

Type J52 Better off older people, singles and childless couples in developments of private flats

1.39% 



Overview

Key Features

- Professional couples
- Wealthy older people
- No children
- Well informed
- Pleasant homes
- Historic settings
- Good health and diet
- Drink alcohol daily
- Foreign travel

Regional Houses



Cheltenham, GL50



Nottingham, NG2



Northwood, HA6



Rankings

- Age Rank (42/61)
- Wealth Rank (20/61)
- Good Health (39/61)
- Fear of Burglary (46/61)
- Degree (9/61)
- Public Renting (28/61)
- Higher Tax (13/61)
- Environment (11/61)
- Internet (34/61)

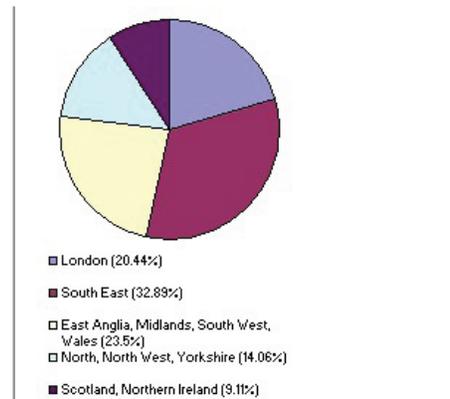
Top Councils

- Bournemouth (8.49%)
- Brighton and Hove (8.16%)
- Sutton (7.32%)
- Worthing (6.86%)
- Bromley (6.76%)
- Epsom and Ewell (6.61%)
- Elmbridge (6.04%)
- Warwick (5.83%)
- Richmond upon Thames (5.57%)

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

Type J52 Better off older people, singles and childless couples in developments of private flats

1.39% 



Type J52 consists of well educated couples, who for various reasons don't have children, and wealthy older people, who can no longer manage the responsibility of homes with gardens. They live in small modern purpose built apartments and attractive but compact older town houses in historic settings.

Key Features	Communication
Professional couples	Receptive
Wealthy older people	Internet
No children	Telephone advice lines
Well informed	Broadsheet newspapers
Pleasant homes	Magazines
Historic settings	Local shops
Good health and diet	Unreceptive
Drink alcohol daily	TV
Foreign travel	

Description - Public Sector Focus

Education Many of the people living in areas of *Type J52* will have, in the distant past, passed through higher education. Those that did not are still more than likely to have good qualifications; perhaps 'A' levels, or at least a collection of good 'O' Levels. The few children there are in this type of neighbourhood, tend to be reasonably successful. Most will leave what may well have been a voluntary aided or voluntary controlled school with good qualifications, and a significant proportion will go on to university.

Health Diet is reasonably healthy for these people. However, there is a tendency towards heavy smoking, and alcohol consumption is regular and frequent, although not generally to excess. Overall *Type J52* is living sensibly today, just as they will for most of their working lives. Those who have succeeded in stressful careers may well now be suffering the effects of that stress. Overall they are showing the range of health problems generally associated with old age. However, when adjusting for age they are less likely to be admitted to hospital than the average person in the country. Even when they are, a significant proportion are likely to have private medical insurance, so they put less pressure on the NHS than many of the poorer elderly Mosaic Types.

Crime *Type J52* people generally have a fear of crime that is well below the average. Whilst the areas in which they live are not always the most desirable, few think that they are particularly unpleasant. However, the attraction of relatively wealthy, elderly people living in the city suburbs or the centre of smaller towns is too much for the more criminally minded. Crime against property is well above the national average, although violent crime against the individual is rare. Such people, due to the nature of the belongings in their homes, can tend to be victims of repeat burglaries of their homes.

Finances These people have a level of income that ensures a comfortable life, and without the financial burden of children many have significant investments. Apart from the state pension, only a minority rely on the state for financial support. Whilst the vast majority will pay bills such as council tax on time, a small number do not. This is likely to be due to the financial hardships that can befall anyone given unfortunate circumstances, but for some it may be a positive stand against what they perceive as poor value for money.

