

# 4M36: Cost-conscious families in terraces

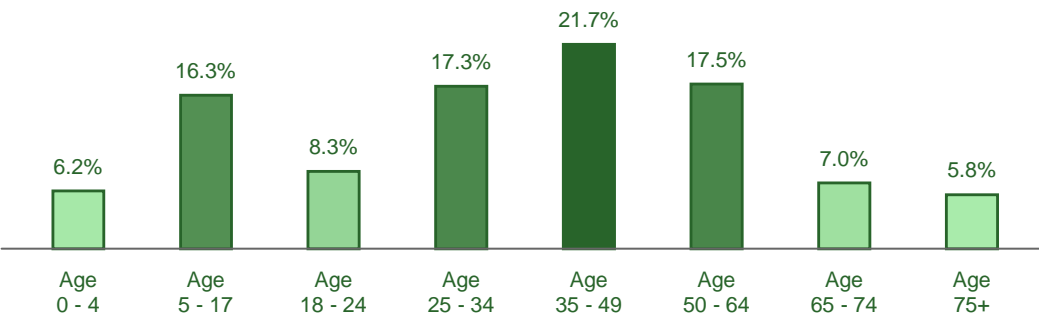


## Socio-Demographic Insight

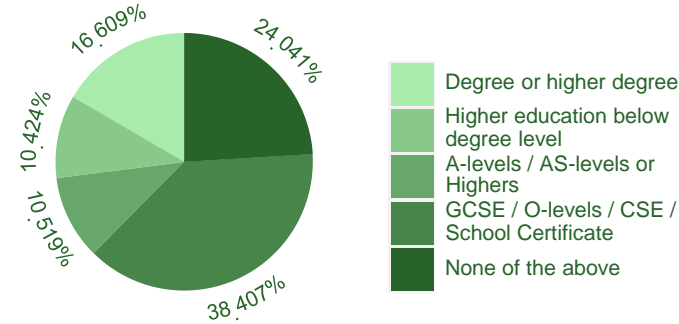
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (4M36). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (4M36). The information provided should be read alongside 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

Many of younger families living in these neighbourhoods are buying their terraced home, and a good proportion have managed to pay off the mortgage. Even so, the level of private rental properties is significantly higher than the UK average. As seen for many of the Types in this Acorn Category, incomes are around the average for the UK.

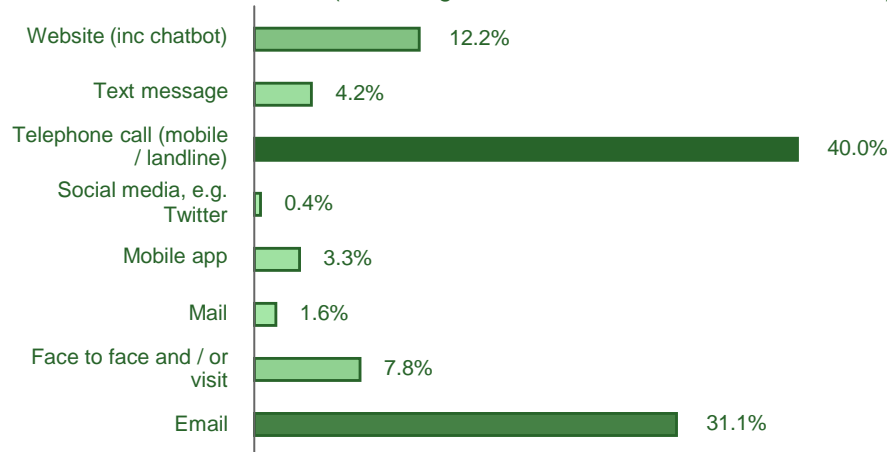
### Household & Composition

**Household Income:**  
**£20,000 - £40,000 (29%)**  
 UK Base: 31.4%

**Household Structure:**  
**Other: two or more adults (39%)**  
 UK Base: 33.5%

Occupation Type (Top 5)	
Professional	25%
Skilled / manual worker	15%
Looking after home	13%
Shop worker	12%
Retired	10%

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"

**20% agree**  
 UK Base: 20%

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

