

6T58: Poorer pensioners in semis



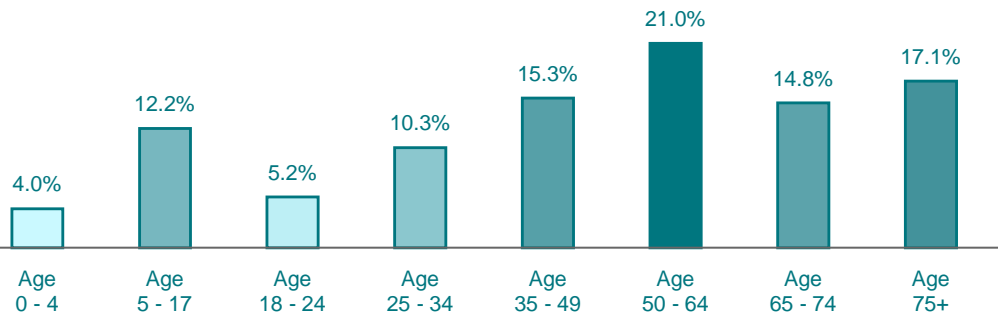
acorn
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Socio-Demographic Insight

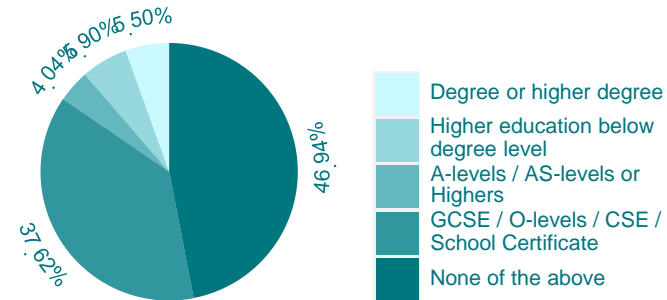
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (6T58). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (6T58). The information provided should be read alongside 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

The majority of the small semi-detached houses and bungalows in these streets will be social rented accommodation occupied by older singles and couples who are often retired. Income levels are low and so the level of people claiming benefits is substantially higher than average.

Household & Composition

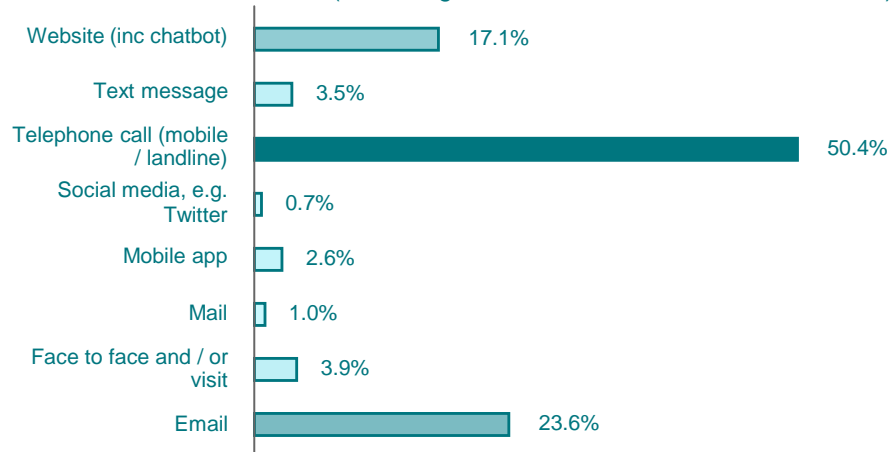
Household Income:
£20,000 - £40,000 (47%)
UK Base: 31%

Household Structure:
Single person, no children (45%)
UK Base: 19%

Occupation Type (Top 5)

Retired	30%
Looking after home	22%
Skilled / manual worker	13%
Professional	9%
Shop worker	8%

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"

22% agree
UK Base: 20%

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

