

Behaviour of Acorn® category relative to UK average (100) - Demographic features.

(eg. A figure of 125 indicates a 25% greater likelihood than the national average)

	UK	Category						Group																	
		1	2	3	4	5	6	1A	1B	1C	2D	2E	2F	3G	3H	3I	3J	4K	4L	4M	5N	5O	5P	5Q	
Population	100.0%	25.1%	10.7%	26.6%	14.5%	22.4%	0.8%	8.6%	7.7%	8.8%	2.2%	4.6%	3.9%	2.5%	15.5%	6.0%	2.6%	1.6%	4.8%	8.0%	14.1%	4.5%	1.6%	2.1%	
Age																									
Aged 0-4 (P)	6%	89	94	92	115	117	32	93	67	104	100	84	103	105	103	68	68	162	118	104	121	106	78	146	
Aged 5-14 (P)	13%	101	72	92	110	117	47	109	81	110	89	52	84	74	106	76	64	144	121	97	130	98	54	118	
Aged 15-19 (P)	6%	96	84	90	106	107	442	100	83	104	86	63	107	71	101	77	71	158	112	92	116	94	71	109	
Aged 20-24 (P)	6%	65	180	87	109	99	441	62	57	76	102	181	225	142	87	63	82	167	100	101	93	95	108	136	
Aged 25-29 (P)	7%	62	178	99	112	98	132	53	53	78	103	239	149	186	99	67	93	126	104	114	93	92	101	139	
Aged 30-44 (P)	23%	96	115	102	104	94	61	98	80	108	106	128	104	127	110	81	85	89	109	103	95	85	82	109	
Aged 45-59 (P)	19%	125	81	105	90	84	38	131	129	115	105	76	74	84	106	114	96	64	95	93	86	85	88	67	
Aged 60-64 (P)	5%	118	73	106	88	95	33	113	148	96	90	67	72	70	95	149	109	65	82	97	92	108	119	71	
Aged 65-74 (P)	8%	110	72	107	86	105	33	98	152	86	91	64	71	67	85	166	139	58	74	100	96	130	155	70	
Aged 75-84 (P)	6%	98	81	108	84	114	42	81	147	73	103	73	77	71	73	165	213	44	63	105	95	160	214	69	
Aged 85+ (P)	2%	99	103	110	79	102	78	87	147	70	140	95	91	76	67	148	312	40	56	101	71	162	251	66	
Ethnicity																									
White (P)	92.1%	105	90	102	95	99	94	105	107	105	100	89	84	102	101	106	104	32	102	104	104	104	102	59	
Asian (P)	4.0%	39	171	82	226	74	114	49	15	49	92	143	251	66	114	23	46	1498	77	54	44	45	48	353	
Asian - indian (P)	2%	56	175	112	175	50	131	74	20	69	112	150	240	73	158	31	56	1058	85	47	37	36	38	177	
Asian - pakistani (P)	1%	23	146	59	327	68	73	26	8	32	71	93	251	56	81	15	31	2328	69	71	53	59	55	194	
Asian - bangladeshi (P)	1%	11	156	28	227	178	63	10	6	15	42	161	216	50	32	10	29	1601	59	46	47	44	49	1412	
Black (P)	2.0%	15	303	47	88	169	132	15	7	21	64	332	407	74	57	14	35	373	77	35	49	63	112	1223	
Black - caribbean (P)	1%	15	304	57	101	148	109	15	7	23	64	317	428	84	71	17	35	426	87	42	59	73	128	905	
Black - african (P)	1%	13	304	36	72	192	157	15	7	17	65	352	386	63	42	9	36	318	64	27	33	49	92	1611	
Chinese (P)	0.4%	75	255	80	73	75	673	93	38	90	179	311	232	126	85	41	92	104	74	66	42	52	89	325	
Mixed (P)	1.1%	54	210	73	99	129	177	63	36	60	132	240	219	120	78	42	74	212	102	74	99	98	110	407	
Other ethnic (P)	0.4%	55	316	63	78	93	439	73	31	58	200	407	276	98	68	28	77	289	65	42	39	46	86	558	
Religion																									
No religion (NI: No rel or not stated) (P)	16%	84	145	90	98	109	150	85	82	85	134	161	132	146	87	70	96	39	112	102	111	107	123	88	
