

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

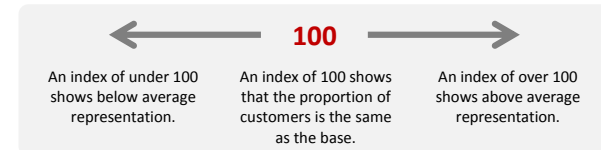
[Click here for more...](#)



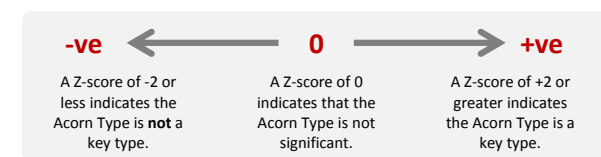
INTERPRETING THE REPORT

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.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: MASTER.WARDNAME (Farndon 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	65-74	Social Grade	AB	Children At Home	0
House Tenure	Owned Outright	Household Income	£51k	Social Media Usage	Medium

DEMOGRAPHICS

AGE

0-17	19%
18-24	6%
25-34	8%
35-49	19%
50-64	24%
65-74	15%
75+	10%

FAMILY

Couple - No Children	23%	INDEX 123
Couple - With Children	24%	INDEX 113
Lone Parent	4%	INDEX 61
Single - No Children	11%	INDEX 75
All Student/Pensioner	26%	INDEX 111

KEY INSIGHTS

- The average age of the population in the profiled households is older when compared to the base.
- Households containing couples with no children occur more in this profile than in the base.
- 9.6% of the profile live in households with an income of over £100k.
- The dominant Social Grade is AB.
- There is a higher proportion of people in this profile who are self employed than in the base.

INCOME

£0-£20k (Index: 62)	23%
£20k-£40k (Index: 94)	19%
£40k-£60k (Index: 119)	13%
£60k-£80k (Index: 137)	8%
£80k-£100k (Index: 151)	10%
£100k+ (Index: 164)	28%

SOCIAL GRADE

AB (Index: 137)	39%
C1 (Index: 100)	29%
C2 (Index: 88)	7%
D (Index: 66)	7%
E (Index: 62)	18%

EMPLOYMENT

Full-Time (Index: 93)	36%
Part-Time (Index: 99)	19%
Self-emp. (Index: 159)	17%
Retired (Index: 113)	14%
Unemp. (Index: 47)	4%
Student (Index: 80)	4%
Other (Index: 74)	9%

MOTOR & HOME

CARS

No Cars	10%	Index: 48
1 Car	42%	Index: 91
2 Cars	37%	Index: 136
3+ Cars	12%	Index: 166

CAR TYPE

Mini/Supermini	22%	Index: 96
Small Family Car	26%	Index: 97
Large Family Car	27%	Index: 111
Luxury/Executive	9%	Index: 160
Sports/4x4/MPV	13%	Index: 229

KEY INSIGHTS

- Most households will have access to a large family car.
- A higher proportion, in comparison to the base, are likely to have a sports/4x4/MPV.
- Detached houses are 84.6% more likely than in the base.
- 46.3% of the households in the profile are likely to be owned outright.
- About 10% of households will have 5 or more bedrooms.
- The prevailing size is 2 people

TENURE

Owned Outright	46%	Index: 128
Owned Mortgage	33%	Index: 104
Private Rented	12%	Index: 83
Social Rented	8%	Index: 46

TYPE

Terraced	13%	Index: 58
Semi-	30%	Index: 82
Flat	4%	Index: 34
Detached	53%	Index: 185
Bungalow	15%	Index: 167

