

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

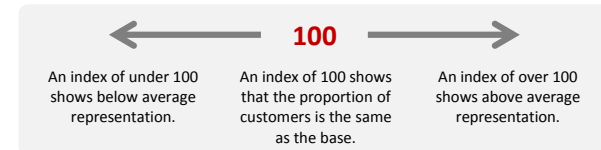
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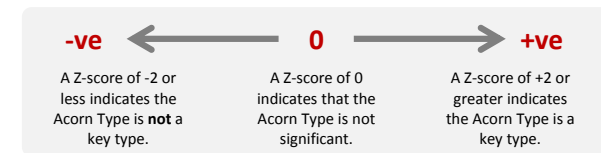
INTERPRETING THE REPORT

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: **Winsford Wharton**
 Base: **Cheshire West and Chester Base**

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

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

	Age	0-4		Social Grade	C1		Children At Home	3+
	House Tenure	Social Rented		Household Income	£36k		Social Media Usage	Medium

DEMOGRAPHICS

AGE

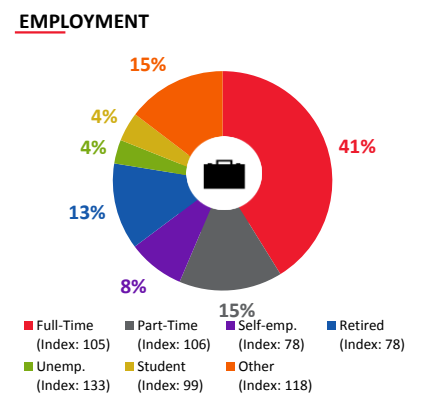
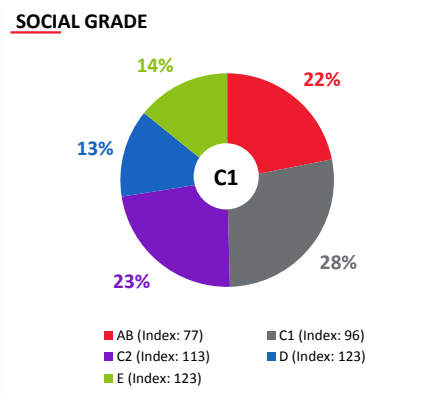
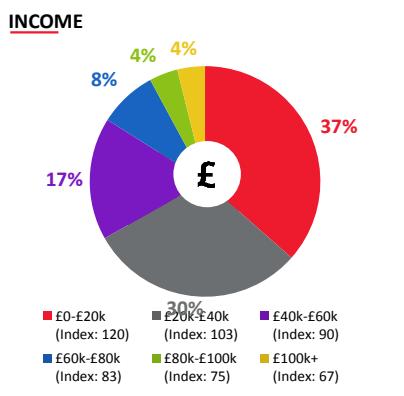
Age Group	Percentage	Index
0-17	23%	115
18-24	8%	106
25-34	13%	115
35-49	20%	105
50-64	19%	92
65-74	9%	80
75+	7%	77

FAMILY

Family Type	Percentage	Index
Couple - No Children	18%	95
Couple - With Children	22%	104
Lone Parent	9%	139
Single - No Children	16%	107
All Student/Pensioner	18%	75

KEY INSIGHTS

- The average age of the population in the profiled households is younger when compared to the base.
- Households containing lone parents occur more in this profile than in the base.
- 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 D.
- There is a higher proportion of people in this profile who are unemployed than in the base.



MOTOR & HOME

CARS

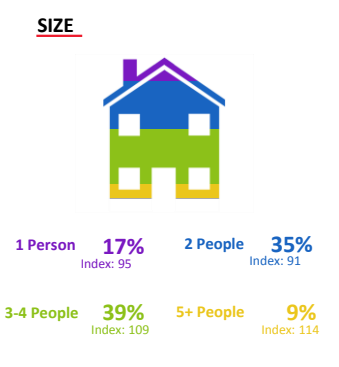
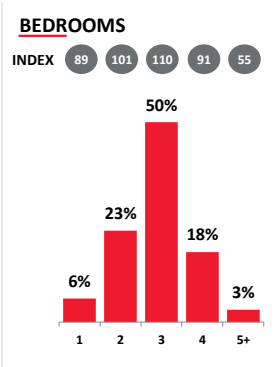
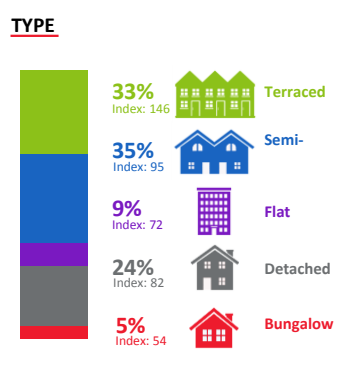
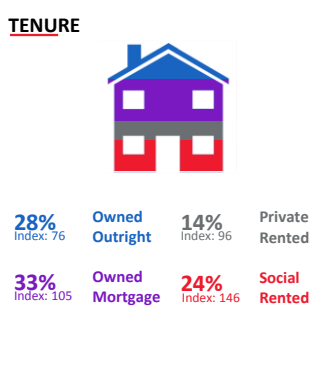
Cars	Percentage	Index
No Cars	23%	116
1 Car	47%	103
2 Cars	24%	90
3+ Cars	6%	77

