



**M** MORE METRICS  
MAKING DATA LOCAL

Insight Segments

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## Insightful insights

More Metrics Insights Data provides a range of segments across the key characteristics of:

- Attitudes
- Income
- Wealth
- Health
- Property
- Tenure
- Family composition
- Vulnerability

Mapped at postcode level. Provides 100% coverage and GDPR-compliant as derived from non-PII data.

Attitudes	Income	Wealth
A1 Traditionalists	I1 Very high income	W1 Very high wealth
A2 Greens	I2 High income	W2 High wealth
A3 Nature lovers	I3 Above average income	W3 Above medium wealth
A4 Progressives	I4 Average income	W4 Medium wealth
A5 Mainstream	I5 Below average income	W5 Below medium wealth
A6 Multi-culturalists	I6 Low income	W6 Low wealth
	I7 Very low income	W7 Very low wealth

Health	Property	Tenure
H1 Very good health	P1 Flats	T1 Owned
H2 Good health	P2 Terraces	T2 Mortgaged
H3 Fine health	P3 Semi-detached	T3 Private Rent
H4 Poor health	P4 Detached	T4 Mixed Private
H5 Very poor health	P5 Terraces and Semi	T5 Council
H6 Extremely poor health	P6 Semi and Detached	T6 Social

Attitudes	Family composition	Vulnerability
A1 Traditionalists	F1 Younger singles	V1.1 Severely vulnerable singles
A2 Greens	F2 Family formers	V1.2 Severely vulnerable families
A3 Nature lovers	F3 Younger families	V2.1 Stretched singles
A4 Progressives	F4 Older families	V2.3 Stretched retired
A5 Mainstream	F5 Older couples	V2.2 Stretched families
A6 Multi-culturalists	F6 Older singles	V3.1 Housing vulnerable pre-kids
	F7 Mixed	V3.2 Mortgage vulnerable families
	F8 Students	V4.1 Balanced elders
		V4.2 Healthy wealthy and wise

## Powerful Summaries

The insight segments were then combined to form 31 Types and these were then clustered across a range of variables to give 14 Groups. These Groups and Types give a powerful overview of both demographics and attitudes across Great Britain: Who they are, how they live & what they believe.

## Attitudes

Understand the underlying attitudinal view of people in six distinct attitudinal Groups. More Metric's Attitude Groups are derived from our GeoSociety data.

### A1 Traditionalists (14.9%)

Traditionalists are right-wing economically, conservative and supporters of national sovereignty. They are strict on crime, anti-immigration and support higher state pensions. They show low interest in world affairs or green issues. With an urban lifestyle Traditionalists come from across the UK, except London. Predominantly white, with worse than average current health and poor health indicators. Low to very low income, centred on office-workers and tradespeople.

#### Main sub-groups

- Family composition: 31% mixed, 23% family formers, 20% younger families
- Health: 32% poor health, 29% very poor health
- Income: 37% low income, 23% below average income
- Property: 29% semi's, 24% terraces

### A2 Greens (21.1%)

Greens show high support for the environment and wildlife: anti-pesticides, development of agricultural land, open access. They support a shift to a Wellbeing Economy putting the health of people and planet first. This leaves less time or interest in religious, ethnic or rainbow issues in the UK or worldwide. They are mainly older aged families and couples, typically living large detached or semi-detached houses. A high proportion is retired. Spread across urban and rural locations outside London. Predominantly white, with better than average current health and good health indicators. High incomes, for example as senior managers and professionals and generous charity supporters.

#### Main sub-groups

- Family composition: 38% older families, 30% older couples
- Health: 63% very good health, 25% good health
- Income: 30% high income, 26% above average income, 22% average income
- Property: 44% detached, 25% mixed semi and detached



### A3 Nature lovers (17.7%)

Similar to greens the nature lovers show high support for wildlife. They also care more domestic animals but are less environmentally orientated. Cats, dogs, hedgehogs, horses, zoos all spark concern.

Strongly UK-focused there is less time or interest in international, religious, ethnic or rainbow issues.

Formed from generally older aged families and couples, many retired, they typically live in detached or semi-detached urban areas outside London.

Predominantly white, with better than average current health, despite mixed health indicators.

Employment centres around skilled office-workers and tradespeople. Income is lower than the national average.

#### Main sub-groups

- Family composition: 31% older couples, 26% older families,
- Health: 28% good health, 24% fine health
- Income: 28% average income, 23% below average income
- Property: 29% detached, 26% semi's, 21% mixed semi and detached

### A4 Progressives (18.2%)

Progressives are young, cosmopolitan supporters of all minority groups and interested in global environmental issues. Animals and country affairs are low priority for them. Most live in city centres, especially London, in flats and smaller properties. Although still predominantly white many Progressives were born outside the UK. They have better than average health and high incomes.

Progressives are typically professionals and senior technicians, or still students.

#### Main sub-groups

- Family composition: 25% young singles, 22% family formers
- Health: 46% very good health, 23% good health
- Income: 27% high income, 20% above average income
- Property: 45% flats

### A5 Mainstream (10.8%)

Mainstream is middle-of-road in most particulars. Their most outstanding characteristic is that they are not found in central London, but more in the South-East and Scotland. They show support for the environment and wildlife and are broadly left leaning economically and socially libertarian. Their international focus doesn't travel far past Europe. Covering a range of family groups they typically live in detached or semi-detached houses. Predominantly white, with better than average current health and good health indicators. Employment centres around skilled office-workers and tradespeople, which gives a slightly higher than average income.