BEDROOMS

1	3%
2	17%
3	42%
4	28%
5+	10%

SIZE

1 Person	14%	Index: 80
2 People	43%	Index: 112
3-4 People	35%	Index: 98
5+ People	8%	Index: 98

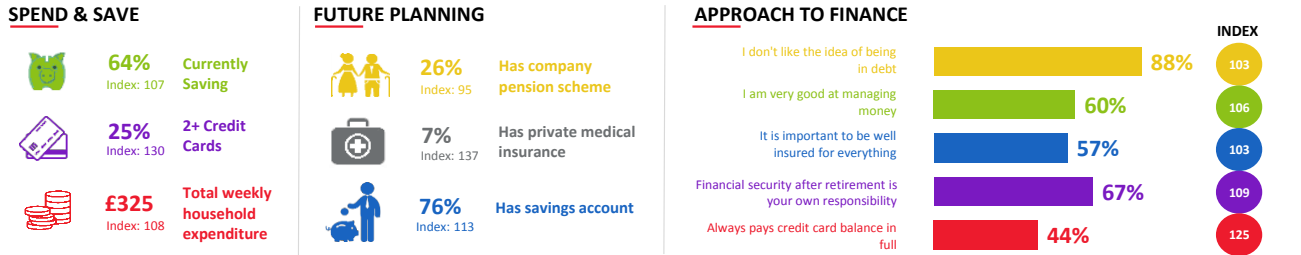
ACORN PROFILE OVERVIEW



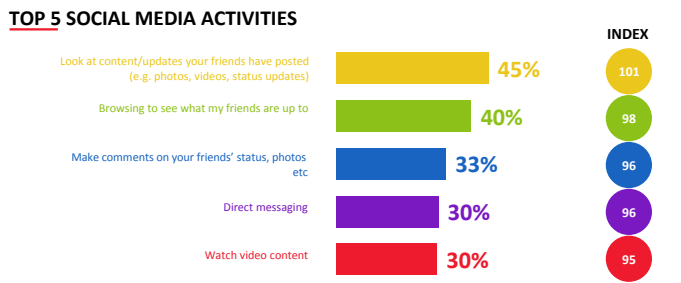
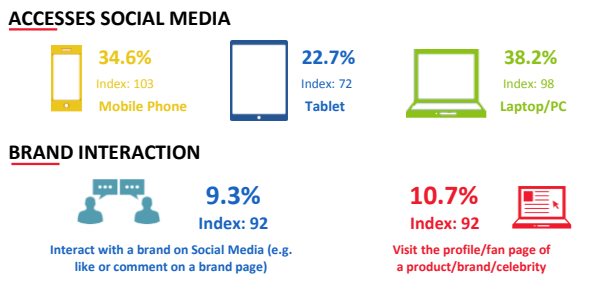
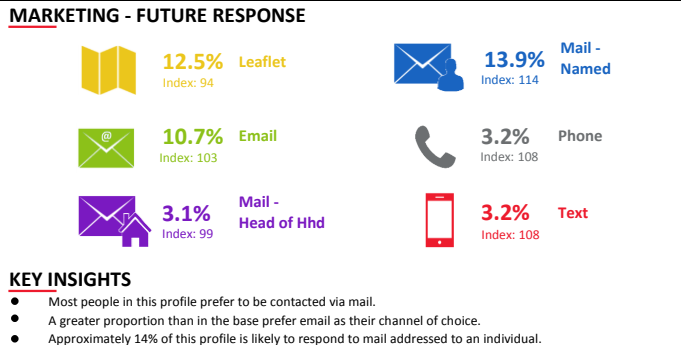
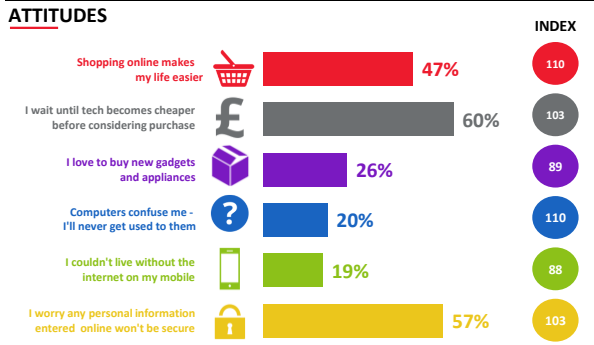
Profile: MASTER.WARDNAME (Farndon Ward)
 Base: Cheshire West and Chester Base

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.

