

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














## ACORN CATEGORY PROFILE - HOUSEHOLDS

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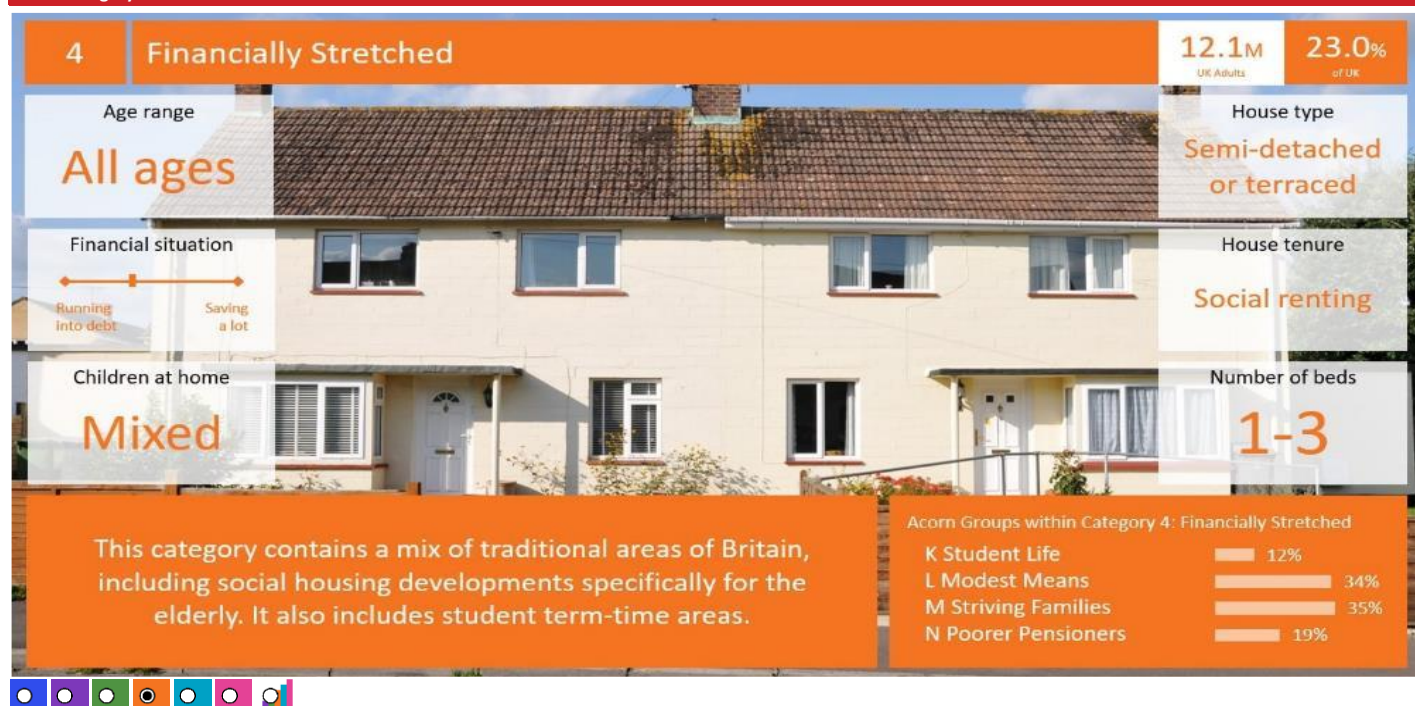
Area: HLLT\_Barge and Barrel, Elland (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	577	10.4	22.0	47		
	2 Rising Prosperity	315	5.7	10.1	56		
	3 Comfortable Communities	1,043	18.8	26.2	72		
	4 Financially Stretched	2,136	38.4	23.7	162		
	5 Urban Adversity	1,456	26.2	17.6	149		
	6 Not Private Households	29	0.5	0.3	157		
	Graph						
Total households		5,556					

