

Type A05 Senior professionals and managers living in the suburbs of major regional centres

1.65% 



Overview

Key Features

- Approaching retirement
- Grown up children
- Well educated
- Senior public sector jobs
- Large detached houses
- Middle class areas
- Liberal values
- Active lifestyles
- Eco-friendly products

Regional Houses



Nottingham, NG2



Newport on Tay, DD6



Worthing, BN14



Rankings

- Age Rank (43/61)
- Wealth Rank (4/61)
- Good Health (18/61)
- Fear of Burglary (35/61)
- Degree (12/61)
- Public Renting (54/61)
- Higher Tax (10/61)
- Environment (4/61)
- Internet (26/61)

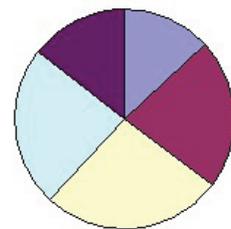
Top Councils

- East Dunbartonshire (9.77%)
- East Renfrewshire (8.97%)
- Bromley (8.05%)
- Brentwood (7.53%)
- Vale of White Horse (6.75%)
- Cardiff (6.12%)
- Rushcliffe (6.11%)
- Stockport (5.95%)
- Mid Sussex (5.70%)

Constituencies



Regional Distribution



- London (13.14%)
- South East (22.04%)
- East Anglia, Midlands, South West, Wales (26.89%)
- North, North West, Yorkshire (23.61%)
- Scotland, Northern Ireland (14.31%)

Contents

1	Overview
2	Description
3	Characteristics
4	Who We Are
5	Our Education
6	Our Work Lives
7	Our Finances
8	Where We Live
9	Our Home Lives
10	Weltanschauung
11	Time Use
12	Measures of Deprivation
13	Supporting Notes

Type A05 Senior professionals and managers living in the suburbs of major regional centres

1.65% 



Type A05 contains well educated older professionals who work in senior, often public sector, positions in the centres of large provincial cities and who live in their older established suburbs.

Key Features	Communication
<ul style="list-style-type: none"> Approaching retirement Grown up children Well educated Senior public sector jobs Large detached houses Middle class areas Liberal values Active lifestyles Eco-friendly products 	<p>Receptive</p> <ul style="list-style-type: none"> Telephone advice lines Shops Heavyweight magazines Broadsheet newspapers <p>Unreceptive</p> <ul style="list-style-type: none"> Tabloid press TV Telemarketing

Description - Public Sector Focus

Education As with the other Types in Group A, educational attainment amongst Type A05 is high. The level of qualifications and the overall age profile would suggest that leisure based further education courses may be attractive. The children living in these areas also do well at school, although most are unlikely to be in the elite. As a consequence, whilst a significant majority will go on to university, the proportion is not as high as, for example, Type A03. These children are unlikely to qualify for free school meals.

Health Lifestyles of Type A05 are generally good, with a healthy diet and a range of leisure pursuits that provide sufficient exercise to maintain fitness. However, whilst their health is generally good, it is perhaps not quite as it should be. In particular the incidence of heart related conditions is close to the national average. Conditions particularly associated with poorer social conditions, such as drug abuse and teenage pregnancies are relatively rare.

Crime Pleasant neighbourhoods and helpful neighbours, together with minimal anti-social behaviour, help to make these areas nice places to live. Most of these people experience crime only when they are away from home, whether at work, college, or at leisure. The nature of the incidents means that the police often do not catch the offender, so satisfaction levels are fairly neutral.

Finances Whilst perhaps not having the excessive wealth of some in Group A, those in Type A05 have more than adequately feathered their nest. They tend to prefer investments rather than savings, and are likely to be holders of significant quantities of shares. Consequently few qualify for financial assistance from the state, although the age profile does mean that a significant number are claiming the state pension. These people have neither the need nor the ethical standards to default on any payments.

