

# 4K29: Senior home-owning couples

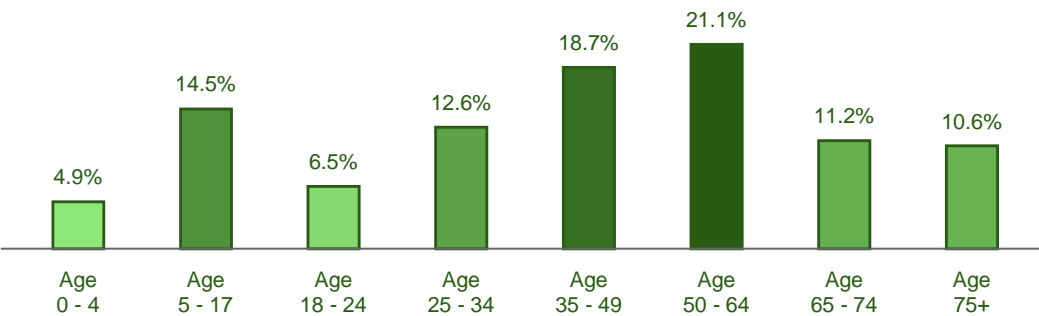


## Socio-Demographic Insight

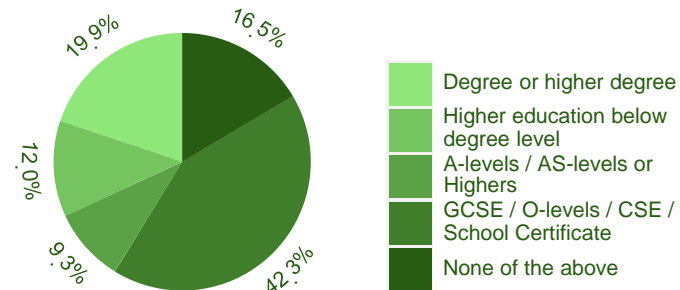
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (4K29). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (4K29). The information provided should be read alongside 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 couples and empty nesters typically own their two or three bedroom house, with a good proportion having paid off the mortgage. Some may have started to think about down-sizing as the rate or turnover in these neighbourhoods has been significantly higher in the last five years than the UK average.

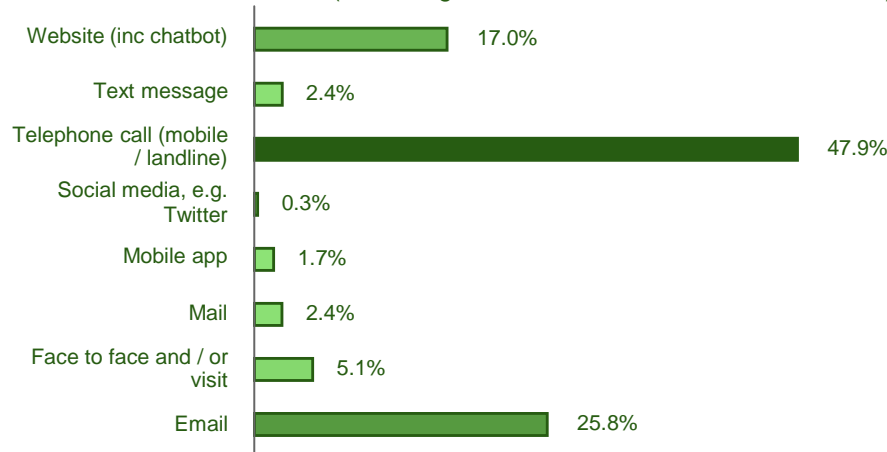
### Household & Composition

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

**Household Structure:**  
**Couple, no children (32%)**  
 UK Base: 28.5%

| Occupation Type (Top 5) |     |
|-------------------------|-----|
| Professional            | 23% |
| Looking after home      | 15% |
| Retired                 | 14% |
| Skilled / manual worker | 13% |
| Shop worker             | 9%  |

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"

**20% agree**

UK Base: 20%

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

