ACORN CATEGORY PROFILE - HOUSEHOLDS

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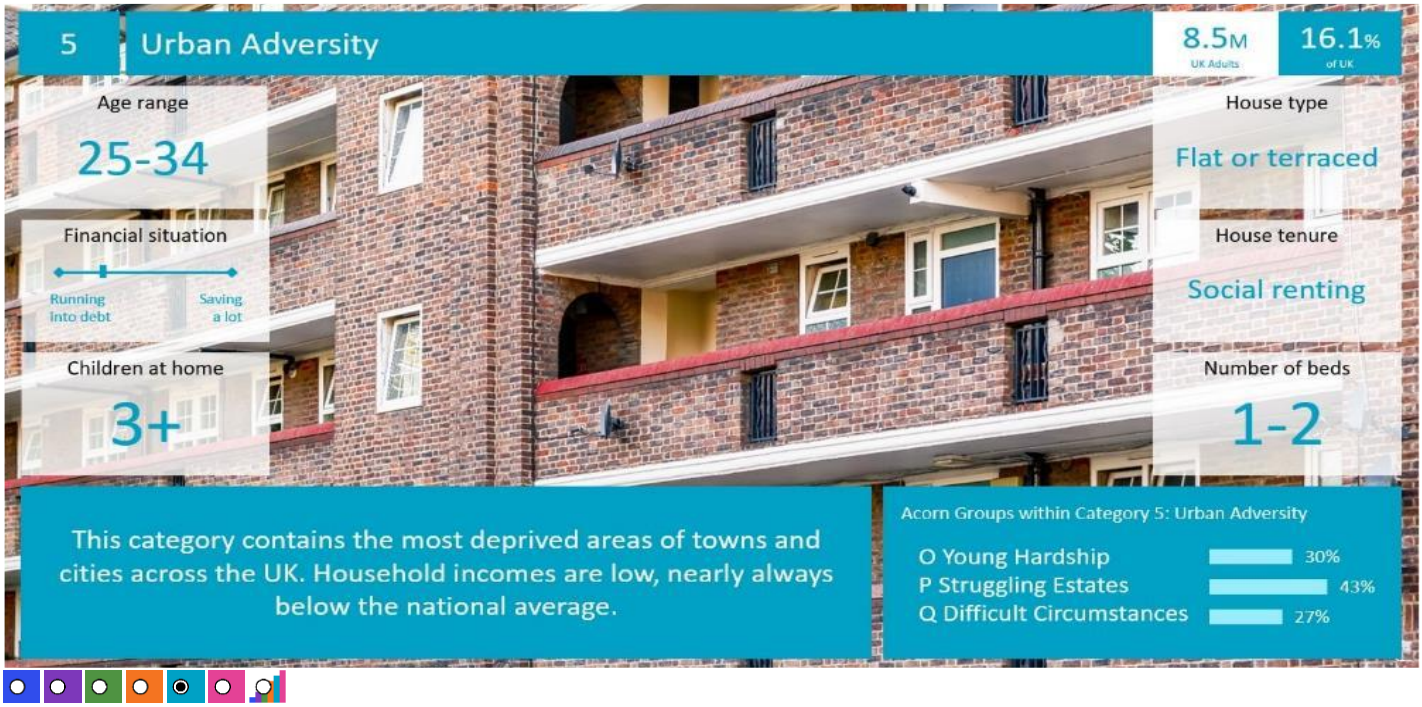
Area: HLLT_Blue Brick, Brierley Hill (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0 100 200
1	Affluent Achievers	0	0.0	22.0	0
2	Rising Prosperity	111	1.7	10.1	17
3	Comfortable Communities	834	12.9	26.2	49
4	Financially Stretched	2,314	35.8	23.7	**151**
5	Urban Adversity	3,200	49.5	17.6	**281**
6	Not Private Households	5	0.1	0.3	23
	Graph				
	Total households	**6,464**			

