

## 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

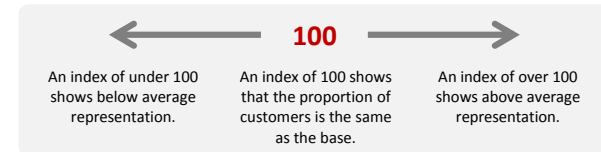
[Click here for more...](#)



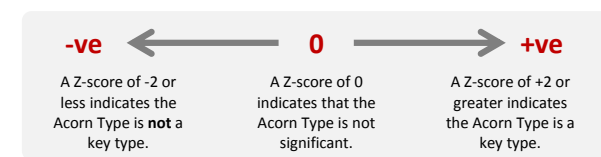
### INTERPRETING THE REPORT

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: **Winsford Over & Verdin**  
 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>5-17</b>	Social Grade	<b>C1</b>	Children At Home	<b>3+</b>
House Tenure	<b>Social Rented</b>	Household Income	<b>£38k</b>	Social Media Usage	<b>Medium</b>

## DEMOGRAPHICS

### AGE

Age Group	Percentage
0-17	22%
18-24	8%
25-34	12%
35-49	20%
50-64	20%
65-74	11%
75+	8%

### FAMILY

Family Type	Percentage	Index
Couple - No Children	18%	97
Couple - With Children	22%	103
Lone Parent	8%	128
Single - No Children	15%	100
All Student/Pensioner	20%	86

### 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.
- 35.1% 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 Range	Percentage	Index
£0-£20k	35%	115
£20k-£40k	29%	98
£40k-£60k	17%	90
£60k-£80k	9%	89
£80k-£100k	5%	90
£100k+	5%	92

### SOCIAL GRADE

Social Grade	Percentage	Index
AB	12%	90
C1	25%	94
C2	21%	105
D	27%	114
E	14%	120

### EMPLOYMENT

Employment Type	Percentage	Index
Full-Time	39%	99
Part-Time	15%	105
Self-emp.	10%	90
Retired	14%	88
Unemp.	3%	124
Student	4%	98
Other	15%	117

## MOTOR & HOME

### CARS

Cars	Percentage	Index
No Cars	22%	109
1 Car	45%	98
2 Cars	26%	97
3+ Cars	7%	97

### CAR TYPE

Car Type	Percentage	Index
Mini/Supermini	20%	85
Small Family Car	26%	99
Large Family Car	26%	107
Luxury/Executive	5%	88
Sports/4x4/MPV	6%	99

### 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.
- Detached houses are 11.1% more likely than in the base.
- 23.7% of the households in the profile are likely to be social rented.
- About 20% of households will have 4 bedrooms.
- 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	32%	89
Owned Mortgage	32%	100
Private Rented	12%	79
Social Rented	24%	145

### TYPE

Property Type	Percentage	Index
Terraced	25%	110
Semi-	35%	95
Flat	9%	72
Detached	32%	111
Bungalow	8%	84

### BEDROOMS

Bedrooms	Percentage	Index
1	6%	89
2	21%	94
3	47%	104
4	20%	105
5+	5%	91

### SIZE

Household Size	Percentage	Index
1 Person	17%	93
2 People	36%	95
3-4 People	38%	106
5+ People	9%	111