CAR TYPE

Car Type	Percentage	Index
Mini/Supermini	21%	89
Small Family Car	28%	107
Large Family Car	26%	107
Luxury/Executive	2%	37
Sports/4x4/MPV	5%	82

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.
- Terraced houses are 46.3% more likely than in the base.
- 24.0% of the households in the profile are likely to be social rented.
- About 50% of households will have 3 bedrooms.
- The prevailing size is 3-4 people but households with 5 or more people appear more than in the base.



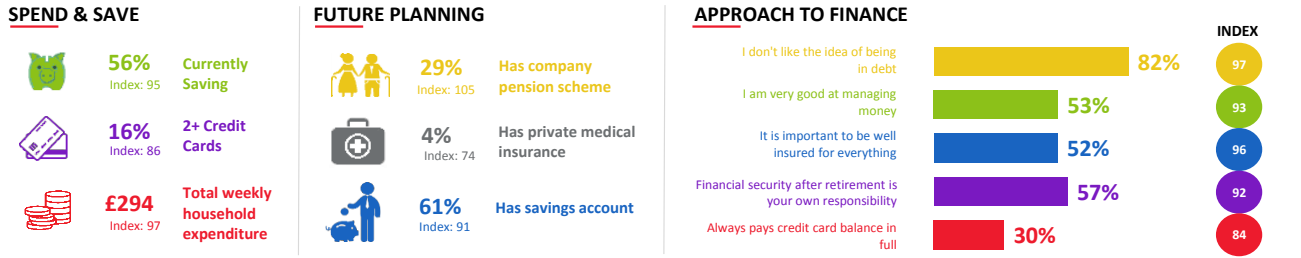
ACORN PROFILE OVERVIEW



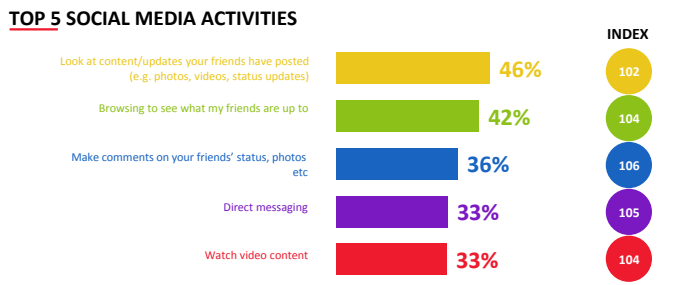
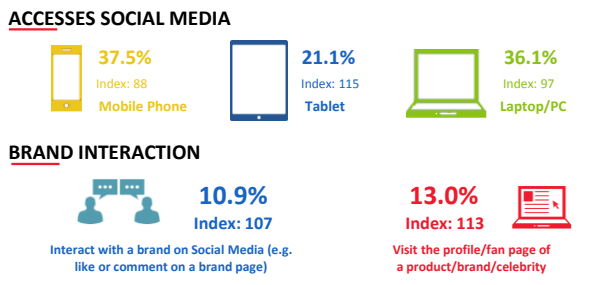
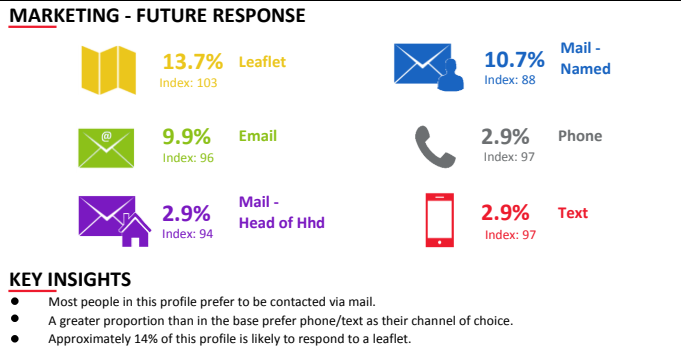
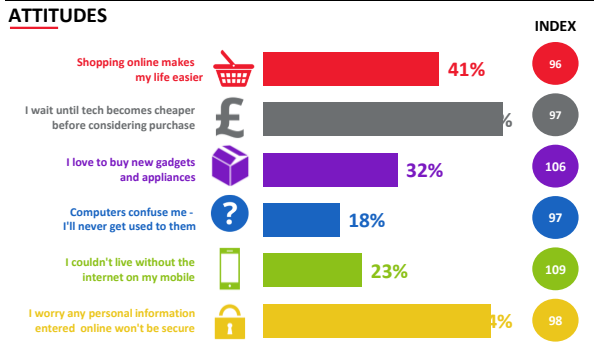
Profile: **Winsford Wharton**
 Base: **Cheshire West and Chester Base**

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.

