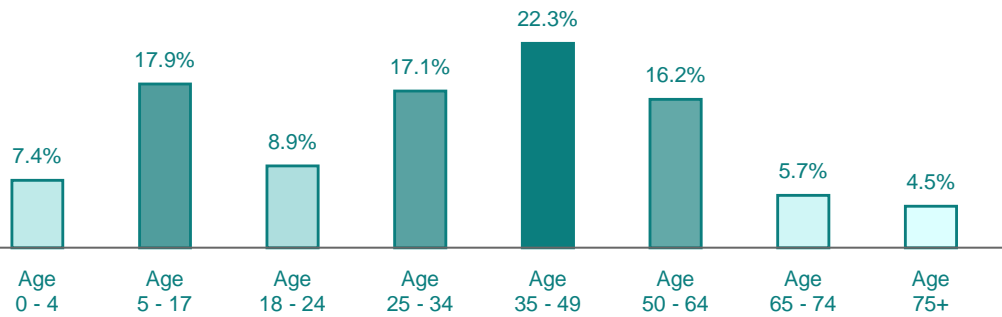




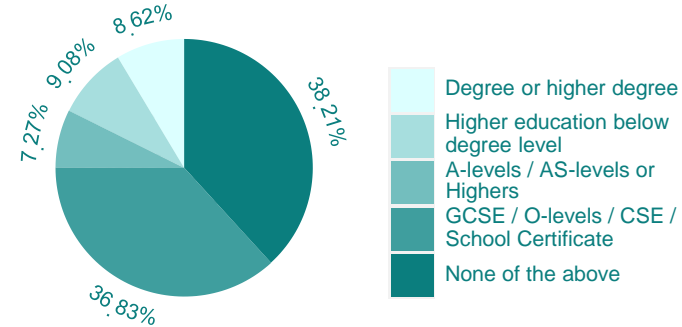
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (6U60). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (6U60). The information provided should be read alongside 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

The vast majority of these people live in small purpose built flats and high rise buildings, mostly rented from the council or housing association. The population includes many young people and school age children with young parents. Levels of unemployment are amongst the highest in the UK and there will be high numbers claiming benefits. Those that are working are in routine manual or retail occupations and overall income levels are low.

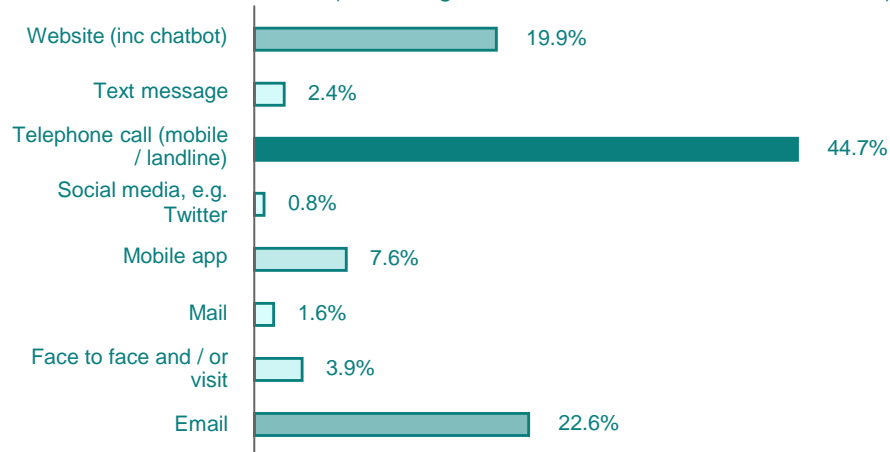
### Household & Composition

**Household Income:**  
**£20,000 - £40,000 (50%)**  
UK Base: 31%

**Household Structure:**  
**Single person, no children (45%)**  
UK Base: 19%

Occupation Type (Top 5)	
Skilled / manual worker	18%
Looking after home	18%
Professional	17%
Shop worker	11%
Retired	9%

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"

**25% agree**  
UK Base: 20%

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

