

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

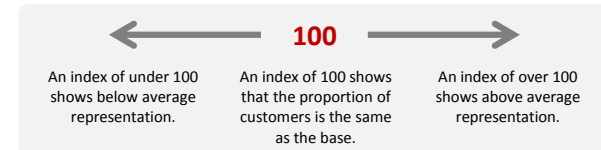
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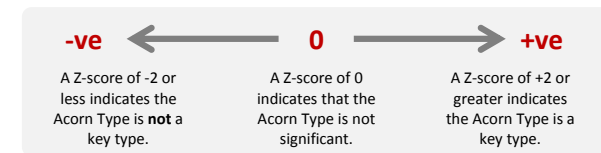
INTERPRETING THE REPORT

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: **Helsby**
 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	£48k		Social Media Usage	Medium

DEMOGRAPHICS

AGE

0-17	19%
18-24	6%
25-34	9%
35-49	19%
50-64	22%
65-74	13%
75+	10%

FAMILY

Couple - No Children	22%
Couple - With Children	23%
Lone Parent	5%
Single - No Children	12%
All Student/Pensioner	25%

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.
- 7.9% 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: 68)	7%
£20k-£40k (Index: 98)	8%
£40k-£60k (Index: 118)	21%
£60k-£80k (Index: 129)	13%
£80k-£100k (Index: 134)	22%
£100k+ (Index: 136)	29%

SOCIAL GRADE

AB (Index: 124)	35%
C1 (Index: 104)	30%
C2 (Index: 93)	19%
D (Index: 73)	8%
E (Index: 67)	8%

EMPLOYMENT

Full-Time (Index: 101)	18%
Part-Time (Index: 101)	14%
Self-emp. (Index: 128)	39%
Retired (Index: 108)	15%
Unemp. (Index: 61)	4%
Student (Index: 81)	2%
Other (Index: 77)	10%

MOTOR & HOME

CARS

No Cars	12%	Index: 58
1 Car	45%	Index: 97
2 Cars	34%	Index: 125
3+ Cars	10%	Index: 135

CAR TYPE

Mini/Supermini	26%	Index: 112
Small Family Car	27%	Index: 104
Large Family Car	27%	Index: 114
Luxury/Executive	6%	Index: 113
Sports/4x4/MPV	8%	Index: 136

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.
- Bungalows are 46.9% more likely than in the base.
- 43.8% of the households in the profile are likely to be owned outright.
- About 24% of households will have 4 bedrooms.
- The prevailing size is 2 people

TENURE

Owned Outright	44%	Index: 121
Owned Mortgage	34%	Index: 108
Private Rented	13%	Index: 89
Social Rented	8%	Index: 48

TYPE

Terraced	18%	Index: 80
Semi-	33%	Index: 91
Flat	7%	Index: 57
Detached	42%	Index: 146
Bungalow	13%	Index: 147

