

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

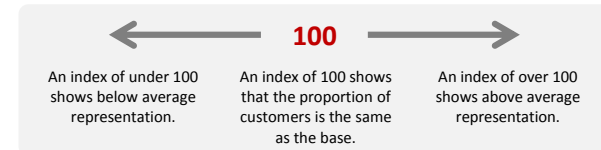
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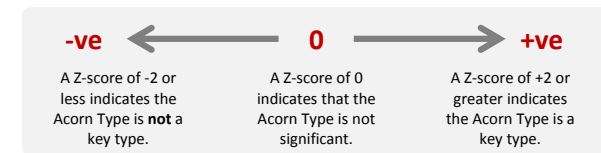
INTERPRETING THE REPORT

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: **Frodsham**
 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	£50k	Social Media Usage	Medium

DEMOGRAPHICS

AGE

Age Group	Percentage
0-17	19%
18-24	6%
25-34	9%
35-49	19%
50-64	23%
65-74	13%
75+	10%

FAMILY

Family Type	Percentage	Index
Couple - No Children	21%	113
Couple - With Children	23%	109
Lone Parent	5%	70
Single - No Children	12%	82
All Student/Pensioner	26%	110

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.
- 9.5% 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

Income Bracket	Percentage	Index
£0-£20k	20%	67
£20k-£40k	27%	92
£40k-£60k	13%	115
£60k-£80k	8%	133
£80k-£100k	10%	149
£100k+	22%	164

SOCIAL GRADE

Social Grade	Percentage	Index
AB	38%	134
C1	29%	102
C2	17%	84
D	7%	69
E	8%	69

EMPLOYMENT

Employment Type	Percentage	Index
Full-Time	39%	99
Part-Time	18%	99
Self-emp.	14%	128
Retired	10%	111
Unemp.	4%	62
Student	2%	87
Other	8%	80

MOTOR & HOME

CARS

Cars	Percentage	Index
No Cars	13%	65
1 Car	43%	94
2 Cars	34%	125
3+ Cars	10%	144

CAR TYPE

Car Type	Percentage	Index
Mini/Supermini	25%	106
Small Family Car	24%	93
Large Family Car	26%	109
Luxury/Executive	10%	177
Sports/4x4/MPV	8%	142

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 luxury/executive car.
- Detached houses are 56.0% more likely than in the base.
- 44.2% of the households in the profile are likely to be owned outright.
- About 9% of households will have 5 or more bedrooms.
- The prevailing size is 2 people

TENURE

Tenure Type	Percentage	Index
Owned Outright	44%	122
Owned Mortgage	34%	106
Private Rented	13%	86
Social Rented	9%	53

TYPE

Property Type	Percentage	Index
Terraced	14%	64
Semi-	32%	87
Flat	9%	73
Detached	45%	156
Bungalow	12%	130

BEDROOMS

Bedrooms	Percentage	Index
1	5%	70
2	18%	81
3	41%	90
4	27%	140
5+	9%	160

SIZE

Household Size	Percentage	Index
1 Person	16%	86
2 People	41%	107
3-4 People	36%	100
5+ People	8%	98

