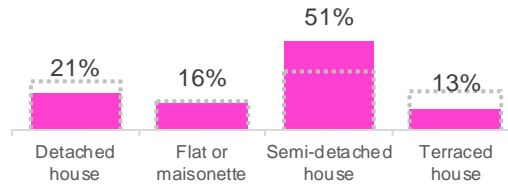




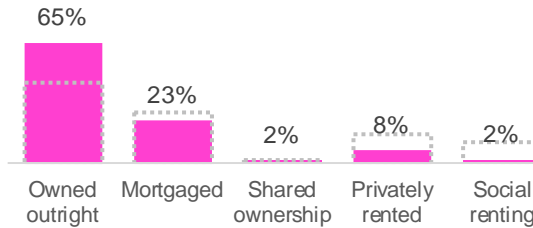
These affluent professionals typically live in larger semi-detached houses in the more expensive neighbourhoods of London. Most own their homes and have paid off the mortgage. A good proportion will have senior managerial or other professional occupations where six figure salaries are the norm. They will see their home as an asset, and are likely to have multiple investments and savings accounts.

PROPERTY CHARACTERISTICS

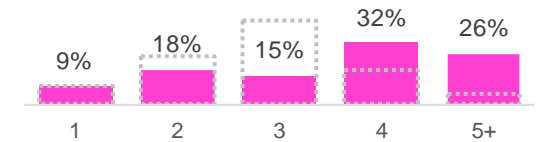
House type



Home ownership



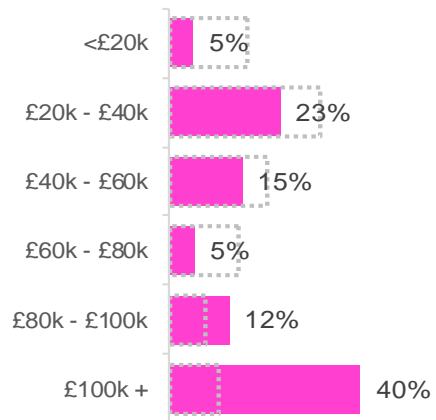
Number of bedrooms



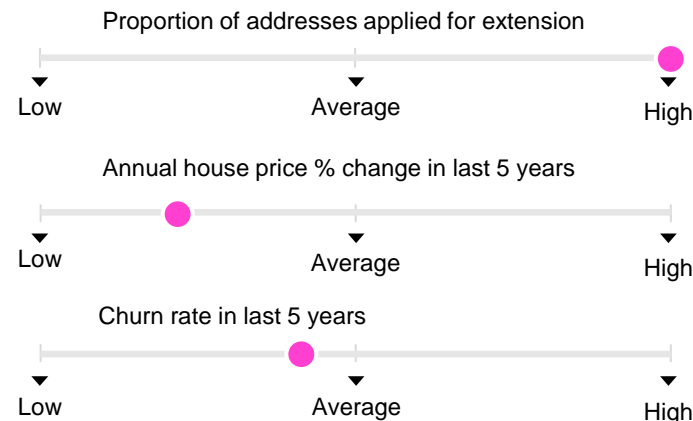
Key for all charts: ■ Acorn type UK

HOUSEHOLD INCOME

Household income gross before tax

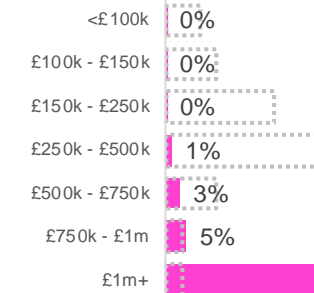


GENTRIFICATION INDICATORS



NEIGHBOURHOOD TYPE

House value



Population density

