

# 4K32: Older comfortable families and couples in detached properties

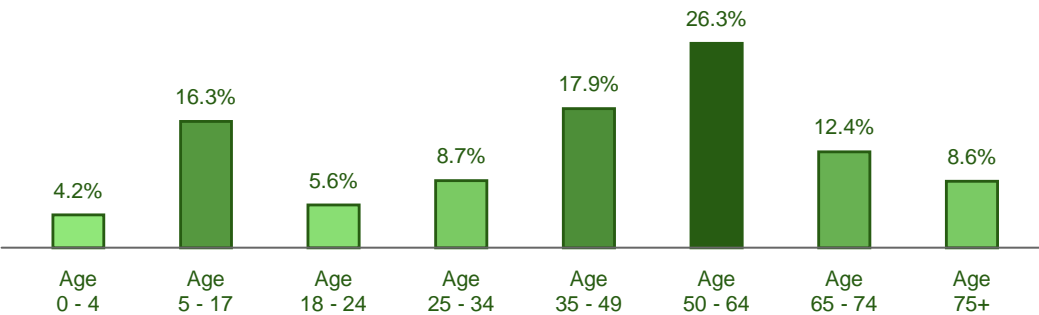


## Socio-Demographic Insight

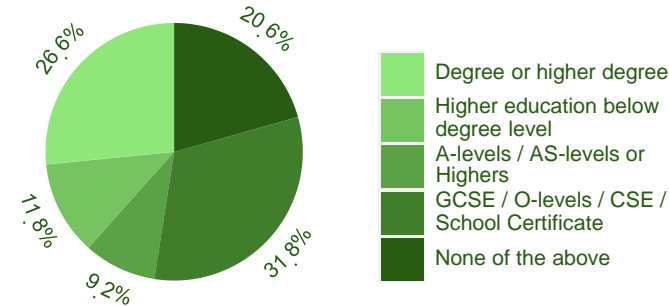
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (4K32). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (4K32). The information provided should be read alongside 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 are some of the least populated areas in the UK, located in the most rural locations. Many of these empty nester couples and older families have paid off the mortgage on their comfortable detached home, and have a good standard of living.

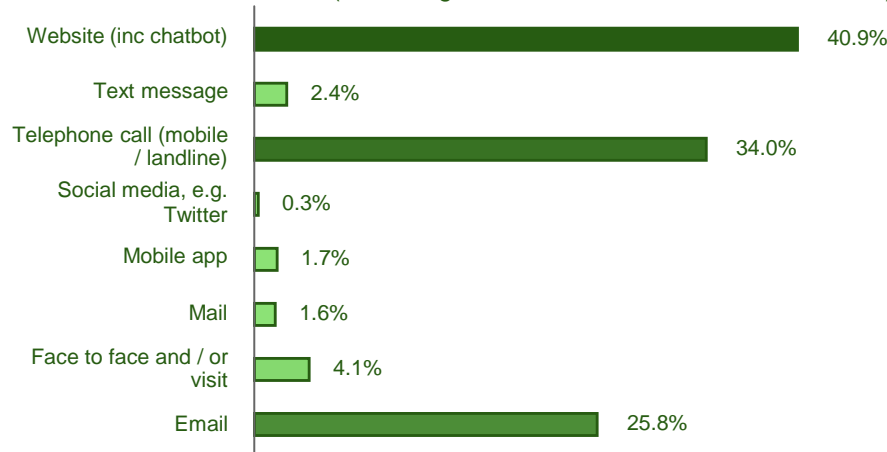
### Household & Composition

**Household Income:**  
**£20,000 - £40,000 (32%)**  
 UK Base: 31.4%

**Household Structure:**  
**Couple, no children (35%)**  
 UK Base: 28.5%

Occupation Type (Top 5)	
Retired	18%
Professional	17%
Looking after home	17%
Skilled / manual worker	13%
Self employed	11%

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

