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Area Classification Information Note 1
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A NATIONAL CLASSIFICATION OF
1981 CENSUS ENUMERATION DISTRICTS:
THE DERIVATION OF SUPER PROFILE AREA TYPES

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Introduction

In January 1986, the Liverpool based company Demographic Profiles Limited (DPL) launched a new 'second generation' 1981 census Enumeration District (ED) classification of Great Britain under the name of 'Super Profiles' [1]. This 150 cluster classification, and the 22 Super Profile Group (SPG) classification derived from it, were produced as general purpose classifications. Although developed with a view to their initial use in target marketing and related activities in the private sector (as reviewed, for example, by Webber, 1985), the classifications also provide a powerful means of distinguishing national and local variation in socio-economic conditions for public sector applications.

The aims of this the first in a series of Area Classification Information Notes is to outline how the national classifications were derived and to describe some of their main features. Later Information Notes will provide further information that is likely to be of interest to prospective users of these and related national classifications, including illustrative examples of their application in a variety of different contexts. The related classifications referred to here are the 11 and 37 cluster aggregations of Super Profiles that are known as Lifestyles and Target Markets (formerly, Consumer Types), respectively (see Brown and Batey, 1987b).

This note extends the brief account of the derivation of the Super Profile and SPG classifications presented in a recent issue of the ESRC Data Archive Bulletin (see Brown, 1986). The issue featured the announcement that, via the Data Archive, a national SPG to Enumeration District correspondence table is freely available for use for academic research purposes.

Derivation of Super Profiles

The Super Profile classification was produced using the methods developed by Stan Openshaw, based on his CCP package, as described in Openshaw (1982), and using the classification philosophy and strategy outlined in Openshaw (1983). The derivation of the classification drew upon the results and experience gained in the course of the ESRC funded project, carried out by Openshaw et al (1984) at the University of Newcastle, that was concerned with the development of national classifications based upon the use of 1981 census Small Area Statistics (SAS). This project involved the extension of the CCP program to accommodate 130,000 or so EDs, and the evaluation of a large number of different classifications. A fuller description of two of these, and a summary of the merits of the case for developing alternative national classifications to the ACORN system, can be found in Charlton et al (1985).

The Super Profile classification was selected from many generated using 55 variables derived from the 1981 SAS for the 130,000 EDs (see Appendix 1 for a short description of the 55 variables plus 10 others employed in later analyses that are described below).

In order to identify a national classification that would be most appropriate for use in the marketing field, a systematic evaluation of a series of such classifications was carried out

using 'live trading data' obtained from a national database. Those tested included as few as 5 and as many as 1000 clusters. The evaluation revealed that the best level of discrimination, in terms of distinguishing significant variation in consumer behaviour, was achieved at or before the 150 cluster level.

Super Profile Groups

Although the 150 Super Profiles provide a means of isolating distinct types of area for marketing (and other) purposes, it is difficult to grasp the significance of similarities and differences between, and to attach unique descriptive labels to, such a large number of area types. Therefore, in part to facilitate description, the Super Profiles were subsequently aggregated to form 22 higher level clusters, again using the CCP package, in a stage of the project that was carried out at the University of Liverpool.

The selection of 22 as the number of clusters for use in providing a more aggregate level of description of area types was influenced by several factors. These included the size of and degree of internal homogeneity of characteristics observed in alternative schemes that consisted of between 15 and 25 member groupings of Super Profiles. After some experimentation, it was judged that the 22 level classification represented the best compromise between these and other conflicting criteria

Affluence Ranking

An important feature of the phase of the project carried out in Liverpool was the derivation of an 'affluence ranking' of the 150 clusters. For this purpose, a further 10 SAS derived variables were added to the 55 used in producing the original 150 cluster classification.

The ranking was based upon the component scores obtained from the first principal component extracted from the matrix containing the correlations between the 65 variables. The 'varimax rotated' loadings of these variables on the first component are tabulated in Appendix 2. The component accounted for 26.4 per cent of the variation present, and could be readily interpreted as an indicator of relative 'affluence'. For example, the variable 'households with 3+ cars' (HH3+CA) attracted a high positive loading (0.690) on the component, while 'male unemployment rate' (UNEMPM) attracted a high negative loading (-0.849)

The component score estimated for each Super Profile was treated as a form of 'index of affluence' upon which the affluence ranking was based. This was obtained as the sum of the product of each variable 'loading' and the 'Z-score' associated with the variable concerned. Thus, a positive contribution to the index could result from, for example, either a high positive value (Z-score) of HH3+CA, i.e. significantly greater than the national mean, or a high negative value (Z-score) of UNEMPM, i.e. significantly less than the national mean.

Identifying Individual Super Profiles

The 22 SPGs were assigned alphabetic labels (A-Z, excluding I, O, Q and U, with Z representing unclassified EDs), and arranged in a sequence that is primarily based upon the dwelling type and tenure characteristics of the clusters. Exceptions to this general arrangement are the two rural SPGs W and X, and SPG Y which relates to military bases. Most of the EDs in the residual SPG (Z) were excluded from the classification on the grounds that either vital data were missing or they contain too few households to enable the achievement of statistically reliable results in the classification exercise.

An individual Super Profile is identified by the combination of the alphabetic label of the SPG of which it is a member, and its affluence rank (1-150). Thus, for example, Super Profile Group C consists of the three Super Profiles that are designated C-8, C-13 and C-14, suggesting a group that is comprised of areas that warrant a consistently high affluence rating.

Super Profile Group Characteristics

Table 1 summarises some of the important features of each of the 22 Super Profiles Groups, including the number of member Super Profiles and EDs, the proportion of the 1981 national population accounted for by the SPG, together with a brief description and a location that typifies the sort of area in which larger concentrations of SPG EDs are found.

As one would expect, there is some variation in SPG 'size'. Although the 'largest' (SPG D) contains the largest proportion of the 1981 population (the only SPG with a greater than 10% share, of c. 12%), it accounts for only 9 per cent of the EDs. In contrast, the unclassified SPG (Z) contains less than one per cent of the population but accounts for almost 5 per cent of the EDs, reflecting the allocation of the smaller EDs (for which census data were too unreliable for safe use) to this residual category.

Space does not permit anything more than a summary description of the distinguishing features of the Super Profile Groups. A fuller verbal description of the main characteristics of each SPG is presented in the second Note in this series (see Brown and Batey, 1987a). Here Table 2 provides a means of identifying similarities and differences between SPGs. The comparison is based on the SPG mean values of all 65 of the variables employed in the derivation of the classification, here expressed in index form, i.e. with the national mean of each variable (indicated in column XX) set to 100.

The tenure/property type sequence of the SPGs is evident from the pattern of the dwelling tenure and size related variables. For example, in the case of SPG A, the predominance of larger (7+ rooms/household), owner occupied property is reflected in the SPG mean of the former variable reaching two and a half times the national average (index=248). The smallest value of this property size variable (16) is shared by SPGs T and V in which virtually all property is council rented (with indices of 267 and 289 respectively).

The highest index values of the variables relating to professional (313) and qualified workers (252) are also associated with SPG A, although one of the rural SPGs (W) attains the highest 3+ car ownership index value (277). In contrast, the lowest SPG mean value of this variable (index=14) is found in SPG V. This SPG also records the highest male unemployment index value (310), indicating a mean for the group EDs that is over three times the national average.

Finally, Table 3 provides a general indication of the spatial distribution of SPGs, here illustrated with respect to the standard regions, with Greater London separated from the rest of the South East. Differences between SPGs are distinguished by relating the proportion of a region's population accounted for by an SPG to the overall national proportion, with the latter set to 100. For example, SPG A can be seen to be most strongly represented in the South East (outside Greater London), with 58 per cent more than would be expected if the SPG population was evenly distributed throughout the country.

A number of SPGs are found to be very unevenly distributed in terms of the regional representation of EDs which share their classification. For example, the population in SPG R type EDs is found almost exclusively in Scotland and SPG K is restricted to London. SPGs F, J, S and T are also seen to be found to be concentrated in the Greater London area. This pattern may be contrasted with that of the predominantly rural SPGs (W and X) which are most strongly represented in East Anglia, the South West and Wales

Super Profile Descriptions

The difficulty of attaching unique descriptive labels to each of the 150 Super Profiles was acknowledged in the earlier discussion of their derivation. One means of identifying the distinguishing features of each Super Profile is to indicate whether high, low or average values of a selection of variables are associated with the individual type of area concerned. This device was employed in compiling the series of tables that are presented in Appendix 3 (taken from Demographic Profiles Limited, 1986).

Under the heading of each SPG, the tables set out the population count and national proportion, together with the principal regions and the value 'range' of four variables (occupation type, car ownership, age/family characteristics and property type) associated with each Super Profile in turn. Special features of individual Super Profiles are also noted. The tables are included here, as set out in a leaflet produced by Demographic Profiles Limited, without further comment, as a readily accessible source of information about the Super Profile clusters.

Other Information Notes

Information Note 2 (Brown and Batey, 1987a) features more detailed verbal descriptions of each of the 22 Super Profile Groups that are referred to as 'pen pictures'. The Note also includes a fuller discussion of the geographical distribution of the SPGs by reference to a table in which are listed the ten local authority districts in the country that contain the highest concentrations of population classified as falling in each SPG.

The third Note (Brown and Batey, 1987b) introduces the Lifestyle and Target Market (Consumer Type) classifications, including an account of their derivation and a description of their main features. This is to be followed by a series of Notes in which are presented case study investigations of the incidence of the area types characterised by these various classifications

Footnote

- [1] The development of the Super Profile system is the outcome of a collaborative research project, supported by Demographic Profiles Limited, that has been carried out by Stan Openshaw, Colin Wymer and Martin Charlton, at the University of Newcastle, and Peter Batey and Peter Brown, at the University of Liverpool.

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Table 1 (Part One): Super Profile Group Characteristics (SPGs A - L)

SPG	Number of Super Profiles	Number of EDs	Prop'n 1981 UK Pop	Brief Description of Key Features <Typical Location>
A	7	8495	7 18	Mature professional and managerial families, semi-rural and suburban detached property <Epsom>
B	6	8033	7.77	Younger professional and managerial families, suburban detached and larger semi-detached property. <Wokingham>
C	3	2261	2.05	Younger professional and white collar families, suburban semi-detached property <Chelmsford>
D	8	12036	11.94	Mixed, largely white collar families in average sized semi-detached property. <London Boroughs of Bexley & Havering>
E	7	9963	8 20	High concentration of one and two person pensioner households in owner-occupied property in white collar worker group <Bognor Regis>
F	10	5930	3.92	One and two person professional and white collar households, high proportion of students <London Borough of Kensington & Chelsea>
G	10	10066	7.81	Skilled and semi-skilled families, average unemployment, generally improved terraced housing <Bolsover - Derbyshire>
H	5	2322	1.99	Large young families containing semi-skilled and unskilled workers in cramped owner-occupied & rented terrace property <Bradford>
J	8	2871	1 30	White collar families together with some single workers. Widespread conversion of property to rented bedsits <London Borough of Camden>
K	5	3259	2.31	Young families, including a mixture of white collar and blue collar workers living in a mixture of owner-occupied and rented property. <London Borough of Brent>
L	7	4154	2.56	Unskilled families, high unemployment, flats in converted property. <Liverpool>

Table 1 (Part Two): Super Profile Group Characteristics (SPGs M - Z)

SPG	Number of Super Profiles	Number of EDs	Prop'n 1981 UK Pop	Brief Description of Key Features <Typical Location>
M	8	8451	8.49	Mixture of skilled and unskilled blue collar workers, above average unemployment, council housing, low residential turnover. <Scunthorpe>
N	11	10866	9.63	Older skilled and unskilled blue collar workers, council housing, low residential turnover <South Shields>
P	5	3457	2.23	One and two person older households, council flats, low residential turnover <Dundee>
R	8	5967	5.62	Younger skilled and semi-skilled large families, council property, low residential turnover <Motherwell>
S	7	3459	2.86	Unskilled families, high unemployment, ethnic groups, council flats. <London Borough of Hackney>
T	5	2318	1.52	Unskilled families, often with only one parent, high unemployment and average residential turnover <London Borough of Islington>
V	7	3012	2.70	Larger unskilled families, extremely high unemployment, very cramped council flats <Glasgow>
W	7	7806	3.74	Rural and farming communities, including some second homes. <Mid Devon>
X	11	8674	4.91	Rural areas, very popular as locations for retirement and second homes. <Criccieth>
Y	3	700	0.51	Military bases, younger families, very high residential turnover. <Aldershot>
Z	2	6331	0.76	All other areas - unclassified.
Totals	150	130431	100.00	

Table 2 Super Profile Group Characteristics (excluding SPG Z) Selected Variables Expressed in Index Form
1 = SPG mean compared with national mean (XX) set to 100

	XX	A	B	C	D	E	F	G	H	J	K	L	M	N	P	R	S	T	V	W	X	Y
Persons Aged 0-4	5 8	73	119	217	112	78	74	99	168	72	106	102	111	77	48	133	144	81	163	99	77	209
Persons Aged 5-14	14 0	98	128	115	115	86	71	89	126	53	91	81	124	98	59	139	106	66	134	109	90	135
Persons Aged 15-24	15 6	96	85	89	93	82	100	95	120	140	121	122	111	107	75	114	122	90	130	93	89	133
Persons Aged 25-44	26 1	90	124	176	119	90	102	96	93	132	111	100	97	81	63	104	98	77	91	103	89	135
Persons Aged 45-64	22 7	118	89	37	93	108	98	98	82	83	89	91	95	122	130	86	87	119	79	104	111	40
Persons Aged 65-74	9 7	105	60	21	72	140	120	122	69	78	82	105	79	107	190	59	81	156	64	90	128	21
Persons Aged 75+	6 0	111	53	13	63	147	158	125	67	91	80	110	69	94	209	44	74	161	55	84	133	28
Household Size	2 7	102	112	108	106	92	85	92	121	77	101	89	111	100	77	117	99	78	114	107	95	120
Single Worker Households	7 8	68	58	88	66	76	189	94	129	369	165	192	64	71	101	57	132	157	88	76	92	49
Married Couple Households	44 8	105	129	164	123	105	79	100	79	56	76	79	98	89	79	105	81	72	82	111	101	168
Two+ EA /No Children Hhlds	23 1	105	109	136	116	95	103	94	84	111	114	98	96	104	81	91	91	83	73	103	94	93
Females of Reproductive Age	38 8	92	114	152	112	85	99	94	105	138	116	107	102	88	61	110	110	78	107	101	88	141
Two Adults + Children Hhlds	22 3	94	154	202	135	83	63	90	96	47	78	75	115	80	43	144	100	52	124	112	82	235
Six or more Person Hhlds	3 9	76	73	41	66	52	70	69	409	65	173	99	168	113	43	172	121	48	246	110	79	103
Single Parent Households	5 8	43	43	45	54	65	102	87	84	136	127	133	126	127	124	136	292	317	247	45	67	32
Lone Female Pensioner Hhlds	11 4	94	50	16	64	133	144	129	82	84	85	115	84	114	219	63	96	183	76	65	111	13
One Year Migrants	9 9	83	88	182	72	77	137	88	114	228	113	144	84	70	80	84	163	108	112	89	96	342
Pensioner Migrants	4 7	83	110	335	79	79	113	69	81	115	59	89	97	81	118	112	210	123	103	77	98	238
Rooms per Household 1-3	18 4	33	23	45	30	53	148	68	88	275	144	167	75	118	266	143	194	271	184	39	70	51
Rooms per Household 4-6	69 0	91	106	123	124	115	78	115	107	52	90	85	116	108	70	103	89	70	93	94	95	113
Rooms per Household 7+	12 6	248	181	58	72	87	149	63	90	107	91	86	48	28	21	22	21	16	16	223	174	100
Overcrowded Hhlds (>1 5/rm)	0 6	22	32	46	45	32	54	59	368	156	165	135	140	115	79	260	166	88	378	60	60	87
Hhlds Share/Lack Bath	2 5	33	33	6	35	60	79	238	237	110	213	446	29	28	54	20	44	60	39	145	175	25
Hhlds Share/Lack Inside WC	4 2	31	27	6	37	59	123	207	303	416	259	385	38	36	32	17	39	46	126	105	123	23
Owner Occupied Hhlds	54 9	157	161	171	154	145	115	120	118	65	100	97	57	37	37	24	19	18	12	112	114	20
Council/New Town Rented	31 6	17	17	11	31	36	38	54	51	43	65	46	206	243	240	269	269	267	289	39	47	17
'With Job' Private Hhlds	3 4	68	55	17	33	38	78	62	33	166	34	54	32	26	26	24	28	33	14	389	238	1894
Unfurnished Rented Hhlds	6 9	61	40	11	51	88	190	185	139	222	196	274	29	23	34	15	34	47	18	162	166	123
Furnished Rented Hhlds	3 2	60	39	33	31	50	279	70	253	918	307	350	18	11	21	7	32	38	10	59	87	352
Second and Holiday Homes	0 9	58	33	23	17	69	99	41	11	91	12	55	15	11	14	11	11	13	0	241	574	41
African Born Residents	0 6	69	49	67	58	35	158	38	807	311	902	93	38	20	24	33	300	96	44	35	33	75
Caribbean Born Residents	0 6	21	17	33	36	22	83	33	497	207	109	105	48	31	26	29	705	179	103	17	17	45
Indo/Pakistan Born Residents	1 2	53	37	44	53	36	117	56	1942	212	499	155	35	26	29	24	140	69	58	21	24	64
Non Commonwealth/EEC Born	1 0	124	72	64	50	53	325	46	141	584	222	117	41	28	76	35	131	84	40	72	74	738
Households Without Car	39 0	47	32	26	60	91	102	125	149	135	126	153	116	138	164	127	157	181	190	42	68	61
Households With 1 Car	47 4	108	122	154	128	111	100	95	80	85	91	76	97	85	68	96	74	57	52	109	110	143
Households With 2 Cars	11 0	202	208	139	122	92	95	56	38	58	63	37	70	51	37	48	36	24	18	201	144	78
Households With 3+ Cars	2 6	224	174	65	98	79	93	49	34	56	54	35	63	44	30	37	28	163	14	277	186	63
Residents Working at Home	11 1	80	57	20	39	57	122	63	61	183	51	83	33	24	40	15	31	47	19	386	284	76
Travel to Work by Foot	16 3	47	42	36	71	95	101	157	145	108	78	151	92	128	123	125	104	156	134	66	87	219
Travel to Work by Car	21 4	136	150	150	122	115	92	90	67	57	66	66	100	83	84	89	64	57	52	114	111	78
Travel to Work by Bus	16 1	42	38	54	78	84	69	98	184	93	131	167	134	161	155	157	168	172	255	23	32	50
Travel to Work by Train	5 5	163	75	81	113	50	251	47	72	406	453	64	51	37	76	41	282	163	47	29	28	26

Table 2 (continued)

