

Type B09 Well qualified couples typically starting a family on a recently built private estate

Worcester

1.38% 



Overview

Key Features

- Young couples
- Young children
- New housing estates
- Well educated
- Hard working
- IT, Sales and Marketing
- Mostly good diet
- Outdoor activities
- Wash cars on Sundays

Regional Houses



Hindley, WN2



Peterborough, PE2



Portishead, BS20



Rankings

- Age Rank (3/61)
- Wealth Rank (14/61)
- Good Health (3/61)
- Fear of Burglary (38/61)
- Degree (20/61)
- Public Renting (51/61)
- Higher Tax (16/61)
- Environment (21/61)
- Internet (3/61)

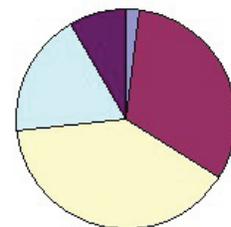
Top Councils

- Harlow (7.63%)
- Cherwell (7.35%)
- Worcester (7.16%)
- South Gloucestershire (6.95%)
- Bracknell Forest (5.94%)
- Milton Keynes (5.87%)
- Blaby (5.61%)
- Swindon (5.54%)
- Tewkesbury (5.45%)

Constituencies



Regional Distribution



- London (1.86%)
- South East (32.17%)
- East Anglia, Midlands, South West, Wales (39.24%)
- North, North West, Yorkshire (18.48%)
- Scotland, Northern Ireland (8.26%)

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Type B09 contains very young couples, mostly working in intermediate level jobs in areas of new employment, who have bought homes on new housing estates built in the last ten years.

Key Features	Communication
<ul style="list-style-type: none"> Young couples Young children New housing estates Well educated Hard working IT, Sales and Marketing Mostly good diet Outdoor activities Wash cars on Sundays 	<ul style="list-style-type: none"> Receptive <ul style="list-style-type: none"> Internet Radio Entertainment/leisure magazines Unreceptive <ul style="list-style-type: none"> TV Telemarketing

Description - Public Sector Focus

Education Adults living in Type B09 neighbourhoods are highly unlikely to have left school without qualifications. The proportions leaving with good 'O' levels, 'A' levels or even obtaining a degree all exceed the national average. There may be benefits to progressing their career through further education. Although these are areas with few children, the education attainment of children in these neighbourhoods closely mirrors that of the adults. They consistently outperform the national norm throughout their schooling, but not by significant amounts. A good proportion leave school with 5 or more GCSE passes at grades A to C, but the numbers actually going on to higher education reflects the national picture. These are not areas where ethnic minorities dominate, and income levels are usually sufficient to mean that children will not qualify for free school meals.

Health These people generally live an active lifestyle. They normally eat healthily, but quite regularly can give in to the temptation of a TV meal or a take-away. Moderate alcohol consumption is the norm, and whilst most do not smoke, a significant minority do. People in Type B09 have a wide variety of interests. Some of these are sedentary, but others involve physical activity to keep them fit and healthy. Private medical insurance is more likely provided by an employer, but the norm is not to have insurance. These people probably feel that they are young, fit and healthy, so on the relatively rare occasion where they develop more serious conditions they are prepared to rely on the NHS.

Crime Type B09 is generally positive about the area in which they live. However, the busy lifestyles, combining work with active social and leisure time mean that few have time to get to know their neighbours. Consequently each household tends to live in relative isolation. The main fear of crime relates to physical violence and to motor crime, rather than more general loss of property. Incidents are quite likely to involve violence, and to occur at weekends in a place of entertainment. People tend to be dissatisfied with the way in which the police handle the specific offence, but overall are reasonably satisfied with the police efforts.

Finances These people, despite being in the early stages of their careers, have reasonable levels of savings and investments. However, whilst some are already contributing to a personal pension, for most the savings are more likely geared towards the time when they wish to raise a family rather than when they retire. More people in these neighbourhoods are working than in most other Mosaic Types, and a significant minority are paying income tax at the higher rate. Most have bought their home at a time when they can reasonably afford it, and are living within their means. Therefore bills are generally paid on time and the state needs to provide relatively little financial support.

Environmental Issues These people are generally worried about environmental impact, but in practice do little about it. Their money is used to support their active lifestyle, and to prepare the way for the expense of raising a family. They are therefore generally unwilling to contribute financially. Their home lives can be described as eco-friendly; the new house will be small and well insulated, and for most of the day and a good part of evenings and weekends will be empty. This is, however, countered by their use of the car. Many households have two cars, and annual mileages can be high. Cars are essential both for work and for leisure activities, so it is important for these people that their car looks good and suits their personality.



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Description - Sociology and Environment

Summary Type B09 contains very young couples, mostly working in intermediate level jobs in areas of new employment, who have bought homes on new housing estates built in the last ten years.

