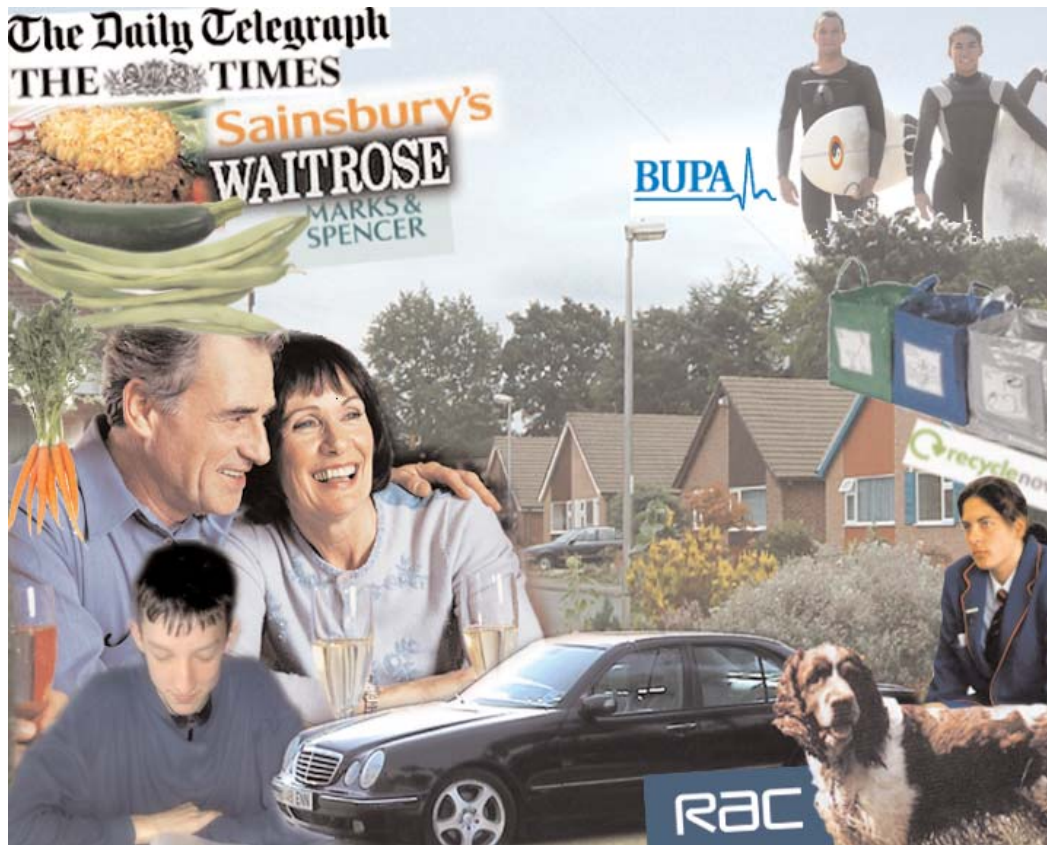


Semi-Rural Seclusion

Well paid executives living in individually designed homes in rural environments



Semi-Rural Seclusion contains people living in environmentally attractive villages and small towns where highly paid long distance commuters mix with a more locally oriented older population.



Who We Are

Age	45-54 (16.97%)
Marital Status	Married (64.71%)
Household Composition	Couples, dependent children (26.33%)
Length of Residency	9+ years (36.63%)
Health	Good diet and health Drink alcohol daily



Our Education

Adults	Degree level
Children	University admissions



Our Work Lives

Occupations	Director, small company Public 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 E-F
Home Ownership	Own home outright
House Value	£200k
Location	Semi-rural



Our Home Lives

Car ownership	3 or more cars
Travel & holidays	Plan 3+ hols next year
Leisure Interests	Hiking and walking Theatre/arts
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 Wildlife
Crime	Likely to occur away from home
Environment	Pay more for eco-friendly products
Fear of Redundancy	Not at all concerned

Education

In general these are well educated people, with almost one-third having degree level qualifications. However, there is a significant minority with few or no qualifications, mostly amongst the more elderly in the neighbourhood. The children in Semi-Rural Seclusion are successful at school, although less likely to attain the same levels of excellence as others within Symbols of Success. Of this Mosaic Group, these children are the least likely to go to university, although their admissions rate is well above the national average. It is highly unlikely that children in these areas will speak languages other than English at home, and few will qualify for free school meals.

Health

These people eat well, are less likely to smoke than many, and drink little but often. Exercise is taken on the golf course, or on the open water, taking advantage of location to follow country pursuits. Those still in work are likely to have the protection of medical insurance through their employers, whilst others will have taken out private cover themselves. Therefore their lifestyle ensures that they are healthier than many in the population, and that when they do become ill the insurance means that they may be less burdensome on the NHS. Teenage pregnancies and cases of drug and alcohol abuse are not major problems in these areas.

Crime

These are areas where social capital is high. Neighbours help each other, and most people find the area pleasant to live in. Anti-social behaviour is relatively uncommon, and incidents involving racism are rare. Fear of crime is generally low, with more fear of theft or damage to property than physical crime. When they are victims of crime, it tends to be away from the home, and many think that the perpetrator was likely to have been under the influence of alcohol or drugs. In complete contrast to High Technologists, these people seem to be

happy with how the police deal with specific incidents, but their rating of the police overall is only moderate. These are probably people who feel that the police should be more visible than they usually are in such neighbourhoods.

Finances

Many of these people are on comfortable incomes, and a significant proportion are higher rate tax payers. They are therefore, in general, financially secure, with investments and, to a lesser extent, savings and shares. With the exception of those on state pension, very few people need to claim state benefits. They tend not to get into uncontrolled debt, and hence bills such as the council tax are usually paid on time.

Environmental Issues

These people, despite claiming to be very concerned for the environment, follow lifestyles that are especially damaging. In particular, these are often multiple car households, with large luxury cars doing high mileage either on company business or on the long commute to work. They are also not especially environmentally friendly at home, where their large, old, detached houses do not have the insulation found in modern housing. Instead of materially changing their lifestyle these people will seek to make amends by financial contributions.

Receptive to:

Social networks, Telephone advice lines, Internet

Unreceptive to:

TV, Posters, Telemarketing