BEDROOMS

1	4%
2	20%
3	45%
4	24%
5+	7%

SIZE

1 Person	16%	Index: 88
2 People	41%	Index: 109
3-4 People	35%	Index: 99
5+ People	7%	Index: 89

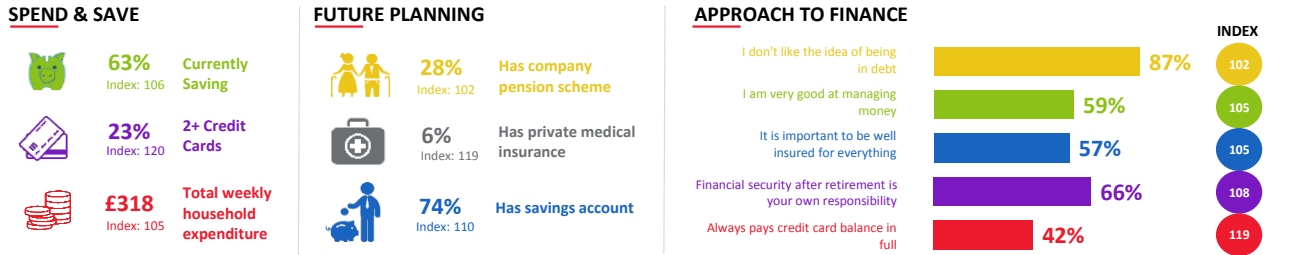
ACORN PROFILE OVERVIEW



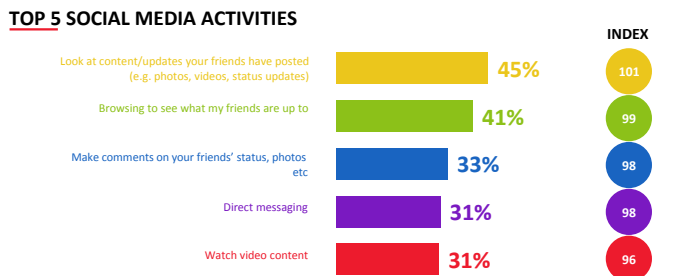
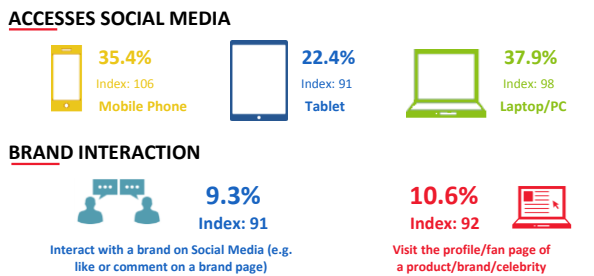
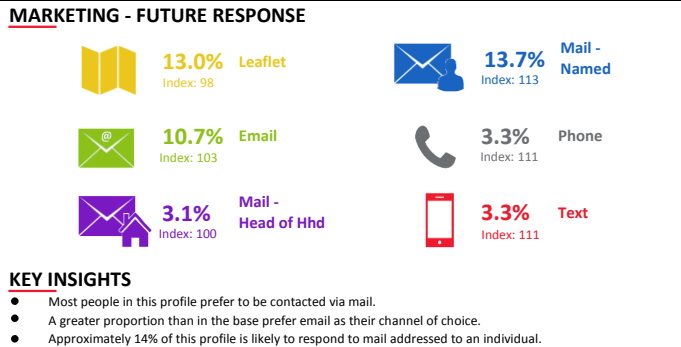
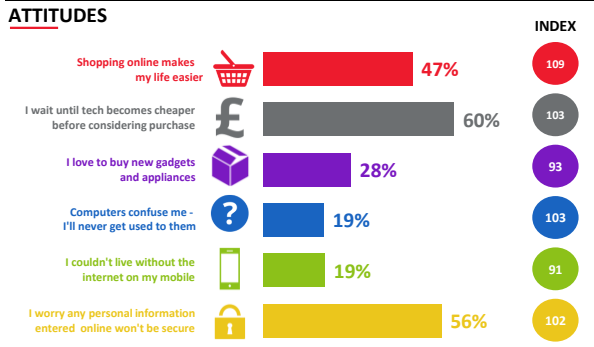
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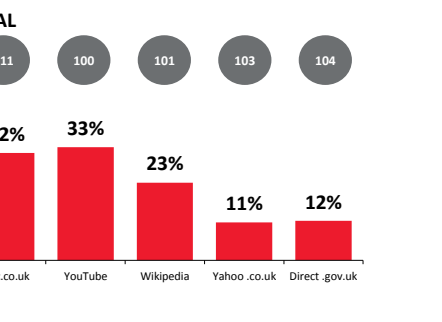
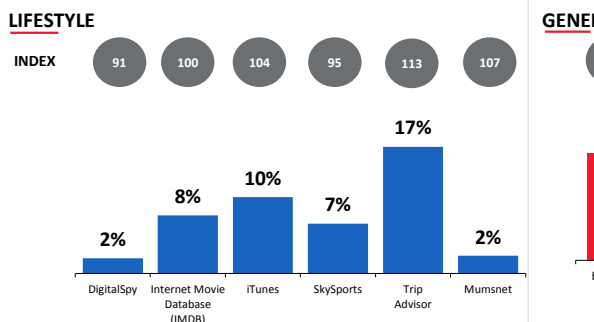
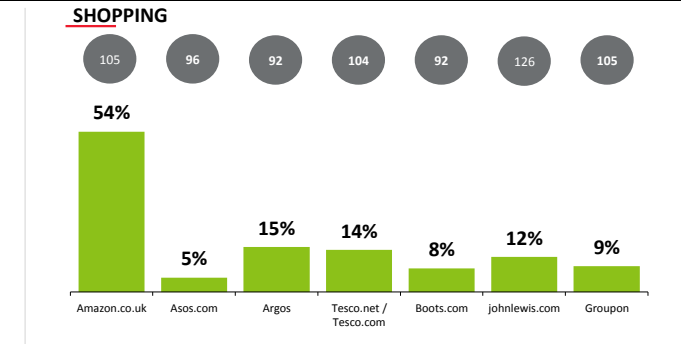
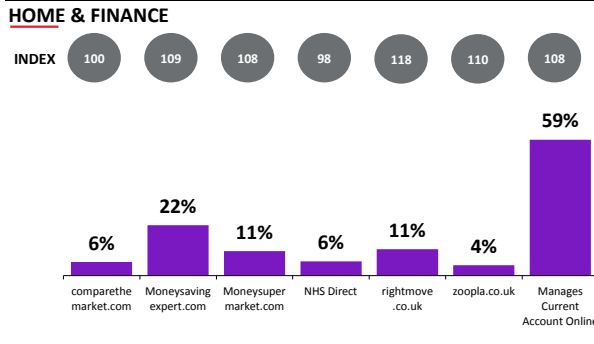
FINANCIAL BEHAVIOUR & ATTITUDES



