

# 2D11: Mature and moneyed out-of-towners

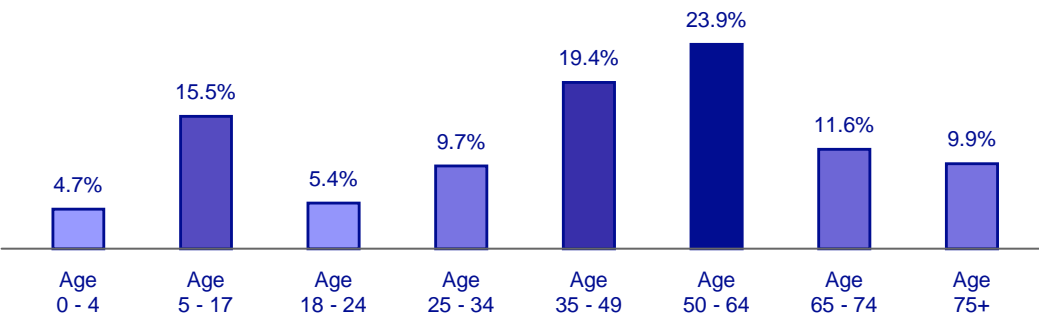


## Socio-Demographic Insight

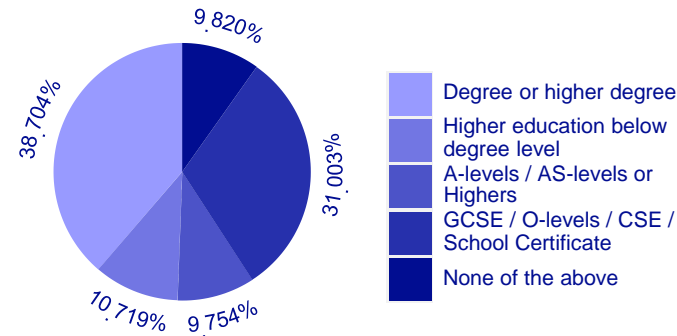
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (2D11). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (2D11). The information provided should be read alongside 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

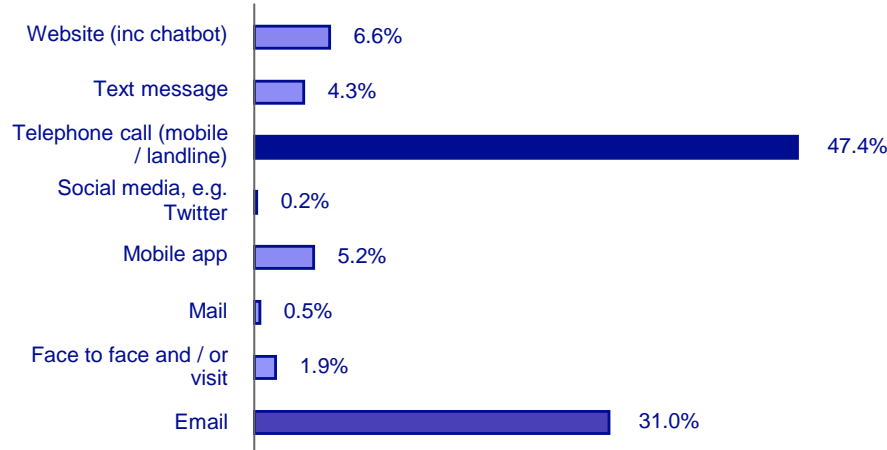
These tend to be affluent homeowners, living in expensive properties in areas which have a lower density of housing and population. Their home is typically detached or semi-detached with at least three bedrooms. There is a mix of couples, empty nesters and families in these neighbourhoods.

### Household & Composition

<b>Household Income:</b> £20,000 - £40,000 (23%) <small>UK Base: 31.4%</small>	
<b>Household Structure:</b> Couple, no children (35%) <small>UK Base: 28.5%</small>	
<b>Occupation Type (Top 5)</b>	
Professional	28%
Looking after home	13%
Retired	12%
Skilled / manual worker	10%
Self employed	10%

### Environmental Attitudes

Channel Preference (Receiving Information Related to Local Services)



"I consider myself an environmentalist"

**7% 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