## Acorn Category Pen Portrait



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## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT\_Barge and Barrel, Elland (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	207	3.7	11.2	33			
1.C Mature Money	370	6.7	9.6	69			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	315	5.7	6.2	92			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	171	3.1	5.9	52			
3.H Steady Neighbourhoods	391	7.0	7.4	96			
3.I Comfortable Seniors	174	3.1	2.9	108			
3.J Starting Out	307	5.5	4.3	127			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,489	26.8	7.9	339			
4.M Striving Families	289	5.2	7.5	69			
4.N Poorer Pensioners	358	6.4	5.9	109			
<b>5. Urban Adversity</b>							
5.O Young Hardship	919	16.5	6.1	269			
5.P Struggling Estates	78	1.4	6.1	23			
5.Q Difficult Circumstances	459	8.3	5.3	155			
<b>6. Not Private Households</b>							
6.R Not Private Households	29	0.5	0.3	157			
<b>Total households</b>	<b>5,556</b>						

## 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**

Age range

25-34

Children at home

3+

House tenure

Privately renting

Family structure

Single parent

Number of beds

3

House type

Terraced

**BRANDS**

SHOPPING

The Works

M&Co

Range

NEW LOOK

LEISURE

Harry Ramsden

KFC

Frankie & Benny's

GREGGS

WEBSITES

ebay

sky

Argos

LAD BIBLE

**DIGITAL**

ATTITUDES

I worry about online security

54%

UK average: 55%

Shopping online makes my life easier

50%

UK average: 53%

I couldn't live without the internet on my mobile

33%

UK average: 34%

KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to research loans online

TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to purchase toys online

This group are more likely to subscribe to Sky TV

**FINANCIAL PROFILE**

Household Income

UK

£35k

Average: £40k

London

£42k

Average: £44k

% Disposable Income

UK

45%

Average: 44%

London

34%

Average: 39%

Financial situation

Running into debt

Saving a lot

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

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 18/10/2021

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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT\_Barge and Barrel, Eland (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
<b>1. Affluent Achievers</b>								
<b>1.A Lavish Lifestyles</b>								
	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			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	55	1.0	2.6	38			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	149	2.7	2.2	122			
	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	3	0.1	1.6	3			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	74	1.3	3.0	45			
	1.C.11 Settled suburbia, older people	195	3.5	2.9	123			
	1.C.12 Retired and empty nesters	13	0.2	2.5	9			
	1.C.13 Upmarket downsizers	88	1.6	1.3	122			
<b>2. Rising Prosperity</b>								
<b>2.D City Sophisticates</b>								
	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			
<b>2.E Career Climbers</b>								
	2.E.18 Career driven young families	26	0.5	1.9	25			
	2.E.19 First time buyers in small, modern homes	289	5.2	3.3	159			
	2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>								
<b>3.F Countryside Communities</b>								
	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			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	54	1.0	2.6	37			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	117	2.1	2.4	87			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	194	3.5	3.4	101			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	197	3.5	2.3	152			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	174	3.1	2.4	130			
	3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
	3.J.33 Smaller houses and starter homes	307	5.5	2.3	245			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	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			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	50	0.9	1.4	64			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	406	7.3	2.6	278			
	4.L.39 Fading owner occupied terraces	1,033	18.6	2.9	646			
	4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>								
	4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
	4.M.42 Struggling young families in post-war terraces	111	2.0	1.7	119			
	4.M.43 Families in right-to-buy estates	17	0.3	2.1	15			
	4.M.44 Post-war estates, limited means	161	2.9	2.2	132			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	62	1.1	0.8	142			
	4.N.46 Elderly people in social rented flats	179	3.2	1.1	297			
	4.N.47 Low income older people in smaller semis	44	0.8	2.3	35			
	4.N.48 Pensioners and singles in social rented flats	73	1.3	1.8	74			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	62	1.1	2.1	52			
	5.O.50 Struggling younger people in mixed tenure	139	2.5	1.7	143			
	5.O.51 Young people in small, low cost terraces	718	12.9	2.3	573			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	78	1.4	1.6	86			
	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			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	151	2.7	1.5	179			
	5.Q.58 Singles and young families, some receiving benefits	55	1.0	1.8	55			
	5.Q.59 Deprived areas and high-rise flats	253	4.6	2.0	224			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	0	0.0	0.1	0			
	6.R.61 Inactive communal population	29	0.5	0.3	190			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>5,556</b>						

