

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Bell Inn, Bloxwich (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,067	9.4	22.0	43		
2 Rising Prosperity	63	0.6	10.1	5		
3 Comfortable Communities	1,292	11.3	26.2	43		
4 Financially Stretched	5,264	46.2	23.7	195		
5 Urban Adversity	3,627	31.9	17.6	181		
6 Not Private Households	71	0.6	0.3	187		
Total households		11,384				



Graph

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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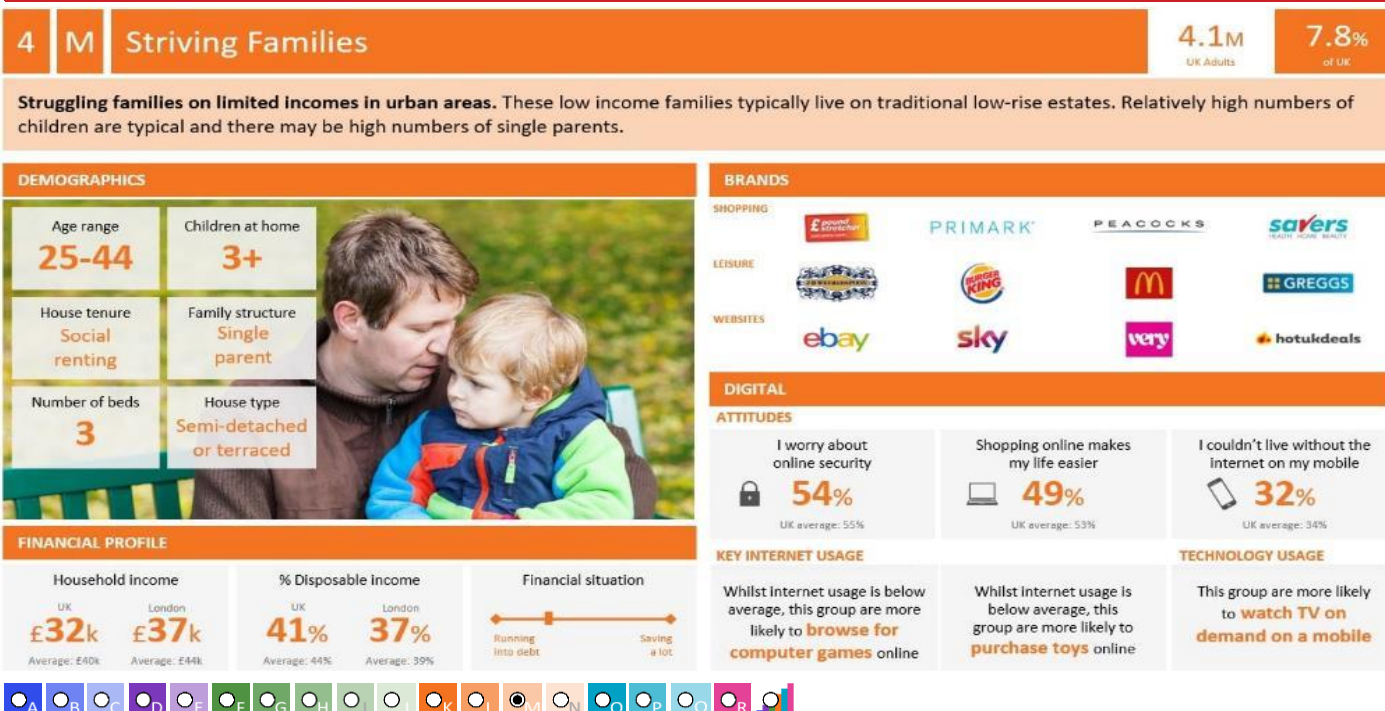
Area: HLLT_Bell Inn, Bloxwich (1 Mile contour)

