

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








ACORN CATEGORY PROFILE - HOUSEHOLDS

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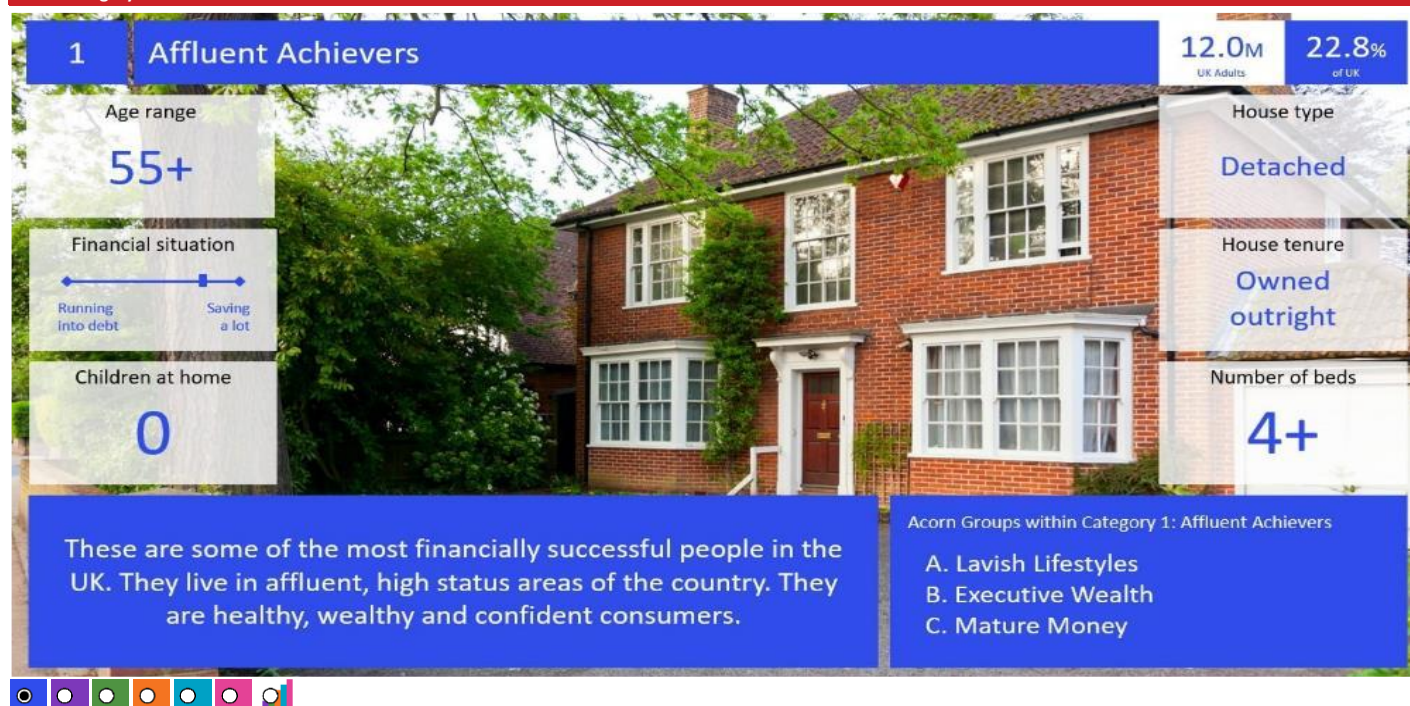
Area: HLLT_Cherry Gardens, Wigan (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	1,850	29.7	22.0	135		
	2 Rising Prosperity	183	2.9	10.1	29		
	3 Comfortable Communities	1,631	26.2	26.2	100		
	4 Financially Stretched	1,431	23.0	23.7	97		
	5 Urban Adversity	1,104	17.7	17.6	101		
	6 Not Private Households	28	0.4	0.3	135		
 Graph							
Total households		6,227					

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT_Cherry Gardens, Wigan (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	15	0.2	1.1	22		
1.B Executive Wealth	679	10.9	11.2	97		
1.C Mature Money	1,156	18.6	9.6	193		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	183	2.9	6.2	48		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	189	3.0	5.9	52		
3.H Steady Neighbourhoods	974	15.6	7.4	213		
3.I Comfortable Seniors	122	2.0	2.9	67		
3.J Starting Out	346	5.6	4.3	128		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	951	15.3	7.9	193		
4.M Striving Families	81	1.3	7.5	17		
4.N Poorer Pensioners	399	6.4	5.9	108		
5. Urban Adversity						
5.O Young Hardship	626	10.1	6.1	164		
5.P Struggling Estates	377	6.1	6.1	99		
5.Q Difficult Circumstances	101	1.6	5.3	30		
6. Not Private Households						
6.R Not Private Households	28	0.4	0.3	135		
Total households		6,227				

