

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

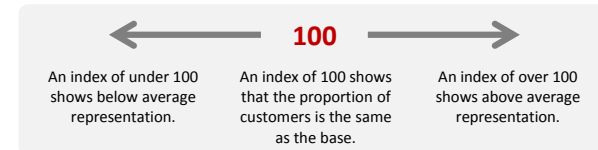
[Click here for more...](#)



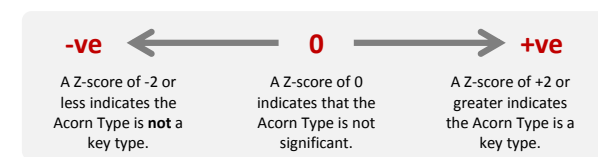
INTERPRETING THE REPORT

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: **Gowry Rural 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	£49k	Social Media Usage	Medium

DEMOGRAPHICS

AGE

Age Group	Percentage
0-17	20%
18-24	6%
25-34	9%
35-49	20%
50-64	23%
65-74	13%
75+	9%

FAMILY

Family Type	Percentage	Index
Couple - No Children	22%	116
Couple - With Children	24%	115
Lone Parent	5%	71
Single - No Children	12%	79
All Student/Pensioner	24%	103

KEY INSIGHTS

- The average age of the population in the profiled households is slightly older when compared to the base.
- Households containing couples with no children occur more in this profile than in the base.
- 9.0% 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 Band	Percentage	Index
£0-£20k	8%	66
£20k-£40k	20%	95
£40k-£60k	28%	117
£60k-£80k	13%	131
£80k-£100k	9%	143
£100k+	22%	155

SOCIAL GRADE

Social Grade	Percentage	Index
AB	36%	128
C1	30%	103
C2	19%	92
D	8%	72
E	7%	65

EMPLOYMENT

Employment Type	Percentage	Index
Full-Time	39%	100
Part-Time	17%	101
Self-emp.	15%	130
Retired	14%	105
Unemp.	4%	59
Student	2%	87
Other	10%	78

MOTOR & HOME

CARS

Cars	Percentage	Index
No Cars	11%	56
1 Car	43%	94
2 Cars	35%	130
3+ Cars	11%	148

CAR TYPE

Car Type	Percentage	Index
Mini/Supermini	24%	104
Small Family Car	26%	101
Large Family Car	28%	117
Luxury/Executive	8%	147
Sports/4x4/MPV	9%	149

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 56.5% more likely than in the base.
- 43.5% 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	43%	120
Owned Mortgage	35%	111
Private Rented	13%	85
Social Rented	8%	48

TYPE

Property Type	Percentage	Index
Terraced	15%	68
Semi-	34%	94
Flat	6%	45
Detached	45%	157
Bungalow	12%	133

BEDROOMS

Bedrooms	Percentage	Index
1	4%	54
2	17%	76
3	44%	96
4	27%	139
5+	9%	151

SIZE

Household Size	Percentage	Index
1 Person	15%	81
2 People	40%	106
3-4 People	37%	103
5+ People	8%	101

