

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?















## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT\_Grove Inn, Doncaster (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	250	3.9	22.0	18		
	2 Rising Prosperity	80	1.2	10.1	12		
	3 Comfortable Communities	3,633	56.1	26.2	<b>214</b>		
	4 Financially Stretched	1,444	22.3	23.7	94		
	5 Urban Adversity	1,062	16.4	17.6	93		
	6 Not Private Households	5	0.1	0.3	23		
 Graph							
Total households		6,474					

## Acorn Category Pen Portrait



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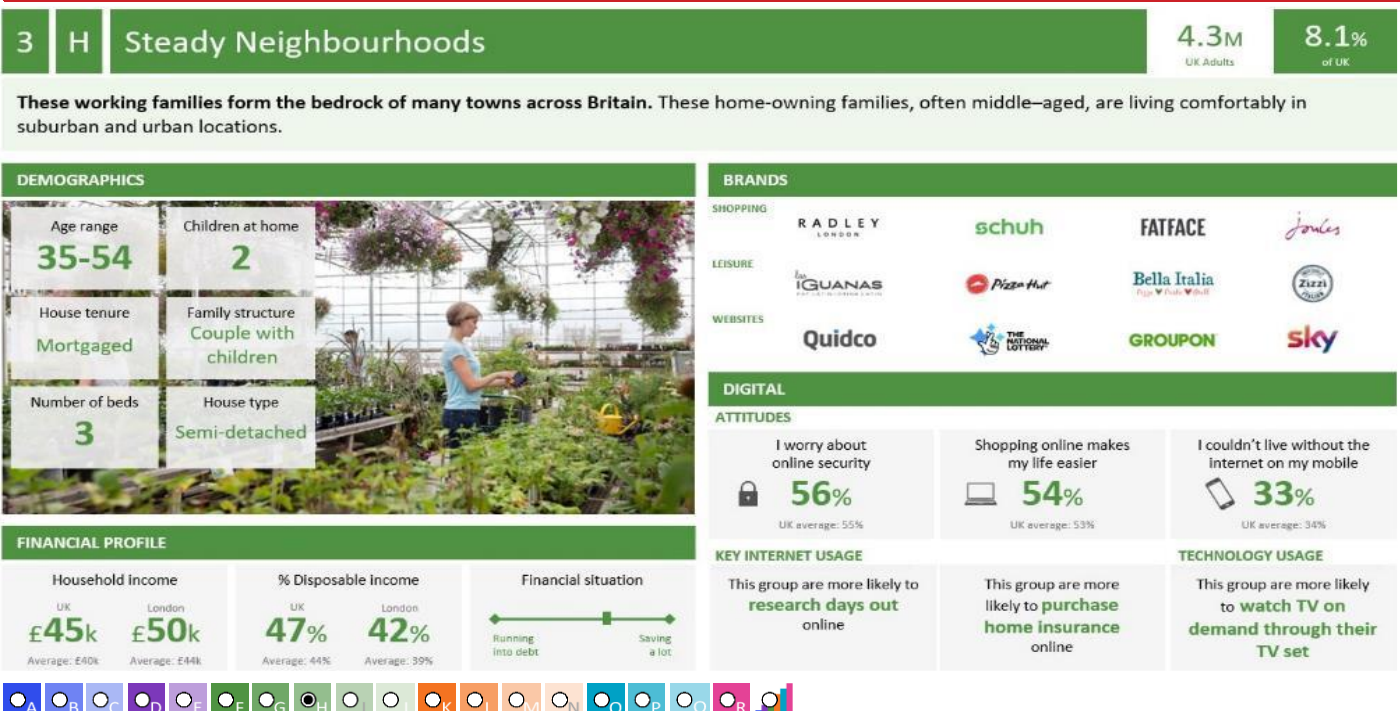
Area: HLLT\_Grove Inn, Doncaster (1 Mile contour)

