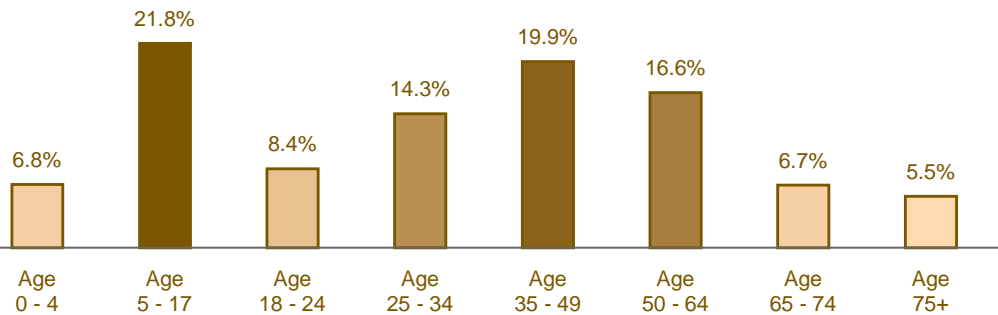


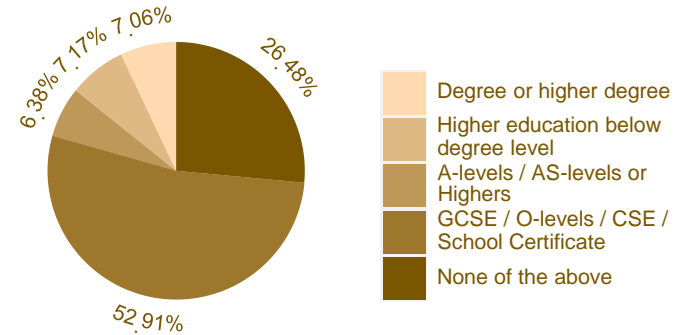
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (5R52). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (5R52). The information provided should be read alongside 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

The majority of this type are larger families, who typically rent their terraced house from the council or local authority. Their homes usually have two or three bedrooms, which can leave these families squeezed for space. Incomes are well below the average in the UK and the level of benefits claimants is relatively high.

### Household & Composition

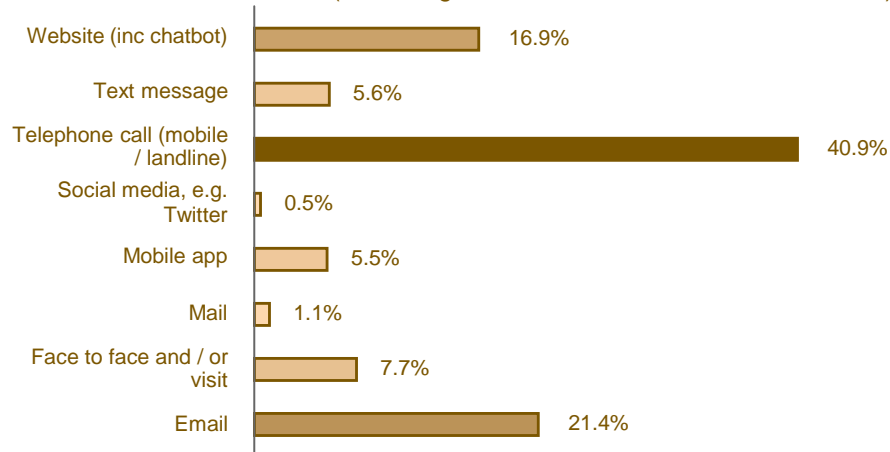
**Household Income:**  
£20,000 - £40,000 (38%)  
UK Base: 31.4%

**Household Structure:**  
Other: two or more adults (54%)  
UK Base: 33.5%

#### Occupation Type (Top 5)

Professional	20%
Looking after home	18%
Skilled / manual worker	17%
Shop worker	14%
Retired	10%

Channel Preference  
(Receiving Information Related to Local Services)



### Environmental Attitudes

"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"

**21% agree**

UK Base: 20%

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

