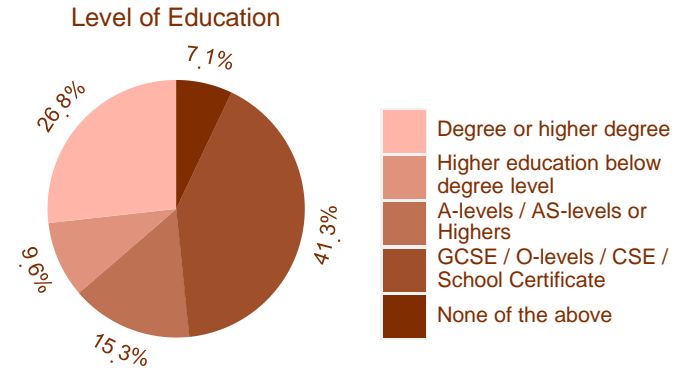
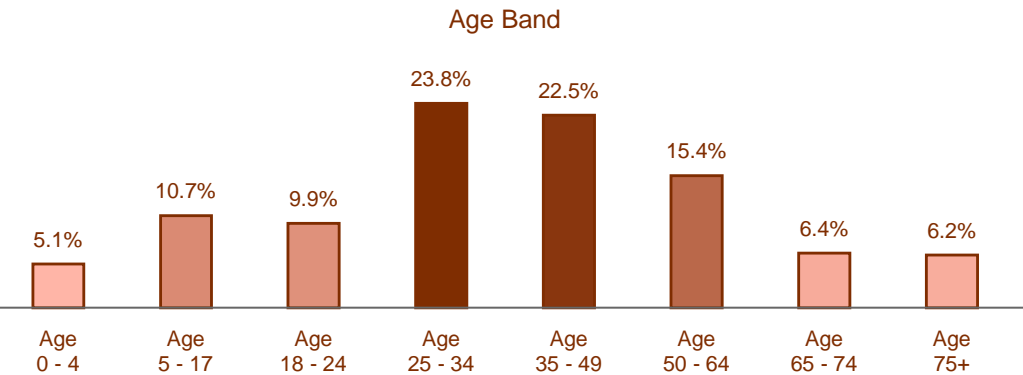


This socio-demographic insight provides an overview of the core characteristics of Acorn Type (5P45). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (5P45). The information provided should be read alongside the road safety insight above in order to optimise approaches which mitigate their levels of risk on roads locally.

Core Demographics



Key Attributes

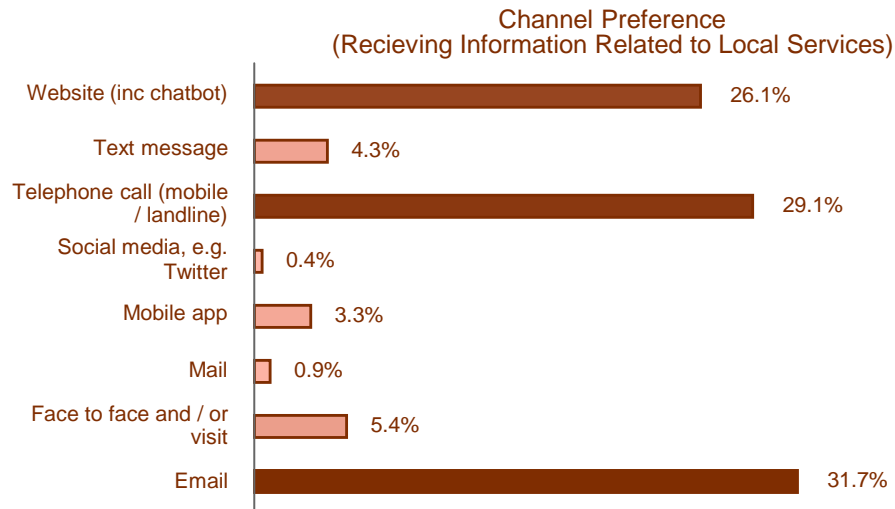
These younger singles and couples are typically renting their small flat from a private landlord. These may be relatively transient areas with higher than average turnover of occupants. Rents are high, leaving disposable income levels below the average for the UK.

Household & Composition

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

Household Structure:
Single person, no children (41%)
UK Base: 19%

Occupation Type (Top 5)	
Professional	28%
Skilled / manual worker	14%
Looking after home	11%
Shop worker	10%
Self employed	8%



Environmental Attitudes

"I consider myself an environmentalist"

10% 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

