

**Type B08 Families and singles living in developments built since 2001**

0.73% 



Overview

Key Features

- Bright young things
- Childless couples
- Young singles
- Hard working
- Up & coming urban areas
- Active lifestyles
- Traditional values
- Peer respect important
- Heavy beer drinking

Regional Houses



Edinburgh, EH16



Liverpool, L3



Dorchester, DT1



Rankings

- Age Rank (26/61)
- Wealth Rank (36/61)
- Good Health (25/61)
- Fear of Burglary (22/61)
- Degree (19/61)
- Public Renting (20/61)
- Higher Tax (15/61)
- Environment (1/61)
- Internet (18/61)

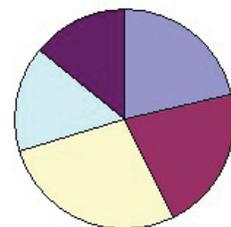
Top Councils

- South Northamptonshire (3.42%)
- Tower Hamlets (3.32%)
- Westminster (2.56%)
- Wychavon (2.42%)
- North Dorset (2.30%)
- West Lothian (2.17%)
- Manchester (2.16%)
- City of London (2.14%)
- Greenwich (2.05%)

Constituencies



Regional Distribution



- London (21.27%)
- South East (21.44%)
- East Anglia, Midlands, South West, Wales (27.7%)
- North, North West, Yorkshire (15.47%)
- Scotland, Northern Ireland (14.12%)

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Type B08 contains people living in houses built since 2001, the date of the last census. Most of these identify new residential areas.

Key Features	Communication
Bright young things	<b>Receptive</b>
Childless couples	Internet
Young singles	Broadsheet newspapers
Hard working	<b>Unreceptive</b>
Up & coming urban areas	Telemarketing
Active lifestyles	Local shops
Traditional values	Direct mail
Peer respect important	Magazines
Heavy beer drinking	

**Description - Public Sector Focus**

**Education** Reflecting the diverse nature of populations in these new areas, educational standards are mixed. However, overall they are well above average, a confirmation of the relative immobility of the poorly educated across the country. Educational attainment amongst the children is similarly mixed, and the proportion passing 5 GCSEs at Grades A to C is almost identical to the national average. These areas have a particularly high proportion of children in households with refugee status, although a much lower proportion do not have English as the language spoken at home. Given the diverse nature of the population, the proportion claiming free school meals is extremely low.

**Health** The diversity of the population makes it difficult to generalise about lifestyle. However, there is a tendency for a poor diet, and some evidence of binge drinking amongst the younger elements. To counter that, many take regular exercise, either through participation in active sports, or through exercise and gym facilities at their local leisure centre. Those who have medical insurance are likely to have it through their employer, but the vast majority have no such cover. Calls on the services of the NHS for serious complaints are relatively low, but this is probably a reflection of (a) the relatively young age profile of the population, and (b) that people are less likely to endure the stress of moving house whilst they have a potentially serious condition.

**Crime** Crime rates in areas of newly-built housing are difficult to assess until the neighbourhood "settles down". The location of these new estates relative to neighbouring areas will to a large extent dictate the type of people attracted to move in, and the potential levels of crime in future years.

**Finances** Many people moving into these areas are at a time of life where they have not earned sufficient money to secure their future. Many will have regular savings accounts or tax free packaged products such as ISAs, but few will have shares or longer term investments. Whilst many people are earning, incomes are not high, so amongst *Group B* these are the most likely to be claiming Jobseeker's Allowance and Income Support. Non-payment of council tax is exceedingly low, but that is more likely to be a reflection that these people have not lived in the area long enough to have run up large amounts of unpaid bills.

**Environmental Issues** Attitudes to the environment are very mixed, with some people being extremely concerned and others holding the opposite view. Their new houses are generally well insulated, so these are environmentally friendly. However, many of these people enjoy driving, and a wide range of vehicle types can be found.