Acorn Group Pen Portrait

1

C

Mature Money

4.9M
UK Adults

9.3%
of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

DEMOGRAPHICS

Age range

65+

Children at home

0

House tenure

Owned outright

Family structure

Couple

Number of beds

4

House type

Detached

FINANCIAL PROFILE

Household Income

UK

£46k

Average: £40k

London

£50k

Average: £44k

% Disposable Income

UK

54%

Average: 44%

London

51%

Average: 39%

Financial situation

Running into debt

Saving a lot

BRANDS

SHOPPING

LAKELAND

LAURA ASHLEY

De Molen

W

LEISURE

BROWNS

NESPRESSO

COFFEE NERO

WEBSITES

amazon

MoneySavingExpert.com

M&S

NEWS

DIGITAL

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

52%

UK average: 53%

I couldn't live without the internet on my mobile

26%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to research home insurance online

TECHNOLOGY USAGE

This group are more likely to purchase event tickets online

This group are more likely to own a tablet

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WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_Cherry Gardens, Wigan (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	15	0.2	0.9	28			
1.B Executive Wealth								
	1.B.4 Asset rich families	281	4.5	2.6	173			
	1.B.5 Wealthy countryside commuters	60	1.0	2.4	40			
	1.B.6 Financially comfortable families	47	0.8	2.2	34			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	142	2.3	1.5	149			
	1.B.9 Well-off edge of towners	149	2.4	1.6	148			
1.C Mature Money								
	1.C.10 Better-off villagers	165	2.6	3.0	89			
	1.C.11 Settled suburbia, older people	836	13.4	2.9	470			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	155	2.5	1.3	191			
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	3	0.0	1.9	3			
	2.E.19 First time buyers in small, modern homes	180	2.9	3.3	88			
	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	157	2.5	2.6	96			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	32	0.5	2.4	21			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	915	14.7	3.4	427			
	3.H.28 Owner occupied terraces, average income	18	0.3	1.6	18			
	3.H.29 Established suburbs, older families	41	0.7	2.3	28			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	122	2.0	2.4	81			
	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	218	3.5	2.1	167			
	3.J.33 Smaller houses and starter homes	128	2.1	2.3	91			
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	182	2.9	1.4	208			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	324	5.2	2.6	198			
	4.L.39 Fading owner occupied terraces	445	7.1	2.9	248			
	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	12	0.2	1.6	12			
	4.M.42 Struggling young families in post-war terraces	21	0.3	1.7	20			
	4.M.43 Families in right-to-buy estates	28	0.4	2.1	22			
	4.M.44 Post-war estates, limited means	20	0.3	2.2	15			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	24	0.4	0.8	49			
	4.N.46 Elderly people in social rented flats	12	0.2	1.1	18			
	4.N.47 Low income older people in smaller semis	323	5.2	2.3	228			
	4.N.48 Pensioners and singles in social rented flats	40	0.6	1.8	36			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	350	5.6	2.1	262			
	5.O.50 Struggling younger people in mixed tenure	171	2.7	1.7	157			
	5.O.51 Young people in small, low cost terraces	105	1.7	2.3	75			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	131	2.1	1.6	130			
	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	246	4.0	1.6	240			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
	5.Q.58 Singles and young families, some receiving benefits	62	1.0	1.8	56			
	5.Q.59 Deprived areas and high-rise flats	39	0.6	2.0	31			
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	28	0.4	0.3	163			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		6,227						

