

**Group B** Younger families living in newer homes

10.92% 



Overview

Key Features

- Young couples
- Good education
- Corporate careers
- Low unemployment
- Good prospects
- Modern homes
- Internet
- Enjoy exercise
- Care for environment

Regional Houses



Bury St Edmunds, IP32



Dorchester, DT1



Glasgow, G44



Rankings

- Age Rank (1/11)
- Wealth Rank (4/11)
- Good Health (2/11)
- Fear of Burglary (6/11)
- Degree (6/11)
- Public Renting (9/11)
- Higher Tax (3/11)
- Environment (5/11)
- Internet (3/11)

Top Councils

- Milton Keynes (35.65%)
- Rushmoor (34.65%)
- Eastleigh (30.72%)
- Mid Bedfordshire (28.94%)
- Huntingdonshire (28.00%)
- Tamworth (27.94%)
- South Gloucestershire (27.90%)
- Swindon (27.57%)
- Cherwell (27.31%)

Constituencies



Regional Distribution



**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



Milton Keynes

## Group B Younger families living in newer homes

10.92% 



*Group B* contains people whose focus is on career, home and family. These are mostly younger age groups who are married, or at least in a permanent relationship, and are now raising children in post war family houses, often in areas of the country with rapidly growing populations. The focus of expenditure is on equipment for the home and garden, and the immediate family unit is the principal focus of leisure activities.

Key Features	Communication
<ul style="list-style-type: none"> <li>Young couples</li> <li>Good education</li> <li>Corporate careers</li> <li>Low unemployment</li> <li>Good prospects</li> <li>Modern homes</li> <li>Internet</li> <li>Enjoy exercise</li> <li>Care for environment</li> </ul>	<ul style="list-style-type: none"> <li><b>Receptive</b></li> <li>Internet and e-mail</li> <li>Digital TV</li> <li>Entertainment magazines</li> <li>Mid-market tabloids</li> <li><b>Unreceptive</b></li> <li>Terrestrial TV</li> <li>Broadsheet newspapers</li> </ul>

## Description - Public Sector Focus

**Education** Adults living in *Group B* have generally left education with adequate rather than exceptional qualifications. Most have qualifications at 'O' level. Of those who stayed on to gain 'A' levels, two-thirds went further to gain a degree. However, the proportion with degrees reflects no more than the national average. Similarly, children tend to attain satisfactory rather than outstanding, educational success. Throughout their school life their performance is above the national average, but only by marginal amounts. As a result, fewer of these children attend university than would normally be expected. Generally, this Group does not qualify for free school meals, and very few of the children have refugee status.

**Health** General health levels are good, which is partly reflective of their age. Even adjusting for age there are low levels of hospital admissions, and relatively few cases of alcohol and drug abuse, or teenage pregnancies. *Group B* has what can best be described as a neutral lifestyle. Their diet is neither good nor bad, and their consumption of beer reflects the national average. They are more likely to be gym members, although this may be more reflective of age than a desire for a particularly healthy lifestyle. A much higher than average proportion have medical insurance provided by their employer, but the proportion taking their own private insurance reflects the national average.

**Crime** Fear of crime is less than the national average. The biggest concern is fear of car crime which is, to an extent, borne out by actual incidents. Conversely, there is little concern for, or evidence of, racial abuse and attacks which is reflective of the ethnic mix. Where an offence does occur there is a general level of satisfaction with the police response.

**Finances** *Group B* has a strong requirement for credit. Quite apart from a new house that requires a mortgage, one or perhaps two cars need to be financed in order to enable people to drive to work, in places where public transport is poorly developed. Many residents will look to credit to buy consumer durables such as beds, living room furniture and kitchen appliances. With steady incomes and often with two parents working these debts are usually affordable and are typically spread across credit cards, personal loans and retail credit. The majority of people in *Group B* are basic rate tax payers, although a larger proportion pays at the higher rate than the national average. They therefore tend not to require the support of the state, and are likely to pay their council tax bills. A significant number are making private pension provision.

**Environmental Issues** Whilst this Group shows concern for the environment, it is not particularly prepared to do anything of significance about it. Many are not prepared to pay more for environmentally friendly products. This Group's dependence on the car makes them the most likely, with the exception of the rural community, to have high vehicle emissions. Annual mileage tends to be high, often in excess of 40,000 miles, and two car households are commonplace. The only noticeable positive contribution to the environment comes from housing, where the relatively modern nature of properties means that they have higher levels of insulation and more efficient heating and lighting than older properties.



8 9 10 11 12 13 14

Milton Keynes

## Group B Younger families living in newer homes

10.92% 



### Description - Sociology and Environment

**Summary** *Group B* contains people whose focus is on career, home and family. These are mostly younger age groups who are married, or at least in a permanent relationship, and are now raising children in post war family houses, often in areas of the country with rapidly growing populations. The focus of expenditure is on equipment for the home and garden, and the immediate family unit is the principal focus of leisure activities.

