

Richmond upon Thames

Type A02 Highly educated senior professionals, many working in the media, politics and law

0.92% 



Overview

Key Features

- Well educated
- Well-to-do professionals
- Traditional families
- Expensive family houses
- Exclusive suburbs
- Private
- Good health and diet
- Active lifestyles
- Rooted in UK

Regional Houses



Muswell Hill, N10



Oxford, OX2



Ealing, W5



Rankings

- Age Rank (33/61)
- Wealth Rank (6/61)
- Good Health (8/61)
- Fear of Burglary (36/61)
- Degree (3/61)
- Public Renting (42/61)
- Higher Tax (3/61)
- Environment (7/61)
- Internet (13/61)

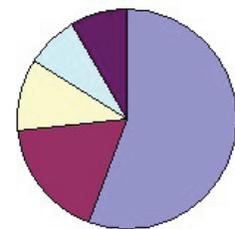
Top Councils

- Richmond upon Thames (19.95%)
- Barnet (18.83%)
- Elmbridge (11.04%)
- Cambridge (8.24%)
- Ealing (7.73%)
- Kingston upon Thames (7.36%)
- Merton (7.24%)
- Oxford (6.76%)
- Haringey (6.16%)

Constituencies



Regional Distribution



- London (55.61%)
- South East (17.74%)
- East Anglia, Midlands, South West, Wales (10.45%)
- North, North West, Yorkshire (7.77%)
- Scotland, Northern Ireland (8.43%)

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Type A02 contains very well educated professionals, many of whom work in the liberal professions, government or the arts, who mostly live in very expensive middle ring London suburbs.

Key Features	Communication
Well educated	Receptive
Well-to-do professionals	Internet
Traditional families	Telephone advice lines
Expensive family houses	Radio adverts
Exclusive suburbs	Shops
Private	Unreceptive
Good health and diet	Telemarketing
Active lifestyles	TV advertising
Rooted in UK	Tabloid press

Description - Public Sector Focus

Education Type A02 is generally well educated, with many having degrees and most having at least gained 5+ 'O' levels. Children are amongst the elite in terms of academic success, through school and on to university. However, there is some indication that whilst performances at Key Stages 3 and 4 are exceptionally strong, those at Key Stages 1 and 2 are less so. This may be an indication that these children respond particularly well to educational stimuli, or it may reflect the early stages of a change in the make-up of these areas. Alternatively, it may reflect that children may be moved to private schools if they do not perform well in their early years in state education.

Health Type A02 practices healthy living. Not only do they eat the right foods, they tend to avoid the wrong ones. Whilst their daily routine does not generally offer natural exercise, they take time out to make efforts to keep fit. They drink regularly, but not to excess. The impact of their lifestyle is that the incidence of the majority of serious conditions, with the exception of certain cancers, is reduced. Furthermore, a significant proportion of this Type is likely to have private medical insurance, so are even less of a burden on the NHS.

Crime Residents of these neighbourhoods regard them as good places to live, although neighbours do not go out of their way to help each other. Fear of crime is relatively low, as is anti-social behaviour. The offences that do occur tend to relate to property rather than the person. Motor crime and theft are relatively high compared to the national norm, but the use of violence is particularly low. Incidents tend to happen away from the home, and the offender is rarely caught. Consequently attitudes towards the police are generally neutral rather than positive.

Finances As would be expected with a wealthy Mosaic Type, Type A02 has relatively low reliance on the state. They have sufficient money to invest in pensions, bonds and ISAs, which tends to secure their retirement. They rarely fail to pay their council tax, and usually if they do fail it is because they refuse to pay rather than they cannot afford to.

Environmental Issues The size of housing makes Type A02 one of the most environmentally unfriendly Mosaic Types. Vehicle emissions are less of an issue; whilst they are likely to have large prestige cars, mileage is relatively low as the commute to work is more likely to be by train. There is also a strong tendency amongst some to buy particularly efficient cars. These people are very concerned about the environment, but tend to use their money to make an impact rather than changing their lifestyle.



