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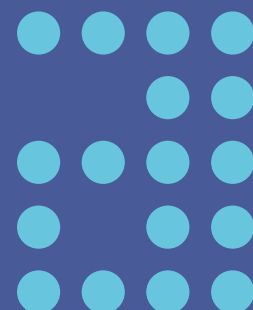
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acorn  
the complete consumer classification

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# Contents

	Group	Type	% of GB population	Page
Group 1	Wealthy Achievers, Suburban Areas	Type 1	Wealthy Suburbs, Large Detached Houses	3.0%
		Type 2	Villages with Wealthy Commuters	2.7%
		Type 3	Mature Affluent Home Owning Areas	2.8%
		Type 4	Affluent Suburbs, Older Families	3.8%
		Type 5	Mature, Well-Off Suburbs	2.7%
Group 2	Affluent Greys, Rural Communities	Type 6	Agricultural Villages, Home Based Workers	1.5%
		Type 7	Holiday Retreats, Older People, Home Based Workers	0.6%
Group 3	Prosperous Pensioners, Retirement Areas	Type 8	Home Owning Areas, Well-Off Older Residents	1.4%
		Type 9	Private Flats, Elderly People	1.1%
Group 4	Affluent Executives, Family Areas	Type 10	Affluent Working Families with Mortgages	2.8%
		Type 11	Affluent Working Couples with Mortgages, New Homes	1.1%
		Type 12	Transient Workforces, Living at their Place of Work	0.4%
Group 5	Well-Off Workers, Family Areas	Type 13	Home Owning Family Areas	2.1%
		Type 14	Home Owning Family Areas, Older Children	3.2%
		Type 15	Families with Mortgages, Younger Children	2.0%
Group 6	Affluent Urbanites, Town and City Areas	Type 16	Well-Off Town & City Areas	1.2%
		Type 17	Flats & Mortgages, Singles & Young Working Couples	0.9%
		Type 18	Furnished Flats & Bedsits, Younger Single People	0.4%
Group 7	Prosperous Professionals, Metropolitan Areas	Type 19	Apartments, Young Professional Singles & Couples	1.0%
		Type 20	Gentrified Multi-Ethnic Areas	1.0%
Group 8	Better-Off Executives, Inner City Areas	Type 21	Prosperous Enclaves, Highly Qualified Executives	0.8%
		Type 22	Academic Centres, Students & Young Professionals	0.7%
		Type 23	Affluent City Centre Areas, Tenements & Flats	0.9%
		Type 24	Partially Gentrified Multi-Ethnic Areas	0.7%
		Type 25	Converted Flats & Bedsits, Single People	0.9%
Group 9	Comfortable Middle Agers, Mature Home Owning Areas	Type 26	Mature Established Home Owning Areas	3.0%
		Type 27	Rural Areas, Mixed Occupations	3.4%
		Type 28	Established Home Owning Areas	4.4%
		Type 29	Home Owning Areas, Council Tenants, Retired People	2.3%
Group 10	Skilled Workers, Home Owning Areas	Type 30	Established Home Owning Areas, Skilled Workers	4.1%
		Type 31	Home Owners in Older Properties, Younger Workers	4.0%
		Type 32	Home Owning Areas with Skilled Workers	4.7%
Group 11	New Home Owners, Mature Communities	Type 33	Council Areas, Some New Home Owners	2.8%
		Type 34	Mature Home Owning Areas, Skilled Workers	2.6%
		Type 35	Low Rise Estates, Older Workers, New Home Owners	2.7%
Group 12	White Collar Workers, Better-Off Multi-Ethnic Areas	Type 36	Home Owning Multi-Ethnic Areas, Young Families	0.9%
		Type 37	Multi-Occupied Town Centres, Mixed Occupations	1.8%
		Type 38	Multi-Ethnic Areas, White Collar Workers	1.3%
Group 13	Older People, Less Prosperous Areas	Type 39	Home Owners, Small Council Flats, Single Pensioners	1.9%
		Type 40	Council Areas, Older People, Health Problems	1.3%
Group 14	Council Estate Residents, Better-Off Homes	Type 41	Better-Off Council Areas, New Home Owners	2.6%
		Type 42	Council Areas, Young Families, Some New Home Owners	2.7%
		Type 43	Council Areas, Young Families, Many Lone Parents	1.7%
		Type 44	Multi-Occupied Terraces, Multi-Ethnic Areas	0.8%
		Type 45	Low Rise Council Housing, Less Well-Off Families	2.0%
		Type 46	Council Areas, Residents with Health Problems	1.5%
Group 15	Council Estate Residents, High Unemployment	Type 47	Estates with High Unemployment	0.9%
		Type 48	Council Flats, Elderly People, Health Problems	0.9%
		Type 49	Council Flats, Very High Unemployment, Singles	1.1%
Group 16	Council Estate Residents, Greatest Hardship	Type 50	Council Areas, High Unemployment, Lone Parents	1.8%
		Type 51	Council Flats, Greatest Hardship, Many Lone Parents	0.7%
Group 17	People in Multi-Ethnic, Low-Income Areas	Type 52	Multi-Ethnic, Large Families, Overcrowding	0.5%
		Type 53	Multi-Ethnic, Severe Unemployment, Lone Parents	1.1%
		Type 54	Multi-Ethnic, High Unemployment, Overcrowding	0.5%

# acorn

the complete consumer classification

As customer needs become more complex and fragmented there is an increasing need for precision marketing and accurate targeting.

ACORN helps you to reach the people who are most likely to want your products and services. It combines the places where people live with their underlying lifestyle and demographic characteristics. By classifying people in your trading areas and on your customer database into distinct ACORN Types, you can invest in the right places and communicate your offer to the right people. You save money, increase sales and improve profitability.

ACORN is a unique micro-marketing tool, based on up-to-date demographic and lifestyle information from many millions of individual consumers. Covering every street in Great Britain, ACORN classifies the whole population into one of 17 Groups and 54 Types.

## The benefits

- It is practical and easy to use. Every postcode is assigned one of 54 ACORN types.
- It offers the power of individual targeting without the need for collecting individual based information.
- It offers an insight into the lifestyles of today's population.
- It enables you to target the British public by their lifestyle and purchasing habits.

## ACORN applications

The ACORN classification can help to identify more profitable location areas of greatest potential for your company. It can define your best customers and match them with your most likely prospects around the country. By defining where these people live, ACORN can be applied to decision-making for direct marketing and site location.

In a nutshell, ACORN enables you to understand your existing customers and more accurately target new prospects.

## Customer analysis

If, like many marketers, you have a database or file of customers, ACORN can add real value to this by answering a host of questions.

- Who are my customers?
- Where can I find more of my customers?
- How can I contact potential customers?
- Which are the best areas for my leaflets?
- Which newspaper title should I advertise in?

## Spatial analysis

A clear understanding of the purchasing preferences and lifestyle characteristics of different areas throughout Britain can result in a more effective location strategy.

- Where should I open my next store?
- Which of my products will suit the area?
- How should I allocate my resources?
- What factors can influence my store performance?

## Using the ACORN User Guide

The ACORN User Guide consists of four pages for each of the 17 distinct ACORN Groups. The first two pages of each Group illustrate a person who would fall within the Group.

The bar graph on the third page gives a more detailed insight into the demographic, lifestyle and purchasing characteristics of the Group as a whole.

There are detailed ACORN Types within each of the 17 Groups. A selection of graphs on the fourth page show how each individual ACORN Type varies from the overall description of the Group.

At the back of the User Guide you will find more extensive tables of figures describing the lifestyle characteristics of the 17 Groups and 54 Types.

“...I've gone out and bought myself a beautiful new pair of sunglasses..”

Wealthy Achievers, Suburban Areas

“

*Sara Chesterton, 47, a housewife from Gerrards Cross, Buckinghamshire*

My husband, Nick, is a property broker with his own business, and I used to be an interior designer until we got married. People ask me if I get bored not having a job, but frankly I don't know where the time goes. Our home is an 18th Century Grade II Listed house set in about 2.8 acres with stables (our daughter, Ella, simply lives for her pony) and a tennis court. We had the tennis court put in when we bought the house, as I like to play often to keep my figure trim. Just looking after the house and the gardens sometimes feels like a full-time job.

Nick and I have both been married before and have children from our first marriages who are all at university now.

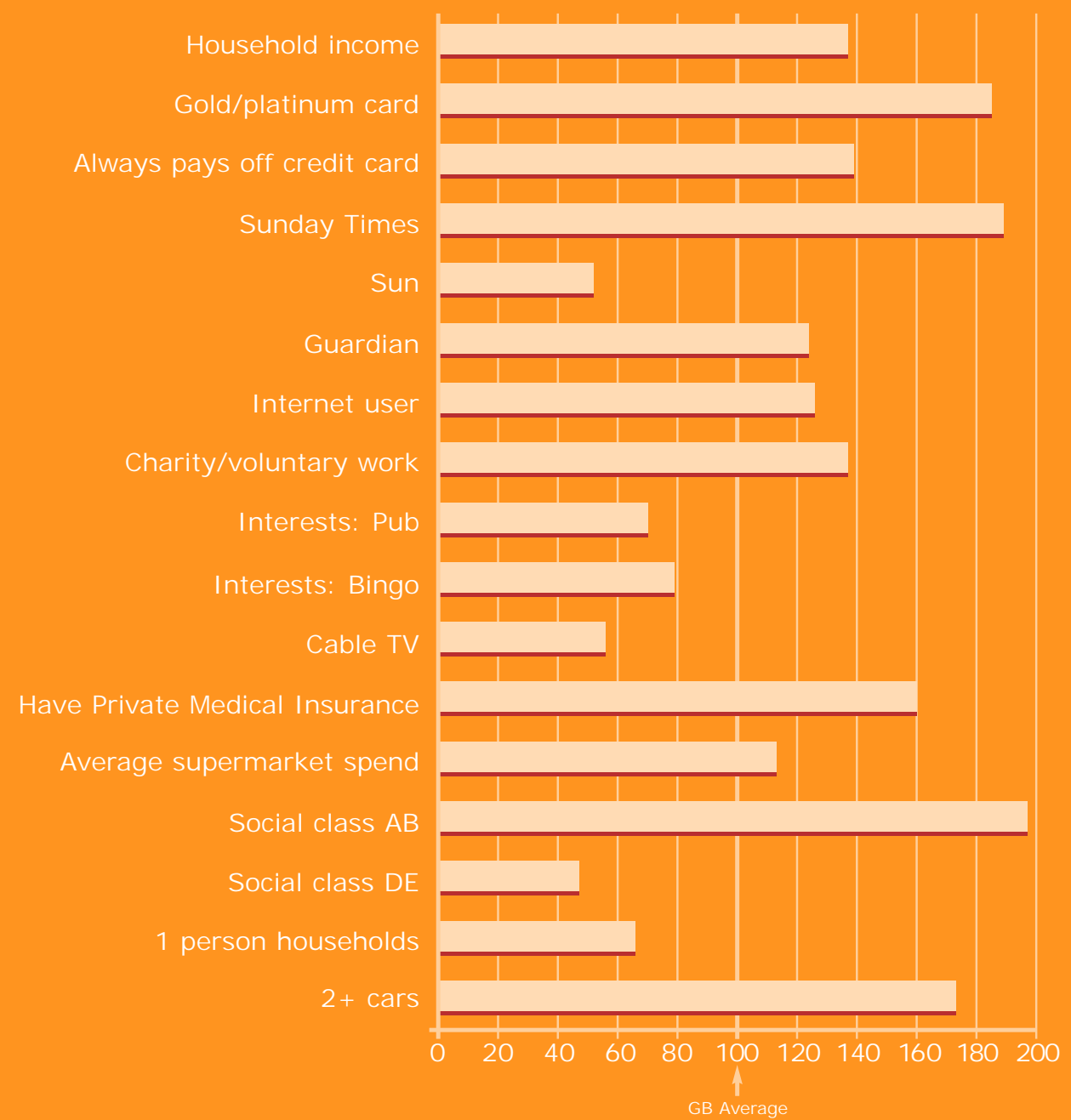
We're both wine enthusiasts and we regularly host wine tastings at home, as well as endless lunch and dinner parties. We love antiques and quite often visit country house auctions at the weekends where you can pick up some fabulous pieces.

Our other great passion is travel, the more exotic the better. Next week we're off to the Maldives. I've gone out and bought myself a beautiful new pair of sunglasses - just looking at them puts me in the holiday mood!

”

The person described is an example of someone who would fall within this group. This is not intended to depict the average characteristics of the group.

Group 1 Wealthy Achievers, Suburban Areas



Group 1 is formed from five distinct ACORN Types. While these all share the general characteristics of the Group each Type has its own individual characteristics.

Group 1

Types 1-5

Type 1: Wealthy Suburbs, Large Detached Houses

The most affluent areas in the country are high-status areas on the suburban rural fringe. These areas can exist all over but are mostly found in the Home Counties.

Type 2: Villages with Wealthy Commuters

Very affluent commuter villages are found all over Britain but are most frequent in Somerset, Oxfordshire, Hereford & Worcester and Wiltshire.

Type 3: Mature Affluent Home Owning Areas

These are stable and affluent areas with an older population. Counties such as Surrey, Dorset and West Sussex have the greatest concentrations of this Type.

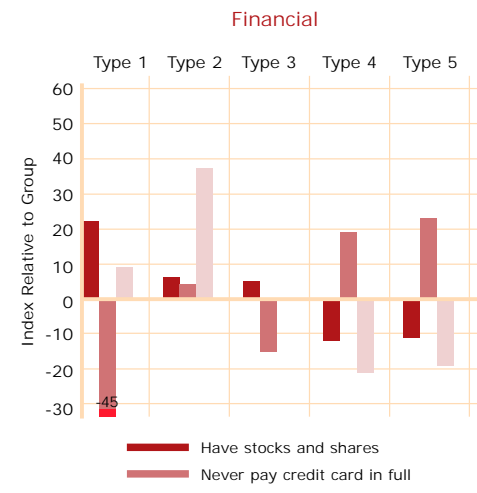
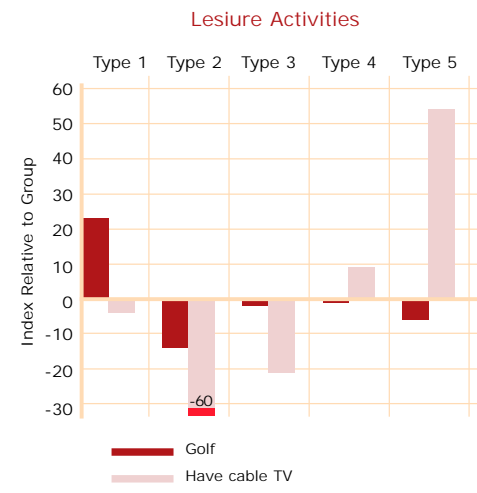
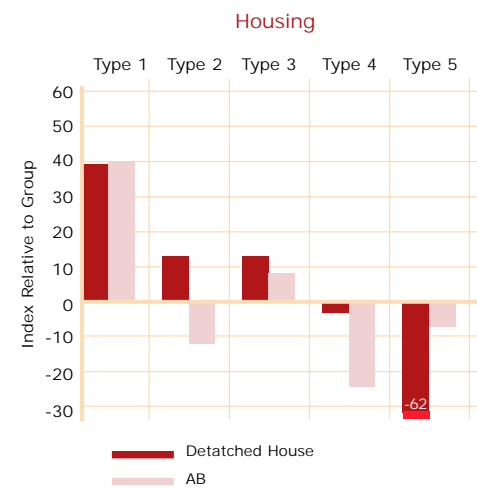
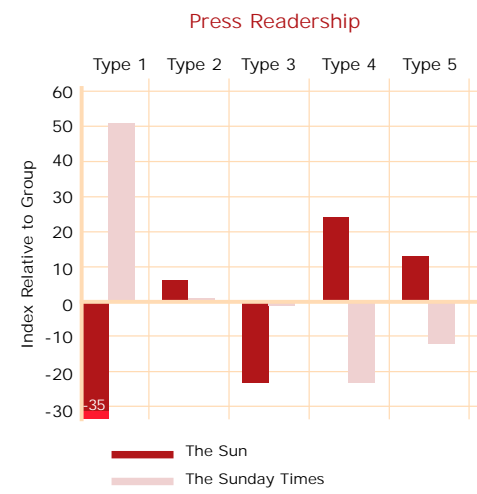
Type 4: Affluent Suburbs, Older Families

Stable family households with highest concentrations are in the Home Counties, in particular Buckinghamshire, Surrey and Essex.

Type 5: Mature, Well-off Suburbs

While definitely more affluent than average this Type is the least affluent of Group 1. These mature suburbs are found across the country, in particular in Surrey, Hertfordshire, South Glamorgan, and Outer London.

For detailed statistics on the individual Types see Appendix A.



The graphs above illustrate some of the variables which differentiate the Types within this ACORN Group. For a more detailed set of statistics for the Types please refer to the charts at the back of the User Guide.



# Affluent Greys, Rural Communities



“...It's a long week every week on the farm with few holidays...”

“

*John Masters, 65, a farmer from Llanidloes, Powys*

I'm having trouble again with ramblers not keeping to the footpath and walking all over my land. I went out with Olly, our Labrador, this morning and found litter and trampled crops - people have no respect for wildlife or the environment any more.

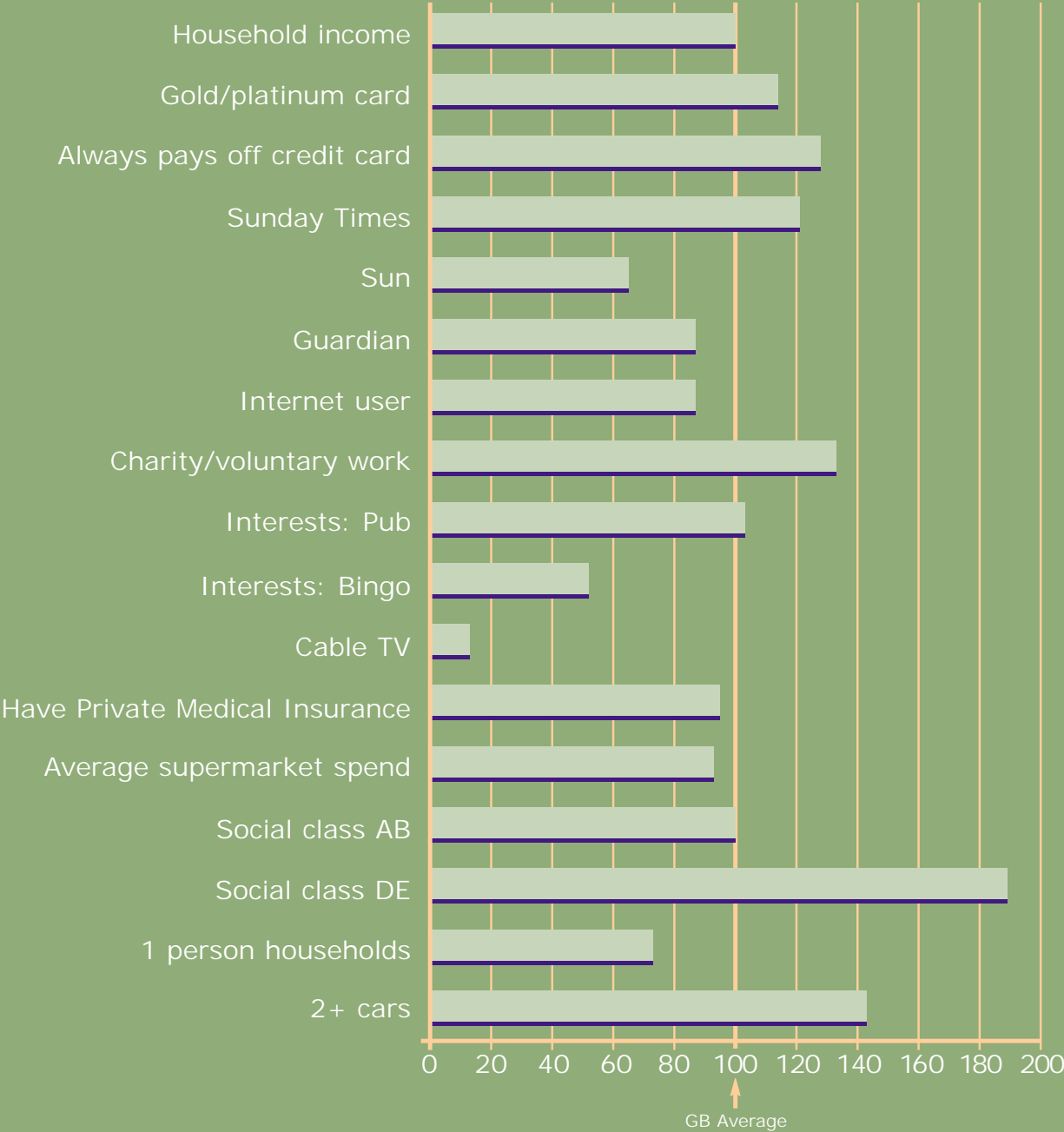
We have 512 acres with a 165 cow dairy herd and 600 Welsh breeding ewes reared organically. My wife, Janet, looks after the house, gives me a hand on the farm, and somehow finds the time to follow her real passion of tapestry-work. She sells quite a lot, cushions and rugs and so on, to tourists in one of the local gift shops. She drives into Newtown about once a week and fills the Volvo up with stuff for the freezer. My car is a rather battered Land Rover, and we have a third car, an old Ford Fiesta, which our children use when they come home to stay for the odd weekend.

