

## ACORN PROFILE REPORT



### WHAT IS ACORN?

Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.

This Acorn Profile provides a detailed understanding of the people who interact with your organisation. It helps you learn about their relationship with you. This knowledge gives you the opportunity to target, acquire and develop profitable customer

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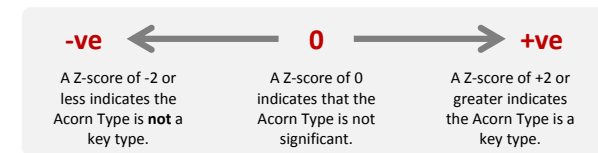
### INTERPRETING THE REPORT

The Acorn profile report helps you understand the underlying demographics and lifestyle attributes of your customers by comparing their Acorn profile to a base (e.g. UK population, area or other customer groups).

#### INDEX



#### Z-SCORE



### ADDITIONAL INFORMATION

Click on the documents below for more information on Acorn.

#### User Guide



#### Technical Guide



#### Online Microsite



## ACORN - WHAT IS IT?

Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.

This **Acorn Profile** provides a detailed understanding of the people who interact with your organisation. It helps you learn about their relationship with you. This knowledge gives you the opportunity to target, acquire and develop profitable customer relationships and improve service delivery.

The User Guide (available to download at <http://acorn.caci.co.uk>) describes at each Acorn type across a wide range of demographic, behavioural and attitudinal attributes. The descriptions of each category, group and type provide an overview of the wider range of topics for which information is available.

Acorn draws on a wide range of data sources, both commercial and public sector Open Data and administrative data. These include the Land Registry, Registers of Scotland, commercial sources of information on age of residents, ethnicity profiles, benefits data, population density, and data on social housing and other rental property. In addition CACI has created proprietary databases, including the location of prisons, traveller sites, age-restricted housing, care homes, high-rise buildings and student accommodation. We also utilise the traditional inputs of the Census of Population and large-volume lifestyle surveys.

## ACORN - STRUCTURE

Acorn Category	Acorn Group	Acorn Type
1 Affluent Achievers	1.A Lavish Lifestyles	1.A.1 Exclusive enclaves
		1.A.2 Metropolitan money
		1.A.3 Large house luxury
	1.B Executive Wealth	1.B.4 Asset rich families
		1.B.5 Wealthy countryside commuters
		1.B.6 Financially comfortable families
		1.B.7 Affluent professionals
		1.B.8 Prosperous suburban families
		1.B.9 Well-off edge of towners
1.C Mature Money	1.C.10 Better-off villagers	
	1.C.11 Settled suburbia, older people	
	1.C.12 Retired and empty nesters	
	1.C.13 Upmarket downsizers	
2 Rising Prosperity	2.D City Sophisticates	2.D.14 Townhouse cosmopolitans
		2.D.15 Younger professionals in smaller flats
		2.D.16 Metropolitan professionals
		2.D.17 Socialising young renters
	2.E Career Climbers	2.E.18 Career driven young families
2.E.19 First time buyers in small, modern homes		
2.E.20 Mixed metropolitan areas		
3 Comfortable Communities	3.F Countryside Communities	3.F.21 Farms and cottages
		3.F.22 Larger families in rural areas
		3.F.23 Owner occupiers in small towns and villages
	3.G Successful Suburbs	3.G.24 Comfortably-off families in modern housing
		3.G.25 Larger family homes, multi-ethnic areas
		3.G.26 Semi-professional families, owner occupied neighbourhoods
	3.H Steady Neighbourhoods	3.H.27 Suburban semis, conventional attitudes
		3.H.28 Owner occupied terraces, average income
		3.H.29 Established suburbs, older families
	3.I Comfortable Seniors	3.I.30 Older people, neat and tidy neighbourhoods
		3.I.31 Elderly singles in purpose-built accommodation
3.J Starting Out	3.J.32 Educated families in terraces, young children	
	3.J.33 Smaller houses and starter homes	
4 Financially Stretched	4.K Student Life	4.K.34 Student flats and halls of residence
		4.K.35 Term-time terraces
		4.K.36 Educated young people in flats and tenements
	4.L Modest Means	4.L.37 Low cost flats in suburban areas
		4.L.38 Semi-skilled workers in traditional neighbourhoods
		4.L.39 Fading owner occupied terraces
		4.L.40 High occupancy terraces, culturally diverse family areas
	4.M Striving Families	4.M.41 Labouring semi-rural estates
		4.M.42 Struggling young families in post-war terraces
		4.M.43 Families in right-to-buy estates
		4.M.44 Post-war estates, limited means
	4.N Poorer Families	4.N.45 Pensioners in social housing, semis and terraces
4.N.46 Elderly people in social rented flats		
4.N.47 Low income older people in smaller semis		
4.N.48 Pensioners and singles in social rented flats		
5 Urban Adversity	5.O Young Hardship	5.O.49 Young families in low cost private flats
		5.O.50 Struggling younger people in mixed tenure
		5.O.51 Young people in small, low cost terraces
	5.P Struggling Estates	5.P.52 Poorer families, many children, terraced housing
		5.P.53 Low income terraces
		5.P.54 Multi-ethnic, purpose-built estates
		5.P.55 Deprived and ethnically diverse in flats
		5.P.56 Low income large families in social rented semis
		5.Q Difficult Circumstances
5.Q.58 Singles and young families, some receiving benefits		
5.Q.59 Deprived areas and high-rise flats		
6 Not Private Households	6.R Not Private Households	6.R.60 Active communal population
		6.R.61 Inactive communal population
		6.R.62 Business areas without resident population

# ACORN PROFILE OVERVIEW



Profile: MASTER.WARDNAME (Lache Ward)  
 Base: Cheshire West and Chester Base

The Acorn Profile Overview provides a summary of the demographic, social and lifestyle attributes of the profile set and is derived using the recognised behaviours of Acorn Types across the whole of the UK. It is therefore an estimate of the likely characteristics that you might expect to find, based on the relative proportions of the individual Acorn Types found within the profile set.