#### Main sub-groups

- Family composition: 23% older families
- Health: 29% very good health, 28% good health, 21% fine health
- Income: 23% high income, 23% above average income, 20% average income
- Property: 23% detached

## A6 Multi-culturalists (14.9%)

Multi-culturalists show high support for religious and ethnic minorities in the UK and abroad. They particularly support Muslim rights, including in Palestine, India and elsewhere. They have mixed views on rainbow issues and largely disinterested in green and environmental concerns.

Based in outer London and other cities they typically live in crowded child-focused households in flats and terraces. The retired population is low. There is a strong non-British-white minority, especially from Pakistan, India and Africa. They have worse than average current health and poor health indicators. With significant manual and service jobs their mean income is low.

### Main sub-groups

- Family composition: 39% younger families, 22% family formers
- Health: 26% poor health, 26% very poor health
- Income: 32% low income, 20% below average income
- Property: 30% flats, 21% terraces

## Family Composition

Understand the family composition of people living in different postcodes, derived from non-PII data. This grouping is presented in broadly chronological order, plus categories where inhabitants are truly mixed across the ages, or for student areas.

However, it does not follow that people transition equally between the categories. For example, young singles include a number of non-British white residents, some of whom may move to their birth country or another overseas location later. Equally the evidence suggests certain ethnic groups move directly into younger family areas, possibly from living longer in multi-generational older family households.

Family progression also varies over time, so younger singles may take a very different route in future to the past life stages older singles followed in their life.

### F1 Younger singles (7.6%)

Young single predominantly flat dwellers. Based in all cities and inner cities across the UK, especially central London. About 30% of this group, white and non-white, were born outside the UK. They report worse than average mental or physical health, despite generally positive smoking and obesity propensities. A third are unemployed or continuing studies. Otherwise, employment has a bias to professional and technical occupations. Due to their age, income is relatively low. Politically liberal left they show high support for most minority groups, and a high interest in world affairs.

Main sub-groups

- Attitudes: 60% progressives, 23% multi-culturalists
- Health: 23% poor health, 20% very good health
- Income: 23% low income
- Property: 92% flats

### F2 Family formers (15.7%)

Young people looking to settle down, forming couples and having their first child.

Living in flats or terraces in towns and cities across the UK. Ethnically they match the UK as a whole. They report with worse than average current mental or physical health, and about a third smoke.

A quarter are unemployed or continuing studies. Otherwise, employment is spread across all categories and due to their age, income is relatively low. More conservative than younger singles they still show high support for most minority groups, plus child welfare, and a high interest in world affairs.

Main sub-groups

- Attitudes: 25% traditionalists, 25% progressives, 21% multi-culturalists
- Health: 24% poor health, 21% very poor health
- Income: 30% low income
- Property: 34% flats, 33% terraces, 23% terraces and semis

### **F3 Younger families (14.4%)**

People up to their mid-40s starting and establishing their families.

Living an urban lifestyle the population is distributed across the UK, though over-weight in the outer London area. Ethnically more diverse than the UK population as a whole, with worse than average current health and poor health indicators. Employment is weighted to manual workers. The mean income across all ages is lower than the national average. They show a high interest in world affairs, and high support for religious and ethnic minorities and child welfare.

Main sub-groups

- Attitudes: 40% multi-culturalists, 24% traditionalists
- Health: 24% very poor health, 23% poor health
- Income: 26% low income, 20% below average income
- Property: 28% terraces, 24% semis, 24% terraces and semis

### **F4 Older families (19.3%)**

People in their 40s and older with growing families, who's children eventually leave home.

Usually living outside London in smaller cities, towns and in the country in their own detached or semi-detached houses. They earn a high income to match their higher expenditure. Predominantly British-white, with good health and positive health indicators. They show high support for the environment and all animals but are divided over Europe.

Main sub-groups

- Attitudes: 41% greens, 24% nature lovers
- Health: 53% very good health, 27% good health
- Income: 35% high income, 28% above average income
- Property: 59% detached, 25% semis and detached

### **F5 Older couples (14.9%)**

As their children reach adulthood these people see their detached or semis emptying, and they start the transition to retirement. Like older families they are predominantly British-white, living outside London in smaller cities, towns and in the country in their own detached or semi-detached houses.

Their income is still high, despite a quarter being retired. And although starting to fall they still generally benefit from good health. Like older families they show high support for the environment and all animals but are divided over Europe.

Main sub-groups

- Attitudes: 42% greens, 37% nature lovers
- Health: 44% very good health, 26% good health, 20% fine health
- Income: 25% average income, 22% above average income, 21% high income
- Property: 50% detached, 25% semis and detached



## F6 Older singles (5.6%)

Older, with lower income and increasingly retired, widowed or divorced. Similar to older couples the older singles are predominantly British-white and live outside London. However, they are not found in the country, but in flats, in or out of communal living, in the smaller cities, towns. Income has fallen below the national average and health reflects their age; this is in the smoking generation even if most have now given up. Generally interested in green issues, and less so in diversity. They are politically mixed, though strong on national sovereignty issues.

### Main sub-groups

- Attitudes: 22% traditionalists
- Health: 22% poor health, 20% very good health
- Income: 35% low income, 20% very low income
- Property: 63% flats

## F7 Mixed (21.5%)

Areas with a mix of ages and family types, though with some bias to older families. This is a large and diverse segment reflecting the area of the UK where different age groups and family types share a neighbourhood. Semi-detached is the staple housing stock, followed by terraces. spread across the UK.

### Main sub-groups

- Attitudes: 26% traditionalist, 21% nature lovers
- Health: 28% very good health, 22% good health
- Income: 19% above average income, 22% average income, 20% below average income
- Property: 47% semi-detached, 18% terraces and semis

## F8 Students (1.2%)

Living together in crowded rented flats or terraces. Aspiring to be professionals but doing elementary or hospitality jobs to supplement their low incomes through their first, and often second degrees. Pure student areas are mainly found outside London. Over a quarter were born outside of the UK and only 70% are white. Despite low smoking rates they report variable mental and physical health. Politically economically left and libertarian they are passionate about diversity and inclusivity and the environment, viewed through a global perspective. These have pushed out other issues such as animal protection and welfare.

