

Key Features

- Two or more family units
- Local authority renters
- Terraced housing
- Low household income
- Unskilled jobs
- Home and garden interests



Industrious Workers are mature people and young adults living in low-cost estate housing. They earn their income in low-wage jobs and economise by searching out bargains and sharing bills.

The older generation are often aged in their fifties or over and have been living in their homes for some years. Many households also contain teenagers and young adults living with parents. Married couples are under-represented, and there are some single parents and non-traditional family groups.

Residents live in predominantly terraced housing in estates built from the 1920s to the 1980s. Many of these homes were under local authority ownership when they were constructed. Now they are mixed in tenure, with some still rented from the state but many others under personal ownership.

Property values vary depending on location, with prices in Dublin nearing the national average and those outside Dublin extremely low in value.

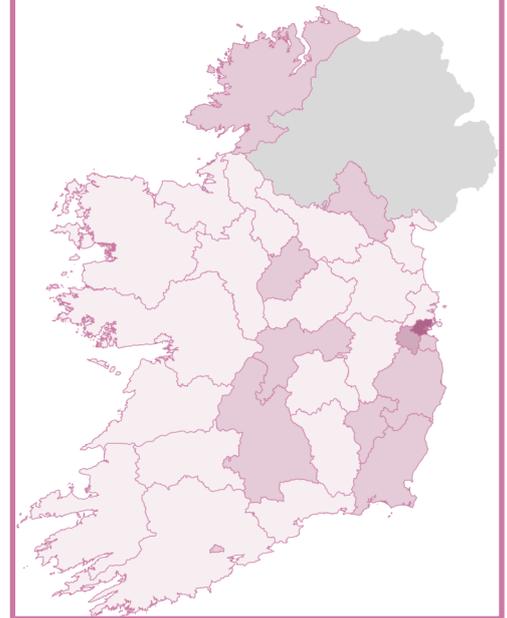
Employment is found in manual jobs – sometimes in skilled work and other times in elementary occupations. A lower proportion of adults are working, with unemployment above average and some unable to work. Many in this group left school by the age of eighteen.

Budgets are limited due to low employment and modest wages. Some people choose cut-price options to make their money go further. Households in which more than one adult is working are able to share bills, which leaves more cash to spare. In spite of these economies, it can be a challenge to make ends meet. Lottery tickets are popular.

Many households manage without a car; others run a single vehicle. They tend to have few bank accounts.

Though fewer households own a computer, most have internet access through a smartphone. Game apps are popular, and they also look online for bargains through classified advertisements or auction sites.

Many buy newspapers regularly, and they enjoy watching television.



Mosaic Types:

H21 Provincial Persistence

H22 Terraced Tradition

H23 Day-to-day Spenders

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