

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

















## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT\_Gardeners Call, Luton (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	251	1.8	22.0	8		
	2 Rising Prosperity	511	3.7	10.1	37		
	3 Comfortable Communities	4,149	30.3	26.2	116		
	4 Financially Stretched	5,060	37.0	23.7	156		
	5 Urban Adversity	3,672	26.9	17.6	153		
	6 Not Private Households	28	0.2	0.3	61		
	Graph						
Total households		13,671					

## Acorn Category Pen Portrait



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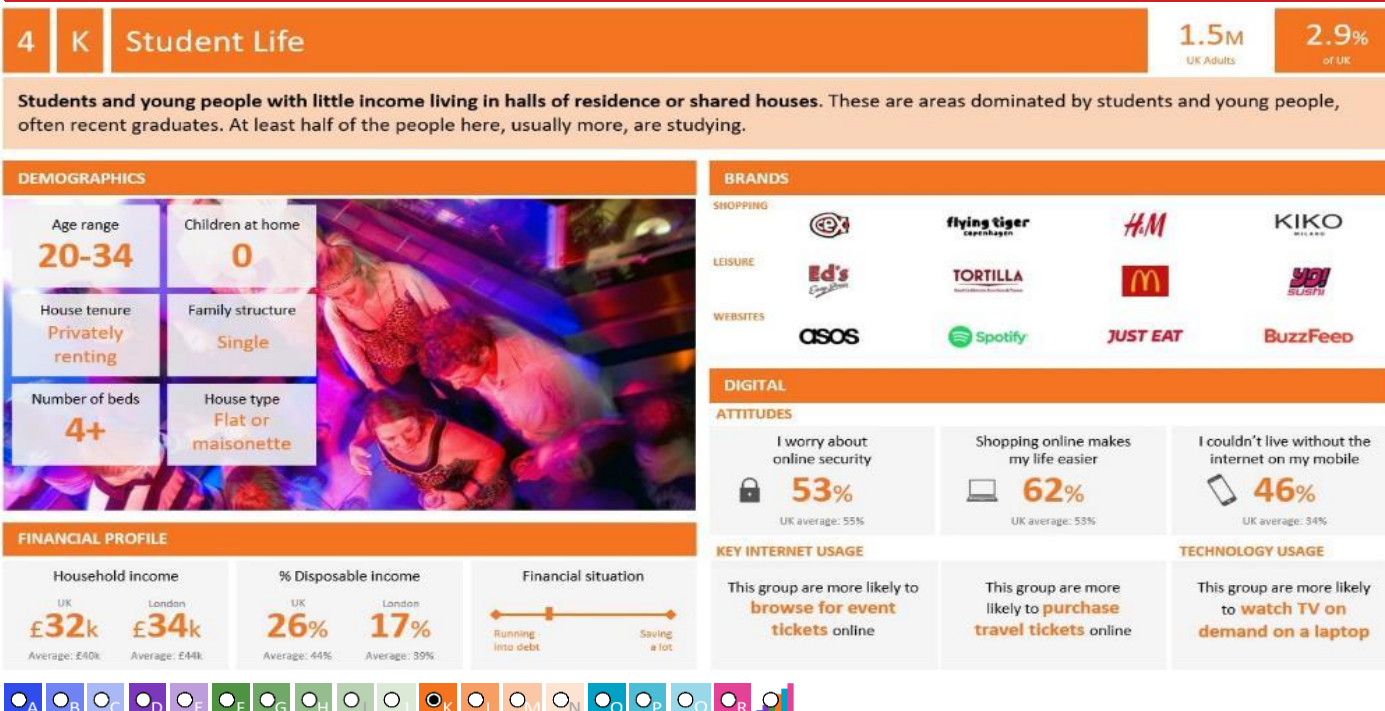
Area: HLLT\_Gardeners Call, Luton (1 Mile contour)

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	140	1.0	11.2	9		
1.C Mature Money	111	0.8	9.6	8		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	511	3.7	6.2	60		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	568	4.2	5.9	71		
3.H Steady Neighbourhoods	2,117	15.5	7.4	211		
3.I Comfortable Seniors	69	0.5	2.9	17		
3.J Starting Out	1,395	10.2	4.3	235		
<b>4. Financially Stretched</b>						
4.K Student Life	3,880	28.4	2.4	1,203		
4.L Modest Means	576	4.2	7.9	53		
4.M Striving Families	393	2.9	7.5	38		
4.N Poorer Pensioners	211	1.5	5.9	26		
<b>5. Urban Adversity</b>						
5.O Young Hardship	2,412	17.6	6.1	287		
5.P Struggling Estates	623	4.6	6.1	75		
5.Q Difficult Circumstances	637	4.7	5.3	87		
<b>6. Not Private Households</b>						
6.R Not Private Households	28	0.2	0.3	61		
<b>Total households</b>	<b>13,671</b>					

