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...



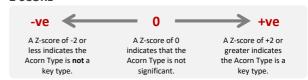
INTERPRETING THE REPORT

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.





ACORN - WHAT IS IT?



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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					
	1.A Lavish Lifestyles	1.A.1 1.A.2 1.A.3	Exclusive enclaves Metropolitan money Large house luxury				
1 Affluent Achievers	1.B Executive Wealth	1.B.4 1.B.5 1.B.6 1.B.7 1.B.8 1.B.9	Asset rich families Wealthy countryside commuters Financially comfortable families Affluent professionals Prosperous suburban families Well-off edge of towners				
	1.C Mature Money	1.C.10 1.C.11 1.C.12 1.C.13	Better-off villagers Settled suburbia, older people Retired and empty nesters Upmarket downsizers				
2	2.D City Sophisticates	2.D.14 2.D.15 2.D.16 2.D.17	Townhouse cosmopolitans Younger professionals in smaller flats Metropolitan professionals Socialising young renters				
Rising Prosperity	2.E Career Climbers	2.E.18 2.E.19 2.E.20	Career driven young families First time buyers in small, modern homes Mixed metropolitan areas				
	3.F Countryside Communities	3.F.21 3.F.22 3.F.23	Farms and cottages Larger families in rural areas Owner occupiers in small towns and villages				
3	3.G Successful Suburbs	3.G.24 3.G.25 3.G.26	Comfortably-off families in modern housing Larger family homes, multi-ethnic areas Semi-professional families, owner occupied neighbourhoods				
Comfortable Communties	3.H Steady Neighbourhoods	3.H.27 3.H.28 3.H.29	Suburban semis, conventional attitudes Owner occupied terraces, average income Established suburbs, older families				
	3.I Comfortable Seniors	3.I.30 3.I.31	Older people, neat and tidy neighbourhoods Elderly singles in purpose-built accommodation				
	3.J Starting Out	3.J.32 3.J.33	Educated families in terraces, young children Smaller houses and starter homes				
	4.K Student Life	4.K.34 4.K.35 4.K.36	Student flats and halls of residence Term-time terraces Educated young people in flats and tenements				
4	4.L Modest Means	4.L.37 4.L.38 4.L.39 4.L.40	Low cost flats in suburban areas Semi-skilled workers in traditional neighbourhoods Fading owner occupied terraces High occupancy terraces, culturally diverse family areas				
Financially Stretched	4.M Striving Families	4.M.41 4.M.42 4.M.43 4.M.44	Labouring semi-rural estates Struggling young families in post-war terraces Families in right-to-buy estates Post-war estates, limited means				
	4.N Poorer Families	4.N.45 4.N.46 4.N.47 4.N.48	Pensioners in social housing, semis and terraces Elderly people in social rented flats Low income older people in smaller semis Pensioners and singles in social rented flats				
	5.O Young Hardship	5.O.49 5.O.50 5.O.51	Young families in low cost private flats Struggling younger people in mixed tenure Young people in small, low cost terraces				
5 Urban Adversity	5.P Struggling Estates	5.P.52 5.P.53 5.P.54 5.P.55 5.P.56	Poorer families, many children, terraced housing Low income terraces Multi-ethnic, purpose-built estates Deprived and ethnically diverse in flats Low income large families in social rented semis				
	5.Q Difficult Circumstances	5.Q.57 5.Q.58 5.Q.59	Social rented flats, families and single parents Singles and young families, some receiving benefits Deprived areas and high-rise flats				
6 Not Private Households	6.R Not Private Households	6.R.60 6.R.61 6.R.62	Active communal population Inactive communal population Business areas without resident population				



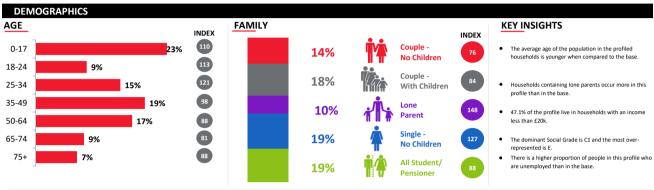
CUSTOMER VIEW CHART PROFILE FEATURES номе OVERVIEW CATEGORY GROUP TYPE

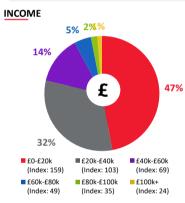
ACORN PROFILE OVERVIEW

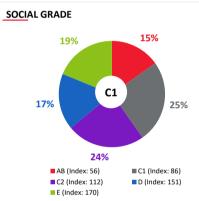


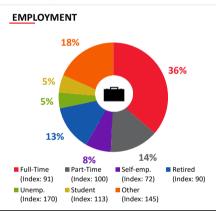
Profile: Base: **East of England** attributes of the profile set and is derived using the recognised behaviours of Acorn Types across the whole of the UK. It is therefore an estimate of the likely characteristics that you might expect to find, based on the relative proportions of the individual Acorn Types found within the profile set.



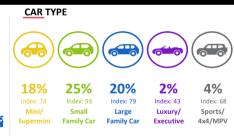


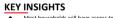




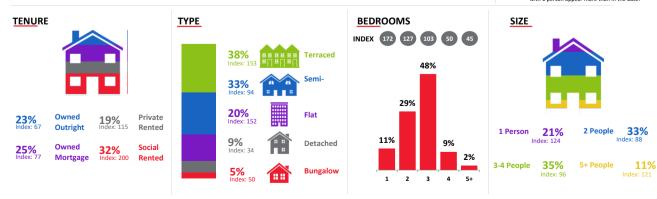


MOTOR & HOME CARS 47% 33% 16% 3% Index: 168 Index: 102 Index: 60 Index: 48 No Cars 1 Car 2 Cars 3+ Cars





- 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 53.2% more likely than in the
- 32.3% of the households in the profile are likely to be social rented.
- About 11% of households will have 1 bedroom.
- The prevailing size is 3-4 people but households with 1 person appear more than in the base.



CUSTOMER VIEW CHART PROFILE FEATURES номе OVERVIEW CATEGORY GROUP TYPE

ACORN PROFILE OVERVIEW



Mail -

Phone

Named

Profile: Base:

Peterobough LSOAs in the 1-2 deciles of the IMD

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.



CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY MARKETING - FUTURE RESPONSE ATTITUDES INDEX 9.2% 14.1% Leaflet **37**% 9.7% Email 2.6% Index: 93 Index: 88 I love to buy new gadgets and appliances Mail -Computers confuse me - I'll never get used to them 2.9% 2.6% Head of Hhd I couldn't live without the internet on my mobile 23% **KEY INSIGHTS** Most people in this profile prefer to be contacted via visit. I worry any personal information entered online won't be secure A greater proportion than in the base prefer mail as their channel of choice. Approximately 14% of this profile is likely to respond to a leaflet.

ACCESSES SOCIAL MEDIA 34.8%

Mobile Phor



18.5% Tablet



35.2% Laptop/PC

BRAND INTERACTION



like or comment on a brand page)

11.8% Index: 113

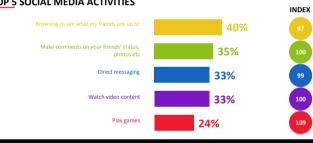
Interact with a brand on Social Media (e.g.