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT_Blue Brick, Brierley Hill (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	0	0.0	9.6	0
2. Rising Prosperity					
2.D	City Sophisticates	0	0.0	4.0	0
2.E	Career Climbers	111	1.7	6.2	28
3. Comfortable Communities					
3.F	Countryside Communities	0	0.0	5.7	0
3.G	Successful Suburbs	145	2.2	5.9	38
3.H	Steady Neighbourhoods	339	5.2	7.4	71
3.I	Comfortable Seniors	27	0.4	2.9	14
3.J	Starting Out	323	5.0	4.3	**115**
4. Financially Stretched					
4.K	Student Life	23	0.4	2.4	15
4.L	Modest Means	468	7.2	7.9	91
4.M	Striving Families	765	11.8	7.5	**157**
4.N	Poorer Pensioners	1,058	16.4	5.9	**277**
5. Urban Adversity					
5.O	Young Hardship	961	14.9	6.1	**242**
5.P	Struggling Estates	1,079	16.7	6.1	**273**
5.Q	Difficult Circumstances	1,160	17.9	5.3	**336**
6. Not Private Households					
6.R	Not Private Households	5	0.1	0.3	23
	Total households	**6,464**			

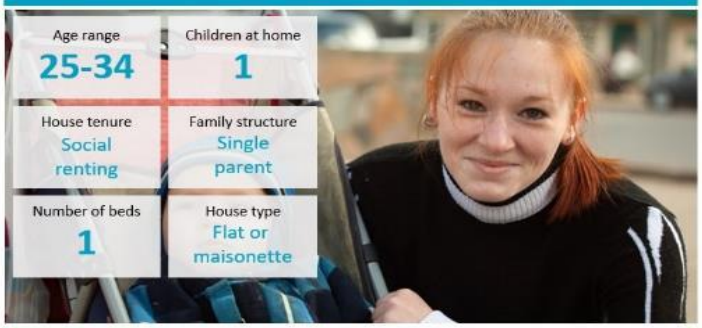
Acorn Group Pen Portrait

5 Q Difficult Circumstances

2.3M UK Adults | 4.3% of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

DEMOGRAPHICS



FINANCIAL PROFILE

Household income	% Disposable income	Financial situation
UK £20k Average: £40k	UK 31% Average: 44%	Running into debt ... Saving a lot
London £23k Average: £44k	London 27% Average: 39%	

BRANDS

SHOPPING: £ pound stretcher, Poundland, wilko, TJ HUGHES
LEISURE: McDonald's, Burger King, GREGGS
WEBSITES: Argos, very, Gumtree

DIGITAL

ATTITUDES

I worry about online security	Shopping online makes my life easier	I couldn't live without the internet on my mobile
52% UK average: 55%	48% UK average: 53%	36% UK average: 34%

KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **browse for video games** online

Whilst internet usage is below average, this group are more likely to **take out a loan** online

TECHNOLOGY USAGE

This group are less likely to **use contactless payments**

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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_Blue Brick, Brierley Hill (1 Mile contour)
Base: Great Britain
Year: 2021

