

2D12: Well-to-do empty nesters in detached houses



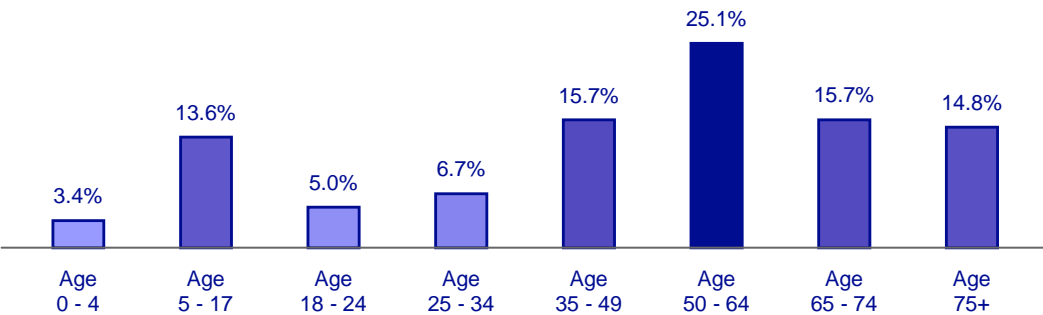
acorn
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Socio-Demographic Insight

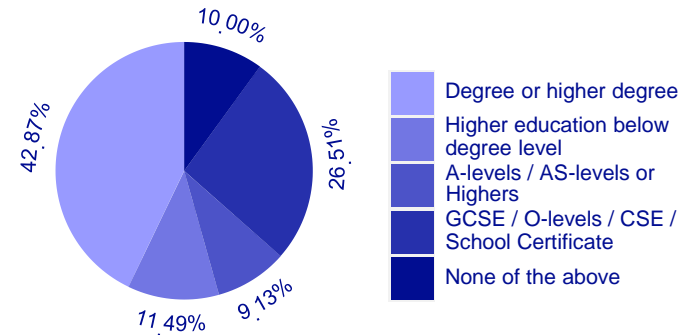
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (2D12). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (2D12). The information provided should be read alongside 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 older homeowners are more likely to be empty nesters and couples living in expensive large detached properties, on which they have probably paid off the mortgage. These neighbourhoods are usually in areas of lower housing and population density.

Household & Composition

Household Income:

£20,000 - £40,000 (24%)
UK Base: 31.4%

Household Structure:

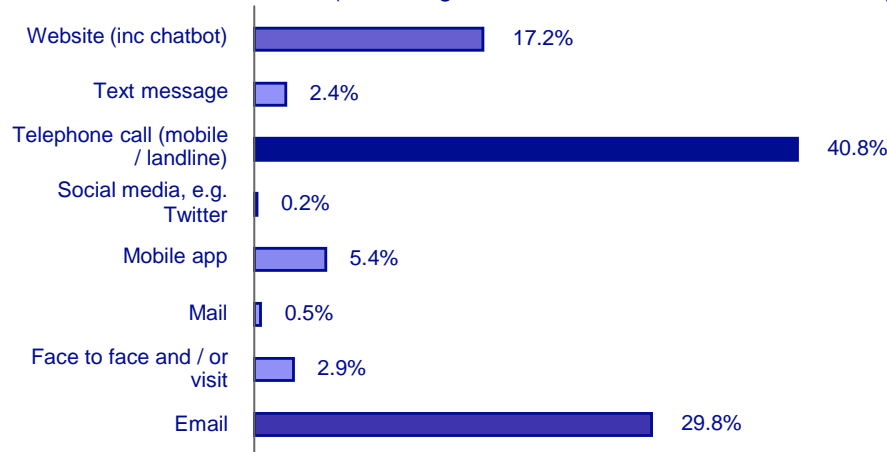
Couple, no children (45%)
UK Base: 28.5%

Occupation Type (Top 5)

Professional	23%
Retired	20%
Looking after home	15%
Self employed	10%
Director / managerial	9%

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"

13% agree

UK Base: 20%

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

