

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Freemasons, Droitwich (1 Mile contour)

Base: Great Britain

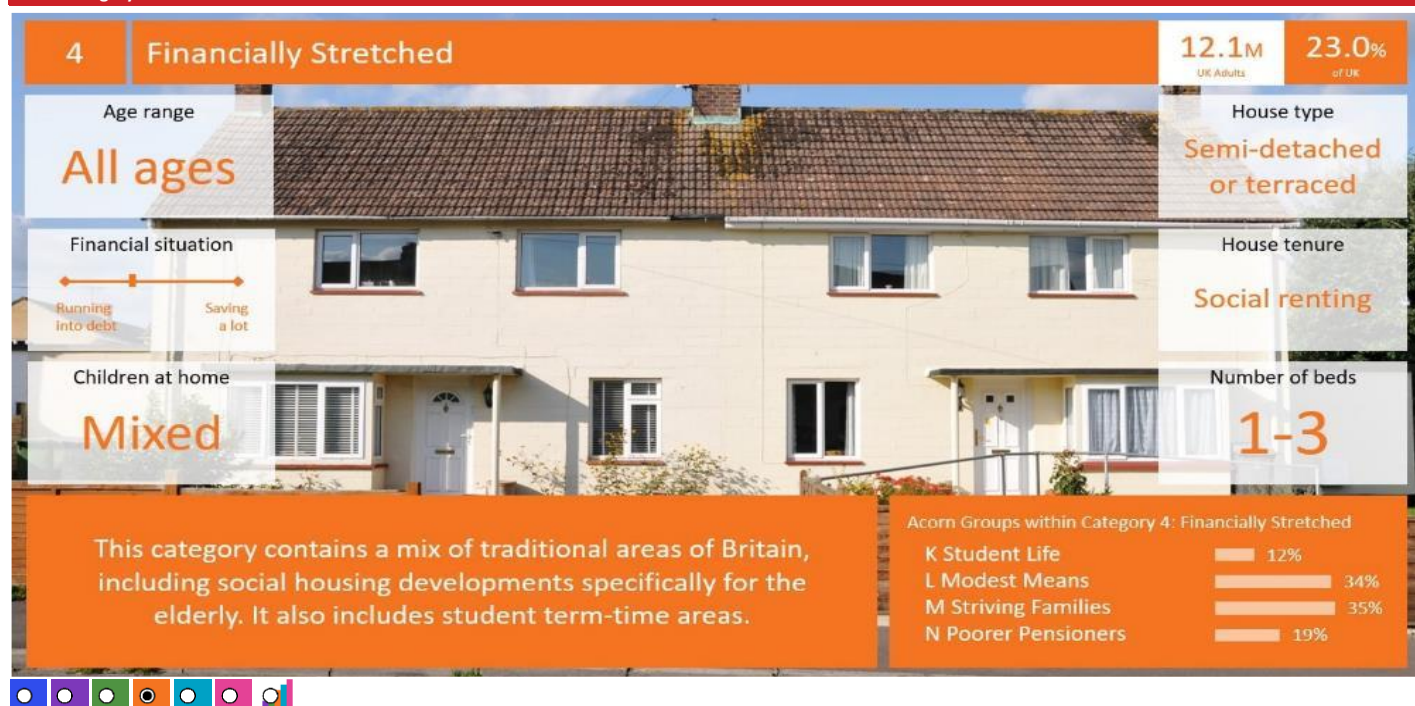
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	877	26.3	22.0	120		
2 Rising Prosperity	102	3.1	10.1	30		
3 Comfortable Communities	701	21.0	26.2	80		
4 Financially Stretched	1,069	32.0	23.7	135		
5 Urban Adversity	555	16.6	17.6	94		
6 Not Private Households	32	1.0	0.3	288		
Total households	3,336					