Sort by: Acorn Structure / Index / Profile %

Acorn Type Description			Area Profile	% for Area	% for Base	Index
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	0	0.0	3.0	0
	1.C.11	Settled suburbia, older people	0	0.0	2.9	0
	1.C.12	Retired and empty nesters	0	0.0	2.5	0
	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	0	0.0	1.9	0
	2.E.19	First time buyers in small, modern homes	111	1.7	3.3	52
	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	0	0.0	3.2	0
3.G Successful Suburbs						
	3.G.24	Comfortably-off families in modern housing	138	2.1	2.6	81
	3.G.25	Larger family homes, multi-ethnic areas	7	0.1	0.8	13
	3.G.26	Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0
3.H Steady Neighbourhoods						
	3.H.27	Suburban semis, conventional attitudes	318	4.9	3.4	**143**
	3.H.28	Owner occupied terraces, average income	0	0.0	1.6	0
	3.H.29	Established suburbs, older families	21	0.3	2.3	14
3.I Comfortable Seniors						
	3.I.30	Older people, neat and tidy neighbourhoods	27	0.4	2.4	17
	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	62	1.0	2.1	46
	3.J.33	Smaller houses and starter homes	261	4.0	2.3	**179**
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	23	0.4	1.7	20
4.L Modest Means						
	4.L.37	Low cost flats in suburban areas	61	0.9	1.4	67
	4.L.38	Semi-skilled workers in traditional neighbourhoods	164	2.5	2.6	97
	4.L.39	Fading owner occupied terraces	135	2.1	2.9	73
	4.L.40	High occupancy terraces, culturally diverse family areas	108	1.7	1.0	**167**
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	6	0.1	1.7	6
