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CONTROL AREA GROUP

**REPORT ON NRA PROJECT TO UPDATE CONTROL
AREA POPULATION AND ACORN PROFILES**

JULY 1995

ENVIRONMENT AGENCY



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1) Summary

In 1994 Mid Kent, Folkestone and South East Water Companies undertook surveys for the Control Areas within their own company areas to update population and household estimates. These surveys highlighted the major changes that have taken place since 1986 and the urgent need to update these figures for all the Control Areas.

This report describes the work carried out by the NRA to update population and ACORN estimates on a consistent basis using census data and information provided by CACI.

The results of the NRA work show major differences from the estimates made for the original study in 1986 and indeed the surveys carried out by the water companies in 1994. The results therefore cannot be taken as being conclusive and further work needs to be undertaken.

This work has also highlighted the need to regularly update the background Control Area information, probably every 2-3 years. A key element of any further work must therefore be repeatability.

2) Introduction

Ten months ago the Southern Region of the NRA embarked upon a project to update the population estimates and Acorn profiles for each of the 66 Control Areas, the SWS 7 supply areas, the 5 water company areas and the NRA Southern Region as a whole.

This work took place as a result of the surveys carried out by Folkestone, Mid Kent and South East Water companies which demonstrated that large changes in the population base have taken place.

The NRA undertook to update the population estimates on a consistent basis for all the Control Areas. This also meant that the Acorn profiles also had to be revised in line with the new population estimates.

This report outlines the work involved, the methodologies used and the results.

3) Methodology

3.1 General

The most up to date data available covering all the individual Control Areas, company supply areas and the NRA Southern Region is the 1991 Census results. The applicability 4 years on is a source of concern however.

It was decided to break each Control Area down into its constituent Enumeration Districts (EDs) and build up the population estimates and Acorn profiles from this basic unit. This is the smallest unit at which population / household data is available from the 1991 census. All this information was purchased from OPCS at minimal cost.

3.2 Population Data

The steps taken in updating the populations were as follows (a worked example is included as Section 3.4):

- i) Water company base maps of each Control Area showing the boundary and individual properties were used as the base for carrying out the work. Up to date maps were obtained where necessary. In the case of SWS a completely new set of maps were provided. Household counts from the maps were cross checked with those derived from the company survey work. Where these differed by a small amount (2-3 households) the company survey results were taken as being correct.
- ii) On each of these base maps the ED boundaries were drawn. The ED boundaries were calculated using 1:10000 scale maps provided by the OPCS. These maps were of sufficient detail to show properties and this was therefore a simple but time consuming job. The number of households apportioned to each ED within the Control Area was then counted.
- iii) The average occupancy rate for each ED as was calculated by the NRA using the household and population counts provided by OPCS for each ED. This average occupancy rate was assumed to apply to the portion of the ED within the Control Area. This is clearly the main source of error in the technique used by the NRA as occupancy rates are not uniform.
- iv) For each ED within the Control Area, the household count for that part within the Control Area boundary was multiplied by the occupancy rate to give the population estimate.

- v) The estimates for each ED were then aggregated to give the population for each Control Area.

The basic data for each Control Area is shown in Appendix 1.

3.3 Acorn Profiles

The Acorn profiles were updated in a similar manner to the population data using ACORN data provided by CACI. The ED is also the smallest block used by CACI.

CACI provided for each ED a unique ACORN reference. This was then applied to each ED within the Control Area.

Where EDs were classified as D or G (ie those not used in the Control Area project) they were reassigned to the nearest classification (D to C and G to F). No A or H areas were identified.

3.4 A Worked Example: Francis Rd. Ashord (see P1 of Appendix)

- i) This Control Area has 182 households (from Mid Kent survey)
- ii) Three EDs cover the Control Area: FLO3, FSO3, FG02
- iii) The calculation for the Control Area is as follows:

ED	Average Occupancy Rate (estimated by NRA)	No. Households within Control Area	Population (Occ rate × households)	Acorn Profile CACI data
FLO3	2.65	4	11	F
FSO3	2.72	138	376	C
FG02	2.63	40	105	E
Total	-----	182	493	11F, 376C, 105E

- iv) The population of the Area is as 493. The Acorn profile is therefore 11F, 376C, 105E.

4 Results

4.1 Households / Population

- 4.1.1 When the Control Area project was set up in 1986 the total households were estimated as 17289. As a result of this work the figure has fallen to 16981, a decrease of 308.
- 4.1.2 The 1986 estimate of population was 45359. The figure is now estimated to be 41296, a decrease of 4063 or 9%.
- 4.1.3 The individual results are shown in Table 1.

4.2 Occupancy Rate

- 4.2.1 The occupancy rate in 1986 was 2.62 persons per household (based on 1981 census data). The average rate as a result of this work is 2.43 persons per household (1991 census data). This has been compared with the statistics for the NRA Southern Region as a whole.
- 4.2.2 For the Region as a whole the average occupancy rate in 1981 (the base data used for the 1986 population estimates) was 2.8. This decreased to 2.54 in 1991. These figures are higher than the Control Area results but do show that the decrease in occupancy rate was a general region-wide phenomenon.

