

The Mighty Creatives

Audience Spectrum and Mosaic report

February 2019

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About this report

The analysis in this report is based on postcodes of participants to arts/cultural activities from The Mighty Creatives between September and December 2018. The report describes the number of participants who belong to each Audience Spectrum segment and Mosaic group or type.

The analysis has been carried out by the Research Team at The Audience Agency. For more information on this report please contact research@theaudienceagency.org or call 0207 367 4625.

Notes on your data

The data contains 1,213 postcodes, 1,213 of which are valid¹ and were used in this analysis. Of these, 1,205 were matched to an Audience Spectrum segment and 1,204 were matched to a Mosaic group and type.

How to read the table

The tables show the size of each group, type or segment within your data and compares this to the size of that group, type or segment within the population of your chosen area (referred to in this report as the base area). The index figures show whether each is over- or under-represented in the visitor profile compared to the base population - i.e. whether there are certain segments/groups/types who are found in larger or smaller proportions in your participants than in the wider population.

An index of 100 occurs where the proportion of a group in your audience profile exactly matches the size of that group within the base population.

An index over 100 indicates this group is over-represented in your audience profile compared to the population of the base area. Indexes of 110 or over are highlighted, with the index being coloured **red**.

An index of less than 100 indicates this group is under-represented in your audience profile compared to the population. Indexes of 90 or under are highlighted, with the index being coloured **blue**.

Audience Spectrum

¹ Valid postcodes are those which can be matched to an existing UK residential address.

Audience Spectrum is a powerful arts, culture and heritage-specific geodemographic profiling tool developed by The Audience Agency. Audience Spectrum describes the British population in terms of their attendance, participation and engagement in the arts, culture and heritage, as well as behaviours, attitudes and preferences at arts, museums and heritage organisations.

It has been built to meet the needs of small and large scale, ticketed and non-ticketed organisations from across the cultural sector, and is an update to and replacement of the Arts Audiences: Insight segmentation system.

The British adult population is broken into 10 categories based on their attendance at, and participation and engagement with, the arts, culture and heritage. More widely, these segments can be grouped into 3 categories - high engagement, medium engagement and lower engagement.

To find out more and to view the pen portraits for each segment visit:

www.audiencefinder.org/spectrum

Mosaic

Mosaic combines a wide range of information from over 400 sources to create a summary of the likely characteristics of each UK household. Mosaic is used across a number of business sectors and is also an effective tool when applied to the arts. It is particularly useful for understanding the demographics, life-stage, income, and media preferences of your audience.

Each UK household is assigned to a 'group', of which there are 15 in Mosaic, which describes characteristics such as their broad socio-economic status and consumer preferences. Each group is then broken down into a number of types so that each household has a further, more detailed categorisation. In total there are 66 Mosaic types.

Mapping and location analysis

The maps in this report show the location of your participants, based on your data. It should be noted that the postcodes used to create these maps usually reflect where each participant lives, not necessarily where the person has travelled from that day (for example they may have commuted from a location closer to the venue, or been visiting whilst on holiday).

On **pinpoint maps**, each participant is plotted on the map. This is mapped at postcode level - it is worth noting that a postcode, on average, covers approximately 15 households, and if multiple participants share a postcode they will only appear as one dot on the map. A pinpoint map is useful for getting an idea of the scale and general distribution of your participants, especially where the dataset being mapped is relatively small.

Overall Findings

Audience Spectrum profile

The two most prominent Audience Spectrum segments are **Facebook Families**, and **Kaleidoscope Creativity**. 74% of all participants belong to one of these two groups.

- **Facebook Families:** Harder pressed suburban and semi-urban households for whom arts and culture plays a small role (*Lower engagement*)
- **Kaleidoscope Creativity:** Urban and culturally diverse, their arts and cultural activity happens in their community and outside and mainstream (*Lower engagement*)

These are also the most over-represented segments amongst your audience. **Kaleidoscope Creativity** is five times more prominent in your audience compared to the local population, and **Facebook Families** is three times more prominent in your audience (43% in your profile compared to 13% in the local area).

Mosaic profile

The two most prominent Mosaic groups are **I Family Basics**, and **N Urban Cohesion**. 62% of all participants belong to one of these two groups.

- **I Family Basics:** Families with limited resources who have to budget to make ends meet.
- **N Urban Cohesion:** Residents of settled urban communities with a strong sense of identity

The most over-represented groups amongst your audience are **N Urban Cohesion** (almost ten times more prominent in your audience compared to the local population), **I Family Basics** (32% in your profile compared to 8% in the local area) and **K Municipal Challenge** (three times more prominent in your audience).

The ten most prominent Mosaic types are **I39 Families with Needs**, **N59 Asian Heritage**, **K48 Low Income Workers**, **J43 Renting a Room**, **I38 Childcare Squeeze**, **N57 Community Elders**, **K47 Streetwise Singles**, **J42 Midlife Stopgap**, **L52 Estate Veterans**, and **J40 Make Do and Move On**. Altogether, these ten types account for 79% of all participants, with **I39 Families with Needs** and **N59 Asian Heritage** alone accounting for 50%.

- **I39 Families with Needs:** Families with many children living in areas of high deprivation and who need support
- **N59 Asian Heritage:** Large extended families in neighbourhoods with a strong South Asian tradition

Amongst those types which make up at least 5% of your audience, the most over-represented are also N59 Asian Heritage (fourteen times more prominent in your audience compared to the local population) and I39 Families with Needs (six times more prominent).