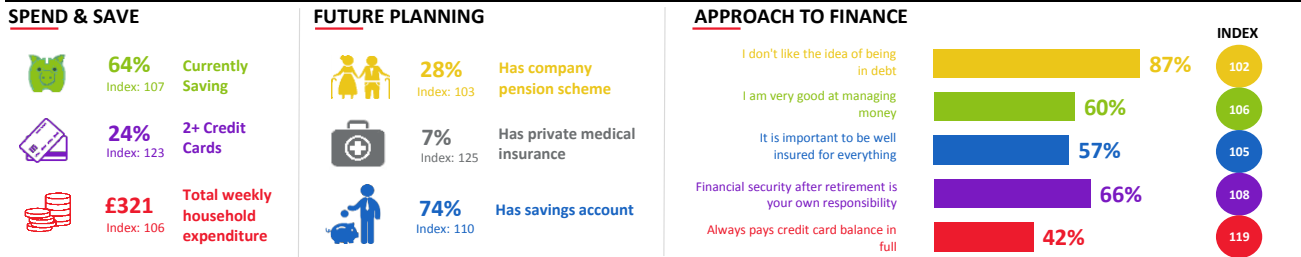
ACORN PROFILE OVERVIEW



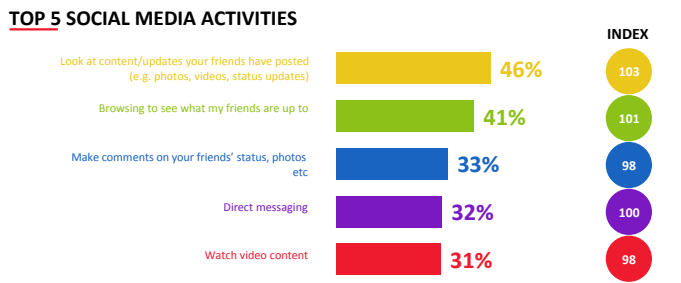
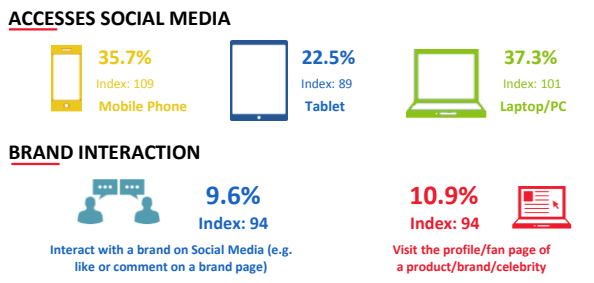
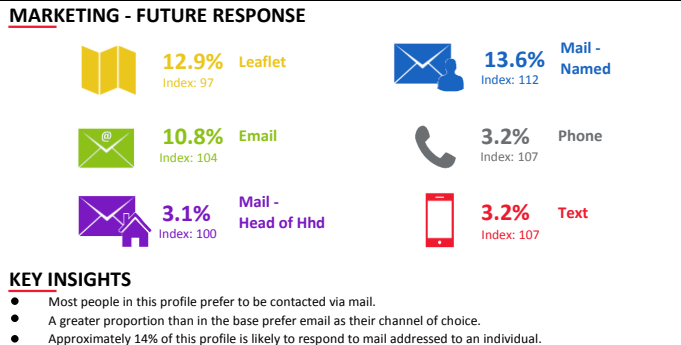
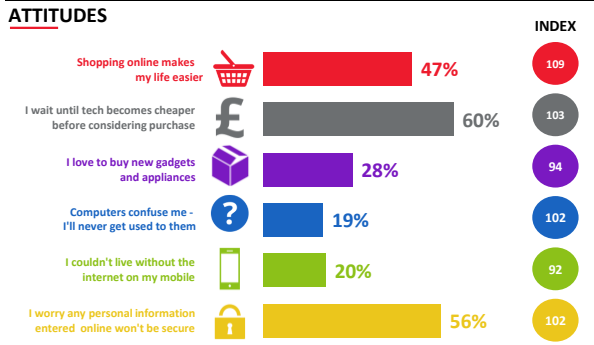
Profile: **Gowy Rural Ward**
 Base: **Cheshire West and Chester Base**

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.

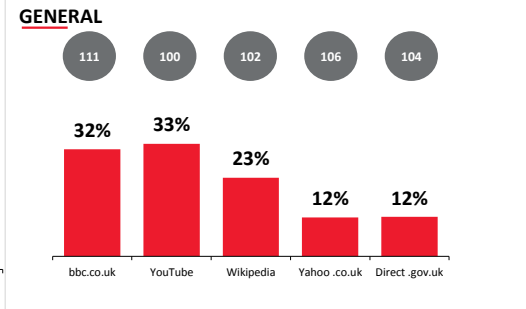
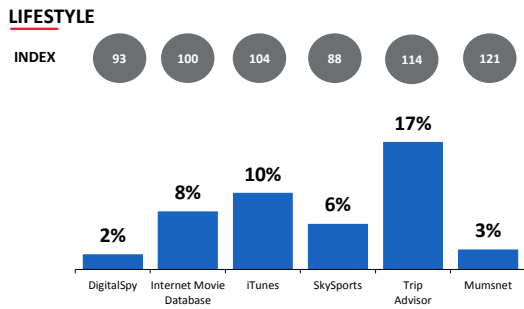
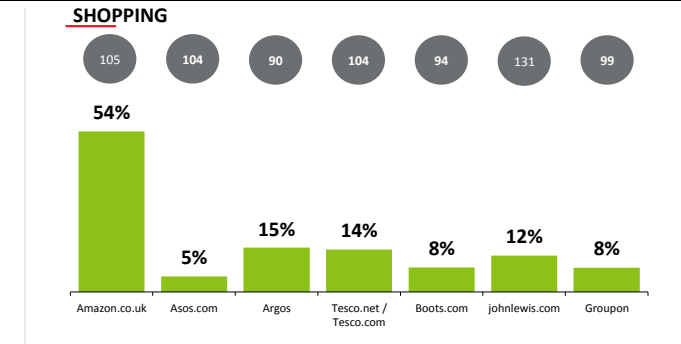
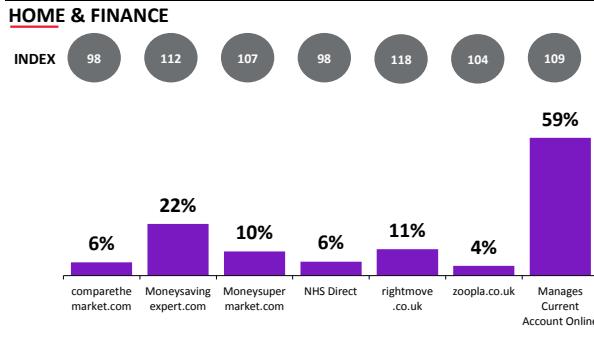
FINANCIAL BEHAVIOUR & ATTITUDES