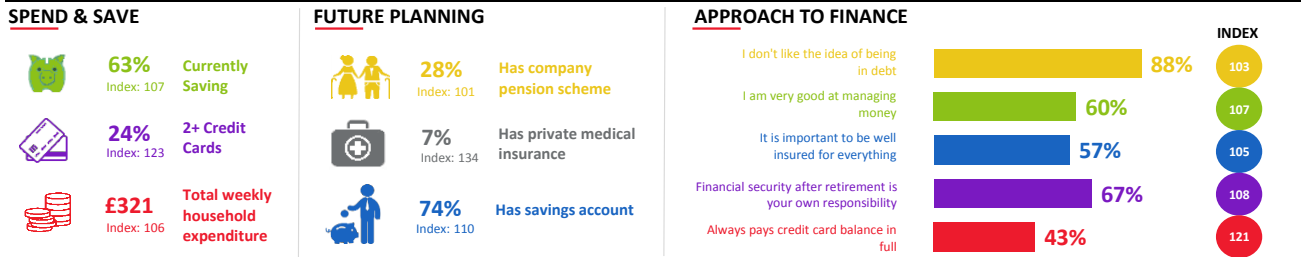
ACORN PROFILE OVERVIEW



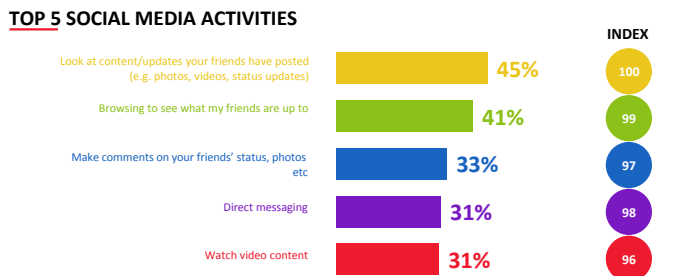
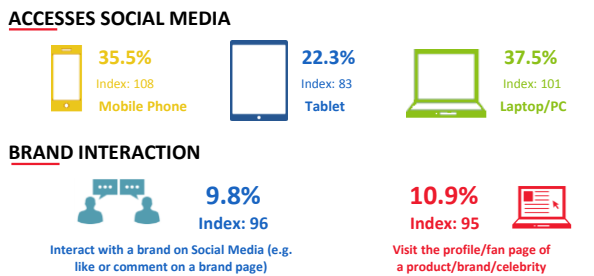
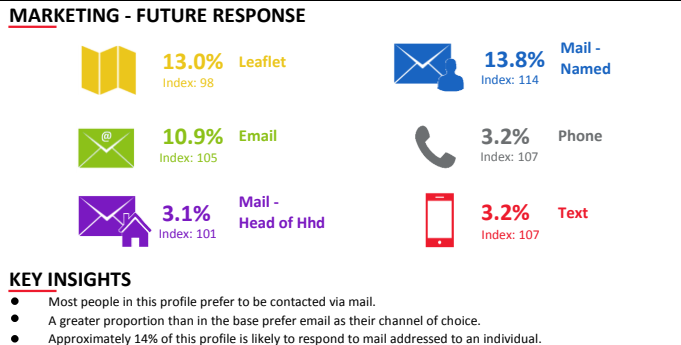
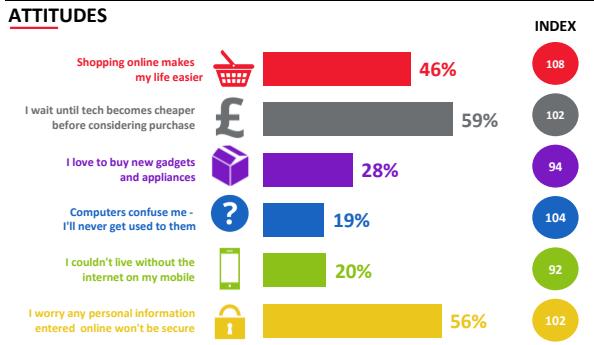
Profile: **Frodsham**
 Base: **Cheshire West and Chester Base**

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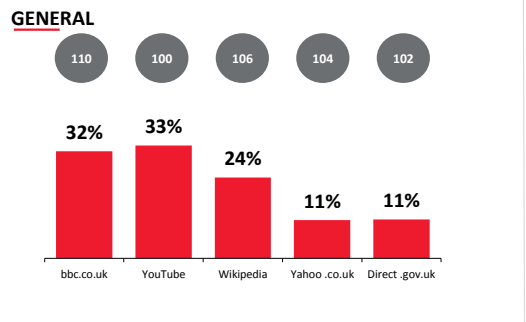
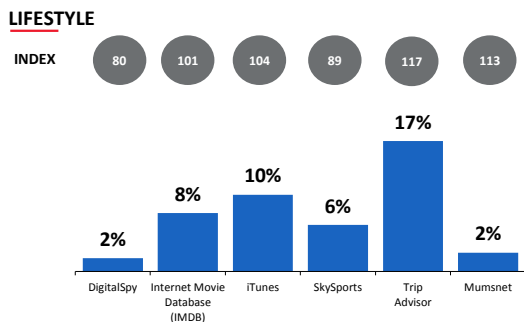
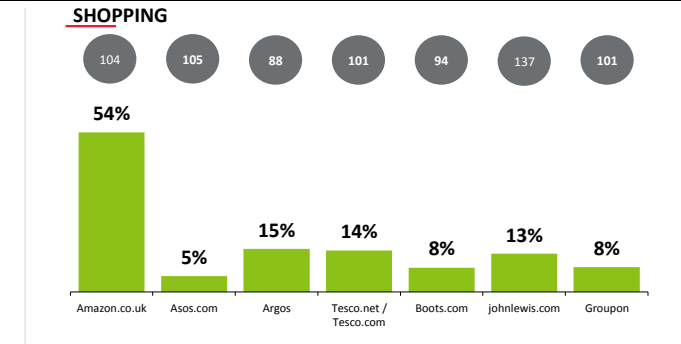
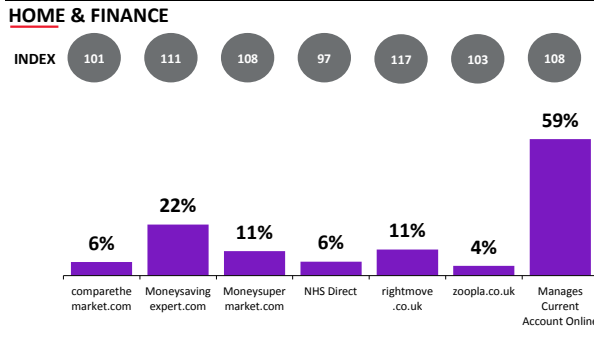
FINANCIAL BEHAVIOUR & ATTITUDES



