

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

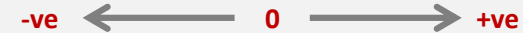


An index of under 100 shows below average representation.

An index of 100 shows that the proportion of customers is the same as the base.

An index of over 100 shows above average representation.

Z-SCORE



A Z-score of -2 or less indicates the Acorn Type is **not** a key type.

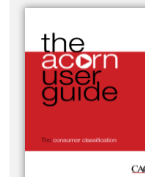
A Z-score of 0 indicates that the Acorn Type is not significant.

A Z-score of +2 or greater indicates the Acorn Type is a key type.

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: **Northwich Leftwich**
 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 | 25-34 | Social Grade | C1 | Children At Home | 3+ |
| House Tenure | Social Rented | Household Income | £32k | Social Media Usage | Medium |

DEMOGRAPHICS

AGE

| Age Group | Percentage |
|-----------|------------|
| 0-17 | 21% |
| 18-24 | 8% |
| 25-34 | 14% |
| 35-49 | 20% |
| 50-64 | 19% |
| 65-74 | 10% |
| 75+ | 9% |

FAMILY

| Family Type | Percentage | Index |
|------------------------|------------|-------|
| Couple - No Children | 16% | 87 |
| Couple - With Children | 18% | 87 |
| Lone Parent | 8% | 131 |
| Single - No Children | 18% | 122 |
| All Student/Pensioner | 22% | 96 |

KEY INSIGHTS

- The average age of the population in the profiled households is slightly younger when compared to the base.
- Households containing lone parents occur more in this profile than in the base.
- 42.9% of the profile live in households with an income less than £20k.
- The dominant Social Grade is C1 and the most over-represented is E.
- There is a higher proportion of people in this profile who are unemployed than in the base.

INCOME

| Income Bracket | Percentage | Index |
|----------------|------------|-------|
| £0-£20k | 43% | 140 |
| £20k-£40k | 30% | 101 |
| £40k-£60k | 15% | 79 |
| £60k-£80k | 6% | 66 |
| £80k-£100k | 3% | 56 |
| £100k+ | 3% | 47 |

SOCIAL GRADE

| Social Grade | Percentage | Index |
|--------------|------------|-------|
| AB | 17% | 68 |
| C1 | 26% | 91 |
| C2 | 14% | 113 |
| D | 23% | 132 |
| E | 19% | 149 |

EMPLOYMENT

| Employment Type | Percentage | Index |
|-----------------|------------|-------|
| Full-Time | 39% | 99 |
| Part-Time | 16% | 99 |
| Unemp. | 8% | 139 |
| Student | 4% | 99 |
| Other | 4% | 121 |
| Retired | 15% | 98 |
| Self-emp. | 14% | 76 |

MOTOR & HOME

CARS

| Cars Owned | Percentage | Index |
|------------|------------|-------|
| No Cars | 28% | 144 |
| 1 Car | 48% | 104 |
| 2 Cars | 19% | 72 |
| 3+ Cars | 4% | 58 |

CAR TYPE

| Car Type | Percentage | Index |
|------------------|------------|-------|
| Mini/Supermini | 21% | 90 |
| Small Family Car | 27% | 103 |
| Large Family Car | 20% | 82 |
| Luxury/Executive | 3% | 46 |
| Sports/4x4/MPV | 4% | 67 |

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.
- Flats are 74.8% more likely than in the base.
- 29.3% of the households in the profile are likely to be social rented.
- About 12% of households will have 1 bedroom.
- The prevailing size is 2 people but households with 1 person appear more than in the base.

TENURE

| Tenure Type | Percentage | Index |
|----------------|------------|-------|
| Owned Outright | 27% | 74 |
| Owned Mortgage | 28% | 87 |
| Private Rented | 16% | 103 |
| Social Rented | 29% | 179 |

TYPE

| Property Type | Percentage | Index |
|---------------|------------|-------|
| Terraced | 27% | 121 |
| Semi- | 38% | 103 |
| Flat | 22% | 175 |
| Detached | 13% | 47 |
| Bungalow | 7% | 72 |

BEDROOMS

| Bedrooms | Percentage | Index |
|----------|------------|-------|
| 1 | 12% | 173 |
| 2 | 30% | 131 |
| 3 | 45% | 98 |
| 4 | 11% | 59 |
| 5+ | 3% | 46 |

SIZE

| Household Size | Percentage | Index |
|----------------|------------|-------|
| 1 Person | 23% | 127 |
| 2 People | 36% | 94 |
| 3-4 People | 34% | 94 |
| 5+ People | 8% | 92 |