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.

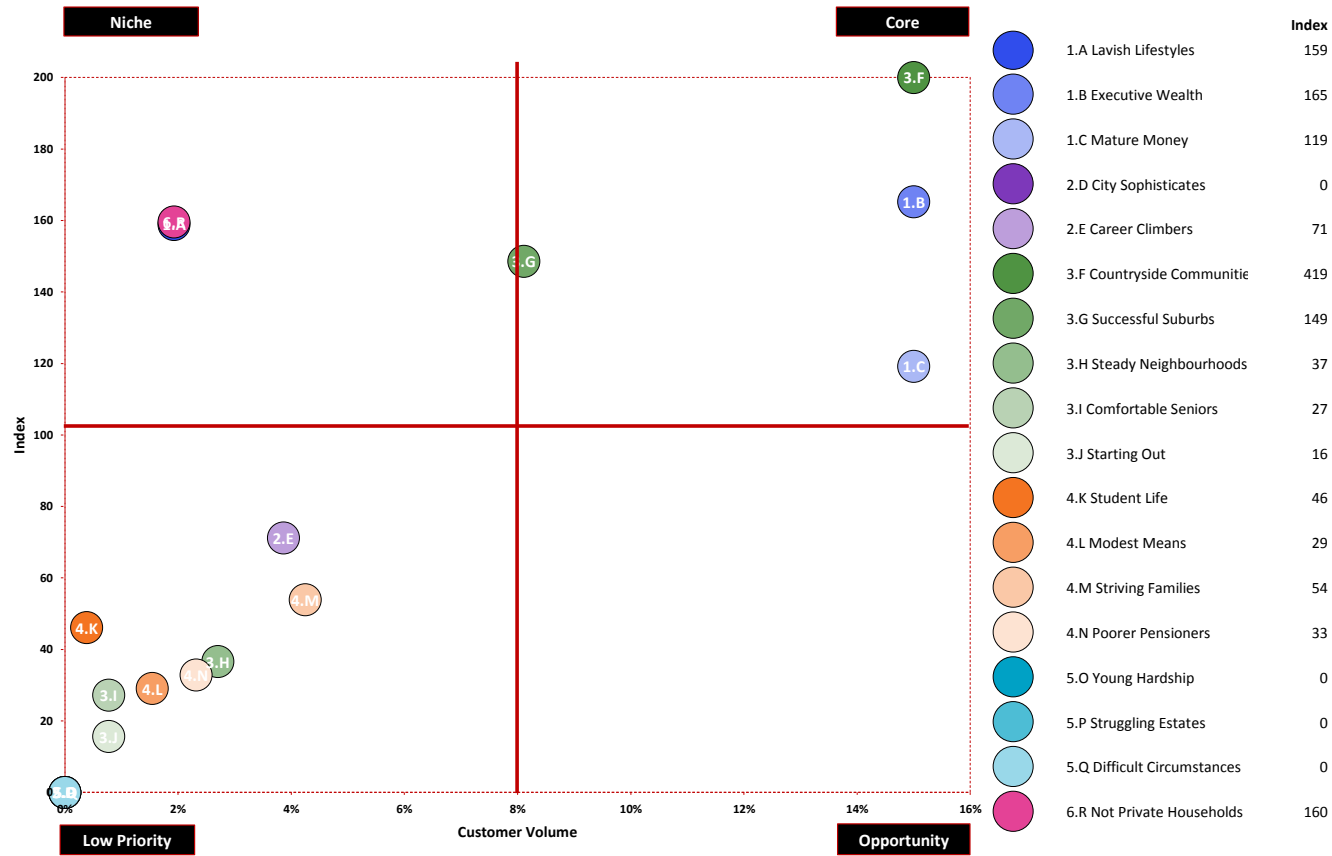
ACORN CUSTOMER VIEW CHART



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	87		■	
Age 5-17	101			
Age 18-24	83		■	
Age 25-34	77		■	
Age 35-49	101			
Age 50-64	112		■	
Aged 65-74	114		■	
Aged 75 plus	103			

ACORN CATEGORY PROFILE

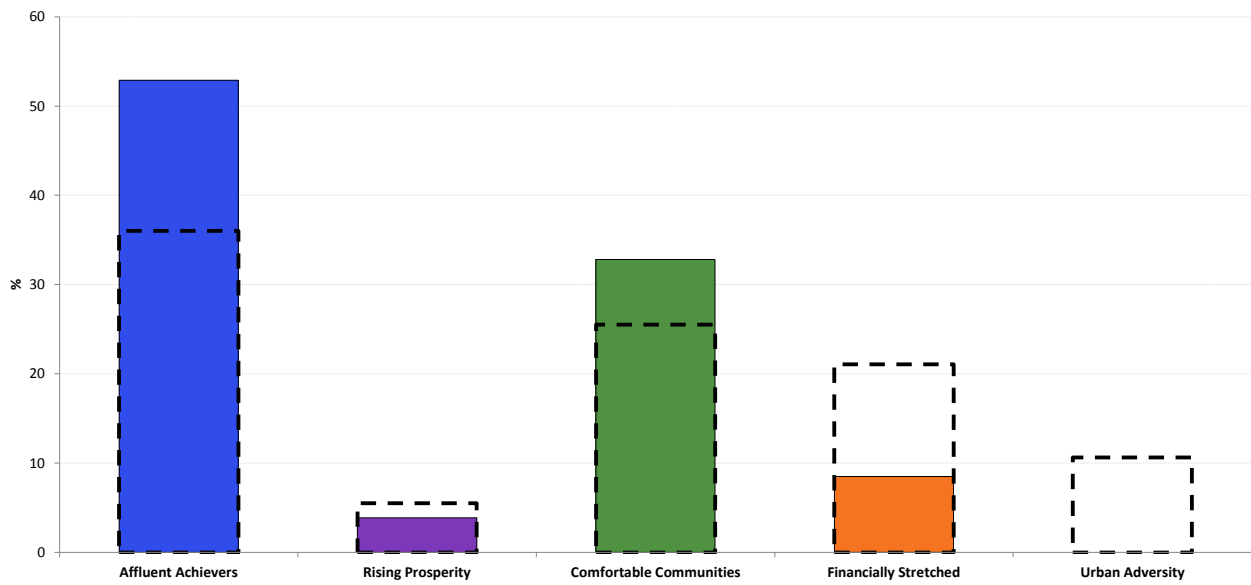


Profile:
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	137	52.9	56,885	36.0	0.2	5.7	147			
2. Rising Prosperity	10	3.9	8,717	5.5	0.1	-1.2	70			
3. Comfortable Communities	85	32.8	40,271	25.5	0.2	2.7	129			
4. Financially Stretched	22	8.5	33,267	21.1	0.1	-5.0	40			
5. Urban Adversity	0	0.0	16,812	10.6	0.0	-5.6	0			
6. Not Private Households	5	1.9	1,910	1.2	0.3	1.1	160			
Total (Excluding Business addresses without residential pop.)	259		157,862		0.2					