	XX	A	B	C	D	E	F	G	H	J	K	L	M	N	P	R	S	T	V	W	X	Y
Employers and Managers	13 1	181	161	114	98	108	140	67	45	128	79	68	61	46	64	41	49	53	25	166	147	70
Professional Workers	4 1	313	194	150	82	82	247	45	39	224	92	53	49	29	41	25	32	33	16	98	84	69
Non-Manual Workers	31 5	136	134	142	115	121	138	82	65	141	122	95	86	77	96	73	97	87	55	69	75	145
Self Emp Non-Professional	5 4	79	84	58	80	97	91	88	89	94	92	92	71	53	63	49	68	64	40	250	217	47
Skilled Manual Workers	19 8	38	63	93	117	98	47	144	126	40	86	110	134	140	127	154	114	105	134	71	73	45
Semi-Skilled Manual Workers	19 9	37	49	53	82	79	57	111	158	68	97	118	119	137	115	139	129	129	165	109	116	115
Unskilled Manual Workers	6 1	23	31	32	62	60	41	134	174	51	97	141	142	174	128	157	158	231	274	52	68	130
Armed Forces Personnel	0 8	68	117	187	71	71	65	51	15	53	16	61	75	44	40	65	37	31	51	101	101	5840
Agricultural Workers	3 8	31	43	12	22	29	11	26	4	6	3	13	29	20	14	23	6	8	13	638	367	67
Energy and Water Workers	3 0	65	83	110	121	81	50	267	34	42	47	72	83	133	84	217	55	68	73	47	57	18
Manufacturing Workers	25 8	66	92	102	124	101	58	123	183	49	80	102	122	135	114	135	97	101	140	69	61	20
Service/Distribution Wkrs	52 9	130	112	105	92	106	135	84	73	141	111	103	91	85	97	79	101	104	82	82	102	166
Students 16+	4 3	176	135	61	94	87	137	66	135	195	146	95	84	70	52	75	90	52	66	112	97	98
Qualified Workers	13 3	252	192	156	85	97	214	53	44	227	105	72	49	30	48	28	41	40	15	111	96	113
Self Employed Workers	10 8	138	104	56	75	100	123	82	75	116	83	82	58	45	54	39	51	51	30	230	212	47
Part Time Workers	15 7	103	102	75	106	112	85	102	72	58	76	94	112	119	118	108	97	112	106	84	92	72
Masculinity of Workforce	52 2	99	99	98	99	100	98	101	105	101	101	103	100	101	101	98	96	100	98	102	101	98
Econ Active Married Females	46 4	97	109	124	115	97	105	98	88	118	114	106	100	102	91	104	102	97	85	83	83	96
Male Unemployed	10 3	44	40	36	56	68	71	96	198	116	109	159	145	142	116	151	173	161	310	54	74	21

Table 3 Distribution of Super Profile Groups between the Standard Regions of the United Kingdom (excluding SPG Z)
XX = Percentage of UK Population by Region

	XX	A	B	C	D	E	F	G	H	J	K	L	M	N	P	R	S	T	V	W	X	Y
Greater London	12 3	107	20	13	113	30	307	42	119	475	752	54	48	38	94	20	500	290	22	3	4	50
Other South East	18 6	158	170	139	102	118	119	73	51	43	6	58	113	74	65	70	45	42	18	129	120	167
East Anglia	4 5	54	127	83	91	124	65	99	13	53	0	54	100	58	65	69	34	56	35	298	301	319
South West	7 9	105	98	110	74	187	84	83	7	66	12	79	114	65	65	48	32	59	16	190	280	226
West Midlands	9 5	76	104	108	129	100	50	88	331	34	17	67	110	135	66	88	70	71	116	99	66	53
East Midlands	6 1	62	104	107	161	102	31	188	180	39	28	92	79	107	63	89	51	55	72	97	52	43
Yorkshire and Humberside	9 0	76	82	67	133	116	46	146	169	53	3	133	95	130	125	79	40	109	110	74	69	63
North West	11 9	110	111	91	117	116	65	127	117	60	10	196	113	111	102	50	49	102	186	34	42	8
North	5 7	70	71	143	82	91	41	135	24	29	0	126	135	199	112	98	38	117	170	68	75	29
Wales	5 1	88	91	90	56	109	40	229	10	45	0	97	127	100	62	103	31	37	76	150	181	56
Scotland	9 4	77	72	144	19	36	79	29	14	44	1	153	86	136	269	423	30	91	319	103	76	126

Appendix 1

Variable Acronyms, National Means and Standard Deviations, and Descriptions

Variable Acronym	National Mean	ED	Standard Deviation	Variable Description
1 INFANT	583	2	291	Persons Aged 0-4 (Infants)
2 CHILDN	1401	3	458	Persons Aged 5-14 (Children)
3 YOUTHS	1556	5	445	Persons Aged 15-24 (Youths)
4 YNGADL	2612	7	663	Persons Aged 25-44 (Young Adults)
5 OLDADL	2273	1	623	Persons Aged 45-64 (Older Adults)
6 OLDFSN	971	0	485.8	Persons Aged 65-74 (Old Persons)
7 VRYOLD	602	3	440	Persons Aged 75+ (Very Old Persons)
8 HHSIZE	270	6	42	Persons per 100 Households
9 BIGHHD	388	3	381	Six or more Person Households
10 MARRAD	6345	5	1006	Married Persons per 10000 Adults
11 MARCPL	4480	3	1184	Married Couple Households
12 SINWKR	781	8	659	One Econ Act Adult without Children
13 HNEA2+	2312	0	654	Private Hhlds with 2+ E A /No Children
14 FEMREP	3882	4	879	Females of Reproductive Age
15 INFYWR	588	4	276	Infant Young Woman Ratio
16 FAMILY	2233	7	1022	Two Adults with Children Households
17 LNPRNT	579	7	622	Single Parent Families
18 LNFPEP	1135	4	709	Lone Female Pensioner Households
19 MIGRNT	990	1	736	One Year Migrants
20 MIGPNA	466	5	798	Pensioner Migrants
21 SMLACC	1844	0	2085	Households with 1-3 rooms
22 BIGACC	1261	1	1308	Households with 7+ rooms
23 PPROOM	56	9	40	Persons per 100 Rooms
24 SVOCRD	571	4	806	Overcrowded Households (>1.5 p/room)
25 NOBATH	248	4	515	Households Share/Lack Bath
26 NOINWC	422	2	723	Households Share/Lack Inside WC
27 OWNOC	5492	7	3245	Owner Occupied Private Households
28 COUNCL	3157	5	3502	Council/New Town Rented Households
29 JOBHSE	338	2	875	'With Job' Private Households
30 UNFRNT	689	3	916	Unfurnished Rented Private Hhlds
31 FURNRD	322	3	720	Furnished Rented Private Households
32 SECOND	92	5	360	Second and Holiday Homes
33 NONPRM	50	1	366	Non-Permanent Private Households
34 AFRICN	54	9	152	African Born Residents
35 CARIBB	58	3	194	Caribbean Born Residents
36 INDKPAK	115	8	368	Indo/Pakistan Born Residents
37 EECNCM	96	5	248	Non Commonwealth/EEC Born Residents
38 HHNOCA	3897	4	2118	Households without Cars
39 HH2CAR	1099	5	1193	Households with 2 Cars
40 HH3+CA	260	6	322	Households with 3+ Cars
41 CARCOM	4848	4	2143	Travel to Work by Car
42 BUSCOM	1612	0	1651	Travel to Work by Bus
43 PEDCOM	1630	5	1505	Travel to Work on Foot
44 HOMEWK	490	6	1114	Residents Working at Home
45 TRNCOM	552	9	1079	Travel to Work by Train
46 MANAGR	1309	2	1287	Employers and Managers
47 PROFES	409	3	700	Professional Workers
48 NONMAN	3154	8	1630	Non-Manual Workers
49 NPROSLF	539	0	894	Self Employed Non-Professional Workers
50 SKILLD	1984	9	1364	Skilled Manual Workers
51 SEMISK	1990	2	1439	Semi-Skilled Manual Workers
52 UNSKLD	612	6	821	Unskilled Manual Workers
53 DEFNCE	74	9	461	Armed Forces Personnel
54 AGRICW	384	2	1184	Agricultural Workers
55 ENWATW	301	7	666	Energy and Water Workers
56 MANUFW	2583	5	1671	Manufacturing Workers
57 SVDISW	5289	4	1876	Service, Distribution Workers
58 STUDNT	426	4	278	Students 16+
59 QUALFM	1331	5	1452	Qualified Male Workers
60 QUALFE	1246	5	1745	Qualified Female Workers
61 SELEMP	1080	7	907	Self Employed Workers
62 PTTIME	1572	7	468	Part Time Workers
63 MASCWA	5217	2	315	Masculinity of Working Age Persons
64 EAMARF	4642	9	1023	Economically Active Married Females
65 UNEMPW	1032	0	816	Unemployed Males

Appendix 2

Derivation of Super Profile Affluence Ranking:
Weights Applied to Z-Scores of Variables - Loadings on First
Principal Component Extracted from Correlation Matrix

	Variable Weight	Variable Acronym	Variable Description
1	-0 225	INFANT	Persons Aged 0-4 (Infants)
2	-0 123	CHILDN	Persons Aged 5-14 (Children)
3	-0 291	YOUTH8	Persons Aged 15-24 (Youths)
4	0 386	YNGADL	Persons Aged 25-44 (Young Adults)
5	0 048	OLDADL	Persons Aged 45-64 (Older Adults)
6	-0 049	OLDPSN	Persons Aged 65-74 (Old Persons)
7	-0 014	VRVOLD	Persons Aged 75+ (Very Old Persons)
8	-0 071	HHSIZE	Persons per 100 Households
9	-0 446	BIGHHD	Six or more Person Households
10	0 344	MARRAD	Married Persons per 10000 Adults
11	0 424	MARCPL	Married Couple Households
12	-0 034	SINWKR	One Econ Act Adult without Children
13	0 573	HHEA2+	Private Hhlds with 2+ E A /No Children
14	0 137	FEMREP	Females of Reproductive Age
15	-0 026	INFYWR	Infant Young Woman Ratio
16	0 101	FAMILY	Two Adults with Children Households
17	-0 640	LNPRNT	Single Parent Families
18	-0 187	LNFPEN	Lone Female Pensioner Households
19	-0 010	MIGRNT	One Year Migrants
20	-0 001	MIGPNA	Pensioner Migrants
21	-0 500	SMLACC	Households with 1-3 rooms
22	0 716	BIGACC	Households with 7+ rooms
23	-0 447	PPROOM	Persons per 100 Rooms
24	-0 616	SVOCRD	Overcrowded Households (>1 5 p/room)
25	-0 121	NOBATH	Households Share/Lack Bath
26	-0 091	NOINWC	Households Share/Lack Inside WC
27	0 821	OWNOCC	Owner Occupied Private Households
28	-0 778	COUNCL	Council/New Town Rented Households
29	0 050	JOBHSE	'With Job' Private Households
30	-0 097	UNFRNT	Unfurnished Rented Private Hhlds
31	-0 115	FURNRD	Furnished Rented Private Households
32	0 095	SECOND	Second and Holiday Homes
33	-0 150	NONPRM	Non-Permanent Private Households
34	-0 044	AFRICN	African Born Residents
35	-0 210	CARIBB	Caribbean Born Residents
36	-0 175	INDPAK	Indo/Pakistan Born Residents
37	0 038	EECNM	Non Commonwealth/EEC Born Residents
38	-0 846	HHNOCA	Households without Cars
39	0 822	HH2CAR	Households with 2 Cars
40	0 690	HH3+CA	Households with 3+ Cars
41	0 720	CARCOM	Travel to Work by Car
42	-0 800	BUSCOM	Travel to Work by Bus
43	-0 552	PEDCOM	Travel to Work on Foot
44	0 207	HOMENK	Residents Working at Home
45	0 168	TRNCOM	Travel to Work by Train
46	0 808	MANAGR	Employers and Managers
47	0 645	PROFES	Professional Workers
48	0 593	NONMAN	Non-Manual Workers
49	0 271	NPRSLF	Self Employed Non-Professional Workers
50	-0 566	SKILLD	Skilled Manual Workers
51	-0 771	SEMISK	Semi-Skilled Manual Workers
52	-0 600	UNSKLD	Unskilled Manual Workers
53	-0 043	DEFNCE	Armed Forces Personnel
54	0 127	AGRICW	Agricultural Workers
55	-0 069	ENWATW	Energy and Water Workers
56	-0 431	MANUPW	Manufacturing Workers
57	0 407	SWDISW	Service, Distribution Workers
58	0 314	STUDNT	Students 16+
59	0 751	QUALFM	Qualified Male Workers
60	0 725	QUALFE	Qualified Female Workers
61	0 511	SELEMP	Self Employed Workers
62	-0 182	PTTIME	Part Time Workers
63	0 078	MASCWA	Masculinity of Working Age Persons
64	0 272	EAMARF	Economically Active Married Females
65	-0 849	UNEMPW	Unemployed Males

LEGEND

In the limited space available it is only possible to identify the predominant characteristics of each Super Profile Cluster and to indicate typical localities where they are prevalent

Main Regions

E Ang	East Anglia
E Mid	East Midlands
GL	Greater London
Mid	East and West Midlands
N	North
NW	North West
Only	Over 80% in area
Outer SE	London Satellite
Scot	Scotland
SE	South East
SW	South West
Wales	Wales
W Mid	West Midlands
York	Yorkshire

Age/Family

Ch	Above average number of children
Few Ch	Notable scarcity of children
Many Ch	Large numbers of children
Mature	Adults 45-64
Mixed Single	Above average 1 person HH all adult age groups
Nat Avge	Age and family structure close to national average
Older	Adults 65-74
One Par Fam	Many one parent families
Single	Above average 1 person HH adults 15-24
V Old	Adults 65-74 and 75+
V Young	Adults 15-24
Young	Adults 25-44

Occupation Type

Empl/Man	Employers and Managers
Farm	Farming
Forces	Armed Forces
Manual	No predominant manual type
Nat Avge	Even spread of all occupations
Prof	Professional
Retire	High proportion retired
Semi Skil	Semi Skilled Manual
Skilled	Skilled Manual
Unskil	Unskilled Manual
Whit Col	No predominant white collar type

Property Type

Bedsit	Furnished shared rented property
Corp	Property rented from local authority
Det	Detached
Flats	Sub Divided unfurnished property
Mixed	Wide Variety of property types
Semi	Semi Detached
Ter	Terraced
Tied	Tied to employment or business
Vans/Boats	Caravans and Boats

Car Ownership

High 2/3	Many 2 or 3 car owners
Med	Over 50% at least 1 car
Low	Under 50% car owners
V Low	Over 60% without cars

Special Features

Ethnic	Preponderance of ethnic minorities
Flats	High proportion of local authority flats
Fr/Rural	Rural/Urban fringe
H/Unempl	High Unemployment
Lack/Bath	Absence of standard amenities such as a bath or inside WC
Mig	Residential turnover
Mining	Mining area
Mkt Towns	Market Towns
O/Occ	Owner occupied
O/Crowd	Severe overcrowding
Rent	Unfurnished private rented property
Retire	Retirement area
Rural	Rural area
2nd Homes	Second Homes
Student	Preponderance of students
US Bases	American Military Bases
V/H	Very High
V/L	Very Low
Wk Wives	Preponderance of working wives

SPECIAL NOTES

Clusters F34, F66, J56, J78

Whilst these clusters exhibit the same characteristics as the others in their groups, it is their concentration in the Inner London Boroughs of Westminster and Kensington/Chelsea which makes them different from the usual inner city areas

They still have the following in common with their other group member SP's

- 1 Very low car ownership
- 2 High proportion of young single workers
- 3 Accommodation mainly rented flats & bedsits

For many people living in the Inner London Boroughs cars are not only unnecessary but often an embarrassment and the rented flats & bedsits largely occupied by young single people are often of high quality

This highlights the need to regard certain inner city areas in London differently from other cities

Lifestyle and Consumer Types

Each SUPER PROFILE Cluster can be identified within 10 Lifestyles and 36 Consumer Types. The correspondence table together with descriptions is published separately from this document

	Population Count	National %	Main Regions	Occupation Type	Car Ownership	Age/ Family	Property Type	Special Features
GROUP A – Mature professional and managerial families, semi-rural and suburban detached property								
A1	449,783	0.84	Outer SE	Empl/Man/Prof	High 2/3	Mature-Ch	Det	—
A2	276,590	0.52	SE/Scot	Prof	High 2/3	Mature	Det	—
A5	810,850	1.51	SE/NW	Empl/Man	High 2/3	Mature	Det	—
A6	528,323	0.99	Only SE	Empl/Man	High 2/3	Mature	Det	—
A10	453,144	0.85	SE/SW	Empl/Man/Prof	High 2/3	Older Few Ch	Det	—
A12	541,403	1.01	Outer SE	Prof	High 2/3	Mature	Det/Semi	—
A21	783,299	1.46	NW/SE	Whit Col	High 2/3	Mature	Det/Semi	—
	<u>3,843,392</u>	<u>7.18</u>						
GROUP B – Younger professional and managerial families, suburban detached and larger semi-detached property								
B3	510,824	0.95	SE/NW	Empl/Man/Prof	High 2/3	Young-Ch	Det	—
B4	375,756	0.70	Outer SE	Empl/Man/Prof	High 2/3	Young Ch	Det	—
B9	822,503	1.54	SE/NW	Empl/Man/Prof	High 2/3	Mature-Ch	Det/Semi	—
B11	661,645	1.24	SE/E Ang	Empl/Man/Prof	High 2/3	Young Ch	Det/Semi	—
B16	937,431	1.75	Outer SE	Whit Col	High 2/3	Young-Ch	Det/Semi	—
B17	853,367	1.59	Outer SE	Empl/Man/Prof	High 2/3	Mature-Ch	Det/Semi	—
	<u>4,161,526</u>	<u>7.77</u>						
GROUP C – Younger professional and white collar families, suburban semi-detached property								
C8	92,479	0.17	SE/SW	Prof/Whit Col	High 2/3	Young-Ch	Semi	V/H Mig
C13	589,782	1.10	SE/Scot	Prof/Whit Col	High 2/3	Young-Ch	Semi	V/H O/Occ
C14	416,525	0.78	SE/SW	Prof/Whit Col	High 2/3	Young Ch	Semi	Wk Wives
	<u>1,098,786</u>	<u>2.05</u>						
GROUP D – Mixed largely white collar families in average sized semi-detached property								
D28	920,551	1.72	W Mid/NW	Whit Col	High 2/3	Mature	Semi	V/L Mig
D29	819,855	1.53	GL	Whit Col	Med	Nat Avge	Semi	—
D32	762,396	1.42	Mid	Skilled	Med	Young-Ch	Semi	—
D36	1,125,023	2.10	York/SE	Whit Col	Med	Young Ch	Semi	—
D37	872,841	1.63	NW/York	Skilled/Whit Col	High 2/3	Young-Ch	Semi	—
D42	786,947	1.47	E Ang/E Mid	Skilled	Med	Young-Ch	Semi	—
D51	318,816	0.60	York/E Mid	Skilled	Med	Young-Ch	Semi/Ter	Mining
D70	789,604	1.47	NW/Mid	Skilled	Med	Young Ch	Semi/Ter	—
	<u>6,396,033</u>	<u>11.94</u>						

