

4L34: Older owner-occupier households in semis

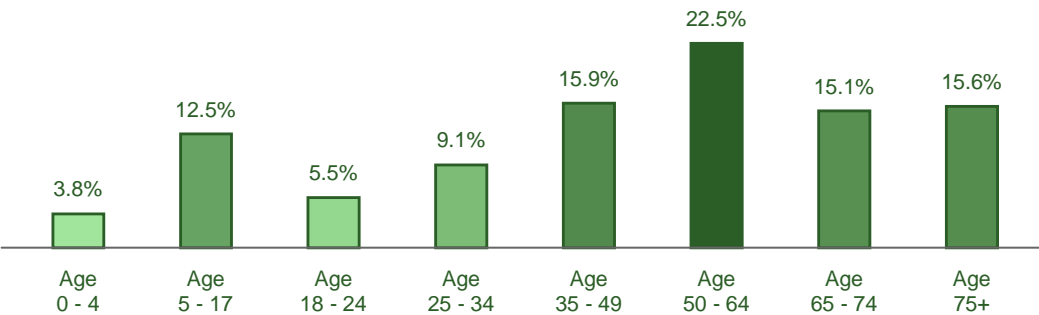


Socio-Demographic Insight

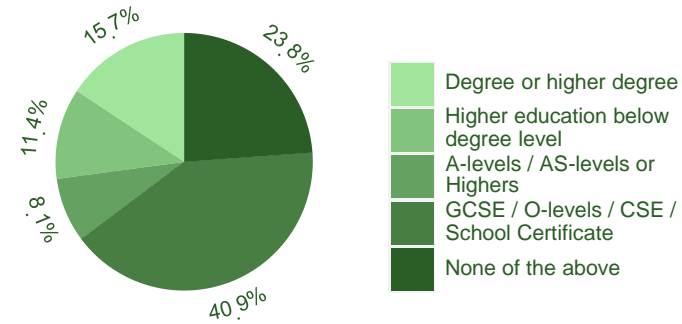
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (4L34). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (4L34). The information provided should be read alongside 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 typically comprise of older couples and families, living in three bedroom semi-detached houses. Most have paid off their mortgage and so have a good level of disposable income when compared to others earning a similar amount.

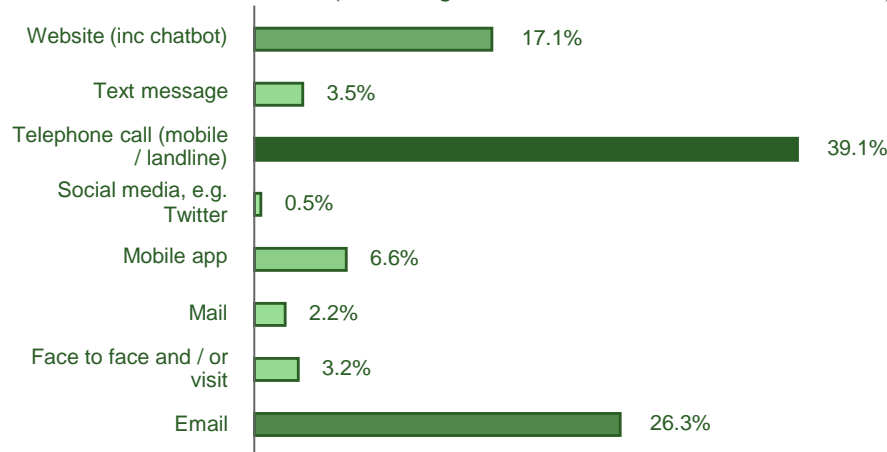
Household & Composition

Household Income:
£20,000 - £40,000 (34%)
 UK Base: 31.4%

Household Structure:
Couple, no children (36%)
 UK Base: 28.5%

Occupation Type (Top 5)	
Retired	22%
Professional	18%
Looking after home	15%
Skilled / manual worker	14%
Shop worker	8%

Channel Preference (Receiving Information Related to Local Services)



Environmental Attitudes

"I consider myself an environmentalist"

6% agree

UK Base: 8%

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

18% agree

UK Base: 20%

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