It's a long week every week on the farm with few holidays, apart from the odd visit to friends in other parts of Britain. I'm quite happy to stay at home: my idea of relaxing is settling back on my armchair with Olly at my feet and a glass of decent whisky at the end of an exhausting day.

”

The person described is an example of someone who would fall within this group. This is not intended to depict the average characteristics of the group.

Group 2 Affluent Greys, Rural Communities



Group 2 is formed from two distinct ACORN Types. While these share the general characteristics of the Group, each Type has its own individual characteristics.

Group 2

Types 6-7

Type 6: Agricultural Villages, Home Based Workers

These are the most rural areas of Britain with a strongly agricultural economy. They are very traditional in terms of attitudes and lifestyles. As might be expected in rural areas there is a mix of low and high incomes.

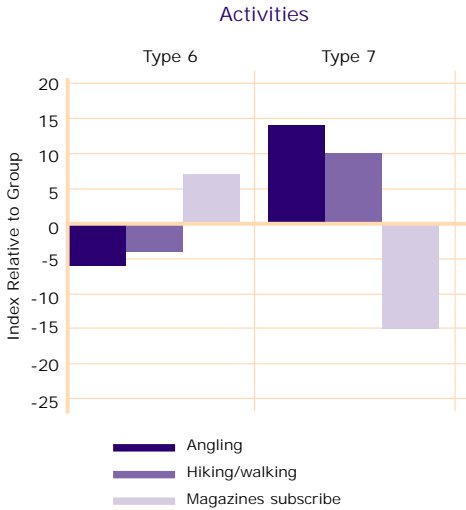
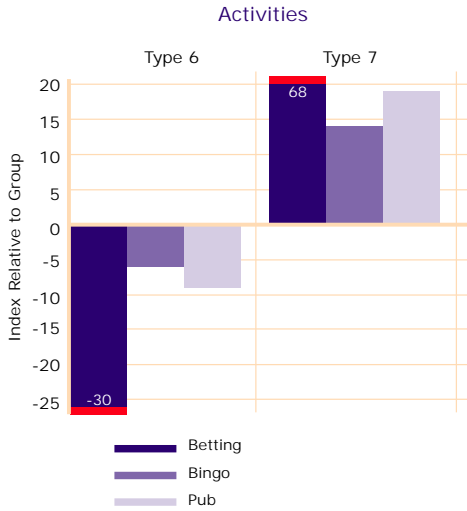
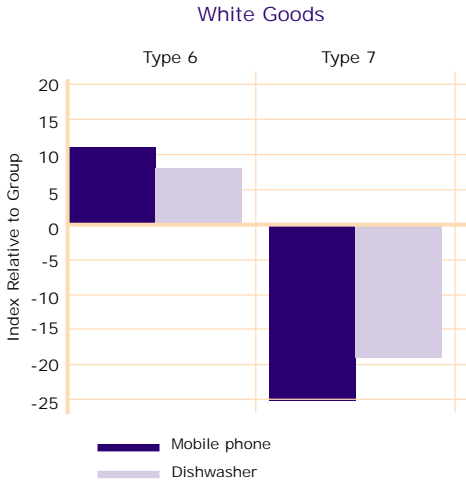
This Type is unevenly distributed around the country, occurring in only a few counties. The only high concentrations can be found in Orkney, Powys and Dyfed.

Type 7: Holiday Retreats, Older People, Home Based Workers

These are rural neighbourhoods with an involvement in tourism and recreation. There is likely to be an influx of people during the summer months.

Again these areas are unevenly distributed across the country with high concentrations to be found in the Western Isles, Cornwall and Highland region. 65% of the population in the Scilly Isles is of this Type.

For detailed statistics on the individual Types see Appendix A.



The graphs above illustrate some of the variables which differentiate the Types within this ACORN Group. For a more detailed set of statistics for the Types please refer to the charts at the back of the User Guide.



"...I help out at the local Oxfam shop twice a week..."



## Prosperous Pensioners, Retirement Areas

“

*Frieda Dawlish, 67, a housewife from Exeter*

Bill and I have had the grandchildren staying over all weekend so it's nice to be able to settle down finally and relax with some gentle Mozart on Radio 3 and my copy of The Sunday Express.

We used to have a large detached house further out but when Bill retired from his job as a manager at the paper factory five years ago, we bought this bungalow nearer the centre of Exeter which is much more convenient.

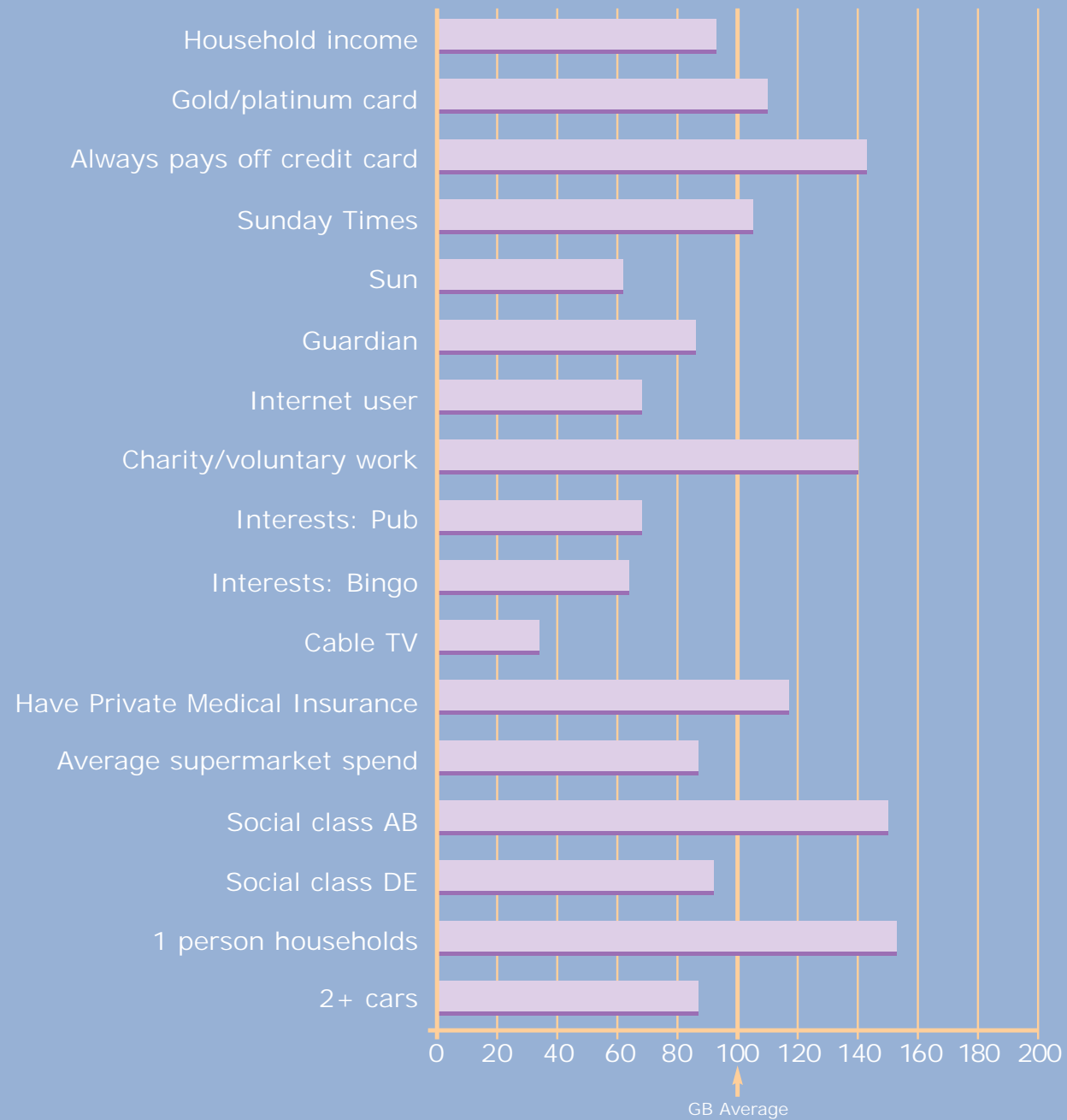
We like to keep our finances in order: our home is all paid for, we always pay off our credit card in full every month, our wills are all sorted, and Bill keeps a careful eye on our savings. He likes checking on the ups and downs of our portfolio of stocks and shares that he's built up over the years.

As Bill's health is not particularly good, we like to take it easy. I help out at the local Oxfam shop twice a week, although Bill is a great believer that a woman's place is in the home. Most days he and I drive into town together to do a bit of shopping, and if there's something nice on at the local theatre, we go along, and pop into a Berni Inn afterwards to make an evening of it! We enjoy lots of little trips away, especially to National Trust properties, and we have a timeshare in the Dordogne that we visit in the summer months.

”

The person described is an example of someone who would fall within this group. This is not intended to depict the average characteristics of the group.

## Group 3 Prosperous Pensioners, Retirement Areas



Group 3 is formed from two distinct ACORN Types. While they share the general characteristics of the Group, each Type has its own individual characteristics.

## Group 3

### Types 8-9

#### Type 8: Home Owning Areas, Well-Off Older Residents

These are classic areas of seaside retirement bungalows. The largest concentrations are found in the Isle of Wight, Dorset, Sussex and Devon.

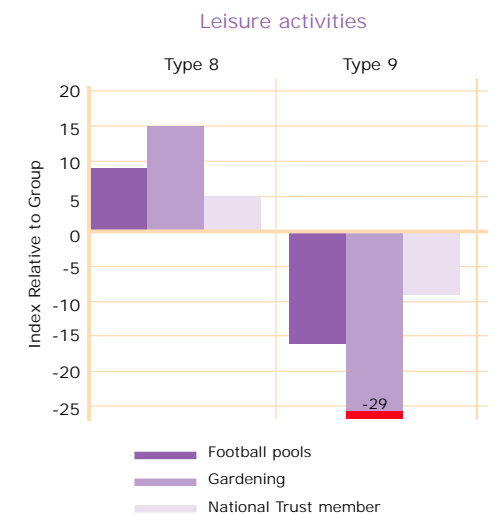
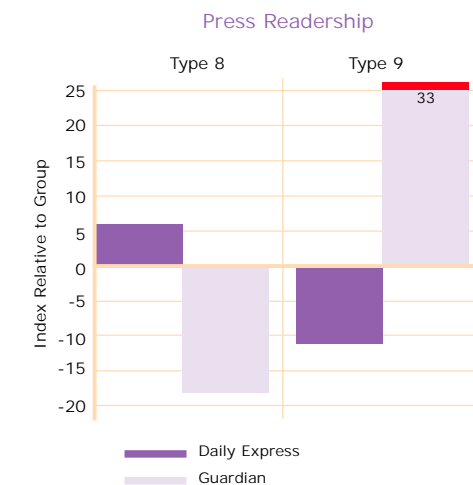
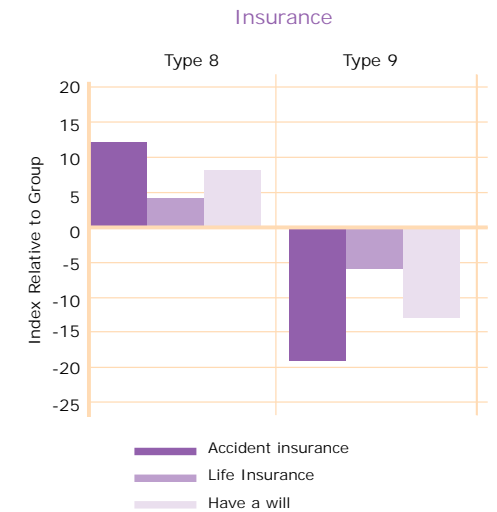
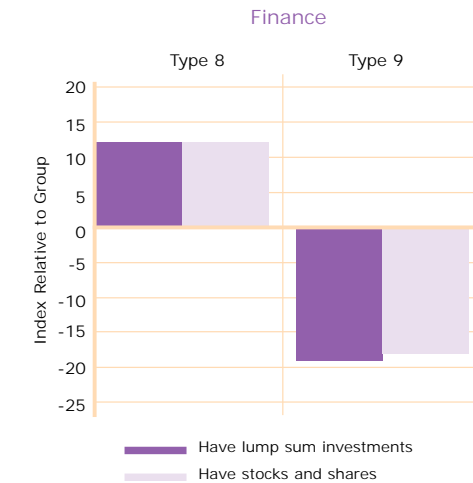
#### Type 9: Private Flats, Elderly People

These predominantly retirement areas are found all over the country. Being composed largely of flats they are found in large towns and cities as well as in smaller towns.

While there is a very high proportion of pensioners in these areas, working people also live here, primarily working in the service industry.

The largest concentrations are in Hove and Eastbourne.

For detailed statistics on the individual Types see Appendix A.



The graphs above illustrate some of the variables which differentiate the Types within this ACORN Group. For a more detailed set of statistics for the Types please refer to the charts at the back of the User Guide.



"...a nice company car, plus we have a little run-around for the au-pair..."



## Affluent Executives, Family Areas

“

*Sue Langdon, 41, a business executive from Bladon, Oxford*

We've just moved into our new home, a large detached house on a new private estate, and this evening we're hosting a drinks party for all our new neighbours. We're also celebrating my promotion to HR Director for the food manufacturers I've been working with ever since I graduated. A very timely promotion, given the size of the mortgage we've saddled ourselves with for this house!

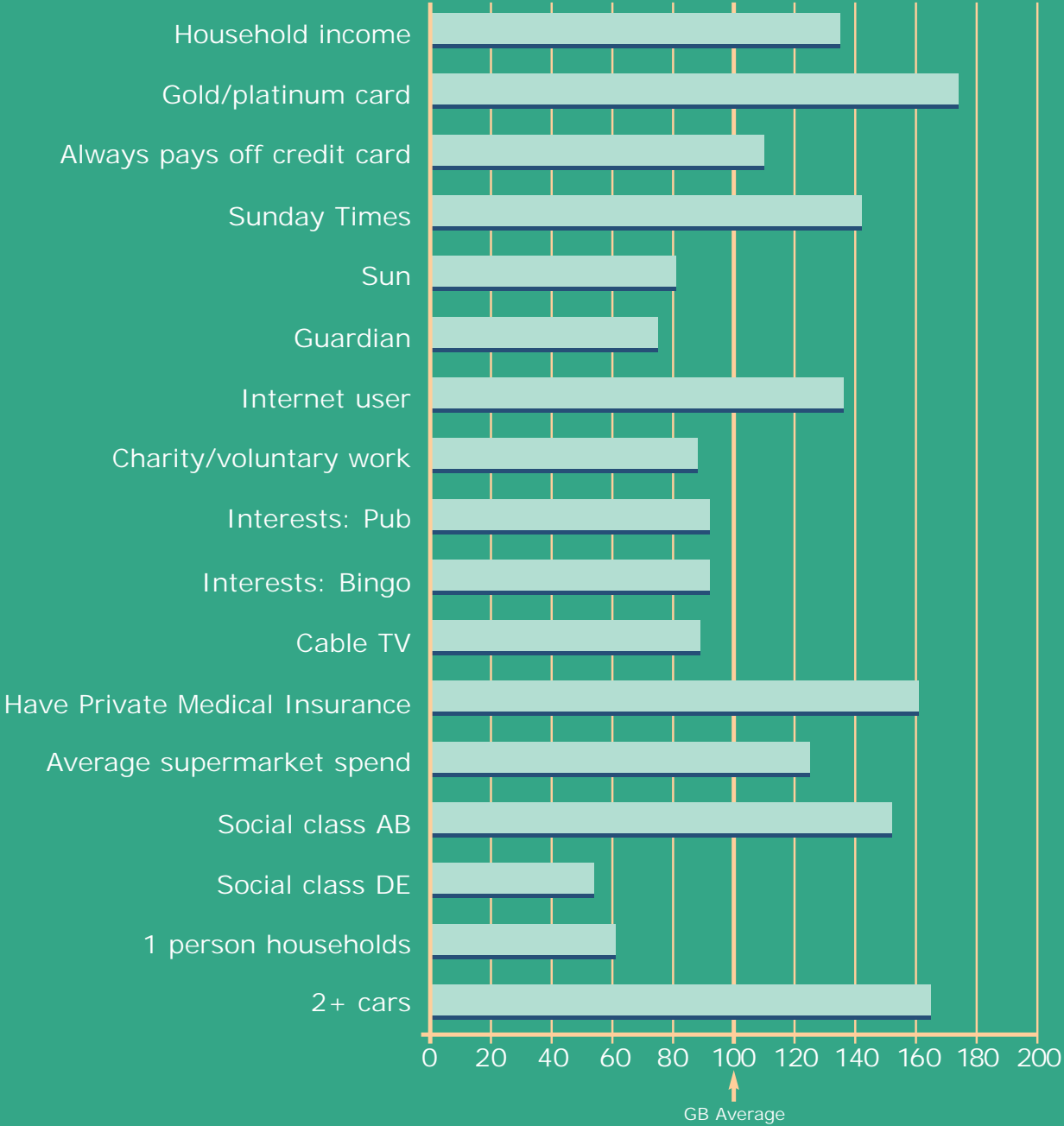
We have an au-pair who helps out with our two children during the week, picking them up from school and looking after them until my husband, John - who's a senior manager in production for the same company as mine - or I get home.

We enjoy a good lifestyle - we both have a nice company car, plus we have a little run-around for the au-pair - good private health schemes, private schools for the kids and at least two nice holidays abroad every year. But we work pretty hard for what we have - I worry that neither John or I get to see enough of the kids or of each other. Sometimes I think that our one real luxury is time. So now we've arranged for the au-pair to do a few hours at the weekend too so that John and I can shoot off to our local club for a couple of rounds of golf, something we both find very relaxing (even if my handicap is better than his!).

”

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Group 4 Affluent Executives, Family Areas



Group 4 is formed from three distinct ACORN Types. While these share the general characteristics of the Group, each Type has its own individual characteristics.

Group 4

Types 10-12

Type 10: Affluent Working Families with Mortgages

These affluent family areas are found all over Britain, but are a particular feature of the 1980's boom areas, Berkshire, Buckinghamshire and Northamptonshire.