	4.M.43	Families in right-to-buy estates	638	9.9	2.1	**475**
	4.M.44	Post-war estates, limited means	121	1.9	2.2	85
4.N Poorer Pensioners						
	4.N.45	Pensioners in social housing, semis and terraces	128	2.0	0.8	**253**
	4.N.46	Elderly people in social rented flats	73	1.1	1.1	**104**
	4.N.47	Low income older people in smaller semis	624	9.7	2.3	**425**
	4.N.48	Pensioners and singles in social rented flats	233	3.6	1.8	**204**
5. Urban Adversity						
5.O Young Hardship						
	5.O.49	Young families in low cost private flats	272	4.2	2.1	**196**
	5.O.50	Struggling younger people in mixed tenure	422	6.5	1.7	**374**
	5.O.51	Young people in small, low cost terraces	267	4.1	2.3	**183**
5.P Struggling Estates						
	5.P.52	Poorer families, many children, terraced housing	211	3.3	1.6	**201**
	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	868	13.4	1.6	**815**
5.Q Difficult Circumstances						
	5.Q.57	Social rented flats, families and single parents	124	1.9	1.5	**126**
	5.Q.58	Singles and young families, some receiving benefits	207	3.2	1.8	**179**
	5.Q.59	Deprived areas and high-rise flats	829	12.8	2.0	**630**
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	5	0.1	0.3	28
	6.R.62	Business areas without resident population	0	0	0	0
		Total households	**6,464**			

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DOMINANT ACORN GROUP - HOUSEHOLDS

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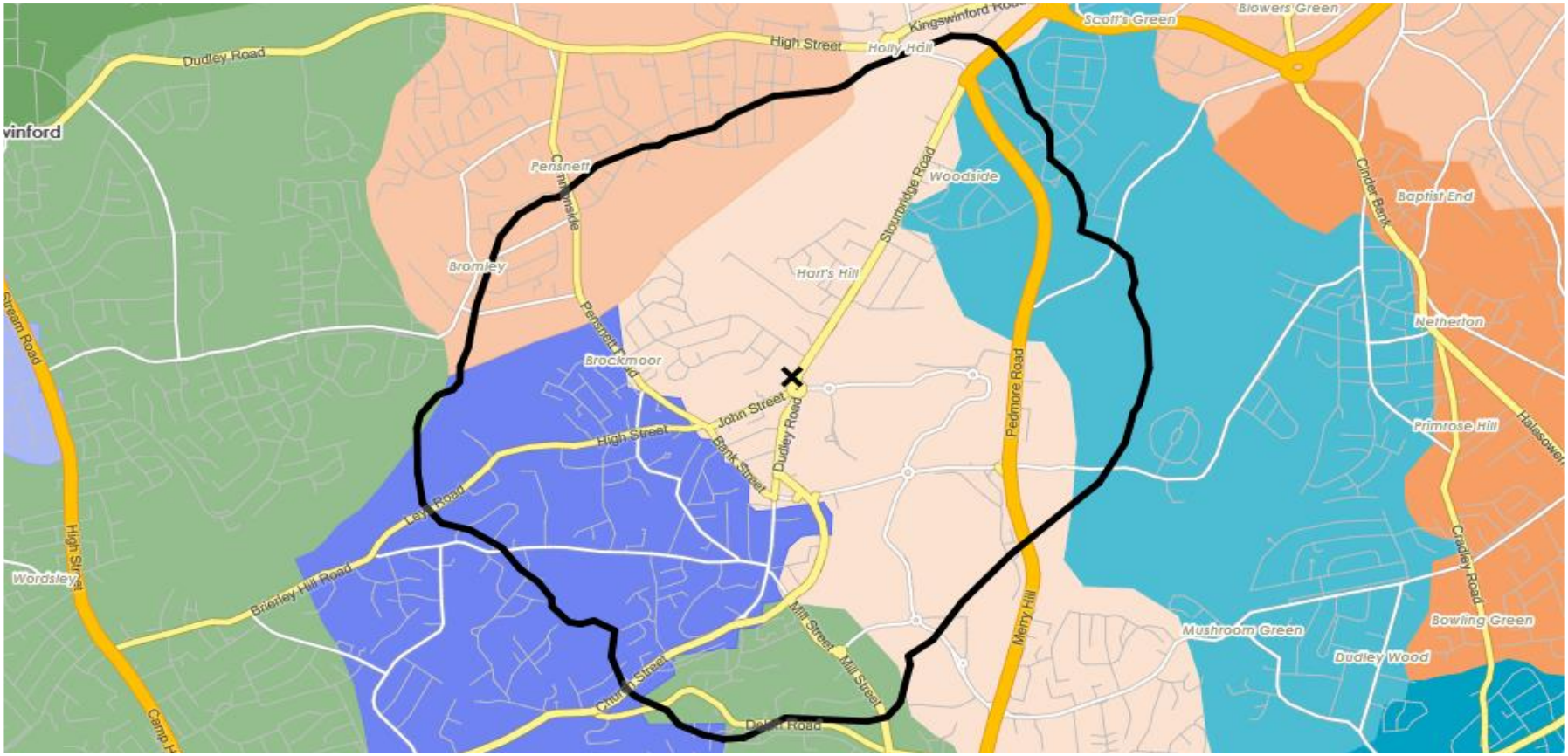
Area: HLLT_Blue Brick, Brierley Hill (1 Mile contour)

