

## 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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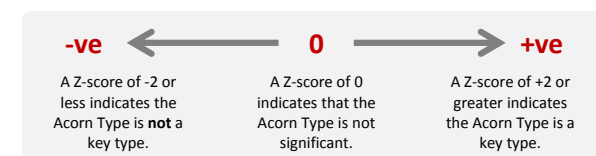
### INTERPRETING THE REPORT

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.57 Social rented flats, families and single parents
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: **Little Neston 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	<b>65-74</b>	Social Grade	<b>AB</b>	Children At Home	<b>0</b>
House Tenure	<b>Owned Outright</b>	Household Income	<b>£48k</b>	Social Media Usage	<b>Medium</b>

## DEMOGRAPHICS

### AGE

Age Group	Percentage
0-17	19%
18-24	6%
25-34	8%
35-49	19%
50-64	23%
65-74	14%
75+	11%

### FAMILY

Family Type	Percentage	Index
Couple - No Children	21%	111
Couple - With Children	23%	107
Lone Parent	4%	64
Single - No Children	10%	71
All Student/Pensioner	28%	120

### KEY INSIGHTS

- The average age of the population in the profiled households is older when compared to the base.
- Households containing all pensioner or students occur more in this profile than in the base.
- 8.3% of the profile live in households with an income of over £100k.
- The dominant Social Grade is AB.
- There is a higher proportion of people in this profile who are retired than in the base.

### INCOME

Income Bracket	Percentage	Index
£0-£20k	7%	66
£20k-£40k	8%	97
£40k-£60k	20%	118
£60k-£80k	13%	131
£80k-£100k	22%	138
£100k+	29%	143

### SOCIAL GRADE

Social Grade	Percentage	Index
AB	37%	132
C1	31%	106
C2	7%	88
D	7%	65
E	18%	61

### EMPLOYMENT

Employment Type	Percentage	Index
Full-Time	39%	99
Part-Time	20%	102
Self-emp.	15%	115
Retired	9%	121
Unemp.	4%	83
Student	2%	83
Other	1%	75

## MOTOR & HOME

### CARS

Cars	Percentage	Index
No Cars	11%	55
1 Car	44%	97
2 Cars	35%	128
3+ Cars	10%	137

### CAR TYPE

Car Type	Percentage	Index
Mini/Supermini	26%	112
Small Family Car	26%	100
Large Family Car	29%	122
Luxury/Executive	8%	141
Sports/4x4/MPV	6%	105

### KEY INSIGHTS

- Most households will have access to a large family car.
- A higher proportion, in comparison to the base, are likely to have a luxury/executive car.
- Bungalows are 81.3% more likely than in the base.
- 49.1% of the households in the profile are likely to be owned outright.
- About 28% of households will have 4 bedrooms.
- The prevailing size is 2 people

### TENURE

Tenure Type	Percentage	Index
Owned Outright	49%	135
Owned Mortgage	34%	108
Private Rented	11%	71
Social Rented	5%	33

### TYPE

Property Type	Percentage	Index
Terraced	12%	52
Semi-	34%	93
Flat	5%	38
Detached	50%	173
Bungalow	17%	181

### BEDROOMS

Bedrooms	Percentage	Index
1	3%	48
2	16%	70
3	45%	99
4	28%	146
5+	8%	133

### SIZE

Household Size	Percentage	Index
1 Person	15%	83
2 People	42%	111
3-4 People	35%	99
5+ People	8%	94

