

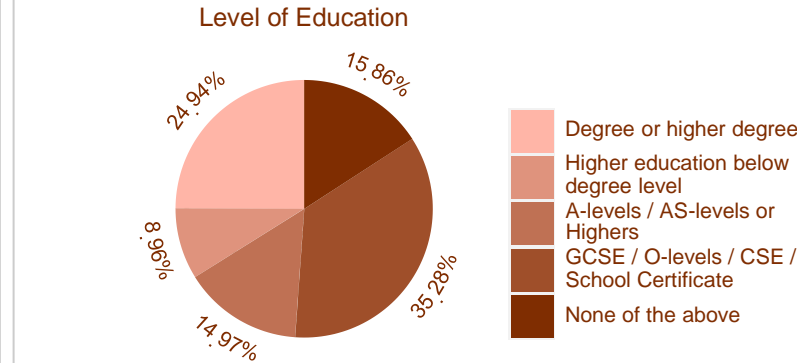
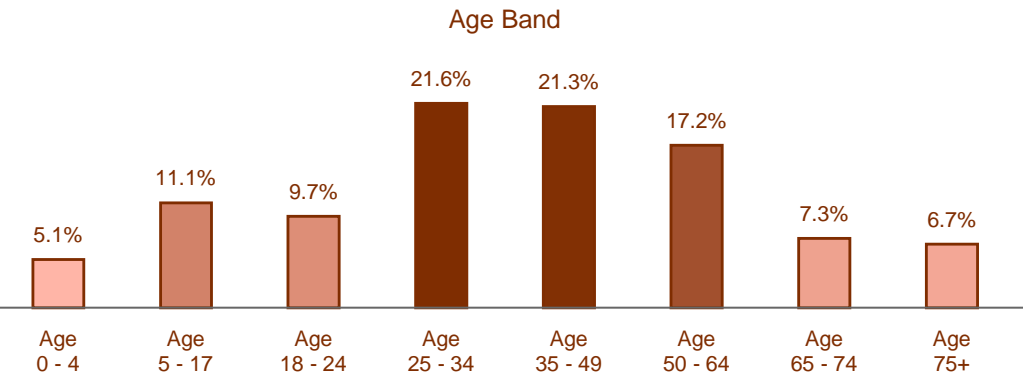
5P47: Singles and couples in rented flats



Socio-Demographic Insight

This socio-demographic insight provides an overview of the core characteristics of Acorn Type (5P47). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (5P47). 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



Key Attributes

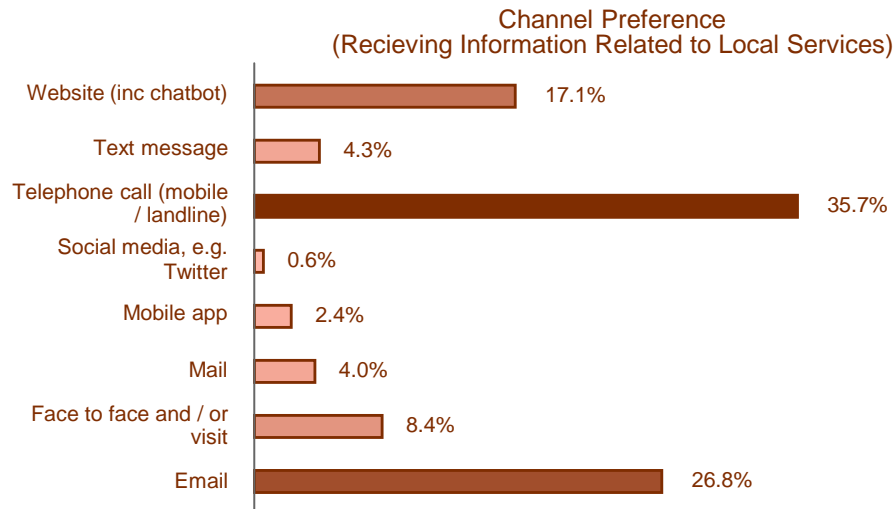
These younger singles and couples are usually renting a one or two bedroom flat from a private landlord. Incomes are often below the average for the UK and a proportionally high level of rent leaves them financially squeezed.

Household & Composition

Household Income:
£20,000 - £40,000 (33%)
 UK Base: 31%

Household Structure:
Single person, no children (41%)
 UK Base: 19%

Occupation Type (Top 5)	
Professional	22%
Skilled / manual worker	18%
Looking after home	13%
Shop worker	11%
Retired	8%



Environmental Attitudes

"I consider myself an environmentalist"

11% agree
 UK Base: 8%

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

22% agree
 UK Base: 20%

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