	Population Count	National %	Main Regions	Occupation Type	Car Ownership	Age/ Family	Property Type	Special Features
GROUP E – High concentration of one and two person pensioner households in owner-occupied property within white collar worker group								
E31	590,513	1.10	SW	Whit Col	Med	Older Few Ch	Semi	—
E38	750,287	1.40	SE/SW	Whit Col	Med	Older	Semi	Retire
E39	277,768	0.52	SE/SW	Empl/Man/Whit Col	Med	V/O Few Ch	Semi	Retire
E53	510,400	0.95	SE/SW	Empl/Man/Whit Col	Low	V/O Few Ch	Flats	Retire
E55	933,857	1.74	Mid	Skilled	Med	Older	Semi	—
E60	666,027	1.24	SW/Wales	Nat Avge	Low	Mature	Semi/Det	—
E69	664,188	1.24	York/NW	Whit Col	Low	Mature	Semi	—
	4,393,040	8.19						
GROUP F – One and two person professional and white collar households, high proportions of students								
F15	133,771	0.25	Only GL	Empl/Man/Prof	High 2/3	Mature	Bedsit	—
F25	158,579	0.30	Scot	Prof	Low	Single	Bedsit	Student
F26	168,117	0.31	Scot/SE	Prof	Low	Older Few Ch	Bedsit	—
F27	466,285	0.87	NW	Empl/Man/Prof	High 2/3	Mixed Single	Bedsit	—
F33	382,597	0.71	Only GL	Empl/Man/Prof	Low	Mixed Single	Flats/Det	O/Occ
*F34	57,968	0.11	Only GL	Empl/Man/Prof	Low	Mixed Single	Flats	V/H Mig
F43	370,379	0.69	SE	Prof/Whit Col	Med	Young	Semi/Flats	O/Occ
*F66	64,325	0.12	Only GL	Empl/Man/Prof	Low	Mixed Single	Flats	O/Occ
F71	197,460	0.37	SE/SW	Whit Col	Low	Older	Flats	Retire
F75	98,612	0.18	SE/SW	Empl/Whit Col	Low	V Old-Few Ch	Flats	Rent
	2,098,093	3.91						
GROUP G – Skilled and semi-skilled families, average unemployment, generally improved terrace housing								
G67	672,041	1.25	SE/York	Skilled	Low	Young Ch	Ter	—
G68	422,286	0.79	SE	Whit Col	Low	Mixed Single	Ter	O/Occ Rent
G72	529,815	0.99	Wales/E Mid	Skilled	Low	Mature	Ter	Mining
G77	550,053	1.03	York/E Mid	Skilled	Low	Older Few Ch	Ter	—
G82	352,439	0.66	Wales/SW	Unskil	Low	Mature	Ter	O/Occ Rent
G88	570,876	1.07	E Mid/NW	Skilled	Low	Mature	Ter	O/Occ Rent
G89	135,746	0.25	N/GL	Skilled	Low	Older Single	Flats	Rent
G91	411,656	0.77	Wales/NW	Skilled	Low	Mature	Ter	Lack/Bath
G94	312,808	0.58	E Ang/SW	Unskil	Low	Older Few Ch	Flats	Rent
G103	223,488	0.42	E Mid/York	Skilled	Low	Young Ch	Ter	Rent
	4,181,208	7.81						

* Refer to Special Notes

	Population Count	National %	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features
GROUP H – Large young families containing semi-skilled and unskilled workers in cramped owner-occupied and rented terrace property								
H107	156 849	0 29	GL/E Mid	Semi Skil	Low	Young Ch	Ter	Ethnic
H109	373,667	0 70	W Mid/York	Unskil	Low	Young Ch	Ter	Ethnic
H111	133,022	0 25	York/W Mid	Unskil	V Low	Single	Bedsit	Ethnic
H133	266 160	0 50	W Mid	Unskil	V Low	Young-Ch	Ter	Ethnic
H139	137 034	0 26	W Mid/York	Unskil	V Low	Young Ch	Ter	Ethnic
	<u>1 066,732</u>	<u>2 00</u>						
GROUP J – White collar families together with some single workers Widespread conversion of property to rented bedsits								
J47	218,538	0 41	Only GL	Prof/Whit Col	Low	Young Single	Bedsit	—
J52	21 284	0 04	GL/E Ang	Prof/Whit Col	Med	Young Single	Tied Flat	V/H Mig
* J56	103,403	0 19	Only GL	Prof/Whit Col	Low	Young Single	Flats	Rent
J57	159 561	0 30	SW	Prof/Whit Col	Low	Young Single	Flats	Rent
J65	65,330	0 12	E Ang/SW	Empl/Whit Col	Low	Single	Flats	Rent
* J78	36,310	0 07	Only GL	Empl/Whit Col	V Low	Young Single	Flats	V/H Mig
J79	25 641	0 05	NW/E Ang	Prof/Whit Col	V Low	Young Single	Bedsit	Student
J95	67,945	0 13	GL/NW	Prof/Whit Col	V Low	Young Single	Flats	Rent
	<u>698,012</u>	<u>1 31</u>						
GROUP K – Young families, including a mixture of white collar and blue collar workers living in a mixture of owner-occupied and rented property								
K59	335 094	0 63	Only GL	Prof/Whit Col	Med	Young	Semi	—
K74	346,335	0 65	Only GL	Nat Avge	Low	Young Ch	Ter	—
K85	255 363	0 48	Only GL	Whit Col	Low	Young	Flats	Rent
K86	122 766	0 23	Only GL	Whit Col	V Low	Young	Flats	Rent
K101	178 868	0 33	Only GL	Unskil	Low	Young	Flats	Rent
	<u>1,238,426</u>	<u>2 32</u>						
GROUP L – Unskilled families, high unemployment, flats in converted property								
L73	396 977	0 74	NW/SW	Nat Avge	Low	Young Single	Flats	Rent
L87	124,570	0 23	Scot	Whit Col	V Low	Mixed Single	Flats	Rent
L97	131 198	0 24	SW/SE	Semi Skil	V Low	Mixed Single	Flats	Rent
L105	426 732	0 80	NW/York	Unskil	Low	Young Ch	Ter	—
L108	204 694	0 38	NW	Unskil	V Low	Young Ch	Ter	—
L123	64,180	0 12	Scot	Unskil	V Low	Young	Ter	Rent/Lack/Bath
L135	25 223	0 05	York/Scot	Unskil	V Low	Young Ch	Ter	Rent/Lack/Bath
	<u>1,373 574</u>	<u>2 56</u>						

* Refer to Special Notes

	Population Count	National %	Main Regions	Occupation Type	Car Ownership	Age/ Family	Property Type	Special Features
GROUP M – Mixture of skilled and unskilled blue collar workers, above average unemployment, council housing, low residential turnover								
M62	795 792	1 49	Outer SE	Nat Avge	Med	Mature	Semi/Corp	—
M63	371 865	0 69	Outer SE	Whit Col	Med	Young-Ch	Semi/Corp	—
M76	762 971	1 42	SE/SW	Unskil	Med	Young Ch	Corp	—
M83	604,209	1 13	Outer SE	Manual	Med	Nat Avge	Corp	—
M96	669 607	1 25	W Mid/SW	Skilled	Med	Nat Avge	Corp	—
M130	506 064	0 94	N/York	Skilled	V Low	Nat Avge	Corp	H/Unempl
M136	635,203	1 19	NW/N	Unskil	V Low	Young Ch	Corp	H/Unempl
M138	200 455	0 37	Scot	Unskil	V Low	Young-Ch	Corp	H/Unempl
	<u>4,546 166</u>	<u>8 48</u>						
GROUP N – Older skilled and unskilled blue collar workers, council housing, low residential turnover								
N80	309 697	0 58	Scot	Nat Avge	Med	Mature	Corp	Flats
N81	734 751	1 37	Outer SE	Skilled	Med	Mature Ch	Corp	—
N92	566 615	1 06	W Mid	Skilled	Med	Mature	Corp	—
N102	673 554	1 26	Wales/SW	Manual	Low	Nat Avge	Corp	—
N115	276 182	0 51	Scot	Unskil	Low	Mature-Ch	Corp	Flats O/Crowd
N116	221 555	0 41	Scot	Unskil	Low	Older	Corp	Flats O/Crowd
N117	251 295	0 47	N/York	Skilled	V Low	Older	Corp	—
N119	744 160	1 39	N/W Mid	Manual	Low	Mature Ch	Corp	H/Unempl
N120	483,530	0 90	W Mid/NW	Unskil	Low	Mature	Corp	H/Unempl
N122	485 445	0 91	York/N	Unskil	V Low	Older	Corp	H/Unempl
N127	409 780	0 76	N	Unskil	V Low	Nat Avge	Corp	H/Unempl
	<u>5,156,564</u>	<u>9 62</u>						
GROUP P – One and two person older households, council flats, low residential turnover								
P90	237 802	0 44	Scot	Whit Col	V Low	V Old-Few Ch	Corp	Flats
P93	431,957	0 81	GL	Unskil	Low	Older Few Ch	Corp	Flats
P124	223,737	0 42	NW/Scot	Skilled	V Low	V Old Few Ch	Corp	Flats
P125	191,065	0 36	Scot	Semi Skil	V Low	Older Few Ch	Corp	Flats
P129	109,742	0 20	Scot	Semi Skil	V Low	V Old Few Ch	Corp	Flats
	<u>1,194,303</u>	<u>2 23</u>						
GROUP R – Younger skilled and semi-skilled large families, council property, low residential turnover								
R98	386 471	0 72	SE/Scot	Skilled	Med	Young Many Ch	Corp	—
R99	502 110	0 94	SE/Scot	Unskil	Med	Young-Many Ch	Corp	—
R112	242 512	0 45	Only Scot	Skilled	Med	Young-Many Ch	Corp	Flats O/Crowd
R113	676 146	1 26	W Mid	Unskil	Low	Young Ch	Corp	H/Unempl

Continued

Continued

	Population Count	National %	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features
R114	406 768	0 76	Only Scot	Skilled	Low	Mature-Ch	Corp	Flats O/Crowd
R118	407 439	0 76	York/E Mid	Skilled	Low	Nat Avge	Corp	H/Unempl
R131	223 954	0 42	Scot	Unskil	Low	Mature Ch	Corp	Flats/Unempl
R143	165,252	0 31	Only Scot	Unskil	V Low	Nat Avge	Corp	Flats/Unempl
	<u>3,010,652</u>	<u>5 62</u>						

GROUP S – Unskilled families, high unemployment, ethnic groups, council flats

S100	328,350	0 61	Only GL	Unskil	Low	Mature	Corp	—
S104	124 002	0 23	SE	Unskil	Low	Young Ch	Corp	H/Unempl
S110	397 230	0 74	SE	Unskil	Low	Young Ch	Corp	H/Unempl
S128	284 546	0 53	Only GL	Unskil	V Low	One Par Fam	Corp	Flats/Unempl
S134	87 963	0 16	W Mid/NW	Semi Skil	V Low	One Par Fam	Corp	Flats/Unempl
S137	206 815	0 39	GL	Semi Skil	V Low	One Par Fam	Corp	Flats/Unempl
S141	100 818	0 19	GL	Semi Skil	V Low	One Par Fam	Corp	Flats/Unempl
	<u>1,529,724</u>	<u>2 85</u>						

GROUP T – Unskilled families, often with only one parent, high unemployment and average residential turnover

T106	207 175	0 39	Only GL	Whit Col/Unskil	V Low	Older Few Ch	Corp	Flats
T121	323,883	0 60	York	Unskil	V Low	Older	Corp	Flats/Unempl
T126	8 443	0 02	Scot	Unskil	V Low	Older Few Ch	Corp	Flats/Unempl
T140	192 042	0 36	N/Scot	Unskil	V Low	Older Few Ch	Corp	Flats/Unempl
T142	83,683	0 16	York/W Mid	Unskil	V Low	V Old Few Ch	Corp	Flats/Unempl
	<u>815,226</u>	<u>1 53</u>						

GROUP V – Larger unskilled families, extremely high unemployment, very cramped council flats

V132	163 122	0 30	Mid	Unskil	V Low	Nat Avge	Corp	H/Unempl
V144	356 246	0 66	NW/N	Unskil	V Low	V Young Ch	Corp	H/Unempl
V145	136 850	0 26	W Mid/Scot	Unskil	V Low	V Young Ch	Corp	H/Unempl
V146	237,317	0 44	Only Scot	Unskil	V Low	V Young Ch	Corp	Flats O/Crowd
V147	297 911	0 56	NW/N	Semi Skil	V Low	Young Ch	Corp	Flats/Unempl
V148	136 391	0 25	N/NW	Unskil	V Low	V Young Ch	Corp	Flats/Unempl
V149	118,196	0 22	Only Scot	Unskil	V Low	V Young Ch	Corp	Flats/Unempl
	<u>1,446,033</u>	<u>2 69</u>						

	Population Count	National %	Main Regions	Occupation Type	Car Ownership	Age/ Family	Property Type	Special Features
GROUP W – Rural and farming communities, including some second homes								
W7	424 045	0 79	SE/SW	Farm	High 2/3	Mature Ch	Det	Rural
W18	207 987	0 39	Wales/SW	Farm	High 2/3	Nat Avge	Det	Rural
W20	395 555	0 74	E Ang/SW	Farm	High 2/3	Young Ch	Det	Rural
W22	195 867	0 37	SE/E Ang	Farm	High 2/3	Nat Avge	Det	Fr/Rural
W23	130 618	0 24	Wales/Scot	Farm	High 2/3	Nat Avge	Det	2nd Homes
W44	524 710	0 98	E Ang	Farm/Unskil	High 2/3	Nat Avge	Det	Fr/Rural
W50	123 442	0 23	Scot/E Ang	Farm	High 2/3	Nat Avge	Det	Rent Rural
	<u>2,002,224</u>	<u>3 74</u>						
GROUP X – Rural areas, very popular as locations for retirement and second homes								
X19	304,245	0 57	SW/Wales	Farm	High 2/3	Older	Det	Rural
X24	561 616	1 05	E Ang/SW	Farm	High 2/3	Older	Det	Fr/Rural
X30	196 960	0 37	Wales/SW	Farm	High 2/3	Older	Det	Mkt Towns
X41	138 177	0 26	Scot	Farm	High 2/3	Mature	Det	—
X45	73 834	0 14	Wales/SW	Farm/Whit Col	Med	Older	Det	2nd Homes
X46	120 058	0 22	SW/E Ang	Retire	Med	Older Few Ch	Det	2nd Homes
X48	230 220	0 43	SE/SW	Farm	High 2/3	Nat Avge	Det	Fr/Rural
X49	259 985	0 49	E Ang	Farm	High 2/3	Nat Avge	Det	—
X54	304 352	0 57	SW/Wales	Empl/Man	Med	Older Few Ch	Det	Mkt Towns
X58	98 338	0 18	SW/SE	Farm	Med	Older	Ter	—
X64	339 836	0 63	E Ang/SW	Farm/Semi Skil	Med	Older	Mixed	Mkt Towns
	<u>2 627,621</u>	<u>4 91</u>						
GROUP Y – Military Bases, younger families, very high residential turnover								
Y35	22 697	0 04	E Ang/SE	Forces	High 2/3	Young Ch	Semi	US Bases
Y40	115 068	0 21	SW/SE	Forces	High 2/3	Young Ch	Semi	Rent Fr/Rural
Y61	133 763	0 25	E Ang/SW	Forces	High 2/3	V Young Ch	Semi	Rent Fr/Rural
	<u>271 528</u>	<u>0 50</u>						
GROUP Z – All other areas – unclassified (uc)								
Z84	29 723	0 06	SE/SW	Unskil	Med	Older	Vans/Boats	—
Z150	378 325	0 71	Unclassified – statistically unreliable Enumerator District					
	<u>408,048</u>	<u>0 77</u>						

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Area Classification Information Note 2
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PRINCIPAL FEATURES
OF THE
SUPER PROFILE GROUPS

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January, 1987

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The Centre for Urban Studies provides a focus for those who share an inter-disciplinary perspective on urban and regional research. It serves as a vehicle for the co-ordination of research initiatives, the stimulation of debate on urban policy issues and the dissemination of research findings. These activities are pursued through the organisation of workshops, seminars and conferences and the publication of occasional papers

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Introduction

The first note in this series (Brown and Batey, 1987) included an outline of the methods employed in the derivation of the 150 cluster Super Profile classification of 1981 census Enumeration Districts, and the aggregation of these clusters to form 22 Super Profile Groups (SPGs). This note supplements the brief description of the main features of the SPGs that was presented in Note 1. The aim of the note is to provide more detailed information about the characteristics of each of the SPG clusters and the spatial distribution of the types of area that they represent.

The first of these aims is achieved through the use of what are referred to as 'pen pictures' of the types of areas characterised by each of the SPGs. This is followed by discussion of a series of tabulations of the ten local authority districts in which are found the highest proportions of population resident in EDs categorised as falling in each SPG.

Pen Pictures

On the following pages are presented descriptions of the distinguishing characteristics of each of the 22 SPGs as they appear in the promotional brochure that was produced by Demographic Profiles Limited (1986) to coincide with the launch of the Super Profile system. A brief, two-line verbal description is supplemented by a more discursive summary of the important features of the cluster. These are based upon information gleaned from the table of 'index values' of the variables used in deriving the classification that is discussed by Brown and Batey (1987). The index values relate the SPG mean value of a variable to the overall national mean value, with the latter mean set to 100.

The descriptions are also represented in graphical form with the aid of symbols. These are intended to convey, as concisely yet as simply as possible, the particular combination of property characteristics, socio-economic conditions, urban/rural character and family structure that best reflect the type of area concerned.

The other information supplied about each SPG is self explanatory - a list of the constituent Super Profile clusters, the total 1981 SPG population and a typical location in which Enumeration Districts falling in the SPG cluster are found to be predominant. The latter location was selected with reference to a table of the form presented below with respect to the distribution of SPG (population) between local authority districts.

'Top Ten' Local Authority Districts

In the first Note in this series (Brown and Batey, 1987), a table was presented in which the regional distribution of SPG population was represented in index form. Each region's share of the total population living in EDs categorised as being in the Super Profile Group concerned was compared with the region's share of the total national population, the latter share being set to 100.

This same approach can also be applied to smaller spatial units (e.g. counties or districts) in order to highlight those areas in which unusually high concentrations of a particular SPG are found. In these circumstances, it is often instructive to rank or sort the resulting index values in order to isolate those units with either the highest or lowest concentrations of an area type population.

In Table 1 set out below are the lists of the 'top ten' local authority districts that emerge when this ranking is applied to each of the sets of SPG population index values in turn. These relate to the 459 local authority districts in England, Wales and Scotland, including the London Boroughs and the Shire and Metropolitan County districts.

For each SPG the table includes the above index value, together with the proportions of the SPG and national population accounted for by the named district (from which the index is derived), plus the county in which the district is located. Also for each SPG is included the total proportion of the population categorised as being in the SPG that is accounted for by the 'top ten' districts.

