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ACORN CATEGORY PROFILE - HOUSEHOLDS

Area: HLLT_Fox Inn, Wilbarston (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
1	Affluent Achievers	319	61.0	22.0	**278**		
2	Rising Prosperity	1	0.2	10.1	2		
3	Comfortable Communities	147	28.1	26.2	**107**		
4	Financially Stretched	23	4.4	23.7	19		
5	Urban Adversity	0	0.0	17.6	0		
6	Not Private Households	33	6.3	0.3	**1,893**		
Graph							
	Total households	**523**					

Acorn Category Pen Portrait

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

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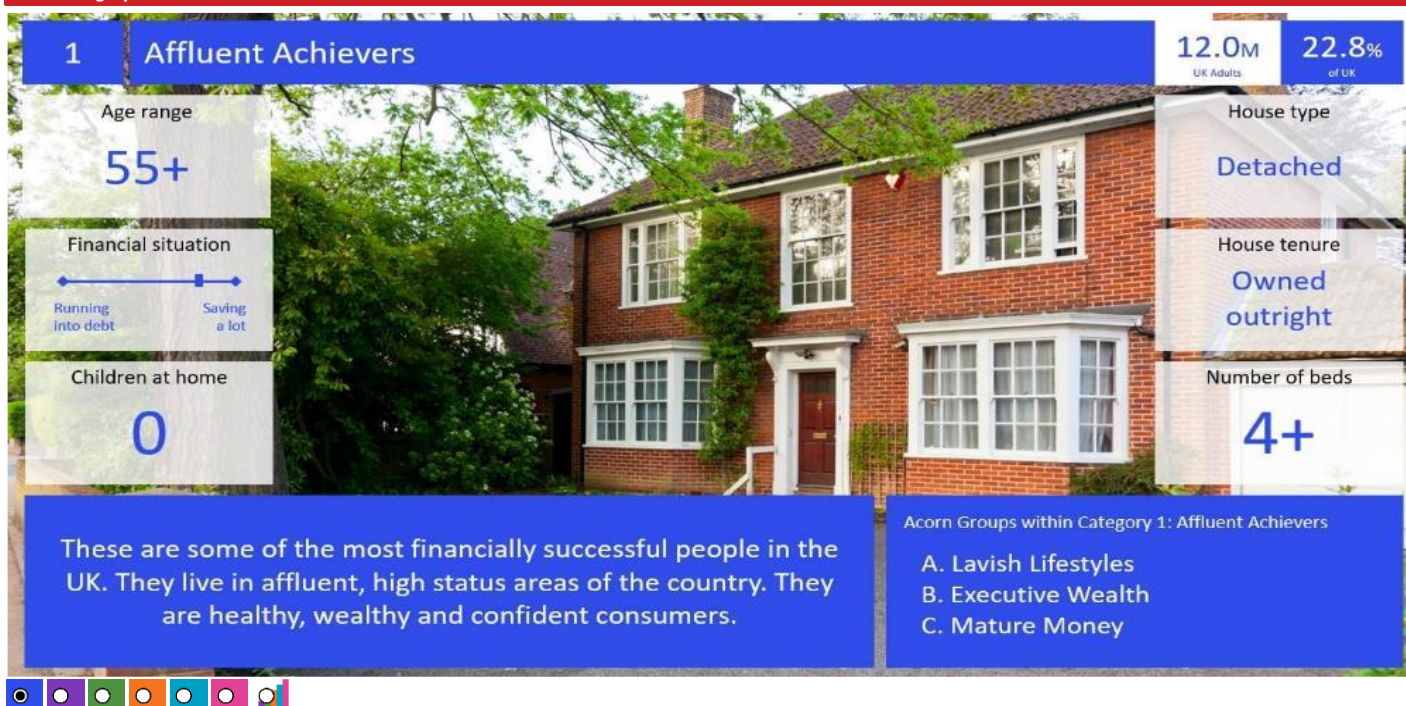| CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

Area: HLLT_Fox Inn, Wilbarston (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	208	39.8	11.2	354		
1.C	Mature Money	111	21.2	9.6	220		
2. Rising Prosperity							
2.D	City Sophisticates	0	0.0	4.0	0		
2.E	Career Climbers	1	0.2	6.2	3		
3. Comfortable Communities							
3.F	Countryside Communities	147	28.1	5.7	490		
3.G	Successful Suburbs	0	0.0	5.9	0		
3.H	Steady Neighbourhoods	0	0.0	7.4	0		
3.I	Comfortable Seniors	0	0.0	2.9	0		
3.J	Starting Out	0	0.0	4.3	0		
4. Financially Stretched							
4.K	Student Life	0	0.0	2.4	0		
4.L	Modest Means	0	0.0	7.9	0		
4.M	Striving Families	23	4.4	7.5	58		
4.N	Poorer Pensioners	0	0.0	5.9	0		
5. Urban Adversity							
5.O	Young Hardship	0	0.0	6.1	0		
5.P	Struggling Estates	0	0.0	6.1	0		
5.Q	Difficult Circumstances	0	0.0	5.3	0		
6. Not Private Households							
6.R	Not Private Households	33	6.3	0.3	1,893		
	Total households	**523**					

