

## 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

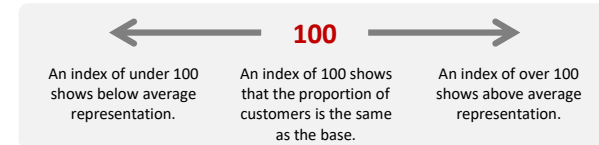
[Click here for more...](#)



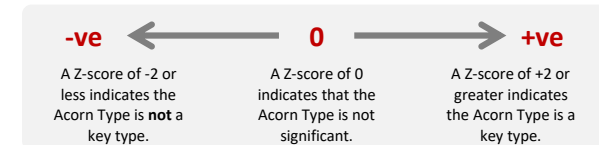
### INTERPRETING THE REPORT

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-

## ACORN - STRUCTURE

Acorn Category	Acorn Group	Acorn Type	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.57	Social rented flats, families and single parents
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



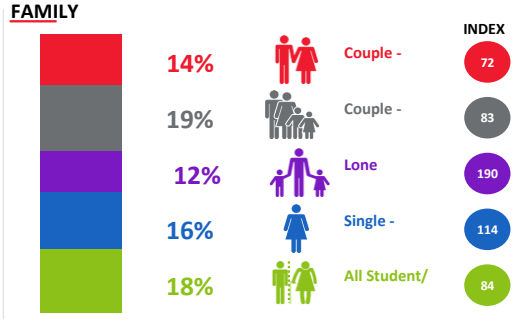
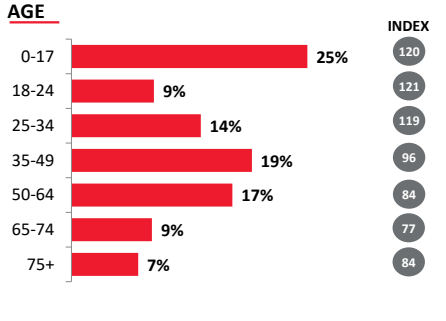
Profile: **Oxmoor Project Profile**  
 Base: **Huntingdonshire profile**

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.

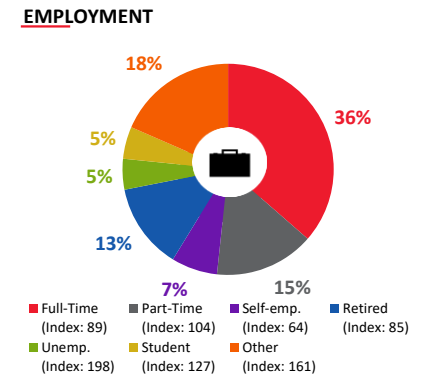
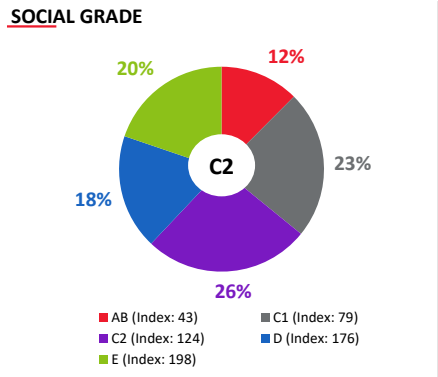
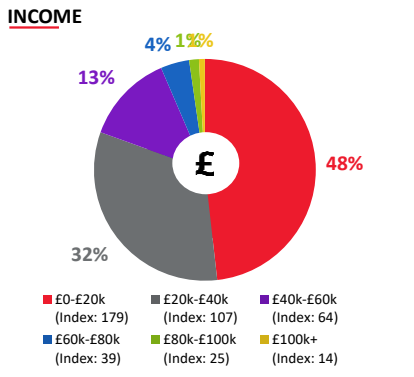
## KEY FEATURES (Based on most over-represented in the profile)

Age	<b>0-4</b>	Social Grade	<b>C2</b>	Children At Home	<b>3+</b>
House Tenure	<b>Social Rented</b>	Household Income	<b>£26k</b>	Social Media Usage	<b>Medium</b>

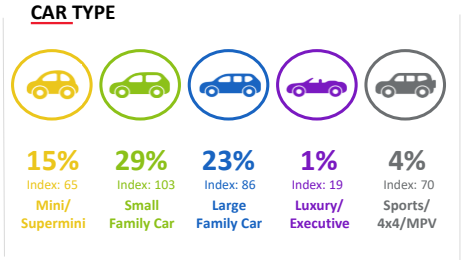
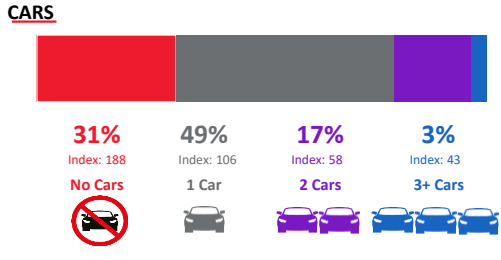
## DEMOGRAPHICS



