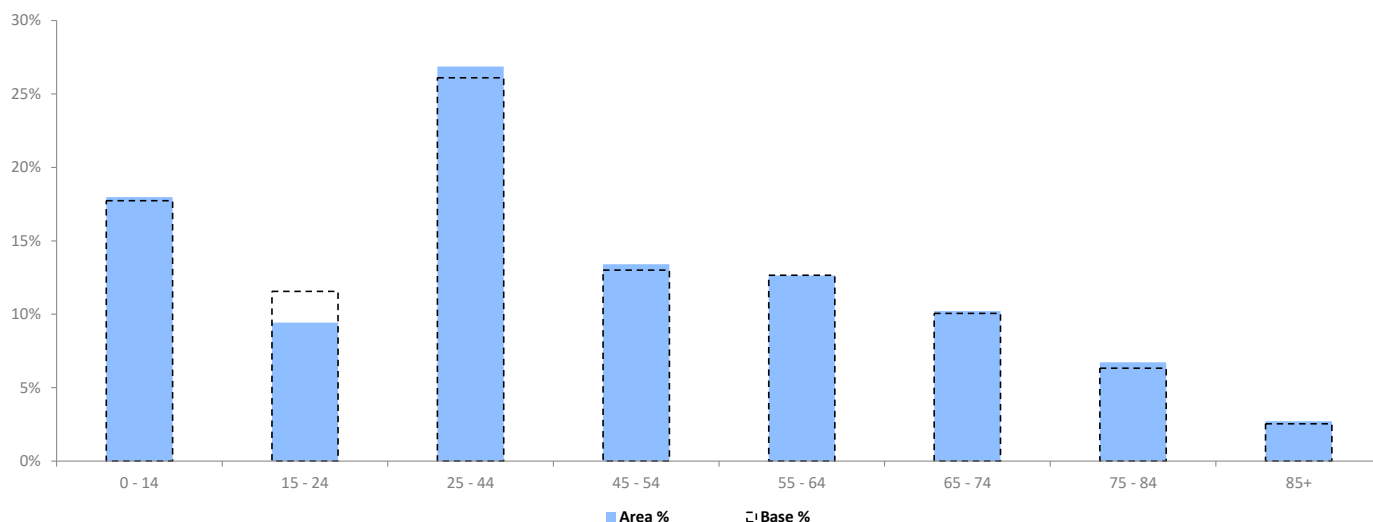


POPULATION PROJECTIONS

© 2022 CACI Limited and all other applicable third party notices (Population Estimates and Projections) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P01463_Samuel Pepys, Huntington, PE29 3TF (5 Mile contour)
Base: Great Britain
Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	13,324	18.0	17.7	101			
15 - 24	6,997	9.4	11.6	82			
25 - 44	19,923	26.9	26.1	103			
45 - 54	9,935	13.4	13.0	103			
55 - 64	9,371	12.6	12.7	100			
65 - 74	7,576	10.2	10.1	102			
75 - 84	4,989	6.7	6.3	106			
85+	2,016	2.7	2.5	107			
Total population	74,131						



CGA LICENCED PREMISES

© 2022 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P01463_Samuel Pepys, Huntington, PE29 3T
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	56	75.5	85.9	88			
Proprietary Club	5	6.7	8.2	82			
Registered Club	25	33.7	30.1	112			
Restaurant	15	20.2	35.3	57			
Residential	2	2.7	3.5	76			