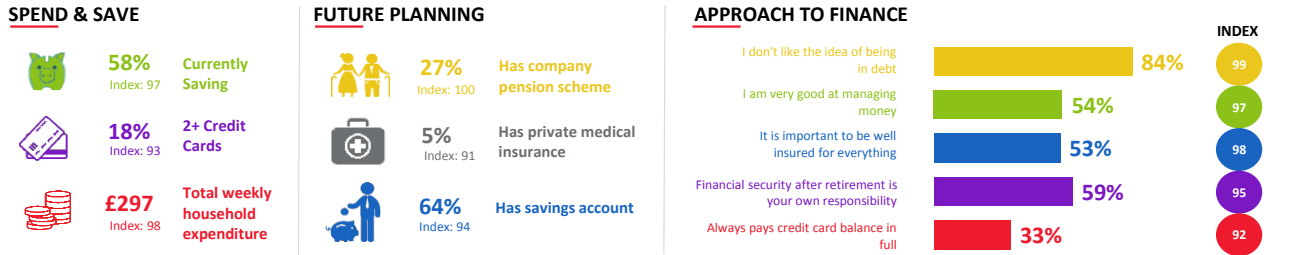
# ACORN PROFILE OVERVIEW



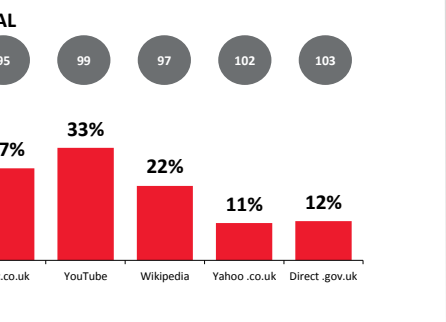
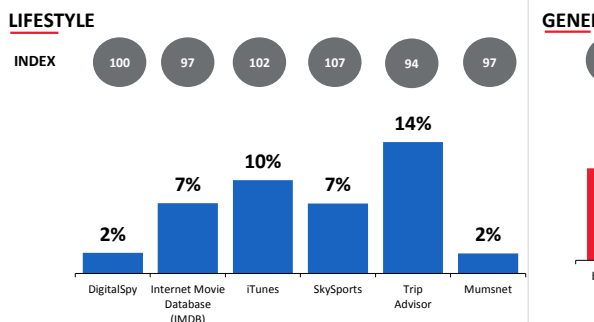
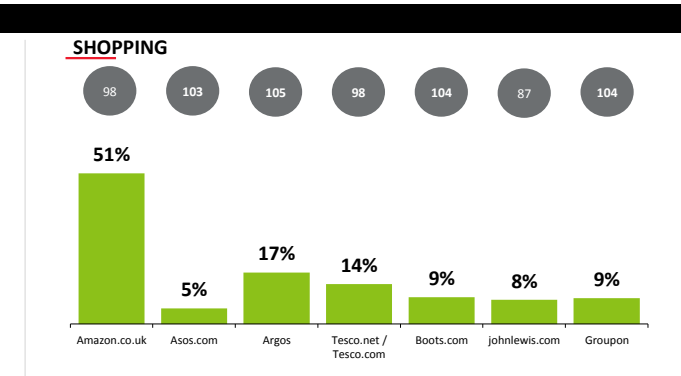
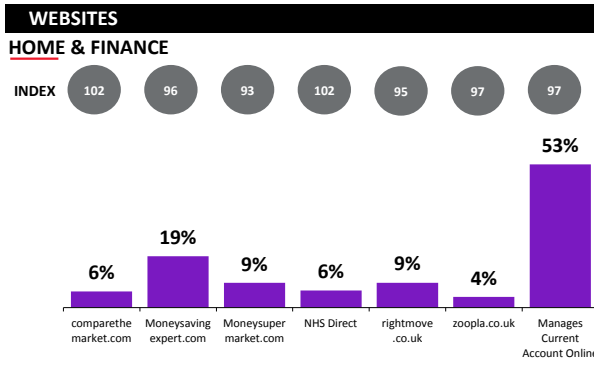
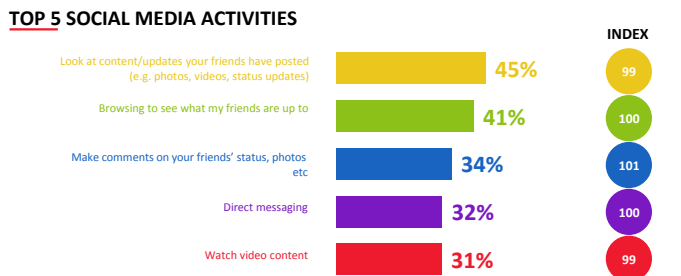
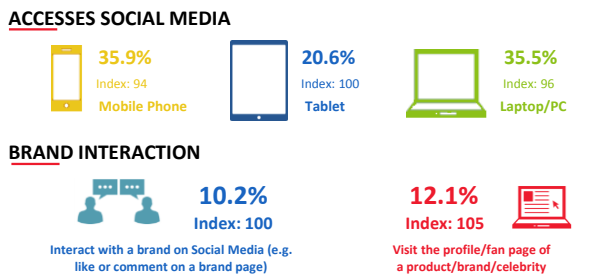
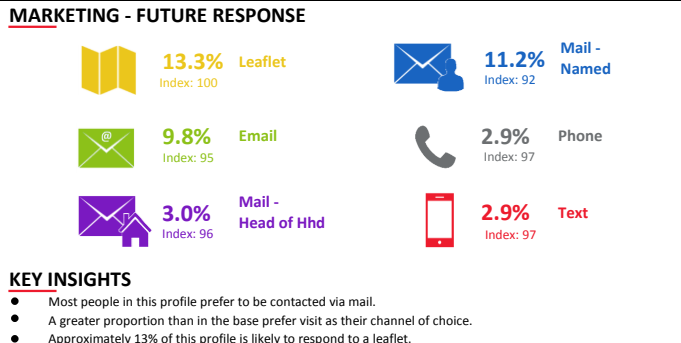
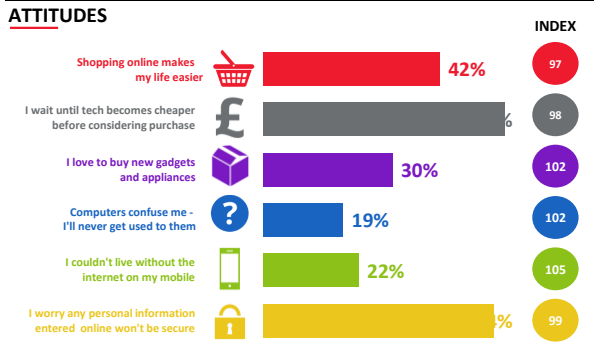
Profile: **Winsford Over & Verdin**  
 Base: **Cheshire West and Chester Base**

