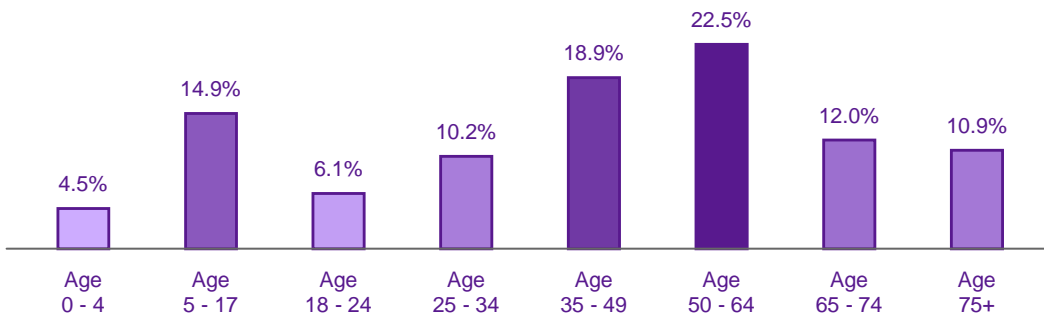


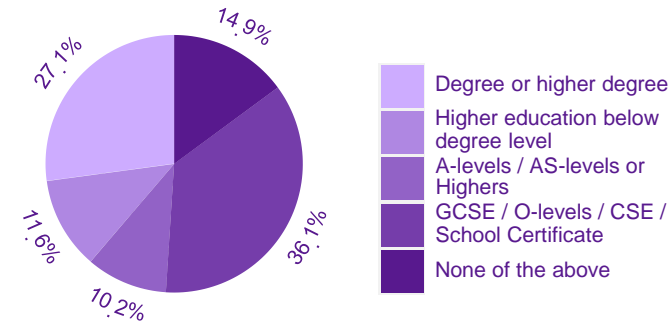
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (3G21). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (3G21). The information provided should be read alongside 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

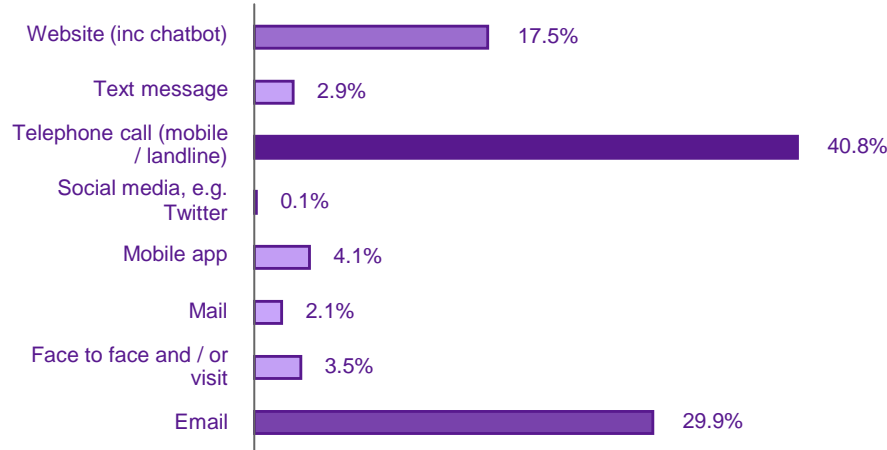
These are suburbs where households tend to be families with school aged children. The majority of families own their semi-detached house and a good proportion will have paid off the mortgage, and as incomes tend to be above average, their level of disposable income means they have the ability to put some money aside into savings.

Household & Composition

Household Income: £20,000 - £40,000 (29%) <small>UK Base: 31.4%</small>	
Household Structure: Couple, no children (34%) <small>UK Base: 28.5%</small>	
Occupation Type (Top 5)	
Professional	24%
Retired	17%
Looking after home	14%
Skilled / manual worker	13%
Shop worker	8%

Environmental Attitudes

Channel Preference
(Receiving Information Related to Local Services)



"I consider myself an environmentalist"

5% agree

UK Base: 8%

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

18% agree

UK Base: 20%

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