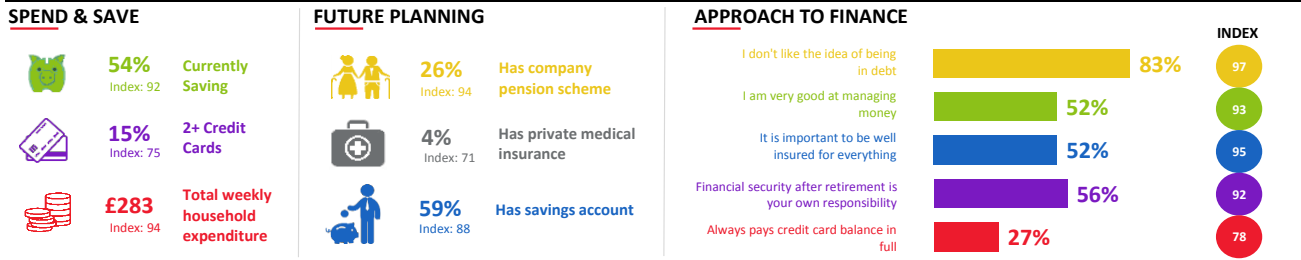
ACORN PROFILE OVERVIEW



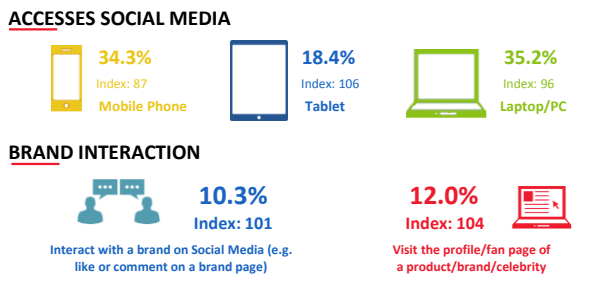
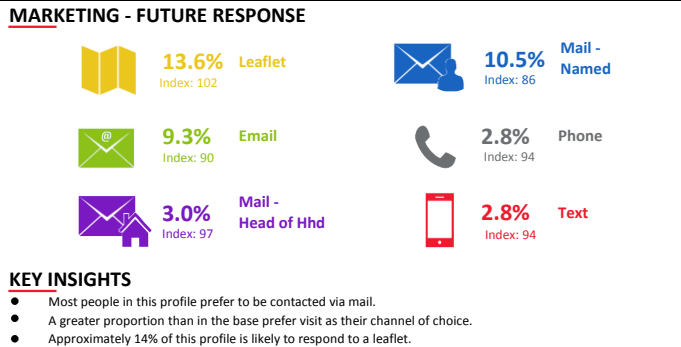
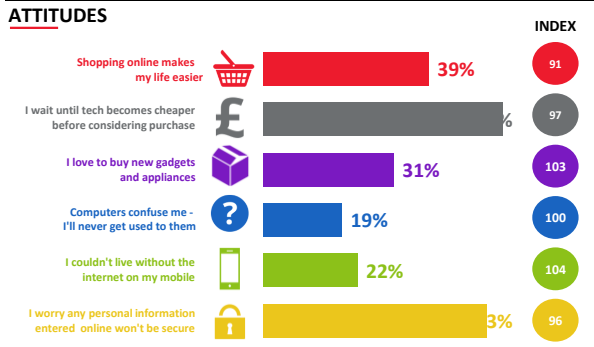
Profile: **Northwich Leftwich**
 Base: **Cheshire West and Chester Base**

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.

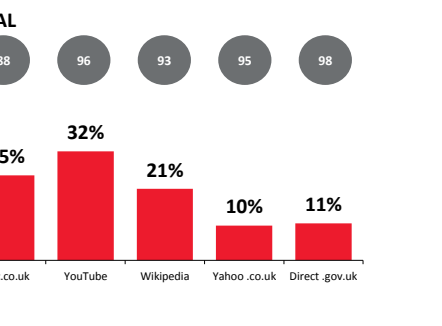
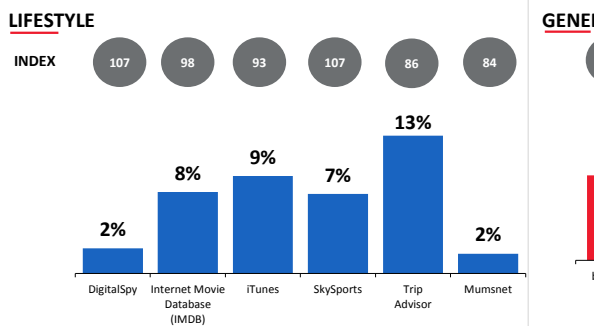
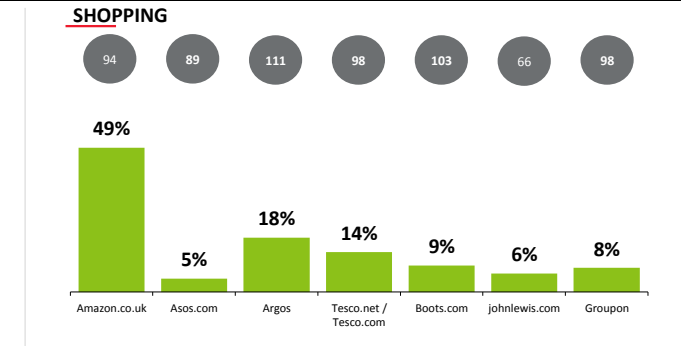
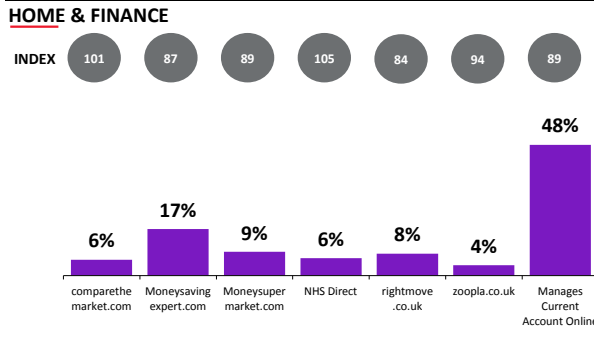
FINANCIAL BEHAVIOUR & ATTITUDES



CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



WEBSITES



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 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 "play games".