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



### KEY INSIGHTS

- Most people in this profile will access their social media through their mobile. Although there is a lower 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".

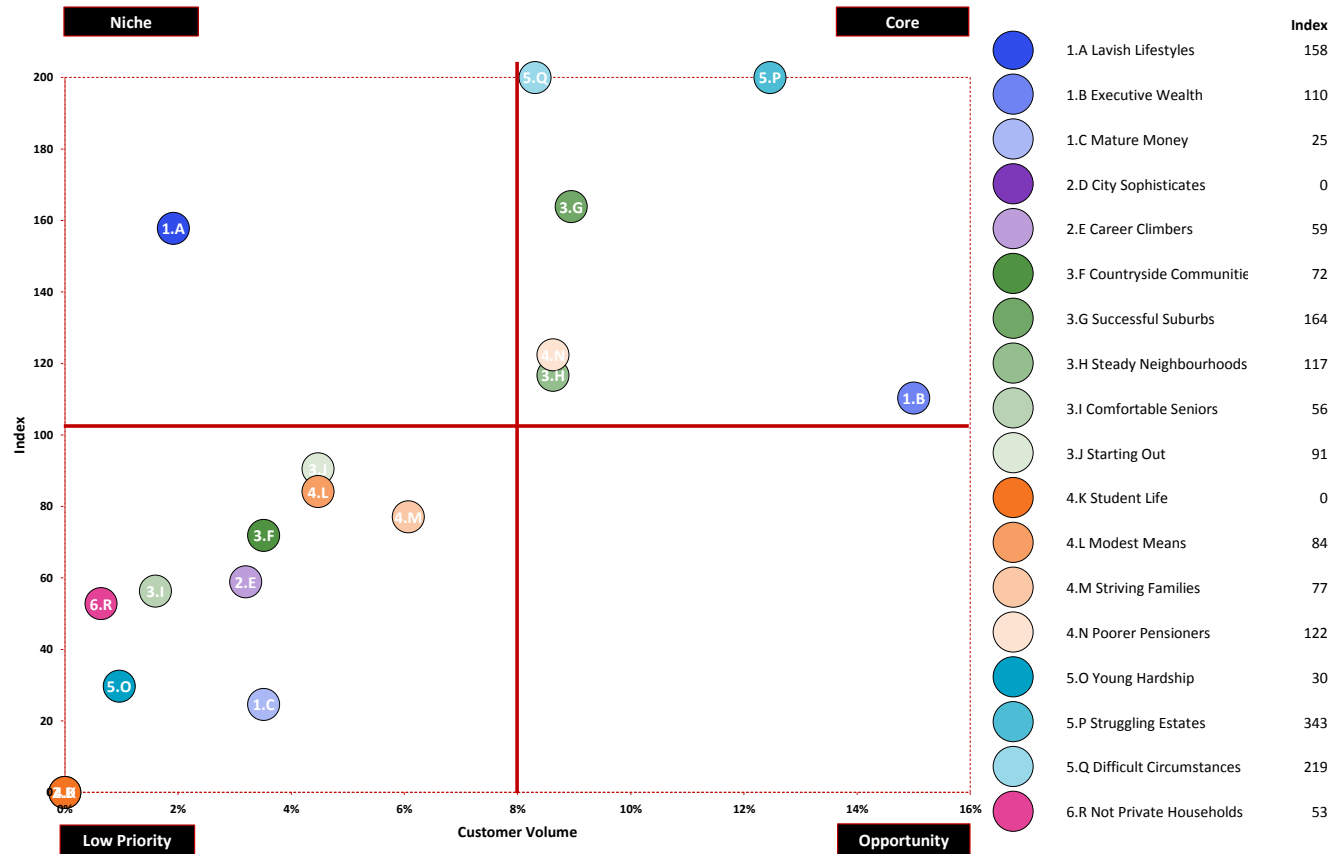
# ACORN CUSTOMER VIEW CHART



Profile: Winsford Over & Verdin  
 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	110		■	
Age 5-17	110		■	
Age 18-24	99		■	
Age 25-34	101		■	
Age 35-49	102		■	
Age 50-64	98		■	
Aged 65-74	93		■	
Aged 75 plus	88		■	