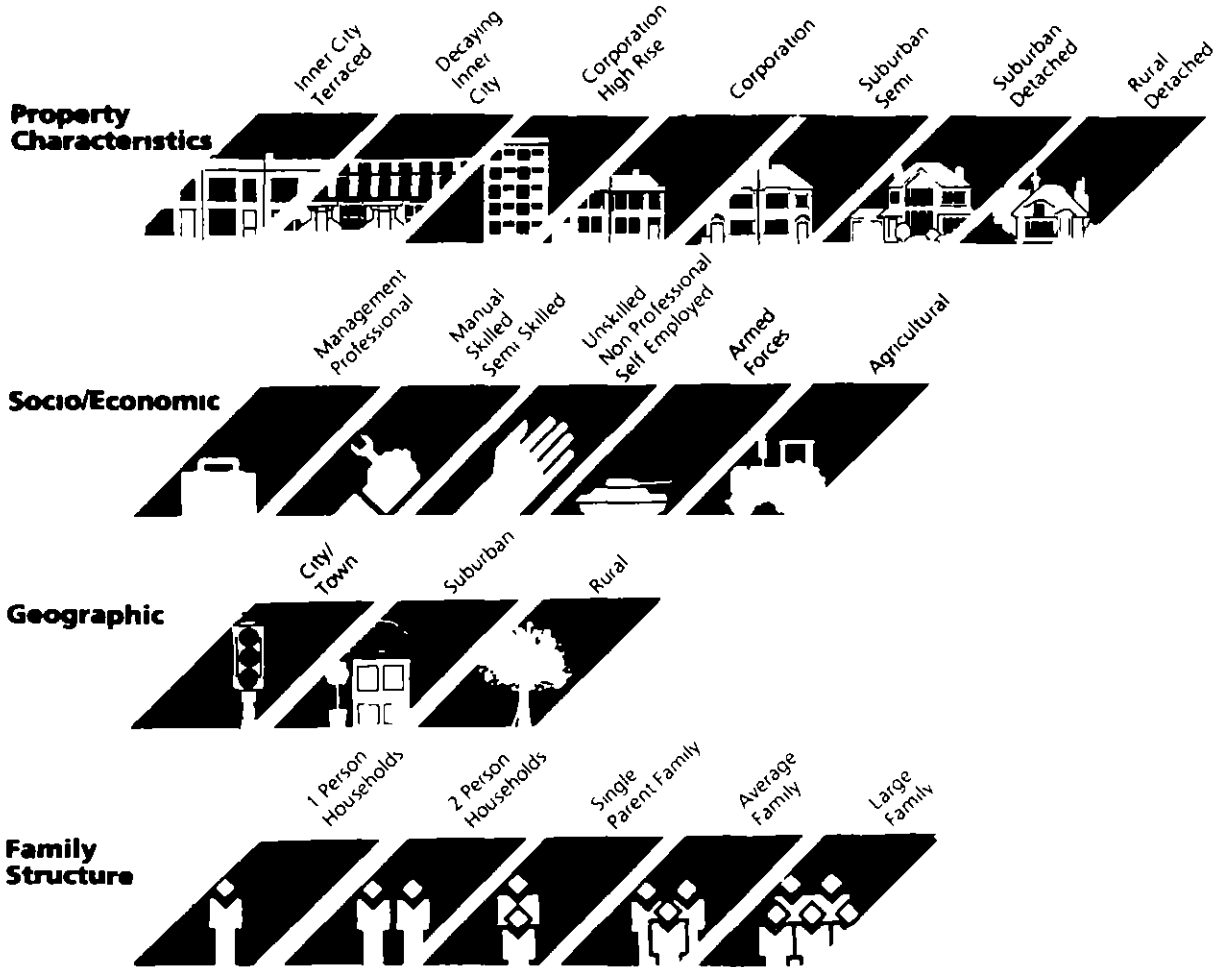
This total gives a fair indication of the degree to which the SPG is either widely distributed or concentrated in certain parts or types of area of the country. For example, first six SPGs appear to be relatively widely distributed by virtue of the fact that less than 10% of the SPG population is found in the top ten districts. In contrast, the relative concentration of the population classified as falling in SPGs H, J, K, L, S and V can be seen from the finding that over 25% of the population concerned in each case is located in the ten districts. Indeed, in the most extreme case, the degree of concentration of SPG K in (or its restriction to) the London area is reflected in the observation that the top ten districts are all London Boroughs and that they account for just over 60% of the SPG's national population.

References

- Brown, P J B and Batey, P W J (1987)
A National Classification of 1981 Census Enumeration
Districts: the Derivation of Super Profile Area Types,
Area Classification Information Note 1,
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Super Profiles, promotional brochure produced by
Demographic Profiles Limited, Liverpool

SUPER PROFILE GROUPS

KEY TO SYMBOLS



PEN PICTURES

The pen pictures given to each of the SUPER PROFILE Groups show their national share of population and indicate a typical location where they are predominant

The symbols we have used are intended only as a visual guide to their content

<h1>A</h1>	
<p>Mature professional and managerial families, semi-rural and suburban detached property</p> <p>MEMBER SPs (7) A-1 A-2 A-5 A-6 A-10 A-12 A-21</p> <p>POPULATION 3,843,392 (7 18%)</p> <p>TYPICAL LOCATION Epsom</p>	<p>Contains by far the highest concentration of professional managerial and other white collar workers. Many of these commute by train or by car to office jobs. The unemployment rate is very low at less than half the national average. Families tend to be small and to have children either in secondary or higher education. The majority of property is detached and is to be found in suburban and semi-rural locations, it is almost exclusively owner-occupied. Residential turnover is comparatively low.</p>

B



Younger professional and managerial families suburban detached and larger semi-detached property

MEMBER SPs (6)
B-3 B-4 B-9 B-11 B-16 B-17

POPULATION
4 161 526 (7.77%)

TYPICAL LOCATION
Wokingham

Dominated by professional, managerial and other white collar workers who generally commute by car. The unemployment rate is generally very low. Families are somewhat younger than those in Profile Group A and are more likely to have pre-school and infant school children. The Group is characterised by detached and larger semi-detached property in suburban locations. The vast majority of this is owner-occupied. Residential turnover is relatively low.

C



Younger professional and white collar families suburban semi-detached property

MEMBER SPs (3)
C-8 C-13 C-14

POPULATION
1 098 786 (2.05%)

TYPICAL LOCATION
Chelmsford

Consists of white collar workers, together with a significant minority of skilled manual workers. Both types of worker are here associated with younger families containing small children and a relatively high proportion of working wives, there are virtually no old people. The unemployment rate is very low. The Group contains large uniform tracts of suburban semi-detached property in private ownership. Most workers commute by car. Residential turnover is quite high.

D



Mixed, largely white collar families in average sized semi-detached property

MEMBER SPs (8)
D-28 D-29 D-32 D-36 D-37 D-42 D-51 D-70

POPULATION
6,396 033 (11.94%)

TYPICAL LOCATION
London Borough of Bexley & Havering

Contains a mixture of white collar and skilled manual workers. Age structure and family structure are both fairly typical of those of the country as a whole, although there are relatively few older people. The unemployment rate is relatively low at about half the national average. Property is predominantly owner-occupied and semi-detached. In this Group the three-bedroom semi-detached house is the norm. Residential turnover is quite low.

E

High concentration of one and two person pensioner households in owner-occupied property within white collar worker group

MEMBER SPs (7)
E-31 E-38 E-39 E-53 E-55 E-60 E-69

POPULATION
4,393,040 (8.20%)

TYPICAL LOCATION
Bognor Regis

Majority of workers are white collar but with substantial minority of skilled manual. This Group has one of the highest concentrations of elderly people and this accounts for the higher number of one and two person households: there are very few children. The unemployment rate is low. The Group contains owner-occupied property, much of it quite old. Residential turnover is quite low.

F

One and two person professional and white collar households: high proportion of students

MEMBER SPs (10)
F-15 F-25 F-26 F-27 F-33 F-34 F-43 F-66 F-71 F-75

POPULATION
2,098,093 (3.92%)

TYPICAL LOCATION
London Borough of Kensington & Chelsea

Predominantly white collar professionals, but with a comparatively large student population. Rail commuting is important. Typically there are one and two person households, with very few small children. There is some evidence of a residual elderly population who may have lived in the area before the influx of younger, generally single people. The most important property type is privately rented, chiefly in furnished bedsits and flats. Nevertheless, there are also a significant number of unfurnished flats and there is some owner-occupied property. The unemployment rate is low and residential turnover is very high.

G

Skilled and semi-skilled families: average unemployment: generally improved terrace housing

MEMBER SPs (10)
G-67 G-68 G-72 G-77 G-82 G-88 G-89 G-91 G-94 G-103

POPULATION
4,181,208 (7.81%)

TYPICAL LOCATION
Bolsover - Derbyshire

A concentration of skilled and semi-skilled manual workers employed in manufacturing and mining industries. Age structure and family structure are generally close to the national average, but with a relatively large elderly population. The unemployment rate is also typical of that of the country as a whole. The predominant property type is terraced with a mixture of owner-occupied and rented unfurnished. Residential turnover is comparatively low.

H

Large young families containing semi-skilled and unskilled workers in cramped owner-occupied and rented terrace property

MEMBER SPs (5)
H-107 H-109 H-111 H-133 H 139

POPULATION
1,066,732 (1.99%)

TYPICAL LOCATION
Bradford

Primarily semi-skilled and unskilled blue collar workers employed in manufacturing industries. The unemployment rate is twice the national average. This Group contains more large families than any other and housing conditions are very cramped. It has a very substantial ethnic population with a preponderance of Indians and Pakistanis. Property tends to be terraced, some of it owner-occupied but with a sizeable amount rented privately. Residential turnover is slightly above the national average.

J

White collar families together with some single workers. Widespread conversion of property to rented bedsits.

MEMBER SPs (8)
J 47 J-52 J 56 J 57 J-65 J-78 J 79 J 95

POPULATION
698,012 (1.30%)

TYPICAL LOCATION
London Borough of Camden

Characterised by white collar workers who tend to be well qualified. There is a concentration of young, single workers. Rail commuting is important. The Group contains an ethnically mixed population. The unemployment rate is slightly above the national average. Property is almost entirely privately rented, much of it in furnished bedsits and flats. Residential turnover is very high.

K

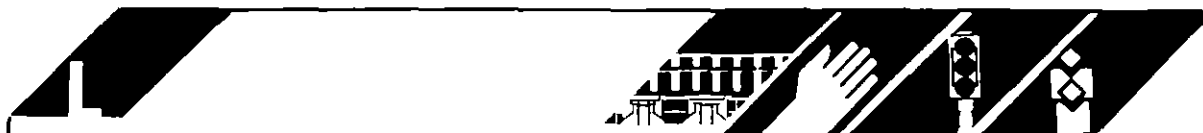
Young families including a mixture of white collar and blue collar workers living in a mixture of owner-occupied and rented property.

MEMBER SPs (5)
K 59 K-74 K-85 K-86 K-101

POPULATION
1,238,426 (2.31%)

TYPICAL LOCATION
London Borough of Brent

Has a combination of blue collar and white collar workers although there are relatively few professional and managerial workers. Rail commuting – mainly by tube – is more important in this Group than in any other. The Group contains an ethnically-mixed population with a preponderance of West Indians. The unemployment rate is slightly above the national average. The population tends to be young and there are a considerable number of larger families with small children. Some property is owner-occupied but there are also substantial quantities of privately rented accommodation. Residential turnover is above average.




Unskilled families high unemployment flats in converted property

MEMBER SPs (7)
L-73 L-87 L-97 L-105 L-108 L-123 L-135

POPULATION
1,373,574 (2.56%)

TYPICAL LOCATION
Liverpool

Primarily semi-skilled and unskilled blue collar workers employed in manufacturing industries. The unemployment rate is well above the national average. Housing conditions are very poor, the Group is the worst in terms of the provision of standard amenities and overcrowding is prevalent. Much of the property is terraced, some of it owner-occupied and a substantial proportion privately rented. Residential turnover is comparatively high.




Mixture of skilled and unskilled blue collar workers above average unemployment council housing low residential turnover

MEMBER SPs (8)
M-62 M-63 M-76 M-83 M 96 M-130 M 136 M138

POPULATION
4,546,166 (8.49%)

TYPICAL LOCATION
Scunthorpe

Contains a mixture of skilled and unskilled blue collar workers. Age and family structure are both close to the national average although there are more large families than is typical for the country as a whole. Unemployment is well above average. Council housing accounts for most of the property. Residential turnover is relatively low.



Older skilled and unskilled blue collar workers council housing, low residential turnover

MEMBER SPs (11)
N-80 N-81 N-92 N-102 N-115 N-116 N-117 N-119 N-120 N-122 N-127

POPULATION
5,156,564 (9.63%)

TYPICAL LOCATION
South Shields

Contains skilled and unskilled blue collar workers who tend to be older and less affluent than those in Group M. Unemployment is well above average. The vast majority of the property is council housing. Most workers are employed in manufacturing industries and have a short journey to work. Residential turnover is low.

P

One and two person older households council flats low residential turnover

MEMBER SPs (5)
P-90 P-93 P-124 P-125 P-129

POPULATION
1,194,303 (2.23%)

TYPICAL LOCATION
Dundee

Contains a mixture of skilled and unskilled blue collar workers. The unemployment rate is close to the national average. This Group has the largest concentration of older people and there are substantial numbers of one and two person households. Almost all the property is rented from a local authority, and consists of flats rather than houses. Residential turnover is low.

R

Younger skilled and semi-skilled large families, council property, low residential turnover

MEMBER SPs (8)
R-98 R-99 R-112 R-113 R-114 R-118 R-131 R-143

POPULATION
3,010,652 (5.62%)

TYPICAL LOCATION
Motherwell

Mainly skilled and semi-skilled blue collar workers. The unemployment rate is well above average. The Group has a major concentration of younger families with children of pre-school and primary school age. Property is almost entirely rented from a local authority and consists of a mixture of flats and houses. There is widespread overcrowding. Residential turnover is low.

S

Unskilled families high unemployment ethnic groups, council flats

MEMBER SPs (7)
S-100 S-104 S-110 S-128 S-134 S-137 S-141

POPULATION
1,529,724 (2.86%)

TYPICAL LOCATION
London Borough of Hackney

Predominantly semi-skilled and unskilled blue collar workers. The population tends to be younger than that in the country as a whole and there is a particularly large number of pre-school age children. Whilst there are some large households, there is also a large concentration of one-parent families. This Group together with Group K contains the largest proportion of West Indians, although other ethnic groups are not present in great numbers. The unemployment rate is high. Council flats are the main type of accommodation and overcrowding is as much a problem as it is in Group R. Residential turnover is well above average.

T

Unskilled families, often with only one parent high unemployment and average residential turnover

MEMBER SPs (5)
T-106 T-121 T-126 T-140 T-142

POPULATION
815,226 (1 52%)

TYPICAL LOCATION
London Borough of Islington

Mainly unskilled blue collar workers. Households are noticeably smaller than the national average and where there are children they tend to be of pre-school age. This Group contains the highest concentration of one-parent families. The unemployment rate is very high. Property is almost entirely council flats. Residential turnover is close to the national average.

V

Larger unskilled families extremely high unemployment very cramped council flats

MEMBER SPs (7)
V-132 V-144 V 145 V-146 V-147 V 148 V 149

POPULATION
1,446,033 (2 70%)

TYPICAL LOCATION
Glasgow

Contains the heaviest concentration of unskilled blue collar workers. This Group contains larger households and has the greatest proportion of people under the age of 25. The unemployment rate is extremely high at more than three times the national average. Property is almost entirely local authority owned and in flats. There is more severe overcrowding amongst residents of this Group than of any other. Residential turnover is slightly above average.

W

Rural and farming communities including some second homes

MEMBER SPs (7)
W-7 W-18 W-20 W-22 W-23 W-44 W-50

POPULATION
2,002 224 (3 74%)

TYPICAL LOCATION
Mid Devon

Farming is by far the most important activity among workers in this Group. Age structure and family structure closely follow the national average. The unemployment rate is very low and residential turnover is about average.

X

Rural areas, very popular as locations for retirement and second homes

MEMBER SPs (11)

X-19 X-24 X-30 X-41 X-45 X-46 X-48 X-49 X-54
X-58 X-64

POPULATION

2,627 621 (4.91%)

TYPICAL LOCATION

Criccieth

This group consists of rural areas which have become popular as locations for retirement and second homes. Farming is the main occupation for those permanent residents who are economically active. The unemployment rate is below the national average. Residential turnover is about average.

Y

Military bases, younger families, very high residential turnover

MEMBER SPs (3)

Y-35 Y-40 Y-61

POPULATION

271 528 (0.51%)

TYPICAL LOCATION

Aldershot

The population in this Group is almost entirely associated with military bases. It has a very unusual age structure in that almost the whole population is less than 45 years old. Families tend to be larger than average and to have very young children. Unemployment is extremely low and residential turnover is extremely high.

Z

All other areas – unclassified (uc)

MEMBER SPs (2)

Z-84 Z-150

POPULATION

408,048 (0.76%)

In this residual category are those areas which, for various reasons, cannot be included in the main classification. The overriding consideration is that the Enumeration Districts in this Group each contain so few households that they are statistically unreliable. The Group also contains, within Z-84, certain Enumeration Districts with an extremely high proportion of non-permanent accommodation.

NATIONAL POPULATION FOR ALL GROUPS 53,556,911 (100%)

Table 1 · Super Profile Groups - Ranking of Local Authority Districts with respect to SPG Population Penetration Index Top Ten

$$\text{Index} = \frac{\text{Proportion of SPG Population Found in District}}{\text{Proportion of Total Population Found in District}} \times 100$$

Note. 459 Local Authority Districts (LADs), including London Boroughs and Shire and Metropolitan County Districts

Greater London Council. a distinction is made between Inner and Outer London Boroughs under County

Total % SPG Pop is the proportion of the entire SPG population that is found in the 10 districts with the highest index values

SPG	Rank	Index	% SPG Pop	% LAD Pop	District	County
1 A	1	576	0.42	0.07	Bearsden & Milngavie	Strathclyde
	2	575	1.20	0.21	Elmbridge	Surrey
	3	544	0.77	0.14	Mole Valley	Surrey
	4	516	0.52	0.10	Eastwood	Strathclyde
	5	488	0.60	0.12	Epsom & Ewell	Surrey
	6	472	0.82	0.17	Chiltern	Bucks
	7	435	0.67	0.15	Woking	Surrey
	8	429	0.50	0.12	South Buckinghamshire	Bucks
	9	419	0.85	0.20	Waverley	Surrey
	10	387	2.14	0.55	Bromley LB	Outer London
Total % SPG Pop =			8.49			
2 B	1	609	0.85	0.14	Hart	Hampshire
	2	591	1.25	0.21	Wokingham	Berkshire
	3	455	0.74	0.16	Fareham	Hampshire
	4	453	0.64	0.14	Surrey Heath	Surrey
	5	398	0.29	0.07	Bearsden & Milngavie	Strathclyde
	6	397	1.15	0.29	Wycombe	Bucks
	7	385	0.77	0.20	South Cambridgeshire	Cambridgeshire
	8	385	0.39	0.10	Eastwood	Strathclyde
	9	354	0.71	0.20	East Hertfordshire	Hertfordshire
	10	347	0.39	0.11	Harborough	Leicestershire
Total % SPG Pop =			7.18			
3 C	1	956	1.38	0.14	Blyth Valley	Northumberland
	2	859	1.04	0.12	Tamworth	Staffordshire
	3	713	0.89	0.12	Redditch	Hereford+Worcs
	4	667	1.05	0.16	Strathkelvin	Strathclyde
	5	564	0.65	0.11	Gordon	Grampian
	6	534	0.92	0.17	Eastleigh	Hampshire
	7	501	1.29	0.26	Chelmsford	Essex
	8	498	0.86	0.17	Gillingham	Kent
	9	497	0.86	0.17	Taff-Ely	Mid Glamorgan
	10	465	0.93	0.20	South Bedfordshire	Bedfordshire
Total % SPG Pop =			9.87			

SPG	Rank	Index	% SPG Pop	% LAD Pop	District	County
4 D	1	419	0.60	0.14	Blaby	Leicestershire
	2	409	1.65	0.40	Bexley LB	Outer London
	3	404	0.65	0.16	Castle Point	Essex
	4	395	1.78	0.45	Havering LB	Outer London
	5	358	0.49	0.14	Rochford	Essex
	6	351	0.34	0.10	Oadby & Wigston	Leicestershire
	7	306	0.50	0.16	Hinkley & Bosworth	Leicestershire
	8	299	0.55	0.18	South Ribble	Lancashire
	9	287	0.49	0.17	Spelthorne	Surrey
	10	279	1.17	0.42	Redbridge LB	Outer London

