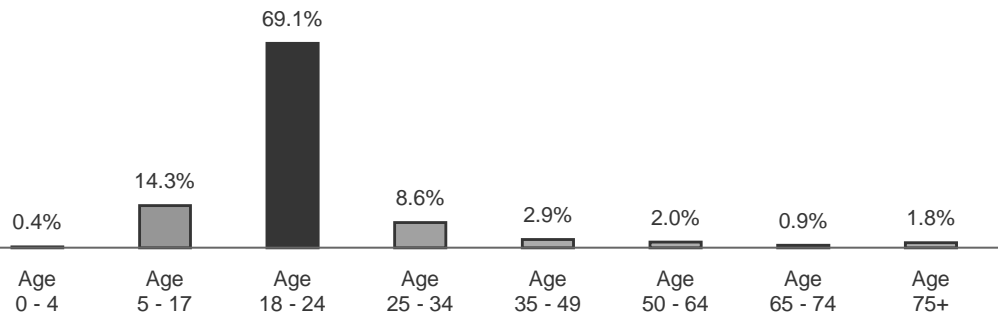




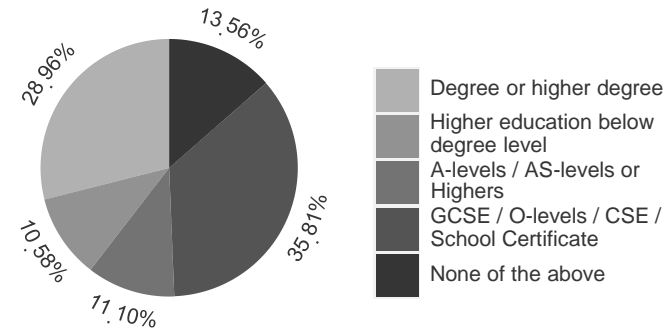
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (7V62). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (7V62). The information provided should be read alongside 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

Household & Composition

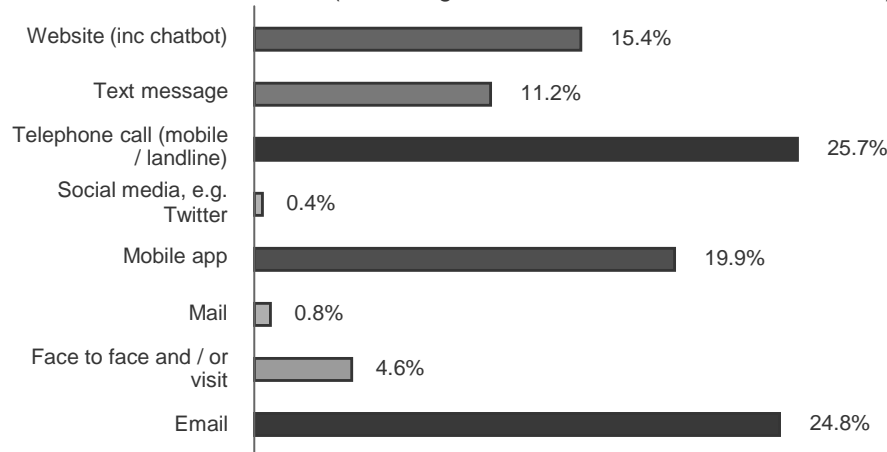
Household Income:
£20,000 - £40,000 (32%)
UK Base: 31.4%

Household Structure:
Couple, no children (33%)
UK Base: 28.5%

Occupation Type (Top 5)

Student	28%
Professional	19%
Skilled / manual worker	12%
Looking after home	10%
Shop worker	8%

Channel Preference
(Receiving Information Related to Local Services)



Environmental Attitudes

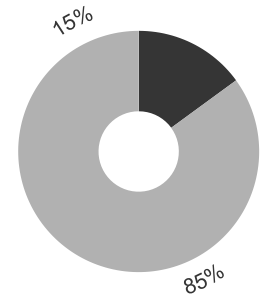
"I consider myself an environmentalist"

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



No Yes