

# 2D9: Families and couples in comfortable homes



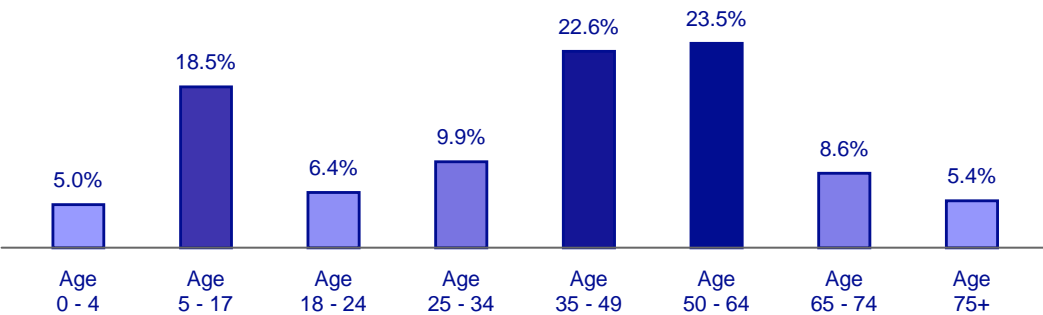
acorn  
Powered by CMI

## Socio-Demographic Insight

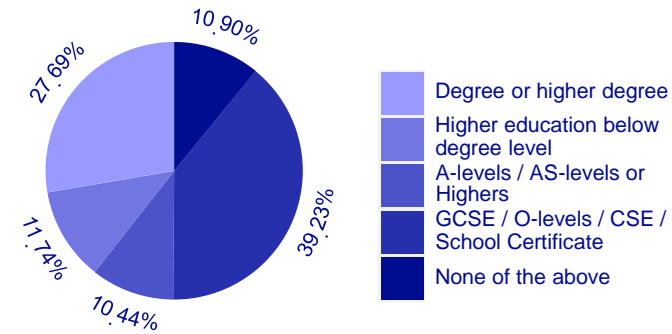
This socio-demographic insight provides an overview of the core characteristics of Acorn Type (2D9). This provides an understanding of the dominant demographic trends which describe the lifestyle and immediate social context of those of Acorn Type (2D9). The information provided should be read alongside 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, who are more likely to have school-aged children, have an income which enables them to live in large detached homes in areas where house prices are well above the average for the region. Their affluence allows them to continue to be building up their level of savings.

### Household & Composition

**Household Income:**

**£20,000 - £40,000 (22%)**  
UK Base: 31.4%

**Household Structure:**

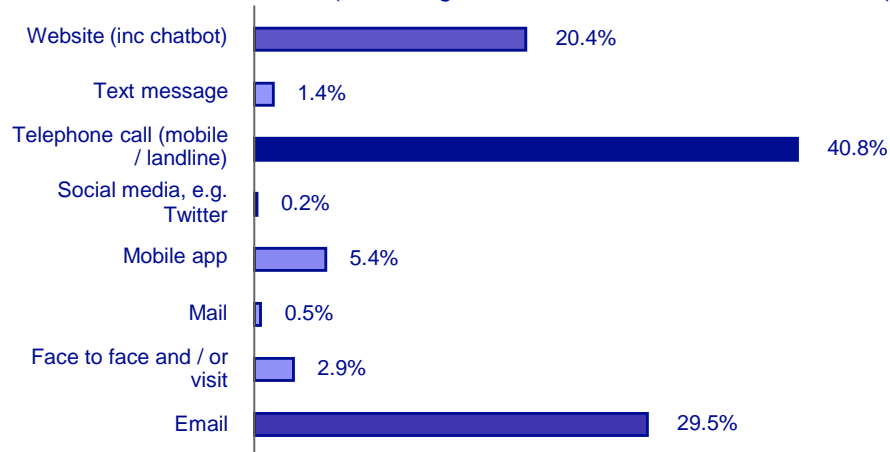
**Other: two or more adults (40%)**  
UK Base: 33.5%

**Occupation Type (Top 5)**

|                         |     |
|-------------------------|-----|
| Professional            | 30% |
| Looking after home      | 14% |
| Retired                 | 13% |
| Skilled / manual worker | 11% |
| Director / managerial   | 8%  |

### Environmental Attitudes

Channel Preference  
(Receiving Information Related to Local Services)



"I consider myself an environmentalist"

**6% 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