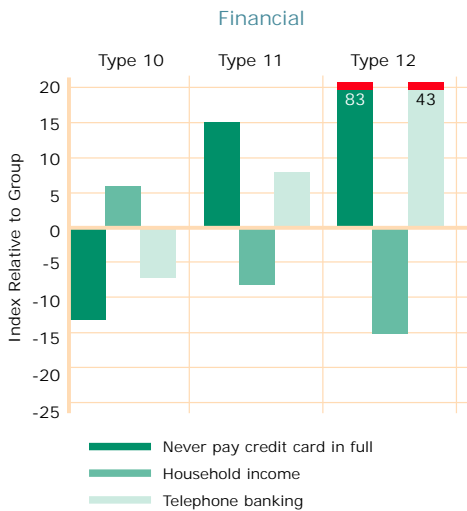
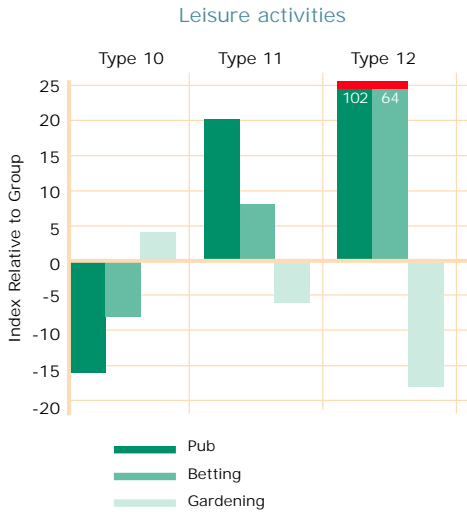
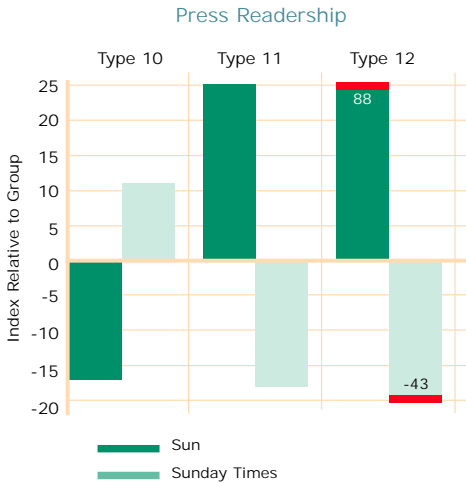
Type 11: Affluent Working Couples with Mortgages, New Homes

These are newer suburban family neighbourhoods concentrated in the Southern non-metropolitan counties and North East Scotland.

Type 12: Transient Workforces, Living at their Place of Work

The majority of these neighbourhoods are found on military bases, or in concentrations of hotels. Living in rented accommodation and being unlikely to stay in one place for long periods of time affects their lifestyles considerably.

For detailed statistics on the individual Types see Appendix A.



The graphs above illustrate some of the variables which differentiate the Types within this ACORN Group. For a more detailed set of statistics for the Types please refer to the charts at the back of the User Guide.



"...like the computer games  
they want to play with  
every moment of  
the day..."

“

*Tony Marston, 37, an IT manager from Cleveland*

We've just come back from the weekly trek round to the supermarket - that's another £150 gone. Our two kids, Angela who's 8 and Tom who's 6, seem to have eaten most of the food even before we've got it out of the carrier bags! They're growing up so fast. I'm just trying to make sure my bank balance can keep up with all their crazes, like the computer games they want to play with every moment of the day.

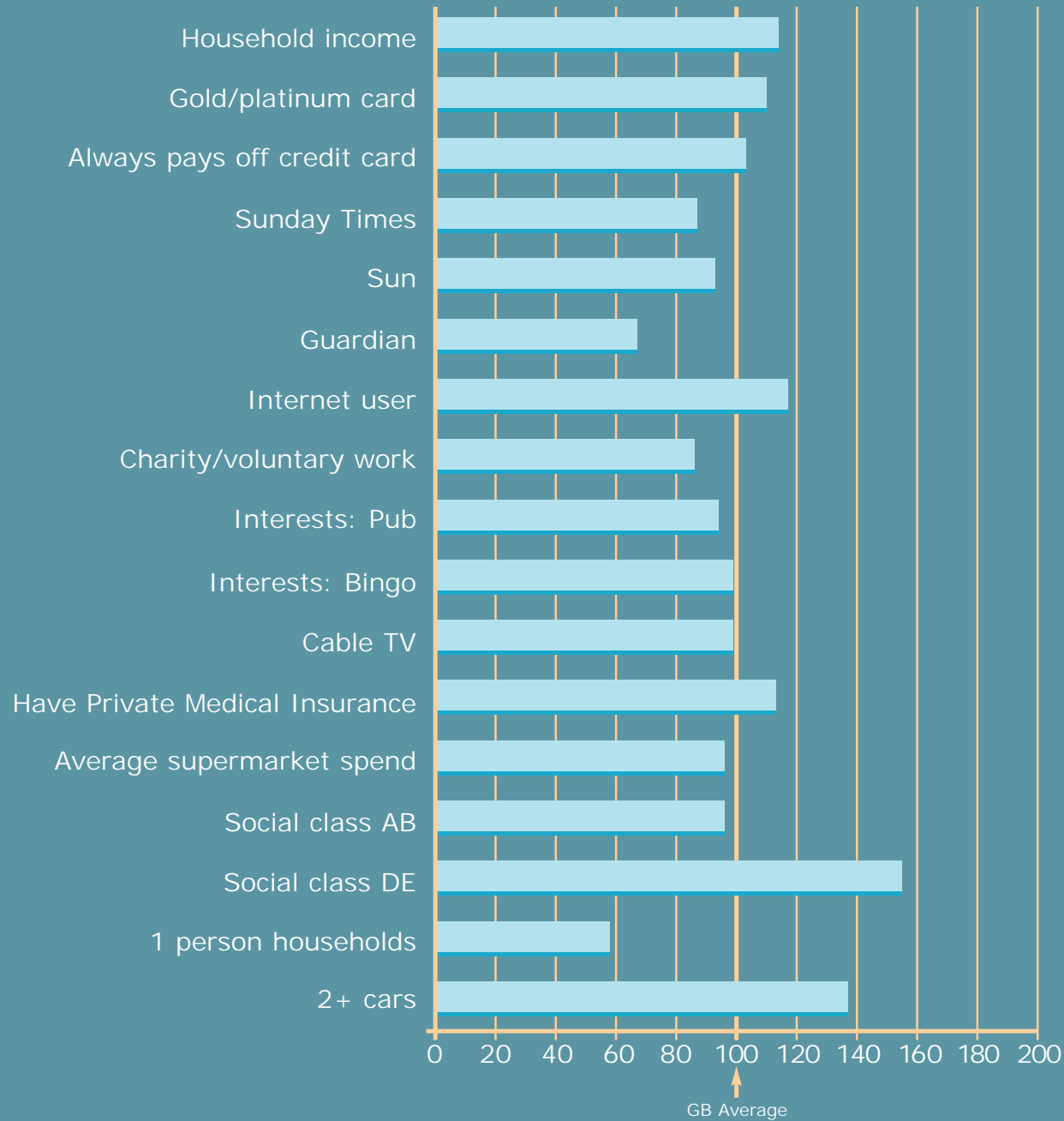
Carol, my wife, works part-time. My first wife was a real workaholic, and it's lovely being married to someone who isn't always off on some business meeting somewhere. We've got a nice semi-detached house just outside the centre of Cleveland. Last year we arranged a second mortgage on it to pay for a conservatory which Carol had set her heart on, and I have to admit, it's quite nice to be able to sit in there now and relax in the evenings.

With both of us earning, we manage a pretty good lifestyle as long as we juggle our finances carefully enough every month. Both of us have a personal pension sorted - it's our dream to retire to the South Coast - and various savings plans, for us and for the children. They're at the local primary school now and we're thinking of trying to get them into private schools for their secondary education. Our hope is that they will both go to University. They seem bright enough kids and should make it - as long as they can tear themselves away from those computer games for long enough!

”

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characteristics of  
the group.

Group 5 Well-Off Workers, Family Areas



Group 5 is formed from three distinct ACORN Types. While these share the general characteristics of the Group, each Type has its own individual characteristics

Group 5

Types 13-15

Type 13: Home Owning Family Areas

These comfortable family areas are found all over Britain, but are most commonly found in Surrey, Bedfordshire and Buckinghamshire. These areas are dominated by young couples with children.

Type 14: Home Owning Family Areas, Older Children

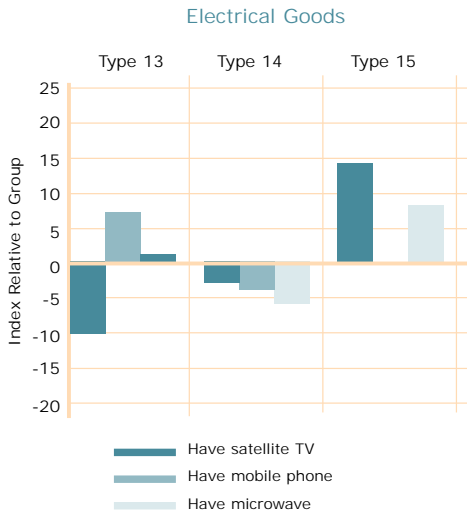
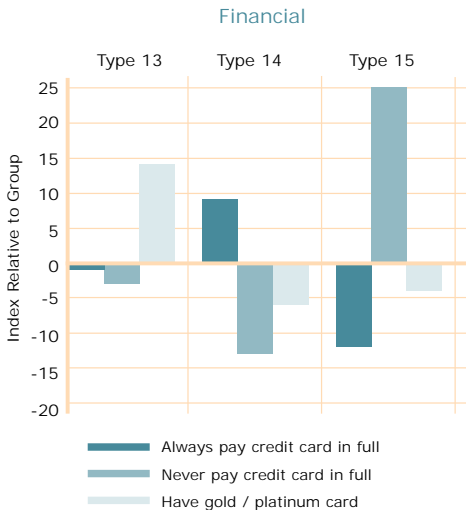
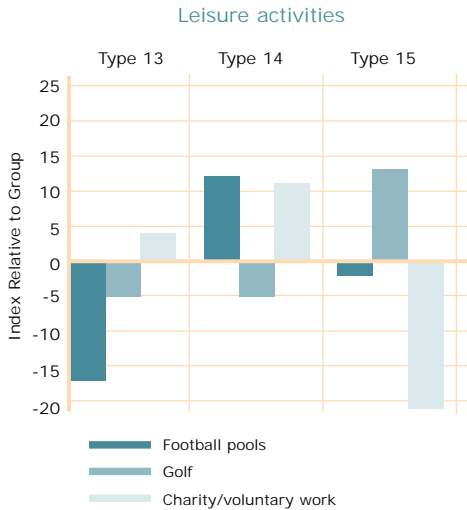
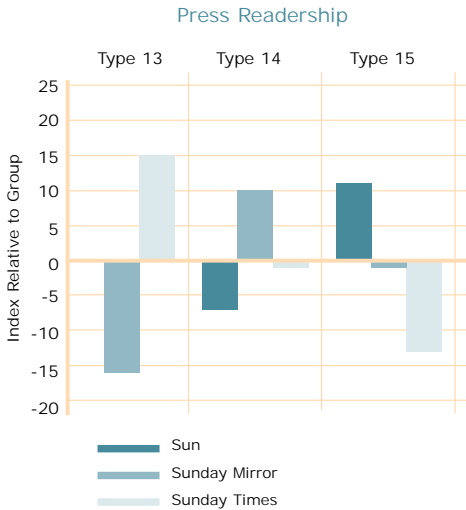
These are established family neighbourhoods with relatively low levels of house moving. They are dominated by families with school age children. They can be found all over the country but are more frequently found in Cleveland, Leicestershire and Warwickshire.

Type 15: Families with Mortgages, Younger Children

These young family suburbs are located in the more prosperous industrial areas of the country. The classic married couple with one or two children, which is relatively rare nationally, is common here.


The town with the highest concentration is Tamworth. High concentrations can also be found in Northumberland, Cleveland and the Central and Strathclyde regions in Scotland.

For detailed statistics on the individual Types see Appendix A.



The graphs above illustrate some of the variables which differentiate the Types within this ACORN Group. For a more detailed set of statistics for the Types please refer to the charts at the back of the User Guide.





"...I enjoy quite a few holidays away every year..."

## Affluent Urbanites, Town & City Areas

“

*Edward Lonsdale, 29, a media executive from Richmond, Surrey*

Once again there's a delay on the District Line and I'm going to be late for work. I've got a meeting at 9 up at the office in Berkeley Square where we're going to do a big new client presentation and unless some kind of miracle happens, there's no way I'm going to make it in time. I've rung in to warn them I'll be late; at least I can run through my presentation notes on my mobile - which is also an organiser - to make sure I'm fully up to speed with it all when I do arrive.

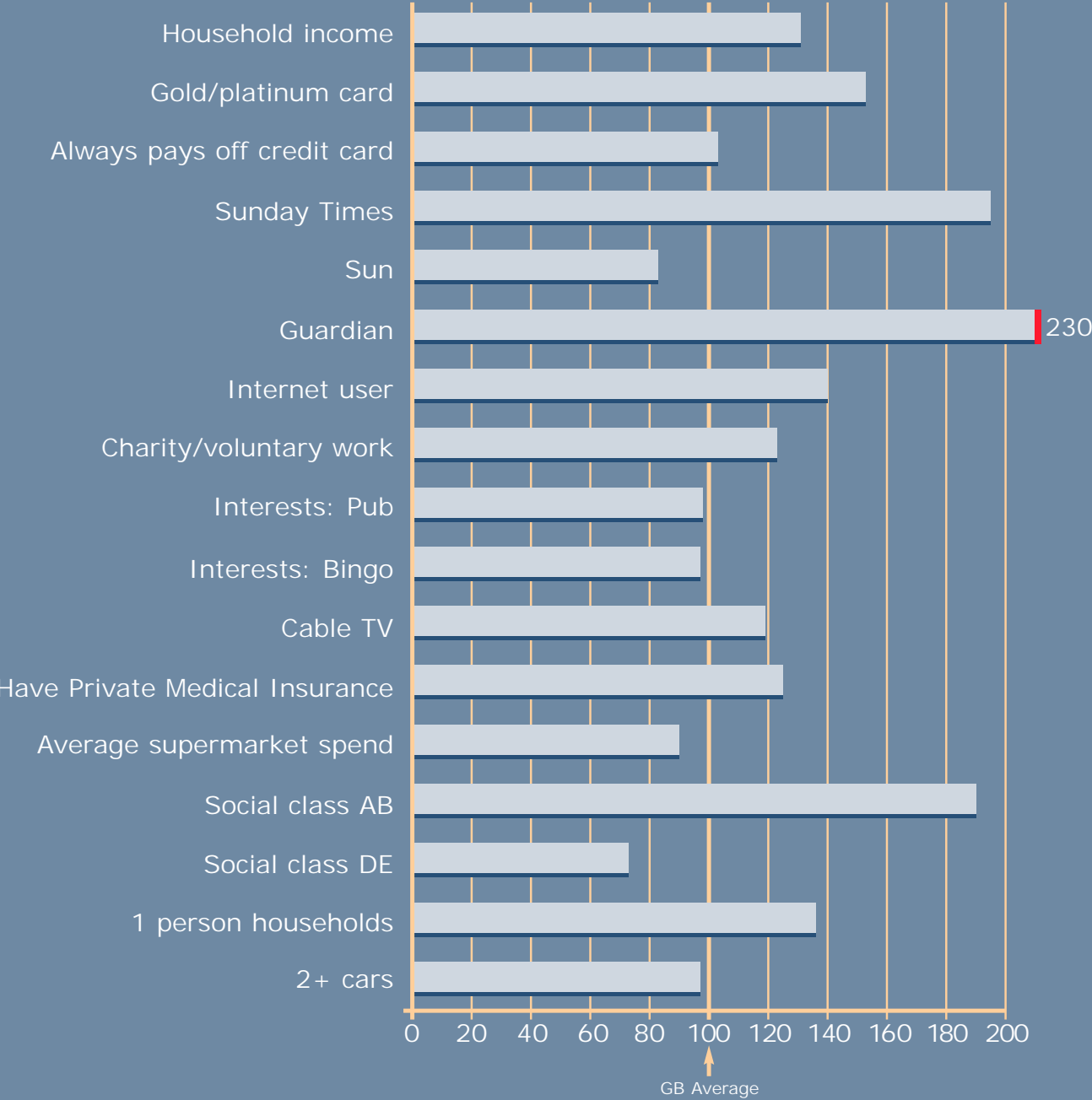
I rent a lovely converted garden flat at the top of Richmond Hill - I don't feel like the commitment of a mortgage just yet. As I live on my own and earn a good salary I can afford to do pretty much what I want. I enjoy quite a few holidays away every year - skiing and trips to the States, which I love. It all makes a nice change from my student days at Bristol a few years ago when I seemed never to have any money at all.

As much of my job involves working with the Internet, I tend to use the computer a lot at home as well, checking out new websites. I also do all my banking and a lot of my food and clothes shopping through the Internet. It's so convenient just to get everything delivered to your door - if only the District Line was as efficient!

”

The person described is an example of someone who would fall within this group. This is not intended to depict the average characteristics of the group.

Group 6 Affluent Urbanites, Town & City Areas



Group 6 is formed from three distinct ACORN Types. While these share the general characteristics of the Group, each Type has its own individual characteristics.

Group 6

Types 16-18

Type 16: Well-Off Town & City Areas

These are very high status, high spending urban neighbourhoods containing highly educated, affluent professional people.

These are found in Outer London, Richmond, Barnet and Kingston. Concentrations can also be found in Avon, Surrey, Lothian, Oxford and Cambridge.

Type 17: Flats & Mortgages, Singles & Young Working Couples

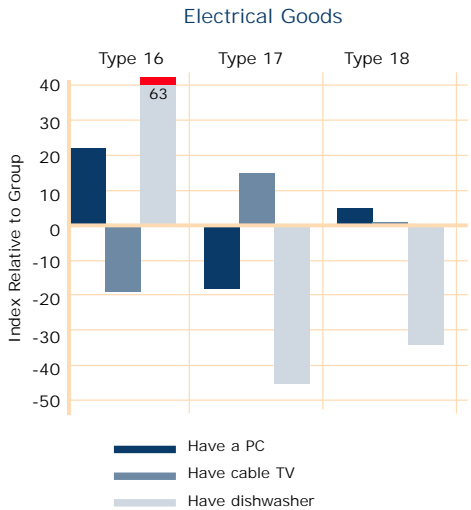
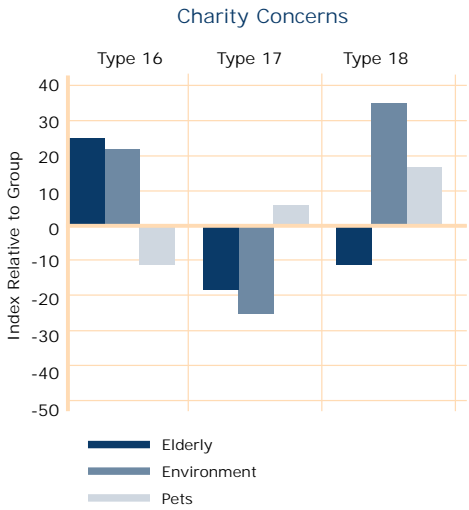
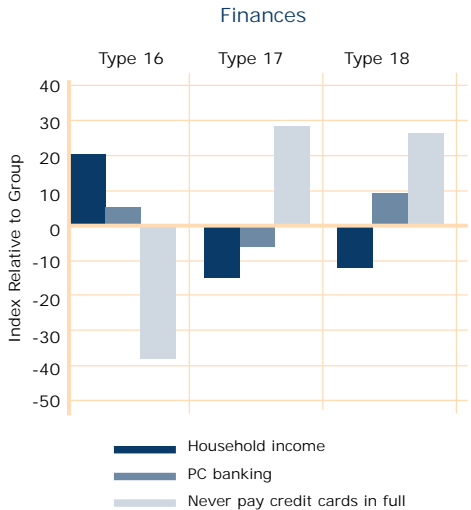
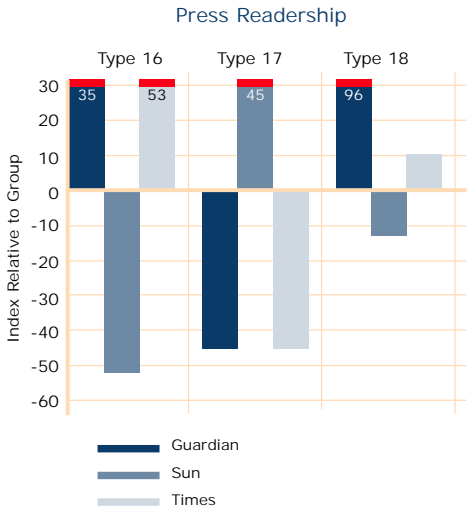
These are affluent areas of single people, living mainly in apartments. There are high levels of working women and a high level of mobility.

These areas occur in London, the Home Counties and central Scotland.

Type 18: Furnished Flats & Bedsits, Younger Single People

These are urban neighbourhoods mainly populated by singles living in flats. The greatest concentrations are found in Inner London in areas such as Kensington & Chelsea. They can also be found in Brighton, Hove and Bournemouth.

For detailed statistics on the individual Types see Appendix A.



The graphs above illustrate some of the variables which differentiate the Types within this ACORN Group. For a more detailed set of statistics for the Types please refer to the charts at the back of the User Guide.



