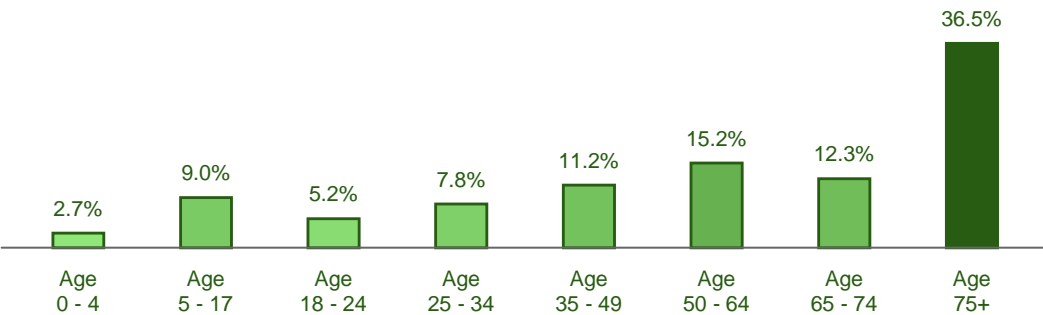




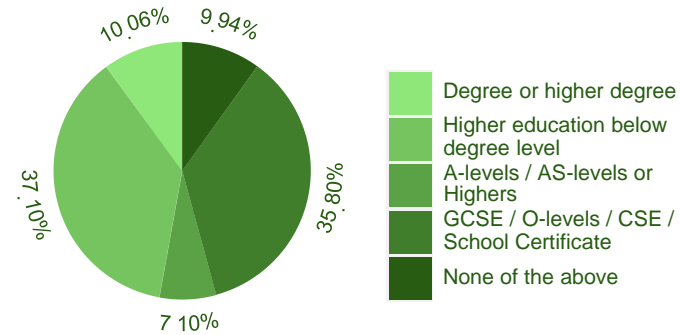
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (4K33). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (4K33). The information provided should be read alongside 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

With the highest proportion of over 65s in the UK, these neighbourhoods typically comprise smaller detached and semi-detached houses, where most of the households have paid off their mortgage. Those who are still working take home an income around the UK average, and a generally low level of outgoings sees them typically have a comfortable income on which to live.

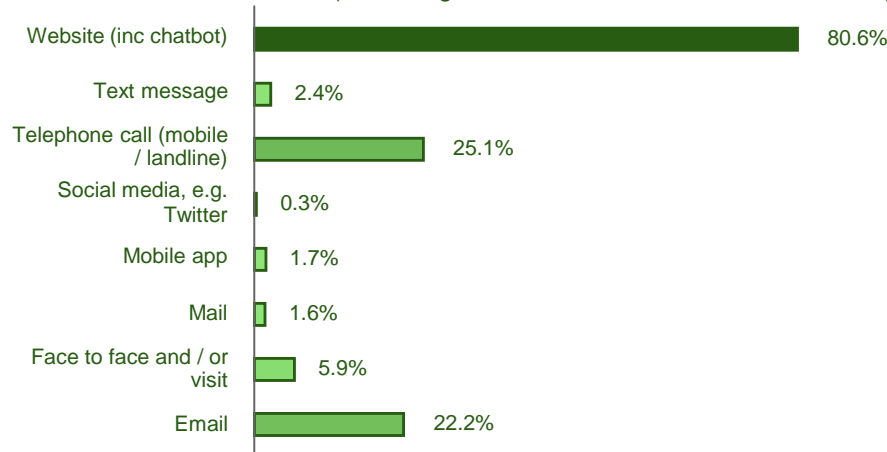
Household & Composition

Household Income:
£20,000 - £40,000 (63%)
UK Base: 31.4%

Household Structure:
Couple, no children (57%)
UK Base: 28.5%

Occupation Type (Top 5)	Percentage
Professional	19%
Retired	18%
Looking after home	16%
Skilled / manual worker	12%
Shop worker	9%

Channel Preference
(Receiving Information Related to Local Services)



Environmental Attitudes

"I consider myself an environmentalist"

4% agree

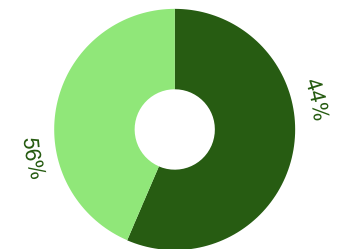
UK Base: 8%

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

17% agree

UK Base: 20%

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



No Yes