

Key Features

- Lower value bungalows and detached housing
- Older children
- Farming and agriculture
- Low incomes
- Listens to local radio
- Livestock farming



Distant Views are people living in isolated areas where their modest incomes can buy quite large houses. They are practical people who enjoy the independence that these locations offer.

These householders are often mature in age. Married couples are usually aged in their late forties or older. Some families have children, who are typically in their teens. Most people were born in Ireland, with a few born in the UK, and most identify themselves as Catholic in religion. These are stable areas where few people move in or out.

Their homes are situated in rural landscapes away from towns and cities and are low in price. Properties are detached houses or bungalows, and many have land or outbuildings. These areas aren't served by public water mains or sanitation, so most properties have alternative options. They use a wide variety of fuel sources, including oil, wood and peat. Homes are either owned outright or with a mortgage.

Many of these properties are homes and businesses combined. People often work as farmers, agricultural workers or in manual work such as skilled trades. Most have developed their skills on the job rather than through education.

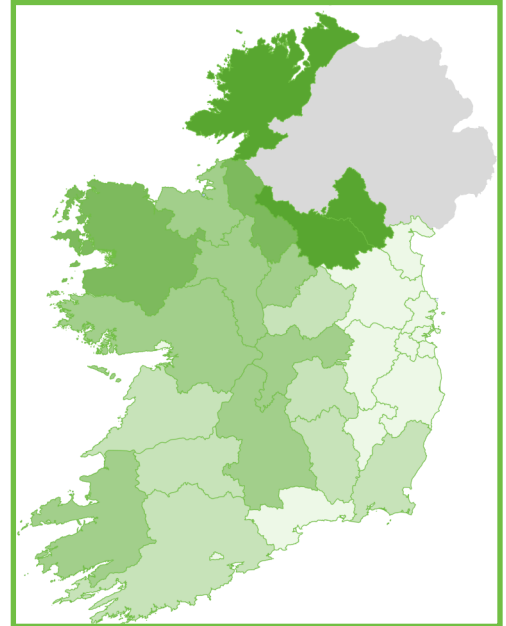
With incomes generally below average, they are careful in their expenditure. They don't spend unnecessarily, choosing cheaper options if they are available. But they care about the quality of their food, and many buy good local produce.

Day-to-day life in these remote locations can involve driving many miles, making car ownership essential. Households own at least one vehicle and often more.

They are generally cautious with their finances, but some may use loans to invest in their property or business.

Many have computers and mobiles, but they don't rely on them heavily. Access to broadband is an issue for many, meaning the take-up of digital services can be limited.

They regularly read newspapers. They also like to use radio and television to top up their news input.



Mosaic Types:

N40 Border Communities

N41 Rural Workforce

N42 Agricultural Heartland

N43 Remote Hill Farmers

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