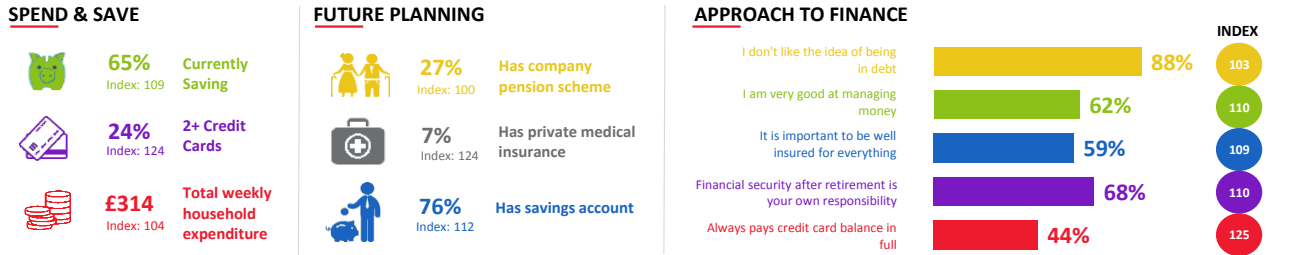
# ACORN PROFILE OVERVIEW



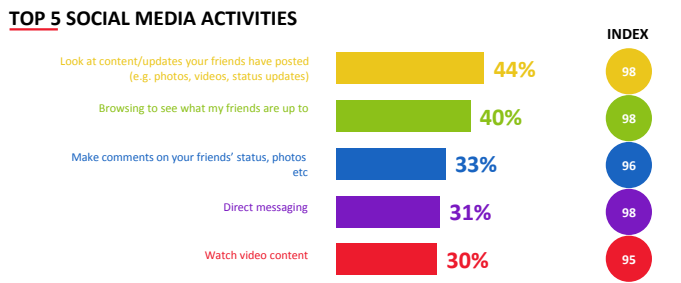
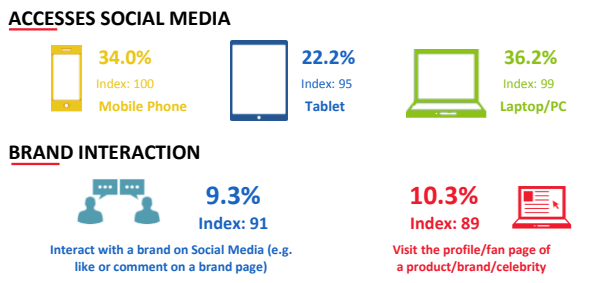
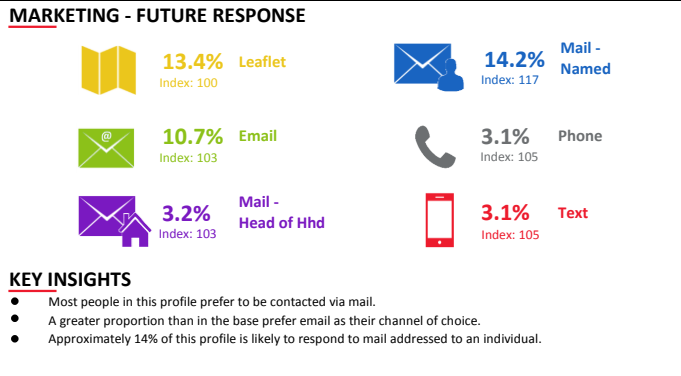
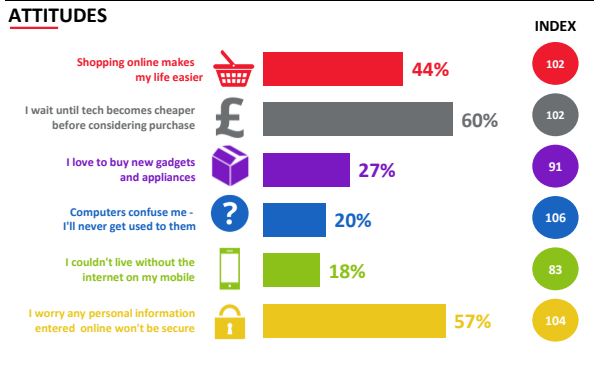
Profile: **Little Neston Ward**  
 Base: **Cheshire West and Chester Base**

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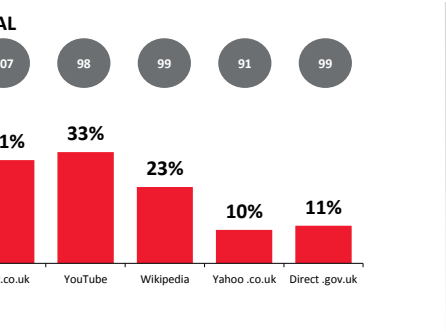
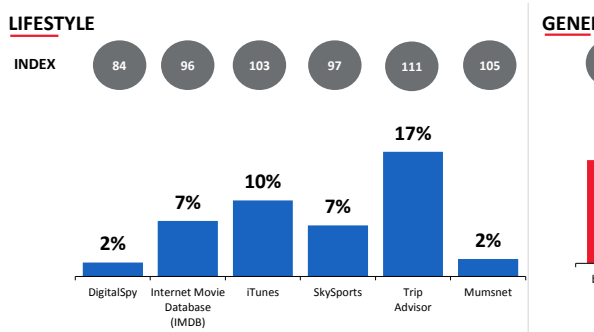
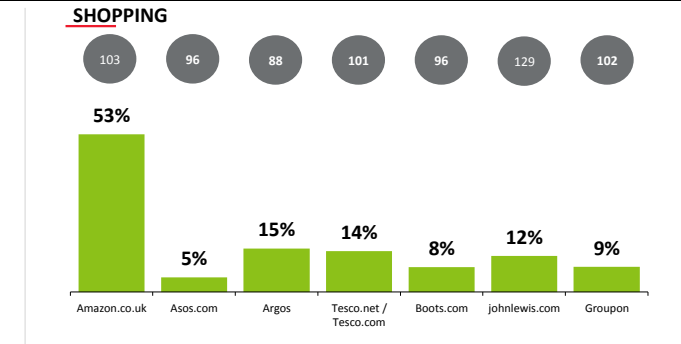
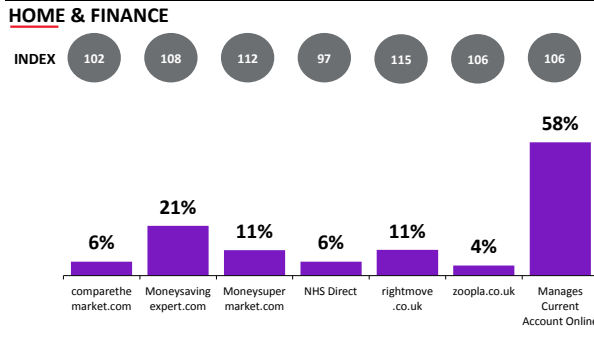
## FINANCIAL BEHAVIOUR & ATTITUDES



## CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



## WEBSITES



### KEY INSIGHTS

- Most people in this profile will access their social media through their laptop/PC. Although there is a higher proportion in the profile than the base who will also use their mobile.
- "Look at content/updates your friends have posted (e.g. photos, videos, status updates)" is the most popular activity on social media.

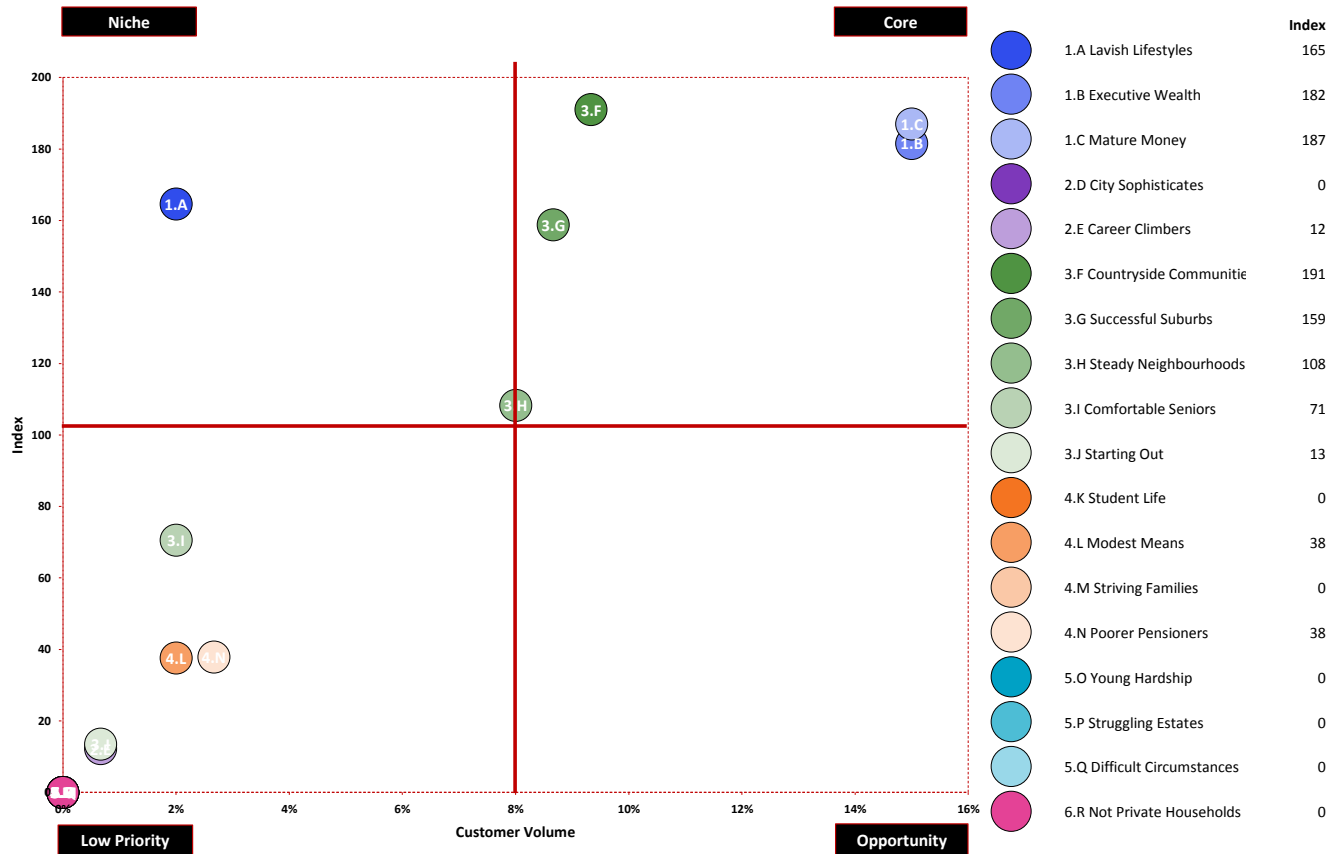
## ACORN CUSTOMER VIEW CHART



Profile: Little Neston 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	82			
Age 5-17	96			
Age 18-24	79			
Age 25-34	73			