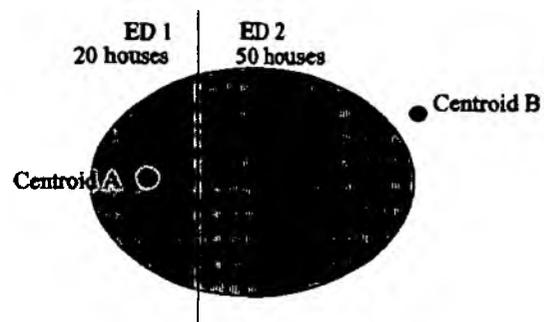
4.3 Acorn Profiles

- 4.3.1 The results of this work are shown in Table 2 (actual profiles) and Table 3 (profiles as a percentage) for the old data, the revised data and the changes between the two.
- 4.3.2 Table 3c highlights the changes in Acorn profiles.
- 4.3.3 The results show large amounts of change between the two surveys. 10 Control Areas have changed categories completely. Changes between B and J are understandable, group B being "modern family housing, higher incomes" and J being "affluent suburban housing". However other changes do not have obvious explanations. For example Hoath Village, Canterbury has changed from C "older housing of intermediate status" to B "modern family housing, higher incomes".
- 4.3.4 The reason for these changes is not clear but must be a result of errors. There are five possible explanations:
 - i) CACI made errors in the original definition of the Acorn profiles.
 - ii) The difference in methodology (discussed further in 4.3.5) between using all EDs on a proportional basis (NRA method) and using ED centroids (CACI method).

- iii) Changes in ED boundaries between the 1981 and 1991 census.
- iv) errors in the work carried out by the NRA.
- v) inherent uncertainty in attaching ACORN classes to EDs

4.3.5 The work carried out by the NRA used a slightly different method from that used by CACI. The NRA work as already discussed used all the EDs within a Control Area on an equal basis whereas CACI originally used a "weighted centroid" approach to apportion Acorn profiles. The weighted centroid approach is to derive a central point for an ED based on the distribution of properties within that ED. When classifying a Control Area CACI only use data from an ED if the centroid falls within the Control Area. This would seem to be a cause of greater errors at a small scale however as it could exclude the majority of properties.

The figure right shows how problems can occur with CACI's approach. The Control Area (grey circle) has 70 houses, of which 20 are in ED1 and 50 in ED 2. The centroid of ED 1 (A) is within the area but the centroid of ED 2 (B) is not. Therefore the classification of the Control Area will be based entirely on ED1 and totally ignore the 50 houses in ED 2.



This has been discussed with CACI who are only willing to discuss differences in results on a "project basis" with payment.

5 The Way Ahead

- 5.1 This project has clearly by no means provided definitive answers to the problem of estimating populations and Acorn (or other system) classification for profiling consumers.
- 5.2 The results are significantly different from those derived from the studies done when the Control Area study was set up. The results are also in many cases different from those obtained as a result of the surveys carried out by the water companies in 1994.
- 5.2 This problem will therefore have to be addressed further by the NRA during 1995.

Issues to be addressed are:

- relative merits of OPCS census data versus postal and doorstep surveys as a means of population estimates.
- accuracy in defining Control Areas in terms of boundaries and household numbers.
- reliability of the ACORN classification at small scales.
- representativeness of the Control Areas as a sample of the Region.

RESULTS OF POPULATION UPDATE

TABLE 1

			HH 1987	HH 1994	Pop 1987	Pop 1994 NRA	Change	
							HH	Pop
Mid Kent	Lacton East, Ashford	C01	19	19	65	58		-7
	Yeomans Gardens, Ashford	C02	53	53	141	128		-13
	Essettford Road, Ashford	C03	134	134	401	328		-73
	Francis Road, Ashford	C04	251	182	645	492	-69	-153
	Austin Park, Ashford	C05	211	219	572	544	8	
	Oaks Park, Canterbury	C06	61	61	177	163		-14
	London Road, Canterbury	C07	261	260	785	688	-1	-97
	St. Peters, Canterbury	C08	163	160	334	313		-21
	Hoath Village, Canterbury	C09	117	130	321	337	13	16
	Hever Place, Canterbury	C10	37	38	113	104	1	-9
	Taddington, Maidstone	C11	224	224	687	610		-77
	Kingswood, Maidstone	C12	416	418	1248	1135	2	-113
	Grove Green, Maidstone	C13	79	74	228	217	-5	-11
	Foley Park, Maidstone	C14	83	89	250	240	6	-10
	Albert Park, Maidstone	C15	267	284	559	549	-3	-10
	Poyntell Road, Staplehurst	C16	96	108	281	325	12	44
South East	Marlborough Crescent	C21	202	202	677	600		-77
	Shipbourne Village, Kent	C22	156	144	410	370	-12	-40
	1st & 3rd Ave, Pebsham Area	C31	139	139	325	307		-18
	Gwyneth Grove, Bexhill	C32	201	201	525	514		-11
	Bodiam Village	C33	83	69	212	193	-14	-19
	Marley Gardens, Battle	C34	222	222	622	564		-58
	Marsden Road, Eastbourne	C35	425	425	996	879		-117
	Eastdean, Eastbourne	C36	456	429	936	955	-27	19
	Ashford Road, Eastbourne	C37	532	521	1138	1123	-11	-15
	Hawth Hill, Seaford	C50	163	163	339	317		-22
	Alexandra Road, Uckfield	C51	111	109	311	240	-2	-71
	Furnace Wood, Felbridge	C52	88	89	282	256	1	-26
	Neville Road, Uckfield	C53	552	550	1496	1530	-2	34
	Gravelly Lane, Haywards Heath	C54	320	303	855	740	-17	-115
Folkestone	Oswald Road, Dover	C40	90	90	216	197		-19
	Appledore Cres. Folkestone	C41	60	60	159	158		-1
	Millfield, Folkestone	C43	86	86	266	227		-39
	Octavian Drive, Lympne	C44	59	60	162	157	1	-5
	Sene park, Hythe	C45	40	40	99	101		2
	Marshlands, Dymchurch	C46	113	113	268	245		-23
	Polar Lane, Lydd	C47	105	109	267	287	4	20
	Homepine, Folkestone	C48	138	138	160	167		7
	Westcliffe Area, Folkestone	C49	101	101	290	259		-31
SWS	Osterley Road, Southampton	O04	369	334	862	840	-35	-22
	Lydgate Road, Southampton	O08	383	354	1057	859	-29	-198
	Whyteways, Eastleigh	O09	338	341	892	780	3	-112
	Ivy Road, St. Denys	O10	297	312	734	692	15	-42
	Maldns Court, New Alresford	O11	74	74	82	154		72
	Bracher Close, Andover	O12	37	38	47	81	1	34
	Teg Down, Winchester	O13	222	226	619	613	4	-6
	Hoccombe Road, Chandlers Ford	A13	595	618	1821	1514	23	-307
	Weeke, Winchester	O14	411	406	1069	922	-5	-147
	Hook Road, Ampfield	A14	280	270	670	647	-10	-23
	Highcliffe, Winchester	O15	242	242	762	649		-113
	King George Road, Andover	O16	32	32	107	84		-23
	Broadfields	O17	1492	1492	4223	4223		
	Shoreham Beach, Shoreham	O19	1408	1461	4088	3296	53	-790
	The Broadway, Lancing	O20	500	379	1100	849	-121	-251
	Highdown Road, Littlehampton	O21	630	638	1443	1448	8	5
	Cornwall Road, Littlehampton	O22	278	225	684	578	-53	-106
	Winchelsea Town, Winchelsea	O23	275	248	528	508	-29	-20
	Fairlight Cove	O24	660	722	1478	1533	62	55
	Baird Drive, Hastings	O25	89	89	306	237		-69
	Bayeaux Court, Hastings	O26	39	39	69	88		19
	Carlton Crescent	O27	56	56	164	150		-14
	Allington Drive	O28	265	255	837	689	-10	-148
	Painters Ash	O29	875	834	2328	1868	-41	-460
	Northwood	O34	442	416	1339	1171	-26	-168
	Michelle Gardens	O35	40	40	81	89		8
Broadley Avenue	O36	46	46	153	117		-36	
			17289	16981	45359	41296	-308	-4063

