

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT\_Cyprus Inn, Bridge of Earn (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	304	23.5	22.0	107		
2 Rising Prosperity	90	7.0	10.1	69		
3 Comfortable Communities	388	30.0	26.2	114		
4 Financially Stretched	473	36.6	23.7	154		
5 Urban Adversity	30	2.3	17.6	13		
6 Not Private Households	8	0.6	0.3	186		
<b>Total households</b>	<b>1,293</b>					



Graph

## Acorn Category Pen Portrait



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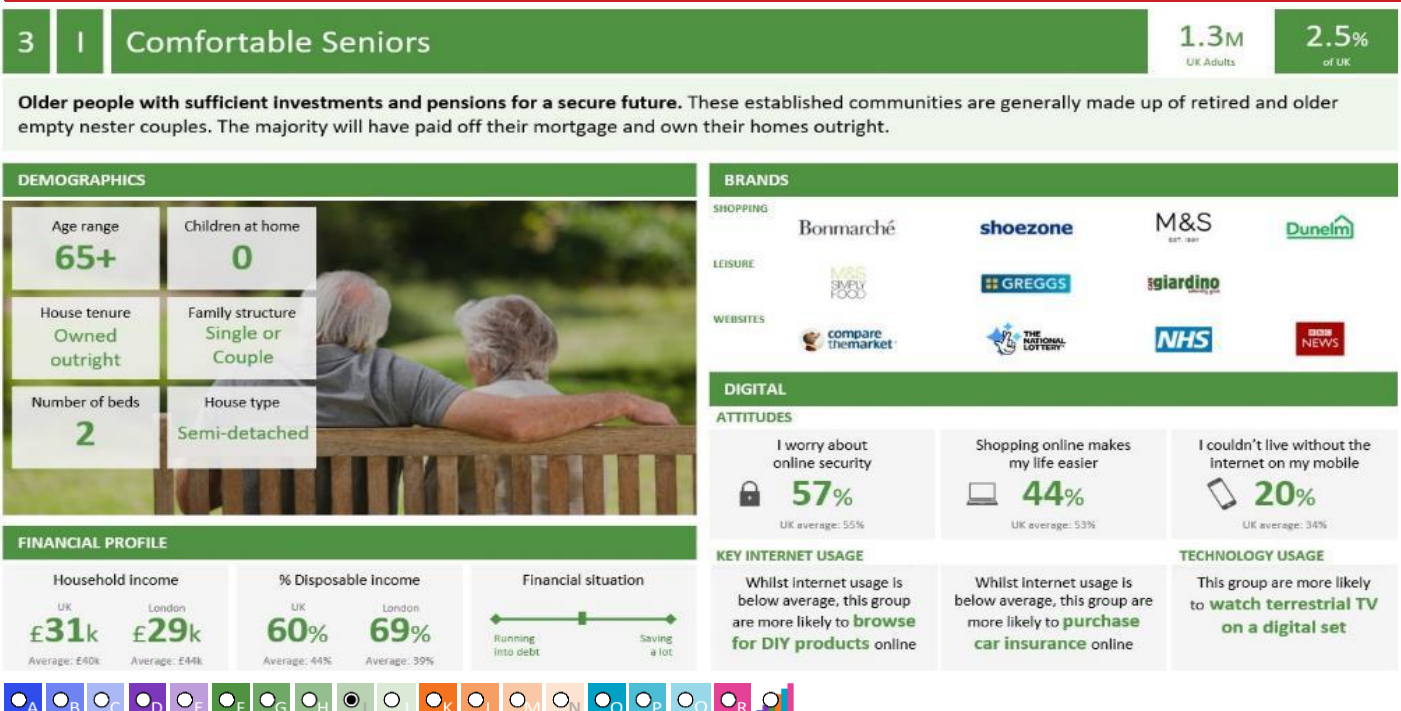
Area: HLLT\_Cyprus Inn, Bridge of Earn (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	222	17.2	11.2	153			
1.C Mature Money	82	6.3	9.6	66			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	90	7.0	6.2	113			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	97	7.5	5.7	131			
3.G Successful Suburbs	5	0.4	5.9	7			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	232	17.9	2.9	618			
3.J Starting Out	54	4.2	4.3	96			
<b>4. Financially Stretched</b>							
4.K Student Life	7	0.5	2.4	23			
4.L Modest Means	210	16.2	7.9	205			
4.M Striving Families	129	10.0	7.5	132			
4.N Poorer Pensioners	127	9.8	5.9	166			
<b>5. Urban Adversity</b>							
5.O Young Hardship	30	2.3	6.1	38			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	0	0.0	5.3	0			
<b>6. Not Private Households</b>							
6.R Not Private Households	8	0.6	0.3	186			
<b>Total households</b>	<b>1,293</b>						