### Main sub-groups

- Attitudes: 93% progressives
- Health: 30% poor health, 22% very good health, 21% fine health
- Income: 40% low income, 20% below average income
- Property: 49% flats, 27% terraces

## Health

Our general health data covers self-reported health and disability, as well as mortality rates and the likelihood of smoking or being obese. We also model disease-specific incidence and prevalence.

The health groups consolidate this into strongly differentiated groups that are important to many health, leisure and other data users.

They can be used directly, or as a sub-division of primary grouping such as income or family composition.

### H1 Very good health (30.1%)

In very good health for their age, with positive health drivers such as low smoking and obesity rates. Older, wealthier and arguably wiser country-dwellers would be the simplified summary.

Main sub-groups

- Attitudes: 43% greens, 28% progressives
- Family composition: 34% older families, 22% older couples
- Income: 39% high income, 26% above average income
- Property: 38% detached, 21% semi and detached

### H2 Good health (20.9%)

In good health for their age, with low smoking, but relatively high obesity rates. Mid-income suburban and small-town dwellers would be the quick pen picture.

Main sub-groups

- Attitudes: 32% nature lovers
- Family composition: 25% older families
- Income: 28% average income, 25% above average income
- Property: 24% semi and 24% detached

### H3 Fine health (15.2%)

In average health for their age and positive health drivers such as low smoking and obesity rates. This is nationally representative group in most aspects.

Main sub-groups

- Attitudes: 27% greens, 25% nature lovers, 22% progressives
- Family composition: 20% older families
- Income: 27% below average income, 25% average income
- Property: 22% detached

## H4 Poor health (16.1%)

In poor health for their age, with positive health drivers such as low smoking and obesity rates. Urban broadly younger with lower income outside the south-east and south-west of England.

Main sub-groups

- Attitudes: 32% traditionalists
- Family composition: 23% family formers, 21% younger families
- Income: 32% low income, 28% below average income
- Property: 27% flats, 22% terraces

## H5 Very poor health (12.7%)

In very poor mental and/or physical health, with poor health drivers such as high smoking and obesity rates. Ethnic minorities and younger singles outside the south and east suburbs and countryside particularly suffer from very poor health.

Main sub-groups

- Attitudes: 44% traditionalists, 34% multi-culturalists
- Family composition: 27% younger families, 26% family formers
- Income: 43% low income, 21% below average income
- Property: 29% flats, 24% terraces, 20% semi-detached, 20% terraces and semi

## H6 Extremely poor health (4.9%)

A more extreme manifestation of the very poor health group.

Main sub-groups

- Attitudes: 51% multi-culturalists, 41% traditionalists
- Family composition: 30% family formers, 29% younger families
- Income: 39% low income, 29% very low income
- Property: 34% flats, 25% terraces

## Income

Understand the distribution by income of people living in different postcodes, derived from non-PII data. Income groups can be used directly, or as a sub-division of primary grouping such as attitudes or family composition.

### P1 Very high income (4.9%)

Typical household income over double the national average, from professional and senior manager or technical occupations. Mainly older families and some older couples from London, or villages of East or Southeast of England. They live in large, detached houses, flats or semis. Their health is very good, with very low smoking and obesity rates. Their perspective is international and pro-Europe. They hold socially libertarian views, especially to support ethnic minorities. They are concerned about the environment.

Main sub-groups

- Attitudes: 50% progressives, 25% greens
- Family composition: 38% older families
- Health: 80% very good health
- Property: 48% detached

### P2 High income (18.6%)

Typical household income around 175% of the national average, from professional and senior manager or technical occupations. Mainly older families and some older couples, with a wider geographic spread compared to the very high-income group, albeit still over-weight in Southeast England. Detached and semi-detached house dwellers. Their health is very good, with low smoking and obesity rates. Their perspective is socially libertarian and European. They are concerned about green issues.

Main sub-groups

- Attitudes: 35% greens, 27% progressives
- Family composition: 37% older families
- Health: 63% very good health, 21% good health
- Property: 39% detached, 21% semi and detached

### P3 Above average income (16.3%)

Typical household income around 125% of the national average, due to a favourable occupation mix from a broadly older population. They live across the UK, though in the Southeast rather than inner London, so more detached housing. Their health is positive. Attitudinally more diverse than the high-income group they are still generally socially libertarian and European, with concern for green issues.

Main sub-groups

- Attitudes: 29% greens, 20% nature lovers, 20% progressives
- Family composition: 29% older families
- Health: 41% very good health, 28% good health
- Property: 29% detached, 20% semi-detached, 20% semi and detached

## **P4 Average income (18.6%)**

Typical household income around the national average, from an average age, occupation and family composition mix. They have a slight bias against living in the South, and for living in a semi. Of average health, despite being less likely to smoke. A strong interest in green issues, both animal and environmental. UK and home focused, though split over Europe.

### Main sub-groups

- Attitudes: 26% nature lovers, 24% greens
- Family composition: 19% older families, 19% older couples
- Health: 30% good health, 24% very good health, 20% fine health
- Property: 23% semi-detached, 29% detached,

## **P5 Below average income (17.2%)**

Typical household income around 85% of the national average, due to a less favourable occupation mix and broadly younger population. They have a slight bias against living in the country in the south, in smaller non-detached properties. Their health is slightly negative compared to the average. Attitudinally diverse they have authoritarian tendencies and are interested in green issues and home issues such as children and pets.