OLD ACORN PROFILE (Actual Values)

Table 2(a)

			B	C	E	F	J	K	TOTAL	
MKWC	Lacton Oast, Ashford	C01					65		65	
	Yeomans Gardens, Ashford	C02						141	141	
	Essetford Road, Ashford	C03			208	193			401	
	Francis Road, Ashford	C04		475		170			645	
	Austin Park, Ashford	C05		8		564			572	
	Oaks Park, Canterbury	C06					177		177	
	London Road, Canterbury	C07			785				785	
	St. Peters, Canterbury	C08		334					334	
	Hoath Village, Canterbury	C09	321						321	
	Hever Place, Canterbury	C10	52				61		113	
	Taddington, Maidstone	C11	498	189					687	
	Kingswood, Maidstone	C12	870	378					1248	
	Grove Green, Maidstone	C13	176				52		228	
	Foley Park, Maidstone	C14	250						250	
	Albert Park, Maidstone	C15		382			177		559	
	Poyntell Road, Maidstone	C16	269	12					281	
SEW	Marlborough Crescent	C21					677		677	
	Shipbourne Village	C22		37	97		276		410	
	1st/3rd Avenue, Bexhill	C31			40		101	184	325	
	Gyneth Grove, Bexhill	C32	520					5	525	
	Bodiam Village	C33	136		76				212	
	Marley Gardens	C34			622				622	
	Marsden Road, Eastbourne	C35		66	923		7		996	
	Eastdean, Eastbourne	C36						936	936	
	Ashford Road, Eastbourne	C37		845		53		240	1138	
	Hawth Hill, seaford	C50						339	339	
	Alexandra Road	C51	94	217					311	
	Furnace, West felbridge	C52							282	
	Neville Road, Uckfield	C53	1496						1496	
	Gravelye Lane	C54				855			855	
	FDC	Oswald Road, Dover	C40		216					216
		Appledore Cres. Folkestone	C41	159						159
Millfield, Folkestone		C43			266				266	
Octavian Drive, Lympne		C44	162						162	
Sene park, Hythe		C45						99	99	
Marshlands		C46		268					268	
Polar Lane, Lydd		C47	267						267	
Homepine, Folkestone		C48						160	160	
Westcliffe Area, Folkestone		C49					290		290	
HS	Osterley Road	O04		239	18		605		862	
	Hocombe Road	A13	165				1656		1821	
	Lydgate Road	O08			847	210			1057	
	Wyteways	O09	499	132		261			892	
	Ivy Road	O10		734					734	
HN	Hook Road	A14	670						670	
	Makins Court	O11			82				82	
	Bracher Close	O12		47					47	
	Teg Down	O13					619		619	
	Weeke, Winchester	O14		309	434	326			1069	
	Highcliffe	O15			278	484			762	
	King George Road	O16	107						107	
	Broadfields	O17	639		3584				4223	
SDW	Shoreham Beach	O19	438	530			2999	120	4087	
	The Broadway	O20		462			638		1100	
	Highdown Road	O21		288				1155	1443	
SE	Cornwall Road	O22		385				299	684	
	Winchelsea Town	O23		85				443	528	
	Fairlight Cove	O24		81				1397	1478	
	Baird Drive	O25	306						306	
KM	Bayeaux Court	O26		69					69	
	Carlton Crescent	O27		164					164	
	Allington Drive	O28	837						837	
KT	Painters Ash	O29	388		1324	615			2327	
	Northwood	O34	1119	220					1339	
	Michelle Gardens	O35					81		81	
	Broadley Avenue	O36			69			83	152	
TOTAL			10438	7172	9653	3731	8481	5601	46358	

