CACI

acorn

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

ACORN CATEGORY PROFILE - HOUSEHOLDS

Area: HLLT_Barley Mow, Burton-on-Trent (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description			Area Profile	% for Area	% for Base	Index 0	100	200
	1	Affluent Achievers	678	8.9	22.0	40		
	2	Rising Prosperity	124	1.6	10.1	16		
	3	Comfortable Communities	1,596	20.9	26.2	80		
	4	Financially Stretched	2,714	35.5	23.7	150		
	5	Urban Adversity	2,528	33.1	17.6	188		
	6	Not Private Households	2	0.0	0.3	8		
	Graph							
		Total households	**7,642**					

Acorn Category Pen Portrait

4 Financially Stretched 12.1M UK Adults 23.0% of UK

Age range All ages

House type Semi-detached or terraced

Financial situation Running into debt — Saving a lot

House tenure Social renting

Children at home Mixed

Number of beds 1-3

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

Acorn Groups within Category 4: Financially Stretched
K Student Life — 12%
L Modest Means — 34%
M Striving Families — 35%
N Poorer Pensioners — 19%

CACI

acorn

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

Area: HLLT_Barley Mow, Burton-on-Trent (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	501	6.6	11.2	58		
1.C	Mature Money	177	2.3	9.6	24		
2. Rising Prosperity							
2.D	City Sophisticates	0	0.0	4.0	0		
2.E	Career Climbers	124	1.6	6.2	26		
3. Comfortable Communities							
3.F	Countryside Communities	252	3.3	5.7	57		
3.G	Successful Suburbs	420	5.5	5.9	93		
3.H	Steady Neighbourhoods	315	4.1	7.4	56		
3.I	Comfortable Seniors	317	4.1	2.9	**143**		
3.J	Starting Out	292	3.8	4.3	88		
4. Financially Stretched							
4.K	Student Life	54	0.7	2.4	30		
4.L	Modest Means	1,017	13.3	7.9	**168**		
4.M	Striving Families	445	5.8	7.5	77		
4.N	Poorer Pensioners	1,198	15.7	5.9	**265**		
5. Urban Adversity							
5.O	Young Hardship	1,633	21.4	6.1	**348**		
5.P	Struggling Estates	279	3.7	6.1	60		
5.Q	Difficult Circumstances	616	8.1	5.3	**151**		
6. Not Private Households							
6.R	Not Private Households	2	0.0	0.3	8		
	Total households	**7,642**					

Acorn Group Pen Portrait

5 O Young Hardship — 2.7M UK Adults — 5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

DEMOGRAPHICS

Age range: 25-34
Children at home: 1
House tenure: Privately renting
Family structure: Single parent
Number of beds: 2
House type: Terraced

FINANCIAL PROFILE

Household income: UK £30k (Average: £40k), London £34k (Average: £44k)
% Disposable income: UK 39% (Average: 44%), London 28% (Average: 39%)
Financial situation: Running into debt — Saving a lot

BRANDS

SHOPPING: £pound stretcher, Poundland, b&m, The Works
LEISURE: Harvester, KFC, Krispy Kreme, Pizza Hut
WEBSITES: Gumtree, very, Argos, Hungry Horse

DIGITAL

ATTITUDES:
I worry about online security: 52% (UK average: 55%)
Shopping online makes my life easier: 52% (UK average: 53%)
I couldn't live without the internet on my mobile: 38% (UK average: 34%)

KEY INTERNET USAGE: This group are more likely to **research credit cards** online

This group are more likely to **take out a credit card** online

TECHNOLOGY USAGE: This group are more likely to **watch TV on demand on a laptop**

