

Number of Records Matched = 1078 / 1087

Categories	Sample Count	%	Bristol Households	%	Index	-100	0	100
1 Affluent Achievers	13	1.2%	19,505	10.7%	-89			
2 Rising Prosperity	28	2.6%	27,726	15.2%	-83			
3 Comfortable Communities	109	10.1%	48,859	26.7%	-62			
4 Financially Stretched	358	33.2%	46,421	25.4%	31			
5 Urban Adversity	553	51.3%	39,989	21.9%	134			
6 Businesses (incl Care Homes & Prisons)	17	1.6%	284	0.2%	915			
	<u>1,078</u>		<u>182,784</u>			*0 = Average (Matches Comparison)		

Groups	Sample Count	%	Bristol Households	%	Index	-100	0	100
A Lavish Lifestyles	1	0.1%	1,004	0.5%	-83			
B Executive Wealth	7	0.6%	12,539	6.9%	-91			
C Mature Money	5	0.5%	5,962	3.3%	-86			
D City Sophisticates	11	1.0%	20,215	11.1%	-91			
E Career Climbers	17	1.6%	7,511	4.1%	-62			
F Countryside Communities	1	0.1%	164	0.1%	3			
G Successful Suburbs	1	0.1%	2,725	1.5%	-94			
H Steady Neighbourhoods	47	4.4%	20,130	11.0%	-60			
I Comfortable Seniors	1	0.1%	2,561	1.4%	-93			
J Starting Out	59	5.5%	23,279	12.7%	-57			
K Student Life	21	1.9%	9,578	5.2%	-63			
L Modest Means	75	7.0%	10,999	6.0%	16			
M Striving Families	205	19.0%	16,459	9.0%	111			
N Poorer Pensioners	57	5.3%	9,385	5.1%	3			
O Young Hardship	68	6.3%	11,595	6.3%	-1			
P Struggling Estates	199	18.5%	12,267	6.7%	175			
Q Difficult Circumstances	286	26.5%	16,127	8.8%	201			
R Businesses (incl Care Homes & Prisons)	17	1.6%	284	0.2%	915			
	<u>1,078</u>		<u>182,784</u>			*0 = Average (Matches Comparison)		

