

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

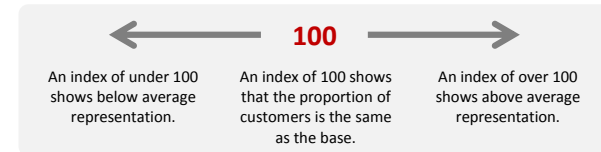
[Click here for more...](#)



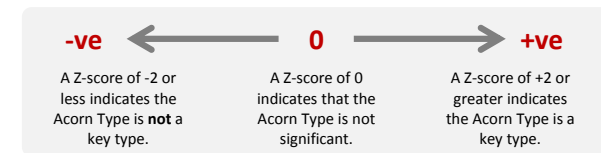
INTERPRETING THE REPORT

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 (Handbridge Park 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: 75 plus | Social Grade: AB | Children At Home: 0
 House Tenure: Owned Outright | Household Income: £50k | Social Media Usage: Medium

DEMOGRAPHICS

AGE

| | |
|-------|-----|
| 0-17 | 19% |
| 18-24 | 7% |
| 25-34 | 11% |
| 35-49 | 20% |
| 50-64 | 21% |
| 65-74 | 12% |
| 75+ | 10% |

FAMILY

| | |
|------------------------|-----|
| Couple - No Children | 20% |
| Couple - With Children | 22% |
| Lone Parent | 5% |
| Single - No Children | 14% |
| All Student/Pensioner | 25% |

KEY INSIGHTS

- The average age of the population in the profiled households is slightly older when compared to the base.
- Households containing all pensioner or students 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: 66) | 22% |
| £20k-£40k (Index: 93) | 27% |
| £40k-£60k (Index: 116) | 13% |
| £60k-£80k (Index: 131) | 8% |
| £80k-£100k (Index: 148) | 10% |
| £100k+ (Index: 165) | 20% |

SOCIAL GRADE

| | |
|-----------------|-----|
| AB (Index: 136) | 39% |
| C1 (Index: 107) | 31% |
| C2 (Index: 77) | 16% |
| D (Index: 68) | 7% |
| E (Index: 63) | 7% |

EMPLOYMENT

| | |
|------------------------|-----|
| Full-Time (Index: 104) | 41% |
| Part-Time (Index: 95) | 17% |
| Self-emp. (Index: 111) | 14% |
| Retired (Index: 102) | 12% |
| Unemp. (Index: 74) | 5% |
| Student (Index: 103) | 2% |
| Other (Index: 84) | 10% |

MOTOR & HOME

CARS

| | |
|----------------------|-----|
| No Cars (Index: 82) | 16% |
| 1 Car (Index: 98) | 45% |
| 2 Cars (Index: 113) | 31% |
| 3+ Cars (Index: 110) | 8% |

CAR TYPE

| | |
|-------------------------------|-----|
| Mini/Supermini (Index: 114) | 27% |
| Small Family Car (Index: 83) | 22% |
| Large Family Car (Index: 94) | 23% |
| Luxury/Executive (Index: 253) | 14% |
| Sports/4x4/MPV (Index: 89) | 5% |

KEY INSIGHTS

- Most households will have access to a mini/supermini.
- A higher proportion, in comparison to the base, are likely to have a luxury/executive car.
- Detached houses are 30.5% more likely than in the base.
- 42.6% 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

| | |
|-----------------------------|-----|
| Owned Outright (Index: 117) | 43% |
| Owned Mortgage (Index: 106) | 34% |
| Private Rented (Index: 113) | 17% |
| Social Rented (Index: 39) | 6% |

TYPE

| | |
|-----------------------|-----|
| Terraced (Index: 109) | 24% |
| Semi- (Index: 72) | 26% |
| Flat (Index: 97) | 12% |
| Detached (Index: 130) | 37% |
| Bungalow (Index: 105) | 10% |

BEDROOMS

| | |
|-----------------|-----|
| 1 (Index: 78) | 5% |
| 2 (Index: 94) | 21% |
| 3 (Index: 85) | 39% |
| 4 (Index: 132) | 26% |
| 5+ (Index: 165) | 9% |

SIZE

| | |
|-------------------------|-----|
| 1 Person (Index: 90) | 16% |
| 2 People (Index: 104) | 40% |
| 3-4 People (Index: 101) | 36% |
| 5+ People (Index: 102) | 8% |

