

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








ACORN CATEGORY PROFILE - HOUSEHOLDS

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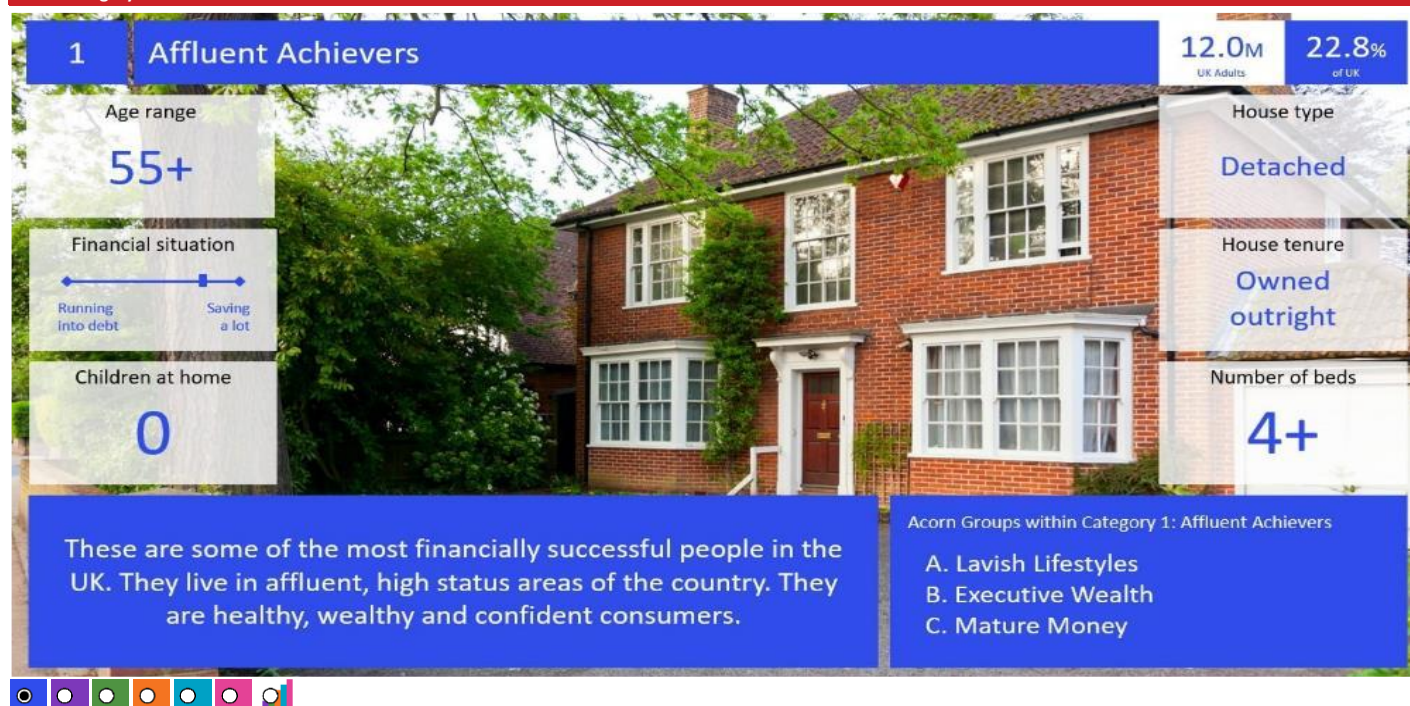
Area: HLLT_Drumclog Inn, Strathaven (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	1,709	52.2	22.0	238		
	2 Rising Prosperity	89	2.7	10.1	27		
	3 Comfortable Communities	524	16.0	26.2	61		
	4 Financially Stretched	666	20.3	23.7	86		
	5 Urban Adversity	274	8.4	17.6	48		
	6 Not Private Households	14	0.4	0.3	128		
 Graph							
Total households		3,276					

