

1C6: Executives in expensive suburban houses

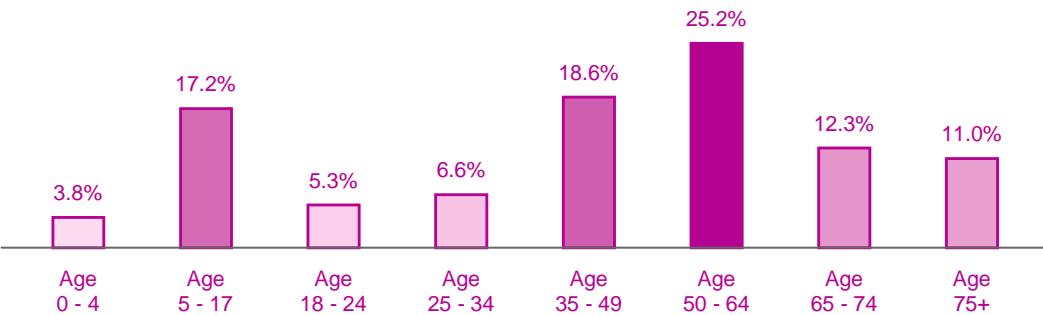


Socio-Demographic Insight

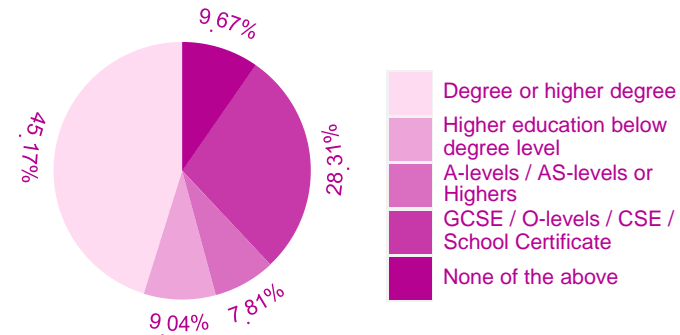
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (1C6). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (1C6). The information provided should be read alongside 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 affluent professionals tend to be older empty nesters but some may have teenagers or older children living at home. They typically live in large expensive detached houses in the suburbs, which might have been extended to accommodate their lifestyle, and most have paid off their mortgage.

Household & Composition

Household Income:

£100,000+ (40%)

UK Base: 10%

Household Structure:

Couple, no children (37%)

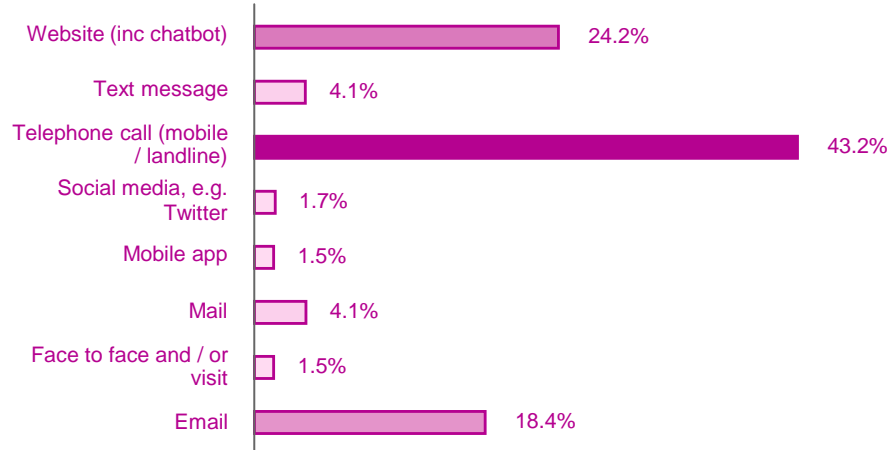
UK Base: 29%

Occupation Type (Top 5)

| | |
|-----------------------|-----|
| Professional | 29% |
| Looking after home | 14% |
| Retired | 14% |
| Director / managerial | 11% |
| 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"

18% agree

UK Base: 20%

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

