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# Lifestyles

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ReUrbA<sup>2</sup> is an European project for urban regeneration. There are five partners: St. Paul's and St. Mark's Parochial Church Council (formerly English Heritage), Newcastle City Council, GIU Saarbrücken, Rotterdam Development Corporation and the lead partner, the provincial authority of South Holland.

We developed an innovative method for urban regeneration, shared it with each other, tested it and made it available to others working in European urban regeneration, for example through [www.reurba.org](http://www.reurba.org).

The ReUrbA<sup>2</sup> method involves four strategies:

1. from supply to demand orientation, including lifestyles
2. from government to governance.
3. from demolition to creative transformation
4. from budget to value orientation

This publication describes the shift in the housing market from supply-driven to demand-driven. Income, age and family structure have been replaced by lifestyles as the way to describe residents and their housing preferences.

For this strategy a Digital Learning Environment (DLE) has been developed. You can test the DLE yourself via [www.reurba.org](http://www.reurba.org).

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## ReUrbA<sup>2</sup> and Lifestyles

The ultimate objective is to make urbanised areas more appealing for those already living there, but also to attract new groups. This means that the ReUrbA method is demand-driven.

Working with lifestyles is an important part of the method. This paper provides background information for the lifestyle component. It deals with the following three issues:

- 1 What are lifestyles?
- 2 Why has working with lifestyles become so important?
- 3 What can I do as a project manager in order to work with lifestyles in my own project?

When addressing these issues, we have deliberately not adopted a single fixed template for working with lifestyles. We are not trying to teach anybody a 'trick'. There are many ways of categorising lifestyles but we are not adopting any of them as our point of departure. It is better to acquire an understanding about the 'nuts and bolts' of lifestyles, to use that understanding in your own projects, and to establish your own lifestyle categories that match your specific situation.



## The cockpit and the difference between knowledge and understanding

Would you get on a plane if you knew that the pilot could only land the plane by flicking switches in the right order, without understanding what the switches are for? When you teach a method, it makes sense to distinguish between knowledge and understanding. Knowledge consists of facts, tables and tricks that you can learn by heart. Understanding consists of experience, understanding why you do something. When a method is being taught, understanding is more important than

knowledge. Understanding why something happens or should happen allows project managers to use the method in different circumstances. This does not mean that knowledge is unimportant; it means that it fulfils a different function. During a landing, pilots and co-pilots go through lists stating the sequences to follow: the switches they have to flick. This can be enough to land a plane. But if conditions change because of a single malfunction affecting one switch, the pilot can only react

appropriately if he knows why that switch has to be used at that point in time. He can analyse what is going on and think of a different way of doing the same thing.

That is why this paper does not include any standard theoretical tables (even though the annex does include a few examples for the purposes of illustration), preferring practical descriptions of how project managers can establish their own lifestyle categories.

# 1 What are lifestyles?

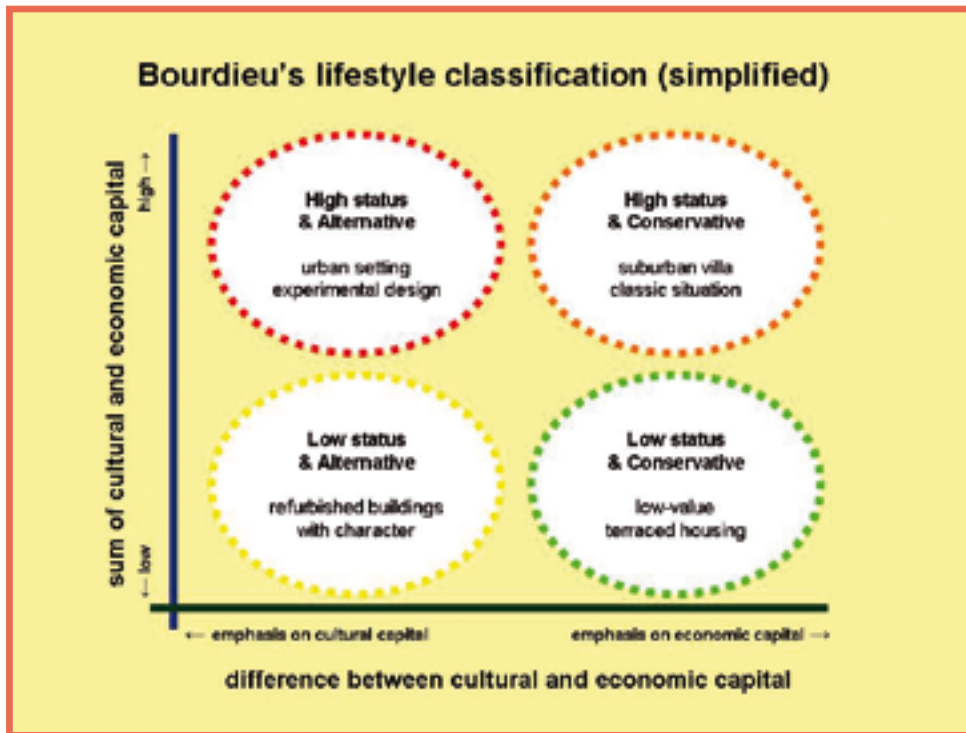


Thinking about lifestyles and living environments is not new. Wirth's paper (1938) discussed the issue. In 'Urbanism as a Way of Life', Wirth describes urban life as one of a wide range of lifestyles. There are numerous definitions of the concept of 'lifestyles'. The common denominator is that a lifestyle is a description of the behaviours selected by individuals on the basis of taste, preferences, motivation, and value systems. Lifestyles differ not so much in terms of expenditure as in terms of taste. Someone's lifestyle may not tell us about their level of alcohol consumption; it may tell us what they drink.

## Categorising lifestyles on a matrix

Every system for the categorisation of lifestyles includes several dimensions. Usually, a particular system will be simplified to include two or three dimensions for positioning lifestyles. One of the best-known classifications is based on the work of the French sociologist Pierre Bourdieu. He positions lifestyles in a matrix with an economic axis (from low to high status) and a cultural axis (from conservative to innovative).

The existence of a lifestyle is justifiable on the basis of the existence of other lifestyles. The choices people make on the basis of their lifestyle differ from the choices made by those with other lifestyles.



## Behaviour = Lifestyle x Opportunities

Nas and Van der Sande (1985) suggest that people's actual behaviour is not only determined by their lifestyle, but also by their opportunities. These opportunities are largely determined by outside factors (money, time, space, etc.). Nas and Van der Sande distinguish between five dimensions:

Dimension	Description	Scale
1. Spatial environment	The scale at which people fashion their lives.	From local to cosmopolitan.
2. Social relationships	Do social networks exist in juxtaposition or are they integrated?	From separate to integrated social networks. Number.
3. Institutional environment	Number of social networks. The focus adopted by people for their lives.	Focus on leisure time, on career or on family.
4. Philosophy	The thinking upon which people's activities are based.	
5. Symbolic	The imagery associated with objects.	

Conclusion: a lifestyle is the expression of someone's taste. The way people actually structure their lives also depends on their opportunities.

## Demand = Target group x Lifestyle

In the mid-1980s, demand-driven approaches began to gain ground among government authorities. Before then, planning was mainly supply-driven. Industrial estates and housing were built without considering demand. This did not present a problem as long as it exceeded supply. However, in the 1980s, the economic tide turned, leaving municipal authorities with large empty industrial estates and unbuilt land on their hands which was costing them a fortune in interest. The response was the emergence of 'city marketing', a more deliberate exploration of the market, with an emphasis on target groups and an active approach to identifying combinations of supply and demand.