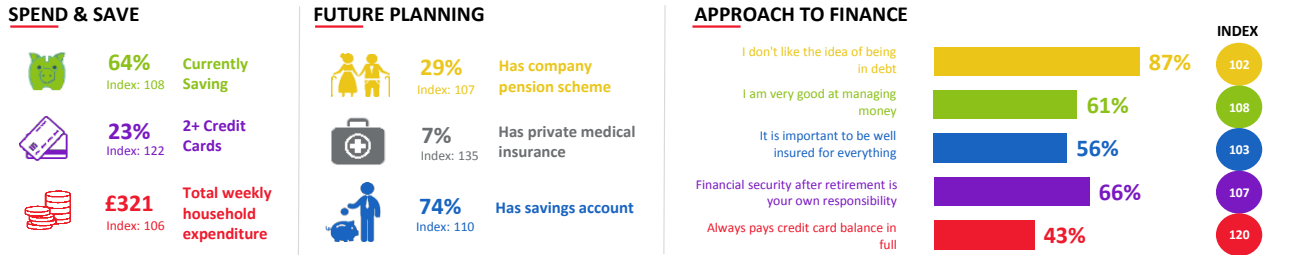
ACORN PROFILE OVERVIEW



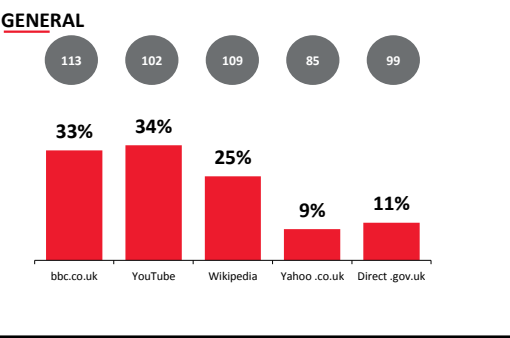
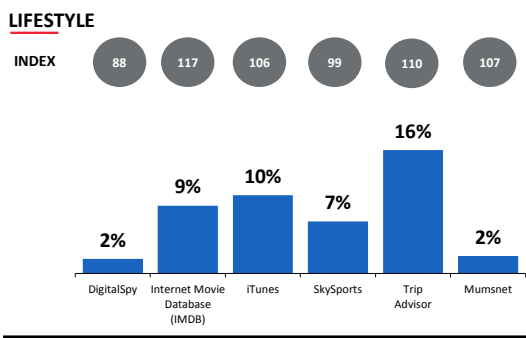
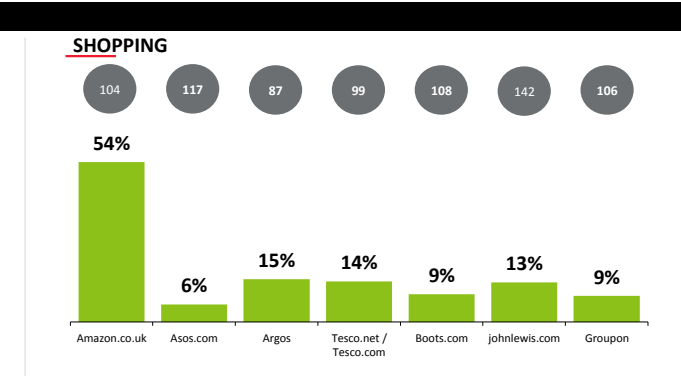
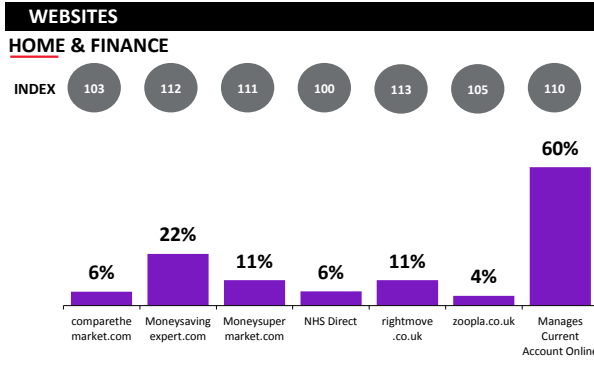
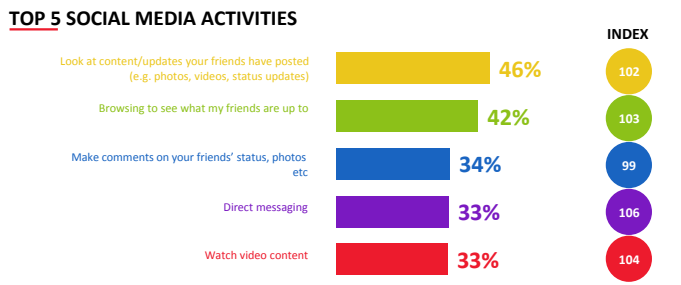
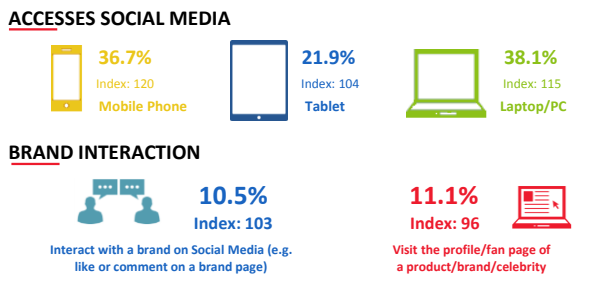
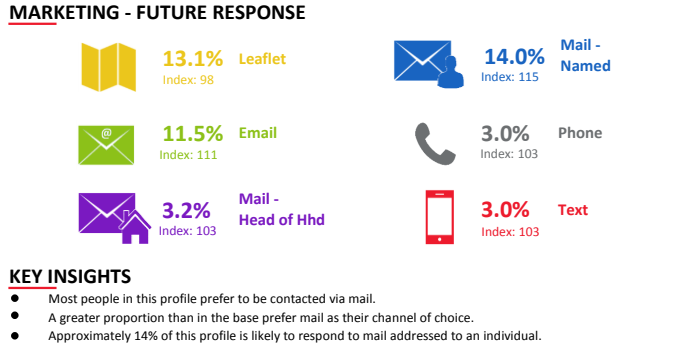
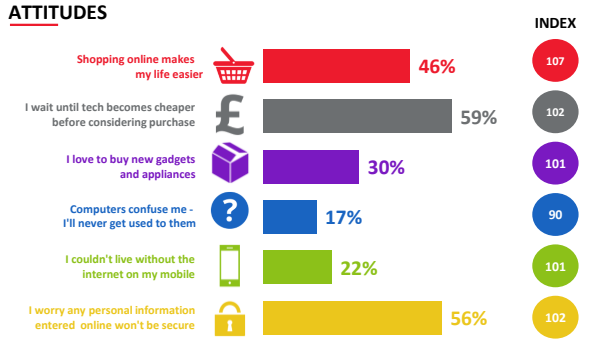
Profile: MASTER.WARDNAME (Handbridge Park Ward)
 Base: Cheshire West and Chester Base

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



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 "trying to meet new people".