Christian (P)	72%	109	81	105	94	98	83	108	111	109	91	77	81	92	104	113	103	36	99	103	100	100	95	75	
Muslim (P)	3%	23	188	52	246	106	105	27	10	31	78	177	265	59	67	15	38	1689	69	57	48	55	67	630	
Jew (P)	1%	120	320	76	46	34	167	180	46	125	418	419	145	73	72	28	209	173	46	20	14	20	55	175	
Sikh (P)	1%	60	118	130	177	51	92	77	22	77	83	71	195	69	186	43	52	991	101	55	47	36	35	120	
Hindu (P)	1%	57	208	117	140	48	161	76	21	71	123	181	289	77	167	27	62	766	87	42	31	32	34	201	
Buddhist (P)	0%	73	275	75	73	81	443	83	66	70	197	357	223	141	71	46	105	125	72	63	44	52	87	378	
Other or did not state religion (P)	8%	83	116	92	104	117	135	82	90	78	98	123	120	104	88	92	104	110	99	105	112	119	130	143	

	Category						Group																		
	UK 100.0%	1 25.1%	2 10.7%	3 26.6%	4 14.5%	5 22.4%	6 0.8%	1A 8.6%	1B 7.7%	1C 8.8%	2D 2.2%	2E 4.6%	2F 3.9%	2.5G 2.5%	3H 15.5%	3I 6.0%	3J 2.6%	4K 1.6%	4L 4.8%	4M 8.0%	5N 14.1%	5O 4.5%	5P 1.6%	5Q 2.1%	
Population																									
Working Status																									
Full time working (Pa)	49%	108	111	108	99	77	52	111	99	113	115	123	94	127	112	93	102	66	107	100	81	70	63	76	
Full time working - self employed (Pa)	8%	155	111	98	75	51	32	166	176	125	144	122	79	92	97	93	121	63	81	74	53	43	36	62	
Full time working - male (Pa)	31%	110	102	108	100	78	59	113	101	115	109	109	89	117	113	96	99	70	109	100	84	70	62	69	
Full time working - female (Pa)	17%	103	128	109	97	74	39	106	94	110	124	149	103	144	111	88	108	60	105	99	75	68	65	89	
Part time working (Pa)	12%	108	67	108	106	97	36	108	103	113	88	54	73	87	114	109	90	73	115	106	106	91	69	69	
Part time working - male (Pa)	2%	93	107	94	108	106	110	92	101	88	102	103	116	92	90	100	103	205	94	99	101	99	105	153	
Part time working - female (Pa)	10%	111	61	111	105	95	24	110	104	117	86	46	66	86	118	111	87	52	118	107	107	90	63	56	
Looking for work (Pa)	3%	54	114	71	116	176	44	47	58	58	64	117	136	79	71	65	82	192	95	115	158	184	239	226	
Looking for work - less than 2 years (Pa)	2%	63	115	80	115	154	38	57	66	66	74	122	129	90	79	73	89	156	102	116	144	158	202	178	
Looking for work - more than 2 years (Pa)	1%	43	111	61	114	205	52	34	49	47	52	110	144	68	58	79	193	85	116	177	225	312	264		
Looking for work - never worked (Pa)	0%	30	114	49	130	224	52	23	28	39	40	107	163	48	54	38	46	426	81	102	194	223	241	408	
Full time students in termtime (Pa)	7%	83	173	78	93	83	751	92	67	89	126	147	233	95	83	58	75	215	91	71	77	66	63	171	
FT students in termtime - econ active (Pa)	3%	92	146	92	97	81	459	98	73	102	110	123	195	101	99	71	83	168	105	78	197	65	66	150	
FT students in termtime - econ inactive (Pa)	4%	78	190	70	91	84	923	89	63	82	136	161	256	92	73	50	70	242	83	67	76	66	61	183	
Part time students in termtime - econ inactive (Pa)	0%	63	163	76	103	133	209	61	73	56	99	182	174	98	67	78	109	257	71	93	100	131	162	323	
