

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








## ACORN CATEGORY PROFILE - HOUSEHOLDS

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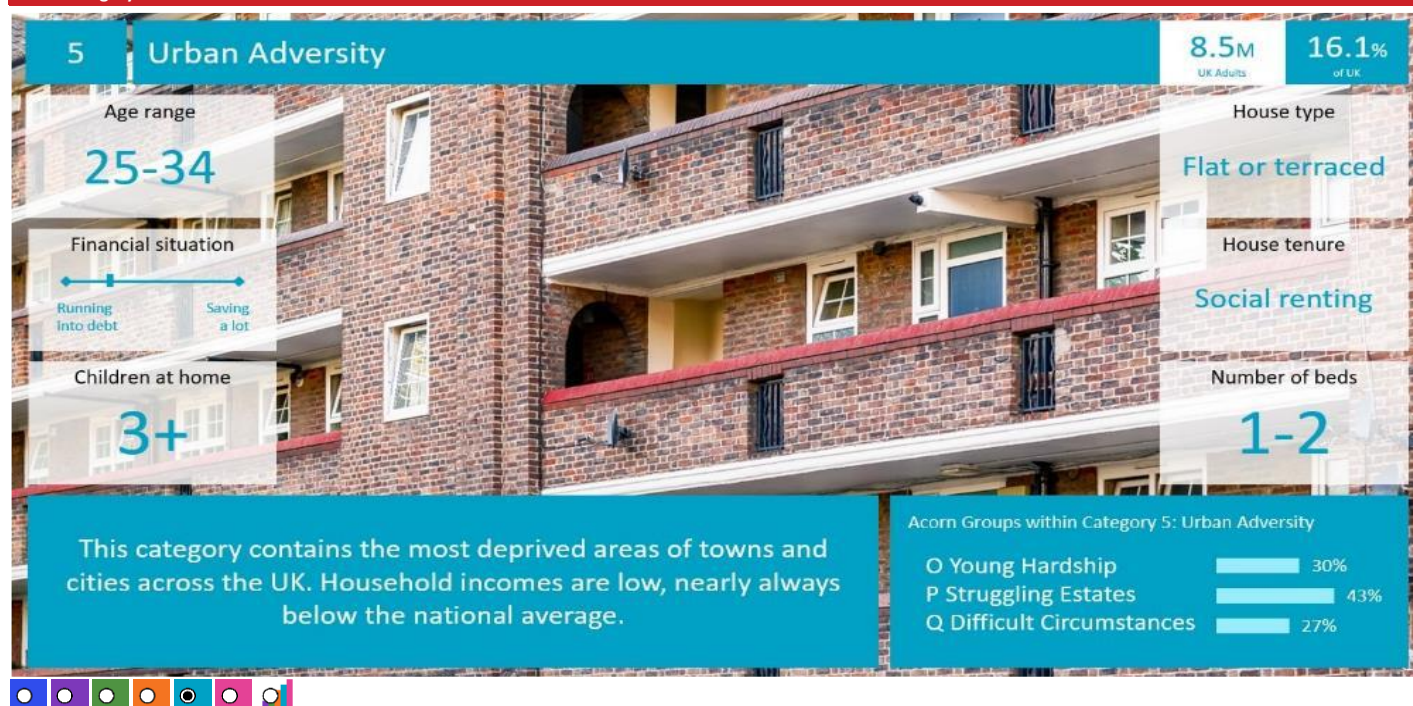
Area: HLLT\_Gardeners Arms, Northampton (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	648	4.3	22.0	20		
	2 Rising Prosperity	1,449	9.7	10.1	96		
	3 Comfortable Communities	5,280	35.4	26.2	135		
	4 Financially Stretched	2,091	14.0	23.7	59		
	5 Urban Adversity	5,397	36.2	17.6	206		
	6 Not Private Households	44	0.3	0.3	89		
 Graph							
Total households		14,909					

## Acorn Category Pen Portrait



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## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT\_Gardeners Arms, Northampton (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	223	1.5	11.2	13			
1.C Mature Money	425	2.9	9.6	30			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	19	0.1	4.0	3			
2.E Career Climbers	1,430	9.6	6.2	155			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	64	0.4	5.9	7			
3.H Steady Neighbourhoods	1,196	8.0	7.4	109			
3.I Comfortable Seniors	103	0.7	2.9	24			
3.J Starting Out	3,917	26.3	4.3	604			
<b>4. Financially Stretched</b>							
4.K Student Life	1,385	9.3	2.4	394			
4.L Modest Means	267	1.8	7.9	23			
4.M Striving Families	52	0.3	7.5	5			
4.N Poorer Pensioners	387	2.6	5.9	44			
<b>5. Urban Adversity</b>							
5.O Young Hardship	3,395	22.8	6.1	370			
5.P Struggling Estates	52	0.3	6.1	6			
5.Q Difficult Circumstances	1,950	13.1	5.3	245			
<b>6. Not Private Households</b>							
6.R Not Private Households	44	0.3	0.3	89			
<b>Total households</b>	<b>14,909</b>						

