

Kensington and Chelsea

Type A01 Financially successful people living in smart flats in cosmopolitan inner city locations

0.75% 



Overview

Key Features

- Well educated
- Top professions
- Very wealthy
- Cosmopolitan
- Rented flats, no garden
- Self confident
- Good diet and health
- Gym membership
- International travel

Regional Houses



Hampstead, NW3



Edinburgh, EH3



Bath, BA2



Rankings

- Age Rank (28/61)
- Wealth Rank (15/61)
- Good Health (6/61)
- Fear of Burglary (59/61)
- Degree (1/61)
- Public Renting (30/61)
- Higher Tax (4/61)
- Environment (22/61)
- Internet (1/61)

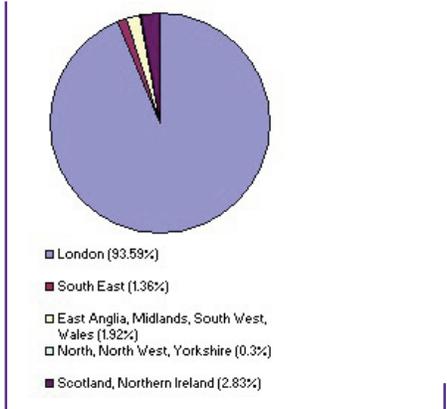
Top Councils

- Kensington and Chelsea (54.02%)
- City of London (51.92%)
- Westminster (40.05%)
- Camden (24.85%)
- Hammersmith and Fulham (11.03%)
- Islington (8.57%)
- Richmond upon Thames (8.12%)
- Wandsworth (5.93%)
- Haringey (5.08%)

Constituencies



Regional Distribution



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Type A01 contains extremely expensive housing, mostly in central London, occupied by rich people from abroad and by childless older people on extremely high incomes.

Key Features	Communication
Well educated	Receptive
Top professions	Internet
Very wealthy	Telephone advice lines
Cosmopolitan	Family and friends
Rented flats, no garden	Shops
Self confident	Broadsheet newspapers
Good diet and health	Heavyweight magazines
Gym membership	Unreceptive
International travel	TV, Tabloid press

Description - Public Sector Focus

Education Type A01 is well educated. Almost 60% of these people have a degree, and very few left school without qualifications. There are relatively few children, but many will attend private schools. Those who attend state schools perform well compared to the overall population, but very poorly by comparison with other types within Group A. This is partly down to diversity in these areas, where the extremely wealthy dominate, but living cheek by jowl with significant pockets of the under-privileged. Despite this they have one of the highest rates of university admissions across all the Types. The other notable feature affecting education is the high proportion of children from homes with refugee status, and where English is not the language spoken at home.

Health Healthy lifestyles are the norm for these people. Their diet is exemplary, they do not smoke, and whilst they drink regularly it is not normally to excess. Active lifestyles do not come naturally to those enjoying the city life, but this Type has the highest rate of gym membership across all Types, ensuring that they take exercise. The result is good health across most potential conditions. Moreover, where health problems do arise they are more likely to be dealt with in private rather than NHS facilities.

Crime People living in these areas generally feel that crime is reducing. They generally have little fear of crime, with the exception of racial attacks. Crime levels and anti-social behaviour are not especially prevalent, and even racism is not a serious issue. Whilst most view these areas as being nice places to live, neighbours rarely help each other. Where someone is a victim, violence is often used, either for its own sake, or for taking property. These incidents are most likely to take place away from the home. There is overall satisfaction with the way the police deal with incidents.

Finances Many within Type A01 are high earners who manage their money wisely, preferring investments to savings. They therefore rarely qualify for financial assistance from the state. These households will not normally be claiming benefits and are more than able to pay their council tax bills.

Environmental Issues Type A01 is concerned for the environment, but tend to tackle it through money rather than changes in lifestyle. These people will readily pay more for environmentally friendly goods, and will give to appropriate charities. They are also typical of the drivers of electric/petrol vehicles. However, for city centre people, many of whom will not have a car, their vehicle emissions reflect a national average indicating that large, expensive and inefficient cars are the norm. Similarly, emissions relating to the home are excessive for people who typically live in flats and apartments.



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Description - Sociology and Environment

Summary Type A01 contains extremely expensive housing, mostly in central London, occupied by rich people from abroad and by childless older people on extremely high incomes.

Demography This Type contains many very wealthy people who, for one reason or another, want to live as close as possible to the centre of a global city. Many of them are wealthy foreigners who find it convenient to have a London pied-à-terre, others are managers with international corporations on temporary assignment to the United Kingdom. Some are very wealthy British people who enjoy proximity to the variety of restaurants and entertainment opportunities available in London's West End. Some are people involved in the cultural agenda of the nation, whose working lifestyles make a central London residence a necessity. An increasing proportion of the population are older divorcees who have exchanged expensive suburban houses for smaller central London flats. The consistent feature of most of these people is that they have access to serious amounts of money and that they do not need to cater for the needs of children. Mixed in among this wealthy elite is a scattering of lower income people, the porters and cleaners who service their apartments, and some well off younger singles supported by rich parents. Despite the young profile of the population this is an inner city community that continues to support a significant population of well off older people, most of whom lease purpose built apartments in prestige blocks. The ambience is particularly international. News stands sell foreign editions of papers from around the globe to large resident populations of Arabs, Americans and people from other Western European countries, many of whom live in their own favoured enclaves, often as a result of the location of expatriate schools. Whereas these neighbourhoods contain significant Jewish communities, there are fewer members of more recently arrived minority groups than in other parts of London. Despite their high incomes the majority of the population are content to live in rented flats. They work locally in commercial rather than public sector occupations, and in service industries, particularly in banking and in commerce, rather than in manufacturing. Many directors of large companies live in these areas which provide convenient access to corporate headquarters, but there is also a significant number of people who are self-employed. The prestige nature of these locations leads to a perverse position on indicators of social deprivation commonly used by government. Not only are these areas ones where comparatively few people own a car people use taxis instead but levels of household overcrowding and of shared access to bathrooms and toilets is also well above the national average reflecting the minority population of affluent young couples sharing studio apartments.

