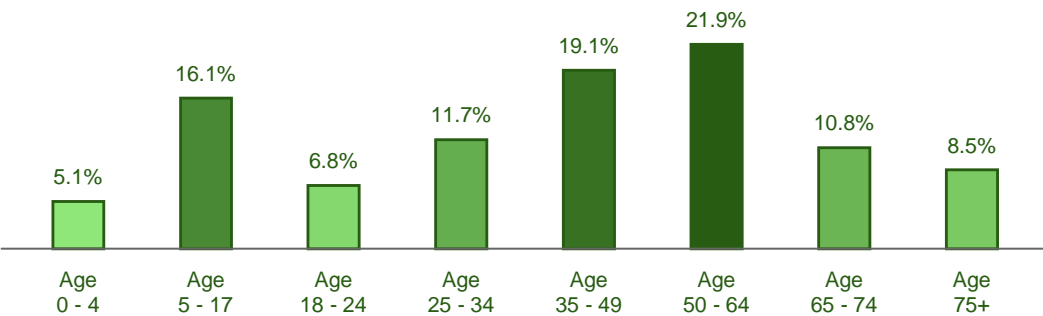




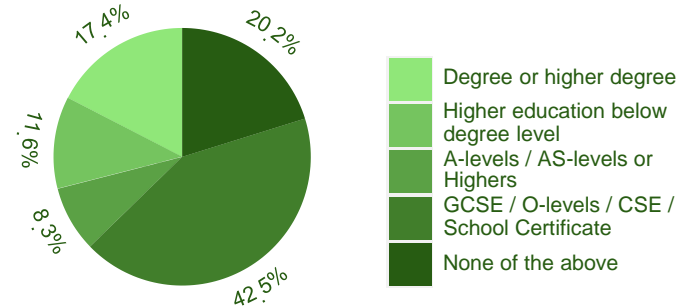
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (4K31). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (4K31). The information provided should be read alongside 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 these older families and couples have paid off the mortgage on their detached house, with the remainder probably well along the road to doing so. This means that levels of disposable income are good, and they can save a little each month towards their retirement.

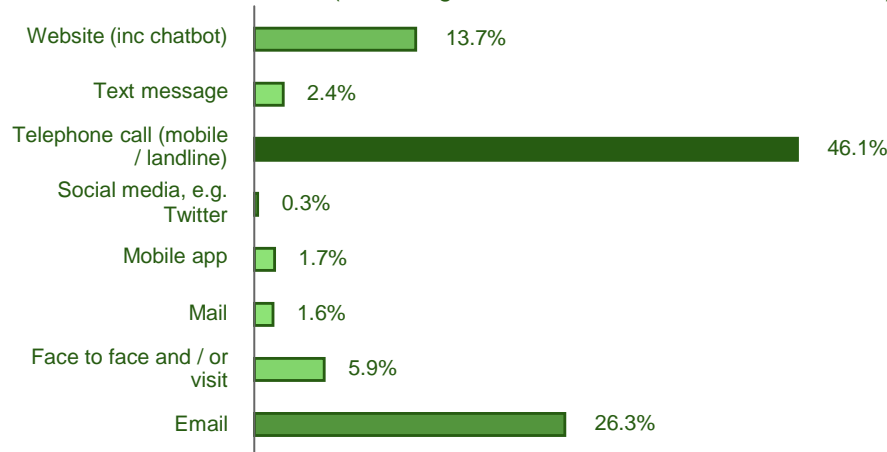
### Household & Composition

**Household Income:**  
**£20,000 - £40,000 (33%)**  
UK Base: 31.4%

**Household Structure:**  
**Couple, no children (30%)**  
UK Base: 28.5%

Occupation Type (Top 5)	
Professional	20%
Looking after home	16%
Retired	16%
Skilled / manual worker	14%
Shop worker	9%

Channel Preference  
(Receiving Information Related to Local Services)



### Environmental Attitudes

"I consider myself an environmentalist"

**7% agree**

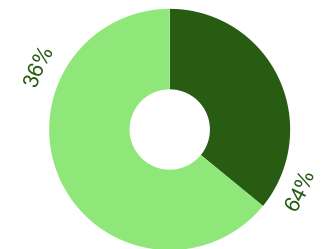
UK Base: 8%

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

**20% agree**

UK Base: 20%

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



No Yes