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
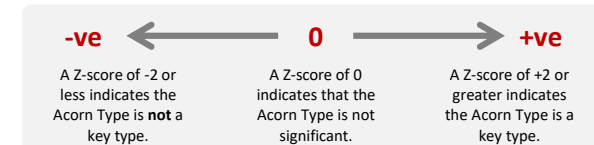
Click here for more...

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

ACORN PROFILE OVERVIEW

Profile: Soham 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: **25-34**	Social Grade: **C1**	Children At Home: **3+**
House Tenure: **Social Rented**	Household Income: **£38k**	Social Media Usage: **Medium**

DEMOGRAPHICS

AGE

Age	%	INDEX
0-17	21%	102
18-24	7%	106
25-34	12%	110
35-49	20%	100
50-64	20%	96
65-74	11%	94
75+	9%	96

FAMILY

	%	INDEX
Couple - No Children	20%	95
Couple - With Children	22%	96
Lone Parent	6%	116
Single - No Children	15%	111
All Student/ Pensioner	22%	94

KEY INSIGHTS

- The average age of the population in the profiled households is slightly younger when compared to the base.
- Households containing lone parents occur more in this profile than in the base.
- 30.4% 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

- 30% £0-£20k (Index: 116)
- 33% £20k-£40k (Index: 105)
- 20% £40k-£60k (Index: 95)
- 9% £60k-£80k (Index: 86)
- 4% £80k-£100k (Index: 77)
- 4% £100k+ (Index: 66)

SOCIAL GRADE

C1

- 24% AB (Index: 84)
- 30% C1 (Index: 99)
- 24% C2 (Index: 109)
- 11% D (Index: 117)
- 11% E (Index: 114)

EMPLOYMENT

- 41% Full-Time (Index: 102)
- 15% Part-Time (Index: 102)
- 11% Self-emp. (Index: 89)
- 16% Retired (Index: 93)
- 2% Unemp. (Index: 120)
- 4% Student (Index: 100)
- 11% Other (Index: 108)

MOTOR & HOME

CARS

No Cars	1 Car	2 Cars	3+ Cars
17%	49%	28%	7%
Index: 118	Index: 105	Index: 89	Index: 81

CAR TYPE

Mini/ Supermini	Small Family Car	Large Family Car	Luxury/ Executive	Sports/ 4x4/MPV
25%	31%	26%	2%	6%
Index: 101	Index: 107	Index: 94	Index: 61	Index: 79

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.
- Flats are 24.2% more likely than in the base.
- 14.2% 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)
- 16% Private Rented (Index: 113)
- 34% Owned Mortgage (Index: 99)
- 14% Social Rented (Index: 115)

TYPE

- 23% Terraced (Index: 122)
- 39% Semi- (Index: 111)
- 11% Flat (Index: 124)
- 27% Detached (Index: 73)
- 12% Bungalow (Index: 83)

BEDROOMS

INDEX: 116 113 105 77 71

1	2	3	4	5+
6%	26%	49%	16%	4%

SIZE

- 1 Person 19% (Index: 108)
- 2 People 39% (Index: 97)
- 3-4 People 35% (Index: 99)
- 5+ People 7% (Index: 100)
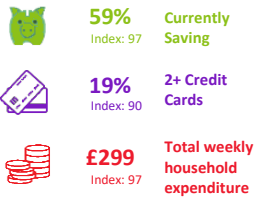
ACORN PROFILE OVERVIEW

Profile: Soham profile
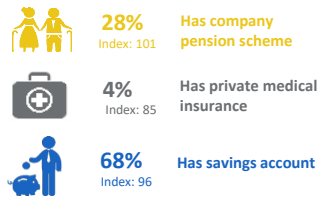**Base:** East Cambridgeshire Profile