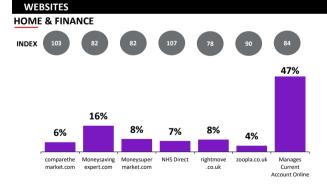
13.0% Index: 110

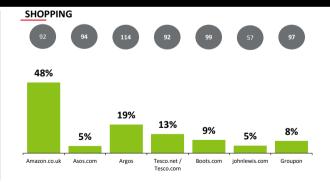
a product/brand/celebrity

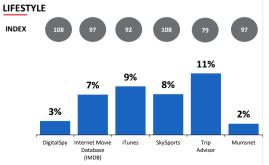


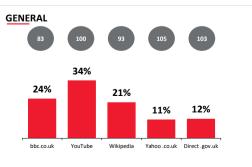
TOP 5 SOCIAL MEDIA ACTIVITIES Browsing to see what my friends are up to











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 ho will also use their tablet.
- "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"

HOME OVERVIEW CUSTOMER VIEW PROFILE CATEGORY GROUP TYPE

ACORN CUSTOMER VIEW CHART

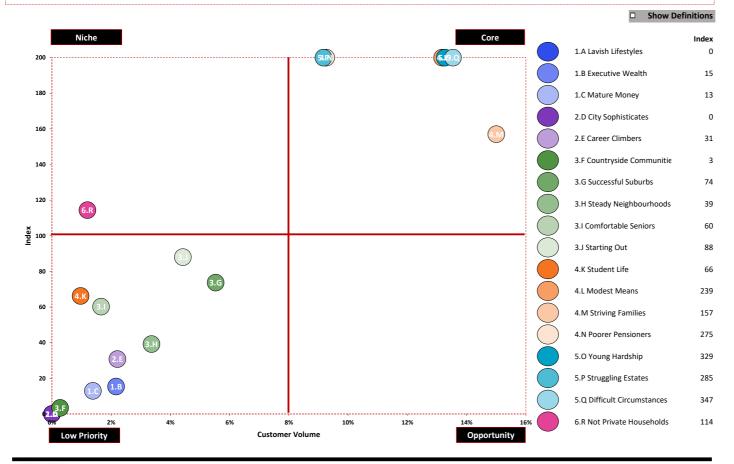


Profile: Peterobough LSOAs in the 1-2 deciles of the IMD

East of England

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'.





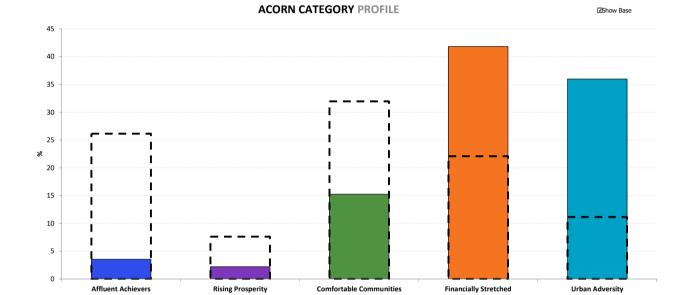
ACORN CATEGORY PROFILE



Profile: Peterobough LSOAs in the 1-2 deciles of the IMD

Base: East of England

Aco	rn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
0	1. Affluent Achievers	77	3.5	1,637,555	26.1	0.0	-24.0	14			
Ŏ	2. Rising Prosperity	48	2.2	477,258	7.6	0.0	-9.5	29			
Ŏ	3. Comfortable Communities	331	15.2	2,001,456	32.0	0.0	-16.7	48			
Ŏ	4. Financially Stretched	908	41.8	1,383,173	22.1	0.1	22.2	189			
Ŏ	5. Urban Adversity	781	36.0	698,220	11.1	0.1	36.8	323			
Ö	6. Not Private Households	26	1.2	65,575	1.0	0.0	0.7	114		=	
	Total (Excluding Business addresses without residential pop.)	2,171		6,263,237		0.0					





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HOME OVERVIEW CUSTOMER VIEW PROFILE CATEGORY GROUP TYPE

ACORN GROUP PROFILE



ort by:

Acorn Group

Profile:	Peterobough LSOAs in the 1-2 deciles of the IMD	
	East of England	



orn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	
1. Affluent Achievers										
1.A Lavish Lifestyles	0	0.0	90,665	1.4	0.0	-5.6	0			
1.B Executive Wealth	47	2.2	880,891	14.1	0.0	-15.9	15			
1.C Mature Money	30	1.4	665,999	10.6	0.0	-14.0	13			
2. Rising Prosperity										
2.D City Sophisticates	0	0.0	28,107	0.4	0.0	-3.1	0			
2.E Career Climbers	48	2.2	449,151	7.2	0.0	-9.0	31			
3. Comfortable Communities										
3.F Countryside Communities	6	0.3	508,260	8.1	0.0	-13.4	3			
3.G Successful Suburbs	120	5.5	469,567	7.5	0.0	-3.5	74			
3.H Steady Neighbourhoods	73	3.4	536,755	8.6	0.0	-8.7	39			
3.I Comfortable Seniors	36	1.7	172,343	2.8	0.0	-3.1	60			
3.J Starting Out	96	4.4	314,531	5.0	0.0	-1.3	88			
4. Financially Stretched										
4.K Student Life	21	1.0	91,452	1.5	0.0	-1.9	66			
4.L Modest Means	286	13.2	345,663	5.5	0.1	15.6	239			
4.M Striving Families	400	18.4	734,958	11.7	0.1	9.7	157			
4.N Poorer Pensioners	201	9.3	211,100	3.4	0.1	15.2	275			
5. Urban Adversity										
5.O Young Hardship	288	13.3	252,183	4.0	0.1	21.9	329			
5.P Struggling Estates	199	9.2	201,303	3.2	0.1	15.7	285			
5.Q Difficult Circumstances	294	13.5	244,734	3.9	0.1	23.2	347			
6. Not Private Households										
6.R Not Private Households	26	1.2	65,575	1.0	0.0	0.7	114			
Total (Excluding Business addresses without residential pop.)	2,171		6,263,237		0.0					

ACORN GROUP PROFILE ☑ Show Base A Lavish Lifestyles B Executive Wealth C Mature Money D City Sophisticates E Career Climbers F Countryside Communities G Successful Suburbs H Steady Neighbourhoods I Comfortable Seniors J Starting Out K Student Life L Modest Means M Striving Families N Poorer Pensioners O Young Hardship P Struggling Estates Q Difficult Circumstances R Not Private Households 0% 2% 4% 6% 10% 12% 14% 16% 18% 20% 8%



