

Golden Empty Nesters

Financially secure couples, many close to retirement, living in sought after suburbs



Golden Empty Nesters contains wealthy older people living in large detached houses, often in choice residential locations in semi rural settings.



Who We Are

Age	55-64 (16.42%)
Marital Status	Married (68.75%)
Household Composition	Couples, no children (23.71%)
Length of Residency	9+ years (62.22%)
Health	Good diet and health Drink alcohol daily



Our Education

Adults	Degree level
Children	University admissions



Our Work Lives

Occupations	Director, small company Female manager/professional
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Our Finances

Household Income	£25,000 - £49,999
Benefits	State pension
Indebtedness	Low



Where We Live

Type of Property	Detached house
Council Tax Bands	Bands E-G
Home Ownership	Own home outright
House Value	£205k
Location	Semi-rural



Our Home Lives

Car ownership	3 or more cars
Travel & holidays	Cruise
Leisure Interests	Grandchildren Classical music
Media	Connected to the Internet Daily Telegraph



Weltanschauung "How We View the World"

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

Education

Golden Empty Nesters are generally well educated. A third have a degree, and most left school with the 'O' and 'A' levels required to begin a successful career. There are relatively few children living in these neighbourhoods. Those that do, if not in private education, are quite likely to attend voluntary controlled or voluntary aided schools. They will excel throughout their schooling, although not perhaps to the extreme heights of children from some other areas of privilege. However, by the time they leave school they are on a par with these children. It is highly unlikely that children from these areas will not speak English at home, and virtually none will qualify for free school meals.

Health

These people eat a reasonably healthy diet, and are unlikely to enjoy burgers, pizzas and chips. They may well drink alcohol on a daily basis, but almost never to excess, and very few smoke. Their leisure time is taken up with a wide range of pursuits, many of which will keep them physically active. Golden Empty Nesters are therefore generally healthy, with reduced risks of contracting diseases associated with a poor lifestyle. However, as they age they do seem to become susceptible to a range of cancers.

Crime

These areas have high levels of social capital. They are seen as very nice places in which to live, and neighbours are an important part of social life. Anti-social behaviour is rare. This general pleasant ambience in some cases leads to trust and carelessness, thereby presenting opportunities to burglars. However, most offences suffered by Golden Empty Nesters happen well away from home. These people trust the criminal justice system, but don't believe that it is hard enough. They are therefore generally satisfied with the way the police handle their case, but are much more likely to feel that the offence merits a custodial sentence than any other Symbols of Success.

Finances

These people, throughout their successful careers, have feathered their nests for retirement. They therefore are likely to have a wide range of savings and investments, as well as significant numbers of shares. Their only call on the state is therefore the state pension. It is extremely unlikely that they will fail to pay their council tax, or indeed any other bill.

Environmental Issues

Golden Empty Nesters tend to live in large detached houses. However, they are not as damaging to the environment as some other Symbols of Success, perhaps because of a lifestyle that sees them frequently away from home, and a realisation that there is no need to heat all of the house now the children have flown the nest. They drive a range of different vehicle types; some reflect their level of affluence, but others will choose their car to match their needs. Annual mileage is close to the average. These people do care for the environment, and will use their money to make a difference when they can.

Receptive to:

Broadsheet newspapers, Shops, Telephone advice lines, Internet

Unreceptive to:

TV, Posters, Telemarketing