



A socio-economic profile of

CHICKERELL

using ACORN data

**Analysis by:
Sara Earley
Research & Information
Dorset County Council
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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.

For further information contact Sara Earley on 01305 224614
s.earley@dorsetcc.gov.uk

For further details on the ACORN descriptions:

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

Chickerell – 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:**

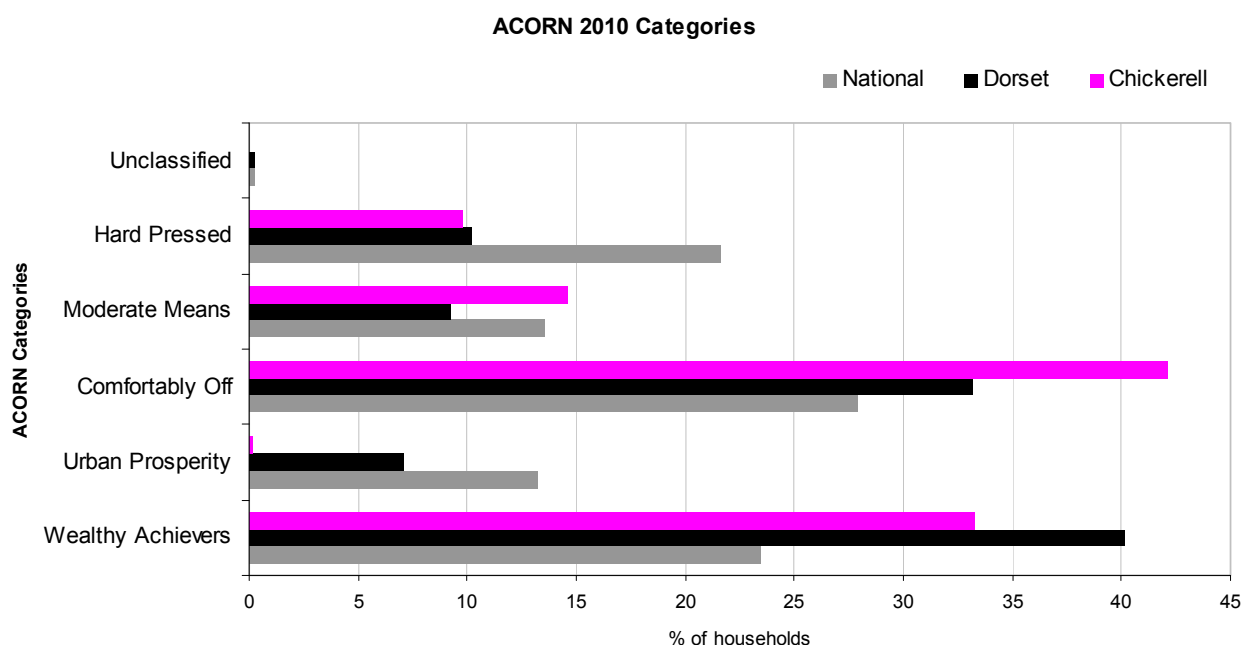
- ***Wealthy Achievers***
- ***Urban Prosperity***
- ***Comfortably Off***
- ***Moderate Means***
- ***Hard Pressed***

- The majority of households in Chickerell fall within the *Comfortably Off* category. 42.2% fall into this category- much higher than the national figure of 27.9% and higher than the County figure where a third of households are classed as *Comfortably Off*.
- *Wealthy Achiever* households also account for a large proportion with a third of households falling into this category. This is a higher rate than the national figure but slightly lower than Dorset (40%).
- Households classified as *Moderate Means* account for 14% in Chickerell. This is very similar to national figures, and slightly higher than that for Dorset as a whole.
- One in ten households in Chickerell are classed as *Hard Pressed*. This is the same as Dorset County's figure but lower than the national figure where one in five households are classed as Hard Pressed.
- *Urban Prosperity* is very low in Chickerell, at less than one per cent.

More Detailed Analysis

The majority of households in Chickerell fall within the *Comfortably Off* category. 42.2% fall into this category- much higher than the national figure of 27.9% and higher than the County figure where a third of households are classed as *Comfortably Off*.

Category	% of households		
	Chickerell	Dorset	National
<i>Wealthy Achievers</i>	33.3	40.1	23.4
<i>Urban Prosperity</i>	0.2	7.1	13.3
<i>Comfortably Off</i>	42.2	33.2	27.9
<i>Moderate Means</i>	14.6	9.2	13.5
<i>Hard Pressed</i>	9.8	10.2	21.6
<i>Unclassified</i>	-	0.2	0.2



