

Global Connections

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



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



Who We Are

Age	25-34 (25.46%)
Marital Status	Single (51.00%)
Household Composition	Single, non pensioner (34.69%)
Length of Residency	1-2 years (22.61%)
Health	Good diet and health Gym membership



Our Education

Adults	Degree level
Children	University admissions



Our Work Lives

Occupations	Director, small company Private sector
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Our Finances

Household Income	£50,000+
Benefits	Low
Indebtedness	Low



Where We Live

Type of Property	Purpose built flat
Council Tax Bands	Bands F-H
Home Ownership	Private rented
House Value	£468k
Location	Urban



Our Home Lives

Car ownership	No access to a car
Travel & holidays	Weekend/short breaks
Leisure Interests	Theatre/arts Classical music
Media	Connected to the Internet The Times



Weltanschauung "How We View the World"

Our Neighbourhood	Good place to live Neighbours go own way
Charities	Animal Welfare Homeless
Crime	Likely to occur away from home
Environment	Pay more for eco-friendly products
Fear of Redundancy	Not at all concerned

Education

Global Connections are well educated. Almost 60% 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 Symbols of Success. 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 Mosaic 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 Mosaic 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 Global Connections 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

Global Connections are concerned for the environment, but tend to tackle it through money rather than changes in lifestyle. They 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.

Receptive to:

Internet, Telephone advice lines, Family and friends, Shops, Broadsheet newspapers, Heavyweight magazines

Unreceptive to:

TV, Tabloid press