

2D9: Families and couples in comfortable homes



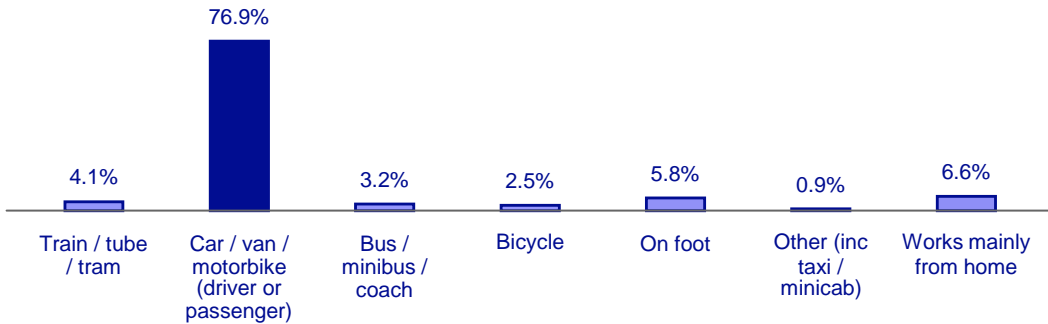
acorn
Powered by CMI

Road Safety Insight

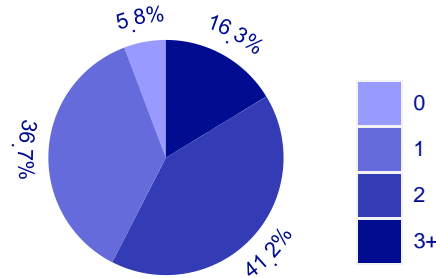
There are several key behavioural characteristics of this Acorn Type (2D9) which provide intelligence to target the road safety issues which affect them. This intelligence should be read as informative information relating to how those from communities of Type 2D9 interact with the road transport system, informing intervention designs and strategies to mitigate their injuries as casualties and their collision involvement levels locally.

Transport Mode Insight

Transport to Work (% of workers)



Car Ownership (number per household)



The main car of those belonging to this Type is privately owned at 93%.

The owned car is usually a hatchback car (40%), or to a lesser extent either an estate (15%) or a saloon car (14%).

Whilst the household's main car was most likely bought used (58%), it is unlikely to be less than 3 years old (21%).

Vehicle Usage Insights

"I do not care what my carbon footprint is"

6% agree

UK Base: 6%

Annual Mileage

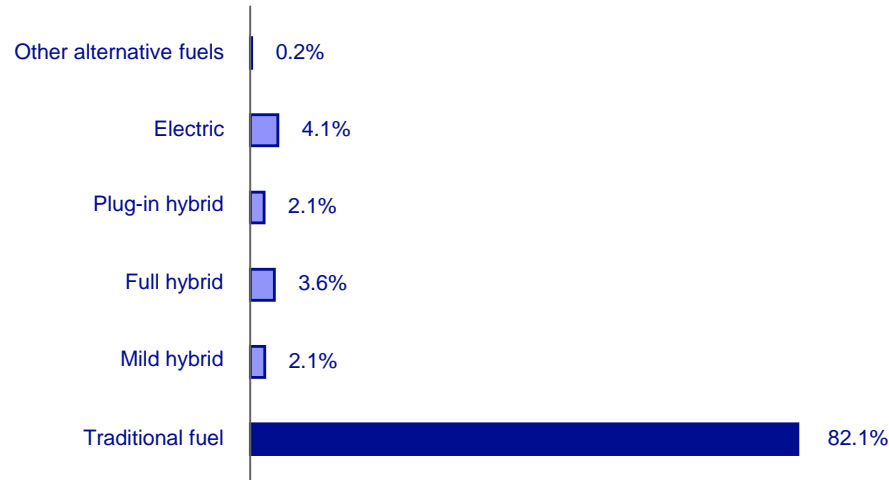
0 - 5,000 miles	40%
5,000 - 10,000 miles	38%
10,000+ miles	16%

"Fuel consumption is the most important feature when buying a new car"

12% agree

UK Base: 15%

Main Car: Fuel Choice



Active Travel and Health Insights

Hobbies

Healthy Eating	39%
Cycling	11%
Exercising indoors (e.g. in a gym)	23%
Hiking climbing or other outdoor pursuits	20%
Playing sports	13%
Exercising outdoor (e.g. running cycling etc.)	25%

"Current cigarette smoker"

4% agree

UK Base: 13%

Health Contentment