## ACORN CATEGORY PROFILE

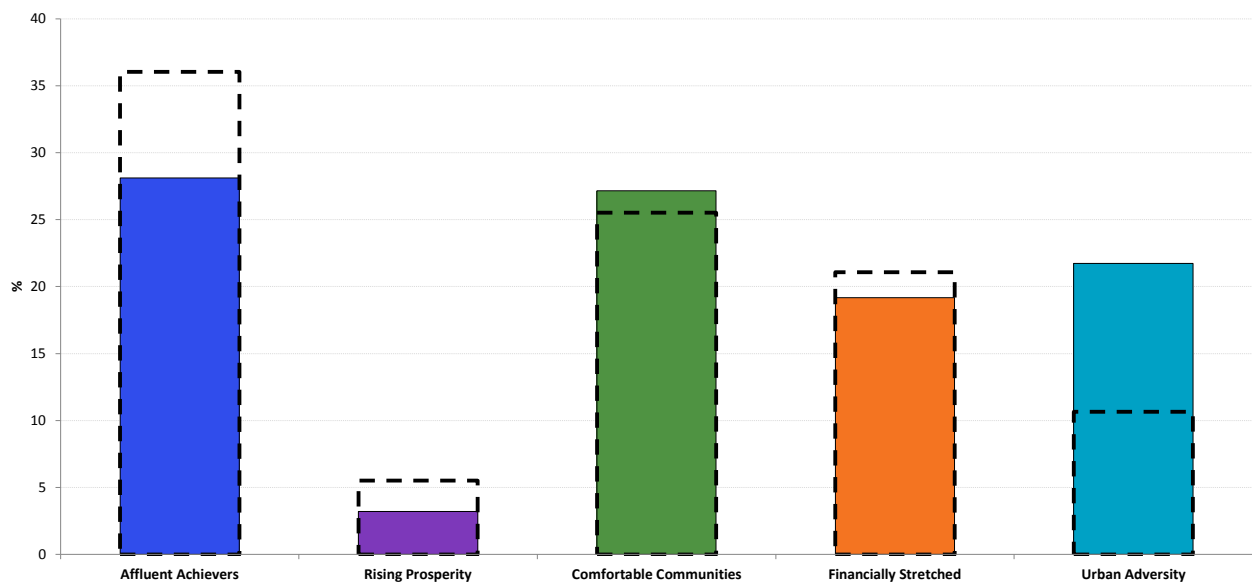


Profile:   
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	88	28.1	56,885	36.0	0.2	-2.9	78			
2. Rising Prosperity	10	3.2	8,717	5.5	0.1	-1.8	58			
3. Comfortable Communities	85	27.2	40,271	25.5	0.2	0.7	106			
4. Financially Stretched	60	19.2	33,267	21.1	0.2	-0.8	91			
5. Urban Adversity	68	21.7	16,812	10.6	0.4	6.4	204			
6. Not Private Households	2	0.6	1,910	1.2	0.1	-0.9	53			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>313</b>		<b>157,862</b>		<b>0.2</b>					

