

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Murray, West Calder (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	169	9.4	22.0	43			
2 Rising Prosperity	0	0.0	10.1	0			
3 Comfortable Communities	166	9.2	26.2	35			
4 Financially Stretched	1,299	72.1	23.7	304			
5 Urban Adversity	167	9.3	17.6	53			
6 Not Private Households	0	0.0	0.3	0			

Graph

Total households 1,801

Acorn Category Pen Portrait



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Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	2	0.1	1.1	10			
1.B Executive Wealth	77	4.3	11.2	38			
1.C Mature Money	90	5.0	9.6	52			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	0	0.0	6.2	0			
3. Comfortable Communities							
3.F Countryside Communities	46	2.6	5.7	45			
3.G Successful Suburbs	33	1.8	5.9	31			
3.H Steady Neighbourhoods	55	3.1	7.4	42			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	32	1.8	4.3	41			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	464	25.8	7.9	326			
4.M Striving Families	582	32.3	7.5	428			
4.N Poorer Pensioners	253	14.0	5.9	238			
5. Urban Adversity							
5.O Young Hardship	4	0.2	6.1	4			
5.P Struggling Estates	2	0.1	6.1	2			
5.Q Difficult Circumstances	161	8.9	5.3	167			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households							1,801

Acorn Group Pen Portrait



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Area: HLLT_Murray, West Calder (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	2	0.1	0.9	13			
1.B Executive Wealth								
	1.B.4 Asset rich families	0	0.0	2.6	0			
	1.B.5 Wealthy countryside commuters	8	0.4	2.4	18			
	1.B.6 Financially comfortable families	69	3.8	2.2	174			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	0	0.0	1.5	0			
	1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money								
	1.C.10 Better-off villagers	58	3.2	3.0	108			
	1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12 Retired and empty nesters	9	0.5	2.5	20			
	1.C.13 Upmarket downsizers	23	1.3	1.3	98			
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	0	0.0	1.9	0			
	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	2	0.1	1.5	7			
	3.F.22 Older couples and families in rural areas	13	0.7	1.1	68			
	3.F.23 Owner occupiers in small towns and villages	31	1.7	3.2	54			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	33	1.8	2.6	69			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	55	3.1	2.3	131			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
	3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
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	32	1.8	2.3	79			
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	123	6.8	1.4	485			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	161	8.9	2.6	340			
	4.L.39 Fading owner occupied terraces	180	10.0	2.9	347			
	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	28	1.6	1.6	97			
	4.M.42 Struggling young families in post-war terraces	4	0.2	1.7	13			
	4.M.43 Families in right-to-buy estates	9	0.5	2.1	24			
	4.M.44 Post-war estates, limited means	541	30.0	2.2	1,365			
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	0	0.0	1.1	0			
	4.N.47 Low income older people in smaller semis	161	8.9	2.3	393			
	4.N.48 Pensioners and singles in social rented flats	92	5.1	1.8	289			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	4	0.2	2.1	10			
	5.O.50 Struggling younger people in mixed tenure	0	0.0	1.7	0			
	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	2	0.1	1.6	7			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	125	6.9	1.5	457			
	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	36	2.0	2.0	98			
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	0	0.0	0.3	0			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		1,801						

