

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Gate Inn, Branston (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	283	14.0	22.0	64		
	2 Rising Prosperity	259	12.8	10.1	126		
	3 Comfortable Communities	1,143	56.4	26.2	215		
	4 Financially Stretched	281	13.9	23.7	58		
	5 Urban Adversity	59	2.9	17.6	17		
	6 Not Private Households	0	0.0	0.3	0		
 Graph							
Total households		2,025					

Acorn Category Pen Portrait



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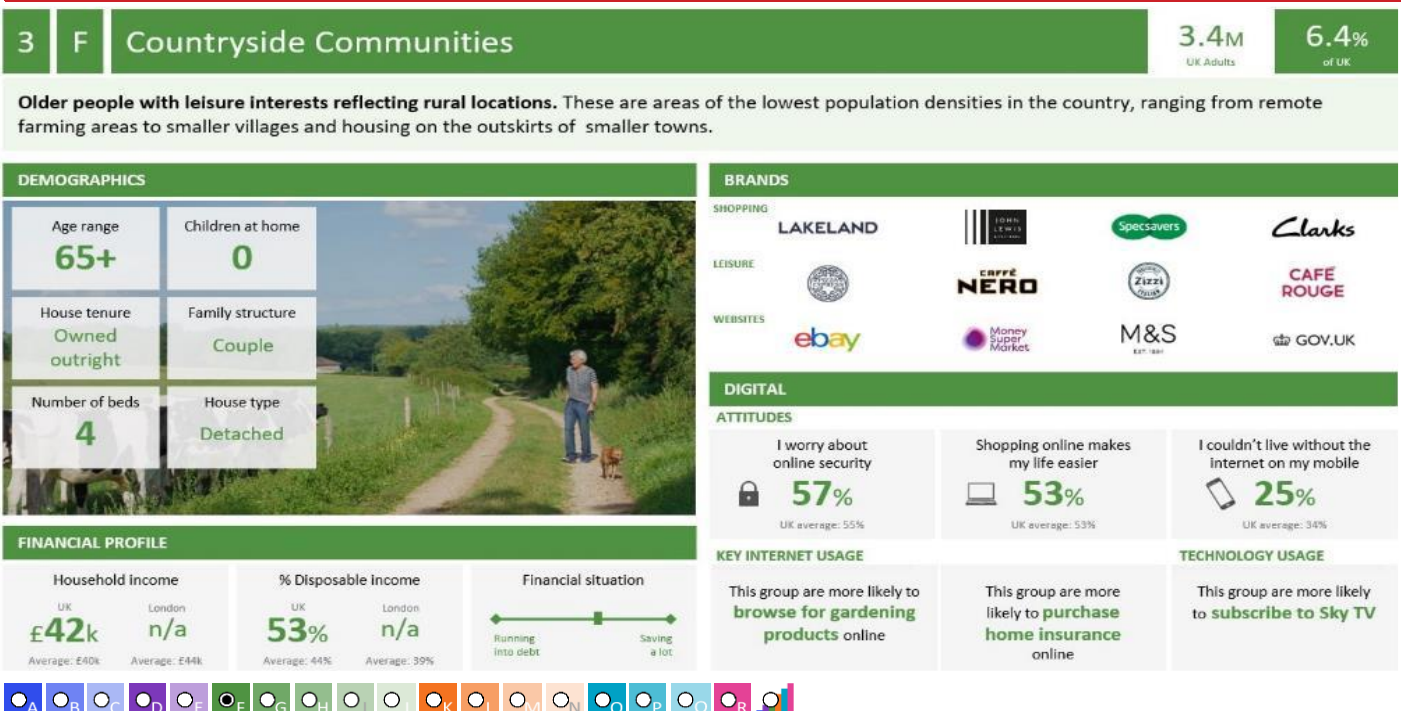
Area: HLLT_Gate Inn, Branston (1 Mile contour)

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	<div><div></div></div>		
1.B	Executive Wealth	208	10.3	11.2	92	<div><div></div></div>		
1.C	Mature Money	75	3.7	9.6	38	<div><div></div></div>		
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	4.0	0	<div><div></div></div>		
2.E	Career Climbers	259	12.8	6.2	207	<div><div></div></div>		
3. Comfortable Communities								
3.F	Countryside Communities	430	21.2	5.7	370	<div><div></div></div>		
3.G	Successful Suburbs	180	8.9	5.9	151	<div><div></div></div>		
3.H	Steady Neighbourhoods	230	11.4	7.4	154	<div><div></div></div>		
3.I	Comfortable Seniors	63	3.1	2.9	107	<div><div></div></div>		
3.J	Starting Out	240	11.9	4.3	273	<div><div></div></div>		
4. Financially Stretched								
4.K	Student Life	0	0.0	2.4	0	<div><div></div></div>		
4.L	Modest Means	69	3.4	7.9	43	<div><div></div></div>		
4.M	Striving Families	57	2.8	7.5	37	<div><div></div></div>		
4.N	Poorer Pensioners	155	7.7	5.9	130	<div><div></div></div>		
5. Urban Adversity								
5.O	Young Hardship	55	2.7	6.1	44	<div><div></div></div>		
5.P	Struggling Estates	0	0.0	6.1	0	<div><div></div></div>		
5.Q	Difficult Circumstances	4	0.2	5.3	4	<div><div></div></div>		
6. Not Private Households								
6.R	Not Private Households	0	0.0	0.3	0	<div><div></div></div>		
Total households		2,025						

Acorn Group Pen Portrait



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Area: HLLT_Gate Inn, Branston (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	34	1.7	2.6	64			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	172	8.5	2.2	386			
	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	2	0.1	1.6	6			
1.C Mature Money								
	1.C.10 Better-off villagers	7	0.3	3.0	12			
	1.C.11 Settled suburbia, older people	41	2.0	2.9	71			
	1.C.12 Retired and empty nesters	27	1.3	2.5	54			
	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	259	12.8	1.9	680			
	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	0	0.0	1.5	0			
	3.F.22 Older couples and families in rural areas	35	1.7	1.1	162			
	3.F.23 Owner occupiers in small towns and villages	395	19.5	3.2	615			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	122	6.0	2.6	228			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	58	2.9	2.4	118			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	208	10.3	3.4	298			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	22	1.1	2.3	47			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	63	3.1	2.4	129			
	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	36	1.8	2.1	85			
	3.J.33 Smaller houses and starter homes	204	10.1	2.3	447			
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	41	2.0	1.4	144			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	28	1.4	2.6	53			
	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	57	2.8	1.6	176			
	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	28	1.4	0.8	176			
	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	72	3.6	2.3	156			
	4.N.48 Pensioners and singles in social rented flats	55	2.7	1.8	154			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	55	2.7	2.1	127			
	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	4	0.2	1.8	11			
	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	0	0.0	0.1	0			
	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		2,025						

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DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Gate Inn, Branston (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

