

Fostering in Nottingham

Identifying potential foster carers using

mosaic Public Sector

nomad plus A shared intelligence and policy resource

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Disclaimer

The names and descriptions used in this report are in no way intended to offend. They represent terminology originated by Experian (the creators of Mosaic) and are used here purely to aid understanding, analysis and interpretation of mosaic and related information.

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Abstract

Traditionally, Mosaic has been used as a marketing tool for the commercial sector for many years, but this report applies such methodology to targeting potential foster carers in the Nottingham area.

This study takes a two-prong approach. Firstly, by investigating the characteristics of the foster carer population in Nottingham using Mosaic it is apparent that there are six dominant Mosaic Types encompassing almost 50% of the present foster caring population of Nottingham. These represent the more deprived, poorer, family-orientated population living in terraced or semi-detached housing. Secondly, by detailed investigation of the socio-demographic, economic, cultural and behavioural characteristics of the population (using Mosaic) specific Mosaic Types have been identified that are potentially suitable as foster carers based on qualities such as childless or childfree couples; spare bedroom(s); and a partner looking after the home. These represent the better educated, more affluent segments of the community. It is widely recognised that there is a particular scarcity of foster carers coming from minority ethnic groups, especially the Afro-Caribbean community, and thus Mosaic Types were identified with a dominance of people of this ethnic origin.

Once all the Mosaic Types for the various criteria were collated, specific marketing channels were identified based on the characteristics of the Types (within the financial constraints of the project). Particularly cost-effective yet comprehensive marketing techniques were recognised to include posters, leaflets and direct mailing campaigns. These can be geographically targeted at the neighbourhoods of the representative Mosaic Types or at locations they may frequent i.e. low-end supermarkets for Mosaic Types akin to present foster carers and Afro-Caribbean ethnicity, and high-end supermarkets for Mosaic Types exhibiting desirable characteristics for foster caring. A list of such locations to target is not exhaustive and requires further investigation of the representative Types to elucidate further locations for marketing.

In conclusion, the application of Mosaic to the problem of recruiting much-needed foster carers in the Nottingham area has proved a useful, efficient and cost-effective exercise.

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Aim

An investigation into recruiting foster carers in Nottingham naturally divides into several distinct areas of research - 1) identifying those who are, or have the potential to be, foster carers and, 2) identifying and targeting appropriate initiatives to attract these people into foster caring.

1) Identification

a) Present Foster Carers

Investigating the distribution and characteristics of the foster carer population in the Greater Nottingham Partnership (GNP) allows the identification of Mosaic Types particularly (un)receptive to fostering. More in-depth analysis will enable determination of specific characteristics common to these people which will then be applied to increasing foster caring uptake within comparable sectors of the local community.

b) Potential Foster Carers

A further aspect to this study is to identify those within Nottingham with the potential (either social, economic or lifestyle factors) to foster. This will specifically focus on investigating the potential of Nottingham residents to have a spare bedroom; be of minority ethnicity (particularly Afro-Caribbean); have a stay-at-home partner in the relationship; and those who are couple with no children or non-dependent children.

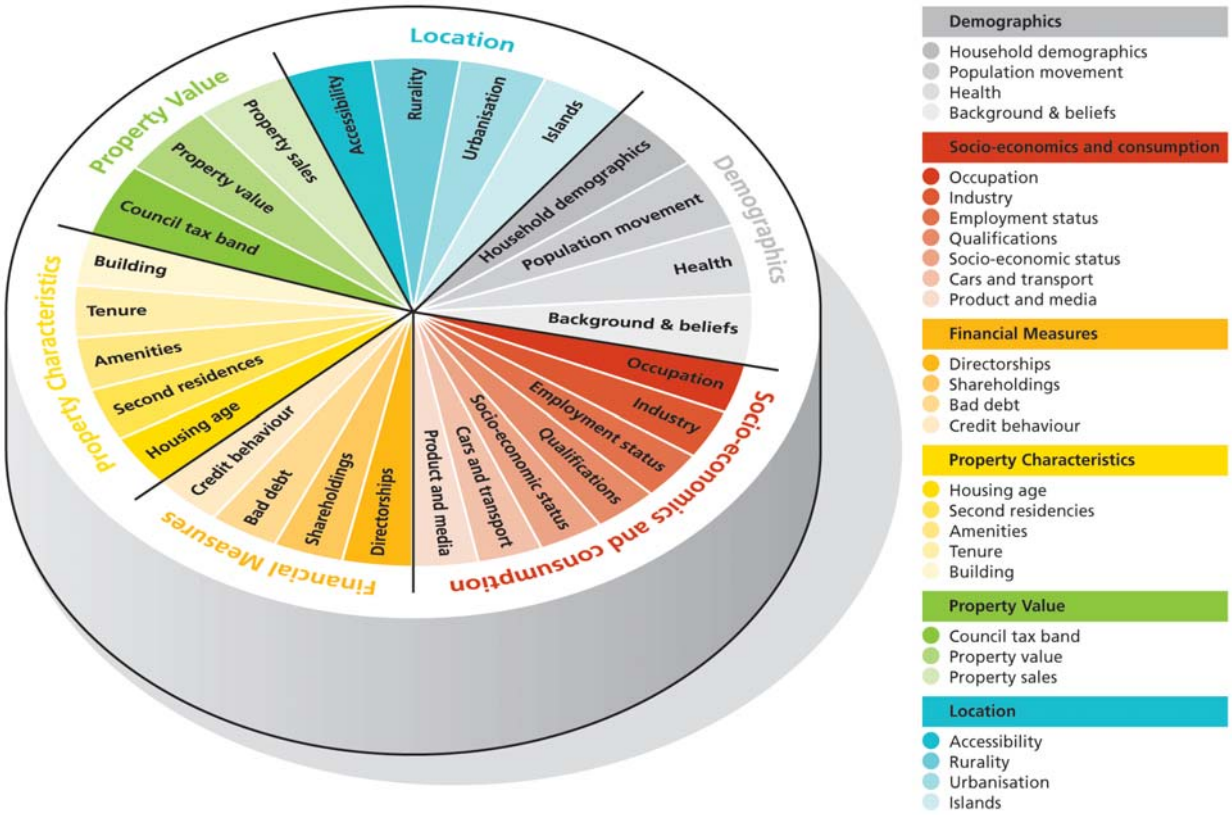
2) Targeting Initiatives

A particularly powerful aspect of the Mosaic dataset is its capability to identify, for each given Type, the best means of communicating with the population. So, for example, you are unlikely to engage many elderly people via the Internet but are wiser to target GP surgeries or local shops.

Once those Mosaic Types already acting as foster carers as well as those possessing characteristics that illustrate a potential to foster or are particularly sparse in the fostering community have been identified, Mosaic can subsequently be used to determine how best to engage them. Mapping their geographical distribution will enable the identification of any particular spatial concentrations and focus down to the neighbourhood, and even street, level.

This study will demonstrate the potential and power of using Mosaic to accurately, efficiently and effectively identify your target population and directly communicate with them built upon an informed, evidence-based foundation. A glossary is provided on page 101 defining common terms and phrases used within this study.

The Data



Mosaic is a geodemographic dataset produced by Nottingham based Experian describing the UK population (to household or postcode level) in terms of their typical demographics and their social, economic, cultural and lifestyle behaviour. Mosaic was developed from over 400 data items (Figure 1) at varying levels of geography, from area-based data through to information about each individual. The population is classified into 61 'Types' that identify groups of individuals and households that are as similar as possible to each other and as different as possible for any other group. These 'Types' group together hierarchically into 11 'Groups' (Figure 2).

Additional data supplied for this study comprised the property address of current foster carers in Nottingham. Upon investigation of the 197 addresses supplied 36 were determined to lie outside the area of study (the Greater Nottingham Partnership), hence the operative dataset comprised 161 foster carers.

Figure 1: Data sources used to compile Mosaic

Group	Group Description	Type	Type Description
E: Urban Intelligence	Educated, young, single people living in areas of transient populations	E28	Neighbourhoods with transient singles living in multiply occupied large old houses
		E29	Economically successful singles, many living in small inner London flats
		E30	Young professionals and their families who have 'gentrified' older terraces in inner London
		E31	Well-educated singles and childless couples colonising inner areas of provincial cities
		E32	Singles and childless couples in small units in newly-built private estates outside London
		E33	Older neigbourhoods increasingly taken over by short term student renters
		E34	Halls of residence and other buildings occupied mostly by students
F: Welfare Borderline	People living in social housing with uncertain employment in deprived areas	F35	Young people renting hard to let social housing, often in disadvantaged inner city locations
		F36	High density social housing, mostly in inner London, with high levels of diversity
		F37	Young families living on the upper floors of social housing, mostly in Scotland
		F38	Singles, childless couples and older people living in high rise social housing
		F39	Older people living in crowded apartments in high density social housing
		F40	Older tenements of small private flats often occupied by highly disadvantaged individuals
G: Municipal Dependency	Low income families living in estate-based social housing	G41	Families, many single parent, in deprived social housing on the edge of regional centres
		G42	Older people living in very large social housing estates on the outskirts of provincial cities
		G43	Older people, many in poor health from work in heavy industry, in low rise social housing
H: Blue Collar Enterprise	Upwardly mobile families living in homes bought from social landlords	H44	Manual workers, many close to retirement, in low rise houses in ex-manufacturing towns
		H45	Older couples, mostly in small towns, who now own houses once rented from the council
		H46	Residents in 1930s and 1950s London council estates, now mostly owner-occupiers
		H47	Social housing, typically in 'new towns', with good job opportunites for the poorly qualified
I: Twilight Subsistence	Older people living in social housing with high care needs	I48	Older people living in small council and housing association flats
		I49	Low income older couples renting low rise social housing in industrial regions
		I50	Older people receiving care in homes or sheltered accommodation

Figure 2: Examples of Mosaic Groups and Types (expanded in Appendix B, Figure 17)

Methodology

1) Identification

a) Present Foster Carers in Nottingham

The initial approach taken was to identify the Mosaic Types that comprise the present foster carer population in Nottingham. To achieve this the co-ordinates of each property were required. Data cleansing was accomplished by using OmniData (see Glossary) to append the x and y co-ordinates to the property. These locations were then mapped in ArcView and joined to Mosaic to determine the Mosaic Type for each foster carer. Mosaic Types, rather than Groups, were used in this study to provide more specific detail about households than provided by Group level information.

The locations of the foster carers were then mapped according to their Type to illustrate their geographical distributions (Figure 3). The data was also summarised to determine the distribution of foster carers amongst the Types (Figures 4 & 5). Detailed investigation of the qualitative information about each of the Types elucidated further information regarding characteristics common to more and less dominant Types (Appendix A).

b) Potential Foster Carers in Nottingham

Mosaic's qualitative information is backed by an extensive database of statistics at the national level pertaining to each Mosaic Group and Type. This permits characteristics to be compared across the Types and within the Type itself in relation to the national average (an Index value - Appendix B). For example, you could look at the prevalence of 2 person households across the Types or look at the breakdown of the number of people in a household for a specified Type. Combining such components of information together allows inferences to be made about the local population. For this study such a technique was used to identify those in the Nottingham population with the potential to become foster carers and to identify those that are particularly essential to recruit as foster carers. Specific features of the population that were deemed potentially characterising qualities for foster caring were couples with no or non-dependent children; those who have a partner in the relationship staying at home tending to the house; and those with a potentially a spare bedroom.

For these categories the pertinent data - the index value (Appendix B) - was extracted from the Mosaic database for all Types and charted to enable the dominant Types nationally to be determined. For the purposes of this study, the dominant Types were defined as having a significant over-representation for that particular characteristic i.e. an index value exceeding 200 or, in other words, over double the national average.

To determine whether a household potentially has a spare room to accommodate a foster child a number of characteristics were taken into account. The type of housing was initially investigated. Those Types living in flats or communal housing for example, were deemed unlikely to have extra bedrooms. It was thus decided that only those inhabiting detached, semi-detached and terraced housing would be included. Similarly, the number of rooms in the property for each Type were considered - those with over 5 rooms (and hence potentially 2 bedrooms) were included. This information was viewed in conjunction with the number of occupants of the property likely in each Mosaic Type with four or less residents - and hence comprising a small family or childless couple - deemed potentially suitable.

Additionally, due to the propensity of children of black or minority ethnic (BME) groups in care, there was particular emphasis on targeting those of minority ethnic background, especially to the Afro-Caribbean community. Data was duly extracted from two ethnic categories within the Mosaic - Black and Caribbean - both of which relate to the Afro-Caribbean population.

By comparing the dominant Types in all the categories investigated, particularly viewing the housing categories together, a list of Mosaic Types was compiled that are most representative of the characteristics investigated.

2) Targeting Initiatives

Once the target Mosaic Types have been identified the characteristics of each were investigated to determine the best methods of communication to each Type. Marketing campaigns will initially focus on where these people live and where they are likely to go for leisure or shopping as they may be more receptive to the idea of fostering in such situations. Mapping the distribution of the selected Types across the GNP will identify target neighbourhoods for marketing campaigns, whilst investigating their shopping preferences and recreational activities will identify locations, remote from the home, where these people are likely to be thus enabling resources and recruitment campaigns to be directed effectively, accurately and efficiently.

Limitations

- When classifying the present foster carer population of Nottingham by Mosaic, there were 13 instances whereby there was no Mosaic Type code for the property. In such instances the corresponding postcode Type was appended. This is standard practice as the postcode Type code is the fundamental unit in Mosaic; the household Type codes originate from Experian combining any additional household level information with this aforementioned postcode classification.

- When identifying characteristics of potential foster carers latter 3 Groups (Twilight Subsistence, Grey Perspectives and Rural Isolation) are excluded from analysis as they represent the more elderly and retired population and hence are not considered as foster carers.

- The GNP includes some 250,000 households and, given the very small number of people acting as foster carers at present (161), placed certain restrictions on the analysis of the dataset. Comparing the Mosaic classifications of the present foster caring population to the Mosaic characteristics of the GNP was not possible as, dealing with such low numbers of foster carers, spurious results would have been generated.

- The definition of the various ethnic groups within Mosaic is, to a certain extent, unhelpful in extracting information about individual ethnic minorities as the ethnicity categories in Mosaic represent a combination of the various ethnic groups described in the census. There are several Mosaic Types though characterised mainly by their ethnic composition e.g. South Asian Industry but still contain a significant proportions of other ethnicities. Most of the 61 Mosaic Types contain varying proportions of the different ethnic groups. Consequently, specific investigation of the Afro-Caribbean community using Mosaic is difficult. Any investigations and conclusions pertaining to this ethnic group are actually more characteristic of all of the ethnic minority groups in the Nottingham area.

Results and analysis

The following pages detail the results of this study illustrated as graphs, maps and profiles. A short guide to understanding Mosaic data is located in Appendix B and summary information about each of the discussed Mosaic Types is documented in Appendix A.

This section has been divided as follows:

- Present foster carers in Nottingham
- Identifying potential carers using Mosaic
  - Ethnicity
    - Black
    - Caribbean
  - Couples with:
    - no children
    - non-dependent children
  - Those looking after the home
  - The home:
    - Type of housing
    - Number of rooms in the house
    - Number of people in the household

As detailed in the Further Investigation section (page 41) this list of characteristics is not exhaustive but represents a first attempt to identify potential foster carers.

Present foster carers in Nottingham

The locations of all the present foster carers in the GNP are illustrated in Figure 3. Several geographical hotspots are apparent - Clifton, St. Ann's, Bilborough and a central band in the City.

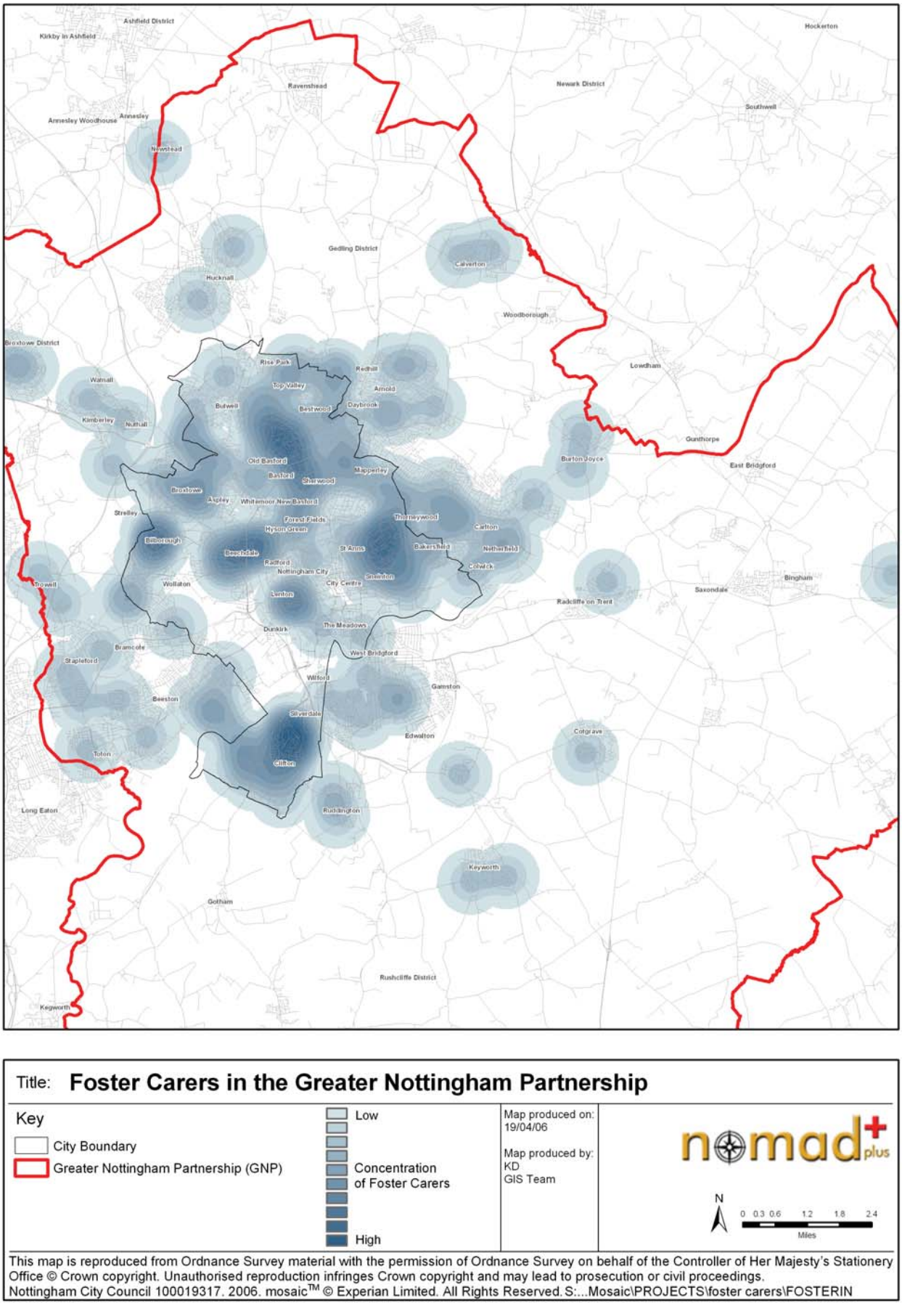
Once combined with Mosaic data more meaning can be derived and allows more focussed mapping. Figure 4 illustrates the Mosaic Type classifications of foster carers within the GNP (as a percentage of the total fostering population of the GNP classified by Mosaic Type). It is apparent that there are a number of distinct Types that are prominent particularly Coronation Street and Low Horizons. Instigating a cut off point of 5%, there are 6 Types above this point that represent almost half (71 out of 161 or 46%) of the present foster carer community in Nottingham. These dominant Types are:

- Coronation Street (low income families living in cramped Victorian terraced housing in inner city locations)
- Low Horizons (older people living in very large social housing estates on the outskirts of provincial cities)
- Rustbelt Resilience (manual workers, many close to retirement, in low rise houses in ex-manufacturing towns)
- Ex-Industrial Legacy (older people, many in poor health from work in heavy industry, in low rise social housing)
- Affluent Blue Collar (low density private estates, now with self-reliant couples approaching retirement)
- Families On Benefits (families, many single parent, in deprived social housing on the edge of regional centres)

The remaining 55 Mosaic Types are consequently poorly represented amongst foster carers in Nottingham.

These dominant Types have been mapped across Nottingham (Figure 5). Particular spatial concentrations are clearer with notable clusters in Clifton, St Ann's, Bestwood, Bilborough and Aspley.

For the purposes of focussed marketing, by identifying the locations (home or shopping locations) of these dominant Types across the rest of the GNP, as well as determining the most receptive media to engage these segments of the population, a geographically concentrated, efficient marketing strategy (page 28) can be implemented.



Title: **Foster Carers in the Greater Nottingham Partnership**

Key

- City Boundary
- Greater Nottingham Partnership (GNP)

Low — Concentration of Foster Carers — High

Map produced on: 19/04/06

Map produced by: KD GIS Team

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0 0.3 0.6 1.2 1.8 2.4 Miles

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Figure 3: The concentration of foster carers in the GNP

