

POPULATION PROJECTIONS

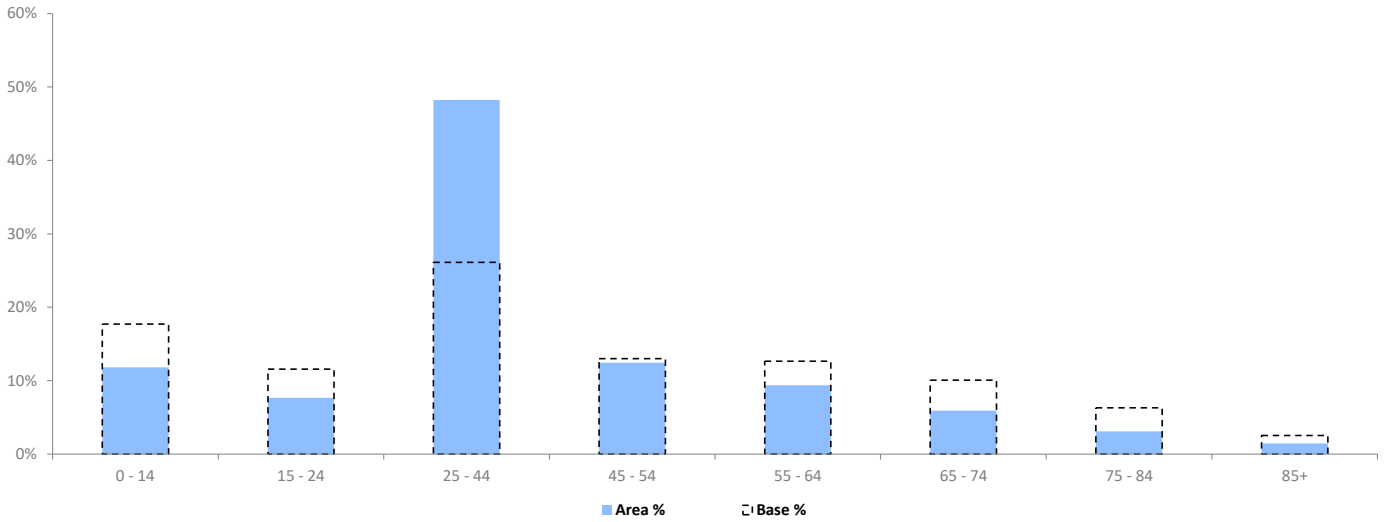
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Area: P03752_OohMami, Leith, EH6 6PW (1 Mile contour)

Base: Great Britain

Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	5,638	11.8	17.7	67			
15 - 24	3,659	7.7	11.6	66			
25 - 44	23,013	48.2	26.1	185			
45 - 54	5,930	12.4	13.0	96			
55 - 64	4,473	9.4	12.7	74			
65 - 74	2,817	5.9	10.1	59			
75 - 84	1,478	3.1	6.3	49			
85+	692	1.5	2.5	57			
Total population	47,700						



CGA LICENCED PREMISES

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Area: P03752_OohMami, Leith, EH6 6PW (1 Mile c
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	69	144.7	85.9	168			
Proprietary Club	2	4.2	8.2	51			
Registered Club	14	29.4	30.1	98			
Restaurant	24	50.3	35.3	142			
Residential	2	4.2	3.5	119			

