

## **Dunkirk and Lenton Ward Customer Profile**



GIS Team and Policy & Information Team, Nottingham City Council  
As part of the Shared Intelligence and Policy Resource

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For further information about this report, please contact [kim.deeming@nottinghamcity.gov.uk](mailto:kim.deeming@nottinghamcity.gov.uk) or [nicola.kirk@nottinghamcity.gov.uk](mailto:nicola.kirk@nottinghamcity.gov.uk)

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**Please note: similar Customer Profile reports are available for the City, for Area Committees and for other Wards.**

# Contents

	<i>Page</i>
Customer Profile of Dunkirk & Lenton Ward using Demographic data _____	<u>5</u>
People and Place _____	<u>5</u>
An Examination of Dunkirk and Lenton Ward using Mosaic _____	<u>9</u>
Mosaic Classification of Dunkirk and Lenton Ward _____	<u>9</u>
Communication and Marketing _____	<u>12</u>
Appendix A: Summary Characteristics of the Dominant Mosaic Types Discussed _____	<u>13</u>
Appendix B: Understanding Mosaic _____	<u>20</u>
About Mosaic _____	<u>20</u>
Mosaic Data _____	<u>20</u>
Interpreting Mosaic Information in this Report _____	<u>21</u>
Appendix C: Mosaic Group and Type Descriptions _____	<u>23</u>



# People and Place

Dunkirk & Lenton lies within Area Committee 8 – with neighbouring Bridge ward including much of the City Centre area. 10,930 residents live within Dunkirk & Lenton (2004 estimate) an increase of 8.5% on 2001 estimates. There are 3,940 households within the ward (2005 estimate).

Population	2001	2004	Change 01-04	
	No.	No.	No.	%
Dunkirk & Lenton	10,070	10,930	+860	+8.5
Nottingham City	268,760	275,100	+6,340	+2.4
England	49,449,700	50,093,800	+644,100	+1.3

Source: ONS Mid Year Estimates 2001 & 2004. Nottingham City Council provisional Area estimates.

In 2004 the ward had a **population density** of 20.98 residents per hectare – up from 19.33 in 2001, but still the least densely populated of all wards, according to the Office for National Statistics. This compares with an average of 36.87 residents per hectare in Nottingham City.

Dunkirk & Lenton has a much lower proportion of **households with dependent children** - at 12.6% this is less than half of the City average. The ward also has a much lower proportion of **pensioner households** than Nottingham and Nationally – although these figure will be affected by the number of University Students in the ward. According to data from Nottingham University and Nottingham Trent University, **students** account for an estimated 50.1% of the total population of Dunkirk & Lenton, and 57.7% of working age people, more than four times the Nottingham percentage.

Dunkirk & Lenton ward has the highest proportion of **student households** of all the wards in Nottingham - an estimated 1,120 in 2004 - over a quarter of all households - according to figures compiled using Council tax data, compared to 4.1% in Nottingham.

Household Composition (2001 Census)	Households with Dependent Children	Of which: lone parent households with dependent children	Households with only pensioners	Of which: households with only one pensioner	Other 1 person households	Households with only students
	%	%	%	%	%	%
Dunkirk & Lenton	12.6	4.8	13.7	10.6	28.8	24.0
Nottingham City	27.1	9.9	21.4	14.1	23.4	2.8
England	29.5	6.4	23.8	14.4	15.7	0.4

Source: 2001 Census, Crown Copyright 2003.

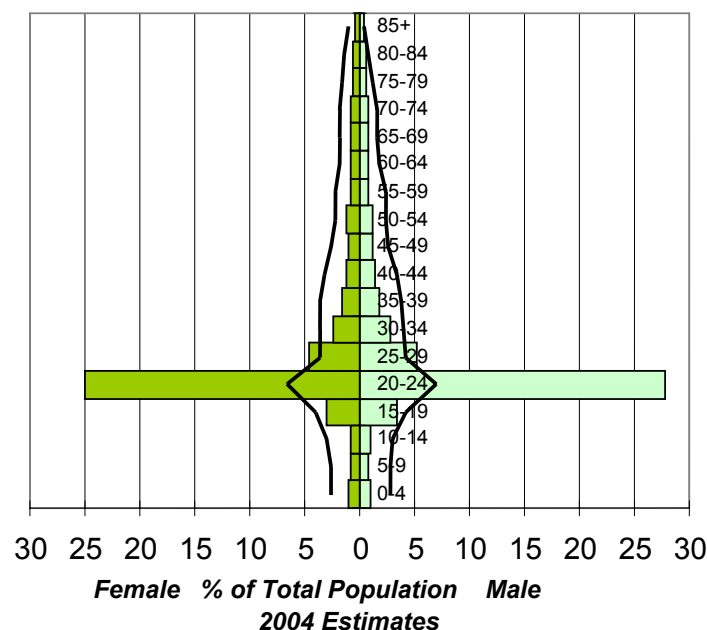
	University Students (2005)			Student Households	
	No.	% of total population	% of 16 to 59/64	No.	% of total households
Dunkirk & Lenton	5,480	50.1	57.7	1,120	28.4
Nottingham City	25,680	9.3	14.0	4,990	4.1
England	-	-	-	-	-

Source: Students: Nottingham City Council, using information from the University of Nottingham and Nottingham Trent University, 2005  
Student Households: Nottingham City Council using Council Tax data, 2004

Dunkirk & Lenton has a far greater proportion of 20 to 24 year olds than the average for Nottingham City. This can be clearly seen on the pyramid to the right. This is due to the large student population which accounts for half of the total population and 57.7% of the working age population.

**Please note:** that gender splits by age are not available for Area levels, so each age group has been estimated using the average gender split for the whole Area for the purposes of the graph.

Source: Nottingham City Council Provisional Estimates controlled to ONS Mid Year Estimates 2004 for the City.



Dunkirk & Lenton has slightly higher proportion of males than the City and England average, and the ward's population is more **ethnically diverse** than Nottingham and England as a whole, with 28.2% of people being from a non-White British ethnic group, compared to 18.9% for the City, according to the 2001 Census. The ward has a higher proportion of people with an Asian or Asian British population than the City – with more than twice the proportion of residents with an Indian background – at 4.9% compared to 2.3% for the City.

