

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

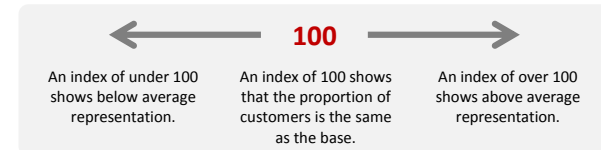
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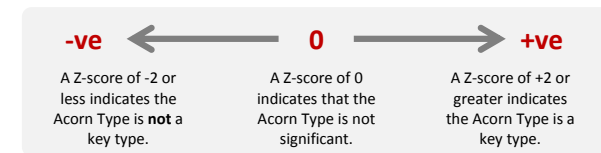
INTERPRETING THE REPORT

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: **Netherpool 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	75 plus	Social Grade	C1	Children At Home	0
House Tenure	Social Rented	Household Income	£34k	Social Media Usage	Medium

DEMOGRAPHICS

AGE

0-17	20%
18-24	8%
25-34	12%
35-49	19%
50-64	20%
65-74	12%
75+	10%

FAMILY

Couple - No Children	18%	INDEX: 93
Couple - With Children	19%	INDEX: 91
Lone Parent	7%	INDEX: 103
Single - No Children	15%	INDEX: 100
All Student/Pensioner	26%	INDEX: 111

KEY INSIGHTS

- The average age of the population in the profiled households is slightly older when compared to the base.
- Households containing all pensioner or students occur more in this profile than in the base.
- 36.5% of the profile live in households with an income less than £20k.
- The dominant Social Grade is C1 and the most over-represented is C2.
- There is a higher proportion of people in this profile who are retired than in the base.

INCOME

£0-£20k (Index: 120)	37%
£20k-£40k (Index: 108)	37%
£40k-£60k (Index: 93)	18%
£60k-£80k (Index: 79)	8%
£80k-£100k (Index: 63)	3%
£100k+ (Index: 47)	3%

SOCIAL GRADE

AB (Index: 78)	12%
C1 (Index: 101)	22%
C2 (Index: 115)	29%
D (Index: 113)	13%
E (Index: 114)	23%

EMPLOYMENT

Full-Time (Index: 100)	39%
Part-Time (Index: 103)	18%
Self-emp. (Index: 80)	15%
Retired (Index: 112)	9%
Unemp. (Index: 110)	4%
Student (Index: 87)	3%
Other (Index: 101)	13%

MOTOR & HOME

CARS

No Cars	21%	Index: 108
1 Car	49%	Index: 108
2 Cars	24%	Index: 87
3+ Cars	5%	Index: 75

CAR TYPE

Mini/Supermini	25%	Index: 105
Small Family Car	31%	Index: 116
Large Family Car	24%	Index: 98
Luxury/Executive	2%	Index: 33
Sports/4x4/MPV	3%	Index: 52

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 small family car.
- Semi-detached houses are 32.1% more likely than in the base.
- 17.1% of the households in the profile are likely to be social rented.
- About 51% of households will have 3 bedrooms.
- The prevailing size is 2 people but households with 1 person appear more than in the base.

TENURE

Owned outright	38%	Index: 104
Owned Mortgage	31%	Index: 99
Private Rented	13%	Index: 88
Social Rented	17%	Index: 104

TYPE

Terraced	18%	Index: 79
Semi-detached	48%	Index: 132
Flat	13%	Index: 106
Detached	21%	Index: 72
Bungalow	11%	Index: 120

