

Group	Group Description	Type	Type Name	Type Description
A: Symbols of Success	Career professionals living in sought-after locations	A01	Global Connections	Financially successful people living in small flats in cosmopolitan inner city locations
		A02	Cultural Leadership	Highly educated senior professionals, many working in media, politics and law
		A03	Corporate Chieftains	Successful managers living in very large houses in outer suburban locations
		A04	Golden Empty Nesters	Financially secure couples, many close to retirement, living in sought after suburbs
		A05	Provincial Privilege	Senior professionals and managers living in the suburbs of major regional centres
		A06	High Technologists	Successful, high-earning couples with new jobs in areas of growing high tech employment
		A07	Semi-Rural Seclusion	Well paid executives living in individually designed homes in rural environments
B: Happy Families	Younger families living in newer homes	B08	Just Moving In	Families and singles living in developments built since 2001
		B09	Fledgling Nurseries	Well qualified couples typically starting a family on a recently built private estate
		B10	Upscale New Owners	Financially better off families living in relatively spacious modern private estates
		B11	Families Making Good	Dual income families on intermediate incomes living on modern estates
		B12	Middle Rung Families	Middle income families with children living in estates of modern private homes
		B13	Burdened Optimists	First generation owner occupiers, many with large amounts of consumer debt
		B14	In Military Quarters	Military personnel living in purpose built accommodation
C: Suburban Comfort	Older families living in suburbia	C15	Close to Retirement	Senior white collar workers many on the verge of a financially secure retirement
		C16	Conservative Values	Low density private estates, now with self reliant couples approaching retirement
		C17	Small Time Business	Small business proprietors living in low density estates in smaller communities
		C18	Sprawling Subtopia	Inter war suburbs many with less strong cohesion than they originally had
		C19	Original Suburbs	Singles and childless couples increasingly taking over attractive older suburbs
		C20	Asian Enterprise	Suburbs sought after by more successful members of the Asian community
D: Ties of the Community	Close-knit, inner city and manufacturing town communities	D21	Respectable Rows	Mixed communities of urban residents living in well built early 20th century housing
		D22	Affluent Blue Collar	Comfortably off manual workers living in spacious but inexpensive private houses
		D23	Industrial Grit	Owners of affordable terraces built to house 19th century heavy industrial workers
		D24	Coronation Street	Low income families living in cramped Victorian terraced housing in inner city locations
		D25	Town Centre Refuge	Centres of small market towns and resorts containing many hostels and refuges
		D26	South Asian Industry	Communities of lowly paid manual workers many of them of South Asian descent
		D27	Settled Minorities	Multi-cultural inner city terraces attracting second generation settlers from diverse communities
E: Urban Intelligence	Educated, young, single people living in areas of transient populations	E28	Counter Cultural Mix	Neighbourhoods with transient singles living in multiply occupied large old houses
		E29	City Adventurers	Economically successful singles, many living in privately rented inner city flats
		E30	New Urban Colonists	Young professionals and their families who have gentrified older terraces in pre 1914 suburbs
		E31	Caring Professionals	Well educated singles and childless couples colonising inner areas of provincial cities
		E32	Dinky Developments	Singles and childless couples in small units in newly built private estates
		E33	Town Gown Transition	Older neighbourhoods increasingly taken over by short term student renters
		E34	University Challenge	Halls of residence and other buildings occupied mostly by students
F: Welfare Borderline	People living in social housing with uncertain employment in deprived areas	F35	Bedsit Beneficiaries	Young people renting hard to let social housing often in disadvantaged inner city locations
		F36	Metro Multiculture	High density social housing, mostly in inner London, with high levels of diversity
		F37	Upper Floor Families	Young families living in upper floors of social housing
		F38	Tower Block Living	Singles, childless couples and older people living in high rise social housing
		F39	Dignified Dependency	Older people living in crowded apartments in high density social housing
		F40	Sharing a Staircase	Older tenements of small private flats often occupied by highly disadvantaged individuals
G: Municipal Dependency	Low income families living in estate-based social housing	G41	Families on Benefits	Families, many single parent, in deprived social housing on the edge of regional centres
		G42	Low Horizons	Families with school age children, living in very large social housing estates on the outskirts of provincial cities
		G43	Ex-industrial Legacy	Older people, many in poor health from work in heavy industry, in low rise social housing
H: Blue Collar Enterprise	Upwardly mobile families living in homes bought from social landlords	H44	Rustbelt Resilience	Manual workers, many close to retirement, in low rise houses in ex-manufacturing towns
		H45	Older Right to Buy	Older couples, mostly in small towns, who now own houses once rented from the council
		H46	White Van Culture	Residents in 1930s and 1950s council estates, typically in London, now mostly owner occupiers
		H47	New Town Materialism	Social housing, typically in 'new towns', with good job opportunities for the poorly qualified
I: Twilight Subsistence	Older people living in social housing with high care needs	I48	Old People in Flats	Older people living in small council and housing association flats
		I49	Low Income Elderly	Low income older couples renting low rise social housing in industrial regions
		I50	Cared For Pensioners	Older people receiving care in homes or sheltered accommodation
J: Grey Perspectives	Independent older people with relatively active lifestyles	J51	Sepia Memories	Very elderly people, many financially secure, living in privately owned retirement flats
		J52	Childfree Serenity	Better off older people, singles and childless couples in development of private flats
		J53	High Spending Elders	Financially secure and physically active older people, many retired to semi rural locations
		J54	Bungalow Retirement	Older couples, independent but on limited incomes, living in bungalows by the sea
		J55	Small Town Seniors	Older people preferring to live in familiar surroundings in small market towns
		J56	Tourist Attendants	Neighbourhoods with retired people and transient singles working in the holiday industry
K: Rural Isolation	People living in rural areas far from urbanisation	K57	Summer Playgrounds	Communities of retired people and second homers in areas of high environmental quality
		K58	Greenbelt Guardians	Well off commuters and retired people living in attractive country villages
		K59	Parochial Villagers	Country people living in still agriculturally active villages, mostly in lowland locations
		K60	Pastoral Symphony	Smallholders and self-employed farmers, living beyond the reach of urban commuters
		K61	Upland Hill Farmers	Low income farmers struggling on thin soils in isolated upland locations