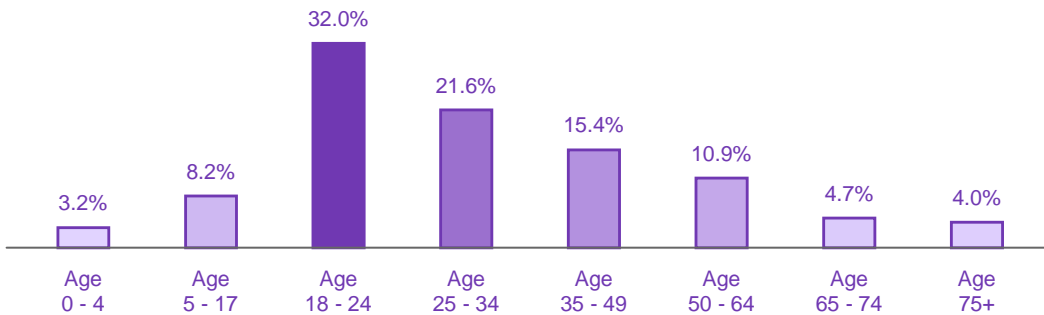




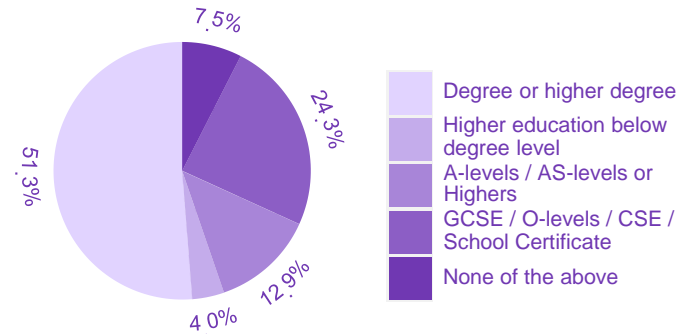
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (3125). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (3125). The information provided should be read alongside 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 young students and singles are living active urban social lifestyles in cities and towns. Most are sharing privately renting flats or terraced houses with other young people. Sharing a property means their income can go further than would be the case if they lived alone, so whilst they are earlier in their careers, their disposable incomes are less impacted than others in their age group.

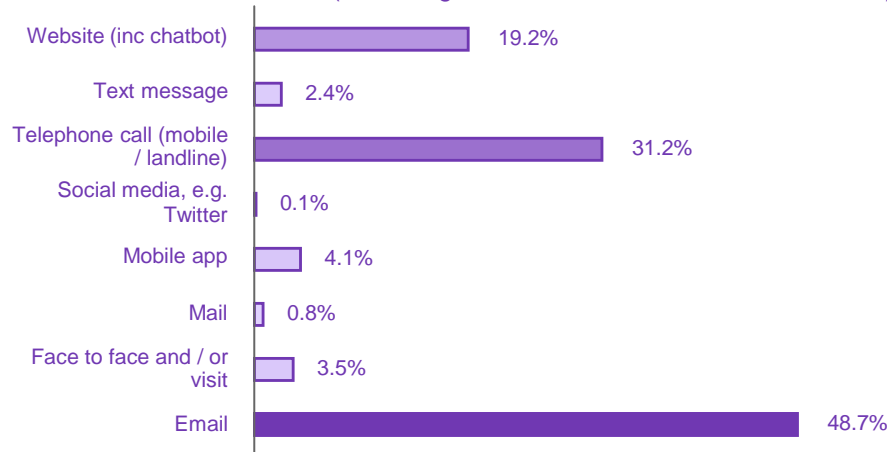
Household & Composition

Household Income:
£40,000 - £60,000 (27%)
UK Base: 20%

Household Structure:
Other: two or more adults (39%)
UK Base: 33%

Occupation Type (Top 5)	
Professional	26%
Student	22%
Looking after home	10%
Skilled / manual worker	8%
Retired	7%

Channel Preference
(Receiving Information Related to Local Services)



Environmental Attitudes

"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