NEW ACORN PROFILE (Actual Values)

Table 2(b)

			B	C	E	F	J	K	TOTAL	
MKWC	Lacton Oast, Ashford	C01	58						58	
	Yeomans Gardens, Ashford	C02		128					128	
	Essetford Road, Ashford	C03			236	92			328	
	Francis Road, Ashford	C04		376	105	11			492	
	Austin Park, Ashford	C05			529				544	
	Oaks Park, Canterbury	C06					163		163	
	London Road, Canterbury	C07			688				688	
	St. Peters, Canterbury	C08			321				313	
	Hoath Village, Canterbury	C09		337					337	
	Hever Place, Canterbury	C10			104				104	
	Taddington, Maidstone	C11	610						610	
	Kingswood, Maidstone	C12	945	185					1135	
	Grove Green, Maidstone	C13		217					217	
	Foley Park, Maidstone	C14					240		240	
	Albert Park, Maidstone	C15			349	71	129		549	
	Poyntell Road, Maidstone	C16	325						325	
SEW	Marlborough Crescent	C21					600		600	
	Shipbourne Village	C22	349	21					370	
	1st/3rd Avenue, Bexhill	C31			56			249	307	
	Gyneth Grove, Bexhill	C32	514						514	
	Bodiam Village	C33		193					193	
	Marley Gardens	C34			564				564	
	Marsden Road, Eastbourne	C35			297	576			879	
	Eastdean, Eastbourne	C36						955	955	
	Ashford Road, Eastbourne	C37		620				503	1123	
	Hawth Hill,, seaford	C50						317	317	
	Alexandra Road	C51		240					240	
	Furnace, West felbridge	C52					256		256	
	Neville Road, Uckfield	C53	1530						1530	
	Graveye Lane	C54		214		526			740	
	FDC	Oswald Road, Dover	C40		164	33				197
		Appledore Cres. Folkestone	C41			158				158
Millfield, Folkestone		C43			227				227	
Octavian Drive, Lympne		C44					157		157	
Sene park, Hythe		C45					101		101	
Marshlands		C46		245					245	
Polar Lane, Lydd		C47		222	62				287	
Homepine, Folkestone		C48						238	238	
Westcliffe Area, Folkestone		C49					259		259	
HS		Osterley Road	O04	168	127			545		840
	Hocombe Road	A13		442			1025	47	1514	
	Lydgate Road	O08			155	704			859	
	Wyteways	O09	410	370					780	
HN	Ivy Road	O10		692					692	
	Hook Road	A14		197			450		647	
	Makins Court	O11		154					154	
	Bracher Close	O12		81					81	
	Teg Down	O13					613		613	
	Weeke, Winchester	O14		59	404	459			922	
	Highcliffe	O15			183	466			649	
	King George Road	O16		38	46				84	
SDW	Broadfields	O17	597		3319			307	4223	
	SC	Shoreham Beach	O19	523	404			2369	3296	
		The Broadway	O20		521			328	849	
SE	Highdown Road	O21		517				931	1448	
	Cornwall Road	O22		364				214	578	
	Winchelsea Town	O23		59				449	508	
	Fairlight Cove	O24						1533	1533	
	Baird Drive	O25	237						237	
	Bayeaux Court	O26						88	88	
	Carlton Crescent	O27			150				150	
	Allington Drive	O28	689						689	
KM	Painters Ash	O29	15		1075	778			1868	
	KT	Northwood	O34	1122	49				1171	
		Michelle Gardens	O35					89	89	
	Broadley Avenue	O36			117			117		
TOTAL			8092	7236	9178	3683	7324	5831	41367	

DIFFERENCE BETWEEN OLD & NEW ACORN FIGURES (Actual)

Table 2(c)