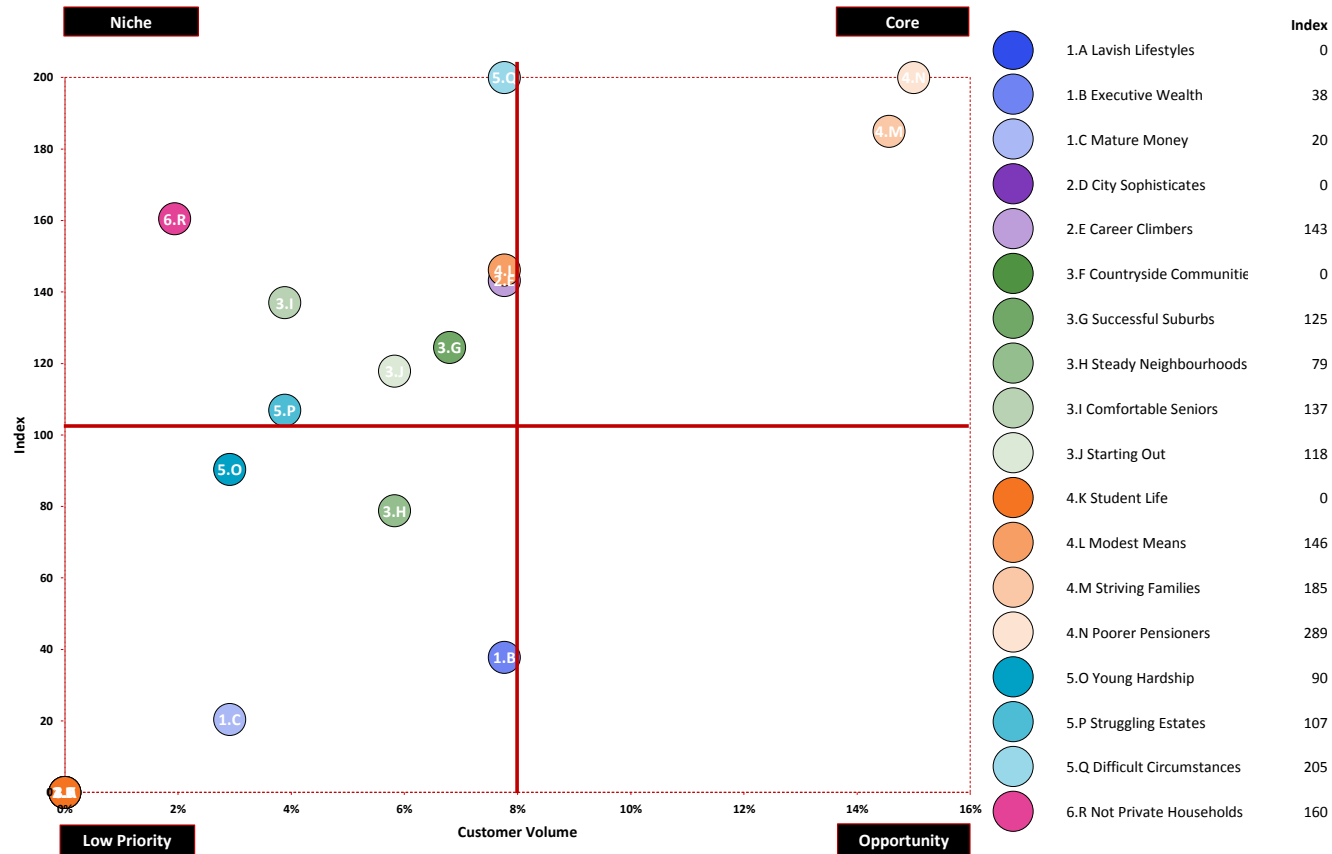
ACORN CUSTOMER VIEW CHART



Profile: Northwich Leftwich

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**

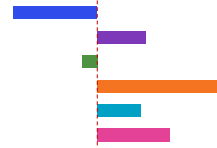
| Variable | Index | 0 | 100 | 200+ |
|--------------|-------|---|-----|------|
| Age 0-4 | 111 | | ■ | |
| Age 5-17 | 100 | | | |
| Age 18-24 | 106 | | ■ | |
| Age 25-34 | 119 | | ■ | |
| Age 35-49 | 101 | | ■ | |
| Age 50-64 | 91 | | ■ | |
| Aged 65-74 | 88 | | ■ | |
| Aged 75 plus | 97 | | ■ | |

