

**A socio-economic
profile of**

BRIDPORT

using ACORN data

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This summary of the ACORN classifications has been produced by Research and Information, Dorset County Council during August 2011 using the 2010 data. Summary reports have been created for all the Dorset towns.

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For further details on the ACORN descriptions:

http://www.caci.co.uk/acorn2009/acornmap_ext.asp
<http://www.caci.co.uk/acorn2009/CACI.htm>

Bridport – ACORN Classification

ACORN is a geodemographic segmentation of the UK's population which segments small neighbourhoods, postcodes, or consumer households into 5 categories, 17 groups and 56 types.

Using the classifications, it is possible to gain an understanding of different areas in the County. ACORN classifications can also be used to develop an appreciation of the service needs of the population. Analysis has been undertaken for each of the twenty towns in Dorset. The analysis for the town profiles will consider the wider category definition across the whole town and the more in depth group classification within the town and the individual wards, within the towns, where this is appropriate.

It is important to remember that the ACORN classifications can only act as a guide. The characteristics applied to a postcode and the households within that postcode are derived from a range of sources some of which are based on household returns such as the Census whilst others are drawn from sample surveys.

Overall Results

- **based on the 5 higher level categories:**

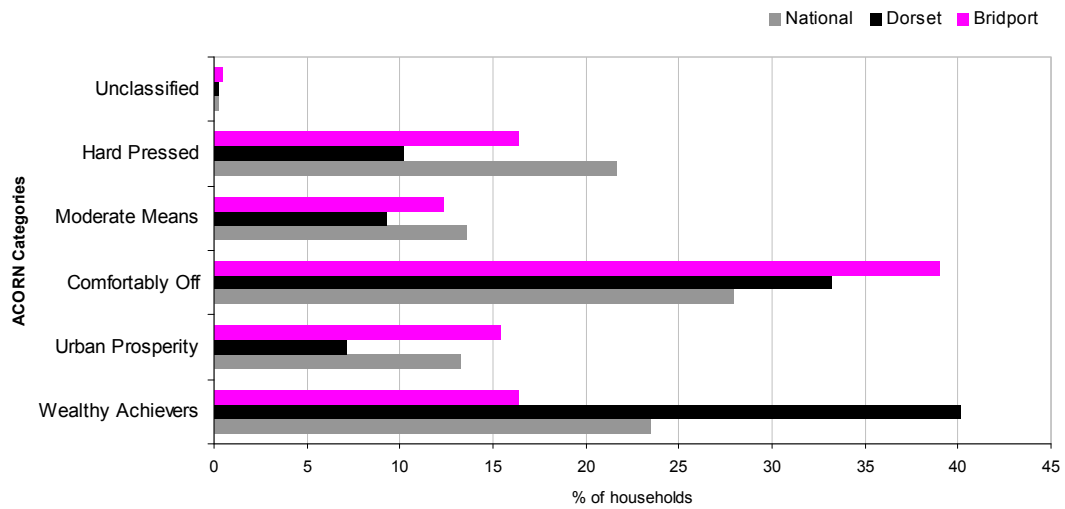
- ***Wealthy Achievers***
- ***Urban Prosperity***
- ***Comfortably Off***
- ***Moderate Means***
- ***Hard Pressed***

- The majority of residents in Bridport live in postcodes classified as *Comfortably Off* (39%). This is higher than both the County and national figures.
- *Urban Prosperity* in Bridport is significantly higher than the County figure and just slightly higher than the national figure of 13.3%.
- Dorset as a whole has a large number of postcodes that are categorised as *Wealthy Achievers* (40.1%). In contrast, Bridport has a much lower level where just 16.4% of households fall into this category. This is also notably lower than the national figure.
- Over a quarter of households in Bridport are classified as either *Moderate Means* or *Hard Pressed*.
- *Hard Pressed* households account for more households than *Moderate Means* in Bridport.