### Main sub-groups

- Attitudes: 24% nature lovers, 23% traditionalists
- Family composition: 24% mixed, 20% family formers
- Health: 28% poor health, 24% fine health, 21% good health
- Property: 23% semi-detached

## **P6 Low income (18.6%)**

Typical household income around 65% of the national average. Generally younger and more likely to be single. With a high proportion unemployed or students, those in work are in physical occupations. There is a strong northern urban disposition with few detached properties, and most small and rented socially or privately. Health is poor, with high levels of obesity and especially smoking. They are strongly authoritarian, not pro-Europe and not interested in green issues.

### Main sub-groups

- Attitudes: 38% traditionalists, 28% multi-culturalists
- Family composition: 27% family formers, 22% younger families
- Health: 32% poor health, 31% very poor health
- Property: 30% flats, 25% terraces, 20% terraces and semi



## **P7 Very low income (18.6%)**

Generally younger and single. Typical household income is less than half the national average. Less than 50% are in work, and only 25% have full-time jobs. About a quarter are students, and a lot of the rest are unemployed, long-term-sick, or disabled. Located mainly in the urban north's rented flats or terraces. Health is very poor, with very high levels of smoking contributing. They are strongly authoritarian, with hardly any interest in green issues. With a significant proportion from ethnic minorities there is interest in diversity and inclusivity issues and global affairs.

### Main sub-groups

- Attitudes: 40% traditionalists, 40% multi-culturalists
- Family composition: 30% family formers, 26% older couples, 23% younger singles
- Health: 39% very poor health, 33% extremely poor health
- Property: 62% flats

## Wealth

Understand the distribution wealth of people living in different postcodes, derived from non-PII data. Wealth groups can be used directly, a sub-division of a primary grouping such as attitudes, or crossed with income to identify “wealth rich income poor” and other interesting segments.

### W1 Very High Wealth (3.9%)

Strongly linked to high income and in excellent health. Quite diverse in terms of family composition and with Progressive and Green attitudes.

Main sub-groups

- Attitudes: 54% Progressives, 32% Greens
- Family composition: 23% Older Families, 20% Mixed
- Health: 79% Very Good Health
- Income: 37% Very High Income, 36% High Income

### W2 High Wealth (6.4%)

Also strongly linked to high income and in excellent health. Quite diverse in terms of family composition with some tendency towards older groups. Progressive and Green attitudes.

Main sub-groups

- Attitudes: 45% Greens, 40% Progressive,
- Family composition: 27% Older Families, 20% Mixed, 18% Older Couples
- Health: 75% Very Good Health
- Income: 37% Very High Income, 42% High Income

### W3 Above Medium Wealth (15.5%)

Still diverse in terms of family composition with a tendency towards older groups, and linked to good income and health. Progressive and Green attitudes although more diverse than W1 and W2.

Main sub-groups

- Attitudes: 44% Greens, 27% Progressives
- Family composition: 27% Older Families, 19% Mixed, 20% Older Couples
- Health: 58% Very Good Health
- Income: 35% High Income, 23% Above average Income

### W4 Medium Wealth (21.1%)

The quite traditional Nature Lovers attitudinal segment appears in this group, along with incomes average incomes. The Family types broadly reflect the overall population.

Main sub-groups

- Attitudes: 31% Greens, 21% Nature Lovers, 20% Progressives
- Health: 36% Very Good Health, 30% Good Health
- Income: 24% Above Average Income, 24% Average Income

### **W5 Below Medium Wealth (18.8%)**

Attitudinally tending to Traditionalists as well as the quite traditional Nature Lovers. Incomes around average. Health is spread across good to poor and the Family types broadly reflect the overall population.

#### Main sub-groups

- Attitudes: 28% Nature Lovers, 17% Traditionalists
- Health: 27% Good Health, 22% Fine Health, 20% Poor Health
- Income: 22% Above Average Income, 25% Average Income, 21% Below Average Income,

### **W6 Low Wealth (17.6%)**

Traditionalists plus the quite traditional Nature Lovers predominate, along with below average incomes. Health is on the poorer side and the Family types are the generally younger Mixed, Younger Families and Family Formers.

#### Main sub-groups

- Attitudes: 32% Traditionalists, 24% Nature Lovers
- Family composition: 23% Mixed, 19% Younger Families, 18% Family Formers
- Health: 21% Fine Health, 28% Poor Health, 20% Very Poor Health
- Income: 22% Average Income, 54% Below Average, Low and Very Low Income

### **W7 Very Low Wealth (16.6%)**

Traditionalists and Multi-culturalists dominate this segment, along with low incomes. Health is spread across Poor to Extremely Poor and the Family types are the generally younger Mixed, Younger Families and Family Formers.

#### Main sub-groups

- Attitudes: 42% Traditionalists, 36% Multi-culturalists
- Family composition: 30% Younger Families, 21% Family Formers, 20% Mixed
- Health: 28% Poor Health, 35% Very Poor Health, 19% Extremely Poor Health
- Income: 76% Below Average, Low and Very Low Income

## Property

Our property groups describe the housing in each postcode.

They can be used directly, or as a sub-division of primary grouping such as income or family composition.

### P1 Flats (18.0%)

Mainly or totally buildings inhabited by households in flats.

Main sub-groups

- Attitudes: 46% progressives
- Family composition: 39% younger singles, 30% family formers
- Health: 23% poor health
- Income: 29% low income

### P2 Terraces (14.0%)

Mainly or totally buildings divided into terraced dwellings.

Main sub-groups

- Attitudes: 29% traditionalists, 23% multi-culturalists
- Family composition: 38% family formers, 29% younger families
- Health: 24% poor health, 20% very poor health
- Income: 31% low income, 24% below average income

### P3 Semi-detached (19.1%)

Mainly or totally double household buildings.

