

4K30: Empty nesters in owner-occupied detached homes

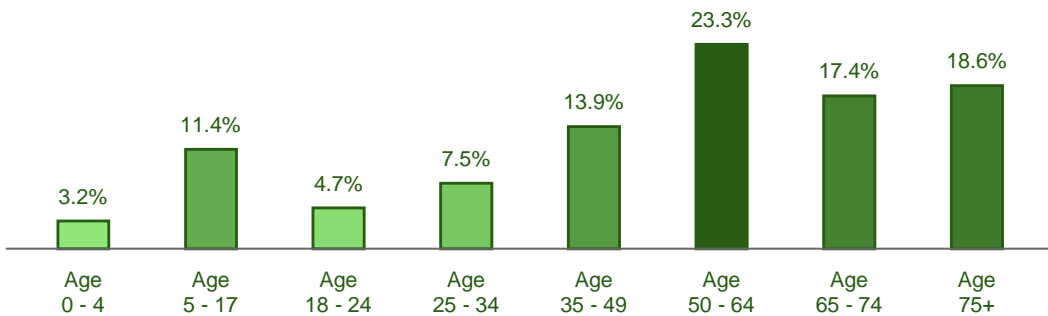


Socio-Demographic Insight

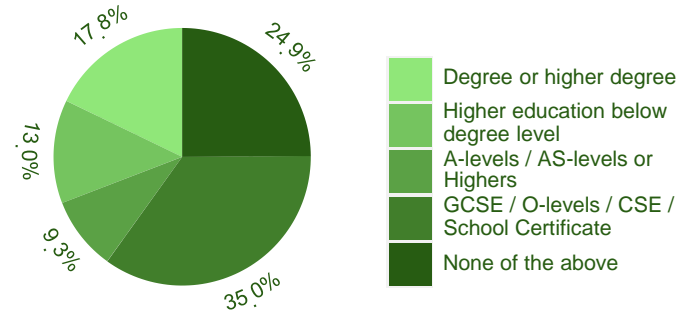
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (4K30). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (4K30). The information provided should be read alongside 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 older couples typically live in detached houses, often a bungalow, and are found in villages and the edges of small towns. Most have paid off the mortgage which leaves them with a good level of disposable income compared to others earning a similar amount.

Household & Composition

Household Income:

£20,000 - £40,000 (33%)
UK Base: 31.4%

Household Structure:

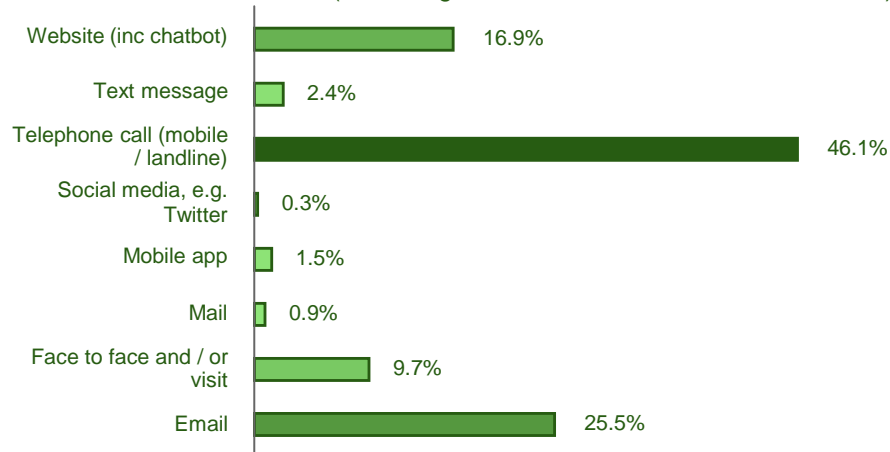
Couple, no children (45%)
UK Base: 28.5%

Occupation Type (Top 5)

Retired	29%
Professional	16%
Looking after home	16%
Skilled / manual worker	10%
Self employed	8%

Environmental Attitudes

Channel Preference
(Receiving Information Related to Local Services)



"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"

20% agree

UK Base: 20%

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