ACORN Categories – Bridport

Category	% of households		
	Bridport	Dorset	National
<i>Wealthy Achievers</i>	6.4	40.1	23.4
<i>Urban Prosperity</i>	15.4	7.1	13.3
<i>Comfortably Off</i>	39.0	33.2	27.9
<i>Moderate Means</i>	12.4	9.2	13.5
<i>Hard Pressed</i>	16.4	10.2	21.6
<i>Unclassified</i>	0.5	0.2	0.2

ACORN 2010 Categories

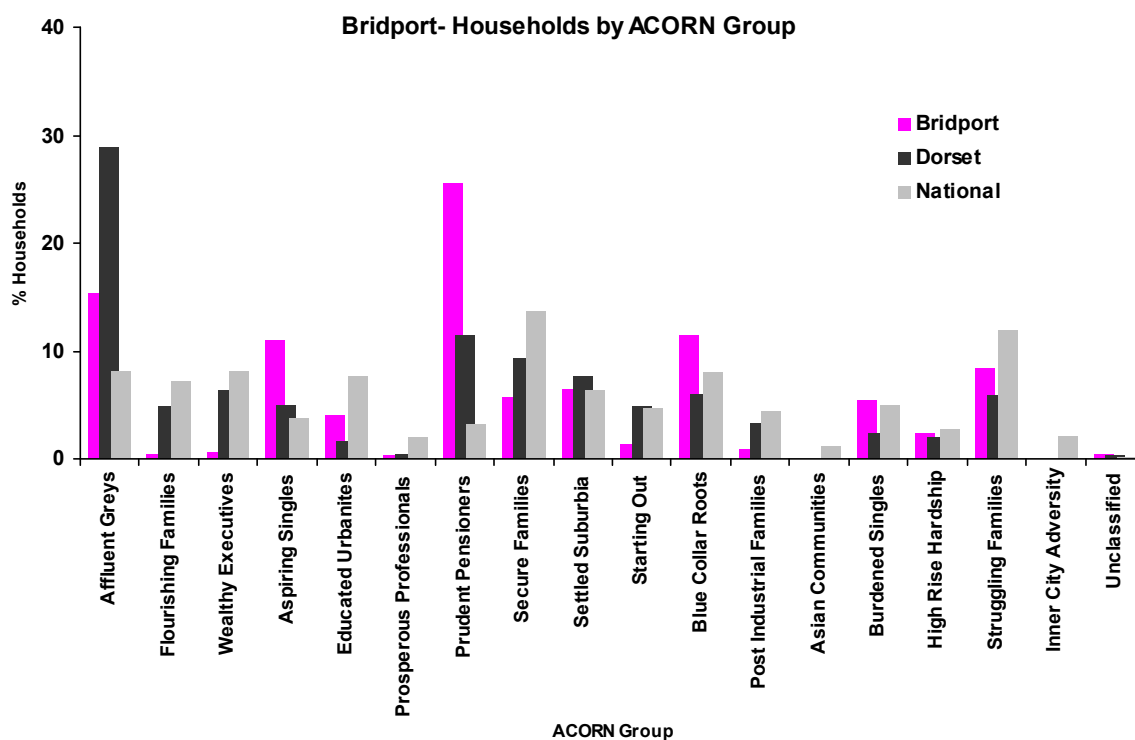


More Detailed Analysis

Looking in more detail from the main ACORN categories, into the ACORN Groups, it is possible to see that within Bridport, the majority of households fall into the *Prudent Pensioners* group, which is part of the *Comfortably Off* category. One in four households fall into this category, much higher than the County and national average.

ACORN Groups - Bridport

Category	Group	% of households		
		Bridport	Dorset	National
Wealthy Achievers	Affluent Greys	15.3	28.9	8.2
Wealthy Achievers	Flourishing Families	0.5	4.8	7.2
Wealthy Achievers	Wealthy Executives	0.6	6.4	8.1
Urban Prosperity	Aspiring Singles	11.0	5.0	3.7
Urban Prosperity	Educated Urbanites	4.1	1.6	7.6
Urban Prosperity	Prosperous Professionals	0.2	0.4	2.0
Comfortably Off	Prudent Pensioners	25.5	11.4	3.2
Comfortably Off	Secure Families	5.7	9.3	13.6
Comfortably Off	Settled Suburbia	6.4	7.7	6.4
Comfortably Off	Starting Out	1.3	4.8	4.7
Moderate Means	Blue Collar Roots	11.4	6.0	8.0
Moderate Means	Post Industrial Families	0.9	3.3	4.4
Moderate Means	Asian Communities	-	-	1.2
Hard Pressed	Burdened Singles	5.5	2.4	5.0
Hard Pressed	High Rise Hardship	2.4	1.9	2.7
Hard Pressed	Struggling Families	8.5	5.9	11.8
Hard Pressed	Inner City Adversity	-	-	2.1
Unclassified	Unclassified	0.5	0.2	0.2



