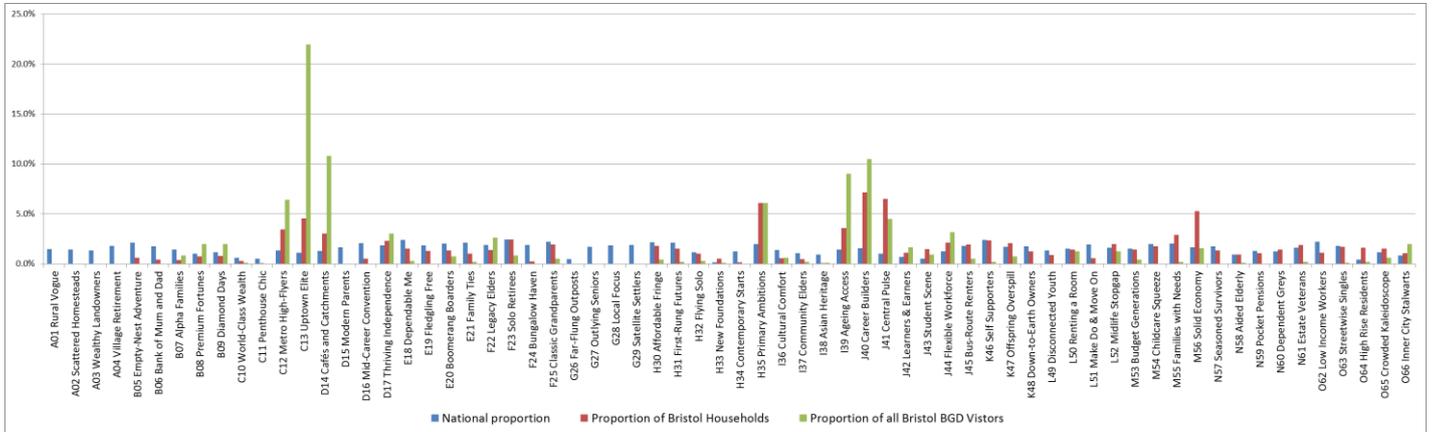


Bristol Green Doors attendees:

Dominant MOSAIC classification descriptions (from Experian).

The following 6 categories account for 65% of all Bristol Green Doors visitors.

Descriptions are provided by Experian (and not specifically related to retrofit interests or activities)



C12 Metro High-Flyers

Ambitious people in their 20s and 30s renting expensive apartments in highly commutable areas of major cities

Overview

Metro High-Flyers are highly educated and ambitious 20 and 30-somethings renting expensive apartments, either on their own or with a partner. They are busy forging successful careers living in highly commutable suburbs of inner London and other economically thriving and upmarket cities.

Core Features

These ambitious high-flying graduates, typically from one of the UK's leading universities, are aged between 26 and 35 and are most common in the wealthy suburbs of the capital, easily commutable to jobs in the City and central London.

Yet to marry, they live alone or with partners in expensive private rented properties, often in neighbourhoods of large Victorian terraced houses now converted into luxury one and two bedroom apartments. They enjoy the cosmopolitan lifestyle and diversity that living in major cities offers.

Highly educated, many have Masters in addition to their Bachelor degrees. They are now focusing on their careers, holding managerial positions in financial services, information technology and communications as well as working for the City's professional firms. They enjoy good incomes, significantly above average considering their ages, but are yet to start building up savings in the form of stocks and shares.

These people are digitally-connected and highly tech-savvy consumers. They access the internet several times a day, often on the go via their smartphones. Digital communication is a way of life for them, and they show a strong preference for receiving information, especially from banks and retailers, via email.

Public Sector

These high flying graduates typically have a very low dependence on the state for benefits.

Despite being in very good health overall, this type is the most likely of all to feel that they should do more about their health. Slightly more Metro High-Flyers are smokers than average – and smoking levels are higher here than amongst others in this wealthy city elite. They are also amongst the least likely of all the very affluent types to eat the right amount of fruit and vegetables. Exercise levels are moderate, though sports participation is better than many. Making the most of their cosmopolitan locations, they are regular drinkers.

Crime is higher in these neighbourhoods than the country on average, with robbery and public disorder the most frequently reported crimes, and like their compatriots they feel crime is much higher in their area than the country as a whole. However, unlike others in this group, Metro High-Flyers do not feel that they can particularly influence decisions on policing in their area. Fear of crime amongst this type is low.

Green issues are well understood by this type, but they are not always as green as they could be in their behaviours.

C13 Uptown Elite

High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort

Overview

Uptown Elite are high status professional families owning expensive and elegant homes alongside equally successful neighbours in upmarket and accessible inner suburbs. Here they are able to enjoy city life in style and comfort.

