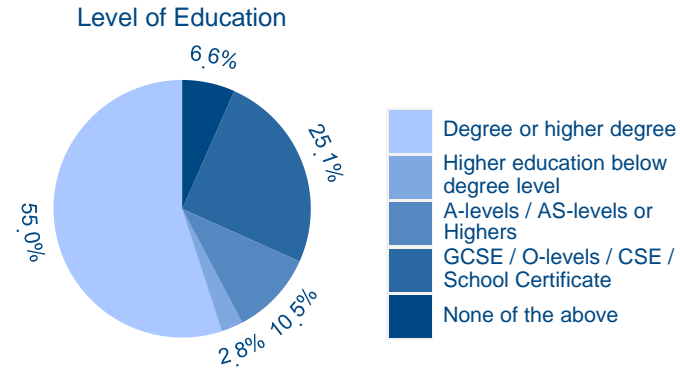
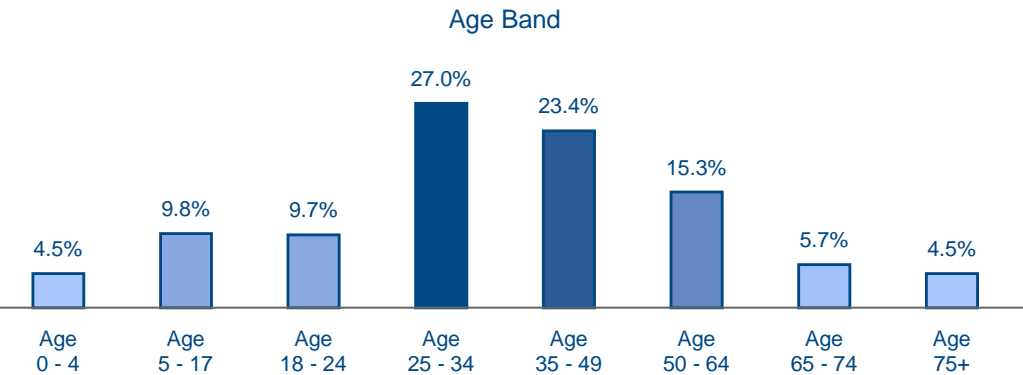




This socio-demographic insight provides an overview of the core characteristics of Acorn Type (2E15). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (2E15). The information provided should be read alongside the road safety insight above in order to optimise approaches which mitigate their levels of risk on roads locally.

Core Demographics



Key Attributes

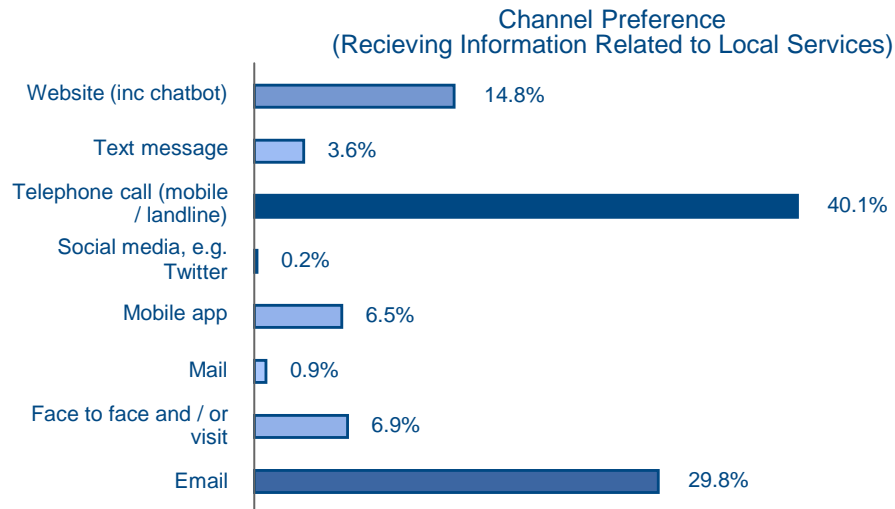
Most of these younger professionals rent their flat from a private landlord in areas, often in London, where house prices are very high, and therefore unaffordable for them to buy. Whilst incomes are well above average, high rents mean that disposable income is lower than for many earning a similar, or possibly lower, wage.

Household & Composition

Household Income:
£100,000+ (25%)
UK Base: 10%

Household Structure:
Couple, no children (35%)
UK Base: 29%

Occupation Type (Top 5)	
Professional	33%
Director / managerial	12%
Self employed	12%
Looking after home	9%
Student	7%



Environmental Attitudes

"I consider myself an environmentalist"

15% agree
UK Base: 8%

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

21% agree
UK Base: 20%

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