Main sub-groups

- Attitudes: 27% traditionalists, 24% nature lovers
- Family composition: 52% mixed
- Health: 23% very good health, 22% good health
- Income: 23% average income, 21% below average income, 20% above average income

## **P4 Detached (19.1%)**

Mainly or totally single dwelling buildings.

Main sub-groups

- Attitudes: 44% greens, 24% nature lovers
- Family composition: 53% older families, 35% older couples
- Health: 52% very good health, 23% good health
- Income: 33% high income, 25% above average income

## **P5 Terraces and Semi (13.6%)**

Mixed housing; mainly terraces and semi-detached houses.

Main sub-groups

- Attitudes: 24% traditionalists
- Family composition: 27% family formers, 25% younger families
- Health: 22% poor health
- Income: 25% low income, 22% below average income

## **P6 Semi and Detached (14.1%)**

Mixed housing; mainly semi-detached and detached houses.

Main sub-groups

- Attitudes: 36% greens, 26% nature lovers
- Family composition: 35% older families, 26% older couples
- Health: 44% very good health, 25% good health
- Income: 27% high income, 26% above average income, 23% average income



## Tenure

The Tenure segments describe whether people own or rent their home and whether or not they have a mortgage. Can be used with property type or with other data to get an insight into relative levels of disposable income.

### T1 Owned (30.4%)

The home is owned mortgage free by the occupier(s).

Main sub-groups

- Attitudes: 40% Greens, 30% Nature Lovers
- Family composition: 42% Older Couples, 32% Older Families
- Health: 73% Good and Very Good Health
- Income: 25% High Income, 23% Above Average Income, 23% Average

### T2 Mortgaged (24.4%)

The home is owner occupied but with an outstanding mortgage on it.

Main sub-groups

- Attitudes: 21% Traditionalists, 20% Nature Lovers
- Family composition: 35% Mixed, 29% Older Families
- Health: 28% very Good Health, 24% Good Health
- Income: 27% High Income, 26% Above Average Income, 22% Average Income

### T3 Private Rent (9.0%)

The home is rented in the private sector

Main sub-groups

- Attitudes: 55% Progressives, 18% Multi-culturalists
- Family composition: 50% Younger Singles, 21% Family Formers
- Health: 43% Good and Very Good Health, 20% Poor Health
- Income: 26% Low Income, 18% Below average Income,

### T4 Mixed Private (18.0%)

A mix of Owned Mortgaged and Private rented homes.

Main sub-groups

- Attitudes: 25% Progressives, 23% Greens, 15% Traditionalists,
- Family composition: 35% Family Formers, 17% Mixed
- Health: 27% Very Good Health
- Income: 20% Low Income, 22% Below Average Income, 19% Average Income

### **T5 Council (10.3%)**

Local Authority rented housing.

Main sub-groups

- Attitudes: 41% Traditionalists, 34% Multi-culturalists
- Family composition:
- Health: 32% Poor Health, 34% Very Poor Health
- Income: 65% Low and Very Low Income

### **T6 Social (8.1%)**

Social/Housing Association rented housing.

Main sub-groups

- Attitudes: 33% Multi-culturalists, 30% Traditionalists
- Family composition:
- Health: 71% Poor, Very Poor and Extremely Poor Health
- Income: 62% Low and Very Low Income

## Vulnerability

Understand the who are the most vulnerable households. This grouping is based on our wider Vulnerability work and summarises vulnerability into a number of segments. These are built from the key vulnerability areas of: education, income, health and housing costs as well as other variables that support and enrich them.

### V1.1 Severely vulnerable singles, 3.8%

### V1.2 Severely vulnerable families, 3.8%

These two groups face multiple severe challenges, with lowest quintile scores for education, income and health. Found across the UK but with an over-representation in the midlands and north of England. Tend to have traditionalist or multi-cultural attitudes.

### V2.1 Stretched singles, 8.3%

### V2.2 Stretched families, 13.6%

### V2.3 Stretched retired, 10.4%

These groups also face challenges – typically to the household budget. Educational attainment and health also tend to be low. Found across the UK but with a bias towards the midlands and north of England. They show a range of attitudes but tend towards traditionalist or multi-culturalism.

### V3.1 Housing vulnerable pre-kids

A younger group where mortgage and rental costs are a significant element of the household budget. Well educated with good incomes they are typically found in London and other major cities. They have progressive attitudes.

### V3.2 Mortgage vulnerable families, 15.6%

This group is well educated with higher status jobs and good incomes. They are found across Britain. They are typically families with children. Their vulnerability comes from the fact that their mortgage is a significant element of the household budget.

### V4.1 Balanced elders, 17.9%

Typically older singles and couples with medium to higher incomes living in Southern England (except London) and Scotland. They are in good health and attitudinally tend to be in the Green and Nature Loving groups.

### V4.2 Healthy wealthy and wise, 17.8%

Well educated older families and couples with high incomes and good health. They tend to live in southern England, many in detached houses in rural environments.

V1.1 Severely vulnerable singles, 3.8%

V1.2 Severely vulnerable families, 3.8%

V2.1 Stretched singles, 8.3%

V2.2 Stretched families, 13.6%

V2.3 Stretched retired, 10.4%

V3.1 Housing vulnerable pre-kids, 8.8%

V3.2 Mortgage vulnerable families,  
15.6%

V4.1 Balanced elders, 17.9%

V4.2 Healthy wealthy and wise, 17.8%

## Segment Groups

To create a set of overall geodemographic segments, the insight segments for Family, Income and Attitude are grouped into a smaller number of insight groups and these are then grouped into the geodemographic segments as Types and Groups.

