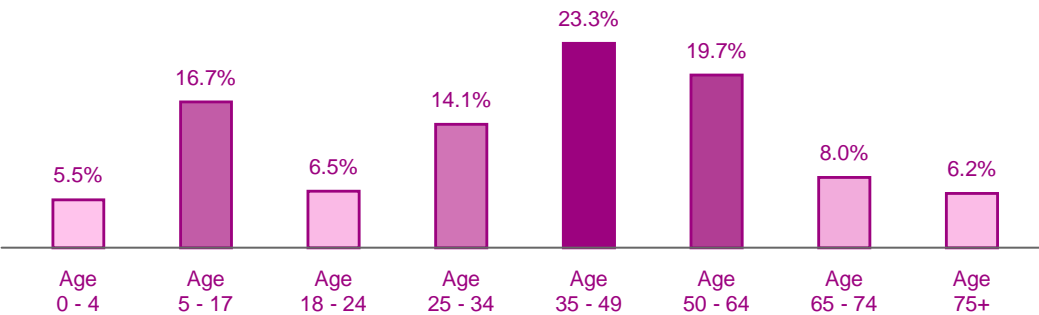




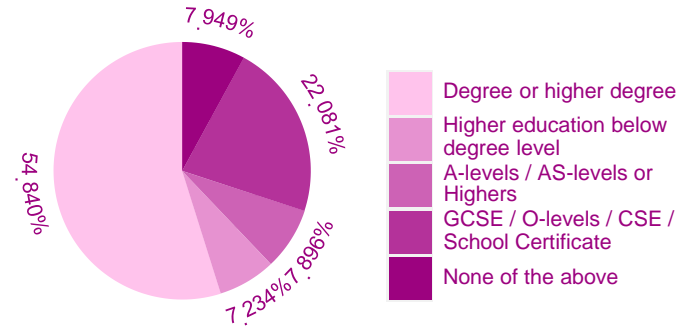
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (1B5). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (1B5). The information provided should be read alongside 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 younger people typically living in terraced properties located in urban areas priced well above the national average. Most will earn well above the national average, with a high proportion earning a good deal more. Many work in white-collar occupations, with high proportions of managers and professionals, and some run their own business.

### Household & Composition

**Household Income:**

**£100,000+ (37%)**

UK Base: 10%

**Household Structure:**

**Couple, no children (33%)**

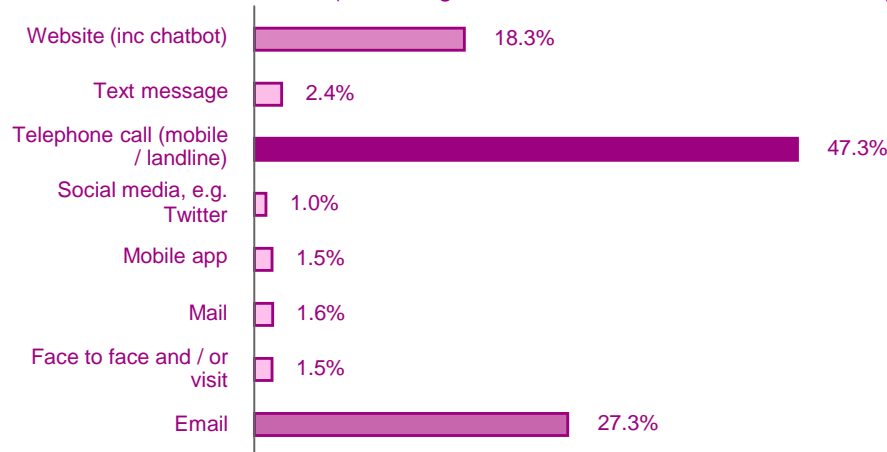
UK Base: 29%

**Occupation Type (Top 5)**

Professional	33%
Director / managerial	13%
Self employed	12%
Looking after home	12%
Retired	8%

### Environmental Attitudes

Channel Preference  
(Receiving Information Related to Local Services)



"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"

**16% agree**

UK Base: 20%

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

