

	Public	Staff	Total
<b>Age</b>	<b>5,887</b>	<b>1,846</b>	<b>7,733</b>
0-16	6	1	7
17-21	103	20	123
22+	5,462	1,817	7,279
Not stated	316	8	324
<b>Age 22+</b>	<b>5,462</b>	<b>1,817</b>	<b>7,279</b>
22-29	843	99	942
30-39	958	359	1,317
40-49	952	496	1,448
50-59	1,079	635	1,714
60-74	1,142	225	1,367
75+	488	3	491
<b>Gender</b>	<b>5,887</b>	<b>1,846</b>	<b>7,733</b>
Not Stated	29	65	94
Male	2,228	376	2,604
Female	3,630	1,405	5,035
<b>Ethnicity</b>	<b>5,887</b>	<b>1,846</b>	<b>7,733</b>
White	3,928	1,162	5,090
Black or Black British	517	177	694
Asian or Asian British	789	195	984
Mixed	196	24	220
Other Ethnic Groups	93	28	121
Not stated	364	260	624
<b>Acorn Socio-Economic Group</b>	<b>5,887</b>	<b>1,846</b>	<b>7,733</b>
Lavish Lifestyles [A]	32	18	50
Executive Wealth [B]	274	182	456
Mature Money [C]	284	154	438
City Sophisticates [D]	10	7	17
Career Climbers [E]	64	46	110
Countryside Communities [F]	64	23	87
Successful Suburbs [G]	377	132	509
Steady Neighbourhoods [H]	800	318	1,118
Comfortable Seniors [I]	116	37	153
Starting Out [J]	212	124	336
Student Life [K]	80	10	90
Modest Means [L]	534	155	689
Striving Families [M]	594	159	753
Poorer Pensioners [N]	552	71	623
Young Hardship [O]	314	105	419
Struggling Estates [P]	877	182	1,059
Difficult Circumstances [Q]	596	89	685
Not Private Households [R]	67	21	88
Not available [NA]	40	13	53
<b>ONS/Monitor Classifications</b>	<b>5,821</b>	<b>1,831</b>	<b>7,652</b>
AB	1,093	428	1,521
C1	1,547	525	2,072
C2	1,372	416	1,788
DE	1,809	462	2,271
<b>Wellbeing Acorn Type</b>	<b>5,887</b>	<b>1,846</b>	<b>7,733</b>
1.1 - Limited living [1]	128	13	141
1.2 - Poorly pensioners [2]	177	42	219
1.3 - Hardship heartlands [3]	547	95	642
1.4 - Elderly ailments [4]	184	79	263
1.5 - Countryside complacency [5]	63	26	89
2.1 - Dangerous dependencies [6]	43	17	60
2.2 - Struggling smokers [7]	703	138	841
2.3 - Despondent diversity [8]	40	7	47
2.4 - Everyday excesses [9]	248	115	363
2.5 - Respiratory risk [10]	272	74	346
2.6 - Anxious adversity [11]	230	74	304
2.7 - Perilous futures [12]	187	42	229
2.8 - Regular revellers [13]	29	12	41
3.1 - Rooted routines [14]	290	111	401
3.2 - Borderline behaviours [15]	256	93	349
3.3 - Countryside concerns [16]	202	104	306
3.4 - Everything in moderation [17]	618	317	935
3.5 - Cultural concerns [18]	2	1	3
4.1 - Relishing retirement [19]	122	75	197
4.2 - Perky pensioners [20]	116	69	185
4.3 - Sensible seniors [21]	19	10	29
4.4 - Gym & juices [22]	175	39	214
4.5 - Happy families [23]	256	108	364
4.6 - Five-a-day greys [24]	47	43	90
4.7 - Healthy, wealthy & wine [25]	185	115	300
5.1 - Active communal population [26]	2	0	2
5.2 - Inactive communal population [27]	4	1	5
5.3 - Business areas without resident population [28]	19	0	19
Not available [NA]	723	26	749
<b>Digital Influencers</b>	<b>5,887</b>	<b>1,846</b>	<b>7,733</b>
Not Available	107	34	141
Very High	18	1	19
High	345	63	408
Average	866	161	1,027
Low	2,971	917	3,888
Very Low	1,580	670	2,250
<b>Digitally Influenced</b>	<b>5,887</b>	<b>1,846</b>	<b>7,733</b>
Not Available	107	34	141
Very High	42	4	46
High	80	45	125
Average	1,485	754	2,239
Low	2,451	712	3,163
Very Low	1,722	297	2,019
<b>Social Media Access</b>	<b>5,887</b>	<b>1,846</b>	<b>7,733</b>
Not Available	107	34	141
Very High	640	133	773
High	2,155	495	2,650
Average	2,111	773	2,884
Low	804	379	1,183
Very Low	70	32	102
<b>Internet Frequency</b>	<b>5,887</b>	<b>1,846</b>	<b>7,733</b>
Not Available	107	34	141
Very High	108	65	173
High	1,366	672	2,038
Average	2,196	711	2,907
Low	1,707	316	2,023
Very Low	403	48	451
<b>Total membership</b>	<b>5,887</b>	<b>1,846</b>	<b>7,733</b>