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.

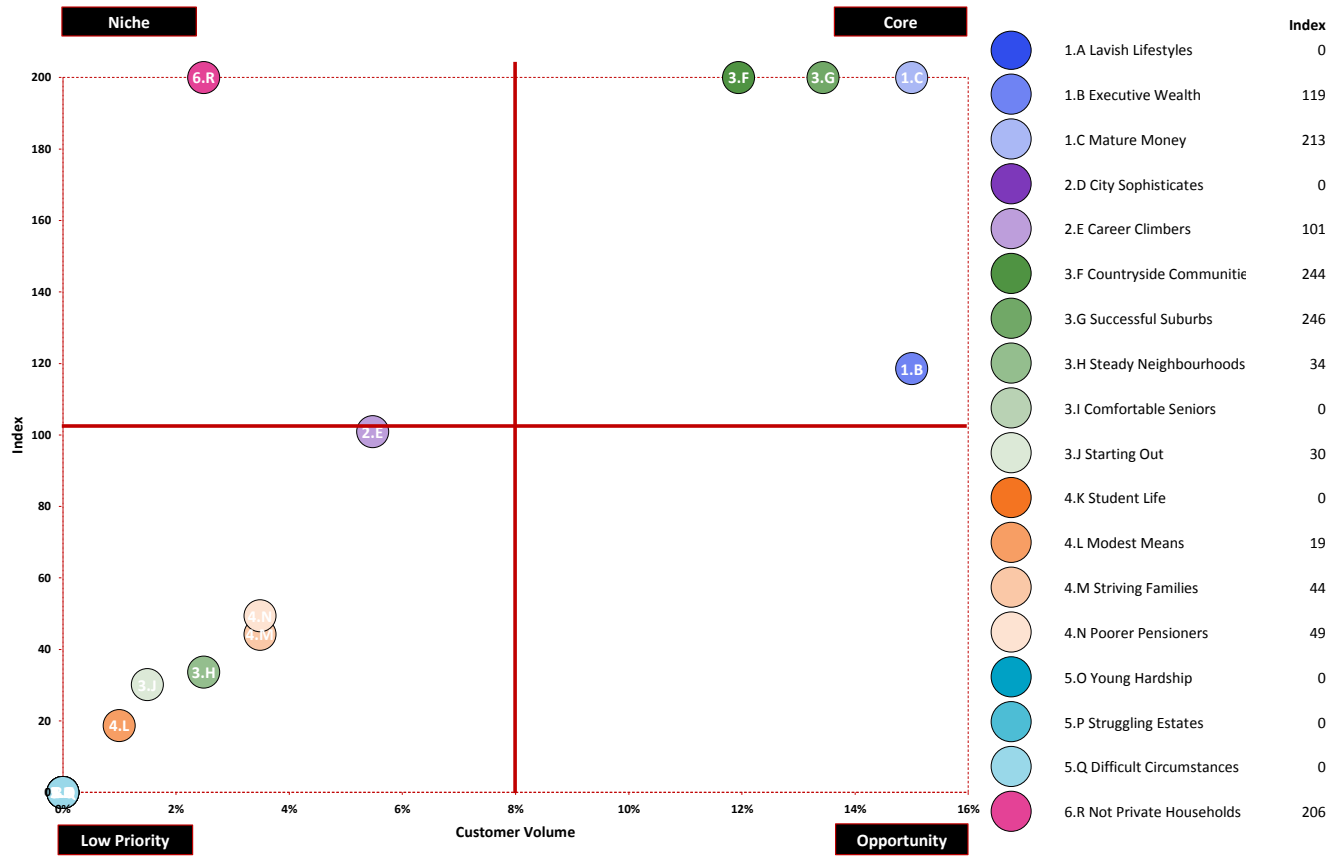
ACORN CUSTOMER VIEW CHART



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**

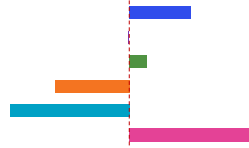
Variable	Index	0	100	200+
Age 0-4	88		■	
Age 5-17	98		■	
Age 18-24	80		■	
Age 25-34	80		■	
Age 35-49	100		■	
Age 50-64	111		■	
Aged 65-74	117		■	
Aged 75 plus	108		■	

ACORN CATEGORY PROFILE



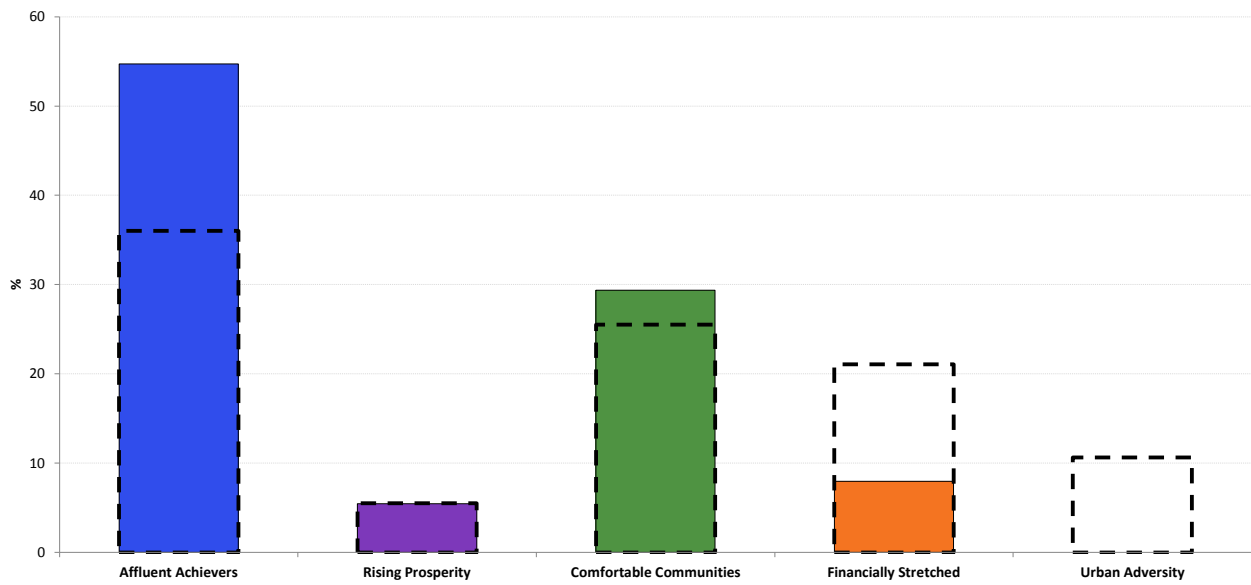
Profile:
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	110	54.7	56,885	36.0	0.2	5.5	152			
2. Rising Prosperity	11	5.5	8,717	5.5	0.1	0.0	99			
3. Comfortable Communities	59	29.4	40,271	25.5	0.1	1.2	115			
4. Financially Stretched	16	8.0	33,267	21.1	0.0	-4.6	38			
5. Urban Adversity	0	0.0	16,812	10.6	0.0	-4.9	0			
6. Not Private Households	5	2.5	1,910	1.2	0.3	1.7	206			
Total (Excluding Business addresses without residential pop.)	201		157,862		0.1					