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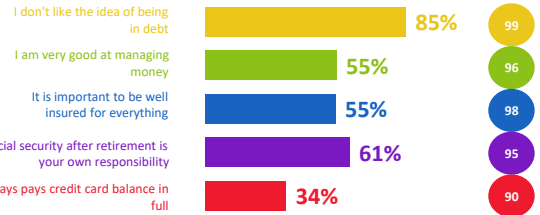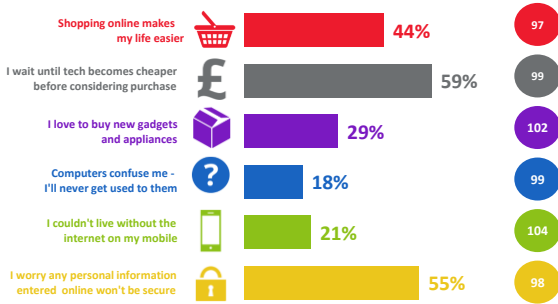
FINANCIAL BEHAVIOUR & ATTITUDES

SPEND & SAVE
- **59%** Currently Saving — Index: 97
- **19%** 2+ Credit Cards — Index: 90
- **£299** Total weekly household expenditure — Index: 97

FUTURE PLANNING
- **28%** Has company pension scheme — Index: 101
- **4%** Has private medical insurance — Index: 85
- **68%** Has savings account — Index: 96

APPROACH TO FINANCE
		INDEX
I don't like the idea of being in debt	85%	99
I am very good at managing money	55%	96
It is important to be well insured for everything	55%	98
Financial security after retirement is your own responsibility	61%	95
Always pays credit card balance in full	34%	90

CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY

ATTITUDES
		INDEX
Shopping online makes my life easier	44%	97
I wait until tech becomes cheaper before considering purchase	59%	99
I love to buy new gadgets and appliances	29%	102
Computers confuse me - I'll never get used to them	18%	99
I couldn't live without the internet on my mobile	21%	104
I worry any personal information entered online won't be secure	55%	98

MARKETING - FUTURE RESPONSE
- **13.4%** Leaflet — Index: 102
- **9.8%** Email — Index: 96
- **3.0%** Mail - Head of Hhd — Index: 99
- **11.9%** Mail - Named — Index: 95
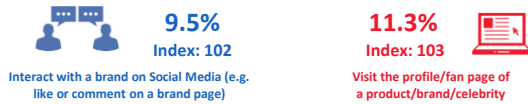- **2.9%** Phone — Index: 93
- **2.9%** Text — Index: 93

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.
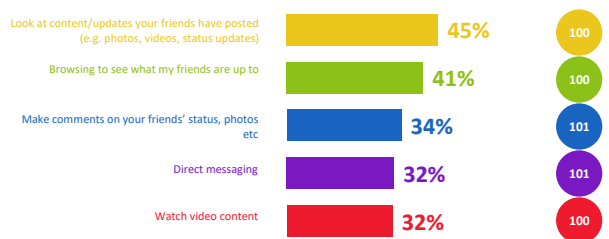- Approximately 13% of this profile is likely to respond to a leaflet.

ACCESSES SOCIAL MEDIA
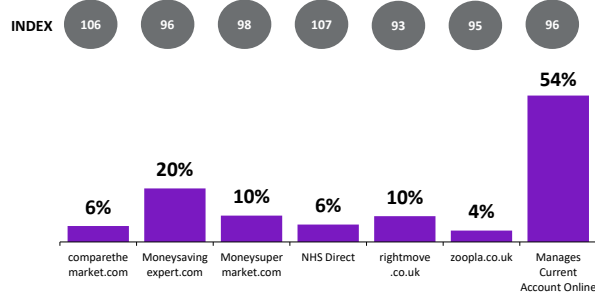- **35.9%** Mobile Phone — Index: 94
- **20.9%** Tablet — Index: 109
- **35.9%** Laptop/PC — Index: 98

