ACORN PROFILE REPORT

acorn

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
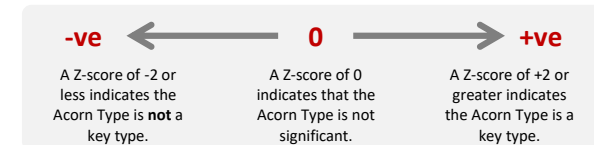
Click here for more...

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

← **100** →

An index of under 100 shows below average representation.

An index of 100 shows that the proportion of customers is the same as the base.

An index of over 100 shows above average representation.

Z-SCORE

-ve ← **0** → **+ve**

A Z-score of -2 or less indicates the Acorn Type is **not** a key type.

A Z-score of 0 indicates that the Acorn Type is not significant.

A Z-score of +2 or greater indicates the Acorn Type is a key type.

ADDITIONAL INFORMATION

Click on the documents below for more information on Acorn.

User Guide

Technical Guide

Online Microsite

CACI

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	
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 Communties**	**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

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ACORN PROFILE OVERVIEW

acorn

Profile:	Littleport Profile
Base:	East Cambridgeshire 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	18-24	
Social Grade	C1	
Children At Home	3+	
House Tenure	Social Rented	
Household Income	£35k	
Social Media Usage	Medium	

DEMOGRAPHICS

AGE

Age	%	INDEX
0-17	20%	101
18-24	7%	105
25-34	11%	105
35-49	19%	98
50-64	21%	97
65-74	12%	98
75+	9%	101

FAMILY

	%	INDEX
Couple - No Children	20%	94
Couple - With Children	21%	93
Lone Parent	7%	121
Single - No Children	14%	108
All Student/ Pensioner	23%	99

KEY INSIGHTS

- The average age of the population in the profiled households is about the same when compared to the base.
- Households containing lone parents occur more in this profile than in the base.
- 32.9% of the profile live in households with an income less than £20k.
- The dominant Social Grade is C1 and the most over-represented is D.
- There is a higher proportion of people in this profile who are unemployed than in the base.

INCOME

- 33% £0-£20k (Index: 125)
- 33% £20k-£40k (Index: 108)
- 19% £40k-£60k (Index: 91)
- 8% £60k-£80k (Index: 77)
- 3% £80k-£100k (Index: 63)
- 3% £100k+ (Index: 48)

SOCIAL GRADE

- 22% AB (Index: 75)
- 29% C1 (Index: 95)
- 25% C2 (Index: 116)
- 13% D (Index: 127)
- 12% E (Index: 127)

EMPLOYMENT

- 39% Full-Time (Index: 98)
- 15% Part-Time (Index: 103)
- 11% Self-emp. (Index: 90)
- 17% Retired (Index: 99)
- 3% Unemp. (Index: 124)
- 4% Student (Index: 101)
- 12% Other (Index: 113)

MOTOR & HOME

CARS

No Cars	1 Car	2 Cars	3+ Cars
17%	49%	27%	6%
Index: 121	Index: 105	Index: 88	Index: 80

CAR TYPE

Mini/Supermini	Small Family Car	Large Family Car	Luxury/Executive	Sports/4x4/MPV
23%	32%	26%	1%	6%
Index: 95	Index: 111	Index: 96	Index: 42	Index: 81

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.
- Semi-detached houses are 24.2% more likely than in the base.
- 19.1% of the households in the profile are likely to be social rented.
- About 6% of households will have 1 bedroom.
- The prevailing size is 2 people but households with 1 person appear more than in the base.