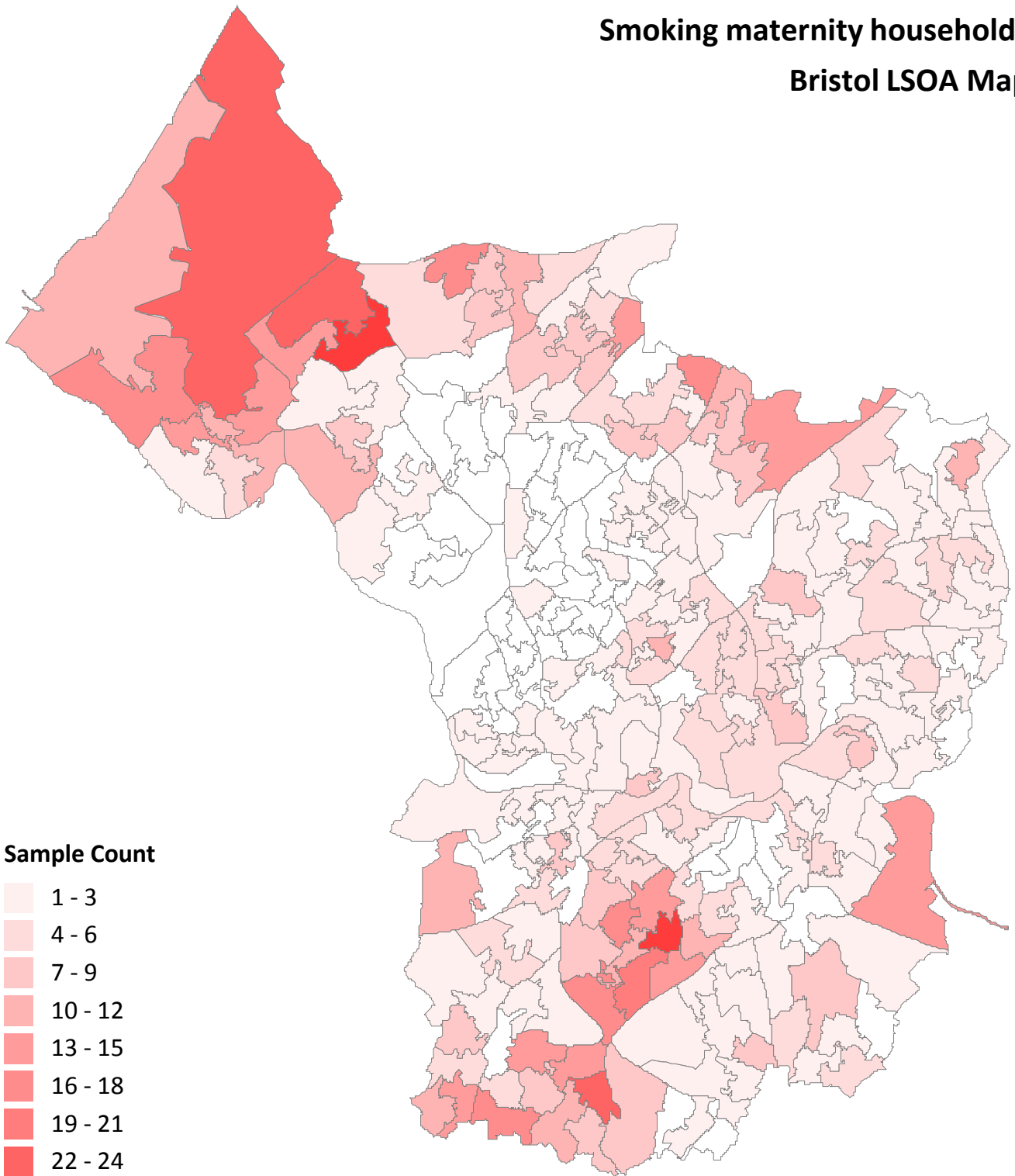
CACI Acorn Segmentation provides a useful insight into the characteristics of citizens by postcode or address. This resource provides an average segment at postcode level which are based on 58 variables including age, income, health, deprivation, education etc.

This tool matches postcodes to segments to provide geodemographic analysis of residents & therefore enables service delivery to be targeted to those most in need.

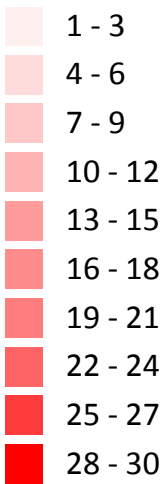
The Index column compares the percentages between your sample and the comparison data (ie Bristol Population), where a score of 0 = same, less than 0 = less in sample than comparison and more than 0 = more in sample than comparison.