The ward also has one of the lowest proportions of people stating they have a non-Christian **religion** in the City, and a higher proportion of people with a Muslim religion at 7.4% compared to 4.6% for the City respectively, according to the 2001 Census. The ward has the highest proportion of people with a Hindu religion of all the wards, at 2.3%.

Sex (2001 Census)	Male	Female
	%	%
Dunkirk & Lenton	52.8	47.2
Nottingham City	49.6	50.4
England	48.7	51.3

Ethnic groups (2001 Census)	White	including: British	Mixed	Asian or Asian British	including: Indian	including: Pakistani	Black or Black British	Chinese or Other
	%	%	%	%	%	%	%	%
Dunkirk & Lenton	77.8	71.8	2.9	10.9	4.9	4.7	4.6	3.9
Nottingham City	84.9	81.1	3.1	6.5	2.3	3.6	4.3	1.1
England	90.9	87.0	1.3	4.6	2.1	1.4	2.3	0.9

Religion (2001 Census)	Christian	Buddhist	Hindu	Jewish	Muslim	Sikh	Other religions	No religion	Religion not stated
	%	%	%	%	%	%	%	%	%
Dunkirk & Lenton	48.8	1.1	2.3	0.7	7.4	2.1	0.6	30.3	6.7
Nottingham City	57.7	0.4	0.8	0.2	4.6	1.2	0.3	24.8	9.8
England	71.7	0.3	1.1	0.5	3.1	0.7	0.3	14.6	7.7

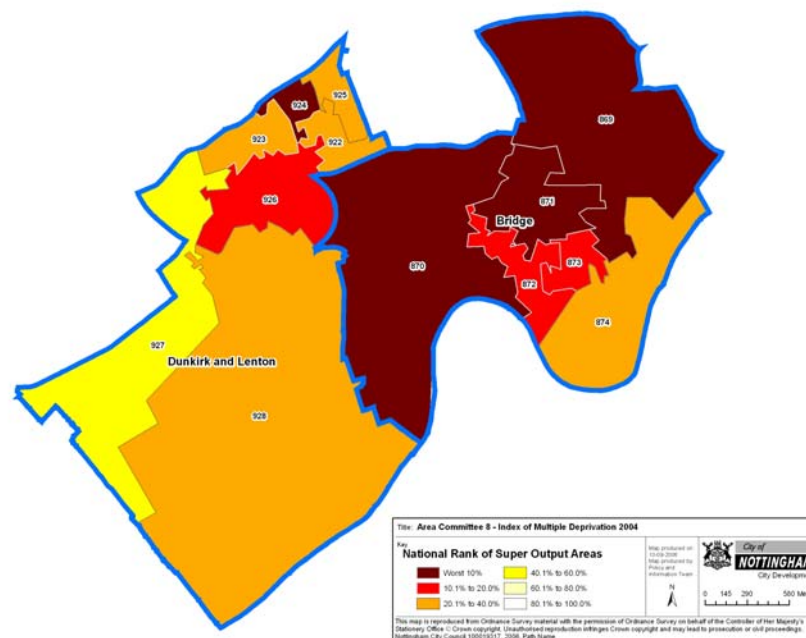
Source: 2001 Census, Crown Copyright 2003.

The 2004 English **Indices of Multiple Deprivation** rank Nottingham as the 7<sup>th</sup> most deprived City in the country with 13 out of 20 City wards in the 10% most deprived wards in the country.

31% of the 13 Super Output Areas (SOAs) in Area 8 are amongst the 10% most deprived in the Country – compared to 45% of the 176 SOAs in the City.

Dunkirk & Lenton has just 1 of 7 SOAs in the most 10% deprived in the Country (*Source: Office of the Deputy Prime Minister, 2004*)

making it the fourth least deprived ward in the City according to unofficial rankings from the East Midlands Public Health Observatory.



## Residents' Priorities

In the 2005 MORI residents survey, residents were asked what they think the City Council should concentrate on over the next few years in order to improve their quality of life. Although results are not produced for all wards at ward level, **improving safety in communities and combating crime** was the top perceived priority mentioned by 48% of residents in Area 8, with **reducing litter** and **affordable homes** both listed as key priorities by 26% of residents.

(*Source: Nottingham City Residents Survey, MORI, 2005*)

# An Examination of Dunkirk and Lenton Ward using Mosaic

The following section contains a brief Mosaic study of Dunkirk and Lenton ward in comparison to Nottingham City. Descriptions of the various Mosaic Group and Types can be found in Appendices A and C, whilst Appendix B contains further information regarding understanding Mosaic data.

