

# Type A07 Well paid executives living in individually designed homes in rural environments

Hart 2.03%



## Overview

### Key Features

- Married
- Full nest families
- Well informed
- Professional occupations
- Commuters
- Some downsizing
- Attractive villages
- Good diet and health
- Independent and active

### Regional Houses



Knutsford, WA16



Oakham, LE15



Northampton, NN7



### Rankings

- Age Rank (38/61)
- Wealth Rank (5/61)
- Good Health (11/61)
- Fear of Burglary (37/61)
- Degree (10/61)
- Public Renting (55/61)
- Higher Tax (9/61)
- Environment (10/61)
- Internet (10/61)

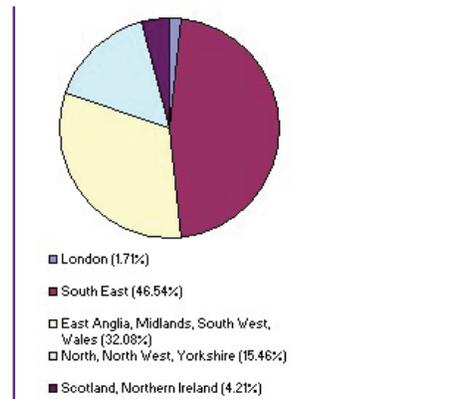
### Top Councils

- Hart (26.33%)
- South Cambridgeshire (16.97%)
- West Oxfordshire (16.28%)
- Waverley (15.61%)
- Uttlesford (15.06%)
- South Bucks (14.61%)
- South Northamptonshire (14.39%)
- Aylesbury Vale (14.39%)
- Mole Valley (13.23%)

### Constituencies



### Regional Distribution



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# Type A07 Well paid executives living in individually designed homes in rural environments

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Type A07 contains people living in environmentally attractive villages and small towns where highly paid long distance commuters mix with a more locally oriented older population.

Key Features	Communication
Married Full nest families Well informed Professional occupations Commuters Some downsizing Attractive villages Good diet and health Independent and active	<b>Receptive</b> Internet Telephone advice lines Social networks <b>Unreceptive</b> TV Telemarketing Posters

## Description - Public Sector Focus

**Education** In general these are well educated people, with almost one-third having degree level qualifications. However, there is a significant minority with few or no qualifications, mostly amongst the more elderly in the neighbourhood. The children in Type A07 are successful at school, although less likely to attain the same levels of excellence as others within Group A. Of this Group, these children are the least likely to go to university, although their admissions rate is well above the national average. It is highly unlikely that children in these areas will speak languages other than English at home, and few will qualify for free school meals.

**Health** These people eat well, are less likely to smoke than many, and drink little but often. Exercise is taken on the golf course, or on the open water, taking advantage of location to follow country pursuits. Those still in work are likely to have the protection of medical insurance through their employers, whilst others will have taken out private cover themselves. Therefore their lifestyle ensures that they are healthier than many in the population, and that when they do become ill the insurance means that they may be less burdensome on the NHS. Teenage pregnancies and cases of drug and alcohol abuse are not major problems in these areas.

**Crime** These are areas where social capital is high. Neighbours help each other, and most people find the area pleasant to live in. Anti-social behaviour is relatively uncommon, and incidents involving racism are rare. Fear of crime is generally low, with more fear of theft or damage to property than physical crime. When they are victims of crime, it tends to be away from the home, and many think that the perpetrator was likely to be have been under the influence of alcohol or drugs. In complete contrast to Type A06, these people seem to be happy with how the police deal with specific incidents, but their rating of the police overall is only moderate. These are probably people who feel that the police should be more visible than they usually are in such neighbourhoods.

**Finances** Many of these people are on comfortable incomes, and a significant proportion are higher rate tax payers. They are therefore, in general, financially secure, with investments and, to a lesser extent, savings and shares. With the exception of those on state pension, very few people need to claim state benefits. They tend not to get into uncontrolled debt, and hence bills such as the council tax are usually paid on time.

**Environmental Issues** These people, despite claiming to be very concerned for the environment, follow lifestyles that are especially damaging. In particular, these are often multiple car households, with large luxury cars doing high mileage either on company business or on the long commute to work. They are also not especially environmentally friendly at home, where their large, old, detached houses do not have the insulation found in modern housing. Instead of materially changing their lifestyle these people will seek to make amends by financial contributions.



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### Description - Sociology and Environment

**Summary** Type A07 contains people living in environmentally attractive villages and small towns where highly paid long distance commuters mix with a more locally oriented older population.

**Demography** Type A07 is found in many areas which were once rural in character but which have now become attractive places for long distance commuters to live. Living on the edge of growing market towns or in expensive villages where pricey pockets of modern housing have been added to areas of traditional housing, many residents enjoy the amenities of country living and the benefits of well paid jobs in areas of rapid employment growth. The balance between preservation and development is maintained by building new houses in very small developments, often in the grounds of large old houses, and in ways which do not destroy the character of the original development. These are not 'estate' villages just somewhere cheap to buy a new home - but ones in which newcomers are eager to participate in the social calendar of the host community. The people are typically on higher than average incomes, many are mature professionals and a substantial number are self-employed specialists who work from home. Some, such as those who might have taken over the "Old Rectory", command very high positions in large companies. Houses in neighbourhoods such as these are almost all beyond the reach of the first time buyer and accommodate children of late primary and secondary school age rather than ones in nappies or pushchairs. Parents are more likely to be married than to co-habit. These are predominantly areas of the white middle classes and are too far from London to have attracted many residents born in other European countries. Despite the mix of older, less well paid locals and better off commuters, these neighbourhoods display a strong level of social cohesion based on a common appreciation of their natural heritage.

