

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














ACORN CATEGORY PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

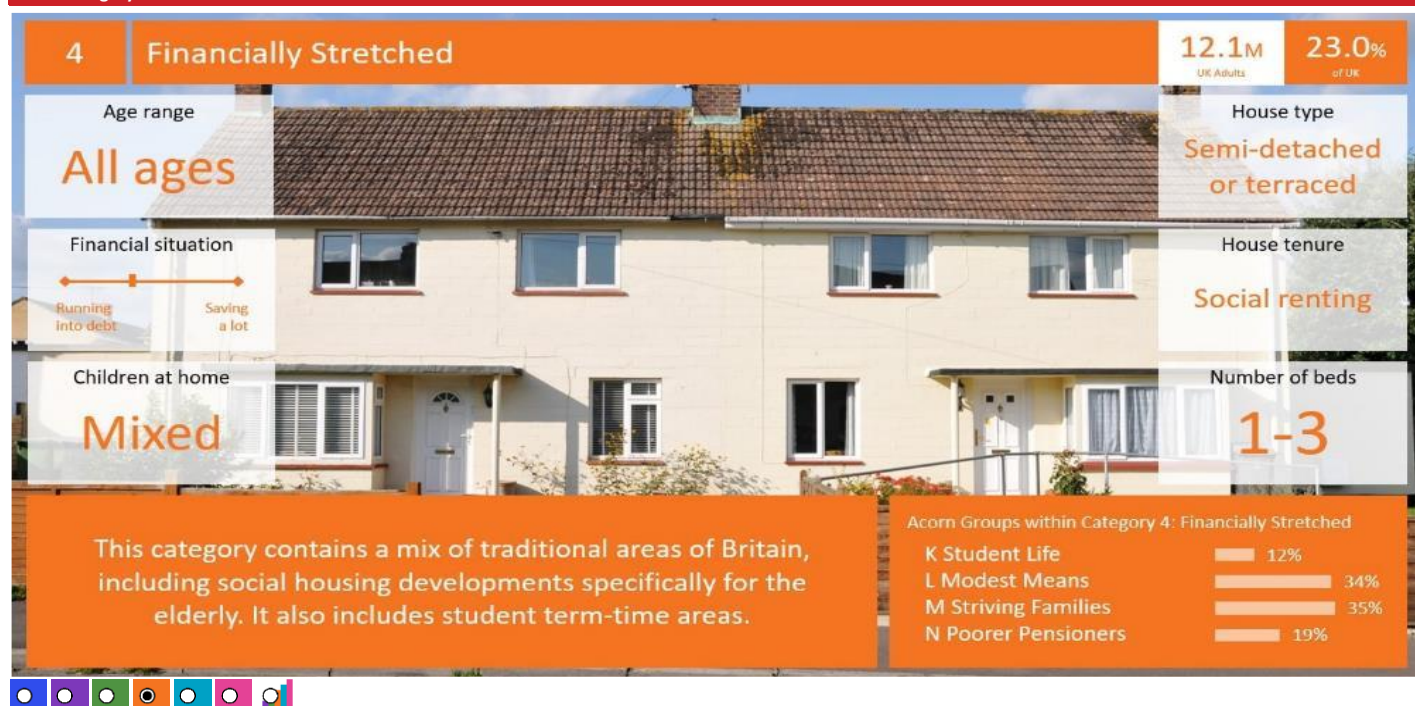
Area: HLLT_Leicester Inn, Coalville (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	731	13.0	22.0	59		
	2 Rising Prosperity	231	4.1	10.1	41		
	3 Comfortable Communities	1,518	27.0	26.2	103		
	4 Financially Stretched	2,357	41.9	23.7	177		
	5 Urban Adversity	774	13.8	17.6	78		
	6 Not Private Households	10	0.2	0.3	53		
 Graph							
Total households		5,621					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

