

Key Features

- Blue collar families
- Provincial towns
- Semi-detached homes
- Young children
- Apprenticeships and technical qualification
- Cars are important



Local Families have chosen to settle in locations outside Dublin where the cost of living is cheaper. Their working and domestic lives are centred around the local area.

Parents are typically in their thirties and forties and have young or school-age children. A number of these neighbourhoods include families of other nationalities.

Their modern homes were built in the 1990s and 2000s and are usually semi-detached. Although sometimes compact in design, they have been built to modern tastes, with parking available and looping road layouts designed to increase individuality and reduce traffic speeds. They are often situated in developments at the edge of built-up areas, with green fields visible beyond.

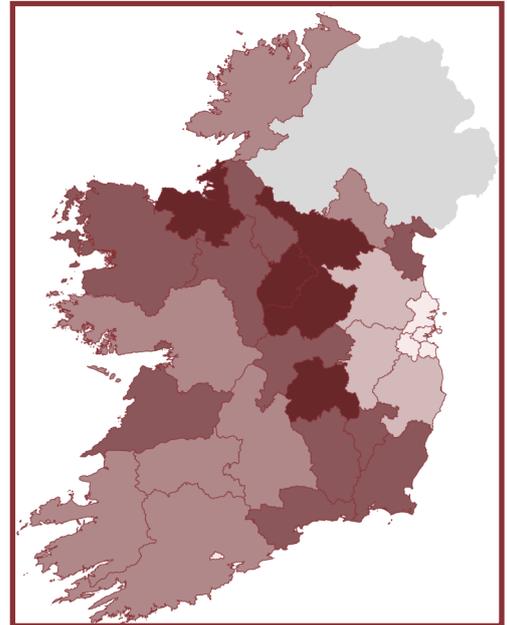
All of these houses cost significantly less than they would if they were close to the capital. These families are therefore able to afford a better home for their children to grow up in than they would otherwise. There is a mix of mortgaged ownership and renting.

They are employed in a range of occupations, reflecting the mix of personnel requirements in the local area. Some are in professional and administrative roles, perhaps in local services; others work in lower-level non-manual jobs or manual roles, perhaps in manufacturing industries.

Income is often not high, and expenditure is planned to ensure family needs are met. Many of this group are price-conscious and have to make choices in the way they use their money, with their children's needs coming first.

With most needing to drive to work and public transport options limited, a car is a necessary expense.

They aren't heavy internet users. Some use online purchasing to find deals and a wider array of options than the nearest shops can offer; others are less inclined to buy from the web.



Mosaic Types:

G18 Regional Mortgagees

G19 Small-Town Breadwinners

G20 Domestic Outliers

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