Name	Description	License Type	Owner Name	Postcode
Hartford Mill	Greene King	Pubs & Full On	Greene King	PE28 2AA
Three Jolly Butchers Wyton	Wellington	Pubs & Full On	Wellington	PE28 2AD
Three Horseshoes	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE28 2BE
Crown	Independent Free	Pubs & Full On	Independent Free	PE28 3AY
White Hart	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE27 5AH
Falcon Tavern	Independent Free	Pubs & Full On	Independent Free	PE29 3NR
Oliver Cromwell	Wells & Co	Pubs & Full On	Wells & Co	PE27 5AZ
P R Massala	Independent Free	Restaurant	Independent Free	PE27 5AZ
St Ives Rowing Club	Independent Free	Registered Club	Independent Free	PE27 5BX
Floods Tavern	Elgood	Pubs & Full On	Elgood	PE27 5BX
Ivy Leaf Club	Independent Free	Registered Club	Independent Free	PE27 5BX
St Ivo Recreation Centre	Independent Free	Proprietary Club	Independent Free	PE27 6WU
Nelsons Head	Greene King	Pubs & Full On	Greene King	PE27 5ED
Montaz Tandoori	Independent Free	Restaurant	Independent Free	PE27 5ED
Cherry Valley Restaurant	Independent Free	Restaurant	Independent Free	PE27 5EG
Dolphin Hotel	Independent Free	Pubs & Full On	Independent Free	PE27 5EP
Sultan Tandoori	Independent Free	Restaurant	Independent Free	PE27 5ES
Olivers Lodge Hotel	Independent Free	Residential	Independent Free	PE27 5JP
Seven Wives	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE27 5RF
St Ives Golf Club	Independent Free	Registered Club	Independent Free	PE27 6DH
Three Horseshoes	Independent Free	Pubs & Full On	Independent Free	PE28 4AH
Stukeleys Country Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE28 4AL
Manor Hotel	Independent Free	Pubs & Full On	Independent Free	PE28 4DY
Alconbury Sports & Social Club	Independent Free	Registered Club	Independent Free	PE28 4EX
King Of The Belgians	Wellington	Pubs & Full On	Wellington	PE29 1XU
Haywain	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	PE27 3ER
Crown & Pipes	Wells & Co	Pubs & Full On	Wells & Co	PE28 9LQ
Hunts Sailing Club	Independent Free	Registered Club	Independent Free	PE27 4YA
Hemingford Sports & Social Club	Independent Free	Registered Club	Independent Free	PE28 9BX
Buckden Village Club	Independent Free	Registered Club	Independent Free	PE19 5UY
Huntingdon Boat Club	Independent Free	Registered Club	Independent Free	PE29 3RP
George Hotel	Greene King	Pubs & Full On	Greene King	PE29 3AB
Hinchingbrook House & Performing Arts	Independent Free	Pubs & Full On	Independent Free	PE29 3BN
Darjeeling Restaurant	Independent Free	Restaurant	Independent Free	PE29 3DN
Three Tuns	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE29 3NF
147 Snooker Centre	Independent Free	Proprietary Club	Independent Free	PE29 3PN
Montague Working Mens Club	Independent Free	Registered Club	Independent Free	PE29 3QD
Samuel Pepys	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PE29 3TF
Old Bridge Hotel	Huntsbridge Inns	Pubs & Full On	Huntsbridge Inns	PE29 3TQ
Lord Protector	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE29 1NH
Golden Knight	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PE29 7LB
Barley Mow	Wells & Co	Pubs & Full On	Wells & Co	PE29 1XZ
Black Bull	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE29 2AQ
Comrades Club	Independent Free	Registered Club	Independent Free	PE29 2AY
Chinese Bridge Restaurant	Independent Free	Restaurant	Independent Free	PE29 2BA
White Hart	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE29 2BW
Royal Oak	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE29 2HA
Leeks Restaurant	Independent Free	Restaurant	Independent Free	PE29 2HA
Exhibition	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE29 2HZ
Brampton Mill	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	PE28 4NE
Black Bull	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE28 4PF
Hare On The Green	Independent Free	Pubs & Full On	Independent Free	PE28 4RH
Brampton Memorial Playing Fields Socia	Independent Free	Registered Club	Independent Free	PE28 4TD

CGA LICENCED PREMISES

© 2022 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P01463_Samuel Pepys, Huntington, PE29 3T
Base: Great Britain
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	56	75.5	85.9	88			
Proprietary Club	5	6.7	8.2	82			
Registered Club	25	33.7	30.1	112			
Restaurant	15	20.2	35.3	57			
Residential	2	2.7	3.5	76			

