

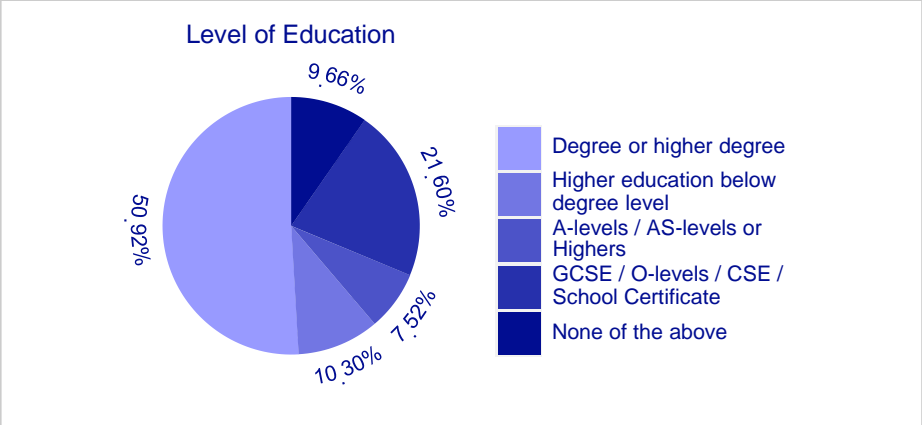
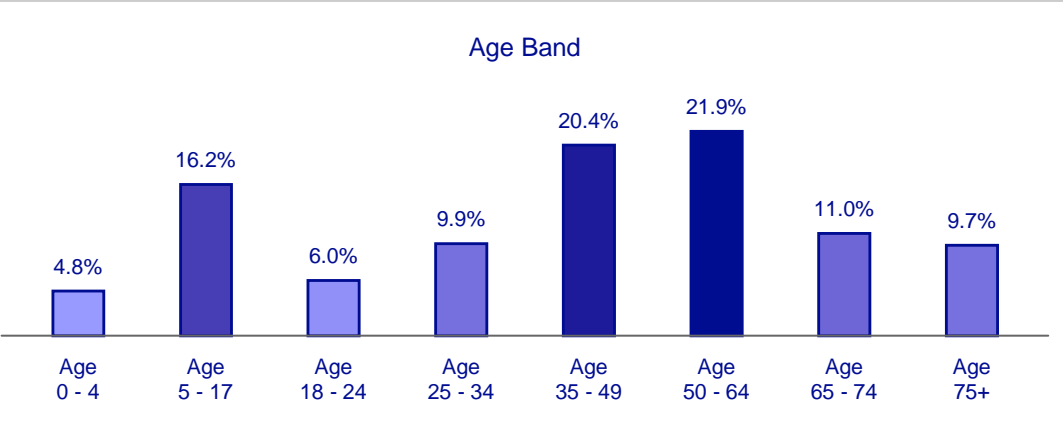
2D10: Well-off families in larger semis



Socio-Demographic Insight

This socio-demographic insight provides an overview of the core characteristics of Acorn Type (2D10). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (2D10). 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



Key Attributes

These affluent professionals earn well above the average income and are living in areas that have seen a higher rate of gentrification in the last few years. They have probably paid off the mortgage on their large semi-detached house and as a result are able to put money aside into savings and investment funds.

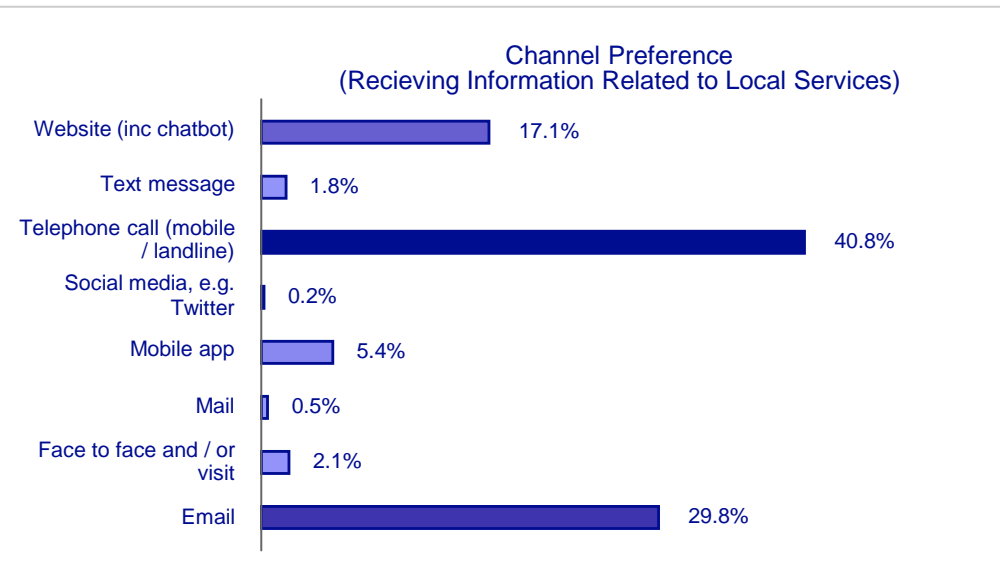
Household & Composition

Household Income:
£60,000 - £80,000 (22%)
 UK Base: 14%

Household Structure:
Couple, no children (34%)
 UK Base: 29%

Occupation Type (Top 5)	
Professional	28%
Retired	15%
Looking after home	14%
Skilled / manual worker	9%
Self employed	8%

Environmental Attitudes



"I consider myself an environmentalist"

6% agree
 UK Base: 8%

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

18% agree
 UK Base: 20%