## Acorn Group Pen Portrait

3	J	Starting Out	2.2M UK Adults	4.1% of UK
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**Young couples and early career climbers in their first homes.** Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

DEMOGRAPHICS	BRANDS
<div>Age range <b>25-44</b></div> <div>Children at home <b>1</b></div> <div>House tenure <b>Mortgaged</b></div> <div>Family structure <b>Couple with children</b></div> <div>Number of beds <b>2</b></div> <div>House type <b>Terraced</b></div>	<div>SHIPPING OFFICE SKECHERS RANGE MANGO</div> <div>LEISURE FRIDAYS SUBWAY PREZZO</div> <div>WEBSITES Zoopla ticketmaster comparethemarket</div>
DIGITAL	ATTITUDES
<div>Household Income UK <b>£43k</b> London <b>£46k</b> Average: £40k Average: £44k</div> <div>% Disposable Income UK <b>40%</b> London <b>36%</b> Average: 44% Average: 39%</div> <div>Financial situation Running into debt Saving a lot</div>	<div>I worry about online security <b>56%</b> UK average: 55%</div> <div>Shopping online makes my life easier <b>57%</b> UK average: 53%</div> <div>I couldn't live without the Internet on my mobile <b>39%</b> UK average: 34%</div>
FINANCIAL PROFILE	KEY INTERNET USAGE
<div>Household Income UK <b>£43k</b> London <b>£46k</b> Average: £40k Average: £44k</div> <div>% Disposable Income UK <b>40%</b> London <b>36%</b> Average: 44% Average: 39%</div> <div>Financial situation Running into debt Saving a lot</div>	<div>This group are more likely to <b>research home insurance</b> online</div> <div>This group are more likely to <b>purchase clothes and accessories</b> online</div> <div>This group are more likely to <b>own a videogame console</b></div>
<div> <div>A B C D E F G H I J K L M N O P Q R</div> </div>	

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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT\_Gardeners Arms, Northampton (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	82	0.6	2.6	21			
	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	44	0.3	0.9	35			
	1.B.8	Prosperous suburban families	93	0.6	1.5	41			
	1.B.9	Well-off edge of towners	4	0.0	1.6	2			
1.C Mature Money									
	1.C.10	Better-off villagers	0	0.0	3.0	0			
	1.C.11	Settled suburbia, older people	329	2.2	2.9	77			
	1.C.12	Retired and empty nesters	23	0.2	2.5	6			
	1.C.13	Upmarket downsizers	73	0.5	1.3	38			
2. Rising Prosperity									
2.D City Sophisticates									
	2.D.14	Townhouse cosmopolitans	19	0.1	0.7	18			
	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	1,358	9.1	3.3	278			
	2.E.20	Mixed metropolitan areas	72	0.5	1.0	47			
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	0	0.0	3.2	0			
3.G Successful Suburbs									
	3.G.24	Comfortably-off families in modern housing	64	0.4	2.6	16			
	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	59	0.4	3.4	11			
	3.H.28	Owner occupied terraces, average income	1,082	7.3	1.6	458			
	3.H.29	Established suburbs, older families	55	0.4	2.3	16			
3.I Comfortable Seniors									
	3.I.30	Older people, neat and tidy neighbourhoods	22	0.1	2.4	6			
	3.I.31	Elderly singles in purpose-built accommodation	81	0.5	0.5	111			
3.J Starting Out									
	3.J.32	Educated families in terraces, young children	3,906	26.2	2.1	1,250			
	3.J.33	Smaller houses and starter homes	11	0.1	2.3	3			
4. Financially Stretched									
4.K Student Life									
	4.K.34	Student flats and halls of residence	45	0.3	0.4	83			
	4.K.35	Term-time terraces	0	0.0	0.3	0			
	4.K.36	Educated young people in flats and tenements	1,340	9.0	1.7	518			
4.L Modest Means									
	4.L.37	Low cost flats in suburban areas	130	0.9	1.4	62			
	4.L.38	Semi-skilled workers in traditional neighbourhoods	7	0.0	2.6	2			
	4.L.39	Fading owner occupied terraces	96	0.6	2.9	22			
	4.L.40	High occupancy terraces, culturally diverse family areas	34	0.2	1.0	23			
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	52	0.3	1.7	21			
	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	251	1.7	1.1	155			
	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	136	0.9	1.8	52			
5. Urban Adversity									
5.O Young Hardship									
	5.O.49	Young families in low cost private flats	568	3.8	2.1	177			
	5.O.50	Struggling younger people in mixed tenure	1,289	8.6	1.7	495			
	5.O.51	Young people in small, low cost terraces	1,538	10.3	2.3	458			
5.P Struggling Estates									
	5.P.52	Poorer families, many children, terraced housing	43	0.3	1.6	18			
	5.P.53	Low income terraces	7	0.0	0.9	5			
	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	2	0.0	1.6	1			
5.Q Difficult Circumstances									
	5.Q.57	Social rented flats, families and single parents	242	1.6	1.5	107			
	5.Q.58	Singles and young families, some receiving benefits	264	1.8	1.8	99			
	5.Q.59	Deprived areas and high-rise flats	1,444	9.7	2.0	476			
6. Not Private Households									
6.R Not Private Households									
	6.R.60	Active communal population	14	0.1	0.1	161			
	6.R.61	Inactive communal population	30	0.2	0.3	73			
	6.R.62	Business areas without resident population	0	0	0	0			
Total households			14,909						