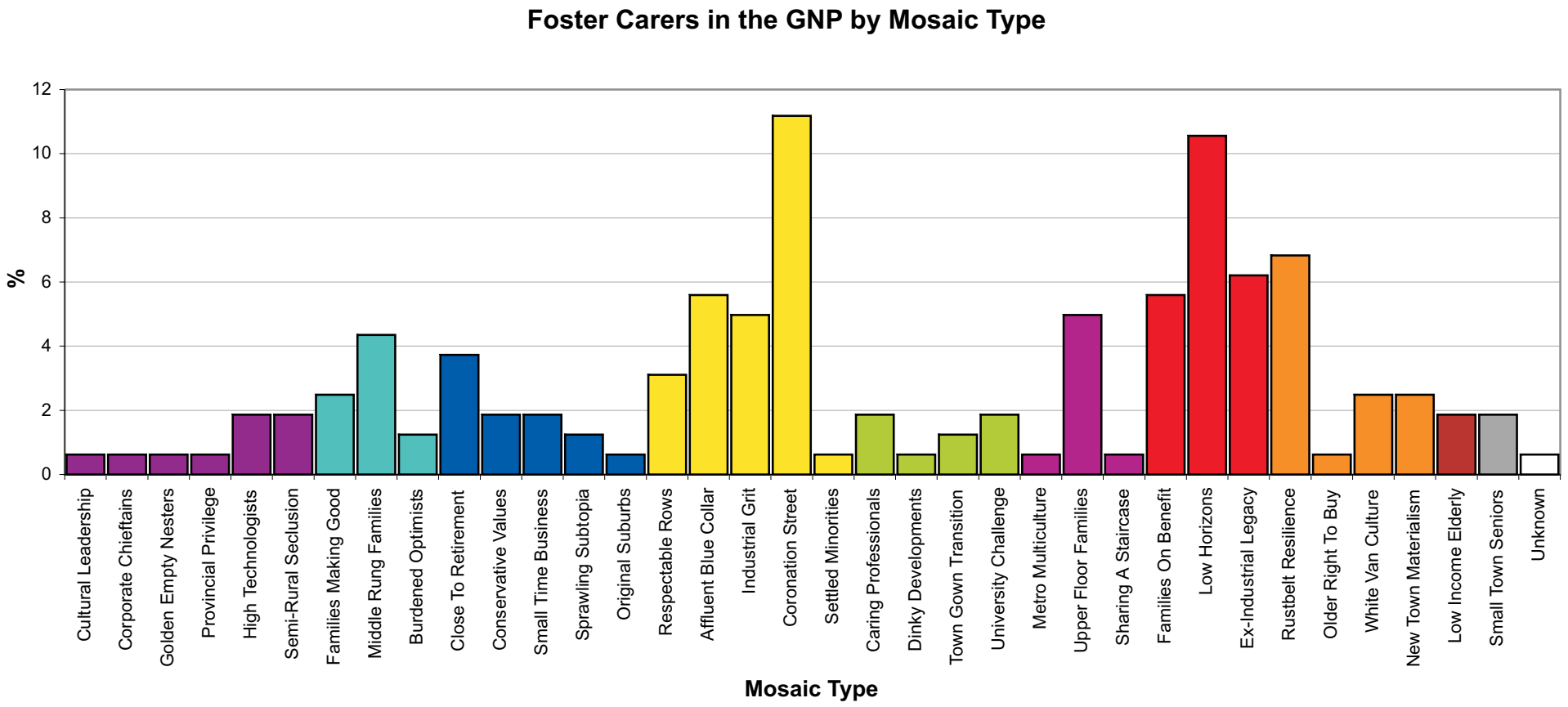
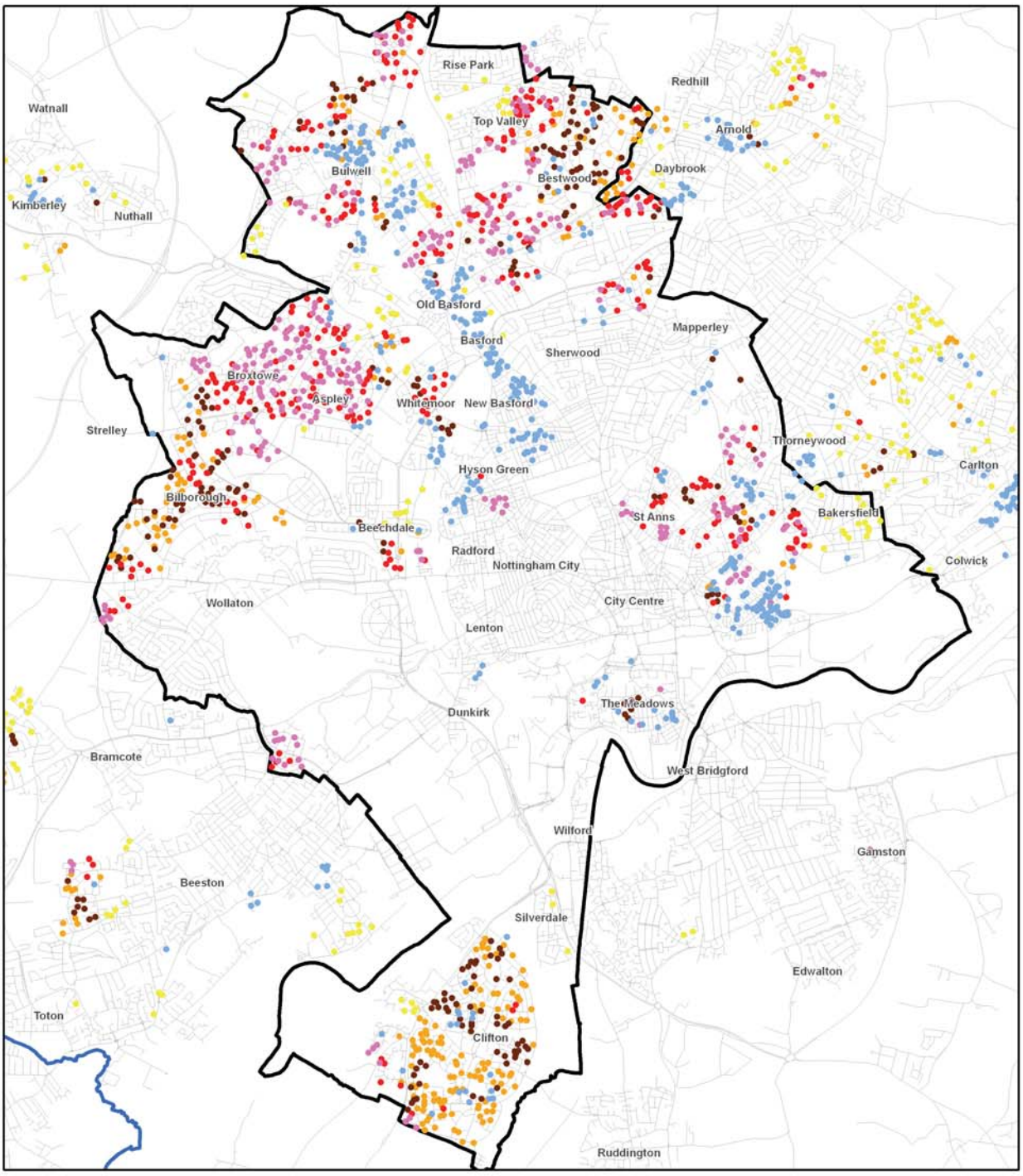


Figure 4: Mosaic Type classification of foster carers in the GNP shown as a percentage of the total foster carer population



Title: **The 6 Dominant Foster Carers Types in the Nottingham Area**

Key

City Boundary

GNP

- D22 - Affluent Blue Collar - 9
- D24 - Coronation Street - 18
- G41 - Families on Benefits - 9
- G42 - Low Horizons - 17
- G43 - Ex-Industrial Legacy - 10
- H44 - Rustbelt Resilience - 11

(The figures indicate the numbers of that Type who are presently foster carers i.e. 10)

Map produced on: 12/07/06

Map produced by: KD GIS Team

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0 0.2 0.4 0.8 1.2 Miles

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Figure 5: The locations of the six dominant foster carers Types across Nottingham

Identifying potential foster carers

The following pages detail the results of employing Mosaic in investigating characteristics particularly desirable to, or critical in, identifying potential foster carers with the local community.

All of the following graphs are based on the national data that determine the characteristics of each Mosaic Type and illustrate the likelihood of the Mosaic Types to have the given trait. A value of 100 represents the national average. Further explanation regarding the interpretation of this information can be found in Appendix B. It is taken that index values exceeding 150 are beginning to show a significant over-representation for that variable.

In all instances the latter 3 Groups - Twilight Subsistence (older people living in social housing with high care needs), Grey Perspectives (independent older people with relatively active lifestyles) and Rural Isolation (people living in rural areas far from urbanisation) - can be excluded from analysis as they represent the more elderly and retired population and hence are not considered as foster carers.

Ethnicity: Black and Caribbean

These categories of ethnicity defined in Mosaic are representative of the Afro-Caribbean population and are characterised, along with the other ethnic groups, within distinct Types. In some instances this is reflected in the names of this Types i.e. Asian Enterprise.

These profiles are in complete contrast to the present foster caring population in Nottingham (Figure 4), reinforcing the recognised paucity of foster carers in the ethnic minorities.

Nine Types are particularly dominant in the Black/Caribbean ethnic groups:

- Asian Enterprise (suburbs sought-after by more successful members of the Asian community)
- South Asian Industry (communities of lowly paid manual workers, many of them of South Asian descent)
- Settled Minorities (inner city terraces attracting second generation Londoners from diverse communities)
- Counter Cultural Mix (neighbourhoods with transient singles living in multiply occupied large old houses)
- City Adventurers (economically successful singles, many living in small London flats)
- New Urban Colonists (young professionals and their families who have 'gentrified' older terraces in inner London)
- Metro Multiculture (high density social housing, mostly in inner London, with high levels of diversity)
- Upper Floor Families (young families living on the upper floors of social housing, mostly in Scotland)
- Tower Block Living (singles, childless couples and older people living in high rise social housing)

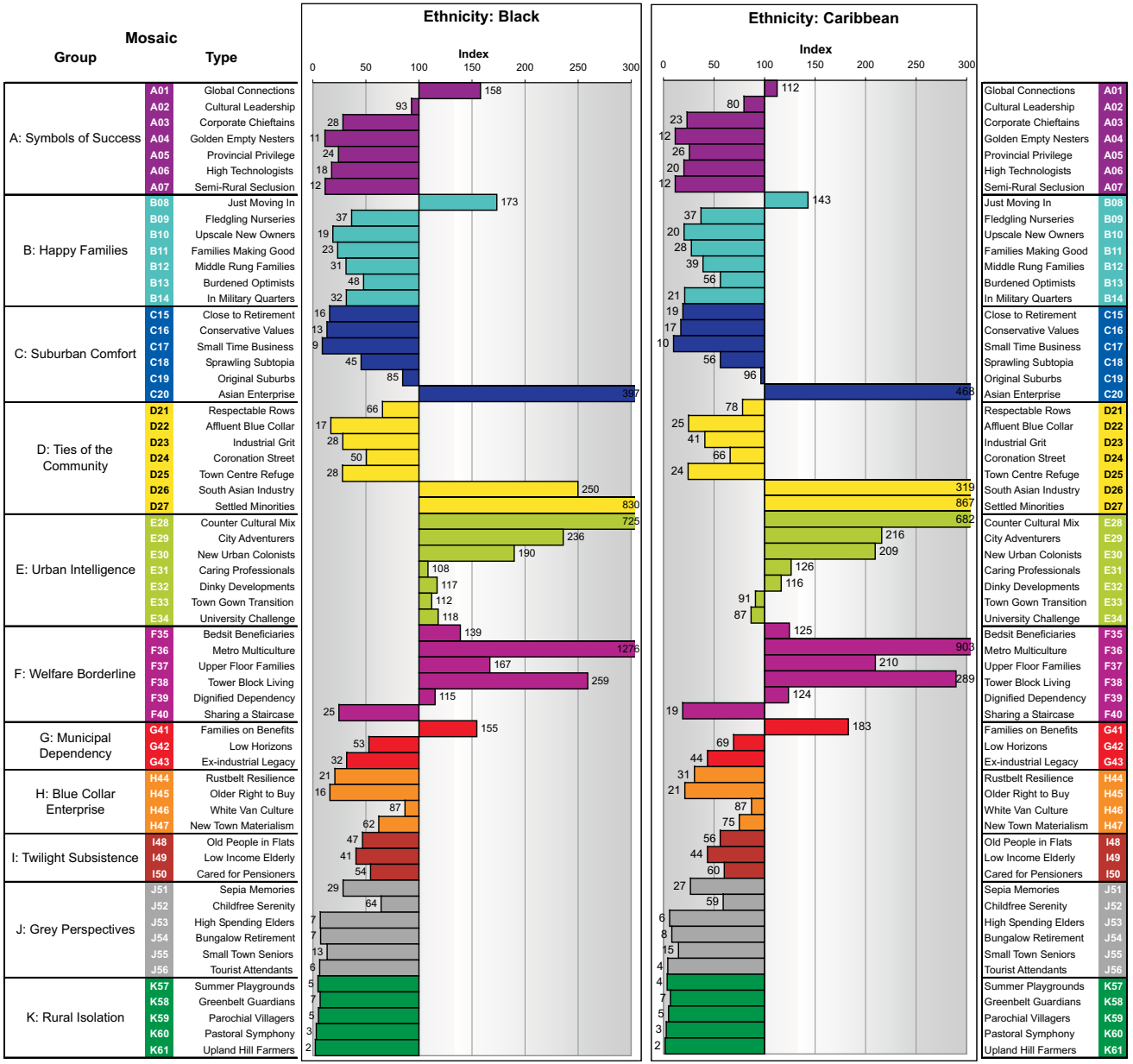


Figure 6: Indices of (a) Black, and (b) Caribbean ethnicity

Couples with No Children or Non-Dependent Children

Figure 7 illustrates that several distinct Mosaic Groups fall above the national average for households without children. In terms of childless couples (a) there is a clear over representation in most Types of the Symbols of Success (career professionals living in sought-after locations), Happy Families (younger families living in newer homes) and Suburban Comfort (older families living in suburbia) Groups and, to a lesser extent, in the Urban Intelligence (educated, young, single people living in areas of transient populations) Group. This trend is mirrored to a greater extent within (b), but only the Middle Rung Families (middle income families with children living in estates of private modern homes) stands out in the Happy Families Group. Also, contrastingly, the Blue Collar Enterprise (upwardly mobile families living in homes bought from social landlords) Group shows a dominance.

The charts are clearly in conflict with the present composition of Nottingham foster carers (Figure 4) indicating that present foster carers in Nottingham are likely to already have children, whether their own or fostered, within the household.

From these charts alone, any of the dominant Groups represent ideal targets for foster caring.

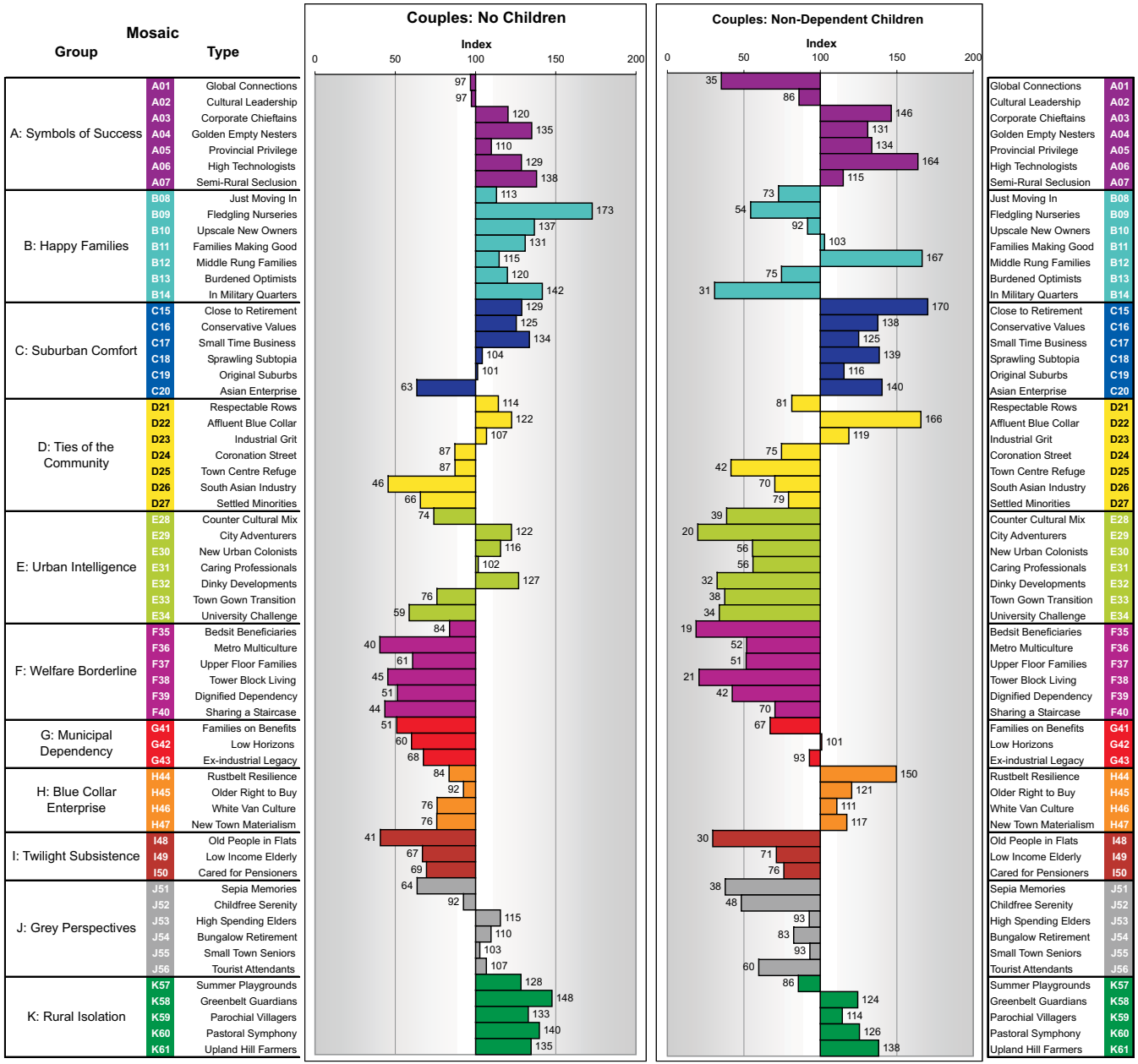


Figure 7: Indices of (a) couples with no children, and (b) couples with non-dependent children

People Looking After the Home

Figure 8 clearly illustrates that there are several distinct Types that are characterised by a greater proportion of those staying at home looking after the home. Particularly prevalent are South Asian Industry and Families on Benefit, both more than double the national average.

The dominance of the Municipal Dependency (low income families living in estate-based social housing) Group - Families on Benefit, Low Horizons and Ex-Industrial Legacy (older people, many in poor health from work in heavy industry, in low rise social housing) Types -corresponds well to the present composition of the Nottingham foster caring population (Figure 4). Thus, 'People looking after the home' appears a strong determining characteristic for people taking on foster caring in Nottingham as there is a person in the household throughout the day to offer the care and attention a foster child may require.

From this chart alone, potential targets for a foster carer recruitment campaign would be:

- In Military Quarters (military personnel living in purpose-built accommodation)
- South Asian Industry (communities of lowly paid manual workers, many of them of South Asian descent)
- Metro Multiculture (high density social housing, mostly in inner London, with high levels of diversity)
- Sharing A Staircase (older tenements of small private flats often occupied by highly disadvantaged individuals)
- Families On Benefits (families, many single parent, in deprived social housing on the edge of regional centres)
- Low Horizons (older people living in very large social housing estates on the outskirts of provincial cities)
- New Town Materialism (social housing, typically in 'new towns', with good job opportunities for the poorly qualified)

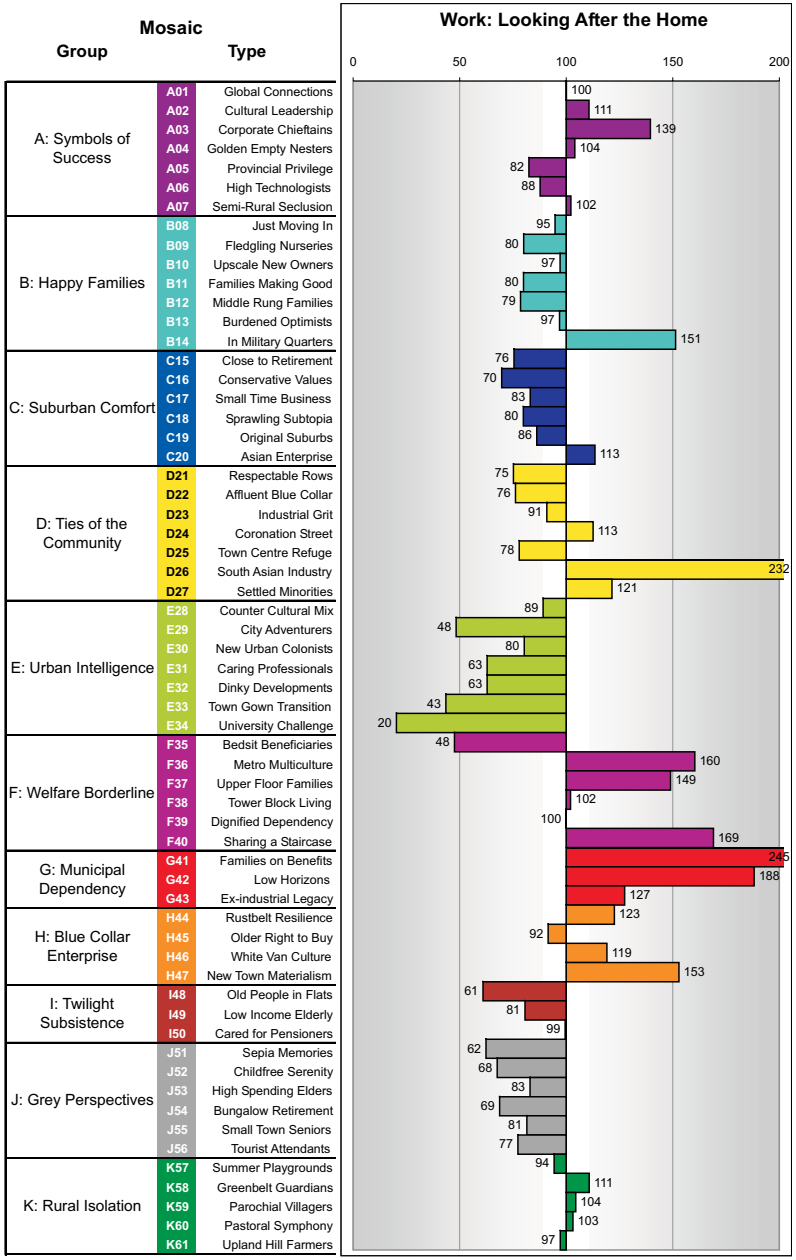


Figure 8: Index of those looking after the home

Housing: Type, Number of Rooms and Number in the Household

To determine which particular Types potentially have a spare bedroom the following 3 characteristics were investigated and, as such, need to be reviewed in conjunction with each other to aid interpretation.

Obviously, given space constraints, flats were excluded from investigation along with communal properties, as the likelihood of having spare bedrooms was considered comparatively too small. Also, properties with the number of rooms exceeding 5 were included as when viewed in combination with the likely number of residents in the property, give an indication of the potential for spare bedrooms. The number of rooms includes all rooms in the property so the potential for spare bedrooms is an inference as, for example, if there are few residents and many rooms there is a greater likelihood one or two will be spare bedrooms.

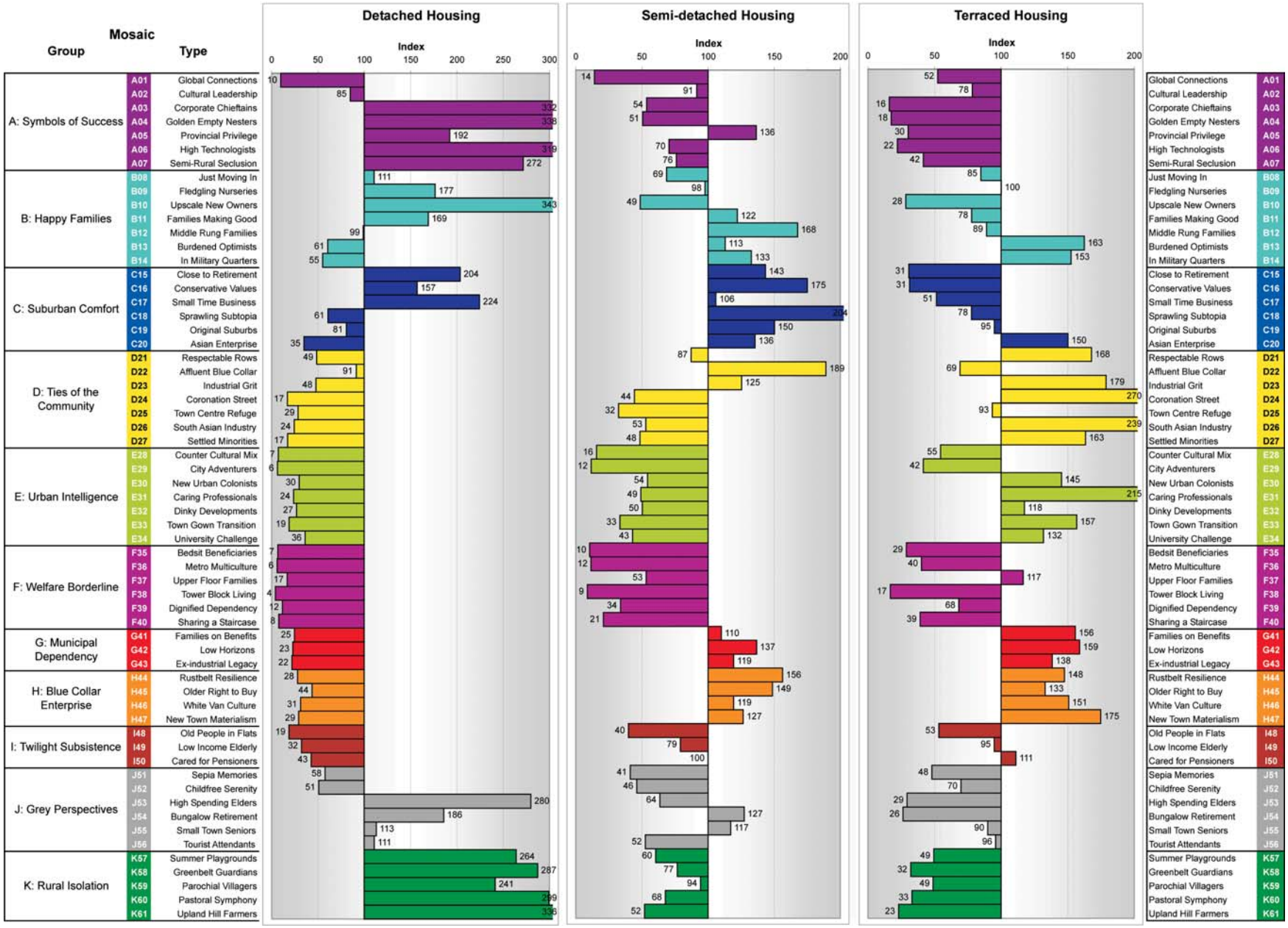


Figure 9: Indices of the types of housing across Mosaic Types specifically detached, semi-detached and terraced properties