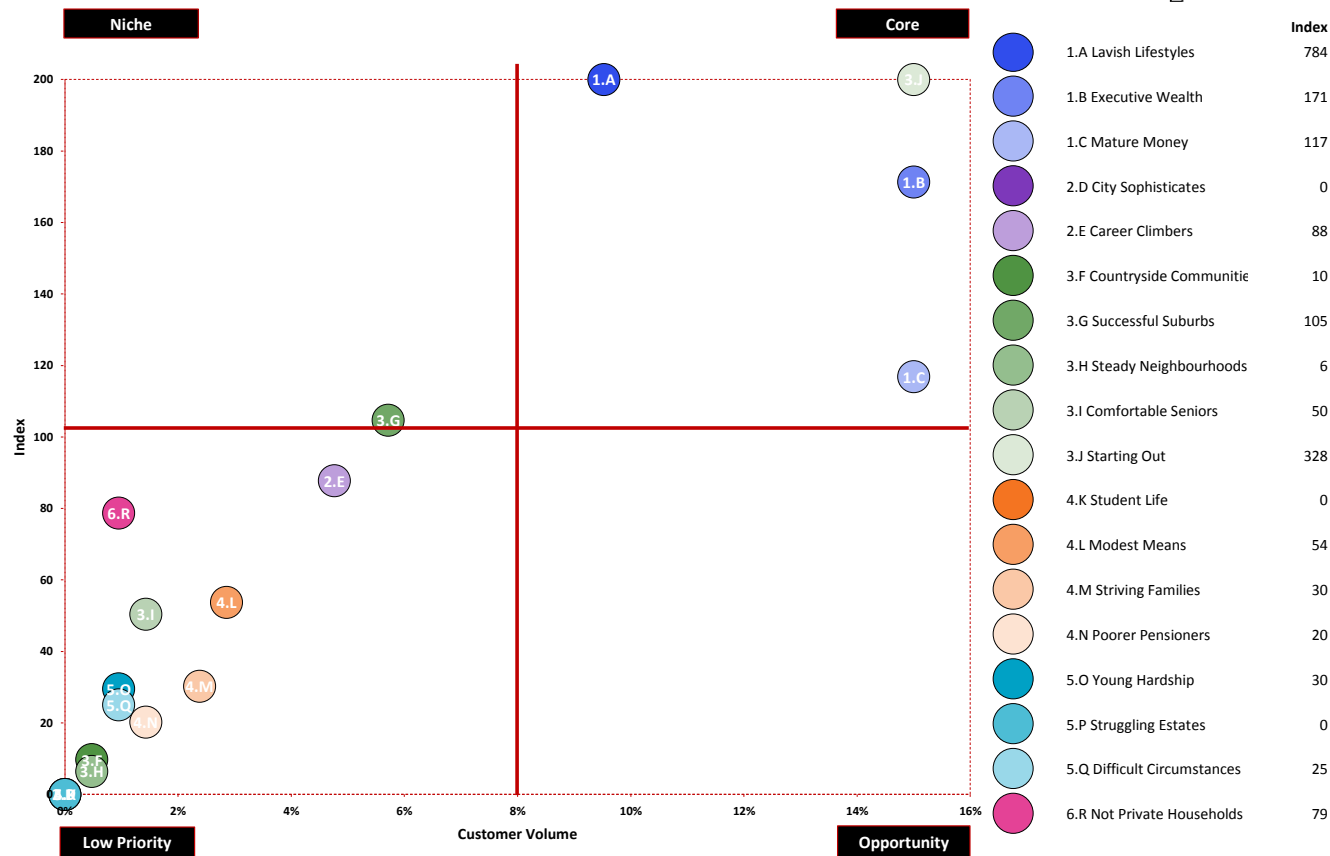
ACORN CUSTOMER VIEW CHART



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 | 94 | | <div style="width: 94%;"></div> | |
| Age 5-17 | 95 | | <div style="width: 95%;"></div> | |
| Age 18-24 | 92 | | <div style="width: 92%;"></div> | |
| Age 25-34 | 99 | | <div style="width: 99%;"></div> | |
| Age 35-49 | 101 | | <div style="width: 101%;"></div> | |
| Age 50-64 | 102 | | <div style="width: 102%;"></div> | |
| Aged 65-74 | 105 | | <div style="width: 105%;"></div> | |
| Aged 75 plus | 109 | | <div style="width: 109%;"></div> | |

