

6T57: Older renters in flats and tenements



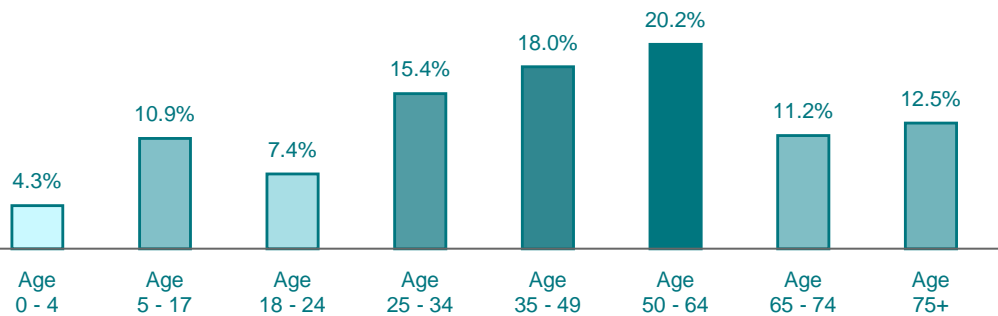
acorn
Powered by CMI

Socio-Demographic Insight

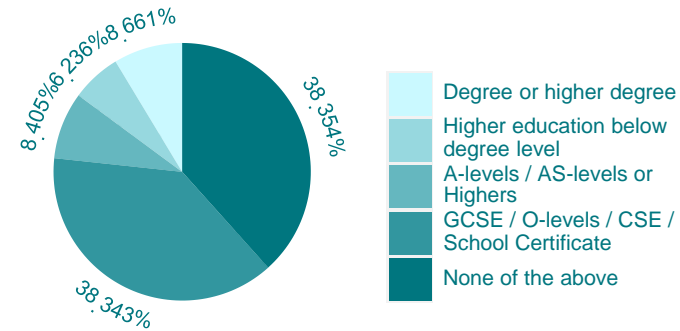
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (6T57). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (6T57). The information provided should be read alongside 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

Older single people are found more frequently than average in these small flats, located in areas where house prices are amongst the lowest in the UK. Most of the flats are rented, and this could be from a private landlord, or from the council or social housing provider, although a few will be owned. The numbers claiming benefits is well above the national average.

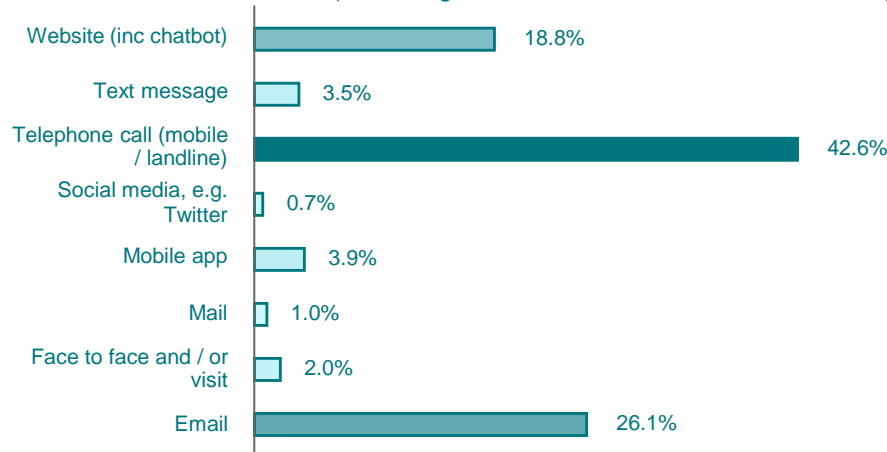
Household & Composition

Household Income:
£20,000 - £40,000 (45%)
UK Base: 31%

Household Structure:
Single person, no children (44%)
UK Base: 19%

Occupation Type (Top 5)	
Retired	20%
Looking after home	18%
Skilled / manual worker	17%
Professional	14%
Shop worker	9%

Channel Preference
(Receiving Information Related to Local Services)



Environmental Attitudes

"I consider myself an environmentalist"

7% agree
UK Base: 8%

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

21% agree
UK Base: 20%

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