BEDROOMS

1	7%
2	25%
3	51%
4	14%
5+	3%

SIZE

1 Person	21%	Index: 115
2 People	39%	Index: 102
3-4 People	34%	Index: 95
5+ People	7%	Index: 82

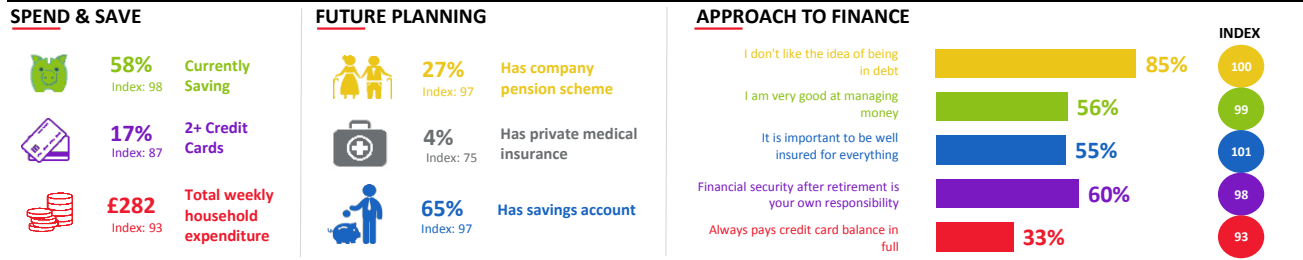
ACORN PROFILE OVERVIEW



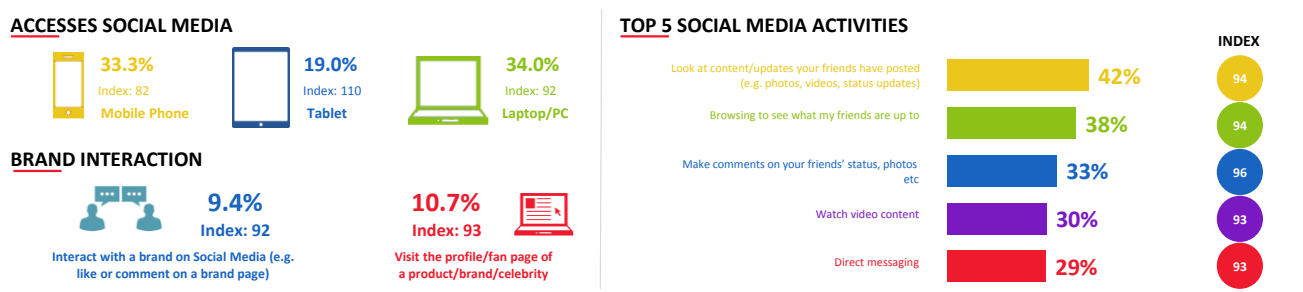
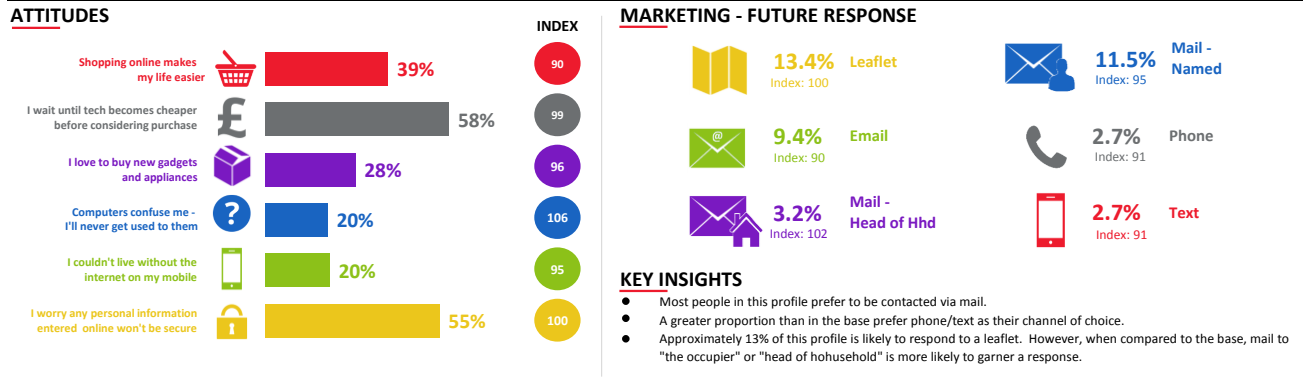
Profile: **Netherpool Ward**
 Base: **Cheshire West and Chester Base**

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.

