

6U61: Socially rented flats, singles and pensioners

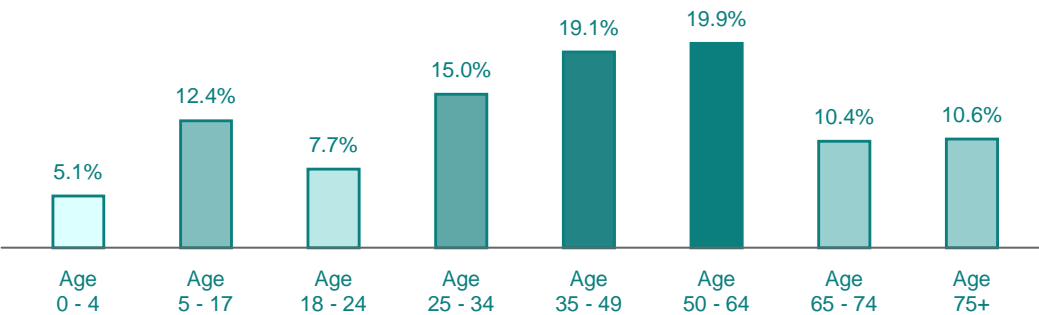


Socio-Demographic Insight

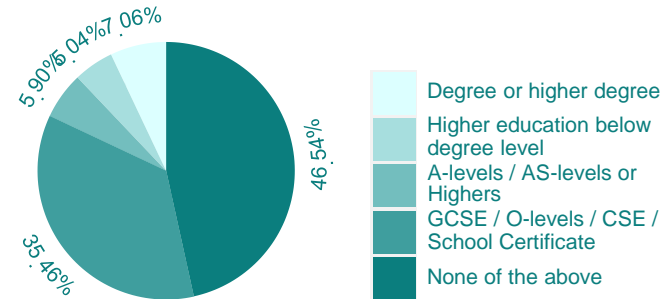
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (6U61). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (6U61). The information provided should be read alongside 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

Single people of all ages are typically found in these small flats, which are usually rented from the council or social housing provider. The properties in this type will tend to be mid-rise and high-rise buildings in towns across the UK. Income levels are amongst the lowest in the UK and the numbers claiming benefits is significantly above the national average.

Household & Composition

Household Income:

£0 - £20,000 (44%)

UK Base: 16.3%

Household Structure:

Single person, no children (58%)

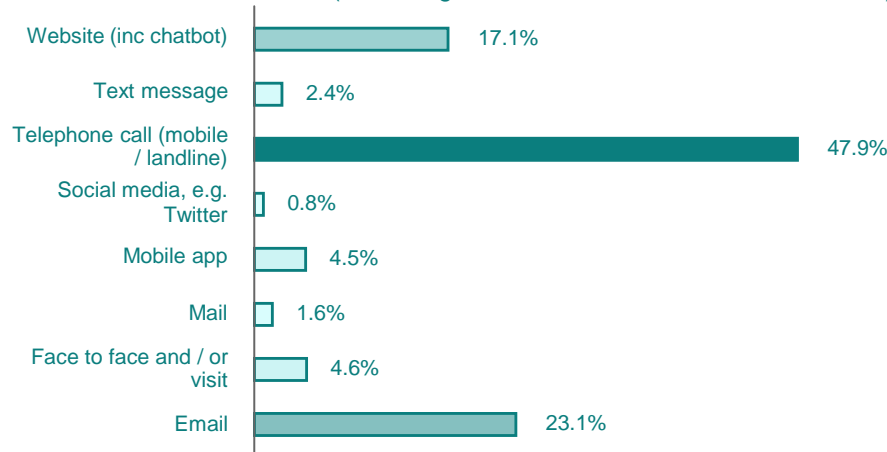
UK Base: 18.6%

Occupation Type (Top 5)

Looking after home	21%
Retired	19%
Skilled / manual worker	18%
Professional	11%
Shop worker	9%

Environmental Attitudes

Channel Preference
(Receiving Information Related to Local Services)



"I consider myself an environmentalist"

8% agree

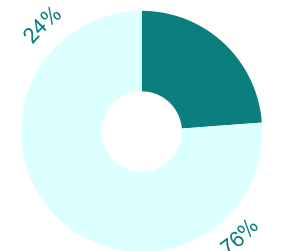
UK Base: 8%

"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



No Yes