## KEY FEATURES (Based on most over-represented in the profile)

	Age	0-4		Social Grade	C1		Children At Home	3+
	House Tenure	Social Rented		Household Income	£34k		Social Media Usage	Medium

## DEMOGRAPHICS

### AGE

Age Group	Percentage	Index
0-17	23%	113
18-24	8%	108
25-34	14%	119
35-49	20%	104
50-64	18%	89
65-74	9%	79
75+	7%	81

### FAMILY

Family Type	Percentage	Index
Couple - No Children	17%	90
Couple - With Children	21%	97
Lone Parent	9%	144
Single - No Children	17%	116
All Student/Pensioner	18%	79

### KEY INSIGHTS

- The average age of the population in the profiled households is younger when compared to the base.
- Households containing lone parents occur more in this profile than in the base.
- 39.0% of the profile live in households with an income less than £20k.
- The dominant Social Grade is C1 and the most over-represented is D.
- There is a higher proportion of people in this profile who are unemployed than in the base.

### INCOME

Income Range	Percentage	Index
£0-£20k	39%	128
£20k-£40k	31%	104
£40k-£60k	16%	87
£60k-£80k	7%	75
£80k-£100k	3%	65
£100k+	3%	54

### SOCIAL GRADE

Social Grade	Percentage	Index
AB	20%	71
C1	27%	95
C2	14%	113
D	14%	134
E	15%	132

### EMPLOYMENT

Employment Type	Percentage	Index
Full-Time	40%	101
Part-Time	16%	102
Self-emp.	15%	78
Retired	8%	82
Unemp.	5%	144
Student	4%	104
Other	13%	125

## MOTOR & HOME

### CARS

Cars Owned	Percentage	Index
No Cars	25%	127
1 Car	48%	104
2 Cars	22%	83
3+ Cars	5%	68

### CAR TYPE

Car Type	Percentage	Index
Mini/Supermini	20%	86
Small Family Car	27%	102
Large Family Car	25%	105
Luxury/Executive	2%	37
Sports/4x4/MPV	4%	75

### KEY INSIGHTS

- Most households will have access to a small family car.
- A higher proportion, in comparison to the base, are likely to have a large family car.
- Semi-detached houses are 23.0% more likely than in the base.
- 28.8% of the households in the profile are likely to be social rented.
- About 8% of households will have 1 bedroom.
- The prevailing size is 3-4 people but households with 5 or more people appear more than in the

### TENURE

Tenure Type	Percentage	Index
Owned Outright	25%	70
Owned Mortgage	30%	95
Private Rented	15%	100
Social Rented	29%	176

### TYPE

House Type	Percentage	Index
Terraced	24%	109
Semi-detached	45%	123
Flat	15%	119
Detached	16%	56
Bungalow	4%	46

### BEDROOMS

Bedrooms	Percentage	Index
1	8%	121
2	24%	107
3	52%	114
4	13%	67
5+	3%	47

### SIZE

House Size	Percentage	Index
1 Person	18%	102
2 People	34%	90
3-4 People	38%	106
5+ People	10%	116

