

Ties of Community

Close-knit, inner city and manufacturing town communities



Ties of Community is comprised of people whose lives are mostly played out within the confines of close knit communities. Living mostly in older houses in inner city neighbourhoods or in small industrial towns, most of these people own their homes, drive their own cars and hold down responsible jobs. Community norms rather than individual material ambitions shape the pattern of most residents' consumption.



Who We Are

Age	25-44 (21.65%)
Marital Status	Married (48.23%)
Household Composition	Couples, dependent children (20.64%)
Length of Residency	9+ years (43.99%)
Health	Heavy/medium drinking Not very active



Our Education

Adults	No qualifications
Children	Below average



Our Work Lives

Occupations	Skilled trades Manufacturing/mining
--------------------	--



Our Finances

Household Income	£13,500 - £24,999
Benefits	Working Family Tax Credit
Indebtedness	Medium



Where We Live

Type of Property	Terraced houses
Council Tax Bands	Bands A-B
Home Ownership	Own with mortgage
House Value	£94k
Location	Urban



Our Home Lives

Car ownership	1 car
Travel & holidays	Self catering holidays
Leisure Interests	Cinema and films Going to the pub
Media	The Mirror The Sun



Weltanschauung "How We View the World"

Our Neighbourhood	Bad place to live Problems with racism
Charities	Cancer research Children
Crime	Poor rating of police
Environment	Not very concerned
Fear of Redundancy	Not at all concerned

Education

The educational attainment of adults living in Ties of Community is generally low. One third of the population have no formal qualifications, and over a half have not reached the 5+ 'O' levels standard. Educational standards of children living in Ties of Community can best be described as modest. Performance at the higher levels of each of the Key Stages is well below average, with the result that university admissions are fewer than is typical nationally. This is a mixed community in many senses; there are more cases of refugee status than would be expected, as well as occurrences where English is not the first language at home. To a lesser extent there is an above average take-up of free school meals.

Health

These people follow a lifestyle that, whilst being better than many, is not ideal for good health. There is a tendency towards a bad diet and smoking. Whilst they are less likely to drink alcohol daily than is the norm, they are also heavy beer drinkers, perhaps suggesting that binge drinking may be an issue. As a result there is evidence of increased risk of conditions such as diabetes or diseases of the liver. Mental health issues, whilst not commonplace, are also of some concern with this Group.

Crime

Ties of Community experience levels of crime that, whilst not as extensive as those seen in some inner city areas or large council estates, are higher than most other Mosaic groups. They also consider that their neighbourhoods are bad places to live. However, they are less worried about crime than would be expected given these circumstances, an indication perhaps of the sense of community. When crime occurs these people are neutral to the specific actions taken by the police, but overall they are not satisfied with the police response.

Finances

These are people for whom money has traditionally been hard to come by. Ties of Community has evolved a culture of economy and thrift and a reluctance to borrow beyond their means. Very few Ties of Community are higher rate tax payers, and a significant number do not pay income tax. There is therefore some reliance on state benefits. Despite the reliance on the state to supplement incomes in many cases, these people are more likely than many to pay bills such as their council tax. People have traditionally built up small savings making frequent small contributions from their incomes and have liked to undertake financial transactions in local branches of trusted financial services groups with a friendly image. These are poor markets for sophisticated investments, for pensions and for annuities. Few people expect to have more than a basic state pension in old age, although for some there is provision through company pension schemes. The proportion claiming the state pension is below the national norm, reflecting that the majority are of working age. However, an above average take-up of Pension Credits indicates that some of those past retirement age have not made sufficient provision for old age.

Environmental Issues

These people are not particularly concerned about the environment: their views are relatively neutral, but due to financial constraints they are not willing to spend money on addressing environmental issues. Their vehicle CO emissions are relatively low, but this is more a reflection of the level of car 2 ownership rather than a conscious environmental effort. Typically families have access to one small or medium car, and do average annual mileage.

Receptive to:

Communal centres, Red top newspapers

Unreceptive to:

Heavyweight magazines, Broadsheet newspapers