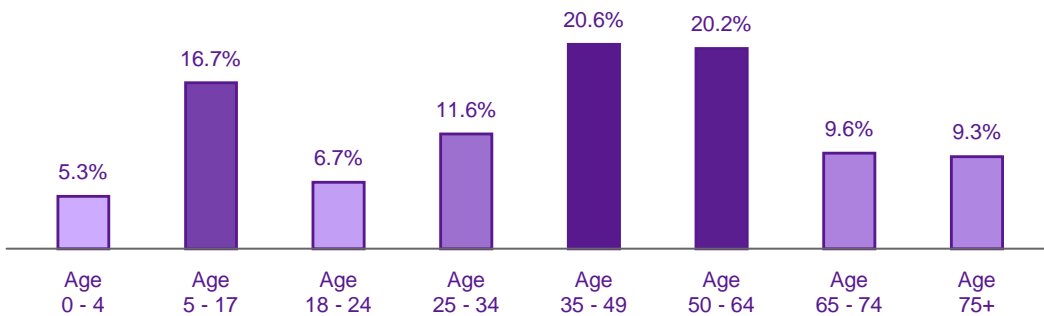




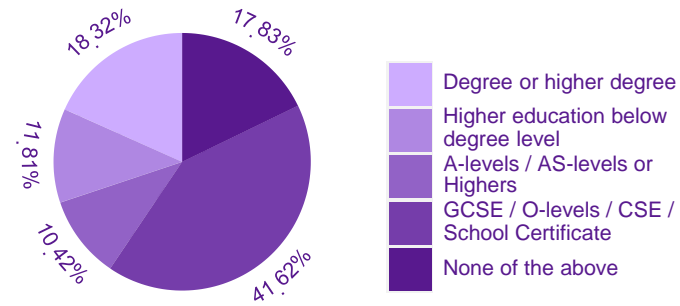
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (3G20). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (3G20). The information provided should be read alongside 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 are stable middle class neighbourhoods where there is likely to be a range of household types from young families through to empty nesters. Housing in these streets often comprises a high proportion of three or four bedroom semi-detached properties, either being bought with a mortgage or owned outright. Incomes are typically above the national average.

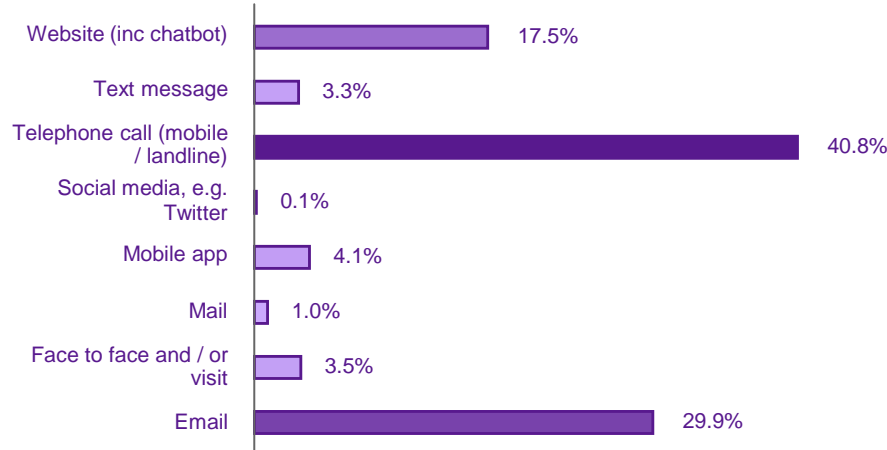
Household & Composition

Household Income:
£20,000 - £40,000 (29%)
UK Base: 31.4%

Household Structure:
Other: two or more adults (34%)
UK Base: 33.5%

Occupation Type (Top 5)	
Professional	25%
Looking after home	14%
Retired	14%
Skilled / manual worker	13%
Shop worker	9%

Channel Preference
(Receiving Information Related to Local Services)



Environmental Attitudes

"I consider myself an environmentalist"

5% agree
UK Base: 8%

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

19% agree
UK Base: 20%

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