“...the weekend is usually taken up with meeting friends...”

# Prosperous Professionals, Metropolitan Areas

“

*Sarah Lancaster, 37, a lawyer from Edinburgh*

Friday evening is my favourite time of the week. I get home, exhausted at about 8 pm, open a good bottle of red wine, and collapse on the sofa. My partner, who's also a lawyer, brings home an enormous take-away and we stick on a Duke Ellington CD and just flake out all evening. The rest of the weekend is usually taken up with meeting friends. We try to find time for other interests as well. David has his passion of stamp collecting and I love reading historical works - I'm on a biography of Marie Antoinette at the moment. We also both adore the theatre, so we'll often get tickets for that on a Saturday night. Then, Sunday evening we're back to our briefcases, preparing our cases for the next day.

We rent our flat but when David and I get married next summer we plan to buy our own place, in the same area because we love it here and it's convenient for work.

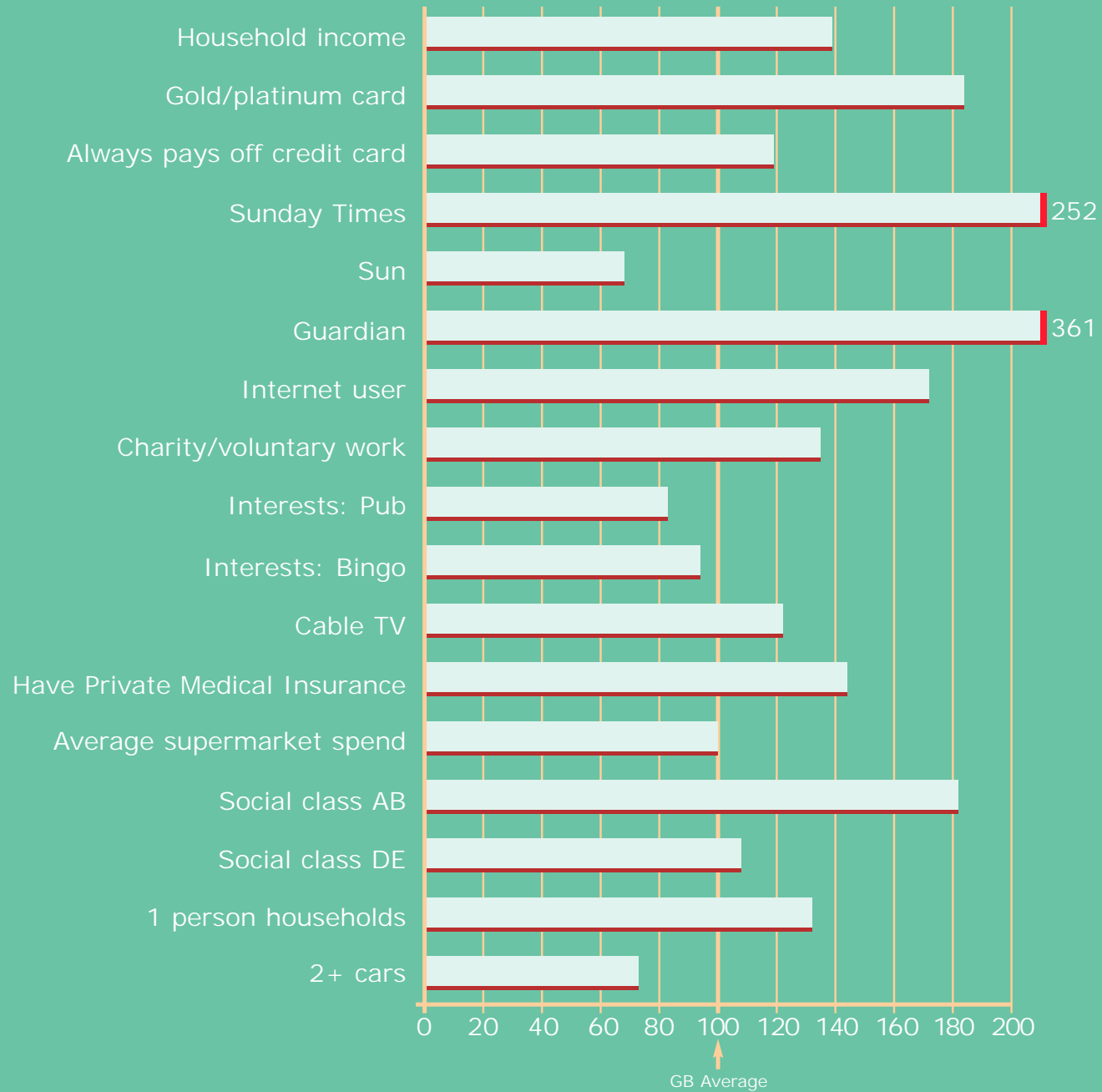
I read law at Oxford and I've been working flat-out ever since to get my legal career established. We try to make the space in our diaries for one really big long-haul holiday every year - last year we went to Thailand and Australia and this year we're off to India, with a few shorter breaks in Europe whenever we get a chance. Our other big luxury is shopping. Every so often we head into town and blow a whole load of money on clothes or bits and pieces for the flat, something which makes all the hard work suddenly feel worthwhile!

”

The person described is an example of someone who would fall within this group. This is not intended to depict the average characteristics of the group.



## Group 7 Prosperous Professionals, Metropolitan Areas



Group 7 is formed from two distinct ACORN Types. While these share the general characteristics of the Group, each Type has its own individual characteristics.

## Group 7

### Types 19-20

#### Type 19: Apartments, Young Professional Single & Couples

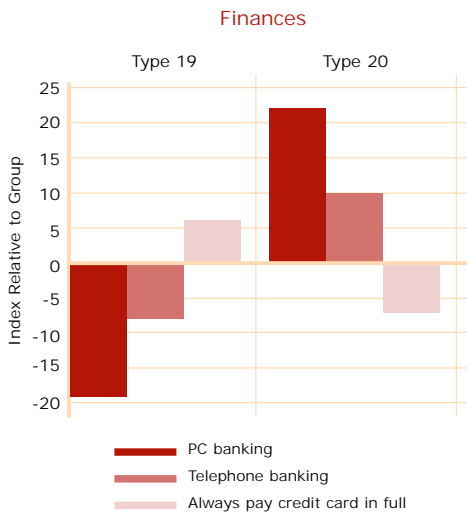
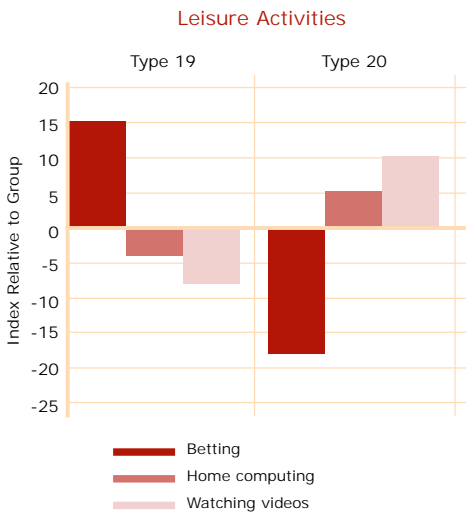
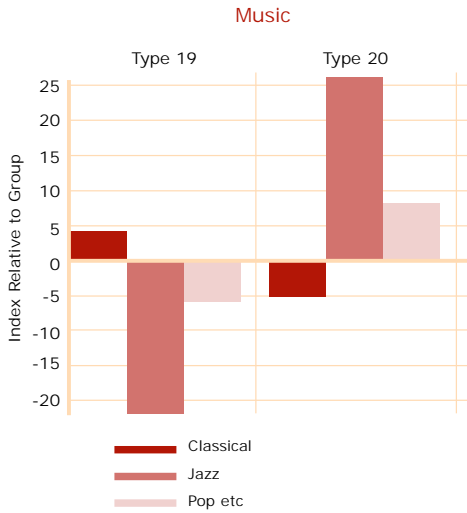
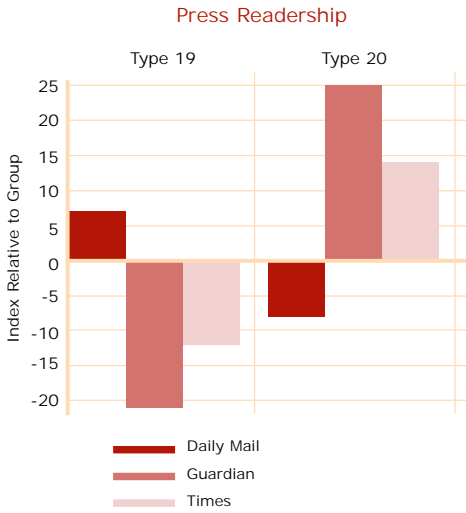
These are neighbourhoods containing single professionals and couples, living mainly in apartments. People are likely to be well educated, and there are relatively few children.

They are heavily concentrated in London but also in places such as Edinburgh, St Albans and Cambridge.

#### Type 20: Gentrified Multi-Ethnic Areas

These areas are concentrated almost exclusively in London, particularly Inner London. Typical locations would be Wandsworth, Hammersmith, Lewisham and Ealing. People are likely to be young, often single and cosmopolitan.

For detailed statistics on the individual Types see Appendix A



The graphs above illustrate some of the variables which differentiate the Types within this ACORN Group. For a more detailed set of statistics for the Types please refer to the charts at the back of the User Guide.



"...I work long hours  
but as it's a job  
I enjoy..."

## Better-Off Executives, Inner City Areas

“

*Anita Mgobe, 24, a newspaper sales executive from Islington, London*

The beauty of living where I do is that I can walk to work in just over ten minutes, which is great, given how dreadful London traffic is and how unreliable public transport can be.

I live on my own in a flat which is quite small but really nicely decorated and furnished, and with its own little balcony at the back where I can just about sit out on a sunny day.

I work long hours but as it's a job I enjoy I don't really mind. My degree was in Media Studies so I hope to be moving on from this job to something more challenging in journalism soon but you've got to start somewhere. I just consider myself lucky to have a job that pays enough to let me lead an independent life. So many of my college friends still haven't been able to find any kind of proper job.

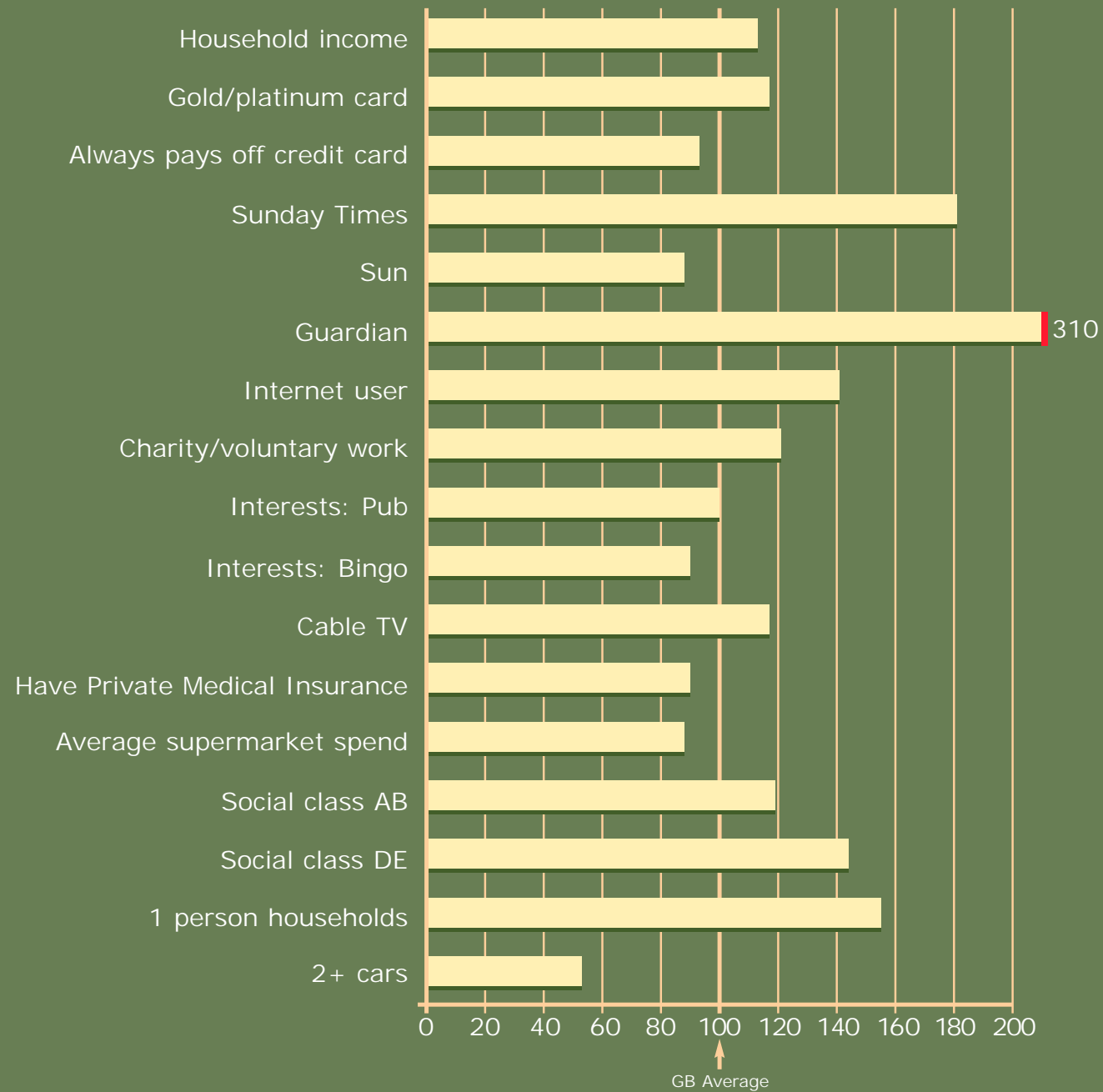
In my free time I help out a few hours a week at a local charity for the homeless. Often a friend will come round for a meal and to watch a video. My big obsession is exercise: I belong to a local gym, which takes quite a bite out of my monthly salary, but it's worth every penny. I go every evening and do an hour on the bike. I find it really relaxing and I've made loads of friends there. And whenever I can I like to travel. You can find some really cheap deals on the Internet if you know where to look. It keeps my mind open to the fact that there's more to life than selling ad space for a newspaper!

”

The person described  
is an example of  
someone who would  
fall within this group.  
This is not intended  
to depict the average  
characteristics of  
the group.



## Group 8 Better-Off Executives, Inner City Areas



Group 8 is formed from five distinct ACORN Types. While they all share the general characteristics of the Group, each Type has its own individual characteristics.

## Group 8

### Types 21-25

#### Type 21: Prosperous Enclaves, Highly Qualified Executives

These are very affluent neighbourhoods of well-educated, younger professionals living in flats. Apart from Inner London, this type is rarely found outside university towns and high status provincial centres such as Edinburgh, Brighton, Cheltenham and Tunbridge Wells.

#### Type 22: Academic Centres, Students & Young Professionals

Cosmopolitan, predominantly student areas but including people who work in higher education and young professionals. These are located near universities all over Britain.

#### Type 23: Affluent City Centre Areas, Tenements & Flats

These neighbourhoods are found in the centre of large towns and cities. Many people live alone in small flats and work in professional/white collar occupations.

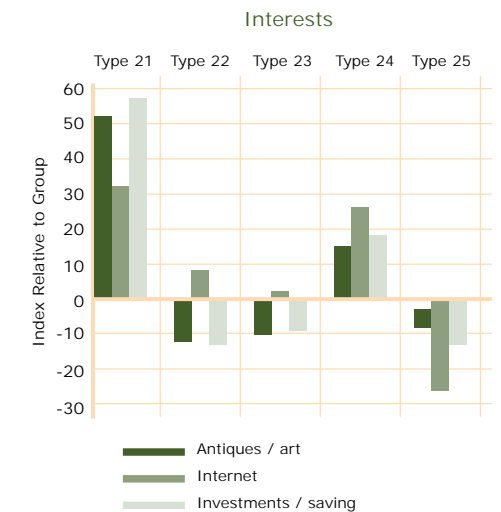
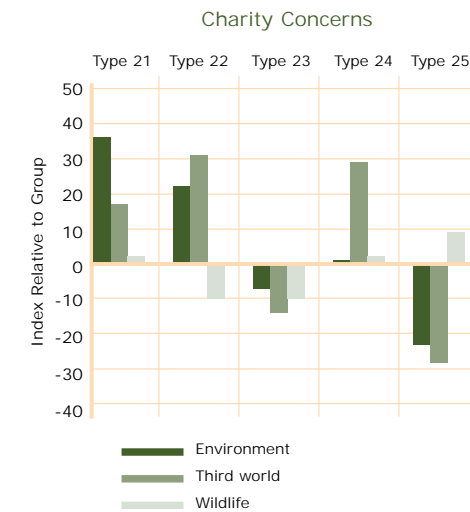
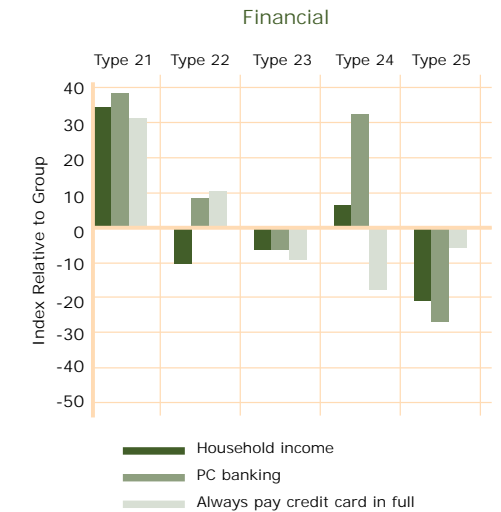
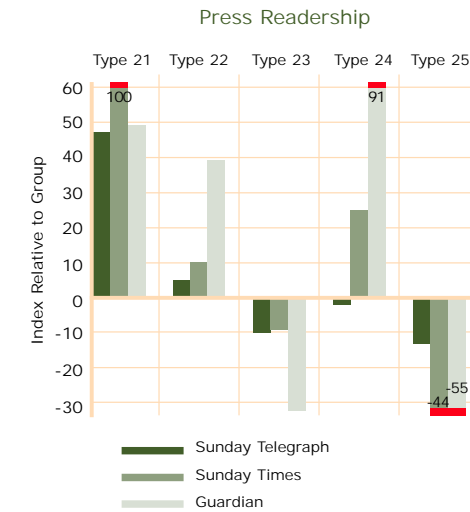
#### Type 24: Partially Gentrified Multi-Ethnic Areas

These highly cosmopolitan areas contain a mix of rich and poor people from different ethnic backgrounds. Found almost exclusively in Inner London.

#### Type 25: Converted Flats & Bedsits, Single People

These areas contain a largely single population living in small flats and bedsits in small to medium sized towns all over Britain.

For detailed statistics on the individual Types see Appendix A



The graphs above illustrate some of the variables which differentiate the Types within this ACORN Group. For a more detailed set of statistics for the Types please refer to the charts at the back of the User Guide.



"...Last year we were finally able to pay off our mortgage..."



# Comfortable Middle-Agers, Mature Home Owning Areas

“

*Barbara Green, 56, a retired shop assistant from Cleethorpes*

It's Derek's retirement party this evening - he's been with the Post Office 40 years so they're putting on a bit of a do for him.

We've been married for 30 of those 40 years. Although we've had our ups and downs, now it feels as if the time has flown. Last year we were finally able to pay off our mortgage on our semi-detached home.

We've always been careful with finances, and Derek's been very good with investing what money we've been able to put aside over the years. He's arranged our wills so everything's organised for the boys.

