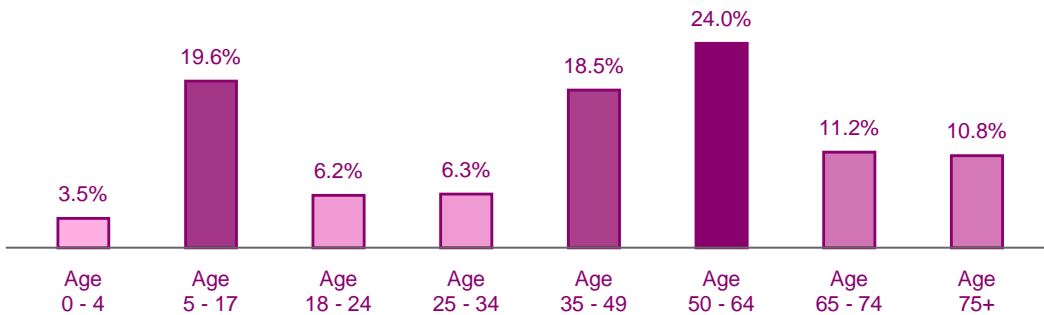


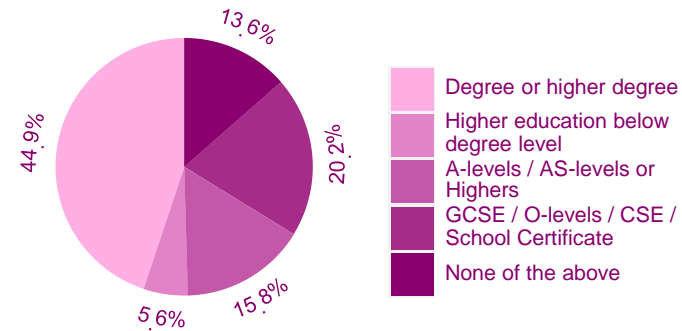
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (1A3). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (1A3). The information provided should be read alongside the road safety insight above in order to optimise approaches which mitigate their levels of risk on roads locally.

Core Demographics

Age Band



Level of Education



Key Attributes

These families live in large detached houses, located in some of the most expensive locations in the UK and most have paid off their mortgage. They have the highest level of disposable income of all Acorn types, and as such they are likely to be accumulating a high level of savings and managing a portfolio of investments.

Household & Composition

Household Income:

£100,000+ (65%)

UK Base: 10%

Household Structure:

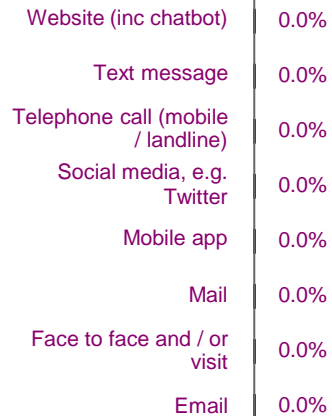
Other: two or more adults (54%)

UK Base: 33%

Occupation Type (Top 5)

Professional	30%
Looking after home	16%
Retired	13%
Director / managerial	12%
Self employed	10%

Channel Preference
(Receiving Information Related to Local Services)



Environmental Attitudes

"I consider myself an environmentalist"

10% agree

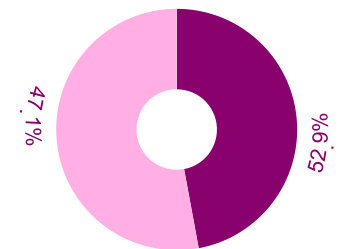
UK Base: 8%

"I do not care if it is green energy, as long as it is cheap"

17% agree

UK Base: 20%

Important When Buying a Car:
Environmentally Friendly/
Low CO2 Emissions



No Yes