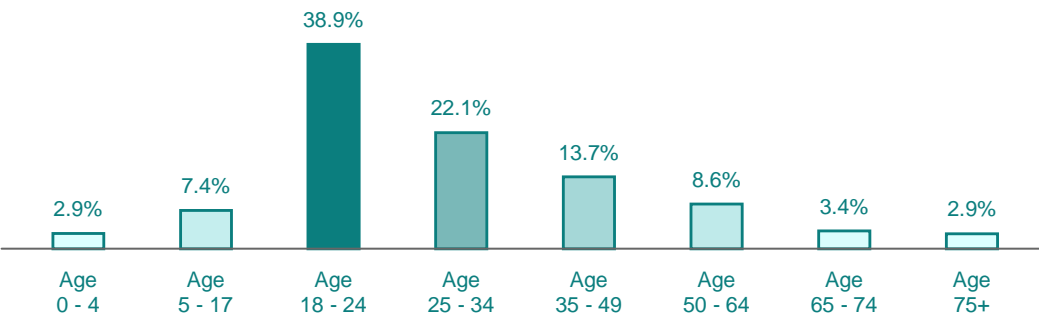




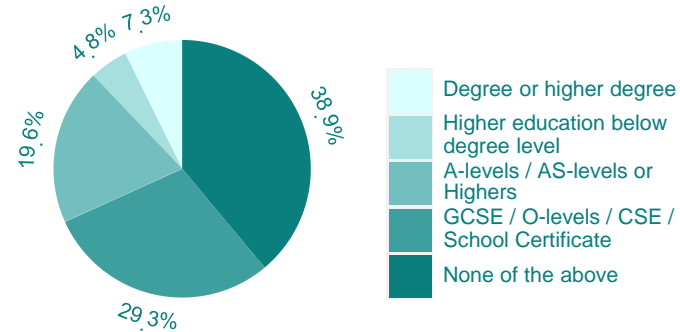
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (6U59). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (6U59). The information provided should be read alongside 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 neighbourhoods contain a high proportion of younger single adults, typically living in flats on their own but often comprise of larger flats shared between multiple occupants. Either way, they will be renting, and this is often from a private landlord, but could also be from the council or housing association.

Household & Composition

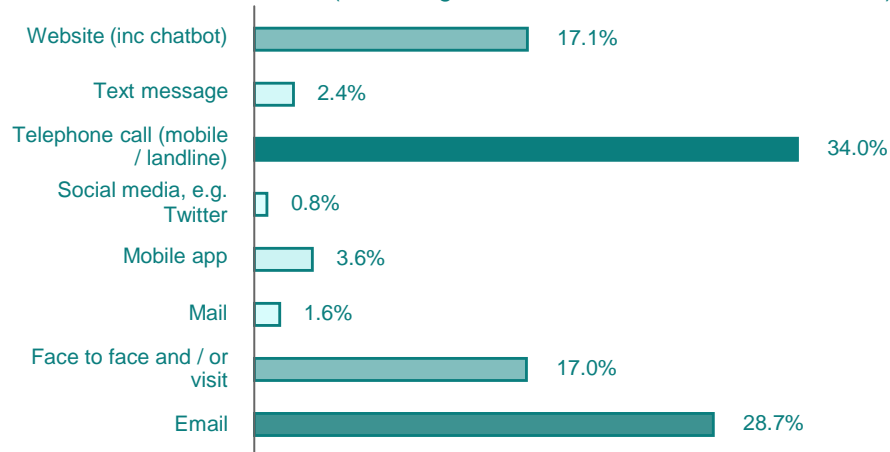
Household Income:
£20,000 - £40,000 (42%)
UK Base: 31%

Household Structure:
Single person, no children (49%)
UK Base: 19%

Occupation Type (Top 5)

Student	35%
Professional	14%
Skilled / manual worker	14%
Looking after home	9%
Shop worker	7%

Channel Preference
(Receiving Information Related to Local Services)



Environmental Attitudes

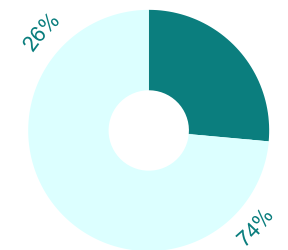
"I consider myself an environmentalist"

11% agree
UK Base: 8%

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

26% agree
UK Base: 20%

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



No Yes