

# Symbols of Success

## Career professionals living in sought-after locations



Symbols of Success 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.



### Who We Are

<b>Age</b>	45-54 (16.80%)
<b>Marital Status</b>	Married (62.85%)
<b>Household Composition</b>	Couples, dependent children (26.07%)
<b>Length of Residency</b>	9+ years (48.59%)
<b>Health</b>	Good diet and health Drink alcohol daily



### Our Education

<b>Adults</b>	Degree level
<b>Children</b>	University admissions



### Our Work Lives

<b>Occupations</b>	Director, small company Private sector
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### Our Finances

<b>Household Income</b>	£50,000+
<b>Benefits</b>	State pension
<b>Indebtedness</b>	Low



### Where We Live

<b>Type of Property</b>	Detached house
<b>Council Tax Bands</b>	Bands E-G
<b>Home Ownership</b>	Own home outright
<b>House Value</b>	£228k
<b>Location</b>	Suburban



### Our Home Lives

<b>Car ownership</b>	1 or more cars
<b>Travel &amp; holidays</b>	Plan 3+ hols next year
<b>Leisure Interests</b>	Theatre/arts Wines
<b>Media</b>	Connected to the Internet Light TV viewing



### Weltanschauung "How We View the World"

<b>Our Neighbourhood</b>	Good place to live Neighbours help each other
<b>Charities</b>	Cancer research Disaster relief
<b>Crime</b>	Likely to occur away from home
<b>Environment</b>	Concerned
<b>Fear of Redundancy</b>	Not at all concerned

## Education

Symbols of Success are 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.

## Receptive to:

Broadsheet newspapers, Heavyweight magazines, Telephone advice lines, Internet

## Unreceptive to:

TV, Posters, Telemarketing