## Acorn Group Pen Portrait



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Area: HLLT\_Gardeners Call, Luton (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	6	0.0	2.2	2			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	102	0.7	1.5	49			
	1.B.9 Well-off edge of towners	32	0.2	1.6	14			
<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	111	0.8	2.9	28			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	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	0	0.0	1.9	0			
	2.E.19 First time buyers in small, modern homes	426	3.1	3.3	95			
	2.E.20 Mixed metropolitan areas	85	0.6	1.0	61			
<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	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	48	0.4	2.6	13			
	3.G.25 Larger family homes, multi-ethnic areas	520	3.8	0.8	464			
	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	1,032	7.5	3.4	219			
	3.H.28 Owner occupied terraces, average income	473	3.5	1.6	219			
	3.H.29 Established suburbs, older families	612	4.5	2.3	192			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	24	0.2	2.4	7			
	3.I.31 Elderly singles in purpose-built accommodation	45	0.3	0.5	67			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	828	6.1	2.1	289			
	3.J.33 Smaller houses and starter homes	567	4.1	2.3	184			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	4.K.34 Student flats and halls of residence	133	1.0	0.4	267			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	3,747	27.4	1.7	1,579			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	275	2.0	1.4	143			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	5	0.0	2.6	1			
	4.L.39 Fading owner occupied terraces	26	0.2	2.9	7			
	4.L.40 High occupancy terraces, culturally diverse family areas	270	2.0	1.0	198			
<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	70	0.5	1.7	31			
	4.M.43 Families in right-to-buy estates	323	2.4	2.1	114			
	4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
<b>4.N Poorer Pensioners</b>								
	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	188	1.4	1.1	127			
	4.N.47 Low income older people in smaller semis	4	0.0	2.3	1			
	4.N.48 Pensioners and singles in social rented flats	19	0.1	1.8	8			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	509	3.7	2.1	173			
	5.O.50 Struggling younger people in mixed tenure	1,512	11.1	1.7	633			
	5.O.51 Young people in small, low cost terraces	391	2.9	2.3	127			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
	5.P.53 Low income terraces	256	1.9	0.9	215			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
	5.P.55 Deprived and ethnically diverse in flats	205	1.5	0.8	186			
	5.P.56 Low income large families in social rented semis	162	1.2	1.6	72			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	33	0.2	1.5	16			
	5.Q.58 Singles and young families, some receiving benefits	17	0.1	1.8	7			
	5.Q.59 Deprived areas and high-rise flats	587	4.3	2.0	211			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	28	0.2	0.1	352			
	6.R.61 Inactive communal population	0	0.0	0.3	0			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>13,671</b>						



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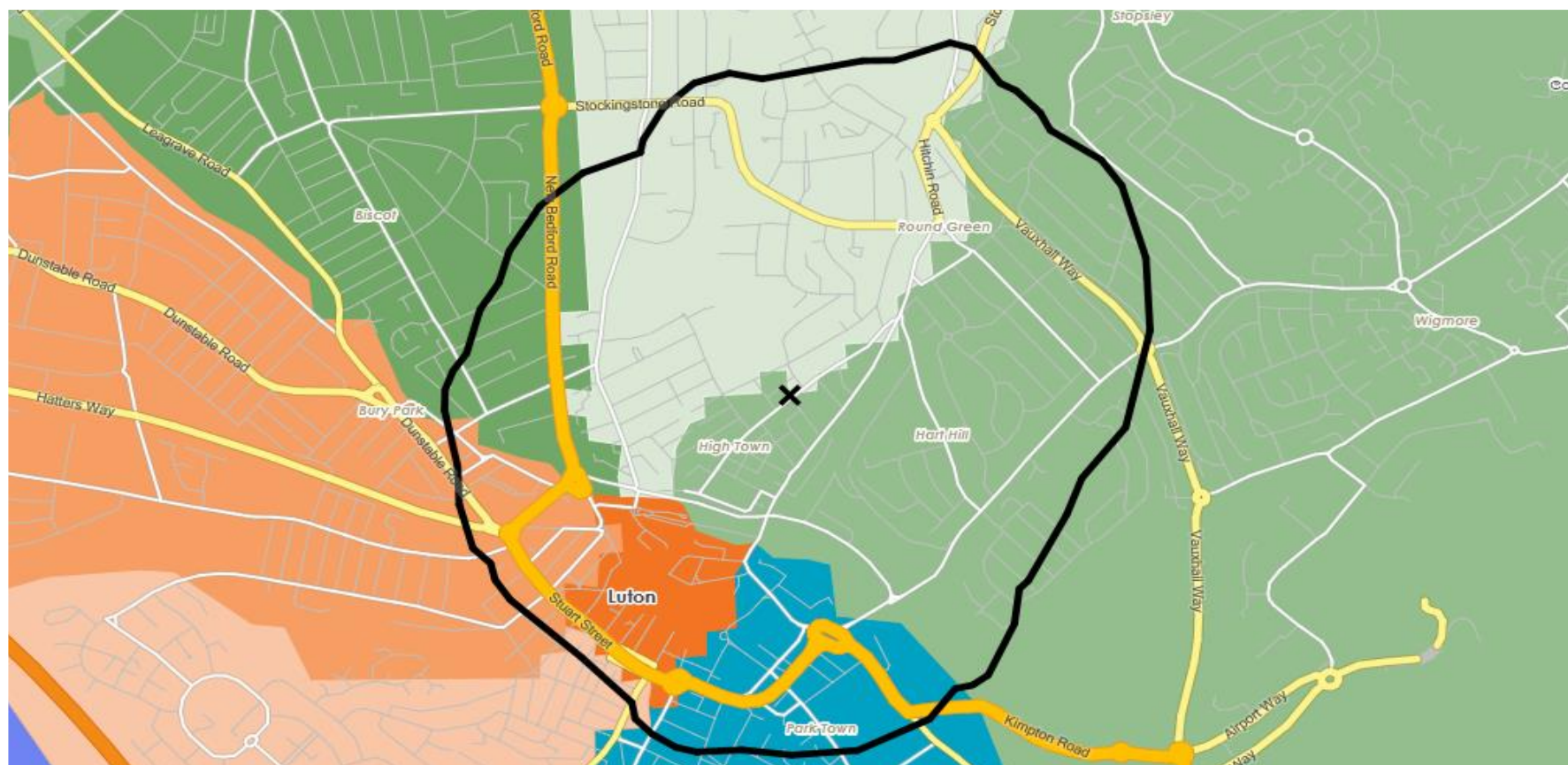
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT\_Gardeners Call, Luton (1 Mile contour)

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Source: OS Open Data 2018



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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