ACORN CATEGORY PROFILE

Show Base



ACORN GROUP PROFILE



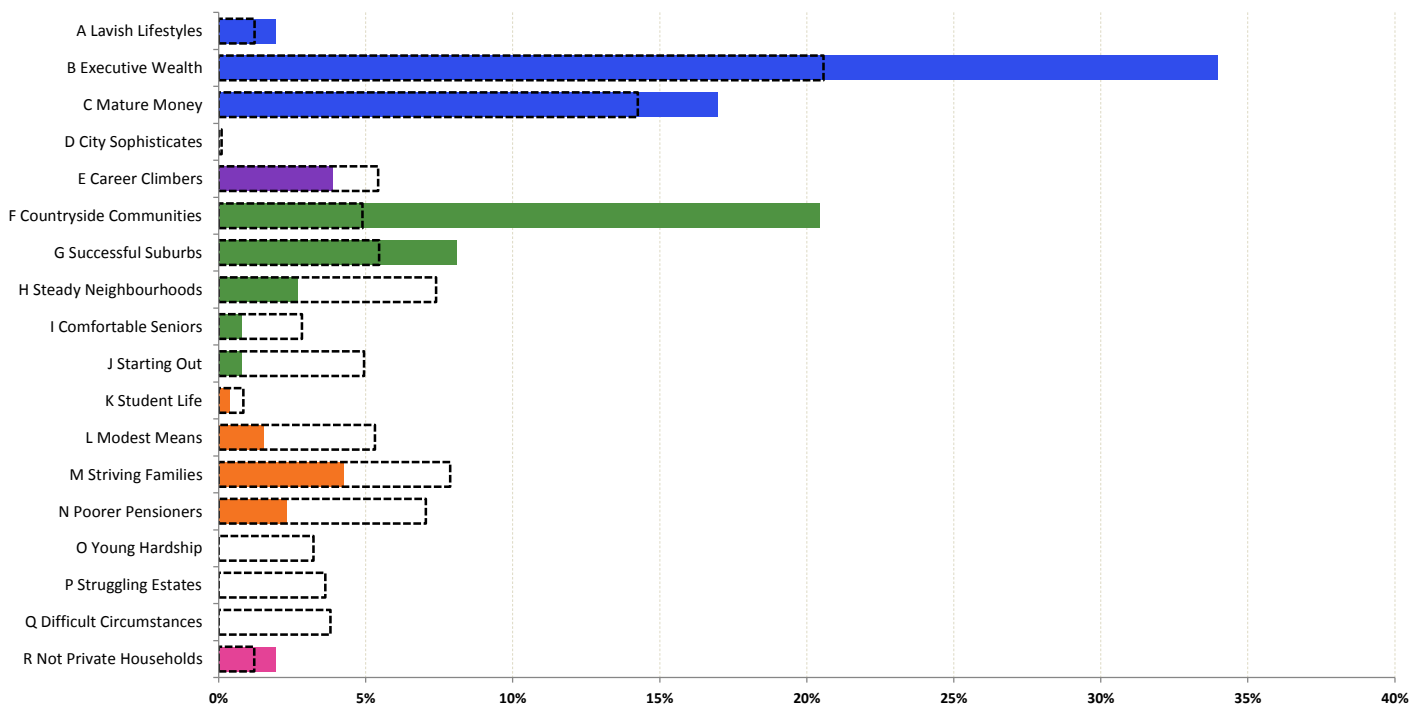
Profile:
 Base:

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	5	1.9	1,918	1.2	0.3	1.1	159			
1.B Executive Wealth	88	34.0	32,462	20.6	0.3	5.3	165			
1.C Mature Money	44	17.0	22,505	14.3	0.2	1.3	119			
2. Rising Prosperity										
2.D City Sophisticates	0	0.0	155	0.1	0.0	-0.5	0			
2.E Career Climbers	10	3.9	8,562	5.4	0.1	-1.1	71			
3. Comfortable Communities										
3.F Countryside Communities	53	20.5	7,713	4.9	0.7	11.6	419			
3.G Successful Suburbs	21	8.1	8,617	5.5	0.2	1.9	149			
3.H Steady Neighbourhoods	7	2.7	11,665	7.4	0.1	-2.9	37			
3.I Comfortable Seniors	2	0.8	4,474	2.8	0.0	-2.0	27			
3.J Starting Out	2	0.8	7,802	4.9	0.0	-3.1	16			
4. Financially Stretched										
4.K Student Life	1	0.4	1,321	0.8	0.1	-0.8	46			
4.L Modest Means	4	1.5	8,389	5.3	0.0	-2.7	29			
4.M Striving Families	11	4.2	12,433	7.9	0.1	-2.2	54			
4.N Poorer Pensioners	6	2.3	11,124	7.0	0.1	-3.0	33			
5. Urban Adversity										
5.O Young Hardship	0	0.0	5,087	3.2	0.0	-2.9	0			
5.P Struggling Estates	0	0.0	5,731	3.6	0.0	-3.1	0			
5.Q Difficult Circumstances	0	0.0	5,994	3.8	0.0	-3.2	0			
6. Not Private Households										
6.R Not Private Households	5	1.9	1,910	1.2	0.3	1.1	160			
Total (Excluding Business addresses without residential pop.)	259		157,862		0.2					