South Northamptonshire

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### Description - Sociology and Environment

**Summary** *Type B08* contains people living in houses built since 2001, the date of the last census. Most of these identify new residential areas.

**Demography** *Type B08* contains a heterogeneous population identifying as it does areas of new family housing on the outskirts of large cities, areas of brownfield development suited to singles and childless couples, new private flats and, particularly in central city areas, office and industrial units which have been converted to residential accommodation. These new residential neighbourhoods tend, more often than not, to have been created in areas that, at the time of the 2001 census, had higher than average incomes. In distinct contrast to earlier periods, much of this development appears to have taken place in inner city locations and in places with a substantial number of people living in rented apartments. Many of these new areas typically accommodate a young age profile, including many people who are co-habiting with partners and who have not yet reached the child rearing stage of their lives. Many people are from minority ethnic populations and in particular from the Chinese community which has traditionally chosen wherever possible to live in recently built accommodation.

**Environment** Neighbourhoods of *Type B08*, though scattered around the country, are particularly common in the centres of London and large provincial cities where docklands and warehouses have given way to studio apartments for 'yuppie' singles. Security is an important consideration in such areas and many of these developments are protected either by gates and railings, by dedicated security staff or by specially coded entrances. Many of these new areas have abandoned private gardens in favour of collectively managed landscaping.

**Economy** These neighbourhoods occur in areas with very different local economies.

**Consumer Values** *Type B08* places a premium on modern design, on functional performance and on high technology. There is a bias towards products with a 'lifestyle' orientation, which are promoted to recognisably post modern consumers who lead busy lives and act out multiple roles in different contexts.

**Consumption Patterns** *Type B08*, quite apart from spending much of their incomes furnishing their new homes and apartments, spend much of their time managing their finances. These are people who shop around for loans at the most advantageous rates, manage credit card balances to minimise their interest payments and, though earning good salaries, can have difficulty financing their household spending. Significant shares of household expenditure are spent on high technology products, not just household durables but new digital products such as cameras, wide screen televisions and personal computers. Not living close to neighbourhood shopping centres, many use the Internet to obtain information about consumer products as well as for on-line banking and for ordering groceries.

**Change** The profile of *Type B08* is highly sensitive to planning policies emanating from central government.



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### Description - Culture and Consumer Psychology

Mostly singles and couples without children, these are optimistic bright young things. They are willing to work hard, and even study for more qualifications, to get where they want to be. They see their future prospects to be favourable. Choosing to live in the newest types of property, often in the trendiest 'up and coming' urban areas, they are nonetheless traditional in some of their values, especially where gender stereotypes are concerned. This belies any notion that such urban lifestyles automatically embrace the bohemian, free thinking existentialism, so often associated in the past, with artistic contemporary loft-dwelling city populations.

In the case of these consumers, freedom of expression translates into freedom to choose to conform to socially constructed ideals. For example, they judge others on appearances, and may expect to be judged in return. They like to stand out in a crowd. A great deal of store is placed on image. The consumption of 'public' goods such as fashion and cars is likely to be used to create identities, as these new property dwellers seek to establish themselves and their lifestyles in the social domain. Peer respect and 'being seen to be doing well' is likely to be a high priority, and there may be pressures to live just as well as their higher earning peers in terms of material possessions, socialising and so on.

These are novelty seekers who see themselves as risk takers yet they are, for example, unlikely to set up their own business. These are people who value job security over money - not entrepreneurs - and they will work at building their careers. Their tendency to prefer spending money to saving it, is probably illustrative of very real concerns over money management. They are over-stretched consumers who are likely to have high outgoings in respect of their new homes and general lifestyles.

Materially and technologically sophisticated consumers, they have embraced the Internet as a route to convenience shopping, as well as a key information source. Concern for the environment in which they live is likely to be limited to relatively petty irritations with the levels of car crime, rubbish and the numbers of people sleeping rough. *Type B08* consumers are looking to the future optimistically and are ready - and keen - to try what life has to offer.