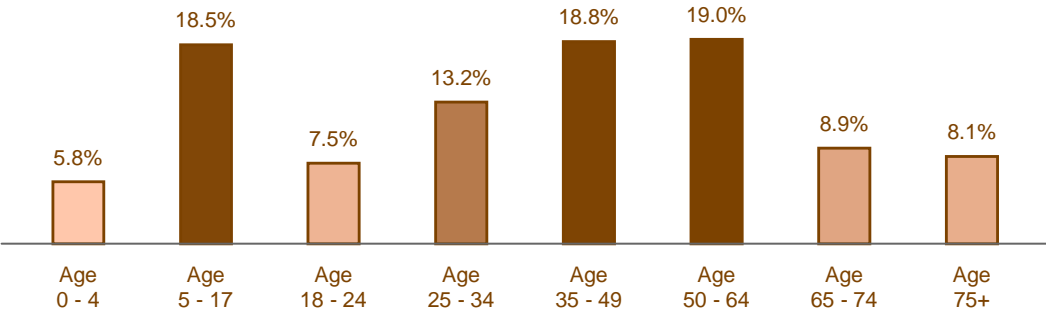




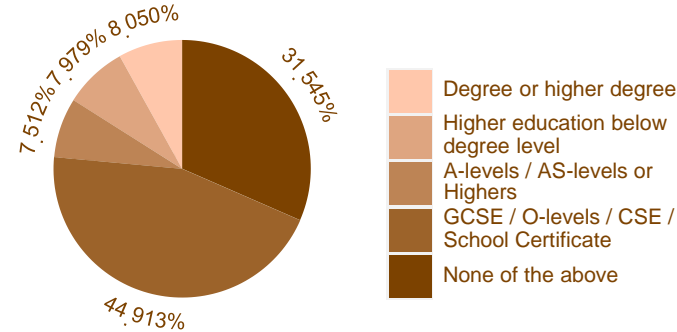
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (5Q48). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (5Q48). The information provided should be read alongside 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

Families of all ages make up these neighbourhoods, where the homes are often a three bedroom semi-detached house rented from the council or local authority. They are more likely to work in retail or as a manual worker and therefore income levels are typically below the UK average.

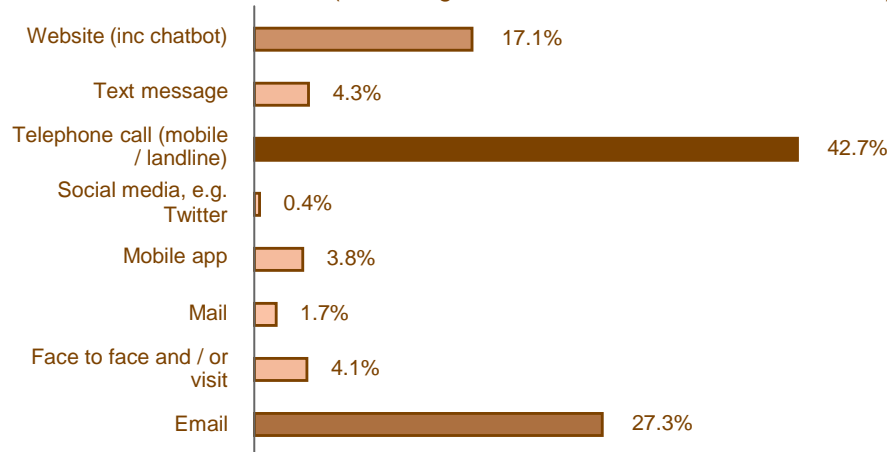
Household & Composition

Household Income:
£20,000 - £40,000 (38%)
UK Base: 31.4%

Household Structure:
Other: two or more adults (41%)
UK Base: 33.5%

Occupation Type (Top 5)	
Skilled / manual worker	18%
Professional	18%
Looking after home	17%
Retired	15%
Shop worker	12%

Channel Preference
(Receiving Information Related to Local Services)



Environmental Attitudes

"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"

21% agree
UK Base: 20%

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

