

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








ACORN CATEGORY PROFILE - HOUSEHOLDS

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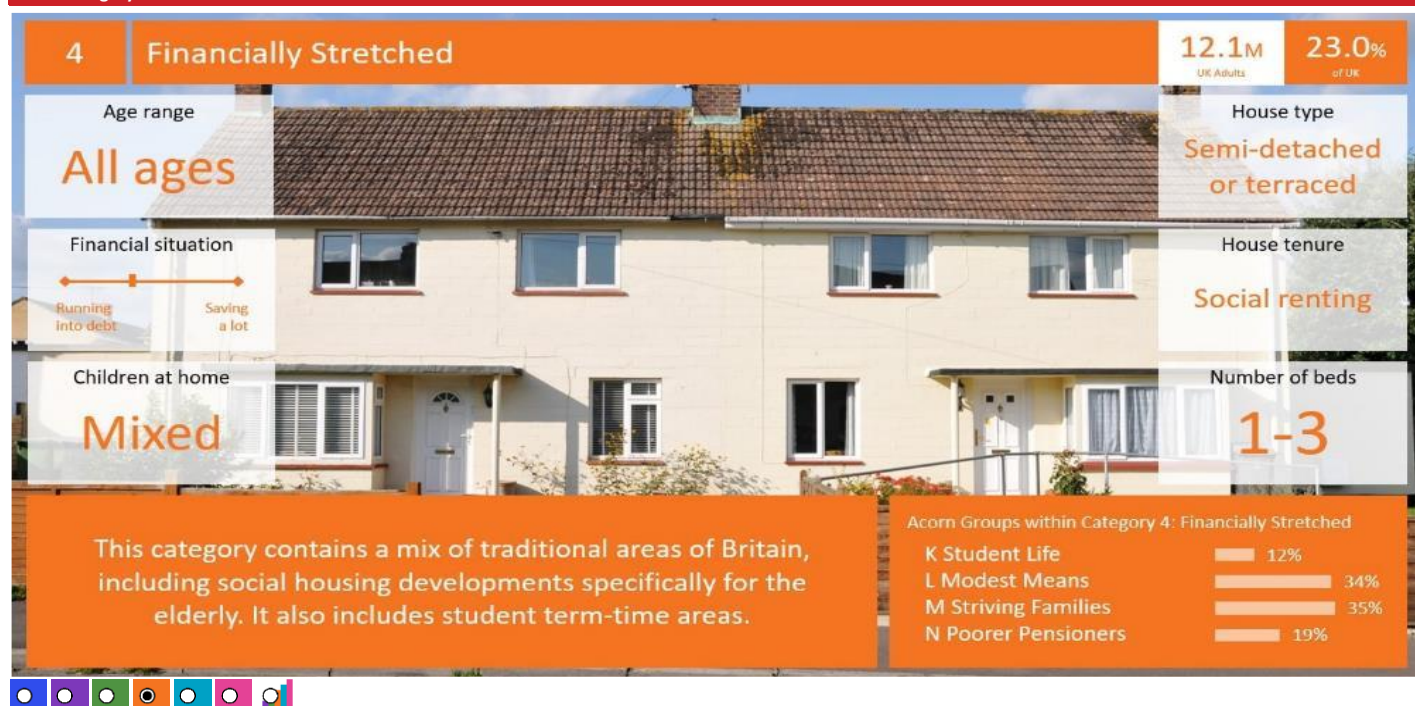
Area: HLLT_Angel, Sudbury (1 Mile contour)

Base: Great Britain

Year: 2021

| Acorn Category Description | | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|---|---------------------------|--------------|------------|------------|---------|-----|-----|
|  | 1 Affluent Achievers | 512 | 11.0 | 22.0 | 50 | | |
|  | 2 Rising Prosperity | 14 | 0.3 | 10.1 | 3 | | |
|  | 3 Comfortable Communities | 1,390 | 29.9 | 26.2 | 114 | | |
|  | 4 Financially Stretched | 1,919 | 41.3 | 23.7 | 174 | | |
|  | 5 Urban Adversity | 774 | 16.6 | 17.6 | 95 | | |
|  | 6 Not Private Households | 42 | 0.9 | 0.3 | 271 | | |
|  Graph | | | | | | | |
| Total households | | 4,651 | | | | | |