ACORN TYPE PROFILE



East of England



1.A.2 Metropolitan money	se %	Penetration %	Z-Score		
1.A. La Exclusive enclaws				Index	0 100
1.A. 2 wish in frestyles			_	_	
1.A.1 Executive wealth 1.A.2 Metropolitan money					
1.A.2 Metropolitan money	7,066 0.1	0.0	-1.6	0	
B.A. B. Executive Wealth B.B. Executive Wealth B.B. Ascert (inf fimillies 1.0	777 0.0	0.0	-0.5	0	
B.A. Ascer inch families 10	2,822 1.3	0.0	-5.4	0	
1.6.1 Seathly countryside commuters 29 3. 203, 178, 18.6 Financially countryside commuters 29 3. 203, 18.6 Financially countryside commuters 29 3. 203, 18.6 Financially countryside commuters 20 0.0 345, 18.6 Financially countryside commuters 20 0.0 345, 18.6 Financially countryside commuters 20 0.0 345, 18.6 Financially countryside country 21.6 Financially country 21.6 Financially country 20 0.0 20, 20					
1.8.6 Financially comfortable families 1.8.7 Affluent professionals 0.0 0.3 43.5 1.8.8 Prosperous suburban families 1.8.1 Swelled fedge to themers 1.6.10 Settler off villagers 1.6.10 Settler off villagers 1.6.10 Settler off villagers 1.6.11 Settles uburban, older people 1.6.12 Settles uburban, older people 1.6.12 Settlered and empty nesters 1.6.12 Supurlar deformszers 2.0 1.1 23.5 1.6.12 Supurlar deformszers 2.0 1.1 12.5 2.0.15 Viounger professionals is mailer flats 2.0.15 Viounger professionals is mailer flats 2.0.15 Viounger professionals is mailer flats 2.0.15 Viounger professionals 2.0.15 Supurlar viounger (amptiles) 2.1.15 Supurlar viounger (a		0.0	-6.6	16	
1.8.1 A Time the professionals 0 0.0 345 11.8.8 Prosperous subruban families 0 0.0 345 11.8.9 Well-off edge of towners 8 0.4 146; 12.8.1 C Mature Money 11.C.10 Setter-off villagers 3 0.1 223; 11.C.11 Settled suburbia, older people 2 0.1 124; 11.C.12 Retired and empty nesters 23 1.1 204; 11.C.13 Lymarket downsters 2 0.1 43; 11.C.13 Lymarket downsters 2 0.1 43; 12.C.13 Lymarket downsters 2 0.1 43; 12.C.14 Cymarket downsters 2 0.1 43; 12.C.15 Lymarket downsters 2 0.1 43; 12.C.15 Lymarket downsters 0 0.0 22; 12.C.15 Metropolatian professionals in smaller flats 0 0.0 25; 12.D.14 Townshouse cosmopolitans 0 0.0 25; 12.D.15 Metropolatin professionals 0 0.0 25; 12.D.15 Metropolatin professionals 0 0.0 25; 12.D.15 Metropolatin professionals 0 0.0 25; 12.C.15 Metropolatin professionals 0 0.0 25; 12.C.15 Metropolatin professional 0 0.0 25; 12.C.15 Metropolatin professional 0 0.0 25; 12.C.15 Metropolatin professional areas 0 0.0 25; 12.C.15 Metropolatin professional areas 0 0.0 25; 12.C.17 Metropolatin 0 0.0 25; 12.C.18 Metropolatin 0 0.0 25; 12.C.18 Metropolatin 0 0.0 25; 12.C.19 Metropolatin 0 0.0 25; 12.C.10 Metropolatin 0 0.0 25; 12	8,944 2.9	0.0	-8.0	0	
B.B. Prosperous suburban families 0		0.0	-5.0	41	
1.8.3 Well-off edge of towners 1.6.2 Mature Money		0.0	-3.5	0	
1.C. 10.1 Settro (*villagers* 3		0.0	-7.1 -6.1	16	
1.0.1 1.0.	5,511 2.5	0.0	-0.1	10	,
1.0.1.1 Settled suburbia, older people	2,396 4.7	0.0	-10.0	3	
Rising Prosperity	4,917 2.0	0.0	-6.3	5	
Rising Prosperity	4,787 3.3	0.0	-5.8	32	
2.D. Ly Sophisticates	3,899 0.7	0.0	-3.4	13	
2.0.14 Townhouse cosmopolitans 0					
2.0.15 Younger professionals in smaller flats 0 0.0 2.2.0.16 Metropolitan professionals 0 0.0 0 2.0.17 Socialising young renters 0 0.0 2.2.5 2.E.Career Climbers 14 0.6 225,6 2.E.19 First time buyers in small, modern homes 33 1.5 224,8 2.E.20 Mixed retropolitan areas 3 1.0 7.6 2.E.20 Mixed retropolitan areas 3 1.0 7.6 3.F.21 Jarms and cottages 0 0.0 68,7 3.F.22 Larger families in ural areas 2 0.1 176,7 3.F.23 Cource couplers in small towns and villages 4 0.2 262,7 3.G. Successful Suburbs 3 2.2 4.1 226,7 3.G. Successful Suburbs 6 3 2.9 4.4 3.G. Some professional families, owner occupied neighbourhoods 3 2.9 4.4 3.H. Steady Neighbourhoods 3 1.0 107,6 3.H. 25 Suburban semis, conventional attitudes 6 3.0 126,6 3.H. 27 Suburban semis, conventional attitudes 6 0 3 23,1 </td <td></td> <td></td> <td></td> <td></td> <td></td>					
2.0.16 Metropolitan professionals 0	1,743 0.3	0.0	-2.8	0	
2.0.17 Socialsing young renters	2,998 0.0	0.0	-1.0	0	
2.E.12 Career Climbers 14	495 0.0	0.0	-0.4	0	
1.5.1 1.5.	2,871 0.0	0.0	-1.0	0	
2.E.19 First time buyers in small, modern homes 33 1.5 2.14,	6,478 3.6	0.0	-7.4	18	
2. E. 20 Mixed metropolitan areas 1		0.0	-7.4 -4.9	44	
### S.F.Countryside Communities ### 3.F.21 Farms and cottages ### 3.F.22 Larger families in rural areas ### 3.F.22 Larger families in rural areas ### 3.F.23 Counter occupiers in small towns and villages ### 3.F.23 Counter occupiers in small towns and villages ### 3.F.23 Counter occupiers in small towns and villages ### 3.F.23 Counter occupiers in small towns and villages ### 3.F.23 Counter occupiers in small towns and villages ### 3.F.23 Counter occupiers in small towns and villages ### 3.F.23 Counter occupiers in small towns and villages ### 3.F.23 Counter occupier occupied neighbourhoods ### 3.F.23 Counter occupied terraces, werage income ### 3.F.23 Counter occupied terraces, average income ### 3.F.23 Counter occupied terraces ### 3.F.23 Counter occupied families in terraces, young children ### 3.F.23 Counter occupied families in terraces, young children ### 3.F.23 Counter occupied families in terraces, young children ### 3.F.23 Counter occupied in fals and tenements ### 4.F.3 Counter occupied in fals and tenements ###	7,835 0.1	0.0	-1.0	37	
3.F.21 Farms and cottages			-	-	