CATEGORY

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MAP

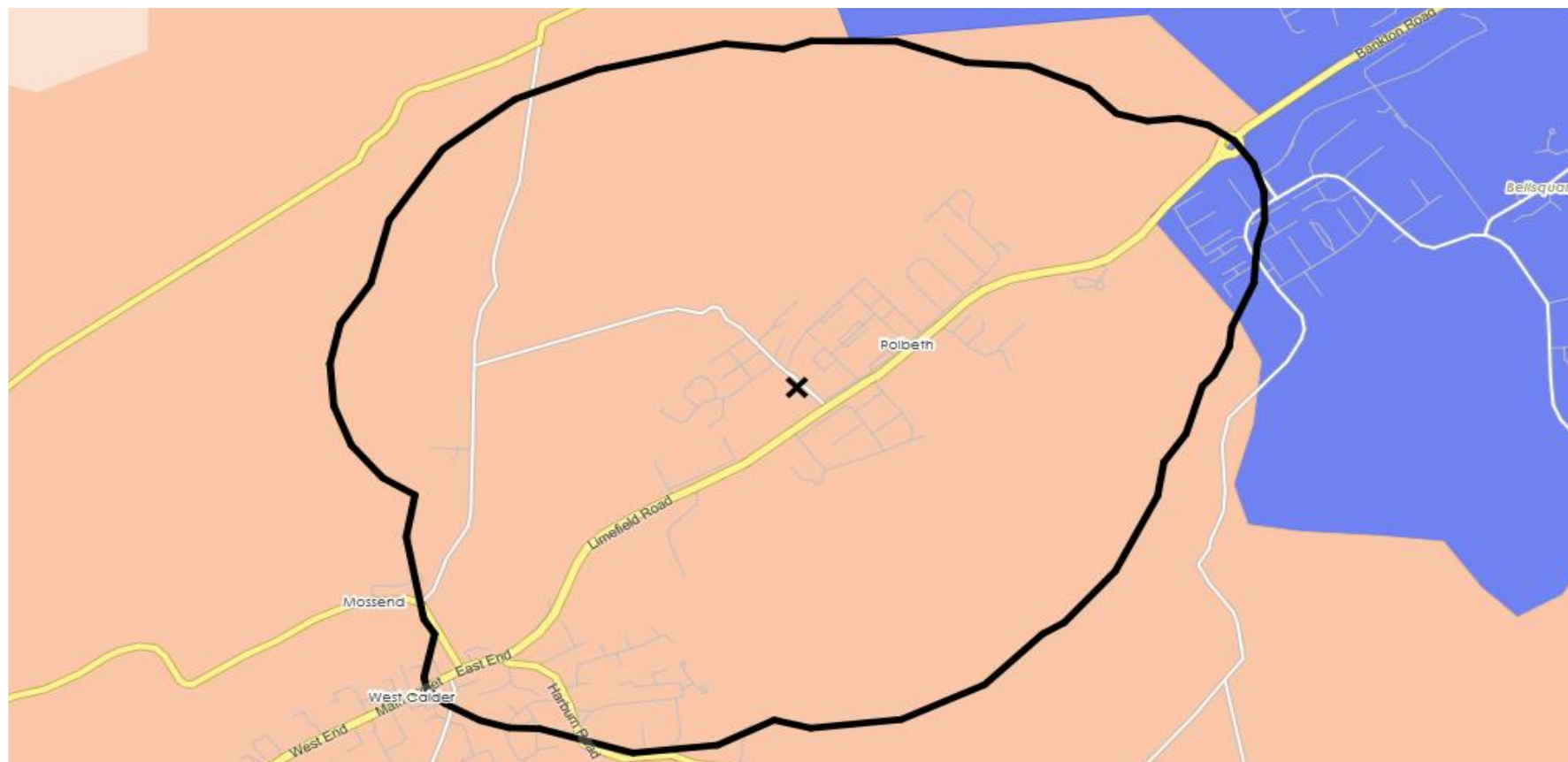
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Murray, West Calder (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

CATEGORY

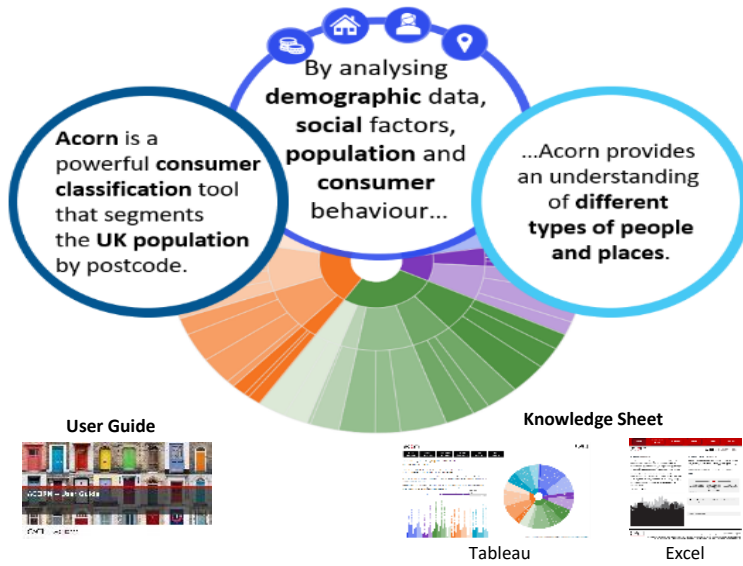
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ACORN - WHAT IS IT?

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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

