

Group A Career professionals living in sought after locations

Chiltern
9.60% 



Overview

Key Features

- Middle-aged
- Successful
- Rewarding careers
- High incomes
- High net worth
- Choicest housing
- Good diet
- Drink alcohol daily
- Concern for environment

Regional Houses



Stirling, FK8



Knutsford, WA16



Camberley, GU47



Rankings

- Age Rank (7/11)
- Wealth Rank (1/11)
- Good Health (1/11)
- Fear of Burglary (8/11)
- Degree (2/11)
- Public Renting (11/11)
- Higher Tax (1/11)
- Environment (1/11)
- Internet (1/11)

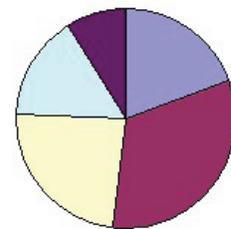
Top Councils

- Kensington and Chelsea (58.04%)
- Chiltern (55.02%)
- City of London (52.09%)
- South Bucks (49.17%)
- Hart (45.39%)
- Elmbridge (45.25%)
- Surrey Heath (45.15%)
- Waverley (43.90%)
- Wokingham (42.47%)

Constituencies



Regional Distribution



- London (19.49%)
- South East (32.35%)
- East Anglia, Midlands, South West, Wales (23.7%)
- North, North West, Yorkshire (15.62%)
- Scotland, Northern Ireland (8.84%)

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



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Group A contains people whose lives are 'successful' by whatever yardsticks society commonly uses to measure success. These are people who have rewarding careers rather than jobs, who live in sought after locations, who drive the more modern and expensive cars and who indulge in the most exotic leisure pursuits. Most, though not all, appear to enjoy stable household arrangements.

Key Features	Communication
Middle-aged	Receptive
Successful	Broadsheet newspapers
Rewarding careers	Heavyweight magazines
High incomes	Telephone advice lines
High net worth	Internet
Choicest housing	Unreceptive
Good diet	TV
Drink alcohol daily	Posters
Concern for the environment	Telemarketing

Description - Public Sector Focus

Education Group A is generally well educated. The proportion with degrees is almost twice the national average, and the numbers with few or no qualifications are relatively low.

Standards of attainment are high for children at all stages of their education, with success from Keystage 1 manifesting itself in success at GCSE, and ultimately to significant levels of university admission. Those children who are in state education tend to attend voluntary aided, voluntary controlled or foundation schools, and are the least likely group to qualify for free school meals.

Health The majority of these people enjoy a relatively healthy lifestyle. They have a good diet, and many will take regular exercise. Although they are likely to be regular alcohol drinkers, such drinking is not normally to excess. The majority are not heavy smokers. As a result, the risk of serious illnesses such as those affecting the heart, liver or kidneys are reduced. Hospitalisation due to alcohol and drug abuse, or to poor mental health, are well below average, as are instances of teenage pregnancies. High education levels mean that this Group is amongst the most informed on health issues.

Crime Crime levels affecting these people are relatively low. Most regard their neighbourhood as a nice place to live, with neighbours generally helping each other. They do not generally experience anti-social behaviour. When people of this Group do experience crime it tends to be well away from the home. Their reaction to police response is generally favourable.

Finances These are likely to be people who have accumulated substantial equity in some form or other and to have a high 'net worth'. Assets might be held in the form of equity in high value properties, in stocks and shares, in pension schemes or in the form of illiquid assets such as business enterprises. Many of these people will also be at a stage in life where they are inheriting estates from deceased parents. Loans on houses are now often low in relation to their value and there is little need for credit to finance any but the largest purchases. Deciding how to invest rapidly accumulating wealth is a source of considerable interest to this Group. Many are higher rate income tax payers. Not surprisingly, there is little take-up of state benefits, and incidence of non-payment of taxes is low.

Environmental Issues These people display a general awareness of, and concern for, environmental issues. However, in line with their affluence, their large houses and cars are having an adverse effect on the environment. Annual mileage tends to be average, but these are often multiple car households. Some will spend money on reducing their environmental impact, but few will change their way of life. Instead they tend to compensate for this by contributions to environmental charities.



