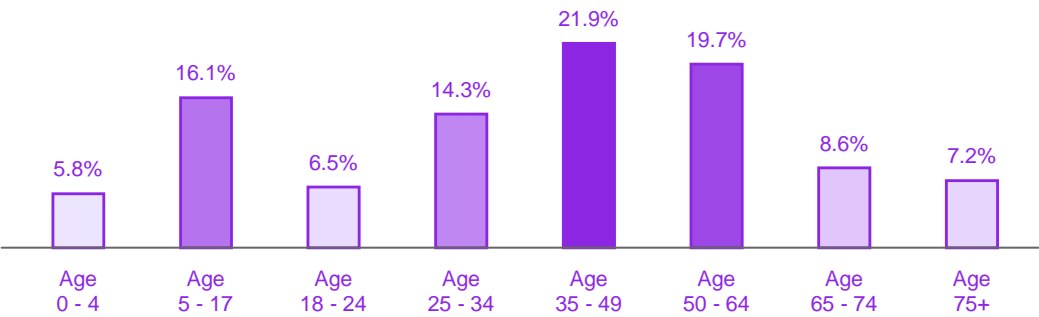




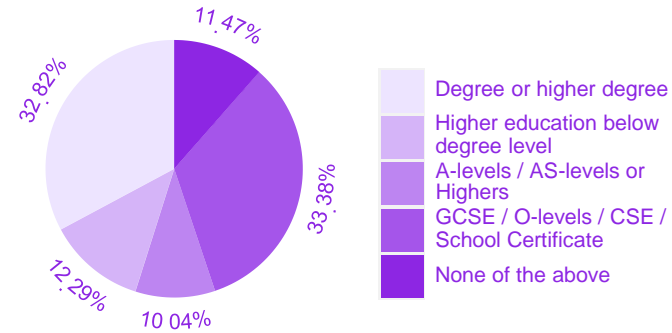
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (3J28). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (3J28). The information provided should be read alongside 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

Most of the families in these neighbourhoods will be buying their terraced home in towns and villages which have seen a higher than average rate of turnover in the last five years. Their incomes are typically well above the UK average, and gives them a relatively good level of disposable income.

Household & Composition

Household Income:

£20,000 - £40,000 (28%)

UK Base: 31.4%

Household Structure:

Couple, no children (33%)

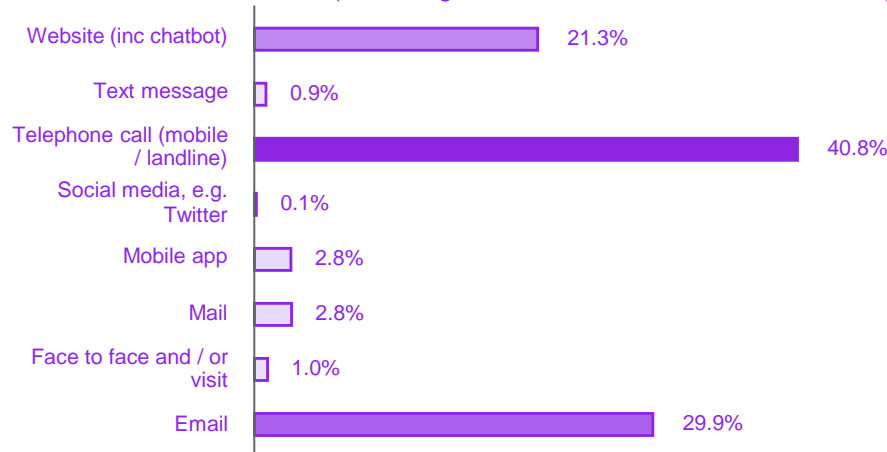
UK Base: 28.5%

Occupation Type (Top 5)

Professional	28%
Skilled / manual worker	13%
Looking after home	13%
Retired	10%
Shop worker	10%

Environmental Attitudes

Channel Preference
(Receiving Information Related to Local Services)



"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"

22% agree

UK Base: 20%

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

