ACORN CATEGORY PROFILE - HOUSEHOLDS

Area: HLLT_Angel Inn, Alston (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
1	Affluent Achievers	60	9.0	22.0	41			
2	Rising Prosperity	0	0.0	10.1	0			
3	Comfortable Communities	346	51.6	26.2	197			
4	Financially Stretched	194	29.0	23.7	122			
5	Urban Adversity	65	9.7	17.6	55			
6	Not Private Households	5	0.7	0.3	224			
Graph								
	Total households	**670**						

Acorn Category Pen Portrait

3 Comfortable Communities

14.4M UK Adults **27.3%** of UK

Age range 35-64

House type Semi-detached or detached

Financial situation
Running into debt — Saving a lot

House tenure Owned outright or mortgaged

Children at home 0-2

Number of beds 3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities
F Countryside Communities — 23%
G Successful Suburbs — 23%
H Steady Neighbourhoods — 30%
I Comfortable Seniors — 8%
J Starting Out — 15%

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ACORN GROUP PROFILE - HOUSEHOLDS

Area: HLLT_Angel Inn, Alston (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		0	0.0	11.2	0		
1.C	Mature Money		60	9.0	9.6	93		
2. Rising Prosperity								
2.D	City Sophisticates		0	0.0	4.0	0		
2.E	Career Climbers		0	0.0	6.2	0		
3. Comfortable Communities								
3.F	Countryside Communities		294	43.9	5.7	**765**		
3.G	Successful Suburbs		33	4.9	5.9	84		
3.H	Steady Neighbourhoods		2	0.3	7.4	4		
3.I	Comfortable Seniors		17	2.5	2.9	87		
3.J	Starting Out		0	0.0	4.3	0		
4. Financially Stretched								
4.K	Student Life		0	0.0	2.4	0		
4.L	Modest Means		68	10.1	7.9	**128**		
4.M	Striving Families		31	4.6	7.5	61		
4.N	Poorer Pensioners		95	14.2	5.9	**240**		
5. Urban Adversity								
5.O	Young Hardship		9	1.3	6.1	22		
5.P	Struggling Estates		0	0.0	6.1	0		
5.Q	Difficult Circumstances		56	8.4	5.3	**156**		
6. Not Private Households								
6.R	Not Private Households		5	0.7	0.3	**224**		
	Total households		**670**					

Acorn Group Pen Portrait

3 F Countryside Communities **3.4M** UK Adults   **6.4%** of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

DEMOGRAPHICS

Age range	Children at home
65+	0
House tenure	Family structure
Owned outright	Couple
Number of beds	House type
4	Detached

FINANCIAL PROFILE

Household income	% Disposable income	Financial situation
UK £42k / London n/a	UK 53% / London n/a	Running into debt — Saving a lot
Average: £40k / Average: £44k	Average: 44% / Average: 39%	

BRANDS

SHOPPING: LAKELAND, JOHN LEWIS, Specsavers, Clarks
LEISURE: caffè NERO, Zizzi, CAFÉ ROUGE
WEBSITES: ebay, Money Super Market, M&S, GOV.UK

DIGITAL

ATTITUDES

I worry about online security	Shopping online makes my life easier	I couldn't live without the internet on my mobile
57%	53%	25%
UK average: 55%	UK average: 53%	UK average: 34%

