

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Hollybush, Leamington Spa (1 Mile contour)

Base: Great Britain

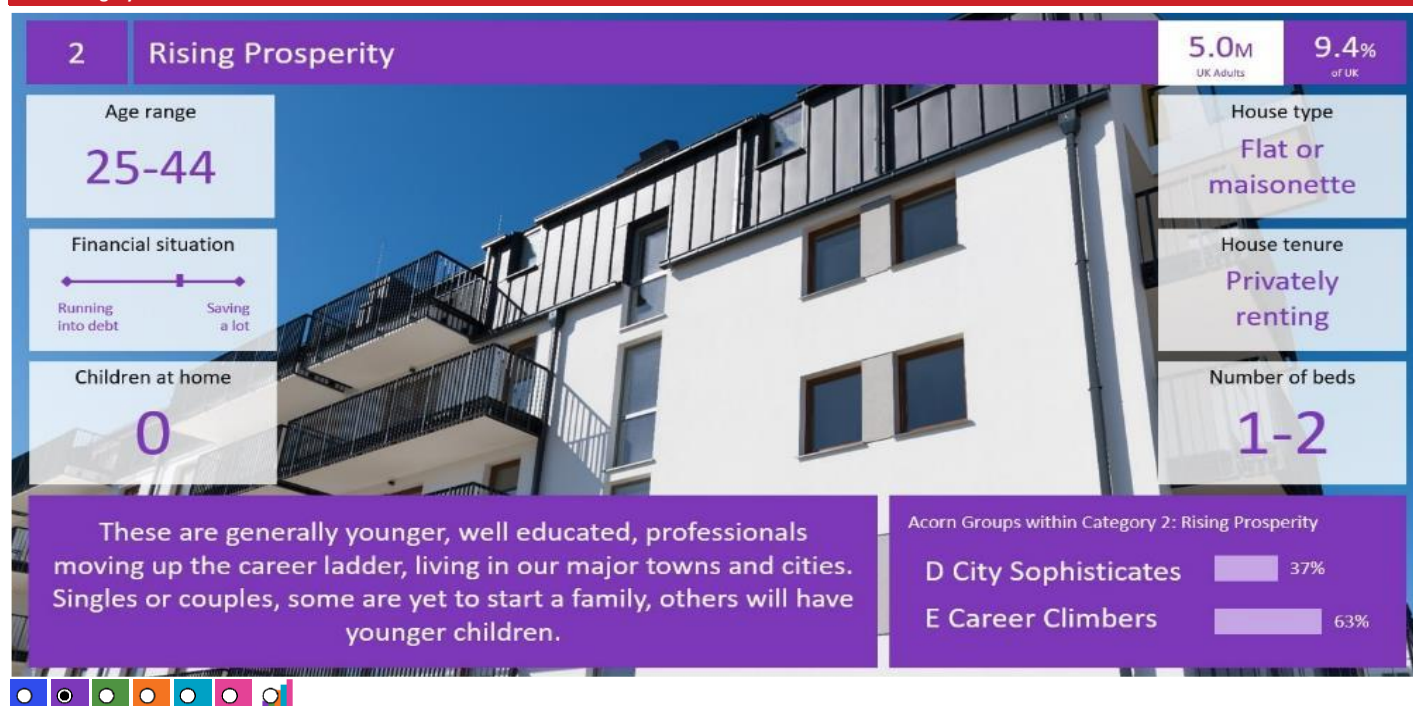
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,391	20.5	22.0	93		
2 Rising Prosperity	3,564	30.6	10.1	302		
3 Comfortable Communities	1,708	14.7	26.2	56		
4 Financially Stretched	2,683	23.0	23.7	97		
5 Urban Adversity	1,229	10.5	17.6	60		
6 Not Private Households	75	0.6	0.3	193		
Total households	11,650					



Graph

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT_Hollybush, Leamington Spa (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	156	1.3	1.1	120		
1.B Executive Wealth	1,667	14.3	11.2	128		
1.C Mature Money	568	4.9	9.6	51		
2. Rising Prosperity						
2.D City Sophisticates	1,263	10.8	4.0	273		
2.E Career Climbers	2,301	19.8	6.2	320		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	313	2.7	5.9	46		
3.H Steady Neighbourhoods	198	1.7	7.4	23		
3.I Comfortable Seniors	56	0.5	2.9	17		
3.J Starting Out	1,141	9.8	4.3	225		
4. Financially Stretched						
4.K Student Life	1,362	11.7	2.4	495		
4.L Modest Means	69	0.6	7.9	7		
4.M Striving Families	488	4.2	7.5	56		
4.N Poorer Pensioners	764	6.6	5.9	111		
5. Urban Adversity						
5.O Young Hardship	129	1.1	6.1	18		
5.P Struggling Estates	140	1.2	6.1	20		
5.Q Difficult Circumstances	960	8.2	5.3	154		
6. Not Private Households						
6.R Not Private Households	75	0.6	0.3	193		
Total households	11,650					

Acorn Group Pen Portrait

2

E

Career Climbers

3.1M
UK Adults

5.8%
of UK

Younger singles and couples, some with young children, living in more urban locations. They live in flats, apartments and smaller houses, which they will be renting. They will have started saving what they can in order to put down a deposit on a house in the future.