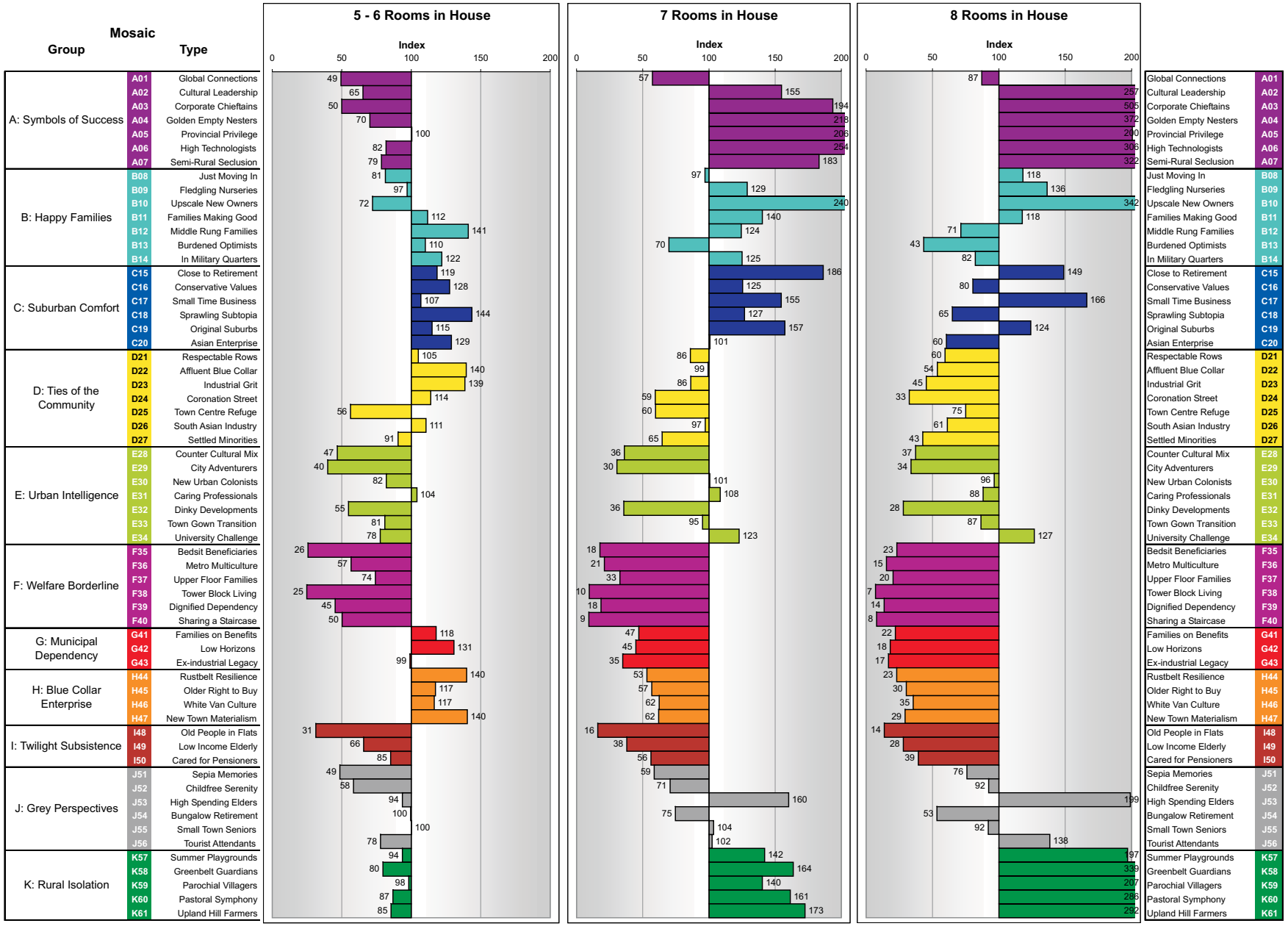


Figure 10: Indices of the number of rooms in the property

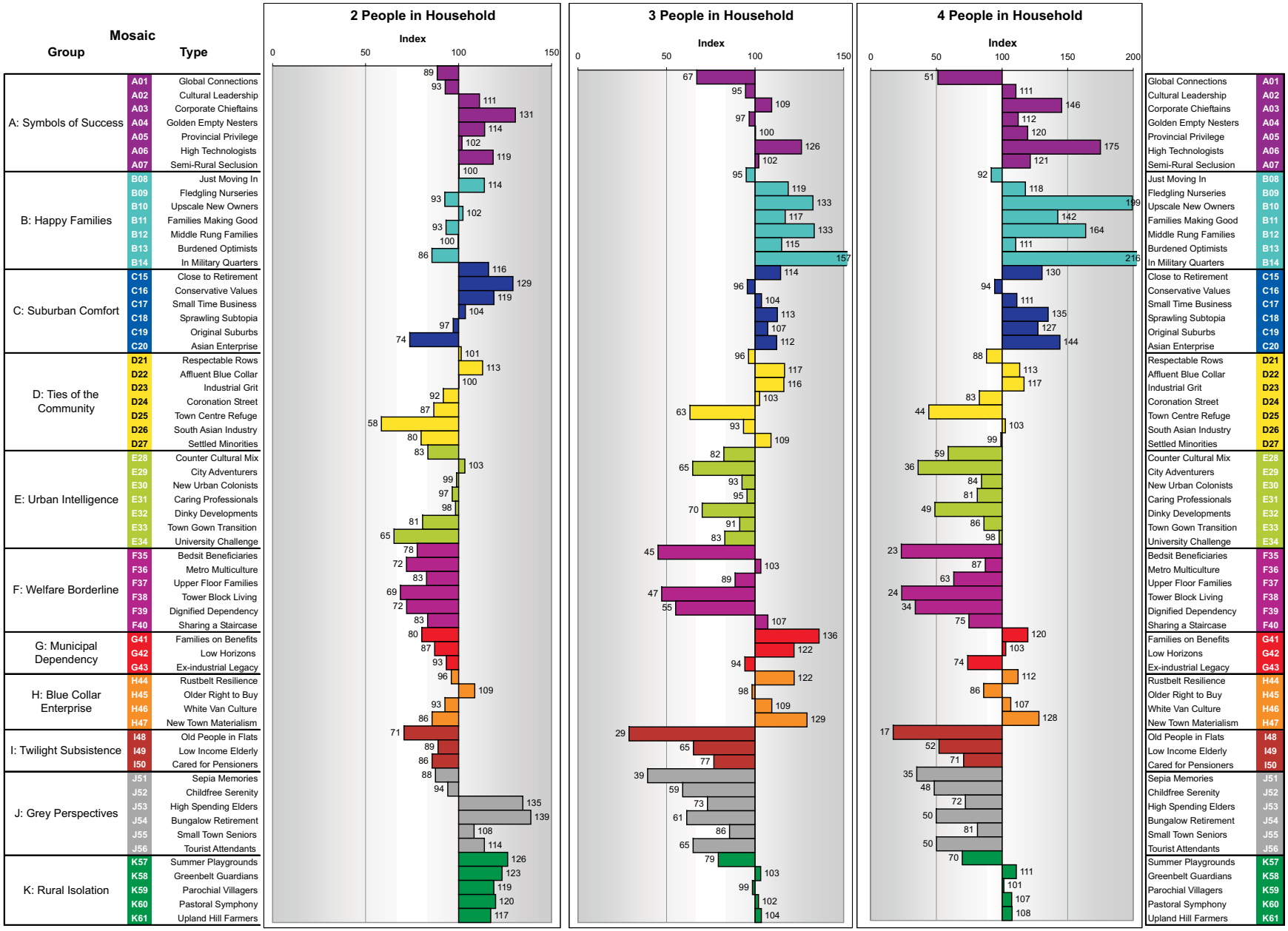


Figure 11: Indices of the number of people in the household specifically between 2 to 4 residents potentially indicating a couple or small families

The preceding charts (Figures 9 to 11) illustrate various characteristics of housing that may indicate a spare bedroom. As is apparent, housing types (Figure 9) are particular to the various Mosaic Groups with detached housing more prevalent in the Symbols of Success (career professionals living in sought-after locations) Group; semi-detached housing dominating the Happy Families (younger families living in newer homes) and Suburban Comfort (older families living in suburbia) Groups; and terraced housing apparent in the Ties of the Community (close-knit, inner city and manufacturing town communities), Urban Intelligence (educated, young, single people living in areas of transient populations), Municipal Dependency (low income families living in estate-based social housing) and Blue Collar Enterprise (upwardly mobile families living in homes bought from social landlords) Groups.

Viewing these charts (Figure 9) in combination with the number of rooms in a household (Figure 10) an expected result is apparent - the greater number of rooms are found in detached properties with decreasing numbers of rooms down to terraced housing. Consequently, the greatest potential for spare bedrooms lies firmly within the Symbols of Success and Happy Families Groups.

These Groups, and the Suburban Comfort Group, also illustrate a dominance of smaller numbers of people in the household (Figure 11). They may be inferred to represent couples or small families, and correspond well to Figure 5 showing the distribution of childless or childfree couples.

Again, these housing profiles are in sharp contrast to the present composition of the foster caring community in Nottingham (Figure 4). The only direct correspondence occurs in the Municipal Dependency and Blue Collar Enterprise Groups that indicate small families in terraced housing are more likely to become foster carers. Consequently, it may be inferred that housing size and composition is not determining factor for the foster caring population in Nottingham.

When investigating these housing profiles in combination to indicate the potential for a spare bedroom in the property there are a number of Types that are particularly representative:

- Corporate Chieftains (successful managers living in very large houses in suburban locations)
- Golden Empty Nesters (financially secure couples, many close to retirement, living in sought-after suburbs)
- Provincial Privilege (senior professionals and managers living in the suburbs of major regional centres)
- High Technologists (successful, high-earning couples with new jobs in areas of growing high-tech employment)
- Semi-Rural Seclusion (well paid executives living in individually-designed homes in rural environments)

- Upscale New Owners (financially better off families living in relatively spacious modern private estates)
- Middle Rung Families (middle income families with children living in estates of private modern homes)
- Small Time Business (small business proprietors living in low density estates in smaller communities)
- Sprawling Subtopia (inter-war suburbs, many with less strong social cohesion than they originally had)
- Original Suburbs (singles and childless couples increasingly taking over attractive older suburbs)

Marketing strategy

Given the objective of this study is to attract people within the local area to foster caring, an accurate and effective marketing strategy is critical.

Figure 12 is a matrix of all the index values for all of the characteristics (e.g. childless couples) described in the previous analysis, and also includes the composition of the present foster caring population. The number of households in Nottingham and the GNP within each of these Types is also noted to indicate how many households that could potentially be targeted. Within each category the index figures have been coloured to indicate the degree of over-representation of that Mosaic Type for the given characteristic - pink being the most over-represented.

Mosaic Types to Target

Present Foster Carers in Nottingham

Illustrated in the matrix are the top 5% (and bottom 1%) of Mosaic Types presently acting as foster carers across the 61 Types. They comprise

- Affluent Blue Collar (low density private estates, now with self-reliant couples approaching retirement)
- Coronation Street (low income families living in cramped Victorian terraced housing in inner city locations)
- Families On Benefits (families, many single parent, in deprived social housing on the edge of regional centres)
- Low Horizons (older people living in very large social housing estates on the outskirts of provincial cities)
- Ex-Industrial Legacy (older people, many in poor health from work in heavy industry, in low rise social housing)
- Rustbelt Resilience (manual workers, many close to retirement, in low rise houses in ex-manufacturing towns)

and represent almost half of the present foster caring community of Nottingham. Thus they are deemed critical targets for marketing.

Representative Mosaic Types Based on Afro-Caribbean Ethnicity

A quick overview of the matrix (Figure 12) illustrates that targeting people based on ethnicity brings out a completely different selection of the Nottingham population than identifying people with characteristics desirable or conducive to foster caring. As detailed previously (page 16) there are 9 distinct Types predominantly representative of the Afro-Caribbean community.

- Asian Enterprise (suburbs sought-after by more successful members of the Asian community)
- South Asian Industry (communities of lowly paid manual workers, many of them of South Asian descent)
- Settled Minorities (inner city terraces attracting second generation Londoners from diverse communities)
- Counter Cultural Mix (neighbourhoods with transient singles living in multiply occupied large old houses)
- City Adventurers (economically successful singles, many living in small London flats)
- New Urban Colonists (young professionals and their families who have 'gentrified' older terraces in inner London)
- Metro Multiculture (high density social housing, mostly in inner London, with high levels of diversity)
- Upper Floor Families (young families living on the upper floors of social housing, mostly in Scotland)
- Tower Block Living (singles, childless couples and older people living in high rise social housing)

These Types are not exclusive to just the Afro-Caribbean ethnic group but comprise varying proportions of people from the other ethnic groups. For example, Asian Enterprise, as the name suggests, is predominantly (~45%) composed of those of Asian or Chinese background.

Representative Mosaic Types Based on Desirable Criteria

To determine the Mosaic Types with a combination of the most desirable characteristics to target as foster carers required a combination of interrogating Figure 12 and research into the characteristics of each of the Types. Decisions had to be quite stringent as certain characteristics of most Types could be construed as indicative of potential foster carers.

- Corporate Chieftains (successful managers living in very large houses in suburban locations)
- Golden Empty Nesters (financially secure couples, many close to retirement, living in sought-after suburbs)
- Provincial Privilege (senior professionals and managers living in the suburbs of major regional centres)
- High Technologists (successful, high-earning couples with new jobs in areas of growing high-tech employment)
- Semi-Rural Seclusion (well paid executives living in individually-designed homes in rural environments)
- Fledgling Nurseries (well-qualified couples typically starting a family on recently built private estates)
- Upscale New Owners (financially better off families living in relatively spacious modern private estates)
- Middle Rung Families (middle income families with children living in estates of private modern homes)
- Small Time Business (small business proprietors living in low density estates in smaller communities)
- Sprawling Subtopia (inter-war suburbs, many with less strong social cohesion than they originally had)
- Original Suburbs (singles and childless couples increasingly taking over attractive older suburbs)

Households in GNP	Households in NC			% Total	Present Carers Top (>5%)	Present Carers Bottom (<1%)	Couples No Children	Couples Non Dependent Children	Looking After Home	Ethnicity Black	Ethnicity Caribbean	House Detached	House Semi	House Terrace	Rooms in House 5 to 6	Rooms in House 7	Rooms in House 8	People in Household 2	People in Household 3	People in Household 4
319	313	A01	Global Connections				97	35	100	158	112	10	14	52	49	57	87	89	67	51
723	382	A02	Cultural Leadership	0.6			97	86	111	93	80	85	91	78	65	155	257	93	95	111
1670	218	A03	Corporate Chieftains	0.6			120	146	139	28	23	332	54	16	50	194	505	111	109	146
2331	226	A04	Golden Empty Nesters	0.6			135	131	104	11	12	338	51	18	70	218	372	131	97	112
6162	1328	A05	Provincial Privilege	0.6			110	134	82	24	26	192	136	30	100	206	200	114	100	120
3845	231	A06	High Technologists	1.9			129	164	88	18	20	319	70	22	82	254	306	102	126	175
3636	326	A07	Semi-Rural Seclusion	1.9			138	115	102	12	12	272	76	42	79	183	322	119	102	121
212	123	B08	Just Moving In				113	73	95	173	143	111	69	85	81	97	118	100	95	92
1900	227	B09	Fledgling Nurseries				173	54	80	37	37	177	98	100	97	129	136	114	119	118
3487	55	B10	Upscale New Owners				137	92	97	19	20	343	49	28	72	240	342	93	133	199
5894	909	B11	Families Making Good	2.5			131	103	80	23	28	169	122	78	112	140	118	102	117	142
5016	912	B12	Middle Rung Families	4.3			115	167	79	31	39	99	168	89	141	124	71	93	133	164
5619	1757	B13	Burdened Optimists	1.5			120	75	97	48	56	61	113	163	110	70	43	100	115	111
96	0	B14	In Military Quarters				142	31	151	32	21	55	133	153	122	125	82	86	157	216
9471	1170	C15	Close to Retirement	3.7			129	170	76	16	19	204	143	31	119	186	149	116	114	130
11196	2354	C16	Conservative Values	1.9			125	138	70	13	17	157	175	31	128	125	80	129	96	94
6411	672	C17	Small Time Business	1.9			134	125	83	9	10	224	106	51	107	155	166	119	104	111
5273	1187	C18	Sprawling Subtopia	1.2			104	139	80	45	56	61	204	78	144	127	65	104	113	135
4189	810	C19	Original Suburbs	0.6			101	116	86	85	96	81	150	95	115	157	124	97	107	127
235	221	C20	Asian Enterprise				63	140	113	397	468	35	136	150	129	101	60	74	112	144
6315	1912	D21	Respectable Rows	3.1			114	81	75	66	78	49	87	168	105	86	60	101	96	88
10006	1993	D22	Affluent Blue Collar	5.6			122	166	76	17	25	91	189	69	140	99	54	113	117	113
8893	2122	D23	Industrial Grit	5			107	119	91	28	41	48	125	179	139	86	45	100	116	117
21745	11493	D24	Coronation Street	11.2			87	75	113	50	66	17	44	270	114	59	33	92	103	83
973	430	D25	Town Centre Refuge				87	42	78	28	24	29	32	93	56	60	75	87	63	44
1039	1039	D26	South Asian Industry				46	70	232	250	319	24	53	239	111	97	61	58	93	103
451	357	D27	Settled Minorities	0.6			66	79	121	830	867	17	48	163	91	65	43	80	109	99
79	70	E28	Counter Cultural Mix				74	39	89	725	682	7	16	55	47	36	37	83	82	59
888	811	E29	City Adventurers				122	20	48	236	216	6	12	42	40	30	34	103	65	36
911	510	E30	New Urban Colonists				116	56	80	190	209	30	54	145	82	101	96	99	93	84
5292	2385	E31	Caring Professionals	1.9			102	56	63	108	126	24	49	215	104	108	88	97	95	81
1752	956	E32	Dinky Developments	0.6			127	32	63	117	116	27	50	118	55	36	28	98	70	49
4217	3676	E33	Town Gown Transition	1.2			76	38	43	112	91	19	33	157	81	95	87	81	91	86
2373	2370	E34	University Challenge	1.9			59	34	20	118	87	36	43	132	78	123	127	65	83	98
1867	1678	F35	Bedsit Beneficiaries				84	19	48	139	125	7	10	29	26	18	23	78	45	23
221	214	F36	Metro Multiculture	0.6			40	52	160	1276	903	6	12	40	57	21	15	72	103	87
9611	7934	F37	Upper Floor Families	5			61	51	149	167	210	17	53	117	74	33	20	83	89	63
1689	1650	F38	Tower Block Living				45	21	102	259	289	4	9	17	25	10	7	69	47	24
3015	2452	F39	Dignified Dependency				51	42	100	115	124	12	34	68	45	18	14	72	55	34
43	33	F40	Sharing a Staircase	0.6			44	70	169	25	19	8	21	39	50	9	8	83	107	75
10011	9012	G41	Families on Benefits	5.6			51	67	245	155	183	25	110	156	118	47	22	80	136	120
11209	9485	G42	Low Horizons	10.6			60	101	188	53	69	23	137	159	131	45	18	87	122	103
10433	7867	G43	Ex-industrial Legacy	6.2			68	93	127	32	44	22	119	138	99	35	17	93	94	74
6044	3094	H44	Rustbelt Resilience	6.8			84	150	123	21	31	28	156	148	140	53	23	96	122	112
4994	1668	H45	Older Right to Buy	1.6			92	121	92	16	21	44	149	133	117	57	30	109	98	86
2591	1069	H46	White Van Culture	2.5			76	111	119	87	87	31	119	151	117	62	35	93	109	107
3563	1364	H47	New Town Materialism	2.5			76	117	153	62	75	29	127	175	140	62	29	86	129	128
3154	1951	I48	Old People in Flats				41	30	61	47	56	19	40	53	31	16	14	71	29	17
2369	1051	I49	Low Income Elderly	1.9			67	71	81	41	44	32	79	95	66	38	28	89	65	52
4997	2128	I50	Cared for Pensioners				69	76	99	54	60	43	100	111	85	56	39	86	77	71
1030	263	J51	Sepia Memories				64	38	62	29	27	58	41	48	49	59	76	88	39	35
996	372	J52	Childfree Serenity				92	48	68	64	59	51	46	70	58	71	92	94	59	48
2806	480	J53	High Spending Elders				115	93	83	7	6	280	64	29	94	160	199	135	73	72
2697	911	J54	Bungalow Retirement				110	83	69	7	8	186	127	26	100	75	53	139	61	50
4290	993	J55	Small Town Seniors	1.9			103	93	81	13	15	113	117	90	100	104	92	108	86	81
7	0	J56	Tourist Attendants				107	60	77	6	4	111	52	96	78	102	138	114	65	50
4	0	K57	Summer Playgrounds				128	86	94	5	4	264	60	49	94	142	197	126	79	70
1834	15	K58	Greenbelt Guardians				148	124	111	7	7	287	77	32	80	164	339	123	103	111
365	35	K59	Parochial Villagers				133	114	104	5	5	241	94	49	98	140	207	119	99	101
90	0	K60	Pastoral Symphony				140	126	103	3	3	299	68	33	87	161	286	120	102	107
18	0	K61	Upland Hill Farmers				135	138	97	2	2	336	52	23	85	173	292	117	104	108
232567	99264	99	unknown	0.6																
(62868 unknown)	(34840 unknown)																			

KEY

Index 120 - 150 slightly over-represented

index 150 - 200 over-represented

Index >200 highly over-represented

Figure 12: Indices of all values for all categories investigated, the present foster caring population of Nottingham, and the number of households within the GNP and Nottingham in each Mosaic Type

Summary

From an investigation of the summary characteristics of each of the Types above (Appendix A) it is apparent, as alluded to previously, that 3 different sectors of the community are dominant for each of the specified criteria. The present foster caring population is composed of poorly qualified couples with children, living (for many years) in terraced or semi-detached housing with low income and high incidence of Income Support and Jobseeker's Allowance. A different range of Mosaic Types emerge for those targeted for their Afro-Caribbean ethnicity who are generally under 35 years of age, single, are of short-term residency in their rented home (terraced house or flats), obtain Jobseeker's Allowance and/or Income Support, and generally low income. Those with the most desirable characteristics as foster carers are different again and represent those highly educated, wealthy, middle aged couples in detached housing in good areas to live.

Targeting Methodology

Mosaic provides significant information regarding the best communication channels to engage each of the Mosaic Types. Figure 13 illustrates the best and worst ways to reach each of the selected Mosaic Types. Obviously such information has to be viewed within the financial constraints of the project as some marketing methods are more expensive than others.

Taking a comprehensive view, the best (and also least expensive) ways to reach the greatest number of potential foster carers are by:

- posters,
- leaflets,
- local shops,
- direct mailing,
- local magazines/newspapers, and
- local radio

which will have varying levels of success for each given Mosaic Type. As is apparent using TV, internet and national newspapers (and magazines) as marketing tools reach the most people but, under financial constraints, such strategies might be best enacted at the national level.

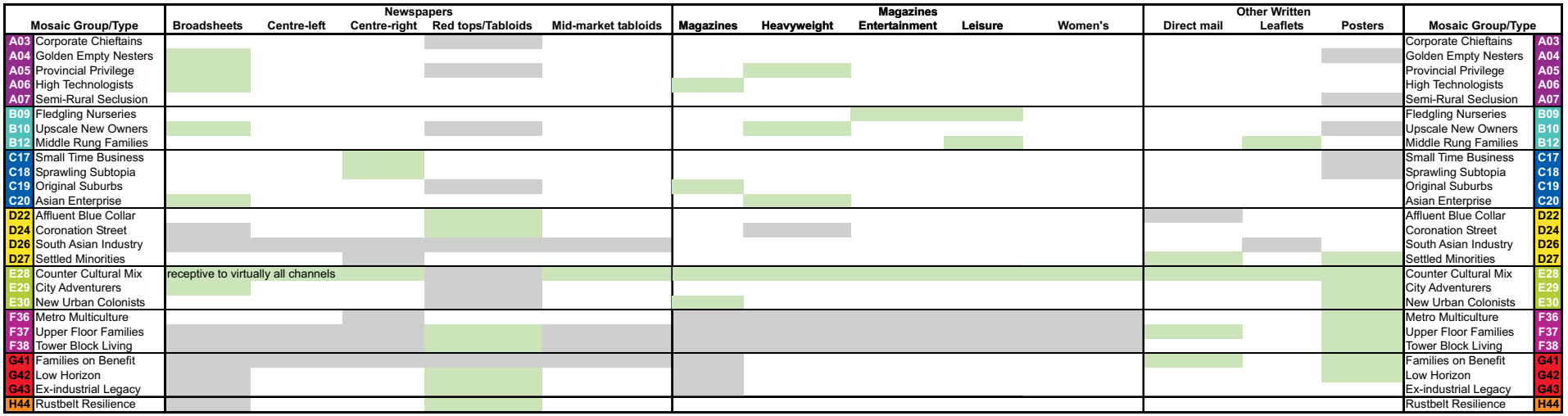


Figure 13: The most receptive (green) and the least receptive (grey) methods of communication with the selected Mosaic Types

Geographical Targeting

Once it is known how to target the selected segments of the population particularly favoured for foster caring, the question becomes how to locate these people. This can take two approaches - identifying where they live and identifying where they visit (e.g. shops).