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Description - Sociology and Environment

Summary *Group A* contains people whose lives are 'successful' by whatever yardsticks society commonly uses to measure success. These are people who have rewarding careers rather than jobs, who live in sought after locations, who drive the more modern and expensive cars and who indulge in the most exotic leisure pursuits. Most, though not all, appear to enjoy stable household arrangements.

Demography Most of these people have worthwhile professional or technical qualifications, and are now well set in their careers. Their incomes have now risen deep into upper income tax ranges. Some work for large corporations in senior management positions, some now command respected roles in professional practices. Others own successful enterprises that they have built up with their own commercial acumen.

Mostly these people are now seeing the fruits of previous years of hard work and long hours, though that does not necessarily mean that they are taking life easier now they are entering middle or later middle age. However they have reached a phase in their lives in which enjoyment of consumption and of leisure time are now more evenly balanced with the demands of work. People will by now, for example, have been able to afford to move to a more prestigious area of town, to a bigger house set in leafier gardens and perhaps more individual in its design.

Children are now likely to be less burdensome in terms of time but more expensive in their leisure interests, and independent in their lifestyles. Some will have to be regularly ferried to private schools, to be collected at the airport from foreign trips, to be equipped with the wherewithal for riding lessons or sailing trips and to be funded for their years at university.

These therefore are people with busy and complex family lives, who require heavy support from gardeners, cleaners, builders and decorators to enjoy the fruits of past and current labours. Though these are mostly white British neighbourhoods, they are likely to contain significant Jewish, European, Chinese and Indian minorities.

Environment *Group A* neighbourhoods are typically areas of choice housing, whether fashionable inner city neighbourhoods such as Kensington or the New Town area of Edinburgh, or prestige outer suburbs. These neighbourhoods are typically well established rather than new. Houses are well built and spacious, with four or more bedrooms, and very often built to individual designs at low densities, and in places far away from major roads or centres of commercial or industrial employment. Though in inner cities they may take the form of town houses or even luxury flats, most will be in the form of detached, single family dwellings set in gardens or even grounds. These are well stocked with shrubs and flowering trees and in certain instances shaded by quite mature trees. All this vegetation provides privacy to rear gardens and to front windows. Plots are usually large enough for cars to be parked off the street in dedicated driveways as well as garages, increasing numbers of which are electronically operated.

Economy *Group A* is found concentrated in the economically more successful regions of the country, particularly in London and the South East of England, where a high proportion of the workforce is engaged in what are loosely known as 'knowledge' industries. These people are particularly likely to work in professional jobs, which by their nature are concentrated in the big cities, such as lawyers, surgeons, university professors, consultants or senior civil servants. Others cluster around those parts of the country that have been successful in attracting high technology companies, such as the M3/M4 corridor, or where prestige universities have attracted important research and development centres. The importance of London and Edinburgh as centres of employment in financial services and government is also reflected in the high concentrations of this type of neighbourhood in these cities. By contrast, *Group A* is not likely to be found in the deep countryside or in small manufacturing towns.

(Continued)



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Description - Sociology and Environment *(Continued)*

Consumer Values *Group A* typically consists of people who, having achieved a measure of success in some aspects of their lives, have moved beyond a need to impress others by the nature of things that they own. Status among these people is established in more subtle ways, by the values associated with the brand rather than by the product category, and by the manner in which the product is accessed and consumed. The air of discretion and understatement, that is associated with traditional premium brands, appeals to a greater extent than flamboyance and conspicuous styles of consumption associated with the nouveau riche.

Consumption Patterns *Group A* spends a lot of money both on premium brands within frequently consumed product categories and on specialist forms of consumption. Thus in terms of media they are likely to be too busy to watch much television but anxious to keep in touch with current trends by reading the financial, arts and property sections of the major broadsheets as well as subscribing to magazines such as The Economist and Time. Their garages are likely to contain Mercedes and BMWs sometimes as convertibles and 4x4s. Supermarket trolleys are particularly likely to contain fresh fruit and vegetables, items from the delicatessen and the fresh meat and fresh fish counters.

Leisure is likely to be undertaken according to the preferences of individual family members. The husband may go to the golf club on his own. The parents may visit the theatre leaving the children behind at home. The children may go off to their own camps during the summer holidays. The wife may enjoy a visit to a spa during the day.