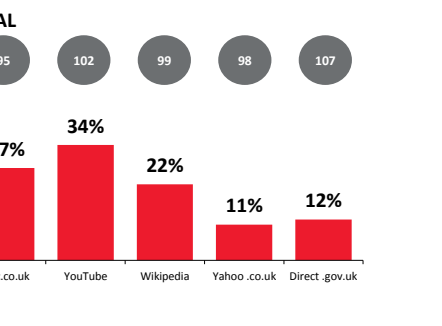
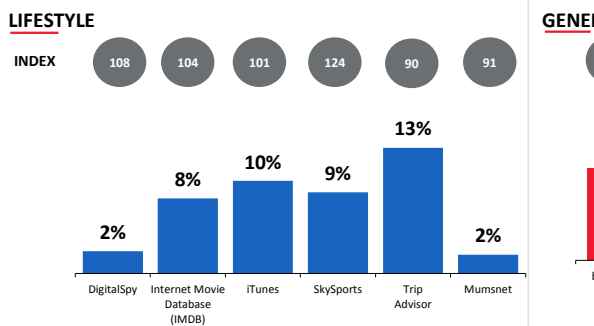
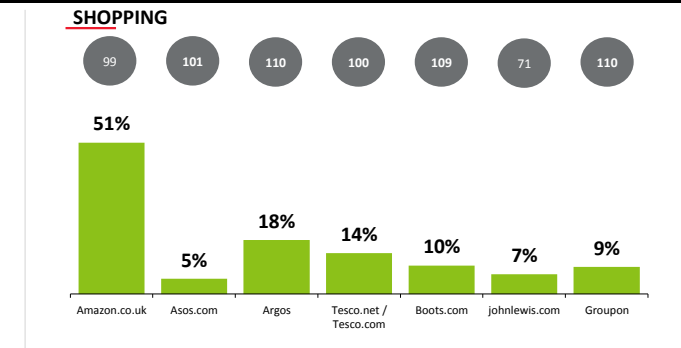
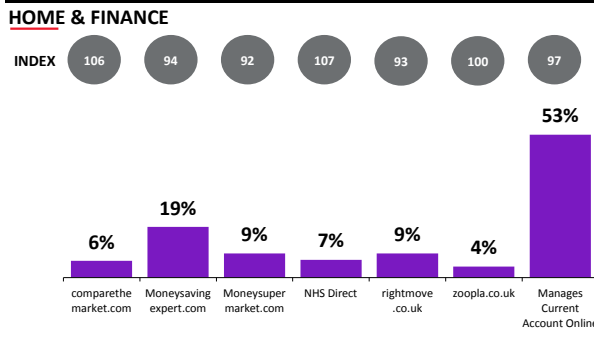
FINANCIAL BEHAVIOUR & ATTITUDES



CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



WEBSITES



KEY INSIGHTS

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

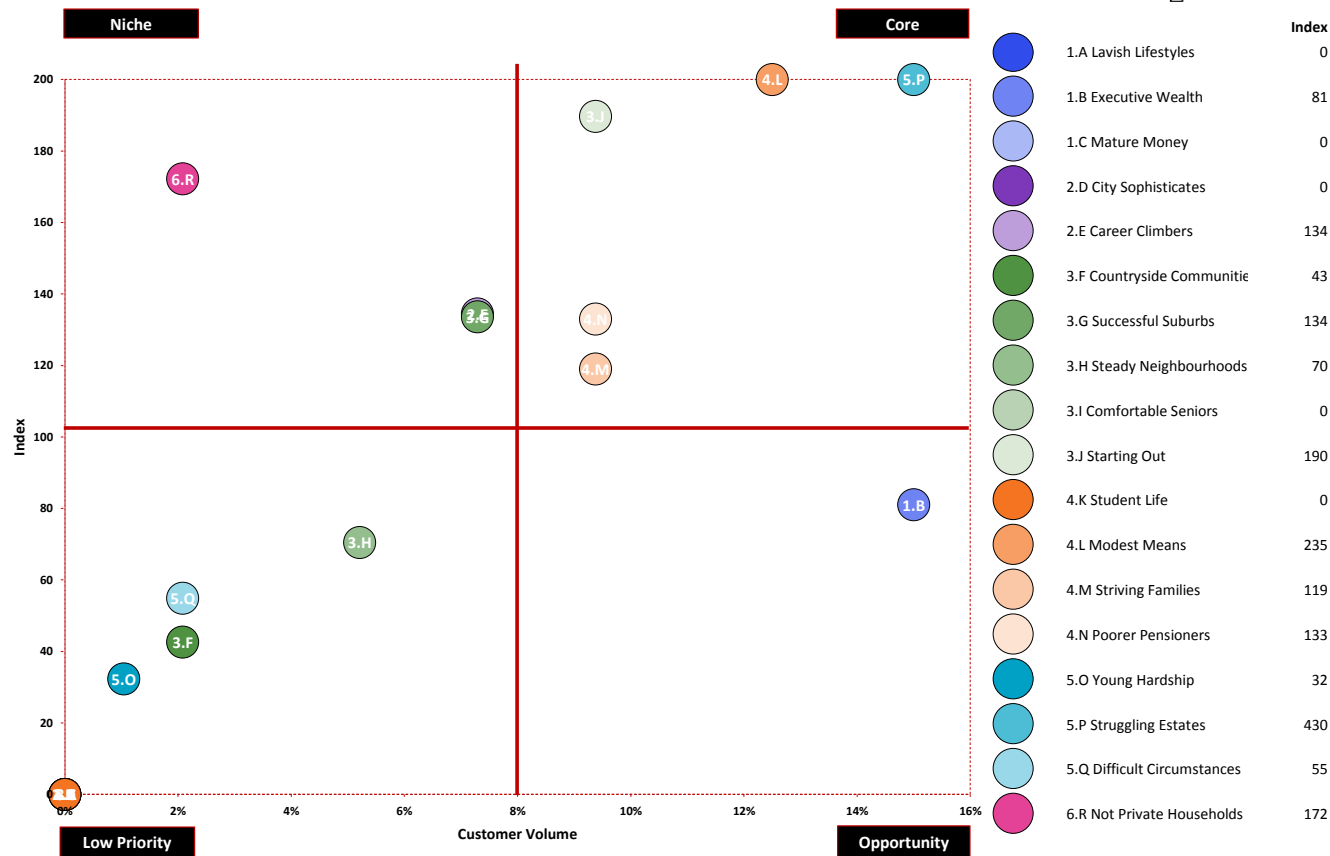
ACORN CUSTOMER VIEW CHART



Profile: Winsford Wharton
 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**

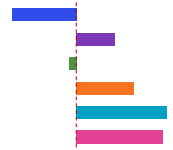
Variable	Index	0	100	200+
Age 0-4	120		<div style="width: 20%;"></div>	
Age 5-17	113		<div style="width: 13%;"></div>	
Age 18-24	106		<div style="width: 6%;"></div>	
Age 25-34	115		<div style="width: 15%;"></div>	
Age 35-49	105		<div style="width: 5%;"></div>	
Age 50-64	92		<div style="width: 2%;"></div>	
Aged 65-74	80		<div style="width: 10%;"></div>	
Aged 75 plus	77		<div style="width: 10%;"></div>	

ACORN CATEGORY PROFILE



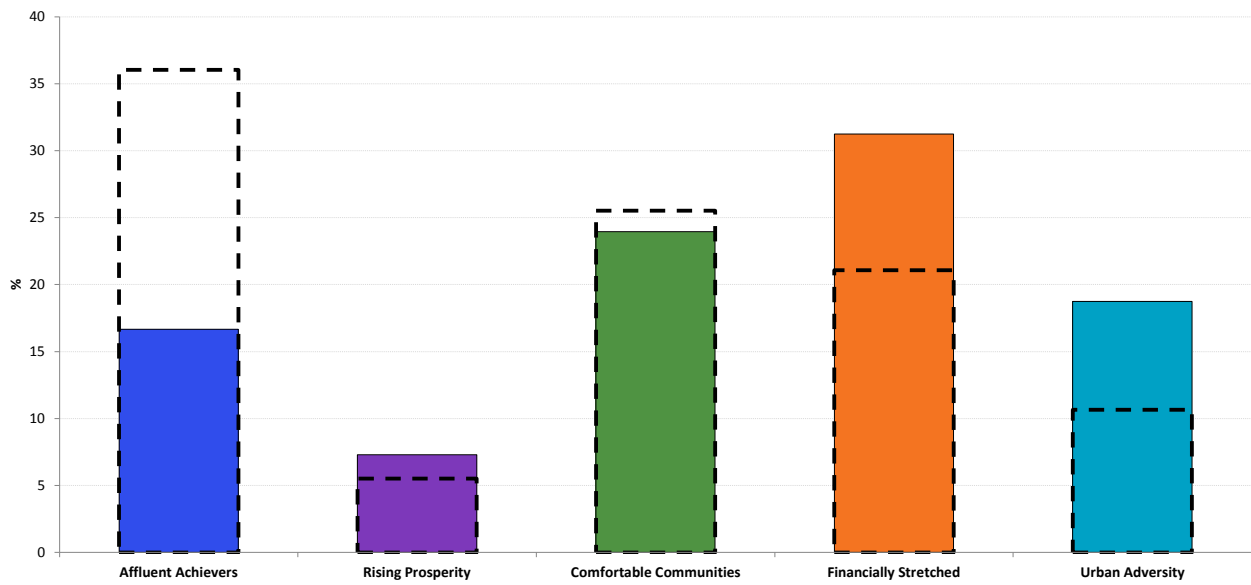
Profile:
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	16	16.7	56,885	36.0	0.0	-4.0	46			
2. Rising Prosperity	7	7.3	8,717	5.5	0.1	0.8	132			
3. Comfortable Communities	23	24.0	40,271	25.5	0.1	-0.3	94			
4. Financially Stretched	30	31.3	33,267	21.1	0.1	2.4	148			
5. Urban Adversity	18	18.8	16,812	10.6	0.1	2.6	176			
6. Not Private Households	2	2.1	1,910	1.2	0.1	0.8	172			
Total (Excluding Business addresses without residential pop.)	96		157,862		0.1					



