

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














ACORN CATEGORY PROFILE - HOUSEHOLDS

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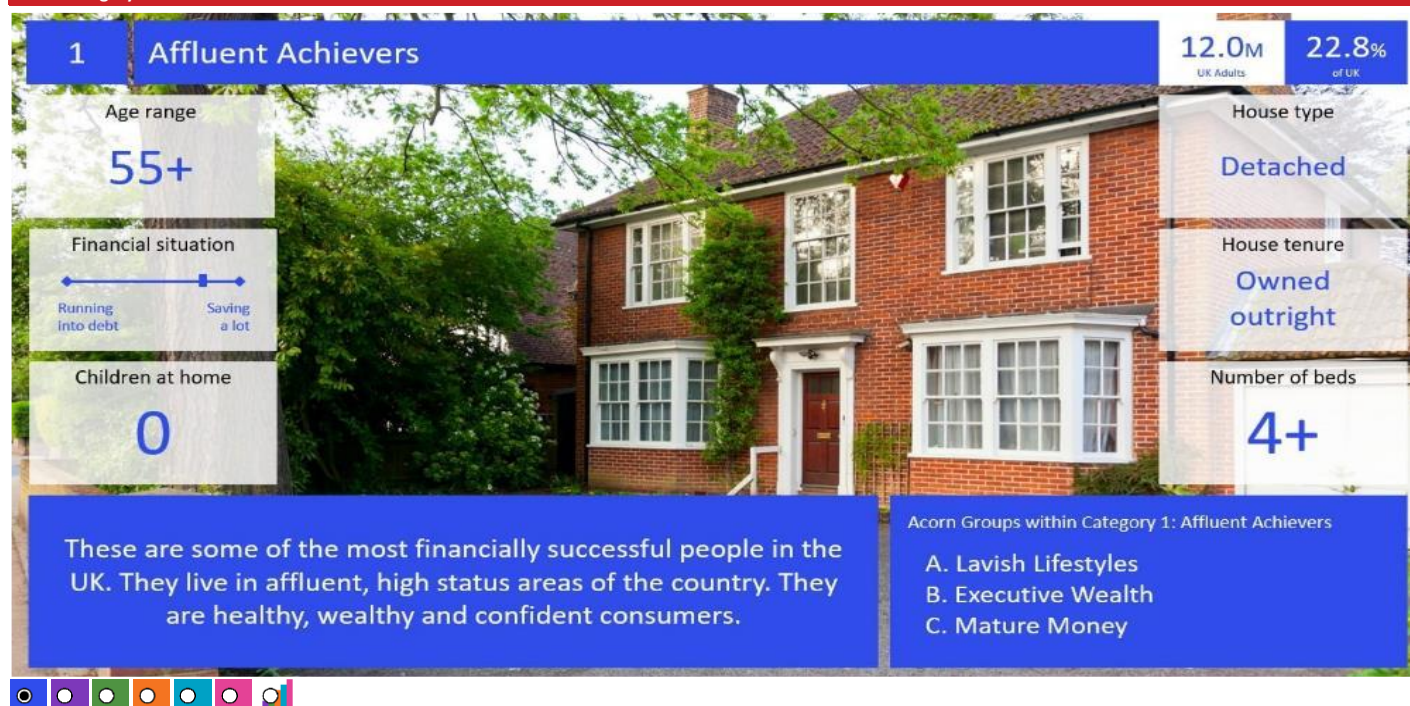
Area: HLLT_Abingdon Arms, Wantage (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	1,610	29.7	22.0	135		
	2 Rising Prosperity	852	15.7	10.1	155		
	3 Comfortable Communities	1,530	28.2	26.2	108		
	4 Financially Stretched	1,076	19.9	23.7	84		
	5 Urban Adversity	337	6.2	17.6	35		
	6 Not Private Households	12	0.2	0.3	66		
 Graph							
Total households		5,417					