Identifying Where They Live

As we have identified the particular Mosaic Types to target for a foster carer recruitment marketing campaign, we can map their geographic distribution across the Nottingham area (Figure 14). This map illustrates the distinct spatial distribution of the 3 categories of potential foster carer identified i.e. those presently foster carers, those of Afro-Caribbean ethnicity, and those with desirable qualities. The present foster carers and the Afro-Caribbean community are, to a large extent, geographically coincident, whereas those with desirable qualities occupy different locations. Similar maps can also be generated for each individual Mosaic Type for particularly Type-focussed marketing.

At the neighbourhood level individual postcodes and even street names can be extracted and collated for the purposes of directly mailing or leafleting to these locations.

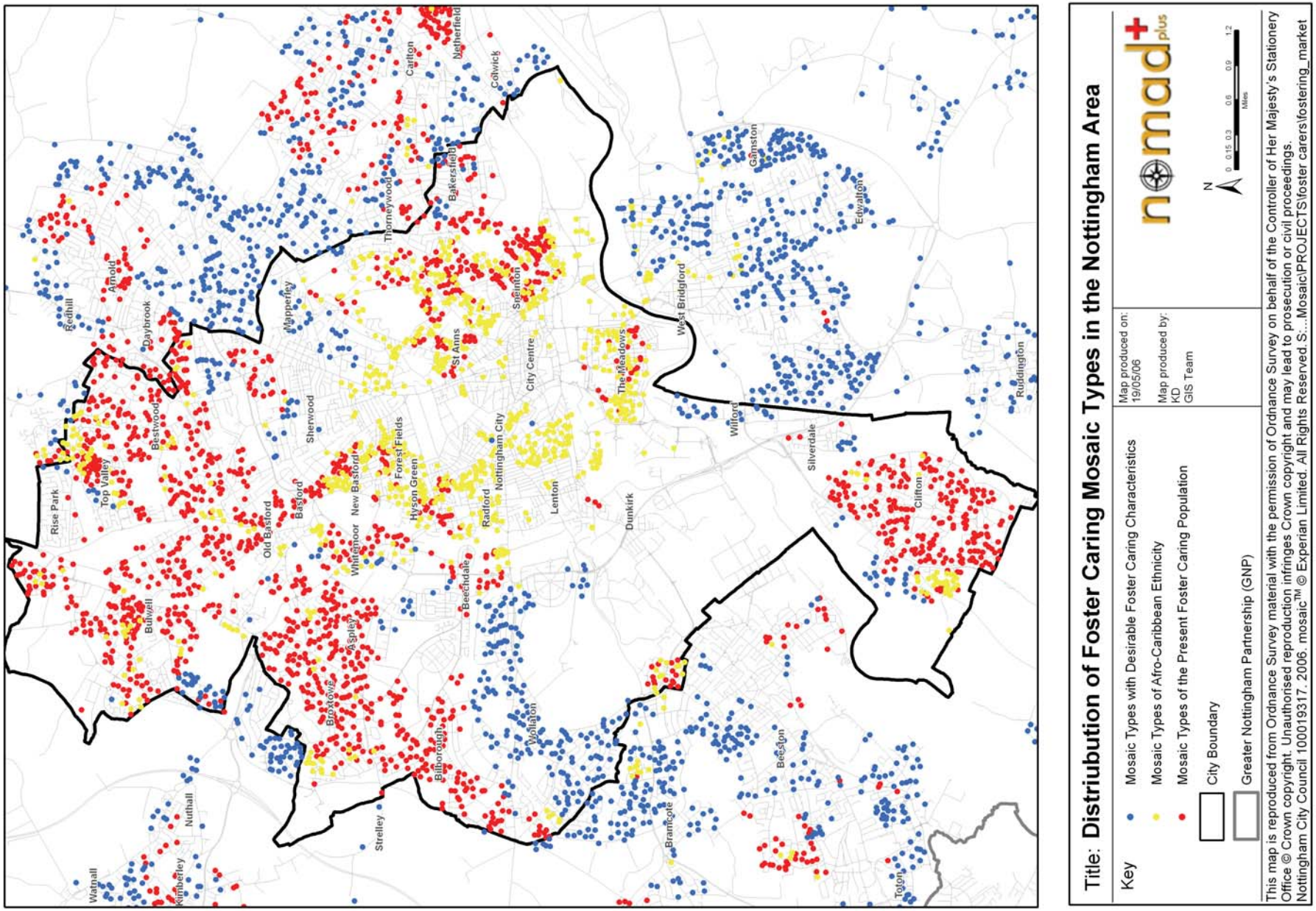


Figure 14: Distribution of Mosaic Types in the Nottingham area characterising the dominant present foster caring Types (red), Types of Afro-Caribbean ethnicity (yellow), and those with desirable foster caring features (blue)

Identifying Where They Visit

In general, people do not spend all of their time at home - they work, shop and have leisure activities that take them to more remote localities where marketing strategies can also be focussed. Such locations can be identified by detailed investigation of any given Mosaic Type. Here we use shops visited and recreational activities to identify locations where such people may visit and also be most receptive to marketing in its various forms.

It is recognised that this is very limited in scope and that any number of other criteria such as place of work can also be used, but under the scope of this project, these categories were deemed suitable and potentially most effective in the first instance.

Figures 15 and 16 again illustrate the index values, coloured to indicate the degree of over-representation of that Mosaic Type for the given characteristic - pink being the most over-represented.

In terms of shops visited (Figure 15), a two-pronged approach is appropriate. Marketing campaigns located at low cost supermarkets such as Iceland, Farmfoods and Kwiksave will catch those similar to present foster carers and, to a certain extent, those of Afro-Caribbean ethnicity.

The remaining Mosaic Types can be targeted by looking at the high end of the retail market at supermarket chains such as Waitrose, Budgens and Sainsburys. Again, given financial constraints, this approach could form part of a national marketing strategy in conjunction with a TV campaign.

Key
120-150 slightly over-represented
150-200 over-represented
>200 highly over-represented

Shops Visited	Corporate Chieftains	Golden Empty Nesters	Provincial Privilege	High Technologists	Semi-Rural Seclusion	Fledgling Nurseries	Upscale New Owners	Middle Rung Families	Small Time Business	Sprawling Subtopia	Original Suburbs	Asian Enterprise	Affluent Blue Collar	Coronation Street	South Asian Industry	Settled Minorities	Counter Cultural Mix	City Adventurers	New Urban Colonists	Metro Multiculture	Upper Floor Families	Tower Block Living	Families on Benefit	Low Horizons	Ex-Industrial Legacy	Rustbelt Resilience
Aldi	31	56	72	74	56	61	67	95	94	98	52	101	131	136	182	58	26	24	19	51	122	103	127	154	139	143
Alldays and Circle K	117	66	84	123	94	115	145	107	88	98	89	54	55	78	59	77	41	172	57	35	139	124	113	75	86	83
Asda	59	64	79	98	66	128	126	127	88	103	72	95	122	123	124	79	51	75	54	63	109	102	117	124	117	123
Budgens	262	194	153	208	271	157	136	107	156	116	220	61	60	29	34	105	213	128	220	151	56	29	43	19	32	28
Cooperative	39	66	79	77	80	68	69	92	112	92	73	47	110	102	50	51	31	52	38	35	93	79	90	96	118	120
Costcutters	69	58	71	63	56	57	70	72	103	61	58	84	83	77	99	109	146	91	57	216	129	125	173	118	122	145
Farmfoods	20	33	66	45	33	40	35	75	55	67	40	65	96	129	183	55	26	35	19	39	191	260	196	195	170	171
Iceland	52	65	81	75	62	65	68	98	82	104	81	135	102	114	101	131	113	68	69	145	123	123	126	131	121	118
Kwiksave	22	41	61	47	32	40	46	81	71	85	44	96	123	153	174	75	57	20	23	82	140	150	143	189	165	152
Marks & Spencer	206	183	172	158	144	124	151	107	112	127	144	121	106	72	73	118	153	157	162	109	58	84	38	51	70	67
Morrisons	35	69	76	79	77	114	116	105	108	106	55	53	148	160	185	27	12	17	17	16	93	95	111	139	126	108
Netto	16	31	44	47	50	52	50	76	79	83	42	90	122	188	305	106	75	13	34	98	154	195	196	212	172	139
Safeway	119	121	133	121	102	101	113	100	113	103	103	105	95	68	75	101	129	123	96	125	81	88	72	68	81	90
Sainsburys	200	148	135	187	144	185	171	148	88	143	173	176	88	69	110	207	250	236	212	168	78	84	71	54	59	64
Somerfield	68	99	103	97	100	75	86	101	124	94	85	108	106	70	48	79	80	84	69	93	77	68	77	64	78	92
Tesco	128	124	115	123	121	124	122	110	116	107	115	123	94	83	84	112	91	93	106	98	88	81	85	69	74	83
VG and Londis	63	68	63	57	104	49	57	72	102	84	63	138	85	92	86	128	149	48	61	163	133	102	153	122	102	102
Waitrose	612	390	218	233	360	115	144	82	123	99	315	162	39	17	29	150	283	390	517	120	36	26	30	7	14	16
Other shops	98	113	101	77	98	62	67	77	104	83	95	118	91	117	146	92	111	127	109	108	111	141	97	109	98	95

Figure 15: Matrix of index values of shops visited across the selected Mosaic Types

Looking in detail at the recreational activities of these selected Types (Figure 16) also offers some additional insight into potential successful locations to concentrate marketing to.

Notable locations apparent (and inferred) from Figure 16 include:

Present foster carers

- Bingo halls
- Bookmakers
- Pop concerts

Potential foster carers

- Art galleries
- Museums
- Theatres
- Outdoor pursuits e.g. golf, skiing
- Garden centres

Ethnic minority

- Art galleries
- Theatres
- Cinemas
- Educational centres

Obviously this list in not exhaustive and is open to interpretation.

Key
120-150 slightly over-represented
150-200 over-represented
>200 highly over-represented

		Corporate Chieftains	Golden Empty Nesters	Provincial Privilege	High Technologists	Semi-Rural Seclusion	Fledgling Nurseries	Upscale New Owners	Middle Rung Families	Small Time Business	Sprawling Subtopia	Original Suburbs	Asian Enterprise	Affluent Blue Collar	Coronation Street	South Asian Industry	Settled Minorities	Counter Cultural Mix	City Adventurers	New Urban Colonists	Metro Multiculture	Upper Floor Families	Tower Block Living	Families on Benefit	Low Horizons	Ex-Industrial Legacy	Rustbelt Resilience
Recreation	Antiques and fine art	207	177	150	119	168	60	87	86	133	104	130	75	98	77	70	89	124	125	144	77	74	78	56	62	72	70
	Art	188	168	144	115	149	88	91	76	109	86	145	112	75	91	121	135	236	278	237	113	105	108	83	62	66	56
	Betting	41	44	52	51	56	75	59	81	62	84	64	80	90	132	91	114	125	93	84	141	150	195	136	158	153	139
	Bingo	14	14	26	22	32	42	35	68	55	68	35	64	94	129	76	93	84	28	33	125	156	168	181	197	185	163
	Bird-watching	145	182	149	115	165	54	76	94	146	112	113	74	107	52	52	51	70	50	72	49	60	52	48	60	71	76
	Boats and yachting	190	192	117	136	174	108	120	97	126	96	132	72	92	69	71	84	84	132	177	48	82	69	64	55	53	62
	Books	115	112	113	105	110	107	102	100	101	100	115	89	95	100	91	99	109	131	125	91	98	100	94	86	89	86
	Camping and caravanning	54	85	81	101	88	98	100	130	114	104	82	57	121	107	59	65	48	71	66	54	99	80	111	109	95	117
	Cinema and films	100	76	84	101	94	171	140	113	86	86	102	118	88	126	124	115	125	175	135	99	123	113	125	98	88	89
	Classical music	187	191	174	130	154	78	103	91	117	110	145	98	88	71	73	99	127	153	158	93	70	92	57	57	66	63
	Competitions	55	67	78	74	73	84	73	91	87	89	79	85	95	114	99	97	88	80	68	99	129	124	136	120	114	109
	Computer games	61	46	54	78	70	165	128	111	79	74	81	108	81	147	146	109	88	126	88	102	159	116	187	129	98	103
	Cookery	109	103	106	102	108	114	114	100	105	97	105	106	94	103	110	98	99	122	114	90	107	97	104	92	91	89
	Country pursuits	153	159	132	131	175	102	109	98	152	98	115	47	103	69	42	56	72	98	115	40	62	59	53	49	57	68
	Crosswords and puzzles	81	93	99	81	86	68	70	91	94	100	91	68	100	104	74	88	84	69	76	100	115	117	119	115	112	108
	Cycling	93	101	101	130	114	171	166	117	121	94	107	80	99	101	67	84	83	131	133	61	103	92	94	76	72	80
	Eating out	125	116	112	124	117	146	139	119	108	109	110	94	111	98	78	87	87	126	115	66	82	70	80	75	79	86
	Fantasy and sci-fi	48	46	52	73	66	139	93	97	75	75	77	83	82	153	115	119	100	130	99	108	164	162	169	130	104	102
	Fashion clothing	99	82	82	93	93	166	136	104	92	89	89	112	95	122	132	101	110	146	112	91	122	97	125	100	92	93
	Feeding garden birds	105	142	130	110	134	63	81	97	140	118	109	65	121	54	44	50	48	39	64	36	54	30	57	88	93	102
	Football	75	65	79	93	79	133	121	112	86	103	86	96	109	117	99	94	83	96	90	91	113	122	106	110	108	109
	Gardening	129	137	132	121	128	97	116	108	127	125	112	94	121	63	61	74	57	40	82	44	56	27	73	89	90	103
	Going to the pub	55	56	57	78	83	149	105	108	87	86	81	69	99	142	65	84	90	140	103	82	128	128	122	113	107	106
	Golf	241	200	167	176	172	185	207	123	122	108	121	60	106	72	51	67	52	108	134	47	68	70	53	55	61	74
	Grandchildren	98	129	126	87	96	36	54	83	107	121	91	64	122	71	53	68	52	34	53	72	67	68	70	108	117	124
	Hair and beauty	94	78	82	87	91	151	129	105	91	91	87	121	97	122	140	111	104	131	109	96	122	97	129	107	97	99
	Hiking and walking	127	139	135	137	145	115	131	109	127	104	119	69	107	88	65	66	73	115	118	55	78	76	63	64	68	77
	History	131	127	124	112	126	89	90	99	107	106	116	94	90	96	87	113	132	144	144	105	97	116	82	78	79	79
	Home computing	128	115	110	137	116	173	179	131	111	100	115	113	95	106	100	99	89	132	122	78	93	66	110	82	70	80
	Internet	136	106	104	134	120	206	200	128	106	96	130	139	90	107	127	125	126	210	169	75	91	69	94	67	57	68
	Military interests	81	98	98	87	104	103	87	103	101	100	86	75	94	97	76	95	83	96	107	93	98	132	89	90	90	85
	Motoring	116	127	117	117	115	125	123	117	123	112	101	81	118	84	68	68	54	63	69	49	74	55	76	76	75	93
	Mystery thrillers	101	98	110	93	100	117	105	92	96	97	109	76	92	109	77	106	109	133	116	100	116	123	110	101	94	89
	Personal astrology	37	15	37	28	44	82	54	59	54	41	43	162	57	165	211	151	105	128	70	140	248	239	254	176	137	109
	Pets	83	79	75	82	98	109	91	102	110	89	79	60	101	114	62	80	70	68	77	73	111	70	128	117	99	110
	Pop music	45	36	48	77	65	168	126	110	77	74	75	82	88	145	102	105	94	130	93	90	153	125	171	136	109	110
	Railways	107	116	127	108	109	73	79	100	114	117	120	98	103	92	93	79	102	76	130	74	85	98	75	77	79	81
	Read romantic fiction	76	74	82	87	82	99	96	105	95	97	82	101	110	103	112	93	83	72	70	95	108	98	120	117	110	112
	Rock music	55	45	55	87	81	129	115	108	85	77	89	78	91	140	82	113	102	149	111	98	145	148	134	115	97	102
	Sewing and needlecraft	95	110	106	94	103	75	83	96	112	104	100	111	103	92	134	91	79	60	83	90	95	82	104	95	97	99
	Ski-ing and snowboarding	295	171	137	175	213	246	244	92	120	81	168	67	63	81	82	91	148	341	324	71	78	47	55	38	34	39
	Study open university	89	69	74	76	107	179	129	98	84	70	89	149	78	131	189	131	139	169	141	126	142	132	142	90	76	79
	Theatre and the arts	221	191	181	165	164	121	140	110	112	121	168	91	94	77	59	115	162	215	193	83	66	73	47	45	55	53
	Voluntary and charity work	179	179	152	124	132	62	83	88	116	106	132	121	85	84	117	103	121	119	148	103	99	111	69	73	73	70
	Wines	169	154	133	147	145	163	172	115	122	108	129	76	100	89	48	88	98	156	156	65	78	69	69	59	64	68

Figure 16: Matrix of index values for recreational activities across the selected Mosaic Types

Conclusions

This research indicates that there is a distinct gap between those who are presently foster carers and those who it is particularly critical (or desirable) to target. Where it was presumed before the project commenced that those who could potentially be recruited as foster carers would need a spare room and no or independent children, this study, in a very small way, contradicts this indicating that the present foster carer population are actually likely to have dependent children and inhabit relatively small homes. The only correlating factor, to a certain extent, derived from this study is the propensity for a partner in the relationship to stay at home.

A consequence is that it maybe that, although qualities commensurate with the availability of a spare bedroom and the propensity of childfree couples are thought particularly representative of the ability of people to enter into fostering, the picture of the present fostering community is somewhat different and thus marketing may be better, and more successfully aimed, specifically at the same Types of people that already foster. To a certain extent this excludes the categories of the ethnic minorities as no socio-economic criteria were factored into their inclusion but was purely based on their ethnic origin. As such, with the paucity of such people and the abundance of foster children of these ethnicities, this exercise is not futile and is a matter of breaking down the barriers within such communities towards fostering by focused and appropriate communication campaigns.

Nevertheless, with the criteria investigated, a range of Mosaic Types have been identified and their corresponding marketing characteristics have been determined. Investigation of the geographical distribution of these Types and locations they visit (e.g. for leisure or shopping) allows focussing of marketing campaigns to engage the designated target population.

Recruitment of foster carers is not a fast process as it takes many years and as such the impact of this research on foster carer recruitment will not be determined for some time. This study though has proved a useful, efficient and cost-effective exercise and clearly demonstrates the power of Mosaic.

Further investigation

The study conducted here has been quite broad in scope and, as such, contains an inherent degree of generalisation. An interesting aside, and avenue for further potential research, would be to send a questionnaire to the present foster caring population of Nottingham to try and elucidate particular reasons why they want or are able to foster. This would add a much more specific, personal level of detail that can be used to refine further marketing campaigns and also benchmark the effectiveness of this study.

At this stage, the study is very general, the next step is to focus down, potentially to the neighbourhood level by targeting specific Mosaic Types or collections of Types. At such a fine geographic resolution marketing can be much more specific and personal.

Also, as detailed, aside from the home, the list of locations to which people visit on varying time scales is not exhaustive and consequently there is great potential for further research e.g. looking at work places for specific Types.

Further detailed investigation of the characteristics of Mosaic Types will also generate other marketing strategies or locations to target. For example, looking at car ownership. It is apparent from looking at the summary characteristics of Mosaic Types in Appendix B that there are Types who have no access to cars and, consequently, the latest marketing strategy has been directed at putting posters in the interior of buses. Such use of Mosaic as this offers vast potential.

Finally, as the foster caring population of the Nottingham area totals 161 (<<1% of the GNP population), a national project characterising foster carers by Mosaic would prove useful as a far greater number of individuals will be recorded. Therefore any conclusions made about the respective foster caring Types will be more statistically viable.

Regardless, an investigation of the impact of this study on the recruitment of foster carers in Nottingham would prove a useful exercise in testing the effectiveness and accuracy of any assumptions and generalisation made. As the recruitment of foster carers takes many years such results may remain unknown for some time.

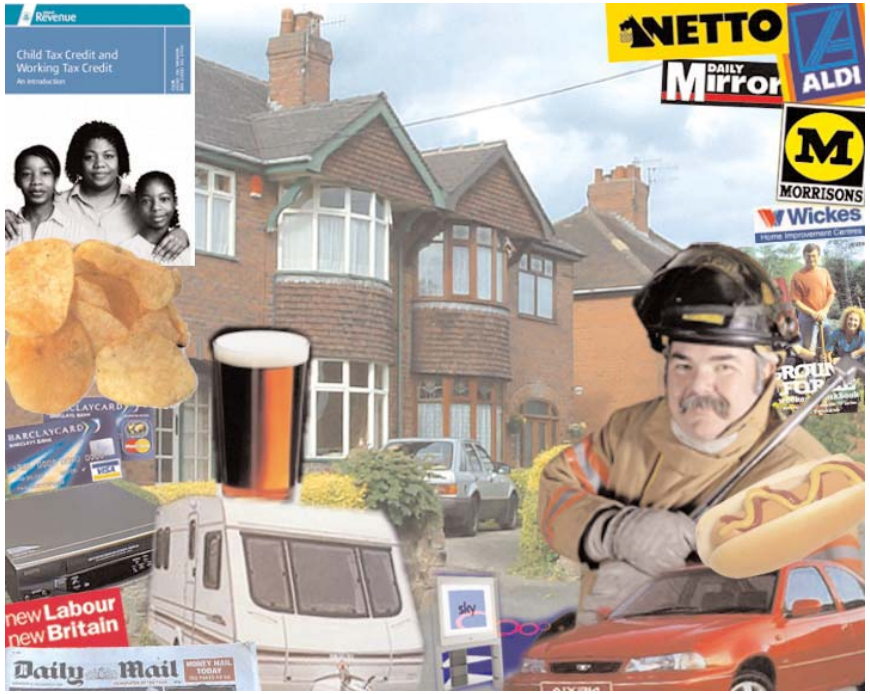
Appendices

Appendix A: Summary Characteristics of the Discussed Mosaic Types

Present Foster Carers

Affluent Blue Collar

Comfortably off manual workers living in spacious but inexpensive private houses



Affluent Blue Collar comprises older manual workers, many of them employees of manufacturing industries such as steel and chemical plants, who have traditionally enjoyed a high standard of living and who own the spacious post war semi-detached houses that they live in.

Who We Are

Age	45-54 (15.90%)
Marital Status	Married (59.69%)
Household Composition	Couples, dependent children (22.14%)
Length of Residency	9+ years (61.69%)
Health	Bad diet and inactive lifestyle Heavy/medium beer drinking

Our Education

Adults	No qualifications
Children	Above average, low university admissions

Our Work Lives

Occupations	Skilled trades Manufacturing/mining

Our Finances

Household Income	£25,000 - £49,999
Benefits	Low, state pension
Indebtedness	Low

Where We Live

Type of Property	Semi-detached house
Council Tax Bands	Bands B-C
Home Ownership	Own home outright
House Value	£85k
Location	Suburban

Our Home Lives

Car ownership	1 or more cars
Travel & holidays	Package holiday
Leisure Interests	Gardening Grandchildren
Media	Sky Digital TV The Mirror

Weltanschauung *"How We View the World"*

Our Neighbourhood	Good place to live Neighbours help each other
Charities	Cancer research Children
Crime	Some anti-social behaviour
Environment	Not very concerned
Fear of Redundancy	Not at all concerned

Type D22

Education

Adults in Affluent Blue Collar neighbourhoods are more likely than not to have left school with few or no qualifications. The proportion that have obtained a degree is not much more than half of the national average. Their age means that they are not likely to be looking to enhance these qualifications now. Their children are doing slightly better. They perform slightly above the national average throughout their schooling, including the proportion who leave with 5 or more good GCSEs. Some may go on to college to acquire A levels, but the number progressing to university is below average.