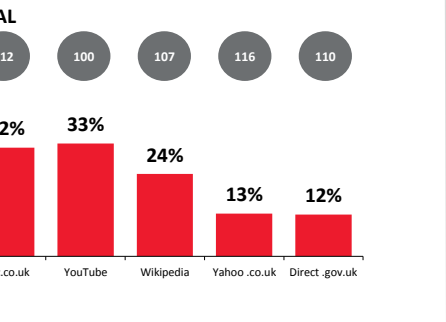
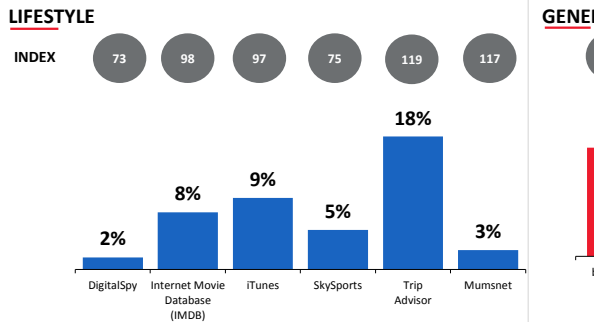
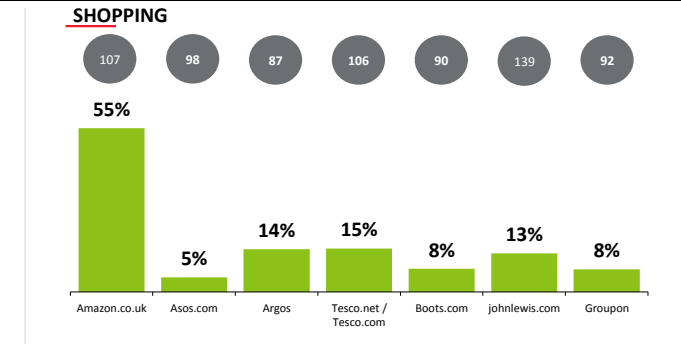
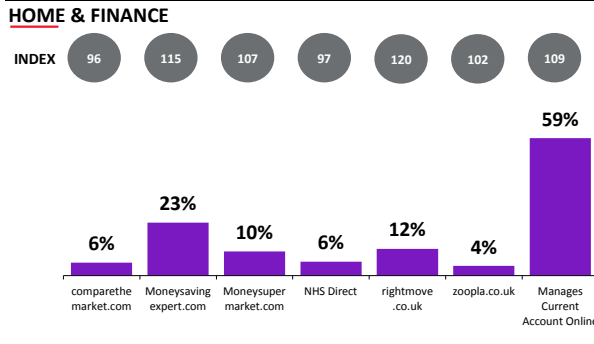
FINANCIAL BEHAVIOUR & ATTITUDES



CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



WEBSITES



KEY INSIGHTS

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

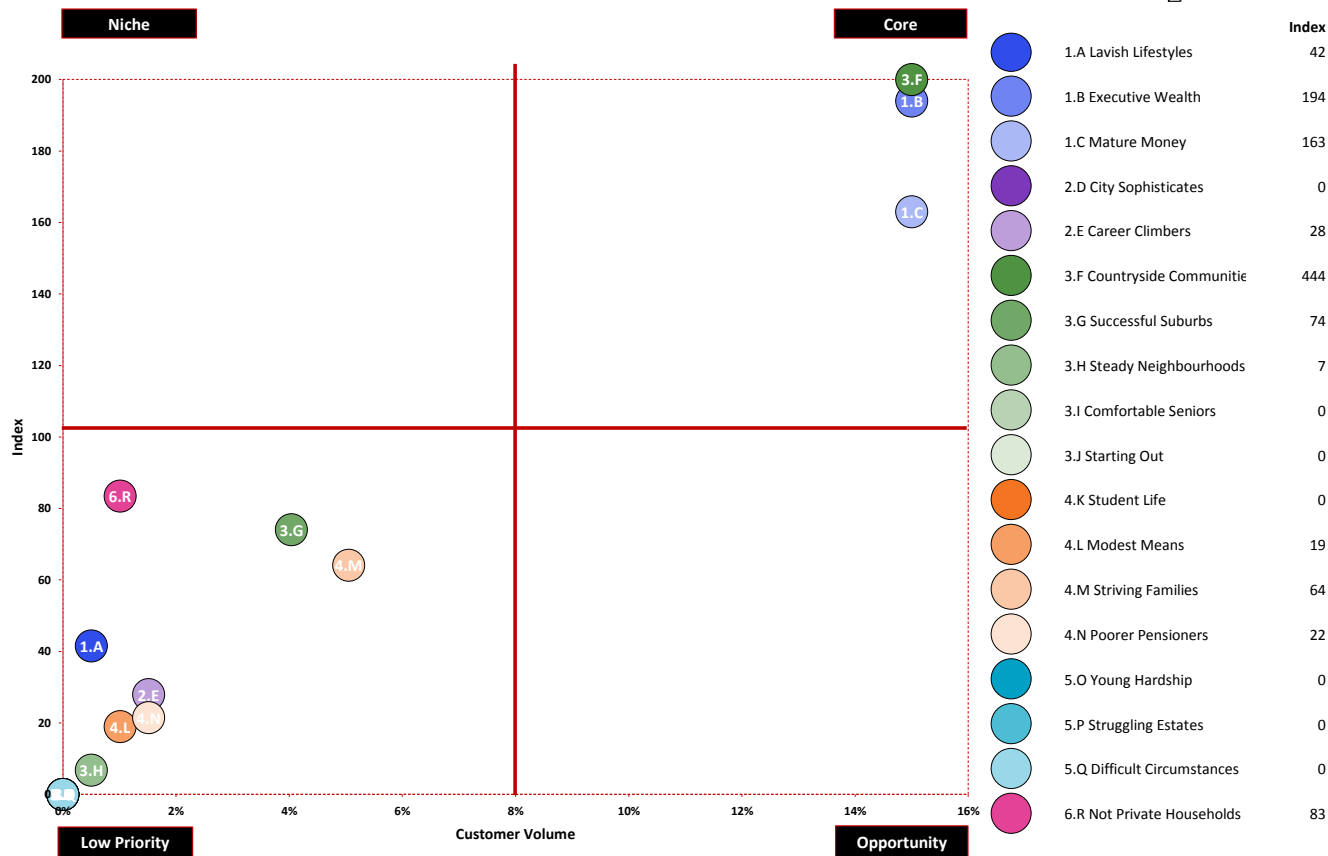
ACORN CUSTOMER VIEW CHART



Profile:
 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	79			
Age 5-17	99			
Age 18-24	73			
Age 25-34	66			
Age 35-49	98			
Age 50-64	120			
Aged 65-74	127			
Aged 75 plus	108			

ACORN CATEGORY PROFILE

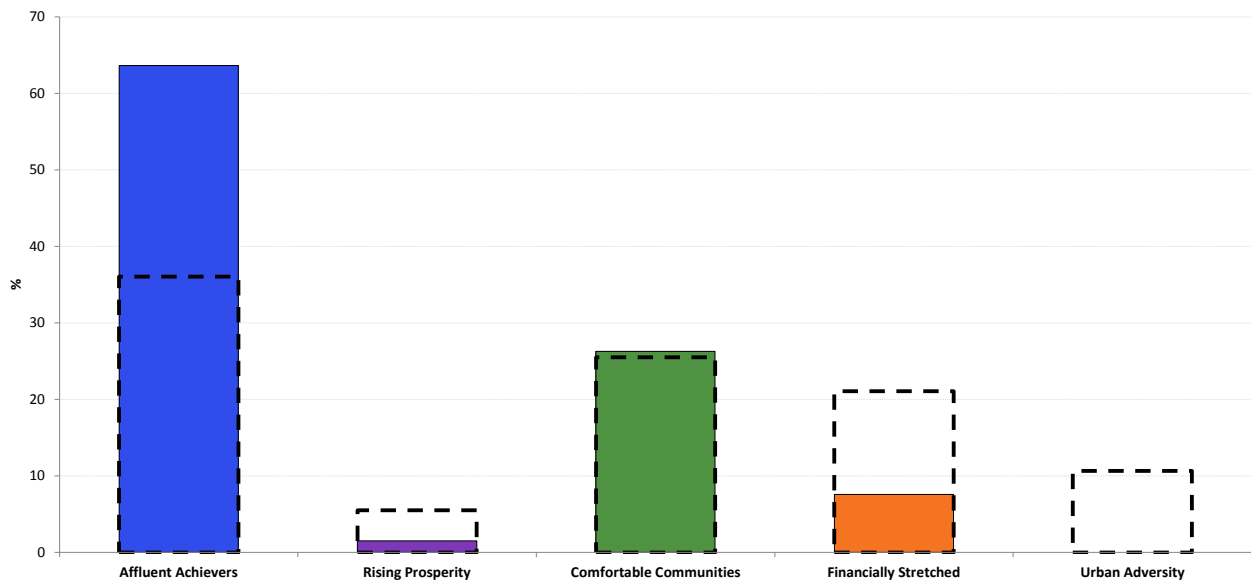


Profile: MASTER.WARDNAME (Farndon Ward)
 Base: Cheshire West and Chester Base

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	126	63.6	56,885	36.0	0.2	8.1	177			
2. Rising Prosperity	3	1.5	8,717	5.5	0.0	-2.5	27			
3. Comfortable Communities	52	26.3	40,271	25.5	0.1	0.2	103			
4. Financially Stretched	15	7.6	33,267	21.1	0.0	-4.7	36			
5. Urban Adversity	0	0.0	16,812	10.6	0.0	-4.9	0			
6. Not Private Households	2	1.0	1,910	1.2	0.1	-0.3	83			
Total (Excluding Business addresses without residential pop.)	198		157,862		0.1					

