

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Holywell, Hinckley (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	1,745	20.3	22.0	92		
	2 Rising Prosperity	48	0.6	10.1	6		
	3 Comfortable Communities	2,908	33.8	26.2	129		
	4 Financially Stretched	1,554	18.1	23.7	76		
	5 Urban Adversity	2,276	26.5	17.6	150		
	6 Not Private Households	68	0.8	0.3	237		
 Graph							
Total households		8,599					

Acorn Category Pen Portrait



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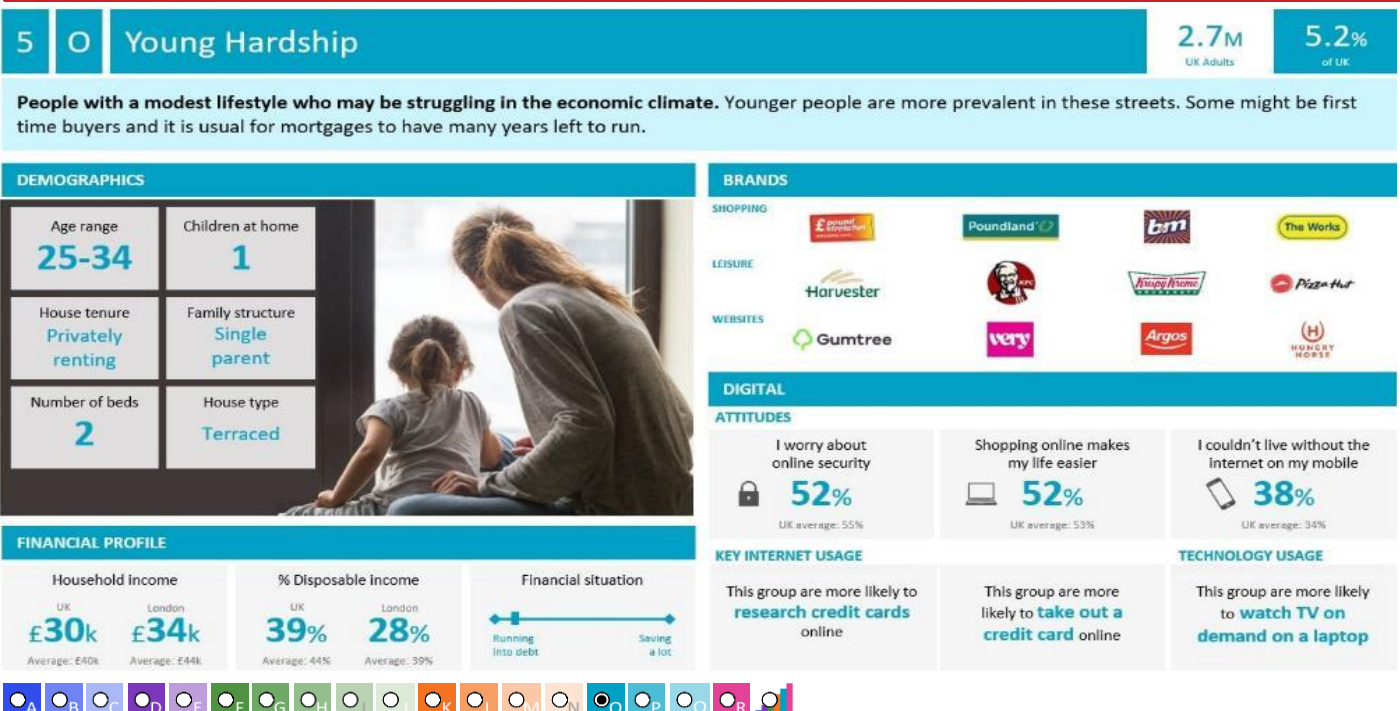
Area: HLLT_Holywell, Hinckley (1 Mile contour)