Health

These people do not have a healthy diet. They do not particularly eat those foodstuffs recognised as being good things to eat, and are often tempted by those that are bad. This may often be after a heavy night out drinking, as alcohol consumption is relatively high. Typically if someone in this Mosaic Type smokes it is likely to be in moderation. People in Affluent Blue Collar areas are also not the most active in terms of their leisure pursuits. Their health is therefore distinctly average. When adjusted for age the total number of hospital admissions is only fractionally below the national norm. There is some indication that heart disease is more likely than many other forms of serious illness. These people are not particularly likely to have private medical insurance, so the burden rests on the NHS.

Crime

In these areas, neighbours are more likely to help each other than not, but there is no strong sense of social cohesion. People generally enjoy living in such parts, but they are likely to experience moderate levels of drug problems and teenagers hanging around. Fear of crime is best described as average, with the fear of car crime being the most dominant in relative terms. Actual crime incidence, however, is below the national norm. When an offence does occur there is general satisfaction with the way the police deal with the investigation. Given this, and the relatively low crime levels, it is perhaps surprising that the rating of the police is generally poor.

Finances

These people enjoy reasonable, rather than high, incomes. Whilst compared to the nation as a whole there are fewer people who do not pay income tax, there are also fewer higher rate tax payers. These moderate incomes are sufficient to allow a little to be put aside for a rainy day, or for retirement. The general level of employment and income means that benefits such as Jobseeker's Allowance and Income Support do not have a high take-up. However, the age profile means that there is slightly above average take-up of state pension and Disability Living Allowance. The retired are perhaps less well off than those still in work, as claims for Pension Credit reflect the national average.

Environmental Issues

These people have no interest in environmental issues. They are ambivalent to recycling, car pollution and the environment generally, and are unlikely to make any financial contribution to such concerns. However, more by virtue of lifestyle than intent, they are reasonably environmentally friendly. Their semi-detached houses may well have had double glazing and new loft insulation installed purely as a means of cutting bills. Meanwhile, although these are likely to be multiple car households, annual mileage is low with most journeys being to work or to the shops.

Receptive to:

Tabloid press

Unreceptive to:

Internet, Direct mail, Radio, Social networks

Coronation Street

Low income families living in cramped Victorian terraced housing in inner city locations



Coronation Street contains poor, mostly white families, who own or privately rent, cheap terraced houses close to the centres of less prosperous provincial cities.

Who We Are

Age	25-34 (17.99%)
Marital Status	Co-habiting (13.82%)
Household Composition	Couples, dependent children (18.21%)
Length of Residency	1-2 years (19.77%)
Health	Poor diet Inactive lifestyles

Our Education

Adults	No qualifications
Children	Below average

Our Work Lives

Occupations	Unemployed Process/plant operators

Our Finances

Household Income	£7,500 - £13,499
Benefits	Jobseeker's Allowance and Income Support
Indebtedness	Medium

Where We Live

Type of Property	Terraced house
Council Tax Bands	Band A
Home Ownership	Private rented
House Value	£62k
Location	Urban

Our Home Lives

Car ownership	No access to car
Travel & holidays	Self catering
Leisure Interests	Going to the pub Computer games
Media	The Sun Daily Star

Weltanschauung *"How We View the World"*

Our Neighbourhood	Bad place to live Neighbours go own way
Charities	Pets Aids
Crime	Anti-social behaviour
Environment	Unconcerned
Fear of Redundancy	Fairly concerned

Type D24

Education

Adults in Coronation Street are more likely than not to have left school with few, if any, formal qualifications. Only about one third have, what are generally considered to be, adequate basic qualifications, and the number with a degree is half the national average. The children display almost identical characteristics. Below average performances begin at Key Stage 1, and continue until they leave school, typically with few if any GCSEs. An above average proportion of the pupils come from families with refugee status, and reflecting the low income levels many qualify for free school meals.

Health

These people have incredibly unhealthy lifestyles. Their diet is one of fries rather than fruit. Many are heavy smokers and heavy drinkers, and primary leisure activities are music, cinema and going to the pub. Regular exercise is not a common feature. It is therefore no surprise that the general health of people in Coronation Street is poor, particularly relating to diseases of the heart, liver and respiratory tracts. Hospital admissions due to alcohol and drug abuse run at over twice the national average, and teenage pregnancies are also a serious issue.

Crime

Most residents do not consider the neighbourhood as being pleasant to live in, and households tend to keep themselves to themselves. Most aspects of anti-social behaviour are very common, often occurring at twice the national rate. Not surprisingly, there is an above average fear of crime which is borne out in reality. Offences tend to occur at or near home, or at nearby places of entertainment such as the local pub. The local population are generally unhappy with the service provided by the police.

Finances

Almost half of this population do not pay income tax, and of the rest it is almost exclusively at the basic rate. These people earn low incomes, and tend to spend what they have on the basics and on entertainment. Little therefore goes into savings. Dependence on the state for financial assistance is relatively high. Significant numbers are claiming Jobseeker's Allowance and Income Support, and although the age profile means that not so many are on the state pension, those that are will be probably also be claiming Pension Credits.

Environmental Issues

These people have more concerns than for the environment, namely personal living and enjoyment. Few will contribute financially to environmental concerns. However, the financial constraints mean that in Coronation Street car ownership is usually restricted to one small car per household doing below average mileage.

Receptive to:

TV, Tabloid press

Unreceptive to:

Internet, Telephone advice lines, Heavyweight magazines, Broadsheet newspapers

Families on Benefits

Families, many single parent, in deprived social housing on the edge of regional centres



Families on Benefits contains large numbers of young families on very low incomes who live in extensive areas of low rise public housing on the outskirts of major provincial cities where few people have exercised their right to buy.

Who We Are

Age	25-34 (16.00%)
Marital Status	Single (46.86%)
Household Composition	Lone parent (25.70%)
Length of Residency	1-2 years (25.78%)
Health	Poor diet and health Teenage pregnancies

Our Education

Adults	No qualifications
Children	Below average

Our Work Lives

Occupations	Unemployed Process/plant operators

Our Finances

Household Income	Under £7,499
Benefits	Income Support, Jobseeker's Allowance
Indebtedness	High

Where We Live

Type of Property	Terraced house
Council Tax Bands	Band A
Home Ownership	Public rented
House Value	£83k
Location	Urban

Our Home Lives

Car ownership	No access to car
Travel & holidays	Self catering
Leisure Interests	Pop music Computer games
Media	High TV viewing The Sun

Weltanschauung *"How We View the World"*

Our Neighbourhood	Bad place to live Neighbours go own way
Charities	Children Pets
Crime	Anti-social behaviour, poor rating of police
Environment	Unconcerned
Fear of Redundancy	Very concerned

Type G41

Education

Educational achievement amongst the adults in Families on Benefits is low, with two thirds not having achieved 5 or more grades A to C at `O' level or GCSE. This is reflected by their children, who perform very poorly throughout their schooling. Most are highly unlikely to leave school with even basic qualifications, and very few will go on to either college or university. Unlike the inner city areas, these children are not particularly likely to suffer the difficulties associated with language differences between school and home; however, poverty ensures that many qualify for free school meals, and a significant proportion have Special Educational Needs.

Health

These people eat poorly, smoke heavily, and many are prone to binge drinking. In addition, few take regular exercise. Overall it is therefore unsurprising that health is poor, with particular problems associated with drug or alcohol abuse. These are also areas where teenage pregnancy is a particular issue.

Crime

These are neighbourhoods where social capital is low, housing is poor, and anti-social behaviour is a serious problem. The fear of crime is justifiably above average, as actual crime levels are high. Most of the offences are experienced on the estates, which many of the residents seldom leave. Many of the victims feel that they are repeatedly victimised, although this is more likely simply due to the high levels of crime rather than specific targeting. It is not surprising that in areas such as these there is no respect for the police from either victim or offender.

Finances

These are areas of high unemployment, so income levels are low. A significant number are therefore claiming Jobseeker's Allowance or Income Support, plus council tax benefit. Although most people in these neighbourhoods are of working age, those who are retired are also poor, with high levels of claims for Pension Credits and Disability Living Allowance. With many people having a general attitude that their lot is not a happy one, and that they owe society nothing, payment of the council tax bill is often not seen as a high priority.

Environmental Issues

These inwardly focussed people have little care for environmental concerns. Their immediate environment is not pleasant, so they see little reason to waste their thoughts (and certainly their money) on wider issues. Car ownership is low for financial reasons, so their usage of public transport is their main contribution to the environmental effort.

Receptive to:

TV, Posters, Telemarketing, Direct mail

Unreceptive to:

Newspapers, Magazines

Low Horizons

Older people living in very large social housing estates on the outskirts of provincial cities



Who We Are

Age	25-44 (27.29%)
Marital Status	Single (42.15%)
Household Composition	Lone parent (17.90%)
Length of Residency	9+ years (47.36%)
Health	Poor diet, inactive lifestyles Teenage pregnancies

Our Education

Adults	No qualifications
Children	Below average

Our Work Lives

Occupations	Unemployed Process/plant operators

Our Finances

Household Income	Under £7,499
Benefits	Income Support, Disability Living Allowance
Indebtedness	High

Where We Live

Type of Property	Semi-detached house
Council Tax Bands	Band A
Home Ownership	Public rented
House Value	£63k
Location	Suburban

Our Home Lives

Car ownership	No access to car
Travel & holidays	Self catering
Leisure Interests	Pop music Bingo
Media	High TV viewing News of the World

Weltanschauung *"How We View the World"*

Our Neighbourhood	Bad place to live Neighbours go own way
Charities	Children Pets
Crime	Anti-social behavior, police rating poor
Environment	Unconcerned
Fear of Redundancy	Very concerned

Low Horizons contains large numbers of people in large provincial cities, who are on low incomes and are particularly dependent on city councils for housing and for transport.

Type G42

Education

Over one half of the adults in Low Horizons have no formal qualifications, and virtually none have successfully moved through the education system to become graduates. This attitude to and aptitude for education is passed to their children. Most will leave school without a solid foundation of qualifications, and very few will go on to university. In these areas of general poverty many will qualify for free school meals.

Health

A poor diet, and heavy smoking and drinking are major contributors to the general poor health of the people in Low Horizons. This is compounded by an inactive lifestyle, with the betting shop and the bingo hall being the places where leisure time is most likely to be spent. Despite many of this population being relatively young, hospital admissions are well above the national average, and alcohol and drug abuse are serious concerns. Teenage pregnancy is also an issue in these areas.

Crime

These are not pleasant places in which to live. Anti-social behaviour is common, although perhaps not quite as serious a problem as it is in Families on Benefits. There is little social capital, as neighbours tend to keep to themselves. Crime rates are high, and people are more likely to be victims on these estates rather than when they venture further afield. Crime is often committed by other local individuals, so the police are reasonably successful at finding the offender; however, rating for the police is very low despite this.

Finances

These people rely on whatever financial support is available, with a high incidence of claiming most benefits available from both central and local government. This is the only source of income for many; for others it supplements the take-home pay where many are earning little more than the minimum wage. There is little spare to put into savings and investments; it is spent on the basics of living, and on drinking, smoking and leisure.

Environmental Issues

These relatively poor people spend what little spare money they have on themselves with a short term view, with little regard for the wider world or future problems caused by environmental damage. Most will therefore not have the money to support environmental activities, and many probably do not even give them a thought. Car ownership is generally low, and those households that do have access to a car tend to do low annual mileage.

Receptive to:

TV, Posters, Telemarketing, Red top newspapers

Unreceptive to:

Internet, Telephone advice lines, Broadsheets, Magazines

Ex-industrial Legacy

Older people, many in poor health from work in heavy industry, in low rise social housing



Ex-Industrial Legacy is found in parts of declining industrial areas, where a poor but relatively stable, elderly population lives in low rise council owned properties typically forty or more years old.

Who We Are

Age	65-84 (19.58%)
Marital Status	Widowed (12.83%)
Household Composition	Single, pensioner (21.95%)
Length of Residency	9+ years (50.42%)
Health	Poor diet, inactive lifestyle Smokers

Our Education

Adults	No qualifications
Children	Below average

Our Work Lives

Occupations	Unemployed/retired Process/plant operators

Our Finances

Household Income	Under £7,499
Benefits	Income Support, Pension Credit
Indebtedness	Medium

Where We Live

Type of Property	Terraced house
Council Tax Bands	Band A
Home Ownership	Public rented
House Value	£69k
Location	Suburban

Our Home Lives

Car ownership	No access to car
Travel & holidays	Self catering
Leisure Interests	Football Bingo
Media	High TV viewing The Sun

Weltanschauung *"How We View the World"*

Our Neighbourhood	Average place to live Neighbours will help
Charities	Cancer research Pets
Crime	Likely to occur in own home
Environment	Unconcerned
Fear of Redundancy	Very concerned

Type G43

Education

In common with others in Municipal Dependency, many of the adults have no qualifications. Almost 70% left school without achieving what can be considered adequate grades. As this is a generally older population few see the need to improve their situation now, so are less likely to take advantage of further education opportunities. With little encouragement and support from home, most of the children follow a similar pattern through education. It is highly likely that they will leave school at 16, and many will not have achieved 5 or more good GCSEs. Few will go on to college, and even fewer on to university.

Health

Financial constraints and circumstances conspire such that these people rarely buy the foods that constitute a good diet, and usually end up with cheap alternatives with little nutritional worth. Many will smoke, although the proportion is lower than other types in Municipal Dependency. Alcohol plays an important part in their lives. Leisure activities are generally passive. With these people being the oldest in this Mosaic Group this unhealthy lifestyle is coming home to roost, with relatively high rates of hospital admissions for a wide range of serious conditions.

Crime

These areas are generally more pleasant than others in Municipal Dependency. Whilst there isn't a strong sense of community, it is more likely that neighbours will help each other, and anti-social behaviour is slightly less of a concern. Consequently, fear of crime and actual incidence is also lower, although it is still higher than the national average. As is common in areas of poverty, this population is more likely to experience crime at or near their home.

Finances

These people are reliant on the state, although less so than others in this Mosaic Group. Unemployment rates are slightly lower, but incomes are still very low overall. The combination of income and benefits is not sufficient to allow these people to do anything other than live for today, so few have savings or investments. People living in Ex-Industrial Legacy areas may well have difficulty paying the council tax bill, although this is more likely to be due to financial problems than an unwillingness to pay.

Environmental Issues

A shortage of money, and an outlook typical of an older generation, mean that these are not areas where environmentally friendly efforts are evident or well supported. Many households do not have access to a car, and although those that do may occasionally drive high mileage, most do not. Small houses and an attitude of trying to live within their means results in relatively low energy usage.

Receptive to:

TV, Telemarketing, Red top newspapers

Unreceptive to:

Internet, Magazines, Broadsheet newspapers

Rustbelt Resilience

Manual workers, many close to retirement, in low rise houses in ex-manufacturing towns



Rustbelt Resilience neighbourhoods are mostly found in traditional mining communities, which are still intensely dependent on manufacturing employment. Though these are mostly very poor communities it does not cost much to own the terraced houses in which most people live.

Who We Are

Age	25-44 (27.01%)
Marital Status	Married (50.18%)
Household Composition	Couples, dependent children (21.60%)
Length of Residency	9+ years (59.63%)
Health	Poor diet and health Smokers

Our Education

Adults	No qualifications
Children	Below average

Our Work Lives

Occupations	Process/plant operators Manufacturing/mining

Our Finances

Household Income	£13,500 - £24,999
Benefits	Income support, Disability living allowance
Indebtedness	Medium

Where We Live

Type of Property	Terraced house
Council Tax Bands	Band A
Home Ownership	Public rented
House Value	£71k
Location	Suburban

Our Home Lives

Car ownership	1 car
Travel & holidays	Self catering
Leisure Interests	Football Bingo
Media	High TV viewing The Sun

Weltanschauung *"How We View the World"*

Our Neighbourhood	Average place to live Neighbours go own way
Charities	Cancer research Pets
Crime	Damage to property and motor crime
Environment	Unconcerned
Fear of Redundancy	Very concerned

Type H44

Education

Traditionally these are communities in which the men knew they would work in the mine, and thewomen would be maintaining the home and family life. There was therefore little focus on high educational achievement. Consequently, many people have few if any qualifications, and those who managed to go on to higher education are a rarity. Although times have now changed, it is difficult for the adults in these areas to support and encourage their children through their education. Therefore, despite the need today for at least basic qualifications to impress a prospective employer, many children still leave school without sufficient good GCSEs. It is not surprising that in these relatively closed communities, many of which have no local access to higher education, the Widening Participation initiative may be struggling.

Health

Many people living in these areas do not subscribe to a healthy lifestyle. Diet is poor, and many people smoke. Leisure time is more likely to be spent drinking in the working men's clubs that still survive than on taking physical exercise. However, unhealthy consumption is perhaps not taken to the extremes that occur in other deprived areas; consequently whilst health is poor there are others who have more serious problems.

Crime

Rustbelt Resilience generally believe that, whilst their neighbourhood is not a particularly pleasant place in which to live, it could be worse, and fear of crime is no greater than is experienced across the country. Crime rates themselves are marginally above average, but nowhere near as bad as in other areas of poverty. Victims of crime are more likely to be mugged, or have their car taken, than they are to have their house burgled. Whilst these people generally appear to be reasonably satisfied with how the police deal with specific incidents, their overall rating of the police is poor.

Finances

These are areas where most people in work are in low paid employment. Income Support is therefore quite important to many. The elderly people in Rustbelt Resilience are particularly poor, with significant numbers relying on Pension Credits. With a relatively high proportion of the population suffering from long term ill health, Disability Living Allowance is also a common feature. These are generally proud people who pay bills wherever possible. Non-payment of council tax is therefore not as common as in some other neighbourhoods, and when it does occur it is likely to be due to genuine financial hardship.

Environmental Issues

Environmental issues seem to have little impact on the people in these neighbourhoods. They are more focussed on their own problems of today rather than wider concerns for the future. Vehicle ownership is relatively low, and few households will have more than one car, and the car tends to be a small or medium sized vehicle. Whilst most do below average annual mileage there are significant numbers doing high mileage, possibly commuting out of the area to better paid jobs or even using their vehicle in the course of their work.

Receptive to:

TV, Red top newspapers

Unreceptive to:

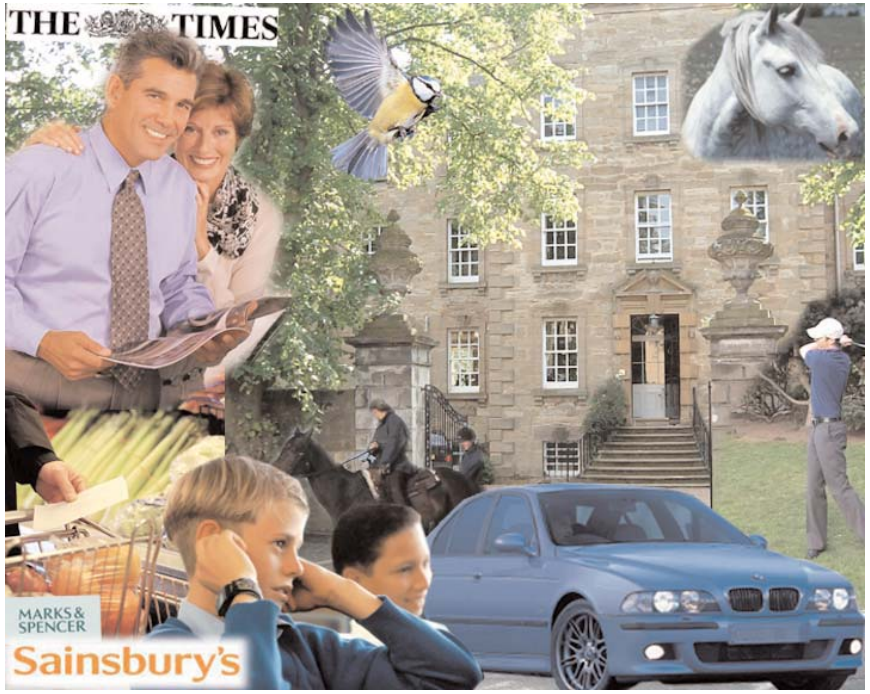
Internet, Telephone, Broadsheet newspapers

Appendix A: Summary Characteristics of the Discussed Mosaic Types

Potential Foster Carers

Corporate Chieftains

Successful managers living in very large houses in outer suburban locations



Corporate Chieftains contains very wealthy people, many of whom are senior business managers, living in large detached houses in outer metropolitan suburbs.

Who We Are

Age	45-54 (18.17%)
Marital Status	Married (68.36%)
Household Composition	Couples, dependent children (30.75%)
Length of Residency	9+ years (52.10%)
Health	Good diet and health Active lifestyle

Our Education

Adults	Degree level
Children	University admissions

Our Work Lives

Occupations	Director (large/small company) Private sector

Our Finances

Household Income	£50,000+
Benefits	Low, state pension
Indebtedness	Low

Where We Live

Type of Property	Detached house
Council Tax Bands	Bands F-H
Home Ownership	Own home outright
House Value	£279k
Location	Suburban

Our Home Lives

Car ownership	3 or more cars
Travel & holidays	Weekend/short breaks
Leisure Interests	Antiques/fine art Golf
Media	Connected to the Internet The Times

Weltanschauung *"How We View the World"*

Our Neighbourhood	Good place to live Neighbours help each other
Charities	Religious Third World
Crime	Likely to occur away from home
Environment	Pay more for eco-friendly products
Fear of Redundancy	Not at all concerned

Type A03

Education

Corporate Chieftains are generally well educated, with the number having obtained a degree being twice the national average. Children living in Corporate Chieftains neighbourhoods are high achievers in their education. Those that attend state schools, which may often be foundation schools, consistently outperform most of their peers. This owes itself in part to the influence of home life, where the atmosphere of success in itself encourages success, and partly through the use of additional private tuition. As a result many proceed to university. The general level of affluence means that very few children living in these areas qualify for free school meals.

Health

Corporate Chieftains follow a healthy lifestyle. Of all the Mosaic Types they are most likely to eat healthy and balanced foods, and most likely to avoid foods that constitute a bad diet. They are unlikely to smoke, and whilst they are the most likely Type to drink on a daily basis it is rarely to excess. Exercise is most likely to come from golf, yachting and country pursuits, although some will be members of a gym. Overall they are therefore very healthy, and when they are ill they are more likely to make use of private rather than NHS facilities. Perhaps surprisingly for people carrying the stress associated with senior management positions there is low incidence of mental disorder. This Mosaic Type also has the lowest incidence of teenage pregnancy, probably as a result of the focus on ensuring success in later life.

Crime

Corporate Chieftains areas are regarded as nice places to live. Neighbours will tend to help each other when required, but they do not live in each other's pockets. There are few concerns about crime or anti-social behaviour. When they are victims it is generally well away from home, and the offences are relatively minor; more likely to be street theft or car crime than anything more serious. These people are generally very satisfied with how the police deal with incidents.

Finances

Corporate Chieftains are amongst the most affluent Mosaic Types, and the nature of the neighbourhoods ensures that few people who don't fit the typical profile of Corporate Chieftains can afford to live in these areas. As a result this Mosaic Type has the lowest rate of take up of all state benefits, with the exception of the state pension. In addition to living life very comfortably, they ensure that their future is also secure through savings, investments and shares. These people rarely default on bills such as the council tax.

Environmental Issues

These people are very concerned about the environment, and are willing to spend money on environmentally friendly goods. However, their lifestyle is not in accordance with their attitudes. Their large detached houses are particularly environmentally unfriendly. Similarly, they tend to be multi-car households driving luxury, executive and sports models. The only saving grace is that many use the train to get to work, so annual mileage is relatively low.

Receptive to:

Telephone advice lines, Internet

Unreceptive to:

TV, Radio, Tabloid press

Golden Empty Nesters

Financially secure couples, many close to retirement, living in sought-after suburbs



Golden Empty Nesters contains wealthy older people living in large detached houses, often in choice residential locations in semi rural settings.

