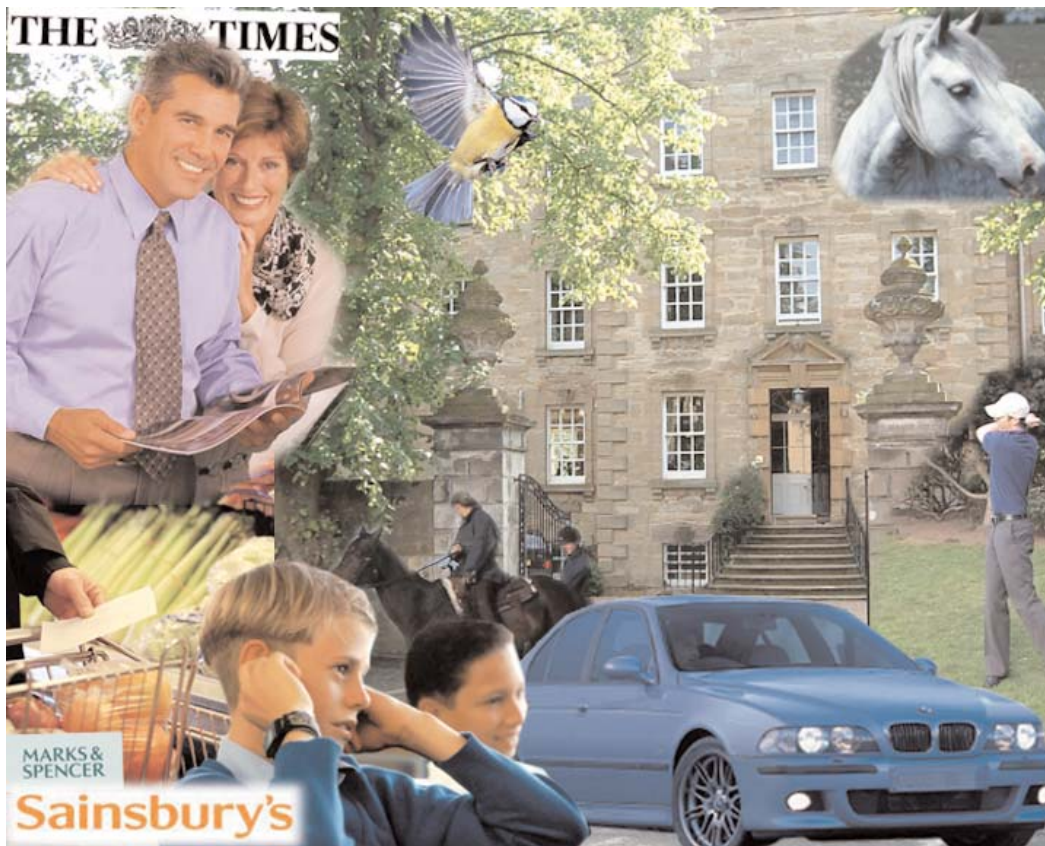


Corporate Chieftains

Successful managers living in very large houses in outer suburban locations



Corporate Chieftains contains very wealthy people, many of whom are senior business managers, living in large detached houses in outer metropolitan suburbs.



Who We Are

Age	45-54 (18.17%)
Marital Status	Married (68.36%)
Household Composition	Couples, dependent children (30.75%)
Length of Residency	9+ years (52.10%)
Health	Good diet and health Active lifestyle



Our Education

Adults	Degree level
Children	University admissions



Our Work Lives

Occupations	Director (large/small company) Private sector
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Our Finances

Household Income	£50,000+
Benefits	Low, state pension
Indebtedness	Low



Where We Live

Type of Property	Detached house
Council Tax Bands	Bands F-H
Home Ownership	Own home outright
House Value	£279k
Location	Suburban



Our Home Lives

Car ownership	3 or more cars
Travel & holidays	Weekend/short breaks
Leisure Interests	Antiques/fine art Golf
Media	Connected to the Internet The Times



Weltanschauung "How We View the World"

Our Neighbourhood	Good place to live Neighbours help each other
Charities	Religious Third World
Crime	Likely to occur away from home
Environment	Pay more for eco-friendly products
Fear of Redundancy	Not at all concerned

Education

Corporate Chieftains are generally well educated, with the number having obtained a degree being twice the national average. Children living in Corporate Chieftains neighbourhoods are high achievers in their education. Those that attend state schools, which may often be foundation schools, consistently outperform most of their peers. This owes itself in part to the influence of home life, where the atmosphere of success in itself encourages success, and partly through the use of additional private tuition. As a result many proceed to university. The general level of affluence means that very few children living in these areas qualify for free school meals.

Health

Corporate Chieftains follow a healthy lifestyle. Of all the Mosaic Types they are most likely to eat healthy and balanced foods, and most likely to avoid foods that constitute a bad diet. They are unlikely to smoke, and whilst they are the most likely Type to drink on a daily basis it is rarely to excess. Exercise is most likely to come from golf, yachting and country pursuits, although some will be members of a gym. Overall they are therefore very healthy, and when they are ill they are more likely to make use of private rather than NHS facilities. Perhaps surprisingly for people carrying the stress associated with senior management positions there is low incidence of mental disorder. This Mosaic Type also has the lowest incidence of teenage pregnancy, probably as a result of the focus on ensuring success in later life.

Crime

Corporate Chieftains areas are regarded as nice places to live. Neighbours will tend to help each other when required, but they do not live in each other's pockets. There are few concerns about crime or anti-social behaviour. When they are victims it is generally well away from home, and the offences are relatively minor; more likely to be street theft or car crime than anything more

serious. These people are generally very satisfied with how the police deal with incidents.

Finances

Corporate Chieftains are amongst the most affluent Mosaic Types, and the nature of the neighbourhoods ensures that few people who don't fit the typical profile of Corporate Chieftains can afford to live in these areas. As a result this Mosaic Type has the lowest rate of take up of all state benefits, with the exception of the state pension. In addition to living life very comfortably, they ensure that their future is also secure through savings, investments and shares. These people rarely default on bills such as the council tax.

Environmental Issues

These people are very concerned about the environment, and are willing to spend money on environmentally friendly goods. However, their lifestyle is not in accordance with their attitudes. Their large detached houses are particularly environmentally unfriendly. Similarly, they tend to be multi-car households driving luxury, executive and sports models. The only saving grace is that many use the train to get to work, so annual mileage is relatively low.

Receptive to:

Telephone advice lines, Internet

Unreceptive to:

TV, Radio, Tabloid press