

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














ACORN CATEGORY PROFILE - HOUSEHOLDS

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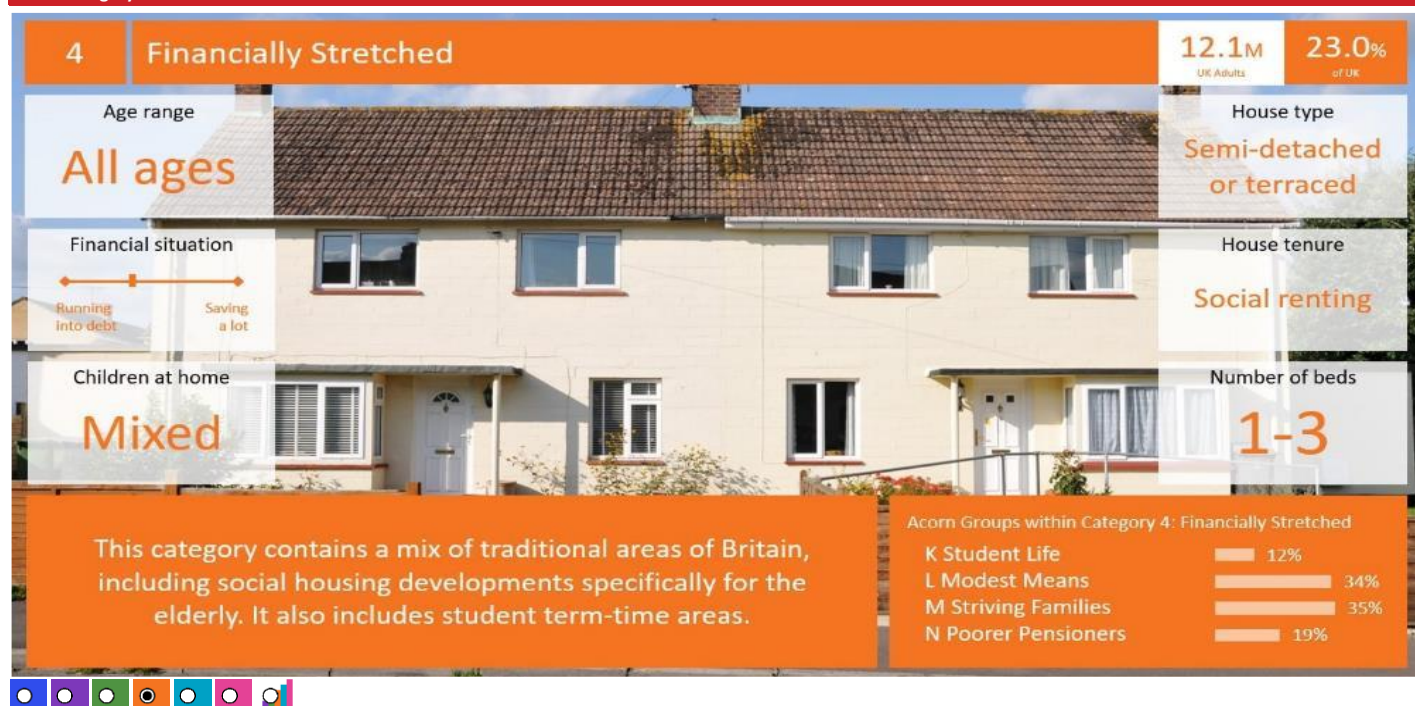
Area: HLLT_Dows, Inverness (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	1,073	17.5	22.0	80		
	2 Rising Prosperity	513	8.4	10.1	83		
	3 Comfortable Communities	1,742	28.4	26.2	108		
	4 Financially Stretched	2,262	36.9	23.7	156		
	5 Urban Adversity	505	8.2	17.6	47		
	6 Not Private Households	33	0.5	0.3	162		
 Graph							
Total households		6,128					