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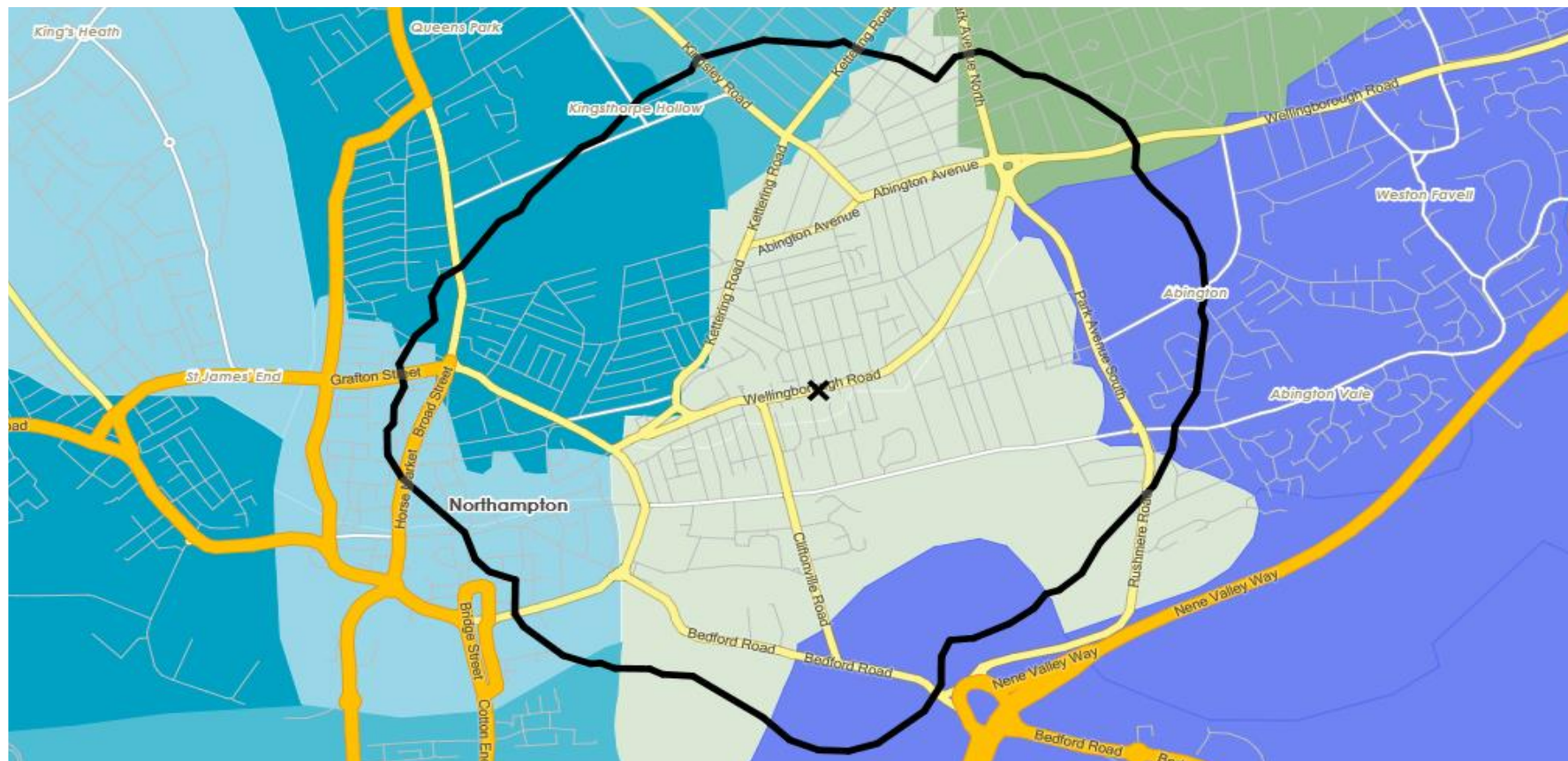
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## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT\_Gardeners Arms, Northampton (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
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