Core Features

Often aged between 45 and 65, Uptown Elite are high status families with older or adult children living in smart city suburbs, where expensive property prices exclude all but the most successful. Parents work in the professions or may hold high profile positions as writers, academics or journalists. Children are now in their teenage years, at university or beyond, and spare rooms may now accommodate working children unable to afford London property prices.

This highly qualified and high earning urban elite has benefited from a university education, long employment in professional, creative and knowledge industries, and the appreciating value of their homes. Life is extremely comfortable.

Homes are typically very smart, period terraced properties. Three quarters of Uptown Elite own their own home, just under half of these with a mortgage. The others rent privately.

Busy lives and familiarity with technology result in a high take up of online services. Grocery shopping, booking entertainment and keeping up-to-date with the latest news are all regularly done over the internet.

Uptown Elite are the most likely to be a member of a charity organisation. Famine relief charities in particular enjoy their support and they are three times more likely than average to donate to appeals of this kind.

Public Sector

Uptown Elite is an environmentally conscious type. They are aware of key environmental issues, are proactive in recycling and reducing energy use and often choose products, services and brands based on ethical considerations. Almost 70 per cent believe it's important for companies to act ethically and they are the most likely of all to pay more for environmentally friendly products – 44 per cent say they would do so.

They are regular drinkers, but are far less likely to smoke than the population in general. Although one of the more active types and better than most in following healthy eating advice, they do tend to participate less in sport than other wealthy city people.

Uptown Elite requires very little in the way of support from the state.

The expensive suburbs they live in experience significantly higher crime rates than the UK as a whole, though these are not quite as high across the board as in some other smart city enclaves. Robbery is over three times more likely to be reported here and vehicle crime is also prevalent. That said, these areas do not tend to experience problems with anti-social behaviour, noisy neighbours and littering.

This type is more likely than average to feel that crime has increased a lot in their area, but is amongst the least likely to be worried about being a victim of crime.

D14 Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs

Overview

Cafés and Catchments are affluent families with growing children who can afford to live in upmarket housing within city environs. These families have good incomes and enjoy comfortable middle class lives, while enjoying the proximity to professional jobs and access to shopping, leisure and entertainment that living within a city gives them.

Core Features

Cafés and Catchments describes professional married couples in their late 30s and early 40s bringing up their school age children in pleasant family homes in attractive city suburbs. This type is the most likely in this group to have children aged 12-17, although many will also have younger children. Living in areas popular with well-educated families and with access to good schools, they have aspirations of their children going on to study at a good university.

Almost all of this type own their property with a mortgage, and their homes tend to be older, three or four bedroom suburban semi-detached homes.

Parents are likely to have a degree or post-graduate qualification and to work in property, financial services, information technology or professional services.

Leading busy lives and adept at juggling multiple tasks, they are confident in their use of technology and are heavy users of the internet at home and at work, frequently making purchases online. This is a fertile market for digital products.

Cafés and Catchments are also environmentally aware, particularly when it comes to recycling.

Public Sector

Although Cafés and Catchments live in attractive city suburbs, the crime rate here is generally higher than experienced by others in Domestic Success. Criminal damage, public disorder, shoplifting, drugs and violent crimes are around or just below average, yet burglary, robbery and vehicle crime are all above average. Considering this they have a relatively low overall fear of crime, apart from when it comes to having their homes broken into or personal items stolen – they are 50 per cent more likely than average to be very worried about this. On the whole they do not feel troubled by nuisance behaviour in their neighbourhoods – littering is their biggest concern.

Cafés and Catchments are in good health, but like other busy families they can eat less healthily than they should, and levels of exercise and participation in sport are only a little better than average. Smoking is much less typical amongst this type than the population in general, while drinking alcohol is more common – around a third of parents here drink two or three times a week.

Like other families in Domestic Success, Cafés and Catchments rarely access state benefits, with the exception of Child Benefits.

This type is environmentally aware and is prepared to be green regardless of whether others follow suit or it saves them money.

H35 Primary Ambitions

Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing

Overview

Primary Ambitions are aspiring young families who have sought out affordable homes in better neighbourhoods which are manageable within the family budget given their good household incomes. Having lived there for a number of years, they may now be out-growing these homes which were chosen because of their proximity to good schools and nurseries for their children.

Core Features

The typical Primary Ambitions family is headed by parents aged in their 30s, who often co-habit rather than marry. They have one or two children who attend local nurseries and primary schools, and their homes, although the cheaper properties in their neighbourhoods, were chosen when they were first-time buyers perhaps because of the good schools in the location.

Properties tend to be three-bedroom terraced or occasionally semi-detached homes and 90 per cent are owned with a mortgage. With most having lived there for between four and ten years and children growing up, they may now be considering how to acquire more space.

Both parents work and many have degrees, meaning they earn decent household incomes from jobs in lower managerial and lower professional roles and are motivated in their careers by the prospect of increasing their earnings further.

When not at work, Primary Ambitions are the most likely type of all to take short breaks away from home.