Demography Type B09 contains a population of recently married couples and co-habiting partners who have recently set up home on new private estates on the edge of town. If they had lived in large cities or in older industrial centres, they might well have moved into an older terrace and done it up. Living where they do, in semi rural locations with limited amounts of older housing, the purchase of a new house on a private estate is a more obvious solution to their housing needs. Many of these people have moved to areas of the UK such as Northampton or Swindon to take up positions in large national businesses, others will be second or third generation new-towners who prefer living on a new private estate to buying from an ex-new town tenant. In general these are quite well qualified youngsters, often in their late twenties and early thirties, who are comfortable working the procedures needed to secure advancement in large corporate enterprises. Many of them are now in stable relationships and are eager to move into the family stage of their lives. Many will start having children if they have not already done so, on estates that are young child friendly. The houses on which they are now paying mortgages will typically have three bedrooms and will be either semi-detached or detached. Many will drive mid range company cars. Those who do not will be using vehicle finance to pay for the cars they need to commute to work and to get to local shops. As is common with people of this age cohort, a large number of residents have university degrees and a particular feature of their lifestyles is the long hours that many work. Their jobs are often in technical functions, such as computer programming or sales and marketing, and are likely to be in light manufacturing companies selling major household brands or in national service organisations. Although White British make up by far the largest share of the population, these estates are popular with the Chinese community and, to a growing extent, with those of Asian descent.

Environment Neighbourhoods of Type B09 occur most frequently in growth centres that lie beyond the green belt that surrounds major metropolitan centres, often in or close to new towns and within easy reach of the national motorway network. Many will work in towns such as Northampton and Swindon, Basingstoke, Milton Keynes, Harlow and Stevenage that have been designated growth centres in regional planning policy. The types of employers for whom these people work are not so much the prestigious information technology businesses that would dominate the Reading or the Cambridge labour markets, but organisations with large scale data processing functions. The white collar workforce of these companies live in houses of contemporary design, but with fussier detailing than earlier estates, and which are laid out in such a way as to emphasise the individuality of separate houses. Many builders have managed to create estates where each house is different from its neighbours even though there may be a visual unity to the scheme as a whole. Many, though not all, houses have access to a private garage. For those that do not the front garden is usually deep enough to allow standing for at least one if not both cars. The front lawns currently may look somewhat bare but, once children arrive and at least one parent is at home during the day, it is likely that more time will be spent on the garden. From small cul-de-sacs, many of which currently look out onto open country, a hierarchy of roads lead through junctions with yellow signs announcing directions to yet more recent estates, and to fast new roads which give access to the new industrial parks on which many of these people work. Meanwhile national supermarket chains, anticipating future population growth, have opened large new outlets in towns smaller than ones which would have previously supported such levels of investment. This allows many residents to pass their entire working week without significant involvement in the local communities in which they supposedly reside.

(Continued)



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Description - Sociology and Environment *(Continued)*

Economy Neighbourhoods of *Type B09* occur in areas of rapid employment growth, particularly in large corporate enterprises. There are good employment opportunities for middle earners. Top jobs are less plentiful whilst there is often a shortage of key service workers resulting in very low levels of unemployment and plentiful overtime and part time working for those who want it.

Consumer Values *Type B09* is the target audience of many advertising campaigns - young, recently married couples with open minds and adequate salaries. Working very often for large companies they value the reliability of trusted household brands and have little concern for the more complex nuances that exercise the mindsets of metropolitan residents. After paying for their home and their car, many find themselves on quite tight budgets. People in this Type have positive attitudes towards impersonal communications media and happily purchase by post, order via the Internet and engage with enthusiasm with voice-activated telephone ordering systems. Often using new information technologies at work, they enjoy using the Internet at home both for shopping and for leisure.

Consumption Patterns *Type B09* devotes much expenditure to consumer durables and home furnishings. Leading busy lives, people prefer to purchase convenience foods at the supermarket than to spend large amounts of time at the kitchen stove. They enjoy eating out at "country" restaurants managed by major chains.

Change The population structure of *Type B09* is rapidly ageing as new family members arrive and as pre-school children move into their primary school years. As these neighbourhoods mature and mortgages account for a smaller share of rising incomes, it is likely that expenditure levels will increase rapidly and that much of this extra spend will be devoted to home improvement products.



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Description - Culture and Consumer Psychology

Type B09 enjoys a good standard of living in their recently built homes on modern estates. They are hardworking, forward-looking people, who have established themselves on the career ladder. They are now establishing their families in these new developments, which have been typically planned with children in mind. Young children are the main focus of attention in many of these homes and much consumption will be geared to the needs of raising children within busy households, frequently with both parents working.

These are the estates where the men will be out washing their cars on Sunday mornings while the women catch up with household chores, relying on many convenience products and household appliances to keep their homes spick and span. Smartly turned out houses, cars and children are the hallmark of this 'new' family' territory, and well known brands are the props which bolster their lifestyle. These are not the innovators or trendsetters, rather they are highly representative of mainstream fashion and consumption trends. They eschew 'faddy' trends in food and other areas of consumption, preferring to tread an even path through the mainstream.

Achieving figures highly in the lives of these consumers, in terms of career progression, financial security and material possessions. They are often high spenders who juggle loans, credit cards and other financial commitments, with some degree of financial 'savvy', as they lay down the foundations for future security with savings plans and some investments. Their current home may be seen as a stepping stone, to move on from as the children grow older and parental income increases. Aspirational values, for example, the idea of starting their own business one day, improving their lifestyle or further progression in their careers, are key motivational factors in their long term plans. Indeed, there is a sense of some level of dissatisfaction with their current standard of living, but this is coupled with the drive to do well and to move onwards and upwards.

Generally well educated, they are broad minded but not particularly interested in social, environmental or political issues. They are probably just too busy, running their lives efficiently and conveniently, with the help of new technology and particularly the Internet. Leisure is often home-based, with family excursions to the cinema, or eating out being popular.