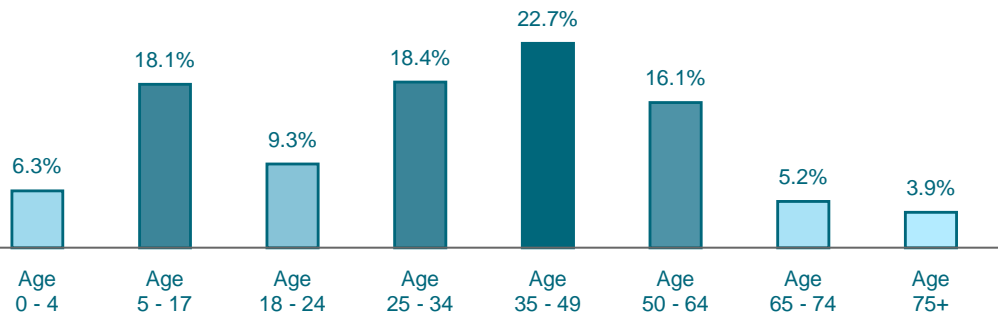




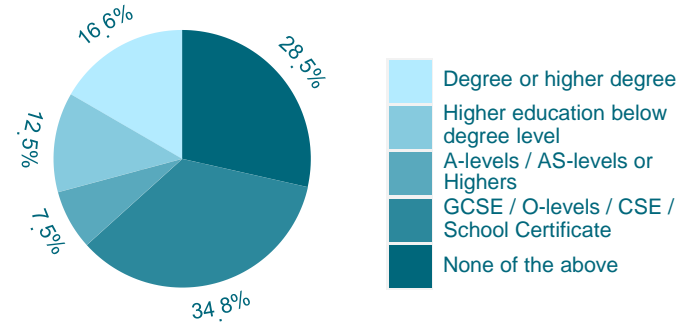
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (6S53). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (6S53). The information provided should be read alongside 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 are typically comprised of families or singles of working age, living in flats with one or two bedrooms, often in London. Most of them are renting their home, and this could be either from a private landlord, or from the council or housing association. Whilst income levels are generally higher than other Types in the same Acorn Group, their homes are located in parts of the country where house prices are relatively higher and so their outgoings on rent have a significantly greater impact.

Household & Composition

Household Income:

£20,000 - £40,000 (43%)
UK Base: 31.4%

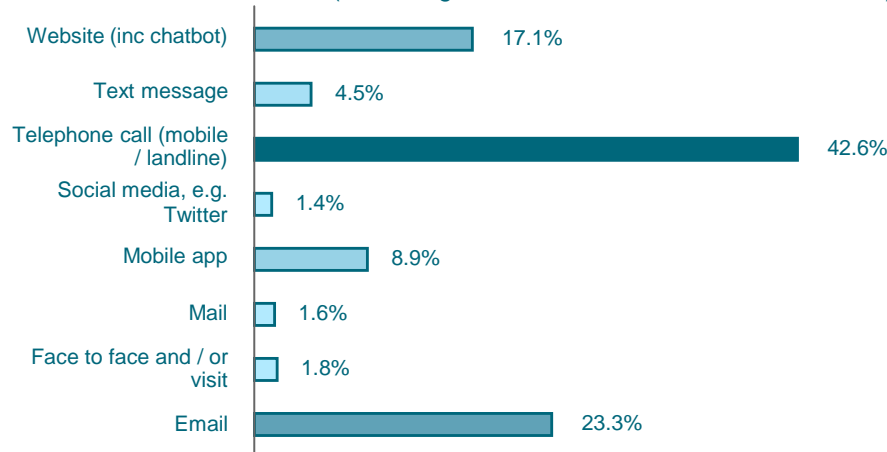
Household Structure:

Other: two or more adults (43%)
UK Base: 33.5%

Occupation Type (Top 5)

Professional	23%
Looking after home	16%
Skilled / manual worker	14%
Shop worker	11%
Student	7%

Channel Preference
(Receiving Information Related to Local Services)



Environmental Attitudes

"I consider myself an environmentalist"

11% agree

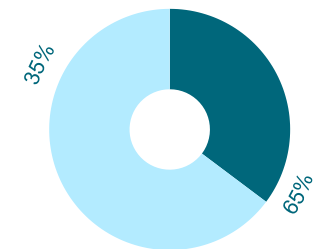
UK Base: 8%

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

23% agree

UK Base: 20%

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



No Yes