Housewife or househusband (Pa)	10%	83	90	76	111	149	100	89	81	78	82	84	102	69	78	73	76	229	97	97	147	136	178	178	
Retired (Pa)	14%	116	63	108	86	103	24	106	155	92	89	52	63	63	88	168	138	56	75	98	97	126	140	65	
Long term ill (Pa)	6%	57	73	79	114	187	50	40	71	61	46	65	97	59	71	100	94	122	88	128	171	223	277	142	
Industry																									
Agriculture workers (Pw)	2%	216	28	68	51	62	76	148	428	116	37	20	35	44	64	91	72	16	49	57	71	58	46	17	
Manufacturing/mining/construction workers (Pw)	22%	94	59	107	116	116	38	86	94	102	62	51	68	88	109	116	87	101	110	122	126	117	102	54	
Retail workers (Pw)	17%	92	75	103	113	115	77	87	92	96	70	65	94	92	105	107	95	125	111	113	118	115	105	95	
Other workers (Pw)	60%	101	124	97	92	91	130	107	96	100	124	130	115	108	96	92	107	95	95	90	86	91	99	121	
Educational qualifications																									
No or unknown qualifications (Pa)	36%	78	59	97	116	144	47	60	95	79	47	47	81	67	93	123	91	133	105	119	146	153	150	112	
GCSEs or comparable (Pa)	36%	104	77	108	108	94	79	101	99	111	77	66	90	105	114	99	99	80	116	108	98	90	86	79	
A-levels or comparable (Pa)	8%	103	154	95	88	66	439	114	89	104	130	144	182	129	96	74	102	115	90	82	61	60	69	109	
Degree or comparable (Pa)	20%	133	196	92	62	45	95	166	115	116	228	242	119	139	88	70	118	70	65	58	36	37	48	113	
Socio-economic classification																									
Higher managerial/professional occupations (Pa)	8%	147	180	95	57	36	63	198	108	133	233	228	91	135	96	68	110	44	69	53	33	30	32	71	
Lower managerial/professional occupations (Pa)	19%	126	131	109	82	55	50	139	106	129	149	150	98	137	111	90	113	49	94	81	54	50	50	77	
Intermediate and supervisory occupations (Pa)	24%	109	83	112	104	83	61	100	112	114	82	79	90	109	116	106	102	71	113	105	87	77	70	76	
Routine occupations (Pa)	21%	67	61	98	129	146	40	50	73	79	43	49	86	86	102	100	77	111	125	135	157	144	129	96	
Full time students in termtime (Pa)	7%	83	173	78	93	83	751	92	67	89	126	147	233	95	83	58	75	215	91	71	77	66	63	171	
Looking for work - more than 2 years (Pa)	1%	43	111	61	114	205	52	34	49	47	52	110	144	68	58	58	79	193	85	116	177	225	312	264	
No SeC for other reasons incl never worked (Pa)	20%	90	74	92	101	139	47	83	118	72	76	64	85	59	79	132	116	148	81	103	128	159	179	132	
Travel to Work																									
Work from home (Scotland: work/study from home) (Ps)	9%	146	96	89	76	68	95	151	184	111	118	94	85	76	86	94	117	99	73	76	66	68	70	85	
Travel to work(study) by foot/cycle (Ps)	13%	55	140	88	123	134	358	45	66	57	106	138	164	122	77	87	123	129	106	133	129	143	175	125	
Travel to work(study) by train/tube/tram/bus (Ps)	15%	49	224	76	97	136	77	52	35	57	136	284	189	105	76	57	85	176	102	84	104	135	178	341	
