

Fledgling Nurseries

Well-qualified couples typically starting a family on a recently built private estate



Fledgling Nurseries contains very young couples, mostly working in intermediate level jobs in areas of new employment, who have bought homes on new housing estates built in the last ten years.



Who We Are

Age	25-34 (29.54%)
Marital Status	Married (54.33%)
Household Composition	Couples, dependent children (30.54%)
Length of Residency	Less than 1 year (38.48%)
Health	Good health and diet (most of the time) Active lifestyle



Our Education

Adults	Degree level
Children	Above average



Our Work Lives

Occupations	Lower manager/professional Private sector
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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-E
Home Ownership	Own with mortgage
House Value	£127k
Location	Suburban



Our Home Lives

Car ownership	2 cars
Travel & holidays	Package holiday
Leisure Interests	Eating out Cinema/films
Media	Connected to the Internet Daily Mail



Weltanschauung "How We View the World"

Our Neighbourhood	Good place to live Neighbours go own way
Charities	Children Pets
Crime	Likely to occur at place of entertainment
Environment	Concerned
Fear of Redundancy	Not at all concerned

Education

Adults living in Fledgling Nurseries neighbourhoods are highly unlikely to have left school without qualifications. The proportions leaving with good 'O' levels, 'A' levels or even obtaining a degree all exceed the national average. There may be benefits to progressing their career through further education. Although these are areas with few children, the education attainment of children in these neighbourhoods closely mirrors that of the adults. They consistently outperform the national norm throughout their schooling, but not by significant amounts. A good proportion leave school with 5 or more GCSE passes at grades A to C, but the numbers actually going on to higher education reflects the national picture. These are not areas where ethnic minorities dominate, and income levels are usually sufficient to mean that children will not qualify for free school meals.

Health

These people generally live an active lifestyle. They normally eat healthily, but quite regularly can give in to the temptation of a TV meal or a take-away. Moderate alcohol consumption is the norm, and whilst most do not smoke, a significant minority do. People in Fledgling Nurseries have a wide variety of interests. Some of these are sedentary, but others involve physical activity to keep them fit and healthy. Private medical insurance is more likely provided by an employer, but the norm is not to have insurance. These people probably feel that they are young, fit and healthy, so on the relatively rare occasion where they develop more serious conditions they are prepared to rely on the NHS.

Crime

Fledgling Nurseries are generally positive about the area in which they live. However, the busy lifestyles, combining work with active social and leisure time mean that few have time to get to know their neighbours. Consequently each household tends to live in relative isolation. The main fear of crime relates to physical violence and to motor crime, rather than more general loss of property. Incidents are quite likely to involve violence, and to occur at weekends in a place of entertainment. People tend to be dissatisfied with the way in which the

police handle the specific offence, but overall are reasonably satisfied with the police efforts.

Finances

These people, despite being in the early stages of their careers, have reasonable levels of savings and investments. However, whilst some are already contributing to a personal pension, for most the savings are more likely geared towards the time when they wish to raise a family rather than when they retire. More people in these neighbourhoods are working than in most other Mosaic Types, and a significant minority are paying income tax at the higher rate. Most have bought their home at a time when they can reasonably afford it, and are living within their means. Therefore bills are generally paid on time and the state needs to provide relatively little financial support.

Environmental Issues

These people are generally worried about environmental impact, but in practice do little about it. Their money is used to support their active lifestyle, and to prepare the way for the expense of raising a family. They are therefore generally unwilling to contribute financially. Their home lives can be described as eco-friendly; the new house will be small and well insulated, and for most of the day and a good part of evenings and weekends will be empty. This is, however, countered by their use of the car. Many households have two cars, and annual mileages can be high. Cars are essential both for work and for leisure activities, so it is important for these people that their car looks good and suits their personality.

Receptive to:

Internet, Radio, Entertainment/leisure magazines

Unreceptive to:

TV, Telemarketing