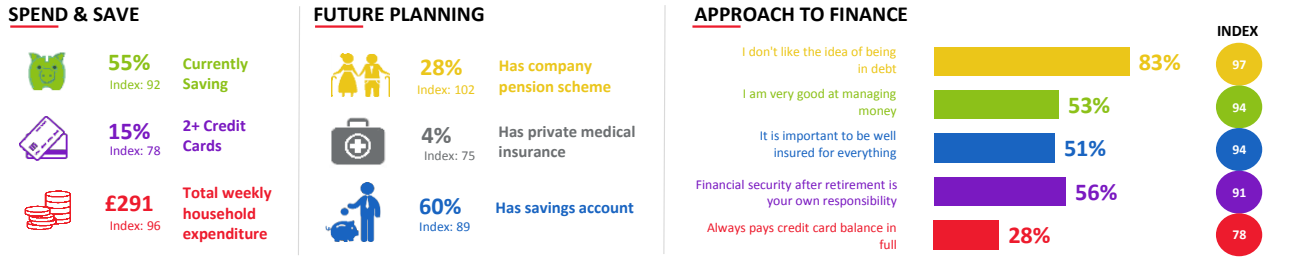
# ACORN PROFILE OVERVIEW



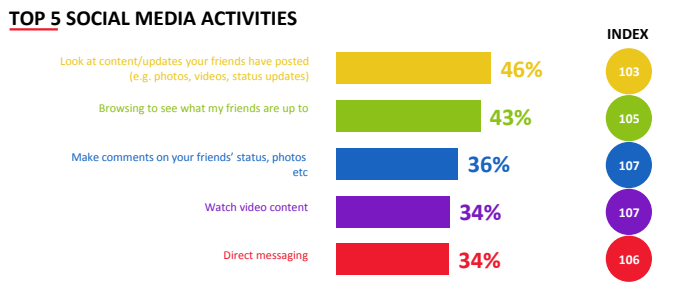
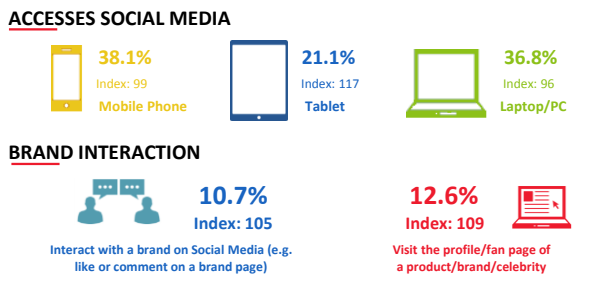
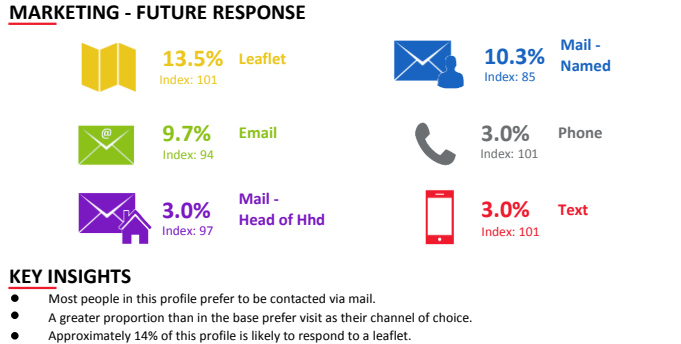
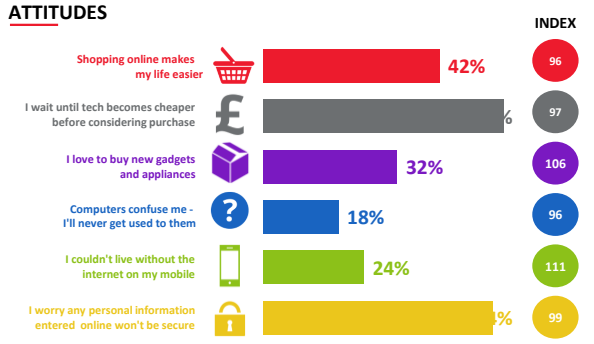
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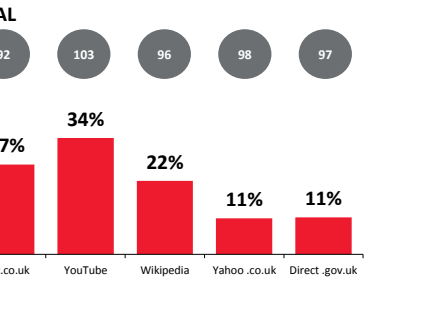
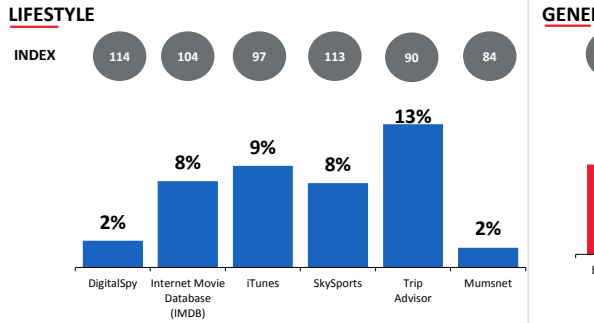
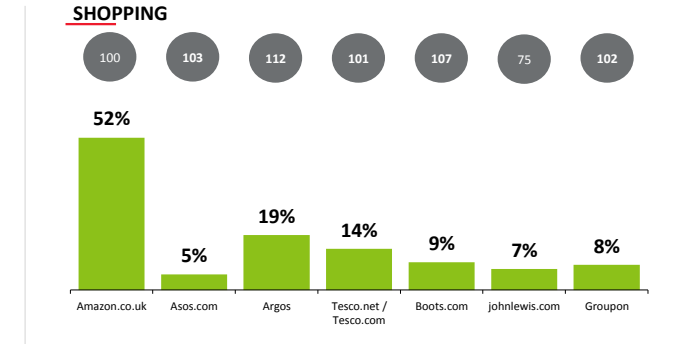
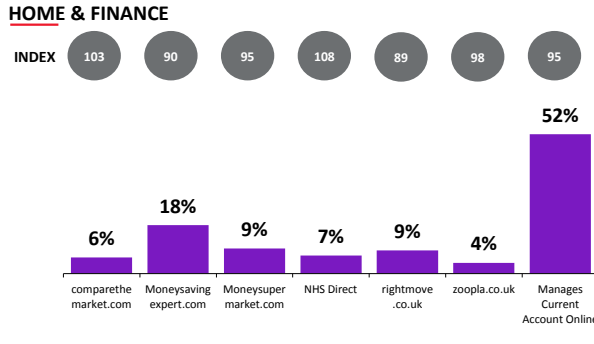
## FINANCIAL BEHAVIOUR & ATTITUDES



## CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



## WEBSITES



### KEY INSIGHTS

- Most people in this profile will access their social media through their mobile. Although there is a higher proportion in the profile than the base who will also use their tablet.
- "Look at content/updates your friends have posted (e.g. photos, videos, status updates)" is the most popular activity on social media. However, a greater proportion than in the base will use it to "update your status/tell people what you are up to/tell people what's happening".