ACORN CATEGORY PROFILE

Show Base



ACORN GROUP PROFILE



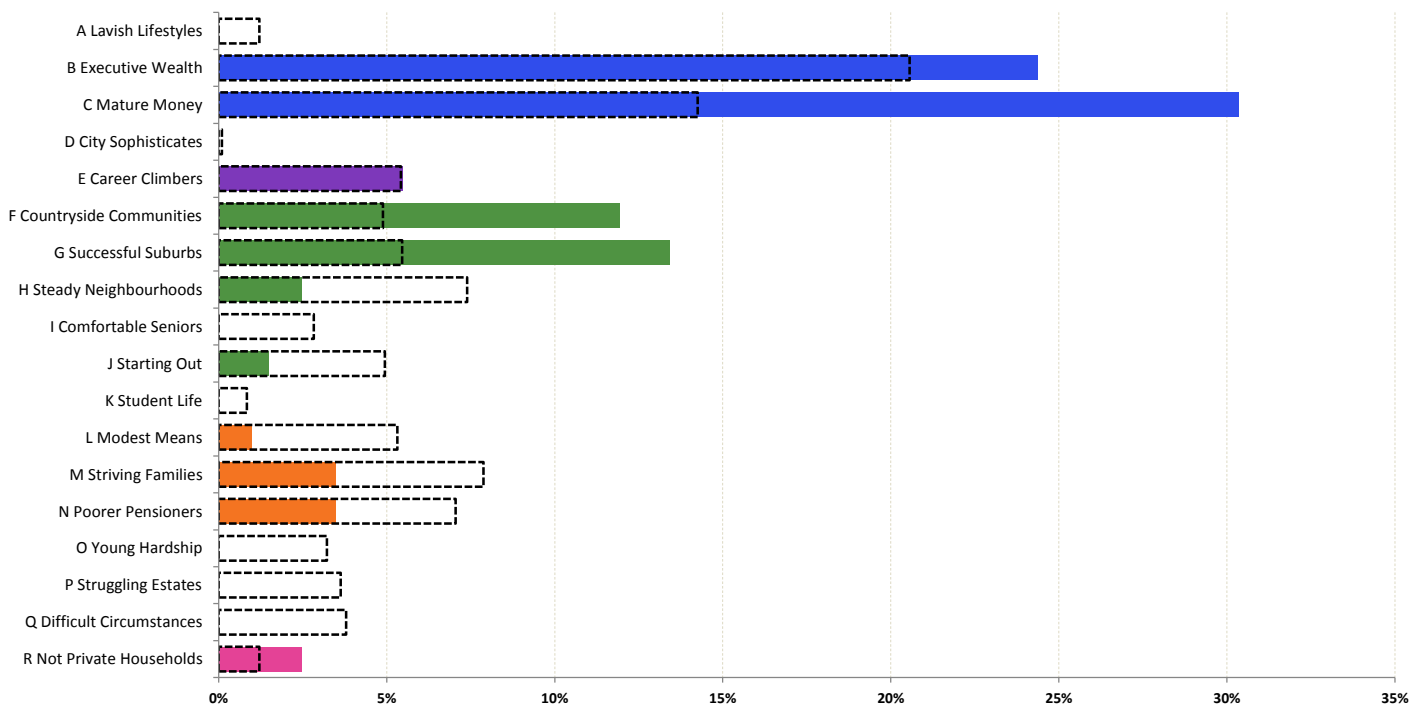
Profile:
 Base:

Sort by: Acorn Group
 Index
 Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers										
1.A Lavish Lifestyles	0	0.0	1,918	1.2	0.0	-1.6	0			
1.B Executive Wealth	49	24.4	32,462	20.6	0.2	1.3	119			
1.C Mature Money	61	30.3	22,505	14.3	0.3	6.5	213			
2. Rising Prosperity										
2.D City Sophisticates	0	0.0	155	0.1	0.0	-0.4	0			
2.E Career Climbers	11	5.5	8,562	5.4	0.1	0.0	101			
3. Comfortable Communities										
3.F Countryside Communities	24	11.9	7,713	4.9	0.3	4.6	244			
3.G Successful Suburbs	27	13.4	8,617	5.5	0.3	5.0	246			
3.H Steady Neighbourhoods	5	2.5	11,665	7.4	0.0	-2.7	34			
3.I Comfortable Seniors	0	0.0	4,474	2.8	0.0	-2.4	0			
3.J Starting Out	3	1.5	7,802	4.9	0.0	-2.3	30			
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	7	3.5	12,433	7.9	0.1	-2.3	44			
4.N Poorer Pensioners	7	3.5	11,124	7.0	0.1	-2.0	49			
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	-2.8	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	5	2.5	1,910	1.2	0.3	1.7	206			
Total (Excluding Business addresses without residential pop.)	201		157,862		0.1					

ACORN GROUP PROFILE

Show Base



ACORN GROUP PROFILE



Profile:
 Base:

Sort by: Acorn Group
 Index
 Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
3.G Successful Suburbs	27	13.4	8,617	5.5	0.3	5.0	246			
3.F Countryside Communities	24	11.9	7,713	4.9	0.3	4.6	244			
1.C Mature Money	61	30.3	22,505	14.3	0.3	6.5	213			
6.R Not Private Households	5	2.5	1,910	1.2	0.3	1.7	206			
1.B Executive Wealth	49	24.4	32,462	20.6	0.2	1.3	119			
2.E Career Climbers	11	5.5	8,562	5.4	0.1	0.0	101			
4.N Poorer Pensioners	7	3.5	11,124	7.0	0.1	-2.0	49			
4.M Striving Families	7	3.5	12,433	7.9	0.1	-2.3	44			
3.H Steady Neighbourhoods	5	2.5	11,665	7.4	0.0	-2.7	34			
3.J Starting Out	3	1.5	7,802	4.9	0.0	-2.3	30			
4.L Modest Means	2	1.0	8,389	5.3	0.0	-2.7	19			
2.D City Sophisticates	0	0.0	155	0.1	0.0	-0.4	0			
5.Q Difficult Circumstances	0	0.0	5,994	3.8	0.0	-2.8	0			
5.P Struggling Estates	0	0.0	5,731	3.6	0.0	-2.8	0			
4.K Student Life	0	0.0	1,321	0.8	0.0	-1.3	0			
1.A Lavish Lifestyles	0	0.0	1,918	1.2	0.0	-1.6	0			
3.I Comfortable Seniors	0	0.0	4,474	2.8	0.0	-2.4	0			
5.O Young Hardship	0	0.0	5,087	3.2	0.0	-2.6	0			
Total (Excluding Business addresses without residential pop.)	201		157,862		0.1					



