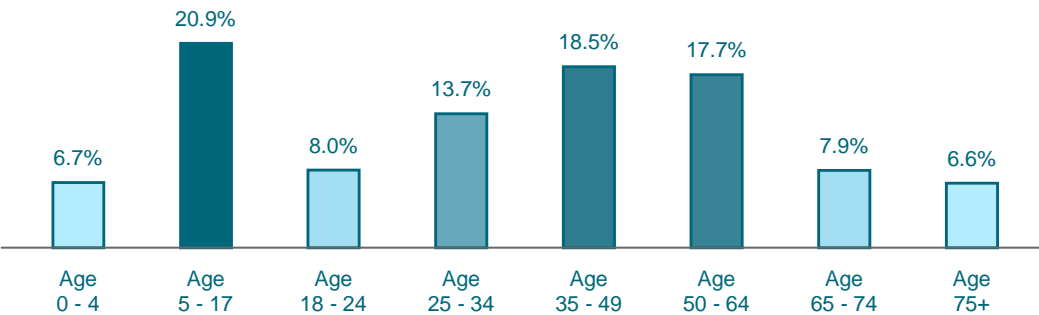




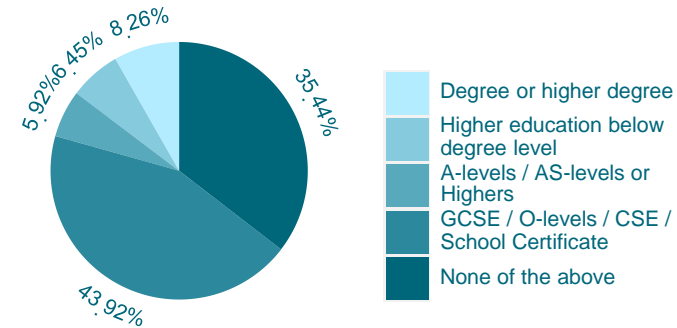
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (6S54). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (6S54). The information provided should be read alongside 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 families typically live in a two or three bedroom semi-detached house, which is rented from the council or housing association. Income levels are well below that typically seen in the UK and the numbers claiming benefits is significantly above the national average.

Household & Composition

Household Income:

£20,000 - £40,000 (39%)
UK Base: 31.4%

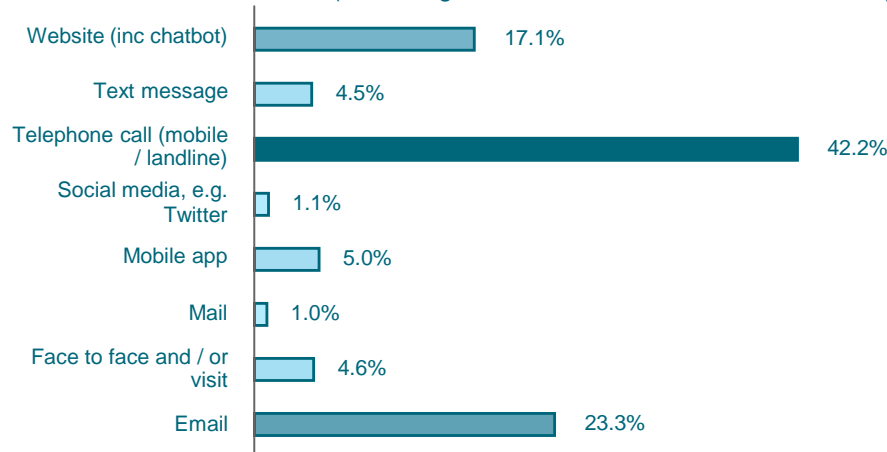
Household Structure:

Other: two or more adults (45%)
UK Base: 33.5%

Occupation Type (Top 5)

Looking after home	22%
Skilled / manual worker	18%
Professional	15%
Retired	13%
Shop worker	13%

Channel Preference
(Receiving Information Related to Local Services)



Environmental Attitudes

"I consider myself an environmentalist"

10% agree

UK Base: 8%

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

25% agree

UK Base: 20%

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