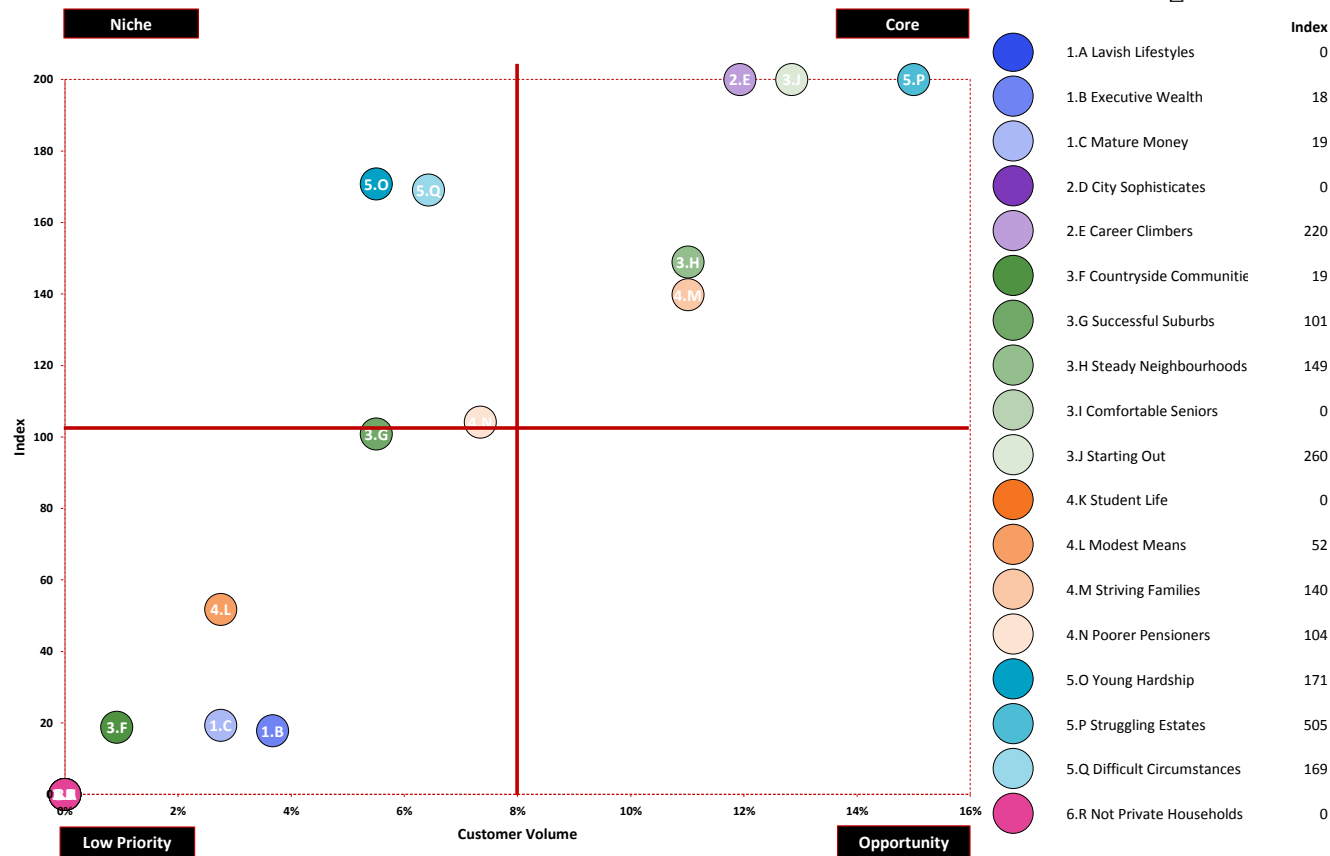
# ACORN CUSTOMER VIEW CHART



Profile: MASTER.WARDNAME (Lache Ward)  
 Base: Cheshire West and Chester Base

The Customer View Chart shows the different levels of engagement each Acorn Group has with your organisation. The chart shows the position of each Acorn Group according to the volume of customers 'Market Share' and the index against the base's 'Market Potential'.

Show Definitions



**ACORN PROFILE FEATURES**



Profile:   
 Base:

The Acorn Profile Features provide more in depth information across the full range of variables. The numbers here are derived using the recognised behaviours of the Acorn Types across the whole of the UK. It is therefore an estimate of the likely characteristics that you might expect to find in the profile, based on the relative proportions of the individual Acorn Types found within the

1. Click in the top red box and select your **theme**
2. Click in the bottom red box and select your **subject**

Variable	Index	0	100	200+
Age 0-4	121			
Age 5-17	110			
Age 18-24	108			
Age 25-34	119			
Age 35-49	104			
Age 50-64	89			
Aged 65-74	79			
Aged 75 plus	81			

