

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








ACORN CATEGORY PROFILE - HOUSEHOLDS

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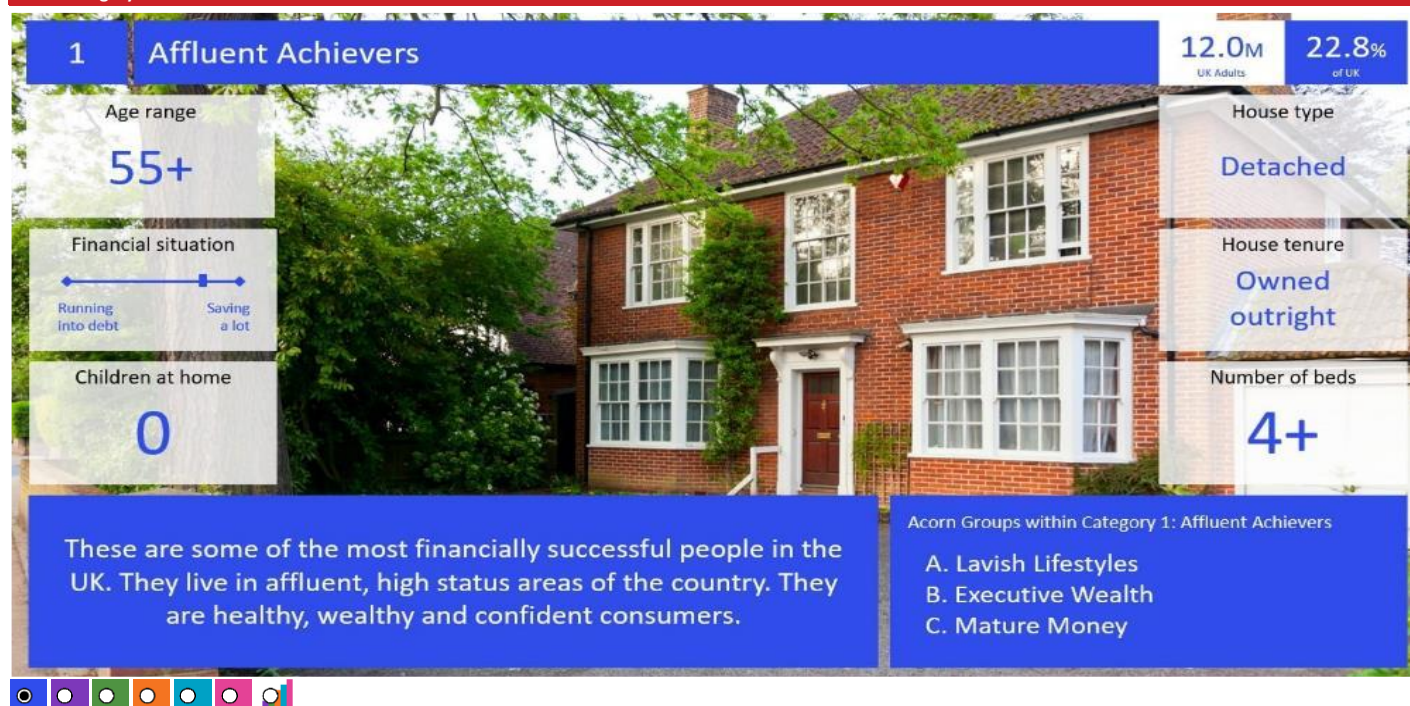
Area: HLLT_Lamb and Flag, Ottery St. Mary (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	964	36.5	22.0	166		
	2 Rising Prosperity	45	1.7	10.1	17		
	3 Comfortable Communities	937	35.5	26.2	135		
	4 Financially Stretched	661	25.0	23.7	105		
	5 Urban Adversity	32	1.2	17.6	7		
	6 Not Private Households	4	0.2	0.3	45		
 Graph							
Total households		2,643					