ACORN CATEGORY PROFILE

Show Base



ACORN GROUP PROFILE



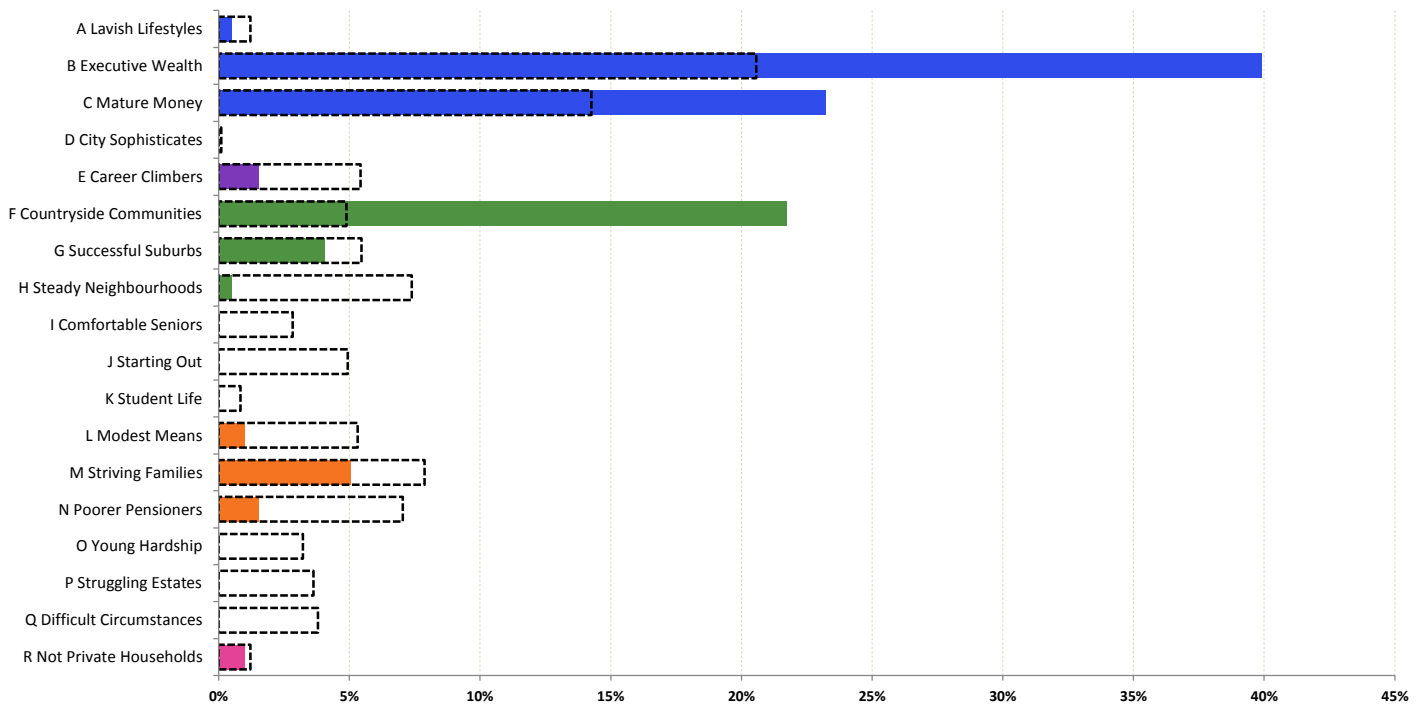
Profile: MASTER.WARDNAME (Farndon Ward)
 Base: Cheshire West and Chester Base

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	1	0.5	1,918	1.2	0.1	-0.9	42			
1.B Executive Wealth	79	39.9	32,462	20.6	0.2	6.7	194			
1.C Mature Money	46	23.2	22,505	14.3	0.2	3.6	163			
2. Rising Prosperity										
2.D City Sophisticates	0	0.0	155	0.1	0.0	-0.4	0			
2.E Career Climbers	3	1.5	8,562	5.4	0.0	-2.4	28			
3. Comfortable Communities										
3.F Countryside Communities	43	21.7	7,713	4.9	0.6	11.0	444			
3.G Successful Suburbs	8	4.0	8,617	5.5	0.1	-0.9	74			
3.H Steady Neighbourhoods	1	0.5	11,665	7.4	0.0	-3.7	7			
3.I Comfortable Seniors	0	0.0	4,474	2.8	0.0	-2.4	0			
3.J Starting Out	0	0.0	7,802	4.9	0.0	-3.2	0			
4. Financially Stretched										
4.K Student Life	0	0.0	1,321	0.8	0.0	-1.3	0			
4.L Modest Means	2	1.0	8,389	5.3	0.0	-2.7	19			
4.M Striving Families	10	5.1	12,433	7.9	0.1	-1.5	64			
4.N Poorer Pensioners	3	1.5	11,124	7.0	0.0	-3.0	22			
5. Urban Adversity										
5.O Young Hardship	0	0.0	5,087	3.2	0.0	-2.6	0			
5.P Struggling Estates	0	0.0	5,731	3.6	0.0	-2.7	0			
5.Q Difficult Circumstances	0	0.0	5,994	3.8	0.0	-2.8	0			
6. Not Private Households										
6.R Not Private Households	2	1.0	1,910	1.2	0.1	-0.3	83			
Total (Excluding Business addresses without residential pop.)			198		157,862		0.1			