ACORN CATEGORY PROFILE



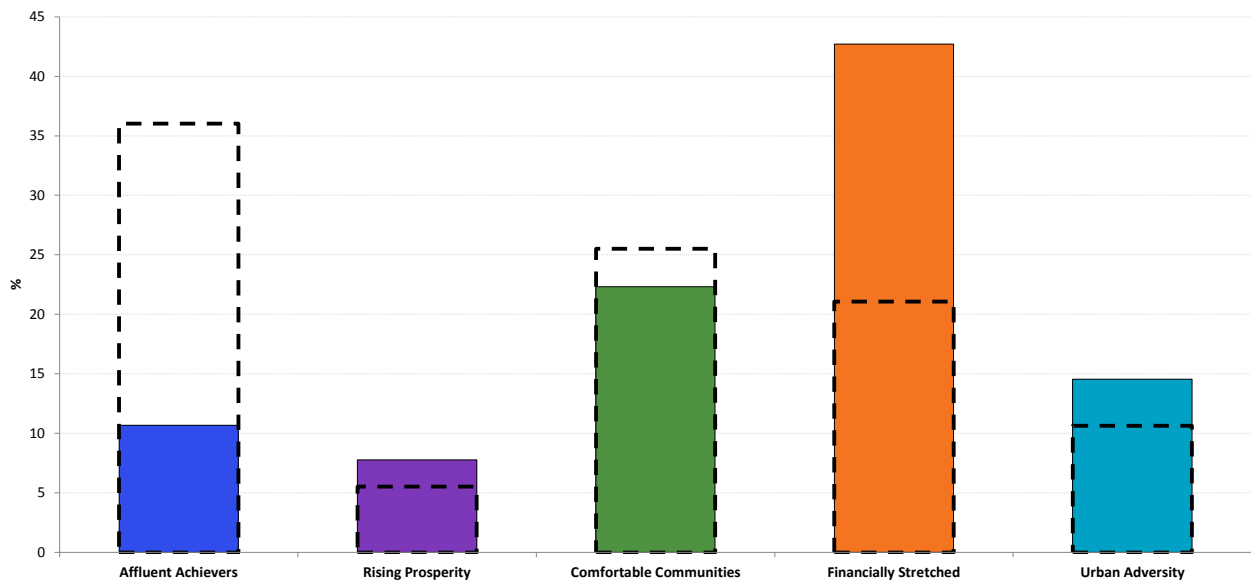
Profile:
 Base:

| Acorn Category Description | Profile | % | Base | % | Penetration % | Z-Score | Index | 0 | 100 | 200 |
|--|------------|------|----------------|------|---------------|---------|-------|---|-----|-----|
| 1. Affluent Achievers | 11 | 10.7 | 56,885 | 36.0 | 0.0 | -5.4 | 30 | | | |
| 2. Rising Prosperity | 8 | 7.8 | 8,717 | 5.5 | 0.1 | 1.0 | 141 | | | |
| 3. Comfortable Communities | 23 | 22.3 | 40,271 | 25.5 | 0.1 | -0.7 | 88 | | | |
| 4. Financially Stretched | 44 | 42.7 | 33,267 | 21.1 | 0.1 | 5.4 | 203 | | | |
| 5. Urban Adversity | 15 | 14.6 | 16,812 | 10.6 | 0.1 | 1.3 | 137 | | | |
| 6. Not Private Households | 2 | 1.9 | 1,910 | 1.2 | 0.1 | 0.7 | 160 | | | |
| Total (Excluding Business addresses without residential pop.) | 103 | | 157,862 | | 0.1 | | | | | |



ACORN CATEGORY PROFILE

Show Base



ACORN GROUP PROFILE



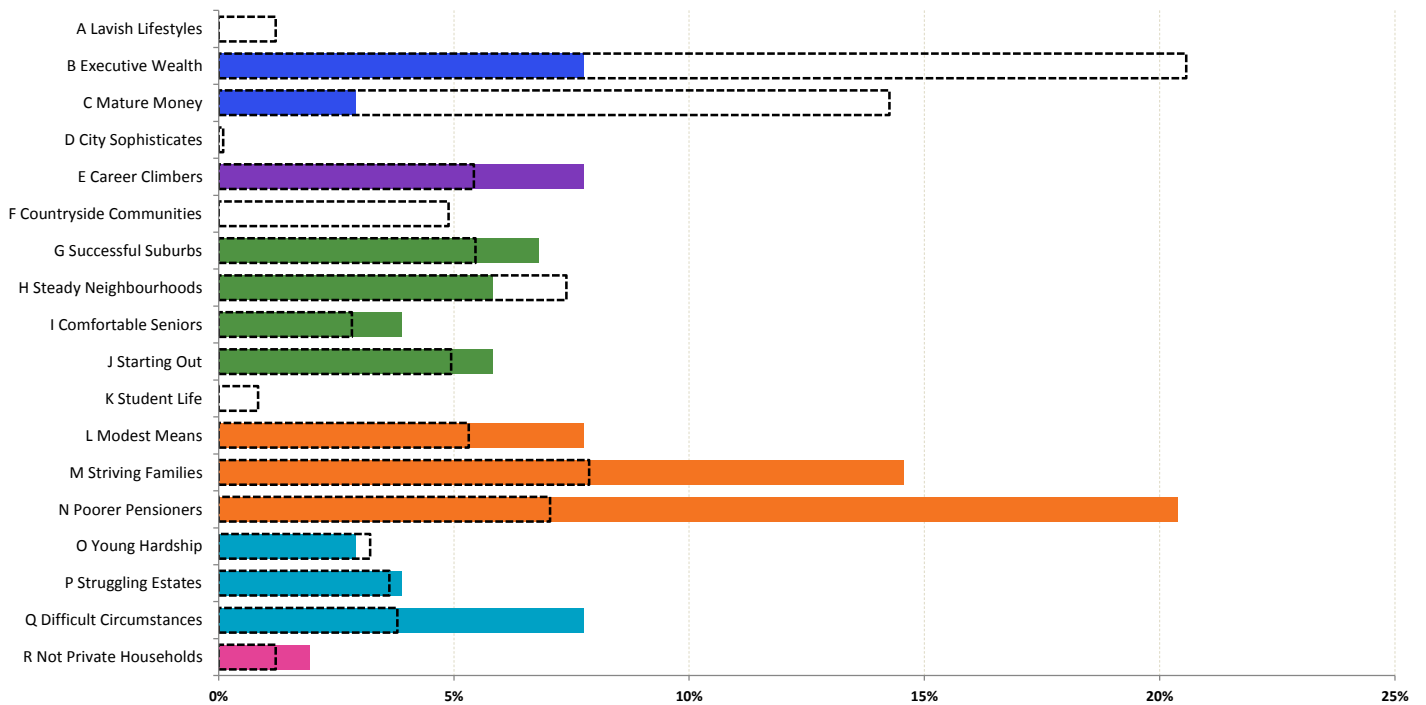
Profile:
 Base:

