

Key Features

- Married and established
- Very expensive properties
- City fringe
- Highest directors wealth
- Well-invested
- Substantial charitable donations



Established Wealth are families and couples who have achieved affluent financial status. Their homes and possessions reflect their success, and they are confident in their consumer choices.

Mature in age, some of these married couples have children but many are enjoying extra space and resources since the younger generation have grown up and left home.

High-quality houses that are generous in size provide them with a comfortable home environment. These properties are located in sought-after neighbourhoods accessible to city connections. They attract a premium on the market and represent a significant investment. Homes are maintained to an excellent standard, with improvements and decoration undertaken in the chosen style of their owners. Many properties are owned outright, though some members of this group may still be making mortgage payments.

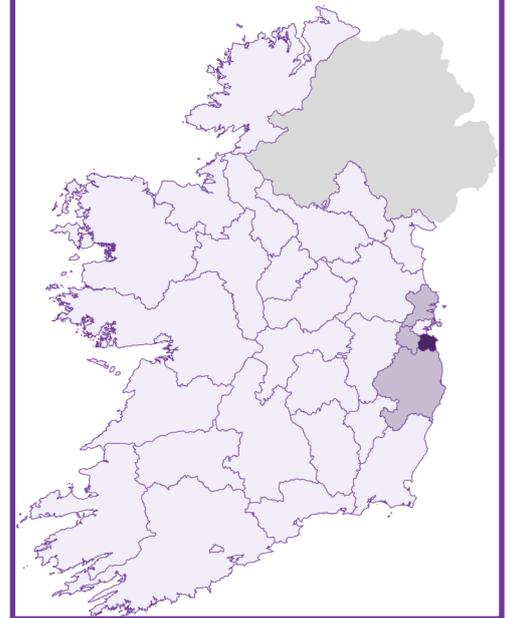
Their professional achievements have enabled their current lifestyle. Many have reached senior positions in large companies, becoming managers in roles that are challenging but well rewarded. There are also many directors who have found profit in setting up and running a business of their own. Their formal education ended some time ago, but the qualifications they achieved set them on the road to success.

They have money to spend but still take care over how they use it. They are prepared to pay extra for quality goods that will last. This group expects a high level of service, with companies that treat them as valued customers earning their loyalty. They take pleasure from luxury holidays and support the varied cultural events that take place in cities.

Their finances are carefully managed. Investments are made after personal research or with professional support from financial advisers. They make considered decisions with regard to where to place savings and pensions, paying close attention to the question of risk versus return.

Technology is seen as a useful tool in accessing information, products, services and entertainment. They own high-spec computers and phones and use them to enable their busy lives.

Knowledge is highly valued, and they follow world affairs and business news in a variety of ways – both online and via newspapers and magazines.



Mosaic Types:

A01 Exclusive Circles

A02 High-Flying Families

A03 Professional Symphonies

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