

4K32: Older comfortable families and couples in detached properties

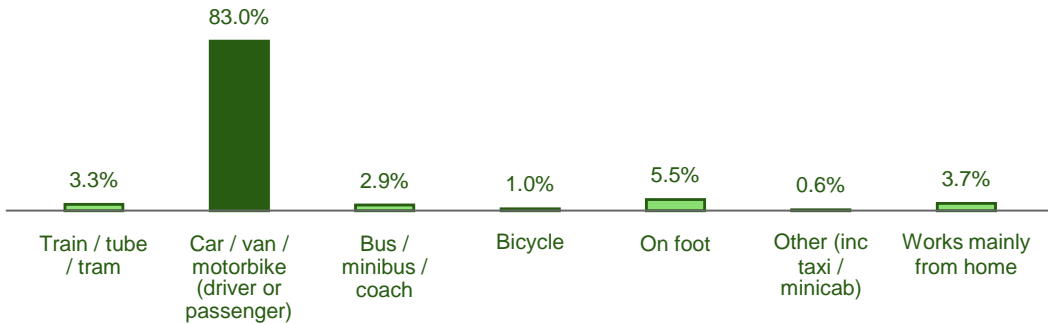


Road Safety Insight

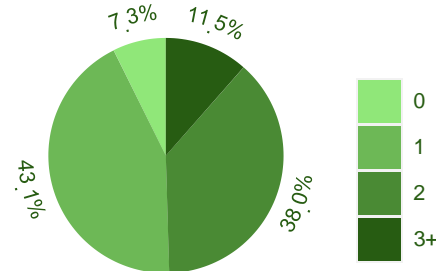
There are several key behavioural characteristics of this Acorn Type (4K32) which provide intelligence to target the road safety issues which affect them. This intelligence should be read as informative information relating to how those from communities of Type 4K32 interact with the road transport system, informing intervention designs and strategies to mitigate their injuries as casualties and their collision involvement levels locally.

Transport Mode Insight

Transport to Work (% of workers)



Car Ownership (number per household)



The main car of those belonging to this Type is privately owned at 92%.

The owned car is usually a hatchback car (63%), or to a lesser extent either a saloon (11%) or an estate car (5%).

Whilst the household's main car was most likely bought used (63%), it is unlikely to be less than 3 years old (14%).

Vehicle Usage Insights

"I do not care what my carbon footprint is"

5% agree

UK Base: 6%

Annual Mileage

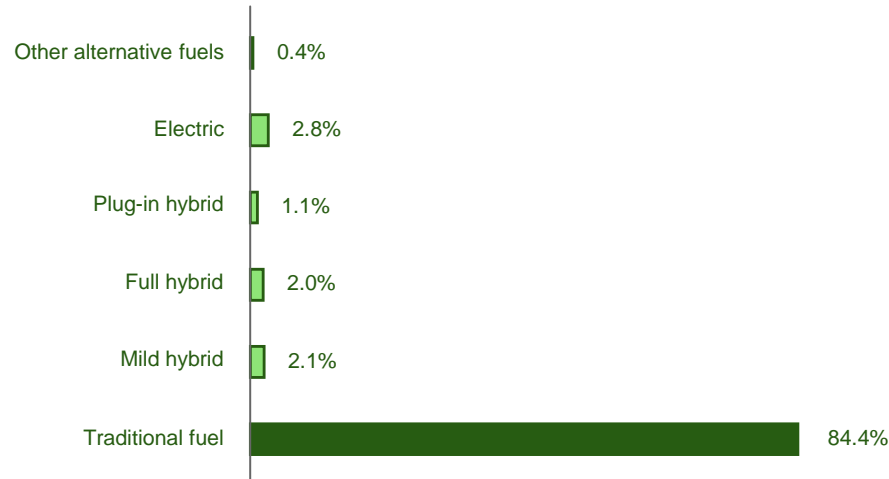
0 - 5,000 miles	39%
5,000 - 10,000 miles	31%
10,000+ miles	23%

"Fuel consumption is the most important feature when buying a new car"

12% agree

UK Base: 15%

Main Car: Fuel Choice



Active Travel and Health Insights

Hobbies

Healthy Eating	38%
Cycling	8%
Exercising indoors (e.g. in a gym)	13%
Hiking climbing or other outdoor pursuits	17%
Playing sports	8%
Exercising outdoor (e.g. running cycling etc.)	18%

"Current cigarette smoker"

11% agree

UK Base: 13%

Health Contentment