ACORN CATEGORY PROFILE

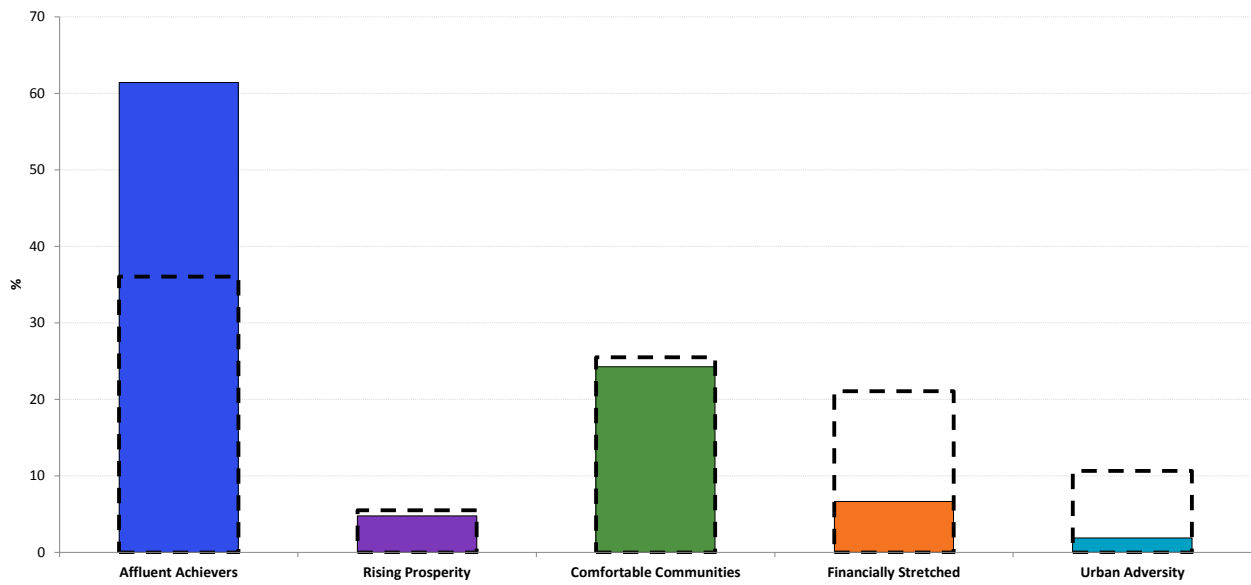


Profile: MASTER.WARDNAME (Handbridge Park Ward)
 Base: Cheshire West and Chester Base

| Acorn Category Description | Profile | % | Base | % | Penetration % | Z-Score | Index | 0 | 100 | 200 |
|--|------------|------|----------------|------|---------------|---------|-------|---|-----|-----|
| 1. Affluent Achievers | 129 | 61.4 | 56,885 | 36.0 | 0.2 | 7.7 | 170 | | | |
| 2. Rising Prosperity | 10 | 4.8 | 8,717 | 5.5 | 0.1 | -0.5 | 86 | | | |
| 3. Comfortable Communities | 51 | 24.3 | 40,271 | 25.5 | 0.1 | -0.4 | 95 | | | |
| 4. Financially Stretched | 14 | 6.7 | 33,267 | 21.1 | 0.0 | -5.1 | 32 | | | |
| 5. Urban Adversity | 4 | 1.9 | 16,812 | 10.6 | 0.0 | -4.1 | 18 | | | |
| 6. Not Private Households | 2 | 1.0 | 1,910 | 1.2 | 0.1 | -0.3 | 79 | | | |
| Total (Excluding Business addresses without residential pop.) | 210 | | 157,862 | | 0.1 | | | | | |

ACORN CATEGORY PROFILE

Show Base



ACORN GROUP PROFILE



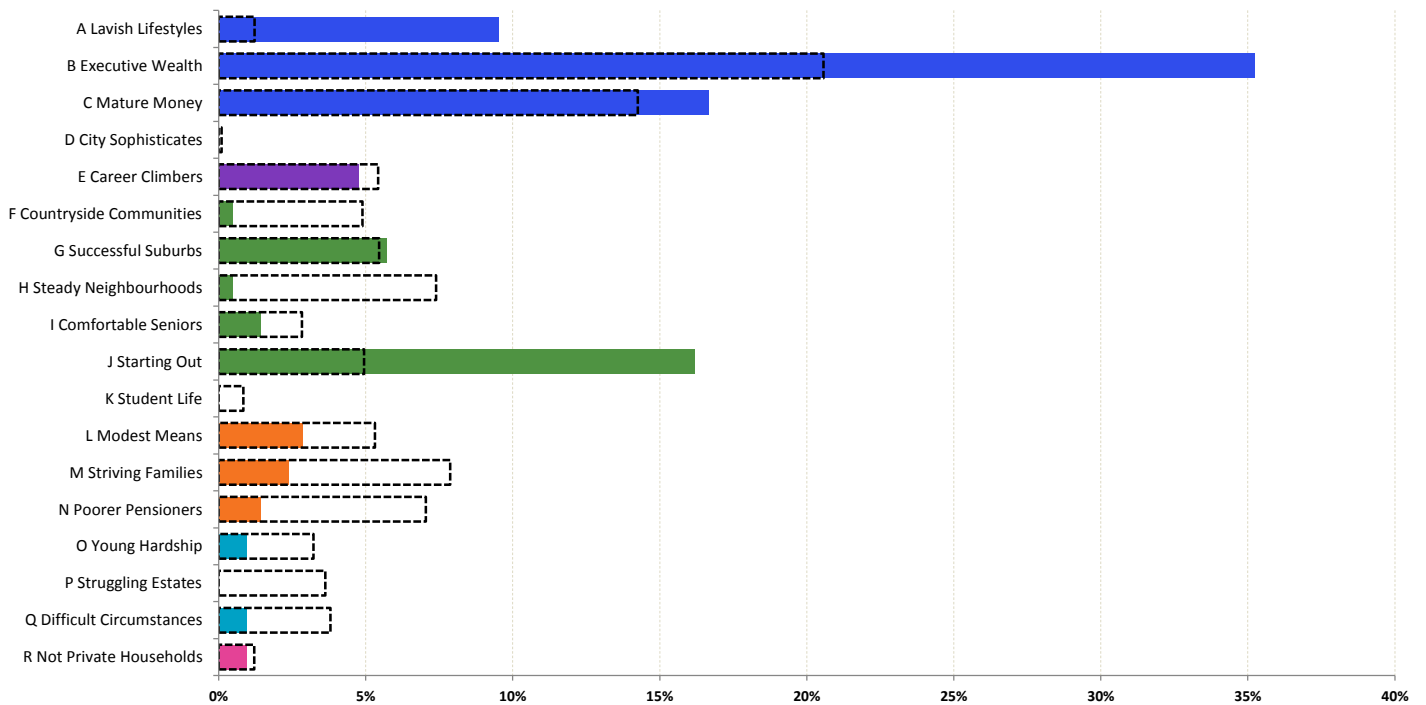
Profile: MASTER.WARDNAME (Handbridge Park Ward)
 Base: Cheshire West and Chester Base