ACORN GROUP PROFILE

Show Base



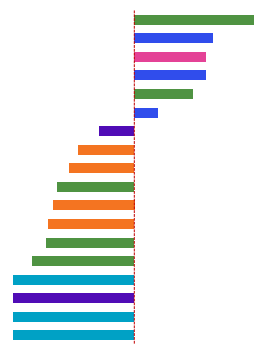
ACORN GROUP PROFILE



Profile:
 Base:

Sort by: Acorn Group
 Index
 Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
3.F Countryside Communities	53	20.5	7,713	4.9	0.7	11.6	419			
1.B Executive Wealth	88	34.0	32,462	20.6	0.3	5.3	165			
6.R Not Private Households	5	1.9	1,910	1.2	0.3	1.1	160			
1.A Lavish Lifestyles	5	1.9	1,918	1.2	0.3	1.1	159			
3.G Successful Suburbs	21	8.1	8,617	5.5	0.2	1.9	149			
1.C Mature Money	44	17.0	22,505	14.3	0.2	1.3	119			
2.E Career Climbers	10	3.9	8,562	5.4	0.1	-1.1	71			
4.M Striving Families	11	4.2	12,433	7.9	0.1	-2.2	54			
4.K Student Life	1	0.4	1,321	0.8	0.1	-0.8	46			
3.H Steady Neighbourhoods	7	2.7	11,665	7.4	0.1	-2.9	37			
4.N Poorer Pensioners	6	2.3	11,124	7.0	0.1	-3.0	33			
4.L Modest Means	4	1.5	8,389	5.3	0.0	-2.7	29			
3.I Comfortable Seniors	2	0.8	4,474	2.8	0.0	-2.0	27			
3.J Starting Out	2	0.8	7,802	4.9	0.0	-3.1	16			
5.P Struggling Estates	0	0.0	5,731	3.6	0.0	-3.1	0			
2.D City Sophisticates	0	0.0	155	0.1	0.0	-0.5	0			
5.O Young Hardship	0	0.0	5,087	3.2	0.0	-2.9	0			
5.Q Difficult Circumstances	0	0.0	5,994	3.8	0.0	-3.2	0			
Total (Excluding Business addresses without residential pop.)	259		157,862		0.2					