Name	Description	License Type	Owner Name	Postcode
George Vine	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PE28 9LQ
Axe & Compass	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE19 5XA
Cock Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE28 9AH
Prince Of Wales	Cambcuisine	Pubs & Full On	Cambcuisine	PE28 9BJ
Horseshoe Inn	Independent Free	Pubs & Full On	Independent Free	PE28 9NG
George Hotel & Brasserie	Independent Free	Pubs & Full On	Independent Free	PE19 5RH
Lion Hotel	Independent Free	Pubs & Full On	Independent Free	PE19 5XA
Brampton Institute Club	Charnwood	Pubs & Full On	Charnwood	PE19 5XA
Abbotts Elm	Independent Free	Registered Club	Independent Free	PE28 4TG
Golden Lion Hotel	Independent Free	Pubs & Full On	Independent Free	PE28 2PA
St Ives Outdoor Complex	RedCat Pub Company	Pubs & Full On	RedCat Pub Company	PE27 5AL
Brampton Hut	Independent Free	Proprietary Club	Independent Free	PE27 6SJ
Marriott Hotel	Whitbread	Pubs & Full On	Whitbread	PE28 4NQ
Market Inn	Marriott International	Pubs & Full On	Marriott International	PE29 6FL
Lounge	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE29 3NJ
Stives Town Football Club	Independent Free	Pubs & Full On	Independent Free	PE27 5BN
Huntingdon Bowls Club	Independent Free	Registered Club	Independent Free	PE27 6DT
Pizza Express	Independent Free	Registered Club	Independent Free	PE29 7DA
Brampton Park Golf Club	Hony Capital	Restaurant	Hony Capital	PE29 3LB
Huntingdon Garden Centre	Independent Free	Registered Club	Independent Free	PE28 4NF
Cromwells Bar Cafe	Unknown	Restaurant	Unknown	PE28 2AA
Buckden Millenium Centre	Marston's	Pubs & Full On	Marston's	PE29 3NF
Tap Room	Independent Free	Registered Club	Independent Free	PE19 5UY
Raf Wyton	Independent Free	Pubs & Full On	Independent Free	PE27 5EH
Cineworld	Independent Free	Registered Club	Independent Free	PE28 2EA
Hartford Marina	Cineworld Cinemas Ltd	Pubs & Full On	Cineworld Cinemas Ltd	PE29 7EG
Raf Alconbury	Independent Free	Registered Club	Independent Free	PE28 2AA
Huntingdon Rugby Club	Independent Free	Registered Club	Independent Free	PE28 4DA
Huntingdon Town Football Club	Independent Free	Registered Club	Independent Free	PE28 4NL
Brampton Football Club	Independent Free	Registered Club	Independent Free	PE28 2NR
Wood Green Enterprises	Independent Free	Registered Club	Independent Free	PE28 4TB
Amore	Independent Free	Pubs & Full On	Independent Free	PE29 2NH
Huntingdon Racecourse	Independent Free	Restaurant	Independent Free	PE27 5AR
Cambridge Golf And Conference Centre	Independent Free	Proprietary Club	Independent Free	PE28 4NL
Godmanchester Rovers Football Club	Independent Free	Registered Club	Independent Free	PE28 9HQ
Welcome Chinese Restaurant	Independent Free	Registered Club	Independent Free	PE29 2LQ
Planet Spice Indian Restaurant	Independent Free	Restaurant	Independent Free	PE27 5PB
Out Out Nightclub	Independent Free	Restaurant	Independent Free	PE29 2HA
Bella Italia	Independent Free	Proprietary Club	Independent Free	PE27 5BX
Holiday Inn	Big Table Group Ltd	Restaurant	Big Table Group Ltd	PE29 7EG
Huntingdon Tennis Centre	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	PE28 4NL
Nandos	Independent Free	Registered Club	Independent Free	PE29 7DA
Olmo Lounge	Nandos Restaurants	Restaurant	Nandos Restaurants	PE29 7EG
Sandford House	Loungers	Pubs & Full On	Loungers	PE29 3LG
Swan & Angel	Wetherspoons GB	Pubs & Full On	Wetherspoon	PE29 3BD
Eagle Mill	Wetherspoons GB	Pubs & Full On	Wetherspoon	PE27 5AL
Eric's	Independent Free	Residential	Independent Free	PE28 2BS
River Terrace Cafe	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	PE27 4YA
Bohemia Alconbury Weald	Independent Free	Pubs & Full On	Independent Free	PE27 5UW
	Independent Free	Pubs & Full On	Independent Free	PE28 4XA

MAP OF AREA

© 2022 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P01463_Samuel Pepys, Huntington, PE29 3TF (5 Mile contour)



