

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Golden Ball, Littlemore (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	758	11.6	22.0	53		
	2 Rising Prosperity	864	13.2	10.1	130		
	3 Comfortable Communities	1,772	27.1	26.2	103		
	4 Financially Stretched	1,562	23.9	23.7	101		
	5 Urban Adversity	1,581	24.1	17.6	137		
	6 Not Private Households	12	0.2	0.3	55		
 Graph							
Total households		6,549					

Acorn Category Pen Portrait



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Area: HLLT_Golden Ball, Littlemore (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	418	6.4	11.2	57			
1.C Mature Money	340	5.2	9.6	54			
2. Rising Prosperity							
2.D City Sophisticates	5	0.1	4.0	2			
2.E Career Climbers	859	13.1	6.2	212			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	436	6.7	5.9	113			
3.H Steady Neighbourhoods	752	11.5	7.4	156			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	584	8.9	4.3	205			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	233	3.6	7.9	45			
4.M Striving Families	1,088	16.6	7.5	220			
4.N Poorer Pensioners	241	3.7	5.9	62			
5. Urban Adversity							
5.O Young Hardship	234	3.6	6.1	58			
5.P Struggling Estates	581	8.9	6.1	145			
5.Q Difficult Circumstances	766	11.7	5.3	219			
6. Not Private Households							
6.R Not Private Households	12	0.2	0.3	55			
Total households	6,549						

Acorn Group Pen Portrait



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Area: HLLT_Golden Ball, Littlemore (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	11	0.2	2.6	6			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	61	0.9	2.2	42			
	1.B.7 Affluent professionals	139	2.1	0.9	250			
	1.B.8 Prosperous suburban families	207	3.2	1.5	206			
	1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money								
	1.C.10 Better-off villagers	3	0.0	3.0	2			
	1.C.11 Settled suburbia, older people	281	4.3	2.9	150			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	56	0.9	1.3	66			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	5	0.1	0.7	11			
	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	76	1.2	1.9	62			
	2.E.19 First time buyers in small, modern homes	783	12.0	3.3	365			
	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	0	0.0	3.2	0			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	35	0.5	2.6	20			
	3.G.25 Larger family homes, multi-ethnic areas	358	5.5	0.8	666			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	43	0.7	2.4	27			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	246	3.8	3.4	109			
	3.H.28 Owner occupied terraces, average income	357	5.5	1.6	344			
	3.H.29 Established suburbs, older families	149	2.3	2.3	98			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
	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	261	4.0	2.1	190			
	3.J.33 Smaller houses and starter homes	323	4.9	2.3	219			
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	183	2.8	1.4	198			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	50	0.8	2.6	29			
	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	42	0.6	1.6	40			
	4.M.42 Struggling young families in post-war terraces	434	6.6	1.7	396			
	4.M.43 Families in right-to-buy estates	612	9.3	2.1	450			
	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	49	0.7	0.8	95			
	4.N.46 Elderly people in social rented flats	54	0.8	1.1	76			
	4.N.47 Low income older people in smaller semis	63	1.0	2.3	42			
	4.N.48 Pensioners and singles in social rented flats	75	1.1	1.8	65			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	121	1.8	2.1	86			
	5.O.50 Struggling younger people in mixed tenure	68	1.0	1.7	59			
	5.O.51 Young people in small, low cost terraces	45	0.7	2.3	30			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	34	0.5	1.6	32			
	5.P.53 Low income terraces	32	0.5	0.9	56			
	5.P.54 Multi-ethnic, purpose-built estates	32	0.5	1.2	42			
	5.P.55 Deprived and ethnically diverse in flats	6	0.1	0.8	11			
	5.P.56 Low income large families in social rented semis	477	7.3	1.6	442			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	505	7.7	1.5	508			
	5.Q.58 Singles and young families, some receiving benefits	39	0.6	1.8	33			
	5.Q.59 Deprived areas and high-rise flats	222	3.4	2.0	167			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	9	0.1	0.1	236			
	6.R.61 Inactive communal population	3	0.0	0.3	17			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		6,549						

