Exercise 1: What does this scenario mean for housing providers?

“Survival of the fittest”

- Individualist society
- Central government cannot sustain comprehensive, quality services so leaves more to localities.
- Those with greater financial or social capital manage well.
- Others are incentivised to come together according to shared characteristics, which can mean customised solutions with some slipping through the net.

Ethnically diverse



Aging population



Increasing proportion will have a disability



Poorer



Lonely



Tech Savy



Fewer households with children



Exercise 2: Identifying implications for your Customer Cluster

“Survival of the fittest”

- Individualist society
- Central government cannot sustain comprehensive, quality services so leaves more to localities.
- Those with greater financial or social capital manage well.
- Others are incentivised to come together according to shared characteristics, which can mean customised solutions with some slipping through the net.