### ACORN CATEGORY PROFILE

Show Base



# ACORN GROUP PROFILE



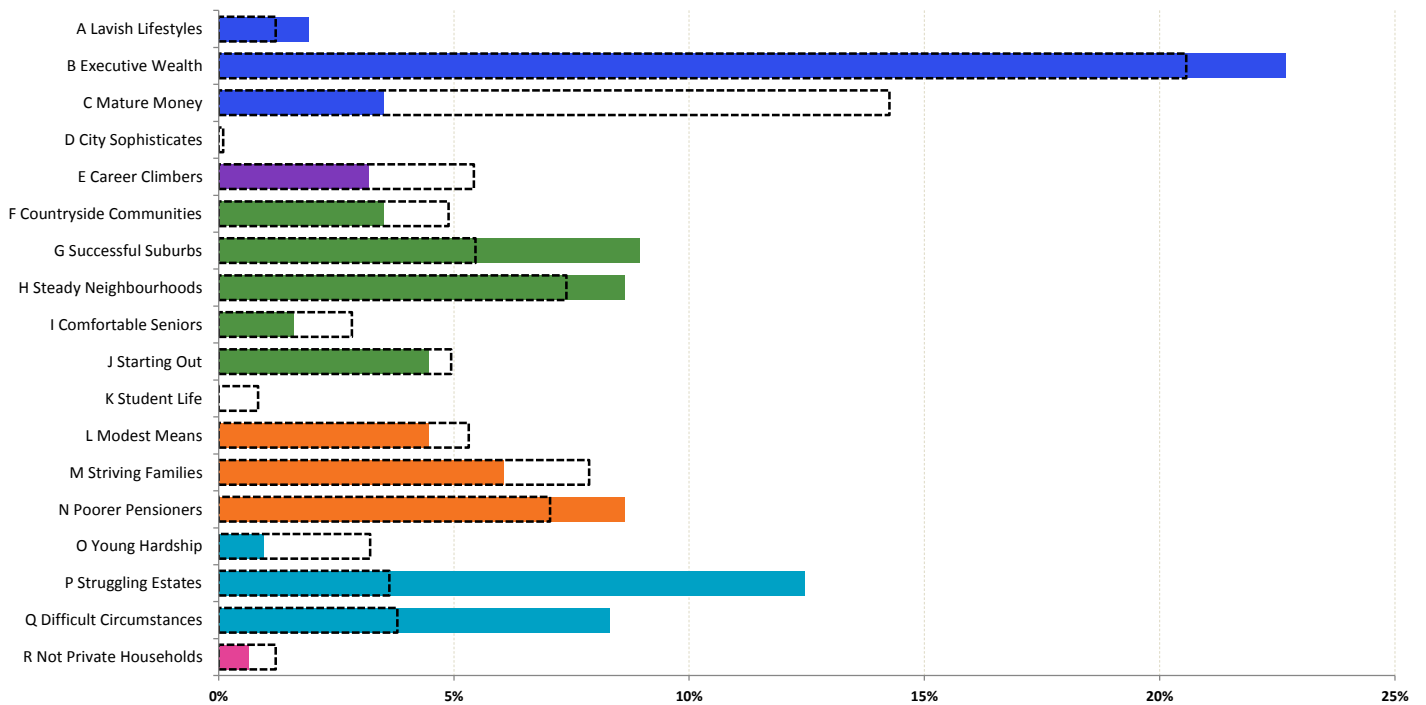
Profile: **Winsford Over & Verdin**  
 Base: **Cheshire West and Chester Base**

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	6	1.9	1,918	1.2	0.3	1.1	158			
1.B Executive Wealth	71	22.7	32,462	20.6	0.2	0.9	110			
1.C Mature Money	11	3.5	22,505	14.3	0.0	-5.4	25			
<b>2. Rising Prosperity</b>										
2.D City Sophisticates	0	0.0	155	0.1	0.0	-0.6	0			
2.E Career Climbers	10	3.2	8,562	5.4	0.1	-1.7	59			
<b>3. Comfortable Communities</b>										
3.F Countryside Communities	11	3.5	7,713	4.9	0.1	-1.1	72			
3.G Successful Suburbs	28	8.9	8,617	5.5	0.3	2.7	164			
3.H Steady Neighbourhoods	27	8.6	11,665	7.4	0.2	0.8	117			
3.I Comfortable Seniors	5	1.6	4,474	2.8	0.1	-1.3	56			
3.J Starting Out	14	4.5	7,802	4.9	0.2	-0.4	91			
<b>4. Financially Stretched</b>										
4.K Student Life	0	0.0	1,321	0.8	0.0	-1.6	0			
4.L Modest Means	14	4.5	8,389	5.3	0.2	-0.7	84			
4.M Striving Families	19	6.1	12,433	7.9	0.2	-1.2	77			
4.N Poorer Pensioners	27	8.6	11,124	7.0	0.2	1.1	122			
<b>5. Urban Adversity</b>										
5.O Young Hardship	3	1.0	5,087	3.2	0.1	-2.3	30			
5.P Struggling Estates	39	12.5	5,731	3.6	0.7	8.4	343			
5.Q Difficult Circumstances	26	8.3	5,994	3.8	0.4	4.2	219			
<b>6. Not Private Households</b>										
6.R Not Private Households	2	0.6	1,910	1.2	0.1	-0.9	53			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>313</b>		<b>157,862</b>		<b>0.2</b>					