ACORN GROUP PROFILE

Show Base



ACORN GROUP PROFILE



Profile: MASTER.WARDNAME (Farndon Ward)
 Base: Cheshire West and Chester Base

Sort by: Acorn Group
 Index
 Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
3.F Countryside Communities	43	21.7	7,713	4.9	0.6	11.0	444			
1.B Executive Wealth	79	39.9	32,462	20.6	0.2	6.7	194			
1.C Mature Money	46	23.2	22,505	14.3	0.2	3.6	163			
6.R Not Private Households	2	1.0	1,910	1.2	0.1	-0.3	83			
3.G Successful Suburbs	8	4.0	8,617	5.5	0.1	-0.9	74			
4.M Striving Families	10	5.1	12,433	7.9	0.1	-1.5	64			
1.A Lavish Lifestyles	1	0.5	1,918	1.2	0.1	-0.9	42			
2.E Career Climbers	3	1.5	8,562	5.4	0.0	-2.4	28			
4.N Poorer Pensioners	3	1.5	11,124	7.0	0.0	-3.0	22			
4.L Modest Means	2	1.0	8,389	5.3	0.0	-2.7	19			
3.H Steady Neighbourhoods	1	0.5	11,665	7.4	0.0	-3.7	7			
5.O Young Hardship	0	0.0	5,087	3.2	0.0	-2.6	0			
5.P Struggling Estates	0	0.0	5,731	3.6	0.0	-2.7	0			
5.Q Difficult Circumstances	0	0.0	5,994	3.8	0.0	-2.8	0			
3.J Starting Out	0	0.0	7,802	4.9	0.0	-3.2	0			
3.I Comfortable Seniors	0	0.0	4,474	2.8	0.0	-2.4	0			
2.D City Sophisticates	0	0.0	155	0.1	0.0	-0.4	0			
4.K Student Life	0	0.0	1,321	0.8	0.0	-1.3	0			
Total (Excluding Business addresses without residential pop.)	198		157,862		0.1					