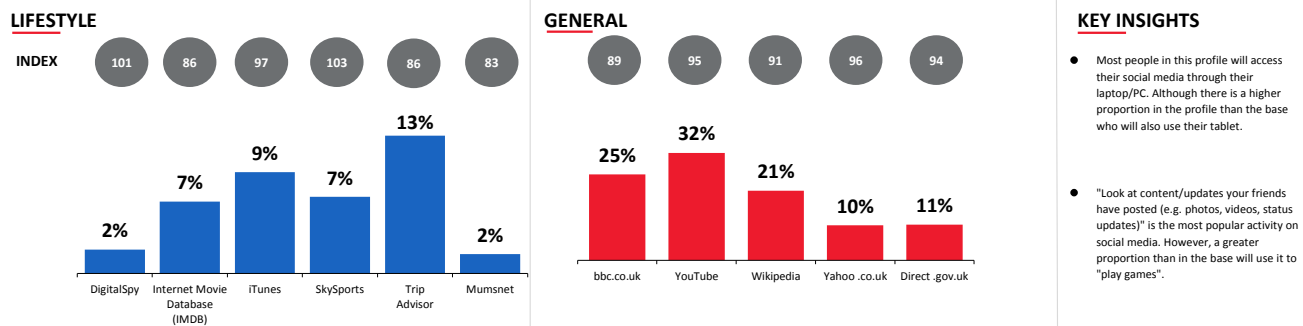
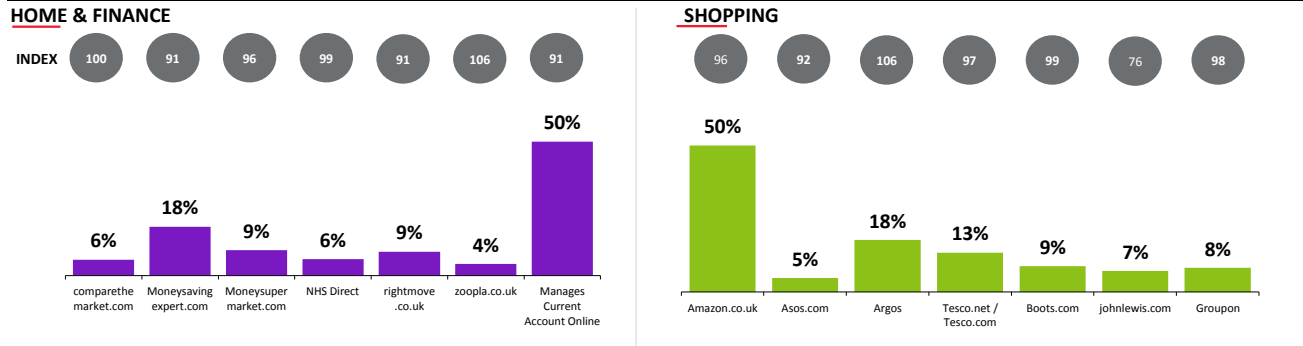
FINANCIAL BEHAVIOUR & ATTITUDES



CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



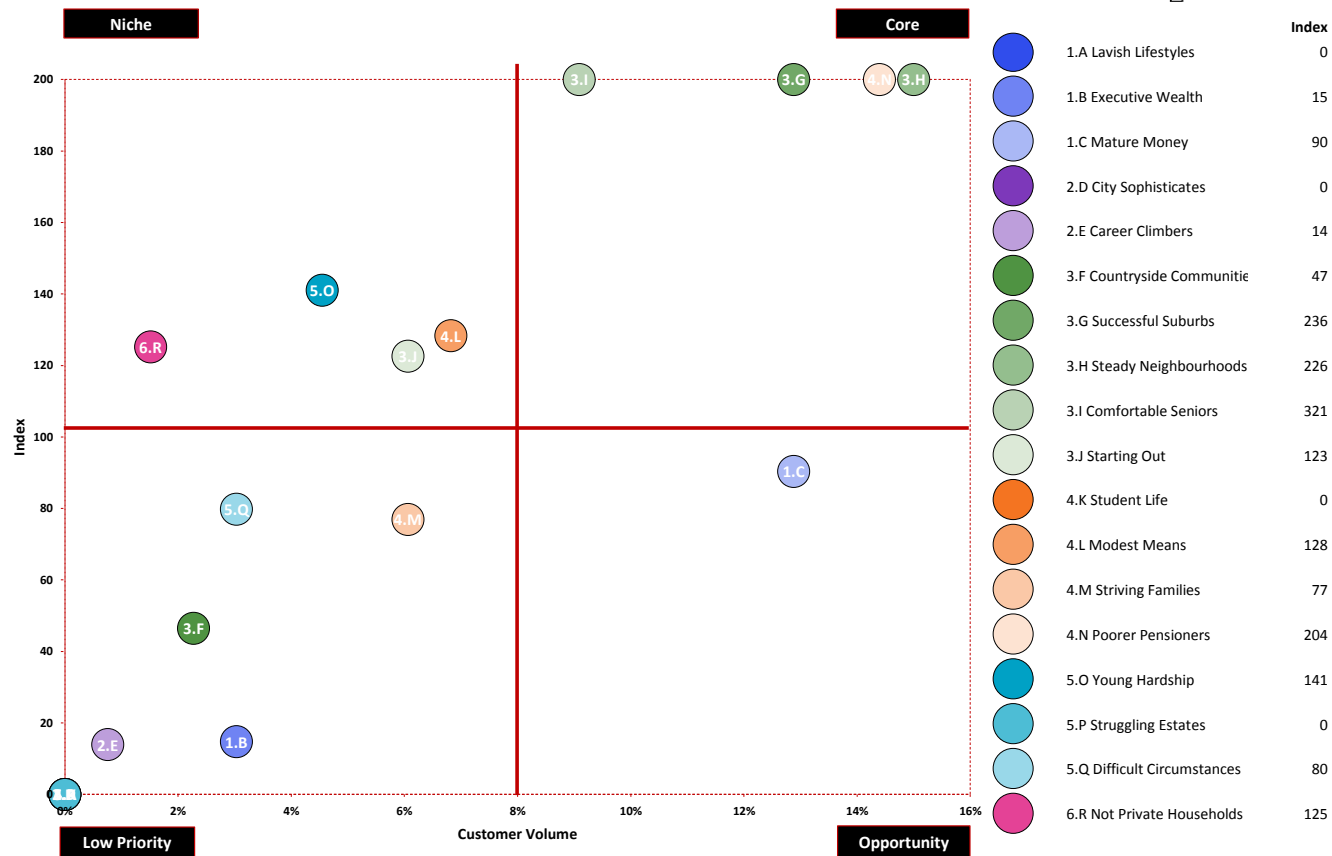
WEBSITES



ACORN CUSTOMER VIEW CHART

Profile: 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**

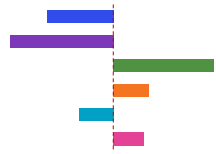
Variable	Index	0	100	200+
Age 0-4	99			
Age 5-17	95			
Age 18-24	97			
Age 25-34	102			
Age 35-49	97			
Age 50-64	99			
Aged 65-74	105			
Aged 75 plus	112			

ACORN CATEGORY PROFILE



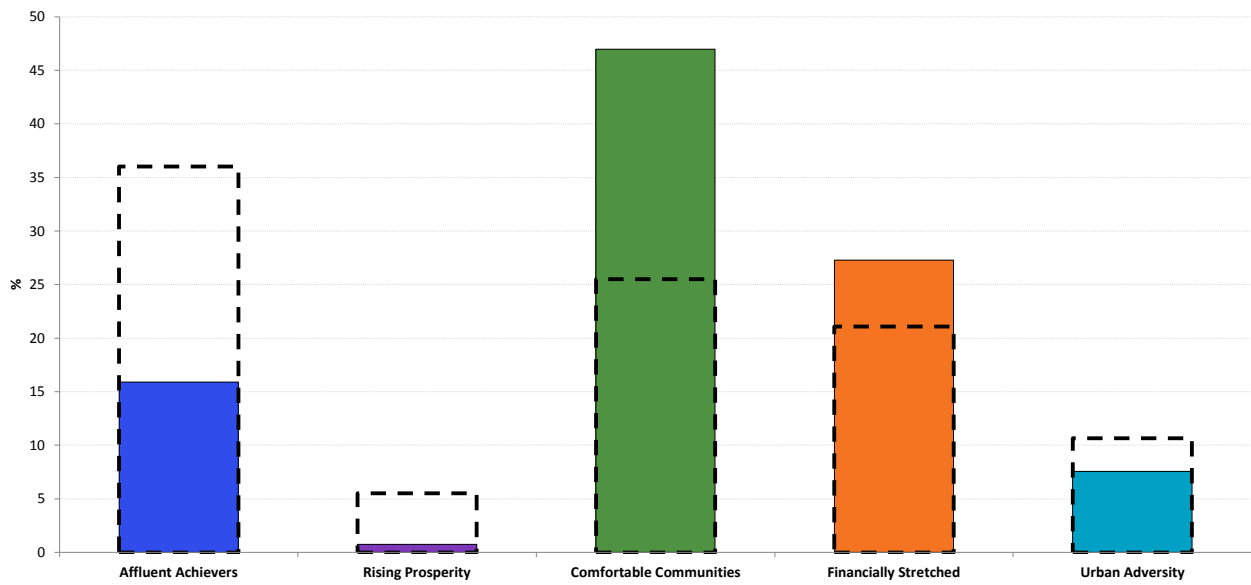
Profile:
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	21	15.9	56,885	36.0	0.0	-4.8	44			
2. Rising Prosperity	1	0.8	8,717	5.5	0.0	-2.4	14			
3. Comfortable Communities	62	47.0	40,271	25.5	0.2	5.7	184			
4. Financially Stretched	36	27.3	33,267	21.1	0.1	1.7	129			
5. Urban Adversity	10	7.6	16,812	10.6	0.1	-1.1	71			
6. Not Private Households	2	1.5	1,910	1.2	0.1	0.3	125			
Total (Excluding Business addresses without residential pop.)	132		157,862		0.1					



