

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Glen, Leicester (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	453	5.8	22.0	26			
2 Rising Prosperity	0	0.0	10.1	0			
3 Comfortable Communities	2,705	34.7	26.2	132			
4 Financially Stretched	2,257	28.9	23.7	122			
5 Urban Adversity	2,360	30.2	17.6	172			
6 Not Private Households	31	0.4	0.3	119			
Graph							
Total households		7,806					

Acorn Category Pen Portrait



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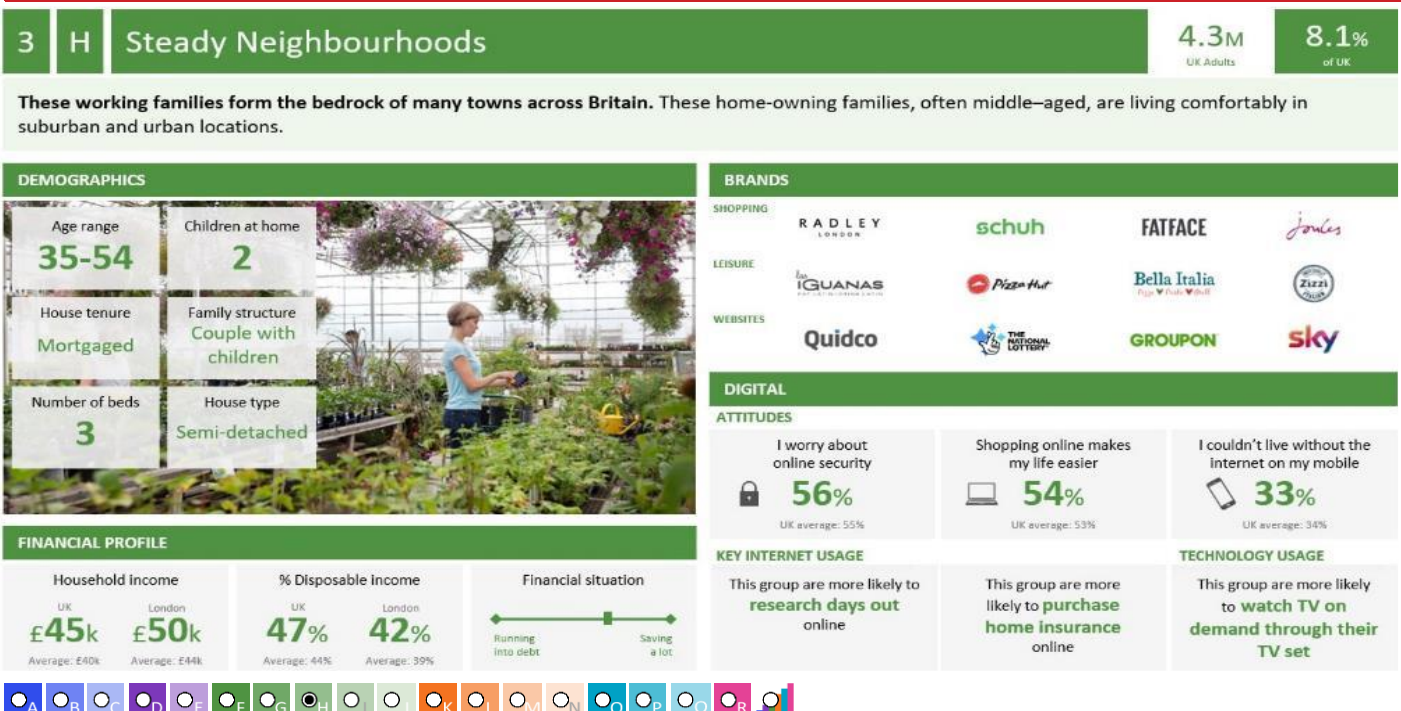
Area: HLLT_Glen, Leicester (1 Mile contour)

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	229	2.9	11.2	26		
1.C Mature Money	224	2.9	9.6	30		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	0	0.0	6.2	0		
3. Comfortable Communities						
3.F Countryside Communities	35	0.4	5.7	8		
3.G Successful Suburbs	401	5.1	5.9	87		
3.H Steady Neighbourhoods	1,635	20.9	7.4	285		
3.I Comfortable Seniors	443	5.7	2.9	195		
3.J Starting Out	191	2.4	4.3	56		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	192	2.5	7.9	31		
4.M Striving Families	1,577	20.2	7.5	268		
4.N Poorer Pensioners	488	6.3	5.9	106		
5. Urban Adversity						
5.O Young Hardship	87	1.1	6.1	18		
5.P Struggling Estates	1,159	14.8	6.1	243		
5.Q Difficult Circumstances	1,114	14.3	5.3	267		
6. Not Private Households						
6.R Not Private Households	31	0.4	0.3	119		
Total households	7,806					