Age 35-49	96			
Age 50-64	112			
Aged 65-74	125			
Aged 75 plus	123			

### ACORN CATEGORY PROFILE

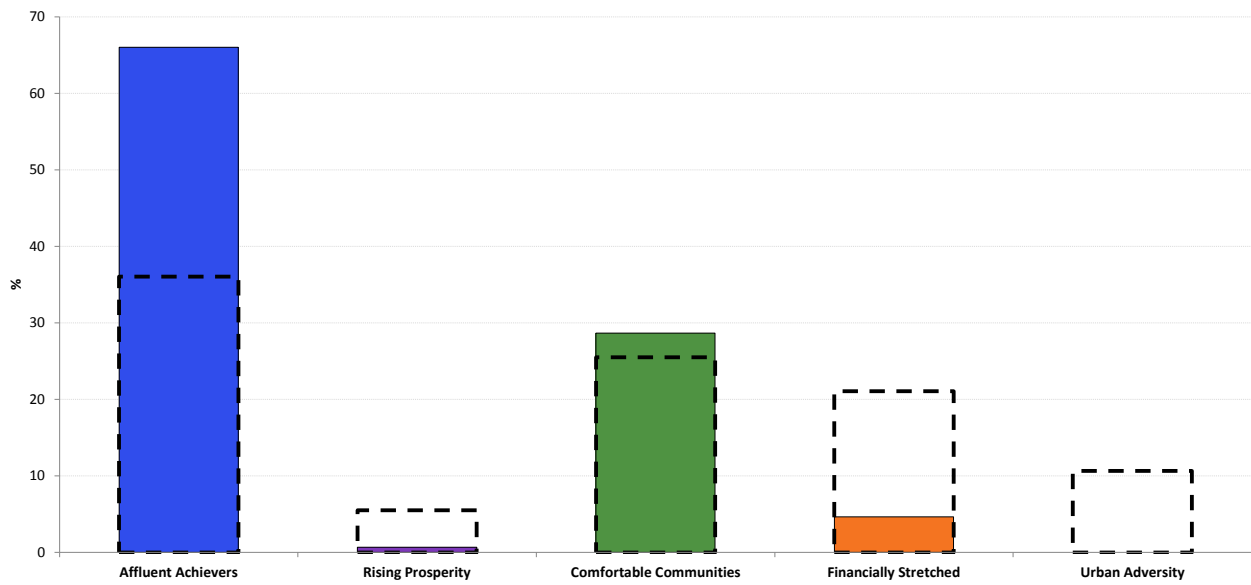


Profile:   
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	99	66.0	56,885	36.0	0.2	7.6	183			
2. Rising Prosperity	1	0.7	8,717	5.5	0.0	-2.6	12			
3. Comfortable Communities	43	28.7	40,271	25.5	0.1	0.9	112			
4. Financially Stretched	7	4.7	33,267	21.1	0.0	-4.9	22			
5. Urban Adversity	0	0.0	16,812	10.6	0.0	-4.2	0			
6. Not Private Households	0	0.0	1,910	1.2	0.0	-1.4	0			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>150</b>		<b>157,862</b>		<b>0.1</b>					