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 | -1.1 | 0 | | | |
| 1.B Executive Wealth | 8 | 7.8 | 32,462 | 20.6 | 0.0 | -3.2 | 38 | | | |
| 1.C Mature Money | 3 | 2.9 | 22,505 | 14.3 | 0.0 | -3.3 | 20 | | | |
| 2. Rising Prosperity | | | | | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 155 | 0.1 | 0.0 | -0.3 | 0 | | | |
| 2.E Career Climbers | 8 | 7.8 | 8,562 | 5.4 | 0.1 | 1.1 | 143 | | | |
| 3. Comfortable Communities | | | | | | | | | | |
| 3.F Countryside Communities | 0 | 0.0 | 7,713 | 4.9 | 0.0 | -2.3 | 0 | | | |
| 3.G Successful Suburbs | 7 | 6.8 | 8,617 | 5.5 | 0.1 | 0.6 | 125 | | | |
| 3.H Steady Neighbourhoods | 6 | 5.8 | 11,665 | 7.4 | 0.1 | -0.6 | 79 | | | |
| 3.I Comfortable Seniors | 4 | 3.9 | 4,474 | 2.8 | 0.1 | 0.6 | 137 | | | |
| 3.J Starting Out | 6 | 5.8 | 7,802 | 4.9 | 0.1 | 0.4 | 118 | | | |
| 4. Financially Stretched | | | | | | | | | | |
| 4.K Student Life | 0 | 0.0 | 1,321 | 0.8 | 0.0 | -0.9 | 0 | | | |
| 4.L Modest Means | 8 | 7.8 | 8,389 | 5.3 | 0.1 | 1.1 | 146 | | | |
| 4.M Striving Families | 15 | 14.6 | 12,433 | 7.9 | 0.1 | 2.5 | 185 | | | |
| 4.N Poorer Pensioners | 21 | 20.4 | 11,124 | 7.0 | 0.2 | 5.3 | 289 | | | |
| 5. Urban Adversity | | | | | | | | | | |
| 5.O Young Hardship | 3 | 2.9 | 5,087 | 3.2 | 0.1 | -0.2 | 90 | | | |
| 5.P Struggling Estates | 4 | 3.9 | 5,731 | 3.6 | 0.1 | 0.1 | 107 | | | |
| 5.Q Difficult Circumstances | 8 | 7.8 | 5,994 | 3.8 | 0.1 | 2.1 | 205 | | | |
| 6. Not Private Households | | | | | | | | | | |
| 6.R Not Private Households | 2 | 1.9 | 1,910 | 1.2 | 0.1 | 0.7 | 160 | | | |
| Total (Excluding Business addresses without residential pop.) | 103 | | 157,862 | | 0.1 | | | | | |

ACORN GROUP PROFILE

Show Base



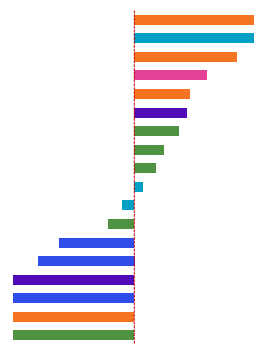
ACORN GROUP PROFILE



Profile:
 Base:

Sort by: Acorn Group
 Index
 Profile %

| Acorn Group Description | Profile | % | Base | % | Penetration % | Z-Score | Index | 0 | 100 | 200 |
|--|------------|------|----------------|------|---------------|---------|-------|---|-----|-----|
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| 4.M Striving Families | 15 | 14.6 | 12,433 | 7.9 | 0.1 | 2.5 | 185 | | | |
| 6.R Not Private Households | 2 | 1.9 | 1,910 | 1.2 | 0.1 | 0.7 | 160 | | | |
| 4.L Modest Means | 8 | 7.8 | 8,389 | 5.3 | 0.1 | 1.1 | 146 | | | |
| 2.E Career Climbers | 8 | 7.8 | 8,562 | 5.4 | 0.1 | 1.1 | 143 | | | |
| 3.I Comfortable Seniors | 4 | 3.9 | 4,474 | 2.8 | 0.1 | 0.6 | 137 | | | |
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| 1.C Mature Money | 3 | 2.9 | 22,505 | 14.3 | 0.0 | -3.3 | 20 | | | |
| 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 | -1.1 | 0 | | | |
| 4.K Student Life | 0 | 0.0 | 1,321 | 0.8 | 0.0 | -0.9 | 0 | | | |
| 3.F Countryside Communities | 0 | 0.0 | 7,713 | 4.9 | 0.0 | -2.3 | 0 | | | |
| Total (Excluding Business addresses without residential pop.) | 103 | | 157,862 | | 0.1 | | | | | |



