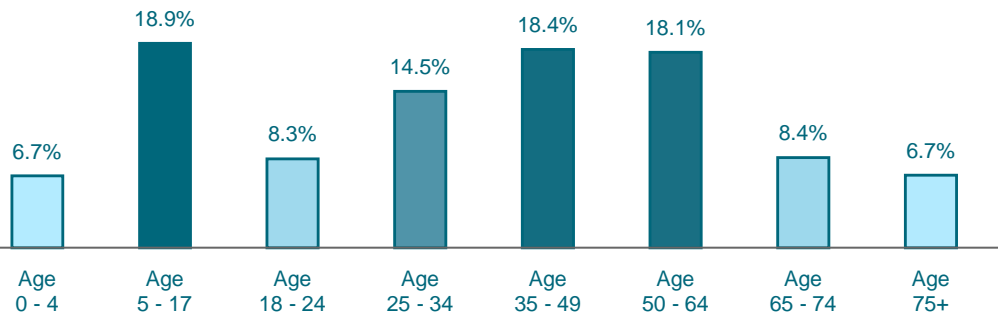




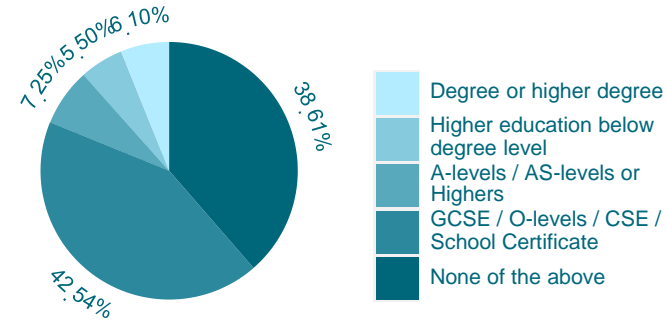
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (6S55). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (6S55). The information provided should be read alongside 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 families are renting their two or three bedroom terraced house from the council or housing association. These neighbourhoods are typically located in the areas where house prices are amongst the lowest in the UK, reflected in the low levels of income in these households.

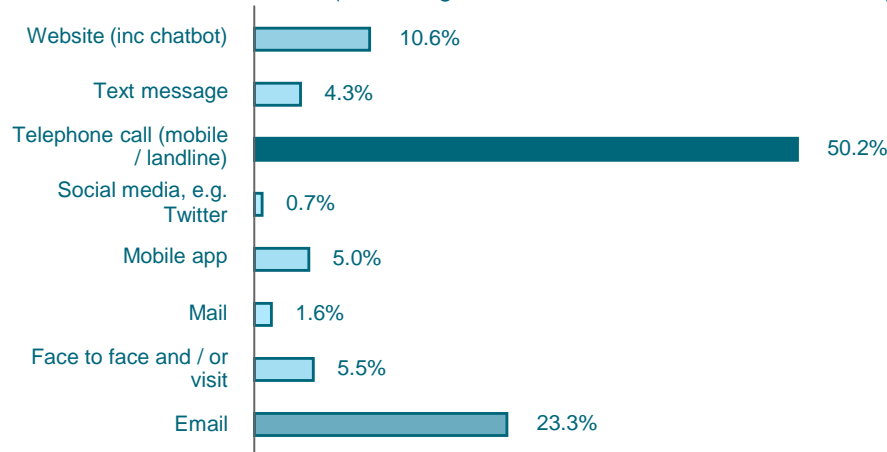
Household & Composition

Household Income:
£20,000 - £40,000 (47%)
UK Base: 31.4%

Household Structure:
Other: two or more adults (42%)
UK Base: 33.5%

Occupation Type (Top 5)	
Looking after home	20%
Skilled / manual worker	18%
Professional	16%
Shop worker	14%
Retired	12%

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"

25% agree
UK Base: 20%

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