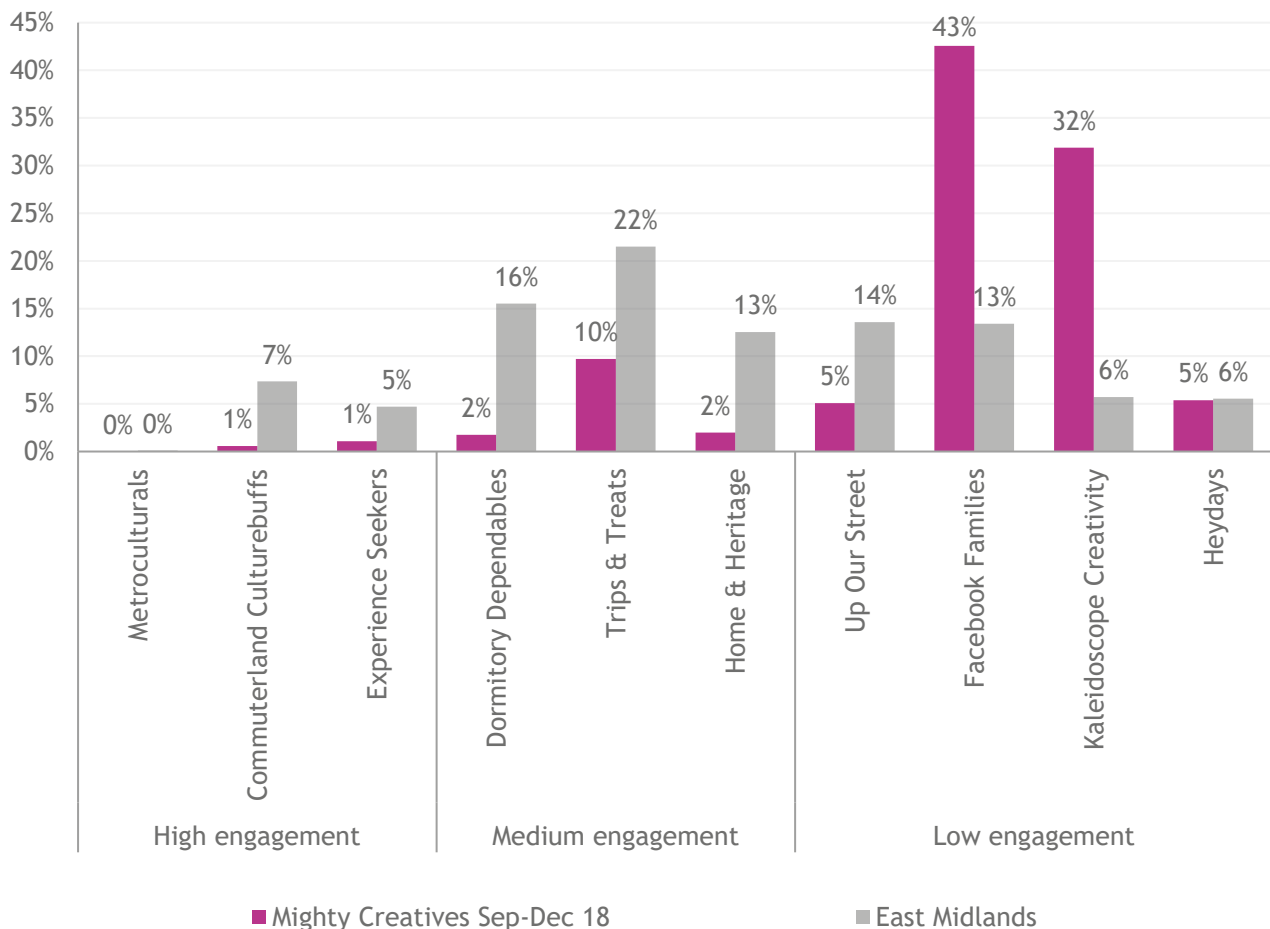
Distribution of your participants

As shown in the maps, participants are concentrated in and around Leicester, Corby and Skegness.

