

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Corner Pin, Chester (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	704	14.0	22.0	64		
2 Rising Prosperity	358	7.1	10.1	70		
3 Comfortable Communities	1,507	30.0	26.2	114		
4 Financially Stretched	1,483	29.5	23.7	124		
5 Urban Adversity	973	19.3	17.6	110		
6 Not Private Households	6	0.1	0.3	36		

Graph

Total households 5,031

Acorn Category Pen Portrait



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Area: HLLT_Corner Pin, Chester (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	93	1.8	1.1	166			
1.B Executive Wealth	416	8.3	11.2	74			
1.C Mature Money	195	3.9	9.6	40			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	358	7.1	6.2	115			
3. Comfortable Communities							
3.F Countryside Communities	107	2.1	5.7	37			
3.G Successful Suburbs	441	8.8	5.9	149			
3.H Steady Neighbourhoods	489	9.7	7.4	132			
3.I Comfortable Seniors	108	2.1	2.9	74			
3.J Starting Out	362	7.2	4.3	166			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	222	4.4	7.9	56			
4.M Striving Families	749	14.9	7.5	197			
4.N Poorer Pensioners	512	10.2	5.9	172			
5. Urban Adversity							
5.O Young Hardship	350	7.0	6.1	113			
5.P Struggling Estates	443	8.8	6.1	144			
5.Q Difficult Circumstances	180	3.6	5.3	67			
6. Not Private Households							
6.R Not Private Households	6	0.1	0.3	36			
Total households	5,031						

Acorn Group Pen Portrait



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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	93	1.8	0.9	211			
1.B Executive Wealth								
	1.B.4 Asset rich families	113	2.2	2.6	86			
	1.B.5 Wealthy countryside commuters	25	0.5	2.4	21			
	1.B.6 Financially comfortable families	28	0.6	2.2	25			
	1.B.7 Affluent professionals	45	0.9	0.9	105			
	1.B.8 Prosperous suburban families	199	4.0	1.5	258			
	1.B.9 Well-off edge of towners	6	0.1	1.6	7			
1.C Mature Money								
	1.C.10 Better-off villagers	93	1.8	3.0	62			
	1.C.11 Settled suburbia, older people	96	1.9	2.9	67			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	6	0.1	1.3	9			
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	268	5.3	1.9	283			
	2.E.19 First time buyers in small, modern homes	90	1.8	3.3	55			
	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	31	0.6	1.1	58			
	3.F.23 Owner occupiers in small towns and villages	76	1.5	3.2	48			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	308	6.1	2.6	232			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	133	2.6	2.4	109			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	334	6.6	3.4	193			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	155	3.1	2.3	132			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	89	1.8	2.4	73			
	3.I.31 Elderly singles in purpose-built accommodation	19	0.4	0.5	77			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	84	1.7	2.1	80			
	3.J.33 Smaller houses and starter homes	278	5.5	2.3	245			
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	13	0.3	1.4	18			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	167	3.3	2.6	126			
	4.L.39 Fading owner occupied terraces	42	0.8	2.9	29			
	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	46	0.9	1.6	57			
	4.M.42 Struggling young families in post-war terraces	8	0.2	1.7	9			
	4.M.43 Families in right-to-buy estates	616	12.2	2.1	589			
	4.M.44 Post-war estates, limited means	79	1.6	2.2	71			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	79	1.6	0.8	200			
	4.N.46 Elderly people in social rented flats	38	0.8	1.1	70			
	4.N.47 Low income older people in smaller semis	353	7.0	2.3	309			
	4.N.48 Pensioners and singles in social rented flats	42	0.8	1.8	47			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	129	2.6	2.1	119			
	5.O.50 Struggling younger people in mixed tenure	209	4.2	1.7	238			
	5.O.51 Young people in small, low cost terraces	12	0.2	2.3	11			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	114	2.3	1.6	140			
	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	329	6.5	1.6	397			
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	99	2.0	1.8	110			
	5.Q.59 Deprived areas and high-rise flats	81	1.6	2.0	79			
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	6	0.1	0.3	43			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		5,031						

