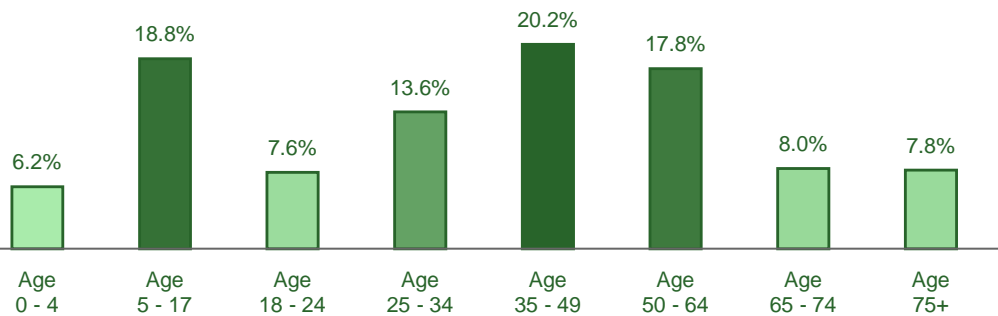




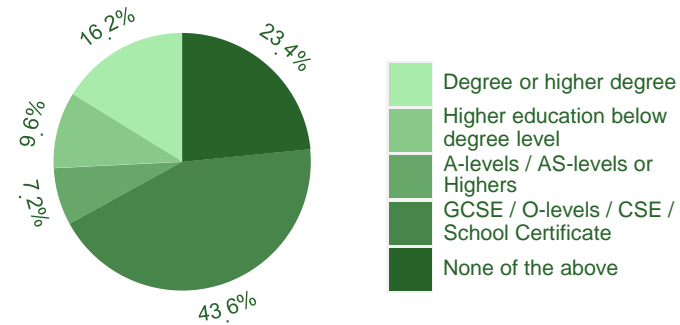
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (4M37). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (4M37). The information provided should be read alongside 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 neighbourhoods are typically made up of families living in semi-detached or terraced houses. There is a mix of tenures between those who are homeowners and those who are in social housing, renting from the council or local authority. Income levels are typically in line with the average in the UK.

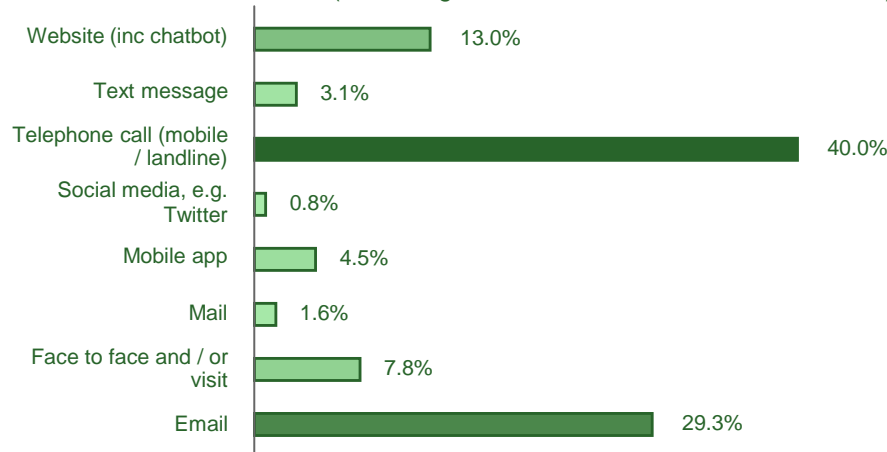
### Household & Composition

**Household Income:**  
£20,000 - £40,000 (29%)  
UK Base: 31.4%

**Household Structure:**  
Other: two or more adults (42%)  
UK Base: 33.5%

Occupation Type (Top 5)	
Professional	23%
Looking after home	16%
Skilled / manual worker	16%
Shop worker	12%
Retired	10%

Channel Preference  
(Receiving Information Related to Local Services)



### Environmental Attitudes

"I consider myself an environmentalist"

**7% agree**  
UK Base: 8%

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

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

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

