

A City Prosperity	A01	World- Class Wealth	Living luxurious lifestyles in London's most exclusive boroughs.
	A02	Uptown Elite	High status households owning elegant homes where they enjoy city life in comfort.
	A03	Penthouse Chic	City suits renting premium-priced flats in prestige central locations where they work hard and play hard.
	A04	Metro High-Flyers	20 and 30-somethings renting expensive apartments in highly commutable areas of major cities.
B Prestige Positions	B05	Premium Fortunes	Influential families with substantial income in distinctive, expansive homes in wealthy enclaves.
	B06	Diamond Days	Retirees in sizeable homes whose finances are secured by significant assets and generous pensions.
	B07	Alpha Families	High-achieving families living fast-track lives, advancing careers, and their school-age kids' development.
	B08	Bank of Mum and Dad	Well-off families in upmarket homes where grown-up children benefit from financial support.
	B09	Empty- Nest Adventure	Mature couples in comfortable detached houses who enjoy their empty-nest status.
C Country Living	C10	Wealthy Landowners	Owners of country houses including the rural upper class, successful farmers and second-home owners.
	C11	Rural Vogue	Country-loving families in comfortable village homes while commuting some distance to work.
	C12	Scattered Homesteads	Older households appreciating rural calm in stand-alone houses within agricultural landscapes.
	C13	Village Retirement	Retirees enjoying pleasant village locations with amenities to service their social and practical needs.
D Rural Reality	D14	Satellite Settlers	Mature households living in expanding developments around larger villages.
	D15	Local focus	Rural families in affordable village homes who are reliant on the local economy for jobs.
	D16	Outlying Seniors	Pensioners living in inexpensive housing in out of the way locations.
	D17	Far-Flung Outposts	Inter-dependent households living in the most remote communities with long travel times to larger towns.

<h1>E</h1> <h2>Senior Security</h2>	E18	Legacy Elders	Time-honoured elders living alone in comfortable suburban homes on final salary pensions.
	E19	Bungalow Haven	Peace-seeking seniors appreciating the calm of bungalow estates designed for the elderly.
	E20	Classic Grandparents	Lifelong couples in suburban homes enjoying retirement through grandchildren and gardening.
	E21	Solo Retirees	Senior singles whose reduced incomes are satisfactory in their affordable owned homes.
<h1>F</h1> <h2>Suburban Stability</h2>	F22	Boomerang Boarders	Couples with mid-range incomes whose adult children have returned to the shelter of the family home.
	F23	Family Ties	Families with teens and adult children whose prolonged support is eating up household resources.
	F24	Fledgling Free	Pre-retirement couples with respectable incomes enjoying spare cash since children left home.
	F25	Dependable Me	Single mature owners settled in traditional suburban semis working in intermediate occupations.
<h1>G</h1> <h2>Domestic Success</h2>	G26	Cafes and Catchments	Affluent families with growing children living in upmarket housing in city environs.
	G27	Thriving Independence	Well-qualified older singles with incomes from successful professional careers in good housing.
	G28	Modern Parents	Busy couples in modern detached homes juggling the demands of school-age children and careers.
	G29	Mid-Career Convention	Professional families with children in traditional mid-range suburbs where neighbours are often older.
<h1>H</h1> <h2>Aspiring Home Makers</h2>	H30	Primary Ambitions	Younger families who sought affordable homes in good suburbs which they may now be out-growing.
	H31	Affordable Fringe	Settled families with children owning modest, 3-bed semis in areas where there's more house for less money.
	H32	First-Rung Futures	Pre-family newcomers who have bought value homes with space to grow, in affordable areas.
	H33	Contemporary Starts	Fashion-conscious young singles and partners setting up home in developments.
	H34	New Foundations	Occupants of brand new homes who are often younger singles or couples with children.
	H35	Flying Solo	Bright young singles on starter salaries choosing to rent homes in family suburbs.

I Family Basics	I36	Solid Economy	Stable families with children renting better quality homes from social landlords.
	I37	Budget Generations	Families supporting both adult and younger children where expenditure can exceed income.
	I38	Childcare Squeeze	Younger families with children who own a budget home and are striving to cover all expenses.
	I39	Family with Needs	Families with many children living in areas of high deprivation and who need support.
J Transient Renters	J40	Make Do & Move On	Yet to settle younger singles and couples making interim homes in low cost properties.
	J41	Disconnected Youth	Young people endeavouring to gain employment footholds while renting cheap flats and terraces.
	J42	Midlife Stopgap	Maturing singles in employment who are renting short-term affordable homes.
	J43	Renting a Room	Transient renters of low cost accommodation often within subdivided older properties.
K Municipal Challenge	K44	Inner City Stalwarts	Long-term renters of inner city social flats who have witnessed many changes.
	K45	Crowded Kaleidoscope	Multi-cultural households with children renting social flats in over-crowded conditions.
	K46	High Rise Residents	Renters of social flats in high rise blocks where levels of need are significant.
	K47	Streetwise Singles	Hard-pressed singles in low cost social flats searching for opportunities.
	K48	Low Income Workers	Older social renters settled in low value homes in communities where employment is harder to find.
L Vintage Value	L49	Dependent Greys	Ageing social renters with high levels of need in centrally located developments of small units.
	L50	Pocket Pensions	Penny-wise elderly singles renting in developments of compact social homes.
	L51	Aided Elderly	Elders in specialised accommodation including retirement homes and complexes of small homes.
	L52	Estate Veterans	Elderly renters of social homes who have seen neighbours change to a mix of owners and renters.
	L53	Seasoned Survivors	Deep-rooted single elderly owners of low value properties whose modest home equity provides some security.

M Modest Traditions	M54	Down-to-Earth Owners	Ageing couples who have owned their inexpensive home for many years while working in routine jobs.
	M55	Offspring Overspill	Low income owners whose adult children are striving to gain independence.
	M56	Self Supporters	Hard-working mature singles who own budget terraces manageable within their modest wage.
N Urban Cohesion	N57	Community Elders	Established older households owning city homes in diverse neighbourhoods.
	N58	Cultural Comfort	Thriving families with good incomes in multi-cultural urban communities.
	N59	Asian Heritage	Large extended families in neighbourhoods with a strong South Asian tradition.
	N60	Ageing Access	Older residents owning small inner suburban properties with good access to amenities.
O Rental Hubs	O61	Career Builders	Singles and couples in their 20s and 30s progressing in their field of work from commutable properties.
	O62	Central Pulse	Entertainment-seeking youngsters renting city centre flats in vibrant locations close to jobs and night life.
	O63	Flexible Workforce	Self-starting young renters ready to move to follow worthwhile incomes from service sector jobs.
	O64	Bus-Route Renters	Singles renting affordable private flats away from central amenities and often on main roads.
	O65	Learners & Earners	Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations.
	O66	Student Scene	Students living in high density accommodation close to universities and educational centres.