## ACORN GROUP PROFILE

Show Base





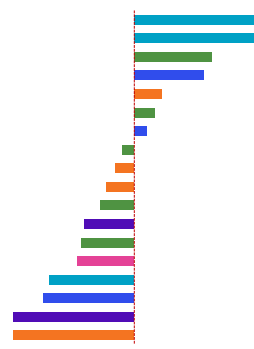
## ACORN GROUP PROFILE



Profile:   
 Base:

Sort by:  Acorn Group  
 Index  
 Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
5.P Struggling Estates	39	12.5	5,731	3.6	0.7	8.4	343			
5.Q Difficult Circumstances	26	8.3	5,994	3.8	0.4	4.2	219			
3.G Successful Suburbs	28	8.9	8,617	5.5	0.3	2.7	164			
1.A Lavish Lifestyles	6	1.9	1,918	1.2	0.3	1.1	158			
4.N Poorer Pensioners	27	8.6	11,124	7.0	0.2	1.1	122			
3.H Steady Neighbourhoods	27	8.6	11,665	7.4	0.2	0.8	117			
1.B Executive Wealth	71	22.7	32,462	20.6	0.2	0.9	110			
3.J Starting Out	14	4.5	7,802	4.9	0.2	-0.4	91			
4.L Modest Means	14	4.5	8,389	5.3	0.2	-0.7	84			
4.M Striving Families	19	6.1	12,433	7.9	0.2	-1.2	77			
3.F Countryside Communities	11	3.5	7,713	4.9	0.1	-1.1	72			
2.E Career Climbers	10	3.2	8,562	5.4	0.1	-1.7	59			
3.I Comfortable Seniors	5	1.6	4,474	2.8	0.1	-1.3	56			
6.R Not Private Households	2	0.6	1,910	1.2	0.1	-0.9	53			
5.O Young Hardship	3	1.0	5,087	3.2	0.1	-2.3	30			
1.C Mature Money	11	3.5	22,505	14.3	0.0	-5.4	25			
2.D City Sophisticates	0	0.0	155	0.1	0.0	-0.6	0			
4.K Student Life	0	0.0	1,321	0.8	0.0	-1.6	0			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>313</b>		<b>157,862</b>		<b>0.2</b>					