### ACORN CATEGORY PROFILE

Show Base



# ACORN GROUP PROFILE



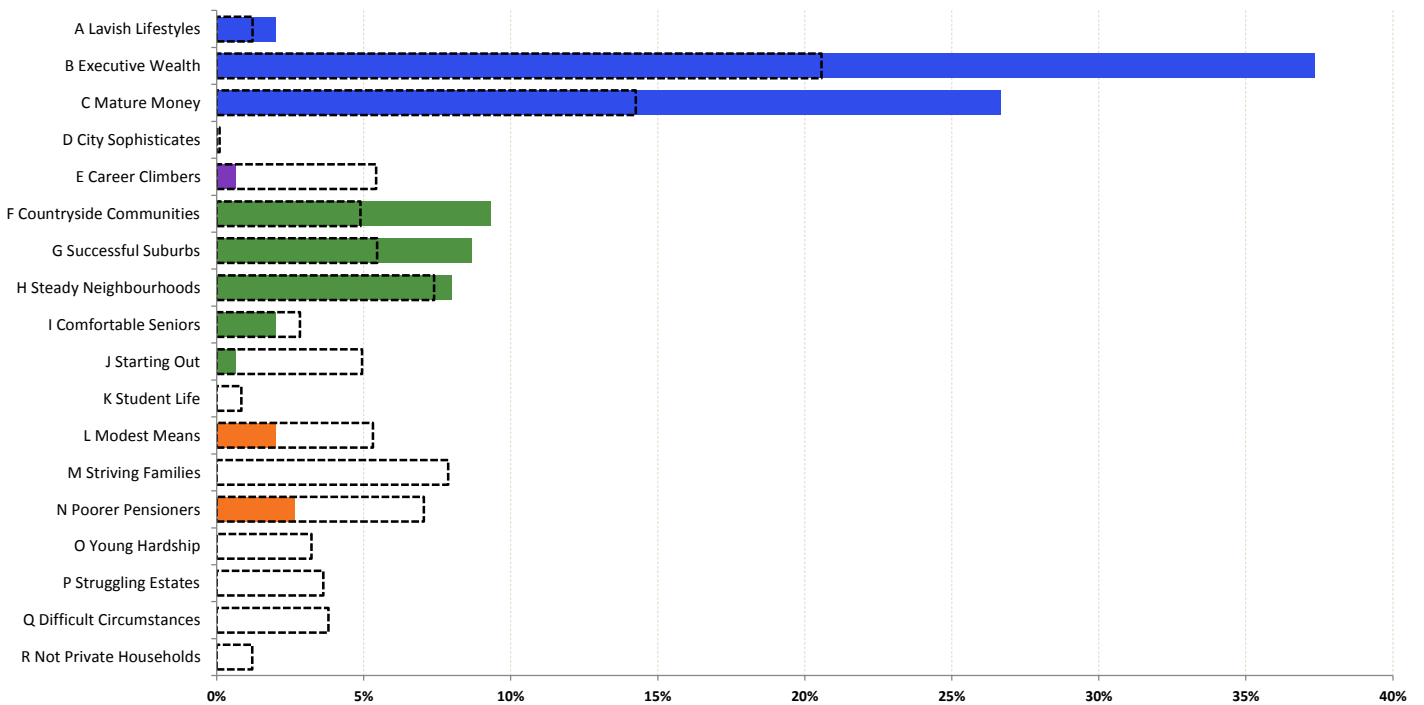
Profile:   
 Base:

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	3	2.0	1,918	1.2	0.2	0.9	165			
1.B Executive Wealth	56	37.3	32,462	20.6	0.2	5.1	182			
1.C Mature Money	40	26.7	22,505	14.3	0.2	4.3	187			
<b>2. Rising Prosperity</b>										
2.D City Sophisticates	0	0.0	155	0.1	0.0	-0.4	0			
2.E Career Climbers	1	0.7	8,562	5.4	0.0	-2.6	12			
<b>3. Comfortable Communities</b>										
3.F Countryside Communities	14	9.3	7,713	4.9	0.2	2.5	191			
3.G Successful Suburbs	13	8.7	8,617	5.5	0.2	1.7	159			
3.H Steady Neighbourhoods	12	8.0	11,665	7.4	0.1	0.3	108			
3.I Comfortable Seniors	3	2.0	4,474	2.8	0.1	-0.6	71			
3.J Starting Out	1	0.7	7,802	4.9	0.0	-2.4	13			
<b>4. Financially Stretched</b>										
4.K Student Life	0	0.0	1,321	0.8	0.0	-1.1	0			
4.L Modest Means	3	2.0	8,389	5.3	0.0	-1.8	38			
4.M Striving Families	0	0.0	12,433	7.9	0.0	-3.6	0			
4.N Poorer Pensioners	4	2.7	11,124	7.0	0.0	-2.1	38			
<b>5. Urban Adversity</b>										
5.O Young Hardship	0	0.0	5,087	3.2	0.0	-2.2	0			
5.P Struggling Estates	0	0.0	5,731	3.6	0.0	-2.4	0			
5.Q Difficult Circumstances	0	0.0	5,994	3.8	0.0	-2.4	0			
<b>6. Not Private Households</b>										
6.R Not Private Households	0	0.0	1,910	1.2	0.0	-1.4	0			
<b>Total (Excluding Business addresses without residential pop.)</b>										
	150		157,862		0.1					