Total % SPG Pop = 8.22

5 E	1	583	0.41	0.07	Christchurch	Dorset
	2	471	0.80	0.17	Worthing	West Sussex
	3	458	0.50	0.11	Adur	West Sussex
	4	442	1.21	0.27	Blackpool	Lancashire
	5	439	0.95	0.22	Arun	West Sussex
	6	439	0.91	0.21	Torbay	Devon
	7	421	0.77	0.18	Wyre	Lancashire
	8	414	0.37	0.09	Colwyn	Clwyd
	9	403	0.85	0.21	Tendring	Essex
	10	383	0.53	0.14	Rother	East Sussex

Total % SPG Pop = 7.30

6 F	1	939	2.77	0.29	Richmond-u-Thames LB	Outer London
	2	778	2.30	0.30	Westminster LB	Inner London
	3	754	1.74	0.23	Kensington+Chelsea LB	Inner London
	4	749	4.07	0.54	Barnet LB	Outer London
	5	719	1.12	0.16	Hove	East Sussex
	6	665	0.04	0.01	City of London LB	Inner London
	7	602	1.87	0.31	Merton LB	Outer London
	8	512	1.50	0.29	Camden LB	Inner London
	9	491	0.85	0.17	Oxford	Oxfordshire
	10	484	0.66	0.14	Eastbourne	East Sussex

Total % SPG Pop = 16.92

7 G	1	888	1.36	0.15	Rhondda	Mid Glamorgan
	2	637	0.84	0.13	Bolsover	Derbyshire
	3	617	0.78	0.13	Cynon Valley	Mid Glamorgan
	4	485	0.55	0.11	Merthyr Tydfil	Mid Glamorgan
	5	464	0.32	0.07	Dinefwr	Dyfed
	6	457	0.68	0.15	Blaenau Gwent	Gwent
	7	449	0.55	0.12	Islwyn	Gwent
	8	436	0.65	0.15	Hyndburn	Lancashire
	9	434	0.86	0.20	Ashfield	Notts
	10	417	0.49	0.12	Wansbeck	Northumberland

Total % SPG Pop = 7.08

SPG	Rank	Index	% SPG Pop	% LAD Pop	District	County
8 H	1	1278	2.32	0.18	Slough	Berkshire
	2	1246	6.44	0.52	Leicester	Leicestershire
	3	840	7.15	0.85	Bradford	West Yorkshire
	4	832	3.95	0.47	Wolverhampton	West Midlands
	5	826	2.19	0.26	Blackburn	Lancashire
	6	804	15.00	1.86	Birmingham	West Midlands
	7	798	1.28	0.16	Pendle	Lancashire
	8	755	3.95	0.52	Ealing LB	Outer London
	9	683	2.69	0.39	Newham LB	Inner London
	10	682	3.94	0.58	Sandwell	West Midlands

Total % SPG Pop = 48.91

9 J	1	3333	7.70	0.23	Kensington+Chelsea LB	Inner London
	2	2867	0.19	0.01	City of London LB	Inner London
	3	2430	7.12	0.29	Camden LB	Inner London
	4	1876	5.55	0.30	Westminster LB	Inner London
	5	1466	3.94	0.27	Hammersmith LB	Inner London
	6	928	3.53	0.38	Haringey LB	Inner London
	7	864	4.04	0.47	Wandsworth LB	Inner London
	8	857	2.51	0.29	Islington LB	Inner London
	9	842	2.48	0.29	Richmon-u-Thames LB	Outer London
	10	743	1.29	0.17	Oxford	Oxfordshire

Total % SPG Pop = 38.35

10 K	1	2189	10.30	0.47	Brent LB	Outer London
	2	1770	6.73	0.38	Haringey LB	Inner London
	3	1538	7.20	0.47	Wandsworth LB	Inner London
	4	1475	5.80	0.39	Newham LB	Inner London
	5	1458	6.62	0.45	Lambeth LB	Inner London
	6	1436	5.30	0.37	Harrow LB	Outer London
	7	1349	5.43	0.40	Waltham Forest LB	Outer London
	8	1341	3.60	0.27	Hammersmith LB	Inner London
	9	1264	4.24	0.34	Hackney LB	Inner London
	10	1124	4.86	0.43	Lewisham LB	Inner London

Total % SPG Pop = 60.08

11 L	1	756	7.10	0.94	Liverpool	Merseyside
	2	528	2.65	0.50	Kingston upon Hull	Humberside
	3	524	4.15	0.79	Edinburgh	Lothian
	4	477	0.82	0.17	Great Grimsby	Humberside
	5	475	0.61	0.13	Cleethorpe	Humberside
	6	472	1.27	0.27	Brighton	East Sussex
	7	449	2.26	0.50	Cardiff	Sth Glamorgan
	8	440	3.59	0.82	Manchester	Gtr Manchester
	9	430	1.60	0.37	Aberdeen City	Grampian
	10	407	1.00	0.25	Reading	Berkshire

Total % SPG Pop = 25.05

SPG	Rank	Index	% SPG Pop	% LAD Pop	District	County
12 M	1	444	0.62	0.14	Stevenage	Hertfordshire
	2	374	1.21	0.32	Knowsley	Merseyside
	3	339	0.39	0.12	Cumbernauld & Kilsyth	Strathclyde
	4	326	0.49	0.15	Harlow	Essex
	5	317	0.39	0.12	Scunthorpe	Humberside
	6	317	0.48	0.15	Bracknell	Berkshire
	7	314	0.31	0.10	Corby	Northants
	8	223	0.37	0.16	Derwentside	Durham
	9	216	0.37	0.17	Oxford	Oxfordshire
	10	205	0.20	0.10	Chester le Street	Durham
Total % SPG Pop =			4.53			
13 N	1	357	1.07	0.30	South Tyneside	Tyne and Wear
	2	353	0.53	0.15	Harlow	Essex
	3	305	0.52	0.17	Sedgefield	Durham
	4	301	0.52	0.17	Welwyn Hatfield	Hertfordshire
	5	284	2.83	1.00	Sheffield	South Yorks
	6	284	0.07	0.03	Tweeddale	Borders
	7	273	0.37	0.14	Crawley	West Sussex
	8	273	1.58	0.58	Sandwell	West Midlands
	9	271	1.07	0.40	Gateshead	Tyne and Wear
	10	271	1.36	0.50	Nottingham	Notts
Total % SPG Pop =			9.92			
14 P	1	547	7.68	1.40	Glasgow City	Strathclyde
	2	524	0.34	0.06	Roxburgh	Borders
	3	482	1.59	0.33	Dundee City	Tayside
	4	470	1.31	0.28	Barking & Dagenham LB	Outer London
	5	411	0.40	0.10	Clydebank	Strathclyde
	6	400	0.03	0.01	City of London LB	Inner London
	7	383	0.58	0.15	Kilmarnock & Loudoun	Strathclyde
	8	378	0.22	0.06	Ettrick & Lauderdale	Borders
	9	337	0.16	0.05	Berwick-upon-Tweed	Northumberland
	10	328	0.88	0.27	Kirkcaldy	Fife
Total % SPG Pop =			13.19			
15 R	1	906	1.40	0.15	East Kilbride	Strathclyde
	2	868	0.73	0.08	Cumnock & Doon Valley	Strathclyde
	3	821	1.25	0.15	Midlothian	Lothian
	4	760	1.94	0.26	West Lothian	Lothian
	5	687	1.91	0.28	Motherwell	Strathclyde
	6	659	0.76	0.12	Cumbernauld & Kilsyth	Strathclyde
	7	658	1.76	0.27	Kirkcaldy	Fife
	8	569	1.15	0.20	Hamilton	Strathclyde
	9	562	2.09	0.37	Aberdeen City	Grampian
	10	552	0.54	0.10	Clydebank	Strathclyde
Total % SPG Pop =			13.53			

SPG	Rank	Index	% SPG Pop	% LAD Pop	District	County
16 S	1	1480	4 96	0.34	Hackney LB	Inner London
	2	1325	3.43	0 26	Tower Hamlets LB	Inner London
	3	1251	4 88	0 39	Southwark LB	Inner London
	4	1130	5 13	0 45	Lambeth LB	Inner London
	5	1032	3 03	0.29	Islington LB	Inner London
	6	1026	2 87	0 28	Barking & Dagenham LB	Outer London
	7	902	3 89	0 43	Lewisham LB	Inner London
	8	774	3 04	0 39	Newham LB	Inner London
	9	735	3 44	0 47	Wandsworth LB	Inner London
	10	691	2 71	0.39	Greenwich LB	Outer London

Total % SPG Pop = 37 38

17 T	1	1126	3 30	0 29	Islington LB	Inner London
	2	1093	3 21	0 29	Camden LB	Inner London
	3	1017	2 63	0.26	Tower Hamlets LB	Inner London
	4	954	3 72	0 39	Southwark LB	Inner London
	5	918	0 06	0 01	City of London LB	Inner London
	6	690	2.04	0 30	Westminster LB	Inner London
	7	590	1 98	0 34	Hackney LB	Inner London
	8	565	1.52	0 27	Hammersmith LB	Inner London
	9	486	1 09	0 22	Norwich	Norfolk
	10	419	1 96	0 47	Wandsworth LB	Inner London

Total % SPG Pop = 21 51

18 V	1	845	11 85	1 40	Glasgow City	Strathclyde
	2	799	1.65	0 21	Monklands	Strathclyde
	3	785	2 54	0 32	Knowsley	Merseyside
	4	722	1 33	0 18	Inverclyde	Strathclyde
	5	569	1.58	0 28	Motherwell	Strathclyde
	6	517	1 04	0 20	Hamilton	Strathclyde
	7	504	4 74	0 94	Liverpool	Merseyside
	8	486	0 48	0 10	Corby	Northants
	9	476	1.83	0 38	Renfrew	Strathclyde
	10	424	1 40	0 33	Dundee City	Tayside

Total % SPG Pop = 28 04

19 W	1	842	0 67	0 08	Eden	Cumbria
	2	832	0 76	0.09	North Shropshire	Shropshire
	3	801	0 31	0.04	Radnor	Powys
	4	789	0 85	0 11	Mid Devon	Devon
	5	779	0.66	0 09	South Herefordshire	Hereford+Worcs
	6	751	0 26	0.03	Orkney Islands	Islands Area
	7	736	0.70	0.09	Carmarthen	Dyfed
	8	734	0.51	0 07	Leominster	Hereford+Worcs
	9	721	0 65	0 09	Montgomery	Powys
	10	700	0 44	0 06	South Shropshire	Shropshire

Total % SPG Pop = 5 81

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Area Classification Information Note 3
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THE SUPER PROFILE LIFESTYLE AND
TARGET MARKET NATIONAL CLASSIFICATIONS
THEIR DERIVATION AND DESCRIPTION

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Introduction

This note describes briefly the methods used to derive the two higher level aggregations of the original 150 cluster Super Profile classification system that are known as Lifestyles (11 area types) and Target Markets (formerly labelled Consumer Types) (37 area types) respectively. It also provides an indication of the relationship between these groupings and the intermediate 22 Super Profile Group (SPG) level of classification that is described in Information Notes 1 and 2 (see Brown and Batey, 1987a, 1987b).

More detailed information is presented about the Lifestyle classification. This takes the form of three tables. For each Lifestyle, one table contains the index values of the variables that were used in deriving the classification. The second table indicates the regional distribution of population by Lifestyle groups and the final table identifies the ten local authority districts in which the highest Lifestyle penetration indices are recorded.

Derivation of the Consumer Type Classification System

When the 22 Super Profile Group (SPG) classification scheme was derived from the original 150 Super Profile clusters, it was recognised that the adoption of a 22 level system was an inevitable compromise between parsimony and precision. The primary aim of the classification was to simplify the description of the types of area that could be distinguished using the full 150 cluster system.

Although the SPG scheme proved more than adequate for this purpose, it was apparent that, for some applications, both a simpler and more complex level of differentiation of area type was required. Several of the SPGs were judged to be rather large and heterogenous in their Super Profile composition. Notably SPGs D (accounting for 11.9% of total population), M (8.5%) and N (9.6%) contained fairly distinct sub-groupings of area types that would have been isolated in separate clusters had more than 22 groups been adopted in the SPG classification scheme. In addition, it was thought that it would be desirable to be able to distinguish variation in consumer behaviour at the 'upper' end of the market with greater precision than was possible with the rather 'coarse' SPG system. Thus, particular attention was focussed upon the splitting down of the SPGs A to F into subgroups that shared certain characteristics.

The finally adopted 37 cluster Consumer Type system was arrived at as a result of performing experiments with a series of alternative classifications that consisted of between 34 and 40 groupings of the original 150 Super Profile clusters. The experiments included an examination of the ability of the resulting groupings to distinguish variation in consumer behaviour that was revealed in information obtained from the British Market Research Bureau (BRMB).

This information took the form of data gathered in the annual Target Group Index (TGI) survey that is carried out by BRMB in which "the purchasing habits and media preferences" of 24,000 adults are recorded (as described, for example, by Webber, 1985).

These data were counts of the number of sampled adults and users of 19 TGI products (of the 400 products and 3500 different brands featured in the survey) broken down by Super Profile cluster code. The 19 products are listed as variables 66-84 in Appendix 1

Details of the way in which these data were employed are not of immediate concern here. However, one feature of the data that placed a limit on their usefulness was the fact that the TGI survey sample was 'ACORN weighted' i.e. sampled household ACORN types were present in proportion to the occurrence of ACORN types in the population as a whole. It was found that a number of Super Profile clusters were under represented in the sample. In an effort to compensate for any bias that this sampling scheme might have introduced, the sample was factored so that the sample proportions matched more closely the observed distribution of population between Super Profiles (as described in Brown, 1986).

Derivation of the Lifestyle Classification System

The 11 Lifestyles were derived by grouping the 37 Consumer Types using the CCP classification package (Openshaw, 1982). The data used for this purpose included the cluster means for the 37 observations with respect to the original 55 (plus 10) census variables, together with the 19 TGI variables (84 variables in all)

Availability of the TGI variables provided an opportunity to produce a new ranking of Super Profiles with respect to an enhanced measure of affluence. This was derived, as previously, by estimating the component scores obtained from the first component extracted from the matrix containing the correlations between the variables used in deriving the classification. The loadings of the 84 variables on the first component are presented in Appendix 1

Once again, the first component could be readily interpreted as a measure of affluence. However, as would be expected, the introduction of the TGI variables had the effect of changing the pattern of weights associated with the original census variables that were employed in deriving the Super Profile affluence ranking (and thus the Super Profile identification numbers). Most of the TGI variables were found to have high positive or negative loadings on the first component

The new affluence measure was also applied in deriving rankings of the 37 Consumer Types and the 11 Lifestyles with respect to affluence. These rankings served as the basis for establishing the sequence in which both the Consumer Types and the Lifestyles should be presented, and thus for their re-labelling.

The relationship between the Lifestyles, Consumer Types and Super Profiles is set out in a correspondence table in Appendix 2, with an indication of how a number of the Super Profile Groups were split in order to produce the Consumer Type groupings. This information is presented, in a rather more attractive format, in the accompanying table entitled 'Consumer Type Characteristics' that has been extracted from a promotional leaflet produced by Demographic Profiles Limited. The table includes a one line description of each Consumer Type and a list of its constituent Super Profile clusters, together with its population and corresponding proportional share of the total national population

From Consumer Types to Target Markets

As noted earlier, some time after the production of the above leaflet, it was decided to change the name of the 37 cluster classification from Consumer Types to Target Markets. It also proved appropriate to amend the brief 'label' used to refer to Lifestyle d from simply 'Rural Britain' to 'Rural & Holiday Britain'. This label was judged better to reflect the composition of the Lifestyle cluster. One of its distinguishing features is the inclusion of Super Profiles that share a high incidence of second and holiday homes. Some of these areas are correctly described as rural but others are found in coastal resort towns that exhibit urban characteristics.

Appendix 3 includes an extended version of the correspondence table between Super Profiles, Target Markets and Lifestyles, referred to above. It is presented here in the form in which it appears in a new version of a promotional brochure relating to Super Profiles that has been produced recently by Demographic Profiles Limited (1987). This is a revised edition of a brochure produced to coincide with the commercial launch of the classification system in January 1986. It omits direct reference to the intermediate SPG classification and, contrary to the convention noted above, upper case letters are used to identify individual Lifestyles. Similarly, Target Markets (Consumer Types) are distinguished by the combination of the Lifestyle letter and an affluence based sequence number.

Lifestyle and Consumer Type Population Size Distributions

Attention is drawn to the population size distributions of the Lifestyle and Consumer Type classifications that are recorded in Appendix 2 and the Consumer Type Characteristics table that follows it. The effect of splitting Super Profile Groups is evident in the latter table. No Consumer Type accounts for more than 6 per cent of the national population, although several come close to this figure. Seven clusters contain more than 4 per cent, viz. c9 (4.6%), e20 (4.2%), f15 (4.7%), f18 (5.2%), h24 (5.8%), i28 (4.3) and j33 (5.6%).

The regrouping of the Consumer Type clusters to form the Lifestyle clusters is seen to result in the creation of two large groupings (f - 'Lower Middle Class' 16.0%, and i - 'Council Tenants' 15.8%). Two other Lifestyle groups account for just over 10% of the national population (h - 'Dark Satanic Mills' and j - 'Underprivileged Britain'), with c ('Young Married Suburbia') representing almost a further 10%.

Lifestyle Characteristics

Table 1 records for each Lifestyle the index values which relate the Lifestyle mean to the national mean of all of the 84 variables that were employed in deriving the classification. Comparison with the corresponding table relating to SPGs (see Brown and Batey, 1987a) confirms that the inevitable effect of aggregation to a smaller number of area types has been to reduce the size of extreme index values. For example, the maximum index value for the variable 'Households with 3+ Cars' is 225 (Lifestyle d) which compares with the corresponding maximum SPG value of 277

(for SPG W - which forms part of the Lifestyle d grouping)

Similarly, the amalgamation of (parts of) SPGs containing property lacking basic amenities (e.g. J and L) with SPGs that have low values of this indicator has had the effect of 'diluting' the extreme values. For example, the Lifestyle h index for 'Households Share/Lack Bath' is 289 while that for its constituent SPGs is 446 (SPG L) and 238 (SPG G). The effect of aggregation on extreme values is perhaps most marked in the case of the absorption of the 'Armed Forces' SPG (Y) into Lifestyle f. This Lifestyle exhibits the largest value of the 'Armed Forces' index by some margin - but at 'only' 261 compared with the index for SPG Y of 5840.

The sequencing of Lifestyles with respect to affluence ranking has contributed to the loss of the regular 'pattern', that reflects the progression from owner occupation via privately rented property to council rented property, that is a feature of the SPG variable index table.

A particularly interesting feature of Table 1 is the inclusion of the TGI variables. The 'Social Class A+B' index values reflect fairly consistently the affluence ranking based labelling of the Lifestyle clusters, as do other variables, such as 'New Car' and 'Own Stocks and Shares'. There is some variation in the ranges of the index values, with several variables that appear to be more strongly correlated with affluence displaying a wide range of values, e.g. 'Times Readers' (361 - 43) and 'Gin Drinkers' (262 - 56).

