

Type E33 Older neighbourhoods increasingly taken over by short term student renters

Oxford
0.81% 



Overview

Key Features

- Singles
- Mature students
- Postgraduates
- Idealistic & headstrong
- Freedom before careerism
- Low incomes
- Active lifestyles
- Liberal minded
- Heavy/medium drinking

Regional Houses



Plymouth, PL4



Oxford, OX2



Edinburgh, EH9



Rankings

- Age Rank (6/61)
- Wealth Rank (39/61)
- Good Health (17/61)
- Fear of Burglary (17/61)
- Degree (11/61)
- Public Renting (25/61)
- Higher Tax (40/61)
- Environment (43/61)
- Internet (2/61)

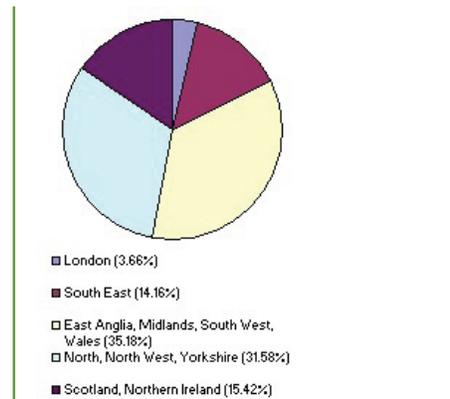
Top Councils

- Oxford (11.91%)
- Exeter (8.60%)
- Ceredigion (8.29%)
- Newcastle upon Tyne (7.74%)
- Southampton (7.59%)
- Cambridge (6.38%)
- Nottingham (5.75%)
- Cardiff (5.04%)
- Manchester (5.00%)

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 E33 Older neighbourhoods increasingly taken over by short term student renters



Type E33 is found in the older areas of provincial cities which are sufficiently close to universities to have large populations of students and recent graduates.

Key Features	Communication
<ul style="list-style-type: none"> Singles Mature students Postgraduates Idealistic & headstrong Freedom before careerism Low incomes Active lifestyles Liberal minded Heavy/medium drinking 	<ul style="list-style-type: none"> Receptive <ul style="list-style-type: none"> Internet Posters Heavyweight magazines Broadsheet newspapers Unreceptive <ul style="list-style-type: none"> TV Tabloid press

Description - Public Sector Focus

Education Educational attainment of the adults reflects the student population. The proportion who have so far reached 2 or more 'A' levels is almost 4 times the national average, indicating a large number of undergraduates. Over 30% of the population also have degrees, typically the postgraduate students and younger academics still living in the area. Approximately 20% have few if any qualifications; these are most likely to be the original residents before the explosion of students moved in. There are few children living in these areas; those that do will largely be part of the original community. Their level of achievement is marginally below the national average. It is noticeable that, with many not speaking English at home, it is English rather than Maths or Science in which school performance is worse. The proportion going on to university is not much more than half of that seen across the country as a whole.

Health These neighbourhoods are dominated by people who have an active lifestyle, accompanied by heavy drinking sessions. They may well also smoke. They do not really think about diet; they eat what they need, what they can get and what they can afford, meaning that overall few of the very good or very bad parts of a diet tend to be present. Overall this lifestyle means that, whilst appearing to be generally healthy, when adjusting for age the proportion admitted to hospital is higher than the national average. There are particular issues with drug and alcohol abuse, and with mental illness. It is also interesting to note that whilst the number of child deliveries is only about one half of the national average, the number of abortions is significantly above average.

Crime These areas are generally seen as unpleasant areas in which to live. The transient nature of the population, and the conflicts between the students and the original residents means that social capital is virtually non-existent. Everyone appears to live their own lives. These are neighbourhoods where fear of crime is reasonably high, and where anti-social behaviour is rife. Offences tend to occur either in the home, where the student lifestyle and the fact that neighbours show no interest makes burglary a common problem, or at places of entertainment. The population of these areas, whether students or traditional residents, have a poor view of the police.

Finances As many of the population are either students or relatively poor original residents, almost half the population pay no income tax, and virtually none pay tax at the higher rate. Savings and investments are rare. Reliance on the state is largely restricted to Jobseeker's Allowance, although an average number are claiming Income Support. Council tax payment is not an issue for the students, but the relative poverty of some of these areas mean that overall non-payment can be a problem for some Local Authorities.

Environmental Issues Type E33 neighbourhoods are surprisingly oblivious to environmental concerns. They may make financial contributions when pressed, and many will adopt specific causes with fervour, but they do little consciously to change their lifestyle. Car ownership is low, and for those that do own a car annual mileage is below average. However, the nature of shared accommodation means that many are very energy-inefficient in their homes.

Type E33 Older neighbourhoods increasingly taken over by short term student renters

0.81% 



Description - Sociology and Environment

Summary *Type E33* is found in the older areas of provincial cities which are sufficiently close to universities to have large populations of students and recent graduates.

