary (29/61)
- Degree (7/61)
- Public Renting (38/61)
- Higher Tax (38/61)
- Environment (19/61)
- Internet (28/61)

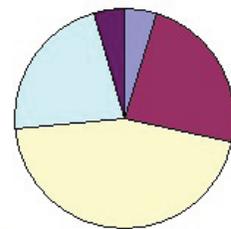
Top Councils

- Norwich (15.97%)
- Cambridge (14.81%)
- Oxford (14.52%)
- Reading (11.79%)
- Portsmouth (10.39%)
- York (10.37%)
- Bristol, City of (9.77%)
- Brighton and Hove (9.09%)
- Cheltenham (7.26%)

Constituencies



Regional Distribution



- London (4.68%)
- South East (23.66%)
- East Anglia, Midlands, South West, Wales (45.4%)
- North, North West, Yorkshire (21.87%)
- Scotland, Northern Ireland (4.39%)

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

Type E31 Well educated singles and childless couples colonising inner areas of provincial cities



Type E31 contains large numbers of young professionals, many working in the public sector, who live in socially mixed, inner areas of historic regional centres.

Key Features	Communication
Young professionals Singles and couples Well educated Public sector jobs Jobseeker’s Allowance Good diet, active lifestyle Socially aware Individual Eco-friendly products	Receptive Internet Telephone advice lines Heavyweight magazines Broadsheet newspapers Unreceptive TV

Description - Public Sector Focus

Education Type E31 is well educated. Compared to the average, they are almost twice as likely to have a degree or ‘A’ levels. If they choose to take advantage of further education opportunities it is more likely for leisure reasons, perhaps to learn a foreign language for holiday, rather than to improve academic qualifications. There are not so many children in these neighbourhoods, and those there are tend to only do marginally better than the average throughout their schooling, and indeed go on to university.

Health These people eat reasonably healthily, and certainly tend to avoid those foods considered to be particularly unhealthy. They are unlikely to be smokers, but a significant minority is likely to drink heavily, to the extent that hospital admissions due to alcohol or drug abuse are proportionately higher than across the country as a whole. Apart from this, Type E31 are generally physically healthy, although there is a disproportionate amount of mental health conditions.

Crime These neighbourhoods contain a mix of types of housing and people. Most people are neutral about whether they are good places in which to live. Fear of crime is below average, although actual incidence of all types of crime is significantly above average. As is typical for many people living in central areas of towns and cities most crime is likely to happen in or near their homes, and is often drink related.

Finances These are not areas of high earners. Many do not pay tax, and those that do are normally only paying at the basic rate. There is, as a result, only limited savings and investments in standard products. However, this moderate level of income is sufficient to support most people in Type E31 so, with the exception of the unemployed claiming Jobseeker’s Allowance, take-up of state assistance is below average. Some people in these areas find themselves financially stretched, so council tax non-payment can become an issue.

Environmental Issues These are caring people when it comes to the environment. They are more likely than any of the other Types in Group E to be prepared to pay more for environmentally friendly products, despite not being particularly affluent. Many households will have a car, typically small and of low or medium specification, but few will have more than the one. Annual mileage is generally low.

Type E31 Well educated singles and childless couples colonising inner areas of provincial cities

Norwich
1.18% 



Description - Sociology and Environment

Summary *Type E31* contains large numbers of young professionals, many working in the public sector, who live in socially mixed, inner areas of historic regional centres.

Demography *Type E31* contains a relatively young population, mostly of people in their twenties and thirties, who may have bought small but attractive terraces in the older areas of historic towns and cities. These neighbourhoods are less common in larger provincial cities which experienced rapid transformations during the late nineteenth century

Neighbourhoods of *Type E31* contain a mix of older graduate students and young professionals working in public sector industries such as education, health and government. The population is evenly divided between those that are married or co-habiting and those who are single professionals. Many couples will delay having children until their careers are well established and, once they do start a family, are likely to move out of these areas to more spacious suburbs once their children reach primary school age. In these convivial older terraces, close as they are to city centre jobs and shops, relatively few people need cars to get to work or to the shops. Many of these cities in which these neighbourhoods are located are of a size suitable for the use of bicycles to get to work. Although most workers are well qualified, many are in public sector careers which don't offer particularly good earnings, especially to younger professionals on lower grades resulting in low levels of car ownership. These neighbourhoods have smaller minority ethnic populations than the *Type E34* communities that are found in larger provincial cities.

Environment Neighbourhoods of *Type E31* are particularly common where there is a fine architectural heritage, long predating the nineteenth century. Many cities, such as Oxford and Cambridge, have important university functions, others such as York, Canterbury and Chester are historic cathedral cities. Historic spa and seaside towns such as Cheltenham, Southsea and Brighton also contain large amounts of this Type.