Audience Spectrum

Audience Spectrum profile

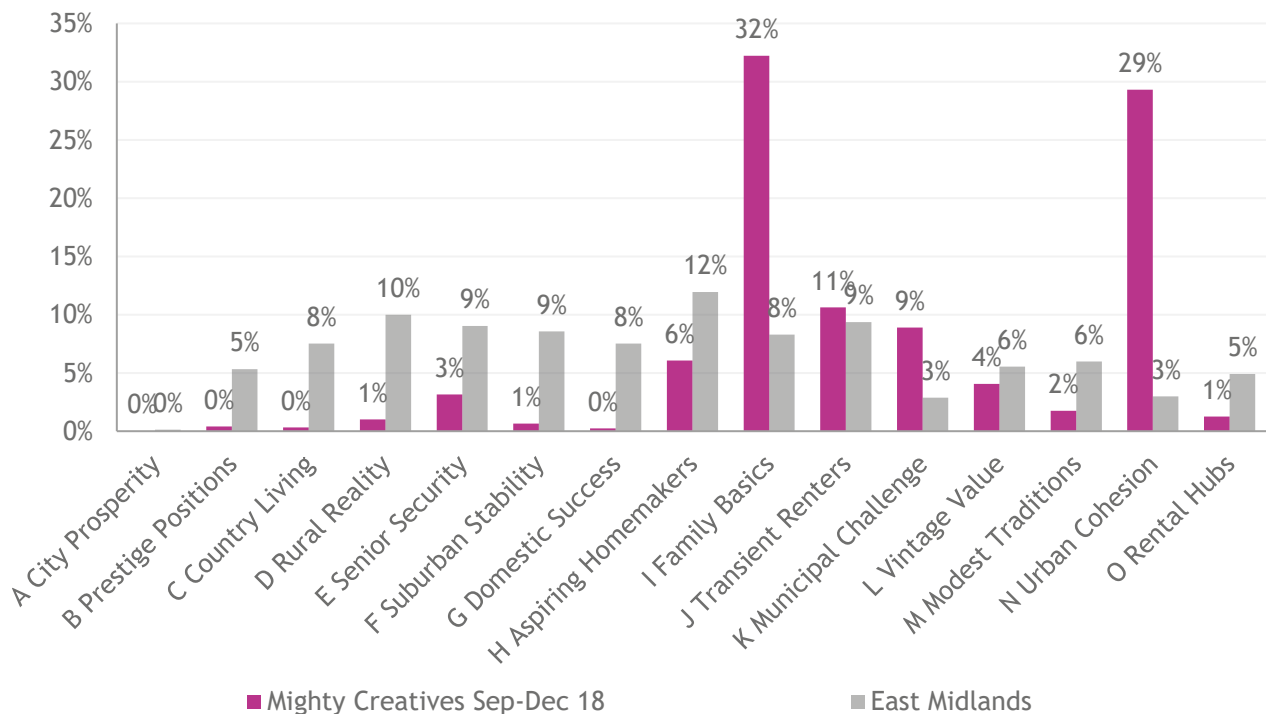
Segment name	Mighty Creatives Sep-Dec 18		East Midlands	Index
	Count	%		
Metroculturals	0	0%	0%	0
Commuterland Culturebuffs	7	1%	7%	8
Experience Seekers	13	1%	5%	23
Dormitory Dependables	21	2%	16%	11
Trips & Treats	117	10%	22%	45
Home & Heritage	24	2%	13%	16
Up Our Street	61	5%	14%	37
Facebook Families	513	43%	13%	317
Kaleidoscope Creativity	384	32%	6%	557
Heydays	65	5%	6%	97
<i>Unclassified</i>	-	-	51,892	
Base	1,205		3,845,174	