Acorn Category Pen Portrait



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Area: HLLT_Angel, Sudbury (1 Mile contour)

Base: Great Britain

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| 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 | 23 | 0.5 | 11.2 | 4 | | | |
| 1.C Mature Money | 489 | 10.5 | 9.6 | 109 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 4.0 | 0 | | | |
| 2.E Career Climbers | 14 | 0.3 | 6.2 | 5 | | | |
| 3. Comfortable Communities | | | | | | | |
| 3.F Countryside Communities | 188 | 4.0 | 5.7 | 70 | | | |
| 3.G Successful Suburbs | 381 | 8.2 | 5.9 | 139 | | | |
| 3.H Steady Neighbourhoods | 235 | 5.1 | 7.4 | 69 | | | |
| 3.I Comfortable Seniors | 398 | 8.6 | 2.9 | 295 | | | |
| 3.J Starting Out | 188 | 4.0 | 4.3 | 93 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | 0 | 0.0 | 2.4 | 0 | | | |
| 4.L Modest Means | 1,142 | 24.6 | 7.9 | 310 | | | |
| 4.M Striving Families | 302 | 6.5 | 7.5 | 86 | | | |
| 4.N Poorer Pensioners | 475 | 10.2 | 5.9 | 173 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | 492 | 10.6 | 6.1 | 172 | | | |
| 5.P Struggling Estates | 145 | 3.1 | 6.1 | 51 | | | |
| 5.Q Difficult Circumstances | 137 | 2.9 | 5.3 | 55 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | 42 | 0.9 | 0.3 | 271 | | | |
| Total households | 4,651 | | | | | | |

Acorn Group Pen Portrait

| | | | | |
|---|---|---------------------|-------------------|---------------|
| 4 | L | Modest Means | 4.1M UK Adults | 7.7% of UK |
|---|---|---------------------|-------------------|---------------|

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

| DEMOGRAPHICS | BRANDS |
|---|--|
| <div>Age range 25-34</div> <div>Children at home 3+</div> <div>House tenure Privately renting</div> <div>Family structure Single parent</div> <div>Number of beds 3</div> <div>House type Terraced</div> | <div>SHOPPING</div> <div>The Works M&Co R Range NEW LOOK</div> <div>LEISURE</div> <div>Harry Ramsden's KFC Frankie & Benny's GREGGS</div> <div>WEBSITES</div> <div>ebay sky Argos LAD BIBLE</div> |
| FINANCIAL PROFILE | DIGITAL |
| <div>Household Income</div> <div>UK £35k London £42k</div> <div>Average: £40k Average: £44k</div> <div>% Disposable Income</div> <div>UK 45% London 34%</div> <div>Average: 44% Average: 39%</div> <div>Financial situation</div> <div>Running into debt Saving a lot</div> | <div>ATTITUDES</div> <div>I worry about online security 54% UK average: 55%</div> <div>Shopping online makes my life easier 50% UK average: 53%</div> <div>I couldn't live without the internet on my mobile 33% UK average: 34%</div> |
| | <div>KEY INTERNET USAGE</div> <div>Whilst internet usage is below average, this group are more likely to research loans online</div> <div>Whilst internet usage is below average, this group are more likely to purchase toys online</div> <div>TECHNOLOGY USAGE</div> <div>This group are more likely to subscribe to Sky TV</div> |

