

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














## ACORN CATEGORY PROFILE - HOUSEHOLDS

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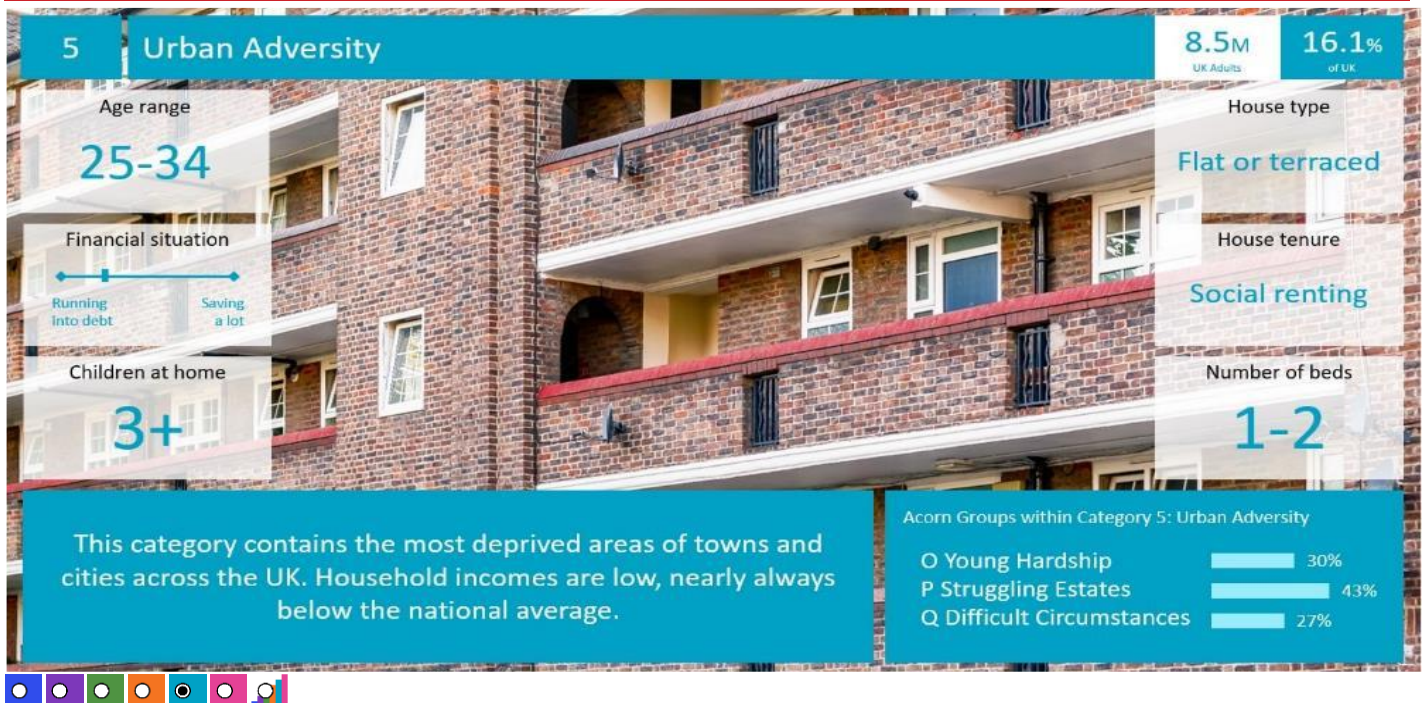
Area: HLLT\_Elephant and Castle, Dudley (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	82	0.8	22.0	4		
	2 Rising Prosperity	274	2.8	10.1	28		
	3 Comfortable Communities	2,179	22.6	26.2	86		
	4 Financially Stretched	2,780	28.8	23.7	121		
	5 Urban Adversity	4,305	44.6	17.6	253		
	6 Not Private Households	39	0.4	0.3	121		
 Graph							
Total households		9,659					