Further information is available by visiting: <http://acorn.caci.co.uk/>

Smoking maternity households Bristol LSOA Map



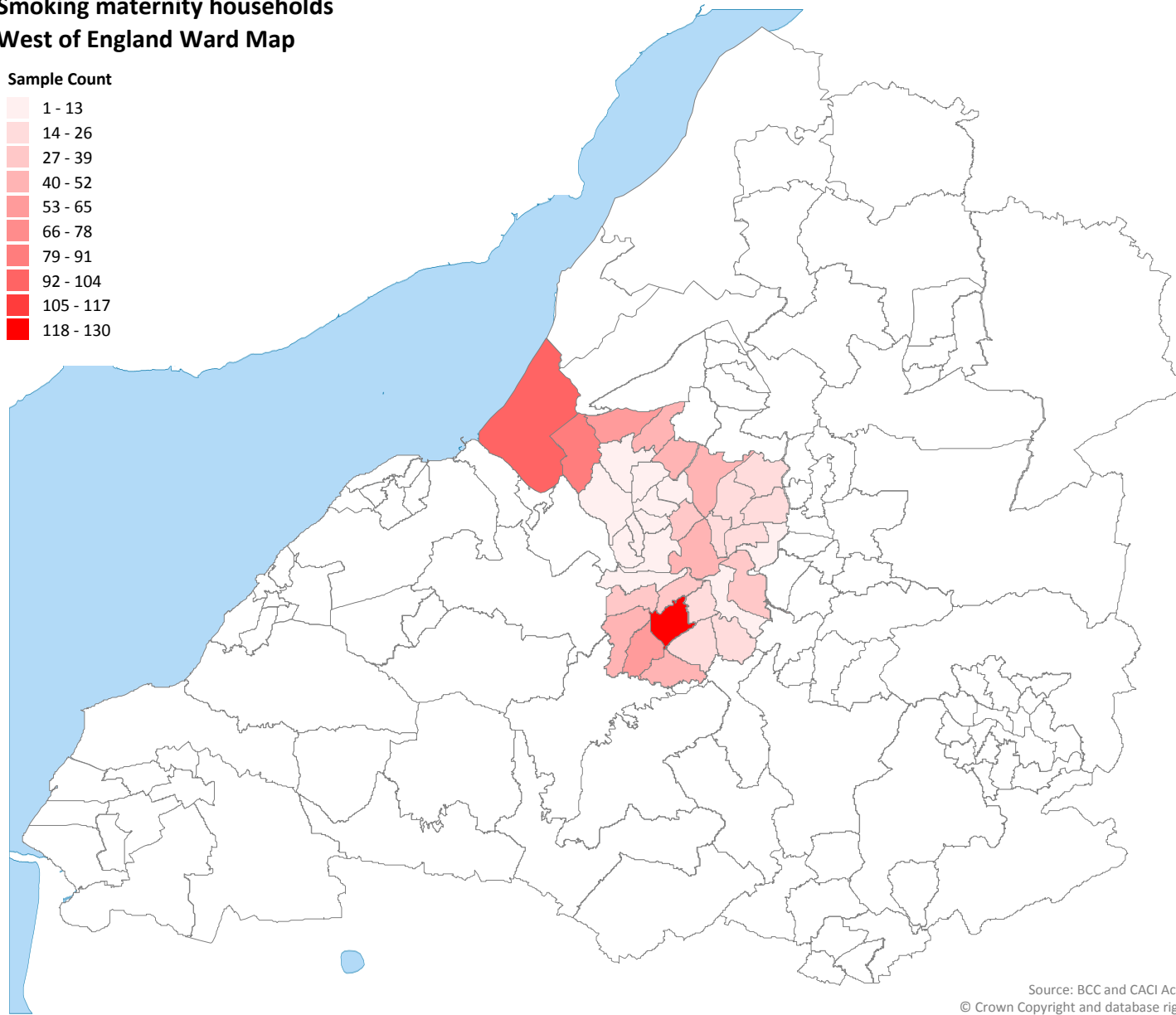
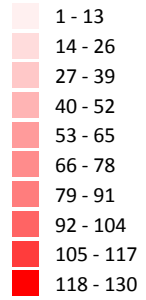
Sample Count



Source: BCC and CACI Acorn 2014
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Ordnance Survey 100023406