CATEGORY

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MAP

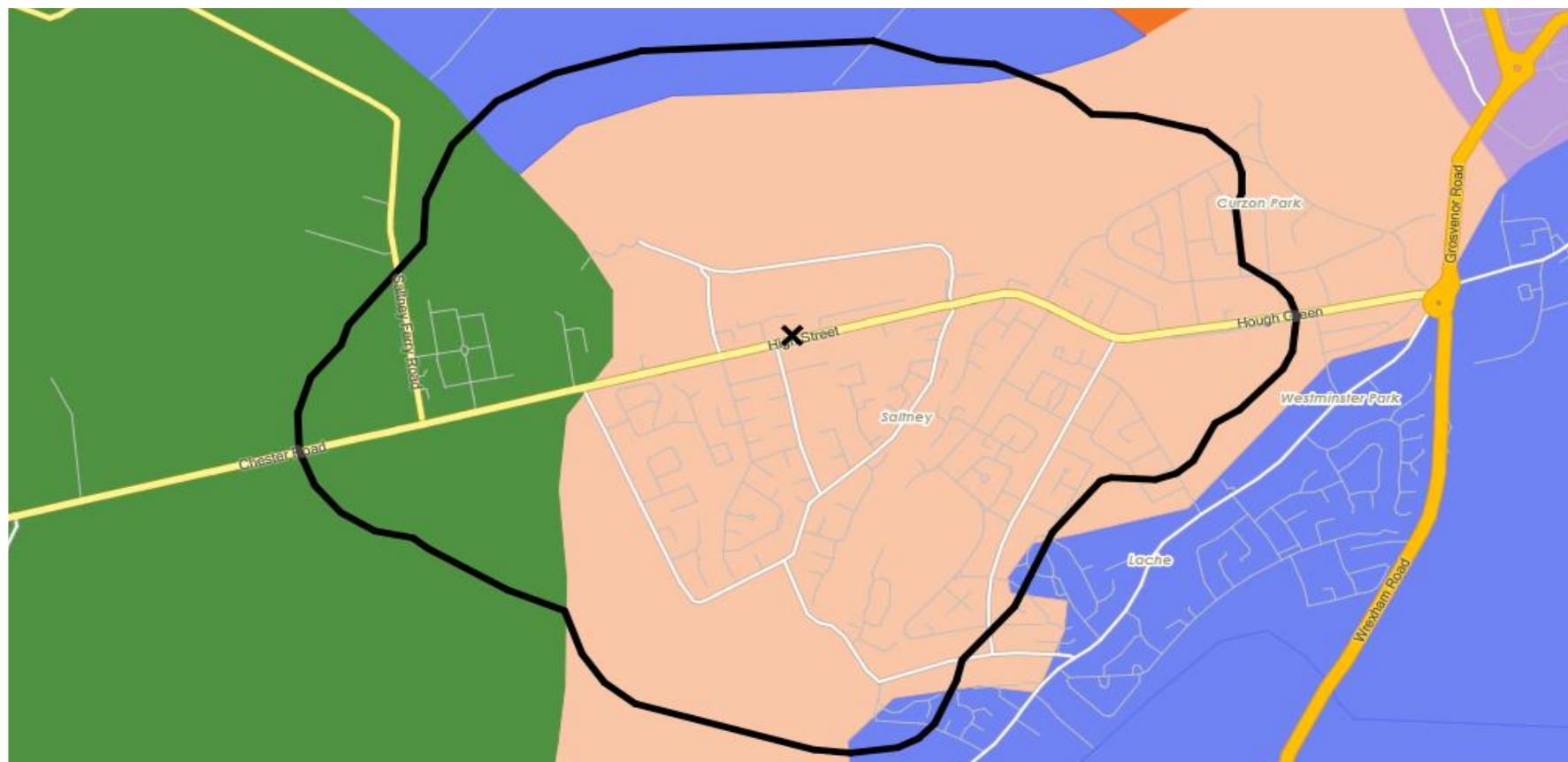
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT_Corner Pin, Chester (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

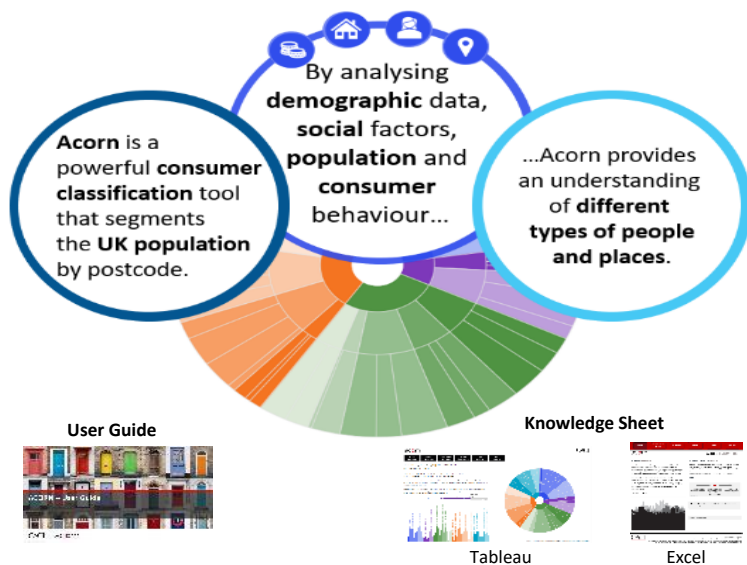
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WHAT IS ACORN?

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
	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