ACORN CATEGORY PROFILE

Show Base



ACORN GROUP PROFILE



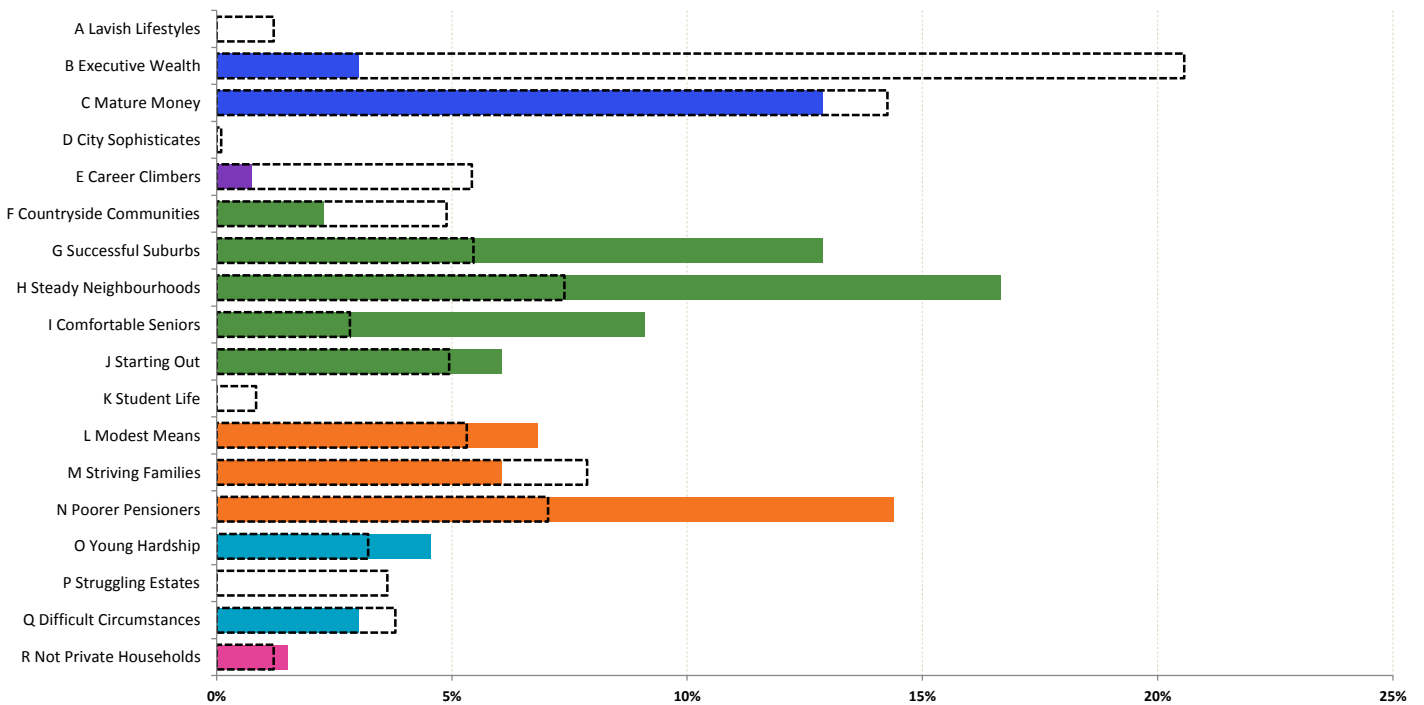
Profile:
 Base:

Sort by: Acorn Group
 Index
 Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers										
1.A Lavish Lifestyles	0	0.0	1,918	1.2	0.0	-1.3	0			
1.B Executive Wealth	4	3.0	32,462	20.6	0.0	-5.0	15			
1.C Mature Money	17	12.9	22,505	14.3	0.1	-0.5	90			
2. Rising Prosperity										
2.D City Sophisticates	0	0.0	155	0.1	0.0	-0.4	0			
2.E Career Climbers	1	0.8	8,562	5.4	0.0	-2.4	14			
3. Comfortable Communities										
3.F Countryside Communities	3	2.3	7,713	4.9	0.0	-1.4	47			
3.G Successful Suburbs	17	12.9	8,617	5.5	0.2	3.8	236			
3.H Steady Neighbourhoods	22	16.7	11,665	7.4	0.2	4.1	226			
3.I Comfortable Seniors	12	9.1	4,474	2.8	0.3	4.3	321			
3.J Starting Out	8	6.1	7,802	4.9	0.1	0.6	123			
4. Financially Stretched										
4.K Student Life	0	0.0	1,321	0.8	0.0	-1.1	0			
4.L Modest Means	9	6.8	8,389	5.3	0.1	0.8	128			
4.M Striving Families	8	6.1	12,433	7.9	0.1	-0.8	77			
4.N Poorer Pensioners	19	14.4	11,124	7.0	0.2	3.3	204			
5. Urban Adversity										
5.O Young Hardship	6	4.5	5,087	3.2	0.1	0.9	141			
5.P Struggling Estates	0	0.0	5,731	3.6	0.0	-2.2	0			
5.Q Difficult Circumstances	4	3.0	5,994	3.8	0.1	-0.5	80			
6. Not Private Households										
6.R Not Private Households	2	1.5	1,910	1.2	0.1	0.3	125			
Total (Excluding Business addresses without residential pop.)	132		157,862		0.1					