			B	C	E	F	J	K	TOTAL	
MKWC	Lacton Oast, Ashford	C01	58				-65		-7	
	Yeomans Gardens, Ashford	C02		128				-141	-13	
	Essetford Road, Ashford	C03			28	-101			-73	
	Francis Road, Ashford	C04		-99	105	-159			-153	
	Austin Park, Ashford	C05		-8	529	-564			-43	
	Oaks Park, Canterbury	C06					-14		-14	
	London Road, Canterbury	C07			-97				-97	
	St. Peters, Canterbury	C08		-334	321				-13	
	Hoath Village, Canterbury	C09	-321	337					16	
	Hever Place, Canterbury	C10	-52		104		-61		-9	
	Taddington, Maidstone	C11	112	-189					-77	
	Kingswood, Maidstone	C12	75	-193					-118	
	Grove Green, Maidstone	C13	-176	217			-52		-11	
	Foley Park, Maidstone	C14	-250				240		-10	
	Albert Park, Maidstone	C15		-382	349	71	-48		-10	
	Poyntell Road, Maidstone	C16	56	-12					44	
SEW	Marlborough Crescent	C21					-77		-77	
	Shipbourne Village	C22	349	-16	-97		-276		-40	
	1st/3rd Avenue, Bexhill	C31			16		-101	65	-20	
	Gyneth Grove, Bexhill	C32	-6					-5	-11	
	Bodiam Village	C33	-136	193	-76				-19	
	Marley Gardens	C34			-58				-58	
	Marsden Road, Eastbourne	C35		-66	-626	576	-7		-123	
	Eastdean, Eastbourne	C36						19	19	
	Ashford Road, Eastbourne	C37		-225		-53		263	-15	
	Hawth Hill,, seaford	C50						-22	-22	
	Alexandra Road	C51	-94	23					-71	
	Furnace, West felbridge	C52					256		256	
	Neville Road, Uckfield	C53	34						34	
	Gravelye Lane	C54		214		-329			-115	
	FDC	Oswald Road, Dover	C40		-52	33				-19
		Appledore Cres. Folkestone	C41	-159		158				-1
Millfield, Folkestone		C43			-39				-39	
Octavian Drive, Lympne		C44	-162				157		-5	
Sene park, Hythe		C45					101	-99	2	
Marshlands		C46		-23					-23	
Polar Lane, Lydd		C47	-267	222	62				17	
Homepine, Folkestone		C48						78	78	
Westcliffe Area, Folkestone		C49					-31		-31	
HS		Osterley Road	004	168	-112	-18		-60		-22
	Hocombe Road	A13	-165	442			-631	47	-307	
	Lydgate Road	008			-692	494			-198	
	Wyteways	009	-89	238		-261			-112	
	Ivy Road	O10		-42					-42	
HN	Hook Road	A14	-670	197			450		-23	
	Makins Court	O11		154	-82				72	
	Bracher Close	O12		34					34	
	Tag Down	O13					-6		-6	
	Weeke, Winchester	O14		-250	-30	133			-147	
	Highcliffe	O15			-96	-18			-113	
	King George Road	O16	-107	38	46				-23	
	Broadfields	O17	-42		-265			307	0	
SDW	Shoreham Beach	O19	85	-126			-630	-120	-791	
	The Broadway	O20		59			-310		-251	
	Highdown Road	O21		229				-224	5	
	Cornwall Road	O22		-21				-85	-106	
SE	Winchelsea Town	O23		-26				6	-20	
	Fairlight Cove	O24		-81				136	55	
	Baird Drive	O25	-69						-69	
KM	Bayeaux Court	O26		-69				88	19	
	Carlton Crescent	O27		-164	150				-14	
KT	Allington Drive	O28	-148						-148	
	Painters Ash	O29	-373		-249	163			-459	
KT	Northwood	O34	3	-171					-168	
	Michelle Gardens	O35					8		8	
	Broadley Avenue	O36			48			-83	-35	
TOTAL			-2,346	64	-475	-48	-1,157	230	-3,732	

OLD ACORN PROFILE (Percentages)

Table 3(a)

			B	C	E	F	J	K
MKWC	Lacton Oast, Ashford	C01					100%	
	Yeomans Gardens, Ashford	C02						100%
	Essetford Road, Ashford	C03			52%	48%		
	Francis Road, Ashford	C04		74%		26%		
	Austin Park, Ashford	C05		1%		99%		
	Oaks Park, Canterbury	C06					100%	
	London Road, Canterbury	C07			100%			
	St. Peters, Canterbury	C08		100%				
	Hoath Village, Canterbury	C09	100%					
	Hever Place, Canterbury	C10	46%				54%	
	Taddington, Maidstone	C11	72%	28%				
	Kingswood, Maidstone	C12	70%	30%				
	Grove Green, Maidstone	C13	77%				23%	
	Foley Park, Maidstone	C14	100%					
	Albert Park, Maidstone	C15		68%			32%	
	SEW	Poyntell Road, Maidstone	C16	96%	4%			
Marlborough Crescent		C21					100%	
Shipbourne Village		C22		9%	24%		67%	
1st/3rd Avenue, Bexhill		C31			12%		31%	57%
Gyneth Grove, Bexhill		C32	99%					1%
Bodiam Village		C33	64%		36%			
Marley Gardens		C34			100%			
Marsden Road, Eastbourne		C35		7%	93%		1%	
Eastdean, Eastbourne		C36						100%
Ashford Road, Eastbourne		C37		74%		5%		21%
Hawth Hill., seaford		C50						100%
Alexandra Road		C51	30%	70%				
Furnace, West felbridge		C52						
Neville Road, Uckfield		C53	100%					
Gravelye Lane		C54				100%		
FDC		Oswald Road, Dover	C40		100%			
	Appledore Cres. Folkestone	C41	100%					
	Millfield, Folkestone	C43			100%			
	Octavian Drive, Lympe	C44	100%					
	Sene park, Hythe	C45						100%
	Marshlands	C46		100%				
	Polar Lane, Lydd	C47	100%					
	Homepine, Folkestone	C48						100%
	Westcliffe Area, Folkestone	C49					100%	
HS	Osterley Road	O04		28%	2%		70%	
	Hoccombe Road	A13	9%				91%	
	Lydgate Road	O08			80%	20%		
	Wyteways	O09	56%	15%		29%		
	Ivy Road	O10		100%				
HN	Hook Road	A14	100%					
	Makins Court	O11			100%			
	Bracher Close	O12		100%				
	Teg Down	O13					100%	
	Weeke, Winchester	O14		29%	41%	30%		
	Highcliffe	O15			36%	64%		
	King George Road	O16	100%					
SDW	Broadfields	O17	15%		85%			
	SC	Shoreham Beach	O19	11%	13%			73%
The Broadway		O20		42%			58%	
Highdown Road		O21		20%				80%
Cornwall Road		O22		56%				44%
SE	Winchelsea Town	O23		16%				84%
	Fairlight Cove	O24		5%				95%
	Baird Drive	O25	100%					
KM	Bayeaux Court	O26		100%				
	Carton Crescent	O27		100%				
	Allington Drive	O28	100%					
KT	Painters Ash	O29	17%		57%	26%		
	Northwood	O34	84%	16%				
	Michelle Gardens	O35					100%	
	Broadley Avenue	O36			45%			55%