Acorn Category Pen Portrait



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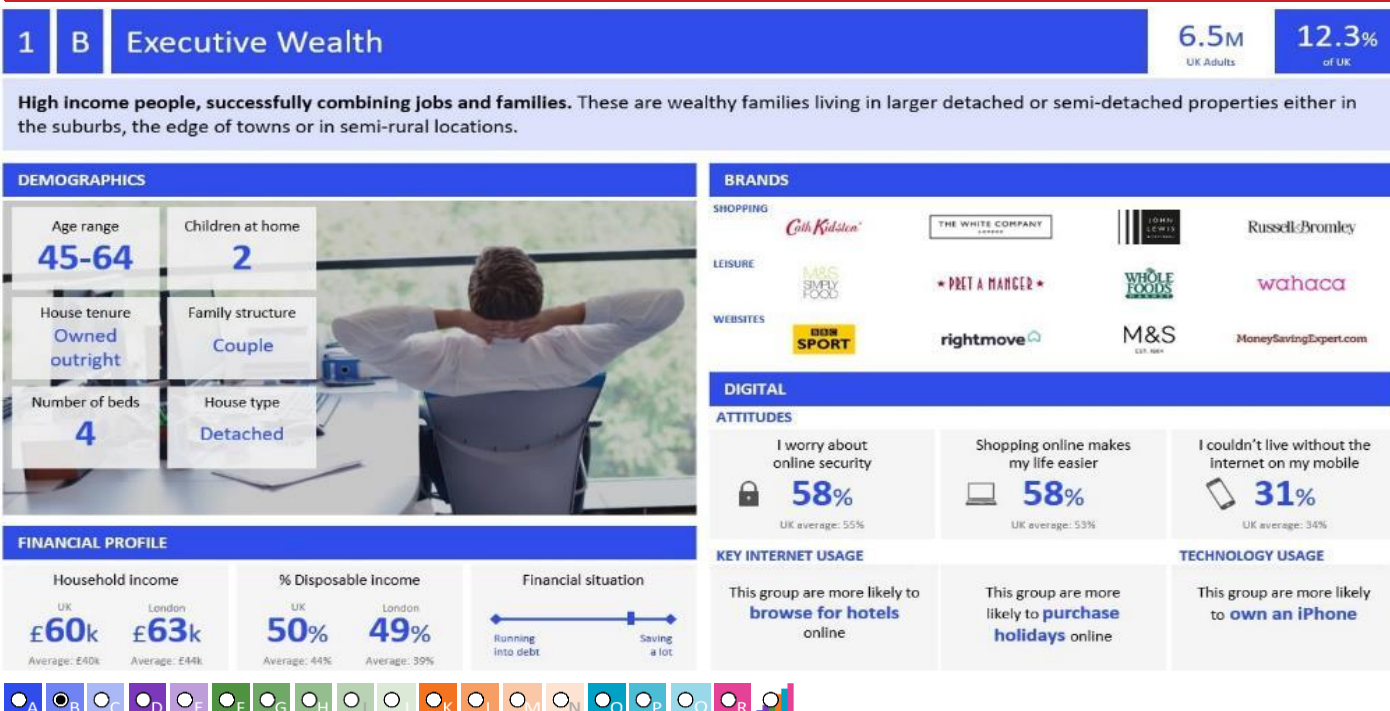
Area: HLLT_Drumclog Inn, Strathaven (1 Mile contour)

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	38	1.2	1.1	104		
1.B Executive Wealth	934	28.5	11.2	254		
1.C Mature Money	737	22.5	9.6	234		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	89	2.7	6.2	44		
3. Comfortable Communities						
3.F Countryside Communities	47	1.4	5.7	25		
3.G Successful Suburbs	88	2.7	5.9	46		
3.H Steady Neighbourhoods	221	6.7	7.4	92		
3.I Comfortable Seniors	101	3.1	2.9	106		
3.J Starting Out	67	2.0	4.3	47		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	205	6.3	7.9	79		
4.M Striving Families	337	10.3	7.5	136		
4.N Poorer Pensioners	124	3.8	5.9	64		
5. Urban Adversity						
5.O Young Hardship	274	8.4	6.1	136		
5.P Struggling Estates	0	0.0	6.1	0		
5.Q Difficult Circumstances	0	0.0	5.3	0		
6. Not Private Households						
6.R Not Private Households	14	0.4	0.3	128		
Total households	3,276					

Acorn Group Pen Portrait



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Area: HLLT_Drumclog Inn, Strathaven (1 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	38	1.2	0.9	133			
1.B Executive Wealth								
	1.B.4 Asset rich families	294	9.0	2.6	343			
	1.B.5 Wealthy countryside commuters	273	8.3	2.4	346			
	1.B.6 Financially comfortable families	139	4.2	2.2	193			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	28	0.9	1.5	56			
	1.B.9 Well-off edge of towners	200	6.1	1.6	378			
1.C Mature Money								
	1.C.10 Better-off villagers	423	12.9	3.0	433			
	1.C.11 Settled suburbia, older people	44	1.3	2.9	47			
	1.C.12 Retired and empty nesters	2	0.1	2.5	2			
	1.C.13 Upmarket downsizers	268	8.2	1.3	628			
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	89	2.7	1.9	144			
	2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
	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	0	0.0	1.5	0			
	3.F.22 Older couples and families in rural areas	18	0.5	1.1	52			
	3.F.23 Owner occupiers in small towns and villages	29	0.9	3.2	28			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	21	0.6	2.6	24			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	67	2.0	2.4	84			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	58	1.8	3.4	51			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	163	5.0	2.3	214			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	63	1.9	2.4	80			
	3.I.31 Elderly singles in purpose-built accommodation	38	1.2	0.5	237			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
	3.J.33 Smaller houses and starter homes	67	2.0	2.3	91			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	0	0.0	1.7	0			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	75	2.3	1.4	163			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	93	2.8	2.6	108			
	4.L.39 Fading owner occupied terraces	37	1.1	2.9	39			
	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	44	1.3	1.6	84			
	4.M.42 Struggling young families in post-war terraces	0	0.0	1.7	0			
	4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
	4.M.44 Post-war estates, limited means	293	8.9	2.2	407			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
	4.N.46 Elderly people in social rented flats	20	0.6	1.1	56			
	4.N.47 Low income older people in smaller semis	0	0.0	2.3	0			
	4.N.48 Pensioners and singles in social rented flats	104	3.2	1.8	180			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	250	7.6	2.1	355			
	5.O.50 Struggling younger people in mixed tenure	24	0.7	1.7	42			
	5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
	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	0	0.0	1.6	0			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
	5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
	5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	0	0.0	0.1	0			
	6.R.61 Inactive communal population	14	0.4	0.3	155			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		3,276						

