

5Q49: Socially renting single adult households

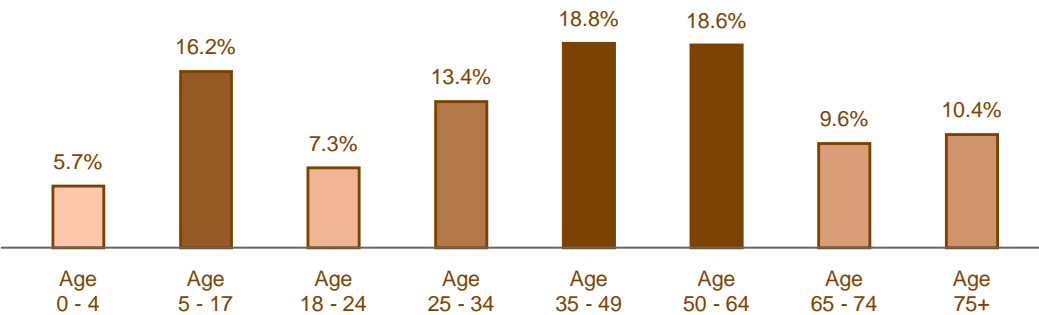


Socio-Demographic Insight

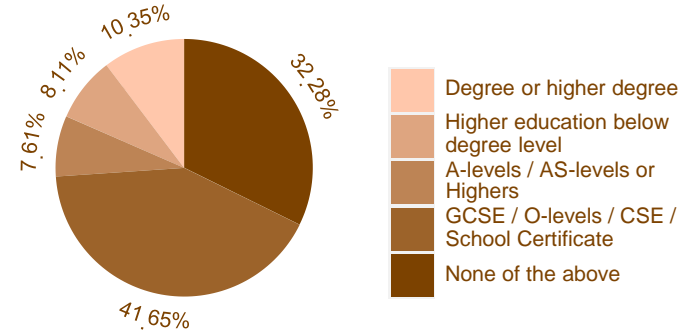
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (5Q49). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (5Q49). The information provided should be read alongside 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 have a high proportion of socially rented flats and smaller houses, which are more likely to be occupied by singles and single parent families. Levels of both household and disposable income are well below the UK average.

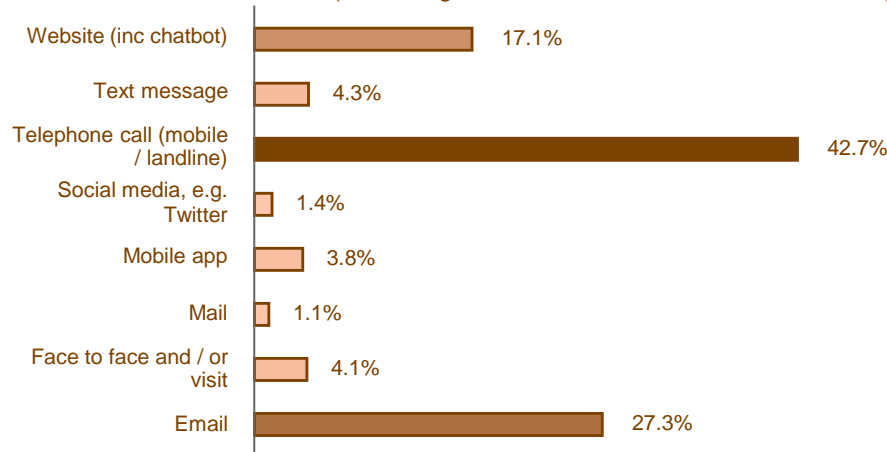
Household & Composition

Household Income:
£20,000 - £40,000 (39%)
 UK Base: 31.4%

Household Structure:
Other: two or more adults (33%)
 UK Base: 33.5%

Occupation Type (Top 5)	
Looking after home	19%
Professional	18%
Skilled / manual worker	17%
Retired	12%
Shop worker	12%

Channel Preference
 (Receiving Information Related to Local Services)



Environmental Attitudes

"I consider myself an environmentalist"

8% 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