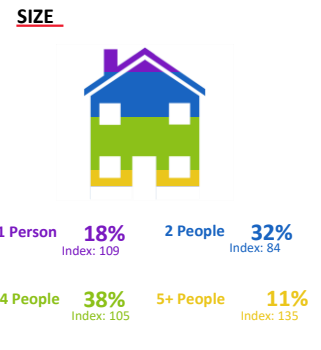
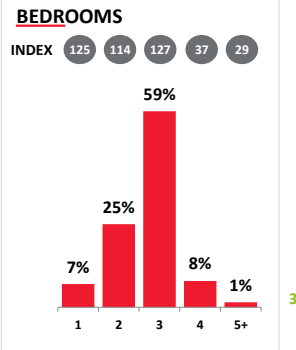
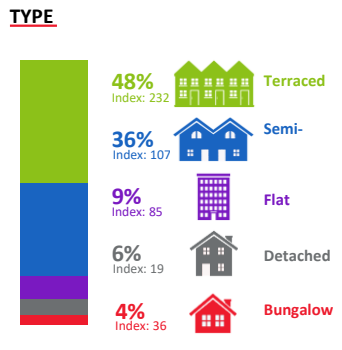
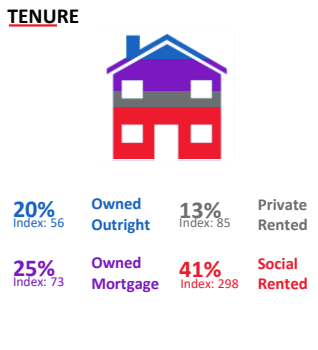
- ### KEY INSIGHTS
- The average age of the population in the profiled households is younger when compared to the base.
  - Households containing lone parents occur more in this profile than in the base.
  - 48.2% of the profile live in households with an income less than £20k.
  - The dominant Social Grade is C2 and the most over-represented is E.
  - There is a higher proportion of people in this profile who are unemployed than in the base.



## MOTOR & HOME



- ### KEY INSIGHTS
- Most households will have access to a small family car.
  - A higher proportion, in comparison to the base, are likely to have a small family car.
  - Terraced houses are 131.7% more likely than in the base.
  - 41.2% of the households in the profile are likely to be social rented.
  - About 59% of households will have 3 bedrooms.
  - The prevailing size is 3-4 people but households with 5 or more people appear more than in the base.