Environmental Issues People in Type A05 tend to live in smaller houses than many in Group A, with a significant proportion living in large semi-detached houses, rather than detached homes. Their contribution to CO₂ emissions is therefore lower, being only marginally higher than the national average across all households. They tend to drive a range of more expensive vehicles, from luxury models to minivans. Some drive more than others, but high mileage is rare. These people care for environmental issues, and will readily support them financially to make up for any shortcomings resulting from their lifestyle.



East Dunbartonshire

Type A05 Senior professionals and managers living in the suburbs of major regional centres

1.65% 



Description - Sociology and Environment

Summary *Type A05* contains well educated older professionals who work in senior, often public sector, positions in the centres of large provincial cities and who live in their older established suburbs.

Demography This Type contains well educated older people who live in the traditionally better off established suburbs of large provincial cities. Many have senior positions in organisations that provide service to their city, region or indeed, in the case of Cardiff and Edinburgh, to the Welsh and Scottish nations. *Type A05* includes senior staff in universities and hospitals, in government and in regional media and in professional practices such as lawyers, architects and surveyors. These people feel strong attachments to the cities where they may have spent the whole of their working lives and they have little inclination to migrate to out of city estates or face long commutes from rural villages.

Most moved into the suburbs where they now live many years ago, when these were attractive locations in which to bring up families. Their children have often passed through good schools to university and beyond and many now live in houses quite a bit larger than they really need. In earlier years they might have considered a move to London or the South East but very often the difficulty in finding a pleasant house for their family at an affordable price has persuaded them to remain where they are. House prices in the areas in which they live have typically under performed the national average and those working in the public sector have seen their salaries rise over the years only by modest amounts. However their current reward is not just a comfortable home with a mortgage now nearly paid off and disposable income sufficient to indulge in varied hobbies but the respect that they have earned in their local communities. Besides being held in high professional regard they may be active in the local choral society, members of the local philharmonic, on boards of school governors or as valued members of local branches of national professional associations. Typically these people are in their fifties and sixties, some approaching retirement and wondering whether to remain in familiar surroundings with many friends or to exchange urban living for coastal, country or even foreign retirement. Many take considerable interest in how best to save for these eventualities recognising that downsizing to a smaller house will not generate sufficient extra money to make a significant difference to their retirement incomes.

Environment Neighbourhoods of *Type A05* can date from many periods but much of the housing consists of well built 1930s suburban stock, often with four rather than three bedrooms and set within quite spacious plots. But many also date from the years just before the First World War from the time when dormitory suburbs were first connected to metropolitan centres by suburban railways. Much of the western part of Sheffield, Crosby and Hoyle in Merseyside, Cheadle near Manchester, the northern suburbs of Cardiff and the western ones in Edinburgh all contain much of this housing type. Many of these suburbs were attractive originally because they provided a safer setting than Victorian suburbs in which to raise a family, more distant from the labouring classes, and in their time they were built for people of comfortable means. Today many of these areas are little changed in layout from how they were when they were originally built. Semi-detached and detached houses stand behind well manicured lawns which themselves are separated from the road by low walls often topped by box hedges. Red brick on the lower storey and often pebble dashed or render on the upper storey, these solid houses typically have stone or brick framed windows and porches well set into the front of the house. Many have their own garages that may well be softened by climbers attached to wooden trellises. At a comfortable distance, there are parades of suburban shops perhaps including an estate agency, a newsagent selling basic convenience products, a dry cleaner or hairdresser. From these local centres buses make frequent and convenient journeys to the city centre.

(Continued)



East Dunbartonshire

Type A05 Senior professionals and managers living in the suburbs of major regional centres

1.65%



Description - Sociology and Environment *(Continued)*

Economy *Type A05* tends to be more reliant on city centre service jobs than they are on jobs on industrial estates or out of city office parks. Devolution will have significantly increased demand for houses in these areas in Cardiff and Edinburgh and the new investment in public sector infrastructure is likely to have a positive effect on this type of neighbourhood in many cities. Whilst recent turbulence in the stock market will have had a negative impact on personal finances, the company and private sector guaranteed pensions that many professional workers enjoy may prove an important mainstay for their prosperity in future years.