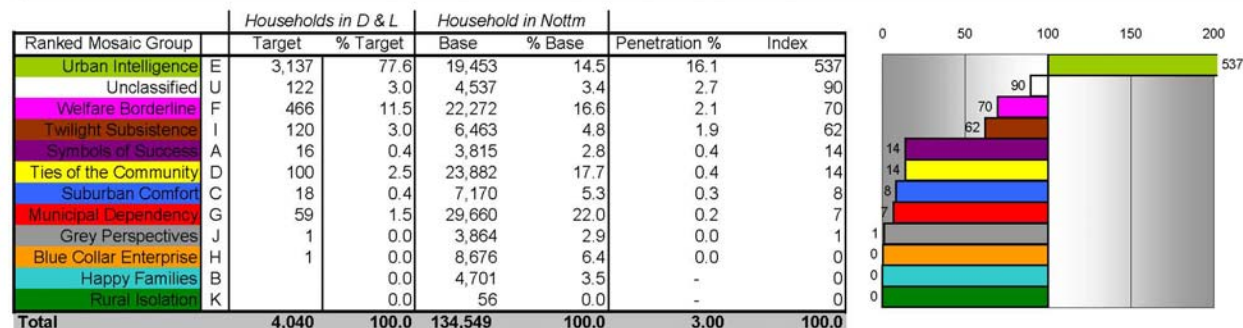
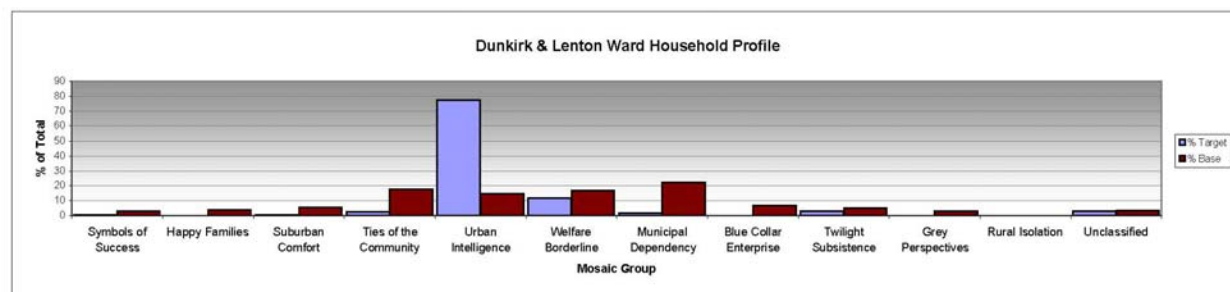
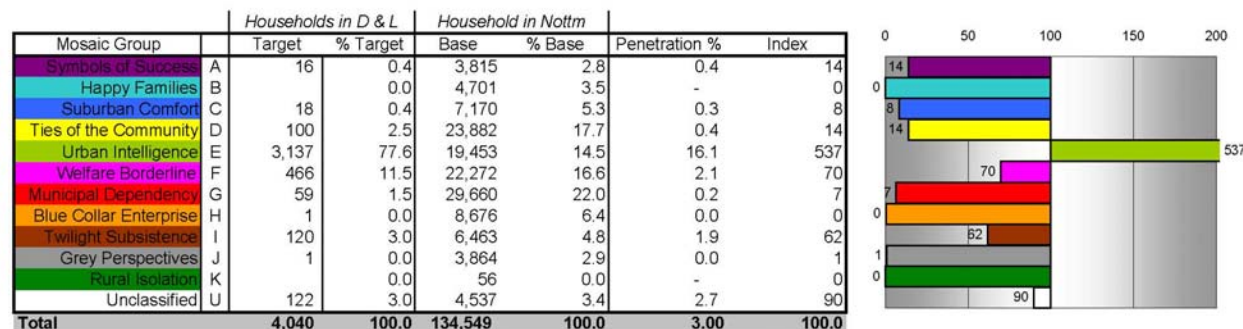
## Mosaic Classification of Dunkirk and Lenton

The Mosaic Group profile (right) illustrates that there is one dominant Group in the ward – Urban Intelligence (educated, young, single people living in areas of transient populations). These comprise over three-quarters (78%) of Dunkirk and Lenton’s households and are also particularly highly concentrated in the ward by over 5 times the Nottingham average.

The only other significant population are those of the Welfare Borderline Group (people living in social housing with uncertain employment in deprived areas) comprising a further 12% of Dunkirk and Lenton’s households.

Dunkirk and Lenton is thus a youthful ward that is particularly student-focussed.

**Dunkirk & Lenton Ward Household Profile**  
**Mosaic Groups**

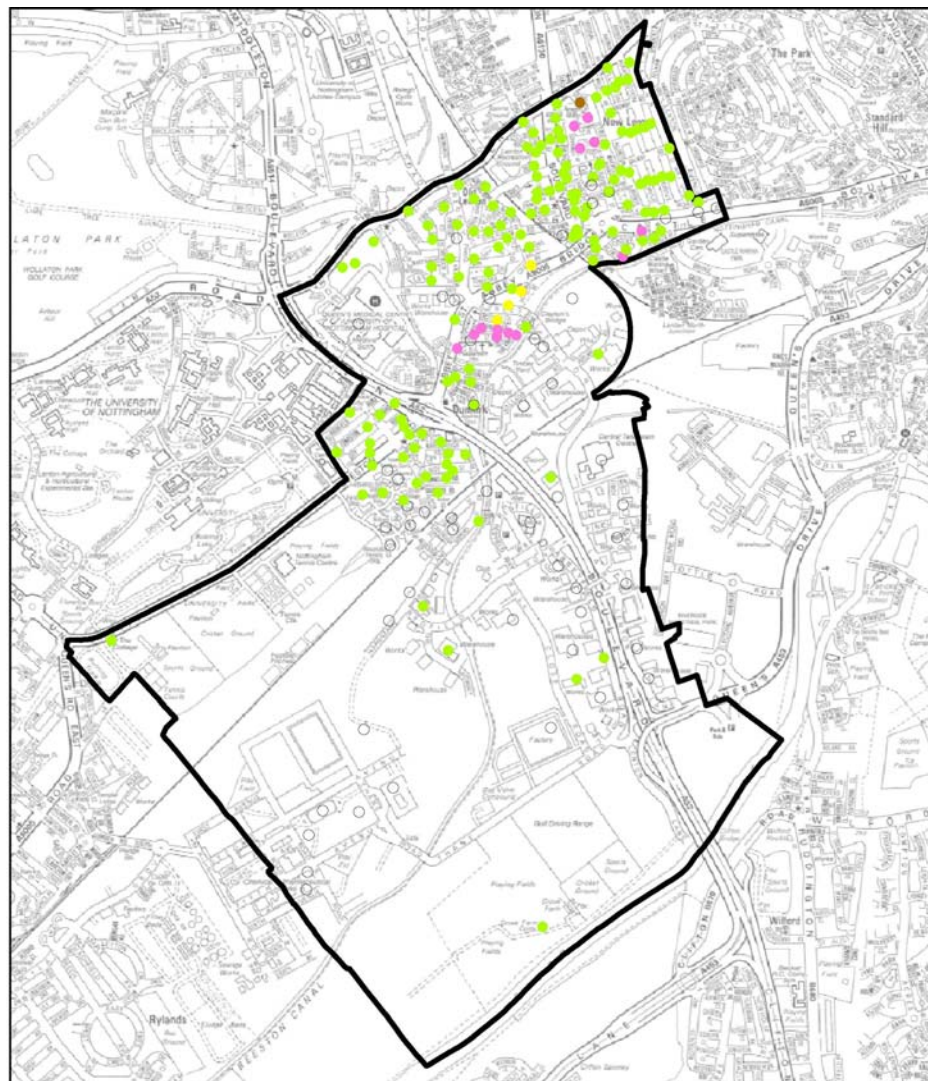


Such a population composition in the ward is clearly shown in the map opposite illustrating the dominance of the Urban Intelligence Group with isolated pockets of the Welfare Borderline Group. A small concentration of Ties of the Community Group (close-knit, inner city and manufacturing town communities) is also obvious in the central northern area of the ward that make up 2.5% of the wards households. It is apparent that all the residential population of the ward is concentrated in the north, whilst large parts of the south of the ward are commercial premises or land reserved for recreational purposes.