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














ACORN CATEGORY PROFILE - HOUSEHOLDS

© 2022 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

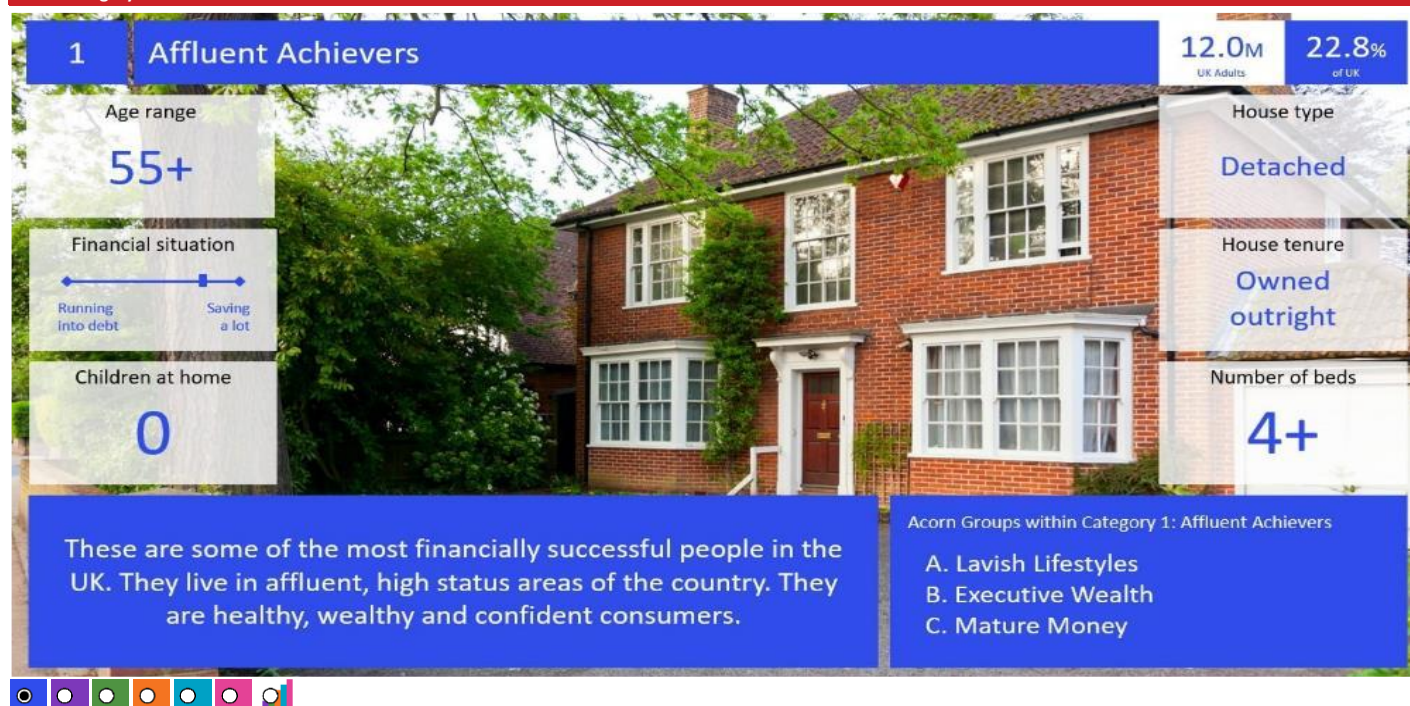
Area: P01463_Samuel Pepys, Huntingdon, PE29 3TF (5 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	9,807	31.1	22.0	141		
	2 Rising Prosperity	2,988	9.5	10.1	93		
	3 Comfortable Communities	9,110	28.9	26.2	110		
	4 Financially Stretched	6,573	20.8	23.7	88		
	5 Urban Adversity	3,048	9.7	17.6	55		
	6 Not Private Households	38	0.1	0.3	36		
 Graph							
Total households		31,564					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

© 2022 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P01463_Samuel Pepys, Huntingdon, PE29 3TF (5 Mile contour)