Despite its historical roots, thinking in terms of lifestyles has become more important in recent years. However, it would be mistaken to suggest that the lifestyle approach has replaced the target-group approach. The one complements the other. Target groups allow us to understand who people are. Lifestyles show us what they want.

It should be pointed out that people are better able to express their lifestyle as they acquire more economic or cultural capital. Declining income or talent raises the probability of convergence between a lifestyle and a target group. People with low incomes do differ in terms of lifestyle but they have few resources for expressing that lifestyle. The higher somebody's income, the larger the differences in lifestyle and more important it becomes to use lifestyles actively in order to appeal to those groups. That is why target groups and lifestyles often coincide in urban regeneration areas. People with low incomes tend to be forced more into relinquishing priorities and preferences in order to survive.

Target group	Lifestyle
<ul style="list-style-type: none"> <li>• Are</li> <li>• Understanding of how many people can buy the product</li> <li>• Largely determined by circumstances</li> <li>• Components: income, age, household, address, consumption pattern, ...</li>   <li>• Variable according to time of life</li> <li>• Derived from policy objective: the prey we want</li>   <li>• Measurable in quantitative terms</li> </ul>	<ul style="list-style-type: none"> <li>• Want</li> <li>• Understanding of who wants to buy the product</li> <li>• Determined by the people themselves</li> <li>• Components: taste, conscious or subconscious standards and value system, ambitions, view of life, thinking about status...</li>   <li>• Relatively constant (because value system is also relatively constant)</li> <li>• Derived from target group: who are the people in the target group we can actually convince to move</li>   <li>• Qualitative components for product development</li> </ul>





## 2 Why has working with lifestyles become so important?

The ultimate aim of ReUrBA is to make urbanised areas more appealing. Of course, the question is: appealing for whom?

First of all, the groups in place play an important role here. A characteristic difference between urban regeneration and building projects on farmland is that urban regeneration always has to deal with established social structures. Often, the concentration of socio-economic problems among established social groups in a city or a neighbourhood is precisely the reason why investments are made in the existing urban area. The issues that have to be addressed here are: how can we get to understand the established social structures, how can we prevent selective migration of people from these groups, and how can we invest the established social structures with significance for the purposes of urban regeneration plans?

Secondly, the wish to establish a more balanced population profile often plays an important role. Towns want to retain groups with substantial incomes and levels of training but it is precisely those groups that have been leaving the towns in recent decades. The question here is what we should provide in order to keep these groups in the towns.

In both cases, the important issues are the reasons why people settle in particular places and the wishes relating to patterns of behaviour. In recent decades, those patterns of behaviour have become increasingly detached from the classic demographic and economic indicators.

### Increasing prosperity, individualisation and quality requirements

After World War II, European cities faced such enormous shortages that the emphasis was placed on quantity: the production of housing. People forced to live in attics in their parents' homes wanted homes of their own. The question of what those homes looked like was less important. Once the most urgent quantitative demand for homes had been appeased, there was more demand for quality. It will be clear that current housing stock and industrial estates fall short in qualitative terms. In the 1970s and 1980s, residential neighbourhoods were rebuilt because of their poor condition. These days, rebuilding is motivated by market considerations: the unbalanced approach to building in the postwar years no longer meets present-day quality demands. We have moved on from '*every man a home*' to '*every man **his** home*'.

The 1980s saw the emergence of city marketing in government circles. Although the concept was often confused with simple promotion, it was initially a serious and broad-based attempt from government to focus more deliberately on demand before providing new industrial estates and housing locations. The aim was to switch from the supply to the demand side.

At the end of the 1990s, it began to emerge that it was not enough to work with target groups on the basis of well-established indicators such as income and age. In the meantime, society had become so prosperous that large groups of individuals were in a position to make more individualised choices based on personal preferences and taste. The increasing prosperity resulted in the rapid erosion of the 'constraints and controls' that used to be such a feature of society in general. The erosion of this 'gentle coercion' resulted in more liberty for individuals to structure their lives in accordance with their own preferences. (This is, for example, clearly seen in the change in thinking about marriage: relationships before marriage, living as a single person or cohabitation have become socially acceptable.) As a result of this increase in opportunities for the expression of personal preferences, quality requirements have not only become stricter but also much more diverse.

### Advantages of lifestyles

Because taste has acquired a position alongside quantitative demands, a lifestyle approach has also emerged alongside a target-sector approach. Thinking in terms of lifestyles is necessary in a world where a person's origins, religion, profession, address and traditions determine behaviour less, and where individual choices determine behaviour more and more. As such, lifestyles are not new; what is new is that lifestyle as a determinant of behaviour functions much more independently of socio-demographic and socio-economic characteristics than used to be the case.

There are therefore major advantages to an approach using lifestyles:

- it allows policymakers to get to grips with preference differentiation better than if they use target-group classifications alone;
- it lays bare new links that are independent of target groups, and patterns of consumer behaviour in various contexts (lifestyle affects residential preferences but also leisure activities, the use of facilities, etc.; it makes possible an integral approach);
- it makes it possible to find a middle way between thinking exclusively in terms of target groups (something which is no longer adequate) and hyper-individualisation (in which every individual has a unique pattern of demands and which can no longer serve as a basis for policy).

The aim of a lifestyle approach is not to create idealised communities but to come to grips with the real patterns of behaviour of groups of clients.

Our hyper-individualised society can no longer be dealt with in terms of target groups alone; an approach using target sectors is no longer adequate to predict somebody's behaviour.

### More competition and more freedom of choice

Increasing prosperity has also resulted in greater mobility for many groups of people. Since the beginning of the twentieth century, people have been prepared to structure their lives within 'an hour's journey'. But the distance they can travel in that hour has increased dramatically, with a corresponding dramatic increase in freedom of choice for the populace and business. Home and work have become disentwined. This means that towns have often been confronted, both in the past and the present, with selective migration: people move to the suburbs if they are in a position to do so.

This increase in freedom of choice for the consumer is, in principle, balanced by the freedom of choice of the supplier, the town. If this mechanism is to function properly, the town must have the right products to offer because the competition has increased considerably.

This makes it more necessary for policymakers to take an active approach to devising new combinations of supply and demand that cater to different tastes. At the same time, if they do a good job, they will establish a broader reach, allowing them to cater to new niche markets. Lifestyles can be used to determine what specific products a town must create (i.e. lifestyles as a way of shaping the substance of the concept). And people can then be convinced to move to the town on the basis of lifestyles (i.e. lifestyles as a tool for selecting a specific look for marketing purposes in order to attract specific groups).





# 3 How can I work with lifestyles as a projectmanager?

Now we know what lifestyles are and understand why working with lifestyles has become important, the next question is: 'how can I as a project manager work with lifestyles in my project?'

## Quick approach using key figures

We describe below the main steps towards working with lifestyles in urban regeneration projects. On the basis of theory and experience in the field, we have set out a method that will allow project managers to establish their own lifestyle categories quickly for their own projects. We assume that they can do this without engaging in years of academic research (the time and the money are often lacking in urban regeneration projects). We also assume that establishing 70% of the truth quickly is more valuable than establishing 90% of the truth over a long period of time.

The information below is therefore primarily collected through interviews with key figures, 'connoisseurs' of the social structures in the urban regeneration field.

