

2E14: Upmarket young families in terraces



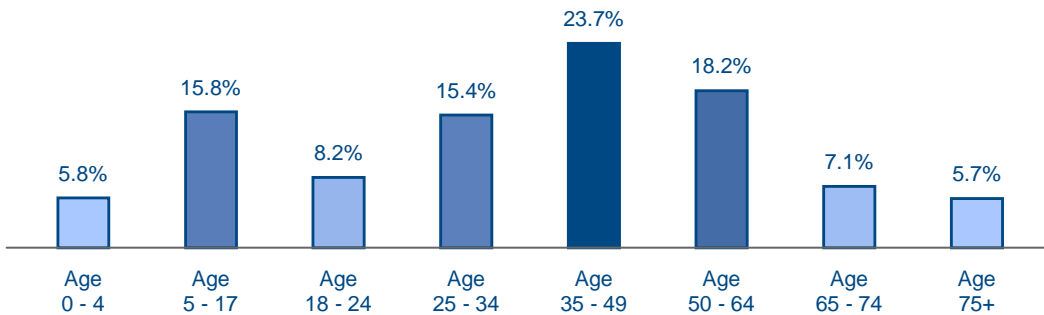
acorn
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Socio-Demographic Insight

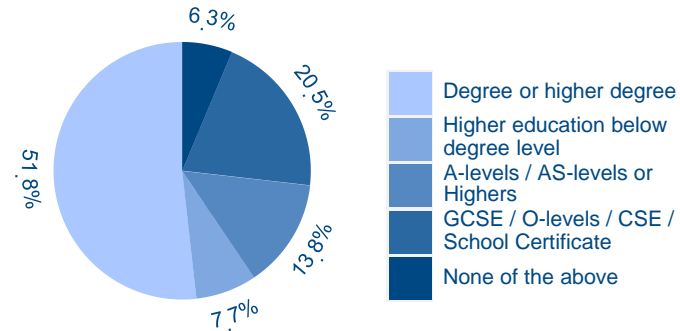
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (2E14). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (2E14). The information provided should be read alongside 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 high-earning families with school-aged children live in neighbourhoods where house prices are well above the UK average. Their terraced homes are usually on the larger side with three or more bedrooms, and while most are buying, a significant proportion rent through a private landlord.

Household & Composition

Household Income:

£100,000+ (31%)

UK Base: 10%

Household Structure:

Other: two or more adults (32%)

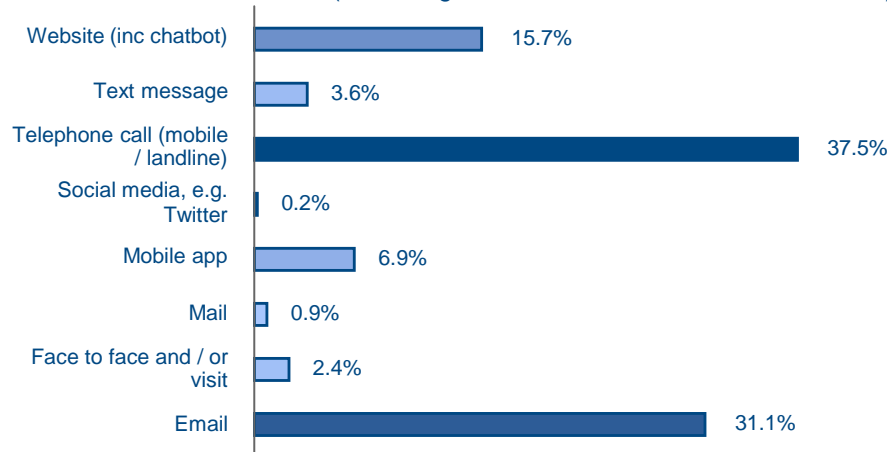
UK Base: 33%

Occupation Type (Top 5)

Professional	31%
Looking after home	12%
Director / managerial	10%
Self employed	10%
Retired	9%

Environmental Attitudes

Channel Preference (Receiving Information Related to Local Services)



"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"

17% agree

UK Base: 20%

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