### ACORN CATEGORY PROFILE

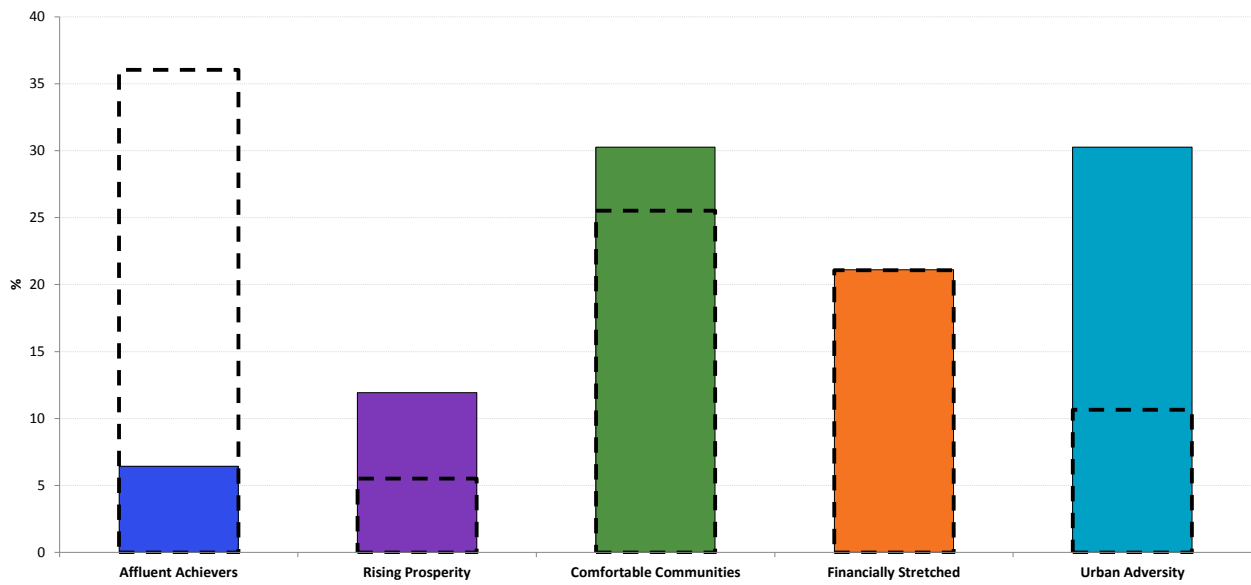


Profile: MASTER.WARDNAME (Lache Ward)  
 Base: Cheshire West and Chester Base

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	7	6.4	56,885	36.0	0.0	-6.4	18			
2. Rising Prosperity	13	11.9	8,717	5.5	0.1	2.9	216			
3. Comfortable Communities	33	30.3	40,271	25.5	0.1	1.1	119			
4. Financially Stretched	23	21.1	33,267	21.1	0.1	0.0	100			
5. Urban Adversity	33	30.3	16,812	10.6	0.2	6.6	284			
6. Not Private Households	0	0.0	1,910	1.2	0.0	-1.2	0			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>109</b>		<b>157,862</b>		<b>0.1</b>					

### ACORN CATEGORY PROFILE

Show Base



# ACORN GROUP PROFILE



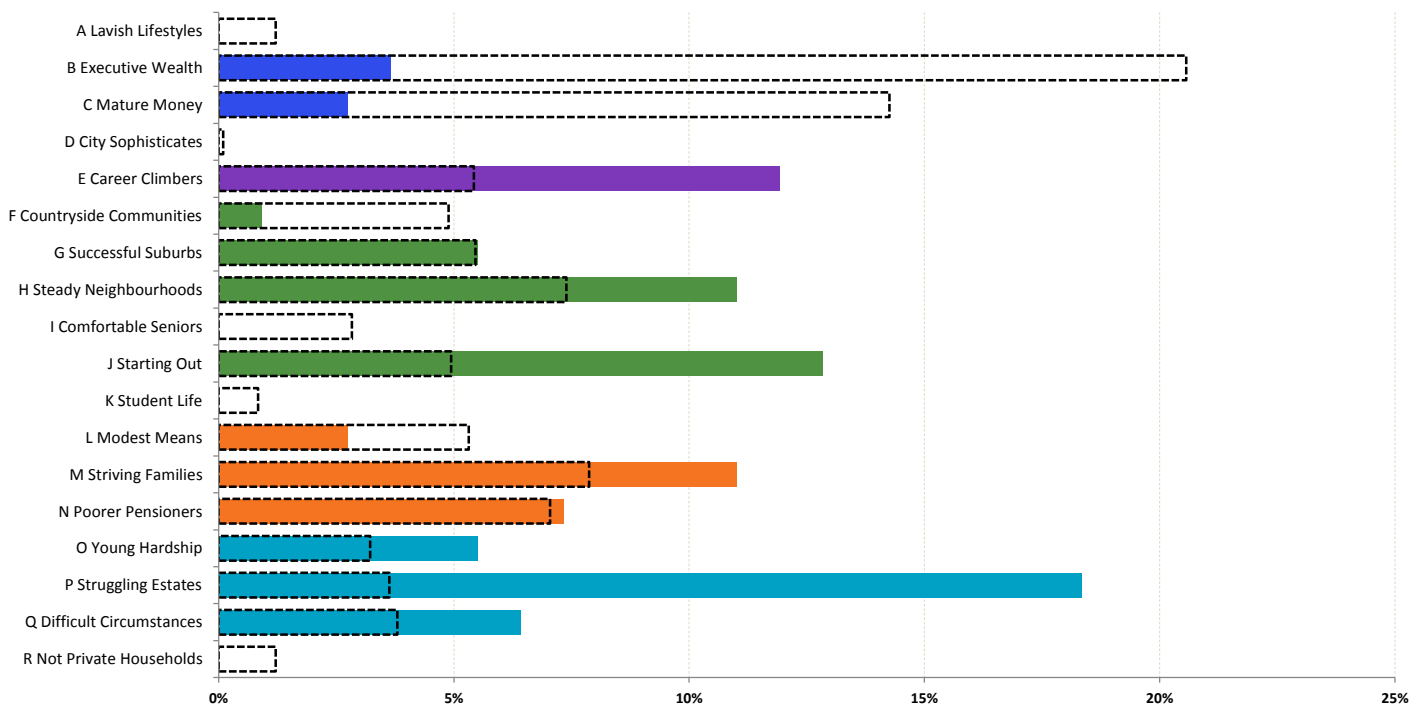
Profile: MASTER.WARDNAME (Lache Ward)  
 Base: Cheshire West and Chester Base