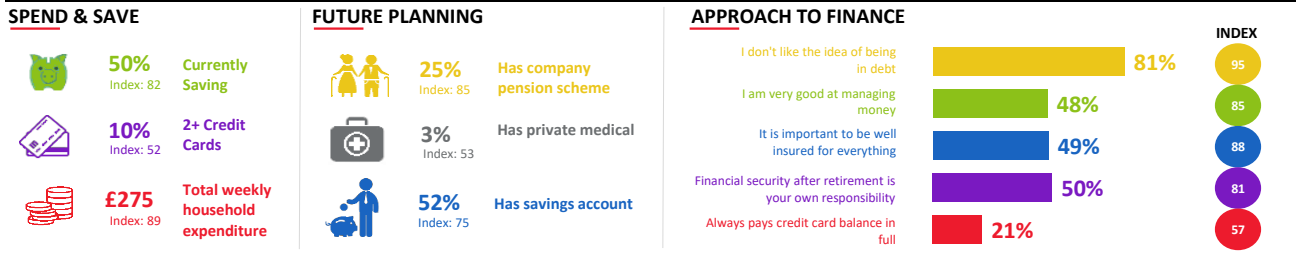
# ACORN PROFILE OVERVIEW



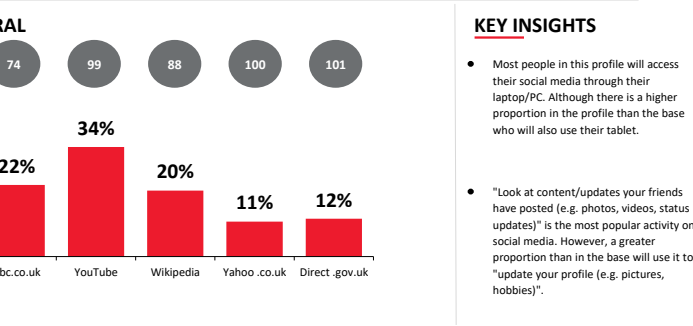
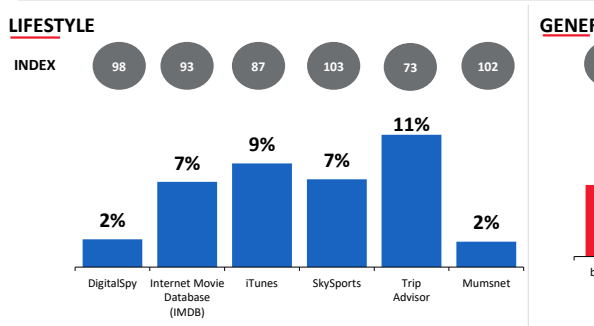
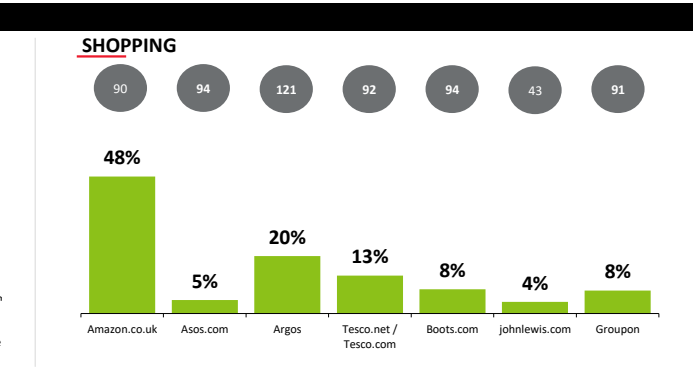
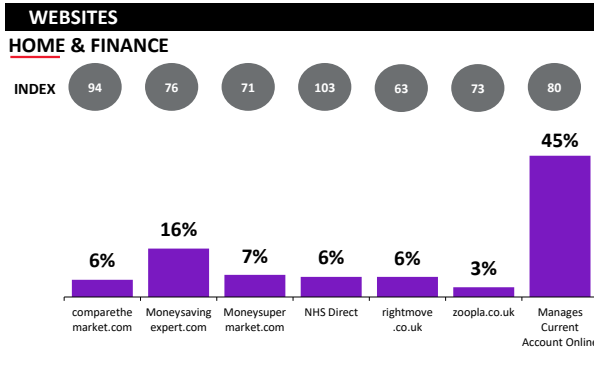
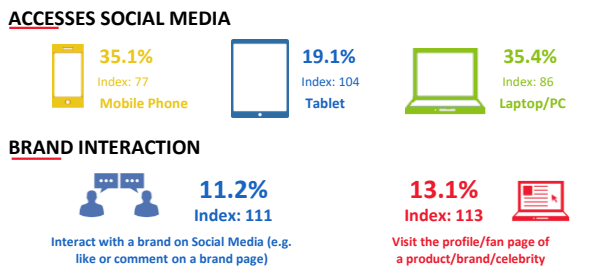
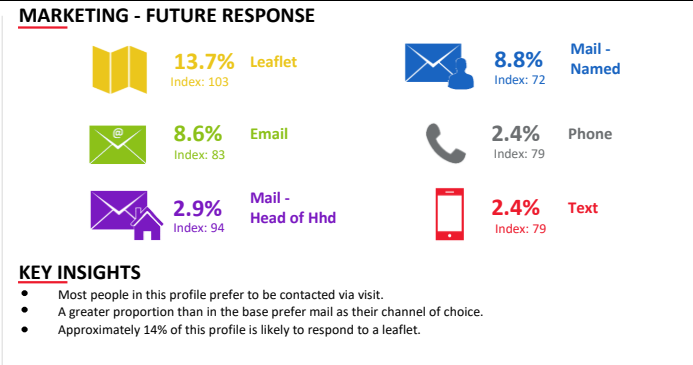
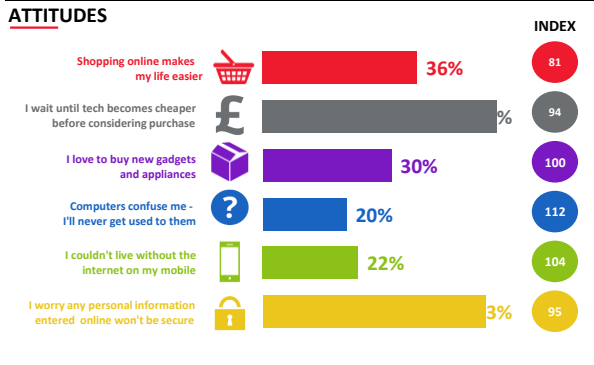
Profile: **Oxmoor Project Profile**  
 Base: **Huntingdonshire profile**