NEW ACORN PROFILE (Percentages)

Table 3(b)

			B	C	E	F	J	K	
MKWC	Lacton Oast, Ashford	C01	100%						
	Yeomans Gardens, Ashford	C02		100%					
	Essetford Road, Ashford	C03			72%	28%			
	Francis Road, Ashford	C04		76%	21%	2%			
	Austin Park, Ashford	C05			97%				
	Oaks Park, Canterbury	C06					100%		
	London Road, Canterbury	C07			100%				
	St. Peters, Canterbury	C08			100%				
	Hoath Village, Canterbury	C09		100%					
	Hever Place, Canterbury	C10			100%				
	Taddington, Maidstone	C11	100%						
	Kingswood, Maidstone	C12	83%	16%					
	Grove Green, Maidstone	C13		100%					
	Foley Park, Maidstone	C14					100%		
	Albert Park, Maidstone	C15			64%	13%	23%		
	Poyntell Road, Maidstone	C16	100%						
SEW	Marlborough Crescent	C21					100%		
	Shipbourne Village	C22	94%	6%					
	1st/3rd Avenue, Bexhill	C31			18%			81%	
	Gyneth Grove, Bexhill	C32	100%						
	Bodiam Village	C33		100%					
	Marley Gardens	C34			100%				
	Marsden Road, Eastbourne	C35			34%	66%			
	Eastdean, Eastbourne	C36						100%	
	Ashford Road, Eastbourne	C37		55%				45%	
	Hawth Hill., seaford	C50						100%	
	Alexandra Road	C51		100%					
	Furnace, West felbridge	C52					100%		
	Neville Road, Uckfield	C53	100%						
	Gravelye Lane	C54		29%		71%			
	FDC	Oswald Road, Dover	C40		83%	17%			
		Appledore Cres. Folkestone	C41			100%			
Millfield, Folkestone		C43			100%				
Octavian Drive, Lympe		C44					100%		
Sene park, Hythe		C45					100%		
Marshlands		C46		100%					
Polar Lane, Lydd		C47		77%	22%				
Homepine, Folkestone		C48						100%	
Westcliffe Area, Folkestone		C49					100%		
HS	Osterley Road	O04	20%	15%			65%		
	Hocombe Road	A13		29%			68%	3%	
	Lydgate Road	O08			18%	82%			
	Wyteways	O09	53%	47%					
	Ivy Road	O10		100%					
HN	Hook Road	A14		30%			70%		
	Makins Court	O11		100%					
SDW	Bracher Close	O12		100%					
	Teg Down	O13					100%		
	Weeke, Winchester	O14		6%	44%	50%			
	Highcliffe	O15			28%	72%			
	King George Road	O16		45%	55%				
	Broadfields	O17	14%		79%			7%	
	Shoreham Beach	O19	16%	12%			72%		
SC	The Broadway	O20		61%			39%		
	Highdown Road	O21		36%				64%	
	Cornwall Road	O22		63%				37%	
SE	Winchelsea Town	O23		12%				88%	
	Fairlight Cove	O24						100%	
	Balrd Drive	O25	100%						
KM	Bayeaux Court	O26						100%	
	Carlton Crescent	O27			100%				
	Atlington Drive	O28	100%						
KT	Painters Ash	O29	1%		58%	42%			
	Northwood	O34	96%	4%					
	Michelle Gardens	O35					100%		
	Broadley Avenue	O36			100%				

DIFFERENCE BETWEEN OLD & NEW ACORN FIGURES (Percentages)

Table 3(c)

			B	C	E	F	J	K
MKWC	Lacton Oast, Ashford	C01	100%				-100%	
	Yeomans Gardens, Ashford	C02		100%				-100%
	Essetford Road, Ashford	C03			20%	-20%		
	Francis Road, Ashford	C04		3%	21%	-24%		
	Austin Park, Ashford	C05		-1%	97%	-99%		
	Oaks Park, Canterbury	C06						
	London Road, Canterbury	C07						
	St. Peters, Canterbury	C08		-100%	100%			
	Hoath Village, Canterbury	C09	-100%	100%				
	Hever Place, Canterbury	C10	-46%		100%		-54%	
	Taddington, Maidstone	C11	28%	-28%				
	Kingswood, Maidstone	C12	14%	-14%				
	Grove Green, Maidstone	C13	-77%	100%			-23%	
	Foley Park, Maidstone	C14	-100%				100%	
	Albert Park, Maidstone	C15		-68%	64%	13%	-8%	
Poyntell Road, Maidstone	C16	4%	-4%					
SEW	Marlborough Crescent	C21						
	Shipbourne Village	C22	94%	-3%	-24%		-67%	
	1st/3rd Avenue, Bexhill	C31			6%		-31%	24%
	Gyneth Grove, Bexhill	C32	1%					-1%
	Bodiam Village	C33	-64%	100%	-36%			
	Marley Gardens	C34						
	Marsden Road, Eastbourne	C35		-7%	-59%	66%	-1%	
	Eastdean, Eastbourne	C36						
	Ashford Road, Eastbourne	C37		-19%		-5%		24%
	Hawth Hill, seaford	C50						
	Alexandra Road	C51	-30%	30%				
	Furnace, West felbridge	C52					100%	
	Neville Road, Uckfield	C53						
	Gravehys Lane	C54		29%		-29%		
	FDC	Oswald Road, Dover	C40		-17%	17%		
Appledore Cres. Folkestone		C41	-100%		100%			
Millfield, Folkestone		C43			0%			
Octavian Drive, Lympne		C44	-100%				100%	
Sene park, Hythe		C45					100%	-100%
Marshlands		C46						
Polar Lane, Lydd		C47	-100%	77%	22%			
Homepine, Folkestone		C48						
Westcliffe Area, Folkestone		C49						
HS	Osterley Road	O04	20%	-13%	-2%		-5%	
	Hocombe Road	A13	-9%	29%			-23%	3%
	Lydgate Road	O08			-62%	62%		
	Wyteways	O09	-3%	33%		-29%		
	Ivy Road	O10		0%				
HN	Hook Road	A14	-100%	30%			70%	
	Makins Court	O11		100%	-100%			
SDW	Bracher Close	O12						
	Teg Down	O13						
	Weeke, Winchester	O14		-23%	3%	19%		
	Highcliffe	O15			-8%	8%		
	King George Road	O16	-100%	45%	55%			
	Broadfields	O17	-1%		-6%			7%
	Shoreham Beach	O19	5%	-1%			-2%	-3%
SC	The Broadway	O20		19%			-19%	
	Highdown Road	O21		16%				-16%
	Cornwall Road	O22		7%				-7%
SE	Winchelsea Town	O23		-4%				4%
	Fairlight Cove	O24		-5%				5%
	Baird Drive	O25						
KM	Bayeaux Court	O26		-100%				100%
	Carlton Crescent	O27		-100%	100%			
KT	Allington Drive	O28						
	Painters Ash	O29	-16%		1%	15%		
	Northwood	O34	12%	-12%				
	Michelle Gardens	O35						
	Broadley Avenue	O36			55%			-55%

