

# 4N40: Young families, limited means in terraced metropolitan areas

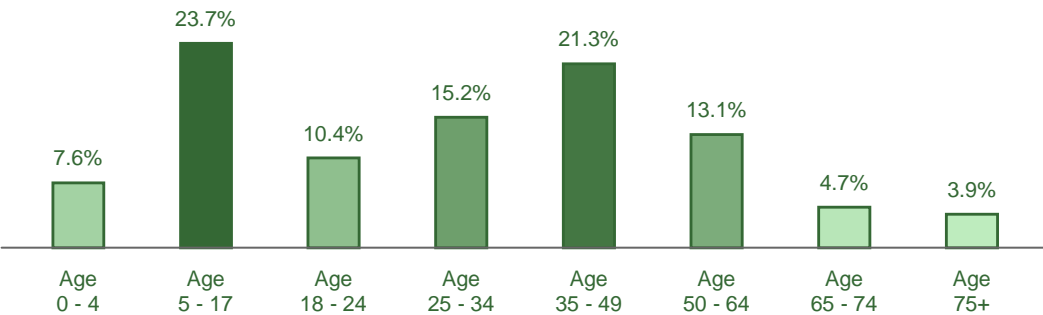


## Socio-Demographic Insight

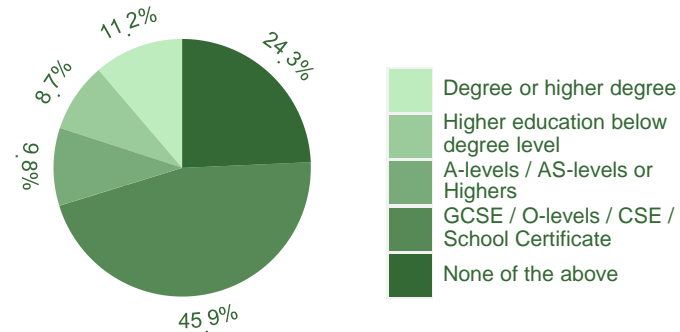
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (4N40). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (4N40). The information provided should be read alongside 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

There is a mix of household tenures in these urban neighbourhoods, which are often made up of families with multiple children in the home. Incomes are typically below the UK average, which can leave them with some financial pressures.

### Household & Composition

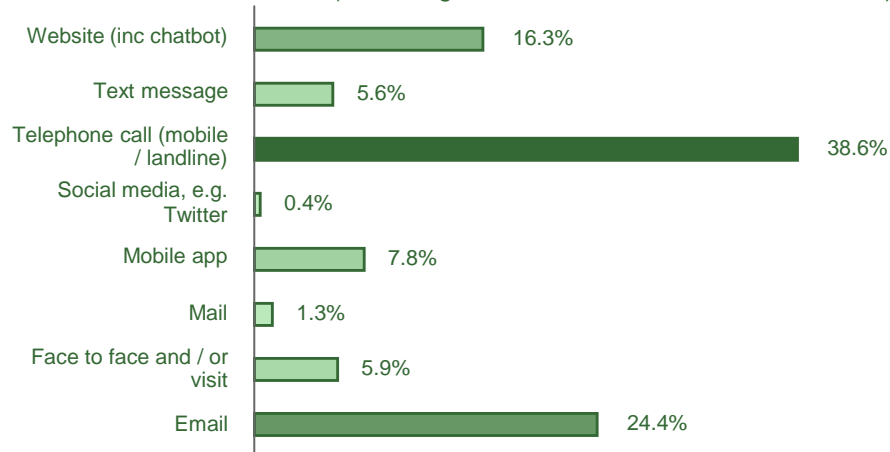
**Household Income:**  
**£20,000 - £40,000 (36%)**  
 UK Base: 31.4%

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

#### Occupation Type (Top 5)

Skilled / manual worker	19%
Professional	18%
Looking after home	17%
Shop worker	11%
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"

**31% agree**  
 UK Base: 20%

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