ACORN TYPE PROFILE



Profile: Winsford Over & Verdin  
 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	6	1.9	1,881	1.2	0.3	1.2	161			
<b>1.B Executive Wealth</b>										
1.B.4 Asset rich families	5	1.6	8,310	5.3	0.1	-2.9	30			
1.B.5 Wealthy countryside commuters	26	8.3	12,817	8.1	0.2	0.1	102			
1.B.6 Financially comfortable families	34	10.9	4,393	2.8	0.8	8.7	390			
1.B.7 Affluent professionals	0	0.0	726	0.5	0.0	-1.2	0			
1.B.8 Prosperous suburban families	0	0.0	2,263	1.4	0.0	-2.1	0			
1.B.9 Well-off edge of towners	6	1.9	3,953	2.5	0.2	-0.7	77			
<b>1.C Mature Money</b>										
1.C.10 Better-off villagers	9	2.9	9,101	5.8	0.1	-2.2	50			
1.C.11 Settled suburbia, older people	0	0.0	9,297	5.9	0.0	-4.4	0			
1.C.12 Retired and empty nesters	2	0.6	3,010	1.9	0.1	-1.6	34			
1.C.13 Upmarket downsizers	0	0.0	1,097	0.7	0.0	-1.5	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	-0.4	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	-0.4	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	9	2.9	2,912	1.8	0.3	1.4	156			
2.E.19 First time buyers in small, modern homes	1	0.3	5,650	3.6	0.0	-3.1	9			
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	-1.6	0			
3.F.22 Larger families in rural areas	0	0.0	683	0.4	0.0	-1.2	0			
3.F.23 Owner occupiers in small towns and villages	11	3.5	5,713	3.6	0.2	-0.1	97			
<b>3.G Successful Suburbs</b>										
3.G.24 Comfortably-off families in modern housing	27	8.6	4,295	2.7	0.6	6.4	317			
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	0.3	4,322	2.7	0.0	-2.6	12			
<b>3.H Steady Neighbourhoods</b>										
3.H.27 Suburban semis, conventional attitudes	21	6.7	6,737	4.3	0.3	2.1	157			
3.H.28 Owner occupied terraces, average income	0	0.0	102	0.1	0.0	-0.4	0			
3.H.29 Established suburbs, older families	6	1.9	4,826	3.1	0.1	-1.2	63			
<b>3.I Comfortable Seniors</b>										
3.I.30 Older people, neat and tidy neighbourhoods	5	1.6	3,586	2.3	0.1	-0.8	70			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	888	0.6	0.0	-1.3	0			
<b>3.J Starting Out</b>										
3.J.32 Educated families in terraces, young children	0	0.0	4,185	2.7	0.0	-2.9	0			
3.J.33 Smaller houses and starter homes	14	4.5	3,617	2.3	0.4	2.6	195			
<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	-0.7	0			
4.K.35 Term-time terraces	0	0.0	896	0.6	0.0	-1.3	0			
4.K.36 Educated young people in flats and tenements	0	0.0	173	0.1	0.0	-0.6	0			
<b>4.L Modest Means</b>										
4.L.37 Low cost flats in suburban areas	2	0.6	516	0.3	0.4	1.0	195			
4.L.38 Semi-skilled workers in traditional neighbourhoods	7	2.2	4,328	2.7	0.2	-0.5	82			
4.L.39 Fading owner occupied terraces	5	1.6	3,545	2.2	0.1	-0.8	71			
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	2	0.6	3,392	2.1	0.1	-1.8	30			
4.M.42 Struggling young families in post-war terraces	4	1.3	1,797	1.1	0.2	0.2	112			
4.M.43 Families in right-to-buy estates	2	0.6	3,909	2.5	0.1	-2.1	26			
4.M.44 Post-war estates, limited means	11	3.5	3,335	2.1	0.3	1.7	166			
<b>4.N Poorer Pensioners</b>										
4.N.45 Pensioners in social housing, semis and terraces	4	1.3	2,023	1.3	0.2	0.0	100			
4.N.46 Elderly people in social rented flats	0	0.0	1,622	1.0	0.0	-1.8	0			
4.N.47 Low income older people in smaller semis	15	4.8	4,990	3.2	0.3	1.6	152			
4.N.48 Pensioners and singles in social rented flats	8	2.6	2,489	1.6	0.3	1.4	162			
<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	-1.7	0			
5.O.50 Struggling younger people in mixed tenure	3	1.0	1,741	1.1	0.2	-0.2	87			
5.O.51 Young people in small, low cost terraces	0	0.0	1,912	1.2	0.0	-2.0	0			
<b>5.P Struggling Estates</b>										
5.P.52 Poorer families, many children, terraced housing	31	9.9	3,614	2.3	0.9	9.0	433			
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	8	2.6	2,117	1.3	0.4	1.9	191			
<b>5.Q Difficult Circumstances</b>										
5.Q.57 Social rented flats, families and single parents	0	0.0	816	0.5	0.0	-1.3	0			
5.Q.58 Singles and young families, some receiving benefits	25	8.0	3,180	2.0	0.8	7.5	397			
5.Q.59 Deprived areas and high-rise flats	1	0.3	1,998	1.3	0.1	-1.5	25			
<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	-0.6	0			
6.R.61 Inactive Communal Population	2	0.6	1,701	1.1	0.1	-0.8	59			
6.R.62 Business addresses without residential population	39	12.5	2,289	1.5	1.7	16.3				
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>313</b>		<b>157,862</b>		<b>0.2</b>					