Travel to work(study) by car/motorcycle (Ps)	63%	115	63	110	99	88	50	116	111	118	88	50	68	98	113	114	96	75	102	100	97	87	69	41	
Travel to work(study) by other means (Ps)	1%	80	107	82	111	141	247	72	94	78	86	114	111	80	80	80	108	158	103	109	141	155	171	98	
House Type																									
Detached house or bungalow (Hs)	23%	277	28	85	26	23	87	320	283	228	84	12	19	27	88	118	62	24	23	28	28	21	9	6	
Semi-detached house or bungalow (Hs)	31%	82	44	155	68	104	73	57	72	119	100	22	46	59	184	174	73	55	71	68	145	76	21	14	
Terraced house or bungalow (Hs)	26%	27	93	78	247	114	78	22	28	31	97	61	136	215	69	40	72	246	263	238	138	118	37	44	
Purpose built flat (Hs)	15%	13	219	60	44	203	169	10	18	11	93	292	185	103	26	33	223	57	23	52	79	254	509	482	
Converted flat (Hs)	4%	31	476	53	58	51	220	33	38	22	237	659	348	88	28	22	193	116	34	61	25	46	78	197	
Household spaces mainly over shops (Hs)	1%	44	286	88	106	68	246	38	56	35	127	286	372	119	54	60	267	124	51	131	45	76	117	130	
Mobile and temporary household spaces (Hs)	0%	137	28	193	28	38	128	81	246	78	27	20	40	30	40	656	84	19	16	34	36	46	27	37	

	UK 100.0%	Category						Group																
		1 25.1%	2 10.7%	3 26.6%	4 14.5%	5 22.4%	6 0.8%	1A 8.6%	1B 7.7%	1C 8.8%	2D 2.2%	2E 4.6%	2F 3.9%	2G 2.5%	3H 15.5%	3I 6.0%	3J 2.6%	4K 1.6%	4L 4.8%	4M 8.0%	5N 14.1%	5O 4.5%	5P 1.6%	5Q 2.1%
Car ownership																								
0 cars or vans (H)	27%	31	135	69	111	179	111	20	42	32	64	154	147	84	52	76	119	150	79	122	148	206	254	221
1 car or van (H)	44%	91	103	111	110	89	99	75	102	95	109	102	101	122	109	114	105	103	113	109	100	80	60	76
2 cars or vans (H)	23%	173	64	114	77	43	89	202	146	171	123	48	54	88	133	102	76	49	103	68	57	31	14	23
3 cars or vans (H)	4%	202	54	106	66	36	94	254	174	179	110	36	47	59	127	98	70	45	94	54	49	25	11	16
4+ cars or vans (H)	1%	223	52	96	56	33	108	294	195	181	106	34	47	49	114	91	68	36	79	48	42	24	14	18
Tenure																								
Owned outright (H)	29%	145	77	121	95	46	81	140	171	122	126	66	65	80	109	164	129	96	88	98	56	41	25	22
Owned with mortgage (H)	39%	118	87	121	112	58	69	126	88	140	110	83	81	134	139	95	80	81	131	107	73	45	24	33
Rented from council or housing association (H)	20%	17	77	40	78	277	89	11	21	18	23	83	99	32	33	42	74	104	73	77	239	307	363	341
Rented privately (H)	8%	64	278	83	119	52	191	57	88	48	149	328	279	177	63	53	151	185	72	133	44	47	59	109
Other tenure (H)	3%	89	140	72	87	127	472	81	123	62	92	130	181	78	60	72	118	126	65	92	112	151	184	101
Dwelling Height																								
Basement (H)	3%	55	320	66	144	44	190	68	55	43	247	416	225	181	45	31	126	354	81	148	29	39	55	137
Ground floor (H)	85%	113	69	107	105	92	85	113	112	114	93	52	79	98	112	112	84	94	111	105	107	89	53	49
Floor 1-4 (H)	12%	21	277	61	56	158	182	19	27	19	120	372	229	99	32	34	216	92	33	62	69	191	360	399
Floor 5+ (H)	1%	1	172	12	11	315	218	1	2	1	22	296	79	9	3	2	75	54	5	8	12	116	1603	1212