ACORN CATEGORY PROFILE

Show Base



ACORN GROUP PROFILE



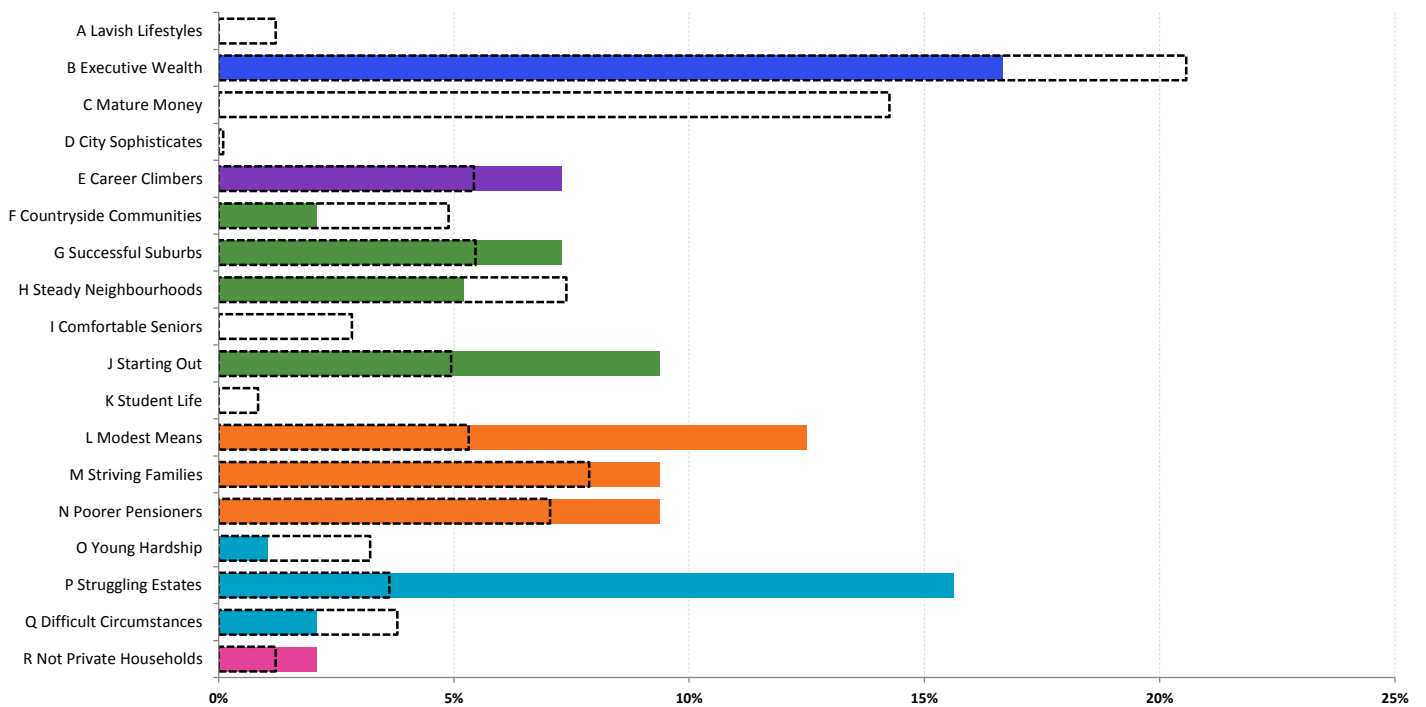
Profile:
 Base:

