

Just Moving In

Families and singles living in developments built since 2001



Just Moving In contains people living in houses built since 2001, the date of the last census. Most of these identify new residential areas.



Who We Are

Age	25-44 (34.74%)
Marital Status	Married (44.84%)
Household Composition	Couples, no children (19.85%)
Length of Residency	Less than 1 year (19.83%)
Health	Heavy/medium beer drinking Marathon participation



Our Education

Adults	Degree level
Children	Average success rates



Our Work Lives

Occupations	Lower manager/professional Private sector
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Our Finances

Household Income	£13,500 - £24,999
Benefits	Low, Jobseeker's Allowance
Indebtedness	Low



Where We Live

Type of Property	Purpose built flats
Council Tax Bands	Bands C-E
Home Ownership	Own with mortgage
House Value	£155k
Location	Urban



Our Home Lives

Car ownership	1 or more cars
Travel & holidays	Weekend/short breaks
Leisure Interests	Cinema/films Fashion clothing Connected to the Internet The Times
Media	



Weltanschauung "How We View the World"

Our Neighbourhood	Information not yet available
Charities	Children Third World
Crime	Information not yet available
Environment	Mixed views on environment
Fear of Redundancy	Not at all concerned

Education

Reflecting the diverse nature of populations in these new areas, educational standards are mixed. However, overall they are well above average, a confirmation of the relative immobility of the poorly educated across the country. Educational attainment amongst the children is similarly mixed, and the proportion passing 5 GCSEs at Grades A to C is almost identical to the national average. These areas have a particularly high proportion of children in households with refugee status, although a much lower proportion do not have English as the language spoken at home. Given the diverse nature of the population, the proportion claiming free school meals is extremely low.

Health

The diversity of the population makes it difficult to generalise about lifestyle. However, there is a tendency for a poor diet, and some evidence of binge drinking amongst the younger elements. To counter that, many take regular exercise, either through participation in active sports, or through exercise and gym facilities at their local leisure centre. Those who have medical insurance are likely to have it through their employer, but the vast majority have no such cover. Calls on the services of the NHS for serious complaints are relatively low, but this is probably a reflection of (a) the relatively young age profile of the population, and (b) that people are less likely to endure the stress of moving house whilst they have a potentially serious condition.

Crime

Crime rates in areas of newly-built housing are difficult to assess until the neighbourhood “settles down”. The location of these new estates relative to neighbouring areas will to a large extent dictate the type of people attracted to move in, and the potential levels of crime in future years.

Finances

Many people moving into these areas are at a time of life where they have not earned sufficient money to secure their future. Many will have regular savings accounts or tax free packaged products such as ISAs, but few will have shares or longer term investments. Whilst many people are earning, incomes are not high, so amongst the Happy Families Mosaic Group these are the most likely to be claiming Jobseeker’s Allowance and Income Support. Non-payment of council tax is exceedingly low, but that is more likely to be a reflection that these people have not lived in the area long enough to have run up large amounts of unpaid bills.

Environmental Issues

Attitudes to the environment are very mixed, with some people being extremely concerned and others holding the opposite view. Their new houses are generally well insulated, so these are environmentally friendly. However, many of these people enjoy driving, and a wide range of vehicle types can be found.

Receptive to:

Internet, Broadsheet newspapers

Unreceptive to:

Local shops, Direct mail, Magazines, Telemarketing