

# Type K58 Well off commuters and retired people living in attractive country villages

Cotswold  
1.81% 



## Overview

### Key Features

- Farming communities
- Mostly work on land
- Some urban professionals
- Areas of natural beauty
- Comfortable
- Peaceful lifestyle
- Good diet and health
- Country pursuits
- Convenience of Internet

### Regional Houses



Daventry, NN11



York, YO51



Oxon, OX27



### Rankings

- Age Rank (41/61)
- Wealth Rank (11/61)
- Good Health (16/61)
- Fear of Burglary (33/61)
- Degree (17/61)
- Public Renting (48/61)
- Higher Tax (7/61)
- Environment (8/61)
- Internet (30/61)

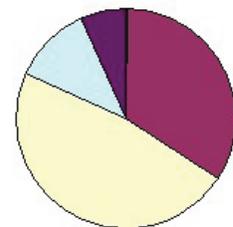
### Top Councils

- Cotswold (17.59%)
- Uttlesford (15.98%)
- Malvern Hills (14.93%)
- Chichester (14.77%)
- Wealden (14.70%)
- Mid Suffolk (14.41%)
- Kennet (14.05%)
- Stratford-on-Avon (13.30%)
- Babergh (12.26%)

### Constituencies



### Regional Distribution



- London (0.29%)
- South East (33.89%)
- East Anglia, Midlands, South West, Wales (47.46%)
- North, North West, Yorkshire (11.75%)
- Scotland, Northern Ireland (6.62%)

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Type K58 contains farming communities set in areas of high landscape value which, on account of their accessibility to towns, attract a minority of very wealthy households.

Key Features	Communication
Farming communities Mostly work on land Some urban professionals Areas of natural beauty Comfortable Peaceful lifestyle Good diet and health Country pursuits Convenience of Internet	<b>Receptive</b> Telephone advice lines Internet Centre-right press <b>Unreceptive</b> TV Direct mail Leaflets

**Description - Public Sector Focus**

**Education** These people are, on the whole, well educated. Some will have left school with good qualifications, but many more will have gone on to higher education. The children have similar levels of achievement. A reasonable number will achieve good grades at Key Stage 4, and many will take advantage of the opportunity to move away from rural areas by going on to higher education. In these countryside locations the issues associated with the impact of immigration on education are virtually unknown.

**Health** Type K58 follows a healthy lifestyle, and consequently for their age have relatively few health problems. They eat well. Most do not smoke, and the majority only drink in moderation. They also enjoy the outdoor activities that the countryside affords. A relatively high proportion have private medical insurance, further reducing the burden on the NHS. Problems associated with social deprivation, such as mental health conditions and teenage pregnancies, are rare in these neighbourhoods.

**Crime** These pleasant locations have few problems with crime and anti-social behaviour. The biggest fear is having the car stolen, but this is probably more because of the dependence on the car than any genuine risk. The insurance companies certainly think so. Most crime that does occur is usually well away from home, often either whilst at work or when out for the evening. Opinions of the police are high.

**Finances** These are areas of low unemployment, with many people earning sufficient to pay income tax at the higher rate. Many will have savings, and particularly investments, as well as significant shareholdings. These are people who are self sufficient, paying the state and the Local Authority what they owe, and taking little in return financially.

**Environmental Issues** Type K58 is very concerned about environmental issues. Being relatively affluent, they will often spend that little bit more, perhaps buying local or Fair Trade produce, or looking for energy efficiency when purchasing a new household appliance. They will also give generously to charity. However, their lifestyle is comparatively wasteful. Many households have access to more than one car, and annual mileage is high.

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**Description - Sociology and Environment**

**Summary** *Type K58* contains farming communities set in areas of high landscape value which, on account of their accessibility to towns, attract a minority of very wealthy households.

**Demography** *Type K58* is found in attractive rolling countryside where the traditional village community now accommodates a small minority of well off urban workers, many of whom were not born or brought up in the countryside. These are areas in which a number of farms have been sold to people who may have made money in the city, and in which the bigger houses on the outskirts of picture postcard villages have been converted by urban professionals to provide the best of modern and traditional lifestyles. In *Type K58*, the urban newcomers are no more than a significant minority, and the majority of the population continue either to work on the land or to provide support services for the local community. Incomes therefore are very mixed with some on very high salaries and others on modest wages. Likewise standards of accommodation also vary with modestly sized cottages and very small developments of rural public housing being mixed with large old farmhouses and expensively restored country residences. As in other country areas the population is growing increasingly old as younger rural residents experience increasing difficulty competing in the housing market and are required to migrate to more affordable modern houses in local country towns leaving these villages to older professional families moving from the towns. These are areas in which many of the population are in their late 40s, 50s and early 60s but where poor access to local services makes life difficult for older and less mobile pensioners. Swings and roundabouts on village greens cater for a cohort that is largely absent most children have reached secondary school age and will leave home permanently to live in towns once they reach the age of employment. People attracted to these areas are often enthusiastic gardeners and are keen walkers who may be knowledgeable about birds and plants, who take a keen interest in local history and who organise effectively against potential destruction of the environment. They are likely to be members of the National Trust and the Women's Institute and to be active in their local parish church. These are neighbourhoods which attract amateur artists who display their work in local exhibitions.