Regional Distribution of Lifestyle Populations

Table 2 provides an indication of the spatial distribution of Lifestyles as reflected in their representation in the standard regions. As noted above with respect to the variable index values, a comparison with the corresponding SPG regional index values (see Brown and Batey, 1987a) confirms that grouping has resulted in a marked reduction in the range of regional variation. What is evident, however, is the retention of distinctive 'Greater London' and 'Scottish' clusters. In the former case this is seen in the distributions of EDs classified as falling in Lifestyles b (Metro Singles) and g (Multi-Ethnic Areas) with Greater London indices of 424 and 476 respectively. In contrast, Lifestyle j (Underprivileged Britain) is particularly strongly represented in Scotland (index=329).

Although less pronounced, no less significant is the high incidence of Stockbroker Belt (a) and Young Married Suburbia (c) ED population in the South East outside Greater London (with indices of 146 and 164 respectively). The predominantly rural character of East Anglia, the South West and Wales is reflected in the high index values recorded with respect to the Rural & Holiday Britain Lifestyle (d). The evocative label of Dark Satanic Mills that was assigned to Lifestyle h indicates that it is likely to be associated with the conditions found in the older industrial towns and cities of the North, North West and East Midlands. This is certainly the case. However, the strong links with older mining areas is reflected in the highest index value (196) being recorded in Wales.

'Top Ten' Local Authority Districts

In Table 3 are listed the 'top ten' local authority districts that emerge when the Lifestyle penetration index values are ranked with respect to the 459 local authority districts in England, Wales and Scotland, including the London Boroughs and the Shire and Metropolitan County districts. A similar table is presented in Information Note 2 with respect to the 22 Super Profile Groups (see Brown and Batey, 1987b). The pattern of district representation in Table 3 is generally consistent with that of the districts appearing in the SPG 'top ten' table, reflecting the grouping of SPGs or split SPGs in the derivation of the Lifestyle groups

The table provides more detailed information than enables a clearer impression to be gained of some of the features of the regional distribution of Lifestyle populations that were noted above. For example, the concentration of the population classified as falling in Lifestyles b (Metro Singles) and g (Multi-ethnic Areas) in the Greater London area is evident from the fact that the top ten districts are virtually all London Boroughs and account for 25 and 33 per cent of the entire national Lifestyle population respectively. Similarly, just over 15 per cent of the Lifestyle j (Underprivileged Britain) population is found in the top ten districts, nine of which are in Scotland (eight in Strathclyde alone)

The relative concentration of the above Lifestyle can be contrasted with the wider distribution of others that is suggested by the top ten district lists. Thus, in the case of Lifestyle d (Rural & Holiday Britain) less than 5 per cent of the more thinly spread population in this cluster is found in the top ten districts amongst which several parts of the country are represented

Lifestyle e (Older Suburbia) is notable in that it is the only Lifestyle cluster that corresponds directly with a Super Profile Group (by coincidence rather than design designated SPG E). The 'Older' of the Lifestyle title refers to the population age structure which includes a very high proportion of pensioners. This is consistent with the appearance of a number of districts containing popular coastal retirement areas in the top ten list

Finally, the top ten district list for Lifestyle i (Council Tenants) includes several names associated with new towns. This reflects the fact that the abbreviated label 'council property', that is sometimes applied in referring to the census derived tenure group, also includes property rented from new town development corporations. As might be expected, the highest concentrations of property in this broader tenure category in 1981 are found in new town districts.

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Table 1 . Lifestyle Characteristics (excluding unclassified - k)
 i e Lifestyle mean compared with national mean (XX) set to 100
 (including TGI variables)

	XX	a	b	c	d	e	f	g	h	i	j
Persons Aged 0-4	5 8	73	74	139	87	78	116	138	99	75	138
Persons Aged 5-14	14 0	95	60	125	97	86	115	106	87	92	138
Persons Aged 15-24	15 6	98	111	86	90	82	95	121	101	101	121
Persons Aged 25-44	26 1	91	115	135	95	90	116	100	97	80	97
Persons Aged 45-64	22 7	114	92	78	107	108	91	86	96	119	84
Persons Aged 65-74	9 7	106	109	51	111	140	73	77	118	120	61
Persons Aged 75+	6. 0	119	138	45	111	147	64	74	121	114	49
Household Size	2 7	100	79	111	100	92	106	106	91	96	117
Single Worker Hhlds	7 8	87	267	64	85	76	66	141	118	82	65
Marr'd Couple Hhlds	44 8	100	70	136	105	105	121	78	94	87	94
2+ E.A /No Ch Hhlds	23 1	104	106	114	97	95	112	96	95	98	84
Fem of Reprod Age	38 8	93	113	121	93	84	110	110	97	85	107
2 Adults + Ch 0-15	22 3	88	54	164	95	82	134	91	86	75	132
6+ Person Hhlds	3 9	79	56	66	92	52	74	217	76	101	218
Single Parent Hhlds	5 8	49	127	44	57	64	65	181	98	142	171
Lone Female O A P s	11 4	101	127	43	91	132	67	88	125	131	69
One Year Migrants	9 9	92	173	107	92	77	84	133	102	75	91
Pensioner Migrants	4 7	88	114	157	89	78	91	125	73	90	104
Rooms per Hhld 1-3	18 4	49	210	27	56	53	40	148	92	146	139
Rooms per Hhld 4-6	69 0	88	71	109	94	115	121	94	108	101	104
Rooms per Hhld 7+	12 6	243	98	155	194	87	70	60	68	29	22
Overcrowded Hhlds	0 6	27	94	34	60	32	53	221	78	106	288
Share/Lack Bath	2 5	39	98	27	162	60	34	152	289	36	24
Share/Lack Insd WC	4 2	47	237	22	115	59	35	183	251	38	49
Owner Occupied	54 9	150	91	163	113	144	132	72	114	39	19
Council/New Town	31 6	19	44	15	43	36	60	142	52	236	276
Tied Employ/Busin	3 4	71	107	47	303	37	94	31	60	28	19
Unfurnished Rented	6 9	77	224	34	164	88	50	115	207	28	15
Furnished Rented	3 2	106	507	38	75	50	40	182	139	16	8
Second/Hol Homes	0 9	62	110	32	433	69	20	9	45	13	4
African Born	0 6	84	224	54	35	36	57	639	53	33	36
Caribbean Born	0 6	30	141	20	10	24	35	771	52	48	61
Indo/Pakistan Born	1 2	65	157	39	23	37	48	758	81	33	36
Non Commonw'lth/EEC	1 0	163	422	71	73	54	72	163	63	37	35
Hhlds Without Car	39 0	55	120	31	56	91	67	144	131	140	151
Hhlds With 1 Car	47 4	107	93	128	109	111	125	81	90	83	79
Hhlds With 2 Cars	11 0	185	70	193	168	92	114	45	51	50	36
Hhlds With 3+ Cars	2 6	204	64	151	225	80	94	38	45	44	28
Working at Home	11.1	88	144	49	328	57	41	46	68	30	16
T-to-Work by Foot	16 3	57	104	41	78	95	78	107	155	123	122
T-to-Work by Car	21 4	129	74	150	112	115	119	65	84	84	75
T-to-Work by Bus	16 1	46	78	41	27	83	77	160	114	154	198
T-to-Work by Train	5 5	162	255	76	28	50	98	279	51	57	41

Table 1 (continued)

	XX	a	b	c	d	e	f	g	h	i	j
Employ + Managers	13 1	174	133	151	155	107	93	57	67	51	34
Professional Wkrs	4 1	321	186	184	89	82	80	53	47	33	20
Non-Manual Workers	31 5	135	140	135	72	121	113	96	85	81	66
Self Emp Non-Prof	5 4	80	96	78	231	97	80	82	89	59	45
Skilled Manual	19 8	38	47	69	72	98	113	108	135	136	149
Semi-Skil'd Manual	19 9	39	64	49	112	79	87	126	112	129	148
Unskilled Manual	6.1	24	48	31	61	59	75	143	135	164	198
Armed Forces	0 8	70	59	132	102	72	261	26	55	43	60
Agricultural Wkrs	3 8	28	8	36	484	29	27	4	23	19	18
Energy+Water Wkrs	3 0	62	47	89	52	81	109	46	219	113	149
Manufacturing Wkrs	25 8	63	56	94	64	100	114	115	117	129	137
Service/Dist Wkrs	52.9	132	134	111	93	106	97	96	88	88	80
Students 16+	4 3	177	137	120	103	86	91	120	73	68	74
Qualified Workers	13 3	255	191	184	102	97	83	62	57	35	22
Self Empl Workers	10 8	137	115	94	219	99	73	68	81	49	35
Part Time Workers	15 7	100	73	96	88	112	106	83	100	116	108
Prop Male Workers	52 2	98	98	98	101	99	99	99	101	100	98
Working Wives	46 4	98	110	112	82	96	111	101	100	100	96
Male Unemployed	10 3	48	88	39	65	68	63	159	111	136	212
Social Class A+B		267	184	180	118	97	91	100	45	49	30
Brown Sauce User		76	68	59	44	85	92	80	137	58	138
Gin Drinker		176	262	142	56	97	109	176	102	84	61
Wine Drinker		143	200	111	91	77	102	78	159	60	58
Cigarette Smoker		54	58	87	80	51	86	89	89	138	120
New Car Last Year		191	147	159	145	114	128	99	54	79	52
Play Bingo		33	9	33	93	74	65	132	80	125	137
Play Squash		132	150	128	74	101	122	94	81	76	47
Holiday Abroad		155	149	123	87	109	113	104	115	78	72
Holiday Camp		68	20	115	86	88	121	78	137	137	116
Twin Tub Wash M		67	41	74	116	95	82	102	86	111	149
Read Express		147	53	123	105	148	135	104	106	109	83
Read Sun		64	52	70	115	90	99	101	118	105	124
Read Telegraph		197	163	153	137	116	87	87	65	86	40
Read Times		171	361	103	70	51	71	67	87	49	43
Read Weekend		103	29	79	106	34	87	104	91	145	100
Read Good H'keeping		239	155	158	122	91	86	122	76	54	65
Own Stocks + Shares		237	123	156	113	102	136	118	105	64	49
Priv Hlth Insurance		149	193	177	91	87	96	83	85	67	39

Table 2 : Distribution of Lifestyles between the Standard Regions
 XX = Percentage of UK Population by Region

	XX	a	b	c	d	e	f	g	h	i	j
Greater London	12 3	125	424	19	4	30	97	476	45	76	22
Other South East	18 6	146	101	164	124	118	118	35	69	76	48
East Anglia	4 5	60	50	117	300	124	110	17	88	66	52
South West	7 9	105	67	101	241	187	97	19	82	72	40
West Midlands	9 5	73	38	105	80	100	115	125	83	120	104
East Midlands	6 1	60	25	105	71	102	135	80	164	95	84
Yorks+Humberside	9 0	73	41	79	71	116	117	64	143	119	102
North West	11 9	108	46	107	38	116	103	55	144	106	119
North	5 7	69	25	86	72	91	83	21	133	164	145
Wales	5 1	85	26	91	167	109	74	15	196	91	100
Scotland	9 4	86	44	87	88	36	33	16	60	140	329

Table 3 : Lifestyles - Ranking of Local Authority Districts with respect to Lifestyle Population Penetration Index : Top Ten

$$\text{Index} = \frac{\text{Proportion of Lifestyle Population Found in District}}{\text{Proportion of Total Population Found in District}} \times 100$$

Note: 459 Local Authority Districts (LADs), including London Boroughs and Shire and Metropolitan County Districts

Greater London Council. a distinction is made between Inner and Outer London Boroughs under County.

Total % LS Pop is the proportion of the entire Lifestyle (LS) population that is found in the 10 districts with the highest index values

Life-style	Rank	Index	% LS Pop	% LAD Pop	District	County
1 a	1	521	1 09	0.21	Elmbridge	Surrey
	2	488	0.69	0.14	Mole Valley	Surrey
	3	486	0 35	0 07	Bearsden & Milngavie	Strathclyde
	4	448	0.53	0 12	Epsom & Ewell	Surrey
	5	432	0 42	0.10	Eastwood	Strathclyde
	6	406	0.69	0 17	Chiltern	Bucks
	7	400	2 11	0.53	Barnet LB	Outer London
	8	374	0.75	0 20	Waverley	Surrey
	9	371	0.43	0 12	South Buckinghamshire	Bucks
	10	353	0 55	0 15	Woking	Surrey
Total % LS Pop =			7.61			
2 b	1	1965	4.28	0 22	Kensington+Chelsea LB	Inner London
	2	1734	0 09	0.01	City of London LB	Inner London
	3	1667	4.30	0 26	Westminster LB	Inner London
	4	1444	3 57	0.25	Camden LB	Inner London
	5	1097	3 11	0.28	Richmond-u-Thames LB	Outer London
	6	963	2.32	0.24	Hammersmith LB	Inner London
	7	793	1 22	0 15	Hove	East Sussex
	8	638	1.91	0 30	Merton LB	Outer London
	9	610	2.65	0.43	Wandsworth LB	Inner London
	10	584	1.40	0.24	Kingston-u-Thames LB	Outer London
Total % LS Pop =			24 85			
3 c	1	552	0.76	0.14	Hart	Hampshire
	2	529	1 09	0 21	Wokingham	Berkshire
	3	406	0.67	0.16	Fareham	Hampshire
	4	400	0 58	0.14	Surrey Heath	Surrey
	5	372	0.36	0.10	Eastwood	Strathclyde
	6	363	0.56	0.15	Strathkelvin	Strathclyde
	7	352	0.78	0.22	Northavon	Avon
	8	351	0.25	0 07	Bearsden & Milngavie	Strathclyde
	9	345	0.68	0.20	South Cambridgeshire	Cambridgeshire
	10	342	0 64	0.19	South Staffordshire	Staffordshire
Total % LS Pop =			6 37			

Life-style	Rank	Index	% LS Pop	% LAD Pop	District	County
4 d	1	925	0.43	0.05	Dwyfor	Gwynedd
	2	761	0.43	0.06	Meirionydd	Gwynedd
	3	745	0.13	0.02	Skye & Lochalsh	Highland
	4	711	0.63	0.09	Montgomery	Powys
	5	697	0.59	0.08	South Herefordshire	Hereford+Worcs
	6	695	0.65	0.09	Carmarthen	Dyfed
	7	689	0.43	0.06	South Shropshire	Shropshire
	8	687	0.12	0.02	Badenoch & Strathspey	Highland
	9	683	1.01	0.15	North Norfolk	Norfolk
	10	680	0.53	0.08	Eden	Cumbria

Total % LS Pop = 4.95

5 e	1	583	0.41	0.07	Christchurch	Dorset
	2	480	0.80	0.17	Worthing	West Sussex
	3	454	0.50	0.11	Adur	West Sussex
	4	450	1.21	0.27	Blackpool	Lancashire
	5	449	0.95	0.22	Arun	West Sussex
	6	444	0.91	0.21	Torbay	Devon
	7	424	0.37	0.09	Colwyn	Clwyd
	7	423	0.77	0.18	Wyre	Lancashire
	9	408	0.85	0.21	Tendring	Essex
	10	392	0.53	0.14	Rother	East Sussex

Total % LS Pop = 7.30

6 f	1	339	0.54	0.16	Castle Point	Essex
	2	337	1.35	0.40	Bexley LB	Outer London
	3	319	0.46	0.14	Blaby	Leicestershire
	4	312	1.40	0.45	Havering LB	Outer London
	5	280	0.38	0.13	Rochford	Essex
	6	266	0.26	0.10	Oadby & Wigston	Leicestershire
	7	255	1.12	0.44	Hillingdon LB	Outer London
	8	252	0.46	0.18	South Ribble	Lancashire
	9	240	0.42	0.17	Spelthorne	Surrey
	10	234	0.33	0.14	Alwyn & Deeside	Clwyd

Total % LS Pop = 6.72

7 g	1	1158	3.51	0.30	Hackney LB	Inner London
	2	1052	4.79	0.46	Brent LB	Outer London
	3	1003	3.83	0.38	Newham LB	Inner London
	4	996	4.18	0.42	Lambeth LB	Inner London
	5	901	3.23	0.36	Haringey LB	Inner London
	6	858	2.94	0.34	Southwark LB	Inner London
	7	858	2.15	0.25	Islington LB	Inner London
	8	850	3.70	0.43	Wandsworth LB	Inner London
	9	831	1.91	0.23	Tower Hamlets LB	Inner London
	10	783	3.13	0.40	Lewisham LB	Inner London

Total % LS Pop = 33.37

Life-style	Rank	Index	% LS Pop	% LAD Pop	District	County
8 h	1	733	1.10	0.15	Rhondda	Mid Glamorgan
	2	492	0.63	0.13	Cynon Valley	Mid Glamorgan
	3	487	0.64	0.13	Bolsover	Derbyshire
	4	401	0.45	0.11	Merthyr Tydfil	Mid Glamorgan
	5	363	0.53	0.15	Hyndburn	Lancashire
	6	349	0.24	0.07	Dinefwr	Dyfed
	7	341	0.52	0.15	Blaenau Gwent	Gwent
	8	326	0.41	0.12	Islwyn	Gwent
	9	323	0.66	0.20	Ashfield	Notts.
	10	314	0.37	0.12	Wansbeck	Northumberland

Total % LS Pop = 5.55

9 i	1	348	0.65	0.19	Harlow	Essex
	2	294	0.46	0.16	Stevenage	Hertfordshire
	3	264	0.53	0.20	Welwyn Hatfield	Hertfordshire
	4	264	0.41	0.16	Crawley	West Sussex
	5	247	0.47	0.19	Sedgefield	Durham
	6	241	0.72	0.30	South Tyneside	Tyne and Wear
	7	236	0.32	0.14	Wear Valley	Durham
	8	235	0.57	0.24	Norwich	Norfolk
	9	226	0.67	0.29	Barking & Dagenham LB	Outer London
	10	210	0.36	0.17	Derwentside	Durham

Total % LS Pop = 5.16

10 j	1	625	1.25	0.20	Monklands	Strathclyde
	2	582	1.56	0.27	Motherwell	Strathclyde
	3	559	0.46	0.08	Cumnock & Doon Valley	Strathclyde
	4	536	0.48	0.09	Clydebank	Strathclyde
	5	527	0.92	0.17	Inverclyde	Strathclyde
	6	501	1.27	0.25	West Lothian	Lothian
	7	493	6.05	1.23	Glasgow City	Strathclyde
	8	477	1.55	0.32	Knowsley	Merseyside
	9	477	0.73	0.15	East Kilbride	Strathclyde
	10	469	0.92	0.20	Hamilton	Strathclyde

Total % LS Pop = 15.19

11 k	1	3051	3.96	0.13	Runnymede	Surrey
	2	2671	3.77	0.14	Mole Valley	Surrey
	3	2036	3.12	0.15	Bracknell	Berkshire
	4	1686	2.60	0.15	Tewkesbury	Gloucs
	5	1676	1.93	0.11	South Buckinghamshire	Bucks
	6	1653	2.07	0.13	Fylde	Lancashire
	7	1603	2.62	0.17	East Hampshire	Hampshire
	8	1534	1.93	0.12	Glanford	Humberside
	9	1850	2.07	0.14	Rochford	Essex
	10	1359	1.56	0.11	Uttlesford	Essex

Total % LS Pop = 25.63

Appendix 1

Derivation of Revised Super Profile Affluence Ranking
Weights Applied to Z-Scores of Variables - Loadings on First Principal
Component Extracted from Correlation Matrix (including TGI variables)

