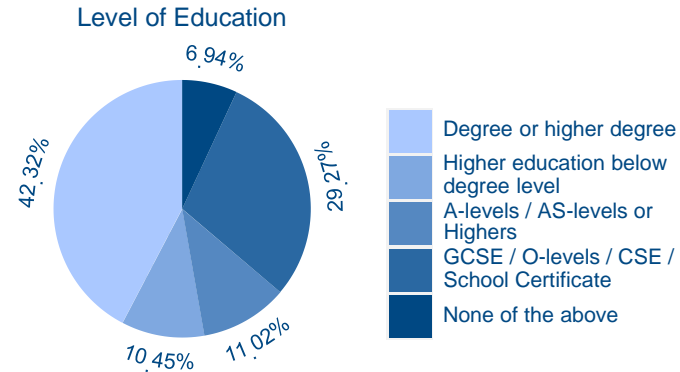
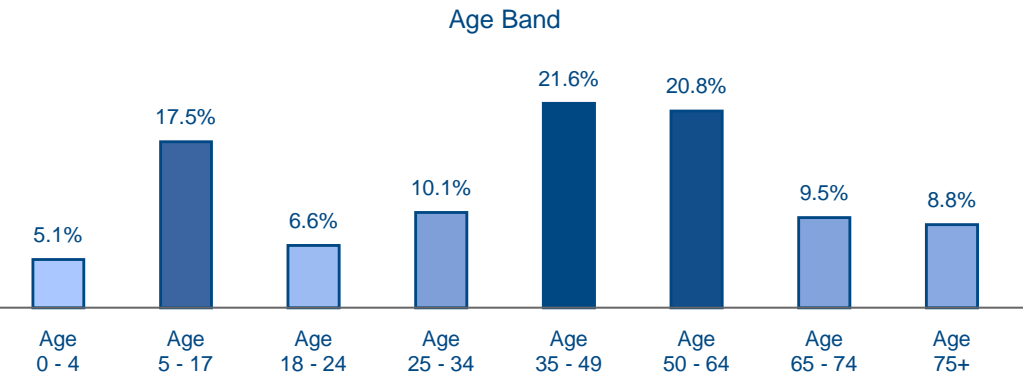




This socio-demographic insight provides an overview of the core characteristics of Acorn Type (2E13). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (2E13). The information provided should be read alongside the road safety insight above in order to optimise approaches which mitigate their levels of risk on roads locally.

Core Demographics



Key Attributes

Most of these homeowners live in comfortable semi-detached houses in areas where house prices are typically well above the UK average. As high earners, they have a good level of disposable income even though their levels of outgoings are typically higher than most, allowing them to be building up their savings.

Household & Composition

Household Income:

£100,000+ (26%)

UK Base: 10%

Household Structure:

Other: two or more adults (33%)

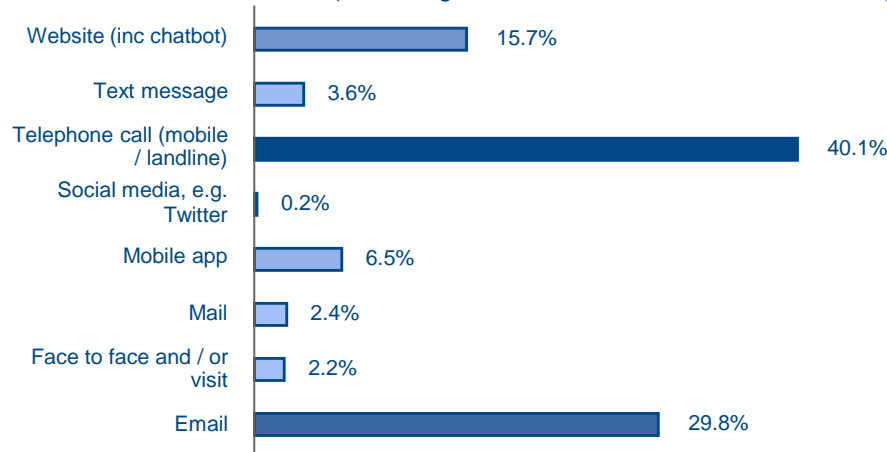
UK Base: 33%

Occupation Type (Top 5)

Professional	29%
Looking after home	14%
Retired	11%
Skilled / manual worker	9%
Self employed	9%

Environmental Attitudes

Channel Preference (Receiving Information Related to Local Services)



"I consider myself an environmentalist"

9% agree

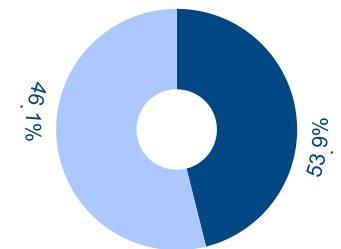
UK Base: 8%

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

19% agree

UK Base: 20%

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



No Yes