CATEGORY

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MAP

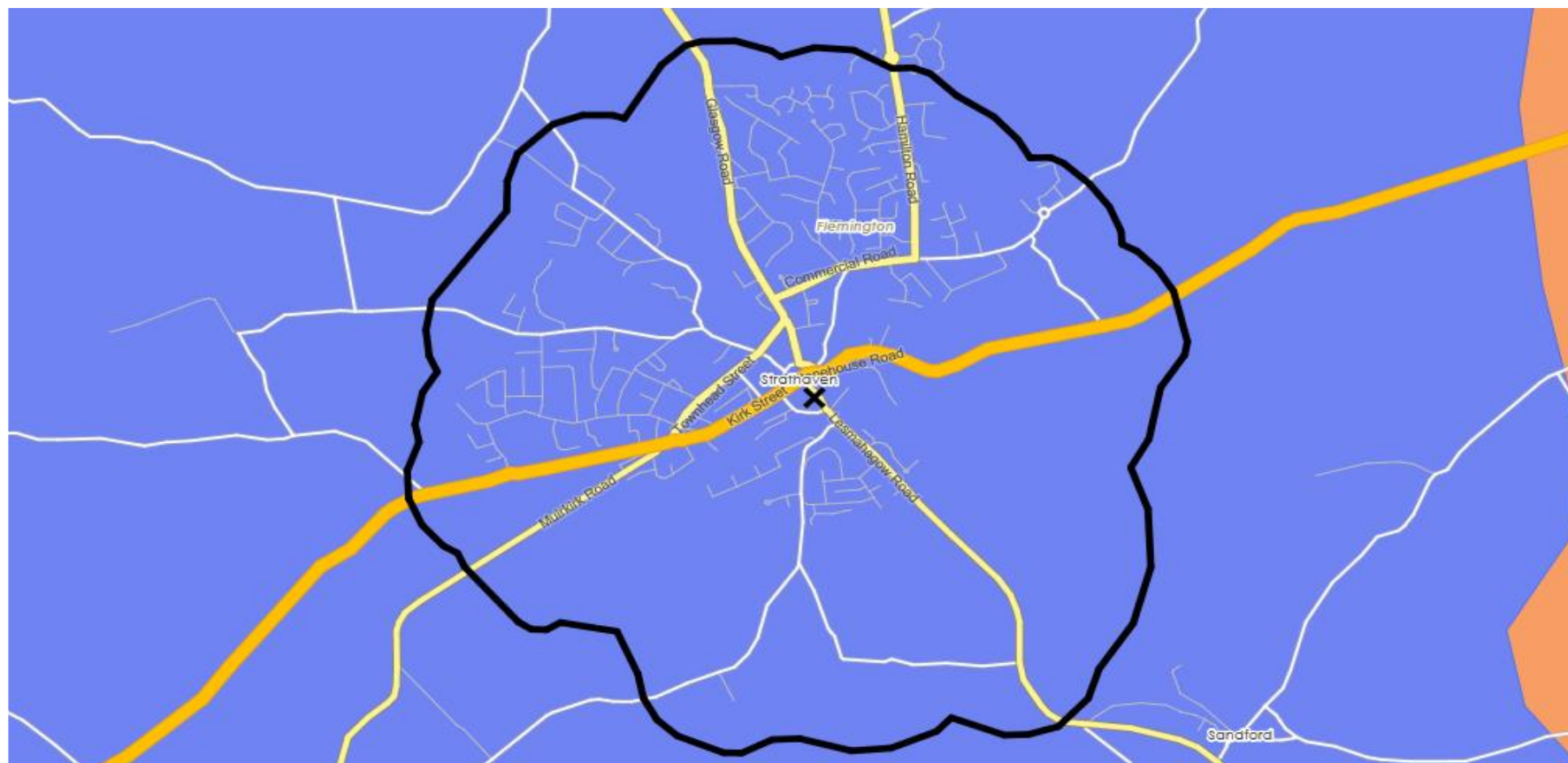
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DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Drumclog Inn, Strathaven (1 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

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ACORN - WHAT IS IT?

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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
3. Comfortable Communities	F. Countryside Communities	21-23
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
4. Financially Stretched	K. Student Life	34-36
	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