# ACORN TYPE PROFILE



Profile: **Winsford Over & Verdin**  
 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.B.6 Financially comfortable families</b>	<b>34</b>	<b>10.9</b>	<b>4,393</b>	<b>2.8</b>	<b>0.8</b>	<b>8.7</b>	<b>390</b>			
5.P.52 Poorer families, many children, terraced housing	31	9.9	3,614	2.3	0.9	9.0	433			
3.G.24 Comfortably-off families in modern housing	27	8.6	4,295	2.7	0.6	6.4	317			
1.B.5 Wealthy countryside commuters	26	8.3	12,817	8.1	0.2	0.1	102			
5.Q.58 Singles and young families, some receiving benefits	25	8.0	3,180	2.0	0.8	7.5	397			
3.H.27 Suburban semis, conventional attitudes	21	6.7	6,737	4.3	0.3	2.1	157			
4.N.47 Low income older people in smaller semis	15	4.8	4,990	3.2	0.3	1.6	152			
3.J.33 Smaller houses and starter homes	14	4.5	3,617	2.3	0.4	2.6	195			
4.M.44 Post-war estates, limited means	11	3.5	3,335	2.1	0.3	1.7	166			
3.F.23 Owner occupiers in small towns and villages	11	3.5	5,713	3.6	0.2	-0.1	97			
1.C.10 Better-off villagers	9	2.9	9,101	5.8	0.1	-2.2	50			
2.E.18 Career driven young families	9	2.9	2,912	1.8	0.3	1.4	156			
4.N.48 Pensioners and singles in social rented flats	8	2.6	2,489	1.6	0.3	1.4	162			
5.P.56 Low income large families in social rented semis	8	2.6	2,117	1.3	0.4	1.9	191			
4.L.38 Semi-skilled workers in traditional neighbourhoods	7	2.2	4,328	2.7	0.2	-0.5	82			
1.A.3 Large house luxury	6	1.9	1,881	1.2	0.3	1.2	161			
3.H.29 Established suburbs, older families	6	1.9	4,826	3.1	0.1	-1.2	63			
1.B.9 Well-off edge of towners	6	1.9	3,953	2.5	0.2	-0.7	77			
1.B.4 Asset rich families	5	1.6	8,310	5.3	0.1	-2.9	30			
4.L.39 Fading owner occupied terraces	5	1.6	3,545	2.2	0.1	-0.8	71			
3.I.30 Older people, neat and tidy neighbourhoods	5	1.6	3,586	2.3	0.1	-0.8	70			
4.N.45 Pensioners in social housing, semis and terraces	4	1.3	2,023	1.3	0.2	0.0	100			
4.M.42 Struggling young families in post-war terraces	4	1.3	1,797	1.1	0.2	0.2	112			
5.O.50 Struggling younger people in mixed tenure	3	1.0	1,741	1.1	0.2	-0.2	87			
1.C.12 Retired and empty nesters	2	0.6	3,010	1.9	0.1	-1.6	34			
4.L.37 Low cost flats in suburban areas	2	0.6	516	0.3	0.4	1.0	195			
4.M.43 Families in right-to-buy estates	2	0.6	3,909	2.5	0.1	-2.1	26			
4.M.41 Labouring semi-rural estates	2	0.6	3,392	2.1	0.1	-1.8	30			
6.R.61 Inactive Communal Population	2	0.6	1,701	1.1	0.1	-0.8	59			
5.Q.59 Deprived areas and high-rise flats	1	0.3	1,998	1.3	0.1	-1.5	25			
3.G.26 Semi-professional families, owner occupied neighbourhoods	1	0.3	4,322	2.7	0.0	-2.6	12			
2.E.19 First time buyers in small, modern homes	1	0.3	5,650	3.6	0.0	-3.1	9			
5.O.51 Young people in small, low cost terraces	0	0.0	1,912	1.2	0.0	-2.0	0			
4.K.35 Term-time terraces	0	0.0	896	0.6	0.0	-1.3	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0	0.0	0.0	0.0	0			
2.D.16 Metropolitan professionals	0	0.0	87	0.1	0.0	-0.4	0			
5.P.55 Deprived and ethnically diverse in flats	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			
1.A.1 Exclusive enclaves	0	0.0	9	0.0	0.0	-0.1	0			
2.D.14 Townhouse cosmopolitans	0	0.0	68	0.0	0.0	-0.4	0			
2.D.15 Younger professionals in smaller flats	0	0.0	0	0.0	0.0	0.0	0			
5.O.49 Young families in low cost private flats	0	0.0	1,434	0.9	0.0	-1.7	0			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	888	0.6	0.0	-1.3	0			
3.J.32 Educated families in terraces, young children	0	0.0	4,185	2.7	0.0	-2.9	0			
1.B.7 Affluent professionals	0	0.0	726	0.5	0.0	-1.2	0			
4.N.46 Elderly people in social rented flats	0	0.0	1,622	1.0	0.0	-1.8	0			
5.Q.57 Social rented flats, families and single parents	0	0.0	816	0.5	0.0	-1.3	0			
2.E.20 Mixed metropolitan 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	-0.6	0			
1.C.13 Upmarket downsizers	0	0.0	1,097	0.7	0.0	-1.5	0			
3.F.22 Larger families in rural areas	0	0.0	683	0.4	0.0	-1.2	0			
1.C.11 Settled suburbia, older people	0	0.0	9,297	5.9	0.0	-4.4	0			
6.R.60 Active communal population	0	0.0	209	0.1	0.0	-0.6	0			
4.K.34 Student flats and halls of residence	0	0.0	252	0.2	0.0	-0.7	0			
3.H.28 Owner occupied terraces, average income	0	0.0	102	0.1	0.0	-0.4	0			
5.P.53 Low income terraces	0	0.0	0	0.0	0.0	0.0	0			
1.B.8 Prosperous suburban families	0	0.0	2,263	1.4	0.0	-2.1	0			
5.P.54 Multi-ethnic, purpose-built estates	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	-1.6	0			
2.D.17 Socialising young renters	0	0.0	0	0.0	0.0	0.0	0			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	0	0.0	0.0	0.0	0			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>313</b>		<b>157,862</b>		<b>0.2</b>					