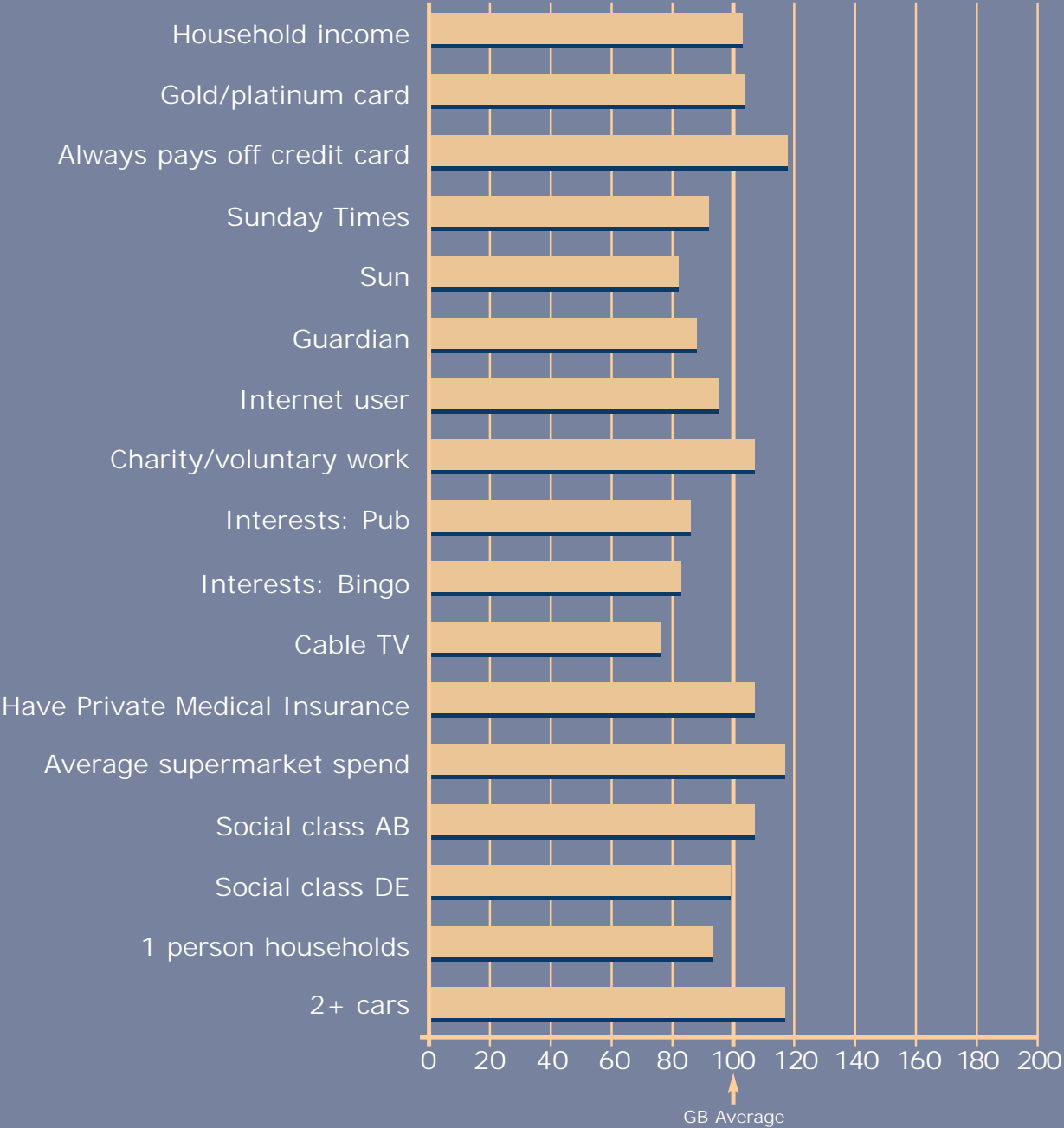
As our lads have got their own places now and are both settled with good jobs and nice girlfriends, we decided to sell up and get ourselves a lovely two-bedroomed bungalow with a big garden, including an enormous greenhouse and a section given over to vegetables. Derek's always been mad keen on gardening, so now he'll have the time to enjoy it properly.

We've never really had the time for much in the way of hobbies, what with our jobs and the children. But since the children have left home and I've given up my job at the shoe shop I've found myself with so much time on my hands. My idea of relaxing used to be sitting in a comfy chair with my copy of The Daily Express. Now I've joined the National Trust and I'm thinking of different ways I can fill my days - perhaps I'll end up wielding the garden shears alongside Derek!

”

The person described is an example of someone who would fall within this group. This is not intended to depict the average characteristics of the group.

Group 9 Comfortable Middle-Agers, Mature Home Owning Areas



Group 9 is formed from four distinct ACORN Types. While these all share the general characteristics of the Group, each Type has its own individual characteristics.

Group 9

Types 26-29

Type 26: Mature Established Home Owning Areas

These areas have a largely middle-aged population with many people who own their homes outright. Relatively few have moved home recently. Although found all over Britain concentrations of this type occur in Norfolk, North Yorkshire and the Isle of Wight. Cleethorpes is a typical town with many areas of this type.

Type 27: Rural Areas, Mixed Occupations

In these areas people work in agriculture, crafts and a wide range of white collar occupations.

A large proportion of the Shetland Islands is of this type. It is also common in Lincolnshire, Cornwall and Norfolk.

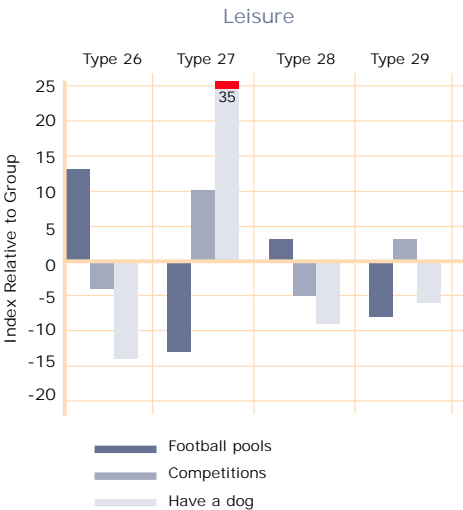
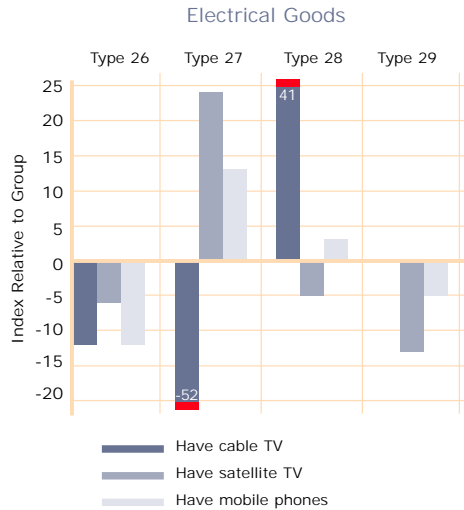
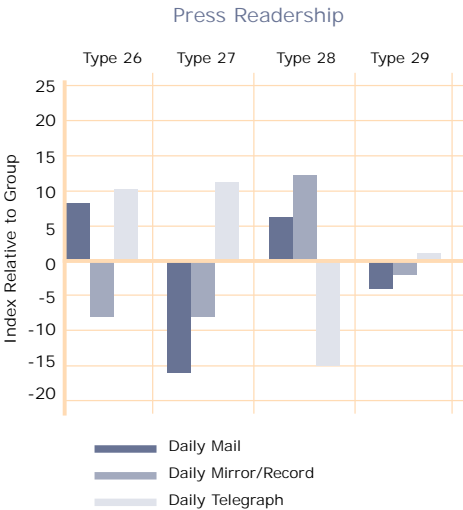
Type 28: Established Home Owning Areas

These are very stable middle class areas with low levels of population mobility. The classic Mum, Dad and two children is a typical image of these areas. High concentrations can be found in Bexley, Sutton and Solihull.

Type 29: Home Owning Areas, Council Tenants, Retired People

Areas of mixed housing but with a large elderly population. People are generally comfortably well off. The highest concentrations of this Type might be in Sussex and Surrey.

For detailed statistics on the individual Types see Appendix A.



The graphs above illustrate some of the variables which differentiate the Types within this ACORN Group. For a more detailed set of statistics for the Types please refer to the charts at the back of the User Guide.



## Skilled Workers, Home Owning Areas

“...Every month it's my goal to pay off my credit cards...”



“

*Elaine Hughes, 31, a part-time beautician from Portsmouth*

Now that I'm divorced, I've got to be that much more careful with money. Even though my ex-husband is good about maintenance, I just feel slightly nervous about managing all the finances now I'm on my own. Every month it's my goal to pay off my credit cards, but every month I never quite make it. That always gets me down a bit - I hate knowing I'm in debt.

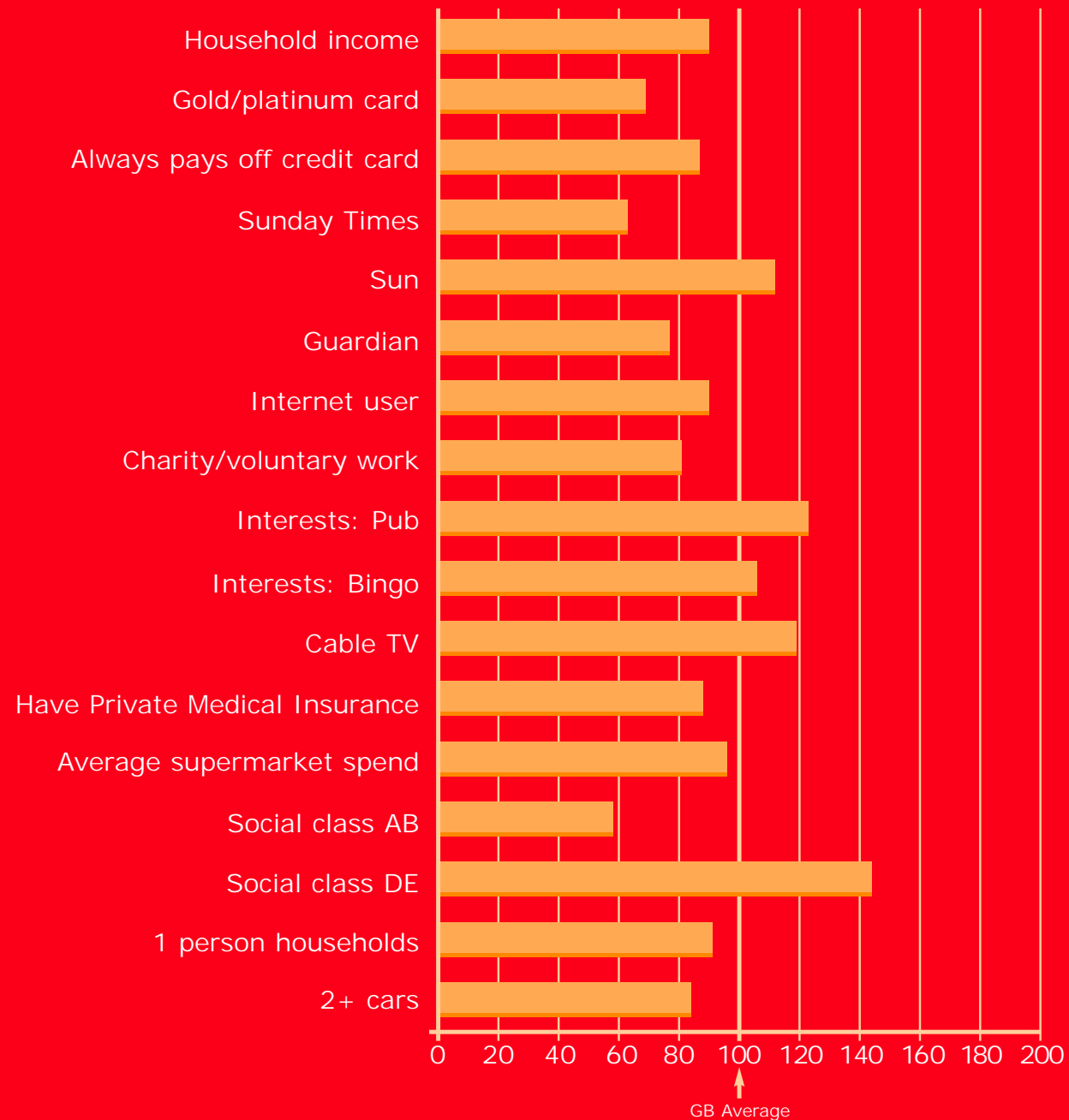
The terraced house we live in is in my name now, and I've gone back to work to my old job as a beautician working part-time because I can fit in the hours so well with the children's school. During school holidays my mother has the kids so that works out well – there's no way I'd be able to afford a babysitter for them or anything like that.

I don't have the energy for much in the way of hobbies, although I do enjoy meeting friends in the Walmer Castle, our local pub. I like to take the kids down there for a roast dinner on Sundays - it's really good value and we meet with other families which is nice for them and for me. Most evenings though, I'm to be found in front of the TV, flicking through my copy of The Daily Mirror which I've been meaning to read all day but never had the chance.

”

The person described is an example of someone who would fall within this group. This is not intended to depict the average characteristics of the group.

## Group 10 Skilled Workers, Home Owning Areas



Group 10 is formed from three distinct ACORN Types. While these all share the general characteristics of the Group, each Type has its own individual characteristics.

## Group 10

## Types 30-32

### Type 30: Established Home Owning Areas, Skilled Workers

Like ACORN Type 28 these are very stable traditional family areas. However these are blue collar rather than white collar.

This Type can be found all over the country but with a tendency towards the more industrialised areas of the Midlands. A typical town might be Bolsover.

### Type 31: Home Owners in Older Properties, Younger Workers

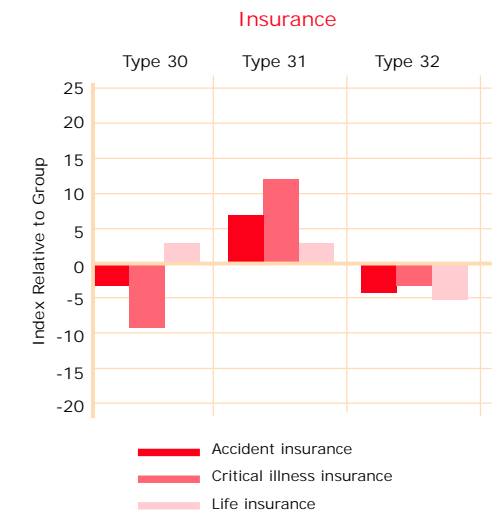
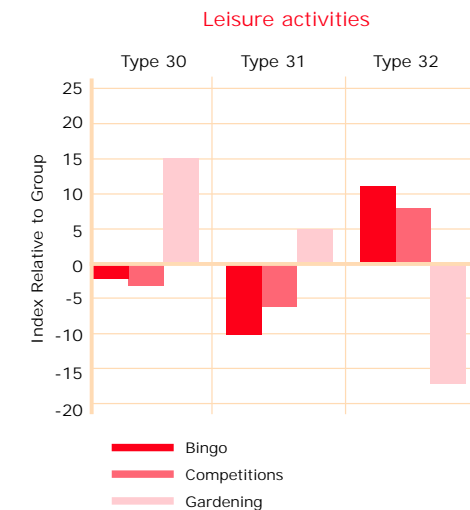
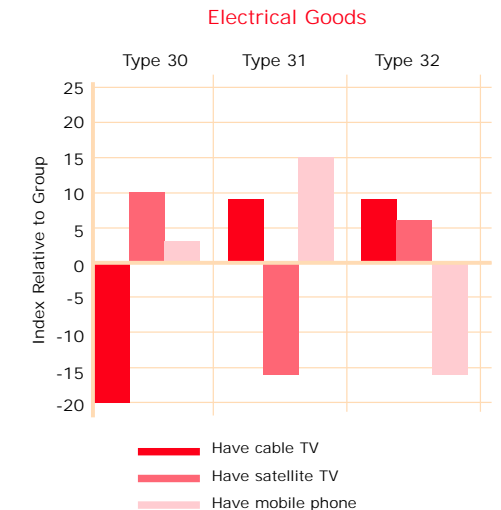
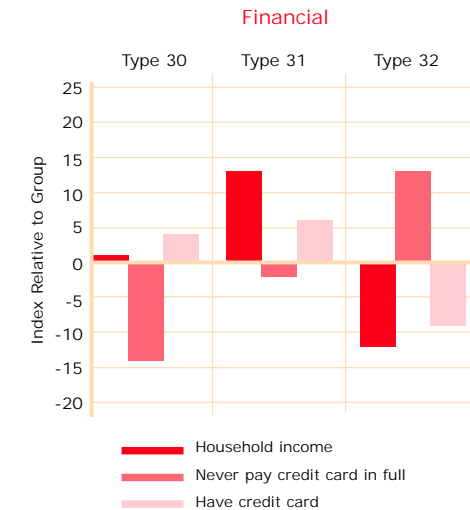
These blue collar neighbourhoods contain large numbers of young families. The dominant housing is older terraced properties.

The largest concentrations are in Kent, Avon and Outer London. Typical towns with many of these areas might be Portsmouth, Gillingham or Gosport.

### Type 32: Home Owning Areas with Skilled Workers

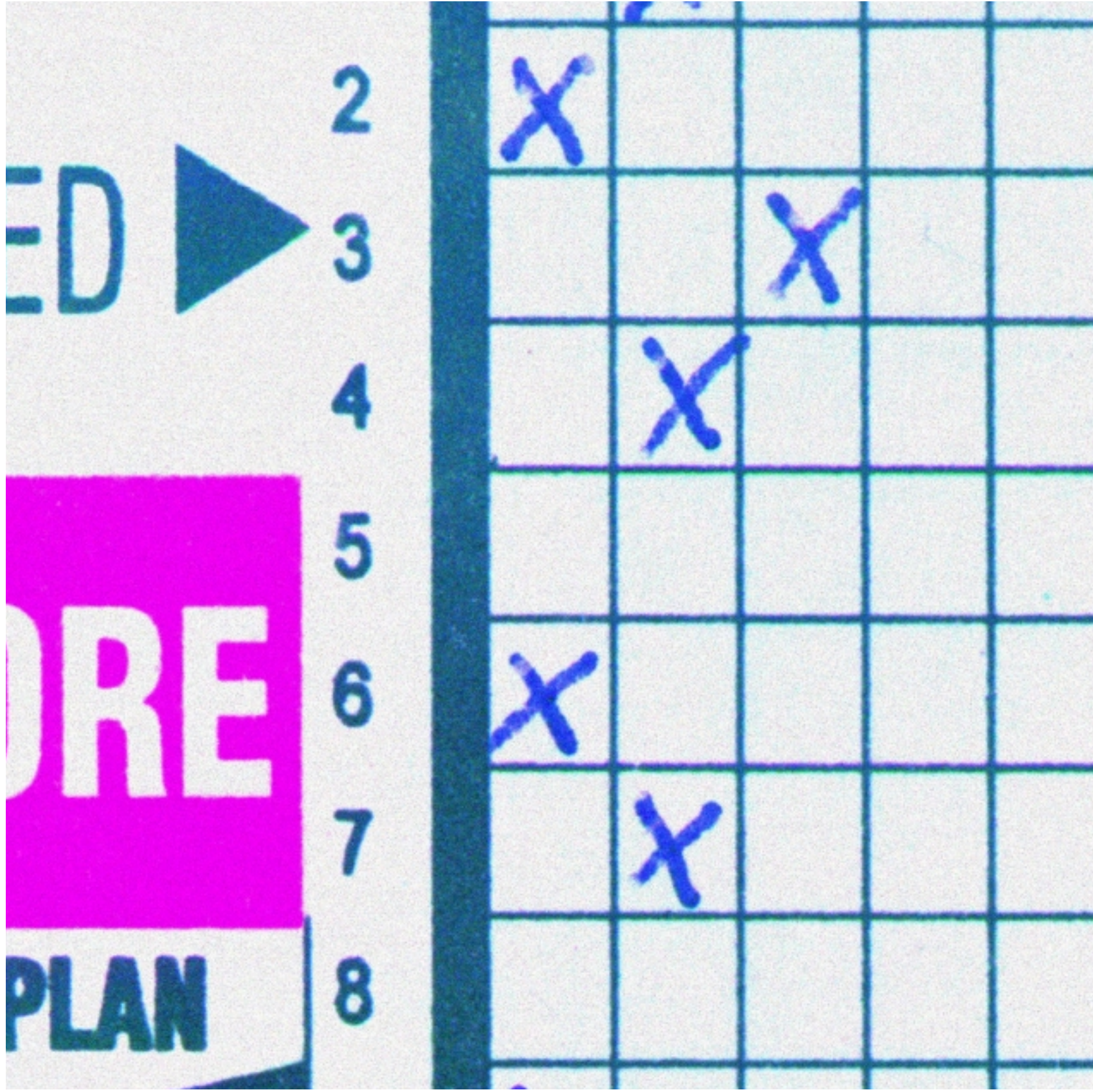
These neighbourhoods contain a largely young blue collar population living in older properties. This Type is concentrated in the older industrial areas of the country in the north and Wales. Typical towns might be Barrow-in-Furness, Burnley and Merthyr Tydfil.