3.F.21 Jarger families in rural areas 3.F.22 Larger families in rural areas 3.F.23 Owner occupiers in small towns and villages 3.F.23 Owner occupiers in small towns and villages 3.F.23 Owner occupiers in small towns and villages 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.27 Suburban semis, conventional attitudes 3.H.28 Owner occupied terraces, average income 3.H.27 Suburban semis, conventional attitudes 3.H.29 Starblished suburbs, older families 4.G.2 Suburban semis, conventional attitudes 3.H.29 Starblished suburbs, older families 3.1.20 Confortable Seniors 3.1.30 Colder people, neat and tidy neighbourhoods 3.1.31 Elderly singles in purpose-built accommodation 7 0.3 25.5 3.J.3 Starting Out 3.J.32 Educated families in terraces, young children 3.J.33 Smaller houses and starter homes 66 3.0 164.4 4.K.34 Studcated families in terraces, young children 3.J.33 Familer houses and starter homes 46.4 S.44 Student Hats and halls of residence 4.K.35 Educated young people in flats and tenements 41. 10 w cost flats in suburban areas 41. 1.30 w cost flats in suburban areas 41. 1.30 w cost flats in suburban areas 41. 1.31 wo wost flats in suburban areas 41. 1.32 femilies in traditional neighbourhoods 68 3.1 1194 41. 139 Fading owner occupied terraces 52 2.4 10.2,6 41. 4M.35 Educated young people in flats and tenements 52 1.0 2.1 0.2 2.3 41. 4M.35 Educated young people in flats and tenements 52 2.4 10.2,6 41. 4M.42 Struggling young families in post-war terraces 53 2.4 10.2,6 54 1.4 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5					
3.F.22 Larger familites in ural areas	8,760 1.1	0.0	-4.9	0 I	
3.6.24 Comfortably-off families in modern housing 3.6.25 Larger family homes, multi-ethnic areas 3.6.25 Earger family homes, multi-ethnic areas 3.6.2 Earger family homes, mu	6,735 2.8	0.0	-7.7	3	
3.6.24 Comfortably-off families in modern housing 3.3	2,765 4.2	0.0	-9.3	4	
3.6.25 Larger family homes, multi-ethnic areas 3.6.26 Semi-professional families, owner occupied neighbourhoods 3.H.27 Suburban semis, conventional attitudes 3.H.28 Owner occupied terraces, average income 1 0.0 107, 3.H.28 Owner occupied terraces, average income 1 0.0 107, 3.H.29 Stabilished suburbs, older families 3.1.00 Ider people, neat and tidy neighbourhoods 3.H.29 Stabilished suburbs, older families 3.1.30 Older people, neat and tidy neighbourhoods 3.1.31 Elderly singles in purpose-built accommodation 7 0.3 25, 3.J. Starting Out 3.J.32 Educated families in terraces, young children 3.J.33 Smaller houses and starter homes 66 3.0 164, 5.J. Starting Out 3.J.32 Structhed 4.K.53 Student Life 4.K.34 Student flats and halls of residence 4.K.34 Student flats and halls of residence 4.K.35 Term-time terraces 0 0 0.0 6,4 4.K.36 Educated young people in flats and tenements 4.L.39 Lading owner occupied terraces 4.L.39 Resimples owner occupied terraces 4.L.39 Resimples owner occupied terraces 4.L.39 Fading owner occupied terraces 4.L.39 Fading owner occupied terraces 4.L.34 Student Stud					
3.6.26 Semi-professional families, owner occupied neighbourhoods 3.H.27 Suburban semis, conventional attitudes 3.H.27 Suburban semis, conventional attitudes 3.H.28 Owner occupied terraces, average income 3.H.29 Established suburbs, older families 3.H.29 Established suburbs, older families 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.31 Elderly singles in purpose-built accommodation 3.J.31 Starting Out 3.J.32 Educated families in terraces, young children 3.J.33 Smaller houses and starter homes 4.K.33 Smaller houses and starter homes 4.K.33 Term-time terraces 4.K.33 Term-time terraces 4.K.33 Term-time terraces 4.K.35 Term-time terraces 4.K.35 Term-time terraces 4.K.35 Term-time terraces 4.K.35 Term-time terraces 4.L.31 Low cost flats in suburban areas 4.L.31 Low cost flats in suburban areas 4.L.31 Low cost flats in suburban areas 4.L.39 Fading owner occupied terraces 4.L.40 High occupancy terraces, culturally diverse family areas 4.L.40 High occupancy terraces, culturally diverse family areas 4.M.41 Each of the occupancy terraces and tractices 4.M.41 Each of the occupancy terraces, culturally diverse family areas 4.M.43 Families 4.M.44 Potwar estates, limited means 5.2 L.4 Gey 4.M.44 Potwar estates, limited means 5.2 L.4 Gey 4.M.49 Poorvar estates, imited means 5.2 L.4 Gey 4.N.49 Pensioners in social rented flats 4.N.46 Elderly people in social rented flats 4.N.49 Pensioners in social rented flats 5.0.40 Young Hardship 5.0.49 Young families in low cost private flats 5.0.50 Struggling younge people in miked tenure 5.0.51 Young people in social rented flats 5.P.52 Poorer families, many children, terraced housing 5.P.53 Low income older people in miked tenure 5.0.50 Struggling younge people in finated flats 5.P.55 Lowner families, many children, terraced housing 5.P.55 Lowner families, many children, terraced housing 5.P.55 Lowner families, many children, terraced housing 5.P.55 Lowner fa		0.0	-2.5	71	
3.H Steady Neighbourhoods		0.1	12.2	412	
3.H.27 Suburban semis, conventional attitudes	0,975 3.4	0.0	-8.2	5	
3.H.28 Owner occupied terraces, average income 3.H.29 Established suburbs, older families 3.H.29 Established suburbs, older families 3.I.30 Comfortable Seniors 3.I.30 Older people, neat and tidy neighbourhoods 3.I.31 Elderly singles in purpose-built accommodation 3.I.31 Elderly singles in purpose-built accommodation 3.J.31 Starting Out 3.J.32 Educated families in terraces, young children 3.J.33 Smaller houses and starter homes 4.K.33 Smaller houses and starter homes 4.K.34 Student Life 4.K.34 Student flats and halls of residence 4.K.35 Term-time terraces 0 0 0.0 6,4 4.K.35 Educated young people in flats and tenements 4.L.31 Low cost flats in suburban areas 4.L.31 Low cost flats in suburban areas 4.L.39 Fading owner occupied terraces 4.L.40 High occupancy terraces, culturally diverse family areas 4.H.40 High occupancy terraces, culturally diverse family areas 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 Parawar estates, limited means 5.2 2.4 69,1 4.N.49 Pensioners in social housing, semis and terraces 4.N.45 Pensioners in social housing, semis and terraces 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.46 Elderly people in social rented flats 5.O Young Hardship 5.O.49 Young families in low cost private flats 5.O.50 Struggling young epople in miked tenure 5.O.51 Young people in small, low cost terraces 5.P.51 Low income terraces 5.P.52 Poorer families, many children, terraced housing 5.P.53 Low income terraces 5.P.55 Low income large families in colal rented semis 5.P.55 Low income large families in social rented semis 5.D.50 Struggling testates 5.P.55 Low income large families in social rented semis 5.D.50 Struggling young families and single parents 5.D.50 Struggling young families and single parents 5.D.50 Struggling young families and single parents 5.D.50 Struggling young families in families and single parents	6,039 2.3	0.0	2.2	130	