Mosaic

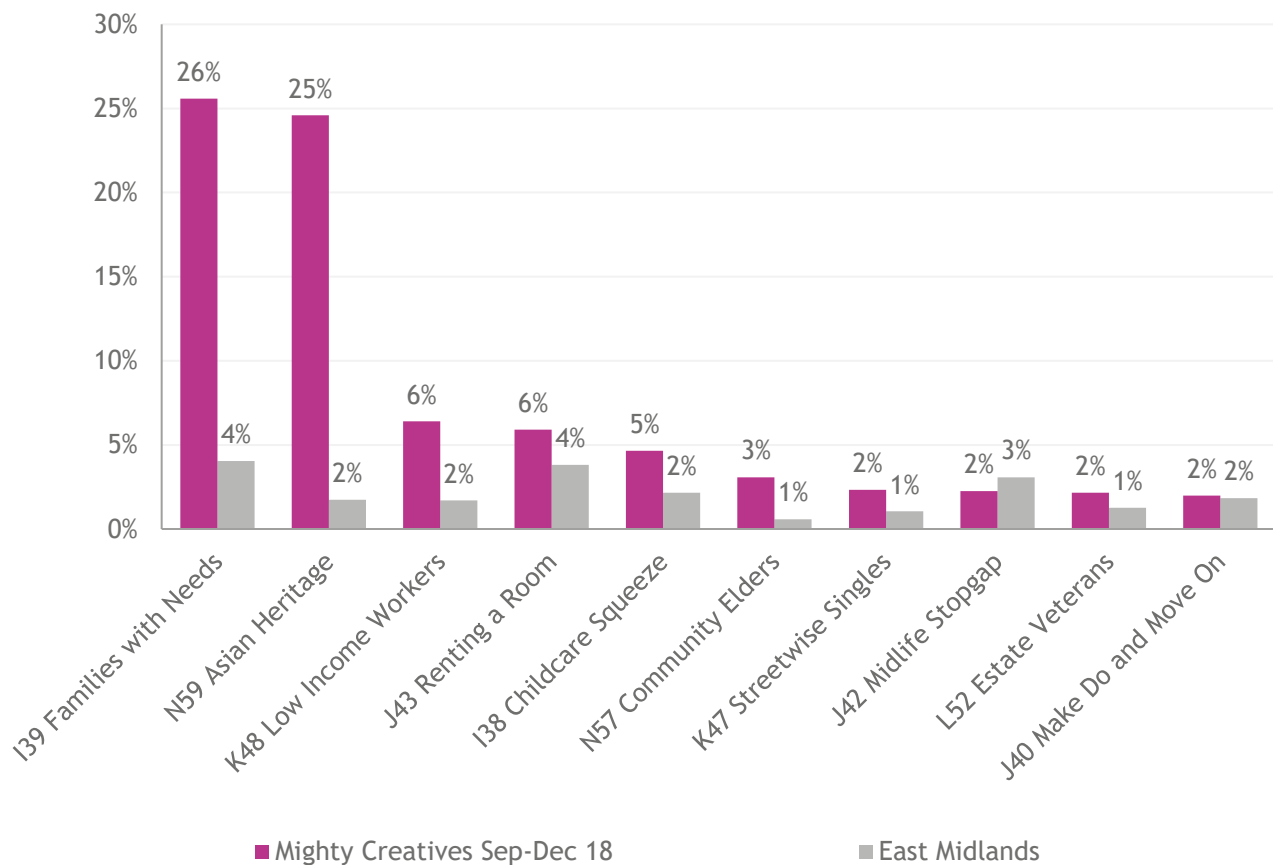
Mosaic group profile

Group name	Mighty Creatives Sep-Dec 18		East Midlands	Index
	Count	%		
A City Prosperity	0	0%	0%	0
B Prestige Positions	5	0%	5%	8
C Country Living	4	0%	8%	4
D Rural Reality	12	1%	10%	10
E Senior Security	38	3%	9%	35
F Suburban Stability	8	1%	9%	8
G Domestic Success	3	0%	8%	3
H Aspiring Homemakers	73	6%	12%	51
I Family Basics	388	32%	8%	389
J Transient Renters	128	11%	9%	114
K Municipal Challenge	107	9%	3%	309
L Vintage Value	49	4%	6%	73
M Modest Traditions	21	2%	6%	29
N Urban Cohesion	353	29%	3%	978
O Rental Hubs	15	1%	5%	25
<i>Unclassified</i>	-	-	62,878	
Base	1,204		3,901,664	



Mosaic type profile: top 10 types

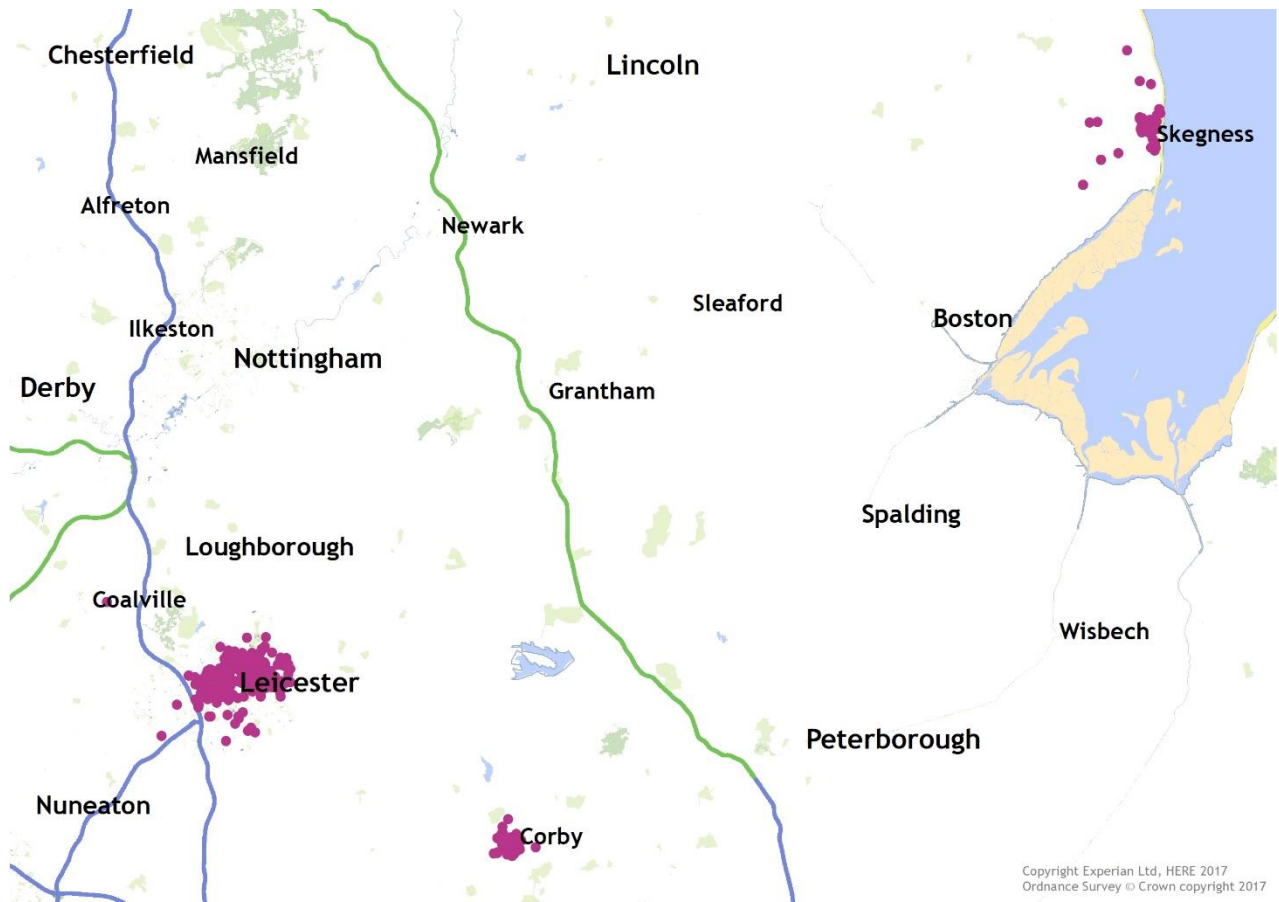
Type name	Mighty Creatives Sep-Dec 18		East Midlands	Index
	Count	%		
I39 Families with Needs	308	26%	4%	634
N59 Asian Heritage	296	25%	2%	1,420
K48 Low Income Workers	77	6%	2%	378
J43 Renting a Room	71	6%	4%	154
I38 Childcare Squeeze	56	5%	2%	216
N57 Community Elders	37	3%	1%	524
K47 Streetwise Singles	28	2%	1%	222
J42 Midlife Stopgap	27	2%	3%	73
L52 Estate Veterans	26	2%	1%	172
J40 Make Do and Move On	24	2%	2%	109
Base	1,204		3,901,664	



