

# 3F16: Families and couples in detached houses

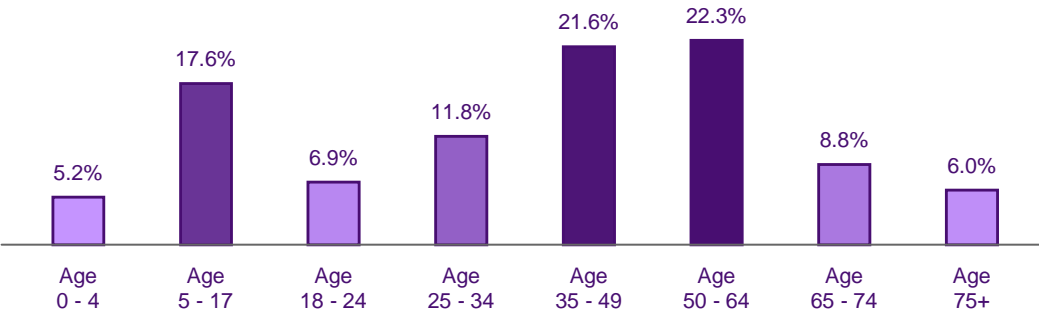


## Socio-Demographic Insight

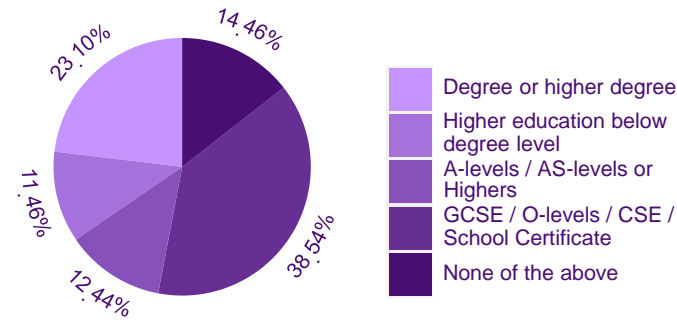
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (3F16). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (3F16). The information provided should be read alongside 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 these homeowners will be close to paying off the mortgage on their comfortable detached home, although most will already have done so. There is a mix of household types with middle-aged couples and families with school-aged children being the more prevalent. Their home is likely to be in an area where prices are a little below the UK average.

### Household & Composition

**Household Income:**

**£20,000 - £40,000 (23%)**

UK Base: 31.4%

**Household Structure:**

**Other: two or more adults (39%)**

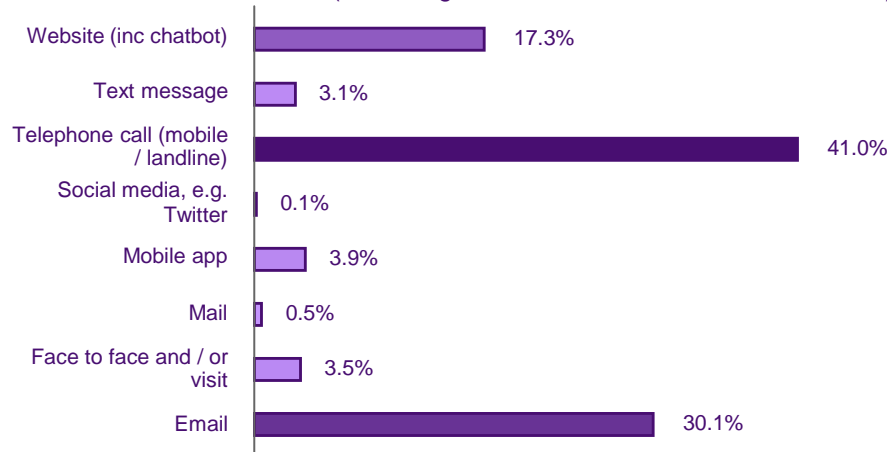
UK Base: 33.5%

**Occupation Type (Top 5)**

Professional	26%
Looking after home	15%
Retired	13%
Skilled / manual worker	13%
Shop worker	8%

### Environmental Attitudes

Channel Preference (Receiving Information Related to Local Services)



"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"

**19% agree**

UK Base: 20%

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