BRAND INTERACTION
- **9.5%** Index: 102 — Interact with a brand on Social Media (e.g. like or comment on a brand page)
- **11.3%** Index: 103 — 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)	45%	100
Browsing to see what my friends are up to	41%	100
Make comments on your friends' status, photos etc	34%	101
Direct messaging	32%	101
Watch video content	32%	100

WEBSITES

HOME & FINANCE
Site	INDEX	%
comparethemarket.com	106	6%
Moneysavingexpert.com	96	20%
Moneysupermarket.com	98	10%
NHS Direct	107	6%
rightmove.co.uk	93	10%
zoopla.co.uk	95	4%
Manages Current Account Online	96	54%

SHOPPING
Site	INDEX	%
Amazon.co.uk	98	52%
Asos.com	97	4%
Argos	105	17%
Tesco.net / Tesco.com	97	14%
Boots.com	103	9%
johnlewis.com	84	8%
Groupon	98	9%

LIFESTYLE
Site	INDEX	%
DigitalSpy	102	2%
Internet Movie Database (IMDB)	103	8%
iTunes	96	9%
SkySports	105	7%
Trip Advisor	91	14%
Mumsnet	102	2%

GENERAL
Site	INDEX	%
bbc.co.uk	96	28%
YouTube	99	33%
Wikipedia	98	22%
Yahoo.co.uk	99	10%
Direct.gov.uk	100	11%

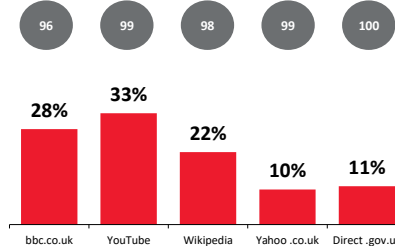### KEY INSIGHTS
- Most people in this profile will access their social media through their laptop/PC. Although there is a higher proportion in the profile than the base who will also use their tablet.
- "Look at content/updates your friends have posted (e.g. photos, videos, status updates)" is the most popular activity on social media. However, a greater proportion than in the base will use it to "play games".
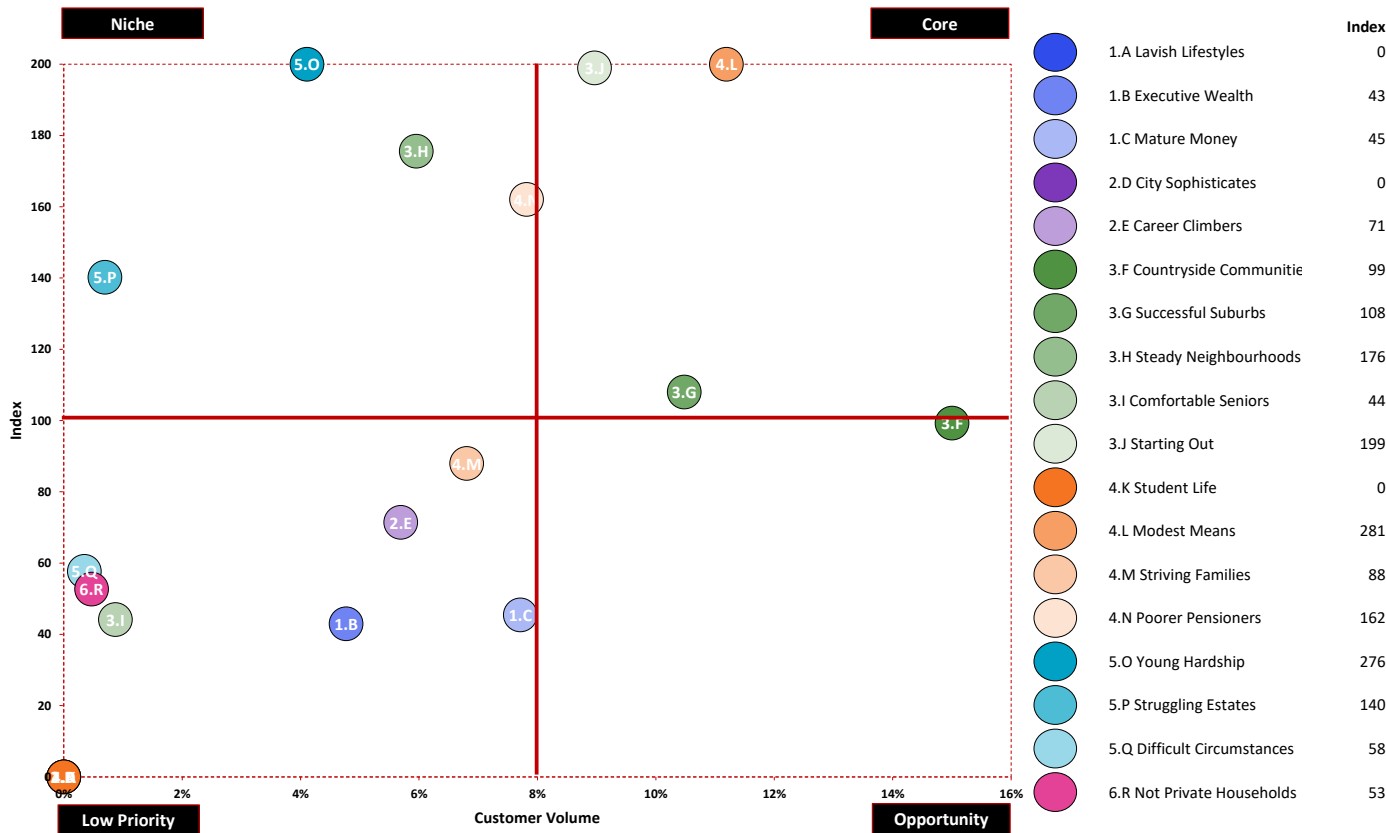
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ACORN CUSTOMER VIEW CHART