TENURE

35% Owned Outright Index: 91	14% Private Rented Index: 99	
31% Owned Mortgage Index: 91	19% Social Rented Index: 154	

TYPE

	Index
21% Terraced	Index: 110
44% Semi-	Index: 124
10% Flat	Index: 112
26% Detached	Index: 69
14% Bungalow	Index: 97

BEDROOMS

INDEX	118	113	110	68	62
	1	2	3	4	5+
	6%	25%	51%	14%	3%

SIZE

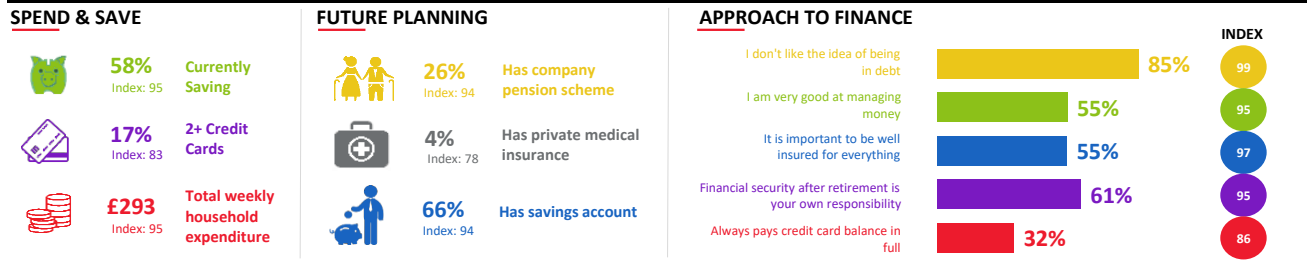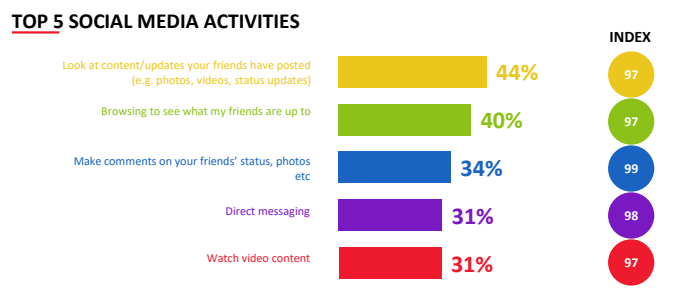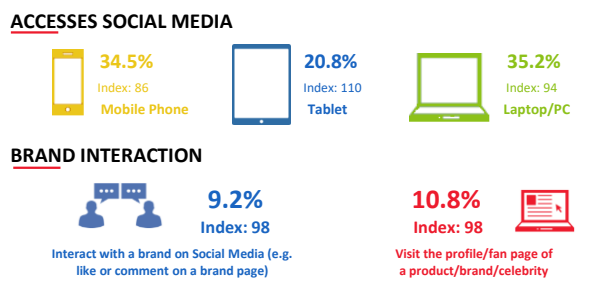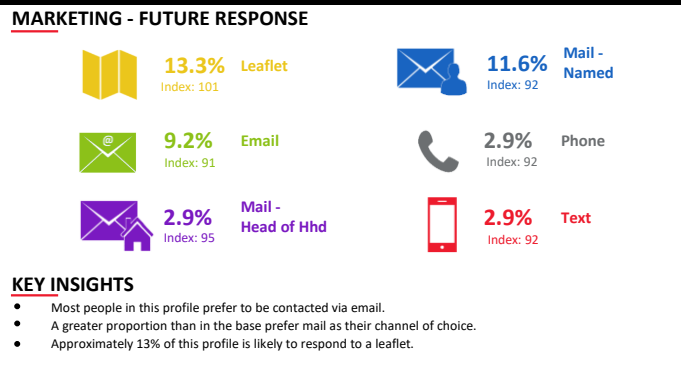|	
1 Person 19% Index: 109	2 People 40% Index: 98
3-4 People 34% Index: 97	5+ People 8% Index: 102