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 | 20 | 9.5 | 1,918 | 1.2 | 1.0 | 11.0 | 784 | | | |
| 1.B Executive Wealth | 74 | 35.2 | 32,462 | 20.6 | 0.2 | 5.3 | 171 | | | |
| 1.C Mature Money | 35 | 16.7 | 22,505 | 14.3 | 0.2 | 1.0 | 117 | | | |
| 2. Rising Prosperity | | | | | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 155 | 0.1 | 0.0 | -0.5 | 0 | | | |
| 2.E Career Climbers | 10 | 4.8 | 8,562 | 5.4 | 0.1 | -0.4 | 88 | | | |
| 3. Comfortable Communities | | | | | | | | | | |
| 3.F Countryside Communities | 1 | 0.5 | 7,713 | 4.9 | 0.0 | -3.0 | 10 | | | |
| 3.G Successful Suburbs | 12 | 5.7 | 8,617 | 5.5 | 0.1 | 0.2 | 105 | | | |
| 3.H Steady Neighbourhoods | 1 | 0.5 | 11,665 | 7.4 | 0.0 | -3.8 | 6 | | | |
| 3.I Comfortable Seniors | 3 | 1.4 | 4,474 | 2.8 | 0.1 | -1.2 | 50 | | | |
| 3.J Starting Out | 34 | 16.2 | 7,802 | 4.9 | 0.4 | 7.5 | 328 | | | |
| 4. Financially Stretched | | | | | | | | | | |
| 4.K Student Life | 0 | 0.0 | 1,321 | 0.8 | 0.0 | -1.3 | 0 | | | |
| 4.L Modest Means | 6 | 2.9 | 8,389 | 5.3 | 0.1 | -1.6 | 54 | | | |
| 4.M Striving Families | 5 | 2.4 | 12,433 | 7.9 | 0.0 | -3.0 | 30 | | | |
| 4.N Poorer Pensioners | 3 | 1.4 | 11,124 | 7.0 | 0.0 | -3.2 | 20 | | | |
| 5. Urban Adversity | | | | | | | | | | |
| 5.O Young Hardship | 2 | 1.0 | 5,087 | 3.2 | 0.0 | -1.9 | 30 | | | |
| 5.P Struggling Estates | 0 | 0.0 | 5,731 | 3.6 | 0.0 | -2.8 | 0 | | | |
| 5.Q Difficult Circumstances | 2 | 1.0 | 5,994 | 3.8 | 0.0 | -2.2 | 25 | | | |
| 6. Not Private Households | | | | | | | | | | |
| 6.R Not Private Households | 2 | 1.0 | 1,910 | 1.2 | 0.1 | -0.3 | 79 | | | |
| Total (Excluding Business addresses without residential pop.) | 210 | | 157,862 | | 0.1 | | | | | |

