**Premium Fortunes**
Influential families with substantial income established in large, distinctive homes in wealthy enclaves

**Who We Are**

- **Age**
  - 51-55: 15.2% (185)
  - 56-65: 24.5% (2219)
- **Household Income**
  - £150k+: 24.5% (2219)
- **Household composition**
  - Family + other adults: 44.4% (224)
- **Number of children**
  - 1 child: 18.9% (152)
- **Tenure**
  - Owned: 92.3% (144)
- **Property type**
  - Detached: 82.9% (466)

**Channel Preference**

- **Telephone**: 106
- **Email**: 92
- **Mobile**: 93
- **Post**: 131
- **Direct**: 103
- **Indirect**: 102

**Technology Adoption**

- **Early Majority**

**Key Features**
- Extensive detached homes
- Substantial income
- Teenage kids & students
- Portfolio of investments
- Directors and senior managers
- High mobile phone spend

**Influential families with substantial income established in large, distinctive homes in wealthy enclaves**

**Windsor and Maidenhead**

- **Homeownership**
  - 1.33%
- **Technology Adopters**
  - 1.00%
### Premium Fortunes
Influential families with substantial income established in large, distinctive homes in wealthy enclaves

#### Age
- 18-25: 16.86%
- 26-35: 10.01%
- 36-45: 18.48%
- 46-55: 30.64%
- 56-65: 18.82%
- 66+: 5.19%
- Adult mean age: 45
- H of HH mean age: 50.27

#### Household Composition
- Families: 30.05%
- Extended family: 281 (28.43%)
- Extended household: 201 (12.72%)
- Pseudo family: 6.04%
- Single male: 7.28%
- Single female: 7.27%
- Male homesharers: 0.90%
- Female homesharers: 0.99%
- Mixed homesharers: 2.93%
- Abbr male families: 1.52%
- Abbr female families: 1.77%

#### Children
- No children: 54.31%
- 1 child: 18.89%
- 2 children: 14.51%
- 3 children: 7.34%
- 4+ children: 4.94%
- Age <5: 13.30%
- Age 5-11: 20.20%
- Age 12-17: 29.06%
- Age >18: 20.69%

#### Household Income
- £150k+: 2.56%
- £100k-£149k: 3.60%
- £70k-£99k: 9.58%
- £60k-£69k: 20.69%
- £50k-£59k: 6.41%
- £40k-£49k: 8.11%
- £30k-£39k: 5.28%
- £20k-£29k: 5.67%
- £15k-£19k: 8.11%
- £10k-£149k: 19.98%
- £5k-£9k: 1.76%
- £1k-£5k: 0.90%
- <£1k: 1.27%

#### Property Type
- Detached: 82.87%
- Semi-detached: 9.58%
- Bungalow: 3.60%
- Terraced: 2.56%
- Purpose built flats: 0.91%
- Converted flats: 0.49%
- Farm: 0.32%
- Named building: 10.60%

#### Home Ownership
- Owned: 92.35%
- Rented: 6.97%
- Council / HA: 0.68%

#### Online Access
- Every day: 69.91%
- Most days: 18.58%
- Weekly: 7.96%
- Monthly: 2.65%
- Not at all: 0.88%