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. However, a greater proportion than in the base will use it to "look for business contacts".

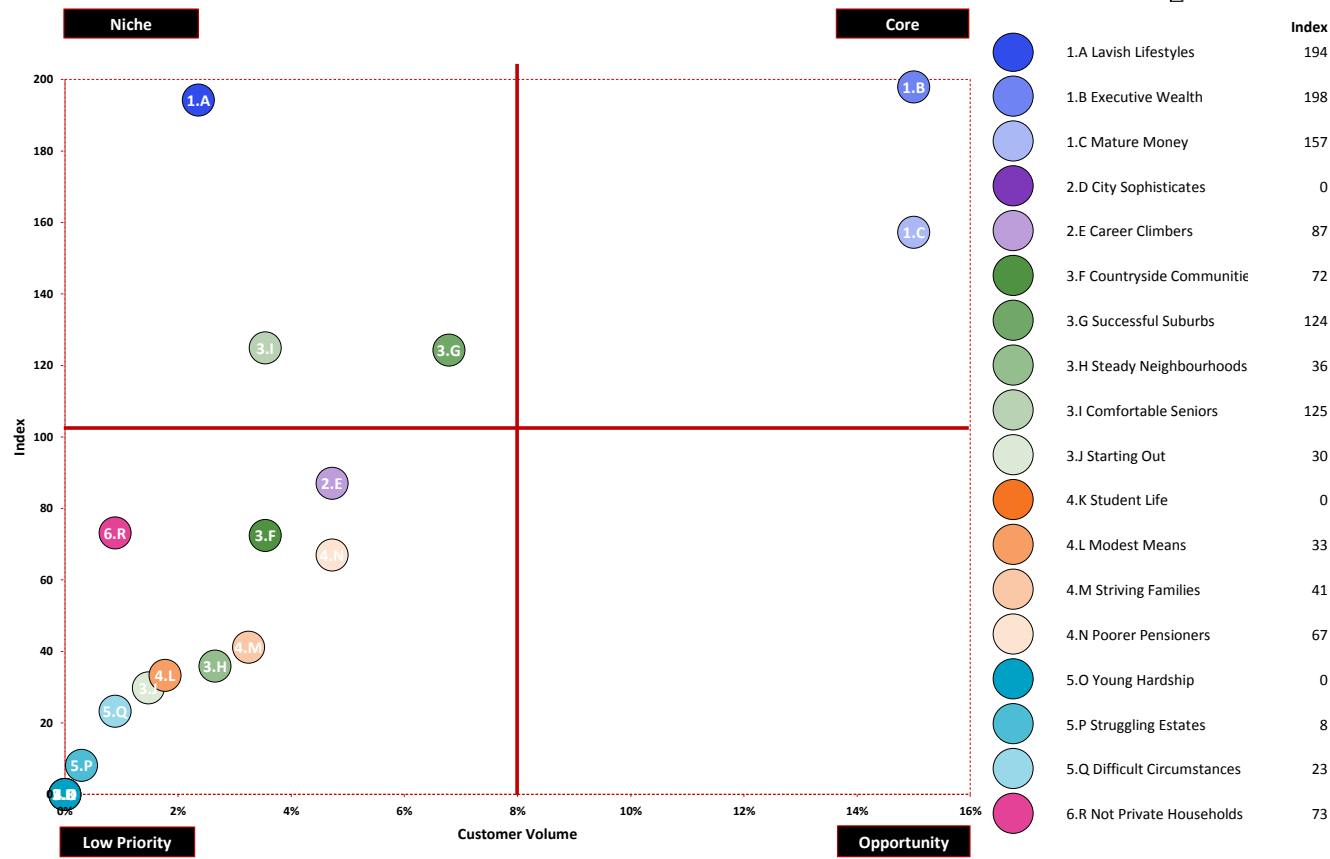
ACORN CUSTOMER VIEW CHART



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**

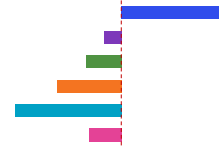
Variable	Index	0	100	200+
Age 0-4	85		■	
Age 5-17	98		■	
Age 18-24	81		■	
Age 25-34	79		■	
Age 35-49	99		■	
Age 50-64	111		■	
Aged 65-74	117		■	
Aged 75 plus	111		■	