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	12	0.1	1.1	13			
1.B Executive Wealth	940	10.9	11.2	97			
1.C Mature Money	793	9.2	9.6	96			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	48	0.6	6.2	9			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	1,147	13.3	5.9	227			
3.H Steady Neighbourhoods	702	8.2	7.4	111			
3.I Comfortable Seniors	475	5.5	2.9	190			
3.J Starting Out	584	6.8	4.3	156			
4. Financially Stretched							
4.K Student Life	34	0.4	2.4	17			
4.L Modest Means	563	6.5	7.9	83			
4.M Striving Families	229	2.7	7.5	35			
4.N Poorer Pensioners	728	8.5	5.9	143			
5. Urban Adversity							
5.O Young Hardship	1,777	20.7	6.1	336			
5.P Struggling Estates	284	3.3	6.1	54			
5.Q Difficult Circumstances	215	2.5	5.3	47			
6. Not Private Households							
6.R Not Private Households	68	0.8	0.3	237			
Total households	8,599						

Acorn Group Pen Portrait



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Area: HLLT_Holywell, Hinckley (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	12	0.1	0.9	16			
1.B Executive Wealth								
	1.B.4 Asset rich families	771	9.0	2.6	343			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	115	1.3	2.2	61			
	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	54	0.6	1.6	39			
1.C Mature Money								
	1.C.10 Better-off villagers	131	1.5	3.0	51			
	1.C.11 Settled suburbia, older people	229	2.7	2.9	93			
	1.C.12 Retired and empty nesters	338	3.9	2.5	158			
	1.C.13 Upmarket downsizers	95	1.1	1.3	85			
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	34	0.4	1.9	21			
	2.E.19 First time buyers in small, modern homes	14	0.2	3.3	5			
	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	946	11.0	2.6	417			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	201	2.3	2.4	96			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	484	5.6	3.4	164			
	3.H.28 Owner occupied terraces, average income	1	0.0	1.6	1			
	3.H.29 Established suburbs, older families	217	2.5	2.3	108			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	475	5.5	2.4	229			
	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	249	2.9	2.1	138			
	3.J.33 Smaller houses and starter homes	335	3.9	2.3	173			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	34	0.4	0.4	108			
	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	25	0.3	1.4	21			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	344	4.0	2.6	152			
	4.L.39 Fading owner occupied terraces	194	2.3	2.9	78			
	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	0.6	1.6	35			
	4.M.42 Struggling young families in post-war terraces	34	0.4	1.7	24			
	4.M.43 Families in right-to-buy estates	83	1.0	2.1	46			
	4.M.44 Post-war estates, limited means	64	0.7	2.2	34			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	138	1.6	0.8	205			
	4.N.46 Elderly people in social rented flats	63	0.7	1.1	67			
	4.N.47 Low income older people in smaller semis	219	2.5	2.3	112			
	4.N.48 Pensioners and singles in social rented flats	308	3.6	1.8	203			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	580	6.7	2.1	314			
	5.O.50 Struggling younger people in mixed tenure	435	5.1	1.7	290			
	5.O.51 Young people in small, low cost terraces	762	8.9	2.3	393			
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	284	3.3	1.6	200			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	27	0.3	1.5	21			
	5.Q.58 Singles and young families, some receiving benefits	157	1.8	1.8	102			
	5.Q.59 Deprived areas and high-rise flats	31	0.4	2.0	18			
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	68	0.8	0.3	287			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		8,599						

