

Key Features

- Young families
- New housing developments
- Multicultural
- Low disposable income
- High internet use
- Frequent mobile upgrades



Diverse Renters are self-reliant young people, supporting themselves through low-wage jobs. They work hard to stretch their budgets to meet their needs.

They are aged in their twenties and thirties. Some are single and either live alone or share with friends; others live with a partner and possibly a young child. There are many nationalities within this group, with people from Poland, Lithuania, other EU countries and the rest of world, as well as Irish-born residents.

Their apartments are small, economically priced and usually rented from private landlords. They are situated either in town centres, where jobs can be accessed in the local area, or in urban-edge estates, where travel to employment is possible through road or transport links.

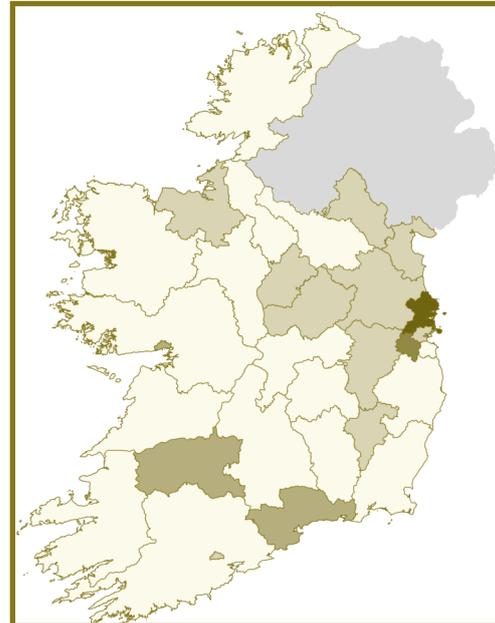
These people work in occupations that offer modest pay packets. Some start out early in the morning to get to work. Though individual incomes are low, households with more than one earner can fare reasonably well through sharing bills.

A good range of shops offering budget ranges can be found close to home, allowing these people to choose low-cost options when buying food and clothes. They can be tempted by products that are on offer, enjoying the novelty of something new and saving money at the same time.

They try to keep their finances straightforward. They may have a savings account. Most choose not to spend much on credit.

They rely heavily on their smartphones for communication, frequently checking for updates and messages. They have a wide range of apps and enjoy listening to music and playing games. Internet access is very important to them, and they often go online via their phones. They look for discounts online and use websites that offer vouchers.

As well as getting information and news online, they enjoy reading a range of magazines.



Mosaic Types:

E13 Town Centre Singles

E14 City-Edge Enterprise

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