ACORN CATEGORY PROFILE



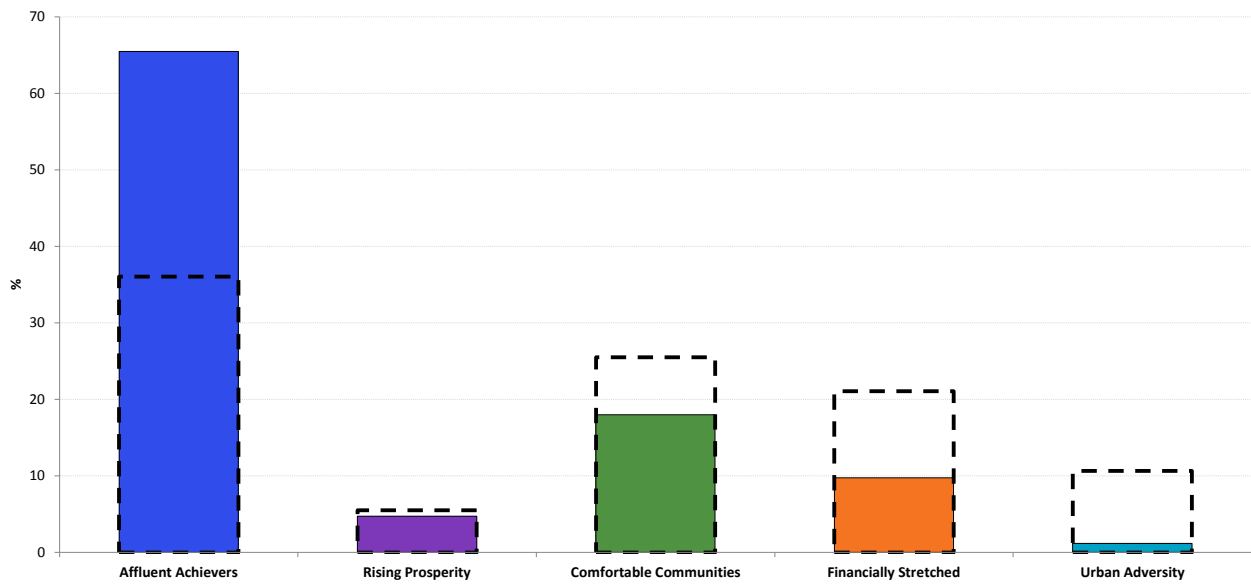
Profile:
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	222	65.5	56,885	36.0	0.4	11.3	182			
2. Rising Prosperity	16	4.7	8,717	5.5	0.2	-0.6	85			
3. Comfortable Communities	61	18.0	40,271	25.5	0.2	-3.2	71			
4. Financially Stretched	33	9.7	33,267	21.1	0.1	-5.1	46			
5. Urban Adversity	4	1.2	16,812	10.6	0.0	-5.7	11			
6. Not Private Households	3	0.9	1,910	1.2	0.2	-0.5	73			
Total (Excluding Business addresses without residential pop.)	339		157,862		0.2					



