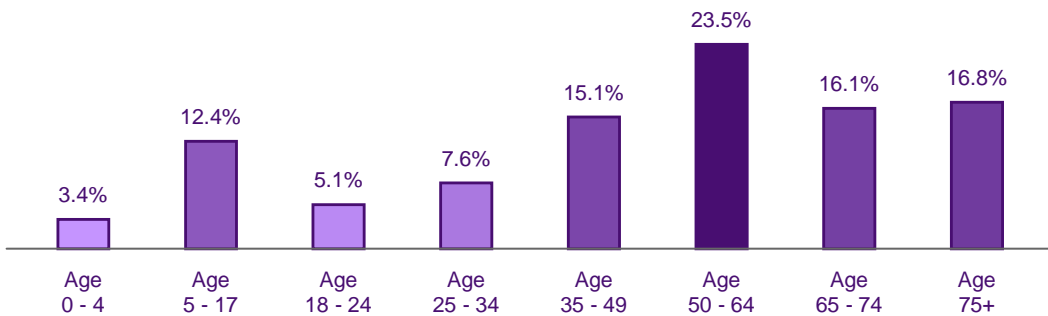




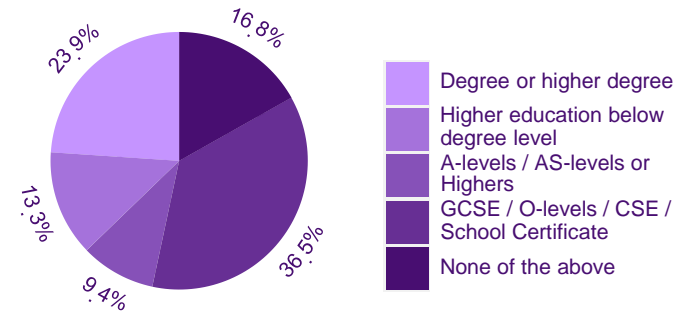
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (3F19). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (3F19). The information provided should be read alongside 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 homes in these neighbourhoods are detached with at least three bedrooms, with a significant minority being bungalows. These households are typically older couples, with many coming up to retirement, if not already retired. Levels of disposable income are high for their income, as most have paid off their mortgage.

### Household & Composition

**Household Income:**

**£20,000 - £40,000 (27%)**  
UK Base: 31.4%

**Household Structure:**

**Couple, no children (40%)**  
UK Base: 28.5%

**Occupation Type (Top 5)**

Retired 22%

Professional 21%

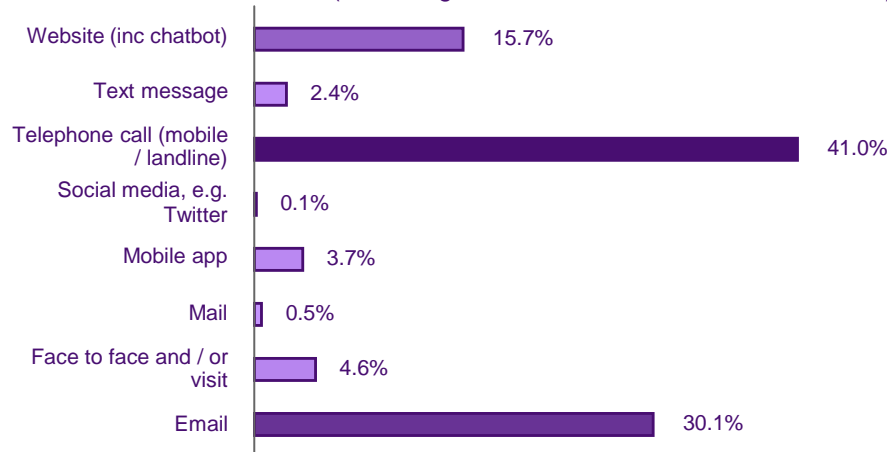
Looking after home 15%

Skilled / manual worker 10%

Self employed 8%

### Environmental Attitudes

Channel Preference  
(Receiving Information Related to Local Services)



"I consider myself an environmentalist"

**6% agree**

UK Base: 8%

"I do not care if it is green energy, as long as it is cheap"

**17% agree**

UK Base: 20%

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