ACORN GROUP PROFILE

Show Base



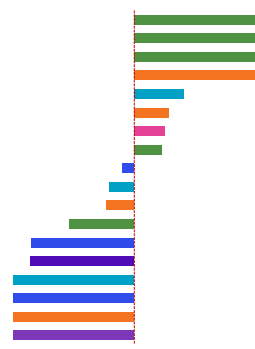
ACORN GROUP PROFILE



Profile:
 Base:

Sort by: Acorn Group
 Index
 Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
3.I Comfortable Seniors	12	9.1	4,474	2.8	0.3	4.3	321			
3.G Successful Suburbs	17	12.9	8,617	5.5	0.2	3.8	236			
3.H Steady Neighbourhoods	22	16.7	11,665	7.4	0.2	4.1	226			
4.N Poorer Pensioners	19	14.4	11,124	7.0	0.2	3.3	204			
5.O Young Hardship	6	4.5	5,087	3.2	0.1	0.9	141			
4.L Modest Means	9	6.8	8,389	5.3	0.1	0.8	128			
6.R Not Private Households	2	1.5	1,910	1.2	0.1	0.3	125			
3.J Starting Out	8	6.1	7,802	4.9	0.1	0.6	123			
1.C Mature Money	17	12.9	22,505	14.3	0.1	-0.5	90			
5.Q Difficult Circumstances	4	3.0	5,994	3.8	0.1	-0.5	80			
4.M Striving Families	8	6.1	12,433	7.9	0.1	-0.8	77			
3.F Countryside Communities	3	2.3	7,713	4.9	0.0	-1.4	47			
1.B Executive Wealth	4	3.0	32,462	20.6	0.0	-5.0	15			
2.E Career Climbers	1	0.8	8,562	5.4	0.0	-2.4	14			
5.P Struggling Estates	0	0.0	5,731	3.6	0.0	-2.2	0			
1.A Lavish Lifestyles	0	0.0	1,918	1.2	0.0	-1.3	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			
Total (Excluding Business addresses without residential pop.)	132		157,862		0.1					