Acorn Category Pen Portrait



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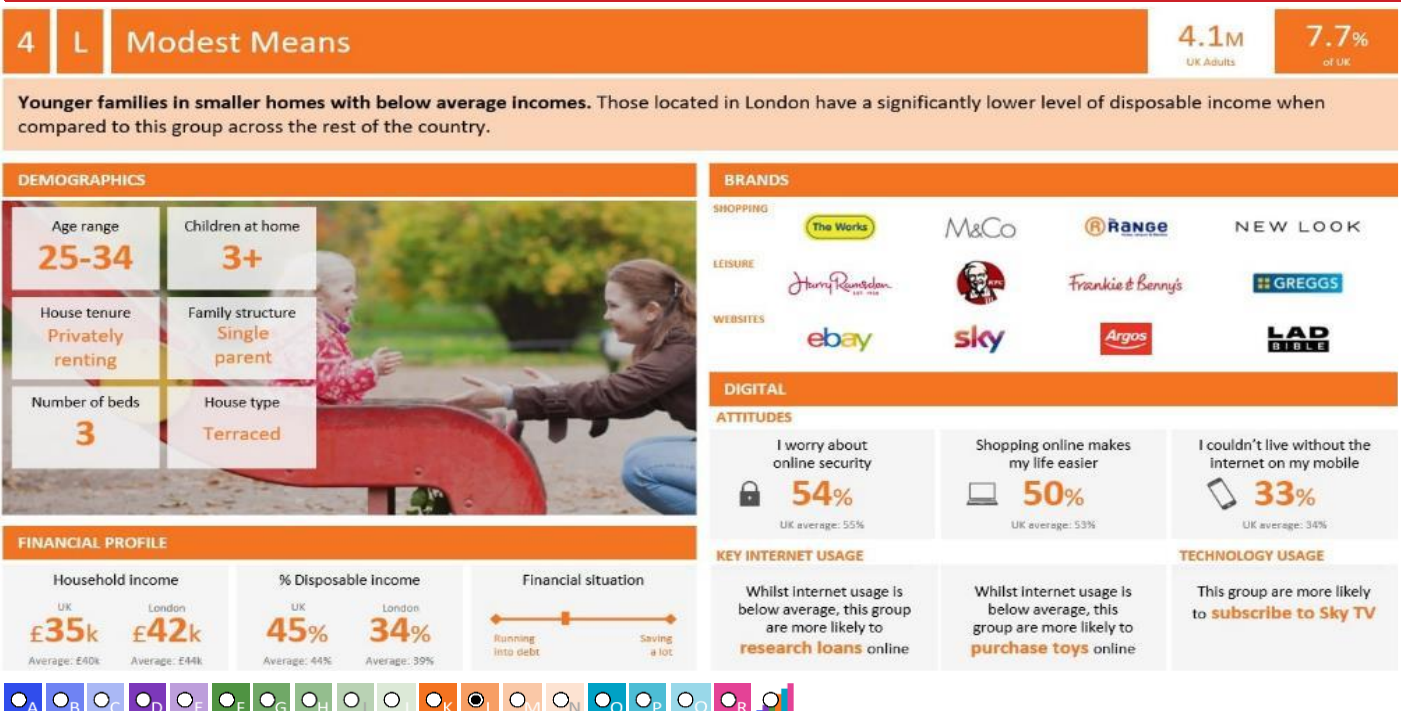
Area: HLLT_Dows, Inverness (1 Mile contour)

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	626	10.2	11.2	91			
1.C Mature Money	447	7.3	9.6	76			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	513	8.4	6.2	135			
3. Comfortable Communities							
3.F Countryside Communities	122	2.0	5.7	35			
3.G Successful Suburbs	562	9.2	5.9	156			
3.H Steady Neighbourhoods	657	10.7	7.4	146			
3.I Comfortable Seniors	227	3.7	2.9	128			
3.J Starting Out	174	2.8	4.3	65			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,090	17.8	7.9	225			
4.M Striving Families	840	13.7	7.5	182			
4.N Poorer Pensioners	332	5.4	5.9	92			
5. Urban Adversity							
5.O Young Hardship	298	4.9	6.1	79			
5.P Struggling Estates	18	0.3	6.1	5			
5.Q Difficult Circumstances	189	3.1	5.3	58			
6. Not Private Households							
6.R Not Private Households	33	0.5	0.3	162			
Total households	6,128						

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_Dows, Inverness (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	356	5.8	2.6	222			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	167	2.7	2.2	124			
	1.B.7 Affluent professionals	2	0.0	0.9	4			
	1.B.8 Prosperous suburban families	0	0.0	1.5	0			
	1.B.9 Well-off edge of towners	101	1.6	1.6	102			
1.C Mature Money								
	1.C.10 Better-off villagers	55	0.9	3.0	30			
	1.C.11 Settled suburbia, older people	189	3.1	2.9	108			
	1.C.12 Retired and empty nesters	164	2.7	2.5	108			
	1.C.13 Upmarket downsizers	39	0.6	1.3	49			
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	103	1.7	1.9	89			
	2.E.19 First time buyers in small, modern homes	410	6.7	3.3	204			
	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	122	2.0	3.2	63			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	562	9.2	2.6	347			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	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	449	7.3	3.4	213			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	208	3.4	2.3	146			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	227	3.7	2.4	153			
	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	73	1.2	2.1	57			
	3.J.33 Smaller houses and starter homes	101	1.6	2.3	73			
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	373	6.1	1.4	432			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	73	1.2	2.6	45			
	4.L.39 Fading owner occupied terraces	644	10.5	2.9	365			
	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	24	0.4	1.7	23			
	4.M.43 Families in right-to-buy estates	90	1.5	2.1	71			
	4.M.44 Post-war estates, limited means	726	11.8	2.2	539			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	129	2.1	0.8	269			
	4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
	4.N.47 Low income older people in smaller semis	170	2.8	2.3	122			
	4.N.48 Pensioners and singles in social rented flats	33	0.5	1.8	31			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	215	3.5	2.1	163			
	5.O.50 Struggling younger people in mixed tenure	47	0.8	1.7	44			
	5.O.51 Young people in small, low cost terraces	36	0.6	2.3	26			
5.P Struggling Estates								
	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	18	0.3	1.6	18			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	116	1.9	1.5	125			
	5.Q.58 Singles and young families, some receiving benefits	42	0.7	1.8	38			
	5.Q.59 Deprived areas and high-rise flats	31	0.5	2.0	25			
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	33	0.5	0.3	196			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		6,128						

