

Cultural Leadership

Highly educated senior professionals, many working in the media, politics and law



Cultural Leadership contains very well educated professionals, many of whom work in the liberal professions, government or the arts, who mostly live in very expensive middle ring London suburbs.



Who We Are

Age	45-54 (14.59%)
Marital Status	Married (51.88%)
Household Composition	Couples, dependent children (23.54%)
Length of Residency	9+ years (43.00%)
Health	Good diet and lifestyle Drink alcohol daily



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	Semi-detached house
Council Tax Bands	Bands E-G
Home Ownership	Own home outright
House Value	£279k
Location	Suburban



Our Home Lives

Car ownership	2 or more cars
Travel & holidays	Plan 3+ hols next year
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 will help
Charities	Animal Welfare Third World
Crime	Likely to occur away from home
Environment	Pay more for eco-friendly products
Fear of Redundancy	Not at all concerned

Education

Cultural Leadership are generally well educated, with many having degrees and most having at least gained 5+ 'O' levels. Children are amongst the elite in terms of academic success, through school and on to university. However, there is some indication that whilst performances at Key Stages 3 and 4 are exceptionally strong, those at Key Stages 1 and 2 are less so. This may be an indication that these children respond particularly well to educational stimuli, or it may reflect the early stages of a change in the make-up of these areas. Alternatively, it may reflect that children may be moved to private schools if they do not perform well in their early years in state education.

Health

Cultural Leadership practice healthy living. Not only do they eat the right foods, they tend to avoid the wrong ones. Whilst their daily routine does not generally offer natural exercise, they take time out to make efforts to keep fit. They drink regularly, but not to excess. The impact of their lifestyle is that the incidence of the majority of serious conditions, with the exception of certain cancers, is reduced. Furthermore, a significant proportion of this Type is likely to have private medical insurance, so are even less of a burden on the NHS.

Crime

Residents of these neighbourhoods regard them as good places to live, although neighbours do not go out of their way to help each other. Fear of crime is relatively low, as is anti-social behaviour. The offences that do occur tend to relate to property rather than the person. Motor crime and theft are relatively high compared to the national norm, but the use of violence is particularly low. Incidents tend to happen away from the home, and the offender is rarely caught. Consequently attitudes towards the police are generally neutral rather than positive.

Finances

As would be expected with a wealthy Mosaic Type, Cultural Leadership have relatively low reliance on the state. They have sufficient money to invest in pensions, bonds and ISAs, which tends to secure their retirement. They rarely fail to pay their council tax, and usually if they do fail it is because they refuse to pay rather than they cannot afford to.

Environmental Issues

The size of housing makes Cultural Leadership one of the most environmentally unfriendly Mosaic Types. Vehicle emissions are less of an issue; whilst they are likely to have large prestige cars, mileage is relatively low as the commute to work is more likely to be by train. There is also a strong tendency amongst some to buy particularly efficient cars. These people are very concerned about the environment, but tend to use their money to make an impact rather than changing their lifestyle.

Receptive to:

Radio adverts, Shops, Telephone advice lines, Internet

Unreceptive to:

Telemarketing, TV advertising, Tabloid press