Environmental Issues Such people are usually very concerned about environmental issues, and will certainly be prepared to pay more to buy environmentally-friendly goods, including the new breed of cars that operate on stored electricity at lower speeds, rather than fossil fuels. However, their general level of financial comfort means that intentions do not always match deeds. Most households will own a car, and a minority of these will use it extensively. Such cars are also of the more up-market, less efficient models. They also tend not to be energy efficient at home; their relative level of affluence means that they do not need to think about saving a pound or two by turning down the heat, or switching off a light.



Bournemouth

Type J52

Better off older people, singles and childless couples in developments of private flats

1.39% 



Description - Sociology and Environment

Summary *Type J52* consists of well educated couples, who for various reasons don't have children, and wealthy older people, who can no longer manage the responsibility of homes with gardens. They live in small modern purpose built apartments and attractive but compact older town houses in historic settings.

Demography *Type J52* neighbourhoods suit the needs of well off married couples who either can't have or don't want children. Many of these people have priorities, such as their careers, foreign travel or the arts, which not only take precedence over having a family but are considered more rewarding than repairing and decorating their homes and keeping gardens in good order.

If they work in London or in large provincial cities it is quite likely that these people will move in to a newly built apartment, maybe with two bedrooms, situated in an exclusive residential suburb where many of the larger older houses have been demolished and small private apartments have been built in their grounds.

If they work in smaller cities it is more likely that they will move into select developments of modern town houses or choose to live in select streets of small Georgian town houses close to the centres of historic towns.

Both these types of physical environment are also attractive to elderly people who on retirement may have moved to a coastal house with a large garden but who now are too frail to cope with driving and gardening and prefer to live in more manageable accommodation.

Neither of these groups want to live in the smart flats that could be bought in cosmopolitan inner city neighbourhoods of students and recent graduates with whose values they have little in common.

In *Type J52* neighbourhoods, there is a much higher proportion of older childless couples than in the areas of studio flats in the inner city. The proportion of the population in the 25 to 34 age group is only marginally above the national average but the ratio of children to women of child bearing age is only a half the national average.

Unlike retirement areas, which people move into during their 60s, these neighbourhoods have large numbers of people who moved in during their 70s and 80s as they become unable to manage bigger homes with gardens. Both the working and the elderly populations are drawn mostly from upper educational groups and many of the childless couples are graduates who work long hours in professional jobs, many of which are in private sector office functions. Many of these people commute to city centres to get to work and many of the women enjoy particularly successful careers uninterrupted by family responsibilities. Most of these residents own their flats but there are significant numbers of apartments that are rented out because the owner has temporarily been transferred abroad or because a vacant flat has been purchased and rented out as a speculative investment.

These neighbourhoods appear to have large numbers of company directors but this is often because the flats are on leases from companies of which all the leaseholders are directors.

Whilst many more people live in modern private flats than in other types of housing it is important to remember that as many as half the population live in other types of accommodation. Some will live in nearby houses which have not been demolished to make way for flats, in compact new terraced town houses or indeed in highly valued older town houses, often close to the centres of historic market towns. Though these neighbourhoods tend to have a higher proportion of people of British origin than those that immediately surround them, they often attract significant Jewish populations.

(Continued)

Type J52

Better off older people, singles and childless couples in developments of private flats

1.39% 



Description - Sociology and Environment *(Continued)*

Environment The physical appearance of *Type J52* neighbourhoods is mixed. Some are modern apartment blocks, some the larger houses in immediately surrounding areas, some modern town houses, some older town houses in prestige locations close to the centres of historic market towns. Overall these neighbourhoods are particularly common in outer London suburbs where the increase in land prices and the ageing population has made it cost effective to buy up, demolish and replace large old houses. But these neighbourhoods are also common in the larger and more expensive coastal retirement resorts such as Brighton, Hove and Bournemouth. The private flats are typically well appointed with landscaped gardens, garages and an attractive lobby area and some will have a resident caretaker. Ground rents allow high standards of exterior and interior maintenance and for the regular painting of common areas. Many of these flats are situated among the mature trees which would have been planted at the time when the neighbourhood was original developed and few of them will have been built on what were originally greenfield sites. The modern town houses, for some reason, are often built to neo-Georgian designs and frequently have garages on the ground floor from which steps lead up to a first floor kitchen and living area. To meet budgets many of these houses have been built at high residential densities which results in them often having only two bedrooms and no more than a single large through room as a living space. As with the flats, these developments often come without private gardens and rely on a patio for their outside space.