For detailed statistics on the individual Types see Appendix A.



The graphs above illustrate some of the variables which differentiate the Types within this ACORN Group. For a more detailed set of statistics for the Types please refer to the charts at the back of the User Guide.





## New Home Owners, Mature Communities

“

*Peter Darling, 28, a machine operator living near Dundee*

People say you don't get a sense of community any more but that's not true round here - we're like one big family in this village, always ready to give each other a hand and look out for each other. I was born here and my family's always lived here. My mum and dad and my in-laws all live close by which is great for helping out with the kids.

We've got a nice semi-detached house. We took out a mortgage from the housing association when I got my job two years ago. We've no car, but the local bus service for work, school and shopping is very good, so I don't really miss that.

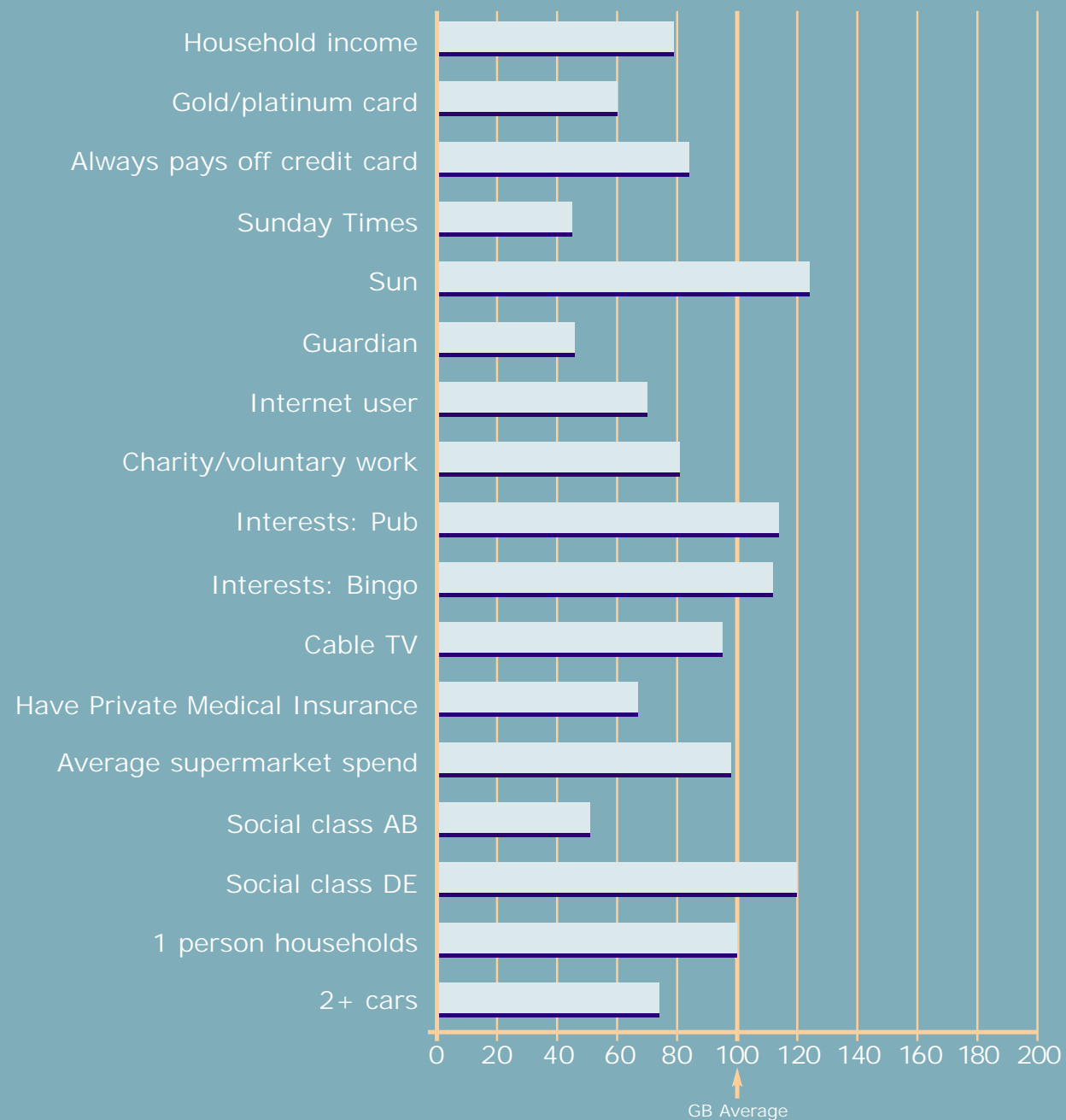
My wife, Cheryl, works in a local factory part-time. I've been in my job for two years now and I'm just hoping it'll all work out. There have been so many rumours of redundancies recently – I'm trying just to take each day as it comes.

At work I'm head of a football pools syndicate that about 15 of us are involved in. It's become more like a social club than anything. We all meet up once a week, wives and kids too, in the local pub, and plan our strategies! None of us really thinks we're ever going to win much - it's really just an excuse for all of us to get together and have a laugh.

”

The person described is an example of someone who would fall within this group. This is not intended to depict the average characteristics of the group.

## Group 11 New Home Owners, Mature Communities



Group 11 is formed from three distinct ACORN Types. While they share the general characteristics of the Group, each Type has its own individual characteristics.

## Group 11

### Types 33-35

#### Type 33: Council Areas, Some New Home Owners

These blue collar neighbourhoods contain a mix of both council and owner occupied housing. They are found all over Scotland and in 1960's New Towns such as Harlow and Crawley.

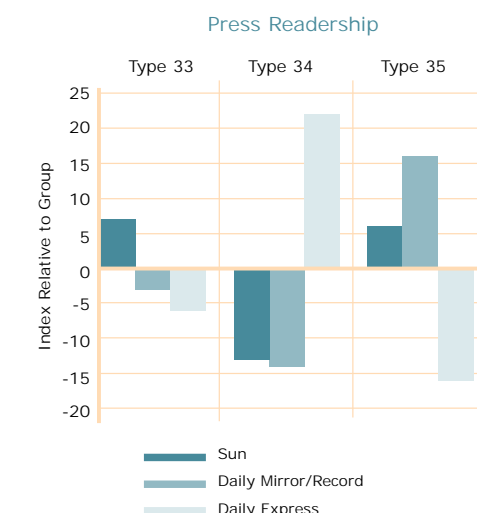
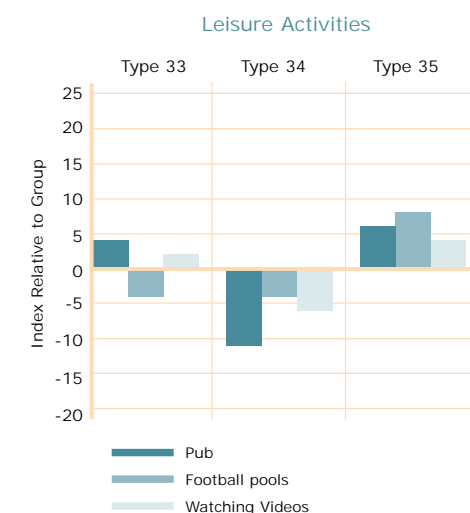
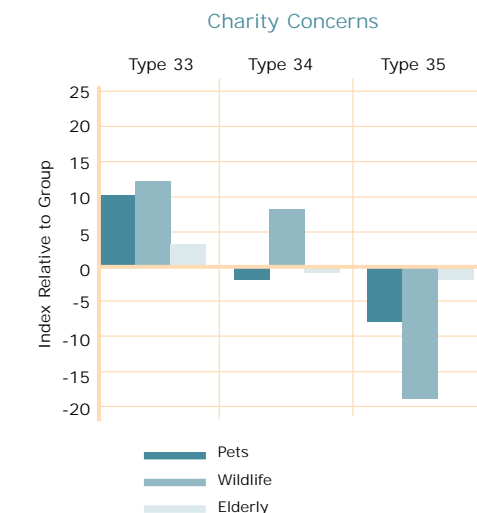
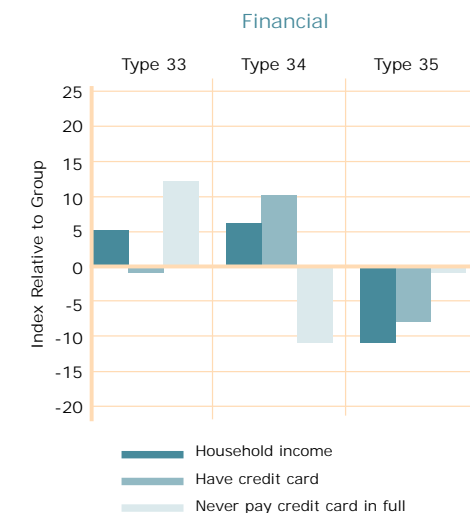
#### Type 34: Mature Home Owning Areas, Skilled Workers

These areas have a mature age profile. They are blue collar but mainly owner occupied. Larger concentrations are found in the Isle of Wight and Dyfed.

#### Type 35: Low Rise Estates, Older Workers, New Home Owners

This type is found in older industrial areas. The relatively poor health gives rise to significant social problems. Concentrations can be found in Mid Glamorgan and Gwent.

For detailed statistics on the individual Types see Appendix A.



The graphs above illustrate some of the variables which differentiate the Types within this ACORN Group. For a more detailed set of statistics for the Types please refer to the charts at the back of the User Guide.



## White Collar Workers, Better-Off Multi-Ethnic Areas

“

*Saira Mughal, 29, a dinner lady from Croydon*

The brilliant thing about being a dinner lady at the school is that it fits in so well with the school term times - plus I even get to see all four of my own kids at lunch time and check that they're eating properly!

My husband, Tashbih, is general manager in a small local factory that makes plastic mouldings. He works very hard and the company has done very well since he's been in charge. He has a degree in Business Administration and this is the kind of work he's always wanted.

We have a terraced house where we live with my mother-in-law, who's a fantastic help with the children and the cooking and cleaning. I'm not sure how I'd manage without her.

All the kids, even my five year old, are crazy about the Internet. A new Internet cafe has opened in Croydon and their idea of heaven is spending an hour there after school looking up their favourite websites. I'd love to be able to buy them a PC to use at home, I know it would help them with their homework and Tashbih says that the Internet is the future. But there are always so many other things we need first - I guess the future will just have to wait until we can afford it!

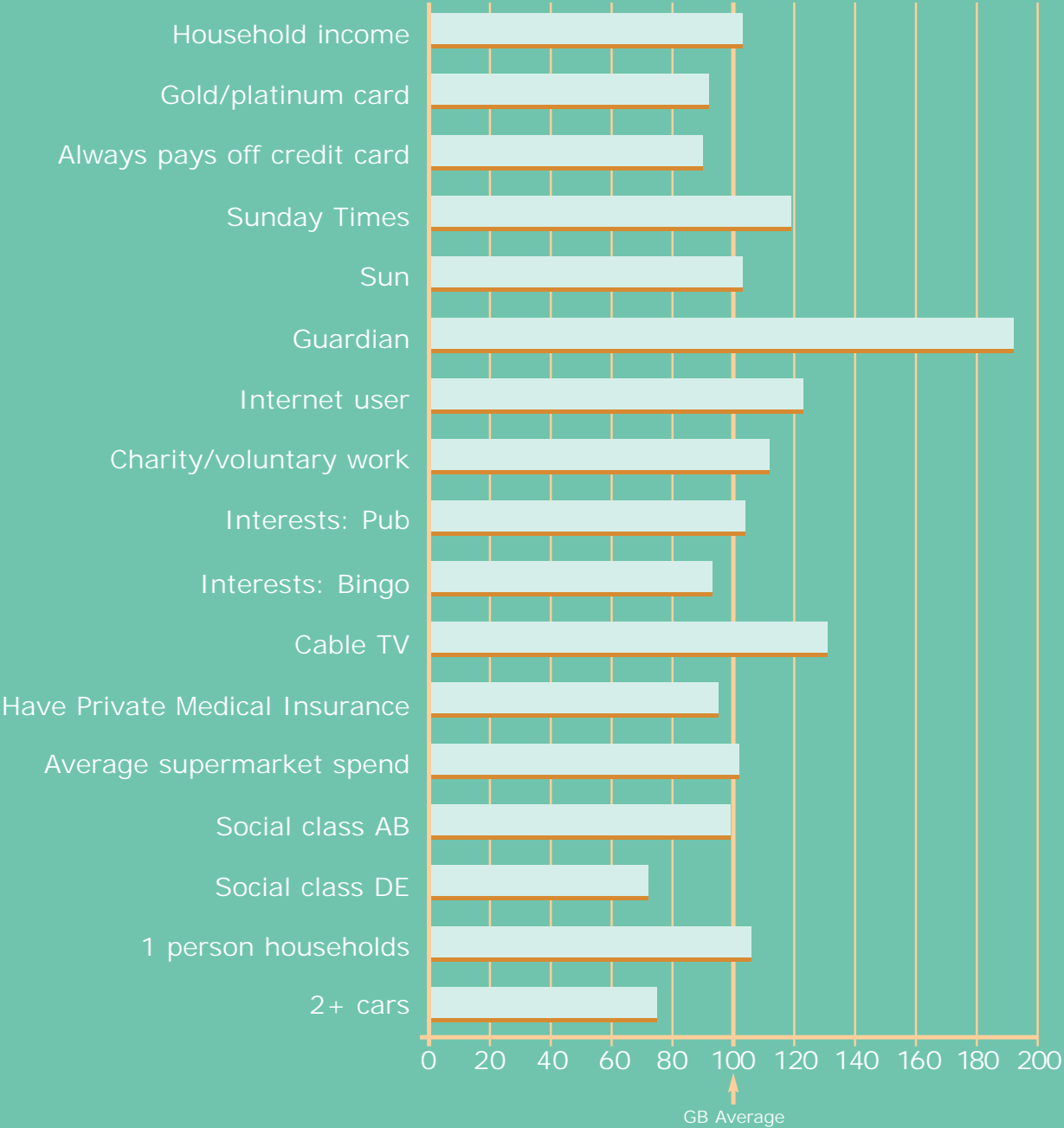
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The person described is an example of someone who would fall within this group. This is not intended to depict the average characteristics of the group.

“...I'd love to be able to buy them a PC...”



Group 12 White Collar Workers, Better-Off Multi-Ethnic Areas



Group 12

Types 36-38

Group 12 is formed from three distinct ACORN Types. While they share the general characteristics of the Group, each Type has its own individual characteristics.

Type 36: Home Owning Multi-Ethnic Areas, Young Families

This ACORN Type is found most commonly in London, particularly Outer London in areas such as Harrow, Brent and Hounslow. These young cosmopolitan owner-occupiers are well qualified and work in white collar and professional occupations.

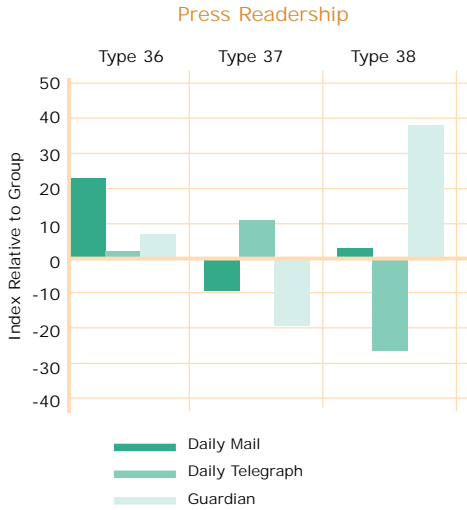
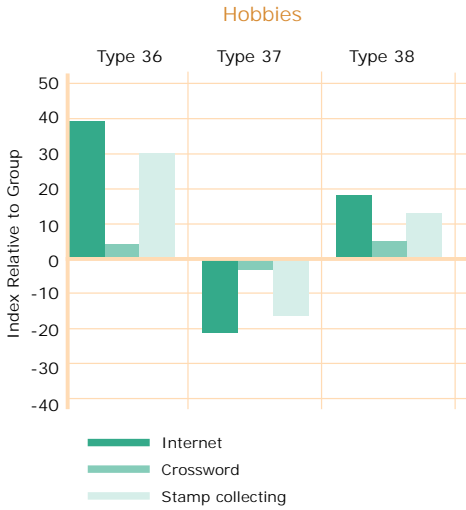
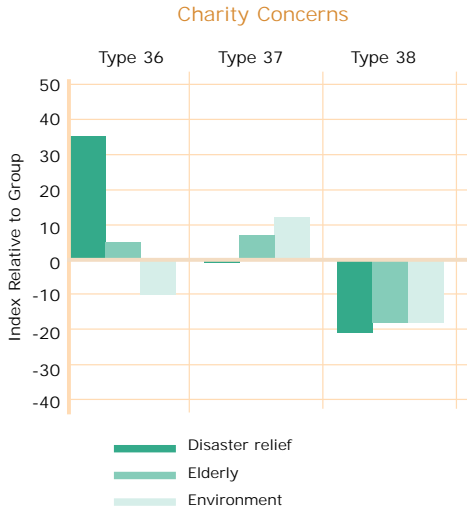
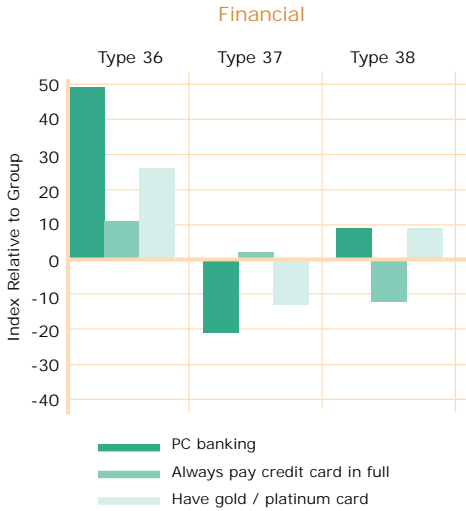
Type 37: Multi-Occupied Town Centres, Mixed Occupations

These neighbourhoods are found close to town centres all over the country. They are not a feature of big cities. Housing is a mix of small homes and flats.

Type 38: Multi-Ethnic Areas, White Collar Workers

These areas contain a young, white collar population with a high concentration of ethnic minorities. They usually occur in London in areas such as Haringey, Lewisham and Croydon.

For detailed statistics on the individual Types see Appendix A.



The graphs above illustrate some of the variables which differentiate the Types within this ACORN Group. For a more detailed set of statistics for the Types please refer to the charts at the back of the User Guide.

"...we'll all meet up for Bingo in the social room..."

## Older People, Less Prosperous Areas

“

*Joyce Burton, 75, a pensioner from Gateshead*

Betty, my home help, should be here any minute. I really look forward to her visits. She's done so much for me, since my stroke, to regain my confidence and has shown me how to exercise to improve the strength and movement on my right side.

When Jim died I moved into this council flat. It's a lovely little place - everything's very new and modern. It's on a special estate where there's a social room and a warden we can call if we're in any kind of difficulty.

There's no money for any luxuries but I just about manage on my pension and the little bit Jim's old company gives me every month. My children, Terry and Janine, are very good and help me out as well.