Demography The explosion in the numbers of young people attending universities has had an impact way beyond the immediate campus areas and halls of residence of our leading university towns. Whilst some undergraduates live close by the university, others will join postgraduates and recently graduated students in neighbourhoods further away from their universities. These neighbourhoods are quite similar in character to *Type E34* but in these areas students are in a minority and they do not dominate the local community to the same degree. Members of the academic community tend to be older, with more people in their middle twenties and fewer in the age group 18 to 21. Neighbourhoods of *Type E33* are more popular with mature students, with postgraduate and research students and with younger lecturers. These neighbourhoods also contain large numbers of people with degrees working in professional jobs outside academia. In these areas it is more likely that the student community will be living in shared rented houses rather than in communal institutions and in low rise older terraced houses than in purpose built apartments. In many cities these neighbourhoods consist of better quality turn of the century terraced houses, mostly with front gardens, which were originally developed to house white collar rather than industrial workers. To some extent therefore these areas have experienced a measure of academic gentrification making them attractive to young professionals of a more liberal orientation.

Environment Neighbourhoods of *Type E33* are common in all large provincial cities but not in London. They can take many forms. In Scottish cities such neighbourhoods are characterised by high density tenements, entered by a common front door which leads to a staircase providing access to very small one or two bedroomed studio apartments. In Liverpool and Hull these areas take the form of turn of the century terraces, most with back extensions, with small but pleasant front gardens overlooked by bay windows. In Cardiff such areas take the form of large, three storey terraced houses divided into small bedsits. Most of these neighbourhoods are close to the large parks with which the Victorians enhanced the value of their upper class residential areas and provide easy access to the strips of older shops with flats above that characterise the major thoroughfares leading out of the city. These thoroughfares are well served with convenience stores offering takeaways and cheap restaurants, coffee shops and ethnic restaurants which are well patronised by the local population. Buses provide easy access to city centres for populations many of whom can not easily afford a car and who live in streets where parking is difficult and car crime high. Universities are often reached on foot or by bicycle.

Economy Many neighbourhoods of *Type E33* were originally built by the Victorians and Edwardians for clerical, white collar workers and were mostly located at some distance from major centres of manufacturing employment. Knowledge has always been more important than muscle in securing advancement here. Many of these areas continue to furnish central business districts with the labour needed to run administrative, cultural and retail operations and most people have to travel some distance every day to get to work.

(Continued)

Type E33 Older neighbourhoods increasingly taken over by short term student renters

0.81% 



Description - Sociology and Environment *(Continued)*

Consumer Values *Type E33* shares the values of *Type E34*, a willingness to recognise other people's cultures, a tolerance of immigrant groups, a concern for international issues and a sceptical attitude towards global corporations and the brands that they promote. Authenticity is a key value, and there is little sympathy for materialist lifestyles. Not having much money to spend, many are still very focussed on completing degrees, finishing dissertations or developing technical skills that will be useful in later professional careers. Indeed it is often difficult to differentiate 'work' from 'leisure'. *Type E33* is particularly generous to charities such as Friends of the Earth and Greenpeace and is more likely to get involved in single issue lobbying than in party political activities.

Consumption Patterns *Type E33*, notwithstanding its high level of educational status, does not have high disposable incomes. What income there is, is often spent eating out in cheap cafes and quick service restaurants, on newspapers and magazines, on small household appliances and on foreign travel. Supermarkets make good sales from products sold in smaller packet sizes and on fresh, organic and on vegetarian foods.

Change The growth of student numbers and the increasing financial difficulties that students have repaying loans is likely to ensure that student numbers continue to grow in these neighbourhoods. The cheap rented accommodation available will continue to be a source of attraction to recent graduates.

Type E33 Older neighbourhoods increasingly taken over by short term student renters

0.81% 



Description - Culture and Consumer Psychology

These are today's 'Generation X'. Idealist and headstrong, *Type E33* consumers are developing their identity, values, and personal tastes. But their construction of identity may be quite playful, as they enjoy this period of relative freedom, and even rebellion, before embarking on the journey to corporate careerdom and responsibility, which no doubt, awaits many of them. It is likely that style will take precedence over quality in their purchasing decisions.

Single, but rarely alone, life revolves around their friends for much of the time. They socialise a great deal, clubbing, dancing, going to the cinema, or just hanging out in bars, pubs and cafés. Drinking is a particularly favoured pursuit, possibly carried over from their carefree student days, and may be seen as an end in itself as much as an accompaniment to a sociable evening. Home is merely the place where they can situate themselves, in order to be in the midst of this exciting lifestyle. Life is based in the social milieu, rather than within four walls. Risk takers who look for adventure, these young people are highly ambitious, aiming for the very top in their careers, and possibly considering entrepreneurial activities. For the moment, however, they are living for today, especially in a financial context. Their financial situation is not only marred by lack of funds (and probably a whole pile of student debt) but they are also not yet confident about personal finances and may be poor at managing their money.

'Alternative' may be another description that sums up this Type. Many choose a vegetarian lifestyle, choosing free range and environmentally friendly products, for example while their idealism extends to causes and political awareness, as would be expected among this liberal minded and largely educated type, where a high proportion are Guardian readers. Travel is high on their agenda, and many may be planning to see the world as part of a 'gap' year. However, amid all this youthful exuberance, there is a sense that this period in their lives is temporary. When they move on, many of the activities and consumption patterns that they will take up, for example, establishing their career, settling down and starting a family, may revert more closely to those of their parents and their backgrounds. However, for today they are 'living it large' and they will try to experience all that they can squeeze into their hectic lives.