

# CGA LICENCED PREMISES

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Area: P03969\_Trafalgar Tap, Edinburgh, EH6 4DG |  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	78	125.9	81.7	154			
Proprietary Club	3	4.8	7.3	66			
Registered Club	18	29.1	28.2	103			
Restaurant	38	61.4	32.1	191			
Residential	2	3.2	2.7	121			

Name	Description	License Type	Owner Name	Postcode
Jinglin Geordie	Independent Free	Pubs & Full On	Independent Free	EH 1 1DY
Morrison & Gibbs Social Club	Independent Free	Registered Club	Independent Free	EH 3 5HB
Orchard	Greene King	Pubs & Full On	Greene King	EH 3 5JZ
Northern Bowling Club	Independent Free	Registered Club	Independent Free	EH 3 5LA
Loon Foon Cantonese Restaurant	Independent Free	Restaurant	Independent Free	EH 3 5LE
Goldenacre Bowling Club	Independent Free	Registered Club	Independent Free	EH 3 5NE
Golden Acre	Greene King	Pubs & Full On	Greene King	EH 3 5QY
Starbank Inn	Greene King	Pubs & Full On	Greene King	EH 5 3BZ
Old Chain Pier	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	EH 5 3EE
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
Rishis Indian Aroma	Independent Free	Restaurant	Independent Free	EH 6 4TZ
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
Harbour Inn	Greene King	Pubs & Full On	Greene King	EH 6 4LW
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
Dog House Leith Edinburgh	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
Wilkie's	Independent Free	Pubs & Full On	Independent Free	EH 6 6BT
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
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
Timrous Beastie	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	EH 6 6PW
Granary	Scotsman Group	Pubs & Full On	Scotsman 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	Wetherspoons GB	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

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Residential	2	3.2	2.7	<b>121</b>			

Name	Description	License Type	Owner Name	Postcode
Culane House Hotel	Independent Free	Pubs & Full On	Independent Free	EH 6 8AF
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
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	Scotsman Group	EH 6 8PD
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
Windsor Buffet	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	EH 7 4AH
Joker And The Thief	Independent Free	Pubs & Full On	Independent Free	EH 7 4AQ
O Connors	Independent Free	Pubs & Full On	Independent Free	EH 7 4EB
Royal Navy And Royal Marines Club	Independent Free	Registered Club	Independent Free	EH 7 4EW
Drivers Sports & Social Club	Independent Free	Registered Club	Independent Free	EH 7 4JE
Bodega	Independent Free	Restaurant	Independent Free	EH 7 5HN
Black Fox	Independent Free	Pubs & Full On	Independent Free	EH 7 5HN
Vittoria Restaurant	Vittoria Group	Restaurant	Vittoria Group	EH 7 5HR
Loch Fyne	Greene King	Restaurant	Greene King	EH 6 4LP
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
Newhaven Quay	Whitbread	Pubs & Full On	Whitbread	EH 6 4TX
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
Hare Of The Dog	Independent Free	Pubs & Full On	Independent Free	EH 7 4EG
Barologist	Greene King	Pubs & Full On	Greene King	EH 6 6JA
Stella Maris Centre	Independent Free	Registered Club	Independent Free	EH 6 6AW
Royal British Legion Club	Independent Free	Registered Club	Independent Free	EH 7 4EL
George Heriots Rugby Club	Independent Free	Registered Club	Independent Free	EH 3 5QL
David Lloyd Leisure	David Lloyd Leisure Ltd	Proprietary Club	David Lloyd Leisure Ltd	EH 6 4TX
Gladstones	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	EH 6 6TJ
Kezban	Independent Free	Restaurant	Independent Free	EH 6 6JA
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
Pond	Independent Free	Pubs & Full On	Independent Free	EH 6 7JT
Scotch Malt Whisky Society	Independent Free	Registered Club	Independent Free	EH 6 6BZ
Royal Botanic Gardens	Independent Free	Pubs & Full On	Independent Free	EH 3 5LR
Origano	Independent Free	Restaurant	Independent Free	EH 6 8PD