**Environment** *Type K58* includes a large numbers of rural communities in areas of outstanding natural beauty, for example on the Suffolk / Essex border, along the chalk downs of Sussex and Hampshire, in the Cotswolds and in the Forest of Dean, areas of traditional building materials such as flint, thatch and stone which generate streetscapes of great character. Most of the older properties in these villages have now been restored with the help of local architects and skilled local craftsmen, and parish councillors have often been successful in persuading local authorities to restrict new development to schemes which employ traditional building materials or synthetic look-alikes.

Houses vary by region but many are detached. In the larger villages, houses from different periods and in different styles and colours will join together to form terraces with long strips of garden to the rear, often giving way to small yards and garages. In areas of newer housing, most houses are set back behind stone walls or fences, and the larger and more expensive houses maintain their privacy by planting hedges of tall evergreens and with gates with house names clearly marked.

Many villages support a small post office which doubles as the village store, carrying adverts for part time cleaners and gardeners to help with the maintenance of the larger homes. Many have country pubs which not only serve the local population but provide lunchtime meals to urban excursionists at the weekend. Serious shopping and virtually any form of organised entertainment requires a car journey to the local market town as very few of these communities are supported by public transport.

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**Description - Sociology and Environment** *(Continued)*

**Economy** Neighbourhoods of *Type K58* continue to rely on agriculture for their prosperity and although fewer people work on the land than used to be the case, the prosperity of local market towns and villages continues to rely on providing services to local landowners. With the in migration of very well off ex-urban families, an increasing number of local jobs focus on building and restoration and on the provision of personal services to the very wealthy. These areas have high proportions of the workforce in self employment and, perhaps contrary to popular impression, have quite large numbers of married women involved in professional occupations.

**Consumer Values** *Type K58* contains people who are well rooted in their local communities and for whom consumption focuses around the necessities of daily life rather than lifestyle accoutrements. People place a high value on craft production and on individually made products and, though happy to use the telephone and the Internet to order products through the post, prefer to have business dealings with small businesses with a good reputation in the local community. Price is often a more important consideration than choice, in deciding which supermarket to shop at.

**Consumption Patterns** *Type K58* typically spends high proportions of household incomes on the purchase and running of cars. Relatively few people have the benefit of a car being provided as part of their employment package. The minority of better off people tend to be well travelled and to spend heavily on weekend breaks and eating out in good quality restaurants. Rural sports have many devotees these are areas where children in wealthier families may own a pony and where sailing, fishing and shooting are popular pastimes. Much money is also spent on garden plants and on garden furniture, on interior refurbishment and on antique furniture. Kitchens have Agas and electric ovens due to the absence of mains gas supplies.

**Change** This type of neighbourhood is likely to become increasingly sought after as villages closer to large towns take on the character of commuter dormitories and as a new generation of active older people seek out alternatives to seaside bungalows for their retirement years. It would be surprising if planning policies allowed more than the token new development of these areas of heritage environments.

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**Description - Culture and Consumer Psychology**

*Type K58* contains mixed communities of local people, whose families may have lived and worked in these areas for generations, and newer residents who represent an affluent, successful group who have chosen to relocate to enjoy country living in fine old farmhouses, or similar old 'character' properties. While some of the original local population may be well off, the decline in fortunes within farming and other rural trades, tends to mean that they are frequently not so well off nowadays, and the incoming population may well have greater disposable incomes and savings. Certainly, it is likely that these are financially well provided for and, as a type, they represent a very healthy picture of financial wellbeing with substantial investments. Keen to keep apprised of financial opportunities, they will read advertisements for financial products and services with interest, and will monitor the stock market and look for ways of enhancing their savings portfolios, possibly with the help of a financial advisor.

As consumers, *Type K58* will all have to travel some distance to shop, driving to the nearest Waitrose or other large supermarket, and spending quite high amounts on family food and provisions. Engagement with consumption in any symbolic or hedonistic form is not particularly extensive; these people are not likely to be tempted by advertisements for new products or services, neither are they particularly brand loyal. They are high spenders however, who are likely to spend more for organic or free range food and better quality products, as well as splashing out on frequent holidays, expensive cars and leisure interests such as golf, antiques, country pursuits, fine wines and entertaining at home.

Fashion and self image is of little importance and is probably overshadowed by concerns with social standing and roles in the local community. Locals and incomers alike probably take part in the life of the local community, supporting local activities possibly even by volunteering in some way. Church attendance is also fairly high which is another characteristic of rural community life. Although valuing the peaceful lifestyle of the countryside, these consumers also value convenience, and have not been slow to adopt new technology such as the Internet for the convenience it offers for shopping and telephone banking. The Internet may also be in the home to cater for the interests of older children.

Overall, *Type K58* enjoys comfortable and pleasant lifestyles and appear content with their standard of living. Their homes and gardens provide an attractive base to come home to, for those who travel some distance to work. Their homes, and the areas in which they have chosen to live, form the backdrop for the attractive lifestyle they have adopted.