Acorn Group Pen Portrait

1	B	Executive Wealth	6.5M UK Adults	12.3% of UK

High income people, successfully combining jobs and families. These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

DEMOGRAPHICS

Age range
45-64

Children at home
2

House tenure
Owned outright

Family structure
Couple

Number of beds
4

House type
Detached

BRANDS

SHOPPING: Cath Kidston, THE WHITE COMPANY, JOHN LEWIS, Russell & Bromley

LEISURE: M&S SIMPLY FOOD, PRET A MANGER, WHOLE FOODS, wahaca

WEBSITES: BBC SPORT, rightmove, M&S, MoneySavingExpert.com

DIGITAL

ATTITUDES

I worry about online security
58%
UK average: 55%

Shopping online makes my life easier
58%
UK average: 53%

I couldn't live without the internet on my mobile
31%
UK average: 34%

KEY INTERNET USAGE

This group are more likely to **browse for hotels** online

This group are more likely to **purchase holidays** online

TECHNOLOGY USAGE

This group are more likely to **own an iPhone**

FINANCIAL PROFILE

Household income
UK **£60k** Average: £40k
London **£63k** Average: £44k

% Disposable income
UK **50%** Average: 44%
London **49%** Average: 39%

Financial situation
Running into debt ————●———— Saving a lot

A B C D E F G H I J K L M N O P Q R

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| CATEGORY | GROUP | TYPE | MAP | WHAT IS ACORN? |

ACORN TYPE PROFILE - HOUSEHOLDS

Area: HLLT_Fox Inn, Wilbarston (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	87	16.6	2.6	637			
	1.B.5	Wealthy countryside commuters	106	20.3	2.4	841			
	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	15	2.9	1.6	177			
1.C	**Mature Money**								
	1.C.10	Better-off villagers	111	21.2	3.0	711			
	1.C.11	Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12	Retired and empty nesters	0	0.0	2.5	0			
	1.C.13	Upmarket downsizers	0	0.0	1.3	0			
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	1	0.2	1.9	10			
	2.E.19	First time buyers in small, modern homes	0	0.0	3.3	0			
	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	28	5.4	1.5	358			
	3.F.22	Older couples and families in rural areas	16	3.1	1.1	287			
	3.F.23	Owner occupiers in small towns and villages	103	19.7	3.2	621			
3.G	**Successful Suburbs**								
	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	0	0.0	2.4	0			
3.H	**Steady Neighbourhoods**								
	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			
3.I	**Comfortable Seniors**								
	3.I.30	Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
	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	0	0.0	2.1	0			
	3.J.33	Smaller houses and starter homes	0	0.0	2.3	0			
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	0	0.0	1.4	0			
	4.L.38	Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
	4.L.39	Fading owner occupied terraces	0	0.0	2.9	0			
	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	23	4.4	1.6	276			
	4.M.42	Struggling young families in post-war terraces	0	0.0	1.7	0			
	4.M.43	Families in right-to-buy estates	0	0.0	2.1	0			
	4.M.44	Post-war estates, limited means	0	0.0	2.2	0			
4.N	**Poorer Pensioners**								
	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	0	0.0	1.1	0			
	4.N.47	Low income older people in smaller semis	0	0.0	2.3	0			
	4.N.48	Pensioners and singles in social rented flats	0	0.0	1.8	0			
5.	**Urban Adversity**								
5.O	**Young Hardship**								
	5.O.49	Young families in low cost private flats	0	0.0	2.1	0			
	5.O.50	Struggling younger people in mixed tenure	0	0.0	1.7	0			
	5.O.51	Young people in small, low cost terraces	0	0.0	2.3	0			
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	0	0.0	1.6	0			
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	0	0.0	1.8	0			
	5.Q.59	Deprived areas and high-rise flats	0	0.0	2.0	0			
6.	**Not Private Households**								
6.R	**Not Private Households**								
	6.R.60	Active communal population	33	6.3	0.1	10,842			
	6.R.61	Inactive communal population	0	0.0	0.3	0			
	6.R.62	Business areas without resident population	0	0	0	0			
		Total households	**523**						

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT_Fox Inn, Wilbarston (1 Mile contour)