## A recipe that depends on the cook

We must make an important reservation at this point. The precise method required always depends on the local conditions of the project. Every project is different: the size, the aims, the local culture, the project staff and the financial conditions. You should use what follows as a recipe and,

like any good cook, you will add your own ingredients. To help you, we provide you with five questions you can ask yourself.

## Why is there no standard classification?

There are already many standard classifications of lifestyles. However, they have two drawbacks. First of all, the underlying preferences mean that lifestyles are culture-based. There is, in other words, no universal lifestyle classification. Lifestyle descriptions can be country- or region-based. Secondly, standard classifications mainly work on broader scales: entire towns of 300,000 inhabitants, or entire countries. However, as soon as local projects are involved (or a series of local projects), these standard classifications are too crude as a basis for actual decisions. It will be necessary to zoom into the specific lifestyles that constitute the local context.

A characteristic feature of urban regeneration is that it is also important to take into account specific lifestyles of all groups present in the area.

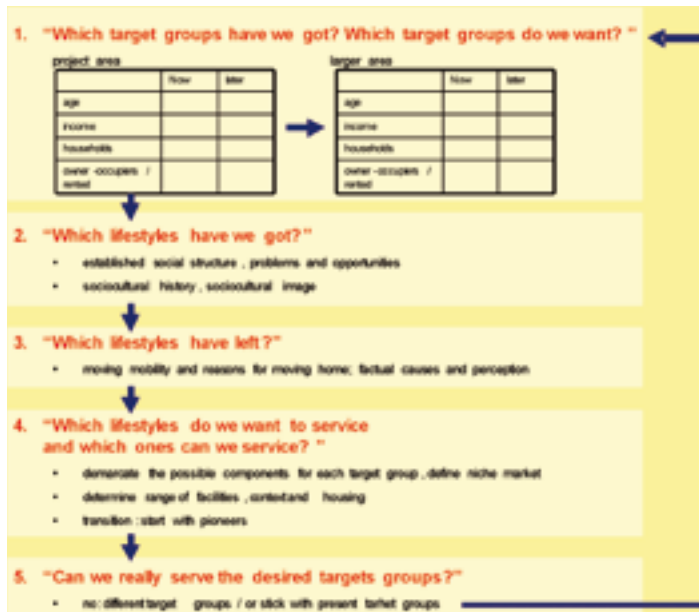
Incidentally, whatever the classification used for lifestyles, three main groups are always discernable:

1. pioneers (advocates of individualisation and modernisation);
2. materialistic group (hedonists who are happy with what they have got);
3. stragglers (anxious, prefer order).

The annex contains examples of existing standard classifications (the annex is still under construction).

## Schematic overview

To start with, a schematic overview of the recipe. This is a concept that still requires elaboration with input from partners.



## Question 1: 'Which target groups are in place at present and which ones do we want?'

Chapter 1 of this paper discussed the differences between lifestyles and target groups. Both are important components of a demand-oriented development process.

By definition, urban regeneration projects take time, and the social context changes during that time. Furthermore, urban regeneration is often driven by the ambition to make positive changes in the social context. So an important first step is to identify autonomous developments and the ambitions for target groups.

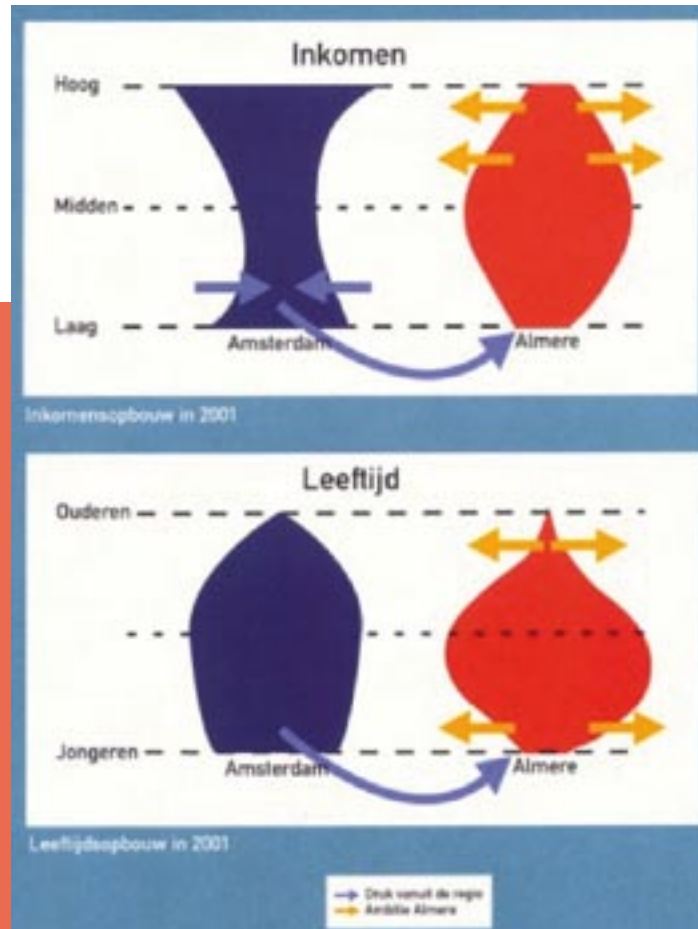
The target groups here are classified according to the following criteria:

- income;
- age;
- type of household;
- distinction between purchased housing; rented or low-income housing; private sector.

What matters are not precise numbers but, above all, the expected or desired development trends. Diagrams can be drawn for each of these criteria, showing the current situation and including arrows indicating the direction of developments. The example below is taken from the Structure Plan for the town of Almere (an overall spatial-strategic plan for a centre of urban growth in the Netherlands with approximately 175,000 inhabitants).

### Structure Plan Almere

Development of income in Almere, related to the Amsterdam region, 2001. Left the income distribution in the Amsterdam region. The arrows show Amsterdam would like a better balance with less lower-income groups. Almere desires to get more higher-income groups, and takes it's regional responsibility by admitting lower-income groups. The age distribution shows young people moving to Almere from Amsterdam. Almere wishes to service the younger and the older households more than it does now.





The age distribution now and in the future is based less on ambition, and more on autonomous demographic shifts. The income distribution is based more on ambitions: bonding more people with higher incomes to the town while at the same time assuming the regional responsibility to cater for people with lower incomes.

This classification can be made at (at least) two scale levels:

1. the broader vicinity of the area in which the urban regeneration project is located (for example, the borough, the city or the region);
2. the urban regeneration area itself (for example, the neighbourhood or the immediate vicinity of the project area).

Quantitative autonomous developments can be derived from demographic forecasts; their qualitative counterparts can be derived from interviews with key players, 'connoisseurs' of the area and/or important social trends. The ambitions emerge from the wishes of the leading organisation or its sponsors (politicians, directors) and are limited to a certain degree by:

## Question 2: 'Which lifestyles are in place at present?'

The established groups can be classified using not only the classic target-group indicators (income, age, type of household) but also on the basis of lifestyle.

In order to determine what the established lifestyles are, a qualitative picture is needed of the dominant groups in the neighbourhood. The focus here will be on describing emotions and motivation rather than generating numbers.

What are the features of the established socio-cultural structure? What are the main social groups in the neighbourhood? What are their characteristics, what guides their patterns of behaviour? Are they neighbourhood-minded or precisely the opposite? How do they behave when it comes to using facilities? What are their main reasons for wanting to live here? Did they come of their own free will or because they had no other choice?

