

# Household Types

## Household Types

Falkirk has the following household types according to the Scottish Acorn groupings.

### Household Type

| Scottish Acorn Group        | Falkirk       |             | Scotland |
|-----------------------------|---------------|-------------|----------|
|                             | No.           | %           | %        |
| A Affluent families         | 7,343         | 11.0%       | 8.5%     |
| B Older prosperity          | 7,123         | 10.6%       | 12.2%    |
| C Settled families          | 4,700         | 7.0%        | 6.5%     |
| D Rural areas               | 1,503         | 2.2%        | 7.0%     |
| E City lifestyle            | 1,370         | 2.0%        | 9.3%     |
| F Young workers             | 4,115         | 6.1%        | 6.8%     |
| G Traditionally comfortable | 14,977        | 22.3%       | 18.4%    |
| H Developing families       | 14,846        | 22.2%       | 12.0%    |
| I Poor old age              | 8,791         | 13.1%       | 9.4%     |
| J Struggling singles        | 2,244         | 3.3%        | 9.5%     |
| <b>Total</b>                | <b>67,012</b> | <b>100%</b> | 100%     |

Source: Paycheck CACI, 2008

This shows that the predominant household types in the area are traditionally comfortable (22.3%) and developing families (22.2%). The area also has more than the Scottish average for affluent families (11% for Falkirk and 8.5% for Scotland).