The next most significant group in Bridport is the *Affluent Greys* group (part of *Wealthy Achievers* category); 15.3% of households are classified into this group, which is almost double the national figure, but roughly half the County figure. The other groups in this category are much lower than for Dorset and Great Britain.

Aspiring Singles (part of *Urban Prosperity* category) account for a notable proportion of households in Bridport. At 11%, this is higher than the County figure of 5% and national figure of 3.7%.

As a general rule, Bridport demonstrates slightly higher proportions of households which fall into the more affluent ACORN classifications (*Wealthy Achievers*, *Urban Prosperity* and *Comfortably Off* categories). However, some of the less affluent categories are also prominent, in particular *Moderate Means Blue Collar Roots* which has a higher percentage than Dorset and Great Britain. *Hard Pressed* households grouped as *Burdened Singles* and *Struggling Families* both feature in Bridport and both have higher proportions than for Dorset.

Bridport Wards – ACORN Categories

Category	% of households	
	Bridport North	Bridport South & Bothenhampton
Wealthy Achievers	15.8	16.7
Urban Prosperity	6.6	20.5
Comfortably Off	41.9	37.3
Moderate Means	17.2	9.6
Hard Pressed	18.5	15.1
Unclassified	0.0	0.8

Bridport as a whole is predominantly classed as *Comfortably Off*. However, there are some differences between the 2 wards that cover the area.

In terms of *Wealthy Achievers*, *Comfortably Off* and *Hard Pressed* categories, the proportions are fairly similar. The differences are found more in the *Urban Prosperity* category and the *Moderate Means* category. Bridport South and Bothenhampton ward has approximately three times as many households that fall into the *Urban Prosperity* category. This ward also has roughly half the proportion of households classified as *Moderate Means* households, in comparison to Bridport North.

As a general rule, and discounting the *Comfortably Off* category, it is clear that Bridport South & Bothenhampton ward has higher proportions of households that fall into the more affluent ACORN categories, while Bridport North ward demonstrates a higher proportion of households categorised into the less affluent ACORN categories.