## Acorn Category Pen Portrait



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## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT\_Elephant and Castle, Dudley (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	0	0.0	11.2	0			
1.C Mature Money	82	0.8	9.6	9			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	274	2.8	6.2	46			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	5	0.1	5.7	1			
3.G Successful Suburbs	169	1.7	5.9	30			
3.H Steady Neighbourhoods	1,285	13.3	7.4	181			
3.I Comfortable Seniors	120	1.2	2.9	43			
3.J Starting Out	600	6.2	4.3	143			
<b>4. Financially Stretched</b>							
4.K Student Life	5	0.1	2.4	2			
4.L Modest Means	1,173	12.1	7.9	153			
4.M Striving Families	785	8.1	7.5	108			
4.N Poorer Pensioners	817	8.5	5.9	143			
<b>5. Urban Adversity</b>							
5.O Young Hardship	1,062	11.0	6.1	179			
5.P Struggling Estates	1,670	17.3	6.1	283			
5.Q Difficult Circumstances	1,573	16.3	5.3	305			
<b>6. Not Private Households</b>							
6.R Not Private Households	39	0.4	0.3	121			
<b>Total households</b>	<b>9,659</b>						

## Acorn Group Pen Portrait



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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT\_Elephant and Castle, Dudley (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	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			
<b>1.C Mature Money</b>								
	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	82	0.8	2.5	34			
	1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	121	1.3	1.9	67			
	2.E.19 First time buyers in small, modern homes	153	1.6	3.3	48			
	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	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	5	0.1	3.2	2			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	169	1.7	2.6	66			
	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			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	1,183	12.2	3.4	356			
	3.H.28 Owner occupied terraces, average income	1	0.0	1.6	1			
	3.H.29 Established suburbs, older families	101	1.0	2.3	45			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	120	1.2	2.4	51			
	3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	113	1.2	2.1	56			
	3.J.33 Smaller houses and starter homes	487	5.0	2.3	224			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	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	5	0.1	1.7	3			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	207	2.1	1.4	152			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	642	6.6	2.6	253			
	4.L.39 Fading owner occupied terraces	217	2.2	2.9	78			
	4.L.40 High occupancy terraces, culturally diverse family areas	107	1.1	1.0	111			
<b>4.M Striving Families</b>								
	4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
	4.M.42 Struggling young families in post-war terraces	124	1.3	1.7	77			
	4.M.43 Families in right-to-buy estates	584	6.0	2.1	291			
	4.M.44 Post-war estates, limited means	77	0.8	2.2	36			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	70	0.7	0.8	92			
	4.N.46 Elderly people in social rented flats	162	1.7	1.1	155			
	4.N.47 Low income older people in smaller semis	277	2.9	2.3	126			
	4.N.48 Pensioners and singles in social rented flats	308	3.2	1.8	181			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	279	2.9	2.1	135			
	5.O.50 Struggling younger people in mixed tenure	573	5.9	1.7	340			
	5.O.51 Young people in small, low cost terraces	210	2.2	2.3	96			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	514	5.3	1.6	328			
	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	1,156	12.0	1.6	726			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	401	4.2	1.5	273			
	5.Q.58 Singles and young families, some receiving benefits	774	8.0	1.8	447			
	5.Q.59 Deprived areas and high-rise flats	398	4.1	2.0	202			
<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	39	0.4	0.3	147			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>9,659</b>						



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## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT\_Elephant and Castle, Dudley (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

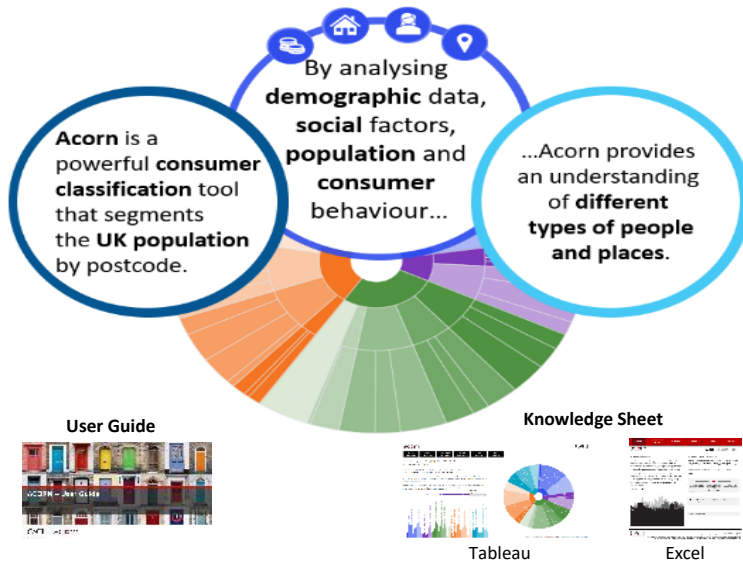
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6 CATEGORIES

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 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