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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_Angel, Sudbury (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 | 11 | 0.2 | 2.2 | 11 | | | |
| | 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 | 12 | 0.3 | 1.6 | 16 | | | |
| 1.C Mature Money | | | | | | | | |
| | 1.C.10 Better-off villagers | 1 | 0.0 | 3.0 | 1 | | | |
| | 1.C.11 Settled suburbia, older people | 14 | 0.3 | 2.9 | 11 | | | |
| | 1.C.12 Retired and empty nesters | 404 | 8.7 | 2.5 | 350 | | | |
| | 1.C.13 Upmarket downsizers | 70 | 1.5 | 1.3 | 115 | | | |
| 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 | 9 | 0.2 | 1.9 | 10 | | | |
| | 2.E.19 First time buyers in small, modern homes | 5 | 0.1 | 3.3 | 3 | | | |
| | 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 | 188 | 4.0 | 3.2 | 127 | | | |
| 3.G Successful Suburbs | | | | | | | | |
| | 3.G.24 Comfortably-off families in modern housing | 171 | 3.7 | 2.6 | 139 | | | |
| | 3.G.25 Larger family homes, multi-ethnic areas | 0 | 0.0 | 0.8 | 0 | | | |
| | 3.G.26 Semi-professional families, owner occupied neighbourhoods | 210 | 4.5 | 2.4 | 186 | | | |
| 3.H Steady Neighbourhoods | | | | | | | | |
| | 3.H.27 Suburban semis, conventional attitudes | 129 | 2.8 | 3.4 | 81 | | | |
| | 3.H.28 Owner occupied terraces, average income | 0 | 0.0 | 1.6 | 0 | | | |
| | 3.H.29 Established suburbs, older families | 106 | 2.3 | 2.3 | 98 | | | |
| 3.I Comfortable Seniors | | | | | | | | |
| | 3.I.30 Older people, neat and tidy neighbourhoods | 315 | 6.8 | 2.4 | 281 | | | |
| | 3.I.31 Elderly singles in purpose-built accommodation | 83 | 1.8 | 0.5 | 364 | | | |
| 3.J Starting Out | | | | | | | | |
| | 3.J.32 Educated families in terraces, young children | 50 | 1.1 | 2.1 | 51 | | | |
| | 3.J.33 Smaller houses and starter homes | 138 | 3.0 | 2.3 | 132 | | | |
| 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 | 153 | 3.3 | 1.4 | 234 | | | |
| | 4.L.38 Semi-skilled workers in traditional neighbourhoods | 652 | 14.0 | 2.6 | 533 | | | |
| | 4.L.39 Fading owner occupied terraces | 337 | 7.2 | 2.9 | 252 | | | |
| | 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 | 66 | 1.4 | 1.6 | 89 | | | |
| | 4.M.42 Struggling young families in post-war terraces | 25 | 0.5 | 1.7 | 32 | | | |
| | 4.M.43 Families in right-to-buy estates | 19 | 0.4 | 2.1 | 20 | | | |
| | 4.M.44 Post-war estates, limited means | 192 | 4.1 | 2.2 | 188 | | | |
| 4.N Poorer Pensioners | | | | | | | | |
| | 4.N.45 Pensioners in social housing, semis and terraces | 27 | 0.6 | 0.8 | 74 | | | |
| | 4.N.46 Elderly people in social rented flats | 158 | 3.4 | 1.1 | 313 | | | |
| | 4.N.47 Low income older people in smaller semis | 81 | 1.7 | 2.3 | 77 | | | |
| | 4.N.48 Pensioners and singles in social rented flats | 209 | 4.5 | 1.8 | 255 | | | |
| 5. Urban Adversity | | | | | | | | |
| 5.O Young Hardship | | | | | | | | |
| | 5.O.49 Young families in low cost private flats | 290 | 6.2 | 2.1 | 290 | | | |
| | 5.O.50 Struggling younger people in mixed tenure | 148 | 3.2 | 1.7 | 182 | | | |
| | 5.O.51 Young people in small, low cost terraces | 54 | 1.2 | 2.3 | 52 | | | |
| 5.P Struggling Estates | | | | | | | | |
| | 5.P.52 Poorer families, many children, terraced housing | 145 | 3.1 | 1.6 | 192 | | | |
| | 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 | 30 | 0.6 | 1.5 | 42 | | | |
| | 5.Q.58 Singles and young families, some receiving benefits | 0 | 0.0 | 1.8 | 0 | | | |
| | 5.Q.59 Deprived areas and high-rise flats | 107 | 2.3 | 2.0 | 113 | | | |
| 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 | 42 | 0.9 | 0.3 | 328 | | | |
| | 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | | 4,651 | | | | | | |

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DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT_Angel, Sudbury (1 Mile contour)

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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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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