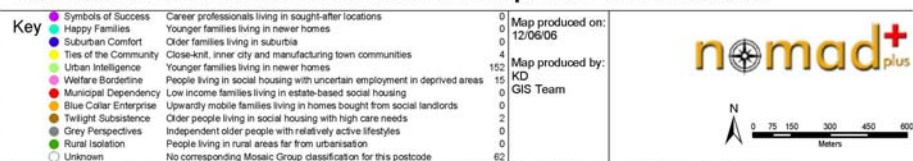
More detailed examination of the Mosaic Types in Dunkirk and Lenton (chart opposite) reveals that, in fact, it is the Town Gown Transition (older neighbourhoods increasingly taken over by short term student renters) and University Challenge (halls of residence and other buildings mostly occupied by students) Types of the Urban Intelligence Group that are dominant comprising 45% and 29% of Dunkirk and Lenton's households respectively. Their significant over-representation (by over 8 and 9.5 times the Nottingham average respectively) denotes a particular concentration of students and graduates (~30% of each of these Types live here compared to Nottingham) in the ward – understandable given the close proximity to Nottingham University.

In the Welfare Borderline Group it is the Tower Block Living (single, childless couples and older people living in high rise social housing) Type that dominates (almost 4 times the Nottingham average and comprising over 7% of the wards households) illustrating a similar demographic to the Urban Intelligence Types noted above.

Dunkirk and Lenton ward as a consequence is principally composed of students and educated young professionals but with areas of a more deprived, socially housed, unqualified and unemployed population.



Title: Dunkirk and Lenton Ward: Mosaic Groups For Each Postcode



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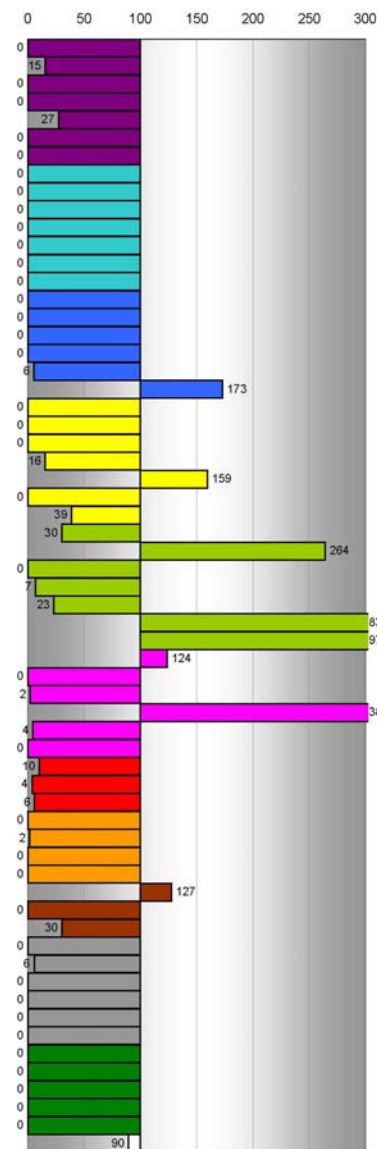
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## Dunkirk & Lenton Ward Household Profile

### Mosaic Types

#### Mosaic Group/Type Order

Mosaic Type	Households in D & L		Households in Nottn		Penetration %	Index
	Target	% Target	Base	% Base		
Global Connections A01		0.0	390	0.3	-	0
Cultural Leadership A02	3	0.1	646	0.5	0.5	15
Corporate Chieftains A03		0.0	223	0.2	-	0
Golden Empty Nesters A04		0.0	356	0.3	-	0
Provincial Privilege A05	13	0.3	1,594	1.2	0.8	27
High Technologists A06		0.0	249	0.2	-	0
Semi-Rural Seclusion A07		0.0	357	0.3	-	0
Just Moving In B08		0.0	529	0.4	-	0
Fledgling Nurseries B09		0.0	271	0.2	-	0
Upscale New Owners B10		0.0	28	0.0	-	0
Families Making Good B11		0.0	899	0.7	-	0
Middle Rung Families B12		0.0	1,035	0.8	-	0
Burdened Optimists B13		0.0	1,939	1.4	-	0
In Military Quarters B14		0.0	0.0	0.0	-	0
Close To Retirement C15		0.0	1,235	0.9	-	0
Conservative Values C16		0.0	2,387	1.8	-	0
Small Time Business C17		0.0	791	0.6	-	0
Sprawling Subtopia C18		0.0	1,258	0.9	-	0
Original Suburbs C19	2	0.0	1,191	0.9	0.2	6
Asian Enterprise C20	16	0.4	308	0.2	5.2	173
Respectable Rows D21		0.0	2,471	1.8	-	0
Affluent Blue Collar D22		0.0	2,222	1.7	-	0
Industrial Grit D23		0.0	2,757	2.0	-	0
Coronation Street D24	64	1.6	13,681	10.2	0.5	16
Town Centre Refuge D25	28	0.7	585	0.4	4.8	159
South Asian Industry D26		0.0	1,476	1.1	-	0
Settled Minorities D27	8	0.2	690	0.5	1.2	39
Counter Cultural Mix E28	1	0.0	111	0.1	0.9	30
City Adventurers E29	135	3.3	1,702	1.3	7.9	264
New Urban Colonists E30		0.0	915	0.7	-	0
Caring Professionals E31	9	0.2	4,326	3.2	0.2	7
Dinky Developments E32	8	0.2	1,148	0.9	0.7	23
Town Gown Transition E33	1,831	45.3	7,299	5.4	25.1	835
University Challenge E34	1,153	28.5	3,952	2.9	29.2	972
Bedsit Beneficiaries F35	164	4.1	4,419	3.3	3.7	124
Metro Multiculture F36		0.0	167	0.1	-	0
Upper Floor Families F37	7	0.2	11,425	8.5	0.1	2
Tower Block Living F38	290	7.2	2,506	1.9	11.6	385
Dignified Dependency F39	5	0.1	3,734	2.8	0.1	4
Sharing A Staircase F40		0.0	21	0.0	-	0
Families On Benefit G41	31	0.8	10,138	7.5	0.3	10
Low Horizons G42	12	0.3	10,773	8.0	0.1	4
Ex-Industrial Legacy G43	16	0.4	8,749	6.5	0.2	6
Rustbelt Resilience H44		0.0	3,803	2.8	-	0
Older Right To Buy H45	1	0.0	2,139	1.6	0.0	2
White Van Culture H46		0.0	1,157	0.9	-	0
New Town Materialism H47		0.0	1,577	1.2	-	0
Old People In Flats H48	94	2.3	2,457	1.8	3.8	127
Low Income Elderly H49		0.0	1,151	0.9	-	0
Cared For Pensioners I50	26	0.6	2,855	2.1	0.9	30
Sepia Memories J51		0.0	307	0.2	-	0
Childfree Serenity J52	1	0.0	574	0.4	0.2	6
High Spending Elders J53		0.0	656	0.5	-	0
Bungalow Retirement J54		0.0	1,177	0.9	-	0
Small Town Seniors J55		0.0	1,150	0.9	-	0
Tourist Attendants J56		0.0	0.0	0.0	-	0
Summer Playgrounds K57		0.0	0.0	0.0	-	0
Greenbelt Guardians K58		0.0	17	0.0	-	0
Parochial Villagers K59		0.0	39	0.0	-	0
Pastoral Symphony K60		0.0	0.0	0.0	-	0
Upland Hill Farmers K61		0.0	0.0	0.0	-	0
Unclassified U	122	3.0	4,537	3.4	2.7	90
<b>Total</b>	<b>4,040</b>	<b>100.0</b>	<b>134,549</b>	<b>100.0</b>	<b>3.0</b>	<b>100.0</b>



