

Happy Families

Younger families living in newer homes



Happy Families contains people whose focus is on career, home and family. These are mostly younger age groups who are married, or at least in a permanent relationship, and are now raising children in post war family houses, often in areas of the country with rapidly growing populations. The focus of expenditure is on equipment for the home and garden, and the immediate family unit is the principal focus of leisure activities.



Who We Are

Age	30-44 (29.16%)
Marital Status	Married (58.02%)
Household Composition	Couples, dependent children (32.51%)
Length of Residency	1-2 years (23.20%)
Health	Good diet and health Marathon participation



Our Education

Adults	5+ 'O' levels
Children	Average success rates



Our Work Lives

Occupations	Lower managerial/professional
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Our Finances

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



Where We Live

Type of Property	Detached house
Council Tax Bands	Bands C-D
Home Ownership	Own with mortgage
House Value	£120k
Location	Suburban



Our Home Lives

Car ownership	1 or more cars
Travel & holidays	Package holidays
Leisure Interests	Cinema/films Pop music
Media	Connected to the Internet Sky Digital TV



Weltanschauung "How We View the World"

Our Neighbourhood	Good place to live Neighbours go own way
Charities	Cancer research Disaster relief
Crime	Fear of car crime
Environment	Concerned
Fear of Redundancy	Not at all concerned

Education

Adults living in Happy Families have generally left education with adequate rather than exceptional qualifications. Most have qualifications at 'O' level. Of those who stayed on to gain A levels, two-thirds went further to gain a degree. However, the proportion with degrees reflects no more than the national average. Similarly, children tend to attain satisfactory rather than outstanding, educational success. Throughout their school life their performance is above the national average, but only by marginal amounts. As a result, fewer of these children attend university than would normally be expected. Generally, this Group does not qualify for free school meals, and very few of the children have refugee status.

Health

General health levels are good, which is partly reflective of their age. Even adjusting for age there are low levels of hospital admissions, and relatively few cases of alcohol and drug abuse, or teenage pregnancies. Happy Families have what can best be described as a neutral lifestyle. Their diet is neither good nor bad, and their consumption of beer reflects the national average. They are more likely to be gym members, although this may be more reflective of age than a desire for a particularly healthy lifestyle. A much higher than average proportion have medical insurance provided by their employer, but the proportion taking their own private insurance reflects the national average.

Crime

Fear of crime is less than the national average. The biggest concern is fear of car crime which is, to an extent, borne out by actual incidents. Conversely, there is little concern for, or evidence of, racial abuse and attacks which is reflective of the ethnic mix. Where an offence does occur there is a general level of satisfaction with the police response.

Finances

Happy Families have a strong requirement for credit. Quite apart from a new house that requires a mortgage, one or perhaps two cars need to be financed in order to enable people to drive to work, in places where public transport is poorly developed. Many residents will look to credit to buy consumer durables such as beds, living room furniture and kitchen appliances. With steady incomes and often with two parents working these debts are usually affordable and are typically spread across credit cards, personal loans and retail credit. The majority of Happy Families are basic rate tax payers, although a larger proportion pay at the higher rate than the national average. They therefore tend not to require the support of the state, and are likely to pay their council tax bills. A significant number are making private pension provision.

Environmental Issues

Whilst this Group shows concern for the environment, it is not particularly prepared to do anything of significance about it. Many are not prepared to pay more for environmentally friendly products. This Group's dependence on the car makes them the most likely, with the exception of the rural community, to have high vehicle emissions. Annual mileage tends to be high, often in excess of 40,000 miles, and two car households are commonplace. The only noticeable positive contribution to the environment comes from housing, where the relatively modern nature of properties means that they have higher levels of insulation and more efficient heating and lighting than older properties.

Receptive to:

Internet and e-mail, Digital TV, Entertainment magazines, Mid-market tabloids

Unreceptive to:

Terrestrial TV, Broadsheet newspapers