ACORN TYPE PROFILE



Profile: **Netherpool 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
1. Affluent Achievers										
1.A. Lavish Lifestyles										
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	0	0.0	1,881	1.2	0.0	-1.3	0			
1.B Executive Wealth										
1.B.4 Asset rich families	2	1.5	8,310	5.3	0.0	-1.9	29			
1.B.5 Wealthy countryside commuters	0	0.0	12,817	8.1	0.0	-3.4	0			
1.B.6 Financially comfortable families	2	1.5	4,393	2.8	0.0	-0.9	54			
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	-1.4	0			
1.B.9 Well-off edge of towners	0	0.0	3,953	2.5	0.0	-1.8	0			
1.C Mature Money										
1.C.10 Better-off villagers	1	0.8	9,101	5.8	0.0	-2.5	13			
1.C.11 Settled suburbia, older people	14	10.6	9,297	5.9	0.2	2.3	180			
1.C.12 Retired and empty nesters	2	1.5	3,010	1.9	0.1	-0.3	79			
1.C.13 Upmarket downsizers	0	0.0	1,097	0.7	0.0	-1.0	0			
2. Rising Prosperity										
2.D. City Sophisticates										
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	-0.3	0			
2.D.17 Socialising young renters	0	0.0	0	0.0	0.0	0.0	0			
2.E Career Climbers										
2.E.18 Career driven young families	1	0.8	2,912	1.8	0.0	-0.9	41			
2.E.19 First time buyers in small, modern homes	0	0.0	5,650	3.6	0.0	-2.2	0			
2.E.20 Mixed metropolitan areas	0	0.0	0	0.0	0.0	0.0	0			
3. Comfortable Communities										
3.F Countryside Communities										
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	3	2.3	5,713	3.6	0.1	-0.8	63			
3.G Successful Suburbs										
3.G.24 Comfortably-off families in modern housing	17	12.9	4,295	2.7	0.4	7.2	473			
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	0	0.0	4,322	2.7	0.0	-1.9	0			
3.H Steady Neighbourhoods										
3.H.27 Suburban semis, conventional attitudes	19	14.4	6,737	4.3	0.3	5.8	337			
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	3	2.3	4,826	3.1	0.1	-0.5	74			
3.I Comfortable Seniors										
3.I.30 Older people, neat and tidy neighbourhoods	12	9.1	3,586	2.3	0.3	5.3	400			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	888	0.6	0.0	-0.9	0			
3.J Starting Out										
3.J.32 Educated families in terraces, young children	1	0.8	4,185	2.7	0.0	-1.4	29			
3.J.33 Smaller houses and starter homes	7	5.3	3,617	2.3	0.2	2.3	231			
4. Financially Stretched										
4.K Student Life										
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			
4.L Modest Means										
4.L.37 Low cost flats in suburban areas	3	2.3	516	0.3	0.6	3.9	695			
4.L.38 Semi-skilled workers in traditional neighbourhoods	5	3.8	4,328	2.7	0.1	0.7	138			
4.L.39 Fading owner occupied terraces	1	0.8	3,545	2.2	0.0	-1.2	34			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	0	0.0	0.0	0.0	0			
4.M Striving Families										
4.M.41 Labouring semi-rural estates	0	0.0	3,392	2.1	0.0	-1.7	0			
4.M.42 Struggling young families in post-war terraces	1	0.8	1,797	1.1	0.1	-0.4	67			
4.M.43 Families in right-to-buy estates	3	2.3	3,909	2.5	0.1	-0.2	92			
4.M.44 Post-war estates, limited means	4	3.0	3,335	2.1	0.1	0.7	143			
4.N Poorer Pensioners										
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	2,023	1.3	0.0	-1.3	0			
4.N.46 Elderly people in social rented flats	3	2.3	1,622	1.0	0.2	1.4	221			
4.N.47 Low income older people in smaller semis	9	6.8	4,990	3.2	0.2	2.4	216			
4.N.48 Pensioners and singles in social rented flats	7	5.3	2,489	1.6	0.3	3.4	336			
5. Urban Adversity										
5.O Young Hardship										
5.O.49 Young families in low cost private flats	1	0.8	1,434	0.9	0.1	-0.2	83			
5.O.50 Struggling younger people in mixed tenure	3	2.3	1,741	1.1	0.2	1.3	206			
5.O.51 Young people in small, low cost terraces	2	1.5	1,912	1.2	0.1	0.3	125			
5.P Struggling Estates										
5.P.52 Poorer families, many children, terraced housing	0	0.0	3,614	2.3	0.0	-1.8	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	-1.3	0			
5.Q Difficult Circumstances										
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	2.3	3,180	2.0	0.1	0.2	113			
5.Q.59 Deprived areas and high-rise flats	1	0.8	1,998	1.3	0.1	-0.5	60			
6. Not Private Households										
6.R Not Private Households										
6.R.60 Active communal population	0	0.0	209	0.1	0.0	-0.4	0			
6.R.61 Inactive Communal Population	2	1.5	1,701	1.1	0.1	0.5	141			
6.R.62 Business addresses without residential population	12	9.1	2,289	1.5	0.5	7.3				
Total (Excluding Business addresses without residential pop.)	132		157,862		0.1					