Consumer Values *Type A05* contains many people who do not have strong material aspirations and who tend to be naturally suspicious of consumer advertising, many feeling that at their stage of life they do not need to make further statements of their status through material consumption. To appeal to this Type, advertising needs to provide information on the practical product benefits and emphasise the social responsibility of the brands that it promotes. Nonetheless *Type A05* is very interested in financial advertising and is likely to be happy to undertake financial transactions via the Internet, which is an important source of consumer information for many people. Environmental concerns are particularly important in a community which takes little interest in ephemeral fashions.

Consumption Patterns *Type A05* has a stable and high level of disposable income, much of which is saved. Significant amounts of money are spent on foreign travel, on personal services, antiques and collectibles and on eating out.

Change It is quite likely that these neighbourhoods are in the process of becoming younger as the original colonising cohort dies off, and that in future years they will become increasingly attractive to families of younger professionals employed in city centre administrative jobs. In many areas this process may have already started.



East Dunbartonshire

Type A05 Senior professionals and managers living in the suburbs of major regional centres

1.65% 



Description - Culture and Consumer Psychology

These people are prosperous, or financially comfortable. They enjoy good incomes and the benefits of wise investments. Generally, they live in large, detached houses located in the traditional middle-class areas of provincial cities and towns, and while they have high levels of income, they are not as substantially wealthy as other financially privileged types, which are more commonly found in the South and the South East. Many households are traditional family units with young children, but there are also significant proportions of 'empty nesters', where children have left home to progress through higher education, and establish their own independence. Similarly, older people at, or beyond, retirement age are present in significant numbers.

The price of property will deter singles and young couples entering the housing market in these areas. However, they will benefit from significant inheritances in middle-age, when their parents bequeath these properties to them the properties often being owned outright with mortgages long since cleared.

These are also traditional areas with only a modest presence of ethnic groups, the multi-cultural mix found in other prosperous areas being generally absent.

The income of most of these households comes from employment in the traditional professions, often in the public sector. That income will be considerable where both partners work in a professional capacity. The presence of children will determine disposable income, and this will therefore vary considerably. However, few of these households will have trouble making ends meet.

Having good incomes or pensions, and working or having worked in the professions or in corporate life, these people enjoy those benefits which provide insulation from basic and sometimes deteriorating public services. Many have private health care plans. The presence of children will incur substantial regular outgoings on the basics. These people have an interest in the more sophisticated and often expensive high-involvement activities of other wealthy types, but it is not as pronounced and neither is it quite as cosmopolitan. Purchasing decisions are made by a careful appraisal of the options, and are not likely to be highly influenced by marketing messages. More domestic involvement is apparent with this Type. Thus, they enjoy the theatre, the cinema, classical music, wine and good food, but they are also content to provide quality time for the children, look after the garden, read, listen to the radio and walk the dog. When they watch TV, which is not frequent, news programmes, documentaries and quality dramas are preferred. Their responses to innovation are not as rapid as some other Types, but while they are not opinion leaders, they are early adopters so, for example, they are familiar with, and use information technology to a considerable extent. In addition to personal expression and to simple enjoyment, they generally have a sense of social and ethical responsibility, and will become involved in good causes, as well as being fairly generous with donations to charities. Religion figures large in the lives of many.

Car ownership is high, with many second cars, and while the prestige makes such as BMW and SAAB are common, there is quite a mix of makes and models and this also reflects the diversity of this Type.

These people are well-educated and well-informed about all aspects of contemporary life, including financial issues. Their broad perspective means that they are usually liberal in their prevailing values, beliefs and subsequent attitudes. They generally represent the establishment, but they are less likely to be an integral part of the status quo, and to varying degrees, display considerable individuality. As a general rule, these people are inner-directed. They seek self-expression and self-discovery.

These people are financially comfortable and secure in other respects. They have a well-developed sense of identity through having carefully assessed their life choices.

2 Description - Culture and Consumer Psychology