Name	Description	License Type	Owner Name	Postcode
Leith Rugby Club	Independent Free	Registered Club	Independent Free	EH 6 8EN
Lord Nelson	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	EH 6 4DG
Oceana Sports Bar	Independent Free	Proprietary Club	Independent Free	EH 6 4ET
Dreadnought	Independent Free	Pubs & Full On	Independent Free	EH 6 4HL
Basils	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	EH 6 4JF
Prom Bar	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	EH 6 4JG
Victoria Park Hotel	Independent Free	Pubs & Full On	Independent Free	EH 6 4NN
Haven Guest House	Independent Free	Residential	Independent Free	EH 6 4NS
Summerside Bowling Club	Independent Free	Registered Club	Independent Free	EH 6 4NT
Dudley Bowling Club	Independent Free	Registered Club	Independent Free	EH 6 4QP
Pilrig Bowling Club	Independent Free	Registered Club	Independent Free	EH 6 5AX
Edinburgh House Hotel	Independent Free	Pubs & Full On	Independent Free	EH 6 5AY
Bonnington	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	EH 6 5BE
Brass Monkey	Independent Free	Pubs & Full On	Independent Free	EH 6 5BR
Harp & Castle	Caledonian Heritable	Pubs & Full On	Caledonian Heritable	EH 6 5BU
Mousetrap	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	EH 6 5EA
Woodland Creatures	Independent Free	Pubs & Full On	Independent Free	EH 6 5EL
Mother Superior	Independent Free	Pubs & Full On	Independent Free	EH 6 5HB
Tam O Shanter	Caledonian Heritable	Pubs & Full On	Caledonian Heritable	EH 6 5HX
Foxs Bar	Independent Free	Pubs & Full On	Independent Free	EH 6 5JD
Chop House	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	EH 6 6AW
Steel Coulson	Independent Free	Pubs & Full On	Independent Free	EH 6 6BS
Wilkie's	Independent Free	Pubs & Full On	Independent Free	EH 6 6BT
Andersons	Independent Free	Pubs & Full On	Independent Free	EH 6 6BU
Harmonium	Independent Free	Pubs & Full On	Independent Free	EH 6 6DE
Three Marys	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	EH 6 6ED
Roseleaf	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	EH 6 6EW
Swanneys Bar	Unknown	Pubs & Full On	Unknown	EH 6 6HP
Vine Bar	Caledonian Heritable	Pubs & Full On	Caledonian Heritable	EH 6 6HS
Hemingways	Star Pubs & Bars	Restaurant	Star Pubs & Bars	EH 6 6JA
Teuchters Landing	Independent Free	Pubs & Full On	Independent Free	EH 6 6LU
Carriers Quarters	Caledonian Heritable	Pubs & Full On	Caledonian Heritable	EH 6 6PR
Ooh Mami	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	EH 6 6PW
Granary	G1 Group	Pubs & Full On	G1 Group	EH 6 6QN
Malt & Hops	Independent Free	Pubs & Full On	Independent Free	EH 6 6QU
Kings Wark	Star Pubs & Bars	Restaurant	Star Pubs & Bars	EH 6 6QU
Shore	Independent Free	Restaurant	Independent Free	EH 6 6QW
Fishers Bistro	Independent Free	Restaurant	Independent Free	EH 6 6QW
Port Oleith	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	EH 6 6RS
Nobles Bar	Caledonian Heritable	Pubs & Full On	Caledonian Heritable	EH 6 6RS
Foot Of The Walk	Wetherspoons GB	Pubs & Full On	Wetherspoon	EH 6 7AA
Smoke & Mirrors	Independent Free	Pubs & Full On	Independent Free	EH 6 7AD
Bowlers Rest	Independent Free	Pubs & Full On	Independent Free	EH 6 7BD
Assembly Rooms	Independent Free	Registered Club	Independent Free	EH 6 7BG
Leith Dockers Club	Independent Free	Registered Club	Independent Free	EH 6 7EE
Brass Monkey	Independent Free	Pubs & Full On	Independent Free	EH 6 7EX
Cutting Chaii	Independent Free	Restaurant	Independent Free	EH 6 7HR
Leith Bowling Club	Independent Free	Registered Club	Independent Free	EH 6 7LZ
Seafield Bowling Club	Independent Free	Registered Club	Independent Free	EH 6 7QR
Culane House Hotel	Independent Free	Pubs & Full On	Independent Free	EH 6 8AF
Links Tavern	Caledonian Heritable	Pubs & Full On	Caledonian Heritable	EH 6 8BB
Marksman	Independent Free	Pubs & Full On	Independent Free	EH 6 8HG
Dukes Head	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	EH 6 8HH

