

3F18: Countryside retirees in spacious houses

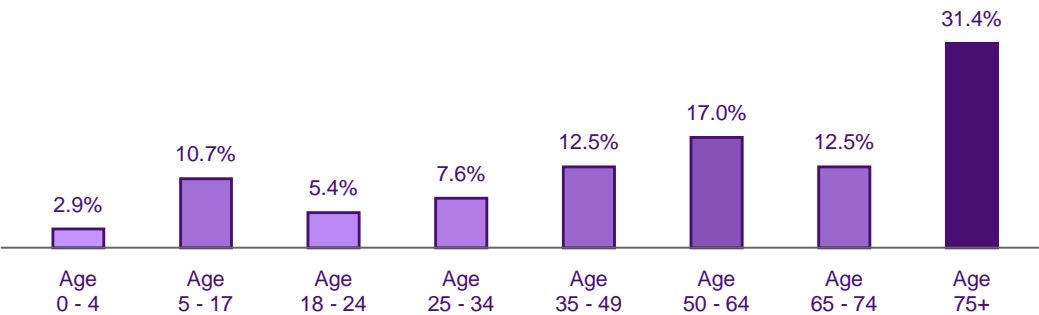


Socio-Demographic Insight

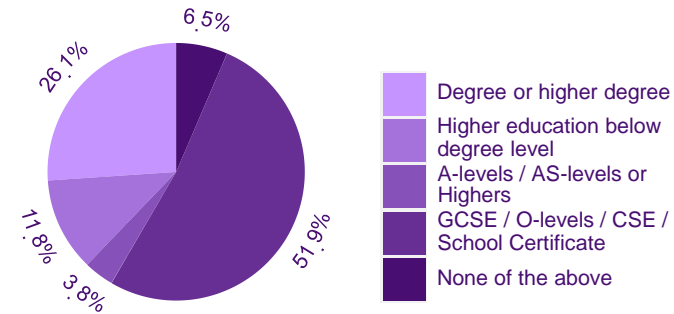
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (3F18). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (3F18). The information provided should be read alongside 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

Many of these older households are retired and most live in detached or semi-detached homes. However, some families are also present in these neighbourhoods, looking for plenty of space and might possibly extend their home. Most will be homeowners, but a significant proportion rent their home from a private landlord.

Household & Composition

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

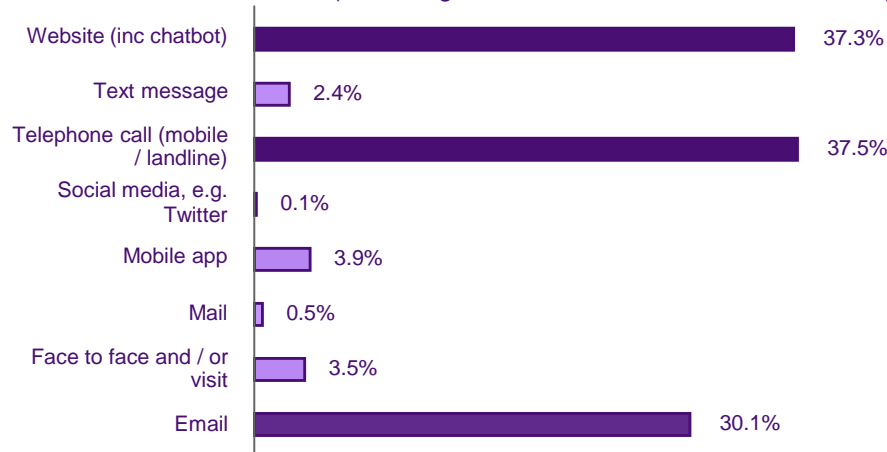
Household Structure:
Other: two or more adults (57%)
 UK Base: 33.5%

Occupation Type (Top 5)

Professional	23%
Retired	16%
Looking after home	16%
Skilled / manual worker	10%
Self employed	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"

18% agree

UK Base: 20%

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

