

The National Classification of Residential Neighbourhoods

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- **Based on the 1971 Census**
- **Initial work based upon information gathered at Ward/Parish level**
- **40 Variables used for clusters**
- **36 Clusters were formed**
 - **11 Broad groups**

11 Broad groups

- Areas of recent growth
 - Skilled working class areas
- Areas of recent growth
 - Modern middle status housing
- Victorian/Edwardian terraced housing
- Poor quality housing in areas of economic decline
- Rural areas
- Areas of urban local authority housing

11 Broad groups cont'd...

- Areas suffering from acute social disadvantage
- Central city areas of high immigrancy
- High status inner city areas of multi occupancy
- Traditional high status suburban areas
- Seaside and retirement resorts

- **Areas of recent growth**
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Ownership of American Express Cards

	Index
Inner city high status	514
Suburban high status	200
Rest of county	29

Readership of	High status inner city	High status Suburban	Retirement areas
Times	448	161	70
Sunday Express	109	139	148

Advocated uses 1979

- Sampling
- Poster sites
- Direct mailings
- Salesmen's rounds
- Retail siting

New uses 2004

- **Link between databases and survey**
- **Internet panel control**