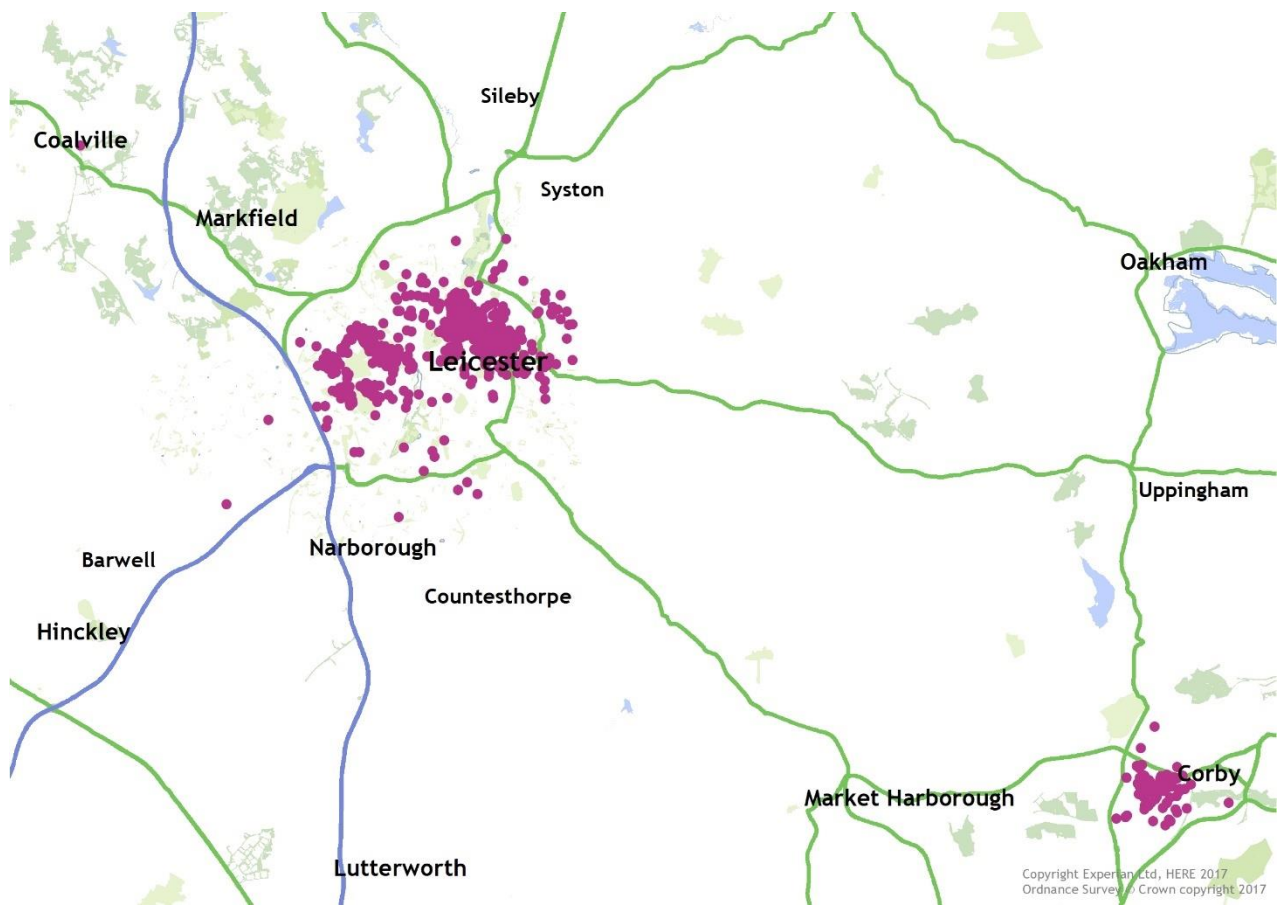
A full type profile is given in the appendices.

Mapping

Pinpoint map - UK



Pinpoint map - zoom



Appendices

i. Audience Spectrum segment descriptions

Metroculturals (*Higher engagement*)

Prosperous, liberal urbanites, Metroculturals choose a city lifestyle for the broad cultural opportunity it affords. They are therefore interested in a very wide spectrum of activity, but many tend towards their own preferred artform or style. Although active museum attenders, more engage with the arts and many on a weekly basis. Working in demanding but rewarding professions, they are highly educated and have a wide variety of other interests from food and travel to current affairs and architecture.

Commuterland Culturebuffs (*Higher engagement*)

Affluent and settled with many working in higher managerial and professional occupations. Commuterland Culturebuffs are keen consumers of culture, with broad tastes but a leaning towards heritage and more classical offerings. Mature families or retirees, living largely in leafy provincial suburban or greenbelt comfort, they are willing to travel and pay for premium experiences, their habits perhaps influenced by commuting. Motivations are multiple, ranging from social and self-improvement, to the pursuit of learning opportunities for older children. They tend to be frequent attenders and potential donors.