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Description - Sociology and Environment

Summary *Type A02* contains very well educated professionals, many of whom work in the liberal professions, government or the arts, who mostly live in very expensive middle ring London suburbs.

Demography *Type A02* contains people, many of whom have degrees in the arts or the social sciences, whose job it is to exercise judgment in areas to do with policy, taste and the arts. Many of them have very specialist professional competences which require them to live within easy reach of central London workplaces, but which also provide the earning power to purchase expensive family houses or more modern town flats in some of London's choicest middle ring suburbs - places such as Richmond, Ealing, Hampstead Garden Suburb, Highgate, Dulwich and Blackheath. People in this Type are less likely to be operational managers than to be employed in the law, the media, medicine and investment banking and a particularly high proportion of women are employed in professional jobs. These are people who, on account of their detailed professional knowledge and experience, populate the advisory committees that are called to make recommendations to governments and others on matters of policy and direction. The areas in which these people tend to live originally contained large old houses whose spacious rooms had high ceilings and interesting architectural details. Due to high land prices some of these houses have been torn down and replaced with small developments of town houses and flats, often dating from the 1960s and 1970s. Today the population of middle aged affluent families in the larger houses is balanced by a more diverse population of younger singles and co-habitees and a number of older residents who appreciate the fine amenities of these prestige neighbourhoods. The result is an age distribution that is not untypical of the nation as a whole, though with an over-representation of the very elderly, many of whom will be living in the nursing homes that have taken over many of the largest houses.

Environment The better off families in these areas are attracted to the rapid tube and rail access to professional jobs in central London and to the leafy environment for which these suburbs are famed, many of them describing themselves as 'villages'. This is not without justification for that is what they originally were, many centuries ago. The survival of original village architecture and shops in places such as Dulwich and Highgate persuades these wealthy newcomers that they really do live in a socially mixed community. In practice the plethora of independent schools, that achieve impressive positions in national league tables of exam results, drives local house prices to levels that only very high earners can afford. The heterogeneous nature of these areas is enhanced by significant populations from foreign countries, Jewish refugees from central Europe, people from other European countries who have emigrated permanently to Britain, successful Indians and Asians and lower income minorities who run the local shops or who live in the small local pockets of social housing close by.

Neighbourhoods of *Type A02* often date from medieval periods but saw rapid expansion in the first quarter of the last century when former merchants' country estates gave way to suburban developments for the new middle classes. Unlike the areas of the inter war housing boom, these areas were typically developed at a much slower rate, as and when estate owners could be persuaded to sell. The new housing took many forms. In suburbs such as Dulwich and Muswell Hill these neighbourhoods consist of very large terraced houses, often double fronted. In Hampstead Garden Suburb, which was not developed until the 1920s, houses were built in short rows according to more countrified designs. In Ealing and Richmond many of these houses are semi-detached. In Highgate there are 'linked' terraced houses, with both visitor's and tradesmen's entrances facing the street. In most of these types of building there is extensive decorative detailing, both internal and external, and aesthetes can enjoy a lifetime restoring these houses to their original condition.

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Description - Sociology and Environment *(Continued)*

The relatively high density provides a more convivial atmosphere and in many of these areas the environment is vigorously defended by active amenity societies that campaign effectively to frustrate even small-scale re-development. Gardens are generally small and many are designer landscaped to afford pleasant patios for entertainment and sunny terraces for reading the Sunday supplements. The tree-lined streets provide ready access to valued and extensive areas of public open space.

Economy *Type A02* is resilient to changes in the broader economy and, in recent years, have benefited considerably from the growth of house prices not just in London but also in regional centres such as Oxford and Cambridge, Bath and Bristol that have many neighbourhoods of this Type. Most people work in professions that tend to be insulated from the economic cycle and unemployment rates are low. A high proportion of the population run their own small businesses, often in design and advisory functions such as architecture and public relations, and many are directors or hold senior positions in professional partnerships.