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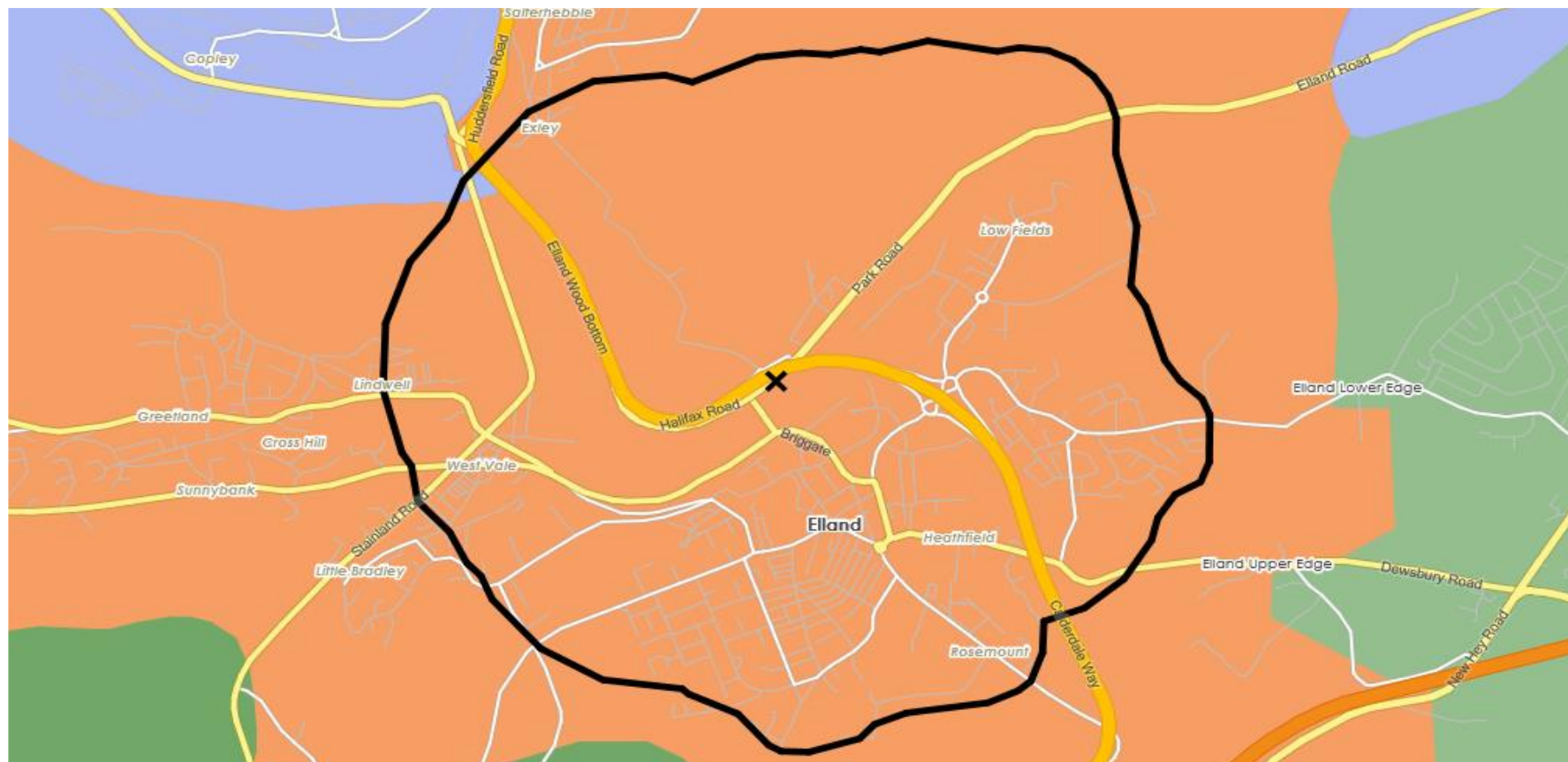
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT\_Barge and Barrel, Elland (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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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

