D14
Cafés and Catchments
Affluent families with growing children living in upmarket housing in city environs

Who We Are
- Age: 41-45 (22.5%)
- Household Income: £70k-£99k (33.2%)
- Household composition: Family (48.4%)
- Number of children: 2 children (33.5%)
- Tenure: Owned (93.3%)
- Property type: Semi-detached (53.0%)

Key Features
- Professional couples with kids
- Good income
- Pleasant family homes
- Attractive city suburbs
- Proximity to jobs and entertainment
- Most likely to have children 12-17

Channel Preference
- Telephone: 99
- Email: 98
- SMS: 109
- Post: 107
- Social: 93
- Mobile: 121

Technology Adoption
Early Majority
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**Age**
- 18-25: 10.62%
- 26-35: 17.02%
- 36-45: 236 (42.55%)
- 46-55: 26.7%
- 56-65: 2.53%
- 66+: 0.58%
- Adult mean age: 40
- H of HH mean age: 42.07

**Children**
- No children: 4.18%
- 1 child: 325 (40.27%)
- 2 children: 364 (33.46%)
- 3 children: 378 (16.15%)
- 4+ children: 274 (5.94%)
- Age <5: 275 (29.86%)
- Age 5-11: 243 (30.32%)
- Age 12-17: 15.84%
- Age >18: 9.50%

**Household Composition**
- Families: 48.37%
- Extended family: 13.15%
- Extended household: 9.99%
- Pseudo family: 13.57%
- Single male: 1.02%
- Single female: 7.20%
- Male homesharers: 0.36%
- Female homesharers: 1.10%
- Mixed homesharers: 3.33%
- Abbr male families: 0.43%
- Abbr female families: 1.40%

**Household Income**
- <$15k: 1.62%
- £15k-£19k: 2.16%
- £20k-£29k: 2.44%
- £30k-£39k: 4.73%
- £40k-£49k: 8.87%
- £50k-£59k: 13.56%
- £60k-£69k: 14.42%
- £70k-£99k: 33.23%
- £100k-£149k: 15.43%
- £150k+: 3.52%

**Property Type**
- Detached: 12.97%
- Semi-detached: 53.02%
- Bungalow: 3.71%
- Terraced: 26.84%
- Purpose built flats: 2.10%
- Converted flats: 1.36%
- Farm: 0.01%
- Named building: 0.49%

**Home Ownership**
- Owned: 93.31%
- Rented: 4.76%
- Council / HA: 1.94%

**Online Access**
- Every day: 77.42%
- Most days: 16.13%
- Weekly: 5.16%
- Monthly: 0.00%
- Not at all: 1.29%