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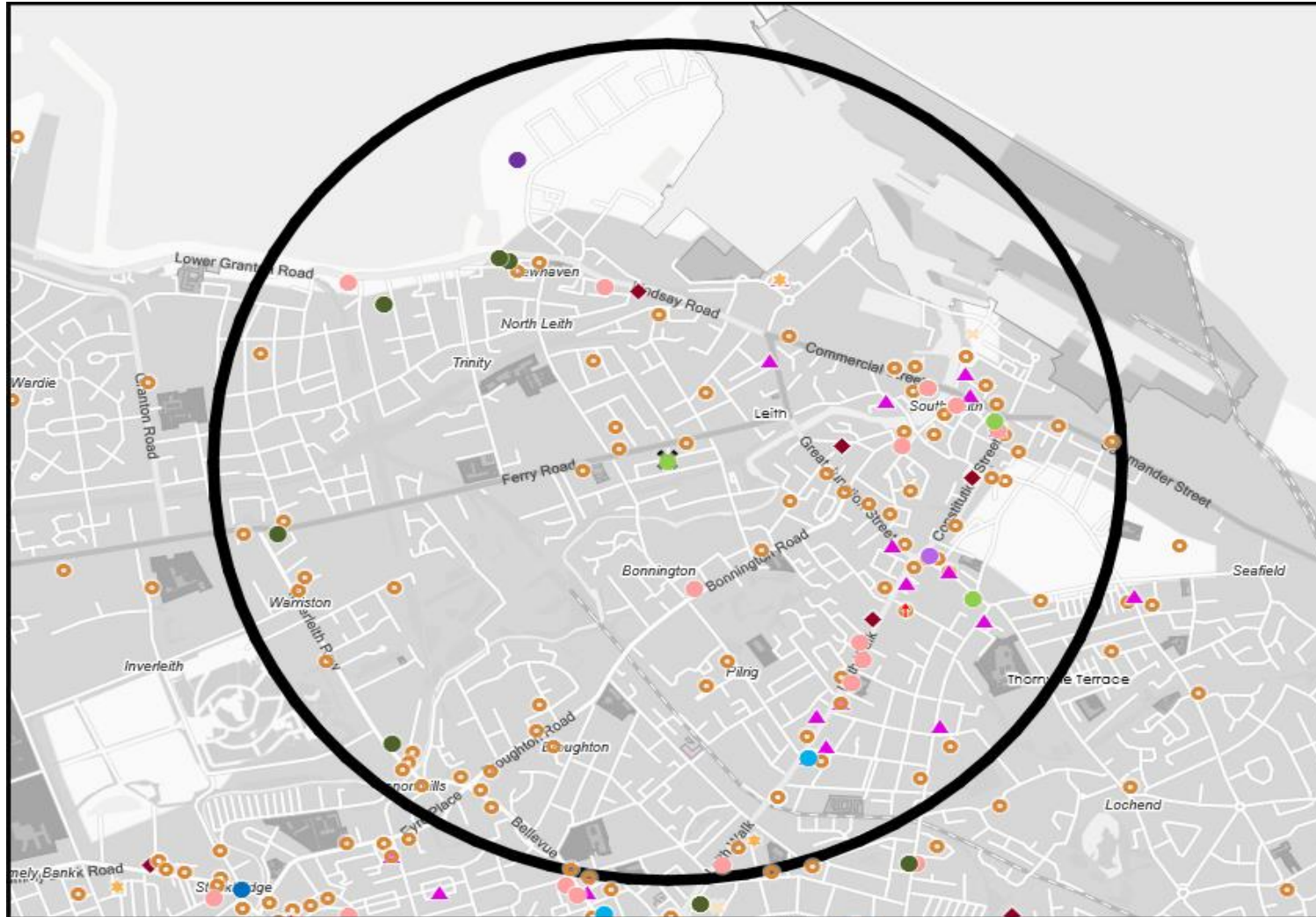
Name	Description	License Type	Owner Name	Postcode
Mimis	Independent Free	Pubs & Full On	Independent Free	EH 6 6RA
Domenicos	Independent Free	Restaurant	Independent Free	EH 6 6EP
Lost In Leith	Independent Free	Pubs & Full On	Independent Free	EH 6 6LX
Porto & Fi	Independent Free	Restaurant	Independent Free	EH 6 4NA
In Touch	Independent Free	Restaurant	Independent Free	EH 3 5PU
Frankie & Bennys	Restaurant Group	Restaurant	Restaurant Group	EH 6 6JJ
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	EH 6 6JJ
Claremont Hotel	Independent Free	Pubs & Full On	Independent Free	EH 7 4HX
Pizza Express	Hony Capital	Restaurant	Hony Capital	EH 6 6JJ
Mansfield Traquair	Independent Free	Pubs & Full On	Independent Free	EH 3 6BB
Assams	Independent Free	Restaurant	Independent Free	EH 7 5HN
Bombay Spice	Independent Free	Restaurant	Independent Free	EH 6 8HR
Queen Charlotte Rooms	Independent Free	Pubs & Full On	Independent Free	EH 6 7ET
Wicked Wok	Independent Free	Restaurant	Independent Free	EH 7 4EA
Restaurante Luiqis	Independent Free	Restaurant	Independent Free	EH 3 5JP
Pizza Geeks	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	EH 6 6JA
Aurora	Independent Free	Restaurant	Independent Free	EH 6 5LQ
Little Chartroom	Independent Free	Restaurant	Independent Free	EH 7 5HN
Harbour Restaurant	Independent Free	Restaurant	Independent Free	EH 6 5JU
Alien Rock	Independent Free	Registered Club	Independent Free	EH 6 4LP
Trinity Bowling Club	Independent Free	Registered Club	Independent Free	EH 5 3JS
Biscuit Factory	Independent Free	Pubs & Full On	Independent Free	EH 6 5NP
Herringbone	Independent Free	Restaurant	Independent Free	EH 5 3NR
Heriot's Rugby Club	Independent Free	Registered Club	Independent Free	EH 3 5QN
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	EH 6 6JJ
Toast	Independent Free	Pubs & Full On	Independent Free	EH 6 6RA
Pier Brasserie	Independent Free	Restaurant	Independent Free	EH 6 4LP
Fishmarket	Independent Free	Restaurant	Independent Free	EH 6 4LP
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
Season Quayside	Independent Free	Pubs & Full On	Independent Free	EH 6 6LX
Leith Arches	Independent Free	Pubs & Full On	Independent Free	EH 6 8LY
Guidos Proper Fish & Chips	Independent Free	Restaurant	Independent Free	EH 6 5LA