DEMOGRAPHICS

Age range

25-44

Children at home

1

House tenure

Privately renting

Family structure

Couple with children

Number of beds

1-2

House type

Flat or maisonette

BRANDS

SHOPPING

LEISURE

WEBSITES

DIGITAL

ATTITUDES

I worry about online security

55%

UK average: 55%

Shopping online makes my life easier

64%

UK average: 53%

I couldn't live without the internet on my mobile

44%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to research mortgages online

This group are more likely to purchase airline tickets online

TECHNOLOGY USAGE

This group are more likely to own a smartwatch, fitness band or payment band

FINANCIAL PROFILE

Household Income

UK

£47k

Average: £40k

London

£44k

Average: £44k

% Disposable Income

UK

36%

Average: 44%

London

32%

Average: 39%

Financial situation

Running into debt

Saving a lot

A

B

C

D

E

F

G

H

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L

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N

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Q

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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_Hollybush, Leamington Spa (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	1	0.0	0.2	6			
	1.A.3 Large house luxury	155	1.3	0.9	152			
1.B Executive Wealth								
	1.B.4 Asset rich families	172	1.5	2.6	56			
	1.B.5 Wealthy countryside commuters	8	0.1	2.4	3			
	1.B.6 Financially comfortable families	0	0.0	2.2	0			
	1.B.7 Affluent professionals	1,344	11.5	0.9	1,357			
	1.B.8 Prosperous suburban families	143	1.2	1.5	80			
	1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money								
	1.C.10 Better-off villagers	7	0.1	3.0	2			
	1.C.11 Settled suburbia, older people	195	1.7	2.9	59			
	1.C.12 Retired and empty nesters	20	0.2	2.5	7			
	1.C.13 Upmarket downsizers	346	3.0	1.3	228			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	564	4.8	0.7	690			
	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	699	6.0	1.0	591			
2.E Career Climbers								
	2.E.18 Career driven young families	5	0.0	1.9	2			
	2.E.19 First time buyers in small, modern homes	2,275	19.5	3.3	596			
	2.E.20 Mixed metropolitan areas	21	0.2	1.0	18			
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	0.3	2.6	11			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	278	2.4	2.4	98			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	125	1.1	3.4	31			
	3.H.28 Owner occupied terraces, average income	10	0.1	1.6	5			
	3.H.29 Established suburbs, older families	63	0.5	2.3	23			
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	56	0.5	0.5	98			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	1,056	9.1	2.1	433			
	3.J.33 Smaller houses and starter homes	85	0.7	2.3	32			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	780	6.7	0.4	1,834			
	4.K.35 Term-time terraces	321	2.8	0.3	1,065			
	4.K.36 Educated young people in flats and tenements	261	2.2	1.7	129			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	55	0.5	1.4	34			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	14	0.1	2.6	5			
	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	48	0.4	1.6	26			
	4.M.42 Struggling young families in post-war terraces	211	1.8	1.7	108			
	4.M.43 Families in right-to-buy estates	171	1.5	2.1	71			
	4.M.44 Post-war estates, limited means	58	0.5	2.2	23			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	66	0.6	0.8	72			
	4.N.46 Elderly people in social rented flats	338	2.9	1.1	267			
	4.N.47 Low income older people in smaller semis	262	2.2	2.3	99			
	4.N.48 Pensioners and singles in social rented flats	98	0.8	1.8	48			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	70	0.6	2.1	28			
	5.O.50 Struggling younger people in mixed tenure	59	0.5	1.7	29			
	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	29	0.2	0.9	29			
	5.P.54 Multi-ethnic, purpose-built estates	8	0.1	1.2	6			
	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	103	0.9	1.6	54			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	373	3.2	1.5	211			
	5.Q.58 Singles and young families, some receiving benefits	197	1.7	1.8	94			
	5.Q.59 Deprived areas and high-rise flats	390	3.3	2.0	164			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	2	0.0	0.1	29			
	6.R.61 Inactive communal population	73	0.6	0.3	228			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		11,650						

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DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Hollybush, Leamington Spa (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

CATEGORY

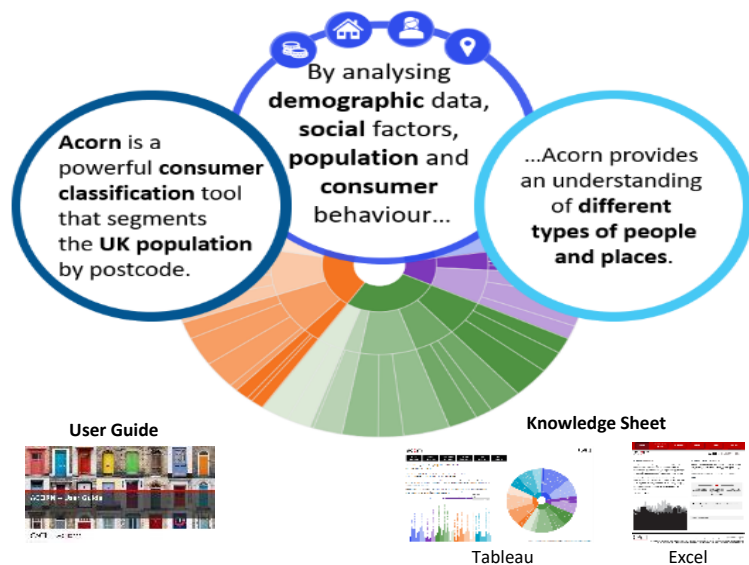
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ACORN - WHAT IS IT?

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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

