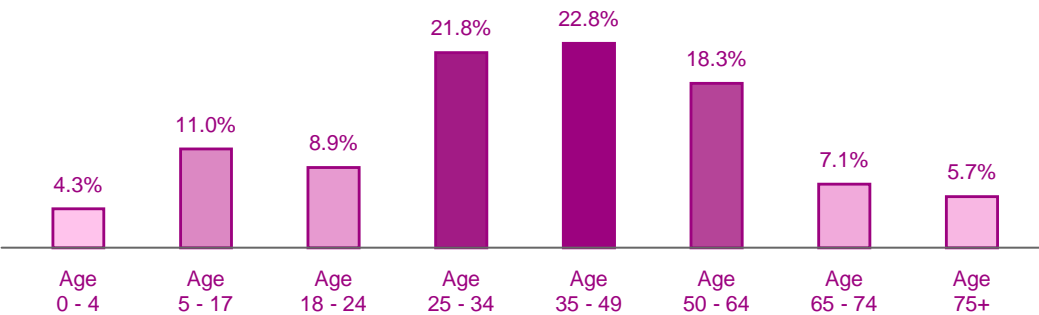




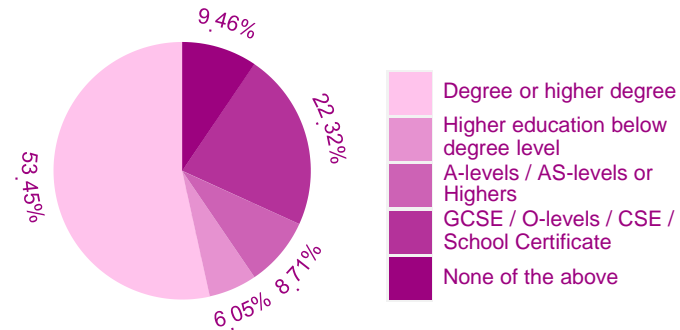
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (1B4). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (1B4). The information provided should be read alongside 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 expensive flats are occupied by younger professional couples and families. There is a mixture of privately renting and home-ownership, where the presence of shared equity ownership is relatively high. There may be a high turnover of people in these neighbourhoods, partly due to the renting and partly because people may move to larger accommodation as their fast-moving career, and family, develops. Disposable incomes are lower than for others earning in the same income bracket due to very high mortgage payments or rents.

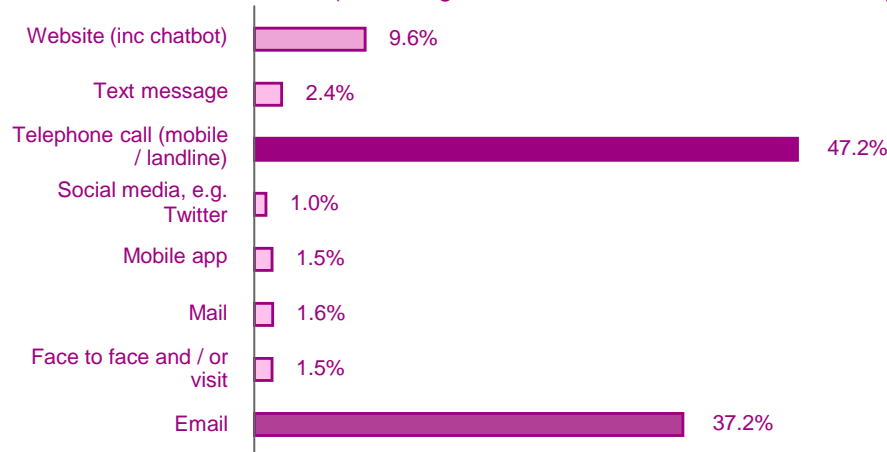
Household & Composition

Household Income:
£40,000 - £60,000 (45%)
UK Base: 20%

Household Structure:
Other: two or more adults (39%)
UK Base: 33%

Occupation Type (Top 5)	
Professional	31%
Self employed	14%
Director / managerial	14%
Looking after home	10%
Office worker	7%

Channel Preference
(Receiving Information Related to Local Services)



Environmental Attitudes

"I consider myself an environmentalist"

19% 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