	Variable Weight	Variable Acronym	Variable Description
1	-0 200	INFANT	Persons Aged 0-4 (Infants)
2	-0 309	CHILDN	Persons Aged 5-14 (Children)
3	-0 084	YOUTHS	Persons Aged 15-24 (Youths)
4	0 221	YNGADL	Persons Aged 25-44 (Young Adults)
5	0 030	OLDADL	Persons Aged 45-64 (Older Adults)
6	0 055	OLDPSN	Persons Aged 65-74 (Old Persons)
7	0.208	VRVOLD	Persons Aged 75+ (Very Old Persons)
8	-0 223	HHSIZE	Persons per 100 Households
9	-0 287	BIGHHD	Six or more Person Households
10	0 122	MARRAD	Married Persons per 10000 Adults
11	-0 013	MARCPL	Married Couple Households
12	0 281	SINWKR	One Econ Act Adult without Children
13	0 258	HHEA2+	Private Hhlds with 2+ E A /No Children
14	0 118	FEMREP	Females of Reproductive Age
15	-0 249	INFYWR	Infant - Young Woman Ratio
16	-0 155	FAMILY	Two Adults with Children Households
17	-0 314	LNPRNT	Single Parent Families
18	-0 021	LNFPEN	Lone Female Pensioner Households
19	-0 149	MIGRNT	One Year Migrants
20	0 005	MIGPNA	Pensioner Migrants
21	-0 118	SMLACC	Households with 1-3 rooms
22	0 645	BIGACC	Households with 7+ rooms
23	-0 374	PPROOM	Persons per 100 Rooms
24	-0 364	SVOCFD	Overcrowded Households (>1 5 p/room)
25	-0 177	NOBATH	Households Share/Lack Bath
26	-0 032	NOINWC	Households Share/Lack Inside WC
27	0 492	OWNOCC	Owner Occupied Private Households
28	-0 576	COUNCL	Council/New Town Rented Households
29	0 059	JOBHSE	'With Job' Private Households
30	-0 145	UNFRNT	Unfurnished Rented Private Hhlds
31	-0 352	FURNRD	Furnished Rented Private Households
32	0 059	SECOND	Second and Holiday Homes
33	-0 162	NONPRM	Non-Permanent Private Households
34	-0 159	AFRICN	African Born Residents
35	-0 025	CARIBB	Caribbean Born Residents
36	-0 011	INDPAK	Indo/Pakistan Born Residents
37	0 240	EECNM	Non Commonwealth/EEC Born Residents
38	-0 473	HHNOCA	Households without Cars
39	0 557	HH2CAR	Households with 2 Cars
40	0 471	HH3+CA	Households with 3+ Cars
41	0.362	CARCOM	Travel to Work by Car
42	-0 551	BUSCOM	Travel to Work by Bus
43	-0 356	PEDCOM	Travel to Work on Foot
44	0 090	HOMEWK	Residents Working at Home
45	0 437	TRNCOM	Travel to Work by Train

46	0.725	MANAGR	Employers and Managers
47	0.823	PROFES	Professional Workers
48	0.684	NONMAN	Non-Manual Workers
49	0 041	NPRSLF	Self Employed Non-Professional Workers
50	-0 761	SKILLD	Skilled Manual Workers
51	-0 750	SEMISK	Semi-Skilled Manual Workers
52	-0.440	UNSKLD	Unskilled Manual Workers
53	0 015	DEFNCE	Armed Forces Personnel
54	-0 112	AGRICW	Agricultural Workers
55	-0 213	ENWATW	Energy and Water Workers
56	-0 555	MANUFW	Manufacturing Workers
57	0.727	SWDISW	Service, Distribution Workers
58	0 542	STUDNT	Students 16+
59	0 904	QUALFM	Qualified Male Workers
60	0 876	QUALFE	Qualified Female Workers
61	0 390	SELEMP	Self Employed Workers
62	-0 328	PTTIME	Part Time Workers
63	-0 192	MASCWA	Masculinity of Working Age Persons
64	0 171	EAMARF	Economically Active Married Females
65	-0 556	UNEMPM	Unemployed Males
66	0 864	AB S	Social Class A + B
67	-0 224	BROWNS	Brown Sauce User (Heavy)
68	0 446	GIN	Gin Drinker (Heavy)
69	0 606	WINE	Wine Drinker (Heavy)
70	-0 534	SMOKER	Cigarette Smoker (Heavy)
71	0 666	NEWCAR	New Car Last 12 Months
72	-0 595	BINGO	Play Bingo
73	0.461	SQUASH	Play Squash
74	0 790	HOLABD	Take Holiday Abroad
75	-0 350	HOLCMP	Use Holiday Camp
76	-0.648	TTWASH	Twin Tub Washing Machine Owner
77	0 260	XPRESS	Read Express
78	-0 529	SUN	Read Sun
79	0 679	TELEGR	Read Telegraph
80	0 653	TIMES	Read Times
81	-0 286	WEEKND	Read Weekend
82	0 597	GDHKPG	Read Good Housekeeping
83	0.764	SHARES	Own Stocks and Shares
84	0.685	PRHLTH	Private Health Insurance

Appendix 2

Relationships between Lifestyles, Super Profile Groups, Consumer Types and Super Profiles

Lifestyles	% Pop	SP Grps	Cons Types	Super Profiles
1 a	8.9	A	1	A1 A2 A5 A6
		A	2	A10
		F-	3	F15 F25 F26 F27
Stockbroker Belt		A	8	A12 A21
2 b	3.1	J	4	J47 J52 J56 J57
				J65 J78 J79 J95
		F-	6	F66 F71 F75
Metro Singles			7	F33 F34 F43
3 c	9.8	B	5	B3 B4 B9
			9	B11 B16 B17
Young Married Suburbia		C	10	C8 C13 C14
4 d	8.6	W	14	W7 W18 W20 W22
				W23 W44 W50
		X	17	X19 X24 X30 X41
				X48 X49 X58
Rural/Holiday Areas			19	X45 X46 X54 X64
5 e	8.2	E	11	E31
			12	E38 E39 E53
Older Suburbia			20	E55 E60 E69
6 f	16.0	D	15	D28 D29 D32
		Y	16	Y35 Y40 Y61
		D	18	D36 D37 D42
		M-	21	M62 M63 M76
Lower Middle Class		D	22	D51 D70
7 g	7.2	K	13	K59 K74 K85 K86 K101
		S	25	S100 S104 S110 S128
				S134 S137 S141
Multi-ethnic Areas		H	32	H107 H109 H111 H133 H139
8 h	10.4	L	23	L73 L87 L97 L105
				L108 L123 L135
		G	24	G67 G68 G72 G77 G82 G88
Dark Satanic Mills			26	G89 G91 G94 G103
9 i	15.8	P	27	P90 P93 P124 P125 P129
		N	28	N80 N81 N92 N102
		M-	29	M83 M96
		T	30	T106 T121 T126 T140 T142
		N	31	N115 N116 N117
Council Tenants		N	34	N119 N120 N122 N127
10 j	10.8	R	33	R98 R99 R112 R113
				R114 R118 R131 R143
		M-	35	M130 M136 M138
		V	36	V132 V144 V145 V146
Underprivileged Britain				V147 V148 V149
11 k	0.1	Z	37	Z84 Z150
Unclassified				

CONSUMER TYPE CHARACTERISTICS

Consumer Types are numbered in order of affluence and are preceded by Lifestyle identifying letter

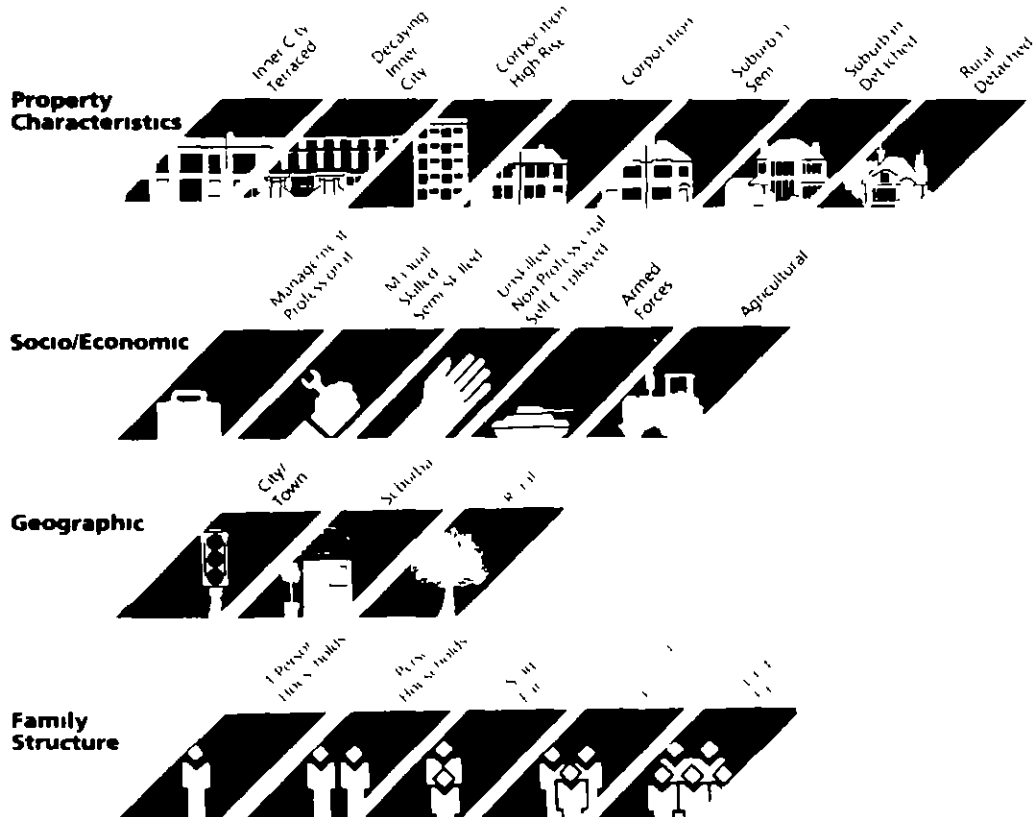
Consumer Type	Brief Description	Constituent Clusters	Population	National %
Lifestyle 'a' – STOCKBROKER BELT				
a1	Middle aged families in exclusive suburbs	A1,A2,A5,A6,	2,065,546	3 85
a2	Older families in select suburban property	A10	453,144	0 85
a3	Expensive city centre flats/apartments	F15,F25,F26,F27	926,752	1 73
a8	Middle aged families in up-market semis	A12,A21	1,324,702	2 47
			<u>4,770,144</u>	<u>8 90</u>
Lifestyle 'b' – METRO SINGLES				
b4	Young professionals in bed sitters	J47,J52,J56,J57,J65,J78,J79,J95	698,012	1 30
b6	Older white collar flat dwellers	F66,F71,F75	360,397	0 67
b7	Young single white collars in rented property	F33,F34,F43	810,944	1 51
			<u>1,869,353</u>	<u>3 48</u>
Lifestyle 'c' – YOUNG MARRIED SUBURBIA				
c5	Younger families in suburban detached	B3,B4,B9	1,709,083	3 19
c9	Younger families in larger semis	B11,B16,B17	2,452,443	4 58
c10	Young well-to-do married in high turnover semis	C8,C13,C14	1,098,786	2 05
			<u>5,260,312</u>	<u>9 82</u>
Lifestyle 'd' – RURAL BRITAIN				
d14	Affluent farming communities	W7,W18,W20,W22,W23,W44,W50	2,002,224	3 74
d17	Older and retired better off rural dwellers	X19,X24,X30,X41,X48,X49,X58	1,789,541	3 34
d19	Less affluent rural workers and pensioners	X45,X46,X54,X64	838,080	1 56
			<u>4,629,845</u>	<u>8 64</u>
Lifestyle 'e' – OLDER SUBURBIA				
e11	White collar family pensioners	E31	590,513	1 10
e12	Single white collar pensioners	E38,E39,E53	1,538,455	2 87
e20	Middle aged white collar couples	E55,E60,E69	2,264,072	4 23
			<u>4,393,040</u>	<u>8 20</u>

Consumer Type	Brief Description	Constituent Clusters	Population	National %
Lifestyle 'f' – LOWER MIDDLE CLASS				
f15	Lower middle class metropolitan semis	D28,D29,D32	2,502,802	4 67
f16	Military families	Y35,Y40,Y61	271,528	0 51
f18	Lower middle class in provincial semis	D36,D37,D42	2,784,811	5 20
f21	Upper working class in council housing	M62,M63,M76	1,930,628	3 60
f22	Upper working class in semis and terraced	D51,D70	1,108,420	2 07
			<u>8,598,189</u>	<u>16 05</u>
Lifestyle 'g' – MULTI-ETHNIC AREAS				
g13	Young multi-ethnic white & blue collar families	K59,K74,K85,K86,K101	1,238,426	2 31
g25	Unskilled ethnic families in council flats	S100,S104,S110,S128,S134,S137,S141	1,529,724	2 86
g32	Large ethnic families in cramped terraced property	H107,H109,H111,H133,H139	1,066,732	1 99
			<u>3,834,882</u>	<u>7 16</u>
Lifestyle 'h' – DARK SATANIC MILLS				
h23	Unskilled families, inner city conversions	L73,L87,L97,L105,L108,L123,L135	1,373,574	2 56
h24	Skilled and semi-skilled in improved terraced	G67,G68,G72,G77,G82,G88	3,097,510	5 78
h26	Skilled and semi-skilled in poorer terraced	G89,G91,G94,G103	1,083,698	2 02
			<u>5,554,782</u>	<u>10 36</u>
Lifestyle 'i' – COUNCIL TENANTS				
i27	Middle aged and older couples in council flats	P90,P93,P124,P125,P129	1,194,303	2 23
i28	Blue collar workers in established council houses	N80,N81,N92,N102	2,284,617	4 26
i29	Blue collar workers with high unemployment	M83,M96	1,273,816	2 38
i30	Low income older families in council flats	T106,T121,T126,T140,T142	815,226	1 52
i31	Mature blue collar workers in mining areas	N115,N116,N117	749,032	1 40
i34	Very low income council houses	N119,N120,N122,N127	2,122,915	3 96
			<u>8,439,909</u>	<u>15 75</u>
Lifestyle 'j' – UNDERPRIVILEGED BRITAIN				
j33	High unemployment semi-skilled in council houses	R98,R99,R112,R113,R114,R118,R131,R143	3,010,652	5 62
j35	Highly unemployed in crowded council houses	M130,M136,M138	1,341,722	2 51
j36	Large unemployed families in cramped council flats	V132,V144,V145,V146,V147,V148,V149	1,446,033	2 70
			<u>5,798,407</u>	<u>10 83</u>
Lifestyle 'k' – UNCLASSIFIED				
k37	All other areas unclassified	Z84,Z150	408,048	0 76
			<u>408,048</u>	<u>0 76</u>

SUPER PROFILE CLUSTERS, TARGET MARKETS AND LIFESTYLES

KEY TO SYMBOLS

Symbols are used in the headings for each Target Market to illustrate the broad nature of their content



LEGEND OF DESCRIPTIONS

The predominant features which we have highlighted in the SUPER PROFILE descriptions indicate levels significantly different from the national average but they do not necessarily imply majority representation

Main Regions

E Ang	East Anglia
E Mid	East Midlands
GL	Greater London
Mid	East and West Midlands
N	North
NW	North West
Only	Over 80% in area
Outer SE	London Satellite
Scot	Scotland
SE	South East
SW	South West
Wales	Wales
W Mid	West Midlands
York	Yorkshire

Age/Family

Ch	Above average number of children
Few Ch	Notable scarcity of children
Many Ch	Large numbers of children
Mature	Adults 45-64
Mixed Single	1 person households all adult age groups
Nat Avge	Age and family structure close to national average
Older	Adults 65-74
One Par Fam	Many one parent families
Single	1 person households adults 15-24

V Old
V Young
Young

Adults 65-74 and 75+
Adults 15-24
Adults 25-44

Occupation Type

Empl/Man	Employers and Managers
Farm	Farming
Forces	Armed Forces
Manual	No predominant manual type
Nat Avge	Even spread of all occupations
Prof	Professional
Retire	High proportion retired
Semi Skil	Semi Skilled Manual
Skilled	Skilled Manual
Unskil	Unskilled Manual
Whit Col	No predominant white collar type

Property Type

Bedsit	Furnished shared rented property
Corp	Property rented from local authority
Det	Detached
Flats	Sub divided unfurnished property
Mixed	Wide variety of property types
Semi	Semi Detached
Ter	Terraced
Tied	Tied to employment or business
Vans/Boats	Caravans and Boats

Car Ownership

High 2/3	Many 2 or 3 car owners
Med	Over 50% at least 1 car
Low	Under 50% car owners
V Low	Over 60% without cars

Special Features

Ethnic	Preponderance of ethnic minorities
Flats	High proportion of local authority flats
Fr/Rural	Rural/Urban fringe
H/Unempl	High Unemployment
Lack/Bath	Absence of standard amenities such as a bath or inside WC
Mig	Residential turnover
Mining	Mining area
Mkt Towns	Market Towns
O/Occ	Owner occupied
O/Crowd	Severe overcrowding
Rent	Unfurnished private rented property
Retire	Retirement area
Rural	Rural area
2nd Homes	Second Homes
Student	Preponderance of students
US Bases	American Military Bases
V/H	Very High
V/L	Very Low
Wk Wives	Preponderance of working wives

Lifestyle A

Target Market A1		MIDDLE AGED FAMILIES IN EXCLUSIVE SUBURBS						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
001	Outer SE	Empl/Man/Prof	High 2/3	Mature Ch	Det	-	449 783	0 84
002	SE/Scot	Prof	High 2/3	Mature	Det	-	276 590	0 52
005	SE/NW	Empl/Man	High 2/3	Mature	Det	-	810 850	1 51
006	Only SE	Empl/Man	High 2/3	Mature	Det	-	528 323	0 99
LIFESTYLE A – STOCKBROKER BELT				A	Total for TARGET MARKET A1 2 065 546 3 86			

Target Market A2		OLDER FAMILIES IN SELECT SUBURBAN PROPERTY						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
010	SE/SW	Empl/Man/Prof	High 2/3	Older Few Ch	Det	-	453 144	0 85
LIFESTYLE A – STOCKBROKER BELT				A	Total for TARGET MARKET A2 453 144 0 85			

Target Market A3		EXPENSIVE CITY CENTRE FLATS/APARTMENTS						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
015	Only GL	Empl/Man/Prof	High 2/3	Mature	Bedsit	-	133 771	0 25
025	Scot	Prof	Low	Single	Bedsit	Student	158 579	0 30
026	Scot/SE	Prof	Low	Older Few Ch	Bedsit	-	168 117	0 31
027	NW	Empl/Man/Prof	High 2/3	Mixed Single	Bedsit	-	466 285	0 87
LIFESTYLE A – STOCKBROKER BELT				A	Total for TARGET MARKET A3 926 752 1 73			

Target Market A8		MIDDLE AGED FAMILIES IN UP-MARKET SEMIS						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
012	Outer SE	Prof	High 2/3	Mature	Det/Semi	-	541 403	1 01
021	NW/SE	Whit Col	High 2/3	Mature	Det/Semi	-	783 299	1 46
LIFESTYLE A – STOCKBROKER BELT				A	Total for TARGET MARKET A8 1 324 702 2 47			