Environment Type A01 is most common in central London locations such as Kensington and Chelsea, Notting Hill, St Johns Wood and Hampstead, which were favoured by the Georgian and Victorian merchant classes. Typically they live in mid rise apartment blocks that are more common in continental European cities than in Britain, where a guarded entrance hallway with plants and comfortable chairs gives way to lifts, which take the wealthiest to penthouses and those of more modest means to second to fourth floor flats. Most of the accommodation is in older properties some of which were purpose built, and sold originally on long-term leases by large estate owners, but much is in prestigious old houses, many with basements for their original owners' servants and steps leading up to an impressive entrance. These have been tastefully converted into small studios whose owners are contacted through a battery of separate doorbells and entry phones. In the more central locations, apartments are set directly off the street, elsewhere set back behind the iron railings that protect the basement. Some surround small parks to which owners have communal access. In each case the apartments are arranged to give the appearance of a terraced street. In areas further from the centre of London some of these flats stand in their own grounds. Neighbourhoods, examples of which can be found in Notting Hill and West Hampstead, take the form of high density two storey terraced houses shared by high earning singles.

(Continued)

2 Description - Sociology and Environment



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Description - Sociology and Environment *(Continued)*

These residential areas quickly give way to major arterial thoroughfares on whose busy pavements smart restaurants jostle with designer clothes shops, sellers of expensive kitchens and other home improvement services, antique shops and the ubiquitous foreign news stands. These are areas where it is easy to find a taxi and where buses and tubes deliver access to the West End in fewer than thirty minutes.

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Economy *Type A01* is highly dependent on the global economy and is affected more by fluctuations in financial share prices than by changes in mortgage interest rates. As secure havens and pied-à-terres for international jet sets, they can also be affected by changes in the currency exchange rate and by incidents of international terrorism.

Consumer Values *Type A01* places particularly high value on personalisation. These are individuals who demand to be treated as such, whether in restaurants where their tables are booked in advance and where they are greeted by name, in the banks who will enrol them in sections responsible for personal banking and on airlines where they are pampered in first class seats. Clothes are personally tailored rather than bought off the peg. Whilst premium and designer brands are important to these people, many of their products are custom made to personal specifications. Successful brands are ones which adopt an international as well as an exclusive position in their market.

Consumption Patterns *Type A01*, on account of its extreme wealth and busy lifestyle, 'outsources' many consumer activities that it would not occur to most people not to do themselves. Much money is spent on interior decoration and refurbishment, on eating out and on foreign travel. These people also spend highly on theatres and the arts. Despite the congestion of surrounding streets these are good locations to see top of the range cars, particularly custom sports designs.

Change Neighbourhoods of *Type A01* have grown rapidly in recent years, resulting in the colonisation of newly fashionable areas such as Notting Hill. London's growing role as a global city, not just as a national capital, will make these areas even more prestigious in future years, subject to the good health of the international business system.



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Description - Culture and Consumer Psychology

These people represent the archetypal affluent, cosmopolitan sophisticates, who can be found in most capital cities throughout Europe and the World. In the UK, they are usually found in London, but they do exist in all large cities, and there is a notable presence of this Type in the major cities of Scotland. Their economic position, their values and their behaviours cross national boundaries, as they often do themselves in both their work and leisure lives. Many have top positions in business or the professions, and a significant proportion are self-employed, most probably through lucrative contract work. Such employment requires frequent international travel as do their leisure interests, which are often high-involvement, active pursuits such as skiing and sailing, They take many foreign holidays.

These are typically middle-aged people, and few have the responsibilities of children or immediate family. Most are single and live the hedonistic lifestyle of the very wealthy, who work hard, but who have few financial commitments beyond their own interests and their own self-image. These are autonomous people. Their extensive prosperity allows them to be cushioned from the domestic routines that are chores for most households – chores such as shopping, cooking, cleaning and ironing. Most grocery shopping will be done at the nearest high street supermarket that offers a choice of the more esoteric items and the more exclusive brands, and shopping is less likely to be for basic foodstuffs. Sensitivity to self-development means that a vegetarian diet and work-outs at the private gym will feature in the lives of many, but the incidence of smoking and drinking is also relatively high compared to others in *Group A*, and this incongruity will reflect the desire to live life to the full. Many will dispense with the hassles of owning a car in congested urban areas, and will prefer to use taxis and, where necessary, public transport. Work and leisure facilities are nearby. The absence of garages also means that these more exotic cars are parked on the street or in private parking areas.

These people are prosperous, self-confident, optimistic, well-educated, well-informed and 'cultured' in the broadest sense. They are driven by performance and the need to achieve. They welcome change and have no fear of risk. They define themselves according to the choices they make, and less by affiliations to family, community, religion and the other conventional reference points. They consume conspicuously, but this is not a result of any need for approval. They are a tribe which is global and which has done well from its own abilities and from the economic transformations of the last 20 years.

These people represent the aspirational group of many others, in that they have 'made it'. They have all the glittering prizes of contemporary, wealthy urban life.