## Communication and Marketing

Mosaic has been traditionally and successfully employed in the commercial sector for many years and hence is a very powerful marketing tool that can be utilised in the public sector. If a policy or initiative is proposed that requires engaging specifically with the population of Dunkirk and Lenton then by investigating the Mosaic composition of Dunkirk and Lenton in more depth reveals the dominant Types in the ward (below).

A more detailed scrutiny of the characteristics of the dominant 3 Types (Appendix A) reveals Dunkirk and Lenton is mainly composed of young people of differing financial means, education and health etc but with a high proportion of students and graduates. Whilst there are vast differences in the educational attainment, income and property between these Types, similarities exist in their views on their local environment, employment and health.

At this point we know who to target (which Type). By further detailed investigation of these dominant Types we can determine the best way to engage these people so that resources and initiatives are targeted specifically to those in need in a style that they will be most receptive to. Mosaic also offers opportunities to determine where to target these Types whether that be at their home address (determined via traditional mapping systems) or where they are likely to go i.e. where they shop or spend their free time.

The table below illustrates that for the dominant Mosaic population of Dunkirk and Lenton ward they are most receptive to the internet and broadsheet newspapers. Posters, telemarketing and TV campaigns will have varying impacts across these Types. Combine this with investigation of the recreational activities and, for example, the University Challenge Type could most likely be reached by a trailer in the local cinema.

Communication Methods for the Selected Mosaic Types

Mosaic Group/Type	Newspapers					Magazines					Other Written			Mosaic Group/Type
	Broadsheets	Centre-left	Centre-right	Red tops/Tabloids	Mid-market tabloids	Magazines	Heavyweight	Entertainment	Leisure	Women's	Direct mail	Leaflets	Posters	
E33 Town Gown Transition														E33
E34 University Challenge														E34
F38 Tower Block Living														F38

Mosaic Group/Type	Telephone		Internet	Entertainment Media		Radio	Personal					Mosaic Group/Type
	Advice lines	Telemarketing		Email	TV		Friends & family	Shops	Local shops	Communal Centres	Drop-in centres	
E33 Town Gown Transition												E33
E34 University Challenge												E34
F38 Tower Block Living												F38

KEY Receptive Unreceptive

## **Appendix A: Summary Characteristics of Dominant Mosaic Types Discussed**

# Town Gown Transition

Older neighbourhoods increasingly taken over by short term student renters



Town Gown Transition is found in the older areas of provincial cities which are sufficiently close to universities to have large populations of students and recent graduates.



## Who We Are

<b>Age</b>	15-24 (42.84%)
<b>Marital Status</b>	Single (65.50%)
<b>Household Composition</b>	Students in shared house (13.98%)
<b>Length of Residency</b>	Less than 1 year (31.24%)
<b>Health</b>	Active lifestyles Heavy/medium beer drinking



## Our Education

<b>Adults</b>	2+ 'A' levels
<b>Children</b>	Few children, below average



## Our Work Lives

<b>Occupations</b>	Students Sales and customer service
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## Our Finances

<b>Household Income</b>	Under £7,499
<b>Benefits</b>	Low, Jobseeker's allowance
<b>Indebtedness</b>	Medium



## Where We Live

<b>Type of Property</b>	Converted/shared house
<b>Council Tax Bands</b>	Bands A-B
<b>Home Ownership</b>	Private rented
<b>House Value</b>	£125k
<b>Location</b>	Urban



## Our Home Lives

<b>Car ownership</b>	No access to car
<b>Travel &amp; holidays</b>	Outdoor activity
<b>Leisure Interests</b>	Cinema/films Going to the pub Broadband access The Guardian



## Weltanschauung "How We View the World"

<b>Our Neighbourhood</b>	Average/bad place to live Neighbours go own way
<b>Charities</b>	Third World Homeless
<b>Crime</b>	Likely to occur at home, anti-social behaviour
<b>Environment</b>	Unconcerned
<b>Fear of Redundancy</b>	Very concerned

## Education

Educational attainment of the adults reflects the student population. The proportion who have so far reached 2 or more 'A' levels is almost 4 times the national average, indicating a large number of undergraduates. Over 30% of the population also have degrees, typically the postgraduate students and younger academics still living in the area. Approximately 20% have few if any qualifications; these are most likely to be the original residents before the explosion of students moved in. There are few children living in these areas; those that do will largely be part of the original community. Their level of achievement is marginally below the national average. It is noticeable that, with many not speaking English at home, it is English rather than Maths or Science in which school performance is worse. The proportion going on to university is not much more than half of that seen across the country as a whole.

