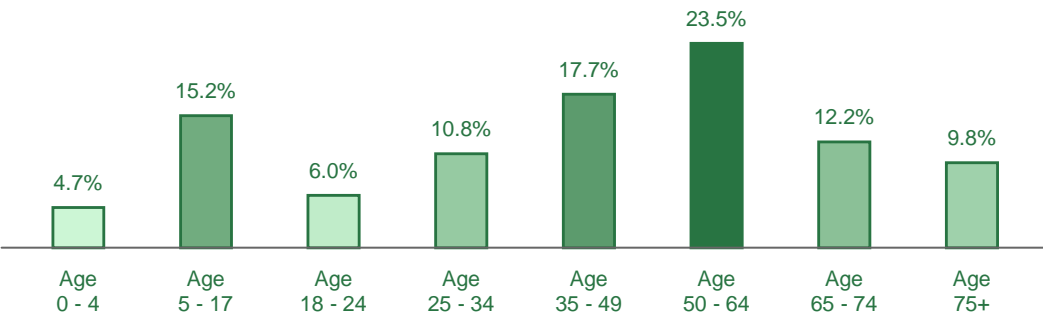




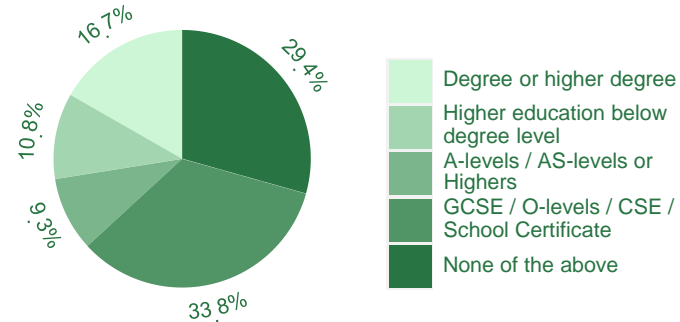
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (4043). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (4043). The information provided should be read alongside 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

Many of the households in this Acorn Type comprise of older couples living in modest detached properties, located in more rural areas. Most are homeowners who own their homes outright and those who do still have a mortgage will be close to paying this off.

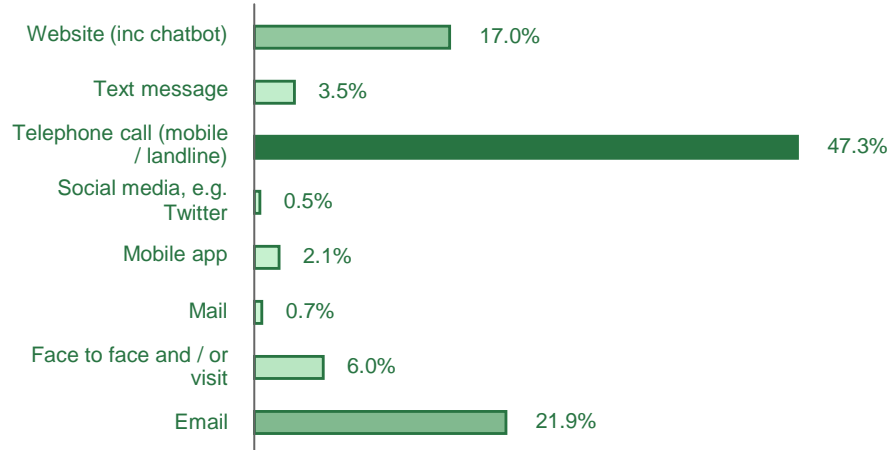
Household & Composition

Household Income:
£20,000 - £40,000 (36%)
UK Base: 31.4%

Household Structure:
Couple, no children (32%)
UK Base: 28.5%

Occupation Type (Top 5)	
Retired	19%
Looking after home	18%
Professional	16%
Skilled / manual worker	14%
Shop worker	9%

Channel Preference
(Receiving Information Related to Local Services)



Environmental Attitudes

"I consider myself an environmentalist"

9% 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

