

1A1: High-flyers in luxury apartments and townhouses

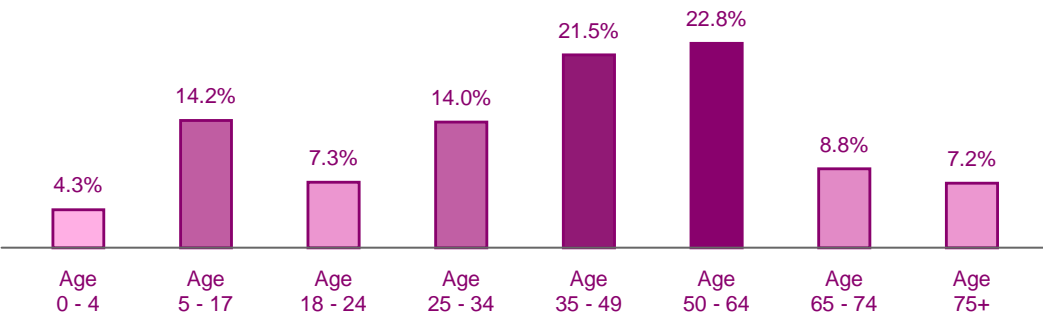


Socio-Demographic Insight

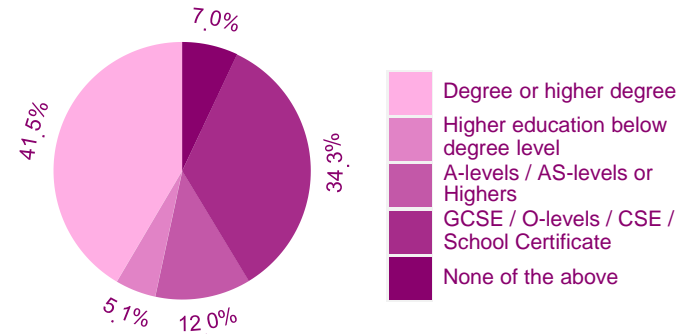
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (1A1). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (1A1). The information provided should be read alongside 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 are the wealthiest people in the country, living in some of the most expensive homes in the UK, many of which are located in London. Most of these extremely affluent professionals hold senior roles or run their own businesses, are mortgage-free, and have built up a financial portfolio including high levels of savings and investments.

Household & Composition

Household Income:

£100,000+ (72%)

UK Base: 10.2%

Household Structure:

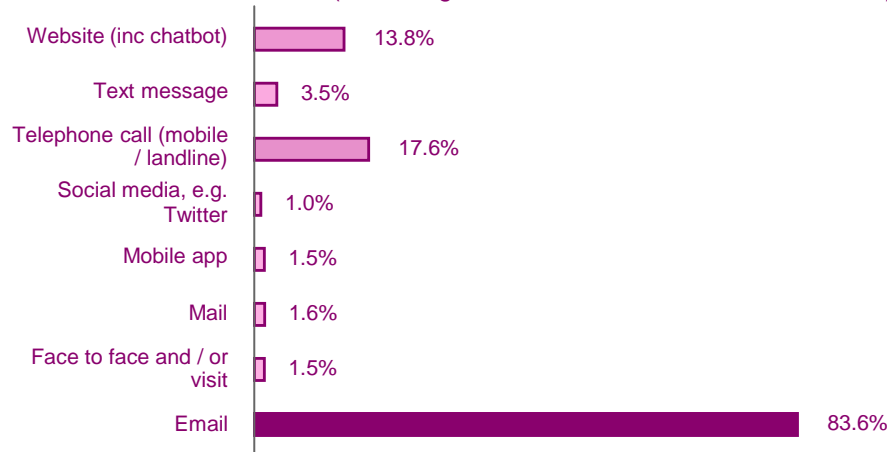
Couple with children (74%)

UK Base: 16.6%

Occupation Type (Top 5)

Professional	30%
Director / managerial	15%
Self employed	15%
Looking after home	11%
Retired	8%

Channel Preference
(Receiving Information Related to Local Services)



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"

17% agree

UK Base: 20%

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