## ACORN GROUP PROFILE

Show Base





# ACORN GROUP PROFILE



Profile:   
 Base:

Sort by:  Acorn Group  
 Index  
 Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
3.F Countryside Communities	14	9.3	7,713	4.9	0.2	2.5	191			
1.C Mature Money	40	26.7	22,505	14.3	0.2	4.3	187			
1.B Executive Wealth	56	37.3	32,462	20.6	0.2	5.1	182			
1.A Lavish Lifestyles	3	2.0	1,918	1.2	0.2	0.9	165			
3.G Successful Suburbs	13	8.7	8,617	5.5	0.2	1.7	159			
3.H Steady Neighbourhoods	12	8.0	11,665	7.4	0.1	0.3	108			
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5.P Struggling Estates	0	0.0	5,731	3.6	0.0	-2.4	0			
6.R Not Private Households	0	0.0	1,910	1.2	0.0	-1.4	0			
4.M Striving Families	0	0.0	12,433	7.9	0.0	-3.6	0			
5.Q Difficult Circumstances	0	0.0	5,994	3.8	0.0	-2.4	0			
5.O Young Hardship	0	0.0	5,087	3.2	0.0	-2.2	0			
4.K Student Life	0	0.0	1,321	0.8	0.0	-1.1	0			
2.D City Sophisticates	0	0.0	155	0.1	0.0	-0.4	0			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>150</b>		<b>157,862</b>		<b>0.1</b>					