3.H. 29 Established suburbs, older families 3. I Comfortable Seniors 3.1 Comfortable Seniors 3.1 Comfortable Seniors 3.1.0 Older people, neat and tidy neighbourhoods 2.9 1.3 1.46,6 3.1.31 Elderly singles in purpose-built accommodation 7 0.3 2.5,6 3.J. 32 Educated families in terraces, young children 3.0 1.4 15.0,0 3.J. 32 Educated families in terraces, young children 3.0 1.4 15.0,0 3.J. 33 Smaller houses and starter homes 66 3.0 164,4 3.J. 33 Smaller houses and starter homes 66 3.0 164,4 3.J. 35 Eram-time terraces 0 0.0 0.0 6,4 4.K. 34 Student Iffe 0.0 0.0 6,4 4.K. 35 Educated young people in flats and tenements 21 1.0 7.9,5 4.L. 36 Educated young people in flats and tenements 21 1.0 7.9,5 4.L. 38 Semi-skilled workers in traditional neighbourhoods 68 3.1 11.9,4 4.L. 39 Fading owner occupied terraces 1.0 7.9,5 4.L. 40. High occupancy terraces, culturally diverse family areas 1.5 6,7 4.3,6 4.M. 41 Labouring semi-rural estates 1 0.0 218,6 4.M. 42 Struggling young families in post-war terraces 166 7,6 333,3 4.M. 44 Post-war estates, limited means 29 1.3 3,6 4.N. 45 Promorer ensioners 1,4 1.9 3,9 4.N. 47 Low income older people in smaller semis 95 4,4 87,6 4.N. 48 Pensioners in social housing, semis and terraces 29 1.3 3,6 4.N. 48 Post-war estates, limited means 95 4,4 87,6 4.N. 49 Power families in pox-twar effacts 3,6 7,7 5.0.49 Young families in low cost private flats 3,6 7,7 5.0.49 Young families in social rented flats 3,9 3,0 5.0.49 Young families in social rented flats 3,9 3,0 5.0.49 Young families in social rented flats 3,9 3,0 5.0.59 Young Hardship 5,0.59 Young Hardship 5,0.51 Young people in small, low cost terraces 3,0 0,0 1,1 5.0.51 Young people in small, low cost terraces 3,0 0,0 1,1 5.0.51 Young people in small, low cost terraces 3,0 0,0 1,2 5.9.55 Low income terraces 5,0,5 5		0.0	-6.0	3	
3.13 Comfortable Seniors 3.13 Comfortable Seniors 3.13 Comfortable Seniors 3.13 Comfortable Seniors 3.13 Comfortable Senior 3.13 Elderly singles in purpose-built accommodation 3.0 25,6 3.13 Elderly singles in purpose-built accommodation 3.0 25,6 3.13 Elderly singles in purpose-built accommodation 3.0 1,4 150,0 3.133 Smaller houses and starter homes 3.0 164,4		0.0	-9.5	6	
3.130 Older people, neat and tidy neighbourhoods 29 1.3 146,6	-,				,
3.131 Elderly singles in purpose-built accommodation 3. J Starting Out 3.132 Educated families in terraces, young children 3.132 Educated families in terraces, young children 3.133 Smaller houses and starter homes Financially Stretched 4.K.345 Student Life 4.K.345 Student flats and halls of residence 4.K.35 Ferm-time terraces 0 0.00 6,4 4.K.35 Ferm-time terraces 0 0.00 6,4 4.K.35 Educated young people in flats and tenements 21 1.00 79,5 4.L.40 Moest Means 4.L.37 Low cost flats in suburban areas 4.L.38 Semi-skilled workers in traditional neighbourhoods 68 3.1 119,4 4.L.39 Fading owner occupied terraces 4.L.40 High occupancy terraces, culturally diverse family areas 4.M.41 Labouring semi-rural estates 4.M.42 Struggling young families in post-war terraces 16 6 7 6 333,4 4.M.49 Struggling young families in post-war terraces 16 7 6 333,4 4.M.49 Struggling young families in post-war terraces 16 7 6 333,4 4.M.49 Fost-war estates, limited means 4.N.49 Post-ower states, limited means 4.N.49 Post-ower states, limited means 4.N.49 Post-ower in social housing, semis and terraces 29 1.3 36,6 4.N.49 Clidering in social rented flats 5.0.49 Young families in low cost private flats 5.0.49 Young families in low cost private flats 5.0.49 Young families in social rented flats 5.0.59 Struggling younger people in mixed tenure 5.0.51 Young people in small, low cost terraces 5.9.51 Low income older people in mixed tenure 5.9.52 Poorer families, many children, terraced housing 5.9.53 Low income terraces 5.9.55 Deprived and ethnically diverse in flats 5.9.55 Low income large families in social rented semis 5.9.55 Low income large families and single parents 5.0.57 Social rented flats, families and single parents 5.0.57 Social rented flats, families and single parents	6,658 2.3	0.0	-3.1	57	
3.3.33 Smaller houses and starter homes 6 3.0 164, 150, 164, 151, 164, 175, 164, 175, 164, 175, 164, 175, 164, 175, 164, 175, 164, 175, 175, 175, 175, 175, 175, 175, 175	5,685 0.4	0.0	-0.6	79	
3.1.33 Smaller houses and starter homes 164,45					
Financially Stretched 4.K Student Life 4.K Student flats and halls of residence 0 0.0 38,8 4.K.35 Term-time terraces 0 0.0 6,4 4.K.35 Educated young people in flats and tenements 21 1.0 46,5 4.L. Modest Means 21 1.0 79,5 4.L.37 Low cost flats in suburban areas 21 1.0 79,5 4.L.38 Semi-skilled workers in traditional neighbourhoods 68 3.1 119,4 4.L.39 Fading owner occupied terraces 52 2.4 102,5 4.L.49 High occupancy terraces, culturally diverse family areas 145 6.7 43,6 4.M.41 Labouring semi-rural estates 1 0.0 218,6 4.M.42 Struggling young families in post-war terraces 166 7.6 333,3 4.M.43 Families in right-to-buy estates 181 8.3 113,7 4.M.44 Post-war estates, limited means 52 2.4 69,1 4.N.45 Pensioners in social housing, semis and terraces 29 1.3 36,8 4.N.46 Elderly people in social rented flats 41 1.9 30,0 4.N.49 Pensioners and singles in social rented flats 41 1.9 30,0 4.N.49 Young families in low cost pr	0,069 2.4	0.0	-3.1	58	
A.K Student Life	4,462 2.6	0.0	1.2	116	