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03969\_Trafalgar Tap, Edinburgh, EH6 4DG (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:** P03969\_Trafalgar Tap, Edinburgh, EH6 4DG (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	3,236	9.9	22.1	45		
2 Rising Prosperity	16,223	49.4	10.2	485		
3 Comfortable Communities	940	2.9	26.5	11		
4 Financially Stretched	8,718	26.5	23.7	112		
5 Urban Adversity	3,604	11.0	17.2	64		
6 Not Private Households	116	0.4	0.3	103		
<b>Total households</b>		<b>32,837</b>				

#### Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK

**Age range**  
25-34

**Financial situation**

**Children at home**  
3+

**House type**  
Flat or terraced

**House tenure**  
Social renting

**Number of beds**  
1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

# ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P03969\_Trafalgar Tap, Edinburgh, EH6 4DG (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
<b>1. Affluent Achievers</b>						
1.A Lavish Lifestyles	221	0.7	1.1	61		
1.B Executive Wealth	1,824	5.6	11.3	49		
1.C Mature Money	1,191	3.6	9.6	38		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	4,462	13.6	3.8	357		
2.E Career Climbers	11,761	35.8	6.4	562		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	38	0.1	6.0	2		
3.H Steady Neighbourhoods	171	0.5	7.4	7		
3.I Comfortable Seniors	250	0.8	2.9	27		
3.J Starting Out	481	1.5	4.6	32		
<b>4. Financially Stretched</b>						
4.K Student Life	7,874	24.0	2.5	956		
4.L Modest Means	86	0.3	8.0	3		
4.M Striving Families	3	0.0	7.4	0		
4.N Poorer Pensioners	755	2.3	5.8	40		
<b>5. Urban Adversity</b>						
5.O Young Hardship	1,506	4.6	6.3	73		
5.P Struggling Estates	49	0.1	5.7	3		
5.Q Difficult Circumstances	2,049	6.2	5.2	119		
<b>6. Not Private Households</b>						
6.R Not Private Households	116	0.4	0.3	103		
<b>Total households</b>	<b>32,837</b>					

## Acorn Group Pen Portrait

**5 P Struggling Estates**      3.4M UK Adults      6.5% of UK

**Large, low income families surviving with benefits.** These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

### CORE DEMOGRAPHICS

### BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland

LEISURE: McDonald's, KFC, GREGGS

WEBSITES: HURGEY HORSE, very, JUST EAT, sky sports

### DIGITAL ATTITUDES

I worry about online security: **56%** (UK average: 53%)

Shopping online makes my life easier: **61%** (UK average: 62%)

I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

### FINANCIAL PROFILE

Household income: UK **£28k** (Average: £40k), London **£32k** (Average: £46k)