Experience Seekers (*Higher engagement*)

An important and significant part of urban arts audiences, these highly active, diverse, social and ambitious singles and couples are younger people engaging with the arts on a regular basis. Students, recent graduates and in the early to mid-stages of their careers, they live close to city centres, have easy access to and attend a wide variety of arts, museums galleries and heritage. Interests cover mainstream, contemporary and culturally diverse offers and attending is at the heart of their social lives. They are mostly in search of new things to do and have disposable income to spend on a variety of leisure activities like sports/arts memberships and frequent visits to cafes, bars and restaurants. Digitally savvy, they will share experiences through social media on their smart phones.

Dormitory Dependables (*Medium engagement*)

A significant proportion of audiences are made up of this dependably regular if not frequently engaging group. Most live in suburban or small towns and show a preference for heritage activities, alongside popular and more traditional, mainstream arts. Many are thriving well off

mature couples or busy older families; lifestage coupled with more limited access to an extensive cultural offer mean that culture is more an occasional treat or family outing than an integral part of their lifestyle.

Trips and Treats (*Medium engagement*)

While this group may not view arts and culture as a passion, they are reasonably active despite being particularly busy with a wide range of leisure interests. Comfortably off and living in the heart of suburbia their children range in ages, and include young people still living at home. With a strong preference for mainstream arts and popular culture like musicals and familiar drama, mixed in with days out to museums and heritage sites, this group are led by their children's interests and strongly influenced by friends and family.

Home and Heritage (*Medium engagement*)

Conservative in their tastes, this more mature group appreciates all things traditional: a large proportion are National Trust members, while classical music and amateur dramatics are comparatively popular. While this is not a highly engaged group - partly because they are largely to be found in rural areas and small towns - they do engage with the cultural activity available to them in their locality. They look for activities to match their needs and interests, such as accessible day-time activities or content exploring historical events.

Up Our Street (*Lower engagement*)

Living reasonably comfortable and stable lives, Up Our Street engage with popular arts and entertainment and museums, and are also visitors of heritage sites. Many are older and have some health issues, living on average or below average household incomes, so access in all its forms can be an issue. Modest in their habits and in their means, value for money and low-risk are important factors in leisure decision making.

Facebook Families (*Lower engagement*)

Arts and culture play a very small role in the lives of this younger, cash-strapped group living in suburban and semi-urban areas of high unemployment. They are the least likely to think themselves as arty, while less than a third believe that the arts is important. Nevertheless, they do go out as families: cinema, live music, eating out and pantomime.

Kaleidoscope Creativity (*Lower engagement*)

Characterised by low levels of cultural engagement despite living in and around city areas where plenty of opportunities are within easy reach. A great mix of people comprise this segment with a wide range of ages, living circumstances, resources and cultural backgrounds all living cheek-by-jowl. Low incomes and unemployment can present barriers to accessing some cultural provision. Nevertheless, two thirds do engage with more popular and accessible culture annually, some of this in the local community and outside the mainstream. Free, local events like outdoor arts, festivals and carnivals may appeal, and so might popular offerings like musicals and music events.

Heydays (*Lower engagement*)

Heydays are the group least likely to attend arts or cultural events, believing that the arts are no longer as important or relevant to them as perhaps they once were. Many live in sheltered or specially adapted accommodation for older people, and are excluded from many activities due to a raft of health, access and resource barriers. If they do engage this is likely to be participatory such as craft and knitting, painting, reading and writing activities organised by their sheltered housing, church group or community library.

ii. Full Mosaic type profile

Type name	Mighty Creatives Sep-Dec 18		East Midlands	Index
	Count	%		
A01 World-Class Wealth	0	0%	0%	0
A02 Uptown Elite	0	0%	0%	0
A03 Penthouse Chic	0	0%	0%	100
A04 Metro High-Flyers	0	0%	0%	0
B05 Premium Fortunes	0	0%	0%	0
B06 Diamond Days	0	0%	1%	0
B07 Alpha Families	1	0%	1%	7
B08 Bank of Mum and Dad	4	0%	1%	28
B09 Empty-Nest Adventure	0	0%	2%	0
C10 Wealthy Landowners	0	0%	2%	0
C11 Rural Vogue	0	0%	1%	0
C12 Scattered Homesteads	3	0%	1%	17
C13 Village Retirement	1	0%	3%	3
D14 Satellite Settlers	0	0%	4%	0
D15 Local Focus	4	0%	3%	12
D16 Outlying Seniors	8	1%	3%	21
D17 Far-Flung Outposts	0	0%	0%	0
E18 Legacy Elders	1	0%	1%	9
E19 Bungalow Haven	19	2%	5%	35
E20 Classic Grandparents	8	1%	2%	35
E21 Solo Retirees	10	1%	2%	51
F22 Boomerang Boarders	1	0%	2%	4
F23 Family Ties	3	0%	1%	32
F24 Fledgling Free	4	0%	3%	11
F25 Dependable Me	0	0%	3%	0
G26 Cafés and Catchments	1	0%	0%	31
G27 Thriving Independence	2	0%	1%	15
G28 Modern Parents	0	0%	3%	0
G29 Mid-Career Convention	0	0%	3%	0
H30 Primary Ambitions	21	2%	1%	158
H31 Affordable Fringe	19	2%	3%	48
H32 First-Rung Futures	7	1%	3%	19
H33 Contemporary Starts	19	2%	3%	47