**Environment** Neighbourhoods of Type A07 are found in a number of different environments. A large proportion of residents will live in detached houses built during the 1970s and 1980s to modern designs in small cul-de-sacs leading off village streets or off the principal routes leading out of small market towns to open country. These small estates are often built to low residential densities and the houses, though consistent in design, are usually all different. Most will have open plan frontages and integral garages and streets and gardens are quite likely to be planted with cherry trees which enhance the natural, rural atmosphere. Other residents will live in older houses dating from a variety of periods that have been added one at a time to these older settlements. Some of these older houses may have been artisan houses with front doors leading directly on to the street, others previously used partly for commercial purposes such as the "Old Forge" or the "Old Bakery". Individual bungalows and pairs of semi-detached houses from the 1930s mix with small terraces of Edwardian housing and the occasional large old house which may have been once occupied by a local dignitary or the local vicar for whose appointment he may have been responsible. Although many of these neighbourhoods have views of distant farmland and are well provided with public footpaths to streams and meadows these are not places where farmers or farm workers tend to live. Most will be well supported with local convenience stores and perhaps a local primary school but any major shopping trip will need to be undertaken by car. These are neighbourhoods that are particularly poorly served by public transport.

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

**Economy** Neighbourhoods of *Type A07* are most common in the outer parts of the South East of England in counties such as Hampshire, Oxfordshire and Cambridgeshire which are beyond London's regular commuter belt but which are experiencing rapid employment growth, particularly in service industries. People in this Type may find work in the new research companies setting up in science parks around Oxford and Cambridge or may be senior managers in companies located in places such as Milton Keynes, Bracknell or Basingstoke who want to live in a more individual house in a more traditional community than those available in their immediate vicinities. Of course many more work in the rich variety of service jobs that support the needs of people working in these new growth industries and which provide interesting opportunities for setting up one's own business.

**Consumer Values** *Type A07* contains people who are confident in their judgement and who are well integrated in their communities. They have little interest in the use of consumption for conspicuous display, or in fashion. Preferred styles are traditional and casual with a high emphasis on comfort and convenience. Consumers tend to inform themselves by reading magazines and using the Internet.

**Consumption Patterns** *Type A07* typically enjoys high levels of disposable income, much of which is spent on homes and gardens, on home improvement and on motoring. School fees take out significant sums from the incomes of a minority of more affluent members of the community and many people keep pets. Many cars record high annual mileages and owners value the opportunity to become members of motoring organisations.

**Change** Neighbourhoods of *Type A07* are likely to be sought after by an increasing number of better off people as the wave of fastest population growth continues to ripple out from London.



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### Description - Culture and Consumer Psychology

These people typically live in semi-rural villages, which have reasonable access to centres of employment, either in cities and towns nearby or in local commercial developments. These areas, which originally developed around agriculture and local services, have often seen a large influx of these prosperous people, who prefer the relative tranquility of the countryside, and who seek a safe and friendly environment where they can raise their families. Houses are on new estate developments but conversions of farms, barns and other traditional properties are also very common. These large houses are usually detached.

These people have good incomes from working as senior managers and professionals. A significant proportion are self-employed and work from home, probably having made a choice to lead a life which they find more flexible, and generally more agreeable. Some may have made a very deliberate decision to 'downshift' or 'downsize'. They are well informed and careful with finances, so considerable investments provide further income and a buffer from economic misfortune. They normally live in nuclear family units. The parents are middle aged with, usually younger, children. There are very few young adults and few older people. This 'full nest' stage is a strong influence on values, activities, interests and buying behaviour.

A balanced lifestyle will be a primary goal for many, and their homes and lives will see a combination of contemporary, urban values together with a version of traditional rural values. The activities and the artefacts of modern consumer culture will mingle with those of a real or reconstructed past. There is very little by way of an ethnic mix in these areas, and the dominant culture is 'British'. The church will be important to some, probably those who have always lived in these locations.

Routine grocery shopping takes place at large multiples in nearby towns and cities, but there may be some shopping at the village store, if it still exists. These are areas where local residents campaign to keep local services running. Shopping is fairly infrequent but large-scale in expenditure, given the size of the households. They read the quality broadsheets and specialist interest magazines on current affairs and financial matters but, again, not on the same scale as other wealthy types. They do not watch TV or videos very much. However they do have notable interests in home improvements, gardening and country pursuits – interests which reflect their rural location and their independent ways. These people are likely to be sensitive to 'heritage' and 'nostalgia' themes, whether these are authentic or a pastiche, but they are a long way from the lifestyle of the 'country set'. They do adopt quite quickly to innovative goods and services, such as IT products, but they are not opinion leaders when it comes to change. They are essentially conservative and cautious.

An improved transport infrastructure, particularly motorways, means that long distance commuting is a major feature of everyday life, in what are often two car households. The preferred cars are the mid-range executive saloons from BMW, SAAB, Volvo and Audi but the realities, or the perceived realities, of living in a rural area, mean that a large 4x4 from Nissan, Toyota or Land Rover is also very popular.

These wealthy, independent and contented people have made very deliberate choices to live a life which marries the modern world with more traditional values and pursuits.