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	565	5.0	11.2	44			
1.C Mature Money	502	4.4	9.6	46			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	63	0.6	6.2	9			
3. Comfortable Communities							
3.F Countryside Communities	4	0.0	5.7	1			
3.G Successful Suburbs	449	3.9	5.9	67			
3.H Steady Neighbourhoods	421	3.7	7.4	50			
3.I Comfortable Seniors	193	1.7	2.9	58			
3.J Starting Out	225	2.0	4.3	45			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	756	6.6	7.9	84			
4.M Striving Families	2,973	26.1	7.5	346			
4.N Poorer Pensioners	1,535	13.5	5.9	228			
5. Urban Adversity							
5.O Young Hardship	692	6.1	6.1	99			
5.P Struggling Estates	1,656	14.5	6.1	238			
5.Q Difficult Circumstances	1,279	11.2	5.3	210			
6. Not Private Households							
6.R Not Private Households	71	0.6	0.3	187			
Total households	11,384						

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_Bell Inn, Bloxwich (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	91	0.8	2.6	31			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	406	3.6	2.2	162			
	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	68	0.6	1.6	37			
1.C Mature Money								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	89	0.8	2.9	27			
	1.C.12 Retired and empty nesters	383	3.4	2.5	136			
	1.C.13 Upmarket downsizers	30	0.3	1.3	20			
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	44	0.4	1.9	21			
	2.E.19 First time buyers in small, modern homes	18	0.2	3.3	5			
	2.E.20 Mixed metropolitan areas	1	0.0	1.0	1			
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	4	0.0	3.2	1			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	386	3.4	2.6	128			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	63	0.6	2.4	23			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	381	3.3	3.4	97			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	40	0.4	2.3	15			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	173	1.5	2.4	63			
	3.I.31 Elderly singles in purpose-built accommodation	20	0.2	0.5	36			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	79	0.7	2.1	33			
	3.J.33 Smaller houses and starter homes	146	1.3	2.3	57			
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	52	0.5	1.4	32			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	504	4.4	2.6	168			
	4.L.39 Fading owner occupied terraces	200	1.8	2.9	61			
	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	0	0.0	1.6	0			
	4.M.42 Struggling young families in post-war terraces	247	2.2	1.7	130			
	4.M.43 Families in right-to-buy estates	1,413	12.4	2.1	598			
	4.M.44 Post-war estates, limited means	1,313	11.5	2.2	524			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	183	1.6	0.8	205			
	4.N.46 Elderly people in social rented flats	253	2.2	1.1	205			
	4.N.47 Low income older people in smaller semis	440	3.9	2.3	170			
	4.N.48 Pensioners and singles in social rented flats	659	5.8	1.8	328			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	214	1.9	2.1	88			
	5.O.50 Struggling younger people in mixed tenure	220	1.9	1.7	111			
	5.O.51 Young people in small, low cost terraces	258	2.3	2.3	101			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	807	7.1	1.6	436			
	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	849	7.5	1.6	452			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	190	1.7	1.5	110			
	5.Q.58 Singles and young families, some receiving benefits	396	3.5	1.8	194			
	5.Q.59 Deprived areas and high-rise flats	693	6.1	2.0	299			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	21	0.2	0.1	317			
	6.R.61 Inactive communal population	50	0.4	0.3	160			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		11,384						