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT_Abingdon Arms, Wantage (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	28	0.5	1.1	46			
1.B Executive Wealth	540	10.0	11.2	89			
1.C Mature Money	1,042	19.2	9.6	200			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	852	15.7	6.2	255			
3. Comfortable Communities							
3.F Countryside Communities	111	2.0	5.7	36			
3.G Successful Suburbs	673	12.4	5.9	211			
3.H Steady Neighbourhoods	438	8.1	7.4	110			
3.I Comfortable Seniors	195	3.6	2.9	124			
3.J Starting Out	113	2.1	4.3	48			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	134	2.5	7.9	31			
4.M Striving Families	731	13.5	7.5	179			
4.N Poorer Pensioners	211	3.9	5.9	66			
5. Urban Adversity							
5.O Young Hardship	131	2.4	6.1	39			
5.P Struggling Estates	33	0.6	6.1	10			
5.Q Difficult Circumstances	173	3.2	5.3	60			
6. Not Private Households							
6.R Not Private Households	12	0.2	0.3	66			
Total households							
5,417							

Acorn Group Pen Portrait

1

C

Mature Money

4.9M
UK Adults

9.3%
of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

DEMOGRAPHICS

Age range

65+

Children at home

0

House tenure

Owned outright

Family structure

Couple

Number of beds

4

House type

Detached

FINANCIAL PROFILE

Household Income

UK £46k

London £50k

Average: £40k

Average: £44k

% Disposable Income

UK 54%

London 51%

Average: 44%

Average: 39%

Financial situation

Running into debt

Saving a lot

BRANDS

SHOPPING

LAKELAND

LAURA ASHLEY

De Molen

W

LEISURE

BROWNS

NESPRESSO

COFFEE NERO

WEBSITES

amazon

MoneySavingExpert.com

M&S

NEWS

DIGITAL

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

52%

UK average: 53%

I couldn't live without the internet on my mobile

26%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to research home insurance online

This group are more likely to purchase event tickets online

This group are more likely to own a tablet

A

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WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_Abingdon Arms, Wantage (1 Mile contour)

Base: Great Britain

Year: 2021

Sort by:  Acorn Structure
 Index
 Profile %

Acorn Type Description		Area Profile	% for Area	% for Base	Index	0	100	200
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	28	0.5	0.9	59			
1.B Executive Wealth								
	1.B.4 Asset rich families	76	1.4	2.6	54			
	1.B.5 Wealthy countryside commuters	26	0.5	2.4	20			
	1.B.6 Financially comfortable families	149	2.8	2.2	125			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	66	1.2	1.5	80			
	1.B.9 Well-off edge of towners	223	4.1	1.6	255			
1.C Mature Money								
	1.C.10 Better-off villagers	464	8.6	3.0	287			
	1.C.11 Settled suburbia, older people	278	5.1	2.9	180			
	1.C.12 Retired and empty nesters	103	1.9	2.5	77			
	1.C.13 Upmarket downsizers	197	3.6	1.3	279			
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	264	4.9	1.9	259			
	2.E.19 First time buyers in small, modern homes	588	10.9	3.3	331			
	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	111	2.0	3.2	65			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	191	3.5	2.6	134			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	482	8.9	2.4	367			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	30	0.6	3.4	16			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	408	7.5	2.3	323			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	84	1.6	2.4	64			
	3.I.31 Elderly singles in purpose-built accommodation	111	2.0	0.5	418			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	77	1.4	2.1	68			
	3.J.33 Smaller houses and starter homes	36	0.7	2.3	30			
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	116	2.1	1.4	152			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	14	0.3	2.6	10			
	4.L.39 Fading owner occupied terraces	4	0.1	2.9	3			
	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	450	8.3	1.6	521			
	4.M.42 Struggling young families in post-war terraces	281	5.2	1.7	310			
	4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
	4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	37	0.7	0.8	87			
	4.N.46 Elderly people in social rented flats	23	0.4	1.1	39			
	4.N.47 Low income older people in smaller semis	84	1.6	2.3	68			
	4.N.48 Pensioners and singles in social rented flats	67	1.2	1.8	70			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	56	1.0	2.1	48			
	5.O.50 Struggling younger people in mixed tenure	75	1.4	1.7	79			
	5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
	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	33	0.6	1.6	37			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	39	0.7	1.5	47			
	5.Q.58 Singles and young families, some receiving benefits	72	1.3	1.8	74			
	5.Q.59 Deprived areas and high-rise flats	62	1.1	2.0	56			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	0	0.0	0.1	0			
	6.R.61 Inactive communal population	12	0.2	0.3	81			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		5,417						