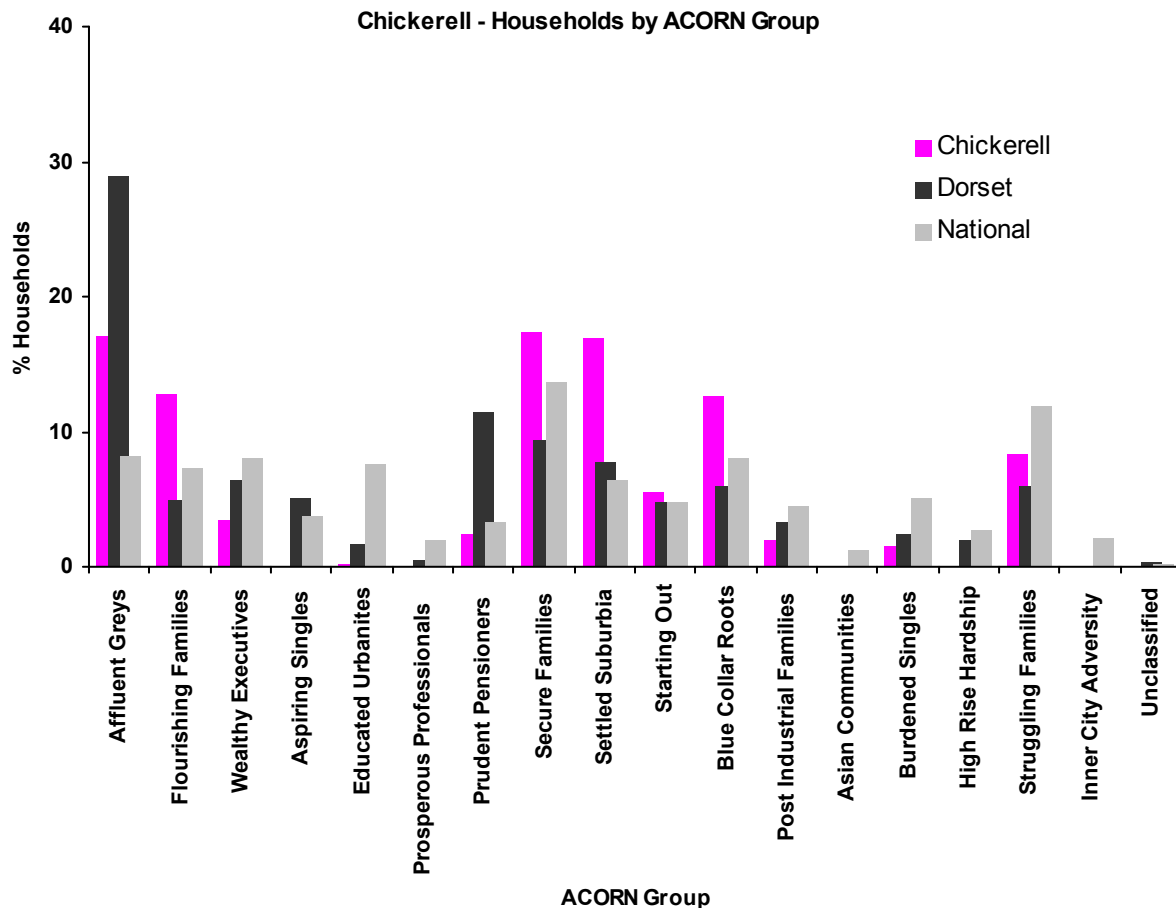
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One in ten households in Chickerell are classed as *Hard Pressed*. This is the same as Dorset County's figure but lower than the national figure where one in five households are classed as *Hard Pressed*.

Urban Prosperity is very low in Chickerell, at less than one per cent.

Category	Group	% of households		
		Chickerell	Dorset	National
Wealthy Achievers	Affluent Greys	17.1	28.9	8.2
Wealthy Achievers	Flourishing Families	12.7	4.8	7.2
Wealthy Achievers	Wealthy Executives	3.5	6.4	8.1
Urban Prosperity	Aspiring Singles	-	5.0	3.7
Urban Prosperity	Educated Urbanites	0.2	1.6	7.6
Urban Prosperity	Prosperous Professionals	-	0.4	2.0
Comfortably Off	Prudent Pensioners	2.3	11.4	3.2
Comfortably Off	Secure Families	17.4	9.3	13.6
Comfortably Off	Settled Suburbia	16.9	7.7	6.4
Comfortably Off	Starting Out	5.5	4.8	4.7
Moderate Means	Blue Collar Roots	12.6	6.0	8.0
Moderate Means	Post Industrial Families	2.0	3.3	4.4
Moderate Means	Asian Communities	-	-	1.2
Hard Pressed	Burdened Singles	1.5	2.4	5.0
Hard Pressed	High Rise Hardship	-	1.9	2.7
Hard Pressed	Struggling Families	8.3	5.9	11.8
Hard Pressed	Inner City Adversity	-	-	2.1
Unclassified	Unclassified	-	0.2	0.2