The same demographic population is also found in pre-Victorian streets of terraced houses in a number of pleasant small towns which escaped rapid population growth during the nineteenth century, towns such as Marlborough in Wiltshire, Topsham near Exeter and Sandwich in Kent. A common feature of these towns is their proximity to nearby urban centres that have attracted good jobs in new industries. These attractive historic environments of small Georgian houses within close walking distance of interesting independent speciality shops makes them a popular location both for the very elderly and for the childless couples who work in these nearby towns.

Economy *Type J52* neighbourhoods are strongly dependent on the knowledge based economy. Most people are well educated and many residents recognise the importance to their careers of 'lifetime' learning. Most of them work in service industries and, not having children, many are happy to undertake short periods of overseas consultancy.

Consumer Values Notwithstanding the mix of very older and younger people, *Type J52* prefers planning, good order and smart appearance. These are not areas in which people wear worn jeans or drive dirty cars. Residents are not necessarily concerned about the personalisation of the products that they buy but are prepared to pay premium prices for brands of higher quality.

Consumption Patterns *Type J52* is an understandably poor market for children's goods, for home improvement and gardening products, and for products whose focus is on family entertainment. A relatively high proportion of disposable income will be spent on personal services, including laundering and dry-cleaning, on premium foods and on eating out. Foreign business travel is regularly undertaken by these residents.

Change The expansion of this type of neighbourhood is particularly susceptible to changes in land and housing prices. Neighbourhoods of *Type E32* offer an alternative form of housing which may prove more suitable for lower income and younger residents who might otherwise decide to live in this type of neighbourhood.



Bournemouth

Type J52

Better off older people, singles and childless couples in developments of private flats

1.39%



Description - Culture and Consumer Psychology

These well-off singles and couples enjoy life to the full, without the restrictions which come with having children at home. Either retired age groups who no longer have dependent children to care for, or younger, middle-aged couples with no children, these educated, intellectual consumers engage in consumption as a means to an end, partaking in life's many pleasures and reaping the rewards of many years spent building careers and financial security. Their homes will be pleasant and tastefully decorated, but the focus of their lifestyles lies beyond the home and family.

Discernment and classic tastes and style are the hallmarks of these people, who value personal taste and distinction over vulgar displays of wealth through goods and brands. Traditional values prosper and are upheld here, but these more outward-looking consumers also love to broaden their horizons and seek novelty and challenge through travel and interests in the Arts, history, classical music and other cultures. Careful planning and investment has laid down the foundation for a comfortable future. The importance of faith and regular attendance at church feature highly, as does an interest in charitable concerns even to the extent of giving up time for voluntary work which may be another sign of careful planning and investment in the future!

Keeping well informed about news and current affairs takes precedence over marketing and consumer information these are not the types of consumers who like to try new brands or express themselves through consumption. Television viewing is likely to centre on news, documentaries and programmes about the Arts such as the South Bank Show. The better quality broadsheets and Sunday papers also help to shape their opinions and life view. Politically aware, Conservatives and Liberal Democrats, and pro-European, these people may well consider themselves to be knowledgeable thinkers and doers in today's society. Although unlikely to be innovators, they have embraced new technology such as the Internet as a further source of both information and an easy, convenient means to book holidays and deal with banking matters.

Their thinking and opinions lead them to embrace alternative medicines, for example, and to enjoy foreign travel and frequent holidays although cruising in comfort is likely to take priority over backpacking in far-flung corners. Shopping for goods which support and enhance this comfortable lifestyle will be carried out at Marks and Spencer or Waitrose. While brands and brand loyalty are not so important to these consumers, they do like quality and may be prepared to pay extra to enjoy it, with organic foods and good wine on the shopping list. Quality living might well sum up these consumers and their approach to life and consumption.