ACORN PROFILE OVERVIEW

acorn

Profile: Littleport Profile

Base: East Cambridgeshire Profile

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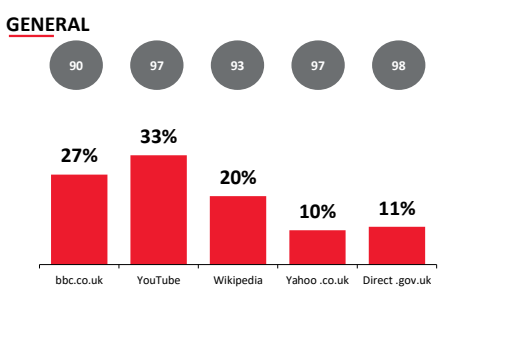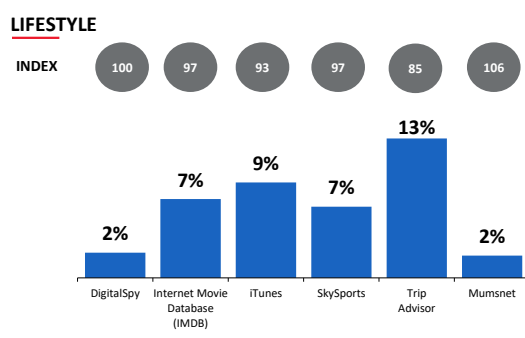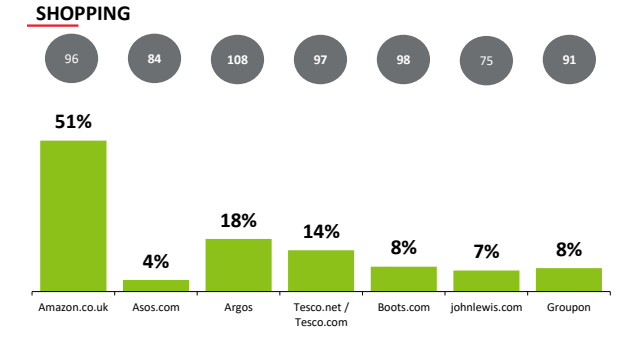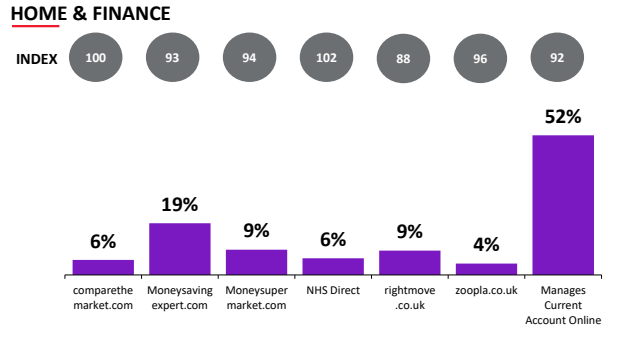
FINANCIAL BEHAVIOUR & ATTITUDES

SPEND & SAVE

58% Currently Saving — Index: 95

17% 2+ Credit Cards — Index: 83

£293 Total weekly household expenditure — Index: 95

FUTURE PLANNING

26% Has company pension scheme — Index: 94

4% Has private medical insurance — Index: 78

66% Has savings account — Index: 94

APPROACH TO FINANCE

INDEX

I don't like the idea of being in debt — **85%** — 99

I am very good at managing money — **55%** — 95

It is important to be well insured for everything — **55%** — 97

Financial security after retirement is your own responsibility — **61%** — 95

Always pays credit card balance in full — **32%** — 86

CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY

ATTITUDES

INDEX

Shopping online makes my life easier — **42%** — 93

I wait until tech becomes cheaper before considering purchase — **59%** — 99

I love to buy new gadgets and appliances — **28%** — 98

Computers confuse me - I'll never get used to them — **19%** — 106

I couldn't live without the internet on my mobile — **20%** — 97

I worry any personal information entered online won't be secure — **55%** — 99

MARKETING - FUTURE RESPONSE

13.3% Leaflet — Index: 101

9.2% Email — Index: 91

2.9% Mail - Head of Hhd — Index: 95

11.6% Mail - Named — Index: 92

2.9% Phone — Index: 92

2.9% Text — Index: 92

KEY INSIGHTS

- Most people in this profile prefer to be contacted via email.
- A greater proportion than in the base prefer mail as their channel of choice.
- Approximately 13% of this profile is likely to respond to a leaflet.