ACORN TYPE PROFILE



Profile:
 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 | -0.1 | 0 | | | |
| 1.A.3 Large house luxury | 0 | 0.0 | 1,881 | 1.2 | 0.0 | -1.1 | 0 | | | |
| 1.B Executive Wealth | | | | | | | | | | |
| 1.B.4 Asset rich families | 2 | 1.9 | 8,310 | 5.3 | 0.0 | -1.5 | 37 | | | |
| 1.B.5 Wealthy countryside commuters | 0 | 0.0 | 12,817 | 8.1 | 0.0 | -3.0 | 0 | | | |
| 1.B.6 Financially comfortable families | 3 | 2.9 | 4,393 | 2.8 | 0.1 | 0.1 | 105 | | | |
| 1.B.7 Affluent professionals | 1 | 1.0 | 726 | 0.5 | 0.1 | 0.8 | 211 | | | |
| 1.B.8 Prosperous suburban families | 0 | 0.0 | 2,263 | 1.4 | 0.0 | -1.2 | 0 | | | |
| 1.B.9 Well-off edge of towners | 2 | 1.9 | 3,953 | 2.5 | 0.1 | -0.4 | 78 | | | |
| 1.C Mature Money | | | | | | | | | | |
| 1.C.10 Better-off villagers | 0 | 0.0 | 9,101 | 5.8 | 0.0 | -2.5 | 0 | | | |
| 1.C.11 Settled suburbia, older people | 3 | 2.9 | 9,297 | 5.9 | 0.0 | -1.3 | 49 | | | |
| 1.C.12 Retired and empty nesters | 0 | 0.0 | 3,010 | 1.9 | 0.0 | -1.4 | 0 | | | |
| 1.C.13 Upmarket downsizers | 0 | 0.0 | 1,097 | 0.7 | 0.0 | -0.8 | 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 | -0.2 | 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 | 1.0 | 2,912 | 1.8 | 0.0 | -0.7 | 53 | | | |
| 2.E.19 First time buyers in small, modern homes | 7 | 6.8 | 5,650 | 3.6 | 0.1 | 1.8 | 190 | | | |
| 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 | -0.9 | 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 | 0 | 0.0 | 5,713 | 3.6 | 0.0 | -2.0 | 0 | | | |
| 3.G Successful Suburbs | | | | | | | | | | |
| 3.G.24 Comfortably-off families in modern housing | 3 | 2.9 | 4,295 | 2.7 | 0.1 | 0.1 | 107 | | | |
| 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 | 4 | 3.9 | 4,322 | 2.7 | 0.1 | 0.7 | 142 | | | |
| 3.H Steady Neighbourhoods | | | | | | | | | | |
| 3.H.27 Suburban semis, conventional attitudes | 4 | 3.9 | 6,737 | 4.3 | 0.1 | -0.2 | 91 | | | |
| 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 | 2 | 1.9 | 4,826 | 3.1 | 0.0 | -0.7 | 64 | | | |
| 3.I Comfortable Seniors | | | | | | | | | | |
| 3.I.30 Older people, neat and tidy neighbourhoods | 2 | 1.9 | 3,586 | 2.3 | 0.1 | -0.2 | 85 | | | |
| 3.I.31 Elderly singles in purpose-built accommodation | 2 | 1.9 | 888 | 0.6 | 0.2 | 1.9 | 345 | | | |
| 3.J Starting Out | | | | | | | | | | |
| 3.J.32 Educated families in terraces, young children | 2 | 1.9 | 4,185 | 2.7 | 0.0 | -0.4 | 73 | | | |
| 3.J.33 Smaller houses and starter homes | 4 | 3.9 | 3,617 | 2.3 | 0.1 | 1.1 | 169 | | | |
| 4. Financially Stretched | | | | | | | | | | |
| 4.K Student Life | | | | | | | | | | |
| 4.K.34 Student flats and halls of residence | 0 | 0.0 | 252 | 0.2 | 0.0 | -0.4 | 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 | | | |
| 4.L Modest Means | | | | | | | | | | |
| 4.L.37 Low cost flats in suburban areas | 2 | 1.9 | 516 | 0.3 | 0.4 | 2.9 | 594 | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 3 | 2.9 | 4,328 | 2.7 | 0.1 | 0.1 | 106 | | | |
| 4.L.39 Fading owner occupied terraces | 3 | 2.9 | 3,545 | 2.2 | 0.1 | 0.5 | 130 | | | |
| 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 | -1.5 | 0 | | | |
| 4.M.42 Struggling young families in post-war terraces | 2 | 1.9 | 1,797 | 1.1 | 0.1 | 0.8 | 171 | | | |
| 4.M.43 Families in right-to-buy estates | 7 | 6.8 | 3,909 | 2.5 | 0.2 | 2.8 | 274 | | | |
| 4.M.44 Post-war estates, limited means | 6 | 5.8 | 3,335 | 2.1 | 0.2 | 2.6 | 276 | | | |
| 4.N Poorer Pensioners | | | | | | | | | | |
| 4.N.45 Pensioners in social housing, semis and terraces | 4 | 3.9 | 2,023 | 1.3 | 0.2 | 2.3 | 303 | | | |
| 4.N.46 Elderly people in social rented flats | 1 | 1.0 | 1,622 | 1.0 | 0.1 | -0.1 | 94 | | | |
| 4.N.47 Low income older people in smaller semis | 12 | 11.7 | 4,990 | 3.2 | 0.2 | 4.9 | 369 | | | |
| 4.N.48 Pensioners and singles in social rented flats | 4 | 3.9 | 2,489 | 1.6 | 0.2 | 1.9 | 246 | | | |
| 5. Urban Adversity | | | | | | | | | | |
| 5.O Young Hardship | | | | | | | | | | |
| 5.O.49 Young families in low cost private flats | 2 | 1.9 | 1,434 | 0.9 | 0.1 | 1.1 | 214 | | | |
| 5.O.50 Struggling younger people in mixed tenure | 1 | 1.0 | 1,741 | 1.1 | 0.1 | -0.1 | 88 | | | |
| 5.O.51 Young people in small, low cost terraces | 0 | 0.0 | 1,912 | 1.2 | 0.0 | -1.1 | 0 | | | |
| 5.P Struggling Estates | | | | | | | | | | |
| 5.P.52 Poorer families, many children, terraced housing | 2 | 1.9 | 3,614 | 2.3 | 0.1 | -0.2 | 85 | | | |
| 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 | 2 | 1.9 | 2,117 | 1.3 | 0.1 | 0.5 | 145 | | | |
| 5.Q Difficult Circumstances | | | | | | | | | | |
| 5.Q.57 Social rented flats, families and single parents | 1 | 1.0 | 816 | 0.5 | 0.1 | 0.6 | 188 | | | |
| 5.Q.58 Singles and young families, some receiving benefits | 3 | 2.9 | 3,180 | 2.0 | 0.1 | 0.6 | 145 | | | |
| 5.Q.59 Deprived areas and high-rise flats | 4 | 3.9 | 1,998 | 1.3 | 0.2 | 2.4 | 307 | | | |
| 6. Not Private Households | | | | | | | | | | |
| 6.R Not Private Households | | | | | | | | | | |
| 6.R.60 Active communal population | 1 | 1.0 | 209 | 0.1 | 0.5 | 2.3 | 733 | | | |
| 6.R.61 Inactive Communal Population | 1 | 1.0 | 1,701 | 1.1 | 0.1 | -0.1 | 90 | | | |
| 6.R.62 Business addresses without residential population | 11 | 10.7 | 2,289 | 1.5 | 0.5 | 7.8 | | | | |
| Total (Excluding Business addresses without residential pop.) | 103 | | 157,862 | | 0.1 | | | | | |

