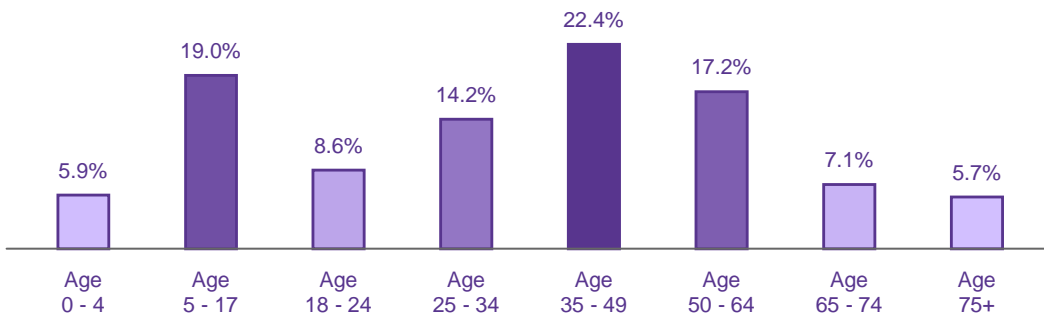


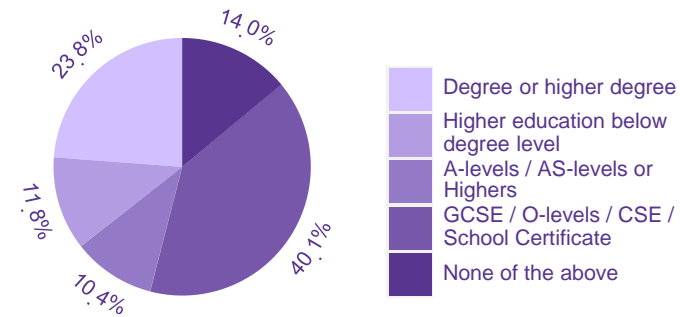
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (3H23). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (3H23). The information provided should be read alongside 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

Located in urban areas around major cities, these diverse neighbourhoods are more likely to contain larger families with school aged children. Whilst many are homeowners, a significant proportion are renting their large semi-detached or terraced house. Incomes are usually above the UK average.

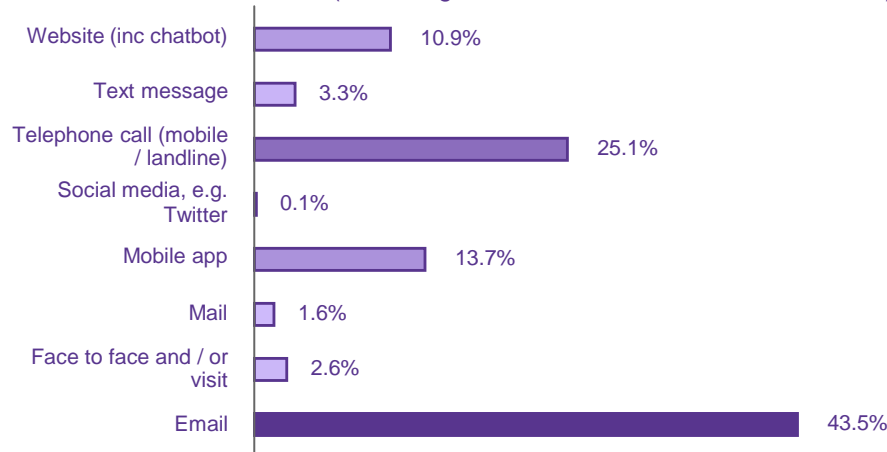
Household & Composition

Household Income:
£20,000 - £40,000 (29%)
UK Base: 31.4%

Household Structure:
Other: two or more adults (56%)
UK Base: 33.5%

Occupation Type (Top 5)	
Professional	25%
Looking after home	15%
Skilled / manual worker	12%
Retired	9%
Shop worker	8%

Channel Preference
(Receiving Information Related to Local Services)



Environmental Attitudes

"I consider myself an environmentalist"

7% agree
UK Base: 8%

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

17% agree
UK Base: 20%

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

