

3J27: Professional families and couples in suburban, owner occupied areas

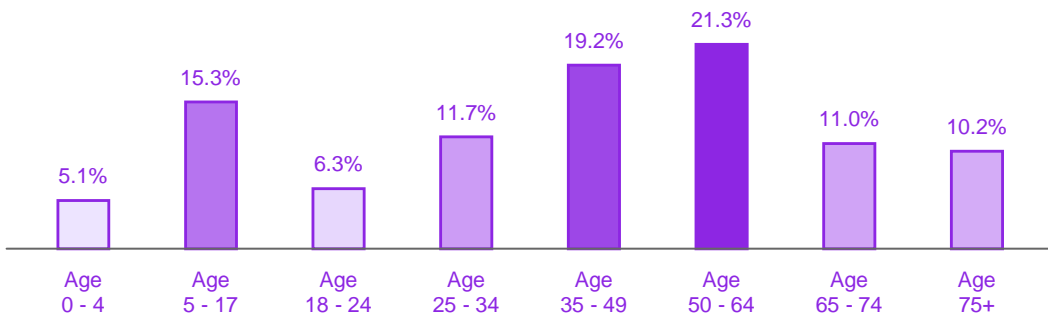


Socio-Demographic Insight

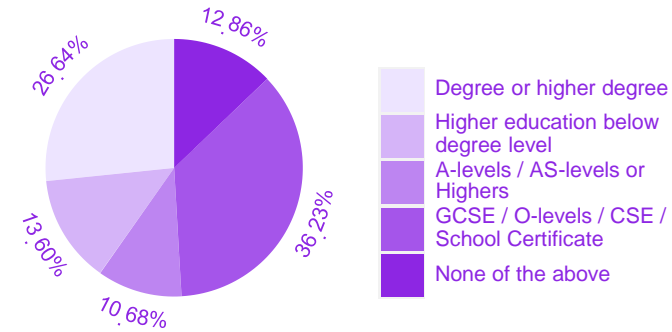
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (3J27). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (3J27). The information provided should be read alongside 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 comprise mainly of homeowners families and couples, living in detached or semi-detached houses in suburban areas where house prices are around, or a little above, the UK average. There has been a much higher rate of turnover in these areas in the past five years when compared to the UK average. With an above average income, they are typically financially secure.

Household & Composition

Household Income:

£20,000 - £40,000 (28%)

UK Base: 31.4%

Household Structure:

Couple, no children (34%)

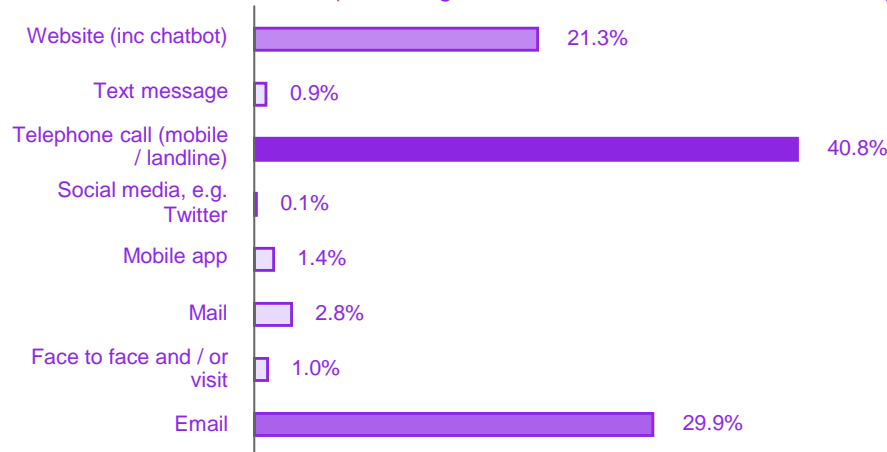
UK Base: 28.5%

Occupation Type (Top 5)

Professional	26%
Looking after home	14%
Skilled / manual worker	12%
Retired	12%
Shop worker	9%

Environmental Attitudes

Channel Preference (Receiving Information Related to Local Services)



"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"

17% agree

UK Base: 20%

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