Here, it is important to understand the socio-cultural problems that play a role in the neighbourhood. But it is also vitally important to understand the opportunities provided by the established groups and it is precisely in this latter area that there has been a shift in thinking in recent years: every group of people has its own potential that can be used positively; we must not focus exclusively on the problems in a neighbourhood. The ABCD method (Asset-Based Community Development) is one of the main products of this philosophy.

An understanding is required of social history in recent decades: how, when and why have groups come to live here? Who were they, what was distinctive about them? Which changes have taken place and why did that happen? Which new groups have become dominant recently compared to the groups of a few decades ago, and why have those new groups come to live here? What are the local stories, the 'narratives' of the neighbourhood? An understanding is also required of the socio-cultural image of the area that prevails in the vicinity. Urban regeneration neighbourhoods often have a negative image, even though this may not concur with thinking in the neighbourhood itself. So it is also important to talk about the neighbourhood with key players from outside the area.

## How can lifestyles be defined?

Make a study to determine which groups can be identified on the basis of behaviour.

a) First of all, it is important to determine whether groups are neighbourhood-minded or not: how do they use the neighbourhood? Are they neighbourhood-oriented? What does the social network look like, does it overlap with the residential area or is it located on a broader scale (where do friends live, where are the facilities that people use, etc.)?

This results in two groups:

- Group 1, which sees the neighbourhood not only as the place where their homes are, but also as the place where their lives are located. They want to be active in the neighbourhood itself.
- Group 2, which sees the neighbourhood as a base: it is where their homes are, but their lives are spent elsewhere. They are happy with the neighbourhood as long as they are not bothered by it.

b) Check whether group 1 can really be dealt with as a single group or whether there are major differences within it. This can be determined by looking at concrete patterns of using facilities:

- schools, crèches and care facilities; lifestyle is just one element that may determine the use of these facilities; which type of school, type of crèche and type of care facility is chosen does depend on lifestyle;
- recreation, sport, catering and culture: it is in this area in particular that differences in patterns of use emerge, opening up the possibility of distinguishing between a variety of lifestyles.

It is important here to establish a picture not only of the actual user profile but also to make use of the underlying motives.

It is possible to get to grips properly with group 1 and any underlying subgroups by means of interviews with key players from the neighbourhood. In the case of group 2, it is more difficult to recruit key players, precisely because they are less committed to their own neighbourhood and therefore tend to be less organised than the first group.

Incidentally, some target groups (which are defined on the basis of socio-demographic characteristics) may overlap completely with lifestyles (which are defined on the basis of motives, and of patterns of behaviour and housing patterns). Urban regeneration neighbourhoods, for example, are often home to a group of 'original residents' who were never either willing or able to leave and who have now grown old. These 'abandoned seniors' will have many similar preferences. As stated above, there are differences in lifestyle in low-income groups, but these groups do not have enough resources to express them. That is why target groups and lifestyles often coincide in urban regeneration areas. People with low incomes tend to be forced more into relinquishing priorities and preferences in order to survive.

The annex provides, for the purposes of inspiration, examples of existing lifestyle classifications.

### Question 3: 'Who is leaving and why?'

In order to get to grips with the existing social structure, it is very illuminating to know not only who lives somewhere now, but also who is leaving, and their main reasons for doing so.

In Newcastle, for example, there has been a study of the main reasons why people leave the city. In descending order of importance, the reasons identified were: 1) the type of housing, 2) the value of the housing and 3) the quality of primary education. If the city wants to keep people in the city, something needs to change in each of these areas.

At this stage, then, the focus is on an examination of housing mobility: who is leaving, and what are their main reasons? Are these based on facts

or on perception? This can take the form of interviews with the leavers themselves but, for example, also with estate agents from the areas to which they go.

**Question 4:** 'Which new lifestyles will we bring into the area?'

### Desired target groups known

Step 1 defines the target groups that must be attracted to the area or that one wants to attract. One ambition that emerges at this stage is to bond more 35+ families with children to the city; another is to bond more well-educated groups with higher incomes in owner-occupied dwellings, or to provide new concepts for older people.

### Identification of associated lifestyle

It is then important to identify the associated lifestyle properly. The target groups can be sub-divided into various lifestyle groups. Within the target groups, it is important to define precisely the lifestyle that can be recruited to the area. Particularly at this stage, it is very important to think in terms of lifestyles, and to look for products that cater to the motives of lifestyles in the desired target groups. These products then need to be created and marketed; if this were not necessary, this target group would already be present in the neighbourhood.

In part, urban regeneration is a question of tempting new groups to move or return to the city. These are usually people with higher incomes who must be prepared to buy housing in the urban area in the face of what is often fierce competition from surrounding suburban areas. The large majority of the target group will want to stay in these suburban areas. However, what matters is to attract precisely that part of the target group

that wants to settle in the city, for example because they will then be close to a city centre, with the cultural facilities provided by the city, or because of the cultural climate in the city, or because they actually want their children to grow up in the city.

### Peeling down to the niche

The result is a form of niche thinking. In order to get through to the niche(s) which might be tempted to settle in the neighbourhood, what is required is a sort of 'peeling system' in which the selected group gradually gets smaller. This ambition must be well matched to the opportunities actually offered by the area. To do this, links must be established with:

1. the groups which may or may not be attracted by the nature of the area (consisting, in particular, of the spatial design and atmosphere, accessibility by car, the facilities in place, the possibility of re-using existing buildings with character); this can be looked at from the point of view of the here and now, or from the perspective of the future after changes have taken place in the spatial fabric as part of the urban regeneration process;
2. the new groups which may or may not be reconcilable with the lifestyles already in place (i.e. those mapped out in question 2); it is important to take a good look at how current and new lifestyles can be reconciled, or at least to prevent the lifestyles conflicting;
3. the new groups which pay little attention to the present, often negative, image, or which can be recruited on the basis of a new image yet to be created.

It is important here to match features of the urban regeneration area with the target groups and the lifestyles. This is an iterative process.

## From lifestyle to products

As soon as this peeling process has led to the definition of this last, small, group, it will be possible to decide what products are really needed if the lifestyles are going to settle in the area. This will have to emerge in:

- the facilities (city culture);
- the look and the atmosphere of the surroundings (cityscape);
- to a certain extent, the type of housing; ground-plan, size and cost are linked more to the type of target group (income, age, size of household); the look of the housing is particularly lifestyle-dependent (status, architecture, view, safety).

In combination with measures for the target groups and lifestyles already settled in the neighbourhood, the result is a programme for urban regeneration. If this programme is to cater to lifestyles, it is important not only to develop steering based on functions and types of housing, but also on status, the atmosphere of the housing and the surroundings (design of public space, overall image) and facilities for recreation, sport, catering and culture (these may not necessarily have to be present: a decision may actually be taken to recruit lifestyles in which the emphasis is on peace and quiet). In other words, the programme has to provide a picture of:

- the functions;
- the cityscape (atmosphere, look);
- the city culture (facilities, activities).

The main principle is actually thinking from the needs and desires of the consumer. "Home buyers see through different eyes than do builders and architects. They want to know how liveable a house is in terms of their own lifestyle." (Lives, Inc, 1997)

If large-scale research is out of the question, it is still possible to get a better grip on them. The picture you draw should not be too specific, because

then no-one fits it anymore. On the other hand, it should not be too general either, because then it will be hard to make clear choices later on.