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

Powered by InSite
www.caci.co.uk

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

Area: HLLT_Barley Mow, Burton-on-Trent (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	89	1.2	2.6	45	
	1.B.5	Wealthy countryside commuters	0	0.0	2.4	0	
	1.B.6	Financially comfortable families	339	4.4	2.2	**201**	
	1.B.7	Affluent professionals	0	0.0	0.9	0	
	1.B.8	Prosperous suburban families	48	0.6	1.5	41	
	1.B.9	Well-off edge of towners	25	0.3	1.6	20	
1.C	Mature Money						
	1.C.10	Better-off villagers	0	0.0	3.0	0	
	1.C.11	Settled suburbia, older people	133	1.7	2.9	61	
	1.C.12	Retired and empty nesters	44	0.6	2.5	23	
	1.C.13	Upmarket downsizers	0	0.0	1.3	0	
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	113	1.5	1.9	79	
	2.E.19	First time buyers in small, modern homes	11	0.1	3.3	4	
	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	252	3.3	3.2	**104**	
3.G	Successful Suburbs						
	3.G.24	Comfortably-off families in modern housing	303	4.0	2.6	**150**	
	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	1.5	2.4	63	
3.H	Steady Neighbourhoods						
	3.H.27	Suburban semis, conventional attitudes	285	3.7	3.4	**108**	
	3.H.28	Owner occupied terraces, average income	0	0.0	1.6	0	
	3.H.29	Established suburbs, older families	30	0.4	2.3	17	
3.I	Comfortable Seniors						
	3.I.30	Older people, neat and tidy neighbourhoods	317	4.1	2.4	**172**	
	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	74	1.0	2.1	46	
	3.J.33	Smaller houses and starter homes	218	2.9	2.3	**127**	
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	54	0.7	1.7	41	
4.L	Modest Means						
	4.L.37	Low cost flats in suburban areas	94	1.2	1.4	87	
	4.L.38	Semi-skilled workers in traditional neighbourhoods	505	6.6	2.6	**251**	
	4.L.39	Fading owner occupied terraces	340	4.4	2.9	**154**	
	4.L.40	High occupancy terraces, culturally diverse family areas	78	1.0	1.0	**102**	
4.M	Striving Families						
	4.M.41	Labouring semi-rural estates	37	0.5	1.6	30	
	4.M.42	Struggling young families in post-war terraces	57	0.7	1.7	45	
	4.M.43	Families in right-to-buy estates	214	2.8	2.1	**135**	
	4.M.44	Post-war estates, limited means	137	1.8	2.2	81	
4.N	Poorer Pensioners						
	4.N.45	Pensioners in social housing, semis and terraces	95	1.2	0.8	**159**	
	4.N.46	Elderly people in social rented flats	39	0.5	1.1	47	
	4.N.47	Low income older people in smaller semis	329	4.3	2.3	**189**	
	4.N.48	Pensioners and singles in social rented flats	735	9.6	1.8	**545**	
5.	**Urban Adversity**						
5.O	Young Hardship						
	5.O.49	Young families in low cost private flats	190	2.5	2.1	**116**	
	5.O.50	Struggling younger people in mixed tenure	426	5.6	1.7	**319**	
	5.O.51	Young people in small, low cost terraces	1,017	13.3	2.3	**591**	
5.P	Struggling Estates						
	5.P.52	Poorer families, many children, terraced housing	89	1.2	1.6	72	
	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	190	2.5	1.6	**151**	
5.Q	Difficult Circumstances						
	5.Q.57	Social rented flats, families and single parents	137	1.8	1.5	**118**	
	5.Q.58	Singles and young families, some receiving benefits	115	1.5	1.8	84	
	5.Q.59	Deprived areas and high-rise flats	364	4.8	2.0	**234**	
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	2	0.0	0.3	10	
	6.R.62	Business areas without resident population	0	0	0	0	
		Total households	**7,642**				

CACI

acorn

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT_Barley Mow, Burton-on-Trent (1 Mile contour)

