ACORN CATEGORY PROFILE - HOUSEHOLDS

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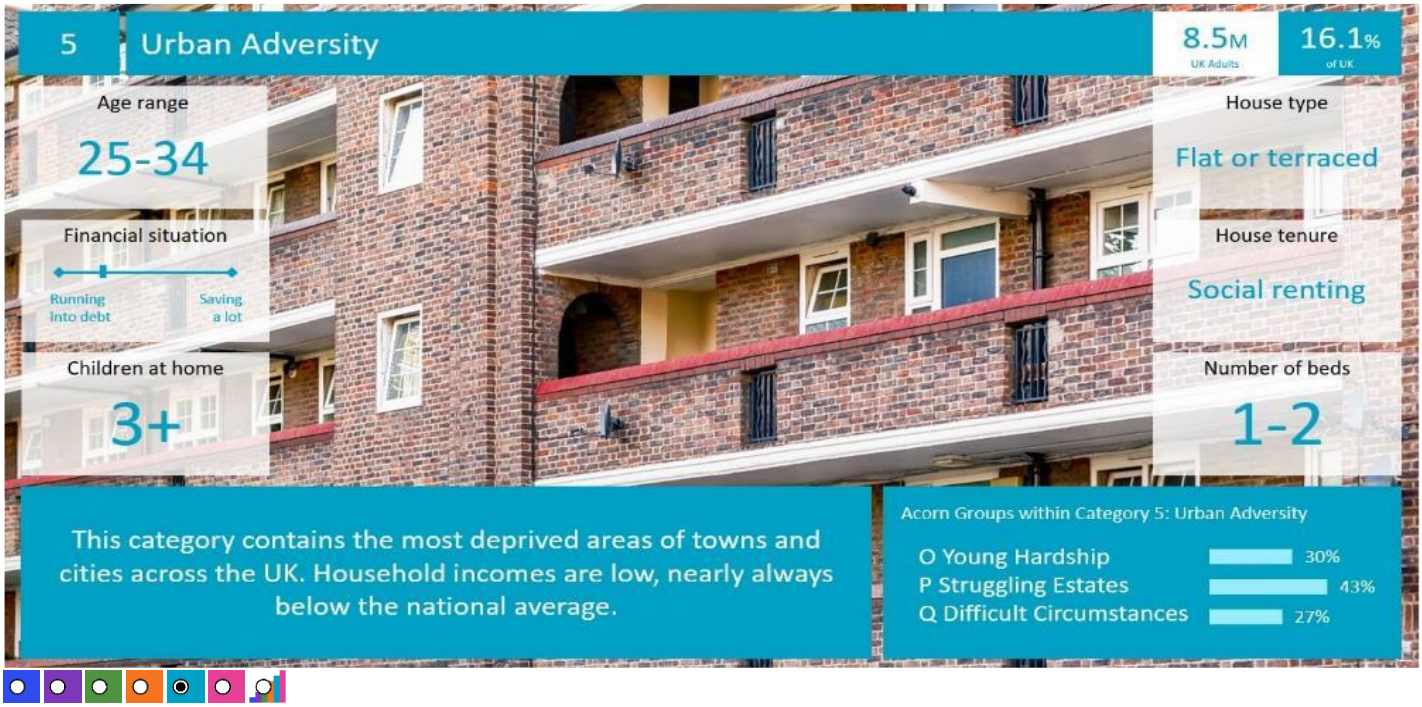
Area: HLLT_New Inn, Blackheath (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0 100 200
1	Affluent Achievers	165	1.4	22.0	6
2	Rising Prosperity	150	1.2	10.1	12
3	Comfortable Communities	3,951	32.7	26.2	**125**
4	Financially Stretched	3,439	28.5	23.7	**120**
5	Urban Adversity	4,381	36.2	17.6	**206**
6	Not Private Households	1	0.0	0.3	2
	Graph				
	Total households	**12,087**			

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT_New Inn, Blackheath (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	50	0.4	11.2	4
1.C	Mature Money	115	1.0	9.6	10
2. Rising Prosperity					
2.D	City Sophisticates	0	0.0	4.0	0
2.E	Career Climbers	150	1.2	6.2	20
3. Comfortable Communities					
3.F	Countryside Communities	0	0.0	5.7	0
3.G	Successful Suburbs	964	8.0	5.9	**136**
3.H	Steady Neighbourhoods	2,061	17.1	7.4	**232**
3.I	Comfortable Seniors	275	2.3	2.9	78
3.J	Starting Out	651	5.4	4.3	**124**
4. Financially Stretched					
4.K	Student Life	0	0.0	2.4	0
4.L	Modest Means	1,233	10.2	7.9	**129**
4.M	Striving Families	1,327	11.0	7.5	**145**
4.N	Poorer Pensioners	879	7.3	5.9	**123**
5. Urban Adversity					
5.O	Young Hardship	849	7.0	6.1	**114**
5.P	Struggling Estates	1,997	16.5	6.1	**270**
5.Q	Difficult Circumstances	1,535	12.7	5.3	**238**
6. Not Private Households					
6.R	Not Private Households	1	0.0	0.3	2
	Total households	**12,087**			