H34 New Foundations	7	1%	0%	131
H35 Flying Solo	0	0%	1%	0
I36 Solid Economy	4	0%	1%	62
I37 Budget Generations	20	2%	2%	106
I38 Childcare Squeeze	56	5%	2%	216
I39 Families with Needs	308	26%	4%	634
J40 Make Do and Move On	24	2%	2%	109
J41 Disconnected Youth	6	0%	1%	79
J42 Midlife Stopgap	27	2%	3%	73
J43 Renting a Room	71	6%	4%	154
K44 Inner City Stalwarts	0	0%	0%	0
K45 Crowded Kaleidoscope	2	0%	0%	855
K46 High Rise Residents	0	0%	0%	0
K47 Streetwise Singles	28	2%	1%	222
K48 Low Income Workers	77	6%	2%	378
L49 Dependent Greys	10	1%	1%	104
L50 Pocket Pensions	2	0%	2%	9
L51 Aided Elderly	0	0%	0%	0
L52 Estate Veterans	26	2%	1%	172
L53 Seasoned Survivors	11	1%	1%	83
M54 Down-to-Earth Owners	7	1%	2%	33
M55 Offspring Overspill	10	1%	2%	51
M56 Self Supporters	4	0%	3%	13
N57 Community Elders	37	3%	1%	524
N58 Cultural Comfort	19	2%	0%	810
N59 Asian Heritage	296	25%	2%	1,420
N60 Ageing Access	1	0%	0%	17
O61 Career Builders	0	0%	1%	0
O62 Central Pulse	5	0%	1%	55
O63 Flexible Workforce	1	0%	0%	52
O64 Bus-Route Renters	3	0%	1%	25
O65 Learners and Earners	4	0%	1%	23
O66 Student Scene	2	0%	1%	19
<i>Unclassified</i>	-	-	62,878	
Base	1,204		3,901,664	

iii. Mosaic group and type descriptions

A City Prosperity

High status city dwellers living in central locations and pursuing careers with high rewards.

City Prosperity work in high status positions. Commanding substantial salaries they are able to afford expensive urban homes. They live and work predominantly in London, with many found in and around the City or in locations a short commute away. Well-educated, confident and ambitious, this elite group is able to enjoy their wealth and the advantages of living in a world-class capital to the full.

- **A01 World-Class Wealth:** Global high flyers and families of privilege living luxurious lifestyles in London's most exclusive boroughs
- **A02 Uptown Elite:** High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort
- **A03 Penthouse Chic:** City suits renting premium-priced flats in prestige central locations where they work hard and play hard
- **A04 Metro High-Flyers:** Ambitious 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities

B Prestige Positions

Established families in large detached homes living upmarket lifestyles.

Prestige Positions are affluent married couples whose successful careers have afforded them financial security and a spacious home in a prestigious and established residential area. While some are mature empty-nesters or elderly retired couples, others are still supporting their teenage or older children.

- **B05 Premium Fortunes:** Influential families with substantial income established in distinctive, expansive homes in wealthy enclaves
- **B06 Diamond Days:** Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions
- **B07: Alpha Families:** High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development
- **B08: Bank of Mum and Dad:** Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support
- **B09: Empty-Nest Adventure:** Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status

C Country Living

Well-off owners in rural locations enjoying the benefits of country life.

Country Living are well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.

- **C10 Wealthy Landowners:** Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners
- **C11 Rural Vogue:** Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work
- **C12 Scattered Homesteads:** Older households appreciating rural calm in stand-alone houses within agricultural landscapes
- **C13 Village Retirement:** Retirees enjoying pleasant village locations with amenities to service their social and practical needs

D Rural Reality

Householders living in inexpensive homes in village communities.

Rural Reality are people who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.

- **D14 Satellite Settlers:** Mature households living in expanding developments around larger villages with good transport links
- **D15 Local Focus:** Rural families in affordable village homes who are reliant on the local economy for jobs
- **D16 Outlying Seniors:** Pensioners living in inexpensive housing in out of the way locations
- **D17 Far-Flung Outposts:** Inter-dependent households living in the most remote communities with long travel times to larger towns

E Senior Security

Elderly people with assets who are enjoying a comfortable retirement.

Senior Security are elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.

- **E18 Legacy Elders:** Time-honoured elders now mostly living alone in comfortable suburban homes on final salary pensions
- **E19 Bungalow Haven:** Peace-seeking seniors appreciating the calm of bungalow estates designed for the elderly
- **E20 Classic Grandparents:** Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening
- **E21 Solo Retirees:** Senior singles whose reduced incomes are satisfactory in their affordable but pleasant owned homes

F Suburban Stability

Mature suburban owners living settled lives in mid-range housing.

Suburban Stability are typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.

- **F22 Boomerang Boarders:** Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home
- **F23 Family Ties:** Active families with teens and adult children whose prolonged support is eating up household resources
- **F24 Fledgling Free:** Pre-retirement couples with respectable incomes enjoying greater space and spare cash since children left home
- **F25 Dependable Me:** Single mature owners settled in traditional suburban semis working in intermediate occupations

G Domestic Success

Thriving families who are busy bringing up children and following careers.

Domestic Success are high-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles.