CATEGORY

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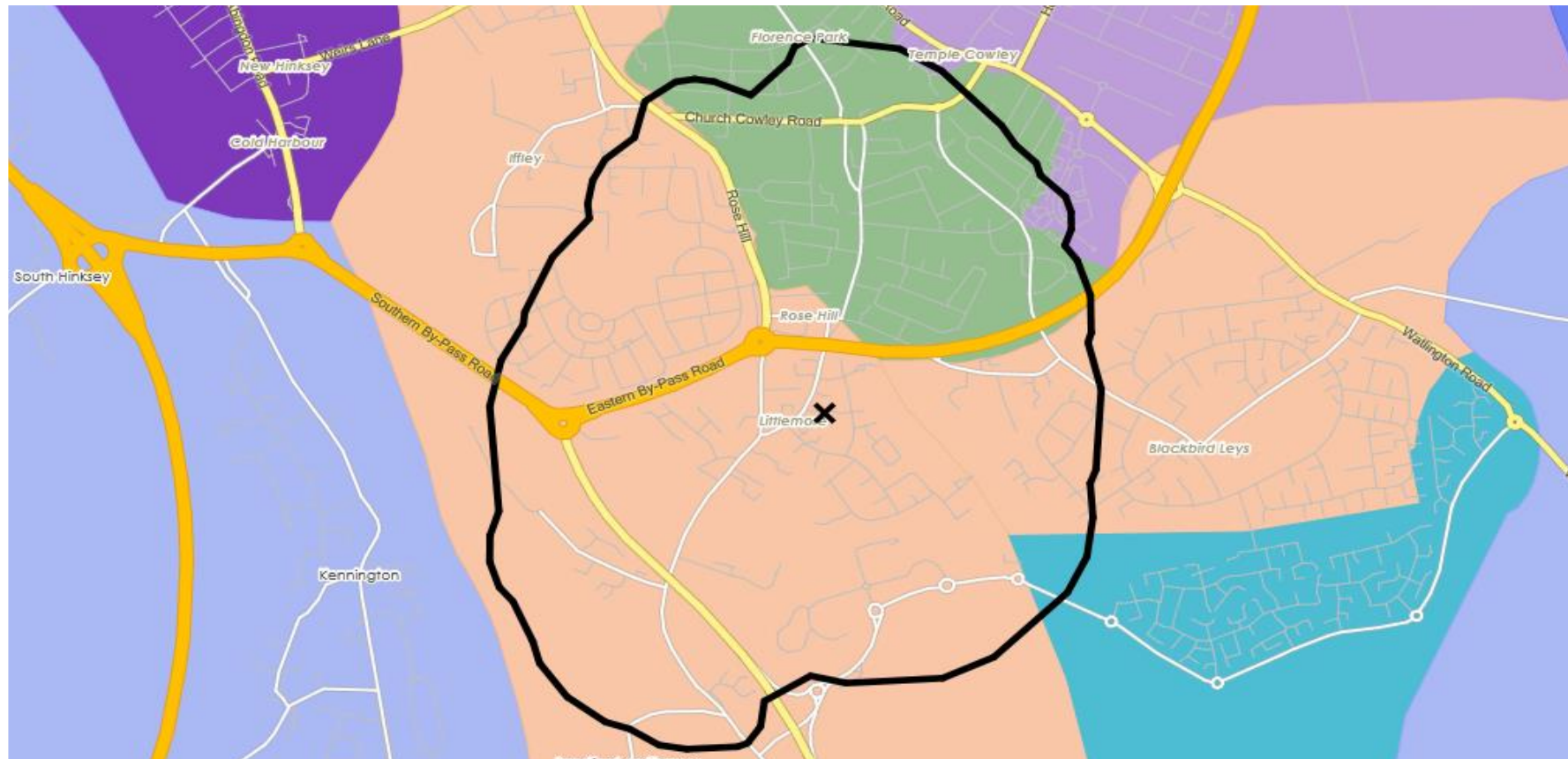
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Golden Ball, Littlemore (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

