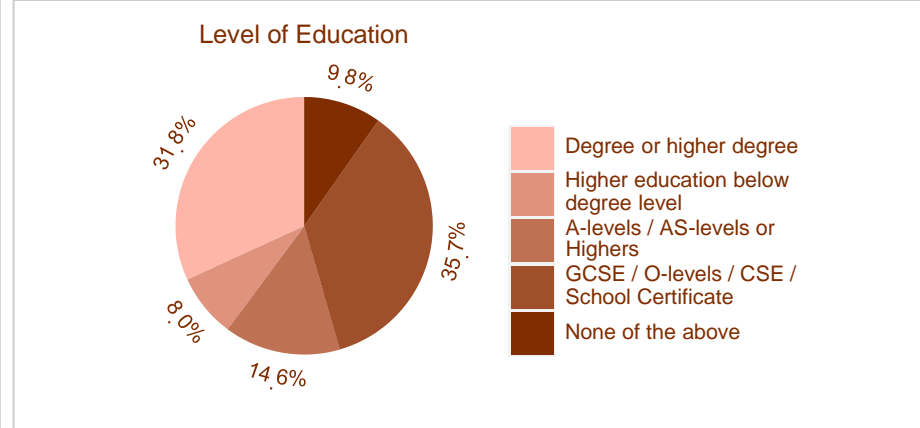
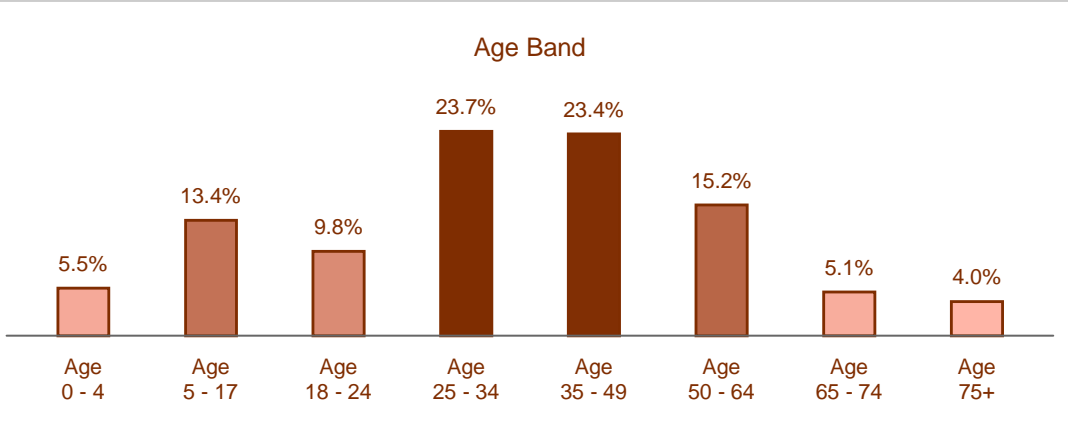


This socio-demographic insight provides an overview of the core characteristics of Acorn Type (5P44). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (5P44). The information provided should be read alongside the road safety insight above in order to optimise approaches which mitigate their levels of risk on roads locally.

### Core Demographics



### Key Attributes

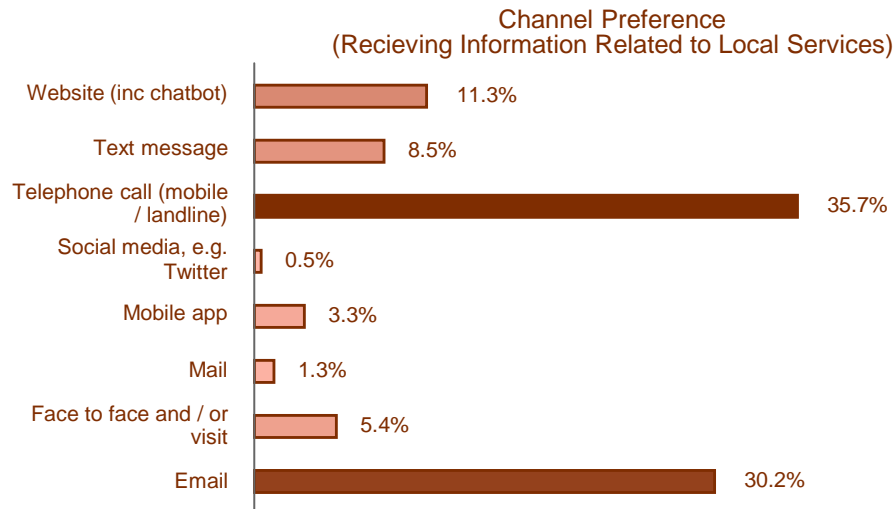
These neighbourhoods are comprised of younger professionals and office workers living in smaller flats which are often located in London. Most will be renting their property, and this could be from a private landlord or through the council or local authority. There is a mix of singles, couples and young families. Whilst incomes are around the UK average, rental prices are high and so the level of disposable income available to these households is greatly reduced, with a higher than average proportion claiming benefits.

### Household & Composition

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

**Household Structure:**  
Other: two or more adults (37%)  
UK Base: 33.5%

Occupation Type (Top 5)	
Professional	27%
Looking after home	12%
Skilled / manual worker	12%
Shop worker	9%
Self employed	9%



### Environmental Attitudes

"I consider myself an environmentalist"

**16% 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**