ACCESSES SOCIAL MEDIA

34.5% Mobile Phone — Index: 86

20.8% Tablet — Index: 110

35.2% Laptop/PC — Index: 94

BRAND INTERACTION

9.2% Index: 98 — Interact with a brand on Social Media (e.g. like or comment on a brand page)

10.8% Index: 98 — Visit the profile/fan page of a product/brand/celebrity

TOP 5 SOCIAL MEDIA ACTIVITIES

INDEX

Look at content/updates your friends have posted (e.g. photos, videos, status updates) — **44%** — 97

Browsing to see what my friends are up to — **40%** — 97

Make comments on your friends' status, photos etc — **34%** — 99

Direct messaging — **31%** — 98

Watch video content — **31%** — 97

WEBSITES

HOME & FINANCE

INDEX: 100 | 93 | 94 | 102 | 88 | 96 | 92

comparethemarket.com **6%** | Moneysavingexpert.com **19%** | Moneysupermarket.com **9%** | NHS Direct **6%** | rightmove.co.uk **9%** | zoopla.co.uk **4%** | Manages Current Account Online **52%**

SHOPPING

INDEX: 96 | 84 | 108 | 97 | 98 | 75 | 91

Amazon.co.uk **51%** | Asos.com **4%** | Argos **18%** | Tesco.net / Tesco.com **14%** | Boots.com **8%** | johnlewis.com **7%** | Groupon **8%**

LIFESTYLE

INDEX: 100 | 97 | 93 | 97 | 85 | 106

DigitalSpy **2%** | Internet Movie Database (IMDB) **7%** | iTunes **9%** | SkySports **7%** | Trip Advisor **13%** | Mumsnet **2%**

GENERAL

INDEX: 90 | 97 | 93 | 97 | 98

bbc.co.uk **27%** | YouTube **33%** | Wikipedia **20%** | Yahoo.co.uk **10%** | Direct.gov.uk **11%**

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 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 "play games".
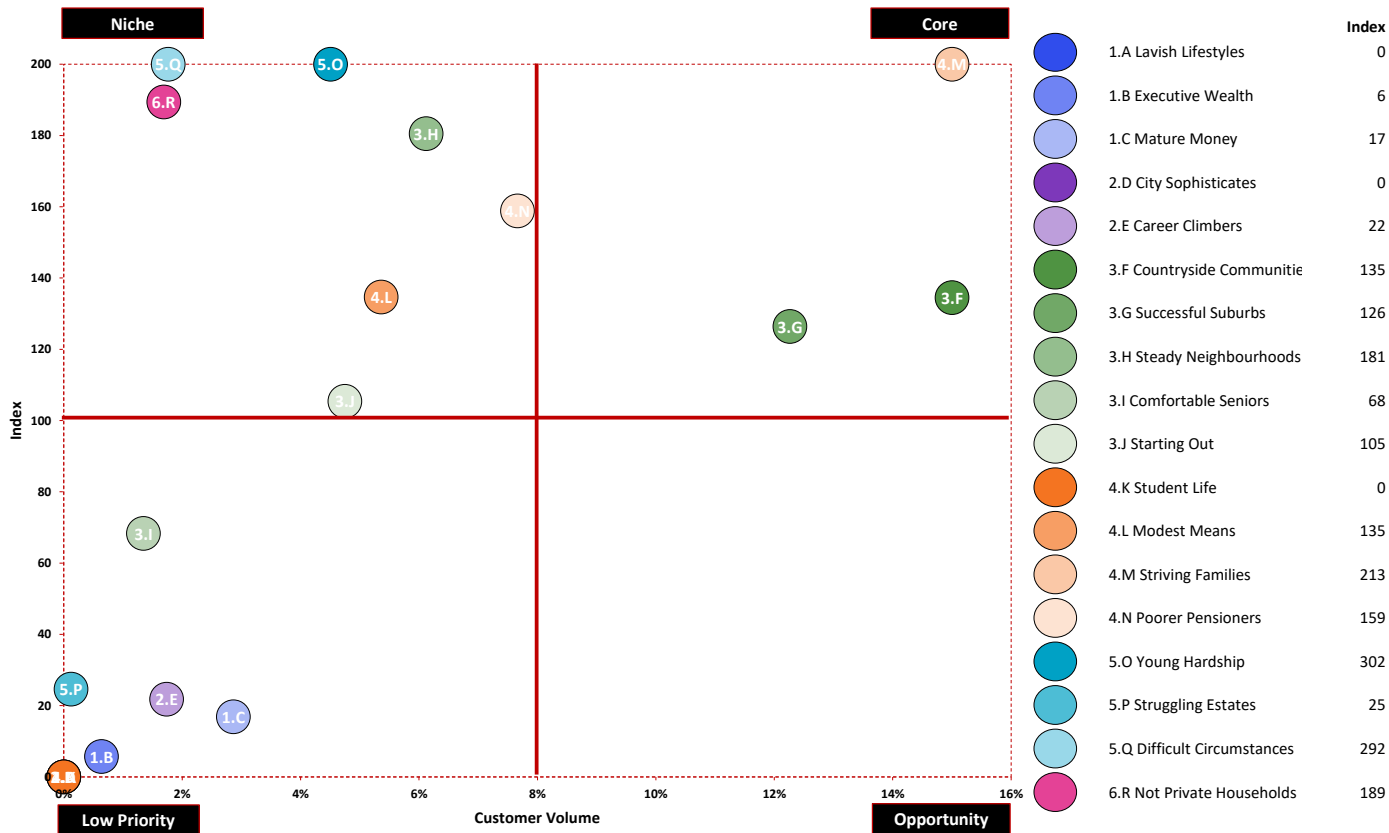
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ACORN CUSTOMER VIEW CHART