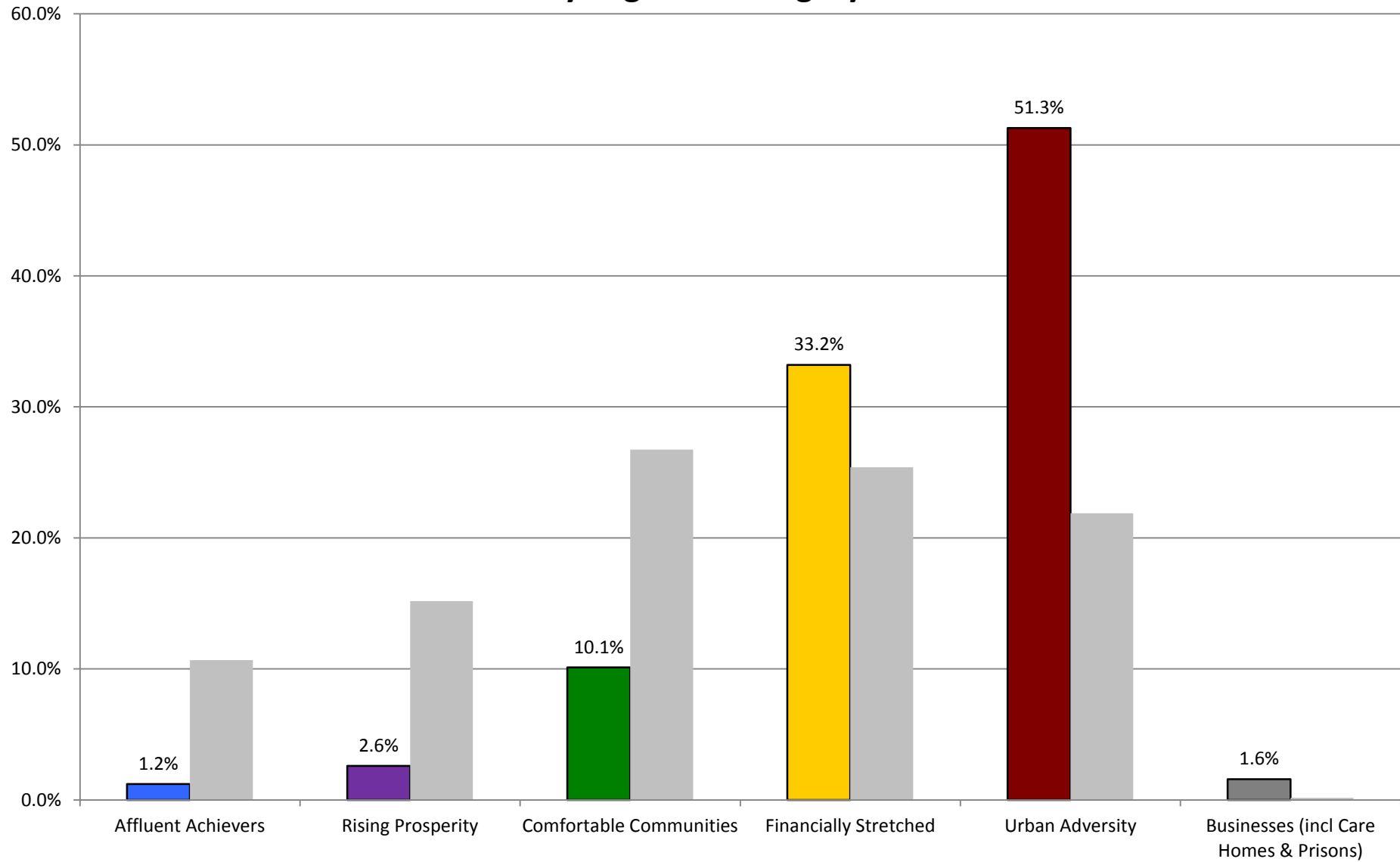
Smoking maternity households West of England Ward Map