To get a better picture of the daytime activity patterns, different thinking steps are possible. Looking at their current housing situation is an option, if that is also the desired situation for the lifestyle group. Interviewing key-figures is possible. Or, if no representatives are available, it could help to think of a typical well-known TV-character that fits the lifestyle group. What would Bridget Jones want for a house, cityscape or city culture? And what about Hyacinth Bucket?



## Transition: various new lifestyle groups in phases of urban regeneration

Urban regeneration plans often look only at the current situation, and the new image that will be in place twenty years from now. Urban regeneration processes are, however, often long and they do not result in the immediate replacement of the old image by the new one. What is often missing is an idea of how to establish the new image.

In terms of lifestyle classifications, it is therefore more important in the early stages to turn to pioneering groups rather than conservative groups. The group being recruited will want to have the feeling of being pioneers and need not necessarily want to be in the most luxurious housing straightaway. The group is also attracted to the urban area because they find something there which is not present in suburban areas. It is only when the pioneers have settled and begin to propagate a new, positive image of their area that the groups which attach less importance to innovation will follow them.

### Question 5: 'Can we actually serve the target group we are looking for?'

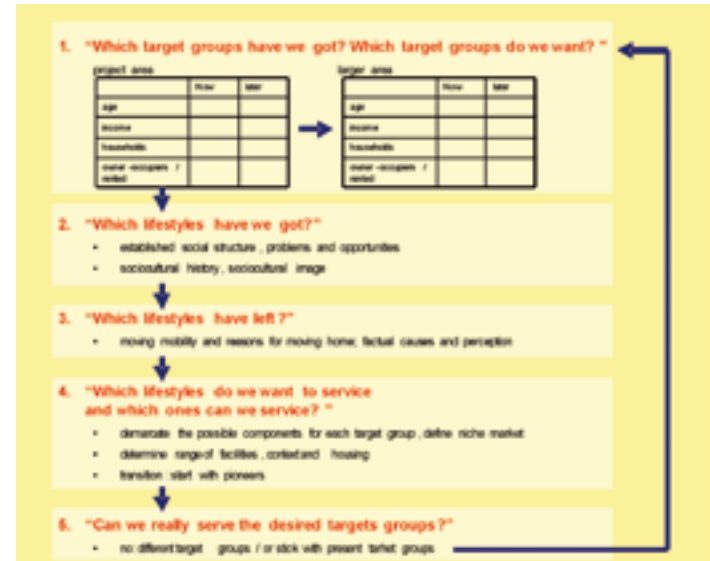
A critical evaluation is required, at least at the end of, but preferably during, this thought process. The trap inherent in mapping out consumer groups (using target groups and lifestyles) is that wishful thinking becomes ascendant. If, when exploring the potential demand, you fail to arrive at a solution after a lot of thought, you should perhaps conclude that a different approach is required.

For example: looking for target groups other than those defined with question 1. Alternatively: you should perhaps not want to recruit new

target groups, and you should base your plans solely on the people already present in the neighbourhood.

If a target group has been selected, it is crucial to remain critical about whether or not it will be possible to actually 'tempt' this group.

For instance, households leaving the city for the suburbs has often been explained from the negative aspects of cities. However, Heath (2001) points out that many are not appalled by the cities, but more they just find the suburbs more attractive to live in.





# Annex: examples of lifestyle classifications

This annex provides some lifestyle classifications used in various projects in the Netherlands and the UK.

## 1. Ymere housing corporation

Ymere housing corporation in Amsterdam replaces the current selection criteria with criteria that place a greater emphasis on the importance of the right home for the right tenant. Lifestyle is a tool for balancing supply and demand. The following lifestyles were used:

- **Red World Profile.** Person: active, adventurous, confident, determined, broad-minded, fairly flexible, does own thing, own timetable. Housing: urban, anonymous, opportunities, continuously lively, creative and non-conformist character expressed in wishes about housing.
- **Yellow World Profile.** Person: spontaneous, cheerful, convivial, numerous friends, group animal, balanced and harmonious. Housing: sociable residential area, calm, green, contacts and facilities.
- **Green World Profile.** Person: calm, serious, privacy, loyal and hard worker, close-knit group of family and friends, security and safety. Housing: sociable residential area.
- **Blue World Profile.** Person: ambitious, committed, assertive, intelligent, thoughtful, need for order and luxury. Housing: calm, possible country environment, young people in dynamic surroundings, high-quality housing and surroundings.

## 2. Value Group Ltd

The insight Value Group Ltd carried out a vast study of UK social values and change, and upon its findings established this social value scale.

It draws heavily from Maslow's Hierarchy of Needs. This is the Insight Value Group scale, which claims to be an accurate representation of the groups that exist in the UK today.

<http://www.businessballs.com/demographicsclassifications.htm>

Social value group characteristics:

- **self actualisers:** focused on people and relationships, individualistic and creative, enthusiastically exploring change, 'in a framework of non-prescriptive consideration for others'
- **innovators:** self-confident risk-takers, seeking new and different things, setting their own targets to achieve
- **esteem seekers:** acquisitive and materialistic, aspiring to what they see are symbols of success, including things and experiences
- **strivers:** attaching importance to image and status, as a means of enabling acceptance by their peer group, at the same time holding onto traditional values
- **contented conformers:** wanting to be 'normal', so follow the herd, accepting of their circumstances, they are contented and comfortable in the security of their own making
- **traditionalists:** averse to risk, guided by traditional behaviours and values, quiet and reserved, hanging back and blending in with the crowd
- **disconnected:** detached and resentful, embittered and apathetic, tending to live in the 'ever-present now'.

### 3. NRS 'Super Profiles' classification (UK)

NRS (National Readership Survey Ltd) also use the following summary headings as an alternative way of classifying lifestyle types in the UK. Again, percentage figures for the distribution of these types are available from various sources.

<http://www.businessballs.com/demographicsclassifications.htm>

- affluent achievers
- thriving greys
- settled suburbans
- nest builders
- urban ventures
- country life
- senior citizens
- producers
- hard-pressed families
- have-nots
- unclassifiable

### 4. Motivaction for Woningbedrijf Amsterdam

In close collaboration with Woningbedrijf Amsterdam (Amsterdam Property Management Department) and Mitros Housing in Utrecht, the research consultancy firm Motivaction from Amsterdam developed a special housing requirements module for the national Socioconsult Survey. Motivaction makes a distinction between seven housing perception groups (lifestyles):

- **Tolerant socialisers.** Person: social empathy, tolerance and a broad interest in society and fellow-people. Well-educated and work full-time. Housing: pleasant neighbourhood, they think this is more important than their actual home. They thrive in urban environments where there are many opportunities for going out and actually feel responsible for the diversity of people in their neighbourhood. However, they also

appreciate green areas in the vicinity. Their interest in their fellow-people makes them an ideal group to promote integration in a neighbourhood.