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	106	1.6	11.2	15			
1.C Mature Money	144	2.2	9.6	23			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	80	1.2	6.2	20			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	66	1.0	5.7	18			
3.G Successful Suburbs	150	2.3	5.9	39			
3.H Steady Neighbourhoods	2,636	40.7	7.4	554			
3.I Comfortable Seniors	199	3.1	2.9	106			
3.J Starting Out	582	9.0	4.3	207			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	556	8.6	7.9	109			
4.M Striving Families	607	9.4	7.5	124			
4.N Poorer Pensioners	281	4.3	5.9	73			
<b>5. Urban Adversity</b>							
5.O Young Hardship	1,050	16.2	6.1	264			
5.P Struggling Estates	2	0.0	6.1	1			
5.Q Difficult Circumstances	10	0.2	5.3	3			
<b>6. Not Private Households</b>							
6.R Not Private Households	5	0.1	0.3	23			
<b>Total households</b>	<b>6,474</b>						

## Acorn Group Pen Portrait



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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT\_Grove Inn, Doncaster (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	95	1.5	2.2	67			
	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	11	0.2	1.6	11			
<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	26	0.4	2.9	14			
	1.C.12 Retired and empty nesters	118	1.8	2.5	73			
	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	80	1.2	1.9	66			
	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			
<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	66	1.0	3.2	32			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	101	1.6	2.6	59			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	49	0.8	2.4	31			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	2,265	35.0	3.4	1,016			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	371	5.7	2.3	246			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	199	3.1	2.4	127			
	3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
	3.J.33 Smaller houses and starter homes	582	9.0	2.3	399			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	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			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	60	0.9	1.4	66			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	147	2.3	2.6	86			
	4.L.39 Fading owner occupied terraces	349	5.4	2.9	187			
	4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>								
	4.M.41 Labouring semi-rural estates	43	0.7	1.6	42			
	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	542	8.4	2.1	403			
	4.M.44 Post-war estates, limited means	22	0.3	2.2	15			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	106	1.6	0.8	209			
	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	143	2.2	2.3	97			
	4.N.48 Pensioners and singles in social rented flats	32	0.5	1.8	28			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	66	1.0	2.1	47			
	5.O.50 Struggling younger people in mixed tenure	16	0.2	1.7	14			
	5.O.51 Young people in small, low cost terraces	968	15.0	2.3	664			
<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	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	2	0.0	1.6	2			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	10	0.2	1.5	10			
	5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
	5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	0	0.0	0.1	0			
	6.R.61 Inactive communal population	5	0.1	0.3	28			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>6,474</b>						