CATEGORY

GROUP

TYPE

MAP

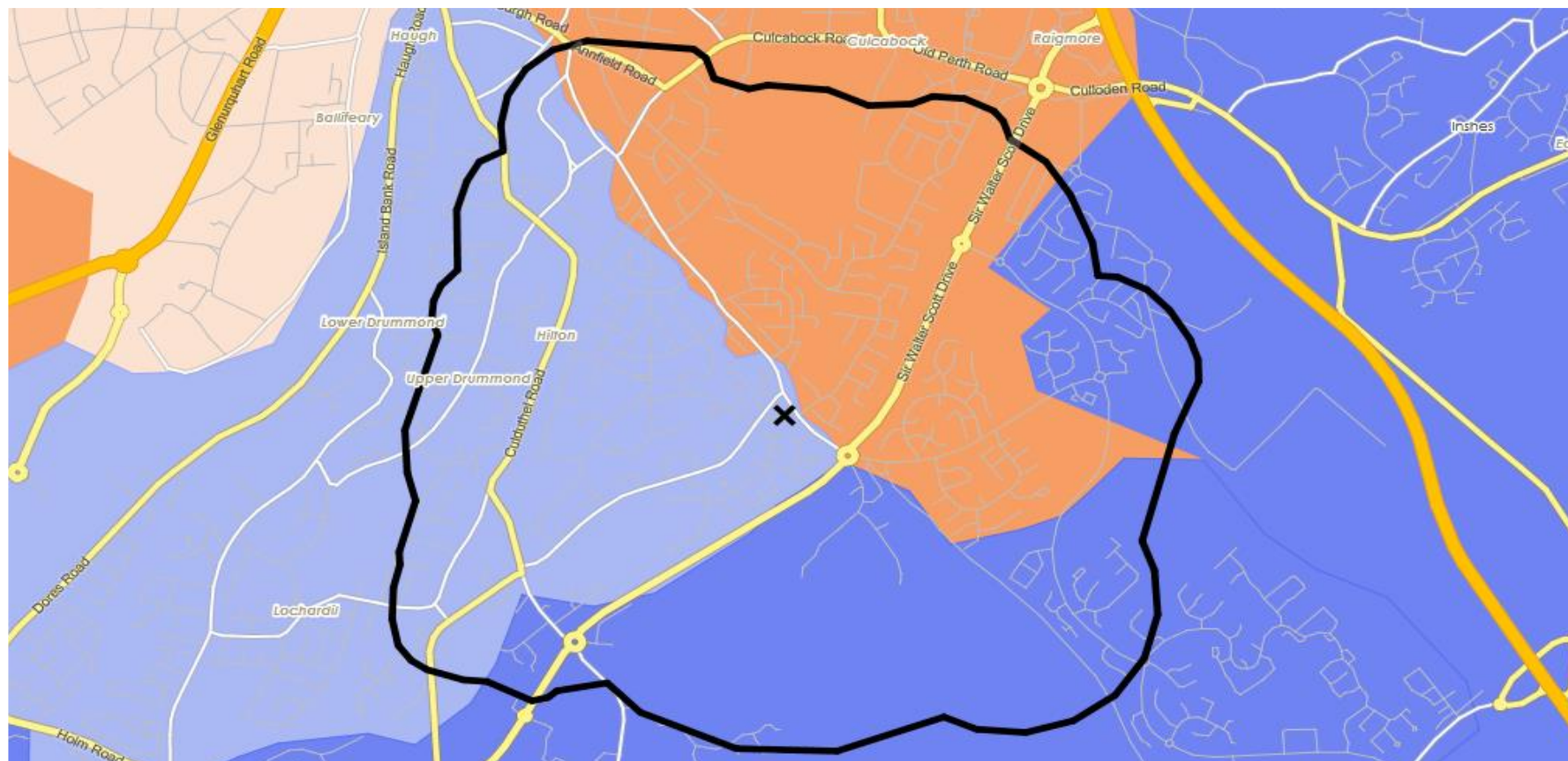
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Dows, Inverness (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

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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
	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

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