Sort by:  Acorn Group  
 Index  
 Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
<b>1. Affluent Achievers</b>										
1.A Lavish Lifestyles	0	0.0	1,918	1.2	0.0	-1.2	0			
1.B Executive Wealth	4	3.7	32,462	20.6	0.0	-4.4	18			
1.C Mature Money	3	2.8	22,505	14.3	0.0	-3.4	19			
<b>2. Rising Prosperity</b>										
2.D City Sophisticates	0	0.0	155	0.1	0.0	-0.3	0			
2.E Career Climbers	13	11.9	8,562	5.4	0.2	3.0	220			
<b>3. Comfortable Communities</b>										
3.F Countryside Communities	1	0.9	7,713	4.9	0.0	-1.9	19			
3.G Successful Suburbs	6	5.5	8,617	5.5	0.1	0.0	101			
3.H Steady Neighbourhoods	12	11.0	11,665	7.4	0.1	1.4	149			
3.I Comfortable Seniors	0	0.0	4,474	2.8	0.0	-1.8	0			
3.J Starting Out	14	12.8	7,802	4.9	0.2	3.8	260			
<b>4. Financially Stretched</b>										
4.K Student Life	0	0.0	1,321	0.8	0.0	-1.0	0			
4.L Modest Means	3	2.8	8,389	5.3	0.0	-1.2	52			
4.M Striving Families	12	11.0	12,433	7.9	0.1	1.2	140			
4.N Poorer Pensioners	8	7.3	11,124	7.0	0.1	0.1	104			
<b>5. Urban Adversity</b>										
5.O Young Hardship	6	5.5	5,087	3.2	0.1	1.3	171			
5.P Struggling Estates	20	18.3	5,731	3.6	0.3	8.2	505			
5.Q Difficult Circumstances	7	6.4	5,994	3.8	0.1	1.4	169			
<b>6. Not Private Households</b>										
6.R Not Private Households	0	0.0	1,910	1.2	0.0	-1.2	0			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>109</b>		<b>157,862</b>		<b>0.1</b>					

## ACORN GROUP PROFILE

Show Base





# ACORN GROUP PROFILE



Profile: MASTER.WARDNAME (Lache Ward)  
 Base: Cheshire West and Chester Base

Sort by:  Acorn Group  
 Index  
 Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
5.P Struggling Estates	20	18.3	5,731	3.6	0.3	8.2	505			
3.J Starting Out	14	12.8	7,802	4.9	0.2	3.8	260			
2.E Career Climbers	13	11.9	8,562	5.4	0.2	3.0	220			
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4.M Striving Families	12	11.0	12,433	7.9	0.1	1.2	140			
4.N Poorer Pensioners	8	7.3	11,124	7.0	0.1	0.1	104			
3.G Successful Suburbs	6	5.5	8,617	5.5	0.1	0.0	101			
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3.I Comfortable Seniors	0	0.0	4,474	2.8	0.0	-1.8	0			
6.R Not Private Households	0	0.0	1,910	1.2	0.0	-1.2	0			
2.D City Sophisticates	0	0.0	155	0.1	0.0	-0.3	0			
1.A Lavish Lifestyles	0	0.0	1,918	1.2	0.0	-1.2	0			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>109</b>		<b>157,862</b>		<b>0.1</b>					