ACORN CATEGORY PROFILE

Show Base



ACORN GROUP PROFILE



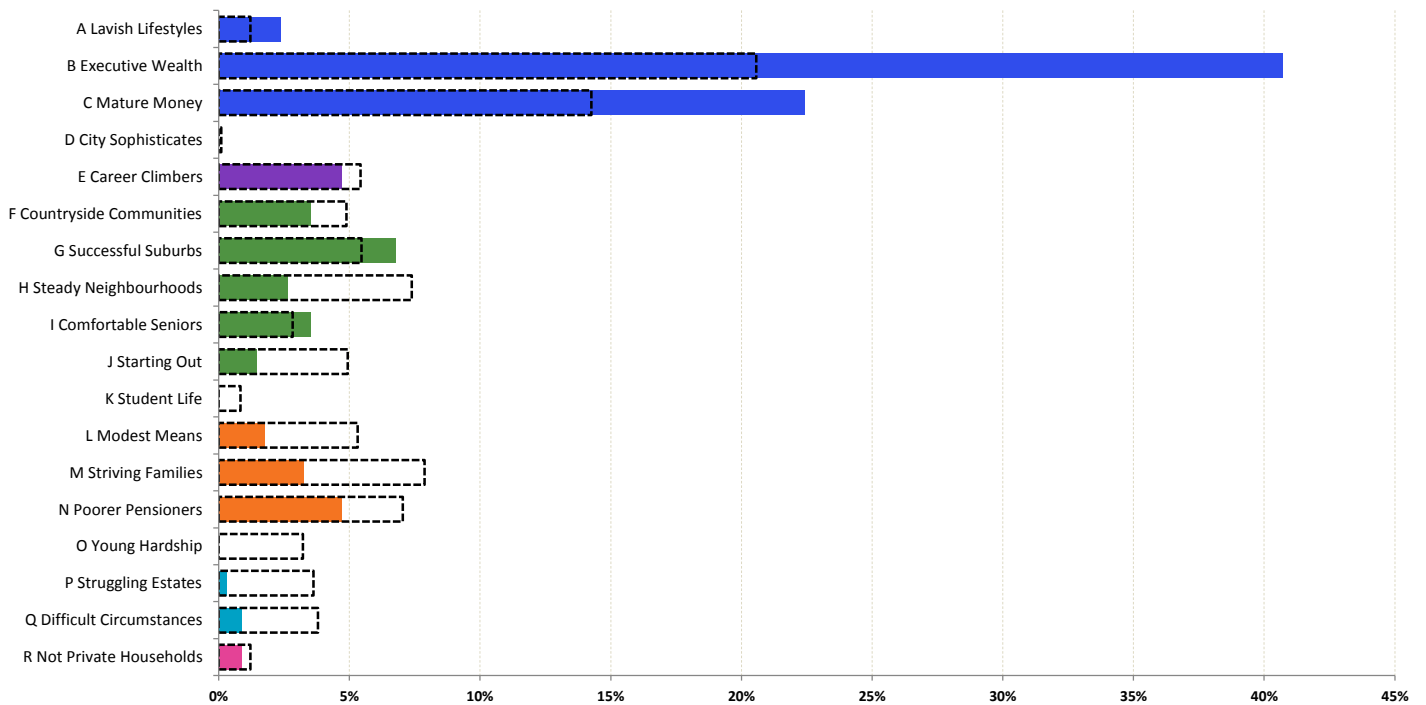
Profile:
 Base:

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	8	2.4	1,918	1.2	0.4	1.9	194			
1.B Executive Wealth	138	40.7	32,462	20.6	0.4	9.2	198			
1.C Mature Money	76	22.4	22,505	14.3	0.3	4.3	157			
2. Rising Prosperity										
2.D City Sophisticates	0	0.0	155	0.1	0.0	-0.6	0			
2.E Career Climbers	16	4.7	8,562	5.4	0.2	-0.6	87			
3. Comfortable Communities										
3.F Countryside Communities	12	3.5	7,713	4.9	0.2	-1.1	72			
3.G Successful Suburbs	23	6.8	8,617	5.5	0.3	1.1	124			
3.H Steady Neighbourhoods	9	2.7	11,665	7.4	0.1	-3.3	36			
3.I Comfortable Seniors	12	3.5	4,474	2.8	0.3	0.8	125			
3.J Starting Out	5	1.5	7,802	4.9	0.1	-2.9	30			
4. Financially Stretched										
4.K Student Life	0	0.0	1,321	0.8	0.0	-1.7	0			
4.L Modest Means	6	1.8	8,389	5.3	0.1	-2.9	33			
4.M Striving Families	11	3.2	12,433	7.9	0.1	-3.2	41			
4.N Poorer Pensioners	16	4.7	11,124	7.0	0.1	-1.7	67			
5. Urban Adversity										
5.O Young Hardship	0	0.0	5,087	3.2	0.0	-3.4	0			
5.P Struggling Estates	1	0.3	5,731	3.6	0.0	-3.3	8			
5.Q Difficult Circumstances	3	0.9	5,994	3.8	0.1	-2.8	23			
6. Not Private Households										
6.R Not Private Households	3	0.9	1,910	1.2	0.2	-0.5	73			
Total (Excluding Business addresses without residential pop.)	339		157,862		0.2					

