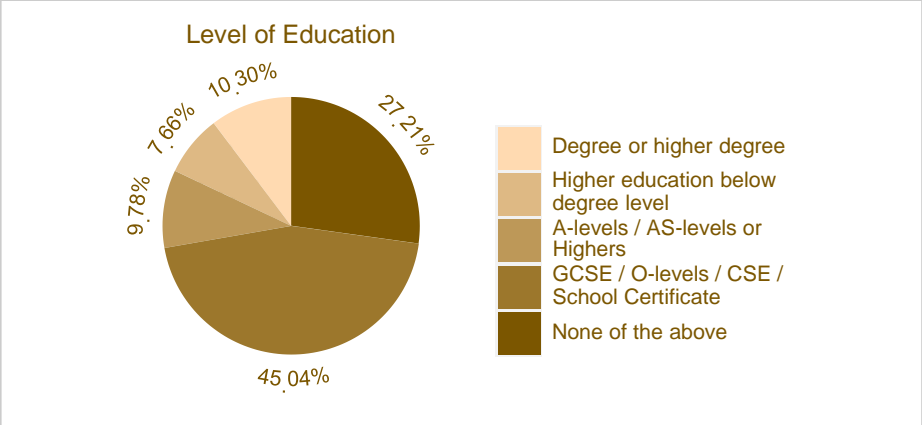
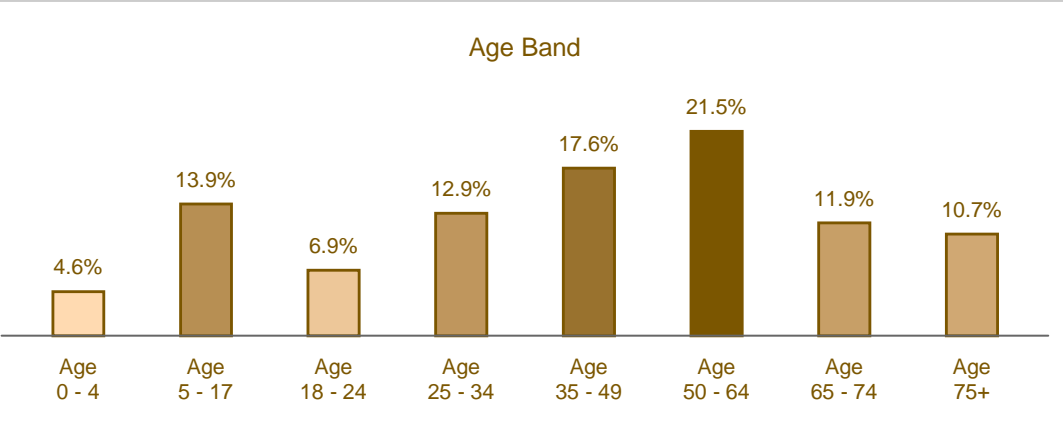




This socio-demographic insight provides an overview of the core characteristics of Acorn Type (5R51). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (5R51). The information provided should be read alongside the road safety insight above in order to optimise approaches which mitigate their levels of risk on roads locally.

Core Demographics



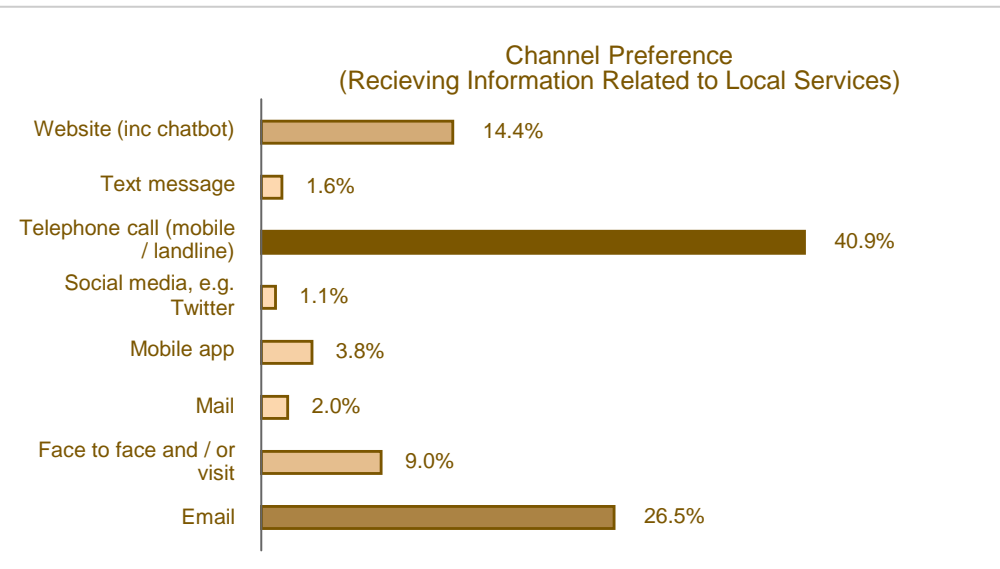
Key Attributes

Many of these households are older singles, living in low value housing, which is often a small terraced house. Many will have paid off the mortgage on their home, or be close to doing so, so whilst income levels are much lower than the UK average their level of outgoings on mortgage or rent payments is less impacted than other Types in the same Acorn Category.

Household & Composition

Household Income: £20,000 - £40,000 (46%) <small>UK Base: 31.4%</small>
Household Structure: Other: two or more adults (35%) <small>UK Base: 33.5%</small>
Occupation Type (Top 5)
Skilled / manual worker 18%
Professional 17%
Looking after home 16%
Retired 16%
Shop worker 11%

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"

21% agree
UK Base: 20%