CATEGORY

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MAP

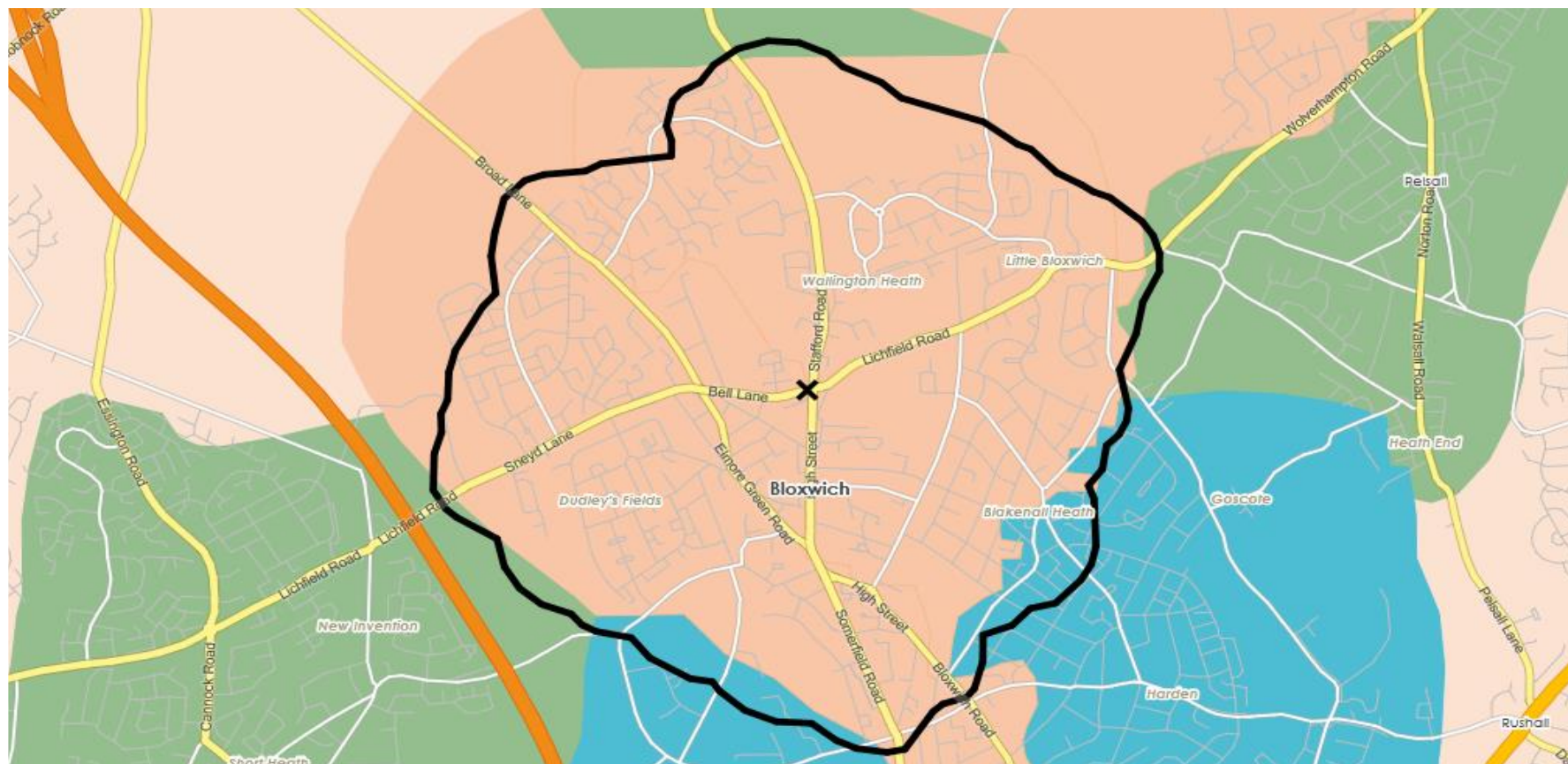
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT_Bell Inn, Bloxwich (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

CATEGORY

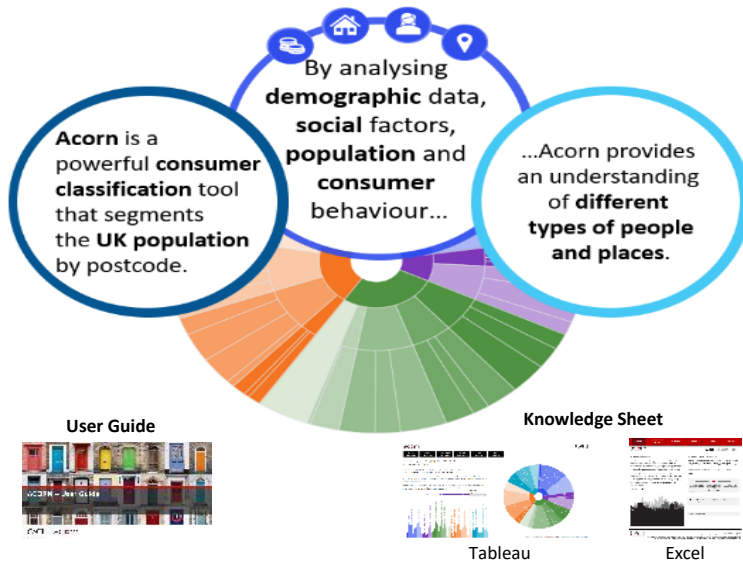
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WHAT IS ACORN?

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