## Acorn Group Pen Portrait



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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT\_Cyprus Inn, Bridge of Earn (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
<b>1. Affluent Achievers</b>								
<b>1.A Lavish Lifestyles</b>								
	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			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	7	0.5	2.6	21			
	1.B.5 Wealthy countryside commuters	33	2.6	2.4	106			
	1.B.6 Financially comfortable families	182	14.1	2.2	639			
	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			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	53	4.1	3.0	137			
	1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12 Retired and empty nesters	26	2.0	2.5	81			
	1.C.13 Upmarket downsizers	3	0.2	1.3	18			
<b>2. Rising Prosperity</b>								
<b>2.D City Sophisticates</b>								
	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			
<b>2.E Career Climbers</b>								
	2.E.18 Career driven young families	76	5.9	1.9	312			
	2.E.19 First time buyers in small, modern homes	14	1.1	3.3	33			
	2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>								
<b>3.F Countryside Communities</b>								
	3.F.21 Farms and cottages	8	0.6	1.5	41			
	3.F.22 Older couples and families in rural areas	38	2.9	1.1	276			
	3.F.23 Owner occupiers in small towns and villages	51	3.9	3.2	124			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	0	0.0	2.6	0			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	5	0.4	2.4	16			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	0	0.0	2.3	0			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	181	14.0	2.4	580			
	3.I.31 Elderly singles in purpose-built accommodation	51	3.9	0.5	804			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
	3.J.33 Smaller houses and starter homes	54	4.2	2.3	185			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	4.K.34 Student flats and halls of residence	7	0.5	0.4	148			
	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			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	77	6.0	1.4	423			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	79	6.1	2.6	233			
	4.L.39 Fading owner occupied terraces	54	4.2	2.9	145			
	4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>								
	4.M.41 Labouring semi-rural estates	52	4.0	1.6	252			
	4.M.42 Struggling young families in post-war terraces	57	4.4	1.7	263			
	4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
	4.M.44 Post-war estates, limited means	20	1.5	2.2	70			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
	4.N.46 Elderly people in social rented flats	12	0.9	1.1	85			
	4.N.47 Low income older people in smaller semis	81	6.3	2.3	276			
	4.N.48 Pensioners and singles in social rented flats	34	2.6	1.8	149			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	7	0.5	2.1	25			
	5.O.50 Struggling younger people in mixed tenure	23	1.8	1.7	102			
	5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
	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	0	0.0	1.6	0			
<b>5.Q Difficult Circumstances</b>								
	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	0	0.0	1.8	0			
	5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	0	0.0	0.1	0			
	6.R.61 Inactive communal population	8	0.6	0.3	225			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>1,293</b>						

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## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT\_Cyprus Inn, Bridge of Earn (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

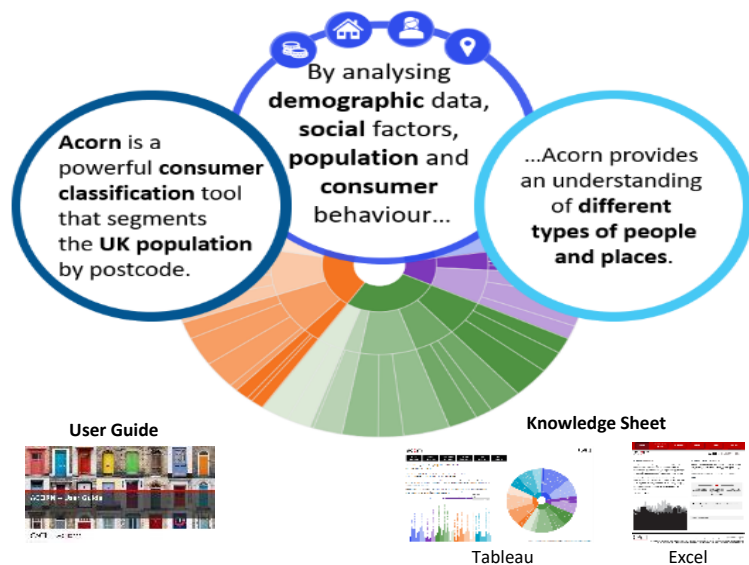
GROUP

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## 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

1

Affluent Achievers

12.0M

22.8%

UK Adults

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