KEY INTERNET USAGE

This group are more likely to **browse for gardening products** online

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

TECHNOLOGY USAGE

This group are more likely to **subscribe to Sky TV**

A B C D E F G H I J K L M N O P Q R

ACORN TYPE PROFILE - HOUSEHOLDS

Area: HLLT_Angel Inn, Alston (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	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	0	0.0	2.2	0			
	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	34	5.1	3.0	**170**			
	1.C.11	Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12	Retired and empty nesters	21	3.1	2.5	**126**			
	1.C.13	Upmarket downsizers	5	0.7	1.3	57			
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	0	0.0	1.9	0			
	2.E.19	First time buyers in small, modern homes	0	0.0	3.3	0			
	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	158	23.6	1.5	**1,576**			
	3.F.22	Older couples and families in rural areas	5	0.7	1.1	70			
	3.F.23	Owner occupiers in small towns and villages	131	19.6	3.2	**616**			
3.G Successful Suburbs									
	3.G.24	Comfortably-off families in modern housing	0	0.0	2.6	0			
	3.G.25	Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26	Semi-professional families, owner occupied neighbourhoods	33	4.9	2.4	**203**			
3.H Steady Neighbourhoods									
	3.H.27	Suburban semis, conventional attitudes	0	0.0	3.4	0			
	3.H.28	Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29	Established suburbs, older families	2	0.3	2.3	13			
3.I Comfortable Seniors									
	3.I.30	Older people, neat and tidy neighbourhoods	17	2.5	2.4	**105**			
	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	0	0.0	2.1	0			
	3.J.33	Smaller houses and starter homes	0	0.0	2.3	0			
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	0	0.0	1.4	0			
	4.L.38	Semi-skilled workers in traditional neighbourhoods	68	10.1	2.6	**386**			
	4.L.39	Fading owner occupied terraces	0	0.0	2.9	0			
	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	12	1.8	1.6	**112**			
	4.M.42	Struggling young families in post-war terraces	0	0.0	1.7	0			
	4.M.43	Families in right-to-buy estates	0	0.0	2.1	0			
	4.M.44	Post-war estates, limited means	19	2.8	2.2	**129**			
4.N Poorer Pensioners									
	4.N.45	Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
	4.N.46	Elderly people in social rented flats	0	0.0	1.1	0			
	4.N.47	Low income older people in smaller semis	81	12.1	2.3	**532**			
	4.N.48	Pensioners and singles in social rented flats	14	2.1	1.8	**118**			
5.	**Urban Adversity**								
5.O Young Hardship									
	5.O.49	Young families in low cost private flats	0	0.0	2.1	0			
	5.O.50	Struggling younger people in mixed tenure	9	1.3	1.7	77			
	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	0	0.0	1.6	0			
5.Q Difficult Circumstances									
	5.Q.57	Social rented flats, families and single parents	0	0.0	1.5	0			
	5.Q.58	Singles and young families, some receiving benefits	56	8.4	1.8	**466**			
	5.Q.59	Deprived areas and high-rise flats	0	0.0	2.0	0			
6.	**Not Private Households**								
6.R Not Private Households									
	6.R.60	Active communal population	1	0.1	0.1	**256**			
	6.R.61	Inactive communal population	4	0.6	0.3	**217**			
	6.R.62	Business areas without resident population	0	0	0	0			
		Total households	**670**						

| CATEGORY | GROUP | TYPE | MAP | WHAT IS ACORN? |

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT_Angel Inn, Alston (1 Mile contour)

Source: OS Open Data 2018
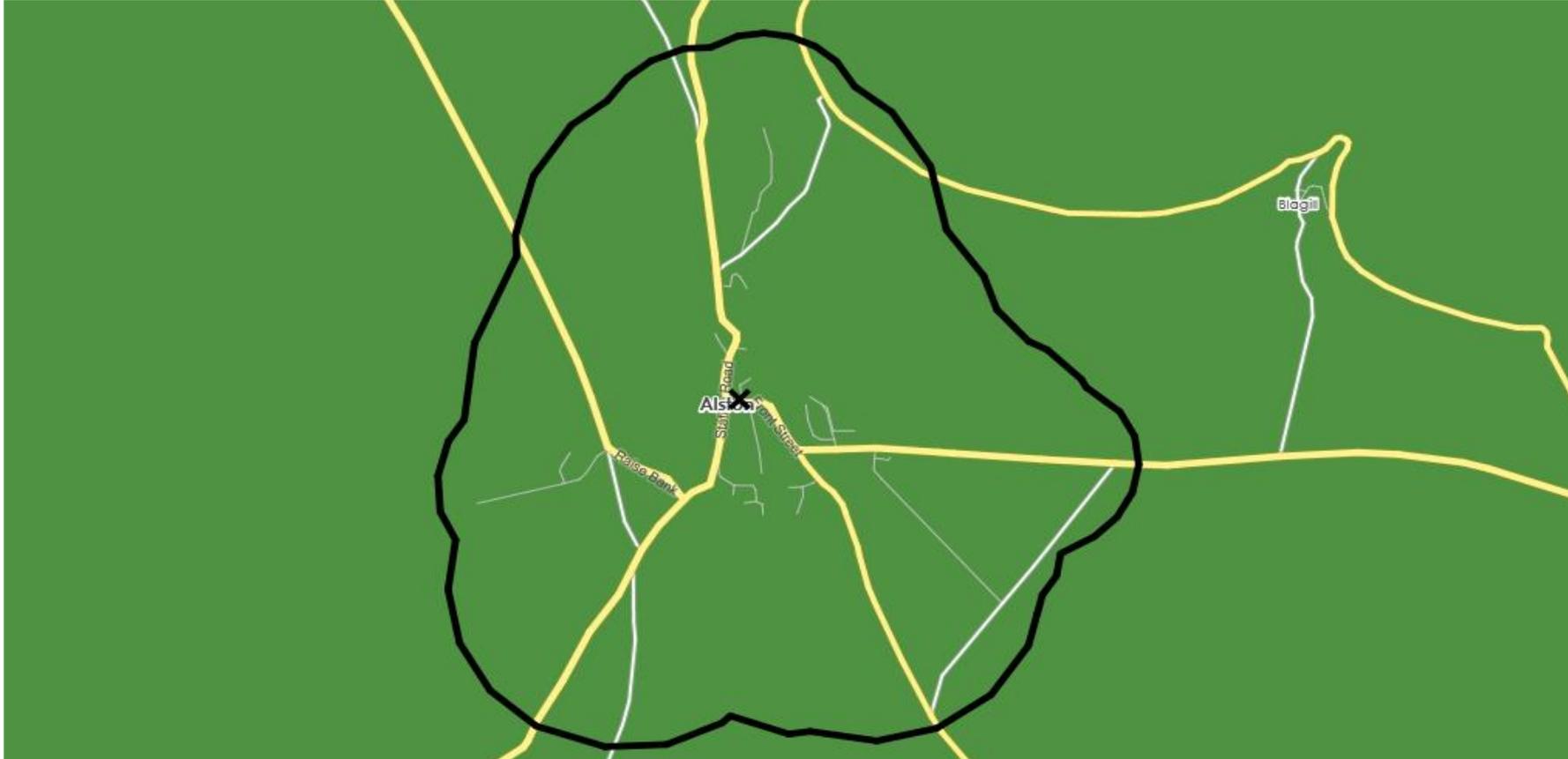
Dominant Acorn Category