Acorn Group Pen Portrait

3 H Steady Neighbourhoods

4.3M UK Adults | 8.1% of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle–aged, are living comfortably in suburban and urban locations.

DEMOGRAPHICS

BRANDS

SHOPPING: RADLEY LONDON, schuh, FATFACE, Jones
LEISURE: The IGUANAS, Pizza Hut, Bella Italia, Zizzi
WEBSITES: Quidco, The National Lottery, GROUPON, sky

DIGITAL

ATTITUDES

I worry about online security: 56% (UK average: 55%)
Shopping online makes my life easier: 54% (UK average: 53%)
I couldn't live without the internet on my mobile: 33% (UK average: 34%)

KEY INTERNET USAGE

This group are more likely to **research days out** online

This group are more likely to **purchase home insurance** online

TECHNOLOGY USAGE

This group are more likely to **watch TV on demand through their TV set**

FINANCIAL PROFILE

Household income: UK £45k (Average: £40k) | London £50k (Average: £44k)
% Disposable income: UK 47% (Average: 44%) | London 42% (Average: 39%)
Financial situation: Running into debt — Saving a lot

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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_New Inn, Blackheath (1 Mile contour)
Base: Great Britain
Year: 2021

Sort by: Acorn Structure / Index / Profile %

Acorn Type Description			Area Profile	% for Area	% for Base	Index
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	50	0.4	2.2	19
	1.B.7	Affluent professionals	0	0.0	0.9	0
	1.B.8	Prosperous suburban families	0	0.0	1.5	0
	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	97	0.8	2.9	28
	1.C.12	Retired and empty nesters	0	0.0	2.5	0
	1.C.13	Upmarket downsizers	18	0.1	1.3	11
2. Rising Prosperity						
2.D City Sophisticates						
	2.D.14	Townhouse cosmopolitans	0	0.0	0.7	0
	2.D.15	Younger professionals in smaller flats	0	0.0	1.5	0
	2.D.16	Metropolitan professionals	0	0.0	0.8	0
	2.D.17	Socialising young renters	0	0.0	1.0	0
2.E Career Climbers						
	2.E.18	Career driven young families	70	0.6	1.9	31
	2.E.19	First time buyers in small, modern homes	80	0.7	3.3	20
	2.E.20	Mixed metropolitan areas	0	0.0	1.0	0
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	898	7.4	2.6	**281**
	3.G.25	Larger family homes, multi-ethnic areas	54	0.4	0.8	54
	3.G.26	Semi-professional families, owner occupied neighbourhoods	12	0.1	2.4	4
3.H Steady Neighbourhoods						
	3.H.27	Suburban semis, conventional attitudes	1,640	13.6	3.4	**394**
	3.H.28	Owner occupied terraces, average income	126	1.0	1.6	66
	3.H.29	Established suburbs, older families	295	2.4	2.3	**105**
3.I Comfortable Seniors						
	3.I.30	Older people, neat and tidy neighbourhoods	275	2.3	2.4	94
	3.I.31	Elderly singles in purpose-built accommodation	0	0.0	0.5	0
3.J Starting Out						
	3.J.32	Educated families in terraces, young children	272	2.3	2.1	**107**
	3.J.33	Smaller houses and starter homes	379	3.1	2.3	**139**
4. Financially Stretched						
4.K Student Life						
	4.K.34	Student flats and halls of residence	0	0.0	0.4	0
	4.K.35	Term-time terraces	0	0.0	0.3	0
	4.K.36	Educated young people in flats and tenements	0	0.0	1.7	0
4.L Modest Means						
	4.L.37	Low cost flats in suburban areas	150	1.2	1.4	88
	4.L.38	Semi-skilled workers in traditional neighbourhoods	776	6.4	2.6	**244**
	4.L.39	Fading owner occupied terraces	307	2.5	2.9	88
	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	40	0.3	1.6	21
	4.M.42	Struggling young families in post-war terraces	234	1.9	1.7	**116**
	4.M.43	Families in right-to-buy estates	795	6.6	2.1	**317**
	4.M.44	Post-war estates, limited means	258	2.1	2.2	97
4.N Poorer Pensioners						
	4.N.45	Pensioners in social housing, semis and terraces	98	0.8	0.8	**103**
	4.N.46	Elderly people in social rented flats	271	2.2	1.1	**207**
	4.N.47	Low income older people in smaller semis	118	1.0	2.3	43
	4.N.48	Pensioners and singles in social rented flats	392	3.2	1.8	**184**
5. Urban Adversity						
5.O Young Hardship						
	5.O.49	Young families in low cost private flats	322	2.7	2.1	**124**
	5.O.50	Struggling younger people in mixed tenure	334	2.8	1.7	**158**
	5.O.51	Young people in small, low cost terraces	193	1.6	2.3	71
5.P Struggling Estates						
	5.P.52	Poorer families, many children, terraced housing	447	3.7	1.6	**228**
	5.P.53	Low income terraces	0	0.0	0.9	0
	5.P.54	Multi-ethnic, purpose-built estates	0	0.0	1.2	0
	5.P.55	Deprived and ethnically diverse in flats	0	0.0	0.8	0
	5.P.56	Low income large families in social rented semis	1,550	12.8	1.6	**778**
5.Q Difficult Circumstances						
	5.Q.57	Social rented flats, families and single parents	281	2.3	1.5	**153**
	5.Q.58	Singles and young families, some receiving benefits	872	7.2	1.8	**403**
	5.Q.59	Deprived areas and high-rise flats	382	3.2	2.0	**155**
6. Not Private Households						
6.R Not Private Households						
	6.R.60	Active communal population	1	0.0	0.1	14
	6.R.61	Inactive communal population	0	0.0	0.3	0
	6.R.62	Business areas without resident population	0	0	0	0
		Total households	**12,087**			