Acorn Group Pen Portrait



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Area: HLLT_Glen, Leicester (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	0	0.0	2.6	0			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	169	2.2	2.2	98			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	57	0.7	1.5	48			
	1.B.9 Well-off edge of towners	3	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	156	2.0	2.9	70			
	1.C.12 Retired and empty nesters	68	0.9	2.5	35			
	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	0	0.0	1.9	0			
	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	0	0.0	1.1	0			
	3.F.23 Owner occupiers in small towns and villages	35	0.4	3.2	14			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	401	5.1	2.6	195			
	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	1,239	15.9	3.4	461			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	396	5.1	2.3	218			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	406	5.2	2.4	215			
	3.I.31 Elderly singles in purpose-built accommodation	37	0.5	0.5	97			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	10	0.1	2.1	6			
	3.J.33 Smaller houses and starter homes	181	2.3	2.3	103			
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	32	0.4	1.4	29			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	95	1.2	2.6	46			
	4.L.39 Fading owner occupied terraces	65	0.8	2.9	29			
	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	18	0.2	1.6	14			
	4.M.42 Struggling young families in post-war terraces	159	2.0	1.7	122			
	4.M.43 Families in right-to-buy estates	649	8.3	2.1	400			
	4.M.44 Post-war estates, limited means	751	9.6	2.2	437			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	188	2.4	0.8	307			
	4.N.46 Elderly people in social rented flats	47	0.6	1.1	55			
	4.N.47 Low income older people in smaller semis	193	2.5	2.3	109			
	4.N.48 Pensioners and singles in social rented flats	60	0.8	1.8	44			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	60	0.8	2.1	36			
	5.O.50 Struggling younger people in mixed tenure	14	0.2	1.7	10			
	5.O.51 Young people in small, low cost terraces	13	0.2	2.3	7			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	505	6.5	1.6	398			
	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	654	8.4	1.6	508			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	160	2.0	1.5	135			
	5.Q.58 Singles and young families, some receiving benefits	739	9.5	1.8	528			
	5.Q.59 Deprived areas and high-rise flats	215	2.8	2.0	135			
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	31	0.4	0.3	144			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		7,806						

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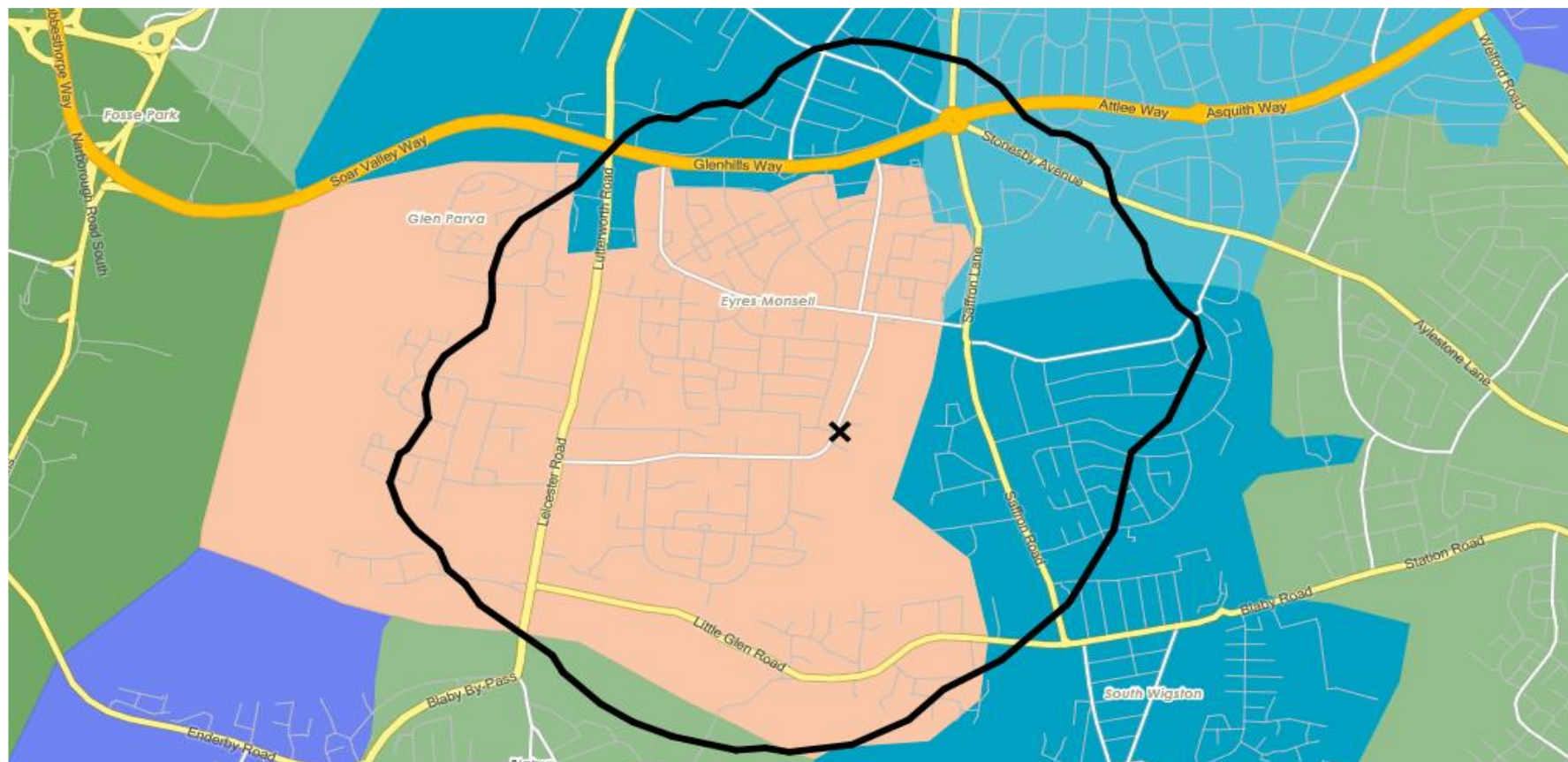
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Glen, Leicester (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
	F. Countryside Communities	21-23
3. Comfortable Communities	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

22.8%

UK Adults

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