## Health

These neighbourhoods are dominated by people who have an active lifestyle, accompanied by heavy drinking sessions. They may well also smoke. They do not really think about diet; they eat what they need, what they can get and what they can afford, meaning that overall few of the very good or very bad parts of a diet tend to be present. Overall this lifestyle means that, whilst appearing to be generally healthy, when adjusting for age the proportion admitted to hospital is higher than the national average. There are particular issues with drug and alcohol abuse, and with mental illness. It is also interesting to note that whilst the number of child deliveries is only about one half of the national average, the number of abortions is significantly above average.

## Crime

These areas are generally seen as unpleasant areas in which to live. The transient nature of the population, and the conflicts between the students and the original residents means that social capital is virtually non-existent. Everyone appears to live their own lives. These are neighbourhoods where fear

of crime is reasonably high, and where anti-social behaviour is rife. Offences tend to occur either in the home, where the student lifestyle and the fact that neighbours show no interest makes burglary a common problem, or at places of entertainment. The population of these areas, whether students or traditional residents, have a poor view of the police.

## Finances

As many of the population are either students or relatively poor original residents, almost half the population pay no income tax, and virtually none pay tax at the higher rate. Savings and investments are rare. Reliance on the state is largely restricted to Jobseeker's Allowance, although an average number are claiming Income Support. Council tax payment is not an issue for the students, but the relative poverty of some of these areas mean that overall non-payment can be a problem for some Local Authorities.

## Environmental Issues

Town Gown Transition neighbourhoods are surprisingly oblivious to environmental concerns. They may make financial contributions when pressed, and many will adopt specific causes with fervour, but they do little consciously to change their lifestyle. Car ownership is low, and for those that do own a car annual mileage is below average. However, the nature of shared accommodation means that many are very energy-inefficient in their homes.

## Receptive to:

Internet, Posters, Heavyweight magazines, Broadsheet newspapers

## Unreceptive to:

TV, Tabloid press

# University Challenge

Halls of residence and other buildings occupied mostly by students



University Challenge is found in the areas of provincial cities which contain university halls of residences and where the surrounding streets are rented out to undergraduate students.



## Who We Are

<b>Age</b>	15-24 (72.41%)
<b>Marital Status</b>	Single (70.53%)
<b>Household Composition</b>	Student, living alone (77.80%)
<b>Length of Residency</b>	Less than 1 year (35.14%)
<b>Health</b>	Good health Active lifestyles



## Our Education

<b>Adults</b>	2+ 'A' levels
<b>Children</b>	Few children



## Our Work Lives

<b>Occupations</b>	Students
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## Our Finances

<b>Household Income</b>	Under £7,499
<b>Benefits</b>	Low, Jobseeker's Allowance
<b>Indebtedness</b>	Medium



## Where We Live

<b>Type of Property</b>	Communal establishment
<b>Council Tax Bands</b>	
<b>Home Ownership</b>	
<b>House Value</b>	
<b>Location</b>	Urban



## Our Home Lives

<b>Car ownership</b>	No access to car
<b>Travel &amp; holidays</b>	Outdoor activity
<b>Leisure Interests</b>	Cinema/films Fashion clothing Broadband access Mp3 player
<b>Media</b>	



## Weltanschauung "How We View the World"

<b>Our Neighbourhood</b>	Average place to live Neighbours go own way
<b>Charities</b>	Third World Homeless
<b>Crime</b>	Worried about mugging
<b>Environment</b>	Very concerned
<b>Fear of Redundancy</b>	Not very concerned

## Education

The number of undergraduates is reflected in the fact that the maximum level of attainment reached by 57% of this population is 'A' level standard. These areas generally have very few people who have left school with few if any qualifications. The number of children of school age in these areas is very low. Many of these children belong to the small, often ethnic community, that has been swamped in recent years by the student invasion. Their academic success is limited, and virtually none go on to attend the universities that dominate their immediate surroundings.

## Health

This largely student population has a generally active lifestyle, although sports facilities provided by the university are more likely to be used than the local gym. Their diet is largely constrained by money; it can not be classed as a good diet, but the foods that constitute a bad diet are likely to be restricted to kebabs and curries after a night out on the beer. Consequently, overall health is generally good, although when adjusting for age there are signs that these people's lifestyle is not ideal.

## Crime

These neighbourhoods have a relatively high fear of crime, with concerns about racial assault and rape being particularly high. Neighbours tend to keep themselves to themselves, so household burglary is common. However, many personal attacks also occur near to the college or university, as these relatively naïve people become victims.

## Finances

This population is split fairly evenly between those who pay no income tax, and those who pay at the basic rate. Almost no-one pays higher rate tax in these neighbourhoods. The general lack of money means savings are rare, although the original inhabitants may have some small investments. As many of University Challenge are students currently relying on student loans, relatively small proportions of the population require state benefits; of those that do Jobseeker's Allowance is the most prevalent.

## Environmental Issues

These people are generally very concerned for the environment, to the extent that despite their limited financial means they will pay more for environmentally friendly goods and will donate to appropriate charities. Few have cars, and those that have will do below average mileage. However, the nature of the accommodation, either Halls of Residence or shared houses, mean that their home lives are particularly wasteful of energy.

## Receptive to:

Internet, Telemarketing, Social networks, Heavyweight magazines, Broadsheet newspapers

## Unreceptive to:

TV, Tabloid press

# 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

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



## Our Education

<b>Adults</b>	No qualifications
<b>Children</b>	Poor education



## Our Work Lives

<b>Occupations</b>	Unemployed Process/plant operators
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## Our Finances

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



## Where We Live

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



## Our Home Lives

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



## Weltanschauung "How We View the World"

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

## 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 claiming Jobseeker'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: Understanding Mosaic

## About Mosaic

Mosaic is a geodemographic dataset produced by Nottingham-based Experian describing the UK population 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 or 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' (Appendix C). For Nottingham, Mosaic is available at two levels of geography – households and postcodes.