- **G26 Cafés and Catchments:** Affluent families with growing children living in upmarket housing in city environs
- **G27 Thriving Independence:** Well-qualified older singles with incomes from successful professional careers in good quality housing
- **G28 Modern Parents:** Busy couples in modern detached homes juggling the demands of school-age children and careers

- **G29 Mid-Career Convention:** Professional families with children in traditional mid-range suburbs where neighbours are often older

H Aspiring Homemakers

Younger households settling down in housing priced within their means.

Aspiring Homemakers are younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.

- **H30 Primary Ambitions:** Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing
- **H31 Affordable Fringe:** Settled families with children owning modest, 3-bed semis in areas where there's more house for less money
- **H32 First-Rung Futures:** Pre-family newcomers who have bought value homes with space to grow in affordable but pleasant areas
- **H33 Contemporary Starts:** Fashion-conscious young singles and partners setting up home in developments attractive to their peers
- **H34 New Foundations:** Occupants of brand new homes who are often younger singles or couples with children
- **H35 Flying Solo:** Bright young singles on starter salaries choosing to rent homes in family suburbs

I Family Basics

Families with limited resources who have to budget to make ends meet.

Family Basics are families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.

- **I36 Solid Economy:** Stable families with children renting better quality homes from social landlords
- **I37 Budget Generations:** Families supporting both adult and younger children where expenditure can exceed income
- **I38 Childcare Squeeze:** Younger families with children who own a budget home and are striving to cover all expenses
- **I39 Families with Needs:** Families with many children living in areas of high deprivation and who need support

J Transient Renters

Single people privately renting low cost homes for the short term

Transient Renters are single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on.

- **J40 Make Do & Move On:** Yet to settle younger singles and couples making interim homes in low cost properties
- **J41 Disconnected Youth:** Young people endeavouring to gain employment footholds while renting cheap flats and terraces
- **J42 Midlife Stopgap:** Maturing singles in employment who are renting short-term affordable homes
- **J43 Renting a Room:** Transient renters of low cost accommodation often within subdivided older properties

K Municipal Challenge

Urban renters of social housing facing an array of challenges

Municipal Challenge are long-term social renters living in low-value multi-storey flats in urban locations, or small terraces on outlying estates. These are challenged neighbourhoods with limited employment options and correspondingly low household incomes.

- **K44 Inner City Stalwarts:** Long-term renters of inner city social flats who have witnessed many changes
- **K45 Crowded Kaleidoscope:** Multi-cultural households with children renting social flats in over-crowded conditions
- **K46 High Rise Residents:** Renters of social flats in high rise blocks where levels of need are significant
- **K47 Streetwise Singles:** Hard-pressed singles in low cost social flats searching for opportunities
- **K48 Low Income Workers:** Older social renters settled in low value homes in communities where employment is harder to find

L Vintage Value

Elderly people reliant on support to meet financial or practical need.

Vintage Value are elderly people who mostly live alone, either in social or private housing, often built with the elderly in mind. Levels of independence vary, but with health needs growing and incomes declining, many require an increasing amount of support.

- **L49 Dependent Greys:** Ageing social renters with high levels of need in centrally located developments of small units
- **L50 Pocket Pensions:** Penny-wise elderly singles renting in developments of compact social homes
- **L51 Aided Elderly:** Supported elders in specialised accommodation including retirement homes and complexes of small homes
- **L52 Estate Veterans:** Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters
- **L53 Seasoned Survivors:** Deep-rooted single elderly owners of low value properties whose modest home equity provides some security

M Modest Traditions

Mature homeowners of value homes enjoying stable lifestyles.

Modest Traditions are older people living in inexpensive homes that they own, often with the mortgage nearly paid off. Both incomes and qualifications are modest, but most enjoy a reasonable standard of living. They are long-settled residents having lived in their neighbourhoods for many years.

- **M54 Down-to-Earth Owners:** Ageing couples who have owned their inexpensive home for many years while working in routine jobs
- **M55 Offspring Overspill:** Lower income owners whose adult children are still striving to gain independence meaning space is limited
- **M56 Self Supporters:** Hard-working mature singles who own budget terraces manageable within their modest wage

N Urban Cohesion

Residents of settled urban communities with a strong sense of identity

Urban Cohesion are settled extended families and older people who live in multi-cultural city suburbs. Most have bought their own homes and have been settled in these neighbourhoods for many years, enjoying the sense of community they feel there.

- **N57 Community Elders:** Established older households owning city homes in diverse neighbourhoods

- **N58 Cultural Comfort:** Thriving families with good incomes in multi-cultural urban communities
- **N59 Asian Heritage:** Large extended families in neighbourhoods with a strong South Asian tradition
- **N60 Ageing Access:** Older residents owning small inner suburban properties with good access to amenities

O Rental Hubs

Educated young people privately renting in urban neighbourhoods.

Rental Hubs contains predominantly young, single people in their 20s and 30s who live in urban locations and rent their homes from private landlords while in the early stages of their careers, or pursuing studies.

- **O61 Career Builders:** Motivated singles and couples in their 20s and 30s progressing in their field of work from commutable properties
- **O62 Central Pulse:** Entertainment-seeking youngsters renting city centre flats in vibrant locations close to jobs and night life
- **O63 Flexible Workforce:** Self-starting young renters ready to move to follow worthwhile incomes from service sector jobs
- **O64 Bus-Route Renters:** Singles renting affordable private flats away from central amenities and often on main roads
- **O65 Learners & Earners:** Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations
- **O66 Student Scene:** Students living in high density accommodation close to universities and educational centres

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