4.K.34 Student flats and halls of residence 0 0.0 38,6 4.K.35 Erem-time terraces 0 0.0 6,4 4.K.36 Educated young people in flats and tenements 21 1.0 46,1 4.L Modest Means 21 1.0 79,5 4.L.38 Semi-skilled workers in traditional neighbourhoods 68 3.1 119,4 4.L.39 Fading owner occupied terraces 52 2.4 102,6 4.L. 40 High occupancy terraces, culturally diverse family areas 15 6.7 43,6 4.M. 41 Labouring semi-rural estates 1 0.0 218,6 4.M.42 Struggling young families in post-war terraces 166 7.6 333,2 4.M.43 Families in right-to-buy estates 181 8.3 113,3 4.M.44 Post-war estates, limited means 52 2.4 69,1 4.N.49 Pensioners in social housing, semis and terraces 29 1.3 36,6 4.N.49 Pensioners in social housing, semis and terraces 29 1.3 36,6 4.N.49 Pensioners in social housing, semis and terraces 9 4.7 47,3 4.N.49 Ensioners in social housing, semis and terraces 9 1.7					
4.K.35 Term-time terraces 0 0.0 6,4 4.K.36 Educated young people in flats and tenements 21 1.0 46,7 4.L.Modest Means 4.1.37 Low cost flats in suburban areas 21 1.0 79,5 4.L.38 Semi-skilled workers in traditional neighbourhoods 68 3.1 119,4 4.L.39 Fading owner occupied terraces 52 2.4 102,5 4.L.40 High occupancy terraces, culturally diverse family areas 145 6.7 43,6 4.M.41 Eabouring semi-rural estates 1 0.0 218,6 4.M.42 Struggling young families in post-war terraces 166 7.6 333,3 4.M.43 Families in right-to-buy estates 181 8.3 113,3 4.M.43 Families in right-to-buy estates 181 8.3 113,3 4.M.43 Fensioners in social housing, semis and terraces 29 1.3 36,4 4.N.45 Pensioners in social housing, semis and terraces 29 1.3 36,4 4.N.45 Pensioners in social housing, semis and terraces 29 1.3 36,4 4.N.49 Town income older people in smaller semis 35 4.4 87,5 4.N.49 Town families 3					
4.K.36 Educated young people in flats and tenements 4.I. 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 5.2 2.4 102,4 4.L.40 High occupancy terraces, culturally diverse family areas 4.L.40 High occupancy terraces, culturally diverse family areas 4.M.41 Labouring semi-rural estates 4.M.41 Labouring semi-rural estates 4.M.41 Eabouring semi-rural estates 4.M.42 Struggling young families in post-war terraces 5.2 2.4 69,1 5.0 4.M.49 Post-war estates, limited means 4.M.49 Post-war estates, limited means 4.N.49 Post-war estates, limited means 4.N.49 Fensioners in social housing, semis and terraces 4.N.49 Fensioners in social rented flats 4.N.49 Fensioners in social rented flats 4.N.49 Post-war estates, limited means 4.N.49 Post-pasioners in social rented flats 4.N.49 Post-pasioners in social rented flats 4.N.49 Post-pasioners and singles in social rented flats 5.0.50 Young Hardship 5.0.49 Young families in low cost private flats 5.0.49 Young families in low cost private flats 5.0.50 Struggling younger people in mixed tenure 5.0.51 Young people in small, low cost terraces 5.9.51 Low income terraces 5.9.52 Poorer families, many children, terraced housing 5.9.53 Low income terraces 5.9.55 Deprived and ethnically diverse in flats 5.9.55 Low income large families in social rented semis 5.9.55 Low income large families in social rented semis 5.9.55 Low income large families and single parents 5.0.57 Social rented flats, families and single parents		0.0	-3.7	0	
AL Modest Means	6,450 0.1 6,132 0.7	0.0	-1.5 1.3	0 I 131	
AL 37 Low cost flats in suburban areas 21 1.0 7.95 4.L 38 Fami-skilled workers in traditional neighbourhoods 68 3.1 119,4 4.L 39 Fading owner occupied terraces 12 2.4 102,6 4.L 40 high occupancy terraces, culturally diverse family areas 145 6.7 43,6 4.M Striving Families 8 1 0.0 2218,6 4.M.41 Labouring semi-rural estates 1 0.0 2218,6 4.M.42 Struggling young families in post-war terraces 166 7.6 333,1 4.M.43 Families in right-to-buy estates 181 8.3 113,7 4.M.43 Families in right-to-buy estates 181 8.2 2.4 69,1 4.N.43 Fensioners in social housing, semis and terraces 29 1.3 36,6 4.9 1.3 36,4 4.N.45 Pensioners in social housing, semis and terraces 29 1.3 36,6 4.7 39,0 4.N.49 Pensioners in social housing, semis and terraces 29 1.3 36,4 87,6 4.N.49 Pensioners in social housing, semis and terraces 29 1.4 87,6 4.N.49 Low income older people in smaller semis	5,132 0.7	0.0	1.5	151	
4.L.38 Semi-skilled workers in traditional neighbourhoods 68 3.1 119,4 4.L.39 Fading owner occupied terraces 52 2.4 102,6 4.L.40 High occupancy terraces, culturally diverse family areas 145 6.7 43,6 4.M. Striving Families 1 0.0 218,6 4.M. AL Labouring semi-rural estates 1 0.0 218,6 4.M. AL 25 truggling young families in post-war terraces 181 8.3 113,7 4.M.43 Families in right-to-buy estates 181 8.3 113,7 4.M.44 Post-war estates, limited means 52 2.4 69,1 4.N. 44 Post-war estates, limited means 29 1.3 36,6 4.N. 45 Pensioners in social housing, semis and terraces 29 1.3 36,6 4.N. 45 Pensioners in social rented flats 41 1.9 39,0 4.N. 47 Low income older people in smaller semis 95 4.4 87,8 4.N. 48 Pensioners and singles in social rented flats 36 1,7 47,2 **** **Urban Adversity** *****Surphy *****Surphy *****Surphy *****Surphy ****Surphy ****Surphy ****Surphy ****Surphy ****Surphy ****Surphy ****Surphy ***Surphy ****Surphy ***Surphy ***Surphy ***Surphy ***Surphy *	9,909 1.3	0.0	-1.3	76	
4.L.39 Fading owner occupied terraces 4.L.40 High occupancy terraces, culturally diverse family areas 4.M.40 High occupancy terraces, culturally diverse family areas 4.M.41 Labouring semi-rural estates 4.M.42 Struggling young families in post-war terraces 5.C. 166 7.6 333, 4.4 4.4 25 truggling young families in post-war terraces 5.C. 2.4 69,1 4.M.43 Families in right-to-buy estates 5.C. 2.4 69,1 4.M.49 Families in right-to-buy estates 5.C. 2.4 69,1 4.M.49 Families in right-to-buy estates 5.C. 2.4 69,1 4.M.49 Post-war estates, limited means 5.C. 2.4 69,1 4.M.49 Post-war estates, limited means 5.C. 2.4 69,1 4.M.49 Families rein social rented flats 5.C. 3.5 6,1 7.5 7.5 7.5 7.5 7.5 7.5 7.5 7.5 7.5 7.5		0.1	4.2	164	
4.L 40 High occupancy terraces, culturally diverse family areas 145 6.7 43,6 4.M Striving Familles 1 0.0 218,6 4.M.4.1 Labouring semi-rural estates 1 0.0 218,6 4.M.4.2 Struggling young families in post-war terraces 166 7,6 333,3 4.M.4.3 Families in right-to-buy estates 181 35 2,4 69,1 4.M.4 Families in right-to-buy estates 25 2,4 69,1 4.M.4 Families in right-to-buy estates 29 1.3 36,6 4.N.4 Power Pensioners 29 1.3 36,6 4.N.45 Pensioners in social housing, semis and terraces 29 1.3 36,6 4.N.45 Pensioners in social rented flats 41 1.9 39, 4.N.47 Low income older people in smaller semis 35 4,4 87,6 4.N.48 Pensioners and singles in social rented flats 36 47,3 Urban Adversity 5.O.49 Young families in low cost private flats 73 3,4 97,4 5.O.59 Struggling geonger people in mixed tenure 130 6,0 101,6 5.O.51 Young people in small, low cost terraces <	2,690 1.6	0.1	2.8	146	