This grouping of the insight segments is:

Family	Family Groups
F1 Younger singles	Younger Singles
F2 Family formers	Families
F3 Younger families	Families
F4 Older families	Families
F5 Older couples	Older
F6 Older singles	Older
F7 Mixed	Mixed
F8 Students	Students

Income	Income Groups
I1 Very high income	High
I2 High income	High
I3 Above average income	Medium
I4 Average income	Medium
I5 Below average income	Med
I6 Low income	Low
I7 Very low income	Low

Attitudes	Attitude Groups
A5 Middle Britain	Mainstream and green
A2 Green	Mainstream and green
A6 Multi-culturalists	Support for minorities
A4 Progressive	Support for minorities
A1 Traditionalist	Traditional Values
A3 Nature lover	Traditional Values

Note: To create the attitude groupings we created average values for each segment across a range of relevant values and then clustered the segments using these.

## Geodemographic Groups and Types

The insight groups were then grouped together to form types and these were then clustered across a range of variables to give groups. These are set out below.

Group			Type		
1	Student area	1.19%	1.1	Student households	1.19%
2	Low-income, singles and couples area	3.53%	2.1	Low-income younger singles	2.70%
			2.2	Low-income, minority-supporting older neighbourhoods	0.83%
3	Low-income, green, mainstream area	0.92%	3.1	Low-income, green, mainstream families	0.68%
			3.2	Low-income, green, mainstream mixed neighbourhoods	0.24%
4	Low-income, traditional area	10.11%	4.1	Low-income, traditional families	5.01%
			4.2	Low-income, traditional mixed neighbourhoods	2.60%
			4.3	Low-income, traditional older neighbourhoods	2.50%
5	Low-income, minority-supporting area	5.17%	5.1	Low-income, minority-supporting families	4.71%
			5.2	Low-income, minority-supporting mixed neighbourhoods	0.46%
6	Low and medium income, green, mainstream older area	6.82%	6.1	Low-income, green, mainstream older neighbourhoods	1.10%
			6.2	Medium-income, green, mainstream older neighbourhoods	5.72%
7	Medium-income, green, mainstream area	12.68%	7.1	Medium-income, green, mainstream families	8.40%
			7.2	Medium-income, green, mainstream mixed neighbourhoods	4.28%
8	Medium-income, traditional family area	9.28%	8.1	Medium-income, traditional families	9.28%
9	Medium-income, traditional area	11.74%	9.1	Medium-income, traditional mixed neighbourhoods	6.68%
			9.2	Medium-income, traditional older neighbourhoods	5.05%
10	Medium-income, minority-supporting area	10.63%	10.1	Medium-income, minority-supporting families	8.36%
			10.2	Medium-income, minority-supporting mixed neighbourhoods	2.27%
11	High and medium-income younger single area	4.86%	11.1	Medium-income younger singles	3.40%
			11.2	High-income younger singles	1.46%
12	High-income, green, mainstream area	10.82%	12.1	High-income, green, mainstream families	6.37%
			12.2	High-income, green, mainstream mixed neighbourhoods	1.92%
			12.3	High-income, green, mainstream older neighbourhoods	2.53%
13	High-income, traditional area	3.27%	13.1	High-income, traditional families	1.70%
			13.2	High-income, traditional mixed neighbourhoods	0.67%
			13.3	High-income, traditional older neighbourhoods	0.91%
14	High-income, minority-supporting area	8.98%	14.1	Medium-income, minority-supporting older neighbourhoods	1.04%
			14.2	High-income, minority-supporting families	4.95%
			14.3	High-income, minority-supporting mixed neighbourhoods	2.14%
			14.4	High-income, minority-supporting older neighbourhoods	0.84%

Descriptions of the Types are given below.



## Group: 1. Student area

### Type: 1.1 Student households

This group primarily consists of university-aged individuals living in shared housing. Their educational engagement is high, with most in full-time study, and their employment rates are low, resulting in minimal income. They tend to live in flats, concentrated in urban areas, and show very low presence of children. Attitudinally, they lean toward progressive outlooks, while vulnerabilities are evident in financial instability and potential housing cost stress.

## Group: 2. Low-income singles and couples area

### Type: 2.1 Low-income younger singles

These individuals are typically young single adults living in flats in urban settings in Northern England and Scotland. Economically, they face substantial challenges with low educational attainment, low income, high unemployment, and general inactivity in the labour market. Attitudes are a mix of multiculturalism, progressive views and some traditionalist attitudes. This group has higher than average numbers from ethnic minorities. They demonstrate strong signs of housing-related vulnerability and financial insecurity. For many, their health is poor.

### Type: 2.2 Low-income minority-supporting older neighbourhoods

Characterised by older individuals from a range of ethnic backgrounds who live alone, this segment blends progressive views with modest economic means. They tend to live in urban areas and are over-represented in Scotland. There are high rates of retirement and economic inactivity. Vulnerability persists through low levels of income, low educational attainment and poor health.

## Group: 3. Low-income green mainstream area

### Type: 3.1 Low-income green and mainstream families

This segment contains younger families who often live in flats and terraced homes. Their location type reflects the UK average with 72% urban. They live mainly in Wales, Southern England and Scotland. These households tend to include children and have environmentally conscious values blended with the diverse range of other concerns found in the mainstream group. They have low educational attainment and income levels and tend to work in lower status positions. Income vulnerability is widespread and health is poor.

### Type: 3.2 Low-income green and mainstream mixed neighbourhoods

This diverse segment includes a mix of household compositions from different backgrounds and generations. These households often include children. They show environmentally conscious values blended with the diverse range of other concerns found in the mainstream group. They are spread across urban, town and rural settings in Scotland, Wales and Southern England, living in terraces and semis. There are low levels of ethnic minorities. Education and income levels are low. Vulnerability indicators suggest economic strain, though less severe than other low-income cohorts. Health is middling to poor.

