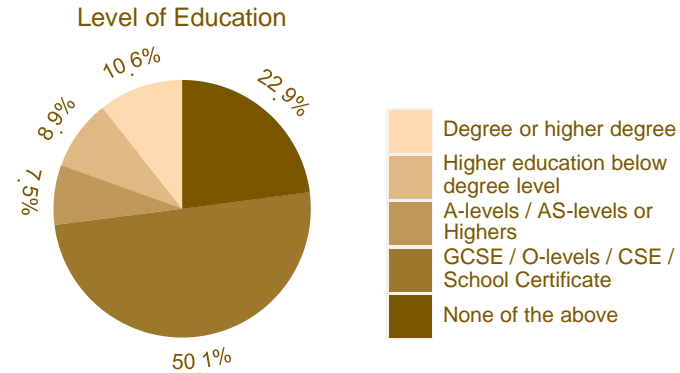
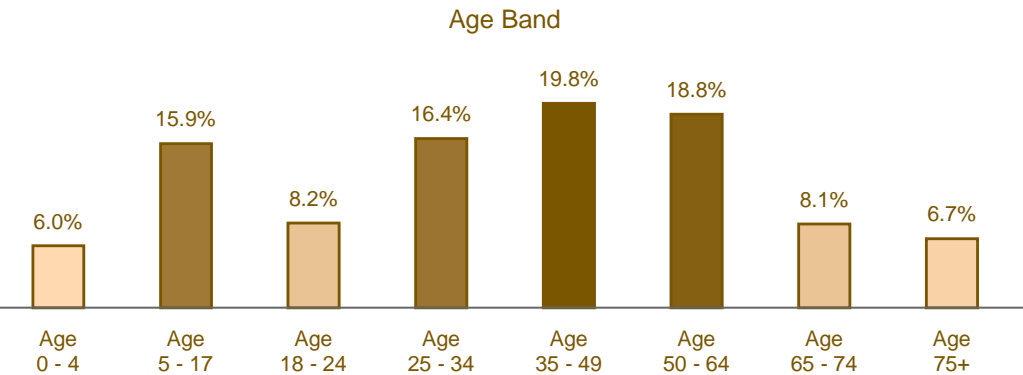




This socio-demographic insight provides an overview of the core characteristics of Acorn Type (5R50). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (5R50). The information provided should be read alongside the road safety insight above in order to optimise approaches which mitigate their levels of risk on roads locally.

### Core Demographics



### Key Attributes

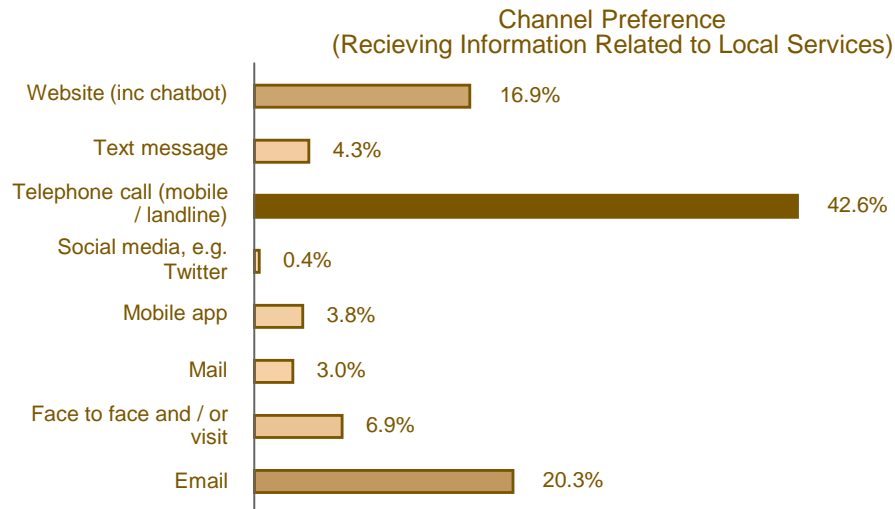
These neighbourhoods are typically made up of younger families and single parents living in terraces, in areas of the country where the rate of turnover has been higher across the last five years than typically seen in the UK. Income levels are well below that typically seen in the UK and the numbers claiming benefits is significantly above the national average.

### Household & Composition

**Household Income:**  
**£20,000 - £40,000 (32%)**  
UK Base: 31.4%

**Household Structure:**  
**Other: two or more adults (33%)**  
UK Base: 33.5%

Occupation Type (Top 5)	
Professional	20%
Skilled / manual worker	17%
Looking after home	15%
Shop worker	13%
Retired	12%



### 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"

**22% agree**  
UK Base: 20%

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

