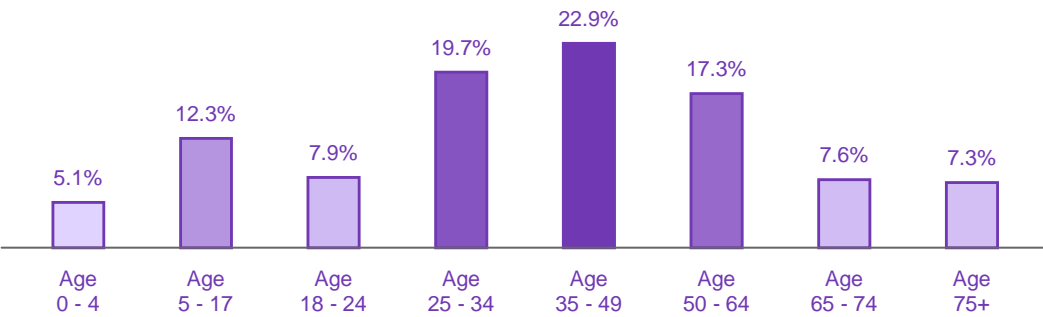




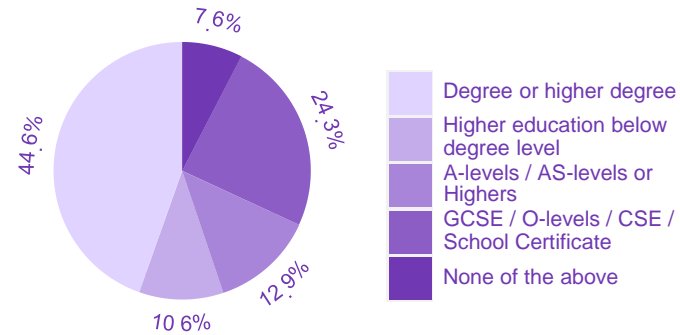
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (3126). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (3126). The information provided should be read alongside 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 tend to be younger professional people and while there is a higher level of private renting than average some will be on the housing ladder and buying their flat. Incomes are typically above the national average, allowing them to be comfortable with a better than average level of disposable income. These neighbourhoods have seen a much higher rate of turnover within the last five years compared to the UK average.

Household & Composition

Household Income:

£20,000 - £40,000 (27%)

UK Base: 31.4%

Household Structure:

Couple, no children (33%)

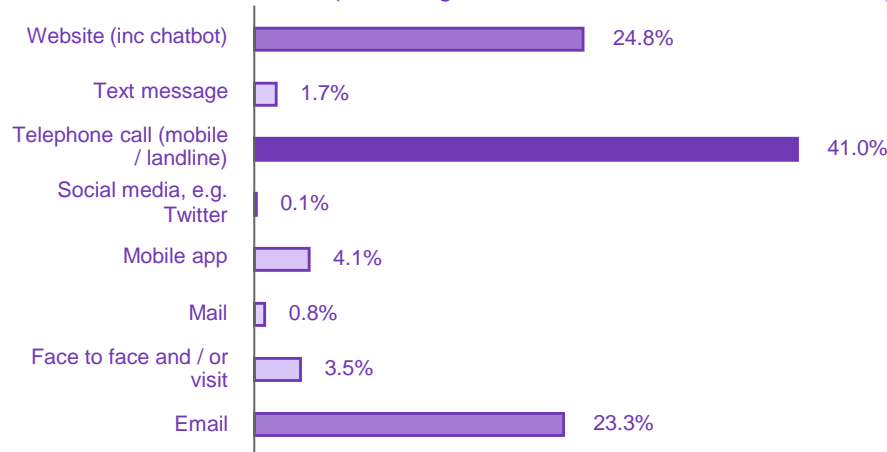
UK Base: 28.5%

Occupation Type (Top 5)

Professional	30%
Looking after home	12%
Skilled / manual worker	11%
Self employed	9%
Director / managerial	8%

Environmental Attitudes

Channel Preference
(Receiving Information Related to Local Services)



"I consider myself an environmentalist"

10% 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