## Group: 4. Low-income traditional area

### Type: 4.1 Low-income traditional families

With a distinctly traditionalist cultural leaning, these families uphold established norms and beliefs. They often include children and live in terraces and semi-detached homes in mainly urban areas in Northern England. Low educational attainment means that they work in routine and semi-routine roles with low income. Levels of unemployment and economic inactivity are high. Economic and housing pressures are widespread, revealing multiple layers of vulnerability. Health is very poor.

### Type: 4.2 Low-income traditional mixed neighbourhoods

This diverse segment includes a mix of household compositions from different backgrounds and generations including both retired households and families with children. Traditionalist attitudes dominate this segment. Concentrated in Wales, The Midlands and North, they live in terraces and semis – mostly in urban settings and have a low representation of ethnic minorities. They have very low educational attainment and this results in low income, low status occupations with high levels of unemployment and economic inactivity. Vulnerability is considerable, especially in terms of stretched finances and housing stress. Health is very poor.

### Type: 4.3 Low-income traditional older neighbourhoods

This group consists mainly of older individuals or couples living in flats, terraces and semis. They are found across Britain but are very rare in London. They show a mix of traditional values around social issues and also protecting the countryside. There are low levels of ethnic minority households. Their financial profile remains limited, with a high degree of retirement and economic inactivity and educational attainment is low. Vulnerability is evident in poor health and income constraints.

## Group: 5. Low-income minority-supporting area

### Type: 5.1 Low-income minority-supporting families

Highly diverse and multi-cultural, this group includes many families from minority ethnic backgrounds, concentrated in urban locations in London, the North and the West Midlands. They live in Flats and Terraces and many have children. They present strong multicultural and progressive attitudes. However, economic conditions are difficult. Low levels of educational attainment are linked to low incomes and high rates of unemployment and economic inactivity. Financial vulnerability is very high and health is very poor.

### Type: 5.2 Low-income minority-supporting mixed neighbourhoods

A diverse segment that includes a mix of household compositions from different backgrounds and generations. These households often include children. They live in terraces and semis in urban settings in Northern England, the West Midlands and Scotland. There's a higher representation of ethnic minority households. They embrace multiculturalism and progressive values. They have very low educational attainment and this results in low income, low status occupations with high levels of unemployment and economic inactivity. Vulnerability is considerable, especially in terms of stretched finances and housing stress. Health is very poor.

## Group: 6. Low and medium income green and mainstream older area

### Type: 6.1 Low-income, green, mainstream older neighbourhoods

Older singles and some couples and with lower incomes make up this group. They show environmentally conscious values blended with the diverse range of other concerns found in the mainstream group. Many are retired or economically inactive, living in flats in both urban and town environments with low levels of ethnic minorities. Vulnerability is still present – driven by low income. Education is middling and health is in the main good.

### Type: 6.2 Medium-income green and mainstream older neighbourhoods

An older group containing many households who have transitioned into moderate retirement income. They are mainly couples, living in detached and semi-detached houses, many in towns and rural areas and many in the South-West of England. They mainly display environmentally conscious values blended with some of the diverse range of other concerns found in the mainstream group. Health and education are good and vulnerability is generally low except for some where retirement income is stretched.

## Group: 7. Medium-income green and mainstream area

### Type: 7.1 Medium-income green and mainstream families

This segment contains well educated upwardly mobile families who show environmentally conscious values blended with the diverse range of other concerns found in the mainstream group. Their income levels are good, they enjoy good health and live in semi-detached or detached homes in rural settings. They are very rare in London. Economic activity is strong, and vulnerability levels are relatively low although there is some exposure to mortgage risk.

### Type: 7.2 Medium-income green and mainstream mixed neighbourhoods

This diverse segment includes a mix of household compositions from different backgrounds and generations including both retired households and families with children. Ethnic minority representation is low. They show environmentally conscious values blended with the diverse range of other concerns found in the mainstream group. Educational attainment is good and participation in the workforce is high. Employment is spread across lower and mid-tier roles and income levels are moderate. They are in good health and live in diverse property types across urban, suburban and rural locations, especially in Southern England. Where present, vulnerabilities are mainly related to stretched financial resources and mortgage costs.

## Group: 8. Medium-income traditional family area

### Type: 8. Medium-income traditional families

With strong conventional views, this large segment shows a mix of traditional values around social issues and also protecting the countryside. They live in a wide variety of housing types across rural, semi-rural or suburban settings - many in Northern England. With a range of educational attainment, employment is spread across low and mid-tier roles and income is spread across the middle tiers. Vulnerabilities are chiefly related to housing affordability and housing costs. Ethnic minority representation is low and health is middling.

## Group: 9. Medium-income traditional area

### Type: 9.1 Medium-income traditional mixed neighbourhoods

This segment includes a mix of household compositions from different backgrounds and generations including both retired households and families with children. They show a mix of traditional values around social issues and protecting the countryside. Educational attainment is towards the lower end and whilst unemployment is low, incomes are moderate. They mainly live in urban environments with many living in semis. They are over-represented in North-West England. There is a low level of ethnic minority households. Health is mixed but poor in many neighbourhoods. Family budgets are stretched for many but there are also many older people in reasonable financial comfort.

### Type: 9.2 Medium-income traditional older neighbourhoods

This older group contains many households who have transitioned into lower moderate retirement income. They are mainly couples, living in detached and semi-detached houses, many in towns and rural areas across Britain but are rare in London. Ethnic minority representation is low. They mainly have traditional nature loving values. Health and education are moderate and vulnerability is generally low except for some where retirement income is stretched.