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	16	16.7	32,462	20.6	0.0	-0.9	81			
1.C Mature Money	0	0.0	22,505	14.3	0.0	-4.0	0			
2. Rising Prosperity										
2.D City Sophisticates	0	0.0	155	0.1	0.0	-0.3	0			
2.E Career Climbers	7	7.3	8,562	5.4	0.1	0.8	134			
3. Comfortable Communities										
3.F Countryside Communities	2	2.1	7,713	4.9	0.0	-1.3	43			
3.G Successful Suburbs	7	7.3	8,617	5.5	0.1	0.8	134			
3.H Steady Neighbourhoods	5	5.2	11,665	7.4	0.0	-0.8	70			
3.I Comfortable Seniors	0	0.0	4,474	2.8	0.0	-1.7	0			
3.J Starting Out	9	9.4	7,802	4.9	0.1	2.0	190			
4. Financially Stretched										
4.K Student Life	0	0.0	1,321	0.8	0.0	-0.9	0			
4.L Modest Means	12	12.5	8,389	5.3	0.1	3.1	235			
4.M Striving Families	9	9.4	12,433	7.9	0.1	0.5	119			
4.N Poorer Pensioners	9	9.4	11,124	7.0	0.1	0.9	133			
5. Urban Adversity										
5.O Young Hardship	1	1.0	5,087	3.2	0.0	-1.2	32			
5.P Struggling Estates	15	15.6	5,731	3.6	0.3	6.3	430			
5.Q Difficult Circumstances	2	2.1	5,994	3.8	0.0	-0.9	55			
6. Not Private Households										
6.R Not Private Households	2	2.1	1,910	1.2	0.1	0.8	172			
Total (Excluding Business addresses without residential pop.)	96		157,862		0.1					

ACORN GROUP PROFILE

Show Base



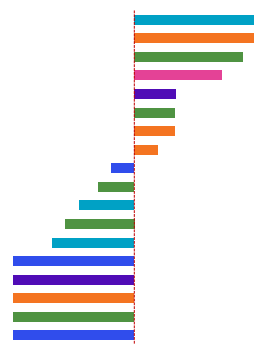
ACORN GROUP PROFILE



Profile:
 Base:

Sort by: Acorn Group
 Index
 Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
5.P Struggling Estates	15	15.6	5,731	3.6	0.3	6.3	430			
4.L Modest Means	12	12.5	8,389	5.3	0.1	3.1	235			
3.J Starting Out	9	9.4	7,802	4.9	0.1	2.0	190			
6.R Not Private Households	2	2.1	1,910	1.2	0.1	0.8	172			
2.E Career Climbers	7	7.3	8,562	5.4	0.1	0.8	134			
3.G Successful Suburbs	7	7.3	8,617	5.5	0.1	0.8	134			
4.N Poorer Pensioners	9	9.4	11,124	7.0	0.1	0.9	133			
4.M Striving Families	9	9.4	12,433	7.9	0.1	0.5	119			
1.B Executive Wealth	16	16.7	32,462	20.6	0.0	-0.9	81			
3.H Steady Neighbourhoods	5	5.2	11,665	7.4	0.0	-0.8	70			
5.Q Difficult Circumstances	2	2.1	5,994	3.8	0.0	-0.9	55			
3.F Countryside Communities	2	2.1	7,713	4.9	0.0	-1.3	43			
5.O Young Hardship	1	1.0	5,087	3.2	0.0	-1.2	32			
1.C Mature Money	0	0.0	22,505	14.3	0.0	-4.0	0			
2.D City Sophisticates	0	0.0	155	0.1	0.0	-0.3	0			
4.K Student Life	0	0.0	1,321	0.8	0.0	-0.9	0			
3.I Comfortable Seniors	0	0.0	4,474	2.8	0.0	-1.7	0			
1.A Lavish Lifestyles	0	0.0	1,918	1.2	0.0	-1.1	0			
Total (Excluding Business addresses without residential pop.)	96		157,862		0.1					