Lifestyle B

Target Market B4		YOUNG PROFESSIONALS IN BED SITTERS						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
047	Only GL	Prof/Whit Col	Low	Young Single	Bedsit	-	218 538	0 41
052	GL/E Ang	Prof/Whit Col	Med	Young Single	Tied Flat	V/H Mig	21 284	0 04
056	Only GL	Prof/Whit Col	Low	Young Single	Flats	Rent	103 403	0 19
057	SW	Prof/Whit Col	Low	Young Single	Flats	Rent	159 561	0 30
065	E Ang/SW	Empl/Whit Col	Low	Single	Flats	Rent	65 330	0 12
078	Only GL	Empl/Whit Col	V Low	Young Single	Flats	V/H Mig	36 310	0 07
079	NW/E Ang	Prof/Whit Col	V Low	Young Single	Bedsit	Student	25 641	0 05
095	GL/NW	Prof/Whit Col	V Low	Young Single	Flats	Rent	67 945	0 13
LIFESTYLE B – METRO SINGLES				B	Total for TARGET MARKET B4 698 012 1 31			

Target Market		B6					OLDER WHITE COLLAR FLAT DWELLERS		
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %	
066	Only GL	Empl/Man/Prof	Low	Mixed Single	Flats	O/Occ	64 325	0 12	
071	SE/SW	Whit Col	Low	Older	Flats	Retire	197 460	0 37	
075	SE/SW	Empl/Whit Col	Low	V Old Few Ch	Flats	Rent	98 612	0 18	
LIFESTYLE B – METRO SINGLES				B	Total for TARGET MARKET B6		360 397	0 67	

Target Market		B7					YOUNG SINGLE WHITE COLLARS IN RENTED PROPERTY		
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %	
033	Only GL	Empl/Man/Prof	Low	Mixed Single	Flats/Det	O/Occ	382 597	0 71	
034	Only GL	Empl/Man/Prof	Low	Mixed Single	Flats	V/H Mig	57 968	0 11	
043	SE	Prof/Whit Col	Med	Young	Semi/Flats	O/Occ	370 379	0 69	
LIFESTYLE B – METRO SINGLES				B	Total for TARGET MARKET B7		810 944	1 51	

Lifestyle C

Target Market		C5					YOUNGER FAMILIES IN SUBURBAN DETACHED		
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %	
003	SE/NW	Empl/Man/Prof	High 2/3	Young Ch	Det	–	510 824	0 95	
004	Outer SE	Empl/Man/Prof	High 2/3	Young Ch	Det	–	375 756	0 70	
009	SE/NW	Empl/Man/Prof	High 2/3	Mature Ch	Det/Semi	–	822 503	1 54	
LIFESTYLE C – YOUNG MARRIED SUBURBIA				C	Total for TARGET MARKET C5		1 709 083	3 19	

Target Market		C9					YOUNGER FAMILIES IN LARGER SEMIS		
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %	
011	SE/E Ang	Empl/Man/Prof	High 2/3	Young Ch	Det/Semi	–	661 645	1 24	
016	Outer SE	Whit Col	High 2/3	Young Ch	Det/Semi	–	937 431	1 75	
017	Outer SE	Empl/Man/Prof	High 2/3	Mature Ch	Det/Semi	–	853 367	1 59	
LIFESTYLE C – YOUNG MARRIED SUBURBIA				C	Total for TARGET MARKET C9		2 542 443	4 58	

Target Market		C10					YOUNG WELL-TO-DO MARRIED IN HIGH TURNOVER SEMIS		
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %	
008	SE/SW	Prof/Whit Col	High 2/3	Young Ch	Semi	V/H Mig	92 479	0 17	
013	SE/Scot	Prof/Whit Col	High 2/3	Young Ch	Semi	V/H O/Occ	589 782	1 10	
014	SE/SW	Prof/Whit Col	High 2/3	Young Ch	Semi	Wk Wives	416 525	0 78	
LIFESTYLE C – YOUNG MARRIED SUBURBIA				C	Total for TARGET MARKET C10		1 098 786	2 05	

Target Market E20		MIDDLE AGED WHITE COLLAR COUPLES							
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %	
055	Mid	Skilled	Med	Older	Semi	-	933 857	1.74	
060	SW/Wales	Nat Avge	Low	Mature	Semi/Det	-	666,027	1.24	
069	York/NW	Whit Col	Low	Mature	Semi	-	664 188	1.24	
LIFESTYLE E - OLDER SUBURBIA				E	Total for TARGET MARKET E20 2 264 072			4.22	

Lifestyle F

Target Market F15		LOWER MIDDLE CLASS METROPOLITAN SEMIS							
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %	
028	W Mid/NW	Whit Col	High 2/3	Mature	Semi	V/L Mig	920 551	1.72	
029	GL	Whit Col	Med	Nat Avge	Semi	-	819 855	1.53	
032	Mid	Skilled	Med	Young Ch	Semi	-	762 396	1.42	
LIFESTYLE F - LOWER MIDDLE CLASS				F	Total for TARGET MARKET F15 2 502 802			4.67	

Target Market F16		MILITARY FAMILIES							
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %	
035	E Ang/SE	Forces	High 2/3	Young Ch	Semi	US Bases	22 697	0.04	
040	SW/SE	Forces	High 2/3	Young Ch	Semi	Rent Fr/Rural	115 068	0.21	
061	E Ang/SW	Forces	High 2/3	V Young Ch	Semi	Rent Fr/Rural	133 763	0.25	
LIFESTYLE F - LOWER MIDDLE CLASS				F	Total for TARGET MARKET F16 271 528			0.50	

Target Market F18		LOWER MIDDLE CLASS IN PROVINCIAL SEMIS							
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %	
036	York/SE	Whit Col	Med	Young Ch	Semi	-	1 125 023	2.10	
037	NW/York	Skilled/Whit Col	High 2/3	Young-Ch	Semi	-	872 841	1.63	
042	E Ang/E Mid	Skilled	Med	Young Ch	Semi	-	786 947	1.47	
LIFESTYLE F - LOWER MIDDLE CLASS				F	Total for TARGET MARKET F18 2 784 811			5.20	

Target Market F21		UPPER WORKING CLASS IN COUNCIL HOUSING							
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %	
062	Outer SE	Nat Avge	Med	Mature	Semi/Corp	-	795 792	1.49	
063	Outer SE	Whit Col	Med	Young Ch	Semi/Corp	-	371 865	0.69	
076	SE/SW	Unskil	Med	Young Ch	Corp	-	762 971	1.42	
LIFESTYLE F - LOWER MIDDLE CLASS				F	Total for TARGET MARKET F21 1 930 628			3.60	

Lifestyle descriptions continued on page

Target Market		UPPER WORKING CLASS IN SEMIS AND TERRACED						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
051	York/E Mid	Skilled	Med	Young-Ch	Semi/Ter	Mining	318 816	0 60
070	NW/Mid	Skilled	Med	Young Ch	Semi/Ter	-	789 604	1 47
LIFESTYLE F – LOWER MIDDLE CLASS				F	Total for TARGET MARKET F22 1 108 420			2 07

Lifestyle G

Target Market		YOUNG MULTI-ETHNIC WHITE & BLUE COLLAR FAMILIES						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
059	Only GL	Prof/Whit Col	Med	Young	Semi	-	335 094	0 63
074	Only GL	Nat Avge	Low	Young Ch	Ter	-	346 335	0 65
085	Only GL	Whit Col	Low	Young	Flats	Rent	255 363	0 48
086	Only GL	Whit Col	VLow	Young	Flats	Rent	122 766	0 23
101	Only GL	Unskil	Low	Young	Flats	Rent	178 868	0 33
LIFESTYLE G – MULTI ETHNIC AREAS				G	Total for TARGET MARKET G13 1 238 426			2 32

Target Market		UNSKILLED ETHNIC FAMILIES IN COUNCIL FLATS						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
100	Only GL	Unskil	Low	Mature	Corp	-	328 350	0 61
104	SE	Unskil	Low	Young Ch	Corp	H/Unempl	124 002	0 23
110	SE	Unskil	Low	Young Ch	Corp	Flats/Unempl	397 230	0 74
128	Only GL	Unskil	VLow	One Par Fam	Corp	Flats/Unempl	284 546	0 53
134	W Mid/NW	Semi Skil	VLow	One Par Fam	Corp	Flats/Unempl	87 963	0 16
137	GL	Semi Skil	VLow	One Par Fam	Corp	Flats/Unempl	206 815	0 39
141	GL	Semi Skil	VLow	One Par Fam	Corp	Flats/Unempl	100 818	0 19
LIFESTYLE G – MULTI ETHNIC AREAS				G	Total for TARGET MARKET G25 1 529 724			2 85

Target Market		LARGE ETHNIC FAMILIES IN CRAMPED TERRACED PROPERTY						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
107	GL/E Mid	Semi Skil	Low	Young Ch	Ter	Ethnic	156 849	0 29
109	W Mid/York	Unskil	Low	Young Ch	Ter	Ethnic	373 667	0 70
111	York/W Mid	Unskil	VLow	Single	Bedsit	Ethnic	133 022	0 25
133	W Mid	Unskil	VLow	Young-Ch	Ter	Ethnic	266 160	0 50
139	W Mid/York	Unskil	VLow	Young Ch	Ter	Ethnic	137 034	0 26
LIFESTYLE G – MULTI-ETHNIC AREAS				G	Total for TARGET MARKET G32 1.066 732			2 00

Lifestyle H

Target Market		H23 UNSKILLED FAMILIES, INNER CITY CONVERSIONS						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/ Family	Property Type	Special Features	Population Count	National %
073	NW/SW	Nat Avge	Low	Young Single	Flats	Rent	396,977	0.74
087	Scot	Whit Col	V Low	Mixed Single	Flats	Rent	124,570	0.23
097	SW/SE	Semi Skil	V Low	Mixed Single	Flats	Rent	131,198	0.24
105	NW/York	Unskil	Low	Young Ch	Ter	-	426,732	0.80
108	NW	Unskil	V Low	Young-Ch	Ter	-	204,694	0.38
123	Scot	Unskil	V Low	Young	Ter	Rent/Lack/Bath	64,180	0.12
135	York/Scot	Unskil	V Low	Young Ch	Ter	Rent/Lack/Bath	25,223	0.05
LIFESTYLE H – DARK SATANIC MILLS				H	Total for TARGET MARKET H23 1 373 574			2.56

Target Market		H24 SKILLED AND SEMI-SKILLED IN IMPROVED TERRACED						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/ Family	Property Type	Special Features	Population Count	National %
067	SE/York	Skilled	Low	Young Ch	Ter	-	672,041	1.25
068	SE	Whit Col	Low	Mixed Single	Ter	O/Occ Rent	422,286	0.79
072	Wales/E Mid	Skilled	Low	Mature	Ter	Mining	529,815	0.99
077	York/E Mid	Skilled	Low	Older Few Ch	Ter	-	550,053	1.03
082	Wales/SW	Unskil	Low	Mature	Ter	O/Occ Rent	352,439	0.66
088	E Mid/NW	Skilled	Low	Mature	Ter	O/Occ Rent	570,876	1.07
LIFESTYLE H – DARK SATANIC MILLS				H	Total for TARGET MARKET H24 3 097 510			5.79

Target Market		H26 SKILLED AND SEMI-SKILLED IN POORER TERRACED						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/ Family	Property Type	Special Features	Population Count	National %
089	N/GL	Skilled	Low	Older Single	Flats	Rent	135,746	0.25
091	Wales/NW	Skilled	Low	Mature	Ter	Lack/Bath	411,656	0.77
094	E Ang/SW	Unskil	Low	Older Few Ch	Flats	Rent	312,808	0.58
103	E Mid/York	Skilled	Low	Young Ch	Ter	Rent	223,488	0.42
LIFESTYLE H – DARK SATANIC MILLS				H	Total for TARGET MARKET H26 1 083,698			2.02

Lifestyle I

Target Market		I27 MIDDLE AGED AND OLDER COUPLES IN COUNCIL FLATS						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/ Family	Property Type	Special Features	Population Count	National %
090	Scot	Whit Col	V Low	V Old Few Ch	Corp	Flats	237,802	0.44
093	GL	Unskil	Low	Older Few Ch	Corp	Flats	431,957	0.81
124	NW/Scot	Skilled	V Low	V Old Few Ch	Corp	Flats	223,737	0.42
125	Scot	Semi Skil	V Low	Older Few Ch	Corp	Flats	191,065	0.36
129	Scot	Semi Skil	V Low	V Old Few Ch	Corp	Flats	109,742	0.20
LIFESTYLE I – COUNCIL TENANTS				I	Total for TARGET MARKET I27 1 194 303			2.23

Target Market		128 BLUE COLLAR WORKERS IN ESTABLISHED COUNCIL HOUSES						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
080	Scot	Nat Avge	Med	Mature	Corp	Flats	309 697	0 58
081	Outer SE	Skilled	Med	Mature Ch	Corp	-	734 751	1 37
092	W Mid	Skilled	Med	Mature	Corp	-	566 615	1 06
102	Wales/SW	Manual	Low	Nat Avge	Corp	-	673 554	1 26
LIFESTYLE I - COUNCIL TENANTS				I	Total for TARGET MARKET 128		2 284,617	4 27


Target Market		129 BLUE COLLAR WORKERS WITH HIGH UNEMPLOYMENT						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
083	Outer SE	Manual	Med	Nat Avge	Corp	-	604 209	1 13
096	W Mid/SW	Skilled	Med	Nat Avge	Corp	-	669 607	1 25
LIFESTYLE I - COUNCIL TENANTS				I	Total for TARGET MARKET 129		1 273 816	2 38


Target Market		130 LOW INCOME OLDER FAMILIES IN COUNCIL FLATS						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
106	Only GL	Whit Col/Unskil	V Low	Older Few Ch	Corp	Flats	207 175	0 39
121	York	Unskil	V Low	Older	Corp	Flats/Unempl	323 883	0 60
126	Scot	Unskil	V Low	Older Few Ch	Corp	Flats/Unempl	8 443	0 02
140	N/Scot	Unskil	V Low	Older Few Ch	Corp	Flats/Unempl	192 042	0 36
142	York/W Mid	Unskil	V Low	V Old Few Ch	Corp	Flats/Unempl	83 683	0 16
LIFESTYLE I - COUNCIL TENANTS				I	Total for TARGET MARKET 130		815 226	1 53


Target Market		131 MATURE BLUE COLLAR WORKERS IN MINING AREAS						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
115	Scot	Unskil	Low	Mature Ch	Corp	Flats O/Crowd	276,182	0 51
116	Scot	Unskil	Low	Older	Corp	Flats O/Crowd	221 555	0 41
117	N/York	Skilled	V Low	Older	Corp	-	251 295	0 47
LIFESTYLE I - COUNCIL TENANTS				I	Total for TARGET MARKET 131		749 032	1 39

Target Market		134 VERY LOW INCOME COUNCIL HOUSES						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
119	N/W Mid	Manual	Low	Mature Ch	Corp	H/Unempl	744 160	1 39
120	W Mid/NW	Unskil	Low	Mature	Corp	H/Unempl	483 530	0 90
122	York/N	Unskil	V Low	Older	Corp	H/Unempl	485 445	0 91
127	N	Unskil	V Low	Nat Avge	Corp	H/Unempl	409 780	0 76
LIFESTYLE I - COUNCIL TENANTS				I	Total for TARGET MARKET 134		2 122,915	3 96


Lifestyle J

Target Market J33		HIGH UNEMPLOYED SEMI/SKILLED IN COUNCIL HOUSES						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
098	SE/Scot	Skilled	Med	Young-Many Ch	Corp	-	386 471	0 72
099	SE/Scot	Unskil	Med	Young-Many Ch	Corp	-	502 110	0 94
112	Only Scot	Skilled	Med	Young-Many Ch	Corp	Flats O/Crowd	242 512	0 45
113	W Mid	Unskil	Low	Young Ch	Corp	H/Unempl	676 146	1 26
114	Only Scot	Skilled	Low	Mature Ch	Corp	Flats O/Crowd	406 768	0 76
118	York/E Mid	Skilled	Low	Nat Avge	Corp	H/Unempl	407 439	0 76
131	Scot	Unskil	Low	Mature-Ch	Corp	Flats/Unempl	223 954	0 42
143	Only Scot	Unskil	V Low	Nat Avge	Corp	Flats/Unempl	165 252	0 31
LIFESTYLE J - UNDERPRIVILEGED BRITAIN				J	Total for TARGET MARKET J33 3 010 652 5 62			

Target Market J35		HIGHLY UNEMPLOYED IN CROWDED COUNCIL HOUSES						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
130	N/York	Skilled	V Low	Nat Avge	Corp	H/Unempl	506 064	0 94
136	NW/N	Unskil	V Low	Young Ch	Corp	H/Unempl	635 203	1 19
138	Scot	Unskil	V Low	Young Ch	Corp	H/Unempl	200 455	0 37
LIFESTYLE J - UNDERPRIVILEGED BRITAIN				J	Total for TARGET MARKET J35 1 341 722 2 50			

Target Market J36		LARGE UNEMPLOYED FAMILIES IN CRAMPED COUNCIL FLATS						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
132	Mid	Unskil	V Low	Nat Avge	Corp	H/Unempl	163 122	0 30
144	NW/N	Unskil	V Low	V Young-Ch	Corp	H/Unempl	356 246	0 66
145	W Mid/Scot	Unskil	V Low	V Young Ch	Corp	H/Unempl	136 850	0 26
146	Only Scot	Unskil	V Low	V Young Ch	Corp	Flats O/Crowd	237 317	0 44
147	NW/N	Semi Skil	V Low	Young Ch	Corp	Flats/Unempl	297 911	0 56
148	N/NW	Unskil	V Low	V Young Ch	Corp	Flats/Unempl	136 391	0 25
149	Only Scot	Unskil	V Low	V Young Ch	Corp	Flats/Unempl	118 196	0 22
LIFESTYLE J - UNDERPRIVILEGED BRITAIN				J	Total for TARGET MARKET J36 1 446 033 2 69			

Lifestyle K

Target Market K37		ALL OTHER AREAS UNCLASSIFIED						
Cluster No	Main Regions	Occupation Type	Car Ownership	Age/Family	Property Type	Special Features	Population Count	National %
084	SE/SW	Unskil	Med	Older	Vans/Boats	-	29 723	0 06
150	Unclassified - due to statistically unreliable census data within the Enumeration district						378 325	0 71
LIFESTYLE K - UNCLASSIFIED				K	Total for TARGET MARKET K37 408 048 0 77			

GENERAL NOTE

The predominant features of each SUPER PROFILE Cluster have been highlighted to indicate levels significantly different from the national average. It should be noted that they do not necessarily imply a majority representation.

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Area Classification Information Notes
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Note Number	Titles - provisional in the case of those that are forthcoming	Date of Publication
1	A National Classification of 1981 Census Enumeration Districts The Derivation of Super Profile Area Types	January 1987
2	Principal Features of the Super Profile Groups	January 1987
3	The Super Profile Lifestyle and Target Market National Classifications Their Derivation and Description	January 1987
4	The Super Profile Group Classification and the Socio-Economic Geography of Merseyside a District Level Analysis	Forthcoming
5	The Super Profile Lifestyle Classification and the Socio-Economic Geography of Merseyside a Ward Level Analysis	Forthcoming
6	The Super Profile Lifestyle Classification and the Socio-Economic Geography of Clwyd a District and Ward Level Analyses of a Rural County	Forthcoming

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