

Click on any **Group** or **Type** for hyperlink to PDF file

Group		Type	
A	Residents of isolated rural communities	A01	Rural families with high incomes, often from city jobs
		A02	Retirees electing to settle in environmentally attractive localities
		A03	Remote communities with poor access to public and commercial services
		A04	Villagers with few well paid alternatives to agricultural employment
B	Residents of small and mid-sized towns with strong local roots	B05	Better off empty nesters in low density estates on town fringes
		B06	Self-employed trades people living in smaller communities
		B07	Empty nester owner occupiers making little use of public services
		B08	Mixed communities with many single people in the centres of small towns
C	Wealthy people living in the most sought after neighbourhoods	C09	Successful older business leaders living in sought-after suburbs
		C10	Wealthy families in substantial houses with little community involvement
		C11	Creative professionals seeking involvement in local communities
		C12	Residents in smart city centre flats who make little use of public services
D	Successful professionals living in suburban or semi-rural homes	D13	Higher income older champions of village communities
		D14	Older people living in large houses in mature suburbs
		D15	Well off commuters living in spacious houses in semi rural settings
		D16	Higher income families concerned with education and careers
E	Middle income families living in moderate suburban semis	E17	Comfortably off suburban families weakly tied to their local community
		E18	Industrial workers living comfortably in owner occupied semis
		E19	Self reliant older families in suburban semis in industrial towns
		E20	Upwardly mobile South Asian families living in inter war suburbs
		E21	Middle aged families living in less fashionable inter war suburban semis
F	Couples with young children in comfortable modern housing	F22	Busy executives in town houses in dormitory settlements
		F23	Early middle aged parents likely to be involved in their children's education
		F24	Young parents new to their neighbourhood, keen to put down roots
		F25	Personnel reliant on the Ministry of Defence for public services
G	Young, well-educated city dwellers	G26	Well educated singles living in purpose built flats
		G27	City dwellers owning houses in older neighbourhoods
		G28	Singles and sharers occupying converted Victorian houses
		G29	Young professional families settling in better quality older terraces
		G30	Diverse communities of well educated singles living in smart, small flats
		G31	Owners in smart purpose built flats in prestige locations, many newly built
		G32	Students and other transient singles in multi-let houses
		G33	Transient singles, poorly supported by family and neighbours
		G34	Students involved in college and university communities

Group		Type	
H	Couples and young singles in small modern starter homes	H35	Childless new owner occupiers in cramped new homes
		H36	Young singles and sharers renting small purpose-built flats
		H37	Young owners and rented developments of mixed tenure
		H38	People living in brand new residential developments
I	Lower income workers in urban terraces in often diverse areas	I39	Young owners and private renters in inner city terraces
		I40	Multi-ethnic communities in newer suburbs away from the inner city
		I41	Renters of older terraces in ethnically diverse communities
		I42	South Asian communities experiencing social deprivation
		I43	Older town centres terraces with transient, single populations
		I44	Low income families occupying poor quality older terraces
J	Owner occupiers in older-style housing in ex-industrial areas	J45	Low income communities reliant on low skill industrial jobs
		J46	Residents in blue collar communities revitalised by commuters
		J47	Comfortably off industrial workers owning their own homes
K	Residents with sufficient incomes in right-to-buy social houses	K48	Middle aged couples and families in right-to-buy homes
		K49	Low income older couples long established in former council estates
		K50	Older families in low value housing in traditional industrial areas
		K51	Often indebted families living in low rise estates
L	Active elderly people living in pleasant retirement locations	L52	Communities of wealthy older people living in large seaside houses
		L53	Residents in retirement, second home and tourist communities
		L54	Retired people of modest means commonly living in seaside bungalows
		L55	Capable older people leasing / owning flats in purpose built blocks
M	Elderly people reliant on state support	M56	Older people living on social housing estates with limited budgets
		M57	Old people in flats subsisting on welfare payments
		M58	Less mobile older people requiring a degree of care
		M59	People living in social accommodation designed for older people
N	Young people renting flats in high density social housing	N60	Tenants in social housing flats on estates at risk of serious social problems
		N61	Childless tenants in social housing flats with modest social needs
		N62	Young renters in flats with a cosmopolitan mix
		N63	Multicultural tenants renting flats in areas of social housing
		N64	Diverse homesharers renting small flats in densely populated areas
		N65	Young singles in multi-ethnic communities, many in high rise flats
O	Families in low-rise social housing with high levels of benefit need	O67	Older tenants on low rise social housing estates where jobs are scarce
		O68	Families with varied structures living on low rise social housing estates
		O69	Vulnerable young parents needing substantial state support