Acorn Category Pen Portrait



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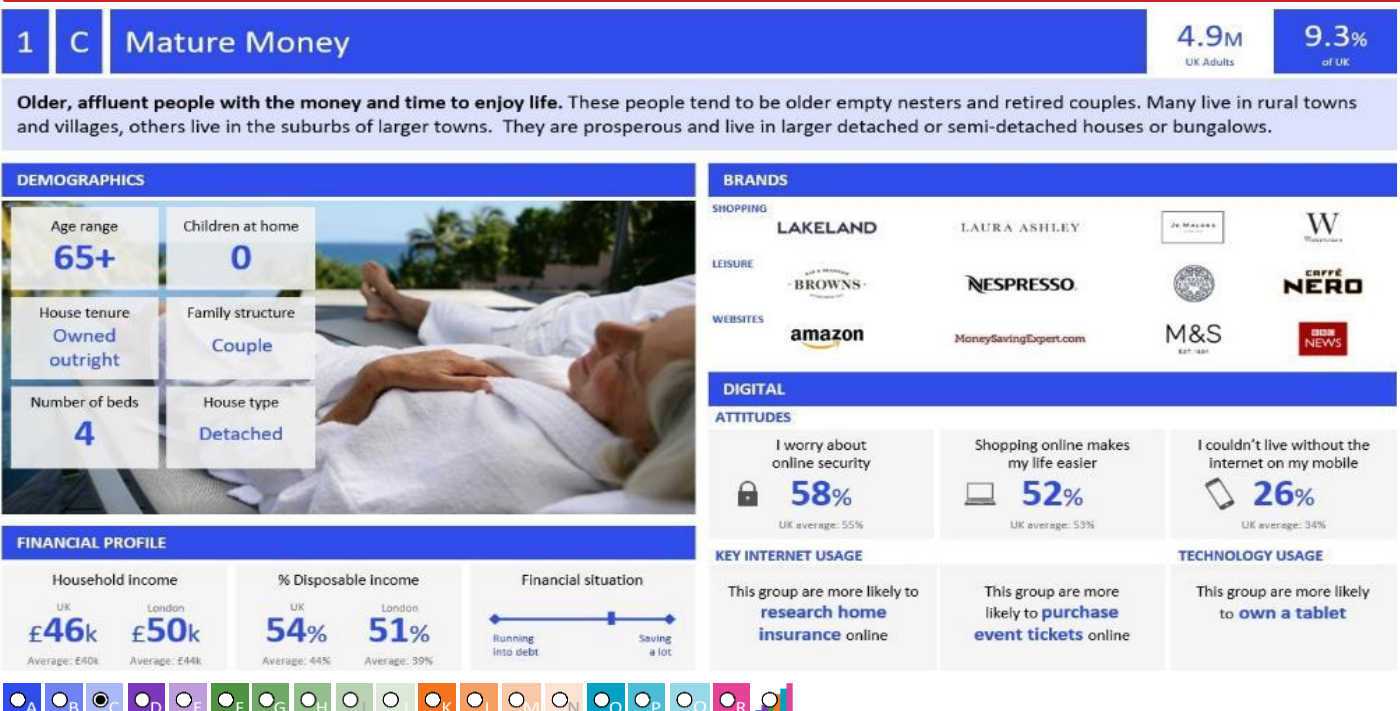
Area: HLLT_Lamb and Flag, Ottery St. Mary (1 Mile contour)

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	2	0.1	1.1	7			
1.B Executive Wealth	423	16.0	11.2	143			
1.C Mature Money	539	20.4	9.6	212			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	45	1.7	6.2	28			
3. Comfortable Communities							
3.F Countryside Communities	423	16.0	5.7	279			
3.G Successful Suburbs	267	10.1	5.9	172			
3.H Steady Neighbourhoods	230	8.7	7.4	118			
3.I Comfortable Seniors	11	0.4	2.9	14			
3.J Starting Out	6	0.2	4.3	5			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	361	13.7	7.9	173			
4.M Striving Families	189	7.2	7.5	95			
4.N Poorer Pensioners	111	4.2	5.9	71			
5. Urban Adversity							
5.O Young Hardship	25	0.9	6.1	15			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	7	0.3	5.3	5			
6. Not Private Households							
6.R Not Private Households	4	0.2	0.3	45			
Total households	2,643						

