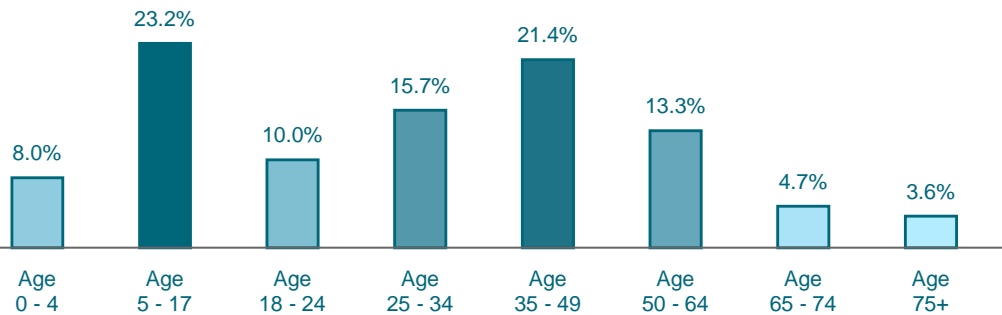




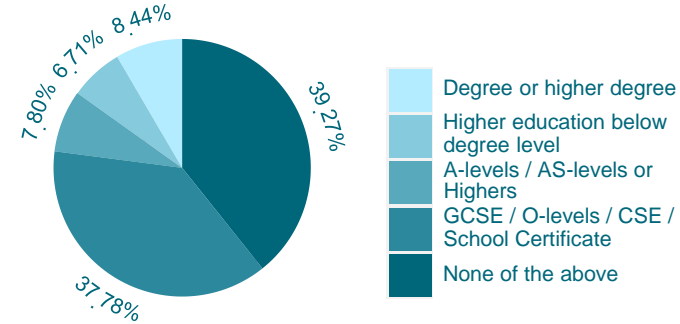
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (6S56). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (6S56). The information provided should be read alongside 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 larger families, mostly living in smaller semi-detached or terraced housing. A relatively high proportion of these families have three or more children, so there may be very little space. Whilst many are in council or social housing, a good proportion are renting from a private landlord. Unemployment is significantly higher than the national average and there are likely to be high rates of benefit payments.

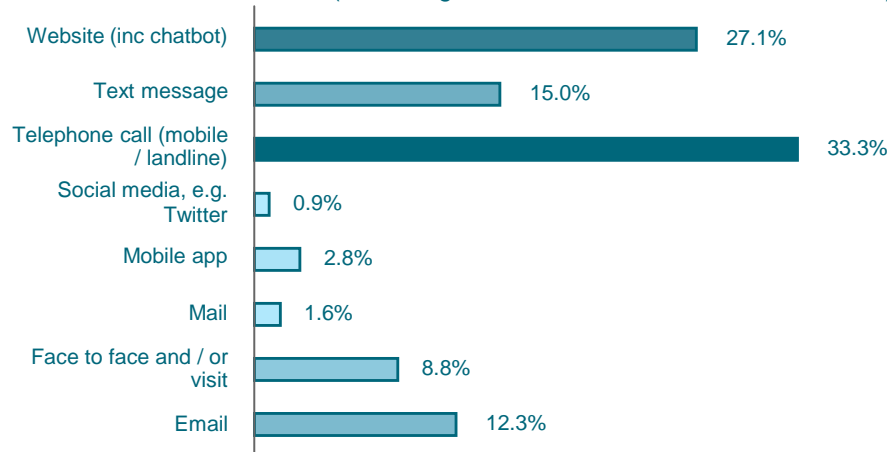
Household & Composition

Household Income:
£20,000 - £40,000 (42%)
UK Base: 31.4%

Household Structure:
Other: two or more adults (47%)
UK Base: 33.5%

Occupation Type (Top 5)	
Skilled / manual worker	19%
Looking after home	18%
Professional	16%
Shop worker	12%
Retired	8%

Channel Preference
(Receiving Information Related to Local Services)



Environmental Attitudes

"I consider myself an environmentalist"

16% agree
UK Base: 8%

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

28% agree
UK Base: 20%

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

