














## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** HLLT\_Railway Inn, 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	286	15.3	22.0	70		
 2 Rising Prosperity	0	0.0	10.1	0		
 3 Comfortable Communities	454	24.3	26.2	93		
 4 Financially Stretched	964	51.5	23.7	217		
 5 Urban Adversity	163	8.7	17.6	49		
 6 Not Private Households	4	0.2	0.3	64		
 Graph						
<b>Total households</b>	<b>1,871</b>					

### Acorn Category Pen Portrait

**4 Financially Stretched** 12.1M UK Adults    23.0% of UK

**Age range**  
All ages

**Financial situation**  
Running into debt ————— Saving a lot

**Children at home**  
Mixed

**House type**  
Semi-detached or terraced

**House tenure**  
Social renting

**Number of beds**  
1-3

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

**Acorn Groups within Category 4: Financially Stretched**

- K Student Life 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%

## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** HLLT\_Railway Inn, West Calder (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
<b>1. Affluent Achievers</b>						
1.A Lavish Lifestyles	2	0.1	1.1	10		
1.B Executive Wealth	148	7.9	11.2	70		
1.C Mature Money	136	7.3	9.6	76		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	0	0.0	6.2	0		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	216	11.5	5.7	201		
3.G Successful Suburbs	96	5.1	5.9	87		
3.H Steady Neighbourhoods	55	2.9	7.4	40		
3.I Comfortable Seniors	3	0.2	2.9	6		
3.J Starting Out	84	4.5	4.3	103		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	447	23.9	7.9	302		
4.M Striving Families	189	10.1	7.5	134		
4.N Poorer Pensioners	328	17.5	5.9	297		
<b>5. Urban Adversity</b>						
5.O Young Hardship	67	3.6	6.1	58		
5.P Struggling Estates	0	0.0	6.1	0		
5.Q Difficult Circumstances	96	5.1	5.3	96		
<b>6. Not Private Households</b>						
6.R Not Private Households	4	0.2	0.3	64		
<b>Total households</b>	<b>1,871</b>					

### Acorn Group Pen Portrait

**4 L Modest Means**      4.1M UK Adults      7.7% of UK

**Younger families in smaller homes with below average incomes.** Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

<b>DEMOGRAPHICS</b> <ul style="list-style-type: none"> <li>Age range: <b>25-34</b></li> <li>Children at home: <b>3+</b></li> <li>House tenure: <b>Privately renting</b></li> <li>Family structure: <b>Single parent</b></li> <li>Number of beds: <b>3</b></li> <li>House type: <b>Terraced</b></li> </ul>		<b>BRANDS</b> <ul style="list-style-type: none"> <li>SHOPPING: The Works, M&amp;Co, RANGE, NEW LOOK</li> <li>LEISURE: Harry Ramsden, KFC, Frankie &amp; Benny's, GREGGS</li> <li>WEBSITES: ebay, sky, Argos, LAD BIBLE</li> </ul>	
<b>FINANCIAL PROFILE</b> <ul style="list-style-type: none"> <li>Household Income: UK <b>£35k</b> (Avg: £40k), London <b>£42k</b> (Avg: £44k)</li> <li>% Disposable Income: UK <b>45%</b> (Avg: 44%), London <b>34%</b> (Avg: 39%)</li> <li>Financial situation: </li> </ul>		<b>DIGITAL</b> <b>ATTITUDES</b> <ul style="list-style-type: none"> <li>I worry about online security: <b>54%</b> (UK average: 55%)</li> <li>Shopping online makes my life easier: <b>50%</b> (UK average: 53%)</li> <li>I couldn't live without the internet on my mobile: <b>33%</b> (UK average: 34%)</li> </ul>	
<b>KEY INTERNET USAGE</b> Whilst internet usage is below average, this group are more likely to <b>research loans online</b>		<b>TECHNOLOGY USAGE</b> Whilst internet usage is below average, this group are more likely to <b>purchase toys online</b> and <b>subscribe to Sky TV</b>	

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT\_Railway Inn, West Calder (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Corn Structure  
 Index  
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
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	12			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	20	1.1	2.6	41			
1.B.5 Wealthy countryside commuters	9	0.5	2.4	20			
1.B.6 Financially comfortable families	69	3.7	2.2	168			
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	50	2.7	1.6	165			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	81	4.3	3.0	145			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	10	0.5	2.5	22			
1.C.13 Upmarket downsizers	45	2.4	1.3	185			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
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			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
3.F.21 Farms and cottages	2	0.1	1.5	7			
3.F.22 Older couples and families in rural areas	42	2.2	1.1	211			
3.F.23 Owner occupiers in small towns and villages	172	9.2	3.2	290			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	76	4.1	2.6	154			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	20	1.1	2.4	44			
<b>3.H Steady Neighbourhoods</b>							
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	2.9	2.3	126			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	3	0.2	2.4	7			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	84	4.5	2.3	199			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	130	6.9	1.4	493			
4.L.38 Semi-skilled workers in traditional neighbourhoods	141	7.5	2.6	287			
4.L.39 Fading owner occupied terraces	176	9.4	2.9	327			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	21	1.1	1.6	70			
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	5	0.3	2.1	13			
4.M.44 Post-war estates, limited means	163	8.7	2.2	396			
<b>4.N Poorer Pensioners</b>							
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	71	3.8	1.1	350			
4.N.47 Low income older people in smaller semis	57	3.0	2.3	134			
4.N.48 Pensioners and singles in social rented flats	200	10.7	1.8	605			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	63	3.4	2.1	157			
5.O.50 Struggling younger people in mixed tenure	4	0.2	1.7	12			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
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			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	60	3.2	1.5	211			
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	1.9	2.0	95			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	4	0.2	0.3	78			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>1,871</b>						