Acorn Group Pen Portrait



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Area: HLLT_Lamb and Flag, Ottery St. Mary (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	2	0.1	0.9	9			
1.B Executive Wealth								
	1.B.4 Asset rich families	185	7.0	2.6	268			
	1.B.5 Wealthy countryside commuters	175	6.6	2.4	275			
	1.B.6 Financially comfortable families	54	2.0	2.2	93			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	3	0.1	1.5	7			
	1.B.9 Well-off edge of towners	6	0.2	1.6	14			
1.C Mature Money								
	1.C.10 Better-off villagers	408	15.4	3.0	517			
	1.C.11 Settled suburbia, older people	3	0.1	2.9	4			
	1.C.12 Retired and empty nesters	84	3.2	2.5	128			
	1.C.13 Upmarket downsizers	44	1.7	1.3	128			
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	45	1.7	3.3	52			
	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	30	1.1	1.5	76			
	3.F.22 Older couples and families in rural areas	69	2.6	1.1	245			
	3.F.23 Owner occupiers in small towns and villages	324	12.3	3.2	386			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	8	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	259	9.8	2.4	404			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	230	8.7	2.3	373			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	11	0.4	2.4	17			
	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	0	0.0	2.1	0			
	3.J.33 Smaller houses and starter homes	6	0.2	2.3	10			
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	3	0.1	1.4	8			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	254	9.6	2.6	366			
	4.L.39 Fading owner occupied terraces	104	3.9	2.9	137			
	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	189	7.2	1.6	448			
	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	0	0.0	2.1	0			
	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	48	1.8	0.8	232			
	4.N.46 Elderly people in social rented flats	31	1.2	1.1	108			
	4.N.47 Low income older people in smaller semis	9	0.3	2.3	15			
	4.N.48 Pensioners and singles in social rented flats	23	0.9	1.8	49			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	0	0.0	2.1	0			
	5.O.50 Struggling younger people in mixed tenure	25	0.9	1.7	54			
	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	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	0	0.0	1.6	0			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
	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	7	0.3	2.0	13			
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	4	0.2	0.3	55			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		2,643						