ACORN GROUP PROFILE

Show Base



ACORN GROUP PROFILE



Profile: MASTER.WARDNAME (Handbridge Park 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.A Lavish Lifestyles | 20 | 9.5 | 1,918 | 1.2 | 1.0 | 11.0 | 784 | | | |
| 3.J Starting Out | 34 | 16.2 | 7,802 | 4.9 | 0.4 | 7.5 | 328 | | | |
| 1.B Executive Wealth | 74 | 35.2 | 32,462 | 20.6 | 0.2 | 5.3 | 171 | | | |
| 1.C Mature Money | 35 | 16.7 | 22,505 | 14.3 | 0.2 | 1.0 | 117 | | | |
| 3.G Successful Suburbs | 12 | 5.7 | 8,617 | 5.5 | 0.1 | 0.2 | 105 | | | |
| 2.E Career Climbers | 10 | 4.8 | 8,562 | 5.4 | 0.1 | -0.4 | 88 | | | |
| 6.R Not Private Households | 2 | 1.0 | 1,910 | 1.2 | 0.1 | -0.3 | 79 | | | |
| 4.L Modest Means | 6 | 2.9 | 8,389 | 5.3 | 0.1 | -1.6 | 54 | | | |
| 3.I Comfortable Seniors | 3 | 1.4 | 4,474 | 2.8 | 0.1 | -1.2 | 50 | | | |
| 4.M Striving Families | 5 | 2.4 | 12,433 | 7.9 | 0.0 | -3.0 | 30 | | | |
| 5.O Young Hardship | 2 | 1.0 | 5,087 | 3.2 | 0.0 | -1.9 | 30 | | | |
| 5.Q Difficult Circumstances | 2 | 1.0 | 5,994 | 3.8 | 0.0 | -2.2 | 25 | | | |
| 4.N Poorer Pensioners | 3 | 1.4 | 11,124 | 7.0 | 0.0 | -3.2 | 20 | | | |
| 3.F Countryside Communities | 1 | 0.5 | 7,713 | 4.9 | 0.0 | -3.0 | 10 | | | |
| 3.H Steady Neighbourhoods | 1 | 0.5 | 11,665 | 7.4 | 0.0 | -3.8 | 6 | | | |
| 4.K Student Life | 0 | 0.0 | 1,321 | 0.8 | 0.0 | -1.3 | 0 | | | |
| 2.D City Sophisticates | 0 | 0.0 | 155 | 0.1 | 0.0 | -0.5 | 0 | | | |
| 5.P Struggling Estates | 0 | 0.0 | 5,731 | 3.6 | 0.0 | -2.8 | 0 | | | |
| Total (Excluding Business addresses without residential pop.) | 210 | | 157,862 | | 0.1 | | | | | |



ACORN TYPE PROFILE



Profile: MASTER.WARDNAME (Handbridge Park 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 | 20 | 9.5 | 1,881 | 1.2 | 1.1 | 11.1 | 799 | | | |
| 1.B Executive Wealth | | | | | | | | | | |
| 1.B.4 Asset rich families | 45 | 21.4 | 8,310 | 5.3 | 0.5 | 10.5 | 407 | | | |
| 1.B.5 Wealthy countryside commuters | 5 | 2.4 | 12,817 | 8.1 | 0.0 | -3.0 | 29 | | | |
| 1.B.6 Financially comfortable families | 0 | 0.0 | 4,393 | 2.8 | 0.0 | -2.5 | 0 | | | |
| 1.B.7 Affluent professionals | 10 | 4.8 | 726 | 0.5 | 1.4 | 9.2 | 1035 | | | |
| 1.B.8 Prosperous suburban families | 12 | 5.7 | 2,263 | 1.4 | 0.5 | 5.2 | 399 | | | |
| 1.B.9 Well-off edge of towners | 2 | 1.0 | 3,953 | 2.5 | 0.1 | -1.4 | 38 | | | |
| 1.C Mature Money | | | | | | | | | | |
| 1.C.10 Better-off villagers | 7 | 3.3 | 9,101 | 5.8 | 0.1 | -1.5 | 58 | | | |
| 1.C.11 Settled suburbia, older people | 13 | 6.2 | 9,297 | 5.9 | 0.1 | 0.2 | 105 | | | |
| 1.C.12 Retired and empty nesters | 6 | 2.9 | 3,010 | 1.9 | 0.2 | 1.0 | 150 | | | |
| 1.C.13 Upmarket downsizers | 9 | 4.3 | 1,097 | 0.7 | 0.8 | 6.3 | 617 | | | |
| 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 | 2 | 1.0 | 2,912 | 1.8 | 0.1 | -1.0 | 52 | | | |
| 2.E.19 First time buyers in small, modern homes | 8 | 3.8 | 5,650 | 3.6 | 0.1 | 0.2 | 106 | | | |
| 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 | -1.3 | 0 | | | |