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	0	0.0	1,881	1.2	0.0	-1.6	0			
1.B Executive Wealth										
1.B.4 Asset rich families	11	5.5	8,310	5.3	0.1	0.1	104			
1.B.5 Wealthy countryside commuters	31	15.4	12,817	8.1	0.2	3.8	190			
1.B.6 Financially comfortable families	3	1.5	4,393	2.8	0.1	-1.1	54			
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	4	2.0	3,953	2.5	0.1	-0.5	79			
1.C Mature Money										
1.C.10 Better-off villagers	43	21.4	9,101	5.8	0.5	9.5	371			
1.C.11 Settled suburbia, older people	3	1.5	9,297	5.9	0.0	-2.6	25			
1.C.12 Retired and empty nesters	13	6.5	3,010	1.9	0.4	4.7	339			
1.C.13 Upmarket downsizers	2	1.0	1,097	0.7	0.2	0.5	143			
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	7	3.5	2,912	1.8	0.2	1.7	189			
2.E.19 First time buyers in small, modern homes	4	2.0	5,650	3.6	0.1	-1.2	56			
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	4	2.0	683	0.4	0.6	3.4	460			
3.F.23 Owner occupiers in small towns and villages	20	10.0	5,713	3.6	0.4	4.8	275			
3.G Successful Suburbs										
3.G.24 Comfortably-off families in modern housing	1	0.5	4,295	2.7	0.0	-1.9	18			
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	26	12.9	4,322	2.7	0.6	8.9	472			
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	5	2.5	4,826	3.1	0.1	-0.5	81			
3.I Comfortable Seniors										
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	3,586	2.3	0.0	-2.2	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	3	1.5	3,617	2.3	0.1	-0.8	65			
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	36			
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	7	3.5	3,392	2.1	0.2	1.3	162			
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	-2.3	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	0	0.0	2,023	1.3	0.0	-1.6	0			
4.N.46 Elderly people in social rented flats	1	0.5	1,622	1.0	0.1	-0.7	48			
4.N.47 Low income older people in smaller semis	3	1.5	4,990	3.2	0.1	-1.4	47			
4.N.48 Pensioners and singles in social rented flats	3	1.5	2,489	1.6	0.1	-0.1	95			
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	-1.4	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	-1.7	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	-2.0	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	5	2.5	1,701	1.1	0.3	1.9	231			
6.R.62 Business addresses without residential population	2	1.0	2,289	1.5	0.1	-0.5				
Total (Excluding Business addresses without residential pop.)	201		157,862		0.1					