ACORN TYPE PROFILE



Profile: MASTER.WARDNAME (Lache Ward)  
Base: Cheshire West and Chester Base

Sort by:  Acorn Type  Index  Profile %

Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
<b>1. Affluent Achievers</b>										
<b>1.A. Lavish Lifestyles</b>										
1.A.1 Exclusive enclaves	0	0.0	9	0.0	0.0	-0.1	0			
1.A.2 Metropolitan money	0	0.0	28	0.0	0.0	-0.1	0			
1.A.3 Large house luxury	0	0.0	1,881	1.2	0.0	-1.1	0			
<b>1.B Executive Wealth</b>										
1.B.4 Asset rich families	3	2.8	8,310	5.3	0.0	-1.2	52			
1.B.5 Wealthy countryside commuters	0	0.0	12,817	8.1	0.0	-3.1	0			
1.B.6 Financially comfortable families	0	0.0	4,393	2.8	0.0	-1.8	0			
1.B.7 Affluent professionals	0	0.0	726	0.5	0.0	-0.7	0			
1.B.8 Prosperous suburban families	0	0.0	2,263	1.4	0.0	-1.3	0			
1.B.9 Well-off edge of towners	1	0.9	3,953	2.5	0.0	-1.1	37			
<b>1.C Mature Money</b>										
1.C.10 Better-off villagers	0	0.0	9,101	5.8	0.0	-2.6	0			
1.C.11 Settled suburbia, older people	2	1.8	9,297	5.9	0.0	-1.8	31			
1.C.12 Retired and empty nesters	1	0.9	3,010	1.9	0.0	-0.8	48			
1.C.13 Upmarket downsizers	0	0.0	1,097	0.7	0.0	-0.9	0			
<b>2. Rising Prosperity</b>										
<b>2.D. City Sophisticates</b>										
2.D.14 Townhouse cosmopolitans	0	0.0	68	0.0	0.0	-0.2	0			
2.D.15 Younger professionals in smaller flats	0	0.0	0	0.0	0.0	0.0	0			
2.D.16 Metropolitan professionals	0	0.0	87	0.1	0.0	-0.2	0			
2.D.17 Socialising young renters	0	0.0	0	0.0	0.0	0.0	0			
<b>2.E Career Climbers</b>										
2.E.18 Career driven young families	12	11.0	2,912	1.8	0.4	7.1	597			
2.E.19 First time buyers in small, modern homes	1	0.9	5,650	3.6	0.0	-1.5	26			
2.E.20 Mixed metropolitan areas	0	0.0	0	0.0	0.0	0.0	0			
<b>3. Comfortable Communities</b>										
<b>3.F Countryside Communities</b>										
3.F.21 Farms and cottages	0	0.0	1,317	0.8	0.0	-1.0	0			
3.F.22 Larger families in rural areas	0	0.0	683	0.4	0.0	-0.7	0			
3.F.23 Owner occupiers in small towns and villages	1	0.9	5,713	3.6	0.0	-1.5	25			
<b>3.G Successful Suburbs</b>										
3.G.24 Comfortably-off families in modern housing	5	4.6	4,295	2.7	0.1	1.2	169			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0	0.0	0.0	0.0	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	1	0.9	4,322	2.7	0.0	-1.2	34			
<b>3.H Steady Neighbourhoods</b>										
3.H.27 Suburban semis, conventional attitudes	4	3.7	6,737	4.3	0.1	-0.3	86			
3.H.28 Owner occupied terraces, average income	0	0.0	102	0.1	0.0	-0.3	0			
3.H.29 Established suburbs, older families	8	7.3	4,826	3.1	0.2	2.6	240			
<b>3.I Comfortable Seniors</b>										
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	3,586	2.3	0.0	-1.6	0			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	888	0.6	0.0	-0.8	0			
<b>3.J Starting Out</b>										
3.J.32 Educated families in terraces, young children	4	3.7	4,185	2.7	0.1	0.7	138			
3.J.33 Smaller houses and starter homes	10	9.2	3,617	2.3	0.3	4.8	400			
<b>4. Financially Stretched</b>										
<b>4.K Student Life</b>										
4.K.34 Student flats and halls of residence	0	0.0	252	0.2	0.0	-0.4	0			
4.K.35 Term-time terraces	0	0.0	896	0.6	0.0	-0.8	0			
4.K.36 Educated young people in flats and tenements	0	0.0	173	0.1	0.0	-0.3	0			
<b>4.L Modest Means</b>										
4.L.37 Low cost flats in suburban areas	0	0.0	516	0.3	0.0	-0.6	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	2	1.8	4,328	2.7	0.0	-0.6	67			
4.L.39 Fading owner occupied terraces	1	0.9	3,545	2.2	0.0	-0.9	41			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	0	0.0	0.0	0.0	0			
<b>4.M Striving Families</b>										
4.M.41 Labouring semi-rural estates	3	2.8	3,392	2.1	0.1	0.4	128			
4.M.42 Struggling young families in post-war terraces	1	0.9	1,797	1.1	0.1	-0.2	81			
4.M.43 Families in right-to-buy estates	6	5.5	3,909	2.5	0.2	2.0	222			
4.M.44 Post-war estates, limited means	2	1.8	3,335	2.1	0.1	-0.2	87			
<b>4.N Poorer Pensioners</b>										
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	2,023	1.3	0.0	-1.2	0			
4.N.46 Elderly people in social rented flats	3	2.8	1,622	1.0	0.2	1.8	268			
4.N.47 Low income older people in smaller semis	4	3.7	4,990	3.2	0.1	0.3	116			
4.N.48 Pensioners and singles in social rented flats	1	0.9	2,489	1.6	0.0	-0.6	58			
<b>5. Urban Adversity</b>										
<b>5.O Young Hardship</b>										
5.O.49 Young families in low cost private flats	3	2.8	1,434	0.9	0.2	2.0	303			
5.O.50 Struggling younger people in mixed tenure	3	2.8	1,741	1.1	0.2	1.6	250			
5.O.51 Young people in small, low cost terraces	0	0.0	1,912	1.2	0.0	-1.2	0			
<b>5.P Struggling Estates</b>										
5.P.52 Poorer families, many children, terraced housing	3	2.8	3,614	2.3	0.1	0.3	120			
5.P.53 Low income terraces	0	0.0	0	0.0	0.0	0.0	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	0	0.0	0.0	0.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0	0.0	0.0	0.0	0			
5.P.56 Low income large families in social rented semis	17	15.6	2,117	1.3	0.8	12.9	1163			
<b>5.Q Difficult Circumstances</b>										
5.Q.57 Social rented flats, families and single parents	0	0.0	816	0.5	0.0	-0.8	0			
5.Q.58 Singles and young families, some receiving benefits	3	2.8	3,180	2.0	0.1	0.5	137			
5.Q.59 Deprived areas and high-rise flats	4	3.7	1,998	1.3	0.2	2.2	290			
<b>6. Not Private Households</b>										
<b>6.R Not Private Households</b>										
6.R.60 Active communal population	0	0.0	209	0.1	0.0	-0.4	0			
6.R.61 Inactive Communal Population	0	0.0	1,701	1.1	0.0	-1.1	0			
6.R.62 Business addresses without residential population	1	0.9	2,289	1.5	0.0	-0.5	0			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>109</b>		<b>157,862</b>		<b>0.1</b>					