Who We Are

Age	55-64 (16.42%)
Marital Status	Married (68.75%)
Household Composition	Couples, no children (23.71%)
Length of Residency	9+ years (62.22%)
Health	Good diet and health Drink alcohol daily

Our Education

Adults	Degree level
Children	University admissions

Our Work Lives

Occupations	Director, small company Female manager/professional

Our Finances

Household Income	£25,000 - £49,999
Benefits	State pension
Indebtedness	Low

Where We Live

Type of Property	Detached house
Council Tax Bands	Bands E-G
Home Ownership	Own home outright
House Value	£205k
Location	Semi-rural

Our Home Lives

Car ownership	3 or more cars
Travel & holidays	Cruise
Leisure Interests	Grandchildren Classical music
Media	Connected to the Internet Daily Telegraph

Weltanschauung *"How We View the World"*

Our Neighbourhood	Good place to live Neighbours help each other
Charities	Animal welfare Religious
Crime	Likely to occur away from home
Environment	Pay more for eco-friendly products
Fear of Redundancy	Not at all concerned

Type A04

Education

Golden Empty Nesters are generally well educated. A third have a degree, and most left school with the `O' and `A' levels required to begin a successful career. There are relatively few children living in these neighbourhoods. Those that do, if not in private education, are quite likely to attend voluntary controlled or voluntary aided schools. They will excel throughout their schooling, although not perhaps to the extreme heights of children from some other areas of privilege. However, by the time they leave school they are on a par with these children. It is highly unlikely that children from these areas will not speak English at home, and virtually none will qualify for free school meals.

Health

These people eat a reasonably healthy diet, and are unlikely to enjoy burgers, pizzas and chips. They may well drink alcohol on a daily basis, but almost never to excess, and very few smoke. Their leisure time is taken up with a wide range of pursuits, many of which will keep them physically active. Golden Empty Nesters are therefore generally healthy, with reduced risks of contracting diseases associated with a poor lifestyle. However, as they age they do seem to become susceptible to a range of cancers.

Crime

These areas have high levels of social capital. They are seen as very nice places in which to live, and neighbours are an important part of social life. Anti-social behaviour is rare. This general pleasant ambience in some cases leads to trust and carelessness, thereby presenting opportunities to burglars. However, most offences suffered by Golden Empty Nesters happen well away from home. These people trust the criminal justice system, but don't believe that it is hard enough. They are therefore generally satisfied with the way the police handle their case, but are much more likely to feel that the offence merits a custodial sentence than any other Symbols of Success.

Finances

These people, throughout their successful careers, have feathered their nests for retirement. They therefore are likely to have a wide range of savings and investments, as well as significant numbers of shares. Their only call on the state is therefore the state pension. It is extremely unlikely that they will fail to pay their council tax, or indeed any other bill.

Environmental Issues

Golden Empty Nesters tend to live in large detached houses. However, they are not as damaging to the environment as some other Symbols of Success, perhaps because of a lifestyle that sees them frequently away from home, and a realisation that there is no need to heat all of the house now the children have flown the nest. They drive a range of different vehicle types; some reflect their level of affluence, but others will choose their car to match their needs. Annual mileage is close to the average. These people do care for the environment, and will use their money to make a difference when they can.

Receptive to:

Broadsheet newspapers, Shops, Telephone advice lines, Internet

Unreceptive to:

TV, Posters, Telemarketing

Provincial Privilege

Senior professional and managers living in the suburbs of major regional centres



Provincial Privilege contains well educated older professionals who work in senior, often public sector, positions in the centres of large provincial cities and who live in their older established suburbs.

Who We Are

Age	45-64 (29.24%)
Marital Status	Married (63.57%)
Household Composition	Couples, no children (19.29%)
Length of Residency	9+ years (63.32%)
Health	Good diet and health Active lifestyle

Our Education

Adults	Degree level
Children	University admissions

Our Work Lives

Occupations	Female manager/professional Public sector

Our Finances

Household Income	£50,000+
Benefits	Low, state pension
Indebtedness	Low

Where We Live

Type of Property	Detached house
Council Tax Bands	Bands E-F
Home Ownership	Own home outright
House Value	£170k
Location	Suburban

Our Home Lives

Car ownership	2 or more cars
Travel & holidays	Weekend/short breaks
Leisure Interests	Theatre/arts Grandchildren
Media	Connected to the Internet Daily Telegraph

Weltanschauung *"How We View the World"*

Our Neighbourhood	Good place to live Neighbours help each other
Charities	Cancer research Religious
Crime	Likely to occur near work or college
Environment	Pay more for eco-friendly products
Fear of Redundancy	Not at all concerned

Type A05

Education

As with the other Mosaic Types in Symbols of Success, educational attainment amongst Provincial Privilege is high. The level of qualifications and the overall age profile would suggest that leisure based further education courses may be attractive. The children living in these areas also do well at school, although most are unlikely to be in the elite. As a consequence, whilst a significant majority will go on to university, the proportion is not as high as, for example, Corporate Chieftains. These children are unlikely to qualify for free school meals.

Health

Lifestyles of Provincial Privilege are generally good, with a healthy diet and a range of leisure pursuits that provide sufficient exercise to maintain fitness. However, whilst their health is generally good, it is perhaps not quite as it should be. In particular the incidence of heart related conditions is close to the national average. Conditions particularly associated with poorer social conditions, such as drug abuse and teenage pregnancies are relatively rare.

Crime

Pleasant neighbourhoods and helpful neighbours, together with minimal anti-social behaviour, help to make these areas nice places to live. Most of these people experience crime only when they are away from home, whether at work, college, or at leisure. The nature of the incidents means that the police often do not catch the offender, so satisfaction levels are fairly neutral.

Finances

Whilst perhaps not having the excessive wealth of some Symbols of Success, Provincial Privilege have more than adequately feathered their nest. They tend to prefer investments rather than savings, and are likely to be holders of significant quantities of shares. Consequently few qualify for financial assistance from the state, although the age profile does mean that a significant number are claiming the state pension. These people have neither the need nor the ethical standards to default on any payments.

Environmental Issues

Provincial Privilege tend to live in smaller houses than many Symbols of Success, with a significant proportion living in large semi-detached houses, rather than detached homes. Their contribution to CO emissions is therefore lower, being only marginally higher than the national average across all households. 2 They tend to drive a range of more expensive vehicles, from luxury models to minivans. Some drive more than others, but high mileage is rare. These people care for environmental issues, and will readily support them financially to make up for any shortcomings resulting from their lifestyle.

Receptive to:

Broadsheet newspapers, Shops, Telephone advice lines, Heavyweight magazines

Unreceptive to:

Tabloid press, TV, Telemarketing

High Technologists

Successful, high-earning couple with new jobs in areas of growing high-tech employment



High Technologists are found in areas of modern, high specification family housing, mostly in outer metropolitan areas, which attract well paid executives working in large corporations.

Who We Are

Age	45-54 (19.31%)
Marital Status	Married (67.55%)
Household Composition	Couples, dependent children (35.44%)
Length of Residency	9+ years (50.52%)
Health	Good diet and health Active lifestyle

Our Education

Adults	Degree level
Children	University admissions

Our Work Lives

Occupations	Director, small company High manager

Our Finances

Household Income	£50,000+
Benefits	Low
Indebtedness	Low

Where We Live

Type of Property	Detached house
Council Tax Bands	Bands D-F
Home Ownership	Own with mortgage
House Value	£159k
Location	Suburban

Our Home Lives

Car ownership	3 or more cars
Travel & holidays	Weekend/short breaks
Leisure Interests	Eating out Theatre/arts
Media	Connected to the Internet Personal organiser/palm-top

Weltanschauung *"How We View the World"*

Our Neighbourhood	Good place to live Neighbours will help
Charities	Religious Third World
Crime	Likely to occur away from home
Environment	Concerned
Fear of Redundancy	Not at all concerned

Type A06

Education

As with all Symbols of Success, High Technologists are generally well educated. However, although 28% have a degree, this is the smallest proportion within this Mosaic Group. Furthermore, the proportion that have not attained at least 5 `O' levels is very close to the national norm. To an extent this is reflected in the education progress of their children, in that their levels of performance do not match that of many others within Symbols of Success. However, it does appear that most children do well through school life, leaving with good sound qualifications to set them up for a career, or for entry into university. Free school meal take-up is very low.

Health

These people generally eat healthily, and many belong to a gym. However, after a long day at the office and a work-out on the way home, it is not unusual for High Technologists, on occasion, to succumb to a readymade microwave meal, or to pick up a take-away on the way home. These are neither smokers nor binge drinkers. Many will have private medical insurance, often provided by their employer, and are likely to have regular health checks. Consequently their health is good, and their demands on the NHS low.

Crime

High Technologists feel that they live in good areas, but there is less neighbourly spirit than is typically found in affluent areas. Neighbours will help each other, but will wait to be asked rather than volunteering. The location of these areas mean that some aspects of anti-social behaviour, in particular teenagers hanging around, are more in evidence than will be found elsewhere in Symbols of Success. The majority of offences occur away from the home. These people's attitude to the police varies between the specific and the general. They feel that the police do not communicate or provide support while investigating an offence, and rarely catch the offender, so are dissatisfied with the police handling. However, their overall rating of the police remains high.

Finances

High Technologists earn sufficient money to have comfortable levels of savings, investments and shares. However, this is not typically on the scale of the Corporate Chieftains or Global Connections. Nevertheless, it means that relative take-up of state benefits is low, and that the council tax and other bills are paid on time.

Environmental Issues

These people claim to care for the environment, but the reality is often different. They are typically multiple car households, buying prestige models and doing medium to high annual mileage. Their houses, although modern and hence designed to be energy efficient, are large and result in wasted heating and lighting. They are generally neutral in their willingness to pay more for environmentally friendly goods. Therefore the most conscious act that most will do for the environment is to contribute to an environmental charity.

Receptive to:

Internet, Telephone advice lines, Broadsheet newspapers, Magazines

Unreceptive to:

TV, Telemarketing

Semi-Rural Seclusion

Well paid executives living in individually-designed homes in rural environments



Semi-Rural Seclusion contains people living in environmentally attractive villages and small towns where highly paid long distance commuters mix with a more locally oriented older population.

Who We Are

Age	45-54 (16.97%)
Marital Status	Married (64.71%)
Household Composition	Couples, dependent children (26.33%)
Length of Residency	9+ years (36.63%)
Health	Good diet and health Drink alcohol daily

Our Education

Adults	Degree level
Children	University admissions

Our Work Lives

Occupations	Director, small company Public sector

Our Finances

Household Income	£50,000+
Benefits	Low, state pension
Indebtedness	Low

Where We Live

Type of Property	Detached house
Council Tax Bands	Bands E-F
Home Ownership	Own home outright
House Value	£200k
Location	Semi-rural

Our Home Lives

Car ownership	3 or more cars
Travel & holidays	Plan 3+ hols next year
Leisure Interests	Hiking and walking Theatre/arts
Media	Connected to the Internet Daily Telegraph

Weltanschauung *"How We View the World"*

Our Neighbourhood	Good place to live Neighbours help each other
Charities	Animal welfare Wildlife
Crime	Likely to occur away from home
Environment	Pay more for eco-friendly products
Fear of Redundancy	Not at all concerned

Type A07

Education

In general these are well educated people, with almost one-third having degree level qualifications. However, there is a significant minority with few or no qualifications, mostly amongst the more elderly in the neighbourhood. The children in Semi-Rural Seclusion are successful at school, although less likely to attain the same levels of excellence as others within Symbols of Success. Of this Mosaic Group, these children are the least likely to go to university, although their admissions rate is well above the national average. It is highly unlikely that children in these areas will speak languages other than English at home, and few will qualify for free school meals.

Health

These people eat well, are less likely to smoke than many, and drink little but often. Exercise is taken on the golf course, or on the open water, taking advantage of location to follow country pursuits. Those still in work are likely to have the protection of medical insurance through their employers, whilst others will have taken out private cover themselves. Therefore their lifestyle ensures that they are healthier than many in the population, and that when they do become ill the insurance means that they may be less burdensome on the NHS. Teenage pregnancies and cases of drug and alcohol abuse are not major problems in these areas.

Crime

These are areas where social capital is high. Neighbours help each other, and most people find the area pleasant to live in. Anti-social behaviour is relatively uncommon, and incidents involving racism are rare. Fear of crime is generally low, with more fear of theft or damage to property than physical crime. When they are victims of crime, it tends to be away from the home, and many think that the perpetrator was likely to be have been under the influence of alcohol or drugs. In complete contrast to High Technologists, these people seem to be happy with how the police deal with specific incidents, but their rating of the police overall is only moderate. These are probably people who feel that the police should be more visible than they usually are in such neighbourhoods.

Finances

Many of these people are on comfortable incomes, and a significant proportion are higher rate tax payers. They are therefore, in general, financially secure, with investments and, to a lesser extent, savings and shares. With the exception of those on state pension, very few people need to claim state benefits. They tend not to get into uncontrolled debt, and hence bills such as the council tax are usually paid on time.

Environmental Issues

These people, despite claiming to be very concerned for the environment, follow lifestyles that are especially damaging. In particular, these are often multiple car households, with large luxury cars doing high mileage either on company business or on the long commute to work. They are also not especially environmentally friendly at home, where their large, old, detached houses do not have the insulation found in modern housing. Instead of materially changing their lifestyle these people will seek to make amends by financial contributions.

Receptive to:

Social networks, Telephone advice lines, Internet

Unreceptive to:

TV, Posters, Telemarketing

Fledgling Nurseries

Well-qualified couples typically starting a family on recently built private estates



Fledgling Nurseries contains very young couples, mostly working in intermediate level jobs in areas of new employment, who have bought homes on new housing estates built in the last ten years.

Who We Are

Age	25-34 (29.54%)
Marital Status	Married (54.33%)
Household Composition	Couples, dependent children (30.54%)
Length of Residency	Less than 1 year (38.48%)
Health	Good health and diet (most of the time) Active lifestyle

Our Education

Adults	Degree level
Children	Above average

Our Work Lives

Occupations	Lower manager/professional Private sector

Our Finances

Household Income	£25,000 - £49,999
Benefits	Low
Indebtedness	Low

Where We Live

Type of Property	Detached house
Council Tax Bands	Bands C-E
Home Ownership	Own with mortgage
House Value	£127k
Location	Suburban

Our Home Lives

Car ownership	2 cars
Travel & holidays	Package holiday
Leisure Interests	Eating out Cinema/films
Media	Connected to the Internet Daily Mail

Weltanschauung *"How We View the World"*

Our Neighbourhood	Good place to live Neighbours go own way
Charities	Children Pets
Crime	Likely to occur at place of entertainment
Environment	Concerned
Fear of Redundancy	Not at all concerned

Type B09

Education

Adults living in Fledgling Nurseries neighbourhoods are highly unlikely to have left school without qualifications. The proportions leaving with good `O' levels, `A' levels or even obtaining a degree all exceed the national average. There may be benefits to progressing their career through further education. Although these are areas with few children, the education attainment of children in these neighbourhoods closely mirrors that of the adults. They consistently outperform the national norm throughout their schooling, but not by significant amounts. A good proportion leave school with 5 or more GCSE passes at grades A to C, but the numbers actually going on to higher education reflects the national picture. These are not areas where ethnic minorities dominate, and income levels are usually sufficient to mean that children will not qualify for free school meals.

Health

These people generally live an active lifestyle. They normally eat healthily, but quite regularly can give in to the temptation of a TV meal or a take-away. Moderate alcohol consumption is the norm, and whilst most do not smoke, a significant minority do. People in Fledgling Nurseries have a wide variety of interests. Some of these are sedentary, but others involve physical activity to keep them fit and healthy. Private medical insurance is more likely provided by an employer, but the norm is not to have insurance. These people probably feel that they are young, fit and healthy, so on the relatively rare occasion where they develop more serious conditions they are prepared to rely on the NHS.

Crime

Fledgling Nurseries are generally positive about the area in which they live. However, the busy lifestyles, combining work with active social and leisure time mean that few have time to get to know their neighbours. Consequently each household tends to live in relative isolation. The main fear of crime relates to physical violence and to motor crime, rather than more general loss of property. Incidents are quite likely to involve violence, and to occur at weekends in a place of entertainment. People tend to be dissatisfied with the way in which the police handle the specific offence, but overall are reasonably satisfied with the police efforts.

Finances

These people, despite being in the early stages of their careers, have reasonable levels of savings and investments. However, whilst some are already contributing to a personal pension, for most the savings are more likely geared towards the time when they wish to raise a family rather than when they retire. More people in these neighbourhoods are working than in most other Mosaic Types, and a significant minority are paying income tax at the higher rate. Most have bought their home at a time when they can reasonably afford it, and are living within their means. Therefore bills are generally paid on time and the state needs to provide relatively little financial support.

Environmental Issues

These people are generally worried about environmental impact, but in practice do little about it. Their money is used to support their active lifestyle, and to prepare the way for the expense of raising a family. They are therefore generally unwilling to contribute financially. Their home lives can be described as eco-friendly; the new house will be small and well insulated, and for most of the day and a good part of evenings and weekends will be empty. This is, however, countered by their use of the car. Many households have two cars, and annual mileages can be high. Cars are essential both for work and for leisure activities, so it is important for these people that their car looks good and suits their personality.

Receptive to:

Internet, Radio, Entertainment/leisure magazines

Unreceptive to:

TV, Telemarketing

Upscale New Owners

Financially better off families living in relatively spacious modern private estates



Upscale New Owners contains younger professionals and managers who have bought expensive, modern, detached houses in rapidly expanding outer metropolitan areas.

Who We Are

Age	35-44 (25.53%)
Marital Status	Married (68.83%)
Household Composition	Couples, dependent children (45.00%)
Length of Residency	1 - 2 years (29.25%)
Health	Good diet and health Active leisure pursuits

Our Education

Adults	Degree level
Children	University admissions

Our Work Lives

Occupations	High manager Lower manager/professional

Our Finances

Household Income	£25,000- £49,999
Benefits	Low
Indebtedness	Low

Where We Live

Type of Property	Detached house
Council Tax Bands	Bands D-F
Home Ownership	Own with mortgage
House Value	£131k
Location	Suburban

Our Home Lives

Car ownership	2 cars
Travel & holidays	Package holiday
Leisure Interests	Eating out Gardening
Media	Connected to the Internet Daily Mail

Weltanschauung *"How We View the World"*

Our Neighbourhood	Good place to live Neighbours go own way
Charities	Third World Medical research
Crime	Likely to occur away from home
Environment	Concerned
Fear of Redundancy	Not at all concerned

Type B10

Education

Upscale New Owners are unlikely to have left school without qualifications, but beyond that they contain a balanced mix of individuals leaving school at 16 with good qualifications, some leaving after `A' levels, and almost 30% having a degree. Busy careers, social lives and young families mean that few have the need or the time for further education. Their children are the most academically successful of the Happy Families Mosaic Group, and many more than the national average will proceed to university. Whilst not having the wealth of Symbols of Success, these households are comfortably off so are able to provide the support necessary to aid academic achievement.

Health

As with education, the comfortable financial situation allows many families to adopt healthy living. These households have the healthiest diet amongst all Happy Families, and are the least likely to smoke or drink to excess. Whilst some leisure pursuits are inactive, such as going to the theatre or home computing, this is balanced by a healthy participation in sports. These people have yet to approach middle age, so with their sensible lifestyle they are not burdensome on the NHS. For many who do become ill there is the comfort of private medical insurance.

Crime

Upscale New Owners neighbourhoods are generally seen as being good places to live. However, the problem of teenagers hanging round is, to some, making the area seem less pleasant. The biggest concern for these people is motor crime, probably as this is seen as the easiest target for the local teenagers. However, in reality most offences occur away from the home, particularly at weekends. Detection rates are unusually high, resulting in overall satisfaction with the police.

Finances

These people have their money in various places, but tend to prefer savings and tax free schemes to shares or long term investments. They are particularly likely to be saving for their children. Most are working and paying tax, and the proportion paying higher rate tax is greater than most Mosaic Types, except the most affluent in Symbols of Success. They are therefore unlikely to qualify for state assistance.

Environmental Issues

As with all Happy Families, these people profess to be concerned about the environment. However, their lifestyle and in particular their use of the car does not reflect this concern. The modern home, whilst being reasonably large, would typically be energy efficient with good loft insulation and double glazing as standard. However, these are multiple car households, often with one or more car being a company car and doing high annual mileage. Cars are bought more on their appearance and on their comfort over long distances, rather than on their fuel efficiency. Additionally, whilst these people may give small amounts of money to environmental charities they are much less likely to wish to spend more substantial sums on environmentally friendly products.

Receptive to:

Internet, Heavyweight magazines, Telephone advice lines, Broadsheet newspapers

Unreceptive to:

TV, Telemarketing, Tabloids, Local shops, Posters

Middle Rung Families

Middle income families with children living in estates of modern private homes



Middle Rung Families is found in the modern suburbs of mortgaged owner-occupiers which are affordable to middle income groups. Many are located in smaller towns with modern light manufacturing industries.

Who We Are

Age	45-54 (16.24%)
Marital Status	Married (59.65%)
Household Composition	Couples, dependent children (32.60%)
Length of Residency	9+ years (51.34%)
Health	Good diet and health Moderate exercise

Our Education

Adults	1+ `O' Levels
Children	Slightly above average

Our Work Lives

Occupations	Lower managerial/professional Admin & secretarial

Our Finances

Household Income	£25,000 - £49,999
Benefits	Low, Working Family Tax Credit
Indebtedness	Low

Where We Live

Type of Property	Semi-detached house
Council Tax Bands	Bands B-D
Home Ownership	Own with mortgage
House Value	£109k
Location	Suburban

Our Home Lives

Car ownership	1 or more cars
Travel & holidays	Self catering
Leisure Interests	Gardening Camping/caravanning
Media	Connected to the Internet DVD player

Weltanschauung *"How We View the World"*

Our Neighbourhood	Good place to live Teenagers hanging about
Charities	Cancer research Children
Crime	Motor crime and property crime
Environment	Not very concerned
Fear of Redundancy	Not at all concerned

Type B12

Education

The adults living in Middle Rung Families neighbourhoods are more likely than not to have left school at 16 with some qualifications, although many will not have achieved the 5 or more `O' level passes often regarded as a benchmark. Those who did reach the necessary standard to continue with their formal education are more likely to have left with `A' levels than to have gone on to a university education. Their children continue in a similar vein. Throughout school they perform adequately rather than well at each of the Key Stages, with the result that the proportion gaining 5 or more Grades A to C at GCSE is only marginally higher than the national average. Those going on to university falls below the national norm. The nature of these neighbourhoods and their population means that few qualify for free school meals, and most have English as the language spoken at home.

Health

These people follow reasonably healthy lifestyles. Their food tastes mean they eat most foods, good and bad, in moeration. They are likely to take exercise, although again this tends to be in moderation. They do not tend to be heavy smokers or abusers of alcohol. Their age, combined with this moderate approach to lifestyle, means that they are generally healthy, although when allowing for age their overall rate of hospital admissions is closer to the national average than it is for most Happy Families. This is not a Mosaic Type that has a high provision of private medical insurance.

Crime

People regard these areas as being reasonably good places to live. The biggest problem is seen as teenagers hanging around, but in general this does not lead to more extreme forms of anti-social behaviour. It more likely reflects that these areas have an over-representation of children of secondary school age, but that their home upbringing deters criminal activity. The biggest fear of crime, as it is for most Happy Families, is having the car stolen, and indeed motor crime is more prevalent in these areas than it is, on average, across the country. Overall, all major types of crime, including violence, theft and damage to property are all over-represented in these areas. The above average levels of crime lead to satisfaction levels with the police being no more than moderate.

Finances

The majority of Middle Rung Families are income tax payers, with a significant proportion paying at the higher rate. They tend to make use of savings, investments and shares to prepare for the future, although as with so many aspects of their lives, this is in moderation. Nevertheless, the relatively comfortable position of these people means that reliance on the state for financial support is relatively low.

Environmental Issues

The attitude of Middle Rung Families to the environment is typically “average” when compared to the country’s population as a whole. However, they are less likely to actually spend money on environmental issues. Their multiple car households and above average mileage is harmful to the environment, but their relatively small semi-detached houses are reasonably environmentally friendly.

Receptive to:

Internet, Leaflets, TV, Leisure magazines

Unreceptive to:

Telemarketing

Small Time Business

Small business proprietors living in low density estates in smaller communities



Small Time Business lives in quiet small estates, mostly built since 1945 in market towns that have some industrial employment. These estates will typically be home to local professionals and small business proprietors.

