

# Suburban Comfort

## Older families living in suburbia



Suburban Comfort comprises people who have successfully established themselves and their families in comfortable homes in mature suburbs. Children are becoming more independent, work is becoming less of a challenge and interest payments on homes and other loans are becoming less burdensome. With more time and money on their hands, people can relax and focus on activities that they find intrinsically rewarding.



### Who We Are

<b>Age</b>	45-64 (28.10%)
<b>Marital Status</b>	Married (60.93%)
<b>Household Composition</b>	2 person household (37.55%)
<b>Length of Residency</b>	9+ years (57.14%)
<b>Health</b>	Good diet and health Drink alcohol daily



### Our Education

<b>Adults</b>	5+ 'O' levels
<b>Children</b>	Above average



### Our Work Lives

<b>Occupations</b>	Lower managerial/professional Public sector
--------------------	--



### Our Finances

<b>Household Income</b>	£25,000 - £49,999
<b>Benefits</b>	State pension
<b>Indebtedness</b>	Low



### Where We Live

<b>Type of Property</b>	Semi-detached house
<b>Council Tax Bands</b>	Bands C-E
<b>Home Ownership</b>	Own with mortgage
<b>House Value</b>	£138k
<b>Location</b>	Suburban



### Our Home Lives

<b>Car ownership</b>	2 cars
<b>Travel &amp; holidays</b>	Package holidays
<b>Leisure Interests</b>	Gardening Grandchildren
<b>Media</b>	Connected to the Internet Daily Mail



### Weltanschauung "How We View the World"

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

## Education

Educational attainment in areas of Suburban Comfort is mixed. The majority of adults have left school with some O and A levels, and a significant proportion have also gone on to obtain a degree. However, over one quarter of the adults have no formal qualifications. Attainment levels of children are generally well above the national average throughout their education. A significant number attend foundation schools, and very few qualify for free school meals.

## Health

Health is generally typical of, or slightly better than, the national picture. These are not heavy smokers, so levels of respiratory disease are relatively low, and even lung cancer levels are slightly below the national average. Suburban Comfort generally have a good diet, and do not tend to drink to excess. Even adjusting for age, there are very low rates of teenage pregnancies, or of alcohol and drug abuse.

## Crime

The level of fear of crime amongst Suburban Comfort generally reflects the national average. This is of interest with regard to reassurance, as in general these people feel that their neighbourhood is a good place to live, that neighbours help each other, and that problems linked to anti-social behaviour occur less often here than in many other parts of the country. Attitudes to police performance are fairly neutral.

## Finances

Suburban Comfort seldom achieves the high levels of earnings that would enable them to accumulate significant wealth. Most personal equity is likely to be locked up in their property which has a high value in relation to the

outstanding mortgage. Quite a few people have small share investments, for example in privatisation issues. Though most people would own and use credit cards, few would use them as lines of credit, the majority treating them as no more than a convenient method of payment. The majority of the population are basic rate payers of income tax, but a significant minority do pay higher rate tax. Therefore, there is little reliance on the state for support. Those in receipt of the state pension are higher than the national average, reflecting that some who live in these areas are past retirement age; however, take-up of Pension Credits is much less than can be seen nationally.

## Environmental Issues

These people are generally concerned about the environment. They are prepared to spend more on environmentally friendly products, and are significant contributors to environmental charities. CO emissions are more likely to be related to energy inefficiency at home rather than through usage of the car, as 2 although they are often two car households doing above average mileage, they tend to choose smaller more efficient vehicles as the norm.

## Receptive to:

Telephone advice lines, Broadsheet newspapers

## Unreceptive to:

Posters, TV, GP surgery