Appendix 1

Results of Population/Acorn Data Update

Individual Control Area Data

Control Area																				
Mid Kent Water Company																				
C01	Lacton Oast, Ashford																			
	County		Kent																	
	District Council		Ashford		30LC															
	Ward		Ashford Willsborough Lees Ward																	
	ED's	All	FW06																	
	ED Households		231																	
	ED Population		702																	
	Occupancy Rate		3.04																	
	Control Area Households	19	19																	
	Control Area Population	58	58 B																	
C02	Yeomans Gardens, Ashford																			
	County		Kent																	
	District Council		Ashford		30LC															
	Ward		Ashford Willsborough Lees Ward																	
	ED's	All	FW02																	
	ED Households		192																	
	ED Population		465																	
	Occupancy Rate		2.42																	
	Control Area Households	53	53																	
	Control Area Population	128	128 C																	
C03	Essetford Road, Ashford																			
	County		Kent																	
	District Council		Ashford		30LC															
	Ward		Ashford Woolreed Ward																	
	ED's	All	FY01	FY02	FY03															
	ED Households		242	184	243															
	ED Population		605	495	586															
	Occupancy Rate		2.50	2.69	2.41															
	Control Area Households	134	26	10	98															
	Control Area Population	328	65 F	27 F	238 E															
C04	Francis Road, Ashford																			
	County		Kent																	
	District Council		Ashford		30LC															
	Ward		Ashford Fastmead Ward																	
	ED's	All	FL03	FS03	FG02															
	ED Households		211	231	236															
	ED Population		560	630	620															
	Occupancy Rate		2.65	2.73	2.63															
	Control Area Households	182	4	138	40															
	Control Area Population	492	11 F	376 C	105 E															
C05	Austin Park, Ashford																			
	County		Kent																	
	District Council		Ashford		30LC															
	Ward		Ashford Hampden Ward																	
	ED's	All	FH02	FH03																
	ED Households		205	207																
	ED Population		496	522																
	Occupancy Rate		2.42	2.52																
	Control Area Households	219	83	136																
	Control Area Population	544	201 E	343 E																

C18	Poyntell Road, Staplehurst												
	County		Kent										
	District Council		Maidstone	30LJ									
	Ward		Staplehurst Ward										
	Ed's	All	GB05	GB06									
	ED Households		198	205									
	ED Population		637	615									
	Occupancy Rate		3.22	3.00									
	Control Area Households	108	4	104									
	Control Area Population	325	13 B	312 B									

Control Area					
South East Water					
C21	Marlborough Crescent				
	County	Kent			
	District Council	Sevenoaks	30LL		
	Ward	Riverhead Ward			
	Ed's	All	FT04		
	ED Households		221		
	ED Population		656		
	Occupancy Rate		2.97		
	Control Area Households	202	202		
	Control Area Population	600	600 J		
C22	Shipbourne Village, Kent				
	County	Kent			
	District Council	Tonbridge & Malling 30LQ			
	Ward	Plaxtol & Shipbourne /Hadlow Ward			
	Ed's	All	FL01	FX07	FX06
	ED Households		182	59	124
	ED Population		488	158	309
	Occupancy Rate		2.68	2.68	2.49
	Control Area Households	144	8	53	83
	Control Area Population	370	21 C	142 B	207 B
C31	1st & 3rd Ave. Pebsham Area, Bexhill				
	County	East Sussex			
	District Council	Rother	22HE		
	Ward	St. Michaels Ward			
	Ed's	All	FU06	FU07	FU10
	ED Households		211	214	218
	ED Population		420	567	474
	Occupancy Rate		1.99	2.65	2.17
	Control Area Households	139	29	21	89
	Control Area Population	307	58 K	56 E	193 K
C32	Gwyneth Grove, Bexhill				
	County	East Sussex			
	District Council	Rother	22HE		
	Ward	St. Michaels Ward			
	Ed's	All	FU02		
	ED Households		247		
	ED Population		632		
	Occupancy Rate		2.56		
	Control Area Households	201	201		
	Control Area Population	514	514 B		
C33	Bodiam Village				
	County	East Sussex			
	District Council	Rother	22HE		
	Ward	Bodiam & Ewhurst Ward			
	Ed's	All	FD01		
	ED Households		123		
	ED Population		344		
	Occupancy Rate		2.80		
	Control Area Households	69	69		
	Control Area Population	193	193 C		