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

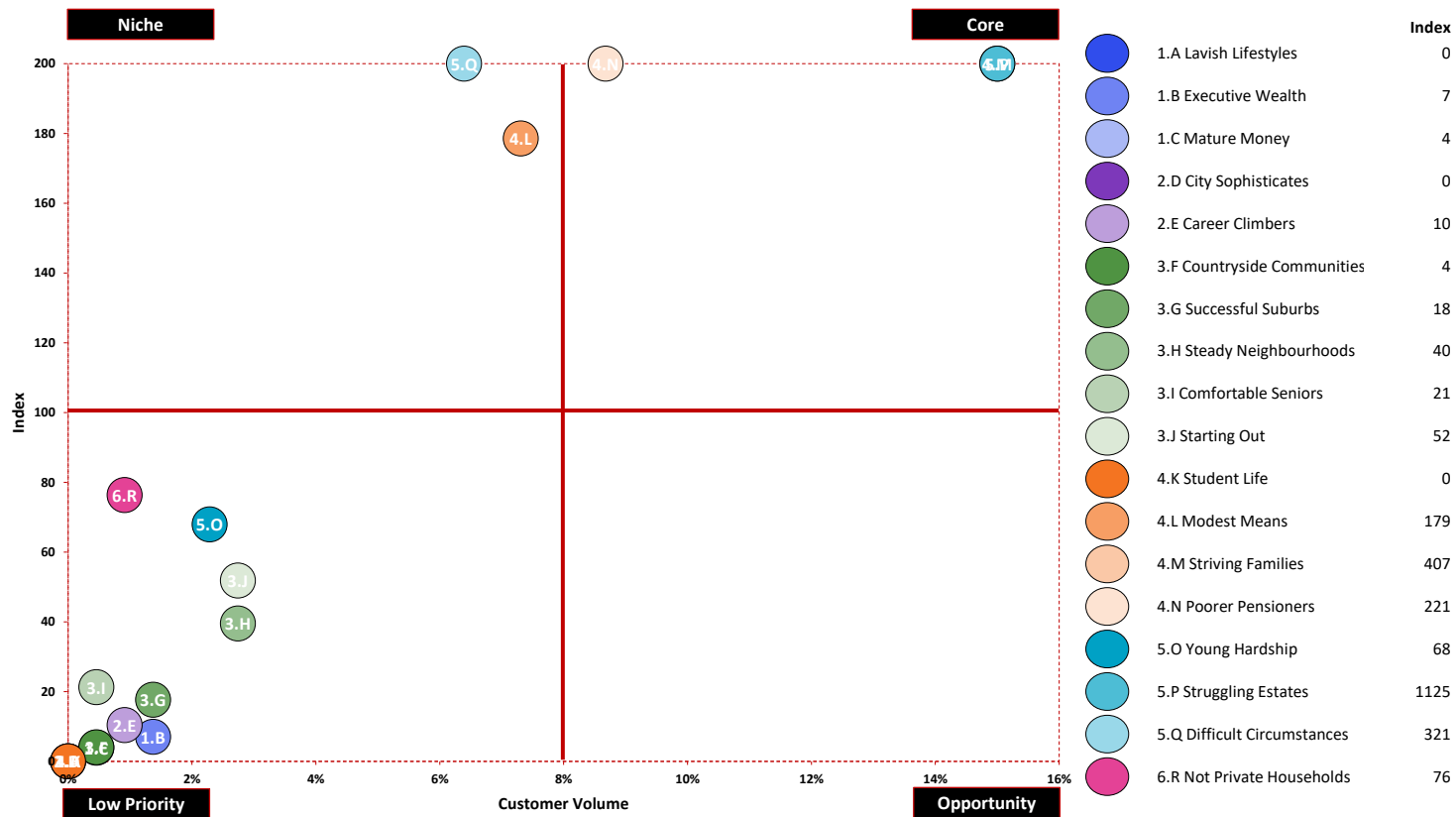


## ACORN CUSTOMER VIEW CHART



Profile:

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 profile set.

1. Click in the top red box and select your **theme**
2. Click in the bottom red box and select your **subject**

**Population & Family**

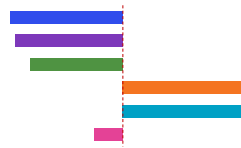
**Age**

Variable	Index	0	100	200+
Age 0-4	127			
Age 5-17	117			
Age 18-24	121			
Age 25-34	119			
Age 35-49	96			
Age 50-64	84			
Aged 65-74	77			
Aged 75 plus	84			

### ACORN CATEGORY PROFILE

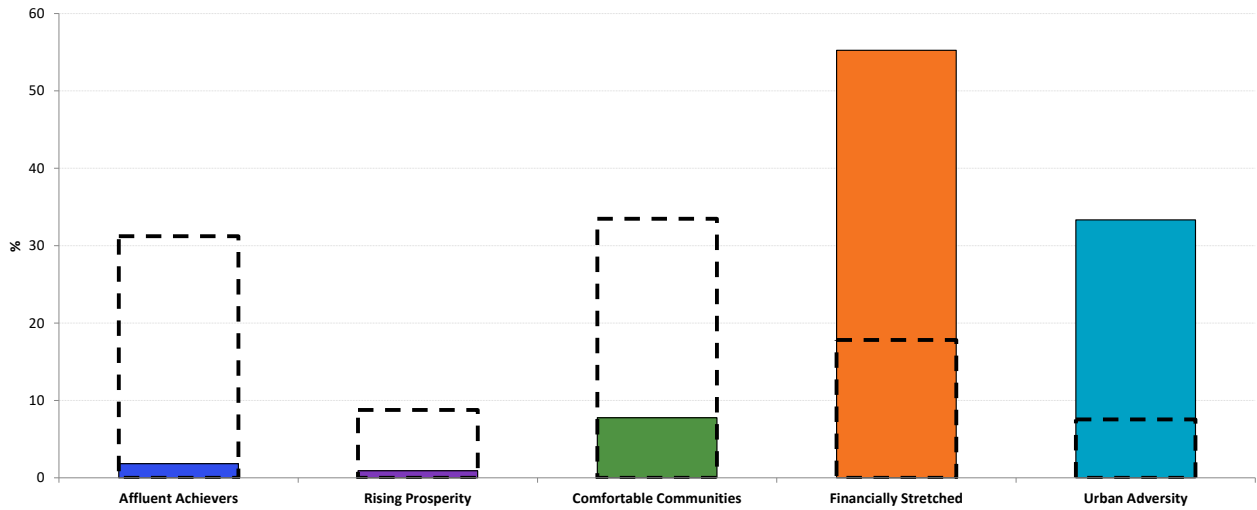
Profile:   
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	4	1.8	25,469	31.2	0.0	-9.4	6			
2. Rising Prosperity	2	0.9	7,163	8.8	0.0	-4.1	10			
3. Comfortable Communities	17	7.8	27,309	33.5	0.1	-8.1	23			
4. Financially Stretched	121	55.3	14,531	17.8	0.8	14.5	310			
5. Urban Adversity	73	33.3	6,153	7.5	1.2	14.5	442			
6. Not Private Households	2	0.9	976	1.2	0.2	-0.4	76			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>219</b>		<b>81,601</b>		<b>0.3</b>					