## Group: 10. Medium-income minority-supporting area

### Type: 10.1 Medium-income minority-supporting families

Families in this group display a mix of social progressiveness and support for ethnic minorities, backed by medium-level incomes. They live in terraces and flats in urban areas with many in London. There is a high level of ethnic minority households. A high percentage of households have children. Whilst educational attainment tends towards low, employment is robust. Vulnerability arises from lower incomes or high housing costs for some.

### Type: 10.2 Medium-income minority-supporting mixed neighbourhoods

This segment is made up of a mix of household compositions from different backgrounds and generations including both retired households and families with children. Ethnic minority representation is high and this segment has progressive and multiculturalist values. Education and income are moderate and there is a range of employment types and roles. They live in terraces and semis in urban areas – with concentrations in London, the West Midlands and Scotland. Health is reasonable and vulnerabilities are stretched budgets and mortgage costs.

## Group: 11. High and medium-income younger single area

### Type: 11.1 Medium-income younger singles

Good educational attainment means that technical, managerial and professional jobs dominate this segment. In turn this leads to income that is spread across the middle range. They live in flats in urban areas, especially in London and the South-East, and over-index on ethnic minorities. Their values are varied but tend to be more progressive. Health is typically good and vulnerability is focused on housing costs.

### Type: 11.2 High-income younger singles

Well educated, affluent, career-focused young adults populate this segment. They are typically single and live in flats in London. Their full-time employment rate is high, with strong financial independence. Attitudes are varied, but many lean toward progressive values. Health is good and vulnerability is low and linked to housing rental costs.

## Group: 12. High-income green, mainstream area

### Type: 12.1 High-income green, mainstream families

This large segment is made up of families with children. Ethnic minority representation is low. They show environmentally conscious values blended with the diverse range of other concerns found in the mainstream group. Educational attainment is high and employment is spread across higher status roles with some retired – hence they have high incomes. They are in particularly good health and live in detached and semi-detached houses; many in rural locations in South-East England. Vulnerability is low and where present is related to mortgage costs.

### Type: 12.2 High-income green and mainstream mixed neighbourhoods

This segment includes a mix of household compositions from different backgrounds and generations including both retired households and families with children. Ethnic minority representation is below average. They mainly display environmentally conscious values blended with some of the diverse range of other concerns found in the mainstream group. Educational attainment is high and employment is spread across mid to higher status roles – leading to high incomes. They are in very good health and live in detached and semi-detached – many in towns and rural locations in the East and South-East. Where present, vulnerability is related to mortgage costs.

### Type: 12.3 High-income green and mainstream older neighbourhoods

This segment includes financially secure older adults who display environmentally conscious values blended with some of the diverse range of other concerns found in the mainstream group. They are mainly couples. Educational attainment is very high and they are either retired or working in higher status occupations. They live in detached or semi-detached homes, often in towns or rural locations in Southern England. Their economic status is solid and their health is very good. Vulnerability is negligible in this highly resilient group.

## **Group: 13. High-income, traditional area**

### **Type: 13.1 High-income traditional families**

This segment is made up of (mainly older) families with children. Ethnic minority representation is low. They show a mix of traditional values around social issues and also protecting the countryside. Educational attainment is high and employment is spread across mid to higher status roles – leading to high incomes. They are in good health and live in detached and semi-detached homes – many in towns and rural locations in the East and South-East. Vulnerability is low and where present is related to housing costs.

### **Type: 13.2 High-income traditional mixed neighbourhoods**

This segment includes a mix of household compositions from different backgrounds and generations including both retired households and families with children. They show a mix of traditional values around social issues and also protecting the countryside. Educational attainment is generally good high and employment is spread right across low to higher status roles. However, household income tends to be high. They are in very good health and live in detached and semi-detached houses in a variety of urban and rural settings - mainly in the East and the South-East. Where present, vulnerability is related to mortgage costs.

### **Type: 13.3 High-income traditional older neighbourhoods**

This segment includes financially secure older adults who show mainly traditional support for the countryside. Ethnic minority representation is low. They are mainly couples. Education attainment is high and they are either retired or working in mid to higher status occupations. They live in detached or semi-detached homes or flats, across England and Scotland in a mix of urban and more rural environments. Income is high and their health is good. Vulnerability is negligible in this highly resilient group.

## **Group: 14. High-income minority-supporting area**

### **Type: 14.1 Medium-income, minority-supporting older neighbourhoods**

This older group contains many households who have transitioned into moderate retirement income. They are mainly single, living in flats in towns – with many in Scotland, London and South-East England. They mainly display progressive values blended with some multiculturalism. Health and education are good and vulnerability is generally low except for some where retirement income is stretched.

### **Type: 14.2 High-income minority-supporting families**

This segment is made up of families with children. Asian ethnicity is above average in this group and there is a blend of progressive and multi-cultural views. Educational attainment is high and employment is spread across higher status roles – leading to high incomes. They are in very good health and live in a range of housing types in urban locations in London and the South-East. Vulnerability is low and where present is related to housing costs.

**Type: 14.3 High-income minority-supporting mixed neighbourhoods**

This segment includes a mix of household compositions from different backgrounds and generations including both retired households and families with children. These neighbourhoods contain a high proportion of Asian households. They mainly display progressive values blended with multi-culturalism. Educational attainment is high and employment is spread across mid to higher status roles – leading to high incomes. They are in very good health and live in urban detached and semi-detached houses – mainly in London and the South-East. Where present, vulnerability is related to mortgage costs.

**Type: 14.4 High-income minority-supporting older neighbourhoods**

This segment includes financially secure older adults who show mainly progressive attitudes with a leavening of multiculturalism. They are mainly couples. Educational attainment is very high and they are either retired or working in higher status occupations. They live in detached or semi-detached homes or flats, typically in urban areas in Southern England and Scotland. Income is very high and their health is very good. Vulnerability is negligible in this highly resilient group.