ACORN TYPE PROFILE



Profile: MASTER.WARDNAME (Farndon 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	1	0.5	1,881	1.2	0.1	-0.9	42			
1.B Executive Wealth										
1.B.4 Asset rich families	10	5.1	8,310	5.3	0.1	-0.1	96			
1.B.5 Wealthy countryside commuters	67	33.8	12,817	8.1	0.5	13.3	417			
1.B.6 Financially comfortable families	0	0.0	4,393	2.8	0.0	-2.4	0			
1.B.7 Affluent professionals	0	0.0	726	0.5	0.0	-1.0	0			
1.B.8 Prosperous suburban families	0	0.0	2,263	1.4	0.0	-1.7	0			
1.B.9 Well-off edge of towners	2	1.0	3,953	2.5	0.1	-1.3	40			
1.C Mature Money										
1.C.10 Better-off villagers	42	21.2	9,101	5.8	0.5	9.3	368			
1.C.11 Settled suburbia, older people	0	0.0	9,297	5.9	0.0	-3.5	0			
1.C.12 Retired and empty nesters	4	2.0	3,010	1.9	0.1	0.1	106			
1.C.13 Upmarket downsizers	0	0.0	1,097	0.7	0.0	-1.2	0			
2. Rising Prosperity										
2.D. City Sophisticates										
2.D.14 Townhouse cosmopolitans	0	0.0	68	0.0	0.0	-0.3	0			
2.D.15 Younger professionals in smaller flats	0	0.0	0	0.0	0.0	0.0	0			
2.D.16 Metropolitan professionals	0	0.0	87	0.1	0.0	-0.3	0			
2.D.17 Socialising young renters	0	0.0	0	0.0	0.0	0.0	0			
2.E Career Climbers										
2.E.18 Career driven young families	3	1.5	2,912	1.8	0.1	-0.3	82			
2.E.19 First time buyers in small, modern homes	0	0.0	5,650	3.6	0.0	-2.7	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	24	12.1	1,317	0.8	1.8	17.5	1453			
3.F.22 Larger families in rural areas	2	1.0	683	0.4	0.3	1.2	233			
3.F.23 Owner occupiers in small towns and villages	17	8.6	5,713	3.6	0.3	3.7	237			
3.G Successful Suburbs										
3.G.24 Comfortably-off families in modern housing	0	0.0	4,295	2.7	0.0	-2.4	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0	0.0	0.0	0.0	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	8	4.0	4,322	2.7	0.2	1.1	148			
3.H Steady Neighbourhoods										
3.H.27 Suburban semis, conventional attitudes	0	0.0	6,737	4.3	0.0	-3.0	0			
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	1	0.5	4,826	3.1	0.0	-2.1	17			
3.I Comfortable Seniors										
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	3,586	2.3	0.0	-2.1	0			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	888	0.6	0.0	-1.1	0			
3.J Starting Out										
3.J.32 Educated families in terraces, young children	0	0.0	4,185	2.7	0.0	-2.3	0			
3.J.33 Smaller houses and starter homes	0	0.0	3,617	2.3	0.0	-2.2	0			
4. Financially Stretched										
4.K Student Life										
4.K.34 Student flats and halls of residence	0	0.0	252	0.2	0.0	-0.6	0			
4.K.35 Term-time terraces	0	0.0	896	0.6	0.0	-1.1	0			
4.K.36 Educated young people in flats and tenements	0	0.0	173	0.1	0.0	-0.5	0			
4.L Modest Means										
4.L.37 Low cost flats in suburban areas	0	0.0	516	0.3	0.0	-0.8	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	2	1.0	4,328	2.7	0.0	-1.5	37			
4.L.39 Fading owner occupied terraces	0	0.0	3,545	2.2	0.0	-2.1	0			
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	10	5.1	3,392	2.1	0.3	2.8	235			
4.M.42 Struggling young families in post-war terraces	0	0.0	1,797	1.1	0.0	-1.5	0			
4.M.43 Families in right-to-buy estates	0	0.0	3,909	2.5	0.0	-2.2	0			
4.M.44 Post-war estates, limited means	0	0.0	3,335	2.1	0.0	-2.1	0			
4.N Poorer Pensioners										
4.N.45 Pensioners in social housing, semis and terraces	3	1.5	2,023	1.3	0.1	0.3	118			
4.N.46 Elderly people in social rented flats	0	0.0	1,622	1.0	0.0	-1.4	0			
4.N.47 Low income older people in smaller semis	0	0.0	4,990	3.2	0.0	-2.5	0			
4.N.48 Pensioners and singles in social rented flats	0	0.0	2,489	1.6	0.0	-1.8	0			
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	-1.3	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1,741	1.1	0.0	-1.5	0			
5.O.51 Young people in small, low cost terraces	0	0.0	1,912	1.2	0.0	-1.6	0			
5.P Struggling Estates										
5.P.52 Poorer families, many children, terraced housing	0	0.0	3,614	2.3	0.0	-2.2	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	-1.6	0			
5.Q Difficult Circumstances										
5.Q.57 Social rented flats, families and single parents	0	0.0	816	0.5	0.0	-1.0	0			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	3,180	2.0	0.0	-2.0	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	1,998	1.3	0.0	-1.6	0			
6. Not Private Households										
6.R Not Private Households										
6.R.60 Active communal population	0	0.0	209	0.1	0.0	-0.5	0			
6.R.61 Inactive Communal Population	2	1.0	1,701	1.1	0.1	-0.1	94			
6.R.62 Business addresses without residential population	1	0.5	2,289	1.5	0.0	-1.1				
Total (Excluding Business addresses without residential pop.)	198		157,862		0.1					