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Profile: Soham 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'.
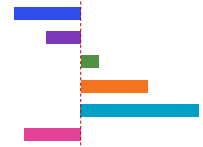
☐ **Show Definitions**

		Index
🔵	1.A Lavish Lifestyles	0
🔵	1.B Executive Wealth	43
🔵	1.C Mature Money	45
🟣	2.D City Sophisticates	0
🟣	2.E Career Climbers	71
🟢	3.F Countryside Communitie	99
🟢	3.G Successful Suburbs	108
🟢	3.H Steady Neighbourhoods	176
🟢	3.I Comfortable Seniors	44
🟢	3.J Starting Out	199
🟠	4.K Student Life	0
🟠	4.L Modest Means	281
🟠	4.M Striving Families	88
🟠	4.N Poorer Pensioners	162
🔵	5.O Young Hardship	276
🔵	5.P Struggling Estates	140
🔵	5.Q Difficult Circumstances	58
🟣	6.R Not Private Households	53

Chart axes:
- **Niche** (top left), **Core** (top right)
- **Low Priority** (bottom left), **Opportunity** (bottom right)
- Y-axis: Index (0 to 200)
- X-axis: Customer Volume (0% to 16%)

Plotted points: 5.O, 3.J, 4.L, 3.H, 4.N, 5.P, 3.G, 3.F, 4.M, 2.E, 5.Q, 6.R, 3.I, 1.B, 1.C, 2.D, 4.K

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ACORN CATEGORY PROFILE

Profile: Soham profile
Base: East Cambridgeshire Profile

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	717	12.5	10,818	28.1	6.6	-26.4	44			
2. Rising Prosperity	327	5.7	3,064	8.0	10.7	-6.4	71			
3. Comfortable Communities	2,895	50.4	16,871	43.9	17.2	10.0	115			
4. Financially Stretched	1,483	25.8	6,369	16.6	23.3	18.9	156			
5. Urban Adversity	296	5.2	996	2.6	29.7	12.2	199			
6. Not Private Households	27	0.5	343	0.9	7.9	-3.4	53			
Total (Excluding Business addresses without residential pop.)	**5,745**		**38,461**		**14.9**					