ACORN GROUP PROFILE

Show Base



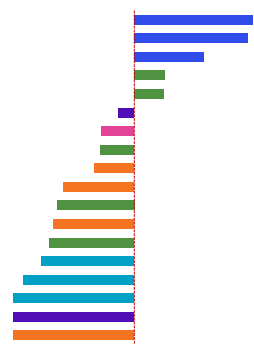
ACORN GROUP PROFILE



Profile:
 Base:

Sort by: Acorn Group
 Index
 Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1.B Executive Wealth	138	40.7	32,462	20.6	0.4	9.2	198			
1.A Lavish Lifestyles	8	2.4	1,918	1.2	0.4	1.9	194			
1.C Mature Money	76	22.4	22,505	14.3	0.3	4.3	157			
3.I Comfortable Seniors	12	3.5	4,474	2.8	0.3	0.8	125			
3.G Successful Suburbs	23	6.8	8,617	5.5	0.3	1.1	124			
2.E Career Climbers	16	4.7	8,562	5.4	0.2	-0.6	87			
6.R Not Private Households	3	0.9	1,910	1.2	0.2	-0.5	73			
3.F Countryside Communities	12	3.5	7,713	4.9	0.2	-1.1	72			
4.N Poorer Pensioners	16	4.7	11,124	7.0	0.1	-1.7	67			
4.M Striving Families	11	3.2	12,433	7.9	0.1	-3.2	41			
3.H Steady Neighbourhoods	9	2.7	11,665	7.4	0.1	-3.3	36			
4.L Modest Means	6	1.8	8,389	5.3	0.1	-2.9	33			
3.J Starting Out	5	1.5	7,802	4.9	0.1	-2.9	30			
5.Q Difficult Circumstances	3	0.9	5,994	3.8	0.1	-2.8	23			
5.P Struggling Estates	1	0.3	5,731	3.6	0.0	-3.3	8			
5.O Young Hardship	0	0.0	5,087	3.2	0.0	-3.4	0			
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	-1.7	0			
Total (Excluding Business addresses without residential pop.)	339		157,862		0.2					