ACORN TYPE PROFILE



Profile:
 Base:

Sort by: Acorn Type Index Profile %

| Acorn Type Description | Profile | % | Base | % | Penetration % | Z-Score | Index | 0 | 100 | 200 |
|--|------------|------|----------------|-----|---------------|---------|-------|---|-----|-----|
| 4.N.47 Low income older people in smaller semis | 12 | 11.7 | 4,990 | 3.2 | 0.2 | 4.9 | 369 | | | |
| 4.M.43 Families in right-to-buy estates | 7 | 6.8 | 3,909 | 2.5 | 0.2 | 2.8 | 274 | | | |
| 2.E.19 First time buyers in small, modern homes | 7 | 6.8 | 5,650 | 3.6 | 0.1 | 1.8 | 190 | | | |
| 4.M.44 Post-war estates, limited means | 6 | 5.8 | 3,335 | 2.1 | 0.2 | 2.6 | 276 | | | |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 4 | 3.9 | 4,322 | 2.7 | 0.1 | 0.7 | 142 | | | |
| 4.N.48 Pensioners and singles in social rented flats | 4 | 3.9 | 2,489 | 1.6 | 0.2 | 1.9 | 246 | | | |
| 3.J.33 Smaller houses and starter homes | 4 | 3.9 | 3,617 | 2.3 | 0.1 | 1.1 | 169 | | | |
| 5.Q.59 Deprived areas and high-rise flats | 4 | 3.9 | 1,998 | 1.3 | 0.2 | 2.4 | 307 | | | |
| 3.H.27 Suburban semis, conventional attitudes | 4 | 3.9 | 6,737 | 4.3 | 0.1 | -0.2 | 91 | | | |
| 4.N.45 Pensioners in social housing, semis and terraces | 4 | 3.9 | 2,023 | 1.3 | 0.2 | 2.3 | 303 | | | |
| 5.Q.58 Singles and young families, some receiving benefits | 3 | 2.9 | 3,180 | 2.0 | 0.1 | 0.6 | 145 | | | |
| 3.G.24 Comfortably-off families in modern housing | 3 | 2.9 | 4,295 | 2.7 | 0.1 | 0.1 | 107 | | | |
| 4.L.39 Fading owner occupied terraces | 3 | 2.9 | 3,545 | 2.2 | 0.1 | 0.5 | 130 | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 3 | 2.9 | 4,328 | 2.7 | 0.1 | 0.1 | 106 | | | |
| 1.B.6 Financially comfortable families | 3 | 2.9 | 4,393 | 2.8 | 0.1 | 0.1 | 105 | | | |
| 1.C.11 Settled suburbia, older people | 3 | 2.9 | 9,297 | 5.9 | 0.0 | -1.3 | 49 | | | |
| 5.P.52 Poorer families, many children, terraced housing | 2 | 1.9 | 3,614 | 2.3 | 0.1 | -0.2 | 85 | | | |
| 4.L.37 Low cost flats in suburban areas | 2 | 1.9 | 516 | 0.3 | 0.4 | 2.9 | 594 | | | |
| 4.M.42 Struggling young families in post-war terraces | 2 | 1.9 | 1,797 | 1.1 | 0.1 | 0.8 | 171 | | | |
| 3.I.31 Elderly singles in purpose-built accommodation | 2 | 1.9 | 888 | 0.6 | 0.2 | 1.9 | 345 | | | |
| 3.I.30 Older people, neat and tidy neighbourhoods | 2 | 1.9 | 3,586 | 2.3 | 0.1 | -0.2 | 85 | | | |
| 3.J.32 Educated families in terraces, young children | 2 | 1.9 | 4,185 | 2.7 | 0.0 | -0.4 | 73 | | | |
| 5.P.56 Low income large families in social rented semis | 2 | 1.9 | 2,117 | 1.3 | 0.1 | 0.5 | 145 | | | |
| 5.O.49 Young families in low cost private flats | 2 | 1.9 | 1,434 | 0.9 | 0.1 | 1.1 | 214 | | | |
| 1.B.9 Well-off edge of towners | 2 | 1.9 | 3,953 | 2.5 | 0.1 | -0.4 | 78 | | | |
| 1.B.4 Asset rich families | 2 | 1.9 | 8,310 | 5.3 | 0.0 | -1.5 | 37 | | | |