ACORN TYPE PROFILE



Profile: Winsford Wharton
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	-0.1	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	0	0.0	8,310	5.3	0.0	-2.3	0			
1.B.5 Wealthy countryside commuters	0	0.0	12,817	8.1	0.0	-2.9	0			
1.B.6 Financially comfortable families	16	16.7	4,393	2.8	0.4	8.3	599			
1.B.7 Affluent professionals	0	0.0	726	0.5	0.0	-0.7	0			
1.B.8 Prosperous suburban families	0	0.0	2,263	1.4	0.0	-1.2	0			
1.B.9 Well-off edge of towners	0	0.0	3,953	2.5	0.0	-1.6	0			
1.C Mature Money										
1.C.10 Better-off villagers	0	0.0	9,101	5.8	0.0	-2.4	0			
1.C.11 Settled suburbia, older people	0	0.0	9,297	5.9	0.0	-2.5	0			
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	6	6.3	2,912	1.8	0.2	3.2	339			
2.E.19 First time buyers in small, modern homes	1	1.0	5,650	3.6	0.0	-1.3	29			
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	-0.6	0			
3.F.23 Owner occupiers in small towns and villages	2	2.1	5,713	3.6	0.0	-0.8	58			
3.G Successful Suburbs										
3.G.24 Comfortably-off families in modern housing	4	4.2	4,295	2.7	0.1	0.9	153			
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	3	3.1	4,322	2.7	0.1	0.2	114			
3.H Steady Neighbourhoods										
3.H.27 Suburban semis, conventional attitudes	4	4.2	6,737	4.3	0.1	0.0	98			
3.H.28 Owner occupied terraces, average income	0	0.0	102	0.1	0.0	-0.2	0			
3.H.29 Established suburbs, older families	1	1.0	4,826	3.1	0.0	-1.1	34			
3.I Comfortable Seniors										
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	3,586	2.3	0.0	-1.5	0			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	888	0.6	0.0	-0.7	0			
3.J Starting Out										
3.J.32 Educated families in terraces, young children	1	1.0	4,185	2.7	0.0	-1.0	39			
3.J.33 Smaller houses and starter homes	8	8.3	3,617	2.3	0.2	4.0	364			
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	-0.7	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	2.1	516	0.3	0.4	3.0	637			
4.L.38 Semi-skilled workers in traditional neighbourhoods	8	8.3	4,328	2.7	0.2	3.4	304			
4.L.39 Fading owner occupied terraces	2	2.1	3,545	2.2	0.1	-0.1	93			
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	2.1	1,797	1.1	0.1	0.9	183			
4.M.43 Families in right-to-buy estates	6	6.3	3,909	2.5	0.2	2.4	252			
4.M.44 Post-war estates, limited means	1	1.0	3,335	2.1	0.0	-0.7	49			
4.N Poorer Pensioners										
4.N.45 Pensioners in social housing, semis and terraces	3	3.1	2,023	1.3	0.1	1.6	244			
4.N.46 Elderly people in social rented flats	0	0.0	1,622	1.0	0.0	-1.0	0			
4.N.47 Low income older people in smaller semis	3	3.1	4,990	3.2	0.1	0.0	99			
4.N.48 Pensioners and singles in social rented flats	3	3.1	2,489	1.6	0.1	1.2	198			
5. Urban Adversity										
5.O Young Hardship										
5.O.49 Young families in low cost private flats	0	0.0	1,434	0.9	0.0	-0.9	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1,741	1.1	0.0	-1.0	0			
5.O.51 Young people in small, low cost terraces	1	1.0	1,912	1.2	0.1	-0.2	86			
5.P Struggling Estates										
5.P.52 Poorer families, many children, terraced housing	15	15.6	3,614	2.3	0.4	8.7	683			
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	-1.1	0			
5.Q Difficult Circumstances										
5.Q.57 Social rented flats, families and single parents	0	0.0	816	0.5	0.0	-0.7	0			
5.Q.58 Singles and young families, some receiving benefits	2	2.1	3,180	2.0	0.1	0.0	103			
5.Q.59 Deprived areas and high-rise flats	0	0.0	1,998	1.3	0.0	-1.1	0			
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	2.1	1,701	1.1	0.1	1.0	193			
6.R.62 Business addresses without residential population	27	28.1	2,289	1.5	1.2	21.9				
Total (Excluding Business addresses without residential pop.)	96		157,862		0.1					