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Residential	2	4.2	3.5	119			

Name	Description	License Type	Owner Name	Postcode
Lioness Of Leith	Independent Free	Pubs & Full On	Independent Free	EH 6 8HH
Nauticus	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	EH 6 8HR
Persevere Bar & Restaurant	Caledonian Heritable	Pubs & Full On	Caledonian Heritable	EH 6 8HT
Tamsons Bar	Caledonian Heritable	Pubs & Full On	Caledonian Heritable	EH 6 8JU
Lodge Scotia Regia 1345	Independent Free	Registered Club	Independent Free	EH 6 8JZ
Iona Bar	Independent Free	Pubs & Full On	Independent Free	EH 6 8LF
Central Bar	Independent Free	Pubs & Full On	Independent Free	EH 6 8LN
Spey Lounge	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	EH 6 8LS
Club 3000	Fraser Capital Management Ltd	Proprietary Club	Fraser Capital Management Ltd	EH 6 8LY
Alhambra Bar	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	EH 6 8NX
Abode	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	EH 6 8NY
Victoria Bar	Boda Bars	Pubs & Full On	G1 Group	EH 6 8PD
La Favorita	Vittoria Group	Restaurant	Vittoria Group	EH 6 8SA
Robbies Bar	Caledonian Heritable	Pubs & Full On	Caledonian Heritable	EH 6 8SE
Bier Hoose	Punch Pub Company	Pubs & Full On	Punch Pub Company	EH 6 8SE
Strathmore Bar	Caledonian Heritable	Pubs & Full On	Caledonian Heritable	EH 6 8SG
Tourmalet	Independent Free	Pubs & Full On	Independent Free	EH 6 8SQ
Edinburgh City Football Club	Independent Free	Registered Club	Independent Free	EH 7 6DR
Tor	Independent Free	Pubs & Full On	Independent Free	EH 7 6HN
Ship On The Shore	Independent Free	Restaurant	Independent Free	EH 6 6QH
Fly Half	Independent Free	Pubs & Full On	Independent Free	EH 6 6RS
Tapa	Independent Free	Restaurant	Independent Free	EH 6 6SW
Malmaison Hotel	Malmaison & Hotel du Vin	Pubs & Full On	Malmaison & Hotel du Vin	EH 6 7BZ
Kitchin LLP	Independent Free	Restaurant	Independent Free	EH 6 6LX
Restaurant Martin Wishart	Martin Wishart Group	Restaurant	Martin Wishart Group	EH 6 6RA
Britannia Spice	Independent Free	Restaurant	Independent Free	EH 6 6LB
Meridian	Unknown	Pubs & Full On	Unknown	EH 6 5DT
Mint Leaf	Independent Free	Restaurant	Independent Free	EH 6 6PP
Barologist	Greene King	Pubs & Full On	Greene King	EH 6 6JA
Stella Maris Centre	Independent Free	Registered Club	Independent Free	EH 6 6AW
Shebeen	Independent Free	Pubs & Full On	Independent Free	EH 6 6LU
Gladstones	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	EH 6 6TJ
Kezban	Independent Free	Restaurant	Independent Free	EH 6 6JA
Hibernian Football Club	Independent Free	Registered Club	Independent Free	EH 7 5QG
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	EH 6 6JJ
Ocean Kitchen & Ocean Bar	Fuller Thomson	Pubs & Full On	Fuller Thomson	EH 6 6JJ
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	EH 6 6JJ
Scotch Malt Whisky Society	Independent Free	Registered Club	Independent Free	EH 6 6BZ
Origano	Independent Free	Restaurant	Independent Free	EH 6 8PD
Bijou	Independent Free	Pubs & Full On	Independent Free	EH 6 8BN
Mimis	Independent Free	Pubs & Full On	Independent Free	EH 6 6RA
Domenicos	Independent Free	Restaurant	Independent Free	EH 6 6EP
Lost In Leith	Independent Free	Pubs & Full On	Independent Free	EH 6 6LX
Frankie & Bennys	Restaurant Group	Restaurant	Restaurant Group	EH 6 6JJ
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	EH 6 6JJ
Pizza Express	Hony Capital	Restaurant	Hony Capital	EH 6 6JJ
Bombay Spice	Independent Free	Restaurant	Independent Free	EH 6 8HR
Queen Charlotte Rooms	Independent Free	Pubs & Full On	Independent Free	EH 6 7ET
Pizza Geeks	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	EH 6 6JA
Leith Franklin Academical Cricket Club	Independent Free	Registered Club	Independent Free	EH 6 7QR
Aurora	Independent Free	Restaurant	Independent Free	EH 6 5LQ
Leith Theatre	Independent Free	Pubs & Full On	Independent Free	EH 6 4AE
Harbour Restaurant	Independent Free	Restaurant	Independent Free	EH 6 5JU