- **Settled idealists.** Person: broad interest in society and people with the tolerant socialisers. Want to be bothered as little as possible by their immediate environment. Housing: will not tend to pop round to the neighbours for a cup of tea and they prefer detached houses. They thrive in suburban settings but they are put off by too much of a village atmosphere. This group also includes a high proportion of well-educated people and owner-occupiers.
- **Busy middle classes.** Person: very high level of extrinsic motivation. Very materialistic and wish to make a statement in this way to the outside world. Housing: distinctive homes with the latest technological features as status symbols. The composition of the neighbourhood should be fairly homogenous and preferably not multicultural.
- **Down-to-earth family clan.** Person: many inhabitants of working-class areas. Not open to other approaches to life and are very neighbourhood-minded. Not interested in others and so they are not particularly tolerant towards other groups. Act fairly impulsively and so easily end up in debt. They do attach considerable importance to 'proper behaviour' and do a lot of DIY. Many people in this group are from lower social classes. Housing: The housing should not be too different from that of other people in the immediate surroundings.
- **Domestic types.** Person: often older and is motivated to a considerable degree by a feeling of insecurity. A considerable desire for social contacts but, at the same time, increasingly isolated because they lack the skills to keep up with changing society. It is precisely these people who end up 'stuck' in neighbourhoods that have undergone enormous changes but they often lack the stamina and financial resources to do anything about their situation. Housing: safety precautions, housing in enclosed areas (ordered areas), homes on the ground floor or flats with lifts (these people often have difficulty with walking).

- **Active individualists.** Person: 'angry young people' who want to make it. Do not care about the neighbours. Interesting group for housing corporations but they often only stay in dwellings for short periods. Housing: early stages of their housing history. They can often be found in large cities where 'it's happening'. Fairly materialistic, opting for trendy areas close to night life and all-night shopping.
- **Community thinkers.** Person: harmony important, calm and an ordered life. Frugality and time for living are key concepts. More confident and active than the domestic types; anxiety is much less of a driving force. Housing: often in rural surroundings with a lot of greenery. Many members of this group lived in semi-detached homes and they are very settled. A large proportion of owner-occupiers.

## 5. Motivaction for the Municipality of Almere

The Municipality of Almere conducted a lifestyle survey in Almere in collaboration with the Motivaction agency in Amsterdam using the 'Mentality Model'. This model makes a distinction between eight social circles. These circles provide a picture of stable and fundamental value systems that people have, rather than of the more transient decisions about behaviour that they make. The circles are the following:

- **Traditional middle-class (traditional circle) (traditional conservative).** The moralistic, conscientious and status-quo-minded middle classes that stick to traditions and material possessions.
- **Modern middle class (traditional circle).** The conformist, status-minded middle class that strives for a balance between tradition and modern values such as consumerism and hedonism.
- **New conservatives (traditional circle).** The liberal/conservative upper social class that is all in favour of technological development, and opposes social and cultural innovation.
- **Leisure group (modern circle) (modern possessions and pampering).** The impulsive and passive consumer whose main aim is to have a

carefree, pleasurable and comfortable life.

- **Upwardly mobile (modern circle).** The career-minded individualists with a definite fascination for social status, new technology, risks and excitement.
- **Cosmopolitans (modern circle).** The open and critical cosmopolitan citizens who integrate values such as development and experience with modern values such as social success, materialism and hedonism.
- **Post-materialists (post-modern circle) (post-modern development and experience).** The idealists with a critical view of society who want to develop and who are concerned about social injustice and the environment.
- **Post-modern hedonists (post-modern circle).** The pioneers of the experience culture, in which experimentation and breaking with moral and social conventions are goals in themselves.

## 6. Van der Flier Consultancy

The Van der Flier consultancy in Oss recently launched a lifestyle survey as a supplement to the market research conducted for the purposes of Strategic Resource Management. This was partly based on the book of Arnold Reijndorp, Vincent Kompier, Stefan Metaal, Ivan Nio en Birgitt Truijens called 'Buitenwijk. Stedelijkheid op afstand Rotterdam' (1998, NAI Uitgevers). Initially, they are using the following lifestyles:

- **Original urbanites**
- **Original villagers**
- **New urbanites**
- **New villagers**
- **Edge-city dwellers**
- **Suburbanites**
- **Immigrants**



## 1. Original urbanites

### Housing history

- Preference for own city
- Born and brought up here
- Remain close to where they come from
- Continuity, relatively traditional
- The more industrialised the town, the more original urbanites
- Group dwindles in size, income and status but symbolic value increases.

### Income and education

- Lower-ranked employees
- Lower level of education
- Lower income
- From labourers to personal services
- Self-employed: local simple industry
- Nostalgic/pragmatic
- Familiarity and conformity

### Phase of life and household

- Often have children while still young, quite considerable variation
- Young, smaller families, relative large numbers of older people, also more single people
- Few children in the town
- Fewer young people, more variation, less 'working-class kids' in nature
- Relatively few starters, often move quickly to outlying areas
- 30-year-olds, single or with children at school, receiving their maximum income
- Relatively high proportion of older people, who also see themselves as older people
- Female partner with part-time job

### Housing

- Various types of households in flats
- Flats of various sizes in own town, otherwise single-family dwellings elsewhere
- Large living room or open kitchen adapted to shared use
- Not impoverished, no unnecessary frills
- Preference in terms of style for sitting area but relatively functional.

### Living environment and neighbourhood

- Social use, less form-minded
- Parking outside the door, good social facilities
- Continuity, conformity and familiarity with own circle
- Problematic approach to change
- Ongoing participation of small vanguard, neighbourhood their domain, inconveniences of everyday life
- In the meantime, mainly a mental bond with idealised social life in club contexts

### Radius of action

- One car
- Extensive use of public transport for short distances
- Work in city areas and industrial estates
- Preference for local shops; in practice, often use shopping centres
- Recreational area, theme park
- For special events: recreational catering establishment, motorway services, intimate café for small group
- Gyms

### Philosophy

- Traditionally social-democratic, is becoming more diverse
- Little affinity with religion
- Interested in the environment but comfort comes first

## 2. Original villagers

### Housing history

- Preference for own village
- Born and brought up here
- Remain close to where they come from
- Continuity, relatively traditional
- The less urbanised the region, the more original villagers
- Group dwindles in size, income and status but symbolic value increases

### Income and education

- Lower-ranked employees
- Lower level of education
- Lower income
- From farm labourers to personal services
- Self-employed: local simple industry, farmers
- Nostalgic/pragmatic
- Familiarity and conformity

### Phase of life and household

- Often have children when still young; attach considerable importance to marriage
- Young, larger families, relatively high proportion of older people
- Large numbers of children (per household)
- Many young people, village youth with better education
- Quite a lot of starters, are forced to move out more and more (to flats or outlying areas)
- 30-year-olds with children at school, maximum income
- Relatively high proportion of older people, who also see themselves as older people
- Female partner usually housewife

### Housing

- Large families in small single-family housing
- Homes with numerous rooms
- Not impoverished, no unnecessary frills
- Preference in terms of style for sitting area but relatively functional.