Base: Great Britain

Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	51	0.2	1.1	15			
1.B Executive Wealth	6,162	19.5	11.2	174			
1.C Mature Money	3,594	11.4	9.6	118			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	2,988	9.5	6.2	153			
3. Comfortable Communities							
3.F Countryside Communities	1,465	4.6	5.7	81			
3.G Successful Suburbs	2,509	7.9	5.9	135			
3.H Steady Neighbourhoods	1,787	5.7	7.4	77			
3.I Comfortable Seniors	923	2.9	2.9	101			
3.J Starting Out	2,426	7.7	4.3	177			
4. Financially Stretched							
4.K Student Life	46	0.1	2.4	6			
4.L Modest Means	1,923	6.1	7.9	77			
4.M Striving Families	3,325	10.5	7.5	140			
4.N Poorer Pensioners	1,279	4.1	5.9	69			
5. Urban Adversity							
5.O Young Hardship	1,103	3.5	6.1	57			
5.P Struggling Estates	1,148	3.6	6.1	60			
5.Q Difficult Circumstances	797	2.5	5.3	47			
6. Not Private Households							
6.R Not Private Households	38	0.1	0.3	36			
Total households	31,564						

Acorn Group Pen Portrait

1

B

Executive Wealth

6.5M
UK Adults

12.3%
of UK

High income people, successfully combining jobs and families. These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

DEMOGRAPHICS

Age range

45-64

Children at home

2

House tenure

Owned outright

Family structure

Couple

Number of beds

4

House type

Detached

FINANCIAL PROFILE

Household Income

UK

£60k

Average: £60k

London

£63k

Average: £64k

% Disposable Income

UK

50%

Average: 44%

London

49%

Average: 39%

Financial situation

Running into debt

Saving a lot

BRANDS

SHOPPING

Cash Kitten

THE WHITE COMPANY

LEON

Russell & Bromley

LEISURE

M&S Simply Food

PRET A MANGER

WHOLE FOODS

wahaca

WEBSITES

BOUNCE SPORT

rightmove

M&S

MoneySavingExpert.com

DIGITAL

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

58%

UK average: 53%

I couldn't live without the internet on my mobile

31%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to browse for hotels online

TECHNOLOGY USAGE

This group are more likely to purchase holidays online

This group are more likely to own an iPhone

Powered by InSite
www.caci.co.uk

Page 6 of 9
 13/06/2022

© Copyright CACI Ltd

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

© 2022 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P01463_Samuel Pepys, Huntington, PE29 3TF (5 Mile contour)