Who We Are

Age	45-54 (16.25%)
Marital Status	Married (61.82%)
Household Composition	Couples, no children (23.45%)
Length of Residency	6-8 years (12.49%)
Health	Good diet and health Active lifestyle

Our Education

Adults	Degree level
Children	Good solid education

Our Work Lives

Occupations	Small employers Lower managerial/professional

Our Finances

Household Income	£25,000 - £49,999
Benefits	Low, state pension
Indebtedness	Low

Where We Live

Type of Property	Detached house
Council Tax Bands	Bands C-D
Home Ownership	Own home outright
House Value	£129k
Location	Rural

Our Home Lives

Car ownership	2 or more cars
Travel & holidays	Self catering
Leisure Interests	Gardening Feeding garden birds
Media	Connected to the Internet Daily Mail

Weltanschauung *"How We View the World"*

Our Neighbourhood	Good place to live Neighbours help each other
Charities	Wildlife Birds
Crime	Likely to occur at place of entertainment
Environment	Concerned
Fear of Redundancy	Not at all concerned

Type C17

Education

Adults in these areas have a wide mix of educational backgrounds. Over one quarter have no qualifications, but a similar proportion stayed on at school past 16, many going on to university. However, when compared to other Mosaic Types these will typically have left school at 16 with good basic qualifications. The children in Small Time Business neighbourhoods show similar traits, with good solid educational attainment without generally excelling. Some will go on to university, but the proportion is not dissimilar to the average across all Mosaic Types. These are areas of relatively low proportions of ethnic minorities, so it is unlikely that pupils will come from families with refugee status, or where English is not spoken at home.

Health

These people endeavour to follow a healthy lifestyle, but perhaps give in to temptation more often than they should. Their diet is good, and their leisure time is taken up in part with active pursuits. Their alcohol consumption is moderate, but they are much more likely to be heavy smokers than any other Type within Suburban Comfort. People living in these neighbourhoods are now approaching an age where they are starting to rely on the NHS for a number of conditions. Adjusting for age, however, their reasonably healthy lifestyle results in a below average rate of hospital admissions.

Crime

These are neighbourly areas, where people seek to help each other and where anti-social behaviour is low. Consequently the residents are generally not fearful of crime. Offence rates are well below the national norm, and those that do occur are typically well away from the home. When an offence has occurred, these people tend to feel that the police respond very effectively. However, their overall perception of police performance is moreneutral, perhaps being influenced by what they see and read about crime rather than by what they experience.

Finances

People living in Small Time Business neighbourhoods tend to earn comfortable incomes. They are likely to have a wide range of savings, investments and low value shareholdings acquired from the era ofdenationalisation and demutualisation. This relative level of financial security means that there is well below average take-up of financial assistance from the state, with the exception of the state pension.

Environmental Issues

When asked about the environment these people are likely to show some concern, and to give donations to environmental causes. However, their environmental views are not strongly held. The nature of employment in these areas means that many households have more than one car, and annual mileage is high.

Receptive to:

Social networks, Right-of-centre press

Unreceptive to:

TV, Radio, Posters

Sprawling Subtopia

Inter-war suburbs, many with less strong cohesion than they originally had



Sprawling Subtopia contains middle aged, middle income owner occupiers living on very large developments of 1930s suburban semi-detached housing.

Who We Are

Age	45-59 (19.64%)
Marital Status	Married (59.96%)
Household Composition	Couples, dependent children (26.99%)
Length of Residency	9+ years (62.02%)
Health	Reasonable diet and lifestyle

Our Education

Adults	5+ `O' levels
Children	Slightly above average

Our Work Lives

Occupations	Lower managerial/professional Public sector

Our Finances

Household Income	£25,000 - £49,999
Benefits	Low, State pension
Indebtedness	Low

Where We Live

Type of Property	Semi-detached house
Council Tax Bands	Bands C-D
Home Ownership	Own with mortgage
House Value	£127k
Location	Suburban

Our Home Lives

Car ownership	2 cars
Travel & holidays	Coach tour
Leisure Interests	Gardening Grandchildren
Media	Daily Mail Express

Weltanschauung *"How We View the World"*

Our Neighbourhood	Good place to live Neighbours help each other
Charities	Children Animal welfare
Crime	Police rating fairly good
Environment	Not very concerned
Fear of Redundancy	Fairly concerned

Type C18

Education

Adults living within Sprawling Subtopia are less likely than those in other Mosaic Types within Suburban Comfort to be well qualified. Almost one half will have left school without attaining 5 passes at Grades A to C at `O' level, and the numbers with `A' levels or a degree are noticeably below the typical national rate. However, a significant proportion do leave school at least with a good basic set of qualifications. Their children's performance is almost identical. Results at each of the Key Stages indicates reasonable levels of attainment, and the proportion leaving school with 5 or more GCSE Grades A to C is almost 20% higher than the proportion nationally. However, the proportion going on to university is below national figures, and is the lowest within Suburban Comfort.

Health

These people are not particularly conscious of what constitutes a healthy lifestyle. Their diet tends to avoid those foods that are the best and worst. Some smoke, and many more drink, but in moderation. Their leisure time is not bristling with physical activity, but again they do manage to get a reasonable amount of exercise. Many therefore manage to maintain a reasonably healthy lifestyle through default. People in Sprawling Subtopia are starting to reach an age where they are developing a range of more serious conditions, particularly some forms of cancer and heart disease. However, when allowing for the age profile they are less likely to be admitted to hospital than is typical across the country.

Crime

Whilst still being viewed as reasonably comfortable places to live, there is less of a sense of community networking in these neighbourhoods than in most of Suburban Comfort. Fear of crime is therefore slightly higher, and reflects the overall national picture. This level of fear is higher than the level of actual crime should warrant. Those crimes that do occur are more likely to do with the people and their cars rather than household burglary. These people tend to rate the police quite highly.

Finances

Whilst many are on comfortable incomes, few are higher rate tax payers. However, their incomes are sufficient to ensure that many have some form of savings or investments, and that few require the state to provide financial support.

Environmental Issues

Sprawling Subtopia show little awareness of environmental issues, and are not especially likely to spend money supporting environmental initiatives. However, most households only have access to one small or medium sized car, and annual mileage is typically average. Therefore, almost by default, of the car-owning Mosaic Types they are one of the more environmentally friendly.

Receptive to:

Telephone advice lines, Right-of-centre press

Unreceptive to:

Posters, Telemarketing, TV

Original Suburbs

Singles and childless couples increasingly taking over attractive older suburbs



Original Suburbs comprises a mixed social profile, but with a bias towards young professionals, residing in interwar semi-detached houses.

Who We Are

Age	35-44 (16.82%)
Marital Status	Married (55.94%)
Household Composition	Couples, dependent children (26.11%)
Length of Residency	9+ years (50.44%)
Health	Good diet and health Drink alcohol daily

Our Education

Adults	Degree level
Children	University admissions

Our Work Lives

Occupations	Lower manager/professional Public sector

Our Finances

Household Income	£25,000-£49,999
Benefits	Low
Indebtedness	Low

Where We Live

Type of Property	Semi-detached house
Council Tax Bands	Bands D-E
Home Ownership	Own with mortgage
House Value	£184k
Location	Suburban

Our Home Lives

Car ownership	2 cars
Travel & holidays	Book hols in Internet
Leisure Interests	Eating out Wines
Media	Connected to the Internet The Guardian

Weltanschauung *"How We View the World"*

Our Neighbourhood	Good place to live Neighbours help each other
Charities	Religious Birds
Crime	Likely to occur near work or college
Environment	Very concerned
Fear of Redundancy	Not at all concerned

Type C19

Education

People living in Original Suburbs tend to be well educated. The proportion with degrees is some 50% higher than the national norm. Those with good `O' and `A' levels are also above average. It is perhaps not surprising that the children also perform well throughout their education. At every Key Stage they are the highest performing Mosaic Type within Suburban Comfort, and the proportion proceeding to higher education matches that of their parents. Voluntary aided schools and foundation schools are relatively common in these areas.

Health

In line with many of the younger and better educated Mosaic Types, diet tends to be good and smoking relatively low. However, as is typical of the more affluent types, alcohol plays a significant part, although normally in moderation. Also, with the exception of the annual skiing holiday, levels of exercise are perhaps not as high as would be imagined. Nevertheless, current health problems are relatively rare.

Crime

These are typically comfortable neighbourhoods in which to live. Even though these traditional areas are being populated by increasing numbers of younger professionals, there appears to be a reasonable degree of social capital, with neighbours getting on well and helping each other out. Fear of crime and general anti-social behaviour are relatively low, but actual crime rates are slightly above the national average. These crimes are generally related to cars or property, rather than violent physical assaults. The nature of the crimes means that the police are less likely to catch the offender, but overall confidence in the police remains reasonably high.

Finances

The residents of Original Suburbs are often on relatively high incomes, so a significant proportion are higher rate income tax payers. This level of income allows them to put money aside for later life using a variety of vehicles, although there is a preference for investment rather than savings products. As would be expected, qualification for state benefits is relatively low in these areas, and bills such as council tax are usually paid in full and on time.

Environmental Issues

These households are perhaps the most environmentally aware and concerned of the Suburban Comfort Group. They give generously to environmental charities, and are also prepared to spend money on environmentally friendly products. They tend to buy up-market vehicle models, but annual mileage in these neighbourhoods, which are primarily in London, is below average. The relatively spacious houses and the fact that there are many “full” families mean that energy consumption at home can be relatively high.

Receptive to:

Telephone advice lines, Internet, Social networks, Local shops, Radio, Magazines

Unreceptive to:

TV, Red top newspapers

Asian Enterprise

Suburbs sought-after by more successful members of the Asian community



Asian Enterprise contains well-qualified minorities, mostly from Asia, who have settled in suburban semi-detached houses in inter war suburbs.

Who We Are

Age	25-34 (15.63%)
Marital Status	Married (53.98%)
Household Composition	Couples, dependent children (26.70%)
Length of Residency	9+ years (50.18%)
Health	Reasonable health Mixed diet and inactive lifestyle

Our Education

Adults	Degree level
Children	Slightly above average

Our Work Lives

Occupations	Lower managerial/professional Admin & secretarial

Our Finances

Household Income	£25,000 - £49,999
Benefits	Jobseeker's Allowance
Indebtedness	Medium

Where We Live

Type of Property	Semi-detached house
Council Tax Bands	Band D
Home Ownership	Own with mortgage
House Value	£148k
Location	Suburban

Our Home Lives

Car ownership	1 or more cars
Travel & holidays	Book hols on Internet
Leisure Interests	Study open university Personal astrology
Media	Connected to the Internet The Independent

Weltanschauung *"How We View the World"*

Our Neighbourhood	Average place to live Neighbours help each other
Charities	Third World Disaster Relief
Crime	Fear of racial attack
Environment	Mixed concerns
Fear of Redundancy	Very concerned

Type C20

Education

The adults in Asian Enterprise are reasonably well educated. The proportion leaving school at 16 is marginally below the national average, and many have gone on to get a degree. However, when compared to other Suburban Comfort areas the proportion leaving education with `A' levels is high. Their children do not appear to be fairing quite as well at school, although to an extent this may be because many of the more affluent tend to send their children to private schools. Their performance at each of the Key Stages is the worst in this Mosaic Group, and the proportion acquiring 5 or more GCSE Grades A to C is only slightly higher than the national average. However, the proportion going on to university is relatively high, perhaps showing a cultural difference. The parents have successfully established themselves, often in difficult circumstances, and are pushing their children to achieve the same or better. Not surprisingly, in these areas English is often not the language spoken at home, and an above average proportion qualify for free school meals.

Health

Asian Enterprise have, what can best be described as, a mixed diet, with especially good and bad foods in equal amounts. They are unlikely to be heavy smokers, and alcohol consumption is relatively low, often for religious reasons. However, they lead a relatively inactive life with little formal physical exercise. Consequently, whilst their overall health is generally good, there are already signs of above average rates of heart disease. Some of these people have private medical insurance, but it is quite likely that they will be putting pressures on the services of the NHS in future years.

Crime

These people appear to be extremely fearful of all types of crime, especially racial attacks. They regard their neighbourhoods as being average, but their neighbours as being helpful. These are areas where, whilst antisocial behaviour is not endemic it is certainly not a rarity, and where crime levels for all types of crime are higher than the average. Unlike the rest of Suburban Comfort, an above average proportion of offences occur at home, rather than away from the neighbourhood. There is a general view that the police are not interested in investigating crimes, which makes it a little surprising that the overall rating of the police is above average.

Finances

Within this Mosaic Group, the proportion paying no tax is the highest, although it is still below the national level. Most tax payers pay at the basic rather than the higher rate. These people tend not to have significant levels of formal savings and investment products. The heaviest reliance on the state is for Jobseeker's Allowance, indicating that whilst most households are relatively successful, employment can still be an issue for some. For those that are struggling there are also signs that bills such as the council tax can be difficult to meet.

Environmental Issues

These neighbourhoods are very mixed in terms of their attitudes to the environment. Whilst some will happily pay more to help protect it, others are of the opinion that there are more important things to worry about. Household energy usage is high, reflecting the relatively large household sizes and the fact that the house is usually occupied throughout the day. Most households only have one car, and annual mileage is only just above average, so their overall vehicle emissions are relatively low.

Receptive to:

Internet, Heavyweight magazines, Broadsheet newspapers

Unreceptive to:

TV

South Asian Industry

Communities of lowly paid manual workers, many of them of South Asian descent



South Asian Industry contains extremely poor people, many of them of Bangladeshi origin, who live in very low quality 19th century terraced housing in the inner areas of industrial towns.

Who We Are

Age	15-24 (19.32%)
Marital Status	Married (52.12%)
Household Composition	Couples, dependent children (28.25%)
Length of Residency	1-2 years (21.08%)
Health	Poor diet and inactive lifestyle Heavy smokers

Our Education

Adults	No qualifications
Children	Below average

Our Work Lives

Occupations	Process/plant operators Manufacturing and mining

Our Finances

Household Income	£7,500 - £13,499
Benefits	Jobseeker's Allowance and Income Support
Indebtedness	Medium

Where We Live

Type of Property	Terraced house
Council Tax Bands	Band A
Home Ownership	Private rented
House Value	£71k
Location	Urban

Our Home Lives

Car ownership	No access to car
Travel & holidays	Self catering
Leisure Interests	Fashion clothing Personal astrology
Media	The Mirror Daily Star

Weltanschauung *"How We View the World"*

Our Neighbourhood	Bad place to live Neighbours help each other
Charities	Third World Religious
Crime	Fear of racial attack
Environment	Unconcerned
Fear of Redundancy	Very concerned

Type D26

Education

Educational attainment is low, with close to 50% having no formal qualifications. There is some evidence, however, that those that have had both the opportunity and ability have at least progressed to `A' level standard, although few have gone beyond that. Carefully thought through, further education opportunities may be a way of helping many more of this generally poor community. It is not surprising that the educational standards of the children are equally poor. A well below average proportion will leave school without the solid qualifications needed for well paid employment. However, the proportion going to university is close to the national average, again indicating that where opportunity and ability combine this community will strive to better itself. A very high proportion of children live in homes where English is not spoken, and many qualify for free school meals.

Health

Bad diet is a hallmark of these people, as they eat a cuisine suited to their traditional lifestyle in the Far East rather than the more sedentary ways of the UK. They also tend to be heavy smokers, but alcohol plays less of a role, often for religious reasons. Health is generally poor across the board, with respiratory illnesses and heart disease a particular concern. Teenage pregnancy rates are also surprisingly high, given the cultural background of many in these communities. Few of these people will have medical insurance, so the burden on the NHS is high.

Crime

The residents of South Asian Industry areas do not find their neighbourhood a pleasant one in which to live, although their cultural background gives some degree of neighbourly support. Anti-social behaviour is rife, and racism is high. Unsurprisingly, the fear of crime is well above the national average, although it is slightly less than in the better-off Asian Enterprise areas. All types of crime are common, and it is more likely to occur in or near the home than elsewhere. These people perceive the police as disinterested and ineffective.

Finances

Almost two thirds of these very poor people pay no income tax, and virtually none pay tax at the higher rate. The shortage of money, combined with cultural constraints, means that little is put into formal savings and investments. Consequently take-up of Income Support and Jobseeker's Allowance is running at twice the norm in these areas. Few qualify for the state pension, through both age and a lack of contributions, but those that do are likely to be also claiming Pension Credits. Non-payment of council tax is an issue for those Local Authorities with high numbers of this Mosaic Type, although it is normally an issue of "Can't Pay" rather than "Won't Pay". In terms of attitude this is one of the most environmentally unfriendly Mosaic Types.

Environmental Issues

Few care for the environment, recycling is not a priority, and environmental products do not sell well in these areas. Their home lives are also damaging, with extended families and low levels of employment ensuring that energy usage is high throughout the day. The only positive contribution is low car ownership coupled with low annual mileage, although car ownership is increasing rapidly.

Receptive to:

Internet, Telemarketing

Unreceptive to:

TV, Newspapers, Leaflets

Settled Minorities

Inner city terraces attracting second generation Londoners from diverse communities



Settled Minorities contains areas of Victorian and Edwardian two storey houses which are attractive to young second generation black British and other ethnic minorities as they move out from the inner city in search of affordable family accommodation.

Who We Are

Age	25-34 (19.53%)
Marital Status	Single (48.02%)
Household Composition	Lone parent (10.65%)
Length of Residency	1-2 years (20.27%)
Health	Good diet and inactive lifestyles Drink alcohol daily

Our Education

Adults	Degree level
Children	Above average, University admissions

Our Work Lives

Occupations	Admin & secretarial Private sector

Our Finances

Household Income	£50,000+
Benefits	Jobseeker's Allowance and Income Support
Indebtedness	Medium

Where We Live

Type of Property	Terraced house
Council Tax Bands	Bands C-D
Home Ownership	Public rented
House Value	£161k
Location	Urban

Our Home Lives

Car ownership	No access to car
Travel & holidays	Book hols on Internet
Leisure Interests	Cinema/films Fashion clothing
Media	The Sun The Mirror

Weltanschauung *"How We View the World"*

Our Neighbourhood	Bad place to live Neighbours go own way
Charities	Third World Human rights
Crime	Fear of racial attack
Environment	Not very concerned
Fear of Redundancy	Very concerned

Type D27

Education

Settled Minorities are generally well educated, with significantly more than the national average reaching `A' level or even degree standard. It is therefore perhaps surprising that their children do not appear to perform as well. Throughout schooling they lag some way behind their peers, and many will leave school at 16 without a solid foundation of qualifications. However, the opportunity provided by the participation agenda, together with the family culture, combine to ensure that more children than the national average go on to university. Not surprisingly in these areas, many children come from homes with refugee status, and where English is not spoken at home.

Health

Compared to many areas where ethnic minorities dominate, these people eat a reasonably healthy diet. Smoking and alcohol consumption are regular rather than dominant features of the lives of many. The biggest contributor to a poor lifestyle is a general lack of active leisure pursuits. Therefore, although this relatively young population currently has few serious health problems, when adjusting for age they represent the national average for hospital admissions.

Crime

Settled Minorities live fairly independent lives, in neighbourhoods they feel are not particularly pleasant. They have a relatively high fear of crime, particularly racial attacks. All crime is more prevalent than across the country as a whole, but racism is the most prevalent. These people are ambivalent towards the police, with no strong opinions as to how effective or otherwise they are.

Finances

These people are generally earning moderate incomes, but rarely find money to put into savings and investments. They are heavily reliant on the state for Income Support and Jobseeker's Allowance. The attitude of these Settled Minorities means that if they can afford to pay a bill they will, but there is a minority that cannot afford basic bills such as the council tax.

Environmental Issues

These people are not especially concerned about the environment. However, most households either have no car or only one, and those that do rarely do high mileage. On the other hand, households can tend to be large, resulting in relatively high levels of energy consumption at home.

Receptive to:

Internet, Direct mail, Posters, Radio, Telemarketing

Unreceptive to:

Centre-right press

Counter Cultural Mix

Neighbourhoods with transient singles living in multiply occupied large old houses



Counter Cultural Mix comprises a mixture of young professionals in rented flats, ethnic minorities sharing large old houses and poor tenants in council flats, that characterises many of the less well off areas surrounding the centre of London.

Who We Are

Age	25-34 (26.33%)
Marital Status	Single (56.64%)
Household Composition	Single, non pensioner (33.30%)
Length of Residency	1-2 years (22.95%)
Health	Good diet Fairly inactive lifestyles

Our Education

Adults	Degree level
Children	Few children, good education

Our Work Lives

Occupations	Unemployed Director, small company

Our Finances

Household Income	Mixed, some under £7,499, others £50,000+
Benefits	Mixed, Jobseeker's Allowance, Income Support
Indebtedness	Medium

Where We Live

Type of Property	Converted/shared house
Council Tax Bands	Band C
Home Ownership	Private rented
House Value	£250k
Location	Urban

Our Home Lives

Car ownership	No access to car
Travel & holidays	Book hols on Internet
Leisure Interests	Cinema/films Theatre/arts
Media	The Guardian The Times

Weltanschauung *"How We View the World"*

Our Neighbourhood	Bad place to live Neighbours go own way
Charities	Third World Human rights
Crime	Fear of racial attack
Environment	Fairly concerned
Fear of Redundancy	Fairly concerned

Type E28

Education

Counter Cultural Mix are generally well educated. Over half will have stayed in education past the age of 16, and the majority of these will have obtained a degree. Not many children of school age live in these areas, but those that do are not fairing as well academically. Throughout school they are constantly behind the norm at each of the Key Stages, and many are likely to leave school without a solid foundation of qualifications. However, well above the national average proceed to university, highlighting that this is a typical neighbourhood where the participation agenda may be having an effect. A high proportion of school age pupils do not speak English at home, and many come from households where low incomes qualify them for free school meals.

Health

The relatively high levels of education amongst the adults breeds an awareness of the needs of a healthy lifestyle. Many eat healthily, and some may belong to the local gym. However, to balance this, overall they are not especially active, have reasonably high alcohol consumption, and a significant number may smoke. Therefore, although overall their health can be viewed as average when compared to the population as a whole, there is some evidence of liver disease and respiratory problems. Mental illness is also relatively prevalent in these areas.

Crime

These are fairly insular households suffering many of the problems of inner city life. Fear of crime is focussed more on personal attack and racism than on property-related offences. However, in practice all types of crime are relatively common, but the perpetrators are more likely to use threats than violence. The victims tend to accept that the police treat offences properly, but overall they have a low regard for them.

Finances

These are very mixed areas financially. Almost 45% pay no income tax, but of those that do 15% pay at the higher rate. Savings and investments are not commonplace. The poorer members of the community are heavily reliant on the state for benefits such as Jobseeker's Allowance and Income Support. The relatively small proportion of elderly living in these areas is reflected in the low number qualifying for the state pension although the proportion claiming Pension Credits reflects the national average, highlighting that many of the elderly in these areas are poor. It is not surprising that non-payment of council tax is an issue for some.

Environmental Issues

Counter Cultural Mix are mixed in terms of attitude towards the environment. However, in line with most Urban Intelligence, these people are generally concerned. Many are prepared to contribute financially, either through buying environmental friendly goods, or contributing to relevant charities. Car ownership and annual mileage are low.

Receptive to:

Virtually all channels

Unreceptive to:

Tabloid press

City Adventurers

Economically successful singles, many living in small inner London flats



City Adventurers contains twenty-something singles who command extremely high salaries working in high pressure jobs in central London. Most spend very small amounts of time in their smart, studio flats that are located in the inner suburbs.

Who We Are

Age	25-34 (38.87%)
Marital Status	Single (56.72%)
Household Composition	Single, non pensioner (39.39%)
Length of Residency	Less than 1 year (34.57%)
Health	Good diet and health Gym membership

Our Education

Adults	Degree level
Children	Few children, slightly above average

Our Work Lives

Occupations	High professional Private sector

Our Finances

Household Income	£50,000+
Benefits	Low, Jobseeker's Allowance
Indebtedness	Low

Where We Live

Type of Property	Purpose built flats
Council Tax Bands	Band D
Home Ownership	Private rented
House Value	£248k
Location	Urban

Our Home Lives

Car ownership	No access to a car
Travel & holidays	6+ business flights in last year
Leisure Interests	Cinema/films Theatre/arts
Media	Personal organiser/palm-top The Observer

Weltanschauung *"How We View the World"*

Our Neighbourhood	Average place to live Neighbours go own way
Charities	Animal welfare Third World
Crime	Taking property/attempted taking of property
Environment	Very concerned
Fear of Redundancy	Not very concerned

Type E29

Education

These people are very well educated, with over one half having a degree, and just 14% leaving school without at least a solid base of qualifications. City Adventurers are unlikely to need further education to improve their qualifications, but may be interested in attending more leisure based courses. There are few children living in these areas. Those that do are generally the offspring of the poorer people who live cheek by jowl with the dominant wealthy people. Educational attainment for these children is quite mixed, but generally is only marginally above the national average. More than might be expected, given school performance, go on to university. A high proportion of these children qualify for free school meals, and many speak languages other than English in the home.