| 3.F.22 Larger families in rural areas | 0 | 0.0 | 683 | 0.4 | 0.0 | -1.0 | 0 | | | |
| 3.F.23 Owner occupiers in small towns and villages | 1 | 0.5 | 5,713 | 3.6 | 0.0 | -2.4 | 13 | | | |
| 3.G Successful Suburbs | | | | | | | | | | |
| 3.G.24 Comfortably-off families in modern housing | 2 | 1.0 | 4,295 | 2.7 | 0.0 | -1.6 | 35 | | | |
| 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 | 10 | 4.8 | 4,322 | 2.7 | 0.2 | 1.8 | 174 | | | |
| 3.H Steady Neighbourhoods | | | | | | | | | | |
| 3.H.27 Suburban semis, conventional attitudes | 1 | 0.5 | 6,737 | 4.3 | 0.0 | -2.7 | 11 | | | |
| 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 | 0 | 0.0 | 4,826 | 3.1 | 0.0 | -2.6 | 0 | | | |
| 3.I Comfortable Seniors | | | | | | | | | | |
| 3.I.30 Older people, neat and tidy neighbourhoods | 1 | 0.5 | 3,586 | 2.3 | 0.0 | -1.7 | 21 | | | |
| 3.I.31 Elderly singles in purpose-built accommodation | 2 | 1.0 | 888 | 0.6 | 0.2 | 0.8 | 169 | | | |
| 3.J Starting Out | | | | | | | | | | |
| 3.J.32 Educated families in terraces, young children | 32 | 15.2 | 4,185 | 2.7 | 0.8 | 11.4 | 575 | | | |
| 3.J.33 Smaller houses and starter homes | 2 | 1.0 | 3,617 | 2.3 | 0.1 | -1.3 | 42 | | | |
| 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 | -1.6 | 35 | | | |
| 4.L.39 Fading owner occupied terraces | 4 | 1.9 | 3,545 | 2.2 | 0.1 | -0.3 | 85 | | | |
| 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 | -2.1 | 0 | | | |
| 4.M.42 Struggling young families in post-war terraces | 3 | 1.4 | 1,797 | 1.1 | 0.2 | 0.4 | 125 | | | |
| 4.M.43 Families in right-to-buy estates | 0 | 0.0 | 3,909 | 2.5 | 0.0 | -2.3 | 0 | | | |
| 4.M.44 Post-war estates, limited means | 2 | 1.0 | 3,335 | 2.1 | 0.1 | -1.2 | 45 | | | |
| 4.N Poorer Pensioners | | | | | | | | | | |
| 4.N.45 Pensioners in social housing, semis and terraces | 2 | 1.0 | 2,023 | 1.3 | 0.1 | -0.4 | 74 | | | |
| 4.N.46 Elderly people in social rented flats | 0 | 0.0 | 1,622 | 1.0 | 0.0 | -1.5 | 0 | | | |
| 4.N.47 Low income older people in smaller semis | 0 | 0.0 | 4,990 | 3.2 | 0.0 | -2.6 | 0 | | | |
| 4.N.48 Pensioners and singles in social rented flats | 1 | 0.5 | 2,489 | 1.6 | 0.0 | -1.3 | 30 | | | |
| 5. Urban Adversity | | | | | | | | | | |
| 5.O Young Hardship | | | | | | | | | | |
| 5.O.49 Young families in low cost private flats | 1 | 0.5 | 1,434 | 0.9 | 0.1 | -0.7 | 52 | | | |
| 5.O.50 Struggling younger people in mixed tenure | 1 | 0.5 | 1,741 | 1.1 | 0.1 | -0.9 | 43 | | | |
| 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 | -1.7 | 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 | -2.1 | 0 | | | |
| 5.Q.59 Deprived areas and high-rise flats | 2 | 1.0 | 1,998 | 1.3 | 0.1 | -0.4 | 75 | | | |
| 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 | -0.2 | 88 | | | |
| 6.R.62 Business addresses without residential population | 3 | 1.4 | 2,289 | 1.5 | 0.1 | 0.0 | | | | |
| Total (Excluding Business addresses without residential pop.) | 210 | | 157,862 | | 0.1 | | | | | |

