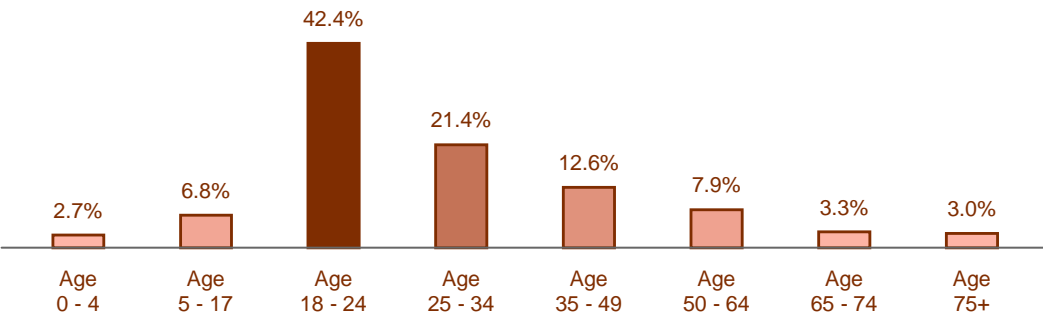


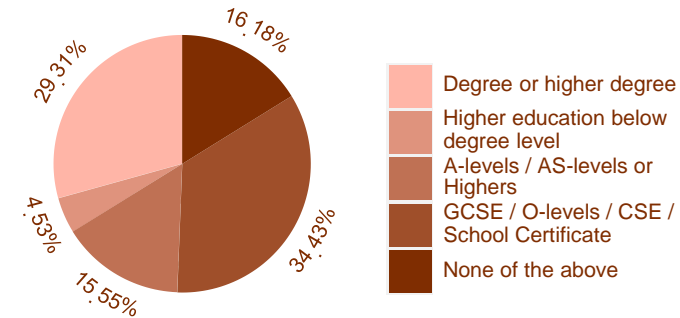
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (5P46). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (5P46). The information provided should be read alongside 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 are typically comprised of flats or terraced houses rented out by a private landlord to students and younger professionals who are in the early stages of their career. Most of these singles will be sharing the property with other young adults.

### Household & Composition

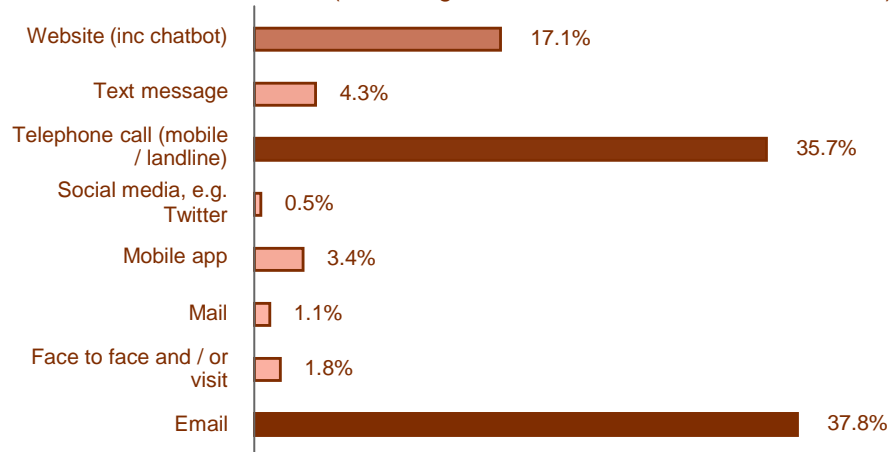
**Household Income:**  
£20,000 - £40,000 (31%)  
UK Base: 31%

**Household Structure:**  
Single person, no children (35%)  
UK Base: 19%

#### Occupation Type (Top 5)

Student	31%
Professional	21%
Skilled / manual worker	10%
Looking after home	8%
Shop worker	8%

Channel Preference  
(Receiving Information Related to Local Services)



### Environmental Attitudes

"I consider myself an environmentalist"

**17% agree**

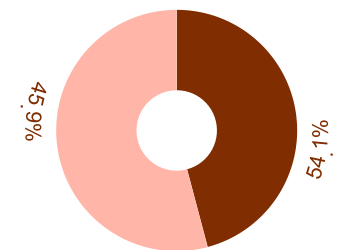
UK Base: 8%

"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



No Yes