

## Key Features

- Large families
- Bungalows and detached properties
- Skilled trade and agricultural jobs
- Traditional
- Holiday homes
- Pet horses



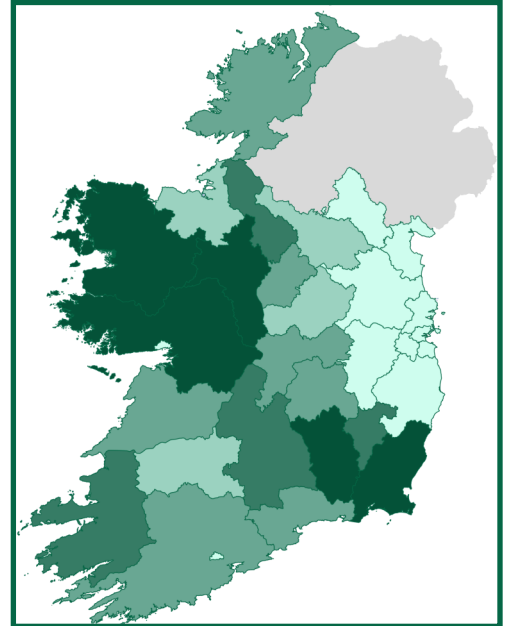
Country Choice have opted for a rural lifestyle in the heart of the countryside. They have the benefit of a home and land in undisturbed scenery but must travel some distance to shops and services. These families are typically mature in age, with adults in their forties, fifties or older. They are mostly married couples, some with school-age children and others enjoying empty nests. A high proportion of these people were born in Ireland, with a smaller number born in the UK.

They live in out-of-the-way locations across the country. Some have retired to the west coast and enjoy magnificent scenery on a daily basis, some live in western inland areas where they have the countryside to themselves, and others live in more inaccessible parts of the south and east. Their homes are detached houses and bungalows that are surrounded by green fields; many are spacious and have gardens and land. Few of these remote locations benefit from public sanitation schemes or a mains water supply, meaning alternative options must be maintained.

Location also has a bearing on house prices, which, although above average locally, tend to be below the national average. Many homes are owned outright; some are still being bought with a mortgage. Own-account workers are over-represented, and a good number of people live and work at the same address. Farming takes place in these areas, and some members of this group are farmers themselves. Others work in a range of skilled trades or professional roles. Some have retired. Household incomes are around average and provide a comfortable standard of living in these lower-cost areas. Shopping requires a trip to the nearest town and therefore isn't a frequent activity. These people are practical in their needs, with expenses for functional items for the home or their land taking precedence over unnecessary purchases. Households own at least one car and often more, driving many miles.

They usually have steady finances. Some may take out loans for significant purchases or projects; others have moderate savings, which they may invest in notice accounts. Their use of credit cards is low. Most have access to computers, mobiles and the internet, but they don't make extensive use of them. With broadband speeds slow, they are more likely to use a landline for calls.

Those people far away from shops may buy a newspaper once a week when they are in town. If there is a local shop nearer to home they might buy a paper there every day. Many listen to local radio to keep up to date with news in the area.



### Mosaic Types:

M37 Land and Trades

M38 Escape to the West

M39 The Atlantic Way

### For further information

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