ACORN TYPE PROFILE



Profile: **MASTER.WARDNAME (Handbridge Park 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.4 Asset rich families | 45 | 21.4 | 8,310 | 5.3 | 0.5 | 10.5 | 407 | | | |
| 3.J.32 Educated families in terraces, young children | 32 | 15.2 | 4,185 | 2.7 | 0.8 | 11.4 | 575 | | | |
| 1.A.3 Large house luxury | 20 | 9.5 | 1,881 | 1.2 | 1.1 | 11.1 | 799 | | | |
| 1.C.11 Settled suburbia, older people | 13 | 6.2 | 9,297 | 5.9 | 0.1 | 0.2 | 105 | | | |
| 1.B.8 Prosperous suburban families | 12 | 5.7 | 2,263 | 1.4 | 0.5 | 5.2 | 399 | | | |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 10 | 4.8 | 4,322 | 2.7 | 0.2 | 1.8 | 174 | | | |
| 1.B.7 Affluent professionals | 10 | 4.8 | 726 | 0.5 | 1.4 | 9.2 | 1035 | | | |
| 1.C.13 Upmarket downsizers | 9 | 4.3 | 1,097 | 0.7 | 0.8 | 6.3 | 617 | | | |
| 2.E.19 First time buyers in small, modern homes | 8 | 3.8 | 5,650 | 3.6 | 0.1 | 0.2 | 106 | | | |
| 1.C.10 Better-off villagers | 7 | 3.3 | 9,101 | 5.8 | 0.1 | -1.5 | 58 | | | |
| 1.C.12 Retired and empty nesters | 6 | 2.9 | 3,010 | 1.9 | 0.2 | 1.0 | 150 | | | |
| 1.B.5 Wealthy countryside commuters | 5 | 2.4 | 12,817 | 8.1 | 0.0 | -3.0 | 29 | | | |
| 4.L.39 Fading owner occupied terraces | 4 | 1.9 | 3,545 | 2.2 | 0.1 | -0.3 | 85 | | | |
| 4.M.42 Struggling young families in post-war terraces | 3 | 1.4 | 1,797 | 1.1 | 0.2 | 0.4 | 125 | | | |
| 5.Q.59 Deprived areas and high-rise flats | 2 | 1.0 | 1,998 | 1.3 | 0.1 | -0.4 | 75 | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 2 | 1.0 | 4,328 | 2.7 | 0.0 | -1.6 | 35 | | | |
| 6.R.61 Inactive Communal Population | 2 | 1.0 | 1,701 | 1.1 | 0.1 | -0.2 | 88 | | | |
| 4.M.44 Post-war estates, limited means | 2 | 1.0 | 3,335 | 2.1 | 0.1 | -1.2 | 45 | | | |
| 3.G.24 Comfortably-off families in modern housing | 2 | 1.0 | 4,295 | 2.7 | 0.0 | -1.6 | 35 | | | |
| 3.J.33 Smaller houses and starter homes | 2 | 1.0 | 3,617 | 2.3 | 0.1 | -1.3 | 42 | | | |
| 3.I.31 Elderly singles in purpose-built accommodation | 2 | 1.0 | 888 | 0.6 | 0.2 | 0.8 | 169 | | | |
| 2.E.18 Career driven young families | 2 | 1.0 | 2,912 | 1.8 | 0.1 | -1.0 | 52 | | | |
| 1.B.9 Well-off edge of towners | 2 | 1.0 | 3,953 | 2.5 | 0.1 | -1.4 | 38 | | | |
| 4.N.45 Pensioners in social housing, semis and terraces | 2 | 1.0 | 2,023 | 1.3 | 0.1 | -0.4 | 74 | | | |
| 3.H.27 Suburban semis, conventional attitudes | 1 | 0.5 | 6,737 | 4.3 | 0.0 | -2.7 | 11 | | | |
| 3.F.23 Owner occupiers in small towns and villages | 1 | 0.5 | 5,713 | 3.6 | 0.0 | -2.4 | 13 | | | |
| 5.O.49 Young families in low cost private flats | 1 | 0.5 | 1,434 | 0.9 | 0.1 | -0.7 | 52 | | | |
| 5.O.50 Struggling younger people in mixed tenure | 1 | 0.5 | 1,741 | 1.1 | 0.1 | -0.9 | 43 | | | |
| 3.I.30 Older people, neat and tidy neighbourhoods | 1 | 0.5 | 3,586 | 2.3 | 0.0 | -1.7 | 21 | | | |
| 4.N.48 Pensioners and singles in social rented flats | 1 | 0.5 | 2,489 | 1.6 | 0.0 | -1.3 | 30 | | | |
| 6.R.60 Active communal population | 0 | 0.0 | 209 | 0.1 | 0.0 | -0.5 | 0 | | | |
| 4.M.41 Labouring semi-rural estates | 0 | 0.0 | 3,392 | 2.1 | 0.0 | -2.1 | 0 | | | |
| 2.D.17 Socialising young renters | 0 | 0.0 | 0 | 0.0 | 0.0 | 0.0 | 0 | | | |
| 1.B.6 Financially comfortable families | 0 | 0.0 | 4,393 | 2.8 | 0.0 | -2.5 | 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.55 Deprived and ethnically diverse in flats | 0 | 0.0 | 0 | 0.0 | 0.0 | 0.0 | 0 | | | |
| 3.H.29 Established suburbs, older families | 0 | 0.0 | 4,826 | 3.1 | 0.0 | -2.6 | 0 | | | |
| 4.K.36 Educated young people in flats and tenements | 0 | 0.0 | 173 | 0.1 | 0.0 | -0.5 | 0 | | | |
| 5.P.52 Poorer families, many children, terraced housing | 0 | 0.0 | 3,614 | 2.3 | 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.57 Social rented flats, families and single parents | 0 | 0.0 | 816 | 0.5 | 0.0 | -1.0 | 0 | | | |
| 1.A.2 Metropolitan money | 0 | 0.0 | 28 | 0.0 | 0.0 | -0.2 | 0 | | | |
| 4.N.47 Low income older people in smaller semis | 0 | 0.0 | 4,990 | 3.2 | 0.0 | -2.6 | 0 | | | |
| 4.L.40 High occupancy terraces, culturally diverse family areas | 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 | | | |
| 4.N.46 Elderly people in social rented flats | 0 | 0.0 | 1,622 | 1.0 | 0.0 | -1.5 | 0 | | | |
| 2.D.16 Metropolitan professionals | 0 | 0.0 | 87 | 0.1 | 0.0 | -0.3 | 0 | | | |
| 3.G.25 Larger family homes, multi-ethnic areas | 0 | 0.0 | 0 | 0.0 | 0.0 | 0.0 | 0 | | | |
| 3.H.28 Owner occupied terraces, average income | 0 | 0.0 | 102 | 0.1 | 0.0 | -0.4 | 0 | | | |
| 1.A.1 Exclusive enclaves | 0 | 0.0 | 9 | 0.0 | 0.0 | -0.1 | 0 | | | |
| 3.F.21 Farms and cottages | 0 | 0.0 | 1,317 | 0.8 | 0.0 | -1.3 | 0 | | | |
| 4.K.35 Term-time terraces | 0 | 0.0 | 896 | 0.6 | 0.0 | -1.1 | 0 | | | |
| 4.M.43 Families in right-to-buy estates | 0 | 0.0 | 3,909 | 2.5 | 0.0 | -2.3 | 0 | | | |
| 5.P.56 Low income large families in social rented semis | 0 | 0.0 | 2,117 | 1.3 | 0.0 | -1.7 | 0 | | | |
| 2.E.20 Mixed metropolitan areas | 0 | 0.0 | 0 | 0.0 | 0.0 | 0.0 | 0 | | | |
| 3.F.22 Larger families in rural areas | 0 | 0.0 | 683 | 0.4 | 0.0 | -1.0 | 0 | | | |
| 4.L.37 Low cost flats in suburban areas | 0 | 0.0 | 516 | 0.3 | 0.0 | -0.8 | 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.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 | -2.1 | 0 | | | |
| Total (Excluding Business addresses without residential pop.) | 210 | | 157,862 | | 0.1 | | | | | |