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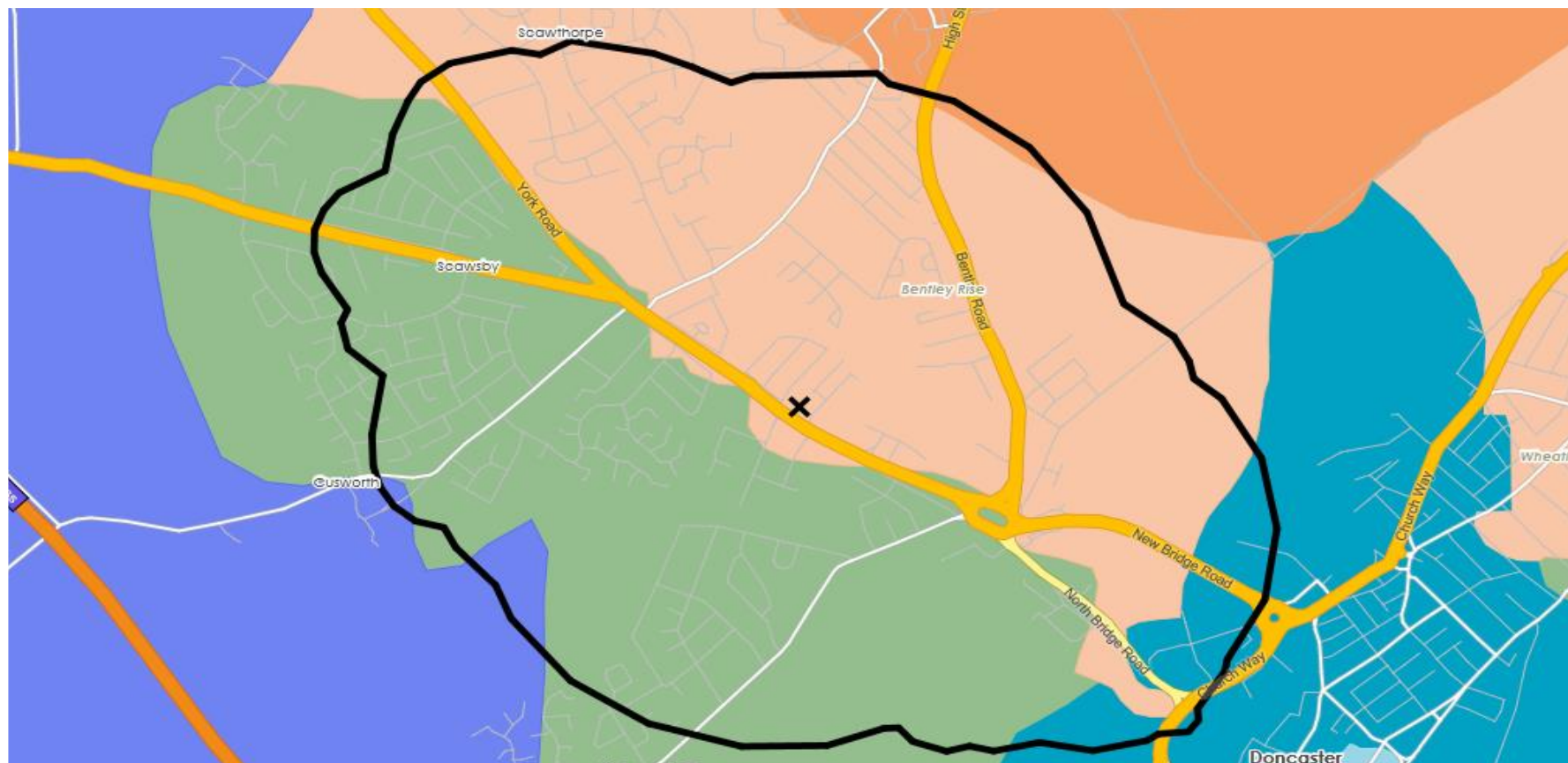
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## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT\_Grove Inn, Doncaster (1 Mile contour)

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Source: OS Open Data 2018



- 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

CATEGORY

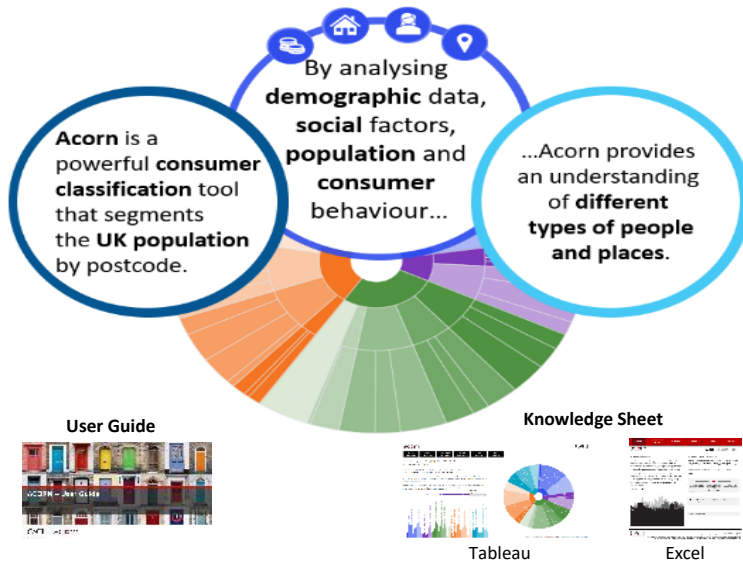
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## ACORN - WHAT IS IT?

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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 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