## Mosaic Data

Both the household and postcode Mosaic information is generated in different ways and is described here to aid understanding.

### ❖ Differences Between Postcode and Household Mosaic Codes

Whilst for ~90% of postcodes the dominant household Type is representative of the overlying postcode Type there are notable instances apparent where this is not so. The reason for this discrepancy originates from the method of generation of the two datasets. Postcode Mosaic classifications are not generated from the dominant household in that postcode but instead are generated by amalgamating the census data, postcode address file (PAF) and information about individual households that have been accumulated and averaged.

In contrast Mosaic household classifications are built from the same data as the postcode classifications but also incorporate numerous variables about that household that are highly weighted. As a result these household level variables have a large influence on the resultant household Type classification and can vary from Type classifications generated at postcode level. Additionally, postcodes classifications are also more influenced by data from a wider, peripheral geographical area and thus exaggerating any disparity.

### ❖ Research Using Mosaic

For projects requiring knowledge of the population and their characteristics at the local level or for resource targeting/campaigning to specific sectors of the community the most accurate method is using the classifications for each household. For further information please contact the GIS Team.

## Interpreting Mosaic Information in this Report

Mosaic information in this report is presented in two ways – as maps and profiles.

### ❖ Maps

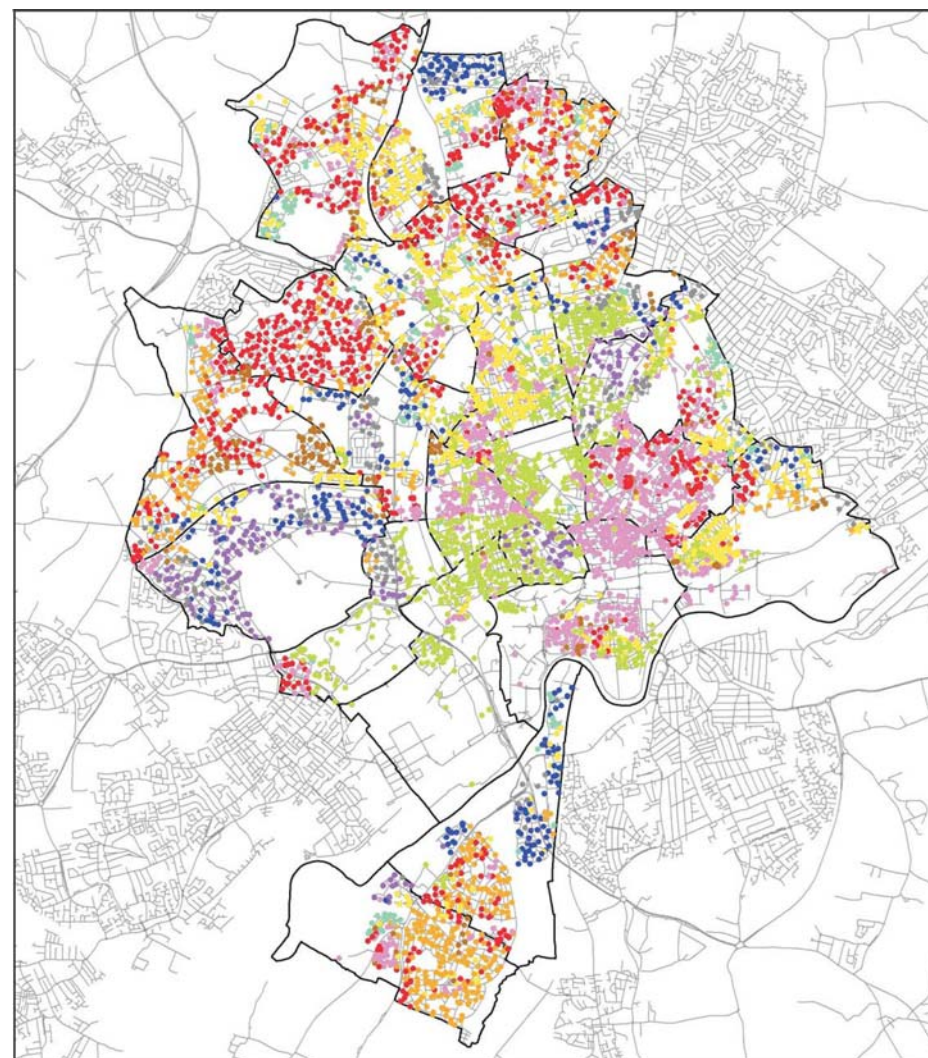
The map (right) illustrates the distribution of Mosaic Groups at postcode level across Nottingham City. Each point represents a postcode centroid on the map. Data shown is at postcode level to preserve the anonymity of individual households.

From the map the clustering of the various Groups is apparent across the City. Particularly noteworthy is the band of Urban Intelligence across the centre of the City representative, in general, of the student population and young professional people. Pockets of the more deprived sectors of the community are clear in the St. Ann's and Aspley areas in contrast to the concentration of affluence around Wollaton.


### ❖ Profiles

Profiling presents a quick, efficient and effective means of interrogating Mosaic, or any data appended to it. In the example overleaf Mosaic Group data has been employed. Here the Mosaic household composition of Nottingham City – the 'Target' – is compared to that of the larger GNP (Greater Nottingham Partnership) area – the 'Base'. The profiles constructed use household level data for greater accuracy and are thus more representative of the population.

The raw data, and calculation, is presented in the table. For both Nottingham and the GNP the number of households within each of the Mosaic Groups is shown alongside the percentage of the total for both of these areas. These percentages are illustrated in the graph below the table.