Health

These areas, where the majority are young high-flying singles, are generally very healthy. Many people eat a good diet, and although the pressure of work means little leisure time, they are quite likely to take exercise at a gym close to the office. Typically they are also likely to take active holidays, particularly skiing. When they are ill, many are covered through private medical insurance. However, these areas also show high proportions of heavy smoking and drinking, which may place some burden on the NHS in years to come.

Crime

These areas are not considered bad places to live, and there is a perception that crime rates are reducing. However, there is little social capital, as people are so often out that they may not even know their neighbours, let alone consider helping them out. Crime levels, particularly violent crime, are high, but are more likely to happen away from the home. These people are more likely to be mugged for their expensive mobile phones and laptop computers than they are to have their relatively secure apartment burgled. City Adventurers rate the police very highly.

Finances

Only just over one quarter of the population pay no income tax, and of those that do almost one quarter pay at the higher rate. These people are more likely than the average to have savings and investments, although a large amount of the disposable income is often spent on hedonistic pleasures. The poorer members of society in these areas are often unemployed, and hence claiming Jobseeker's Allowance.

Environmental Issues

City Adventurers care for the environment, and are willing to spend money to help. Although many do own a car, often a prestige luxury model, it is typically used for leisure only, with public transport being used to get to work.

Receptive to:

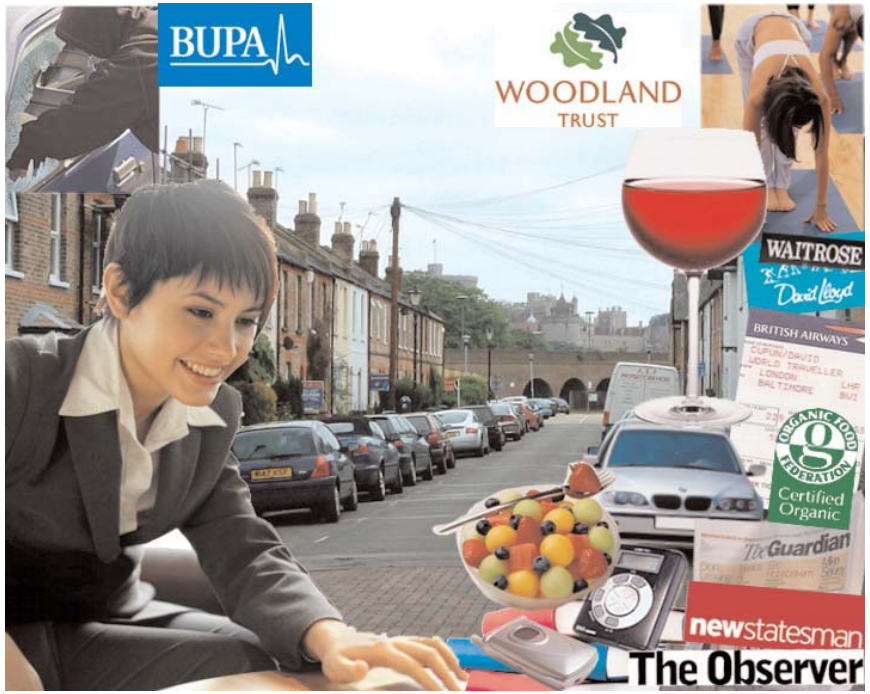
Internet, Telephone advice lines, Posters, Radio, TV, Broadsheet newspapers

Unreceptive to:

Tabloid press

New Urban Colonists

Young professionals and their families who have 'gentrified' older terraces in inner London



New Urban Colonists contains areas, mostly in London, which have been gentrified since the 1960s by a new generation of young professionals quite content to trade access to the city for a higher density of population.

Who We Are

Age	25-34 (24.98%)
Marital Status	Single (41.13%)
Household Composition	Single, non pensioner (24.99%)
Length of Residency	1-2 years (22.61%)
Health	Good diet, active lifestyles Drink alcohol daily

Our Education

Adults	Degree level
Children	Few children, above average

Our Work Lives

Occupations	Director, small company Private sector

Our Finances

Household Income	£50,000+
Benefits	Low
Indebtedness	Low

Where We Live

Type of Property	Terraced houses
Council Tax Bands	Bands E-G
Home Ownership	Own with mortgage
House Value	£247k
Location	Urban

Our Home Lives

Car ownership	1 car
Travel & holidays	Plan 3+ hols next year
Leisure Interests	Cinema/films Theatre/arts
Media	Broadband access The Observer

Weltanschauung *"How We View the World"*

Our Neighbourhood	Good place to live Neighbours go own way
Charities	Third World Environment
Crime	Damage to property and motor crime
Environment	Very concerned
Fear of Redundancy	Fairly concerned

Type E30

Education

New Urban Colonists are generally well educated, with almost one half having degrees, and three quarters having at least achieved 5 or more Grades A to C at `O' Level. Their children also do well throughout their schooling, with many going on to university. Most are unlikely to qualify for free school meals. A significant proportion come from homes with refugee status, and may not speak English in the home.

Health

These people eat a very healthy diet, and enjoy a variety of active leisure time activities. They are regular but not especially heavy drinkers. The proportion smoking is slightly below the national average. A significant proportion will have medical insurance, either through their employer or taken out privately. It is therefore not surprising that New Urban Colonists are generally healthy, and place relatively little pressure on the NHS.

Crime

These areas are generally considered to be pleasant places in which to live. Neighbours don't go out of their way to help each other, but households don't live in total isolation. Fear of crime is at levels below the national average, and in general incidence of crime is also relatively low. Crimes tend to be related to property, and in particular to cars, and are quite unlikely to involve violence. These people are generally satisfied with the police, particularly with the way in which they handle particular incidents.

Finances

Of those in work, many will be paying income tax at the higher rate. The relative level of affluence means that many will have savings and investments, together with some significant shareholdings. There is therefore little reliance on the state for financial assistance. Most are likely to pay bills such as the council tax on time.

Environmental Issues

These people show strong concern for the environment, and are more than twice as likely to give to financial charities as the population as a whole. Whilst many will own cars, often larger luxury models, annual mileage is relatively low. It is their homes, which are generally old, that are less environmentally friendly.

Receptive to:

Internet, Radio, Posters, Telephone advice lines, Shops, Magazines

Unreceptive to:

Tabloid press

Metro Multiculture

High density social housing, mostly in inner London, with high levels of diversity



Metro Multiculture contains people who rent public housing in the inner areas of London where a particularly high proportion of the population belongs to minority communities.

Who We Are

Age	25-34 (18.49%)
Marital Status	Single (56.10%)
Household Composition	Lone parent (15.97%)
Length of Residency	Less than 1 year (18.00%)
Health	Bad diet and inactive lifestyle Smokers

Our Education

Adults	Mixed, no qualifications, some degree level
Children	Same as parents

Our Work Lives

Occupations	Unemployed Admin & secretarial

Our Finances

Household Income	Under £7,499
Benefits	Jobseeker's Allowance and Income Support
Indebtedness	High

Where We Live

Type of Property	Purpose built flats
Council Tax Bands	Bands B-C
Home Ownership	Public rented
House Value	£210k
Location	Urban

Our Home Lives

Car ownership	No access to car
Travel & holidays	Self catering
Leisure Interests	Fashion clothing Bingo
Media	The Mirror High TV viewing

Weltanschauung *"How We View the World"*

Our Neighbourhood	Bad/average place to live Neighbours go own way
Charities	Human rights Aids
Crime	Fear of racial attack
Environment	Unconcerned
Fear of Redundancy	Very concerned

Type F36

Education

Over a third of Metro Multiculture have no qualifications; however, at the other end of the scale a higher proportion than is typical across the country have a degree. The children have many disadvantages. Households are generally poor, and there is a large proportion of ethnic minorities in the population. Many children do not speak English at home, making parental support for school work difficult. Consequently attainment levels at school are quite low (although not as low as some other types in Welfare Borderline areas), and many will leave school with very few GCSEs. Nevertheless, a slightly higher proportion than the national average actually go on to university, possibly taking advantage of Widening Participation and the wide choice of establishments that exist in London.

Health

Metro Multiculture people tend not to eat well, many will be heavy smokers, and a significant proportion will drink. For many the closest they get to sport is in the betting shop. Therefore, despite the relatively young age profile, there are above average numbers entering hospital with respiratory, heart and liver disease. There is also some evidence of mental health problems, although this is not as marked as in other types within Welfare Borderline. It is unlikely that many of the population will have private medical insurance, so the burden lies with the NHS.

Crime

The multicultural nature of the population makes it difficult for many neighbours to even communicate with each other, so households can often tend to be quite insular. There is an above average fear of crime, particularly racial abuse; this level of fear is commensurate with the actual incidence of crime. Whilst anti-social behaviour is not as rife as on some large estates in provincial cities, it is still well above the national average. Offences are more likely to happen in or near the home. People's views of the police are varied, probably reflecting the diverse cultural backgrounds of this Type.

Finances

A reasonable proportion of the population are in employment and paying income tax; indeed some are earning enough to pay at the higher rate. However, many more are out of work and claiming Jobseeker's Allowance. The low levels of pay received by the majority of workers also gives rise to high claim rates for Income Support. This is a relatively young population, so only a small proportion are on the state pension; however, those that are will also probably be claiming Pension Credits.

Environmental Issues

These people have little noticeable concern for the environment; combined with low incomes this makes it highly unlikely that they will contribute to environmental charities. Car ownership is low, and those that have access to a car are likely to do low annual mileage. Whilst many of their homes occur in blocks, and hence are reasonably well insulated, this is countered by their lifestyle and the large numbers of children causing quite high energy usage.

Receptive to:

Telemarketing, TV, Radio, Posters

Unreceptive to:

Magazines, Centre-right newspapers

Upper Floor Families

Young families living in upper floors of social housing, mostly in Scotland



Upper Floor Families contains low income young couples with children who rent homes in purpose built flats from local councils in England's larger cities.

Who We Are

Age	25-34 (16.68%)
Marital Status	Single (49.48%)
Household Composition	Lone parent (14.33%)
Length of Residency	1-2 years (25.14%)
Health	Bad diet, heavy smokers Teenage pregnancies

Our Education

Adults	No qualifications
Children	Below average

Our Work Lives

Occupations	Unemployed Process/plant operators

Our Finances

Household Income	Under £7,499
Benefits	Income Support and Jobseeker's Allowance
Indebtedness	High

Where We Live

Type of Property	Purpose built flats
Council Tax Bands	Band A
Home Ownership	Public rented
House Value	£81k
Location	Urban

Our Home Lives

Car ownership	No access to car
Travel & holidays	Self catering
Leisure Interests	Pop music Personal astrology
Media	High TV viewing The Sun

Weltanschauung *"How We View the World"*

Our Neighbourhood	Bad place to live Neighbours go own way
Charities	Pets Homeless
Crime	Likely to occur in own home
Environment	Unconcerned
Fear of Redundancy	Very concerned

Type F37

Education

The adults in Upper Floor Families are generally poorly educated, with almost two thirds having few if any formal qualifications. Compared to the national norm, proportionately less than half of the population have a degree. Some do seek to better themselves, so the provision of further education facilities can be important. It is not surprising that children brought up in this environment also struggle to achieve. Attainment levels throughout their schooling are very low; like their parents very few will even achieve the 5 or more Grades A to C at GCSE that can form a solid foundation for their working life. Consequently, only a small proportion will proceed to university.

Health

Partly through poor education and partly through very low income levels, these people eat very poor diets. Not only are they unlikely to spend the extra money required for healthy foods, they are more likely to spend what money they do have on cheap junk foods. It is also likely that many will both drink and smoke heavily, and drug and alcohol abuse is a common problem. Consequently there are some serious health issues associated with this population, particularly relating to the heart, liver and respiratory organs. Given the nature of these neighbourhoods it is perhaps unsurprising that the rate of teenage pregnancies is very high.

Crime

These are generally unpleasant places in which to live. Neighbours are more likely to be problematic to each other than to help when in need. Levels of anti-social behaviour and crime, whilst not as bad as in some other neighbourhoods, are still unacceptably high. It is more likely that these people will be victims of crime in their own home, rather than elsewhere. Rating of the police is not particularly high.

Finances

The high levels of unemployment, and the low incomes earned by those in work, mean that the state needs to support many in these neighbourhoods. All types of income-related state benefits have high take-up rates. Consequently most have insufficient money to put aside in savings and investments, so many will continue depending on benefits throughout their working lives and their retirement.

Environmental Issues

There is little concern for environmental issues; these people are clearly focussed on their own immediate needs. Many households do not have access to a car, although those that do may do a reasonable annual mileage.

Receptive to:

TV, Telemarketing, Posters, Direct mail

Unreceptive to:

Newspapers (except red tops), Magazines

Tower Block Living

Singles, childless couples and older people living in high rise social housing



Tower Block Living contains areas where the majority of the population live in high rise flats and suffer from very high levels of social and economic deprivation.

Who We Are

Age	25-34 (17.01%)
Marital Status	Single (59.70%)
Household Composition	Single, non pensioner (45.14%)
Length of Residency	1-2 years (23.63%)
Health	Bad diet and poor health Heavy smokers

Our Education

Adults	No qualifications
Children	Poor education

Our Work Lives

Occupations	Unemployed Process/plant operators

Our Finances

Household Income	Under £7,499
Benefits	Jobseeker's Allowance and Income Support
Indebtedness	High

Where We Live

Type of Property	Purpose built flats
Council Tax Bands	Band A
Home Ownership	Public rented
House Value	£86k
Location	Urban

Our Home Lives

Car ownership	No access to car
Travel & holidays	Self catering
Leisure Interests	Rock music Bingo
Media	High TV viewing News of the World

Weltanschauung *"How We View the World"*

Our Neighbourhood	Average/bad place to live Neighbours go own way
Charities	Pets Homeless
Crime	Taking property/attempted taking of property
Environment	Unconcerned
Fear of Redundancy	Fairly concerned

Type F38

Education

Almost one half of the adults in Tower Block Living left school with no qualifications, and many more only managed to acquire one or two `O' levels or GCSEs. Some have degrees, and an above average number are studying through the Open University. These are therefore areas where further education could play an important part in improving the education of many households. However, the general low level of qualifications in the adults is replicated by the children, where few have any academic success. Many will leave school without any qualifications of note, and the number entering higher education is also well below the national average. In some parts of the country these areas have high immigrant populations, so the children may often speak languages other than English at home.

Health

These people eat poorly, with many preferring to spend their money on cigarettes and alcohol than on healthy foods. Leisure time is not normally given over to active pursuits, other than perhaps a walk to the bingo hall. In Tower Block Living there is therefore a generally high level of health problems, particularly those relating to smoking and drinking. Mental health problems are also a concern, and with poor educational levels the number of teenage pregnancies is high.

Crime

Although not pleasant places in which to live, the residents are generally slightly more satisfied than those in other types within Welfare Borderline. Fear of crime is little different from the national average. Although all major crime types are likely, there is some evidence that home burglary is a particular problem, together with personal assault on nights out. These people have a fairly neutral attitude to police performance.

Finances

This is one of the poorest Mosaic types, with almost 70% not paying income tax, and very few having any form of savings or investments. Unsurprisingly, almost 4 times the national average are claimingJobseeker's Allowance, and 3 times the norm are on Income Support. Although the elderly are under-represented in these neighbourhoods, those that do live in the area are highly likely to be claiming Pension Credit and Disability Living Allowance.

Environmental Issues

These people have no concern for the environment; indeed many feel that others are worrying unnecessarily. However, their lifestyle is generally friendly towards the environment. Very few have cars, and their small homes in blocks of flats tend to be reasonably energy efficient. Unsurprisingly, with their attitude and lack of money, little is spent on environmentally friendly products or on donations to environmental charities.

Receptive to:

Telemarketing, TV, Posters

Unreceptive to:

Newspapers (except red tops), magazines

Appendix B: Interpretation of Mosaic Data

Pages 9 to 39 detail the results of the investigation into foster caring in Nottingham. Some aspects of the results charts illustrated require a note of explanation as to aid to fully understanding the information displayed.

- Mosaic Groups and Types

  Each Mosaic Group has its own colour used throughout this study with all Types within those Groups coloured appropriately. For the purposes of this document only the headline descriptions pertaining to the characteristics of the Groups and Types are included (Figure 17). Further, more detailed, information can be supplied upon request.

- Mosaic Type Profiles

  Profiles represent a quick, efficient and effective method of displaying Mosaic information and any information appended to it. With the respect to this study, national information is displayed in this form so as to determine the dominant Mosaic Types for particular characteristics that suggest a potential to enter into foster caring.

These profiles (e.g. page 24) consist of an 'index' value. This shows how the variable compares with all households in the UK. An index of 100 represents the UK average. The variable is over-represented compared to the UK with an index value over 100 and similarly under-represent with an index below 100.

For the purposes of this study index values:

- 120 - 150: slight over-representation of the variable
- 150 - 200: significant over-representation of the variable
- >200: vast over-representation of the variable

Group	Group Description	Type	Type Name	Type Description
A: Symbols of Success	Career professionals living in sought-after locations	A01	Global Connections	Financially successful people living in cosmopolitan inner city locations
		A02	Cultural Leadership	Highly educated senior professionals, many working in media, politics and law
		A03	Corporate Chieftains	Successful managers living in very large houses in outer suburban locations
		A04	Golden Empty Nesters	Financially secure couples, many close to retirement, living in sought-after suburbs
		A05	Provincial Privilege	Senior professionals and managers living in the suburbs of major regional centres
		A06	High Technologists	Successful, high-earning couples with new jobs in areas of growing high-tech employment
		A07	Semi-Rural Seclusion	Well paid executives living in individually-designed homes in rural environments
B: Happy Families	Younger families living in newer homes	B08	Just Moving In	Families and singles living in developments built since 2001
		B09	Fledgling Nurseries	Well-qualified couples typically starting a family on recently built private estates
		B10	Upscale New Owners	Financially better off families living in relatively spacious modern private estates
		B11	Families Making Good	Dual income families on intermediate incomes living on modern estates
		B12	Middle Rung Families	Middle income families with children living in estates of modern private homes
		B13	Burdened Optimists	First generation owner occupiers, many with large amounts of consumer debt
		B14	In Military Quarters	Military personnel living in purpose-built accommodation
C: Suburban Comfort	Older families living in suburbia	C15	Close to Retirement	Senior white collar workers, many on the verge of a financially secure retirement
		C16	Conservative Values	Low density private estates, now with self-reliant couples approaching retirement
		C17	Small Time Business	Small business proprietors living in low density estates in smaller communities
		C18	Sprawling Subtopia	Inter-war suburbs, many with less strong cohesion than they originally had
		C19	Original Suburbs	Singles and childless couples increasingly taking over attractive older suburbs
		C20	Asian Enterprise	Suburbs sought-after by more successful members of the Asian community
D: Ties of the Community	Close-knit, inner city and manufacturing town communities	D21	Respectable Rows	Mixed communities of urban residents living in well-built, early 20th century housing
		D22	Affluent Blue Collar	Comfortably off manual workers living in spacious but inexpensive private houses
		D23	Industrial Grit	Owners of affordable terraces built to house 19th century heavy industrial workers
		D24	Coronation Street	Low income families living in cramped Victorian terraced housing in inner city locations
		D25	Town Centre Refuge	Centres of small market towns and resorts containing many hostels and refuges
		D26	South Asian Industry	Communities of lowly paid manual workers, many of them of South Asian descent
		D27	Settled Minorities	Inner city terraces attracting second generation Londoners from diverse communities
E: Urban Intelligence	Educated, young, single people living in areas of transient populations	E28	Counter Cultural Mix	Neighbourhoods with transient singles living in multiply occupied large old houses
		E29	City Adventurers	Economically successful singles, many living in small inner London flats
		E30	New Urban Colonists	Young professionals and their families who have 'gentrified' older terraces in inner London
		E31	Caring Professionals	Well-educated singles and childless couples colonising inner areas of provincial cities
		E32	Dinky Developments	Singles and childless couples in small units in newly-built private estates outside London
		E33	Town Gown Transition	Older neigbourhoods increasingly taken over by short term student renters
		E34	University Challenge	Halls of residence and other buildings occupied mostly by students
F: Welfare Borderline	People living in social housing with uncertain employment in deprived areas	F35	Bedsit Beneficiaries	Young people renting hard to let social housing, often in disadvantaged inner city locations
		F36	Metro Multiculture	High density social housing, mostly in inner London, with high levels of diversity
		F37	Upper Floor Families	Young families living on the upper floors of social housing, mostly in Scotland
		F38	Tower Block Living	Singles, childless couples and older people living in high rise social housing
		F39	Diginified Dependency	Older people living in crowded apartments in high density social housing
		F40	Sharing a Staircase	Older tenements of small private flats often occupied by highly disadvantaged individuals
G: Municipal Dependency	Low income families living in estate-based social housing	G41	Families on Benefits	Families, many single parent, in deprived social housing on the edge of regional centres
		G42	Low Horizons	Older people living in very large social housing estates on the outskirts of provincial cities
		G43	Ex-industrial Legacy	Older people, many in poor health from work in heavy industry, in low rise social housing
H: Blue Collar Enterprise	Upwardly mobile families living in homes bought from social landlords	H44	Rustbelt Resilience	Manual workers, many close to retirement, in low rise houses in ex-manufacturing towns
		H45	Older Right to Buy	Older couples, mostly in small towns, who now own houses once rented from the council
		H46	White Van Culture	Residents in 1930s and 1950s London council estates, now mostly owner-occupiers
		H47	New Town Materialism	Social housing, typically in 'new towns', with good job opportunites for the poorly qualified
I: Twilight Subsistence	Older people living in social housing with high care needs	I48	Old People in Flats	Older people living in small council and housing association flats
		I49	Low Income Elderly	Low income older couples renting low rise social housing in industrial regions
		I50	Cared For Pensioners	Older people receiving care in homes or sheltered accommodation
J: Grey Perspectives	Independent older people with relatively active lifestyles	J51	Sepia Memories	Very elderly people, many financially secure, living in privately-owned retirement flats
		J52	Childfree Serenity	Better off older people, singles and childless couples in development of private flats
		J53	High Spending Elders	Financially secure and physically active older people, many retired to semi-rural lcoations
		J54	Bungalow Retirement	Older couples, independent but on limited incomes, living in bungalows by the sea
		J55	Small Town Seniors	Older people preferring to live in familiar surroundings in small market towns
		J56	Tourist Attendants	Neighbourhoods with retired people and transient singles working in the holiday industry
K: Rural Isolation	People living in rural areas far from urbanisation	K57	Summer Playgrounds	Communities of retired people and second homers in areas of high environmental quality
		K58	Greenbelt Guardians	Well off commuters and retired people living in attractive country villages
		K59	Parochial Villagers	Country people living in still agriculturally active villages, mostly in lowland locations
		K60	Pastoral Symphony	Smallholders and self-employed farmers, living beyond the reach of urban commuters
		K61	Upland Hill Farmers	Low income farmers struggling on thin soils in isolated upland locations

Figure 17: Headline descriptions of Mosaic Groups and Types

Glossary

Data Cleansing / OmniData

Data cleansing is the process by which x & y co-ordinates are appended to an address. Numerous software applications are available but, in the GIS Team, we employ the OmniData software distributed by Infoshare (http://www.infoshare-is.com).
This software also affords the opportunity to share sensitive data (under the remit of the Data Protection Act 1998) by anonymising and encrypting the information.

Geodemographics

Where demographics is the study of human populations and their characteristics, geodemographics add a geographical context or framework investigating people in terms of the types of neighbourhoods or areas that they inhabit.

Greater Nottingham Partnership

Nottingham City Council and Nottinghamshire County Council formed the Greater Nottingham Partnership, commonly termed the GNP, in 1994 with a view to improving partnership working across Greater Nottingham and to attract more Government regeneration funding into the area. Over the years the GNP expanded to include the business, public, voluntary and community sectors. The GNP presently comprises the following District Councils: Nottingham City, Rushcliffe, Gedling, Broxtowe and Ashfield (the 4 Hucknall wards only).

Mosaic

A geodemographic dataset produced by Nottingham based Experian describing the UK population (to household or postcode level) in terms of their typical demographics and their social, economic, cultural and lifestyle behaviour. Mosaic was developed from over 400 data items at varying levels of geography, from area-based data through to information about each individual. The population is classified into 61 ‘Types’ that identify groups of individuals and households that are as similar as possible to each other and as different as possible from any other group. These ‘Types’ group together hierarchically into 11 ‘Groups’.