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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ACORN - WHAT IS IT?

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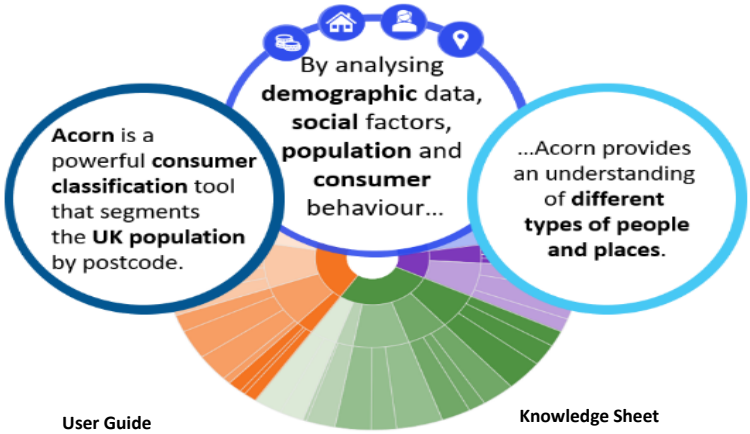
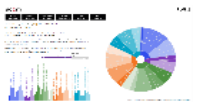


User Guide

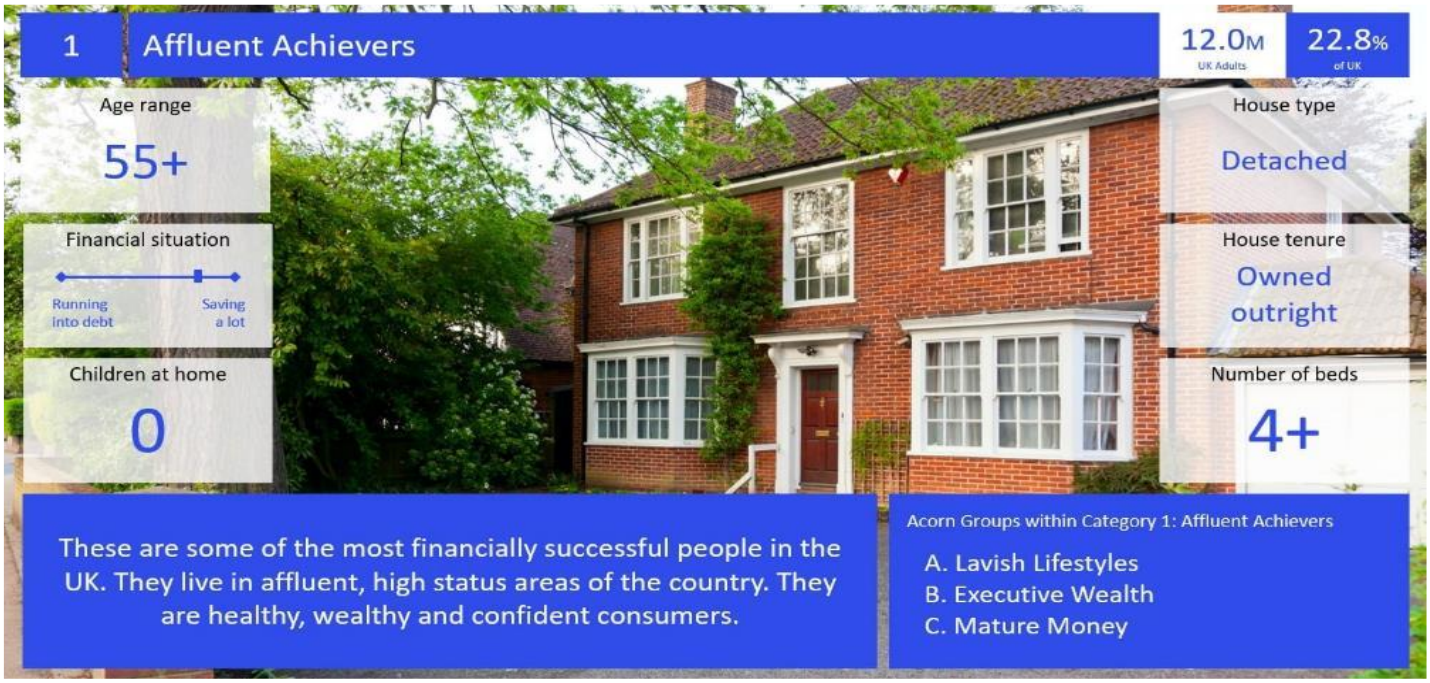
Knowledge Sheet

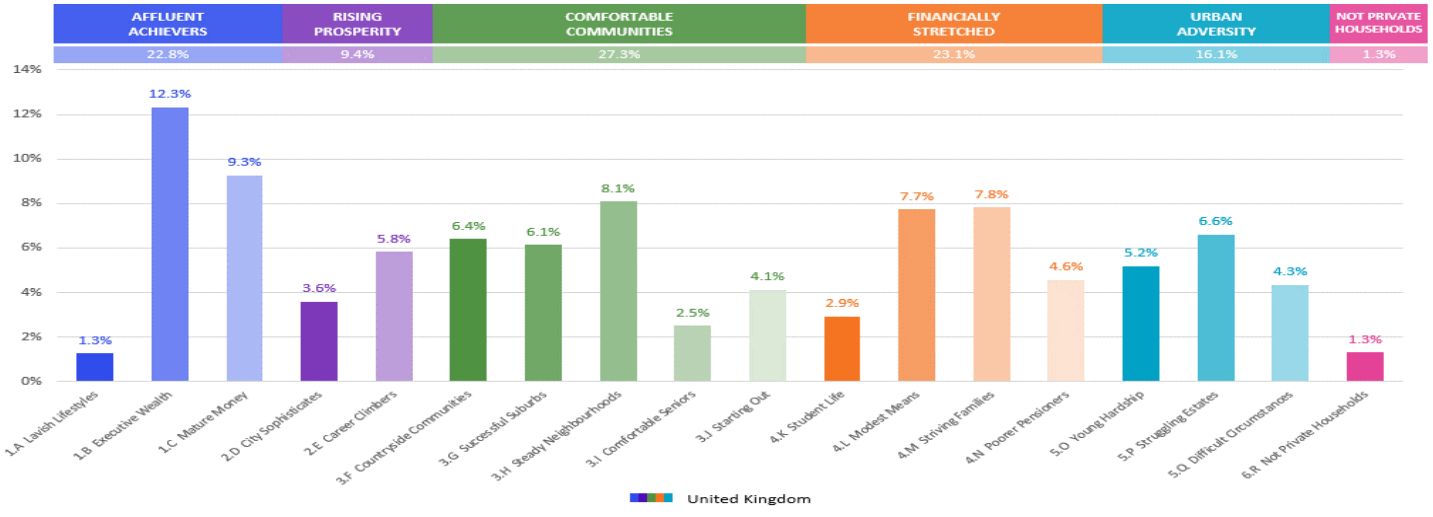


Tableau

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





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