ACORN TYPE PROFILE



Profile: **Gowy Rural 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	5	1.9	1,881	1.2	0.3	1.1	162			
1.B Executive Wealth										
1.B.4 Asset rich families	14	5.4	8,310	5.3	0.2	0.1	103			
1.B.5 Wealthy countryside commuters	51	19.7	12,817	8.1	0.4	6.8	243			
1.B.6 Financially comfortable families	6	2.3	4,393	2.8	0.1	-0.5	83			
1.B.7 Affluent professionals	0	0.0	726	0.5	0.0	-1.1	0			
1.B.8 Prosperous suburban families	2	0.8	2,263	1.4	0.1	-0.9	54			
1.B.9 Well-off edge of towners	15	5.8	3,953	2.5	0.4	3.4	231			
1.C Mature Money										
1.C.10 Better-off villagers	34	13.1	9,101	5.8	0.4	5.1	228			
1.C.11 Settled suburbia, older people	7	2.7	9,297	5.9	0.1	-2.2	46			
1.C.12 Retired and empty nesters	2	0.8	3,010	1.9	0.1	-1.3	40			
1.C.13 Upmarket downsizers	1	0.4	1,097	0.7	0.1	-0.6	56			
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	-0.4	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	9	3.5	2,912	1.8	0.3	1.9	188			
2.E.19 First time buyers in small, modern homes	1	0.4	5,650	3.6	0.0	-2.8	11			
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	3	1.2	1,317	0.8	0.2	0.6	139			
3.F.22 Larger families in rural areas	3	1.2	683	0.4	0.4	1.8	268			
3.F.23 Owner occupiers in small towns and villages	47	18.1	5,713	3.6	0.8	12.5	501			
3.G Successful Suburbs										
3.G.24 Comfortably-off families in modern housing	2	0.8	4,295	2.7	0.0	-1.9	28			
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	19	7.3	4,322	2.7	0.4	4.5	268			
3.H Steady Neighbourhoods										
3.H.27 Suburban semis, conventional attitudes	0	0.0	6,737	4.3	0.0	-3.4	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	7	2.7	4,826	3.1	0.1	-0.3	88			
3.I Comfortable Seniors										
3.I.30 Older people, neat and tidy neighbourhoods	2	0.8	3,586	2.3	0.1	-1.6	34			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	888	0.6	0.0	-1.2	0			
3.J Starting Out										
3.J.32 Educated families in terraces, young children	0	0.0	4,185	2.7	0.0	-2.7	0			
3.J.33 Smaller houses and starter homes	2	0.8	3,617	2.3	0.1	-1.6	34			
4. Financially Stretched										
4.K Student Life										
4.K.34 Student flats and halls of residence	1	0.4	252	0.2	0.4	0.9	242			
4.K.35 Term-time terraces	0	0.0	896	0.6	0.0	-1.2	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	1	0.4	516	0.3	0.2	0.2	118			
4.L.38 Semi-skilled workers in traditional neighbourhoods	1	0.4	4,328	2.7	0.0	-2.3	14			
4.L.39 Fading owner occupied terraces	2	0.8	3,545	2.2	0.1	-1.6	34			
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	3.9	3,392	2.1	0.3	1.9	180			
4.M.42 Struggling young families in post-war terraces	0	0.0	1,797	1.1	0.0	-1.7	0			
4.M.43 Families in right-to-buy estates	1	0.4	3,909	2.5	0.0	-2.2	16			
4.M.44 Post-war estates, limited means	0	0.0	3,335	2.1	0.0	-2.4	0			
4.N Poorer Pensioners										
4.N.45 Pensioners in social housing, semis and terraces	2	0.8	2,023	1.3	0.1	-0.7	60			
4.N.46 Elderly people in social rented flats	1	0.4	1,622	1.0	0.1	-1.0	38			
4.N.47 Low income older people in smaller semis	2	0.8	4,990	3.2	0.0	-2.2	24			
4.N.48 Pensioners and singles in social rented flats	1	0.4	2,489	1.6	0.0	-1.5	24			
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	-1.5	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1,741	1.1	0.0	-1.7	0			
5.O.51 Young people in small, low cost terraces	0	0.0	1,912	1.2	0.0	-1.8	0			
5.P Struggling Estates										
5.P.52 Poorer families, many children, terraced housing	0	0.0	3,614	2.3	0.0	-2.5	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	-1.9	0			
5.Q Difficult Circumstances										
5.Q.57 Social rented flats, families and single parents	0	0.0	816	0.5	0.0	-1.2	0			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	3,180	2.0	0.0	-2.3	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	1,998	1.3	0.0	-1.8	0			
6. Not Private Households										
6.R Not Private Households										
6.R.60 Active communal population	1	0.4	209	0.1	0.5	1.1	292			
6.R.61 Inactive Communal Population	4	1.5	1,701	1.1	0.2	0.7	143			
6.R.62 Business addresses without residential population	37	14.3	2,289	1.5	1.6	17.3				
Total (Excluding Business addresses without residential pop.)	259		157,862		0.2					

