

# 1C7: Prosperous families in green-belt areas with substantial homes

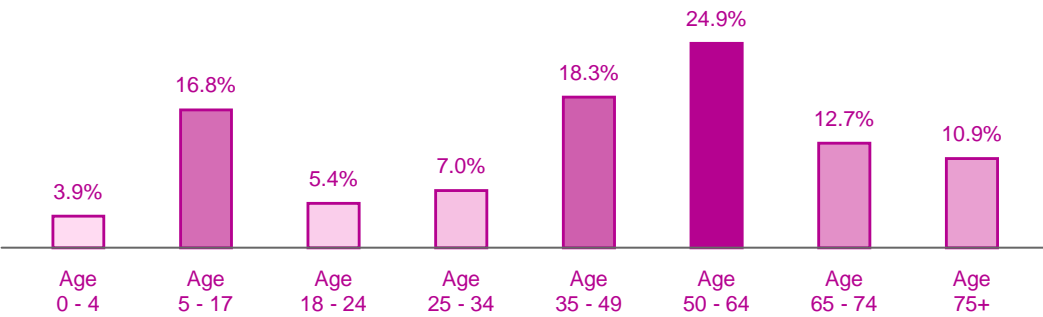


## Socio-Demographic Insight

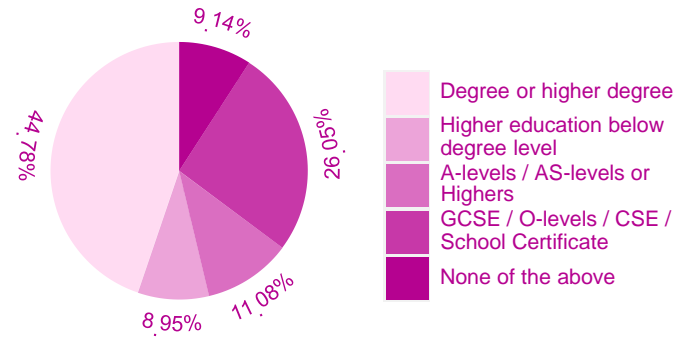
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (1C7). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (1C7). The information provided should be read alongside 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 households live in large detached houses, which are typically located outside of towns in areas where there is plenty of space. They are more likely to be working as professionals, but a significant proportion are retired. Any children living at home are more likely to be teenagers or young adults.

### Household & Composition

**Household Income:**

**£100,000+ (27%)**

UK Base: 10%

**Household Structure:**

**Couple, no children (36%)**

UK Base: 29%

**Occupation Type (Top 5)**

Professional 28%

Retired 16%

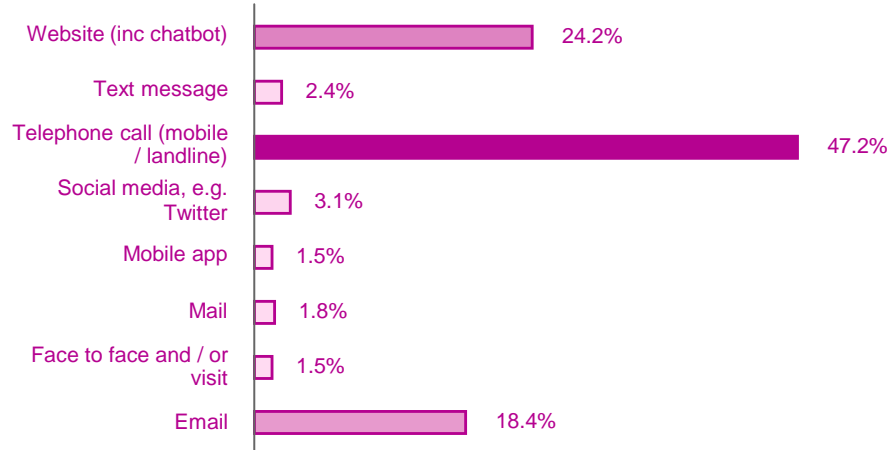
Looking after home 14%

Director / managerial 10%

Self employed 9%

### Environmental Attitudes

Channel Preference (Receiving Information Related to Local Services)



"I consider myself an environmentalist"

**5% agree**

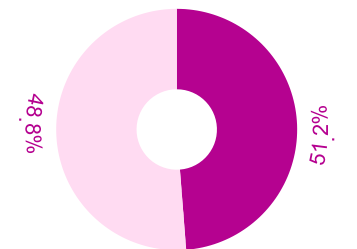
UK Base: 8%

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

**18% agree**

UK Base: 20%

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



No Yes