ACORN TYPE PROFILE



Profile: MASTER.WARDNAME (Farndon 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.B.5 Wealthy countryside commuters	67	33.8	12,817	8.1	0.5	13.3	417			
1.C.10 Better-off villagers	42	21.2	9,101	5.8	0.5	9.3	368			
3.F.21 Farms and cottages	24	12.1	1,317	0.8	1.8	17.5	1453			
3.F.23 Owner occupiers in small towns and villages	17	8.6	5,713	3.6	0.3	3.7	237			
1.B.4 Asset rich families	10	5.1	8,310	5.3	0.1	-0.1	96			
4.M.41 Labouring semi-rural estates	10	5.1	3,392	2.1	0.3	2.8	235			
3.G.26 Semi-professional families, owner occupied neighbourhoods	8	4.0	4,322	2.7	0.2	1.1	148			
1.C.12 Retired and empty nesters	4	2.0	3,010	1.9	0.1	0.1	106			
4.N.45 Pensioners in social housing, semis and terraces	3	1.5	2,023	1.3	0.1	0.3	118			
2.E.18 Career driven young families	3	1.5	2,912	1.8	0.1	-0.3	82			
1.B.9 Well-off edge of towners	2	1.0	3,953	2.5	0.1	-1.3	40			
6.R.61 Inactive Communal Population	2	1.0	1,701	1.1	0.1	-0.1	94			
4.L.38 Semi-skilled workers in traditional neighbourhoods	2	1.0	4,328	2.7	0.0	-1.5	37			
3.F.22 Larger families in rural areas	2	1.0	683	0.4	0.3	1.2	233			
1.A.3 Large house luxury	1	0.5	1,881	1.2	0.1	-0.9	42			
3.H.29 Established suburbs, older families	1	0.5	4,826	3.1	0.0	-2.1	17			
2.D.16 Metropolitan professionals	0	0.0	87	0.1	0.0	-0.3	0			
2.D.15 Younger professionals in smaller flats	0	0.0	0	0.0	0.0	0.0	0			
6.R.60 Active communal population	0	0.0	209	0.1	0.0	-0.5	0			
5.P.55 Deprived and ethnically diverse in 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.50 Struggling younger people in mixed tenure	0	0.0	1,741	1.1	0.0	-1.5	0			
4.M.44 Post-war estates, limited means	0	0.0	3,335	2.1	0.0	-2.1	0			
4.M.42 Struggling young families in post-war terraces	0	0.0	1,797	1.1	0.0	-1.5	0			
2.E.20 Mixed metropolitan areas	0	0.0	0	0.0	0.0	0.0	0			
1.C.11 Settled suburbia, older people	0	0.0	9,297	5.9	0.0	-3.5	0			
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	3,586	2.3	0.0	-2.1	0			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	0	0.0	0.0	0.0	0			
4.N.46 Elderly people in social rented flats	0	0.0	1,622	1.0	0.0	-1.4	0			
3.H.28 Owner occupied terraces, average income	0	0.0	102	0.1	0.0	-0.4	0			
2.D.14 Townhouse cosmopolitans	0	0.0	68	0.0	0.0	-0.3	0			
4.N.47 Low income older people in smaller semis	0	0.0	4,990	3.2	0.0	-2.5	0			
4.M.43 Families in right-to-buy estates	0	0.0	3,909	2.5	0.0	-2.2	0			
4.K.34 Student flats and halls of residence	0	0.0	252	0.2	0.0	-0.6	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	1,998	1.3	0.0	-1.6	0			
4.L.37 Low cost flats in suburban areas	0	0.0	516	0.3	0.0	-0.8	0			
5.P.53 Low income terraces	0	0.0	0	0.0	0.0	0.0	0			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	3,180	2.0	0.0	-2.0	0			
5.Q.57 Social rented flats, families and single parents	0	0.0	816	0.5	0.0	-1.0	0			
1.C.13 Upmarket downsizers	0	0.0	1,097	0.7	0.0	-1.2	0			
5.O.49 Young families in low cost private flats	0	0.0	1,434	0.9	0.0	-1.3	0			
1.B.8 Prosperous suburban families	0	0.0	2,263	1.4	0.0	-1.7	0			
1.B.7 Affluent professionals	0	0.0	726	0.5	0.0	-1.0	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.52 Poorer families, many children, terraced housing	0	0.0	3,614	2.3	0.0	-2.2	0			
3.J.33 Smaller houses and starter homes	0	0.0	3,617	2.3	0.0	-2.2	0			
2.E.19 First time buyers in small, modern homes	0	0.0	5,650	3.6	0.0	-2.7	0			
4.K.35 Term-time terraces	0	0.0	896	0.6	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.J.32 Educated families in terraces, young children	0	0.0	4,185	2.7	0.0	-2.3	0			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	888	0.6	0.0	-1.1	0			
3.H.27 Suburban semis, conventional attitudes	0	0.0	6,737	4.3	0.0	-3.0	0			
1.A.2 Metropolitan money	0	0.0	28	0.0	0.0	-0.2	0			
4.N.48 Pensioners and singles in social rented flats	0	0.0	2,489	1.6	0.0	-1.8	0			
1.B.6 Financially comfortable families	0	0.0	4,393	2.8	0.0	-2.4	0			
4.L.39 Fading owner occupied terraces	0	0.0	3,545	2.2	0.0	-2.1	0			
5.P.56 Low income large families in social rented semis	0	0.0	2,117	1.3	0.0	-1.6	0			
4.K.36 Educated young people in flats and tenements	0	0.0	173	0.1	0.0	-0.5	0			
5.O.51 Young people in small, low cost terraces	0	0.0	1,912	1.2	0.0	-1.6	0			
3.G.24 Comfortably-off families in modern housing	0	0.0	4,295	2.7	0.0	-2.4	0			
Total (Excluding Business addresses without residential pop.)	198		157,862		0.1					