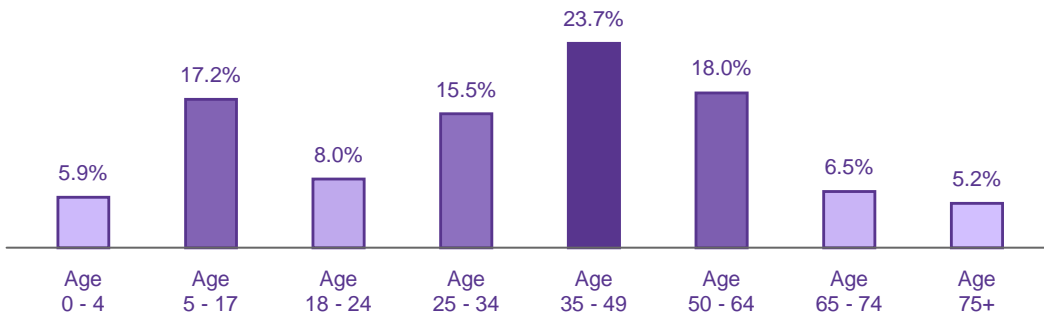




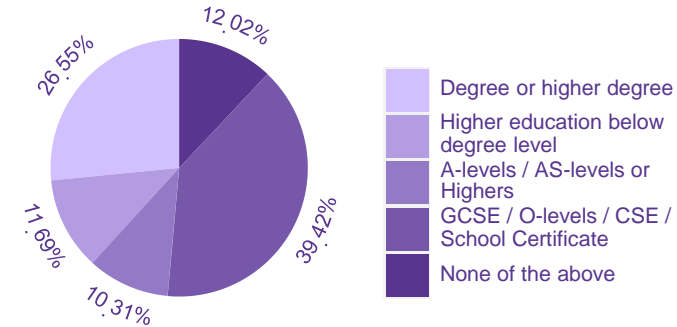
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (3H22). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (3H22). The information provided should be read alongside 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 tend to have professionals with young children who are buying their terraced homes alongside some privately renting house shares. Incomes are above the national average but high mortgage and rent payments, along with childcare costs, mean that disposable incomes are typically below the UK average.

### Household & Composition

**Household Income:**  
£60,000 - £80,000 (24%)  
UK Base: 14%

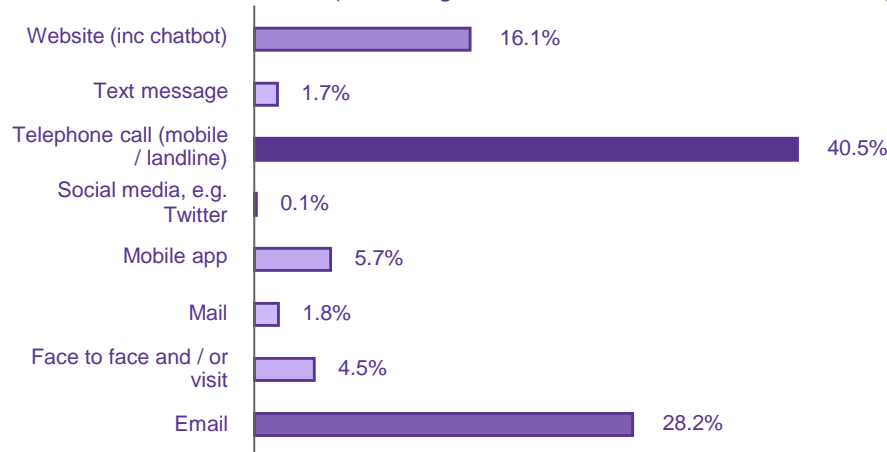
**Household Structure:**  
Other: two or more adults (50%)  
UK Base: 33%

#### Occupation Type (Top 5)

Professional	28%
Looking after home	13%
Skilled / manual worker	11%
Self employed	9%
Shop worker	9%

### Environmental Attitudes

Channel Preference  
(Receiving Information Related to Local Services)



"I consider myself an environmentalist"

**9% agree**

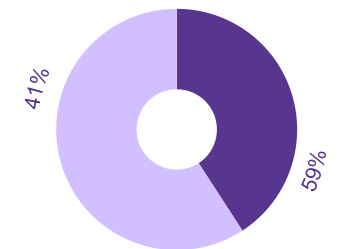
UK Base: 8%

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

**18% agree**

UK Base: 20%

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



No Yes