ACORN CATEGORY PROFILE

☑Show Base

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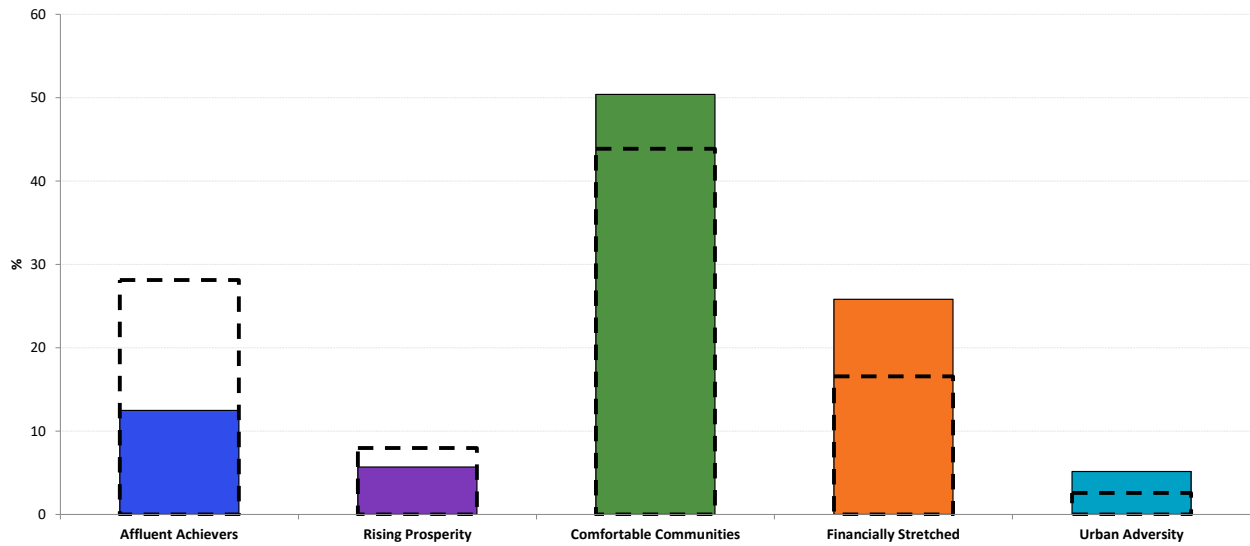
ACORN GROUP PROFILE

Profile: **Soham 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	-2.1	0			
1.B Executive Wealth	274	4.8	4,270	11.1	6.4	-15.3	43			
1.C Mature Money	443	7.7	6,519	16.9	6.8	-18.7	45			
2. Rising Prosperity										
2.D City Sophisticates	0	0.0	0	0.0	0.0	0.0	0			
2.E Career Climbers	327	5.7	3,064	8.0	10.7	-6.4	71			
3. Comfortable Communities										
3.F Countryside Communities	1,386	24.1	9,345	24.3	14.8	-0.3	99			
3.G Successful Suburbs	602	10.5	3,731	9.7	16.1	2.0	108			
3.H Steady Neighbourhoods	342	6.0	1,304	3.4	26.2	10.7	176			
3.I Comfortable Seniors	50	0.9	758	2.0	6.6	-6.0	44			
3.J Starting Out	515	9.0	1,733	4.5	29.7	16.3	199			
4. Financially Stretched										
4.K Student Life	0	0.0	7	0.0	0.0	-1.0	0			
4.L Modest Means	643	11.2	1,531	4.0	42.0	28.0	281			
4.M Striving Families	391	6.8	2,976	7.7	13.1	-2.6	88			
4.N Poorer Pensioners	449	7.8	1,855	4.8	24.2	10.6	162			
5. Urban Adversity										
5.O Young Hardship	236	4.1	573	1.5	41.2	16.4	276			
5.P Struggling Estates	40	0.7	191	0.5	20.9	2.2	140			
5.Q Difficult Circumstances	20	0.3	232	0.6	8.6	-2.5	58			
6. Not Private Households										
6.R Not Private Households	27	0.5	343	0.9	7.9	-3.4	53			
Total (Excluding Business addresses without residential pop.)	**5,745**		**38,461**		**14.9**					