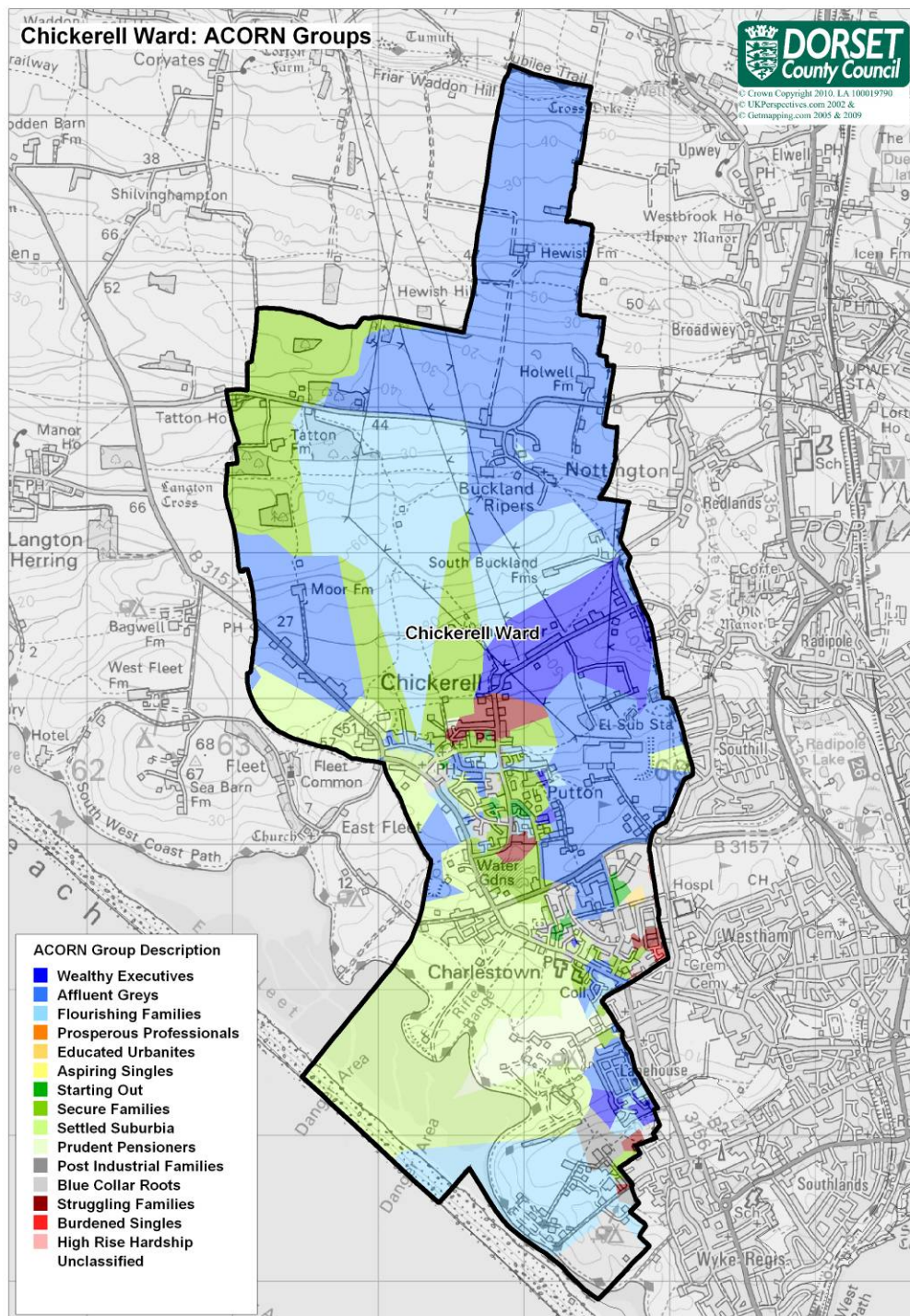


Looking in more detail at the ACORN groups, it is possible to see that *Affluent Greys*, *Secure Families* and *Settled Suburbia* all feature largely.

Flourishing Families and *Blue Collar Roots* are also fairly significant groups within Chickerell and all of these ACORN groups (with the exception of *Affluent Greys*) have higher proportions of households in Chickerell, than for the County as a whole as well as Great Britain.

Chickerell has more households that fall into the affluent ACORN categories and groups. In terms of the less affluent ACORN groups, Chickerell has a fairly high proportion of households that fall into the *Blue Collar Roots* and *Struggling Families* groups, both of which represent a higher proportion than for Dorset County.

Chickerell Ward Map



Chickerell ward covers a wide area including Chickerell, Charlestown and the small village of Buckland Ripers.

The area surrounding Chickerell to the north is considered a relatively affluent area in terms of ACORN groups. This area is mainly classified into *Wealthy Achiever* and *Comfortably Off* categories. Buckland Ripers

is an area dominated by the *Affluent Greys* group, and Coldharbour, just to the south, is predominantly classified as *Wealthy Executives* households.

Moving into the main part of Chickerell, there is a more varied mix of households. It appears to be predominantly affluent, with most households falling into categories that are either a *Comfortably Off* group (*Secure Families, Settled Suburbia, Prudent Pensioner* or *Starting Out*), or one of the *Wealthy Achievers* group (*Flourishing Families, Affluent Greys* and *Wealthy Executives*). These groups of households are interspersed amongst *Post Industrial Families* households and *Blue Collar Roots* households. *Hard Pressed* households are shown to the north (Marshallsay Road area) and to the south (Trenchard Way) where it is possible to see two pockets of *Struggling Families* group.

The Charlestown area is predominantly classed as *Comfortably Off, Settled Suburbia* group, and there is a small area of *Hard Pressed* households to the east, which form part of the Westham housing estate in Weymouth.