acorn

Profile: | Littleport Profile
| East Cambridgeshire 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**

		Index
🔵	1.A Lavish Lifestyles	0
🔵	1.B Executive Wealth	6
🔵	1.C Mature Money	17
🟣	2.D City Sophisticates	0
🟣	2.E Career Climbers	22
🟢	3.F Countryside Communitie	135
🟢	3.G Successful Suburbs	126
🟢	3.H Steady Neighbourhoods	181
🟢	3.I Comfortable Seniors	68
🟢	3.J Starting Out	105
🟠	4.K Student Life	0
🟠	4.L Modest Means	135
🟠	4.M Striving Families	213
🟠	4.N Poorer Pensioners	159
🔵	5.O Young Hardship	302
🔵	5.P Struggling Estates	25
🔵	5.Q Difficult Circumstances	292
🔴	6.R Not Private Households	189

ACORN CATEGORY PROFILE

acorn

Profile: Littleport Profile
Base: East Cambridgeshire Profile

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	143	3.5	10,818	28.1	1.3	-35.0	12			
2. Rising Prosperity	71	1.7	3,064	8.0	2.3	-14.7	22			
3. Comfortable Communities	2,335	57.2	16,871	43.9	13.8	17.1	130			
4. Financially Stretched	1,206	29.5	6,369	16.6	18.9	22.3	178			
5. Urban Adversity	261	6.4	996	2.6	26.2	15.3	247			
6. Not Private Households	69	1.7	343	0.9	20.1	5.4	189			
Total (Excluding Business addresses without residential pop.)	**4,085**		**38,461**		**10.6**					

