

4042: Retired homeowners in semi-detached and detached houses

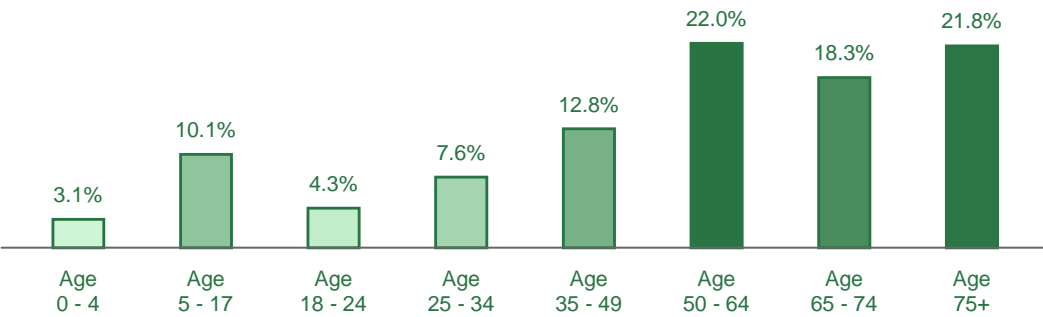


Socio-Demographic Insight

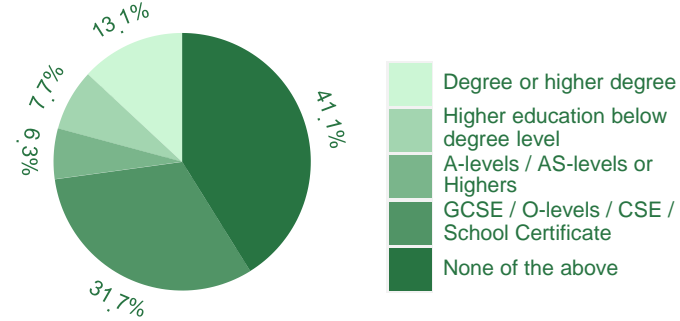
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (4042). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (4042). The information provided should be read alongside 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 older households have typically paid off the mortgage on their semi-detached or detached house, which is often a bungalow. Most of them are couples but there is a high proportion of singles living in these streets. Many are no longer working but have amassed enough in savings to have a reasonably comfortable retirement.

Household & Composition

Household Income:

£20,000 - £40,000 (34%)

UK Base: 31.4%

Household Structure:

Couple, no children (46%)

UK Base: 28.5%

Occupation Type (Top 5)

Retired 33%

Looking after home 16%

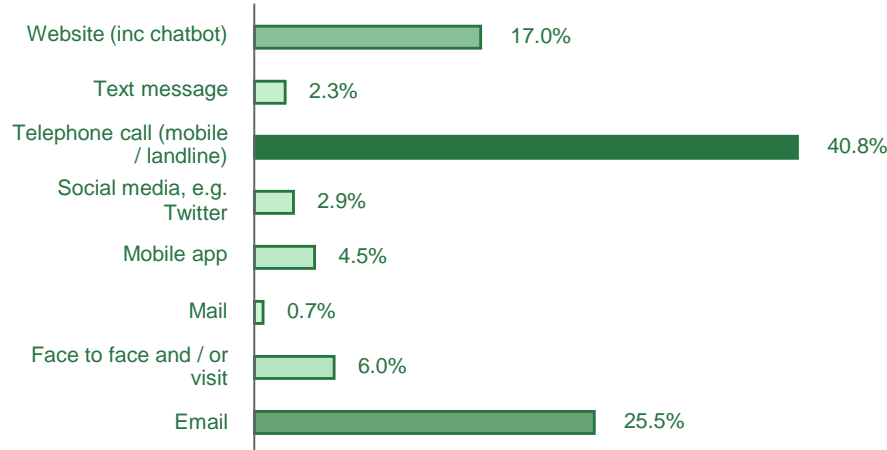
Professional 13%

Skilled / manual worker 11%

Shop worker 7%

Environmental Attitudes

Channel Preference (Receiving Information Related to Local Services)



"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"

19% agree

UK Base: 20%

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