ACORN TYPE PROFILE



Profile: **Winsford Wharton**
 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.B.6 Financially comfortable families	16	16.7	4,393	2.8	0.4	8.3	599			
5.P.52 Poorer families, many children, terraced housing	15	15.6	3,614	2.3	0.4	8.7	683			
3.J.33 Smaller houses and starter homes	8	8.3	3,617	2.3	0.2	4.0	364			
4.L.38 Semi-skilled workers in traditional neighbourhoods	8	8.3	4,328	2.7	0.2	3.4	304			
2.E.18 Career driven young families	6	6.3	2,912	1.8	0.2	3.2	339			
4.M.43 Families in right-to-buy estates	6	6.3	3,909	2.5	0.2	2.4	252			
3.G.24 Comfortably-off families in modern housing	4	4.2	4,295	2.7	0.1	0.9	153			
3.H.27 Suburban semis, conventional attitudes	4	4.2	6,737	4.3	0.1	0.0	98			
4.N.48 Pensioners and singles in social rented flats	3	3.1	2,489	1.6	0.1	1.2	198			
4.N.45 Pensioners in social housing, semis and terraces	3	3.1	2,023	1.3	0.1	1.6	244			
3.G.26 Semi-professional families, owner occupied neighbourhoods	3	3.1	4,322	2.7	0.1	0.2	114			
4.N.47 Low income older people in smaller semis	3	3.1	4,990	3.2	0.1	0.0	99			
4.L.39 Fading owner occupied terraces	2	2.1	3,545	2.2	0.1	-0.1	93			
5.Q.58 Singles and young families, some receiving benefits	2	2.1	3,180	2.0	0.1	0.0	103			
3.F.23 Owner occupiers in small towns and villages	2	2.1	5,713	3.6	0.0	-0.8	58			
6.R.61 Inactive Communal Population	2	2.1	1,701	1.1	0.1	1.0	193			
4.M.42 Struggling young families in post-war terraces	2	2.1	1,797	1.1	0.1	0.9	183			
4.L.37 Low cost flats in suburban areas	2	2.1	516	0.3	0.4	3.0	637			
3.J.32 Educated families in terraces, young children	1	1.0	4,185	2.7	0.0	-1.0	39			
3.H.29 Established suburbs, older families	1	1.0	4,826	3.1	0.0	-1.1	34			
4.M.44 Post-war estates, limited means	1	1.0	3,335	2.1	0.0	-0.7	49			
5.O.51 Young people in small, low cost terraces	1	1.0	1,912	1.2	0.1	-0.2	86			
2.E.19 First time buyers in small, modern homes	1	1.0	5,650	3.6	0.0	-1.3	29			
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			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	888	0.6	0.0	-0.7	0			
5.P.53 Low income terraces	0	0.0	0	0.0	0.0	0.0	0			
1.B.7 Affluent professionals	0	0.0	726	0.5	0.0	-0.7	0			
4.K.36 Educated young people in flats and tenements	0	0.0	173	0.1	0.0	-0.3	0			
1.B.5 Wealthy countryside commuters	0	0.0	12,817	8.1	0.0	-2.9	0			
2.D.17 Socialising young renters	0	0.0	0	0.0	0.0	0.0	0			
4.K.35 Term-time terraces	0	0.0	896	0.6	0.0	-0.7	0			
1.C.11 Settled suburbia, older people	0	0.0	9,297	5.9	0.0	-2.5	0			
1.B.9 Well-off edge of towners	0	0.0	3,953	2.5	0.0	-1.6	0			
5.P.54 Multi-ethnic, purpose-built estates	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			
5.P.56 Low income large families in social rented semis	0	0.0	2,117	1.3	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			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1,741	1.1	0.0	-1.0	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	1,998	1.3	0.0	-1.1	0			
5.O.49 Young families in low cost private flats	0	0.0	1,434	0.9	0.0	-0.9	0			
4.K.34 Student flats and halls of residence	0	0.0	252	0.2	0.0	-0.4	0			
4.M.41 Labouring semi-rural estates	0	0.0	3,392	2.1	0.0	-1.5	0			
4.N.46 Elderly people in social rented flats	0	0.0	1,622	1.0	0.0	-1.0	0			
1.C.10 Better-off villagers	0	0.0	9,101	5.8	0.0	-2.4	0			
2.E.20 Mixed metropolitan areas	0	0.0	0	0.0	0.0	0.0	0			
1.C.12 Retired and empty nesters	0	0.0	3,010	1.9	0.0	-1.4	0			
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	3,586	2.3	0.0	-1.5	0			
5.Q.57 Social rented flats, families and single parents	0	0.0	816	0.5	0.0	-0.7	0			
5.P.55 Deprived and ethnically diverse in flats	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			
2.D.14 Townhouse cosmopolitans	0	0.0	68	0.0	0.0	-0.2	0			
3.F.22 Larger families in rural areas	0	0.0	683	0.4	0.0	-0.6	0			
2.D.15 Younger professionals in smaller flats	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			
1.B.8 Prosperous suburban families	0	0.0	2,263	1.4	0.0	-1.2	0			
3.H.28 Owner occupied terraces, average income	0	0.0	102	0.1	0.0	-0.2	0			
1.B.4 Asset rich families	0	0.0	8,310	5.3	0.0	-2.3	0			
2.D.16 Metropolitan professionals	0	0.0	87	0.1	0.0	-0.2	0			
6.R.60 Active communal population	0	0.0	209	0.1	0.0	-0.4	0			
1.C.13 Upmarket downsizers	0	0.0	1,097	0.7	0.0	-0.8	0			
Total (Excluding Business addresses without residential pop.)	96		157,862		0.1					