ACORN TYPE PROFILE



Profile: **Helsby**
 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.C.10 Better-off villagers	43	21.4	9,101	5.8	0.5	9.5	371			
1.B.5 Wealthy countryside commuters	31	15.4	12,817	8.1	0.2	3.8	190			
3.G.26 Semi-professional families, owner occupied neighbourhoods	26	12.9	4,322	2.7	0.6	8.9	472			
3.F.23 Owner occupiers in small towns and villages	20	10.0	5,713	3.6	0.4	4.8	275			
1.C.12 Retired and empty nesters	13	6.5	3,010	1.9	0.4	4.7	339			
1.B.4 Asset rich families	11	5.5	8,310	5.3	0.1	0.1	104			
2.E.18 Career driven young families	7	3.5	2,912	1.8	0.2	1.7	189			
4.M.41 Labouring semi-rural estates	7	3.5	3,392	2.1	0.2	1.3	162			
6.R.61 Inactive Communal Population	5	2.5	1,701	1.1	0.3	1.9	231			
3.H.29 Established suburbs, older families	5	2.5	4,826	3.1	0.1	-0.5	81			
1.B.9 Well-off edge of towners	4	2.0	3,953	2.5	0.1	-0.5	79			
2.E.19 First time buyers in small, modern homes	4	2.0	5,650	3.6	0.1	-1.2	56			
3.F.22 Larger families in rural areas	4	2.0	683	0.4	0.6	3.4	460			
3.J.33 Smaller houses and starter homes	3	1.5	3,617	2.3	0.1	-0.8	65			
1.C.11 Settled suburbia, older people	3	1.5	9,297	5.9	0.0	-2.6	25			
1.B.6 Financially comfortable families	3	1.5	4,393	2.8	0.1	-1.1	54			
4.N.48 Pensioners and singles in social rented flats	3	1.5	2,489	1.6	0.1	-0.1	95			
4.N.47 Low income older people in smaller semis	3	1.5	4,990	3.2	0.1	-1.4	47			
1.C.13 Upmarket downsizers	2	1.0	1,097	0.7	0.2	0.5	143			
4.L.38 Semi-skilled workers in traditional neighbourhoods	2	1.0	4,328	2.7	0.0	-1.5	36			
4.N.46 Elderly people in social rented flats	1	0.5	1,622	1.0	0.1	-0.7	48			
3.G.24 Comfortably-off families in modern housing	1	0.5	4,295	2.7	0.0	-1.9	18			
4.M.43 Families in right-to-buy estates	0	0.0	3,909	2.5	0.0	-2.3	0			
3.H.28 Owner occupied terraces, average income	0	0.0	102	0.1	0.0	-0.4	0			
5.O.51 Young people in small, low cost terraces	0	0.0	1,912	1.2	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			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	0	0.0	0.0	0.0	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1,741	1.1	0.0	-1.5	0			
4.K.34 Student flats and halls of residence	0	0.0	252	0.2	0.0	-0.6	0			
2.E.20 Mixed metropolitan areas	0	0.0	0	0.0	0.0	0.0	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0	0.0	0.0	0.0	0			
4.M.44 Post-war estates, limited means	0	0.0	3,335	2.1	0.0	-2.1	0			
1.A.2 Metropolitan money	0	0.0	28	0.0	0.0	-0.2	0			
6.R.60 Active communal population	0	0.0	209	0.1	0.0	-0.5	0			
5.P.54 Multi-ethnic, purpose-built estates	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			
4.M.42 Struggling young families in post-war terraces	0	0.0	1,797	1.1	0.0	-1.5	0			
3.H.27 Suburban semis, conventional attitudes	0	0.0	6,737	4.3	0.0	-3.0	0			
2.D.17 Socialising young renters	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			
4.L.39 Fading owner occupied terraces	0	0.0	3,545	2.2	0.0	-2.1	0			
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	2,023	1.3	0.0	-1.6	0			
1.A.3 Large house luxury	0	0.0	1,881	1.2	0.0	-1.6	0			
1.A.1 Exclusive enclaves	0	0.0	9	0.0	0.0	-0.1	0			
1.B.7 Affluent professionals	0	0.0	726	0.5	0.0	-1.0	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			
2.D.15 Younger professionals in smaller flats	0	0.0	0	0.0	0.0	0.0	0			
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	3,586	2.3	0.0	-2.2	0			
1.B.8 Prosperous suburban families	0	0.0	2,263	1.4	0.0	-1.7	0			
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			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	888	0.6	0.0	-1.1	0			
2.D.14 Townhouse cosmopolitans	0	0.0	68	0.0	0.0	-0.3	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0	0.0	0.0	0.0	0			
5.Q.57 Social rented flats, families and single parents	0	0.0	816	0.5	0.0	-1.0	0			
3.J.32 Educated families in terraces, young children	0	0.0	4,185	2.7	0.0	-2.3	0			
2.D.16 Metropolitan professionals	0	0.0	87	0.1	0.0	-0.3	0			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	3,180	2.0	0.0	-2.0	0			
5.O.49 Young families in low cost private flats	0	0.0	1,434	0.9	0.0	-1.4	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	1,998	1.3	0.0	-1.6	0			
Total (Excluding Business addresses without residential pop.)	201		157,862		0.1					