Type E31 is found in the inner, older areas which have developed gradually in the form of short streets of terraced houses developed on an irregular street pattern rather than a grid. These streets contain small but pleasant houses often built at different times and to different designs. Most have a small front garden and many have a Victorian bay window overlooking the street and a back extension at the rear. Turn of the century houses are likely to have front windows that extend at right angles from the front of the house and that support a gable. Typically these will be areas of two storey dwellings built before the First World War. These neighbourhoods, though residential in nature, were often built at a time when housing was not kept at such a distance from other land uses as it is today. Many are close to the schools, hospitals and centres of local administration in which so many of the residents work, to streets with the offices of professional practices and to car parks. Despite their density many of these neighbourhoods have good access to parks. Most areas of this sort are set in areas where good standards of architectural design have been applied over the years and local councils have often taken trouble to maintain the environmental quality of the area in their management of common space.

(Continued)



Type E31

Well educated singles and childless couples colonising inner areas of provincial cities

Norwich
1.18% 



Description - Sociology and Environment *(Continued)*

Economy With many residents employed by central and local government, the economy of these areas is relatively well insulated from economic fluctuations. However, particularly during the years of the Conservative administrations, many residents have suffered from the tendency for public sector pay rates to lag behind those of the private sector. Under the current administration's emphasis on investment in public services, many residents in these neighbourhoods will see noticeable improvements in their relative incomes and, in an era of declining annuity rates, will increasingly value the benefits of the index linked pensions to which many of them are entitled.

Consumer Values In *Type E31*, where relatively few people work for large commercial organisations, material ownership of consumer goods may count for less than attitudes and values in determining self esteem. With many people working in the caring professions or in occupations requiring personal contact with clients and customers, a greater emphasis is placed on social and interactive skills and on collaboration rather than on competition. For many people therefore consumption is a means to an end rather than an end in itself and the conspicuous flaunting of prestige brands is likely to excite ridicule more often than admiration. These are areas of progressive opinion and tolerant of diversity, but the requirement to adhere to standards of political correctness can be a cause of exclusion for people of different persuasions. Advertisers who promote the environmental responsibility and social benefits of their brands will therefore be more effective in this Type than those who appeal too crudely to personal self advantage.

Consumption Patterns *Type E31* represents a poor market for premium branded products, for health and beauty products, and for cars. They are enthusiasts for organic, home produced and vegetarian foods. They are light watchers of television and heavy readers of *The Independent* and *The Guardian*.

Change The fortunes of these neighbourhoods are closely bound up with the level of spending in public sector services. However as consumers come increasingly to value their heritage and as the workforce becomes more footloose, the number of people wanting to live in these areas is likely to increase.

Type E31 Well educated singles and childless couples colonising inner areas of provincial cities



Description - Culture and Consumer Psychology

Type E31 is largely made up of single people and couples with no children. A proportion of these households live in shared student-type accommodation, which may contribute towards a certain degree of transience among this Type. The non-students will only live here for a little while too, moving on to bigger homes, perhaps when they venture into home ownership or start their families.

Well educated, these are Guardian, or Independent reading, socially aware, career oriented professionals who don't generally turn to consumption as an outlet for their ideals and goals. Aspiration in their lifestyle is probably linked more closely to 'being' rather than 'having', with social status goals taking precedence over materialistic concerns. They may be vegetarians. Appearances are less important in terms of having the right car or wearing the right designer brands, however, these are well informed consumers who like to know what is happening in the marketplace. They are unlikely to be attracted by sales promotions offering discount coupons and competitions, for example.

A good deal of shopping is likely to be purely functional; these consumers don't spend time planning their shopping trips or sticking to a budget, and they show little brand loyalty or, indeed, any interest in brands at all. Their taste for the good things in life tends to be more highbrow; they enjoy Culture, the Arts and going to the cinema and they keep abreast of current affairs through reading informative publications such as The Economist and The New Statesman. Discretionary income is likely to go on expensive travel and holidays rather than towards new status goods such as cars. Socialising and eating out is also likely to be popular. Low levels of savings and investment are a characteristic of these youthful consumers and they don't yet appear to be developing an interest in financial products or services, or in planning for their financial futures. With many working in public sector occupations, they probably do have fairly good pension provision from their employment and this is probably perceived as being adequate.

Switched on to the Internet, both as a source of information and a convenient means of booking holidays and conducting other business such as banking, these consumers are quite discerning and are willing to pay more for quality. Intent on building their careers, their current home is more likely to be a convenient base for running their busy social and professional lives than somewhere to express their personality and personal style when they want that, they will move on.