% 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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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN - WHAT IS IT?

By analysing **demographic** data, **social** factors, **population** and **consumer** behaviour...

Acorn is a powerful **consumer classification** tool that segments the **UK population** by postcode.

...Acorn provides an understanding of **different types of people and places.**

User Guide

Knowledge Sheet

Tableau   Excel
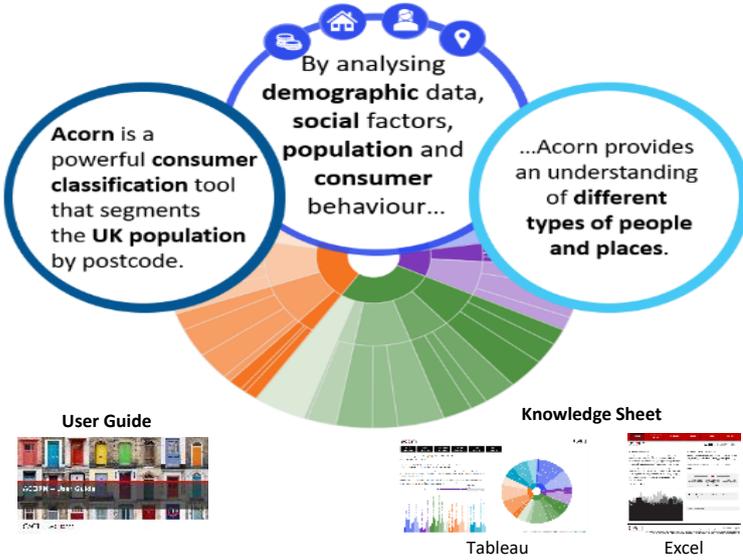
6 CATEGORIES | 18 GROUPS | 62 TYPES

Categories	Groups	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

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY	NOT PRIVATE HOUSEHOLDS
22.8%	9.4%	27.3%	23.1%	16.1%	1.3%

Chart values (United Kingdom):
- 1.A Lavish Lifestyles: 1.3%
- 1.B Executive Wealth: 12.3%
- 1.C Mature Money: 9.3%
- 2.D City Sophisticates: 3.6%
- 2.E Career Climbers: 5.8%
- 3.F Countryside Communities: 6.4%
- 3.G Successful Suburbs: 6.1%
- 3.H Steady Neighbourhoods: 8.1%
- 3.I Comfortable Seniors: 2.5%
- 3.J Starting Out: 4.1%
- 4.K Student Life: 2.9%
- 4.L Modest Means: 7.7%
- 4.M Striving Families: 7.8%
- 4.N Poorer Pensioners: 4.6%
- 5.O Young Hardship: 5.2%
- 5.P Struggling Estates: 6.6%
- 5.Q Difficult Circumstances: 4.3%
- 6.R Not Private Households: 1.3%