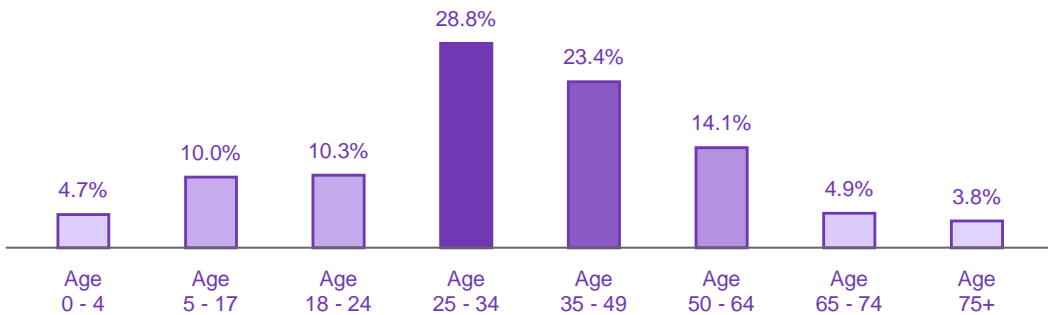




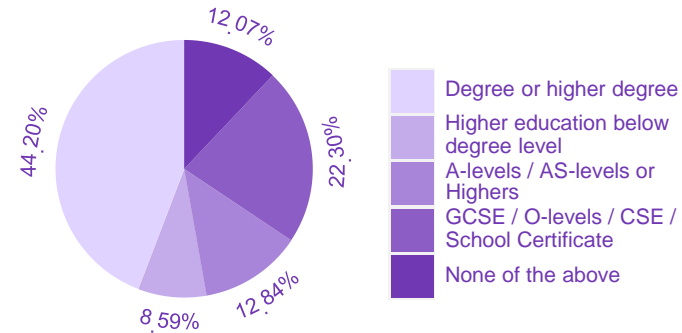
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (3124). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (3124). The information provided should be read alongside 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

Professional singles and couples in their twenties and thirties are typical of these areas, usually renting the small flats that form the majority of housing from a private landlord. These are areas where accommodation is expensive and rents are high, meaning that whilst their incomes are often above average, their level of disposable income is significantly impacted.

Household & Composition

Household Income:

£100,000+ (23%)

UK Base: 10.2%

Household Structure:

Single person, no children (29%)

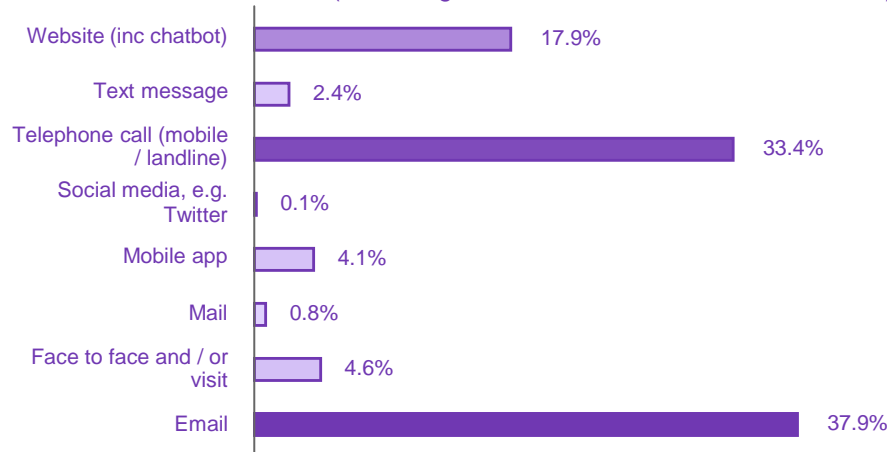
UK Base: 18.6%

Occupation Type (Top 5)

Professional	31%
Self employed	11%
Director / managerial	11%
Skilled / manual worker	9%
Looking after home	9%

Environmental Attitudes

Channel Preference
(Receiving Information Related to Local Services)



"I consider myself an environmentalist"

13% agree

UK Base: 8%

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

20% agree

UK Base: 20%

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