### Living environment and neighbourhood

- Social use, less formal thinking
- Parking outside the door, good social facilities
- Continuity, conformity and familiarity with own circle
- Problematic approach to change
- Continuing participation, village their domain, inconveniences of everyday life
- In the meantime, mainly a mental bond with idealised social life in club contexts

### Radius of action

- One car
- Extensive use of public transport for short distances
- Work on industrial estates
- Preference for local shops; in practice, often use shopping centres
- Recreational area, theme park
- For special events: recreational catering location, motorway services, intimate café for small group
- Traditional sports club

### Philosophy

- Traditionally Christian Democrats, now becoming more diverse
- Considerable affinity with religion
- Interested in the environment but comfort comes first

### 3. New urbanites

#### Housing history

- Preference for pre-war urban areas
- Often from outside the region
- Move to large cities for further education
- Often considerable transition from original circle, highly individualised
- The more the university city, the more new urbanites
- Increasing in all towns

#### Income and education

- Higher education with social and cultural emphasis
- Social and cultural functions
- Variable income
- From intellectuals to minor experts
- Self-employed: freelance
- Avant garde
- Maximum distinction for minimum expense

#### Phase of life and household

- Long phase of small household, more cohabitation outside marriage, more divorce
- Few young children; is on the increase
- Few teenage children living at home
- Large group of young freelance starters throughout entire town
- 30-year-olds still have all options open to them
- Increase since baby boom and study time, so still few seniors
- Empty nest at later stage, do not act like older people
- More double incomes

#### Housing

- Predominantly small households in small housing, but family gentrification is on the increase
- As long as location is pre-war town, all types of housing
- The greater the distance from the centre, the more luxury required
- Slight preference for authentic, historical surroundings, or modern architecture

#### Living environment and neighbourhood

- Urban look
- Concern for historical buildings
- Car need not necessarily be parked outside the door
- Green areas and design subordinated to location
- Mixed population, as long as there are no edge-city dwellers
- Concerns about increased status, more and different facilities, and fewer contacts
- Social and cultural interests, cultural capital during discussions with authorities, sometimes own initiative
- Use of cultural and trendy facilities (frequency not a determinant)

#### Radius of action

- Usually one car
- Extensive use of public transport for all distances
- Urban neighbourhoods
- Symbolic cultural shopping, everyday shopping within cycling distance
- Urban leisure and culture
- As varied as possible, as urban as possible (or precisely exotic countryside)
- Gym, indoor sports, alternative

### Philosophy

- Complete left-wing spectrum
- Highly secular
- Ideological enthusiasm for the environment, but this is not a housing motive

## 4. New villagers

### Housing history

- Village or countryside
- Often from outside the region
- Often from outside the region, usually via city, followed by intermediate steps, considerable transition
- Often considerable transition from original circle, highly individualised
- New villagers mainly appear in urban regions
- On the increase in urban regions

### Income and education

- Higher education with social and cultural emphasis, although less than new urbanites
- Social and cultural functions
- Variable income
- From intellectuals to minor experts
- Self-employed: freelance
- Maximum distinction for minimum expense

### Phase of life and household

- Long phase of small household outside the village, relatively large variation
- Usually families and older people
- Few young children
- They are there, but fewer than in the case of original villagers, emphasis

on school performance

- Starters mainly in city, not yet village
- Work and family starting to take shape
- Increase in 30-year-olds since baby boom so still few seniors
- Empty nest at later stage, but come to village at older ages, do not act like older people
- More double incomes

### Housing

- Different types of housing with preference for authenticity
- Best location is on access roads or in the village centre
- The smaller the village, the better the location
- The less ideal the location, the more luxury
- Historical or history-based
- Rustic or modern, slightly unusual

### Living environment and neighbourhood

- History-based village character
- Less interested in facilities and more in the form
- Not too many cars in sight
- Preferably mixed, but only to a limited extent
- Concerns about increased status, but also post-modernisation of identity
- Historical and cultural interests, cultural capital during discussions with authorities, sometimes own initiative
- Encouragement of cultural facilities (frequency not a determinant)
- Initiatives in the fields of the environment and historical buildings (sometimes conflict)

### Radius of action

- Two cars
- Occasional use of public transport



- Variable place of work, also in towns
- Preference for local shops (symbolic shopping); in practice, often use shopping centres
- Nature and town visits
- Tennis, golf, judo, alternative

### Philosophy

- From left- to right-wing, but less Christian-Democratic
- Little affinity with religion
- Ideological enthusiasm for the environment, but location more important than ecological value

## 5. Edge-city dwellers

### Housing history

- Look for location alongside the motorway, regional access
- Mixed regional
- Move home within the region, find training and work on that scale
- Virtually unnoticed transition from original circle, more individualised
- The more urbanised the region, the more edge-city dwellers
- On the increase, particularly in less urbanised regions

### Income and education

- Middle position
- Average level of education
- Average income
- From lower middle class to low-level managers
- Self-employed: industrial estate, shopping centre
- Material enjoyment
- Maximum comfort for minimum expense

### Phase of life and household

- Limited period with small household and then families of different sizes; family-minded
- Relatively few small households
- Large numbers of children (in total)
- Large numbers of young people, relatively few problems despite boredom (perceived or actual)
- Many starters in flats, move to single-family homes as family
- 30-year-olds in young-family phase
- Adopt active role as seniors at early stage
- Group on the increase since baby boom so there are still few seniors
- Female partner with part-time job (full income plus part income)

### Housing

- Single-family home
- Enough rooms, enough luxury
- A theme is acceptable (water, beach) as long as things remain sound and functional
- Interior focuses on sitting area, highly varied design

### Living environment and neighbourhood

- Parking outside the door
- Greenery on condition that it is functional
- Sociable but autonomous
- Certain anonymity, minimum conformity, less local
- Few cares, continuity and change is the same
- Relatively calm, but collective mobilisation possible when it comes to matters relating to building and homes
- Spontaneity with respect to necessary facilities

### **Radius of action**

- Often two cars
- Regular use of public transport by younger people and working partners
- Work on industrial estates and office parks
- Run shopping and everyday shopping in the shopping centre, occasionally trips out to other locations
- Recreational area, theme park
- Search for contemporary middle-class products outside the town, sometimes town trips
- Tennis, golf, judo

### **Philosophy**

- Complete political spectrum
- Little affinity with religion
- Interested in the environment but comfort comes first

## **6. Suburbanites**

### **Housing history**

- Preference for classic suburban housing
- Often from outside the region
- Usually via the town, transition more natural
- Degree of transition varies and is more natural, traditionally highly individualised
- Suburbanites appear in high-status regions
- Gradual increase everywhere with prosperity

### **Income and education**

- Higher education in financial and administrative areas, as well as professions and medics

- Financial and administrative positions
- Higher income
- From middle class to higher-level managers and directors
- Self-employed: successful entrepreneurs
- Middle class
- Maximum status

### **Phase of life and household**

- Long phase with small households followed by small families
- Relatively few children
- Relatively few young people, pressure on school performance
- Young independent starters in trendy urban areas
- Work and family starting to take shape
- Empty nest at later stage, do not act like older people
- Relatively large proportion of older people, considerable ageing of profile in suburbs
- Female partner with part-time job

### **Housing**

- Small families in large houses
- Semi-detached, detached, luxury flats
- Roomy, very luxurious
- No themes; classic or fashionably modern

### **Living environment and neighbourhood**

- Green, roomy, park-like surroundings
- May also be romantic and countrified
- Parking outside the home or in garage, in form appropriate for the living environment
- Autonomous attitude to social matters
- Presence raises status of the surroundings



- Relatively calm but considerable collective mobilisation when it comes to matters relating to building and homes
- Natural social context established in passing

#### **Radius of action**

- Two cars
- Rare use of public transport
- Work in office parks and inner cities
- Shopping centre and better addresses
- Nature and town visits
- Prefer exclusive products
- Hockey, alternative

#### **Philosophy**

- Liberal
- Little affinity with religion
- Interested in the environment but comfort comes first

## **7. Immigrants**

### **Housing history**

- No explicitly preferred location; functionality comes first
- Countryside origins in developing country (if not, usually one of the other lifestyles)
- Large transition from country and circle of origin, very traditional in relative terms
- Immigrants appear everywhere, and particularly in urban regions
- Group increases if there is a lot of turnover in other groups

### **Income and education**

- Lower-ranked employees
- Lower level of education
- Lower income
- From labourers to personal services
- Self-employed: building trade and retail
- Search for origin and progress
- Emphasis on economic advancement

