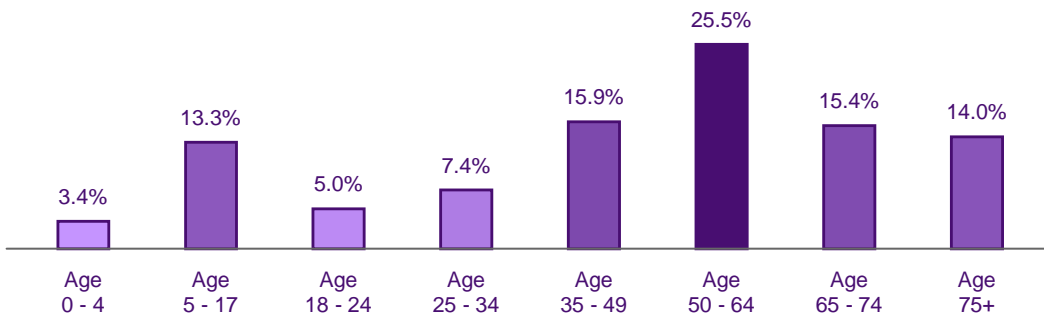




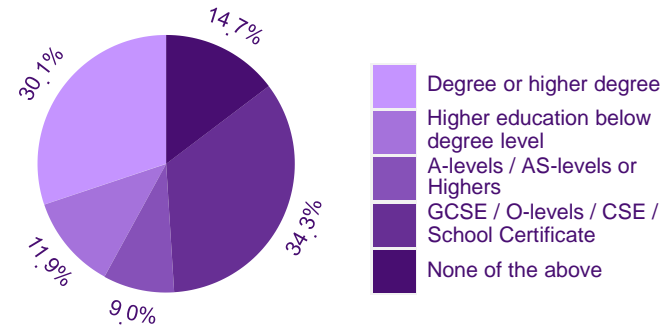
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (3F17). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (3F17). The information provided should be read alongside 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 some of the more rural areas of the UK, these older couples are more likely to have paid off the mortgage on their large detached home. Having earned an income above the UK average, a good proportion of these households are looking forward to a comfortable retirement, with a healthy level of savings and investments to draw upon.

Household & Composition

Household Income:

£20,000 - £40,000 (26%)

UK Base: 31.4%

Household Structure:

Couple, no children (47%)

UK Base: 28.5%

Occupation Type (Top 5)

Retired 22%

Professional 20%

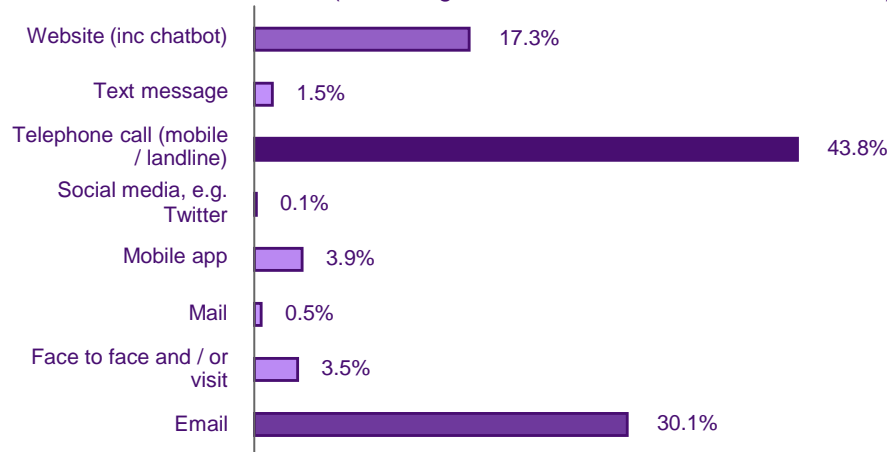
Looking after home 15%

Self employed 10%

Skilled / manual worker 10%

Environmental Attitudes

Channel Preference
(Receiving Information Related to Local Services)



"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"

18% agree

UK Base: 20%

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