ACORN GROUP PROFILE

☑ Show Base

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ACORN TYPE PROFILE

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Profile: **Soham profile**
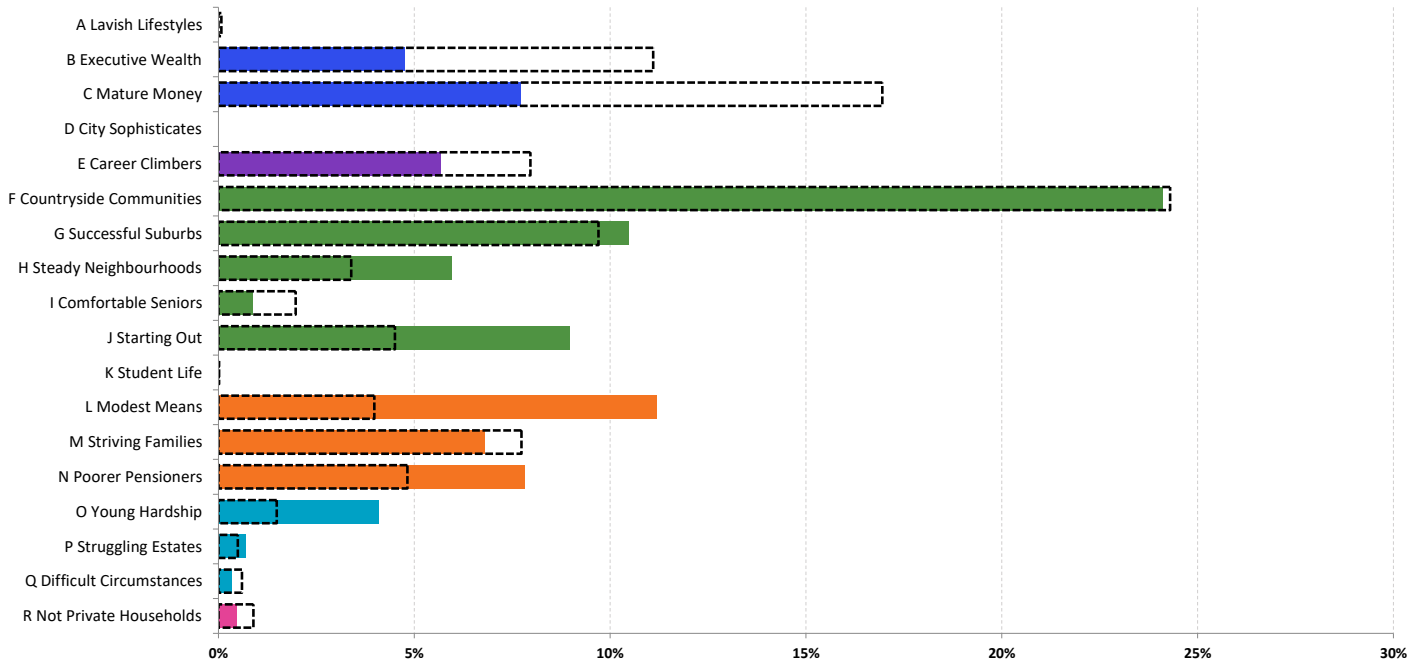
East Cambridgeshire Profile