ACORN TYPE PROFILE



Profile: Little Neston 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	-0.2	0			
1.A.3 Large house luxury	3	2.0	1,881	1.2	0.2	0.9	168			
<b>1.B Executive Wealth</b>										
1.B.4 Asset rich families	36	24.0	8,310	5.3	0.4	10.3	456			
1.B.5 Wealthy countryside commuters	13	8.7	12,817	8.1	0.1	0.2	107			
1.B.6 Financially comfortable families	6	4.0	4,393	2.8	0.1	0.9	144			
1.B.7 Affluent professionals	0	0.0	726	0.5	0.0	-0.8	0			
1.B.8 Prosperous suburban families	0	0.0	2,263	1.4	0.0	-1.5	0			
1.B.9 Well-off edge of towners	1	0.7	3,953	2.5	0.0	-1.4	27			
<b>1.C Mature Money</b>										
1.C.10 Better-off villagers	15	10.0	9,101	5.8	0.2	2.2	173			
1.C.11 Settled suburbia, older people	12	8.0	9,297	5.9	0.1	1.1	136			
1.C.12 Retired and empty nesters	12	8.0	3,010	1.9	0.4	5.5	420			
1.C.13 Upmarket downsizers	1	0.7	1,097	0.7	0.1	0.0	96			
<b>2. Rising Prosperity</b>										
<b>2.D. City Sophisticates</b>										
2.D.14 Townhouse cosmopolitans	0	0.0	68	0.0	0.0	-0.3	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	-0.3	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	1	0.7	2,912	1.8	0.0	-1.1	36			
2.E.19 First time buyers in small, modern homes	0	0.0	5,650	3.6	0.0	-2.4	0			
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	-1.1	0			
3.F.22 Larger families in rural areas	0	0.0	683	0.4	0.0	-0.8	0			
3.F.23 Owner occupiers in small towns and villages	14	9.3	5,713	3.6	0.2	3.7	258			
<b>3.G Successful Suburbs</b>										
3.G.24 Comfortably-off families in modern housing	5	3.3	4,295	2.7	0.1	0.5	123			
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	8	5.3	4,322	2.7	0.2	1.9	195			
<b>3.H Steady Neighbourhoods</b>										
3.H.27 Suburban semis, conventional attitudes	2	1.3	6,737	4.3	0.0	-1.8	31			
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	10	6.7	4,826	3.1	0.2	2.6	218			
<b>3.I Comfortable Seniors</b>										
3.I.30 Older people, neat and tidy neighbourhoods	2	1.3	3,586	2.3	0.1	-0.8	59			
3.I.31 Elderly singles in purpose-built accommodation	1	0.7	888	0.6	0.1	0.2	119			
<b>3.J Starting Out</b>										
3.J.32 Educated families in terraces, young children	0	0.0	4,185	2.7	0.0	-2.0	0			
3.J.33 Smaller houses and starter homes	1	0.7	3,617	2.3	0.0	-1.3	29			
<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	-0.5	0			
4.K.35 Term-time terraces	0	0.0	896	0.6	0.0	-0.9	0			
4.K.36 Educated young people in flats and tenements	0	0.0	173	0.1	0.0	-0.4	0			
<b>4.L Modest Means</b>										
4.L.37 Low cost flats in suburban areas	0	0.0	516	0.3	0.0	-0.7	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	3	2.0	4,328	2.7	0.1	-0.6	73			
4.L.39 Fading owner occupied terraces	0	0.0	3,545	2.2	0.0	-1.9	0			
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	0	0.0	3,392	2.1	0.0	-1.8	0			
4.M.42 Struggling young families in post-war terraces	0	0.0	1,797	1.1	0.0	-1.3	0			
4.M.43 Families in right-to-buy estates	0	0.0	3,909	2.5	0.0	-2.0	0			
4.M.44 Post-war estates, limited means	0	0.0	3,335	2.1	0.0	-1.8	0			
<b>4.N Poorer Pensioners</b>										
4.N.45 Pensioners in social housing, semis and terraces	2	1.3	2,023	1.3	0.1	0.1	104			
4.N.46 Elderly people in social rented flats	0	0.0	1,622	1.0	0.0	-1.2	0			
4.N.47 Low income older people in smaller semis	2	1.3	4,990	3.2	0.0	-1.3	42			
4.N.48 Pensioners and singles in social rented flats	0	0.0	2,489	1.6	0.0	-1.6	0			
<b>5. Urban Adversity</b>										
<b>5.O Young Hardship</b>										
5.O.49 Young families in low cost private flats	0	0.0	1,434	0.9	0.0	-1.2	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1,741	1.1	0.0	-1.3	0			
5.O.51 Young people in small, low cost terraces	0	0.0	1,912	1.2	0.0	-1.4	0			
<b>5.P Struggling Estates</b>										
5.P.52 Poorer families, many children, terraced housing	0	0.0	3,614	2.3	0.0	-1.9	0			
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	0	0.0	2,117	1.3	0.0	-1.4	0			
<b>5.Q Difficult Circumstances</b>										
5.Q.57 Social rented flats, families and single parents	0	0.0	816	0.5	0.0	-0.9	0			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	3,180	2.0	0.0	-1.8	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	1,998	1.3	0.0	-1.4	0			
<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	-1.3	0			
6.R.62 Business addresses without residential population	1	0.7	2,289	1.5	0.0	-0.8	0			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>150</b>		<b>157,862</b>		<b>0.1</b>					

# ACORN TYPE PROFILE



Profile:   
 Base:

Sort by:  Acorn Type  Index  Profile %

Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
<b>1.B.4 Asset rich families</b>	<b>36</b>	<b>24.0</b>	<b>8,310</b>	<b>5.3</b>	<b>0.4</b>	<b>10.3</b>	<b>456</b>			
1.C.10 Better-off villagers	15	10.0	9,101	5.8	0.2	2.2	173			
3.F.23 Owner occupiers in small towns and villages	14	9.3	5,713	3.6	0.2	3.7	258			
1.B.5 Wealthy countryside commuters	13	8.7	12,817	8.1	0.1	0.2	107			
1.C.12 Retired and empty nesters	12	8.0	3,010	1.9	0.4	5.5	420			
1.C.11 Settled suburbia, older people	12	8.0	9,297	5.9	0.1	1.1	136			
3.H.29 Established suburbs, older families	10	6.7	4,826	3.1	0.2	2.6	218			
3.G.26 Semi-professional families, owner occupied neighbourhoods	8	5.3	4,322	2.7	0.2	1.9	195			
1.B.6 Financially comfortable families	6	4.0	4,393	2.8	0.1	0.9	144			
3.G.24 Comfortably-off families in modern housing	5	3.3	4,295	2.7	0.1	0.5	123			
4.L.38 Semi-skilled workers in traditional neighbourhoods	3	2.0	4,328	2.7	0.1	-0.6	73			
1.A.3 Large house luxury	3	2.0	1,881	1.2	0.2	0.9	168			
4.N.47 Low income older people in smaller semis	2	1.3	4,990	3.2	0.0	-1.3	42			
3.I.30 Older people, neat and tidy neighbourhoods	2	1.3	3,586	2.3	0.1	-0.8	59			
4.N.45 Pensioners in social housing, semis and terraces	2	1.3	2,023	1.3	0.1	0.1	104			
3.H.27 Suburban semis, conventional attitudes	2	1.3	6,737	4.3	0.0	-1.8	31			
3.I.31 Elderly singles in purpose-built accommodation	1	0.7	888	0.6	0.1	0.2	119			
1.C.13 Upmarket downsizers	1	0.7	1,097	0.7	0.1	0.0	96			
1.B.9 Well-off edge of towners	1	0.7	3,953	2.5	0.0	-1.4	27			
2.E.18 Career driven young families	1	0.7	2,912	1.8	0.0	-1.1	36			
3.J.33 Smaller houses and starter homes	1	0.7	3,617	2.3	0.0	-1.3	29			
1.A.1 Exclusive enclaves	0	0.0	9	0.0	0.0	-0.1	0			
3.J.32 Educated families in terraces, young children	0	0.0	4,185	2.7	0.0	-2.0	0			
4.K.35 Term-time terraces	0	0.0	896	0.6	0.0	-0.9	0			
2.D.15 Younger professionals in smaller flats	0	0.0	0	0.0	0.0	0.0	0			
5.Q.57 Social rented flats, families and single parents	0	0.0	816	0.5	0.0	-0.9	0			
2.D.14 Townhouse cosmopolitans	0	0.0	68	0.0	0.0	-0.3	0			
1.B.8 Prosperous suburban families	0	0.0	2,263	1.4	0.0	-1.5	0			
2.E.20 Mixed metropolitan areas	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			
4.K.34 Student flats and halls of residence	0	0.0	252	0.2	0.0	-0.5	0			
3.H.28 Owner occupied terraces, average income	0	0.0	102	0.1	0.0	-0.3	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	1,998	1.3	0.0	-1.4	0			
3.F.21 Farms and cottages	0	0.0	1,317	0.8	0.0	-1.1	0			
1.A.2 Metropolitan money	0	0.0	28	0.0	0.0	-0.2	0			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	3,180	2.0	0.0	-1.8	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0	0.0	0.0	0.0	0			
1.B.7 Affluent professionals	0	0.0	726	0.5	0.0	-0.8	0			
2.D.17 Socialising young renters	0	0.0	0	0.0	0.0	0.0	0			
5.O.51 Young people in small, low cost terraces	0	0.0	1,912	1.2	0.0	-1.4	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0	0.0	0.0	0.0	0			
4.K.36 Educated young people in flats and tenements	0	0.0	173	0.1	0.0	-0.4	0			
4.M.41 Labouring semi-rural estates	0	0.0	3,392	2.1	0.0	-1.8	0			
4.N.48 Pensioners and singles in social rented flats	0	0.0	2,489	1.6	0.0	-1.6	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1,741	1.1	0.0	-1.3	0			
4.N.46 Elderly people in social rented flats	0	0.0	1,622	1.0	0.0	-1.2	0			
4.M.42 Struggling young families in post-war terraces	0	0.0	1,797	1.1	0.0	-1.3	0			
4.L.37 Low cost flats in suburban areas	0	0.0	516	0.3	0.0	-0.7	0			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	0	0.0	0.0	0.0	0			
4.M.44 Post-war estates, limited means	0	0.0	3,335	2.1	0.0	-1.8	0			
5.P.52 Poorer families, many children, terraced housing	0	0.0	3,614	2.3	0.0	-1.9	0			
4.M.43 Families in right-to-buy estates	0	0.0	3,909	2.5	0.0	-2.0	0			
4.L.39 Fading owner occupied terraces	0	0.0	3,545	2.2	0.0	-1.9	0			
5.P.53 Low income terraces	0	0.0	0	0.0	0.0	0.0	0			
2.E.19 First time buyers in small, modern homes	0	0.0	5,650	3.6	0.0	-2.4	0			
2.D.16 Metropolitan professionals	0	0.0	87	0.1	0.0	-0.3	0			
6.R.61 Inactive Communal Population	0	0.0	1,701	1.1	0.0	-1.3	0			
5.O.49 Young families in low cost private flats	0	0.0	1,434	0.9	0.0	-1.2	0			
3.F.22 Larger families in rural areas	0	0.0	683	0.4	0.0	-0.8	0			
5.P.56 Low income large families in social rented semis	0	0.0	2,117	1.3	0.0	-1.4	0			
6.R.60 Active communal population	0	0.0	209	0.1	0.0	-0.4	0			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>150</b>		<b>157,862</b>		<b>0.1</b>					