Base: Great Britain

Year: 2021

Sort by:  Acorn Structure
 Index
 Profile %

Acorn Type Description		Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers								
1.A Lavish Lifestyles								
	1.A.1 Exclusive enclaves	0	0.0	0.1	0			
	1.A.2 Metropolitan money	0	0.0	0.2	0			
	1.A.3 Large house luxury	51	0.2	0.9	18			
1.B Executive Wealth								
	1.B.4 Asset rich families	1,736	5.5	2.6	210			
	1.B.5 Wealthy countryside commuters	1,053	3.3	2.4	138			
	1.B.6 Financially comfortable families	2,215	7.0	2.2	319			
	1.B.7 Affluent professionals	3	0.0	0.9	1			
	1.B.8 Prosperous suburban families	34	0.1	1.5	7			
	1.B.9 Well-off edge of towners	1,121	3.6	1.6	220			
1.C Mature Money								
	1.C.10 Better-off villagers	2,208	7.0	3.0	234			
	1.C.11 Settled suburbia, older people	212	0.7	2.9	24			
	1.C.12 Retired and empty nesters	845	2.7	2.5	108			
	1.C.13 Upmarket downsizers	329	1.0	1.3	80			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	0	0.0	0.7	0			
	2.D.15 Younger professionals in smaller flats	0	0.0	1.5	0			
	2.D.16 Metropolitan professionals	0	0.0	0.8	0			
	2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers								
	2.E.18 Career driven young families	1,859	5.9	1.9	313			
	2.E.19 First time buyers in small, modern homes	1,129	3.6	3.3	109			
	2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
3. Comfortable Communities								
3.F Countryside Communities								
	3.F.21 Farms and cottages	159	0.5	1.5	34			
	3.F.22 Older couples and families in rural areas	241	0.8	1.1	72			
	3.F.23 Owner occupiers in small towns and villages	1,065	3.4	3.2	106			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	1,090	3.5	2.6	131			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	1,419	4.5	2.4	185			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	417	1.3	3.4	38			
	3.H.28 Owner occupied terraces, average income	14	0.0	1.6	3			
	3.H.29 Established suburbs, older families	1,356	4.3	2.3	184			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	612	1.9	2.4	80			
	3.I.31 Elderly singles in purpose-built accommodation	311	1.0	0.5	201			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	806	2.6	2.1	122			
	3.J.33 Smaller houses and starter homes	1,620	5.1	2.3	228			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	4	0.0	0.4	3			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	42	0.1	1.7	8			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	497	1.6	1.4	112			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	449	1.4	2.6	54			
	4.L.39 Fading owner occupied terraces	977	3.1	2.9	107			
	4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
4.M Striving Families								
	4.M.41 Labouring semi-rural estates	965	3.1	1.6	192			
	4.M.42 Struggling young families in post-war terraces	1,639	5.2	1.7	310			
	4.M.43 Families in right-to-buy estates	396	1.3	2.1	60			
	4.M.44 Post-war estates, limited means	325	1.0	2.2	47			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	160	0.5	0.8	65			
	4.N.46 Elderly people in social rented flats	355	1.1	1.1	104			
	4.N.47 Low income older people in smaller semis	461	1.5	2.3	64			
	4.N.48 Pensioners and singles in social rented flats	303	1.0	1.8	54			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	634	2.0	2.1	94			
	5.O.50 Struggling younger people in mixed tenure	257	0.8	1.7	47			
	5.O.51 Young people in small, low cost terraces	212	0.7	2.3	30			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	641	2.0	1.6	125			
	5.P.53 Low income terraces	0	0.0	0.9	0			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
	5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
	5.P.56 Low income large families in social rented semis	507	1.6	1.6	97			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	197	0.6	1.5	41			
	5.Q.58 Singles and young families, some receiving benefits	478	1.5	1.8	85			
	5.Q.59 Deprived areas and high-rise flats	122	0.4	2.0	19			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	2	0.0	0.1	11			
	6.R.61 Inactive communal population	36	0.1	0.3	41			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		31,564						

CATEGORY

GROUP

TYPE

MAP

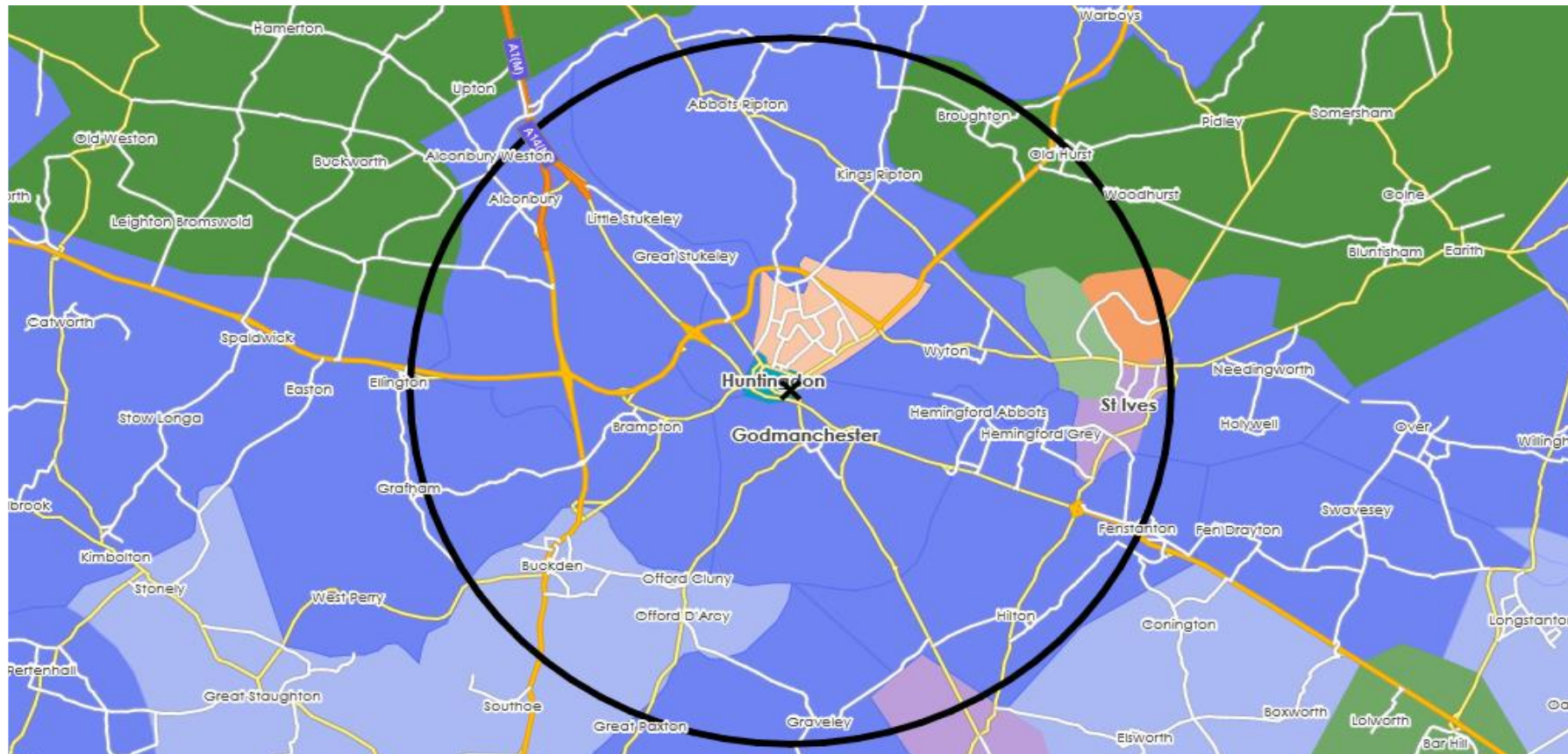
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2022 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P01463_Samuel Pepys, Huntingdon, PE29 3TF (5 Mile contour)



- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

Acorn Groups

- 1.A Lavish Lifestyles
- 1.B Executive Wealth
- 1.C Mature Money
- 2.D City Sophisticates
- 2.E Career Climbers
- 3.F Countryside Communities
- 3.G Successful Suburbs
- 3.H Steady Neighbourhoods
- 3.I Comfortable Seniors
- 3.J Starting Out
- 4.K Student Life
- 4.L Modest Means
- 4.M Striving Families
- 4.N Poorer Pensioners
- 5.O Young Hardship
- 5.P Struggling Estates
- 5.Q Difficult Circumstances
- 6.R Not Private Households

Area boundary

CATEGORY

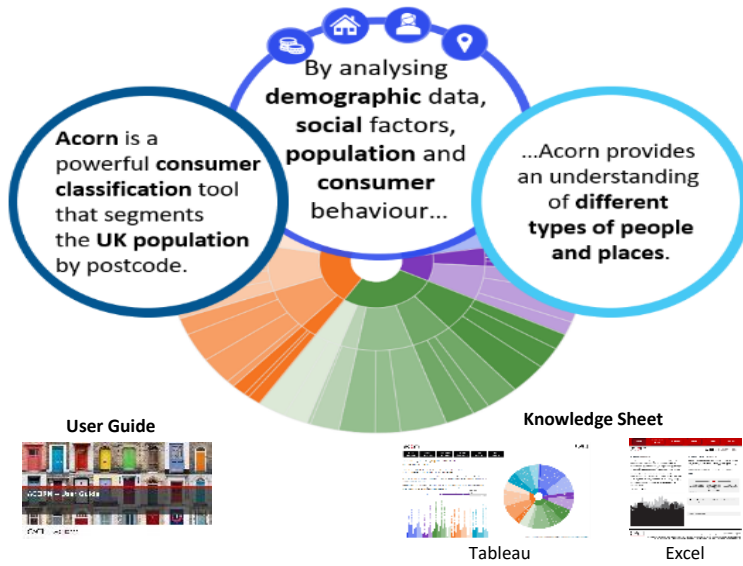
GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?

© 2022 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

6 CATEGORIES

18 GROUPS

62 TYPES

1. Affluent Achievers	A. Lavish Lifestyles	1-3
	B. Executive Wealth	4-9
	C. Mature Money	10-13
2. Rising Prosperity	D. City Sophisticates	14-17
	E. Career Climbers	18-20
	F. Countryside Communities	21-23
3. Comfortable Communities	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
	K. Student Life	34-36
4. Financially Stretched	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