CATEGORY

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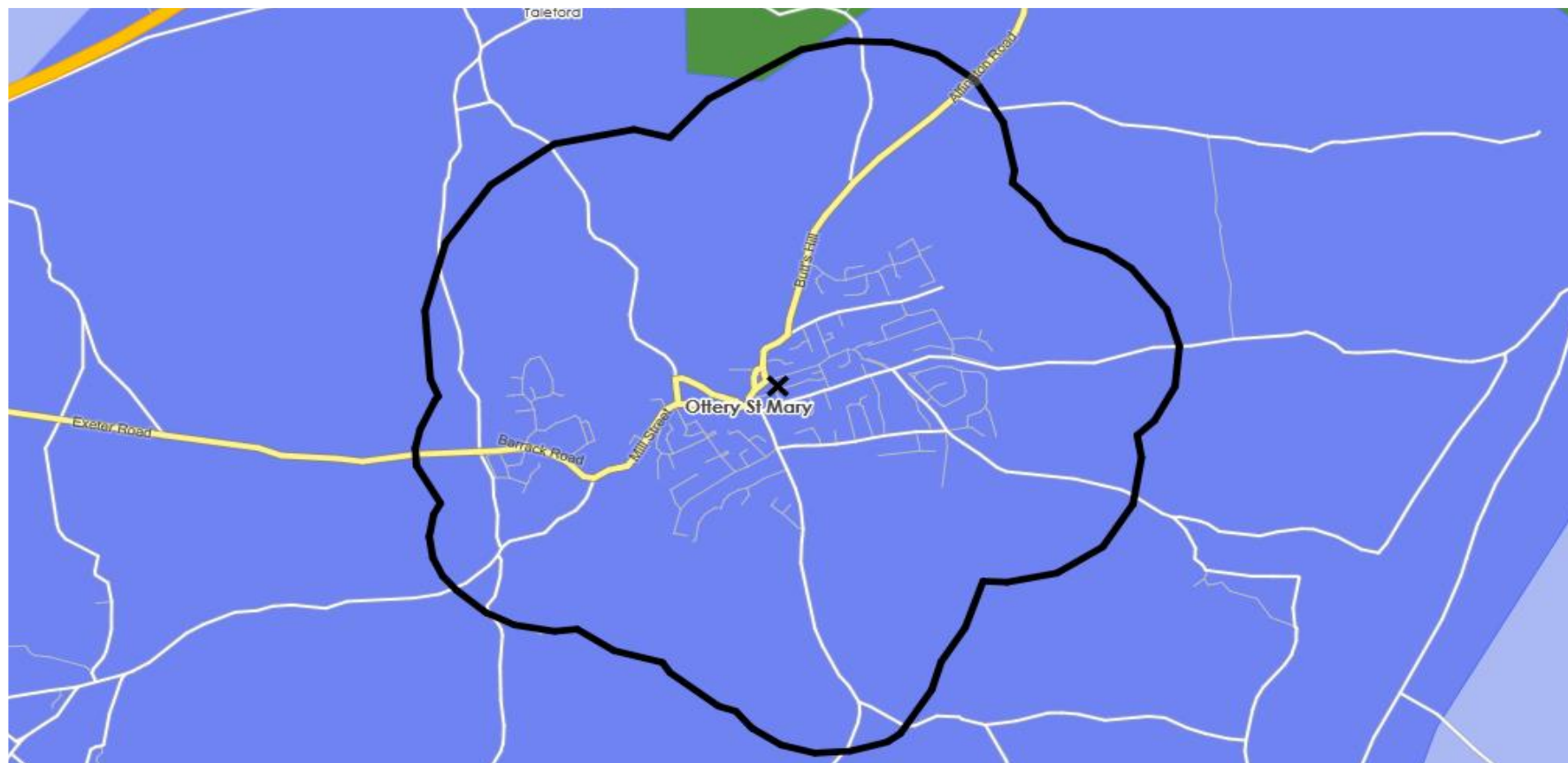
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DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Lamb and Flag, Ottery St. Mary (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

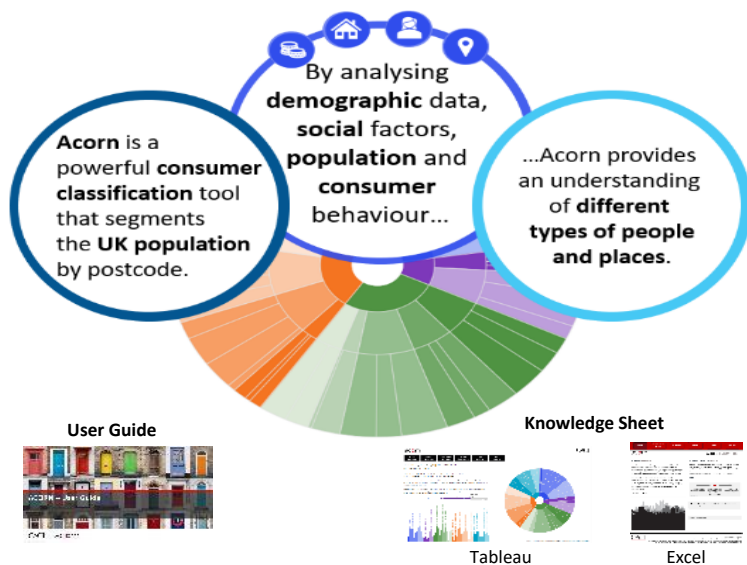
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ACORN - WHAT IS IT?

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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