Sample Count

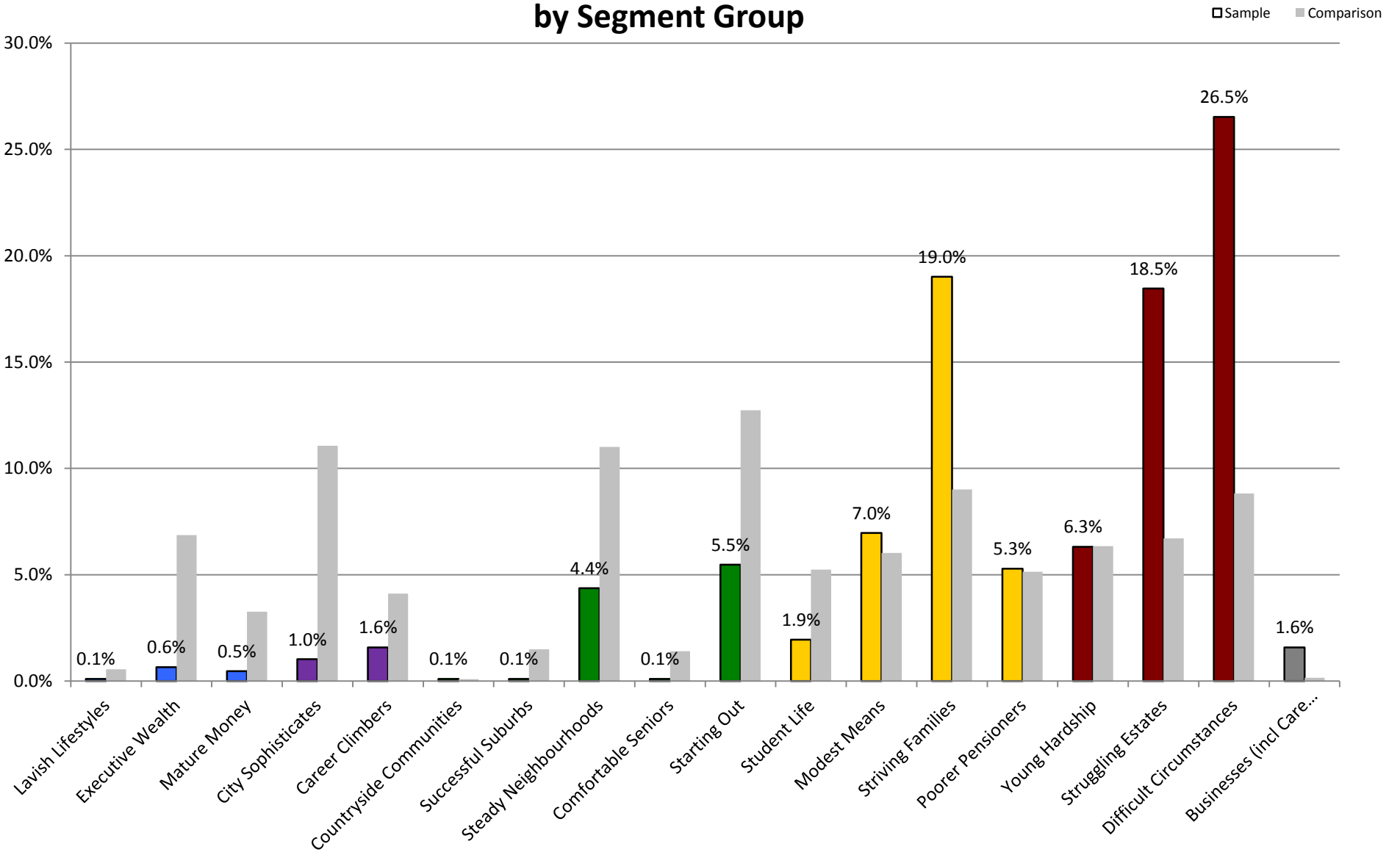


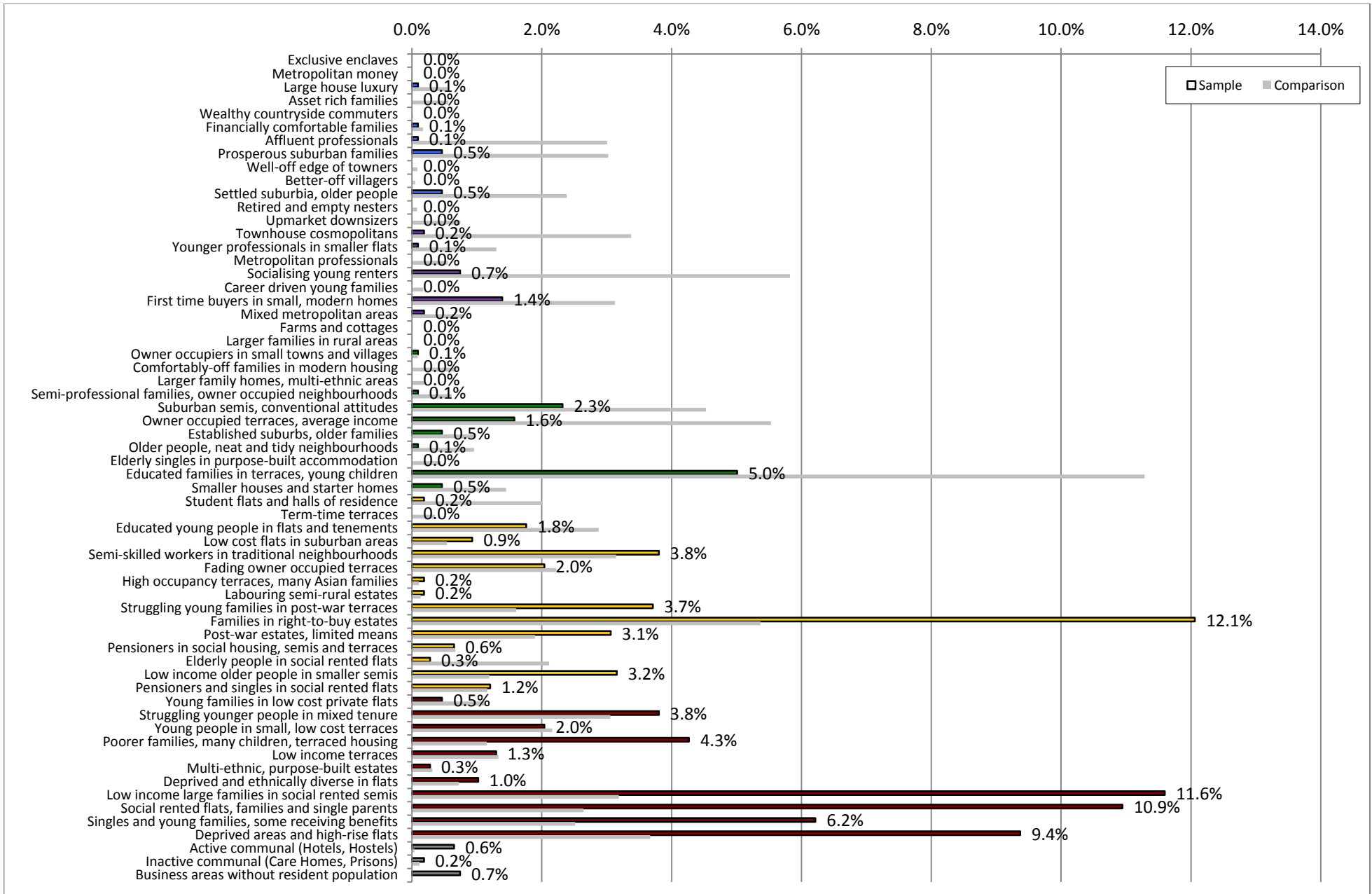
Smoking maternity households Compared to Bristol Households by Segment Category

□ Sample ■ Comparison



Smoking maternity households Compared to Bristol Households by Segment Group





Smoking maternity households by Local Authority