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DOMINANT ACORN GROUP - HOUSEHOLDS

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Area: HLLT_New Inn, Blackheath (1 Mile contour)

Source: OS Open Data 2018

- 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

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ACORN - WHAT IS IT?

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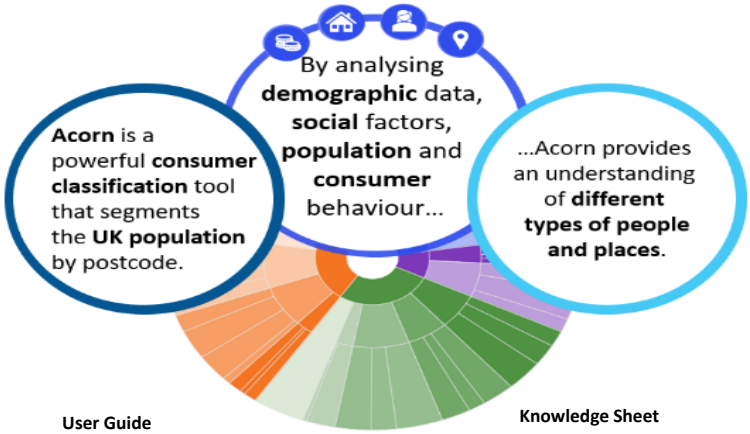
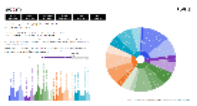