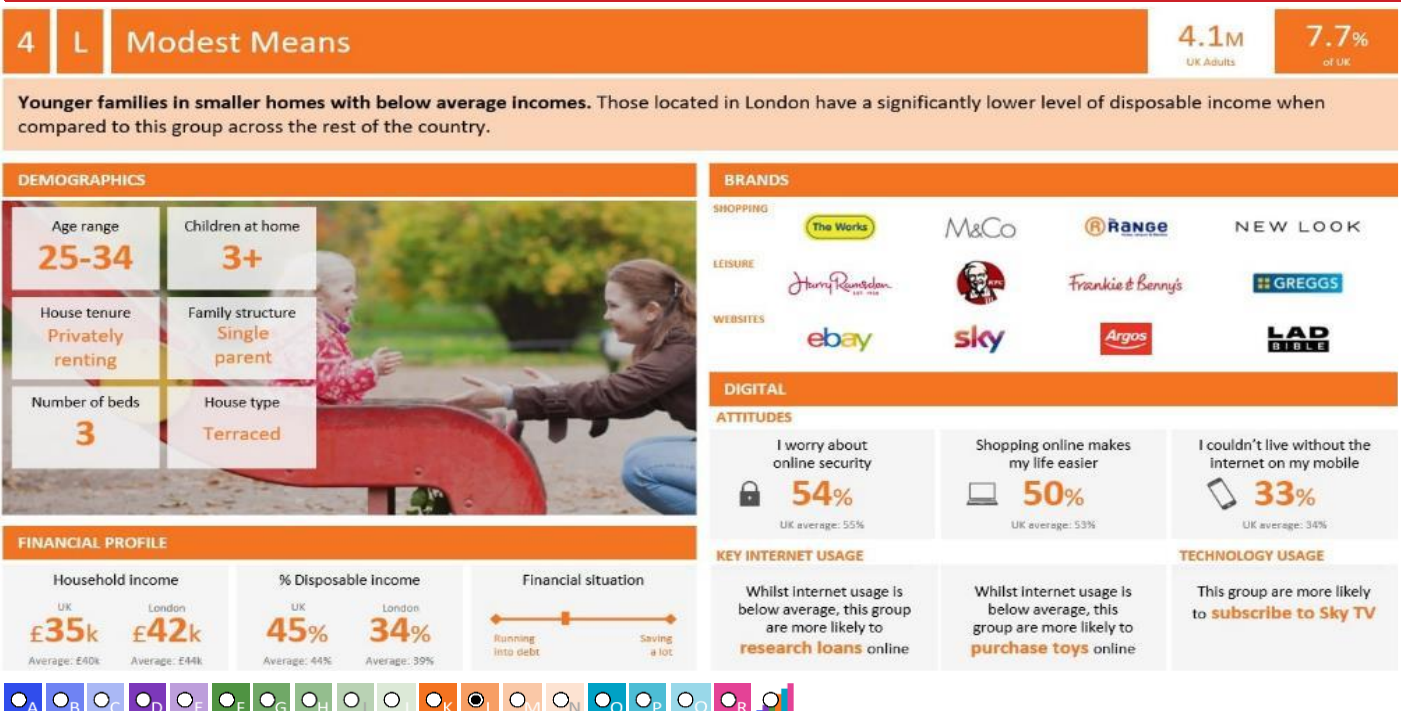
Area: HLLT_Leicester Inn, Coalville (1 Mile contour)

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	669	11.9	11.2	106			
1.C Mature Money	62	1.1	9.6	11			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	231	4.1	6.2	67			
3. Comfortable Communities							
3.F Countryside Communities	131	2.3	5.7	41			
3.G Successful Suburbs	325	5.8	5.9	98			
3.H Steady Neighbourhoods	496	8.8	7.4	120			
3.I Comfortable Seniors	86	1.5	2.9	53			
3.J Starting Out	480	8.5	4.3	196			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,685	30.0	7.9	379			
4.M Striving Families	392	7.0	7.5	92			
4.N Poorer Pensioners	280	5.0	5.9	84			
5. Urban Adversity							
5.O Young Hardship	607	10.8	6.1	176			
5.P Struggling Estates	5	0.1	6.1	1			
5.Q Difficult Circumstances	162	2.9	5.3	54			
6. Not Private Households							
6.R Not Private Households	10	0.2	0.3	53			
Total households	5,621						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: HLLT_Leicester Inn, Coalville (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	0	0.0	2.6	0			
	1.B.5 Wealthy countryside commuters	18	0.3	2.4	13			
	1.B.6 Financially comfortable families	484	8.6	2.2	391			
	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	167	3.0	1.6	184			
1.C Mature Money								
	1.C.10 Better-off villagers	23	0.4	3.0	14			
	1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12 Retired and empty nesters	39	0.7	2.5	28			
	1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	231	4.1	1.9	218			
	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			
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	20	0.4	1.1	33			
	3.F.23 Owner occupiers in small towns and villages	111	2.0	3.2	62			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	325	5.8	2.6	219			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	273	4.9	3.4	141			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	223	4.0	2.3	170			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	86	1.5	2.4	63			
	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	480	8.5	2.3	379			
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	53	0.9	1.4	67			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	479	8.5	2.6	324			
	4.L.39 Fading owner occupied terraces	1,153	20.5	2.9	712			
	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	77	1.4	1.6	86			
	4.M.42 Struggling young families in post-war terraces	40	0.7	1.7	43			
	4.M.43 Families in right-to-buy estates	113	2.0	2.1	97			
	4.M.44 Post-war estates, limited means	162	2.9	2.2	131			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	24	0.4	0.8	54			
	4.N.46 Elderly people in social rented flats	32	0.6	1.1	52			
	4.N.47 Low income older people in smaller semis	125	2.2	2.3	98			
	4.N.48 Pensioners and singles in social rented flats	99	1.8	1.8	100			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	56	1.0	2.1	46			
	5.O.50 Struggling younger people in mixed tenure	263	4.7	1.7	268			
	5.O.51 Young people in small, low cost terraces	288	5.1	2.3	227			
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	5	0.1	1.6	5			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	65	1.2	1.5	76			
	5.Q.58 Singles and young families, some receiving benefits	60	1.1	1.8	60			
	5.Q.59 Deprived areas and high-rise flats	37	0.7	2.0	32			
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	10	0.2	0.3	65			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		5,621						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT_Leicester Inn, Coalville (1 Mile contour)

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

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

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

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