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Registered Club	14	29.4	30.1	98			
Restaurant	24	50.3	35.3	142			
Residential	2	4.2	3.5	119			

Name	Description	License Type	Owner Name	Postcode
Biscuit Factory	Independent Free	Pubs & Full On	Independent Free	EH 6 5NP
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	EH 6 6JJ
Toast	Independent Free	Pubs & Full On	Independent Free	EH 6 6RA
Royal Scotsman Train	Independent Free	Residential	Independent Free	EH 6 6RG
Old Dr Bells Baths	Independent Free	Pubs & Full On	Independent Free	EH 6 5LD

MAP OF AREA

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Source: OS Open Data 2018

Area: P03752_OohMami, Leith, EH6 6PW (1 Mile contour)



KEY

- Large pub co's & bars
 - Admiral Taverns Ltd
 - Ei Group
 - Greene King
 - Marston's
 - Mitchells & Butlers
 - Punch Pub Company
 - Stonegate Pub Company
 - Star Pubs & Bars
 - Wetherspoon
 - Whitbread
 - Shepherd Neame
- Small to medium pub co's & bars
- Family Brewers with pubs
- Hotels
- Restaurants
- Leisure
- Independent
- Other
- Site Location
- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P03752_OohMami, Leith, EH6 6PW (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,452	5.8	22.0	26		
2 Rising Prosperity	9,761	38.9	10.1	383		
3 Comfortable Communities	600	2.4	26.2	9		
4 Financially Stretched	9,364	37.3	23.7	157		
5 Urban Adversity	3,850	15.3	17.6	87		
6 Not Private Households	82	0.3	0.3	98		
Total households				25,109		

Acorn Category Pen Portrait

2

Rising Prosperity

5.0M

UK Adults

9.4%

of UK

Age range

25-44

House type

Flat or maisonette

Financial situation

←

→

Running into debt Saving a lot

House tenure

Privately renting

Children at home

0

Number of beds

1-2

These are generally younger, well educated, professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others will have younger children.

Acorn Groups within Category 2: Rising Prosperity

D City Sophisticates

37%

E Career Climbers

63%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03752_OohMami, Leith, EH6 6PW (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	0	0.0	1.1	0			
1.B Executive Wealth	705	2.8	11.2	25			
1.C Mature Money	747	3.0	9.6	31			
2. Rising Prosperity							
2.D City Sophisticates	1,110	4.4	4.0	111			
2.E Career Climbers	8,651	34.5	6.2	558			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	13	0.1	5.9	1			
3.H Steady Neighbourhoods	283	1.1	7.4	15			
3.I Comfortable Seniors	94	0.4	2.9	13			
3.J Starting Out	210	0.8	4.3	19			
4. Financially Stretched							
4.K Student Life	7,772	31.0	2.4	1,312			
4.L Modest Means	452	1.8	7.9	23			
4.M Striving Families	65	0.3	7.5	3			
4.N Poorer Pensioners	1,075	4.3	5.9	72			
5. Urban Adversity							
5.O Young Hardship	1,642	6.5	6.1	106			
5.P Struggling Estates	77	0.3	6.1	5			
5.Q Difficult Circumstances	2,131	8.5	5.3	159			
6. Not Private Households							
6.R Not Private Households	82	0.3	0.3	98			
Total households	25,109						

Acorn Group Pen Portrait

2 E Career Climbers 3.1M UK Adults 5.8% of UK

Younger singles and couples, some with young children, living in more urban locations. They live in flats, apartments and smaller houses, which they will be renting. They will have started saving what they can in order to put down a deposit on a house in the future.

DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Privately renting	Family structure Couple with children
Number of beds 1-2	House type Flat or maisonette

FINANCIAL PROFILE

Household Income UK: £47k London: £44k Average: £40k Average: £44k	% Disposable Income UK: 36% London: 32% Average: 44% Average: 39%	Financial situation Running into debt Saving a lot
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BRANDS

SHOPPING: MICHAEL KORS, FRENCH CONNECTION, ALDO, TED BAKER

LEISURE: WILD ABOUT TRAVEL & TOURS, wagamama, FRANCO MANCA, IGUANAS

WEBSITES: Expedia, Zoopla, EBELP, IMDb

DIGITAL ATTITUDES

I worry about online security 55% UK average: 55%	Shopping online makes my life easier 64% UK average: 53%	I couldn't live without the internet on my mobile 44% UK average: 34%
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KEY INTERNET USAGE

This group are more likely to **research mortgages** online

This group are more likely to **purchase airline tickets** online

This group are more likely to **own a smartwatch, fitness band or payment band**

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

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Area: P03752_OohMami, Leith, EH6 6PW (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
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	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	657	2.6	0.9	308			
1.B.8 Prosperous suburban families	48	0.2	1.5	12			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	53	0.2	2.9	7			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	694	2.8	1.3	212			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	470	1.9	0.7	267			
2.D.15 Younger professionals in smaller flats	537	2.1	1.5	146			
2.D.16 Metropolitan professionals	0	0.0	0.8	0			
2.D.17 Socialising young renters	103	0.4	1.0	40			
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	8,401	33.5	3.3	1,021			
2.E.20 Mixed metropolitan areas	250	1.0	1.0	98			
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	0	0.0	1.1	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	13	0.1	2.6	2			
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	86	0.3	3.4	10			
3.H.28 Owner occupied terraces, average income	197	0.8	1.6	50			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	9	0.0	2.4	1			
3.I.31 Elderly singles in purpose-built accommodation	85	0.3	0.5	69			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	158	0.6	2.1	30			
3.J.33 Smaller houses and starter homes	52	0.2	2.3	9			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	113	0.5	0.4	123			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	7,659	30.5	1.7	1,757			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	307	1.2	1.4	87			
4.L.38 Semi-skilled workers in traditional neighbourhoods	48	0.2	2.6	7			
4.L.39 Fading owner occupied terraces	97	0.4	2.9	13			
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	0	0.0	1.6	0			
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	65	0.3	2.1	12			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
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	188	0.7	1.1	69			
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	887	3.5	1.8	200			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,451	5.8	2.1	269			
5.O.50 Struggling younger people in mixed tenure	166	0.7	1.7	38			
5.O.51 Young people in small, low cost terraces	25	0.1	2.3	4			
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	52	0.2	0.9	24			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
5.P.55 Deprived and ethnically diverse in flats	25	0.1	0.8	12			
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	269	1.1	1.5	71			
5.Q.58 Singles and young families, some receiving benefits	74	0.3	1.8	16			
5.Q.59 Deprived areas and high-rise flats	1,788	7.1	2.0	350			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	3	0.0	0.1	21			
6.R.61 Inactive communal population	79	0.3	0.3	114			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	25,109						

