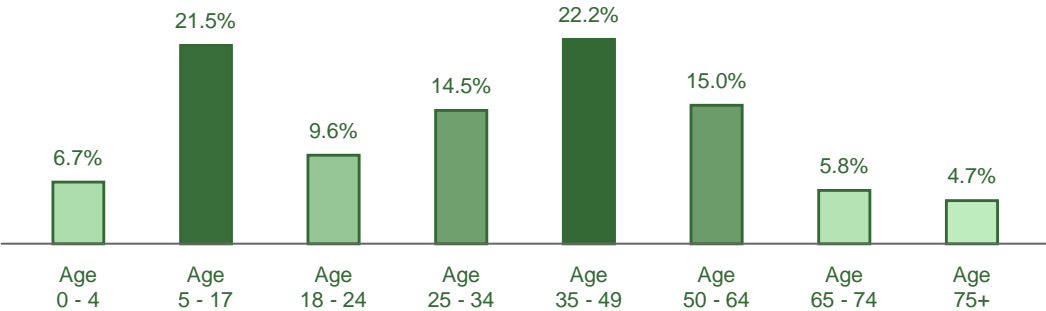




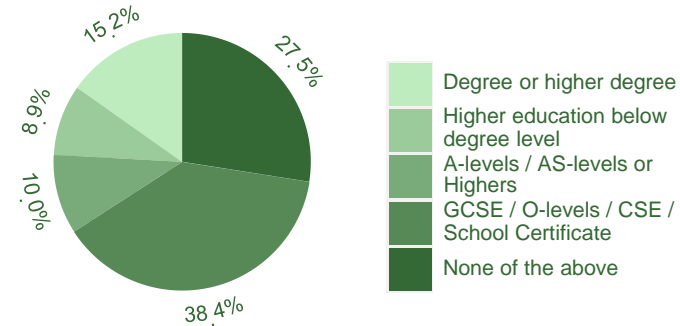
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (4N39). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (4N39). The information provided should be read alongside 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

These families are located in neighbourhoods where the homes are predominantly semi-detached or terraced houses with two or three bedrooms. Numbers of children in the household are typically well above the average for the UK, which can leave them with feeling squeezed for space.

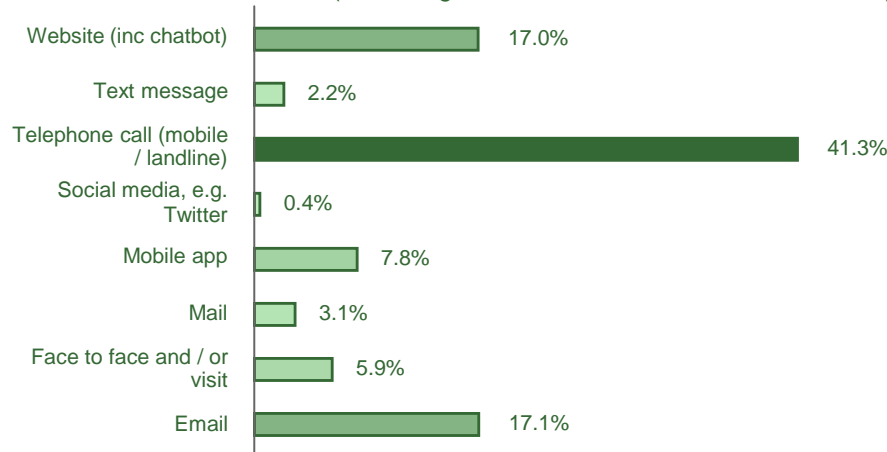
### Household & Composition

**Household Income:**  
£20,000 - £40,000 (33%)  
UK Base: 31.4%

**Household Structure:**  
Other: two or more adults (62%)  
UK Base: 33.5%

Occupation Type (Top 5)	
Professional	21%
Looking after home	17%
Skilled / manual worker	15%
Shop worker	10%
Student	8%

Channel Preference  
(Receiving Information Related to Local Services)



### Environmental Attitudes

"I consider myself an environmentalist"

**12% agree**  
UK Base: 8%

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

**26% agree**  
UK Base: 20%

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

