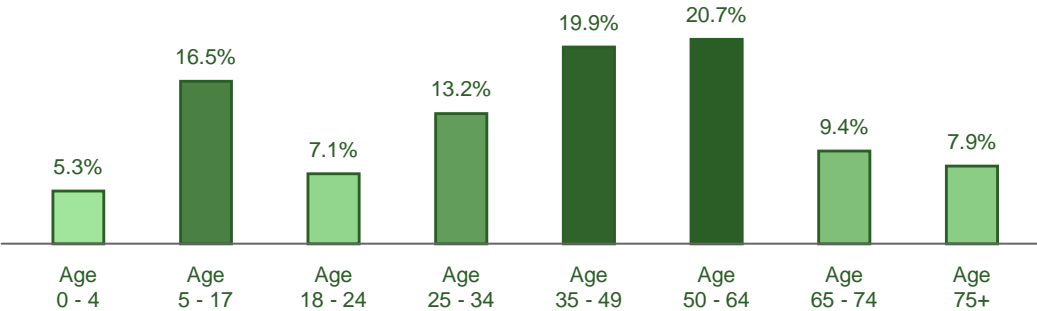




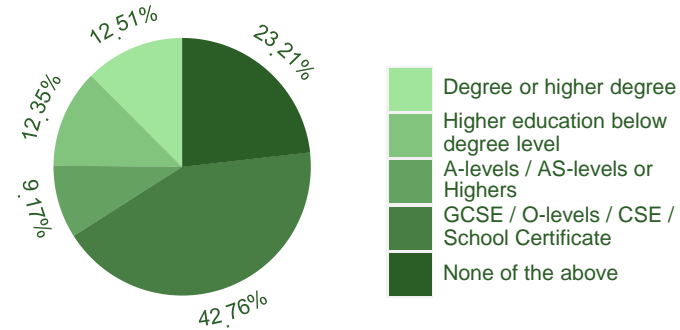
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (4L35). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (4L35). The information provided should be read alongside 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 typically live in a three bedroom semi-detached house, in areas which are generally more affordable and have therefore seen some of the highest increases in house price in the last five years. A good proportion have paid off the mortgage on their home.

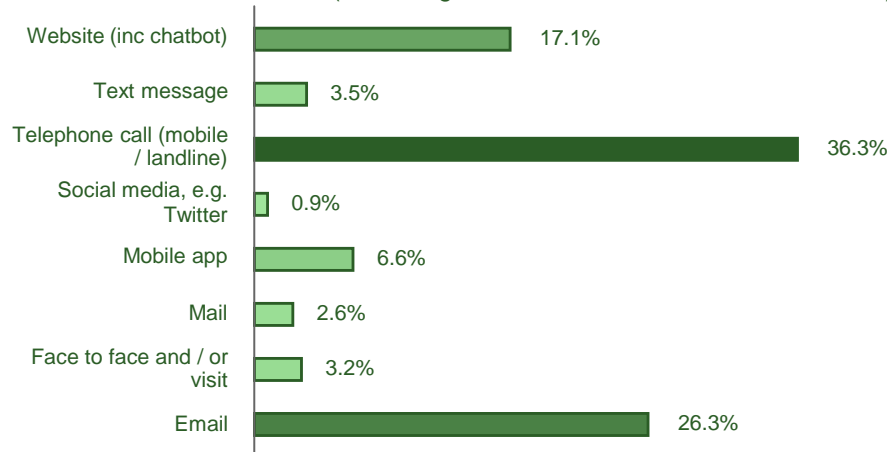
Household & Composition

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

Household Structure:
Other: two or more adults (36%)
UK Base: 33.5%

Occupation Type (Top 5)	
Professional	22%
Skilled / manual worker	16%
Looking after home	15%
Retired	15%
Shop worker	10%

Channel Preference
(Receiving Information Related to Local Services)



Environmental Attitudes

"I consider myself an environmentalist"

6% 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