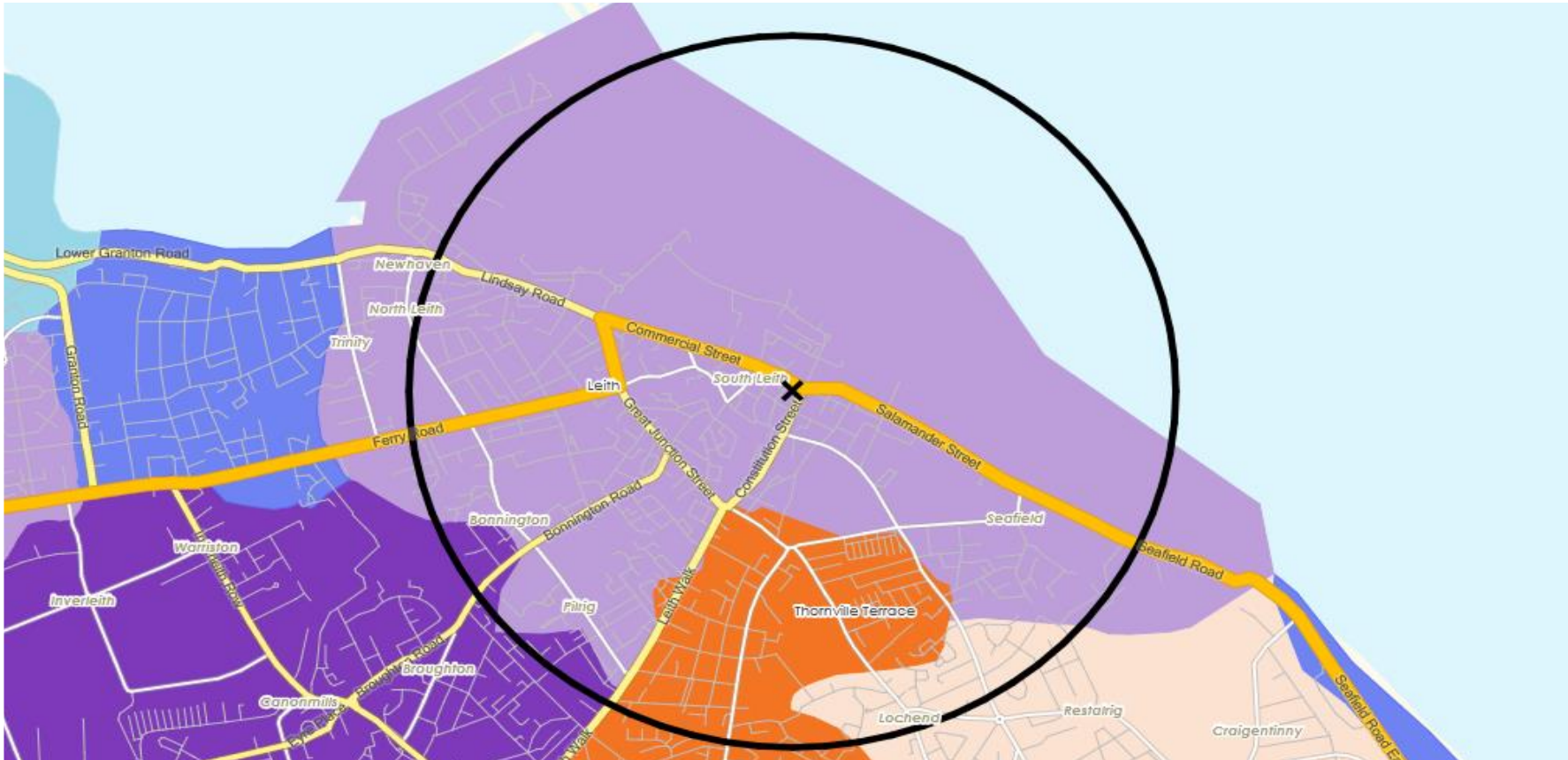
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03752_OohMami, Leith, EH6 6PW (1 Mile contour)



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

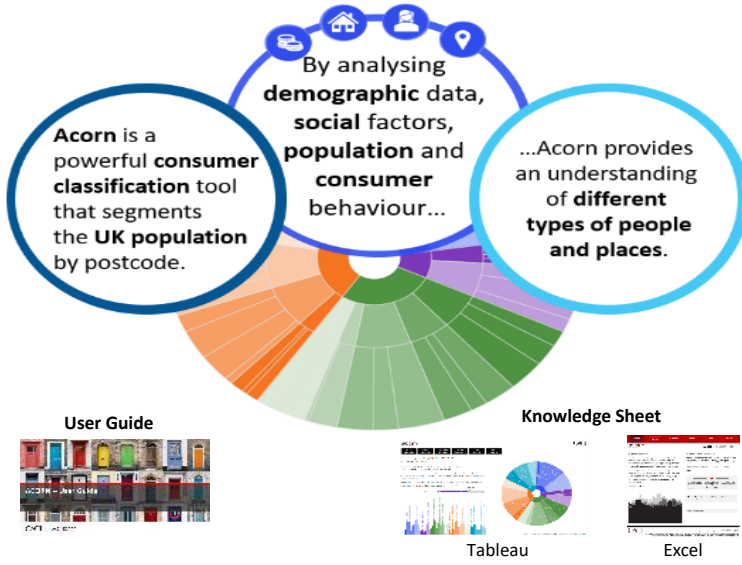
Acorn Groups

- 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