Source: OS Open Data 2018
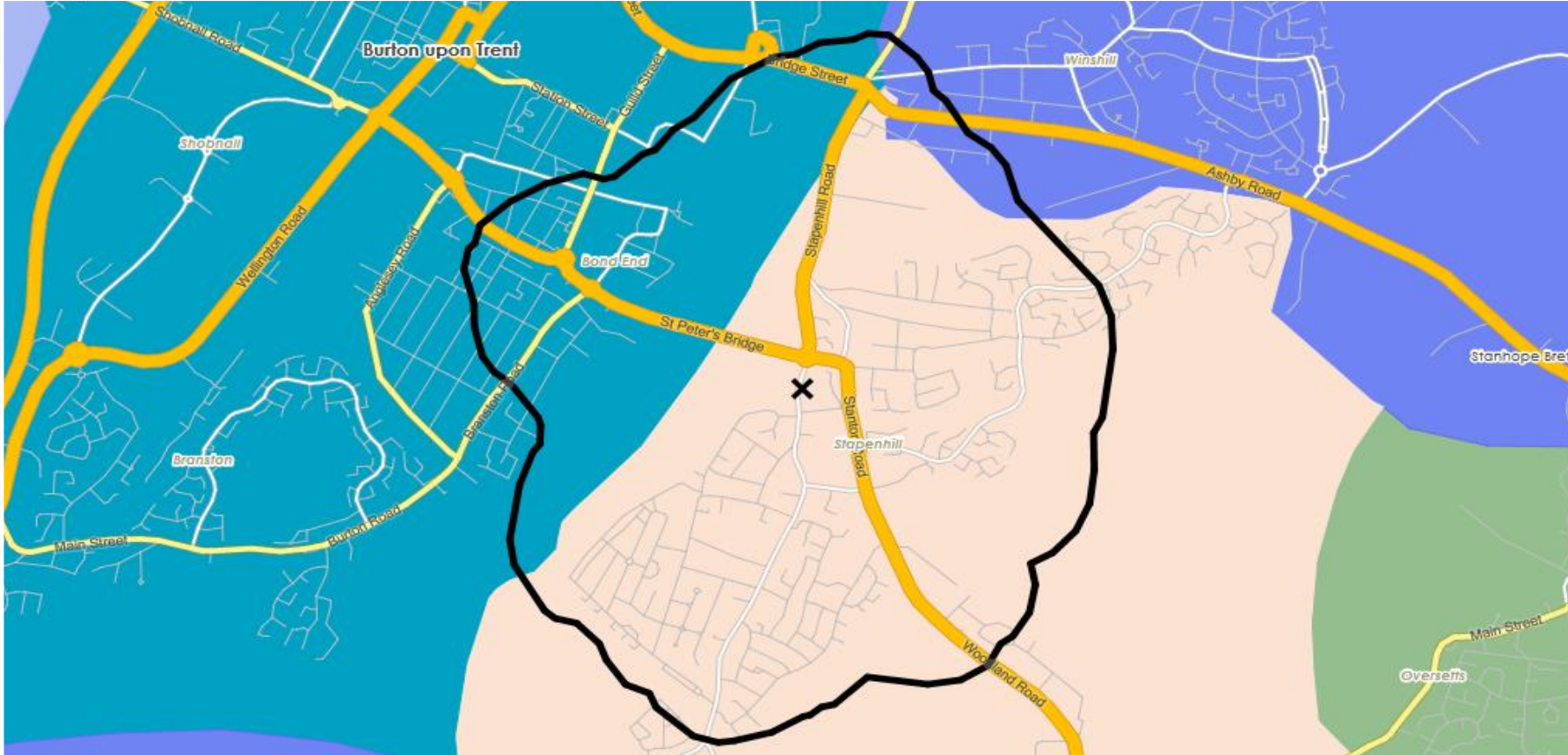
Dominant Acorn Category
% Affluent Achievers
% Rising Prosperity
% Comfortable Communities
% Financially Stretched
% Urban Adversity
Dominant Acorn Group

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

CACI

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
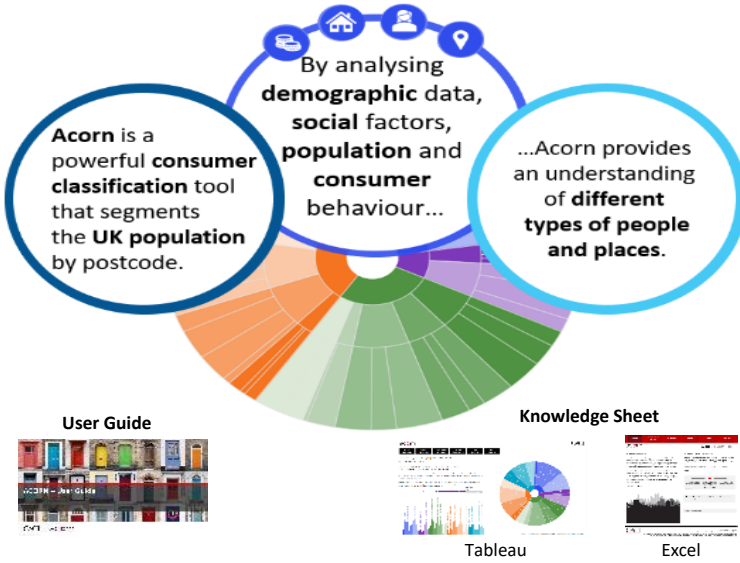
6 CATEGORIES	18 GROUPS	62 TYPES
1. Affluent Achievers	A. Lavish Lifestyles	1-3
	B. Executive Wealth	4-9
	C. Mature Money	10-13
2. Rising Prosperity	D. City Sophisticates	14-17
	E. Career Climbers	18-20
3. Comfortable Communities	F. Countryside Communities	21-23
	G. Successful Suburbs	24-26
	H. Steady 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%

Type	%
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%

United Kingdom