

4041: Living on modest means in terraces

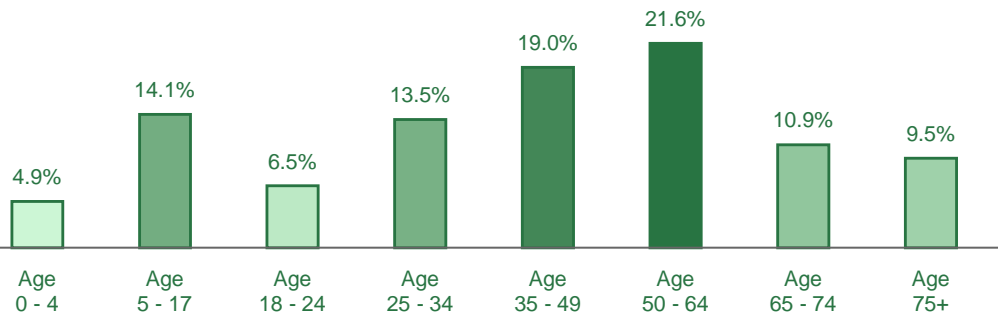


Socio-Demographic Insight

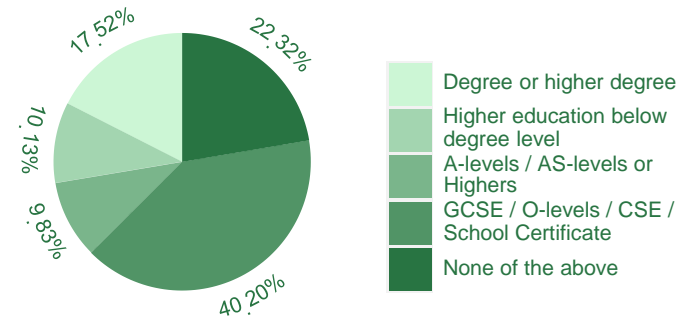
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (4041). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (4041). The information provided should be read alongside 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 have a mix of lifestyles within them, with a slightly higher proportion of those in retirement age. Their terraced home is probably owned outright, or they are close to paying off the mortgage. Incomes are typically around the average for the UK.

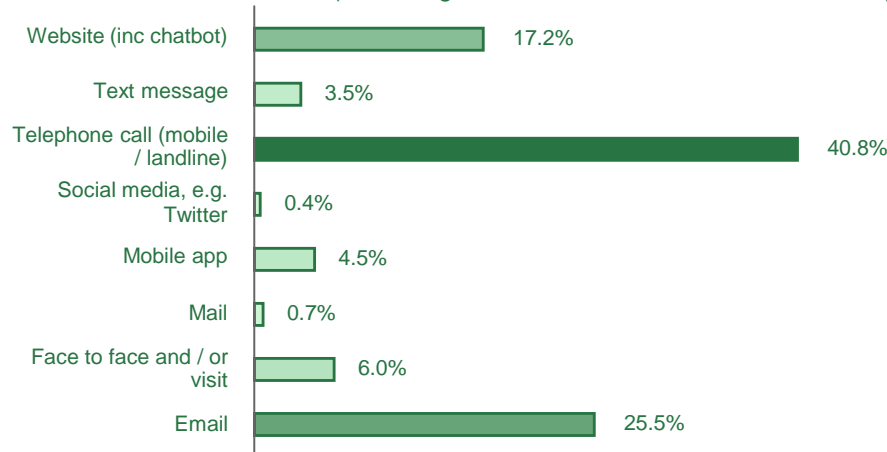
Household & Composition

Household Income:
£20,000 - £40,000 (33%)
 UK Base: 31.4%

Household Structure:
Other: two or more adults (31%)
 UK Base: 33.5%

Occupation Type (Top 5)	
Professional	22%
Skilled / manual worker	16%
Looking after home	14%
Retired	13%
Shop worker	11%

Channel Preference
 (Receiving Information Related to Local Services)



Environmental Attitudes

"I consider myself an environmentalist"

7% 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