ACORN TYPE PROFILE



Profile: **Gowry Rural 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	51	19.7	12,817	8.1	0.4	6.8	243			
3.F.23 Owner occupiers in small towns and villages	47	18.1	5,713	3.6	0.8	12.5	501			
1.C.10 Better-off villagers	34	13.1	9,101	5.8	0.4	5.1	228			
3.G.26 Semi-professional families, owner occupied neighbourhoods	19	7.3	4,322	2.7	0.4	4.5	268			
1.B.9 Well-off edge of towners	15	5.8	3,953	2.5	0.4	3.4	231			
1.B.4 Asset rich families	14	5.4	8,310	5.3	0.2	0.1	103			
4.M.41 Labouring semi-rural estates	10	3.9	3,392	2.1	0.3	1.9	180			
2.E.18 Career driven young families	9	3.5	2,912	1.8	0.3	1.9	188			
3.H.29 Established suburbs, older families	7	2.7	4,826	3.1	0.1	-0.3	88			
1.C.11 Settled suburbia, older people	7	2.7	9,297	5.9	0.1	-2.2	46			
1.B.6 Financially comfortable families	6	2.3	4,393	2.8	0.1	-0.5	83			
1.A.3 Large house luxury	5	1.9	1,881	1.2	0.3	1.1	162			
6.R.61 Inactive Communal Population	4	1.5	1,701	1.1	0.2	0.7	143			
3.F.21 Farms and cottages	3	1.2	1,317	0.8	0.2	0.6	139			
3.F.22 Larger families in rural areas	3	1.2	683	0.4	0.4	1.8	268			
4.L.39 Fading owner occupied terraces	2	0.8	3,545	2.2	0.1	-1.6	34			
1.B.8 Prosperous suburban families	2	0.8	2,263	1.4	0.1	-0.9	54			
4.N.45 Pensioners in social housing, semis and terraces	2	0.8	2,023	1.3	0.1	-0.7	60			
3.I.30 Older people, neat and tidy neighbourhoods	2	0.8	3,586	2.3	0.1	-1.6	34			
3.J.33 Smaller houses and starter homes	2	0.8	3,617	2.3	0.1	-1.6	34			
4.N.47 Low income older people in smaller semis	2	0.8	4,990	3.2	0.0	-2.2	24			
1.C.12 Retired and empty nesters	2	0.8	3,010	1.9	0.1	-1.3	40			
3.G.24 Comfortably-off families in modern housing	2	0.8	4,295	2.7	0.0	-1.9	28			
4.N.48 Pensioners and singles in social rented flats	1	0.4	2,489	1.6	0.0	-1.5	24			
1.C.13 Upmarket downsizers	1	0.4	1,097	0.7	0.1	-0.6	56			
4.M.43 Families in right-to-buy estates	1	0.4	3,909	2.5	0.0	-2.2	16			
2.E.19 First time buyers in small, modern homes	1	0.4	5,650	3.6	0.0	-2.8	11			
4.L.37 Low cost flats in suburban areas	1	0.4	516	0.3	0.2	0.2	118			
4.L.38 Semi-skilled workers in traditional neighbourhoods	1	0.4	4,328	2.7	0.0	-2.3	14			
6.R.60 Active communal population	1	0.4	209	0.1	0.5	1.1	292			
4.K.34 Student flats and halls of residence	1	0.4	252	0.2	0.4	0.9	242			
4.N.46 Elderly people in social rented flats	1	0.4	1,622	1.0	0.1	-1.0	38			
5.P.52 Poorer families, many children, terraced housing	0	0.0	3,614	2.3	0.0	-2.5	0			
2.E.20 Mixed metropolitan areas	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	-1.5	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0	0.0	0.0	0.0	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	0	0.0	0.0	0.0	0			
5.P.53 Low income terraces	0	0.0	0	0.0	0.0	0.0	0			
2.D.16 Metropolitan professionals	0	0.0	87	0.1	0.0	-0.4	0			
4.M.44 Post-war estates, limited means	0	0.0	3,335	2.1	0.0	-2.4	0			
5.O.51 Young people in small, low cost terraces	0	0.0	1,912	1.2	0.0	-1.8	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1,741	1.1	0.0	-1.7	0			
3.H.27 Suburban semis, conventional attitudes	0	0.0	6,737	4.3	0.0	-3.4	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	1,998	1.3	0.0	-1.8	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			
2.D.15 Younger professionals in smaller flats	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	-2.3	0			
1.A.1 Exclusive enclaves	0	0.0	9	0.0	0.0	-0.1	0			
2.D.17 Socialising young renters	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	-0.5	0			
3.J.32 Educated families in terraces, young children	0	0.0	4,185	2.7	0.0	-2.7	0			
5.Q.57 Social rented flats, families and single parents	0	0.0	816	0.5	0.0	-1.2	0			
4.M.42 Struggling young families in post-war terraces	0	0.0	1,797	1.1	0.0	-1.7	0			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	0	0.0	0.0	0.0	0			
1.B.7 Affluent professionals	0	0.0	726	0.5	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.P.56 Low income large families in social rented semis	0	0.0	2,117	1.3	0.0	-1.9	0			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	888	0.6	0.0	-1.2	0			
4.K.35 Term-time terraces	0	0.0	896	0.6	0.0	-1.2	0			
1.A.2 Metropolitan money	0	0.0	28	0.0	0.0	-0.2	0			
Total (Excluding Business addresses without residential pop.)	259		157,862		0.2					