Source: OS Open Data 2018
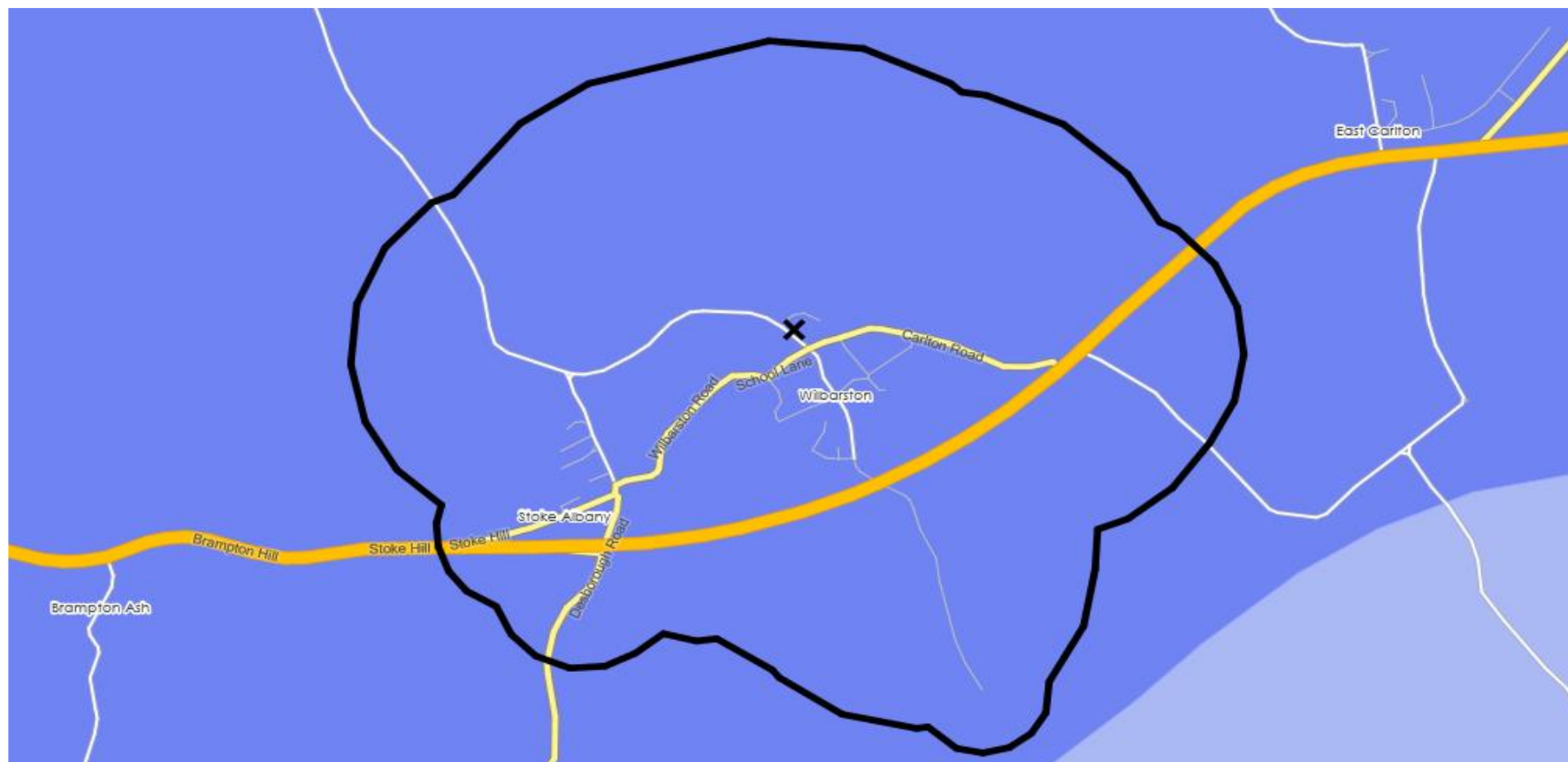
Dominant Acorn Category
% Affluent Achievers
% Rising Prosperity
% Comfortable Communities
% Financially Stretched
% Urban Adversity
Dominant Acorn Group

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

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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN - WHAT IS IT?

Acorn is a powerful **consumer classification** tool that segments the **UK population** by postcode.

By analysing **demographic** data, **social** factors, **population** and **consumer behaviour**...

...Acorn provides an understanding of **different types of people and places**.

User Guide

Knowledge Sheet

Tableau   Excel

6 CATEGORIES | 18 GROUPS | 62 TYPES

Category	Group	Type
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

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY	NOT PRIVATE HOUSEHOLDS
22.8%	9.4%	27.3%	23.1%	16.1%	1.3%

Chart values:
- 1A Lavish Lifestyles: 1.3%
- 1B Executive Wealth: 12.3%
- 1C Mature Money: 9.3%
- 2D City Sophisticates: 3.6%
- 2E Career Climbers: 5.8%
- 3F Countryside Communities: 6.4%
- 3G Successful Suburbs: 6.1%
- 3H Steady Neighbourhoods: 8.1%
- 3I Comfortable Seniors: 2.5%
- 3J Starting Out: 4.1%
- 4K Student Life: 2.9%
- 4L Modest Means: 7.7%
- 4M Striving Families: 7.8%
- 4N Poorer Pensioners: 4.6%
- 5O Young Hardship: 5.2%
- 5P Struggling Estates: 6.6%
- 5Q Difficult Circumstances: 4.3%
- 6R Not Private Households: 1.3%

United Kingdom