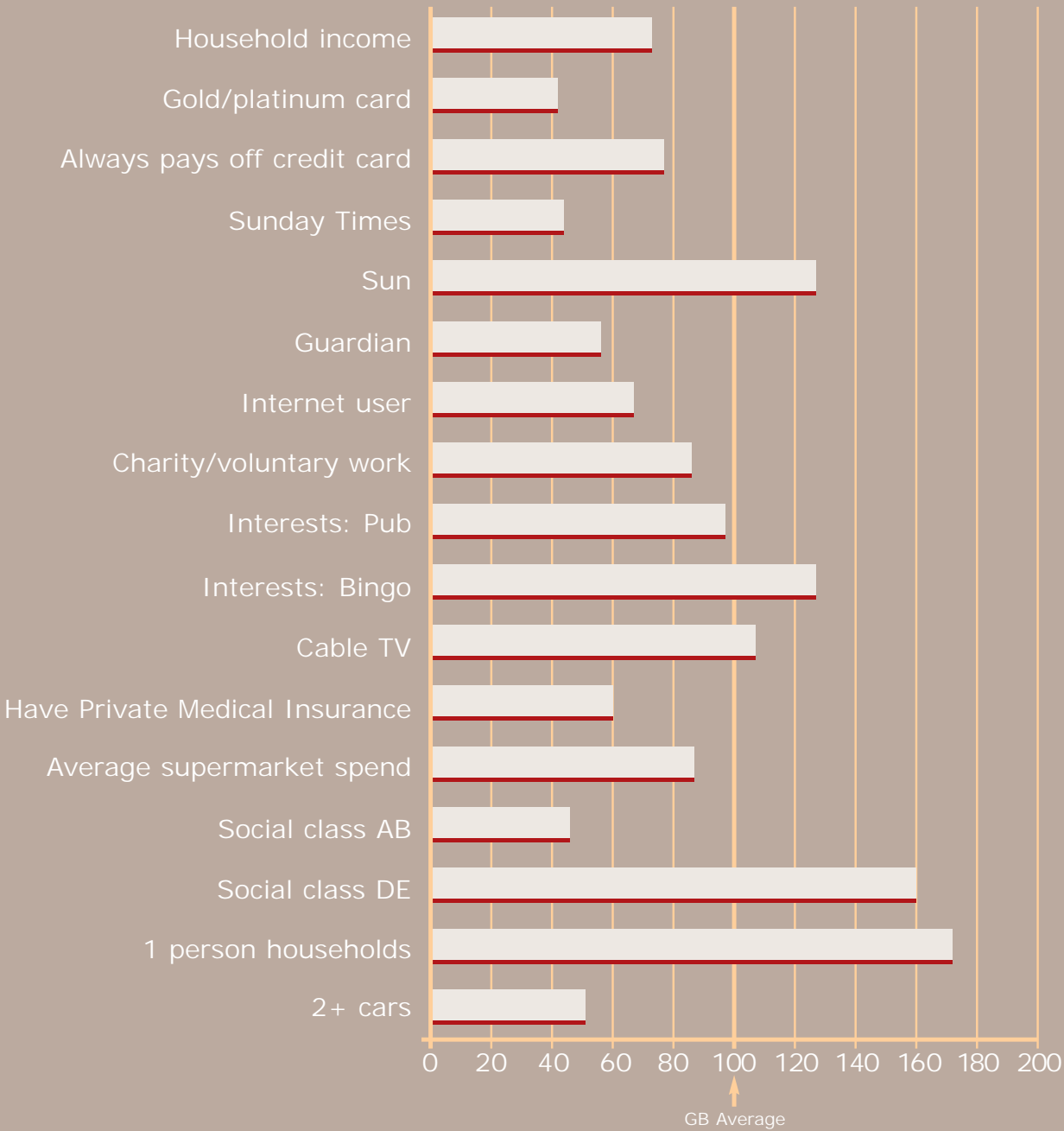
I don't have much in the way of holidays. When Jim was alive we used to drive down to France and stay in a B&B in Brittany which we loved. Now I've sold the car and I go with Janine and the kids down to their caravan in Whitley Bay from time to time.

I've made some nice friends on this little estate. Every Tuesday afternoon we all meet up for Bingo in the social room. There's plenty of other events organised during the week but I don't always feel like going out. Sometimes I just sit in all day and hold Jim's old cap and remember what a wonderful life we had together.

”

The person described is an example of someone who would fall within this group. This is not intended to depict the average characteristics of the group.

Group 13 Older People, Less Prosperous Areas



Group 13 is formed from two distinct ACORN Types. While they all share the general characteristics of the Group, each Type has its own individual characteristics.

Group 13

Types 39-40

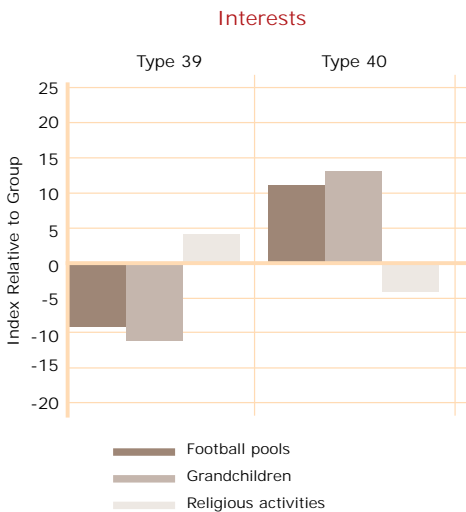
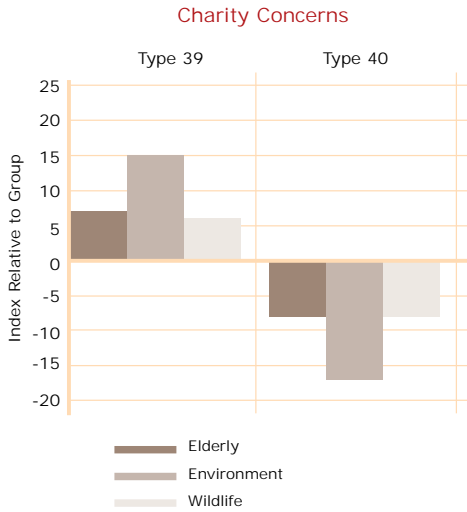
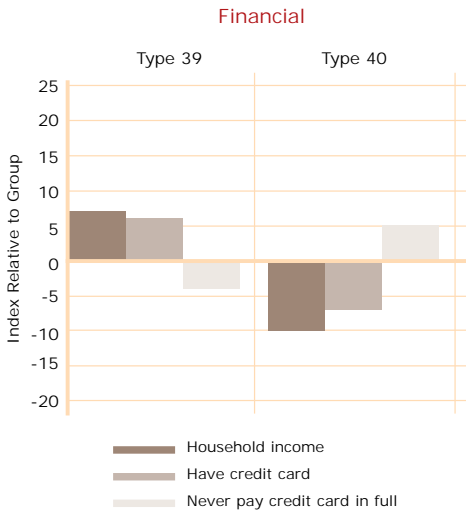
Type 39: Home Owners, Small Council flats, Single Pensioners

These blue collar areas contain a mix of owner-occupied and rented homes occupied by older people. This Type is found all over the country but is a strong feature of the Borders and Western Isles.

Type 40: Council Areas, Older People, Health Problems

These council housing areas have significant health problems and a largely elderly population. They are concentrated in manufacturing areas in the North and Scotland in places such as Clydebank, Hull and Gateshead.

For detailed statistics on the individual Types see Appendix A.



The graphs above illustrate some of the variables which differentiate the Types within this ACORN Group. For a more detailed set of statistics for the Types please refer to the charts at the back of the User Guide.



"...I lost my job when the local furniture factory closed down..."



## Council Estate Residents, Better-Off Homes

“

*Kenneth Sergeant, 42, a trainee postman from Birmingham*

The TV's blaring away and the kids are driving me mad but it's raining and there's so little for them to do. I can't afford to take them out, everything just costs so much, and there's only so much TV even they can take. A few of the other local parents and myself have started a petition that we're going to take to our local council to get them to fund a decent playground for the children on this estate. At least that way we feel we're doing something positive.

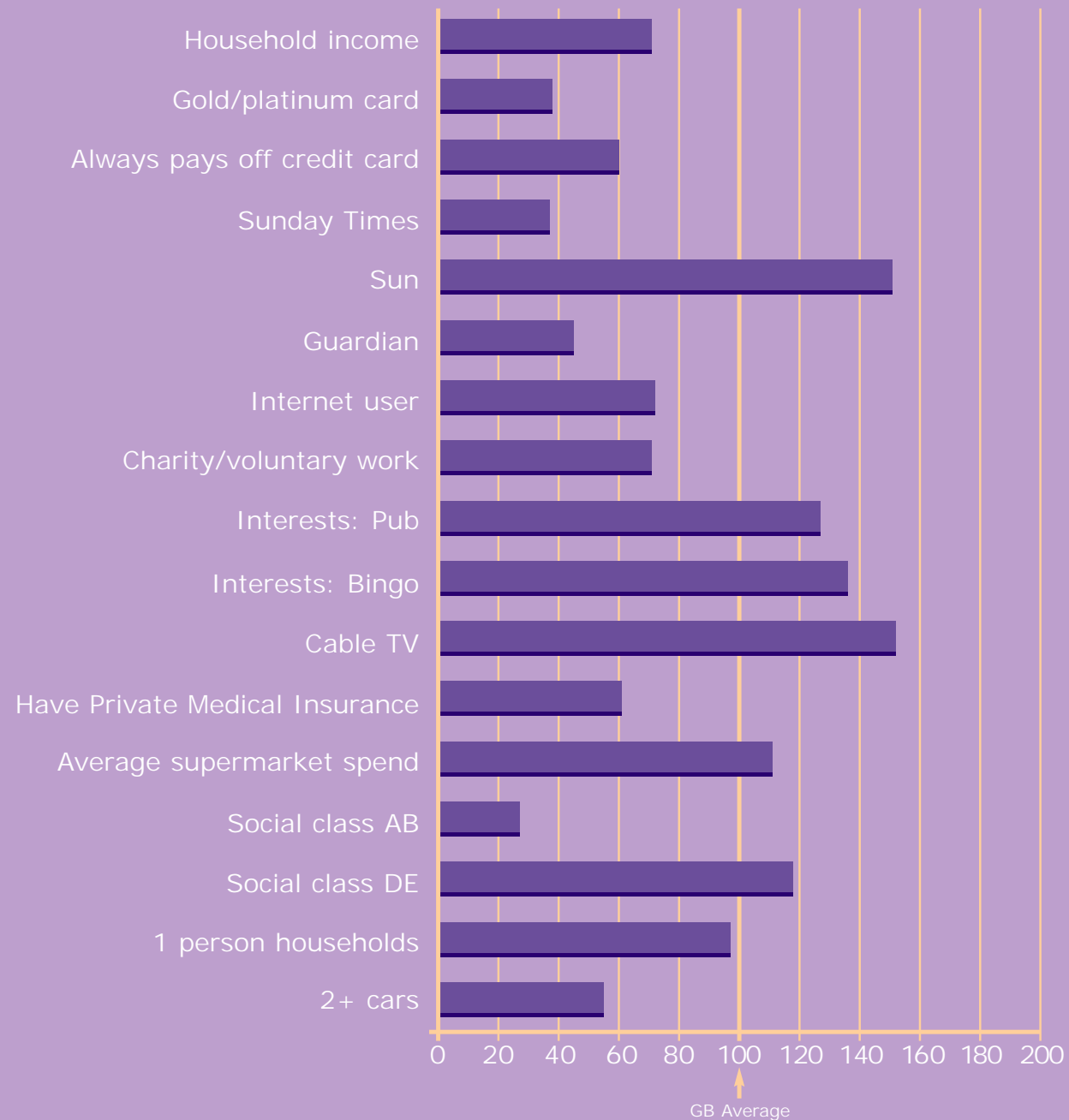
I look after the children - there's four of them - every other weekend and half of the holidays, and my ex-wife has them the rest of the time. The council flat I've got isn't big, so it's all a bit of a squash but we have a lot of fun together and when my girlfriend, Tania, brings round her two then the place really goes wild.

I lost my job when the local furniture factory closed down - my speciality was upholstery. It's something I'm really good at but with the factory gone, there's no call for it any more so now I'm training to be a postman. I'm not quite sure how I'm going to handle a postman's hours with looking after the kids, but I'll sort something out. Although they're only in their 60's, my parents aren't well enough to help out much, what with his diabetes and her arthritis, although they don't mind coming round just to baby-sit once the kids are asleep. That gives me a chance to nip round to the pub for a few beers with Tania and some mates for some good conversation and no TV!

”

The person described is an example of someone who would fall within this group. This is not intended to depict the average characteristics of the group.

## Group 14 Council Estate Residents, Better-Off Homes



Group 14 is formed from six distinct ACORN Types. While they all share general characteristics of the Group, each Type has its own individual characteristics.

## Group 14

### Types 41-46

#### Type 41: Better-Off Council Areas, New Home Owners

These family blue collar areas are found all over the country but tend to be outside the major conurbations. This Type is found in New Towns such as Harlow or East Kilbride.

#### Type 42: Council Areas, Young Families, Some New Home Owners

These blue collar neighbourhoods contain many young families. They tend to be found in industrial areas, typically towns such as Corby or Easington.

#### Type 43: Council Areas, Young Families, Many Lone Parents

These are areas of mainly council housing occupied by relatively large numbers of single people and lone parents.

#### Type 44: Multi-Occupied Terraces, Multi-Ethnic Areas

While primarily owner-occupied these areas have high unemployment and low incomes.

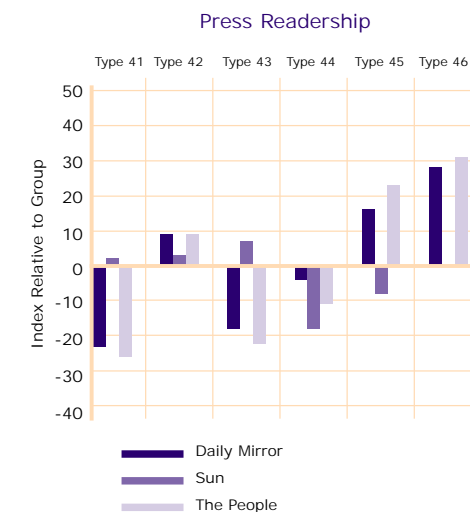
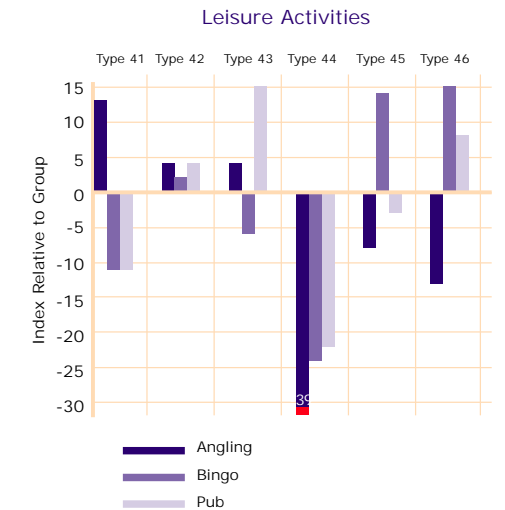
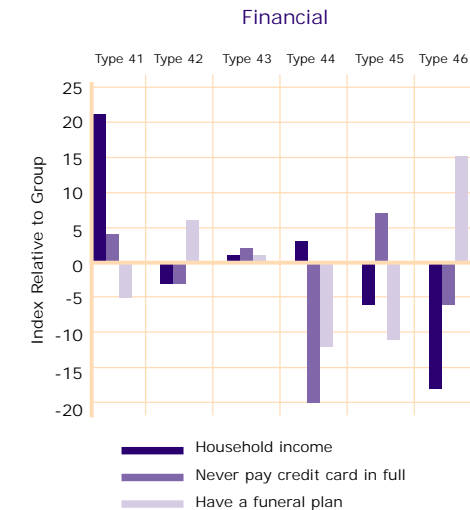
#### Type 45: Low Rise Council Housing, Less Well-Off Families

These low income council neighbourhoods are concentrated in places like Merseyside.

#### Type 46: Council Areas, Residents with Health Problems

Areas with a relatively disadvantaged population, low incomes, high unemployment and numbers of both the very old and very young.

For detailed statistics on the individual Types see Appendix A.



The graphs above illustrate some of the variables which differentiate the Types within this ACORN Group. For a more detailed set of statistics for the Types please refer to the charts at the back of the User Guide.



## Council Estate Residents, High Unemployment

*Rob Mullins, 26, unemployed, from Middlesbrough*

My girlfriend, Sandra, says that I'm not in control of my gambling any more and she's always moaning on at me about spending too much time at the bookies, but she doesn't mind enjoying my earnings when I win! Since I've been unemployed - seven months now - I admit that I've been betting a lot more than I did before but it's just a hobby. As soon as I get a job and have something else to occupy my mind a bit, I'll back off from it.

My little boy, Ryan, lives with his mum, Lisa, just a few streets away, so most days I see him and we go off to the park together, him on his new bike which my mum and dad got him for his birthday. Now Sandra's expecting as well, so I've told Ryan he'll soon have a little brother or sister to play with but I think he's worried the new baby's going to want to nick his new bike!

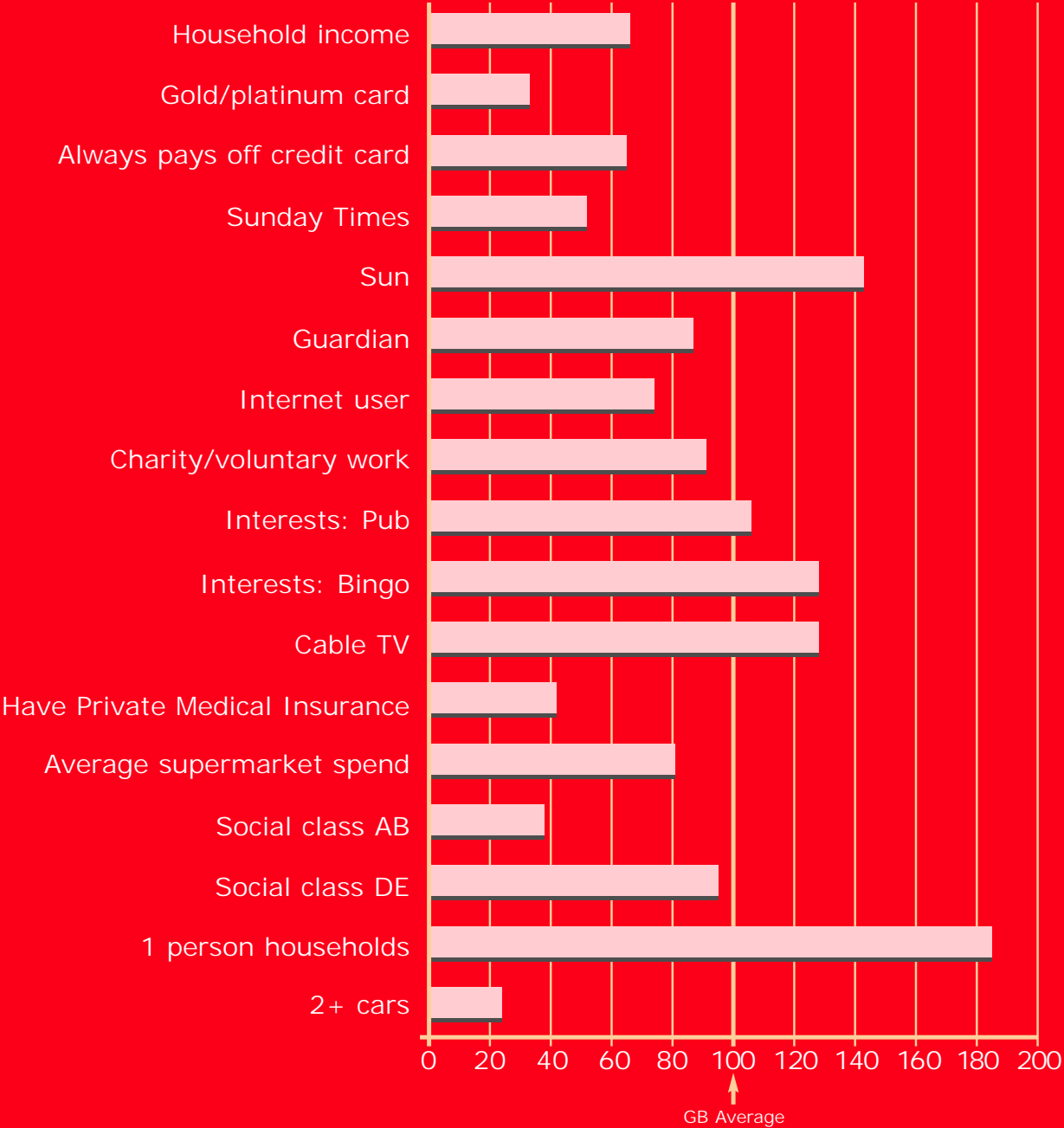
I live on my own in my council flat, and Lisa and Sandra have got their own places. Sandra and I have talked about moving in together once the baby's born but I'm not sure I want to make that sort of commitment again - I tried it with Lisa and it didn't work out, so we'll have to see how it goes. Maybe when I get a job I'll feel more ready to settle down - until then I'm having too much fun on the horses!

The person described is an example of someone who would fall within this group. This is not intended to depict the average characteristics of the group.





Council Estate Residents, High Unemployment



Group 15 is formed from three distinct ACORN Types. While they share the general characteristics of the Group, each Type has its own individual characteristics.