CATEGORY

GROUP

TYPE

MAP

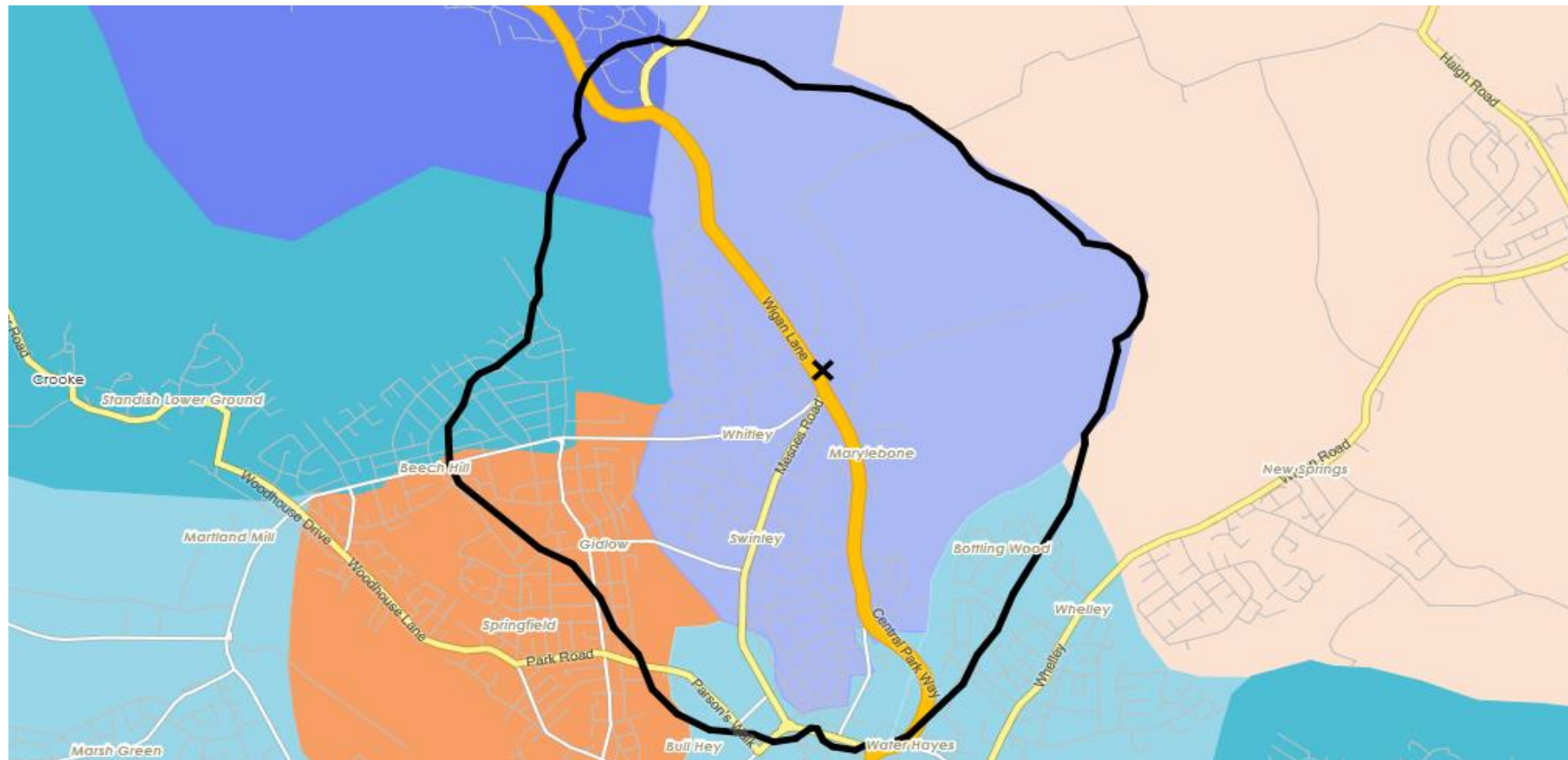
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Cherry Gardens, Wigan (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

CATEGORY

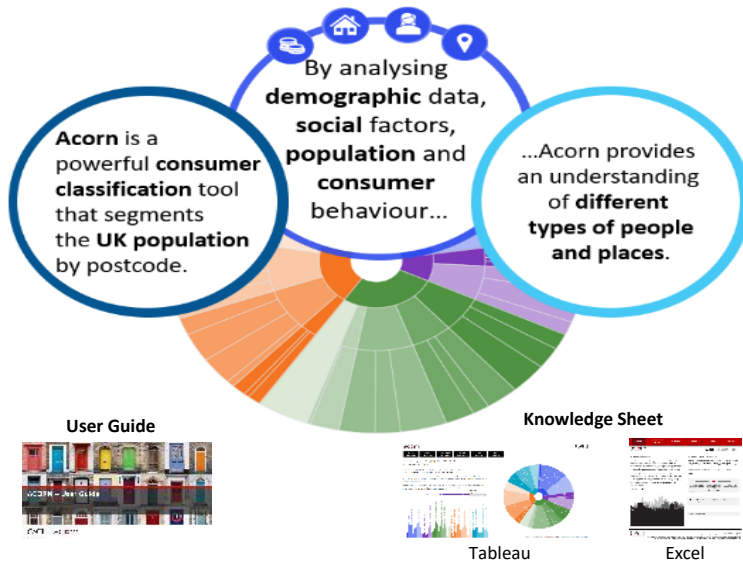
GROUP

TYPE

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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
	F. Countryside Communities	21-23
3. Comfortable Communities	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