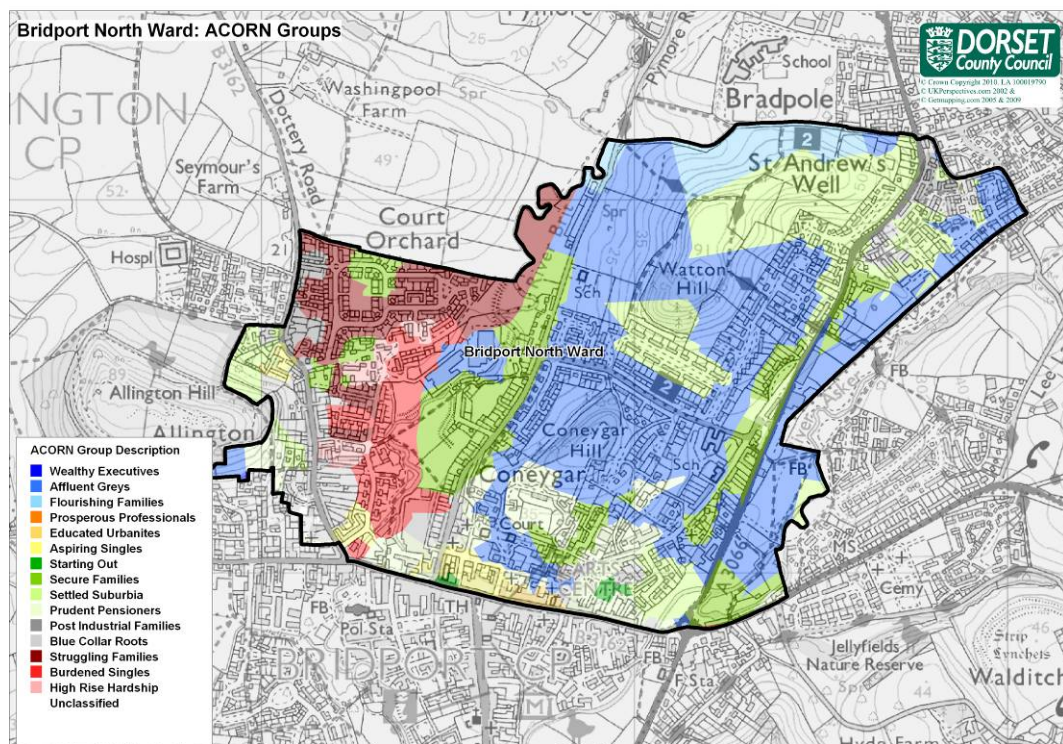
Bridport Wards – ACORN Groups

Category	Group	% of households	
		Bridport North	Bridport South & Bothenhampton
Wealthy Achievers	Affluent Greys	15.8	15.0
Wealthy Achievers	Flourishing Families	-	0.8
Wealthy Achievers	Wealthy Executives	-	1.0
Urban Prosperity	Aspiring Singles	6.6	13.6
Urban Prosperity	Educated Urbanites	-	6.5
Urban Prosperity	Prosperous Professionals	-	0.4
Comfortably Off	Prudent Pensioners	23.5	26.7
Comfortably Off	Secure Families	10.2	3.1
Comfortably Off	Settled Suburbia	7.7	5.7
Comfortably Off	Starting Out	0.5	1.9
Moderate Means	Blue Collar Roots	14.6	9.6
Moderate Means	Post Industrial Families	2.5	-
Moderate Means	Asian Communities	-	-
Hard Pressed	Burdened Singles	4.3	6.2
Hard Pressed	High Rise Hardship	4.1	1.5
Hard Pressed	Struggling Families	10.1	7.5
Hard Pressed	Inner City Adversity	-	-
Unclassified	Unclassified	-	0.8

Bridport North

42% of households in this ward are categorised as *Comfortably Off*, most notably within the *Prudent Pensioners* group.

A large area of *Hard Pressed* households can be seen to the west of the ward, the majority of which are *Struggling Families* (around the Orchard Avenue and Court Orchard Road area). *Burdened Singles* and *High Rise Hardship* are also apparent. This area is also interspersed with *Moderate Means* households, in particular the *Blue Collar Roots* group. To the east, are areas made up of households that fall into *Affluent Greys* (*Wealthy Achievers*) and a mixture of *Secure Families*, *Settled Suburbia* and *Prudent Pensioners*. The southern boundary of Bridport North ward has a pocket of households categorised into *Urban Prosperity Aspiring Singles*.



Bridport South & Bothenhampton

A large proportion of households in this ward fall into the *Comfortably Off* category – with over a quarter of households grouped as *Prudent Pensioners*.

Bridport South & Bothenhampton ward covers a wide area including Bridport town, Bothenhampton and West Bay. To the north of the ward where Bridport town centre is located, it is possible to see a range of different ACORN groups in close proximity. *Aspiring Singles* and *Educated Urbanite* households are mixed with *Starting Out* households and *Blue Collar Roots*. *Hard Pressed* households feature in the Bridport Skilling area with a roughly equal mix of *Burdened Singles* and *Struggling Families* and a small proportion of *High Rise Hardship* households.

The area covering Bothenhampton mainly accounts for households falling into the *Wealthy Achiever* category, particularly *Affluent Greys*. Households falling into the group *Settled Suburbia* are also found in this area, with a few pockets of *Starting Out* and *Secure Family* households. South of Bothenhampton is West Bay, and this area generally has households that fall into the *Comfortably Off Prudent Pensioner*' group, while the seafront is home to more *Affluent Grey* households.