User Guide

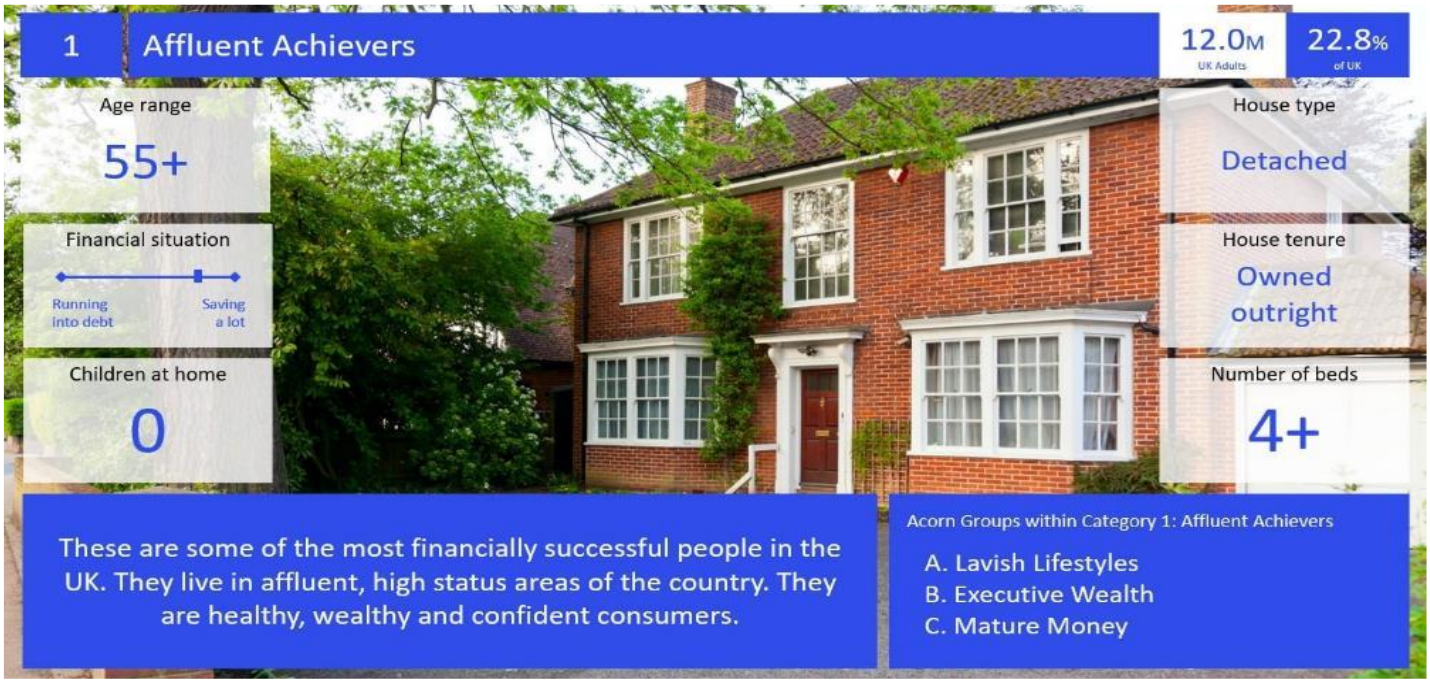
Knowledge Sheet

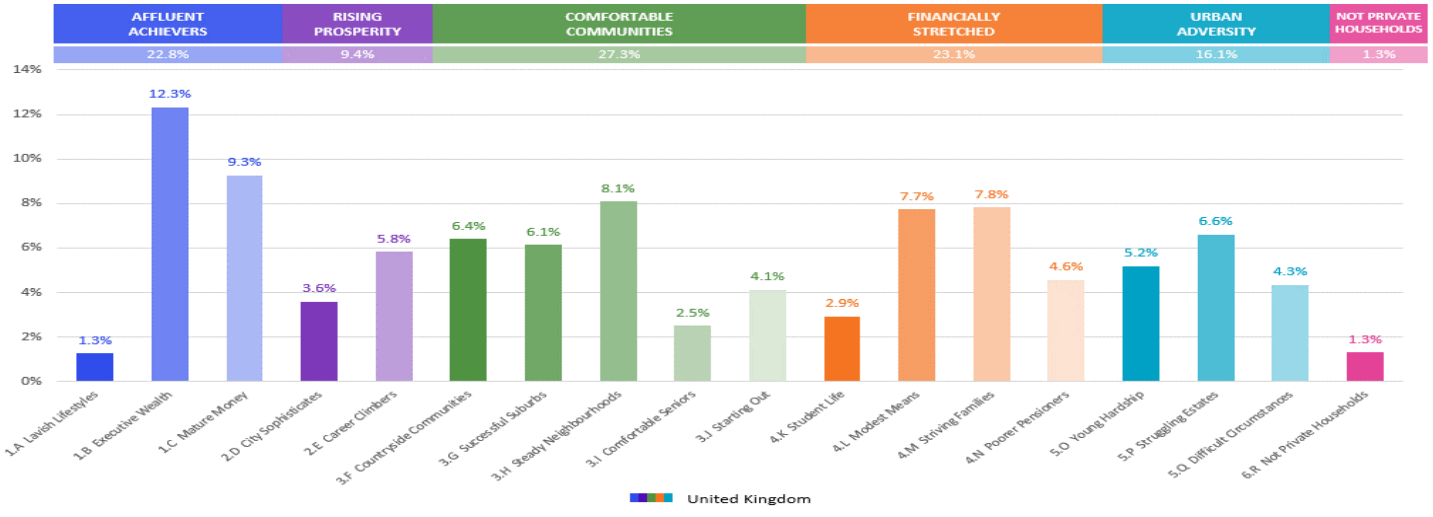


Tableau

Excel

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





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