Group 15

Types 47-49

Type.47: Estates with High Unemployment

This Type is generally found in Inner London in areas such as Islington, Tower Hamlets and Hackney. The majority of homes are council flats. There is high unemployment and large concentrations of elderly people and single parent families.

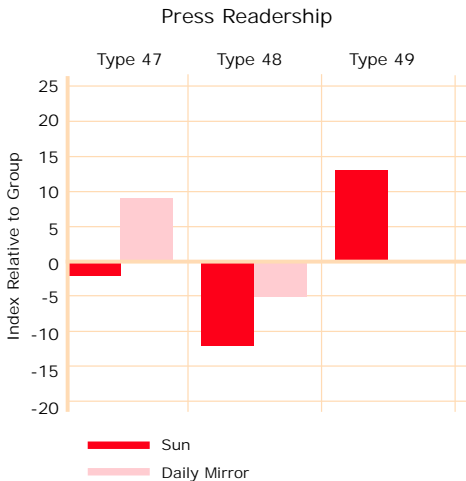
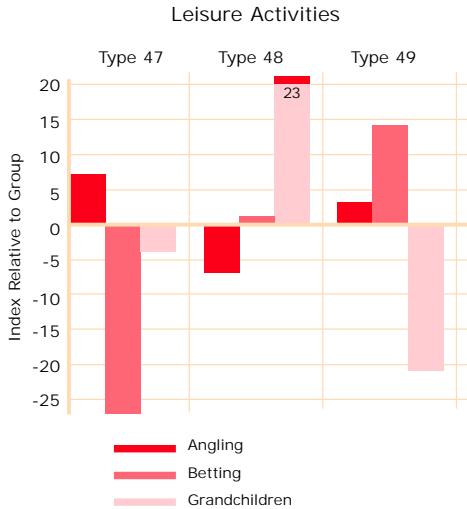
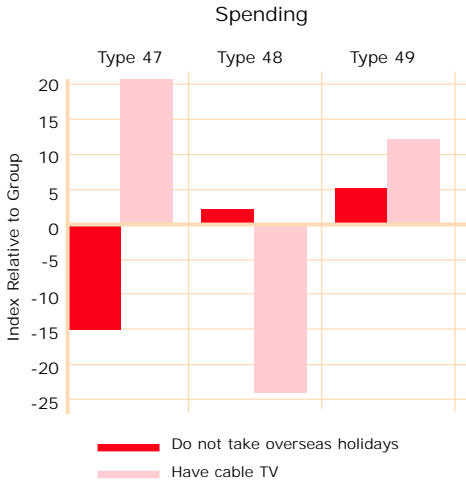
Type 48: Council Flats, Elderly People, Health Problems

These neighbourhoods contain very large numbers of low income elderly people living in council flats. The greatest concentrations are in Central and Southern Scotland and in the major conurbations, especially Tyneside.

Type 49: Council Flats, Very high Unemployment, Singles

Unemployment is very high in these council neighbourhoods. There are many dependent people, single parents, young children and the elderly. The highest concentrations are in Glasgow and Dundee but they occur in all large cities.

For detailed statistics on the individual Types see Appendix A



The graphs above illustrate some of the variables which differentiate the Types within this ACORN Group. For a more detailed set of statistics for the Types please refer to the charts at the back of the User Guide.

“...I can't work until Abi starts school full-time...”

# Council Estate Residents, Greatest Hardship

“

*Shirley Davies, 22, a single mother from Tower Hamlets, London*

I've really been looking forward to today - I'm going with my boyfriend, Andy, and my little girl, Abigail, to Chessington for her birthday. I've been saving up for this for months. We'll go there by train. I'd love to be able to take her on a proper holiday but finances just don't stretch to that. Andy and I have said that if we're still together next summer we'll try and get a cheap flight for the three of us somewhere but unless he finds a job soon, I can't see that happening.

Andy and I have been together for six months. The housing association flat is in my name. Andy and I don't live together, but who knows for the future? I'd like to have a father figure for Abi in her life sooner rather than later.

I don't have a job, of course I can't work until Abi starts school full-time and then I'll have to sort something out. I'm always worrying about money. I never manage to pay off my bills. Hard as I try every month, the money never goes far enough.

Most evenings I stay in and watch a film on cable TV. Dinner will be something in the microwave. Some nights my mum will baby-sit and I'll go out with my girlfriends or to the pub with Andy. During the day I take care of Abi. I like listening to Capital Radio and I love doing crossword puzzles and competitions out of newspapers and magazines, but most of all I love doing the Lottery and dreaming about all the ways I'll change my life the day I eventually win it.

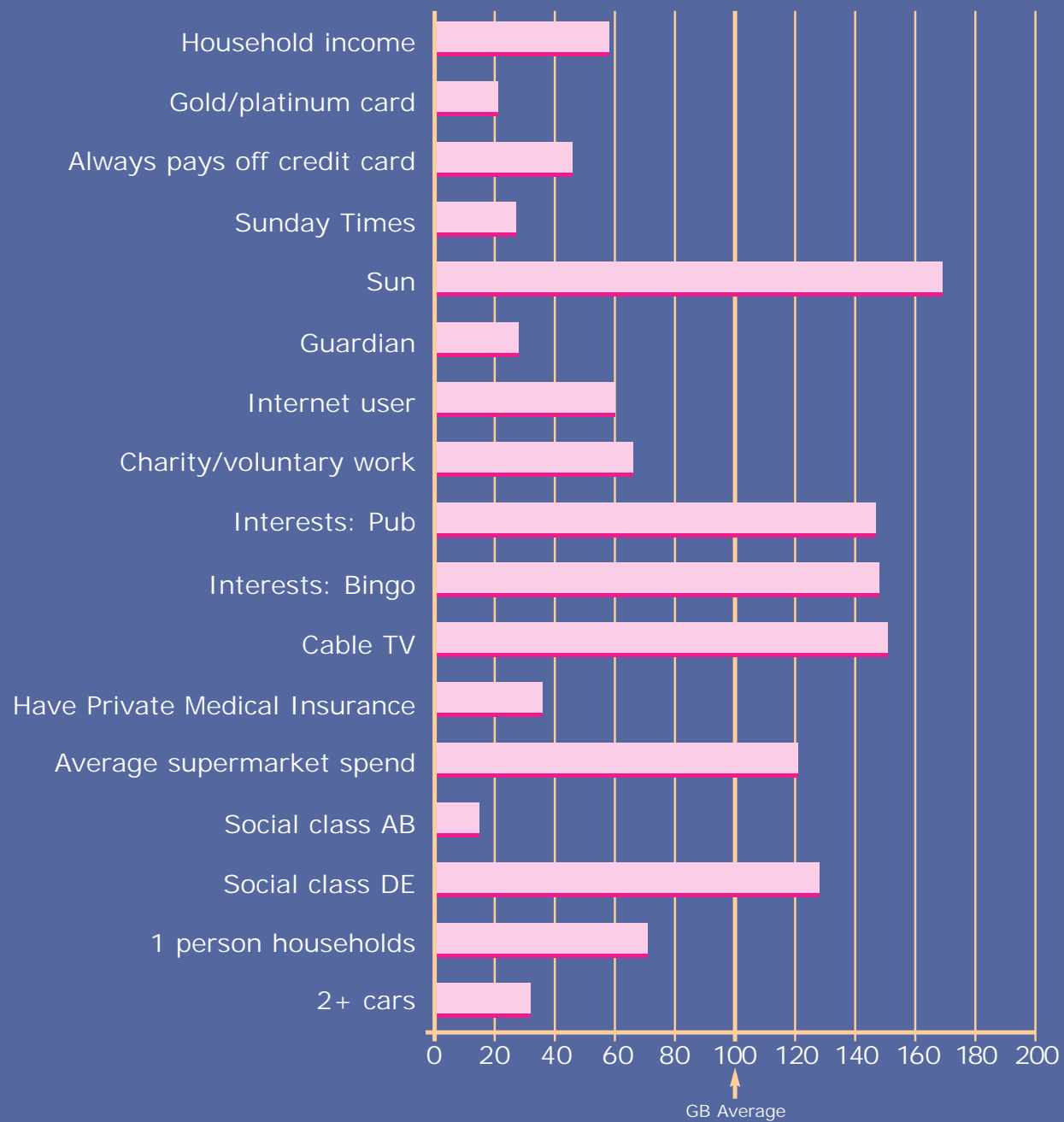
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The person described is an example of someone who would fall within this group. This is not intended to depict the average characteristics of the group.





## Group 16 Council Estate Residents, Greatest Hardship



## Group 16

### Types 50-51

Group 16 is formed from two distinct ACORN Types. While they share the general characteristics of the Group, each Type has its own individual characteristics.

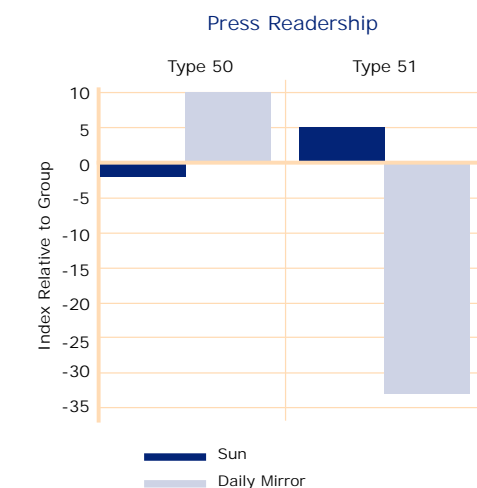
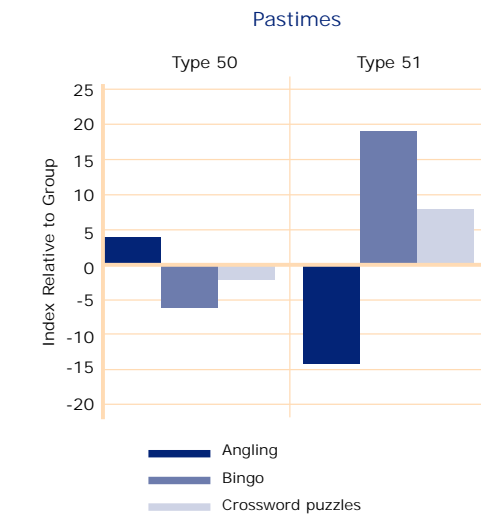
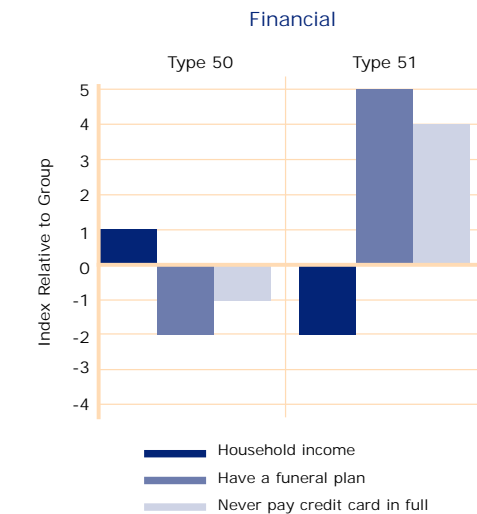
#### Type 50: Council Areas, High Unemployment, Lone Parents

These council neighbourhoods contain many low income people with children, often single parents. They are found all over the country, though less often in Surrey, Orkney and the Isle of Wight.

#### Type 51: Council Flats, Greatest Hardship, Many Lone Parents

These neighbourhoods are the worst unemployment black spots in the country. They have large numbers of young children and single parents.

For detailed statistics on the individual Types see Appendix A.



The graphs above illustrate some of the variables which differentiate the Types within this ACORN Group. For a more detailed set of statistics for the Types please refer to the charts at the back of the User Guide.



“...so money is always a problem...”



# People in Multi-Ethnic, Low-Income Areas

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*Harnam Kapur, 51, unemployed, from Luton*

Our telephone is about to be cut off because my wife spends so much time talking to her family in India - I've warned her I don't know how many times but she can't stop herself.

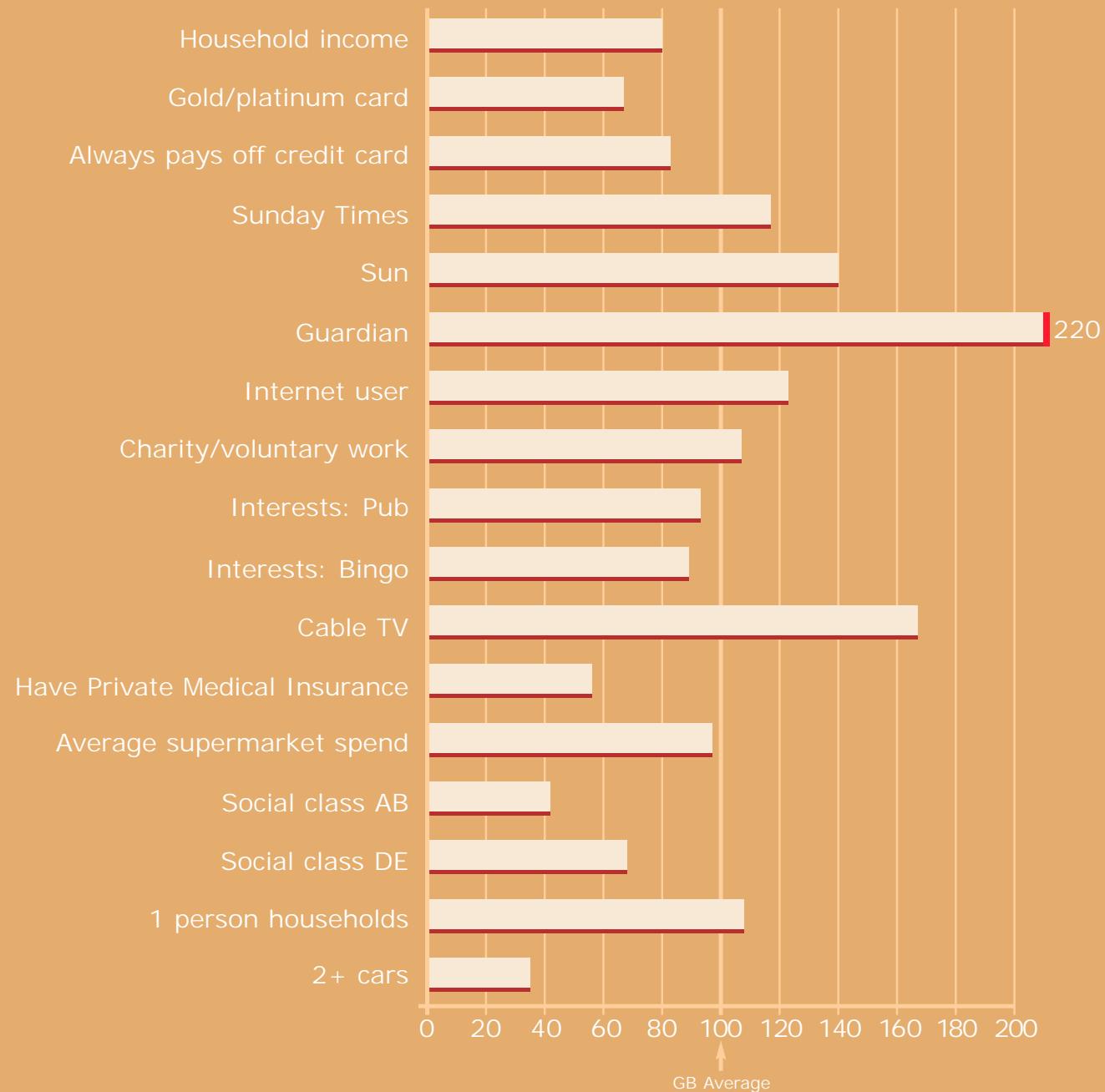
We have three children aged 15, 18, 21 and a little boy, Ranjan, aged two who came along rather unexpectedly! The two eldest are at college and doing really well, but they still live at home - we are a very close family. Their academic success means so much to me. I have not achieved very much with my life but I know that they will. They both have part-time jobs in local offices (they have plans to be Internet millionaires), they talk all the time on their mobile phones, but still they find time to help with a charity for education in India and for their religion.

Our council flat is not too bad - the whole estate has recently been granted a large amount of Lottery money to have it refurbished and most of the graffiti and the litter have gone. I have just about given up looking for work. My health is not good and I find it difficult to hold down a job, so money is always a problem. My wife is an excellent housekeeper and cook, however, and manages to make a little go a very long way. If only she could do the same with the telephone!

”

The person described is an example of someone who would fall within this group. This is not intended to depict the average characteristics of the group.

## Group 17 People in Multi-Ethnic, Low-Income Areas



Group 17 is formed from three distinct ACORN Types. While these all share the general characteristics of the Group, each Type has its own individual characteristics.

## Group 17

## Types 52-54

### Type 52: Multi-Ethnic, Large Families, Overcrowding

Residents in this ACORN Type are primarily from Indian, Pakistani and Bangladeshi ethnic groups. These are largely owner occupied areas with some private renting. A key aspect of these areas is overcrowding. Families tend to be large and houses are often small.

These areas are found in large concentrations in London and manufacturing towns such as Bradford, Wolverhampton and Luton.

### Type 53: Mutli-Ethnic, Severe Unemployment, Lone Parents

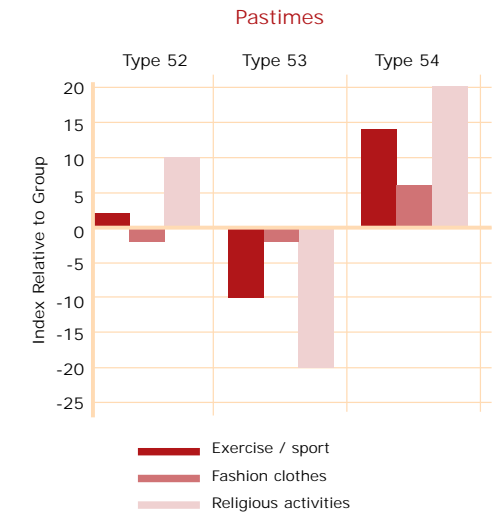
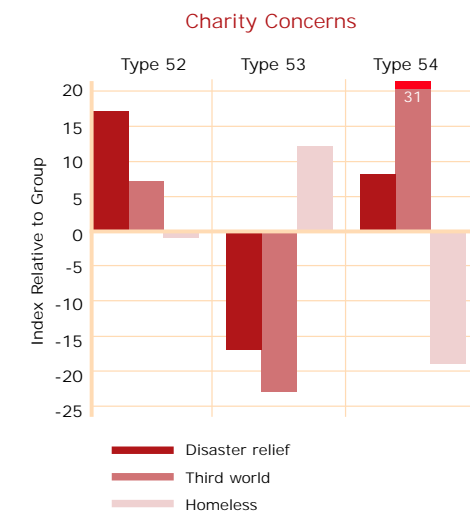
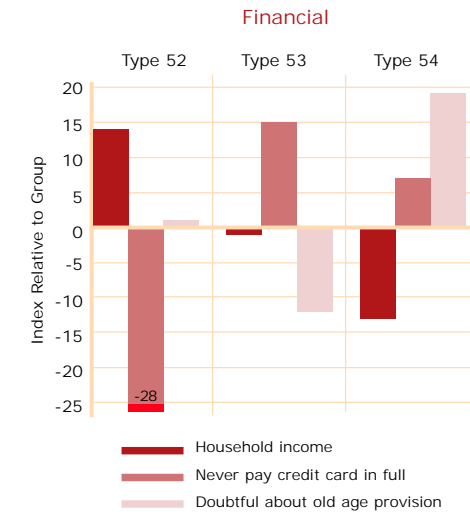
Virtually all of these neighbourhoods are in London. Their residents are mostly from Afro-Caribbean ethnic groups. On the whole they are council estates with very high proportions of young children and high unemployment.

### Type 54: Multi-Ethnic, High Unemployment, Overcrowding

These are low income communities with residents from Indian, Pakistani and Bangladeshi ethnic groups. There are many large families living in owner occupied or rented homes and the level of overcrowding is extremely high.

This type occurs in many Midlands and Northern manufacturing towns such as Birmingham, Blackburn and Oldham.

For detailed statistics on the individual Types see Appendix A.



The graphs above illustrate some of the variables which differentiate the Types within this ACORN Group. For a more detailed set of statistics for the Types please refer to the charts at the back of the User Guide.