### ACORN CATEGORY PROFILE

Show Base



# ACORN GROUP PROFILE



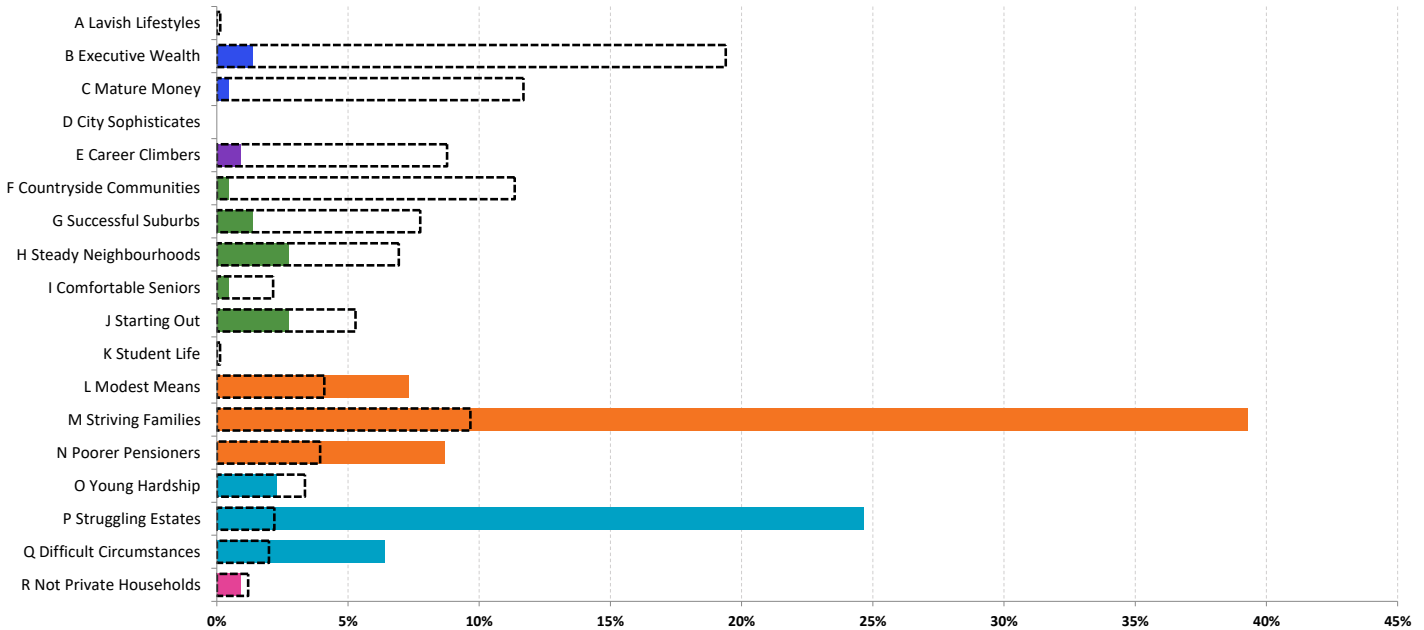
Profile:

Sort by:  Acorn Group  
 Index  
 Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
<b>1. Affluent Achievers</b>										
1.A Lavish Lifestyles	0	0.0	104	0.1	0.0	-0.5	0			
1.B Executive Wealth	3	1.4	15,827	19.4	0.0	-6.7	7			
1.C Mature Money	1	0.5	9,538	11.7	0.0	-5.2	4			
<b>2. Rising Prosperity</b>										
2.D City Sophisticates	0	0.0	0	0.0	0.0	0.0	0			
2.E Career Climbers	2	0.9	7,163	8.8	0.0	-4.1	10			
<b>3. Comfortable Communities</b>										
3.F Countryside Communities	1	0.5	9,263	11.4	0.0	-5.1	4			
3.G Successful Suburbs	3	1.4	6,328	7.8	0.0	-3.5	18			
3.H Steady Neighbourhoods	6	2.7	5,658	6.9	0.1	-2.4	40			
3.I Comfortable Seniors	1	0.5	1,750	2.1	0.1	-1.7	21			
3.J Starting Out	6	2.7	4,310	5.3	0.1	-1.7	52			
<b>4. Financially Stretched</b>										
4.K Student Life	0	0.0	100	0.1	0.0	-0.5	0			
4.L Modest Means	16	7.3	3,339	4.1	0.5	2.4	179			
4.M Striving Families	86	39.3	7,882	9.7	1.1	14.8	407			
4.N Poorer Pensioners	19	8.7	3,210	3.9	0.6	3.6	221			
<b>5. Urban Adversity</b>										
5.O Young Hardship	5	2.3	2,741	3.4	0.2	-0.9	68			
5.P Struggling Estates	54	24.7	1,789	2.2	3.0	22.7	1125			
5.Q Difficult Circumstances	14	6.4	1,623	2.0	0.9	4.7	321			
<b>6. Not Private Households</b>										
6.R Not Private Households	2	0.9	976	1.2	0.2	-0.4	76			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>219</b>		<b>81,601</b>		<b>0.3</b>					