Density measures																								
Population per households	2.4	108	89	99	104	96	95	113	97	113	100	80	96	87	109	93	80	143	113	95	106	85	65	98
Rooms per households (all Hhs)	5.3	122	88	100	96	86	99	135	116	117	112	79	87	91	104	99	91	97	101	94	93	81	69	73
Rooms per households (Priv hhs)	2.2	114	99	101	93	89	104	120	119	103	113	98	91	104	96	107	114	68	89	99	87	95	105	75
Communal population (P)	2%	84	134	64	43	46	3847	91	104	60	134	119	151	48	40	63	223	31	26	56	32	63	88	66
Population per hectare (P)	51.5	37	175	83	132	134	89	31	25	54	95	225	161	127	85	63	77	239	127	113	104	110	171	355
Dwelling size																								
1-2 room household (H)	4%	22	283	60	65	151	230	18	28	20	89	394	232	127	33	36	166	131	33	72	63	167	369	403
3-4 room household (H)	30%	44	149	91	94	145	110	28	61	42	80	178	144	136	65	100	151	87	63	112	107	181	234	187
5-6 room household (H)	47%	90	64	115	124	97	77	67	98	105	79	48	78	95	129	115	70	116	143	115	125	75	31	55
7+ room household (H)	20%	224	80	85	57	29	118	304	178	192	183	53	61	53	96	75	82	77	66	50	37	23	12	19
Household size																								
1 person household (H)	30%	67	137	95	96	122	121	56	85	60	103	157	127	128	73	100	156	72	70	112	91	150	213	133
2 person household (H)	34%	116	90	106	93	86	92	114	127	106	99	92	83	102	103	121	95	59	93	98	92	86	70	72
3-4 person household (H)	29%	115	77	102	107	92	87	125	90	129	98	61	88	80	123	85	60	106	130	95	110	72	35	89
5+ person household (H)	7%	107	84	84	122	107	99	120	75	125	103	54	116	50	109	59	49	394	138	76	134	67	22	140
Household Structure																								
1 pensioner adult no kids (H)	14%	80	88	102	91	130	91	64	111	63	98	82	90	75	70	137	195	58	67	108	102	175	216	96
1 non-pensioner adult no kids (H)	16%	55	182	89	101	113	149	48	60	58	107	227	161	177	76	66	121	85	74	117	82	127	210	167
1 non-pensioner adults dependent kids (H)	7%	45	80	70	124	185	66	39	40	56	52	66	116	86	77	53	57	151	125	119	198	172	113	219
1 non-pensioner adult non-dep kids only (H)	3%	74	79	90	114	140	70	63	77	81	76	67	99	77	94	93	74	117	120	111	153	130	93	141
2 pensioner adults no kids (H)	9%	139	51	114	80	81	75	130	181	106	96	35	50	52	95	180	122	43	78	87	88	88	70	35
2 non-pensioner adults no kids (H)	18%	129	94	113	92	64	99	135	129	124	107	100	78	123	117	113	87	45	97	95	72	59	47	43
2 non-pensioner adults dependent kids (H)	21%	129	67	104	107	79	89	147	92	149	107	46	73	77	131	81	58	136	133	90	100	57	24	67
2 non-pensioner adults non-dep kids only (H)	6%	127	50	110	103	86	64	130	114	136	80	33	58	53	131	112	61	82	131	92	111	68	28	49
3+ non-pensioner adults no kids (H)	4%	62	260	78	99	81	204	61	62	64	153	295	268	154	74	51	80	201	98	86	73	62	64	192
Other household composition (H)	3%	83	98	81	126	124	88	84	77	88	93	80	127	59	95	68	66	435	119	87	133	95	58	216