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	-0.2	0			
1.A.3 Large house luxury	8	2.4	1,881	1.2	0.4	2.0	198			
1.B Executive Wealth										
1.B.4 Asset rich families	43	12.7	8,310	5.3	0.5	6.1	241			
1.B.5 Wealthy countryside commuters	76	22.4	12,817	8.1	0.6	9.6	276			
1.B.6 Financially comfortable families	5	1.5	4,393	2.8	0.1	-1.5	53			
1.B.7 Affluent professionals	1	0.3	726	0.5	0.1	-0.4	64			
1.B.8 Prosperous suburban families	5	1.5	2,263	1.4	0.2	0.1	103			
1.B.9 Well-off edge of towners	8	2.4	3,953	2.5	0.2	-0.2	94			
1.C Mature Money										
1.C.10 Better-off villagers	53	15.6	9,101	5.8	0.6	7.8	271			
1.C.11 Settled suburbia, older people	13	3.8	9,297	5.9	0.1	-1.6	65			
1.C.12 Retired and empty nesters	5	1.5	3,010	1.9	0.2	-0.6	77			
1.C.13 Upmarket downsizers	5	1.5	1,097	0.7	0.5	1.7	212			
2. Rising Prosperity										
2.D. City Sophisticates										
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			
2.E Career Climbers										
2.E.18 Career driven young families	3	0.9	2,912	1.8	0.1	-1.3	48			
2.E.19 First time buyers in small, modern homes	13	3.8	5,650	3.6	0.2	0.3	107			
2.E.20 Mixed metropolitan areas	0	0.0	0	0.0	0.0	0.0	0			
3. Comfortable Communities										
3.F Countryside Communities										
3.F.21 Farms and cottages	0	0.0	1,317	0.8	0.0	-1.7	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	12	3.5	5,713	3.6	0.2	-0.1	98			
3.G Successful Suburbs										
3.G.24 Comfortably-off families in modern housing	3	0.9	4,295	2.7	0.1	-2.1	33			
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	20	5.9	4,322	2.7	0.5	3.6	215			
3.H Steady Neighbourhoods										
3.H.27 Suburban semis, conventional attitudes	1	0.3	6,737	4.3	0.0	-3.6	7			
3.H.28 Owner occupied terraces, average income	1	0.3	102	0.1	1.0	1.7	457			
3.H.29 Established suburbs, older families	7	2.1	4,826	3.1	0.1	-1.1	68			
3.I Comfortable Seniors										
3.I.30 Older people, neat and tidy neighbourhoods	10	2.9	3,586	2.3	0.3	0.8	130			
3.I.31 Elderly singles in purpose-built accommodation	2	0.6	888	0.6	0.2	0.1	105			
3.J Starting Out										
3.J.32 Educated families in terraces, young children	2	0.6	4,185	2.7	0.0	-2.4	22			
3.J.33 Smaller houses and starter homes	3	0.9	3,617	2.3	0.1	-1.7	39			
4. Financially Stretched										
4.K Student Life										
4.K.34 Student flats and halls of residence	0	0.0	252	0.2	0.0	-0.7	0			
4.K.35 Term-time terraces	0	0.0	896	0.6	0.0	-1.4	0			
4.K.36 Educated young people in flats and tenements	0	0.0	173	0.1	0.0	-0.6	0			
4.L Modest Means										
4.L.37 Low cost flats in suburban areas	3	0.9	516	0.3	0.6	1.8	271			
4.L.38 Semi-skilled workers in traditional neighbourhoods	3	0.9	4,328	2.7	0.1	-2.1	32			
4.L.39 Fading owner occupied terraces	0	0.0	3,545	2.2	0.0	-2.8	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	9	2.7	3,392	2.1	0.3	0.6	124			
4.M.42 Struggling young families in post-war terraces	0	0.0	1,797	1.1	0.0	-2.0	0			
4.M.43 Families in right-to-buy estates	1	0.3	3,909	2.5	0.0	-2.6	12			
4.M.44 Post-war estates, limited means	1	0.3	3,335	2.1	0.0	-2.3	14			
4.N Poorer Pensioners										
4.N.45 Pensioners in social housing, semis and terraces	4	1.2	2,023	1.3	0.2	-0.2	92			
4.N.46 Elderly people in social rented flats	1	0.3	1,622	1.0	0.1	-1.3	29			
4.N.47 Low income older people in smaller semis	9	2.7	4,990	3.2	0.2	-0.5	84			
4.N.48 Pensioners and singles in social rented flats	2	0.6	2,489	1.6	0.1	-1.5	37			
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	-1.8	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1,741	1.1	0.0	-1.9	0			
5.O.51 Young people in small, low cost terraces	0	0.0	1,912	1.2	0.0	-2.0	0			
5.P Struggling Estates										
5.P.52 Poorer families, many children, terraced housing	0	0.0	3,614	2.3	0.0	-2.8	0			
5.P.53 Low income terraces	0	0.0	0	0.0	0.0	0.0	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	0	0.0	0.0	0.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0	0.0	0.0	0.0	0			
5.P.56 Low income large families in social rented semis	1	0.3	2,117	1.3	0.0	-1.7	22			
5.Q Difficult Circumstances										
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	3	0.9	3,180	2.0	0.1	-1.5	44			
5.Q.59 Deprived areas and high-rise flats	0	0.0	1,998	1.3	0.0	-2.1	0			
6. Not Private Households										
6.R Not Private Households										
6.R.60 Active communal population	0	0.0	209	0.1	0.0	-0.7	0			
6.R.61 Inactive Communal Population	3	0.9	1,701	1.1	0.2	-0.3	82			
6.R.62 Business addresses without residential population	26	7.7	2,289	1.5	1.1	9.6				
Total (Excluding Business addresses without residential pop.)	339		157,862		0.2					

