

# 1A3 Asset rich, out-of-town older families

33K  
UK Households

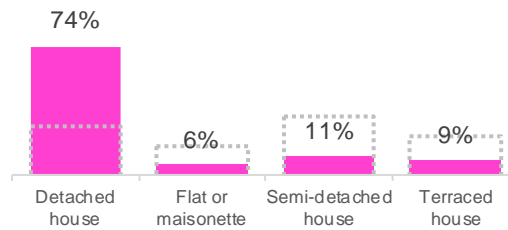
0.1 %  
of UK



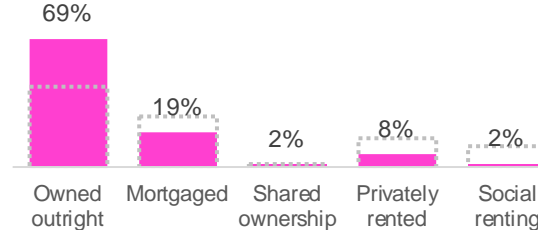
These families live in large detached houses, located in some of the most expensive locations in the UK and most have paid off their mortgage. They have the highest level of disposable income of all Acorn types, and as such they are likely to be accumulating a high level of savings and managing a portfolio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

## PROPERTY CHARACTERISTICS

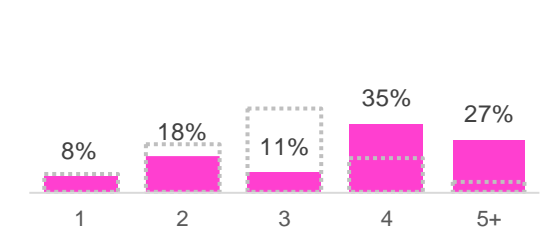
House type



Home ownership



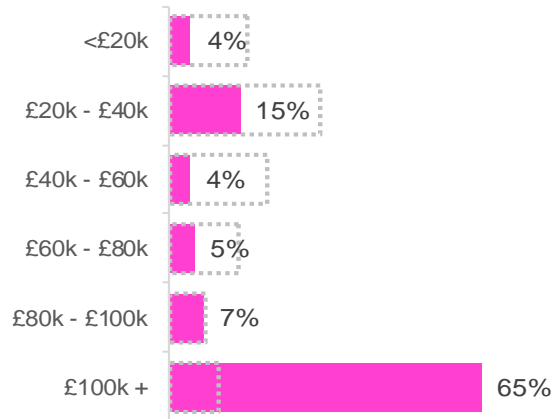
Number of bedrooms



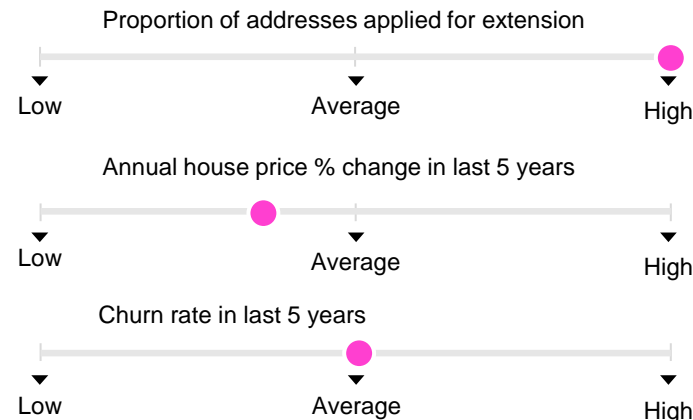
Key for all charts: ■ Acorn type    UK

## HOUSEHOLD INCOME

Household income gross before tax

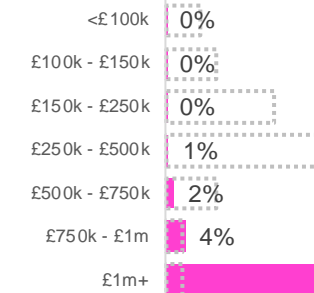


## GENTRIFICATION INDICATORS



## NEIGHBOURHOOD TYPE

House value



Population density