Control Area																			
Southern Water Services																			
001	Pan Estate																		
	County		Isle of Wight																
	District Council		Medina District		29KY														
	Ward		Newport Pan Ward																
	Ed's	All	FJ02	FJ03	FJ06	FJ07													
	ED Households		219	217	215	244													
	ED Population		514	558	514	688													
	Occupancy Rate		2.35	2.57	2.39	2.82													
	Control Area Households	161	41	58	13	49													
	Control Area Population	414	96 F	149 F	31 C	138 E													
002	Yaverland																		
	County		Isle of Wight																
	District Council		South Wight District		29KZ														
	Ward		Sandown Ward																
	Ed's	All	FK05																
	ED Households		196																
	ED Population		410																
	Occupancy Rate		2.09																
	Control Area Households	154	154																
	Control Area Population	322	322 K																
003	Totland																		
	County		Isle of Wight																
	District Council		South Wight Ward		29KZ														
	Ward		Totland Ward																
	Ed's	All	FN01	FN03	FN04														
	ED Households		192	246	198														
	ED Population		418	587	493														
	Occupancy Rate		2.18	2.39	2.49														
	Control Area Households	101	31	35	35														
	Control Area Population	238	67 K	84 K	87 K														
A13	Hocombe Road																		
	County		Hampshire																
	District Council		Winchester		25JR														
	Ward		Hiltingbury East Ward																
	Ed's	All	FN01	FN02	FN03	FN04	FP02	FP06											
	ED Households		111	133	42	127	243	241											
	ED Population		278	360	94	295	473	503											
	Occupancy Rate		2.50	2.71	2.24	2.32	1.95	2.09											
	Control Area Households	618	139	211	101	98	24	45											
	Control Area Population	1514	348 C	571 J	226 J	228 J	47 K	94 C											
A14	Hook Road, Ampfield																		
	County		Hampshire																
	District Council		Test Valley District		25JQ														
	Ward		Field Ward																
	Ed's	All	FJ03	FJ04	FP01														
	ED Households		227	171	86														
	ED Population		556	358	202														
	Occupancy Rate		2.45	2.09	2.35														
	Control Area Households	270	172	14	84														
	Control Area Population	647	421 J	29 J	197 C														

017	Broadfield, Crawley											
	County		West Sussex									
	District Council		Crawley District 46RU									
	Ward		Broadfield Ward									
	Ed's	All	FB01	FB04	FB07	FB06	FB09	FB02	FB03	FB05	FB08	FB10
	Ed Households		182	221	204	164	202	186	216	188	255	218
	Ed Population		597	688	513	307	587	608	710	390	582	560
	Occupancy Rate		3.28	3.11	2.51	1.87	2.91	3.27	3.29	2.07	2.28	2.57
	Control Area Households	1492	182	164	174	164	202	186	216	108	21	75
	Control Area Population	4223	597 B	511 E	438 E	307 K	587 E	608 E	710 E	224 E	48 E	193 E
019	Shoreham Beach, Shoreham											
	County		West Sussex									
	District Council		Adur 46RR									
	Ward		Marine Ward									
	Ed's	All	FG01	FG02	FG03	FG04	FG05	FG06	FG07			
	Ed Households		205	218	242	240	137	202	217			
	Ed Population		404	463	574	549	317	466	523			
	Occupancy Rate		1.97	2.12	2.37	2.29	2.31	2.31	2.41			
	Control Area Households	1461	205	218	242	240	137	202	217			
	Control Area Population	3296	404 C	463 J	574 J	549 J	317 J	466 J	523 B			
020	The Broadway, Lancing											
	County		West Sussex									
	District Council		Adur 46RR									
	Ward		Widewater Ward									
	Ed's	All	FP04	FP11	FP12							
	Ed Households		239	222	199							
	Ed Population		537	496	448							
	Occupancy Rate		2.25	2.23	2.25							
	Control Area Households	379	97	233	49							
	Control Area Population	849	218 J	521 C	110 J							
021	Highdown Road, Littlehampton											
	County		West Sussex									
	District Council		Arun 46RS									
	Ward		Littlehampton Wick Ward									
	Ed's	All	FT06	FT07	FT08	FT11						
	Ed Households		229	211	224	221						
	Ed Population		485	529	507	482						
	Occupancy Rate		2.12	2.51	2.26	2.18						
	Control Area Households	638	234	165	192	47						
	Control Area Population	1448	496 K	414 C	435 K	103 C						
022	Cornwall Road, Littlehampton											
	County		West Sussex									
	District Council		Arun 46RS									
	Ward		Littlehampton River Ward									
	Ed's	All	FS02	FS03								
	Ed Households		186	225								
	Ed Population		460	618								
	Occupancy Rate		2.47	2.75								
	Control Area Households	225	147	78								
	Control Area Population	578	364 C	214 K								

037	Alexandra House												
	County		Kent										
	District Council		Thanet District		30LP								
	Ward		Salmestone Ward										
	Ed's	All	FY04										
	Ed Households		175										
	Ed Population		470										
	Occupancy Rate		2.69										
	Control Area Households	52	52										
	Control Area Population	140	140 C										