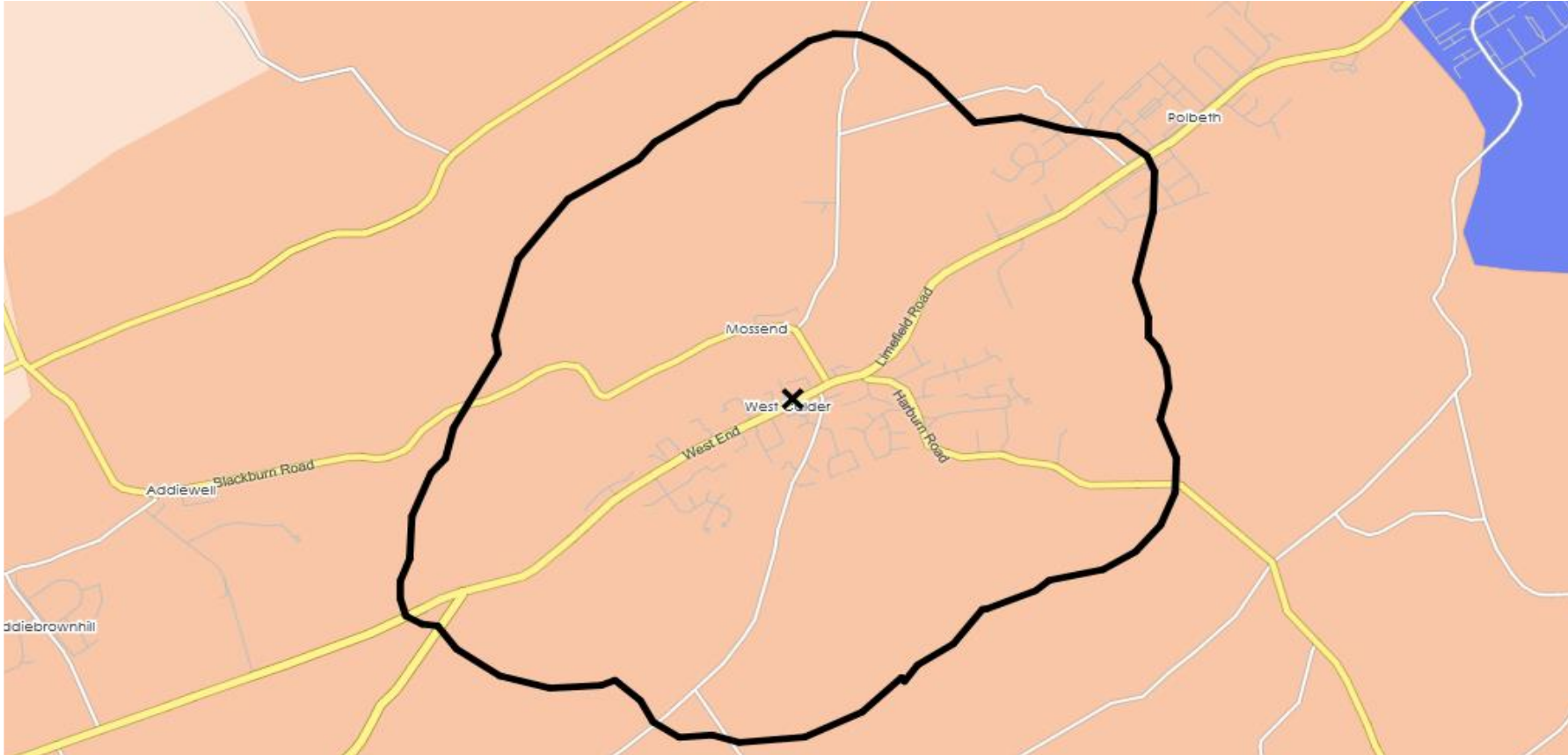
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT\_Railway Inn, West Calder (1 Mile contour)



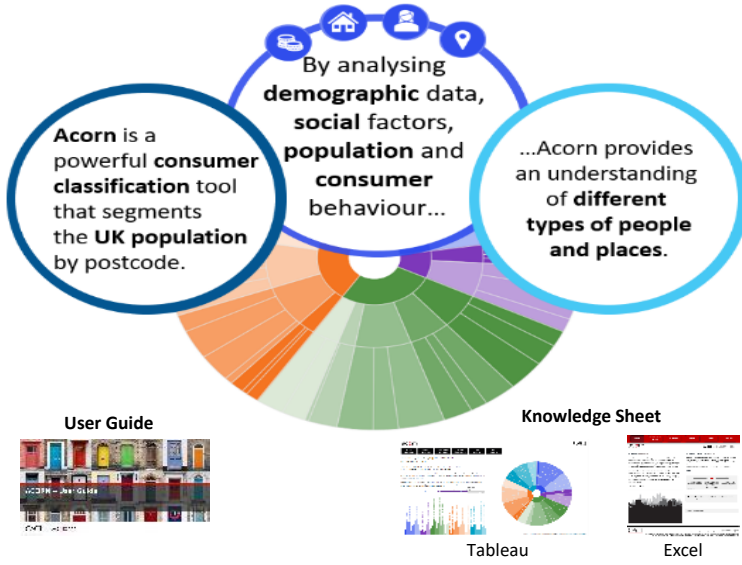
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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



ACORN - WHAT IS IT?

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6 CATEGORIES      18 GROUPS      62 TYPES

1. Affluent Achievers	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	R. Not Private Households	60-62

### 1 Affluent Achievers

12.0M UK Adults      22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

House type: Detached

House tenure: Owned outright

Number of beds: 4+

These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles
- B. Executive Wealth
- C. Mature Money