| 3.H.29 Established suburbs, older families | 2 | 1.9 | 4,826 | 3.1 | 0.0 | -0.7 | 64 | | | |
| 6.R.60 Active communal population | 1 | 1.0 | 209 | 0.1 | 0.5 | 2.3 | 733 | | | |
| 5.Q.57 Social rented flats, families and single parents | 1 | 1.0 | 816 | 0.5 | 0.1 | 0.6 | 188 | | | |
| 2.E.18 Career driven young families | 1 | 1.0 | 2,912 | 1.8 | 0.0 | -0.7 | 53 | | | |
| 6.R.61 Inactive Communal Population | 1 | 1.0 | 1,701 | 1.1 | 0.1 | -0.1 | 90 | | | |
| 5.O.50 Struggling younger people in mixed tenure | 1 | 1.0 | 1,741 | 1.1 | 0.1 | -0.1 | 88 | | | |
| 4.N.46 Elderly people in social rented flats | 1 | 1.0 | 1,622 | 1.0 | 0.1 | -0.1 | 94 | | | |
| 1.B.7 Affluent professionals | 1 | 1.0 | 726 | 0.5 | 0.1 | 0.8 | 211 | | | |
| 3.F.23 Owner occupiers in small towns and villages | 0 | 0.0 | 5,713 | 3.6 | 0.0 | -2.0 | 0 | | | |
| 4.K.35 Term-time terraces | 0 | 0.0 | 896 | 0.6 | 0.0 | -0.8 | 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.C.10 Better-off villagers | 0 | 0.0 | 9,101 | 5.8 | 0.0 | -2.5 | 0 | | | |
| 2.D.14 Townhouse cosmopolitans | 0 | 0.0 | 68 | 0.0 | 0.0 | -0.2 | 0 | | | |
| 4.K.36 Educated young people in flats and tenements | 0 | 0.0 | 173 | 0.1 | 0.0 | -0.3 | 0 | | | |
| 1.C.12 Retired and empty nesters | 0 | 0.0 | 3,010 | 1.9 | 0.0 | -1.4 | 0 | | | |
| 1.A.3 Large house luxury | 0 | 0.0 | 1,881 | 1.2 | 0.0 | -1.1 | 0 | | | |
| 1.C.13 Upmarket downsizers | 0 | 0.0 | 1,097 | 0.7 | 0.0 | -0.8 | 0 | | | |
| 3.H.28 Owner occupied terraces, average income | 0 | 0.0 | 102 | 0.1 | 0.0 | -0.3 | 0 | | | |
| 1.B.8 Prosperous suburban families | 0 | 0.0 | 2,263 | 1.4 | 0.0 | -1.2 | 0 | | | |
| 1.A.2 Metropolitan money | 0 | 0.0 | 28 | 0.0 | 0.0 | -0.1 | 0 | | | |
| 4.L.40 High occupancy terraces, culturally diverse family 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 | | | |
| 5.P.53 Low income terraces | 0 | 0.0 | 0 | 0.0 | 0.0 | 0.0 | 0 | | | |
| 4.M.41 Labouring semi-rural estates | 0 | 0.0 | 3,392 | 2.1 | 0.0 | -1.5 | 0 | | | |
| 1.A.1 Exclusive enclaves | 0 | 0.0 | 9 | 0.0 | 0.0 | -0.1 | 0 | | | |
| 2.E.20 Mixed metropolitan areas | 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 | | | |
| 3.F.22 Larger families in rural areas | 0 | 0.0 | 683 | 0.4 | 0.0 | -0.7 | 0 | | | |
| 1.B.5 Wealthy countryside commuters | 0 | 0.0 | 12,817 | 8.1 | 0.0 | -3.0 | 0 | | | |
| 2.D.15 Younger professionals in smaller flats | 0 | 0.0 | 0 | 0.0 | 0.0 | 0.0 | 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 | -1.1 | 0 | | | |
| 3.G.25 Larger family homes, multi-ethnic areas | 0 | 0.0 | 0 | 0.0 | 0.0 | 0.0 | 0 | | | |
| 3.F.21 Farms and cottages | 0 | 0.0 | 1,317 | 0.8 | 0.0 | -0.9 | 0 | | | |
| Total (Excluding Business addresses without residential pop.) | 103 | | 157,862 | | 0.1 | | | | | |