4.M. Striving Families 1 0.0 218,6 4.M. 4.1 Labouring semi-rural estates 166 7.6 333,3 4.M. 4.3 Framilies in right-to-buy estates 181 8.3 113,7 4.M. 4.9 Foreir Pensioners 2 2 69,1 4.N. 4.9 Foreir Pensioners 8 29 1.3 36,6 4.N. 4.5 Pensioners in social housing, semis and terraces 29 1.3 36,6 4.N. 4.5 Pensioners in social rented flats 41 1.9 39,0 4.N. 4.7 Low income older people in smaller semis 95 4.4 87,8 4.N. 4.8 Pensioners and singles in social rented flats 36 1.7 47,2 1.Vibran Adversity 5 5.0.49 Young families in low cost private flats 73 3.4 97,4 5.0.9 Young families in low cost private flats 73 3.4 97,4 5.0.51 Young people in small, low cost terraces 85 3.9 53,5 5.P. 52 Poorer families, many children, terraced housing 148 6.8 86,1 5.P. 53 Low income terraces 0 0.0 11,2 5.P. 55 Deprived and ethnically diverse in flats 0 <td< td=""><td>3,610 0.7</td><td>0.3</td><td>33.5</td><td>959</td><td></td></td<>	3,610 0.7	0.3	33.5	959	
4.M.4.2 Struggling young families in post-war terraces 166 7.6 333.3 4.M.4.3 Families in right-to-buy estates 181 8.3 113.3 4.M.4.4 Post-war estates, limited means 52 2.4 69.1 4.N.45 Poorer Pensioners 8 29 1.3 36.6 4.N.45 Pensioners in social housing, semis and terraces 29 1.3 36.6 4.N.46 Elderly people in social rented flats 41 1.9 39.0 4.N.47 Low income older people in smaller semis 55 4.4 87.6 4.N.48 Pensioners and singles in social rented flats 85 4.7 47.3 Urban Adversity 5.O.49 Young Hardship 73 3.4 97.4 5.O.50 Struggling younger people in mixed tenure 130 6.0 101.6 5.O.51 Young people in small, low cost terraces 85 3.9 53.0 5.P.51 Young people in small, low cost terraced housing 148 6.8 86,1 5.P.52 Poorer families, many children, terraced housing 148 6.8 86,5 5.P.53 Low income terraces 0 0.0 11,5 5.P.55 Low income large families i					
4.M.43 Families in right-to-buy estates 181 8.3 113,7 4.M.44 Post-war estates, limited means 52 2.4 69,1 4.N. 44 Post-war estates, limited means 52 2.0 69,1 4.N. 45 Pensioners in social housing, semis and terraces 29 1.3 36,8 4.N. 45 Pensioners in social rented flats 41 1.9 39,0 4.N. 45 Liderly people in social rented flats 36 1.7 47,2 4.N. 48 Pensioners and singles in social rented flats 36 1.7 47,3 5.O. 49 Young Hardship 50.49 Young families in low cost private flats 73 3.4 97,4 5.O. 50 Struggling younger people in mixed tenure 130 6.0 101,6 5.O. 51 Young people in small, low cost terraces 85 3.9 53,5 5.P. 52 Poorer families, many children, terraced housing 148 6.8 86,1 5.P.53 Low income terraces 0 0.0 8 5.P.55 Deprived and ethnically diverse in flats 0 0.0 2,5 5.P.55 Low income large families in social rented semis 51 2.3 100,5 5.Q. 51 Social rented flats, families and single parents 48 2.2 122,1		0.0	-8.7	1	
4.M.44 Post-war estates, limited means 52 2.4 69,1 4.N Poorer Pensioners 36,8 4.0 36,8 4.N.45 Pensioners in social housing, semis and terraces 29 1.3 36,8 4.N.46 Elderly people in social rented flats 41 1.9 39,0 4.N.48 Pensioners and singles in social rented flats 36 1.7 47,3 Urban Adversity 5.0.49 Young familles in low cost private flats 73 3.4 97,4 5.0.95 Ourng familles in low cost private flats 73 3.9 53,5 5.0.95 Young people in small, low cost terraces 85 3.9 53,0 5.P.51 Young people in small, low cost terraces 86 6.8 86,1 5.P.52 Poorer families, many children, terraced housing 148 6.8 86,1 5.P.53 Low income terraces 0 0.0 12,5 5.P.55 Deprived and ethnically diverse in flats 0 0.0 2,5 5.P.55 Low income large families in social rented semis 51 2.3 100,5 5.P.55 Low income large families and single parents 48 2.2 122,1	3,390 5.3	0.0	4.8	144	
A.N.45 Pensioners A.N.45 Pensioners A.N.45 Pensioners a.S.45 Pensioners in social housing, semis and terraces 29 1.3 3.6, 8.4 3.6, 4.N.46 Elderly people in social rented flats 41 1.9 3.9, 4.1 4.N.46 Elderly people in smaller semis 35 4.4 8.7, 8.4 4.N.48 Pensioners and singles in social rented flats 36 1.7 47.3 47.3 47.5		0.2	22.8	459	
4.N.45 Pensioners in social housing, semis and terraces 29 1.3 36,6 4.N.46 Elderly people in social rented flats 41 1.9 39,6 4.N.47 Low income older people in smaller semis 95 4.4 87,8 4.N.48 Pensioners and singles in social rented flats 36 1.7 47,2 Urban Adversity 5.O Young Hardship 5.O.49 Young families in low cost private flats 73 3.4 97,4 5.O.50 Struggling younger people in mixed tenure 130 6.0 101,6 5.O.51 Young people in small, low cost terraces 85 3.9 53,5 5.P Struggling Estates 5.P.52 Poorer families, many children, terraced housing 148 6.8 86,1 5.P.53 Low income terraces 0 0.0 113,1 5.P.54 Multi-thnic, purpose-built estates 0 0.0 2,5 5.P.55 Deprived and ethnically diverse in flats 0 0.0 2,5 5.P.55 Low income large families in social rented semis 51 2.3 100,5 5.Q Difficult Circumstances 5 2.5 3.0 3.0 3.0 3.0 3.0 3.0	9,158 1.1	0.1	5.8	217	
4.N.46 Elderly people in social rented flats 41 1.9 39.4 4.N.47 Low income older people in smaller semis 95 4.4 87.8 4.N.48 Pensioners and singles in social rented flats 36 1.7 47.3 Urban Adversity 5.0.49 Young families in low cost private flats 73 3.4 97.4 5.0.94 Young families in low cost private flats 73 3.9 59.5 5.0.95 Urggling younger people in mixed tenure 130 6.0 101.6 5.0.51 Young people in small, low cost terraces 85 3.9 53.5 5.P.52 Poorer families, many children, terraced housing 148 6.8 86,1 5.P.53 Low income terraces 0 0.0 11,4 5.P.55 Low income terraces 0 0.0 2.5 5.P.55 Low income large families in social rented semis 51 2.3 100.5 5.P.56 Low income large families in social rented semis 51 2.3 100.5 5.Q.Difficult Circumstances 5 2.5 5.05 Social rented flats, families and single parents 48 2.2 122,1	6,867 0.6	0.1	4.6	227	
