

2D8: Affluent, older homeowners



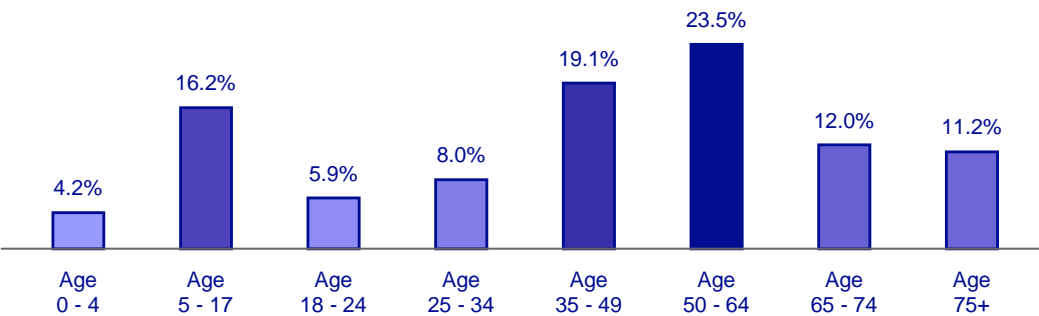
acorn
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Socio-Demographic Insight

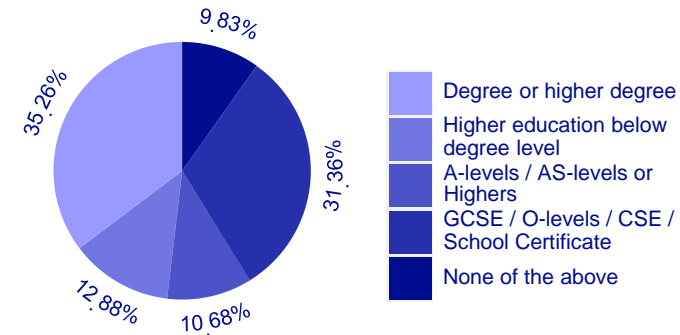
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (2D8). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (2D8). The information provided should be read alongside 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

Many of these older, affluent households have paid off the mortgage on their detached home, or are close to doing so. Whilst many are close to retirement, if not already retired, their large homes are located in areas of the country which are within easy reach of a major conurbation, which is convenient for those who are still working.

Household & Composition

Household Income:

£100,000+ (25%)

UK Base: 10%

Household Structure:

Other: two or more adults (38%)

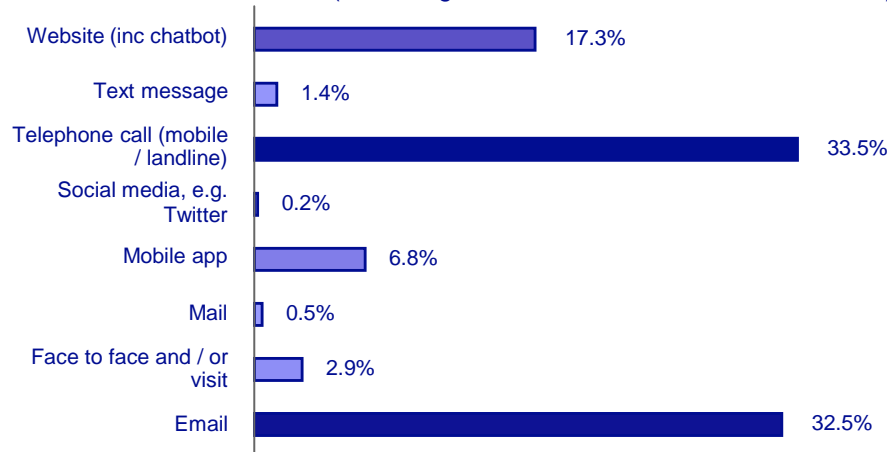
UK Base: 33%

Occupation Type (Top 5)

Professional	28%
Retired	16%
Looking after home	15%
Director / managerial	9%
Self employed	8%

Environmental Attitudes

Channel Preference
(Receiving Information Related to Local Services)



"I consider myself an environmentalist"

7% agree

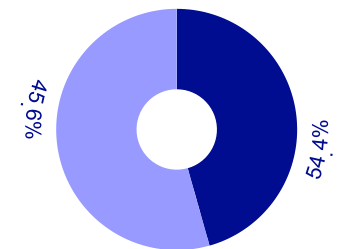
UK Base: 8%

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

17% agree

UK Base: 20%

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



No Yes