Title: Mosaic Groups in the Nottingham City Boundary

Key	● Symbols of Success	● Municipal Dependency	Map produced on: 21/02/06	 <b>City of NOTTINGHAM</b> City Development
	● Happy Families	● Blue Collar Enterprise	Map produced by: KD GIS Team	
	● Suburban Comfort	● Twilight Subsistence		
	● Ties of the Community	● Grey Perspectives		
	● Urban Intelligence	● Rural Isolation		
	● Welfare Borderline			

This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings.  
Nottingham City Council 100019317, 2006, path name

Scale 1:68,000

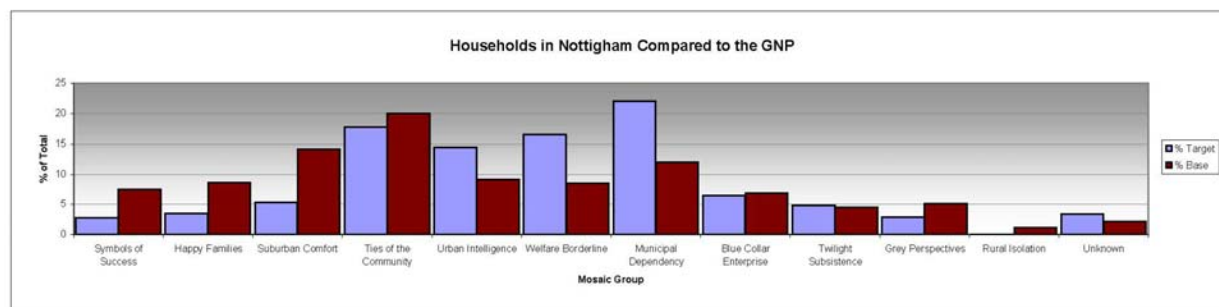
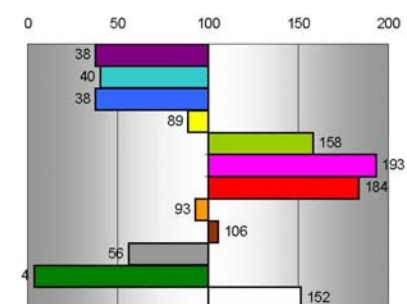
The 'Penetration' represents the Target number as a percentage of the corresponding Base number, for example, 40% of the Ties of the Community Group in the GNP are resident in Nottingham.

The 'Index' value compares the Target % to the Base %. By reference to the index number, where 100 is the average – the Mosaic Group shown is represented at the same level in the Target as in the Base – for the file, identifies Mosaic Groups that are over-represented (>100) or under-represented (<100) in the file i.e. indicates whether people are more or less likely to have certain attributes. An index of 200 shows twice the representation or, in other words, double the average. The index values are graphically illustrated on the chart to the right. Thus, from the example, an index value of almost 200 for the Welfare Borderline Group illustrates Nottingham a greatly over-represented by this Group compared to the GNP.

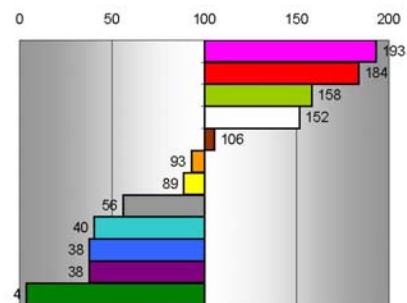
The table and chart at the bottom represent the same data but ranked by index value for easy comparison of Groups.

### Profile of Households in Nottingham Compared to the GNP Mosaic Groups

		Households in Nottm		Household in GNP			
Mosaic Group		Target	% Target	Base	% Base	Penetration %	Index
Symbols of Success	1 A	3,815	2.8	22,306	7.5	17.1	38
Happy Families	2 B	4,701	3.5	25,712	8.7	18.3	40
Suburban Comfort	3 C	7,170	5.3	41,890	14.1	17.1	38
Ties of the Community	4 D	23,882	17.7	59,138	20.0	40.4	89
Urban Intelligence	5 E	19,453	14.5	27,062	9.1	71.9	158
Welfare Borderline	6 F	22,272	16.6	25,389	8.6	87.7	193
Municipal Dependency	7 G	29,660	22.0	35,521	12.0	83.5	184
Blue Collar Enterprise	8 H	8,676	6.4	20,506	6.9	42.3	93
Twilight Subsistence	9 I	6,463	4.8	13,465	4.5	48.0	106
Grey Perspectives	10 J	3,864	2.9	15,205	5.1	25.4	56
Rural Isolation	11 K	56	0.0	3,429	1.2	1.6	4
Unknown	99 U	4,537	3.4	6,591	2.2	68.8	152
<b>Total</b>		<b>134,549</b>	<b>100.0</b>	<b>296,214</b>	<b>100.0</b>	<b>45.42</b>	<b>100.0</b>



		Households in Nottm		Household in GNP			
Ranked Mosaic Group		Target	% Target	Base	% Base	Penetration %	Index
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Where Mosaic Type information is used the Type number is prefixed by a letter which directly relates to the appropriate Group that the Type is part of e.g. D 24 is Coronation Street Type (24) in the Ties of the Community Group (D).

**NB:** The category 'unknown' (or 'unclassified') represents households and postcodes with no corresponding Mosaic code or non-residential premises.

# Appendix C: Mosaic Group and Type Descriptions

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	Pledgling 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 Ring 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
		D21	Respectable Rows	Mixed communities of urban residents living in well-built, early 20th century housing
D: Ties of the Community	Close-knit, inner city and manufacturing town communities	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 refugees
		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
		E28	Counter Cultural Mix	Neighbourhoods with transient singles living in multiply occupied large old houses
E: Urban Intelligence	Educated, young, single people living in areas of transient populations	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 neighbourhoods increasingly taken over by short term student renters
		E34	University Challenge	Halls of residence and other buildings occupied mostly by students
		F35	Beddit Beneficiaries	Young people renting hard to let social housing, often in disadvantaged inner city locations
F: Welfare Borderline	People living in social housing with uncertain employment in deprived areas	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	Dignified 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
		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
G: Municipal Dependency	Low income families living in estate-based social housing	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 opportunities for the poorly qualified
		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
I: Twilight Subsistence	Older people living in social housing with high care needs	J51	Septia 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 locations
		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
		K57	Summer Playgrounds	Communities of retired people and second homers in areas of high environmental quality
J: Grey Perspectives	Independent older people with relatively active lifestyles	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
K: Rural Isolation	People living in rural areas far from urbanisation			