

High Technologists

Successful, high-earning couple with new jobs in areas of growing high tech employment



High Technologists are found in areas of modern, high specification family housing, mostly in outer metropolitan areas, which attract well paid executives working in large corporations.



Who We Are

Age	45-54 (19.31%)
Marital Status	Married (67.55%)
Household Composition	Couples, dependent children (35.44%)
Length of Residency	9+ years (50.52%)
Health	Good diet and health Active lifestyle



Our Education

Adults	Degree level
Children	University admissions



Our Work Lives

Occupations	Director, small company High manager
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Our Finances

Household Income	£50,000+
Benefits	Low
Indebtedness	Low



Where We Live

Type of Property	Detached house
Council Tax Bands	Bands D-F
Home Ownership	Own with mortgage
House Value	£159k
Location	Suburban



Our Home Lives

Car ownership	3 or more cars
Travel & holidays	Weekend/short breaks
Leisure Interests	Eating out Theatre/arts
Media	Connected to the Internet Personal organiser/palm-top



Weltanschauung "How We View the World"

Our Neighbourhood	Good place to live Neighbours will help
Charities	Religious Third World
Crime	Likely to occur away from home
Environment	Concerned
Fear of Redundancy	Not at all concerned

Education

As with all Symbols of Success, High Technologists are generally well educated. However, although 28% have a degree, this is the smallest proportion within this Mosaic Group. Furthermore, the proportion that have not attained at least 5 'O' levels is very close to the national norm. To an extent this is reflected in the education progress of their children, in that their levels of performance do not match that of many others within Symbols of Success. However, it does appear that most children do well through school life, leaving with good sound qualifications to set them up for a career, or for entry into university. Free school meal take-up is very low.

Health

These people generally eat healthily, and many belong to a gym. However, after a long day at the office and a work-out on the way home, it is not unusual for High Technologists, on occasion, to succumb to a readymade microwave meal, or to pick up a take-away on the way home. These are neither smokers nor binge drinkers. Many will have private medical insurance, often provided by their employer, and are likely to have regular health checks. Consequently their health is good, and their demands on the NHS low.

Crime

High Technologists feel that they live in good areas, but there is less neighbourly spirit than is typically found in affluent areas. Neighbours will help each other, but will wait to be asked rather than volunteering. The location of these areas mean that some aspects of anti-social behaviour, in particular teenagers hanging around, are more in evidence than will be found elsewhere in Symbols of Success. The majority of offences occur away from the home. These people's attitude to the police varies between the specific and the general. They feel that the police do not communicate or provide support while

investigating an offence, and rarely catch the offender, so are dissatisfied with the police handling. However, their overall rating of the police remains high.

Finances

High Technologists earn sufficient money to have comfortable levels of savings, investments and shares. However, this is not typically on the scale of the Corporate Chieftains or Global Connections. Nevertheless, it means that relative take-up of state benefits is low, and that the council tax and other bills are paid on time.

Environmental Issues

These people claim to care for the environment, but the reality is often different. They are typically multiple car households, buying prestige models and doing medium to high annual mileage. Their houses, although modern and hence designed to be energy efficient, are large and result in wasted heating and lighting. They are generally neutral in their willingness to pay more for environmentally friendly goods. Therefore the most conscious act that most will do for the environment is to contribute to an environmental charity.

Receptive to:

Internet, Telephone advice lines, Broadsheet newspapers, Magazines

Unreceptive to:

TV, Telemarketing