Consumer Values *Type A02* contains people who, in their working lives, need to keep themselves well informed and to exercise sound and rational judgements. Their approach as consumers is little different. This Mosaic Type exercises choice in consumer markets in an almost professional manner, researching the relative merits of different options via magazines and the Internet. Highly sensitive to lifestyle nuances *Type A02* attaches great importance to brand positions and mostly prefers authenticity and understatement to the more brash manifestations of conspicuous consumption. New consumer concerns, such as dietary ingredients, the side effects of pharmaceuticals or the international impact of corporate behaviour, are likely to register here first, not least on account of the large numbers of journalists in this Type.

Consumption Patterns *Type A02* has disposable income levels that allow them to be major spenders in a large number of markets. They read a large amount of magazines and very often, not least on account of their work, read more than one newspaper each day. Bookshelves are heavy. Although they watch television infrequently they spend heavily on home entertainment systems and frequently go to films and theatrical productions which were reviewed in listings magazines. Though many drive upmarket marques, car ownership levels are relative low for areas of such affluence and annual mileage rates are low.

Change Active amenity groups protect these neighbourhoods from any but the most marginal of new developments and local estate agents are practised in talking up the capital appreciation opportunities of buying into neighbouring streets to the large number of prospective purchasers who would like to live in these neighbourhoods but can't quite afford to do so.



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Description - Culture and Consumer Psychology

These people are primarily well-to-do professionals, living in traditional family units which are located in the exclusive suburbs of London and large provincial cities. They are an elite type in terms of their income and wealth, their employment, their social position, their security and also their influence. Very often, both men and women in this Type are powerful decision makers and opinion leaders in the private sector, but particularly so in public service. These people are assured, secure and very discriminating. They spend their abundant wealth very carefully. While they are very engaged in their careers, their interests and their social lives, they also value the privacy of their homes and home life, which provides a major pillar in their lives. In addition to the family home, they may well have a second home, and this may be a Mediterranean villa or an Alpine chalet.

As with all other wealthy urbanites, they travel frequently for both business and leisure, but they are not as globally transient as some, living more conventional existences rooted in the UK. At least to some extent, this is a result of most households comprising a traditional family unit, with extended family networks and other ties. However, while the traditional family unit dominates, routine domestic concerns are not that significant given their commitments to career, to their social milieu and to their ability to employ help when required. Various religions are important in the lives of many, and this probably reflects a more general tendency towards orthodox values.

These people are educated to a high standard, and they are very discerning and cultured in their tastes, interests and behaviours. They are alert, well informed and principled. A quest for authenticity will be very marked amongst these people. In addition to keen interests in art, the theatre, classical music and gourmet food, they read extensively. Being highly fastidious, they do not watch a great deal of TV and when they do, news programmes, documentaries and classic drama are preferred to the more popular programmes. Although traditional in many respects, they are willing adopters of new innovations which they deem to be worthwhile, and which have little by way of actual or perceived ostentation. In this way, while the presence of family requires conventional shopping in up-market supermarkets such as Waitrose and Sainsbury's, they also make considerable use of the Internet in general, and for shopping in particular. They are conscientious people who act as well as voice their beliefs. Specific examples of this would be their readiness to support worthy causes, an active interest in environmental or 'socially responsible' concerns such as recycling, and at the personal level, careful attention to diet and to regular exercise such as hiking, tennis and, sometimes, through more esoteric active recreation. Car ownership is high, but not as high as might be expected given their wealth. In many cases, this will be a result of a preference for public transport or for taxis in congested urban areas. The main car is most likely a prestigious marque such as Saab, Audi, Volvo or BMW.

These people have lives that revolve around career and family. They are big spenders, but they are not ostentatious and in many cases would probably reject contemporary consumer culture.