CATEGORY

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MAP

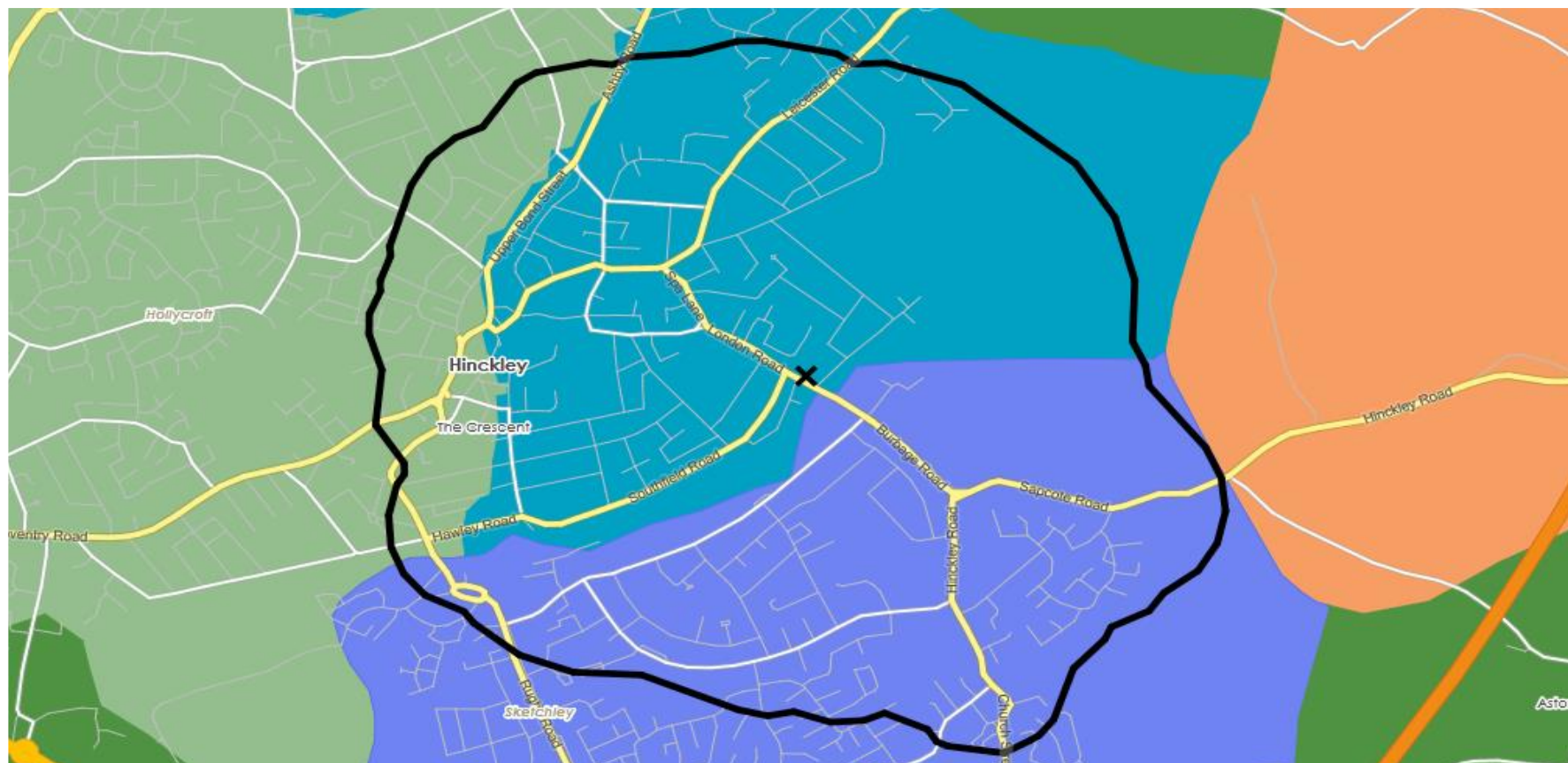
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Holywell, Hinckley (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

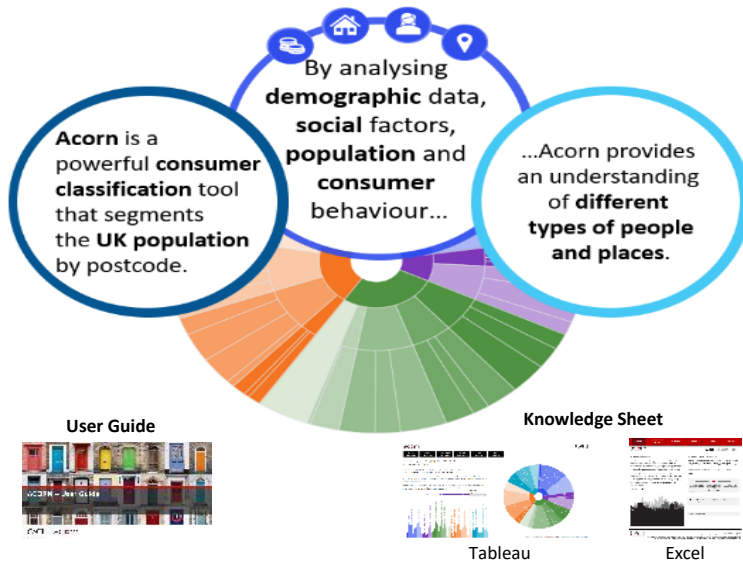
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ACORN - WHAT IS IT?

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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
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

