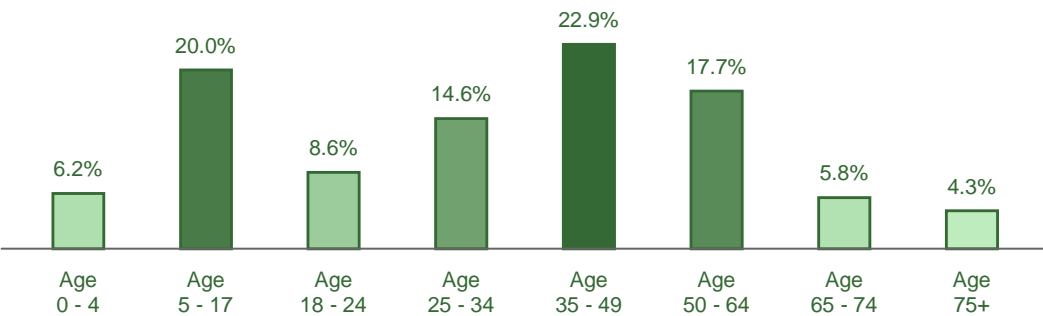




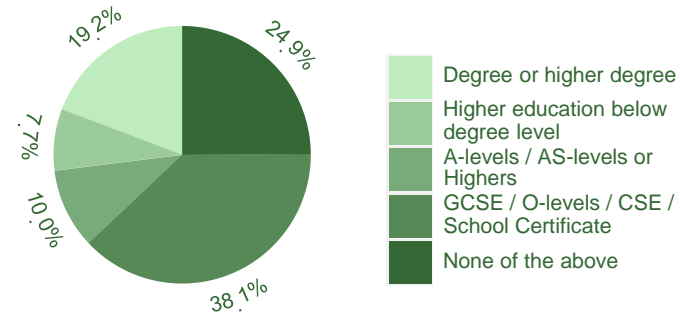
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (4N38). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (4N38). The information provided should be read alongside 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 these neighbourhoods comprise of terraced houses in London. There is a mix of household types and tenures in these streets, which might consist of younger families, working couples or professionals who are sharing a house. Mortgage and rent payments are significantly higher than seen in other parts of the country, so disposable income is lower than for some of the other Types in this Acorn Category.

Household & Composition

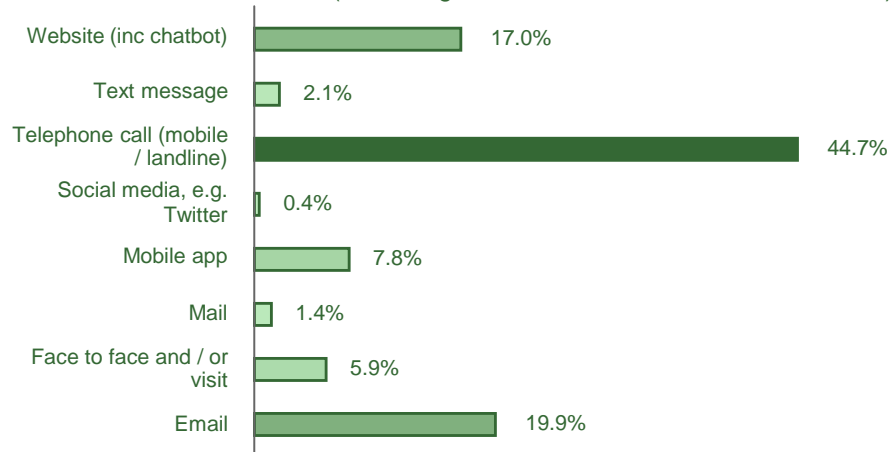
Household Income:
£60,000 - £80,000 (27%)
UK Base: 14%

Household Structure:
Other: two or more adults (64%)
UK Base: 33%

Occupation Type (Top 5)

Professional	26%
Looking after home	15%
Skilled / manual worker	12%
Shop worker	11%
Self employed	8%

Channel Preference
(Receiving Information Related to Local Services)



Environmental Attitudes

"I consider myself an environmentalist"

11% agree
UK Base: 8%

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

24% agree
UK Base: 20%

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