ACORN CATEGORY PROFILE

☑Show Base

ACORN GROUP PROFILE

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Profile:
Littleport Profile
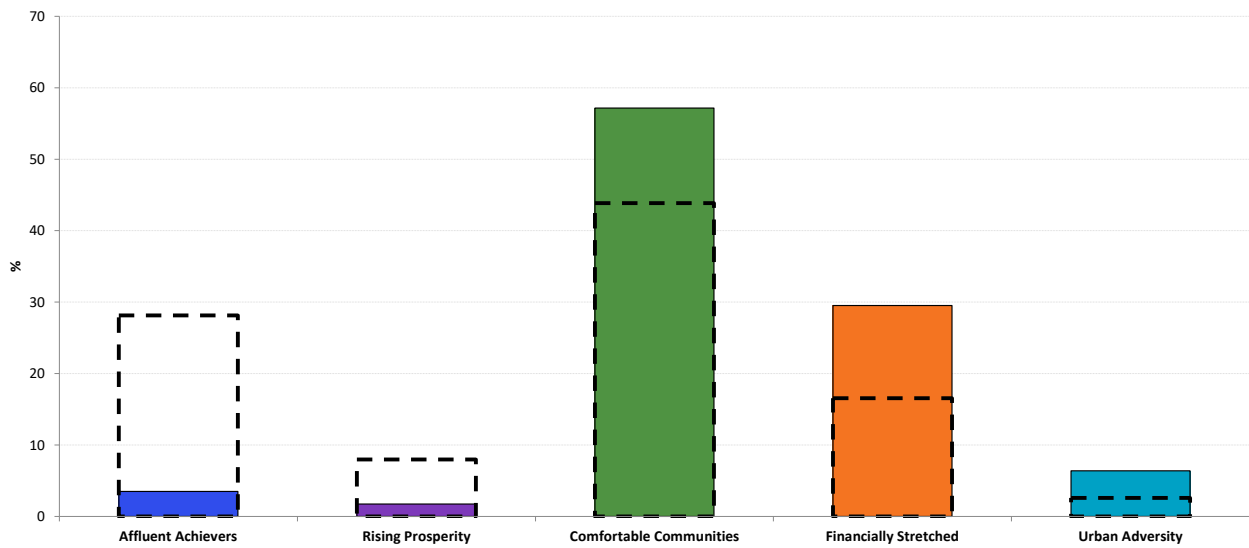
East Cambridgeshire Profile

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	29	0.1	0.0	-1.8	0			
1.B Executive Wealth	26	0.6	4,270	11.1	0.6	-21.3	6			
1.C Mature Money	117	2.9	6,519	16.9	1.8	-24.0	17			
2. Rising Prosperity										
2.D City Sophisticates	0	0.0	0	0.0	0.0	0.0	0			
2.E Career Climbers	71	1.7	3,064	8.0	2.3	-14.7	22			
3. Comfortable Communities										
3.F Countryside Communities	1,335	32.7	9,345	24.3	14.3	12.5	135			
3.G Successful Suburbs	501	12.3	3,731	9.7	13.4	5.5	126			
3.H Steady Neighbourhoods	250	6.1	1,304	3.4	19.2	9.6	181			
3.I Comfortable Seniors	55	1.3	758	2.0	7.3	-2.9	68			
3.J Starting Out	194	4.7	1,733	4.5	11.2	0.7	105			
4. Financially Stretched										
4.K Student Life	0	0.0	7	0.0	0.0	-0.9	0			
4.L Modest Means	219	5.4	1,531	4.0	14.3	4.5	135			
4.M Striving Families	674	16.5	2,976	7.7	22.6	21.0	213			
4.N Poorer Pensioners	313	7.7	1,855	4.8	16.9	8.5	159			
5. Urban Adversity										
5.O Young Hardship	184	4.5	573	1.5	32.1	15.9	302			
5.P Struggling Estates	5	0.1	191	0.5	2.6	-3.4	25			
5.Q Difficult Circumstances	72	1.8	232	0.6	31.0	9.6	292			
6. Not Private Households										
6.R Not Private Households	69	1.7	343	0.9	20.1	5.4	189			
Total (Excluding Business addresses without residential pop.)	**4,085**		**38,461**		**10.6**					

ACORN GROUP PROFILE

☑ Show Base

CACI

ACORN TYPE PROFILE

acorn

Profile:

Littleport Profile
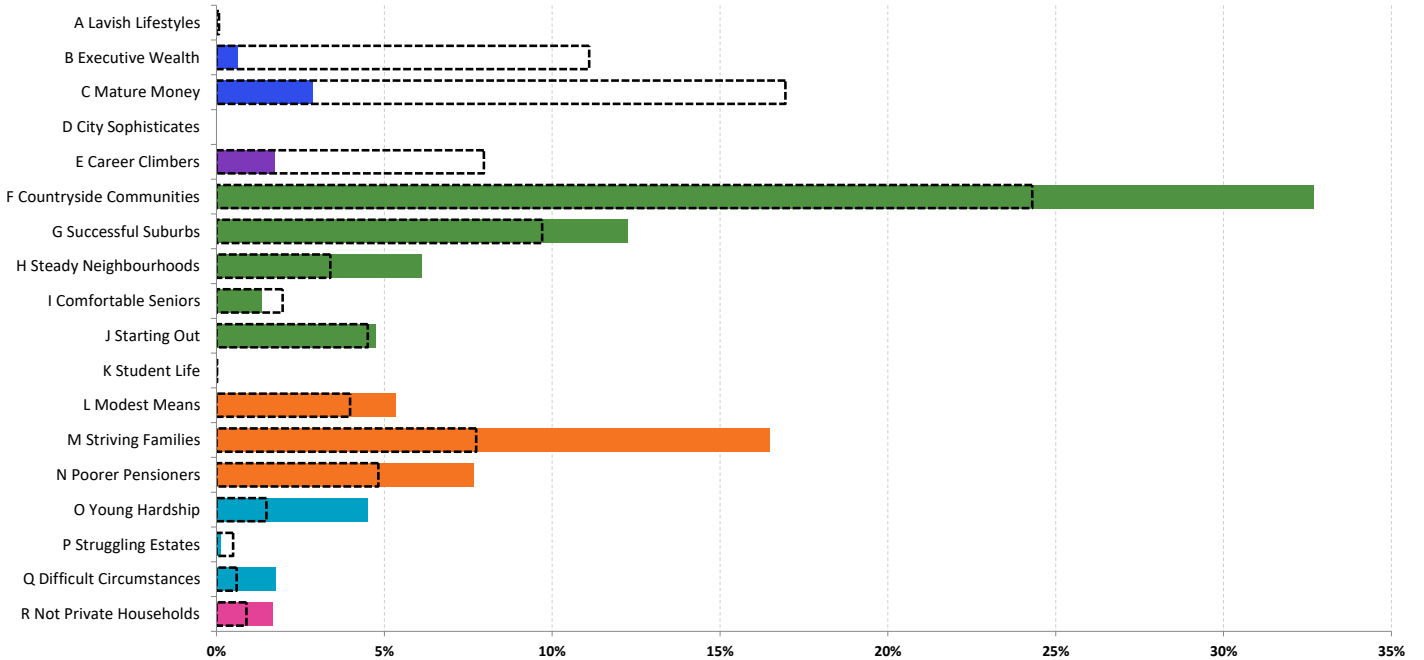
East Cambridgeshire Profile