4.N.47 Low income older people in smaller semis 95 4.4 87,8 4.N.48 Pensioners and singles in social rented flats 36 1.7 47,3 Urban Adversity 5.O Young Hardship 5.0.49 Young families in low cost private flats 73 3.4 97,4 5.0.51 Young people in small, low cost terraces 85 3.9 53,0 5.D.51 Young people in small, low cost terraces 85 3.9 58,0 5.P.5 Struggling Estates 5.P.53 Low income terraces 0 0.0 11,1 5.P.53 Low income terraces 0 0.0 11,1 5.P.54 Multi-ethnic, purpose-built estates 0 0.0 2,5 5.P.55 Deprived and ethnically diverse in flats 0 0.0 2,5 5.P.55 Low income large families in social rented semis 51 2.3 100,5 5.P.55 Low income large families in social rented semis 51 2.3 100,5 5.P.55 Low income large families in social rented semis 51 2.3 100,5 5.P.55 Low income large families in social rented semis 51 2.3 100,5 5.P.56 Low income large families in social rented sem	9,046 0.6	0.1	4.6 7.5	303	
4.N.48 Pensioners and singles in social rented flats 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.51 Urban Struggling younger people in mixed tenure 5.P.52 Porer families, many children, terraced housing 5.P.52 Poorer families, many children, terraced housing 5.P.53 Low income terraces 5.P.53 Low income terraces 5.P.55 Deprived and ethnically diverse in flats 5.P.55 Low income large families in social rented semis 5.P.55 Low income large families in social rented semis 5.Q.51 fficult Circumstances 5.Q.57 Social rented flats, families and single parents 48 2.2 122,17	7,819 1.4	0.1	11.8	312	
Urban Adversity S.O Young Hardship S.O. Young families in low cost private flats S.O. 49 Young families in low cost private flats S.O. 49 Young families in low cost private flats S.O. 50 Struggling younger people in mixed tenure 130	7,368 0.8	0.1	4.9	219	
S.O.4 young Hardship 5.O.49 Young families in low cost private flats 73 3.4 97,4 5.O.50 Struggling younger people in mixed tenure 130 6.0 101,6 5.O.51 Young people in small, low cost terraces 35 3.9 53,0 5.P Struggling Estates 86 86,1 5.P.53 Low income terraces 0 0.0 11, 5.P.53 Low income terraces 0 0.0 2.8 5.P.55 Deprived and ethnically diverse in flats 0 0.0 2.5 5.P.55 Low income large families in social rented semis 51 0.2 0.0 5.P.0 Jiffcult Circumstances 5 10.0 0.0 0.0 5.P.57 Social rented flats, families and single parents 48 2.2 122,1					
5.0.49 Young families in low cost private flats 73 3.4 97,4 5.0.50 Struggling younger people in mixed tenure 130 6.0 101,6 5.0.51 Young people in small, low cost terraces 85 3.0 53,6 5.P Struggling Estates 8 86.1 86,1 5.P.53 Low income terraces 0 0.0 11,1 5.P.53 Low income terraces 0 0.0 8 5.P.55 Deprived and ethnically diverse in flats 0 0.0 2,5 5.P.55 Low income large families in social rented semis 5.1 2.3 100,5 5.Q. Difficult Circumstances 5.Q. Difficult Circumstances 5.Q. 57 Social rented flats, families and single parents 48 2.2 122,1					
5.0.50 Struggling younger people in mixed tenure 130 6.0 101,6 5.0.51 Young people in small, low cost terraces 85 3.9 53,6 5.P Struggling Estates 5.P.52 Poorer families, many children, terraced housing 148 6.8 86,1 5.P.53 Low income terraces 0 0.0 113,2 5.P.54 Multi-tehnic, purpose-built estates 0 0.0 8 5.P.55 Deprived and ethnically diverse in flats 0 0.0 2,5 5.P.56 Low income large families in social rented semis 51 2.3 100,5 5.Q Difficult Circumstances 5 2.5 3.0 2.2 122,1 5.Q.57 Social rented flats, families and single parents 48 2.2 122,1	7,454 1.6	0.1	6.8	216	
5.P.S truggling Estates 5.P.52 Poorer families, many children, terraced housing 148 6.8 86,7 5.P.53 Low income terraces 0 0.0 11,7 5.P.54 Multi-ethnic, purpose-built estates 0 0.0 2,5 5.P.55 Deprived and ethnically diverse in flats 0 0.0 2,5 5.P.56 Low income large families in social rented semis 5 2.0 10,0 5.P.57 Colail rented flats, families and single parents 48 2,2 122,1	1,645 1.6	0.1	16.1	369	
5.P.52 Poorer families, many children, terraced housing 148 6.8 86,1 5.P.53 Low income terraces 0 0.0 11,1 5.P.54 Multi-Ethnic, purpose-built estates 0 0.0 8 5.P.55 Deprived and ethnically diverse in flats 0 0.0 2,5 5.P.56 Low income large families in social rented semis 51 2.3 100,5 5.Q Difficult Circumstances 5.Q.57 Social rented flats, families and single parents 48 2.2 122,1	3,084 0.8	0.2	15.6	462	
5.P.53 Low income terraces 0 0.0 11,7 5.P.54 Multi-ethnic, purpose-built estates 0 0.0 8 5.P.55 Deprived and ethnically diverse in flats 0 0.0 2,5 5.P.56 Low income large families in social rented semis 51 2.0 100,5 5.Q Difficult Circumstances 5.Q.57 Social rented flats, families and single parents 48 2,2 122,1					
5.P.54 Multi-ethnic, purpose-built estates 0 0.0 8 5.P.55 Deprived and ethnically diverse in flats 0 0.0 2.5 5.P.56 Low income large families in social rented semis 51 2.3 100,5 5.Q.D Ifficult Circumstances 5.Q.57 Social rented flats, families and single parents 48 2.2 122,1	6,198 1.4	0.2	21.8	495	
5.P.55 Deprived and ethnically diverse in flats 0 0.0 2,5 5.P.56 Low income large families in social rented semis 51 2.3 100,5 5.Q Difficult Circumstances 5. 2.5 122,1 5.Q.57 Social rented flats, families and single parents 48 2.2 122,1	1,157 0.2	0.0	-2.0	0	
5.P.56 Low income large families in social rented semis 51 0.0,5 5.Q Difficult Circumstances 5.Q.57 Social rented flats, families and single parents 48 2.2 122,1	841 0.0	0.0	-0.5	0	
5.Q Difficult Circumstances 5.Q.57 Social rented flats, families and single parents 48 2.2 122,1	2,563 0.0 0,544 1.6	0.0 0.1	-0.9 2.8	0 146	
5.Q.57 Social rented flats, families and single parents 48 2.2 122,1	J,544 1.6	0.1	2.8	146	
	2,139 2.0	0.0	0.9	113	—
5.Q.58 Singles and young families, some receiving benefits 151 7.0 58,1	2,139 2.0 8,194 0.9	0.0	29.3	749	
	4,401 1.0	0.1	15.5	426	
Not Private Households	, 1.0	0.2	13.3	-120	
6.R Not Private Households					
	4,616 0.2	0.1	1.3	158	
	0,959 0.8	0.0	0.1	102	
6.R.62 Business addresses without residential population 435 20.0	0 0.0	0.0	0.0		