### **Phase of life and household**

- Often have children while still young, quite considerable variation
- Young, larger families, relatively high proportion of single people
- Lot of children
- Many young people with considerable variation
- Starters mainly in towns
- Single, or with schoolchildren, maximum income
- Relatively high proportion of older people, who also see themselves as older people
- Stable since foreign-worker generation
- Female partners nominally housewives, although they often have part-time jobs

## Housing

- Larger homes, as long as they are in good condition
- Many rooms
- Good upkeep, few older buildings, no impoverished image
- Architecture and room arrangements without frills
- Functional interior with traditional elements

## Living environment and neighbourhood

- Social use, less emphasis on form (play facilities, parking space)
- Conformity, but still a preference for a mixed population (progress/status)
- Presence means more contact, and more and different facilities
- Active approach to upkeep, resistance to social decay
- Strong commitment to neighbourhood as their domain, little participation, over-used 'representatives'

## Radius of action

- One car
- Extensive use of public transport for short distances
- Urban neighbourhoods and industrial estates
- Local shops and shopping centre
- Parks, family homes
- Highly varied, often own catering establishments for small groups
- Football, gyms

## Philosophy

- Social democrats
- Predominantly strong religious bonds, highly varied
- Relatively little information about, or affinity with, the environment

## 7. TNS NIPO

TNS NIPO in Amsterdam developed the WIN Model. WIN stands for Waardensegment in Nederland (Value Segment in the Netherlands) The WIN model breaks down the Dutch population according to values and socio-demographic characteristics. The model distinguishes between eight groups in society, which are very different from one another in terms of lifestyle, opinions, motives and behaviour.

- **Conservatives.** Conservatives concentrate primarily on their own living environment. Family and friends play a central role. Conservatives do not like to be noticed and prefer not to be involved in tricky situations and discussions. Their favourite occupation is watching television, with their favourite programmes being entertainment programmes. Conservatives are not really materialistic but they do want some luxuries and modern articles. The keyword for this group is 'conformity'.
- **Balanced group.** The people in this group are closest to the average for the population as a whole. In terms of interests, education, spending patterns, thinking and living conditions, they are located exactly in the middle of the other seven groups. The keyword for this group is 'average'.
- **Committed group.** The committed group attaches a great deal of importance to harmony and stability, both in society as a whole and in their own world. They are people with a sense of community and they like being engaged in group activities. This segment includes a relatively high proportion of seniors with a reasonably high level of education. They would prefer to read a book rather than watch shows on television and they are interested in art, nature and politics. The keyword for this group is 'security'.
- **Hedonists.** Hedonists are genuinely convivial people. Their own pleasure and enjoyment, both physical and emotional, come first. Social issues and politics do not interest them particularly. Hedonists read less than average and watch more television than average. They tend to

prefer commercial television. Their purchasing patterns are higher than average and their purchasing style is impulsive. The keyword for this group is 'pleasure'.

- **Luxury-seekers.** Luxury-seekers are very ambitious and they yearn for success and recognition. They attach a great deal of value to a comfortable life but they certainly do not like to sit still. This segment includes the lowest numbers of religious people. Their lifestyle is based very much on their own needs. Luxury-seekers are interested in social issues and they acquire information from both newspapers and television programmes. This segment includes the highest numbers of consumers of right-wing and popular media. The keyword for this group is 'achievement'.
- **Broad-minded group.** This group consists of progressive people with a good education and many ideals, particularly of a left-wing nature. They are concerned about social problems and try to improve the world, starting with themselves. They are green, value their freedom and consider self-development to be very important. They are very concerned about political and social matters. The keyword is 'commitment'.
- **Business group.** The people in this group are ambitious and independent; they are focused on their own development and highly educated. They work hard and they are fast and creative thinkers. Their households generally consist of double incomes in the highest income category who like luxury but also give donations to charity. They watch more television than average, particularly news and current events. People from other segments will tend to describe these people as 'yuppies'. The keyword 'autonomy'.
- **Caring group.** The people in this group are concerned about the well-being of others. They are community-minded and acquire energy from helping people in their immediate circle. The lifestyle is frugal, but very generous for third parties. Traditions and traditional values are

important. The caring group consists of genuinely sociable people who like to serve in the community (and often the church community). Reading and watching television are both part of their day-to-day activities. They mainly read local newspapers. The keyword for this group is 'social'.

## 8. SmartAgent Company

The Saenwonen Housing Corporation from the Zaandam area collaborated with SmartAgent Company to establish the following lifestyle classification:

- **Dynamic individualists.** In terms of the neighbourhood and living environment, their preference is for businesslike, functional, stately and representative (for example, countrified lanes, wide streets, large squares). Space as a buffer around the home. The home exudes control. Parking outside the door or in own garage, ease is important.
- **Free thinkers.** In terms of the neighbourhood and living environment, their preference is for variation, with special buildings and accents. The presentation of the home is important. The home exudes individuality and flexibility. The car does not play an important role as long as public transport is easily accessible.
- **Quiet luxury.** This group prefers ease.
- **Community thinkers.** In terms of the neighbourhood and living environment, they prefer a safe and sociable living environment, a lively neighbourhood with a lot of community interaction, and a small-scale approach. The home exudes accessibility, openness and safety. Preference for a very open, informal entrance (sometimes, the back door is more important than the front one). The car route is highly functional, the parking space is also used as a meeting place.
- **Entrenched.** This group is generally very committed to the neighbourhood and living environment, and they will play a clear role if changes to the neighbourhood are in the pipeline. They prefer to buy their own homes but this is often not feasible.

- Retiring group. In terms of the neighbourhood and living environment, this group prefer neighbourhoods where there is room to live in a certain anonymity and freedom. There is hardly any link between the inside and outside (home/living environment). The home exudes protection. Parking in the neighbourhood, for example on a small square: opportunity for very informal contact with neighbours.
- **Quiet luxury.** Person: Often cohabitants. They are caught in the conflicts between career and family. Housing: This group wants to live in freedom, and not too close to others, with a lot of space and luxury, but this does not have to be manifest. Their preference is for warm and sound architecture in lively, park-like surroundings.
- **Free thinkers.** Person: Single people without children. Social middle class. Slightly recalcitrant and not bound to home or address. Housing: This group likes unusual architecture with enough room for a lot of visitors. For them, freedom is essential

## 9. Woonbron Maasoevers housing corporation

The Woonbron Maasoevers Housing Corporation in Rotterdam distinguishes between the following lifestyles:

- **Community thinkers.** Person: Mainly families with or without children. Are caught in conflicts between their careers and their families. Housing: They think cosy homes are important and they do not see their home as a castle. Despite this, they do like some degree of privacy. Romantic atmospheric architecture in lively park-like surroundings is the ideal of this group.
- **Builders.** Person: Mainly young families. Housing: Builders are family-minded and so they like cosy home activities but they also think conviviality in the living environment, with numerous contacts in the neighbourhood, is important as well.
- **Dynamic individualists.** Person: many single people or cohabitants without children. High social class. Dynamic, free environment and is mainly career-minded. Housing: homes should not be too close to each other and privacy is important. Cosy living is out of the question. Luxury and striking architecture are, on the other hand, indispensable. This group is not interested in conviviality in the neighbourhood and they have a tendency to move home frequently.
- **Neighbourhood residents.** Person: Many slightly older single people from the lowest social class. Housing: Conviviality in the neighbourhood is more important than a nice home. The possibilities of advancement are limited.