

# Provincial Privilege

Senior professional and managers living in the suburbs of major regional centres



Provincial Privilege contains well educated older professionals who work in senior, often public sector, positions in the centres of large provincial cities and who live in their older established suburbs.



## Who We Are

<b>Age</b>	45-64 (29.24%)
<b>Marital Status</b>	Married (63.57%)
<b>Household Composition</b>	Couples, no children (19.29%)
<b>Length of Residency</b>	9+ years (63.32%)
<b>Health</b>	Good diet and health Active lifestyle



## Our Education

<b>Adults</b>	Degree level
<b>Children</b>	University admissions



## Our Work Lives

<b>Occupations</b>	Female manager/professional Public sector
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## Our Finances

<b>Household Income</b>	£50,000+
<b>Benefits</b>	Low, state pension
<b>Indebtedness</b>	Low



## Where We Live

<b>Type of Property</b>	Detached house
<b>Council Tax Bands</b>	Bands E-F
<b>Home Ownership</b>	Own home outright
<b>House Value</b>	£170k
<b>Location</b>	Suburban



## Our Home Lives

<b>Car ownership</b>	2 or more cars
<b>Travel &amp; holidays</b>	Weekend/short breaks
<b>Leisure Interests</b>	Theatre/arts Grandchildren
<b>Media</b>	Connected to the Internet Daily Telegraph



## Weltanschauung "How We View the World"

<b>Our Neighbourhood</b>	Good place to live Neighbours help each other
<b>Charities</b>	Cancer research Religious
<b>Crime</b>	Likely to occur near work or college
<b>Environment</b>	Pay more for eco-friendly products
<b>Fear of Redundancy</b>	Not at all concerned

## Education

As with the other Mosaic Types in Symbols of Success, educational attainment amongst Provincial Privilege is high. The level of qualifications and the overall age profile would suggest that leisure based further education courses may be attractive. The children living in these areas also do well at school, although most are unlikely to be in the elite. As a consequence, whilst a significant majority will go on to university, the proportion is not as high as, for example, Corporate Chieftains. These children are unlikely to qualify for free school meals.

## Health

Lifestyles of Provincial Privilege are generally good, with a healthy diet and a range of leisure pursuits that provide sufficient exercise to maintain fitness. However, whilst their health is generally good, it is perhaps not quite as it should be. In particular the incidence of heart related conditions is close to the national average. Conditions particularly associated with poorer social conditions, such as drug abuse and teenage pregnancies are relatively rare.

## Crime

Pleasant neighbourhoods and helpful neighbours, together with minimal anti-social behaviour, help to make these areas nice places to live. Most of these people experience crime only when they are away from home, whether at work, college, or at leisure. The nature of the incidents means that the police often do not catch the offender, so satisfaction levels are fairly neutral.

## Finances

Whilst perhaps not having the excessive wealth of some Symbols of Success, Provincial Privilege have more than adequately feathered their nest. They tend to prefer investments rather than savings, and are likely to be holders of significant quantities of shares. Consequently few qualify for financial assistance from the state, although the age profile does mean that a significant number are claiming the state pension. These people have neither the need nor the ethical standards to default on any payments.

## Environmental Issues

Provincial Privilege tend to live in smaller houses than many Symbols of Success, with a significant proportion living in large semi-detached houses, rather than detached homes. Their contribution to CO emissions is therefore lower, being only marginally higher than the national average across all households. 2 They tend to drive a range of more expensive vehicles, from luxury models to minivans. Some drive more than others, but high mileage is rare. These people care for environmental issues, and will readily support them financially to make up for any shortcomings resulting from their lifestyle.

## Receptive to:

Broadsheet newspapers, Shops, Telephone advice lines, Heavyweight magazines

## Unreceptive to:

Tabloid press, TV, Telemarketing