ACORN TYPE PROFILE



Profile: **Netherpool 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
3.H.27 Suburban semis, conventional attitudes	19	14.4	6,737	4.3	0.3	5.8	337			
3.G.24 Comfortably-off families in modern housing	17	12.9	4,295	2.7	0.4	7.2	473			
1.C.11 Settled suburbia, older people	14	10.6	9,297	5.9	0.2	2.3	180			
3.I.30 Older people, neat and tidy neighbourhoods	12	9.1	3,586	2.3	0.3	5.3	400			
4.N.47 Low income older people in smaller semis	9	6.8	4,990	3.2	0.2	2.4	216			
3.J.33 Smaller houses and starter homes	7	5.3	3,617	2.3	0.2	2.3	231			
4.N.48 Pensioners and singles in social rented flats	7	5.3	2,489	1.6	0.3	3.4	336			
4.L.38 Semi-skilled workers in traditional neighbourhoods	5	3.8	4,328	2.7	0.1	0.7	138			
4.M.44 Post-war estates, limited means	4	3.0	3,335	2.1	0.1	0.7	143			
5.O.50 Struggling younger people in mixed tenure	3	2.3	1,741	1.1	0.2	1.3	206			
4.N.46 Elderly people in social rented flats	3	2.3	1,622	1.0	0.2	1.4	221			
5.Q.58 Singles and young families, some receiving benefits	3	2.3	3,180	2.0	0.1	0.2	113			
3.H.29 Established suburbs, older families	3	2.3	4,826	3.1	0.1	-0.5	74			
4.L.37 Low cost flats in suburban areas	3	2.3	516	0.3	0.6	3.9	695			
3.F.23 Owner occupiers in small towns and villages	3	2.3	5,713	3.6	0.1	-0.8	63			
4.M.43 Families in right-to-buy estates	3	2.3	3,909	2.5	0.1	-0.2	92			
1.B.6 Financially comfortable families	2	1.5	4,393	2.8	0.0	-0.9	54			
1.B.4 Asset rich families	2	1.5	8,310	5.3	0.0	-1.9	29			
6.R.61 Inactive Communal Population	2	1.5	1,701	1.1	0.1	0.5	141			
1.C.12 Retired and empty nesters	2	1.5	3,010	1.9	0.1	-0.3	79			
5.O.51 Young people in small, low cost terraces	2	1.5	1,912	1.2	0.1	0.3	125			
5.Q.59 Deprived areas and high-rise flats	1	0.8	1,998	1.3	0.1	-0.5	60			
5.O.49 Young families in low cost private flats	1	0.8	1,434	0.9	0.1	-0.2	83			
3.J.32 Educated families in terraces, young children	1	0.8	4,185	2.7	0.0	-1.4	29			
1.C.10 Better-off villagers	1	0.8	9,101	5.8	0.0	-2.5	13			
4.M.42 Struggling young families in post-war terraces	1	0.8	1,797	1.1	0.1	-0.4	67			
4.L.39 Fading owner occupied terraces	1	0.8	3,545	2.2	0.0	-1.2	34			
2.E.18 Career driven young families	1	0.8	2,912	1.8	0.0	-0.9	41			
3.H.28 Owner occupied terraces, average income	0	0.0	102	0.1	0.0	-0.3	0			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	0	0.0	0.0	0.0	0			
3.F.22 Larger families in rural areas	0	0.0	683	0.4	0.0	-0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	4,322	2.7	0.0	-1.9	0			
2.D.15 Younger professionals in smaller flats	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			
4.K.36 Educated young people in flats and tenements	0	0.0	173	0.1	0.0	-0.4	0			
4.K.35 Term-time terraces	0	0.0	896	0.6	0.0	-0.9	0			
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	2,023	1.3	0.0	-1.3	0			
2.E.19 First time buyers in small, modern homes	0	0.0	5,650	3.6	0.0	-2.2	0			
1.C.13 Upmarket downsizers	0	0.0	1,097	0.7	0.0	-1.0	0			
2.D.14 Townhouse cosmopolitans	0	0.0	68	0.0	0.0	-0.2	0			
5.P.54 Multi-ethnic, purpose-built estates	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	-1.3	0			
1.B.8 Prosperous suburban families	0	0.0	2,263	1.4	0.0	-1.4	0			
2.E.20 Mixed metropolitan areas	0	0.0	0	0.0	0.0	0.0	0			
1.A.2 Metropolitan money	0	0.0	28	0.0	0.0	-0.2	0			
3.F.21 Farms and cottages	0	0.0	1,317	0.8	0.0	-1.1	0			
1.B.5 Wealthy countryside commuters	0	0.0	12,817	8.1	0.0	-3.4	0			
6.R.60 Active communal population	0	0.0	209	0.1	0.0	-0.4	0			
4.K.34 Student flats and halls of residence	0	0.0	252	0.2	0.0	-0.5	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0	0.0	0.0	0.0	0			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	888	0.6	0.0	-0.9	0			
5.P.52 Poorer families, many children, terraced housing	0	0.0	3,614	2.3	0.0	-1.8	0			
5.P.56 Low income large families in social rented semis	0	0.0	2,117	1.3	0.0	-1.3	0			
1.B.7 Affluent professionals	0	0.0	726	0.5	0.0	-0.8	0			
5.Q.57 Social rented flats, families and single parents	0	0.0	816	0.5	0.0	-0.8	0			
4.M.41 Labouring semi-rural estates	0	0.0	3,392	2.1	0.0	-1.7	0			
2.D.16 Metropolitan professionals	0	0.0	87	0.1	0.0	-0.3	0			
5.P.53 Low income terraces	0	0.0	0	0.0	0.0	0.0	0			
1.A.1 Exclusive enclaves	0	0.0	9	0.0	0.0	-0.1	0			
1.B.9 Well-off edge of towners	0	0.0	3,953	2.5	0.0	-1.8	0			
2.D.17 Socialising young renters	0	0.0	0	0.0	0.0	0.0	0			
Total (Excluding Business addresses without residential pop.)	132		157,862		0.1					