% Disposable income: UK **30%** (Average: 43%), London **28%** (Average: 29%)

Financial situation:

### TOP BEHAVIOURS

Watching TV / videos on YouTube

Love to buy new gadgets and appliances

Posts ratings / reviews online



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

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Sort by:  Corn Structure  
 Index  
 Profile %

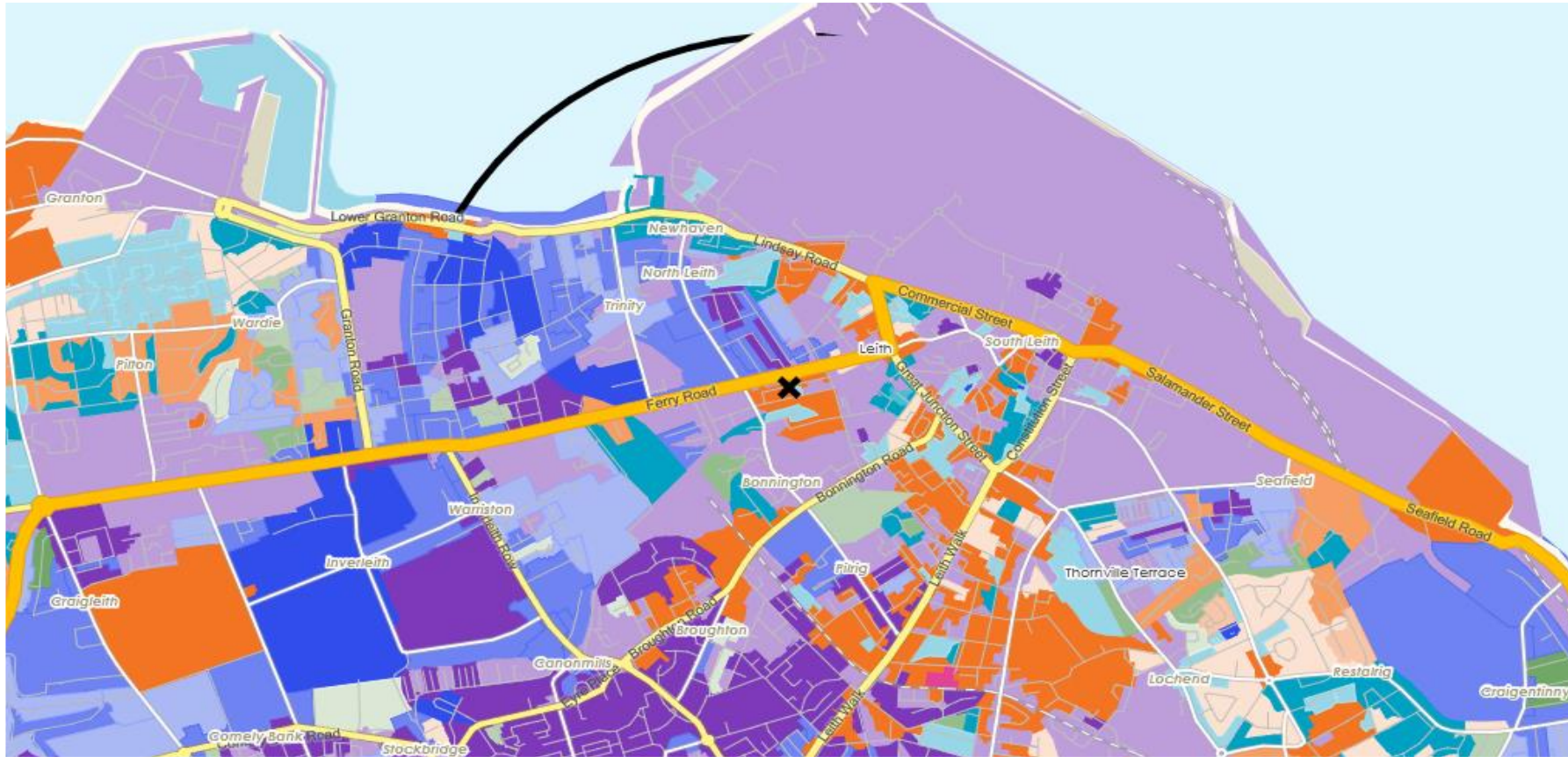
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	7	0.0	0.1	21			
1.A.2 Metropolitan money	127	0.4	0.1	278			
1.A.3 Large house luxury	87	0.3	0.9	31			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	1	0.0	2.2	0			
1.B.7 Affluent professionals	1,761	5.4	0.9	629			
1.B.8 Prosperous suburban families	62	0.2	1.5	12			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	21	0.1	2.8	2			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	1,170	3.6	1.3	276			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
2.D.14 Townhouse cosmopolitans	818	2.5	0.7	356			
2.D.15 Younger professionals in smaller flats	3,283	10.0	1.5	687			
2.D.16 Metropolitan professionals	258	0.8	0.7	114			
2.D.17 Socialising young renters	103	0.3	1.0	32			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	11,403	34.7	3.4	1,023			
2.E.20 Mixed metropolitan areas	358	1.1	1.0	109			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
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	1.0	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	38	0.1	2.4	5			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	171	0.5	1.6	33			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
3.I.31 Elderly singles in purpose-built accommodation	250	0.8	0.5	157			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	481	1.5	2.2	68			
3.J.33 Smaller houses and starter homes	0	0.0	2.4	0			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	133	0.4	0.3	121			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	7,741	23.6	1.9	1,226			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	86	0.3	1.4	18			
4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	3	0.0	2.2	0			
<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	194	0.6	1.0	57			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
4.N.48 Pensioners and singles in social rented flats	561	1.7	1.7	100			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	1,325	4.0	2.2	185			
5.O.50 Struggling younger people in mixed tenure	133	0.4	1.8	23			
5.O.51 Young people in small, low cost terraces	48	0.1	2.3	6			
<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	49	0.1	0.8	18			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.7	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	208	0.6	1.5	42			
5.Q.58 Singles and young families, some receiving benefits	64	0.2	1.8	11			
5.Q.59 Deprived areas and high-rise flats	1,777	5.4	2.0	275			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	7	0.0	0.1	36			
6.R.61 Inactive communal population	109	0.3	0.3	117			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>32,837</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03969\_Trafalgar Tap, Edinburgh, EH6 4DG (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	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
	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
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