# ACORN TYPE PROFILE



Profile: MASTER.WARDNAME (Lache Ward)  
 Base: Cheshire West and Chester Base

Sort by:  Acorn Type  Index  Profile %

Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
5.P.56 Low income large families in social rented semis	17	15.6	2,117	1.3	0.8	12.9	1163			
2.E.18 Career driven young families	12	11.0	2,912	1.8	0.4	7.1	597			
3.J.33 Smaller houses and starter homes	10	9.2	3,617	2.3	0.3	4.8	400			
3.H.29 Established suburbs, older families	8	7.3	4,826	3.1	0.2	2.6	240			
4.M.43 Families in right-to-buy estates	6	5.5	3,909	2.5	0.2	2.0	222			
3.G.24 Comfortably-off families in modern housing	5	4.6	4,295	2.7	0.1	1.2	169			
3.J.32 Educated families in terraces, young children	4	3.7	4,185	2.7	0.1	0.7	138			
4.N.47 Low income older people in smaller semis	4	3.7	4,990	3.2	0.1	0.3	116			
5.Q.59 Deprived areas and high-rise flats	4	3.7	1,998	1.3	0.2	2.2	290			
3.H.27 Suburban semis, conventional attitudes	4	3.7	6,737	4.3	0.1	-0.3	86			
5.Q.58 Singles and young families, some receiving benefits	3	2.8	3,180	2.0	0.1	0.5	137			
4.N.46 Elderly people in social rented flats	3	2.8	1,622	1.0	0.2	1.8	268			
4.M.41 Labouring semi-rural estates	3	2.8	3,392	2.1	0.1	0.4	128			
1.B.4 Asset rich families	3	2.8	8,310	5.3	0.0	-1.2	52			
5.O.50 Struggling younger people in mixed tenure	3	2.8	1,741	1.1	0.2	1.6	250			
5.P.52 Poorer families, many children, terraced housing	3	2.8	3,614	2.3	0.1	0.3	120			
5.O.49 Young families in low cost private flats	3	2.8	1,434	0.9	0.2	2.0	303			
4.L.38 Semi-skilled workers in traditional neighbourhoods	2	1.8	4,328	2.7	0.0	-0.6	67			
1.C.11 Settled suburbia, older people	2	1.8	9,297	5.9	0.0	-1.8	31			
4.M.44 Post-war estates, limited means	2	1.8	3,335	2.1	0.1	-0.2	87			
2.E.19 First time buyers in small, modern homes	1	0.9	5,650	3.6	0.0	-1.5	26			
4.N.48 Pensioners and singles in social rented flats	1	0.9	2,489	1.6	0.0	-0.6	58			
3.F.23 Owner occupiers in small towns and villages	1	0.9	5,713	3.6	0.0	-1.5	25			
4.L.39 Fading owner occupied terraces	1	0.9	3,545	2.2	0.0	-0.9	41			
1.C.12 Retired and empty nesters	1	0.9	3,010	1.9	0.0	-0.8	48			
3.G.26 Semi-professional families, owner occupied neighbourhoods	1	0.9	4,322	2.7	0.0	-1.2	34			
4.M.42 Struggling young families in post-war terraces	1	0.9	1,797	1.1	0.1	-0.2	81			
1.B.9 Well-off edge of towners	1	0.9	3,953	2.5	0.0	-1.1	37			
5.Q.57 Social rented flats, families and single parents	0	0.0	816	0.5	0.0	-0.8	0			
1.B.5 Wealthy countryside commuters	0	0.0	12,817	8.1	0.0	-3.1	0			
6.R.61 Inactive Communal Population	0	0.0	1,701	1.1	0.0	-1.1	0			
6.R.60 Active communal population	0	0.0	209	0.1	0.0	-0.4	0			
3.F.22 Larger families in rural areas	0	0.0	683	0.4	0.0	-0.7	0			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	888	0.6	0.0	-0.8	0			
3.F.21 Farms and cottages	0	0.0	1,317	0.8	0.0	-1.0	0			
1.C.10 Better-off villagers	0	0.0	9,101	5.8	0.0	-2.6	0			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	0	0.0	0.0	0.0	0			
4.K.35 Term-time terraces	0	0.0	896	0.6	0.0	-0.8	0			
5.P.53 Low income terraces	0	0.0	0	0.0	0.0	0.0	0			
1.A.3 Large house luxury	0	0.0	1,881	1.2	0.0	-1.1	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0	0.0	0.0	0.0	0			
2.D.16 Metropolitan professionals	0	0.0	87	0.1	0.0	-0.2	0			
4.K.34 Student flats and halls of residence	0	0.0	252	0.2	0.0	-0.4	0			
1.A.1 Exclusive enclaves	0	0.0	9	0.0	0.0	-0.1	0			
4.K.36 Educated young people in flats and tenements	0	0.0	173	0.1	0.0	-0.3	0			
1.B.7 Affluent professionals	0	0.0	726	0.5	0.0	-0.7	0			
1.B.8 Prosperous suburban families	0	0.0	2,263	1.4	0.0	-1.3	0			
1.B.6 Financially comfortable families	0	0.0	4,393	2.8	0.0	-1.8	0			
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	3,586	2.3	0.0	-1.6	0			
1.A.2 Metropolitan money	0	0.0	28	0.0	0.0	-0.1	0			
2.D.15 Younger professionals in smaller flats	0	0.0	0	0.0	0.0	0.0	0			
3.H.28 Owner occupied terraces, average income	0	0.0	102	0.1	0.0	-0.3	0			
4.L.37 Low cost flats in suburban areas	0	0.0	516	0.3	0.0	-0.6	0			
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	2,023	1.3	0.0	-1.2	0			
2.E.20 Mixed metropolitan areas	0	0.0	0	0.0	0.0	0.0	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0	0.0	0.0	0.0	0			
1.C.13 Upmarket downsizers	0	0.0	1,097	0.7	0.0	-0.9	0			
5.O.51 Young people in small, low cost terraces	0	0.0	1,912	1.2	0.0	-1.2	0			
2.D.14 Townhouse cosmopolitans	0	0.0	68	0.0	0.0	-0.2	0			
2.D.17 Socialising young renters	0	0.0	0	0.0	0.0	0.0	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	0	0.0	0.0	0.0	0			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>109</b>		<b>157,862</b>		<b>0.1</b>					