# ACORN GROUP PROFILE

Show Base





## ACORN GROUP PROFILE



Profile:

Sort by:  Acorn Group  
 Index  
 Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
5.P Struggling Estates	54	24.7	1,789	2.2	3.0	22.7	1125			
4.M Striving Families	86	39.3	7,882	9.7	1.1	14.8	407			
5.Q Difficult Circumstances	14	6.4	1,623	2.0	0.9	4.7	321			
4.N Poorer Pensioners	19	8.7	3,210	3.9	0.6	3.6	221			
4.L Modest Means	16	7.3	3,339	4.1	0.5	2.4	179			
6.R Not Private Households	2	0.9	976	1.2	0.2	-0.4	76			
5.O Young Hardship	5	2.3	2,741	3.4	0.2	-0.9	68			
3.J Starting Out	6	2.7	4,310	5.3	0.1	-1.7	52			
3.H Steady Neighbourhoods	6	2.7	5,658	6.9	0.1	-2.4	40			
3.I Comfortable Seniors	1	0.5	1,750	2.1	0.1	-1.7	21			
3.G Successful Suburbs	3	1.4	6,328	7.8	0.0	-3.5	18			
2.E Career Climbers	2	0.9	7,163	8.8	0.0	-4.1	10			
1.B Executive Wealth	3	1.4	15,827	19.4	0.0	-6.7	7			
3.F Countryside Communities	1	0.5	9,263	11.4	0.0	-5.1	4			
1.C Mature Money	1	0.5	9,538	11.7	0.0	-5.2	4			
2.D City Sophisticates	0	0.0	0	0.0	0.0	0.0	0			
1.A Lavish Lifestyles	0	0.0	104	0.1	0.0	-0.5	0			
4.K Student Life	0	0.0	100	0.1	0.0	-0.5	0			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>219</b>		<b>81,601</b>		<b>0.3</b>					



# ACORN TYPE PROFILE



Profile:

Sort by:  Acorn Type  
 Index  
 Profile %

Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
<b>1. Affluent Achievers</b>										
<b>1.A. Lavish Lifestyles</b>										
1.A.1 Exclusive enclaves	0	0.0	3	0.0	0.0	-0.1	0			
1.A.2 Metropolitan money	0	0.0	0	0.0	0.0	0.0	0			
1.A.3 Large house luxury	0	0.0	101	0.1	0.0	-0.5	0			
<b>1.B Executive Wealth</b>										
1.B.4 Asset rich families	0	0.0	3,421	4.2	0.0	-3.1	0			
1.B.5 Wealthy countryside commuters	0	0.0	3,306	4.1	0.0	-3.0	0			
1.B.6 Financially comfortable families	3	1.4	5,942	7.3	0.1	-3.4	19			
1.B.7 Affluent professionals	0	0.0	38	0.0	0.0	-0.3	0			
1.B.8 Prosperous suburban families	0	0.0	9	0.0	0.0	-0.2	0			
1.B.9 Well-off edge of towners	0	0.0	3,111	3.8	0.0	-2.9	0			
<b>1.C Mature Money</b>										
1.C.10 Better-off villagers	0	0.0	6,307	7.7	0.0	-4.3	0			
1.C.11 Settled suburbia, older people	0	0.0	482	0.6	0.0	-1.1	0			
1.C.12 Retired and empty nesters	1	0.5	2,130	2.6	0.0	-2.0	17			
1.C.13 Upmarket downsizers	0	0.0	619	0.8	0.0	-1.3	0			
<b>2. Rising Prosperity</b>										
<b>2.D. City Sophisticates</b>										
2.D.14 Townhouse cosmopolitans	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			
2.D.16 Metropolitan professionals	0	0.0	0	0.0	0.0	0.0	0			
2.D.17 Socialising young renters	0	0.0	0	0.0	0.0	0.0	0			
<b>2.E Career Climbers</b>										
2.E.18 Career driven young families	1	0.5	4,634	5.7	0.0	-3.3	8			
2.E.19 First time buyers in small, modern homes	1	0.5	2,529	3.1	0.0	-2.3	15			
2.E.20 Mixed metropolitan areas	0	0.0	0	0.0	0.0	0.0	0			
<b>3. Comfortable Communities</b>										
<b>3.F Countryside Communities</b>										
3.F.21 Farms and cottages	0	0.0	1,012	1.2	0.0	-1.7	0			
3.F.22 Larger families in rural areas	0	0.0	2,712	3.3	0.0	-2.7	0			
3.F.23 Owner occupiers in small towns and villages	1	0.5	5,539	6.8	0.0	-3.7	7			
<b>3.G Successful Suburbs</b>										
3.G.24 Comfortably-off families in modern housing	3	1.4	2,803	3.4	0.1	-1.7	40			
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	0	0.0	3,525	4.3	0.0	-3.1	0			
<b>3.H Steady Neighbourhoods</b>										
3.H.27 Suburban semis, conventional attitudes	3	1.4	1,229	1.5	0.2	-0.2	91			
3.H.28 Owner occupied terraces, average income	0	0.0	56	0.1	0.0	-0.4	0			
3.H.29 Established suburbs, older families	3	1.4	4,373	5.4	0.1	-2.6	26			
<b>3.I Comfortable Seniors</b>										
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	1,140	1.4	0.0	-1.8	0			
3.I.31 Elderly singles in purpose-built accommodation	1	0.5	610	0.7	0.2	-0.5	61			
<b>3.J Starting Out</b>										
3.J.32 Educated families in terraces, young children	0	0.0	1,268	1.6	0.0	-1.9	0			
3.J.33 Smaller houses and starter homes	6	2.7	3,042	3.7	0.2	-0.8	73			
<b>4. Financially Stretched</b>										
<b>4.K Student Life</b>										
4.K.34 Student flats and halls of residence	0	0.0	3	0.0	0.0	-0.1	0			
4.K.35 Term-time terraces	0	0.0	0	0.0	0.0	0.0	0			
4.K.36 Educated young people in flats and tenements	0	0.0	97	0.1	0.0	-0.5	0			
<b>4.L Modest Means</b>										
4.L.37 Low cost flats in suburban areas	0	0.0	649	0.8	0.0	-1.3	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	8	3.7	1,430	1.8	0.6	2.1	208			
4.L.39 Fading owner occupied terraces	8	3.7	1,260	1.5	0.6	2.5	237			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	0	0.0	0.0	0.0	0			
<b>4.M Striving Families</b>										
4.M.41 Labouring semi-rural estates	1	0.5	3,556	4.4	0.0	-2.8	10			
4.M.42 Struggling young families in post-war terraces	52	23.7	2,780	3.4	1.9	16.6	697			
4.M.43 Families in right-to-buy estates	19	8.7	961	1.2	2.0	10.3	737			
4.M.44 Post-war estates, limited means	14	6.4	585	0.7	2.4	10.0	892			
<b>4.N Poorer Pensioners</b>										
4.N.45 Pensioners in social housing, semis and terraces	5	2.3	428	0.5	1.2	3.6	435			
4.N.46 Elderly people in social rented flats	3	1.4	764	0.9	0.4	0.7	146			
4.N.47 Low income older people in smaller semis	11	5.0	1,474	1.8	0.7	3.6	278			
4.N.48 Pensioners and singles in social rented flats	0	0.0	544	0.7	0.0	-1.2	0			
<b>5. Urban Adversity</b>										
<b>5.O Young Hardship</b>										
5.O.49 Young families in low cost private flats	1	0.5	1,269	1.6	0.1	-1.3	29			
5.O.50 Struggling younger people in mixed tenure	2	0.9	1,203	1.5	0.2	-0.7	62			
5.O.51 Young people in small, low cost terraces	2	0.9	269	0.3	0.7	1.5	277			
<b>5.P Struggling Estates</b>										
5.P.52 Poorer families, many children, terraced housing	39	17.8	994	1.2	3.9	22.4	1462			
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	15	6.8	795	1.0	1.9	8.9	703			
<b>5.Q Difficult Circumstances</b>										
5.Q.57 Social rented flats, families and single parents	1	0.5	768	0.9	0.1	-0.7	49			
5.Q.58 Singles and young families, some receiving benefits	13	5.9	675	0.8	1.9	8.3	718			
5.Q.59 Deprived areas and high-rise flats	0	0.0	180	0.2	0.0	-0.7	0			
<b>6. Not Private Households</b>										
<b>6.R Not Private Households</b>										
6.R.60 Active communal population	0	0.0	210	0.3	0.0	-0.8	0			
6.R.61 Inactive Communal Population	2	0.9	766	0.9	0.3	0.0	97			
6.R.62 Business addresses without residential population	17	7.8	1,996	2.4	0.9	5.1				
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>219</b>		<b>81,601</b>		<b>0.3</b>					

### ACORN TYPE PROFILE

Profile:

Sort by:  Acorn Type  Index  Profile %

Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
4.M.42 Struggling young families in post-war terraces	52	23.7	2,780	3.4	1.9	16.6	697			
5.P.52 Poorer families, many children, terraced housing	39	17.8	994	1.2	3.9	22.4	1462			
4.M.43 Families in right-to-buy estates	19	8.7	961	1.2	2.0	10.3	737			
5.P.56 Low income large families in social rented semis	15	6.8	795	1.0	1.9	8.9	703			
4.M.44 Post-war estates, limited means	14	6.4	585	0.7	2.4	10.0	892			
5.Q.58 Singles and young families, some receiving benefits	13	5.9	675	0.8	1.9	8.3	718			
4.N.47 Low income older people in smaller semis	11	5.0	1,474	1.8	0.7	3.6	278			
4.L.39 Fading owner occupied terraces	8	3.7	1,260	1.5	0.6	2.5	237			
4.L.38 Semi-skilled workers in traditional neighbourhoods	8	3.7	1,430	1.8	0.6	2.1	208			
3.J.33 Smaller houses and starter homes	6	2.7	3,042	3.7	0.2	-0.8	73			
4.N.45 Pensioners in social housing, semis and terraces	5	2.3	428	0.5	1.2	3.6	435			
4.N.46 Elderly people in social rented flats	3	1.4	764	0.9	0.4	0.7	146			
3.H.29 Established suburbs, older families	3	1.4	4,373	5.4	0.1	-2.6	26			
3.H.27 Suburban semis, conventional attitudes	3	1.4	1,229	1.5	0.2	-0.2	91			
3.G.24 Comfortably-off families in modern housing	3	1.4	2,803	3.4	0.1	-1.7	40			
1.B.6 Financially comfortable families	3	1.4	5,942	7.3	0.1	-3.4	19			
6.R.61 Inactive Communal Population	2	0.9	766	0.9	0.3	0.0	97			
5.O.50 Struggling younger people in mixed tenure	2	0.9	1,203	1.5	0.2	-0.7	62			
5.O.51 Young people in small, low cost terraces	2	0.9	269	0.3	0.7	1.5	277			
3.F.23 Owner occupiers in small towns and villages	1	0.5	5,539	6.8	0.0	-3.7	7			
5.Q.57 Social rented flats, families and single parents	1	0.5	768	0.9	0.1	-0.7	49			
2.E.19 First time buyers in small, modern homes	1	0.5	2,529	3.1	0.0	-2.3	15			
2.E.18 Career driven young families	1	0.5	4,634	5.7	0.0	-3.3	8			
1.C.12 Retired and empty nesters	1	0.5	2,130	2.6	0.0	-2.0	17			
4.M.41 Labouring semi-rural estates	1	0.5	3,556	4.4	0.0	-2.8	10			
3.I.31 Elderly singles in purpose-built accommodation	1	0.5	610	0.7	0.2	-0.5	61			
5.O.49 Young families in low cost private flats	1	0.5	1,269	1.6	0.1	-1.3	29			
3.F.22 Larger families in rural areas	0	0.0	2,712	3.3	0.0	-2.7	0			
1.B.4 Asset rich families	0	0.0	3,421	4.2	0.0	-3.1	0			
3.F.21 Farms and cottages	0	0.0	1,012	1.2	0.0	-1.7	0			
4.K.36 Educated young people in flats and tenements	0	0.0	97	0.1	0.0	-0.5	0			
4.L.37 Low cost flats in suburban areas	0	0.0	649	0.8	0.0	-1.3	0			
1.C.11 Settled suburbia, older people	0	0.0	482	0.6	0.0	-1.1	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	0	0.0	0.0	0.0	0			
3.J.32 Educated families in terraces, young children	0	0.0	1,268	1.6	0.0	-1.9	0			
5.P.53 Low income terraces	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			
1.B.5 Wealthy countryside commuters	0	0.0	3,306	4.1	0.0	-3.0	0			
2.D.14 Townhouse cosmopolitans	0	0.0	0	0.0	0.0	0.0	0			
4.K.34 Student flats and halls of residence	0	0.0	3	0.0	0.0	-0.1	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	3,525	4.3	0.0	-3.1	0			
2.D.16 Metropolitan professionals	0	0.0	0	0.0	0.0	0.0	0			
1.B.9 Well-off edge of towners	0	0.0	3,111	3.8	0.0	-2.9	0			
2.D.15 Younger professionals in smaller flats	0	0.0	0	0.0	0.0	0.0	0			
1.C.10 Better-off villagers	0	0.0	6,307	7.7	0.0	-4.3	0			
1.B.8 Prosperous suburban families	0	0.0	9	0.0	0.0	-0.2	0			
6.R.60 Active communal population	0	0.0	210	0.3	0.0	-0.8	0			
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	1,140	1.4	0.0	-1.8	0			
4.N.48 Pensioners and singles in social rented flats	0	0.0	544	0.7	0.0	-1.2	0			
2.D.17 Socialising young renters	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			
5.Q.59 Deprived areas and high-rise flats	0	0.0	180	0.2	0.0	-0.7	0			
1.A.3 Large house luxury	0	0.0	101	0.1	0.0	-0.5	0			
3.H.28 Owner occupied terraces, average income	0	0.0	56	0.1	0.0	-0.4	0			
1.A.2 Metropolitan money	0	0.0	0	0.0	0.0	0.0	0			
4.K.35 Term-time terraces	0	0.0	0	0.0	0.0	0.0	0			
1.C.13 Upmarket downsizers	0	0.0	619	0.8	0.0	-1.3	0			
1.A.1 Exclusive enclaves	0	0.0	3	0.0	0.0	-0.1	0			
2.E.20 Mixed metropolitan areas	0	0.0	0	0.0	0.0	0.0	0			
1.B.7 Affluent professionals	0	0.0	38	0.0	0.0	-0.3	0			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	0	0.0	0.0	0.0	0			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>219</b>		<b>81,601</b>		<b>0.3</b>					