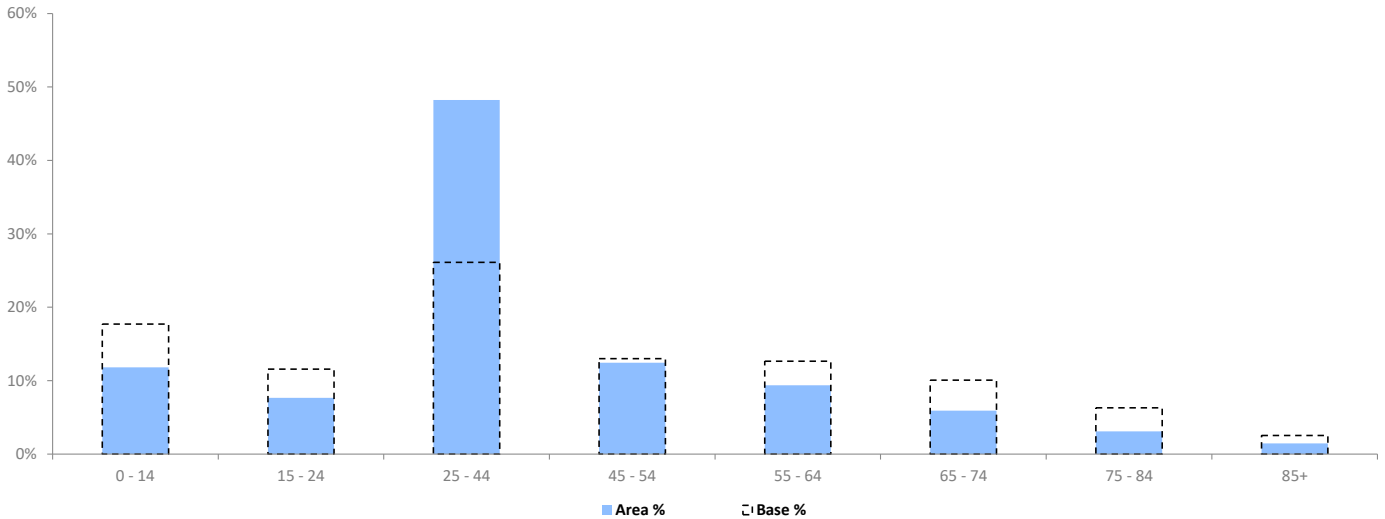


POPULATION PROJECTIONS

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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 | | | | | | |



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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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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 |
|--|-------------------------------|------------------|-------------------------------|----------|
| 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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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 |
|----------------------|--------------------|----------------|--------------------|----------|
| 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 |

BRANDS

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

LEISURE: WILD ABOUT, wagamama, FRANCO MANCA, IGUANAS

WEBSITES: Expedia, Zoopla, EBELP, IMDb

DIGITAL ATTITUDES

| | | |
|---|--|---|
| I worry about online security 55% <small>UK average: 55%</small> | Shopping online makes my life easier 64% <small>UK average: 53%</small> | I couldn't live without the internet on my mobile 44% <small>UK average: 34%</small> |
|---|--|---|

| | | | | | | | |
|---|---|---|--|---|---|---|--|
| <h4>FINANCIAL PROFILE</h4> <table border="1"> <tr> <td>Household Income UK: £47k <small>Average: £40k</small></td> <td>London: £44k <small>Average: £44k</small></td> </tr> <tr> <td>% Disposable Income UK: 36% <small>Average: 44%</small></td> <td>London: 32% <small>Average: 39%</small></td> </tr> </table> | Household Income UK: £47k <small>Average: £40k</small> | London: £44k <small>Average: £44k</small> | % Disposable Income UK: 36% <small>Average: 44%</small> | London: 32% <small>Average: 39%</small> | <h4>KEY INTERNET USAGE</h4> <p>This group are more likely to research mortgages online</p> | <h4>TECHNOLOGY USAGE</h4> <p>This group are more likely to purchase airline tickets online</p> | <h4>TECHNOLOGY USAGE</h4> <p>This group are more likely to own a smartwatch, fitness band or payment band</p> |
| Household Income UK: £47k <small>Average: £40k</small> | London: £44k <small>Average: £44k</small> | | | | | | |
| % Disposable Income UK: 36% <small>Average: 44%</small> | London: 32% <small>Average: 39%</small> | | | | | | |

Running into debt Saving a lot

A B C D E F G H I J K L M N O P Q R

| | | | | |
|----------|-------|------|-----|----------------|
| CATEGORY | GROUP | TYPE | MAP | WHAT IS ACORN? |
|----------|-------|------|-----|----------------|

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

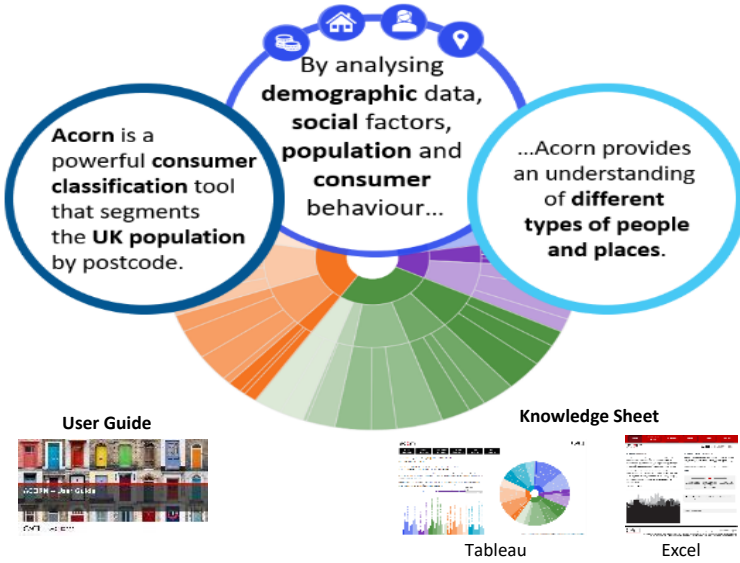
Acorn Groups

- 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 |
| | <input type="radio"/> | R. Not Private Households | 60-62 |

1 Affluent Achievers

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

12.0M UK Adults

22.8% of UK