They are regular internet users making many purchases online and are likely to keep in touch with friends on social networks.

Public Sector

Largely comprising families with both parents working, the take up of benefits by Primary Ambitions is well below average across most types of support available, with the notable exception of Child Benefits and Tax Credits.

Busy as they are with work and children, many do not make much time for exercise. Only slightly more people than average take part in sport or say they work to keep in shape, and fewer than average make an effort to eat five portions of fruit or vegetables a day. While they do drink more than average, smoking levels are low and, perhaps as Primary Ambitions are relatively young families, overall health is good.

The crime rate in the areas they live is around average. However, Primary Ambitions do not feel that crime is a big problem in their local area or in the country as a whole. While their fear of crime overall is lower than most, they do worry about burglary and having personal items stolen when out and about.

Compared to most of their peers, these young homemakers are more knowledgeable about environmental issues, but overall are only slightly greener in their behaviours.

139 Ageing Access

Older residents owning small inner suburban properties with good access to amenities

Overview

Ageing Access describes people approaching or beyond pensionable age, many single, who enjoy living in small yet well-appointed homes in pleasant inner suburbs that afford them good accessibility to local amenities and cultural events.

Core Features

With an average age of 63, Ageing Access are often retired and happily settled in their smart, if small homes in busy inner suburbs, with many having lived in their present property for over 15 years. Typically single, living alone and without children, they value the easy access these locations give them to social groups and organisations, leisure and entertainment opportunities, and prefer to shop locally rather than shop online.

Homes themselves are tasteful but simple one and two bedroom flats and terraces, sometimes converted from large Victorian or Edwardian houses, and are likely to be neat and well kept.

Although incomes are not high, those who have retired have some additional pension income and most people own their homes.

Ageing Access have often attained reasonable qualifications – almost half went on to further or higher education – and have backgrounds in lower level managerial or professional occupations, as well as academia. Now in retirement they are happy and feel comfortable with their standard of living.

They read broadsheet newspapers and donate generously to charities, often environmental or overseas development.

Public Sector

Given that many in Ageing Access are older, retired people, they need to rely on the state very little. Their take up of all benefits is well under average for all types of support.

Again, considering their age, this type enjoys good levels of health – comparatively few feel they are in poor health. They are more active than people on average and they are better than average when it comes to eating healthily. While on the whole they smoke less than the norm, those that do are far more likely to be heavy smokers than medium or light users of cigarettes, and they are regular drinkers.

Ageing Access live in areas where the crime rate is above average, though it is not as high here as in many other urban areas. They experience fewer issues with nuisance behaviour, speeding traffic and litter in their neighbourhoods than others in the Urban Cohesion group and their fear of becoming a victim of crime is well below average.

This type has a good understanding of environmental issues and they are more likely than average to recycle, reduce energy use, buy ethically and cut down on packaging.

J40 Career Builders

Singles and couples in their 20s and 30s progressing in their field of work from commutable properties

Overview

Career Builders are well-educated, motivated singles and couples in their late 20s and 30s progressing well in their careers and earning respectable salaries. Typically still renting, they commute from homes in upmarket city suburbs.

Core Features

Career Builders are young people educated to degree level who are establishing themselves in professions such as accountancy and law or in managerial roles within the financial services, information services, technology and communications industries.

With good incomes and good prospects, they can afford to live in well-appointed one or two bedroom apartments or small houses in desirable suburbs within easy commuting distance of their full-time roles in the city centre. While some have bought their properties, the majority rent from private landlords. They are more settled than other young people who rent – it is not uncommon for them to have lived at the same address for a number of years.

Although household incomes are above average, this career-focused type claims to be just getting by on their salaries rather than being comfortably off; with student loans to repay, deposits to save and social lives to fund it is likely their incomes don't stretch as far as they would like. They aspire to earn more, perhaps by one day starting their own business.

Despite their settled homes and jobs, Career Builders consider themselves cosmopolitan; they enjoy mixing with people from different cultures and backgrounds and have a keen sense of adventure.

They are highly savvy when it comes to technology and the internet, are regular users of email and frequently go online to shop for groceries, manage their finances and pay utility bills.

Public Sector

In the suburbs where Career Builders live, crime is above average compared to the country as a whole. However it is not as high as some other young renters experience in their neighbourhoods, and perhaps as a result this type has a very low fear of crime across all types of offence. They also experience few frustrations with issues such as noisy neighbours, rowdy behaviour or indeed litter or speeding traffic.

This type has above average levels of awareness of the main environmental challenges and they are prepared to pay more for environmentally friendly products. They are also more likely to adapt their lifestyles to benefit the environment than people in general. In reality though, like some other young people this doesn't always translate to greener behaviours.

Career Builders are in good health overall and they are more likely to work to keep in shape and participate in sport. Some smoke, but they are more likely to be light smokers than the population in general. They also drink, most typically two or three times a week.

These young professionals have little need for financial support from the state.