Graph

Acorn Category Pen Portrait



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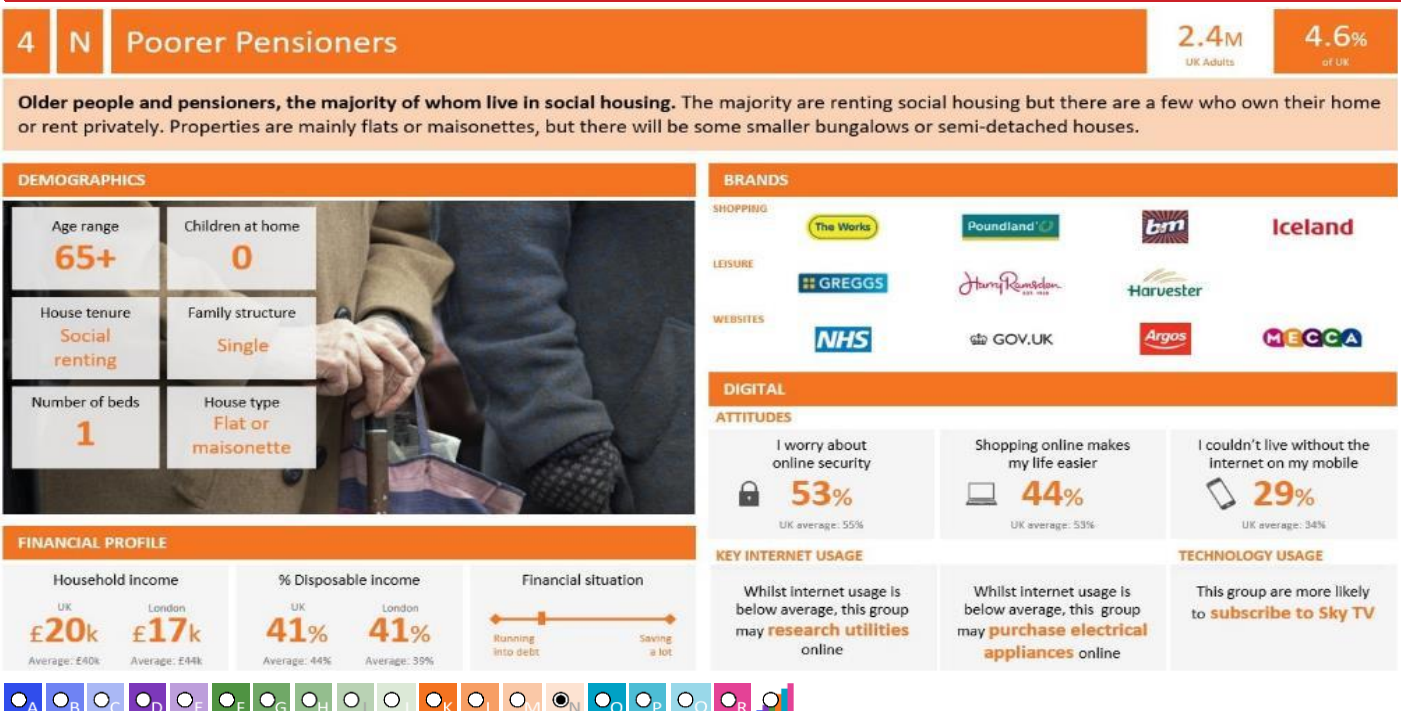
Area: HLLT_Freemasons, Droitwich (1 Mile contour)

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	35	1.0	1.1	94			
1.B Executive Wealth	361	10.8	11.2	96			
1.C Mature Money	481	14.4	9.6	150			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	102	3.1	6.2	49			
3. Comfortable Communities							
3.F Countryside Communities	96	2.9	5.7	50			
3.G Successful Suburbs	173	5.2	5.9	88			
3.H Steady Neighbourhoods	133	4.0	7.4	54			
3.I Comfortable Seniors	272	8.2	2.9	281			
3.J Starting Out	27	0.8	4.3	19			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	265	7.9	7.9	100			
4.M Striving Families	272	8.2	7.5	108			
4.N Poorer Pensioners	532	15.9	5.9	270			
5. Urban Adversity							
5.O Young Hardship	217	6.5	6.1	106			
5.P Struggling Estates	118	3.5	6.1	58			
5.Q Difficult Circumstances	220	6.6	5.3	123			
6. Not Private Households							
6.R Not Private Households	32	1.0	0.3	288			
Total households							
3,336							

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_Freemasons, Droitwich (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	35	1.0	0.9	120			
1.B Executive Wealth								
	1.B.4 Asset rich families	240	7.2	2.6	275			
	1.B.5 Wealthy countryside commuters	3	0.1	2.4	4			
	1.B.6 Financially comfortable families	85	2.5	2.2	116			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	21	0.6	1.5	41			
	1.B.9 Well-off edge of towners	12	0.4	1.6	22			
1.C Mature Money								
	1.C.10 Better-off villagers	48	1.4	3.0	48			
	1.C.11 Settled suburbia, older people	192	5.8	2.9	201			
	1.C.12 Retired and empty nesters	120	3.6	2.5	145			
	1.C.13 Upmarket downsizers	121	3.6	1.3	278			
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	0	0.0	1.9	0			
	2.E.19 First time buyers in small, modern homes	102	3.1	3.3	93			
	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	96	2.9	3.2	91			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	146	4.4	2.6	166			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	27	0.8	2.4	33			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	118	3.5	3.4	103			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	15	0.4	2.3	19			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	56	1.7	2.4	70			
	3.I.31 Elderly singles in purpose-built accommodation	216	6.5	0.5	1,320			
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	27	0.8	2.3	36			
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	126	3.8	1.4	268			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	132	4.0	2.6	151			
	4.L.39 Fading owner occupied terraces	7	0.2	2.9	7			
	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	84	2.5	1.6	158			
	4.M.42 Struggling young families in post-war terraces	17	0.5	1.7	30			
	4.M.43 Families in right-to-buy estates	148	4.4	2.1	214			
	4.M.44 Post-war estates, limited means	23	0.7	2.2	31			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	42	1.3	0.8	161			
	4.N.46 Elderly people in social rented flats	165	4.9	1.1	456			
	4.N.47 Low income older people in smaller semis	143	4.3	2.3	189			
	4.N.48 Pensioners and singles in social rented flats	182	5.5	1.8	309			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	190	5.7	2.1	265			
	5.O.50 Struggling younger people in mixed tenure	27	0.8	1.7	46			
	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	22	0.7	1.6	41			
	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	96	2.9	1.6	175			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	142	4.3	1.5	280			
	5.Q.58 Singles and young families, some receiving benefits	47	1.4	1.8	79			
	5.Q.59 Deprived areas and high-rise flats	31	0.9	2.0	46			
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	32	1.0	0.3	349			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		3,336						

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DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT_Freemasons, Droitwich (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

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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
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

