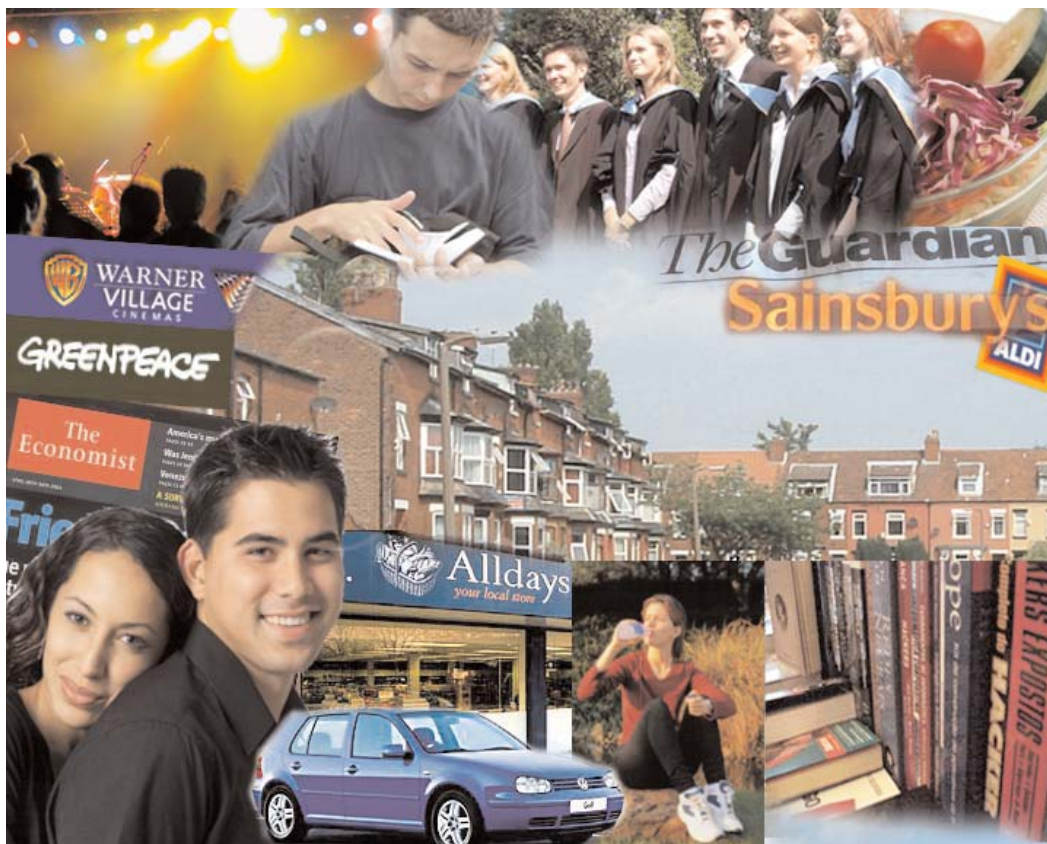


Urban Intelligence

Educated, young, single people living in areas of transient populations



Urban Intelligence mostly contains young and well educated people who are open to new ideas and influences. Young and single, and few encumbered with children, these people tend to be avid explorers of new ideas and fashions, cosmopolitan in their tastes and liberal in their social attitudes. Whilst eager consumers of the media and with a sophisticated understanding of brand values, they like to be treated as individuals, and value authenticity over veneer.



Who We Are

Age	25-34 (27.01%)
Marital Status	Single (51.89%)
Household Composition	Single, non pensioner (31.32%)
Length of Residency	Less than 1 year (25.81%)
Health	Good diet and health Gym membership



Our Education

Adults	Degree level
Children	Few children, University admissions



Our Work Lives

Occupations	Lower managerial/professional Higher professional
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Our Finances

Household Income	£50,000+
Benefits	Low
Indebtedness	Medium



Where We Live

Type of Property	Purpose built flats
Council Tax Bands	Band C
Home Ownership	Privately rented
House Value	£195k
Location	Urban



Our Home Lives

Car ownership	1 car
Travel & holidays	Weekend/short breaks
Leisure Interests	Cinema and films Going to the pub
Media	Connected to the Internet Daily Mail



Weltanschauung "How We View the World"

Our Neighbourhood	Average place to live Neighbours go own way
Charities	Cancer research Third World
Crime	Police rating very good
Environment	Pay more for eco-friendly products
Fear of Redundancy	Not at all concerned

Education

Urban Intelligence are well educated. Almost 40% have a degree, and a further 15% have acquired at least 2 'A' levels. They may be interested in further education evening courses to progress their career or social networks. Educational attainment amongst the children is generally high, but with variation throughout a child's education. Through Key Stages 1 and 2 the levels achieved are above the national average, but are not outstanding. By Key Stage 3 there is significant improvement, perhaps as well educated parents start to push their children into academic success. However, GCSE results are distinctly average. Despite this, university admissions are relatively high, indicating again that parental pressures to achieve educational success may be being brought to bear. It is worthy of note that this Group demonstrates a high level of school pupils with refugee status, and for whom English is not the first language at home.

Health

Urban Intelligence endeavour to adopt a healthy lifestyle. They eat a good diet, and are likely to take exercise. As a result, health is generally very good. The one minor concern for these people is a tendency to suffer from mental disorder.

Crime

Urban Intelligence are generally optimistic about crime levels, feeling that crime is reducing and having relatively neutral concerns about specific crime types. In reality, however, they do experience crime levels worse than those for the population as a whole. When crime does occur, they are generally satisfied with the police response.

Finances

Particularly under current government funding arrangements, many students and recent graduates expect to start their careers burdened by debt. Discovering how to use financial products, how to survive on a budget and how to manage debt is therefore a concern for many in this Group. Overall, reliance on the state by this Group is low, with the exception of the Jobseeker's Allowance, where unemployment amongst recent graduates is taking its toll. On the other hand there is an increasing population of young professionals living in these neighbourhoods who are earning significantly more than they can easily manage to spend. Mindful of career uncertainties these more affluent populations have become an interesting market for various forms of high risk investment whether in short term trading or in the buy to let market. Urban Intelligence have considerably more higher rate tax payers than most Mosaic groups.

Environmental Issues

There is serious concern for the environment. However, this manifests itself more in terms of financial commitments rather than actual deeds. These people would pay more for environmentally friendly products, and are overall contributors to environmental causes. High vehicle emissions are uncommon amongst this Group, but probably more because in many cases city living makes a car unnecessary. By contrast, household emissions are slightly above the national norm.

Receptive to:

Internet, Leaflets, Posters, Direct Mail, Telephone advice lines, Local shops, Magazines, Broadsheets

Unreceptive to:

Red top newspapers