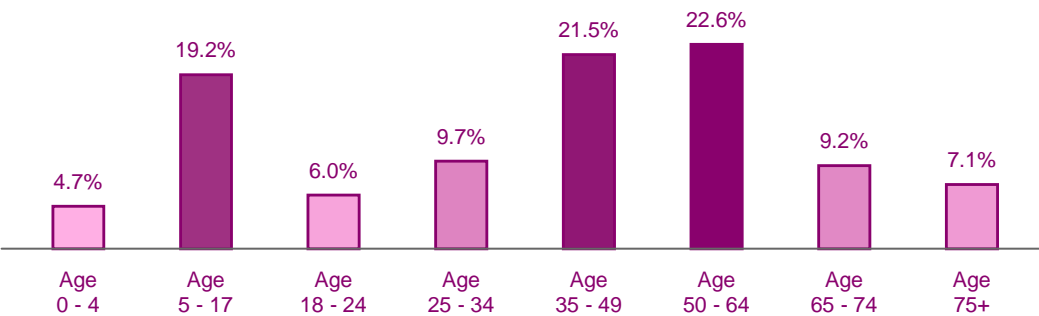


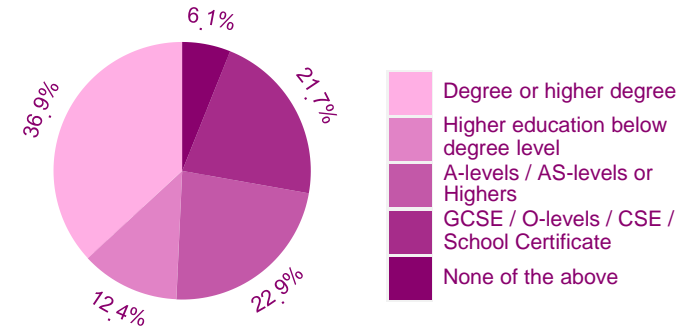
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (1A2). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (1A2). The information provided should be read alongside 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 typically live in larger semi-detached houses in the more expensive neighbourhoods of London. Most own their homes and have paid off the mortgage. A good proportion will have senior managerial or other professional occupations where six figure salaries are the norm. They will see their home as an asset, and are likely to have multiple investments and savings accounts.

Household & Composition

Household Income:

£100,000+ (40%)

UK Base: 10%

Household Structure:

Other: two or more adults (46%)

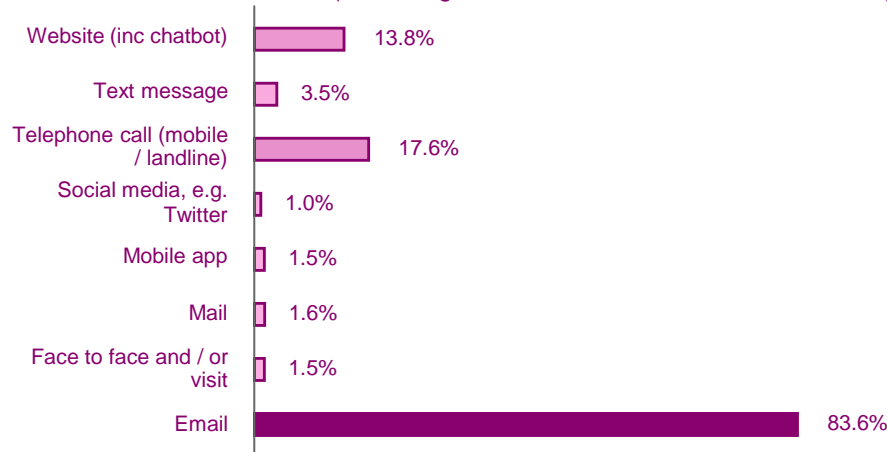
UK Base: 33%

Occupation Type (Top 5)

Professional	31%
Director / managerial	13%
Self employed	13%
Looking after home	12%
Retired	11%

Environmental Attitudes

Channel Preference
(Receiving Information Related to Local Services)



"I consider myself an environmentalist"

9% 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