**Demography** *Group B* is a group of people, most of whom have acquired some worthwhile vocational or professional skills, that have enabled them to secure positions within large organisations, whether in the private or the public sector, which provide the prospect of future career advancement. Whilst not all of the people in this Group are necessarily particularly well paid today, most of them can look forward to regular promotions or to increases in grade within agreed salary scales in future years. Most of them are working in secure positions, and many of them benefit from fringe emoluments such as a company car or an occupational pension scheme. The narrowing focus on a particular career, whether with a single employer or within a particular profession, is likely to coincide with a parallel evolution in personal relationships, towards a stable partner and towards the consideration of longer term issues, whether, and if so when, to have children, whether, and if so where, to purchase their own property investment and where in the country to look for permanent jobs. For such people modern, purpose built family housing, set in estates with many other young families and within easy reach of good jobs located on major new industrial or office 'parks', is more appropriate than the rented, inner city flats and terraced houses that many of them may have put up with when students or after leaving university. This population, therefore, consists mostly of young couples with pre-school and school age children, living in relatively recently built family accommodation, some detached, other semi-detached on new estates often some considerable distances from the cores of major commercial centres but within an easy drive of many potential work places.

**Environment** Neighbourhoods of *Group B* are located typically on estates that have been built since 1945 by major national house builders, usually on greenfield sites on the edge of medium sized towns. These are places in which planners have decreed that new housing should be allowed, and are often situated close to areas of rapid employment growth. Not only are the houses new but so too are the roads, the shopping centres, the schools and the hospitals. Such areas are therefore attractive to people to whom 'newness' is more attractive than 'heritage', who want to build a better future for themselves in a planned environment rather than re-create the styles or communities of previous generations. In these environments the newness of the houses is complemented by the orderliness of the gardens, the absence of weeds, overgrown copses or uncultivated spaces, by the cleanliness of public open spaces and by the convenience of access to supermarkets and shopping centres. Not only do such areas provide a safer and a more orderly alternative to inner city locations but they also provide a community of like minded people, sharing common concerns and values. It will be easier both for parents and for children to establish new friendships among people, many of whom are living far away from family and student friends.

**Economy** *Group B* is typically found in areas of rapidly expanding employment, around towns such as Swindon, Northampton and Milton Keynes. Some of the new jobs that attract people to these new areas are in locally grown businesses in new industrial sectors such as information technology, biotechnology or business services. Other jobs are created by organisations relocating from inner city sites to new greenfield office parks that are close to the motorway network and within easy reach of the type of housing which can be afforded by the types of people whom they would hope to employ.

(Continued)



Milton Keynes

## Group B Younger families living in newer homes

10.92% 



### Description - Sociology and Environment *(Continued)*

Lower land prices in these new growth areas also attract commuters working in nearby more expensive locations closer to large cities, and the need to service these new dormitory areas itself fuels the growth of jobs in emerging small businesses serving these expanding local markets. *Group B* therefore tends to benefit from living in economies with very low unemployment rates and a high demand for labour, factors that further reinforce their confidence in selecting these locations as the place in which they should invest in the purchase of a new home.

**Consumer Values** *Group B* places a high value on material possessions. Most are interested in tangible products they can buy with their incomes and get considerable satisfaction from the use of the products that they own. To some extent this is a reflection of their stage in life when the kitting out of new homes involves substantial expenditure on appliances. However, these are also people whose leisure activities, such as sailing or mountaineering, often involve the use of specialist equipment and who tend to live beyond easy reach of artistic or sporting venues. Their physical distance from relatives and the poor state of local community development is reflected in a focus on the family, both as a unit of consumption products such as personal computers being chosen by and used by the family as a whole and of leisure activity. Modern design, the incorporation of high technology and reliability are important consumer values. People take the time to learn about the relative merits of alternative brands and of different suppliers before making major expenditures

**Consumption Patterns** *Group B* tends to spend predominantly on mid market brands in established product categories. This is not a population of heavy television watchers but they are attracted to cable television and to Sky, particularly on account of the children's entertainment channels. Popular newspapers are The Mail and The Telegraph and much money is spent on magazines that focus on homemaking and on specialist leisure and sporting interests. This group makes much use of the Internet to obtain information on products and services and to undertake transactions. Many have signed up to on-line or telephone banking services and to direct insurance. Surveys also consistently show that these people rely heavily on the media for information on new products and services, are eager 'consumers' of advertising and are particularly responsive to sales promotions. Branding is important to *Group B* who rely particularly on a weekend shopping trip to a major retail park containing well known multiple retailers for purchasing clothes and other 'comparison' items. Smart in appearance, these people are likely to prefer high specification versions of compact cars to more capacious models, though a significant number will invest in a people carrier or sub MPV for the school run. Visits to grocery stores tend to be occasional but large, with supermarkets being used to buy speciality products and non-food items as well as basic necessities. Nappies, children's clothes, magazines, ready made meals and multi pack offers are all likely to perform well in supermarkets serving *Group B*. Leisure is likely to involve active sports such as squash and badminton to those taking more time, such as golf. Walking, sailing and mountain climbing are relatively more popular pursuits than the theatre, the cinema and dining out. Holidays may involve camping or caravanning and are more likely to take independent formats for example, self-catering cottages rather than coach tours or hotel packages and frequently include opportunities for engagement in active sports and special interests.