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	0	0.0	0.0	0.0	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	29	0.1	0.0	-1.8	0			
1.B Executive Wealth										
1.B.4 Asset rich families	0	0.0	733	1.9	0.0	-8.9	0			
1.B.5 Wealthy countryside commuters	0	0.0	1,017	2.6	0.0	-10.5	0			
1.B.6 Financially comfortable families	26	0.6	1,743	4.5	1.5	-12.0	14			
1.B.7 Affluent professionals	0	0.0	12	0.0	0.0	-1.1	0			
1.B.8 Prosperous suburban families	0	0.0	17	0.0	0.0	-1.3	0			
1.B.9 Well-off edge of towners	0	0.0	748	1.9	0.0	-9.0	0			
1.C Mature Money										
1.C.10 Better-off villagers	11	0.3	4,426	11.5	0.2	-22.5	2			
1.C.11 Settled suburbia, older people	0	0.0	259	0.7	0.0	-5.3	0			
1.C.12 Retired and empty nesters	106	2.6	1,341	3.5	7.9	-3.1	74			
1.C.13 Upmarket downsizers	0	0.0	493	1.3	0.0	-7.3	0			
2. Rising Prosperity										
2.D. City Sophisticates										
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			
2.E Career Climbers										
2.E.18 Career driven young families	71	1.7	2,280	5.9	3.1	-11.3	29			
2.E.19 First time buyers in small, modern homes	0	0.0	784	2.0	0.0	-9.2	0			
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	74	1.8	1,036	2.7	7.1	-3.5	67			
3.F.22 Larger families in rural areas	330	8.1	3,835	10.0	8.6	-4.0	81			
3.F.23 Owner occupiers in small towns and villages	931	22.8	4,474	11.6	20.8	22.2	196			
3.G Successful Suburbs										
3.G.24 Comfortably-off families in modern housing	222	5.4	1,444	3.8	15.4	5.6	145			
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	279	6.8	2,287	5.9	12.2	2.4	115			
3.H Steady Neighbourhoods										
3.H.27 Suburban semis, conventional attitudes	10	0.2	96	0.2	10.4	-0.1	98			
3.H.28 Owner occupied terraces, average income	0	0.0	0	0.0	0.0	0.0	0			
3.H.29 Established suburbs, older families	240	5.9	1,208	3.1	19.9	10.0	187			
3.I Comfortable Seniors										
3.I.30 Older people, neat and tidy neighbourhoods	55	1.3	648	1.7	8.5	-1.7	80			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	110	0.3	0.0	-3.4	0			
3.J Starting Out										
3.J.32 Educated families in terraces, young children	0	0.0	678	1.8	0.0	-8.6	0			
3.J.33 Smaller houses and starter homes	194	4.7	1,055	2.7	18.4	7.8	173			
4. Financially Stretched										
4.K Student Life										
4.K.34 Student flats and halls of residence	0	0.0	7	0.0	0.0	-0.9	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	0	0.0	0.0	0.0	0			
4.L Modest Means										
4.L.37 Low cost flats in suburban areas	55	1.3	379	1.0	14.5	2.3	137			
4.L.38 Semi-skilled workers in traditional neighbourhoods	164	4.0	844	2.2	19.4	7.9	183			
4.L.39 Fading owner occupied terraces	0	0.0	308	0.8	0.0	-5.7	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	563	13.8	2,447	6.4	23.0	19.4	217			
4.M.42 Struggling young families in post-war terraces	61	1.5	479	1.2	12.7	1.4	120			
4.M.43 Families in right-to-buy estates	50	1.2	50	0.1	100.0	19.4	942			
4.M.44 Post-war estates, limited means	0	0.0	0	0.0	0.0	0.0	0			
4.N Poorer Pensioners										
4.N.45 Pensioners in social housing, semis and terraces	55	1.3	786	2.0	7.0	-3.1	66			
4.N.46 Elderly people in social rented flats	26	0.6	180	0.5	14.4	1.6	136			
4.N.47 Low income older people in smaller semis	232	5.7	770	2.0	30.1	16.8	284			
4.N.48 Pensioners and singles in social rented flats	0	0.0	119	0.3	0.0	-3.6	0			
5. Urban Adversity										
5.O Young Hardship										
5.O.49 Young families in low cost private flats	84	2.1	287	0.7	29.3	9.7	276			
5.O.50 Struggling younger people in mixed tenure	100	2.4	286	0.7	35.0	12.7	329			
5.O.51 Young people in small, low cost terraces	0	0.0	0	0.0	0.0	0.0	0			
5.P Struggling Estates										
5.P.52 Poorer families, many children, terraced housing	0	0.0	70	0.2	0.0	-2.7	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	5	0.1	121	0.3	4.1	-2.2	39			
5.Q Difficult Circumstances										
5.Q.57 Social rented flats, families and single parents	32	0.8	177	0.5	18.1	3.1	170			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	0	0.0	0.0	0.0	0			
5.Q.59 Deprived areas and high-rise flats	40	1.0	55	0.1	72.7	14.1	685			
6. Not Private Households										
6.R Not Private Households										
6.R.60 Active communal population	0	0.0	115	0.3	0.0	-3.5	0			
6.R.61 Inactive Communal Population	69	1.7	228	0.6	30.3	9.1	285			
6.R.62 Business addresses without residential population	38	0.9	336	0.9	11.3	0.4				
Total (Excluding Business addresses without residential pop.)	**4,085**		**38,461**		**10.6**					

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