ACORN TYPE PROFILE



Profile: **Frodsham**
 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	76	22.4	12,817	8.1	0.6	9.6	276			
1.C.10 Better-off villagers	53	15.6	9,101	5.8	0.6	7.8	271			
1.B.4 Asset rich families	43	12.7	8,310	5.3	0.5	6.1	241			
3.G.26 Semi-professional families, owner occupied neighbourhoods	20	5.9	4,322	2.7	0.5	3.6	215			
2.E.19 First time buyers in small, modern homes	13	3.8	5,650	3.6	0.2	0.3	107			
1.C.11 Settled suburbia, older people	13	3.8	9,297	5.9	0.1	-1.6	65			
3.F.23 Owner occupiers in small towns and villages	12	3.5	5,713	3.6	0.2	-0.1	98			
3.I.30 Older people, neat and tidy neighbourhoods	10	2.9	3,586	2.3	0.3	0.8	130			
4.M.41 Labouring semi-rural estates	9	2.7	3,392	2.1	0.3	0.6	124			
4.N.47 Low income older people in smaller semis	9	2.7	4,990	3.2	0.2	-0.5	84			
1.A.3 Large house luxury	8	2.4	1,881	1.2	0.4	2.0	198			
1.B.9 Well-off edge of towners	8	2.4	3,953	2.5	0.2	-0.2	94			
3.H.29 Established suburbs, older families	7	2.1	4,826	3.1	0.1	-1.1	68			
1.B.8 Prosperous suburban families	5	1.5	2,263	1.4	0.2	0.1	103			
1.C.12 Retired and empty nesters	5	1.5	3,010	1.9	0.2	-0.6	77			
1.C.13 Upmarket downsizers	5	1.5	1,097	0.7	0.5	1.7	212			
1.B.6 Financially comfortable families	5	1.5	4,393	2.8	0.1	-1.5	53			
4.N.45 Pensioners in social housing, semis and terraces	4	1.2	2,023	1.3	0.2	-0.2	92			
4.L.38 Semi-skilled workers in traditional neighbourhoods	3	0.9	4,328	2.7	0.1	-2.1	32			
3.J.33 Smaller houses and starter homes	3	0.9	3,617	2.3	0.1	-1.7	39			
3.G.24 Comfortably-off families in modern housing	3	0.9	4,295	2.7	0.1	-2.1	33			
5.Q.58 Singles and young families, some receiving benefits	3	0.9	3,180	2.0	0.1	-1.5	44			
2.E.18 Career driven young families	3	0.9	2,912	1.8	0.1	-1.3	48			
4.L.37 Low cost flats in suburban areas	3	0.9	516	0.3	0.6	1.8	271			
6.R.61 Inactive Communal Population	3	0.9	1,701	1.1	0.2	-0.3	82			
3.J.32 Educated families in terraces, young children	2	0.6	4,185	2.7	0.0	-2.4	22			
4.N.48 Pensioners and singles in social rented flats	2	0.6	2,489	1.6	0.1	-1.5	37			
3.I.31 Elderly singles in purpose-built accommodation	2	0.6	888	0.6	0.2	0.1	105			
3.H.27 Suburban semis, conventional attitudes	1	0.3	6,737	4.3	0.0	-3.6	7			
4.M.43 Families in right-to-buy estates	1	0.3	3,909	2.5	0.0	-2.6	12			
4.M.44 Post-war estates, limited means	1	0.3	3,335	2.1	0.0	-2.3	14			
5.P.56 Low income large families in social rented semis	1	0.3	2,117	1.3	0.0	-1.7	22			
1.B.7 Affluent professionals	1	0.3	726	0.5	0.1	-0.4	64			
4.N.46 Elderly people in social rented flats	1	0.3	1,622	1.0	0.1	-1.3	29			
3.H.28 Owner occupied terraces, average income	1	0.3	102	0.1	1.0	1.7	457			
4.L.39 Fading owner occupied terraces	0	0.0	3,545	2.2	0.0	-2.8	0			
4.K.34 Student flats and halls of residence	0	0.0	252	0.2	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			
5.Q.59 Deprived areas and high-rise flats	0	0.0	1,998	1.3	0.0	-2.1	0			
2.E.20 Mixed metropolitan areas	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			
4.K.36 Educated young people in flats and tenements	0	0.0	173	0.1	0.0	-0.6	0			
2.D.14 Townhouse cosmopolitans	0	0.0	68	0.0	0.0	-0.4	0			
2.D.16 Metropolitan professionals	0	0.0	87	0.1	0.0	-0.4	0			
3.F.22 Larger families in rural areas	0	0.0	683	0.4	0.0	-1.2	0			
5.O.49 Young families in low cost private flats	0	0.0	1,434	0.9	0.0	-1.8	0			
4.M.42 Struggling young families in post-war terraces	0	0.0	1,797	1.1	0.0	-2.0	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0	0.0	0.0	0.0	0			
5.P.52 Poorer families, many children, terraced housing	0	0.0	3,614	2.3	0.0	-2.8	0			
2.D.17 Socialising young renters	0	0.0	0	0.0	0.0	0.0	0			
2.D.15 Younger professionals in smaller flats	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	-2.0	0			
6.R.60 Active communal population	0	0.0	209	0.1	0.0	-0.7	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			
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			
5.Q.57 Social rented flats, families and single parents	0	0.0	816	0.5	0.0	-1.3	0			
3.F.21 Farms and cottages	0	0.0	1,317	0.8	0.0	-1.7	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1,741	1.1	0.0	-1.9	0			
4.K.35 Term-time terraces	0	0.0	896	0.6	0.0	-1.4	0			
Total (Excluding Business addresses without residential pop.)	339		157,862		0.2					