**1 Affluent Achievers**

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

House type: **Detached**

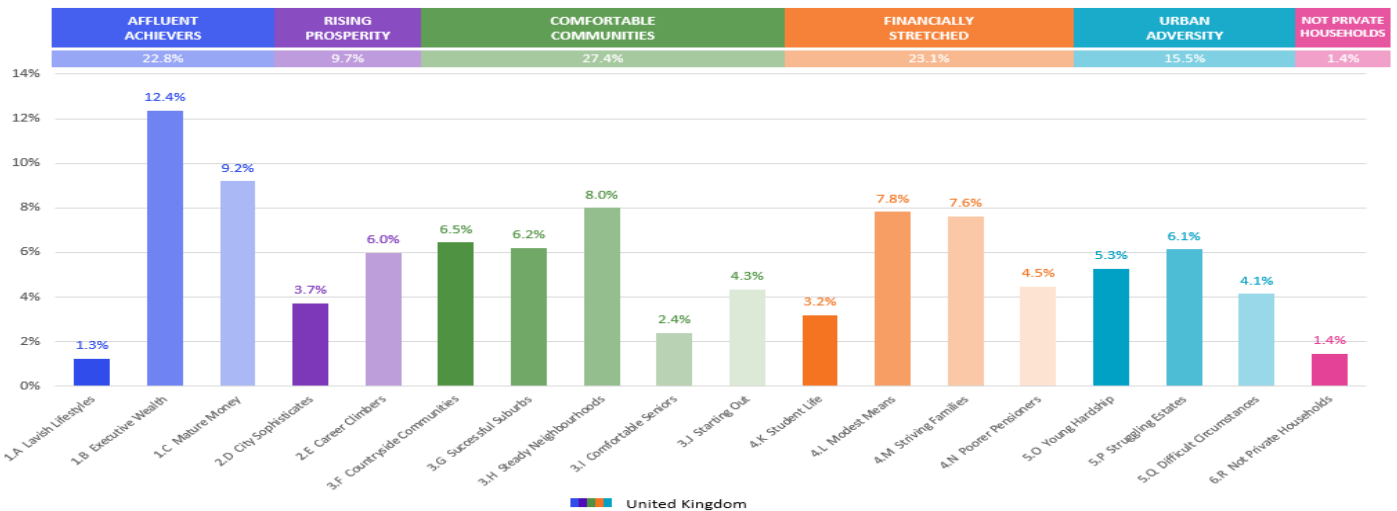
House tenure: **Owned outright**

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: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%



# MAP OF AREA

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