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MAP

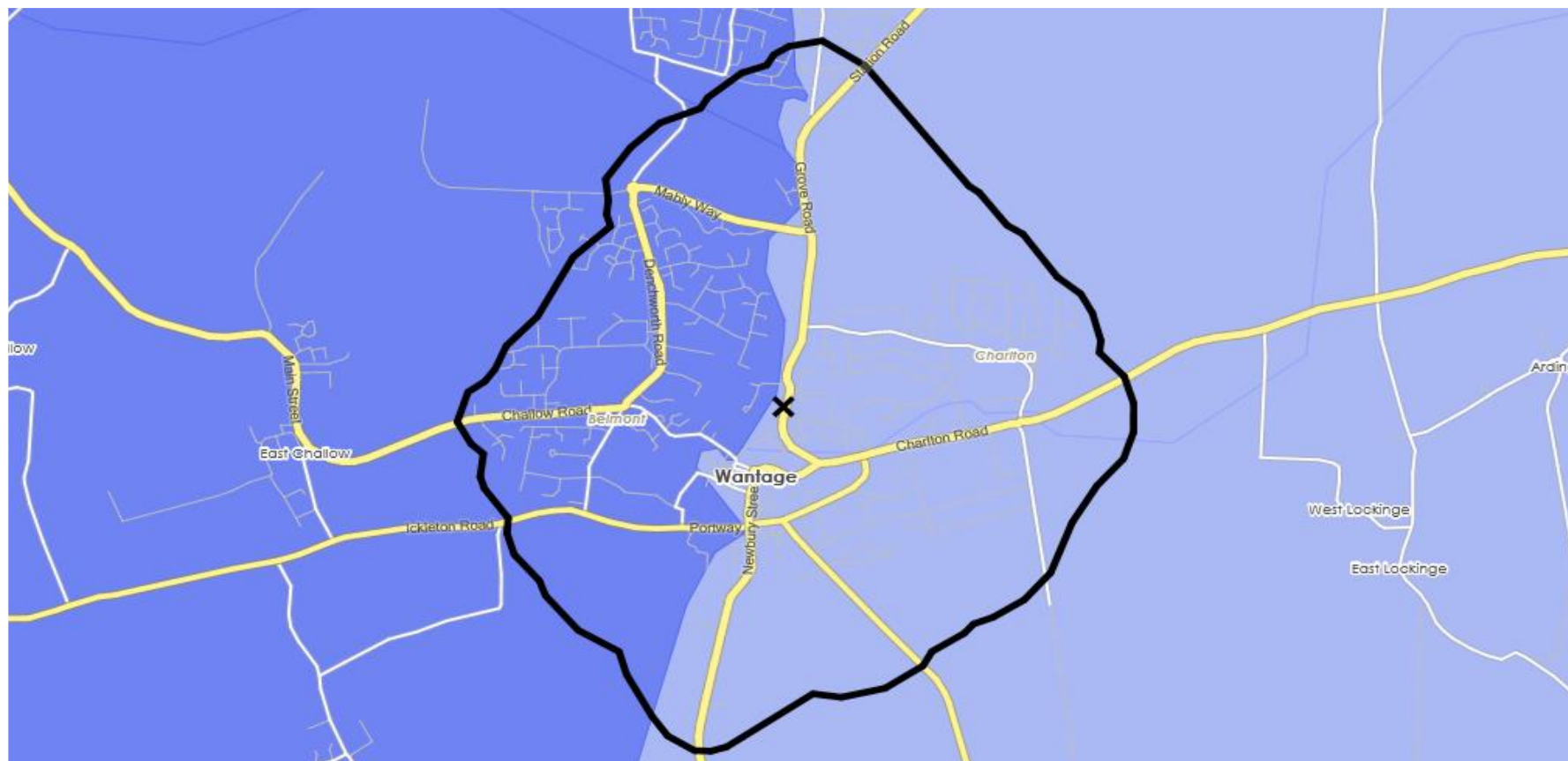
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Abingdon Arms, Wantage (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

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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
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

1 Affluent Achievers

12.0M UK Adults

22.8% of UK

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

B. Executive Wealth

C. Mature Money