Sort by: ● Acorn Type / ○ Index / ○ Profile %

Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index
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	-2.1	0
1.B Executive Wealth							
1.B.4 Asset rich families	20	0.3	733	1.9	2.7	-8.6	18
1.B.5 Wealthy countryside commuters	10	0.2	1,017	2.6	1.0	-11.7	7
1.B.6 Financially comfortable families	232	4.0	1,743	4.5	13.3	-1.8	89
1.B.7 Affluent professionals	0	0.0	12	0.0	0.0	-1.3	0
1.B.8 Prosperous suburban families	0	0.0	17	0.0	0.0	-1.6	0
1.B.9 Well-off edge of towners	12	0.2	748	1.9	1.6	-9.5	11
1.C Mature Money							
1.C.10 Better-off villagers	153	2.7	4,426	11.5	3.5	-21.0	23
1.C.11 Settled suburbia, older people	0	0.0	259	0.7	0.0	-6.2	0
1.C.12 Retired and empty nesters	109	1.9	1,341	3.5	8.1	-6.6	54
1.C.13 Upmarket downsizers	181	3.2	493	1.3	36.7	12.6	246
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	327	5.7	2,280	5.9	14.3	-0.8	96
2.E.19 First time buyers in small, modern homes	0	0.0	784	2.0	0.0	-10.9	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	119	2.1	1,036	2.7	11.5	-2.9	77
3.F.22 Larger families in rural areas	374	6.5	3,835	10.0	9.8	-8.8	65
3.F.23 Owner occupiers in small towns and villages	893	15.5	4,474	11.6	20.0	9.2	134
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	226	3.9	1,444	3.8	15.7	0.7	105
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	376	6.5	2,287	5.9	16.4	1.9	110
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	27	0.5	96	0.2	28.1	3.3	188
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	315	5.5	1,208	3.1	26.1	10.2	175
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	50	0.9	648	1.7	7.7	-4.8	52
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	110	0.3	0.0	-4.1	0
3.J Starting Out							
3.J.32 Educated families in terraces, young children	5	0.1	678	1.8	0.7	-9.7	5
3.J.33 Smaller houses and starter homes	510	8.9	1,055	2.7	48.3	28.5	324
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	7	0.0	0.0	-1.0	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	171	3.0	379	1.0	45.1	15.3	302
4.L.38 Semi-skilled workers in traditional neighbourhoods	298	5.2	844	2.2	35.3	15.5	236
4.L.39 Fading owner occupied terraces	174	3.0	308	0.8	56.5	18.9	378
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	245	4.3	2,447	6.4	10.0	-6.5	67
4.M.42 Struggling young families in post-war terraces	146	2.5	479	1.2	30.5	8.9	204
4.M.43 Families in right-to-buy estates	0	0.0	50	0.1	0.0	-2.7	0
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	165	2.9	786	2.0	21.0	4.4	141
4.N.46 Elderly people in social rented flats	0	0.0	180	0.5	0.0	-5.2	0
4.N.47 Low income older people in smaller semis	284	4.9	770	2.0	36.9	15.9	247
4.N.48 Pensioners and singles in social rented flats	0	0.0	119	0.3	0.0	-4.2	0
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	143	2.5	287	0.7	49.8	15.4	334
5.O.50 Struggling younger people in mixed tenure	93	1.6	286	0.7	32.5	7.7	218
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	-3.2	0
5.P.53 Low income terraces	0	0.0	0	0.0	0.0	0.0	0
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	0	0.0	0.0	0.0	0
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0	0.0	0.0	0.0	0
5.P.56 Low income large families in social rented semis	40	0.7	121	0.3	33.1	5.2	221
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	20	0.3	177	0.5	11.3	-1.3	76
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	0	0.0	55	0.1	0.0	-2.9	0
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	0	0.0	115	0.3	0.0	-4.2	0
6.R.61 Inactive Communal Population	27	0.5	228	0.6	11.8	-1.2	79
6.R.62 Business addresses without residential population	48	0.8	336	0.9	14.3	-0.3	
Total (Excluding Business addresses without residential pop.)	**5,745**		**38,461**		**14.9**		

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