

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_New Inn, Ilkeston (1 Mile contour)

Base: Great Britain

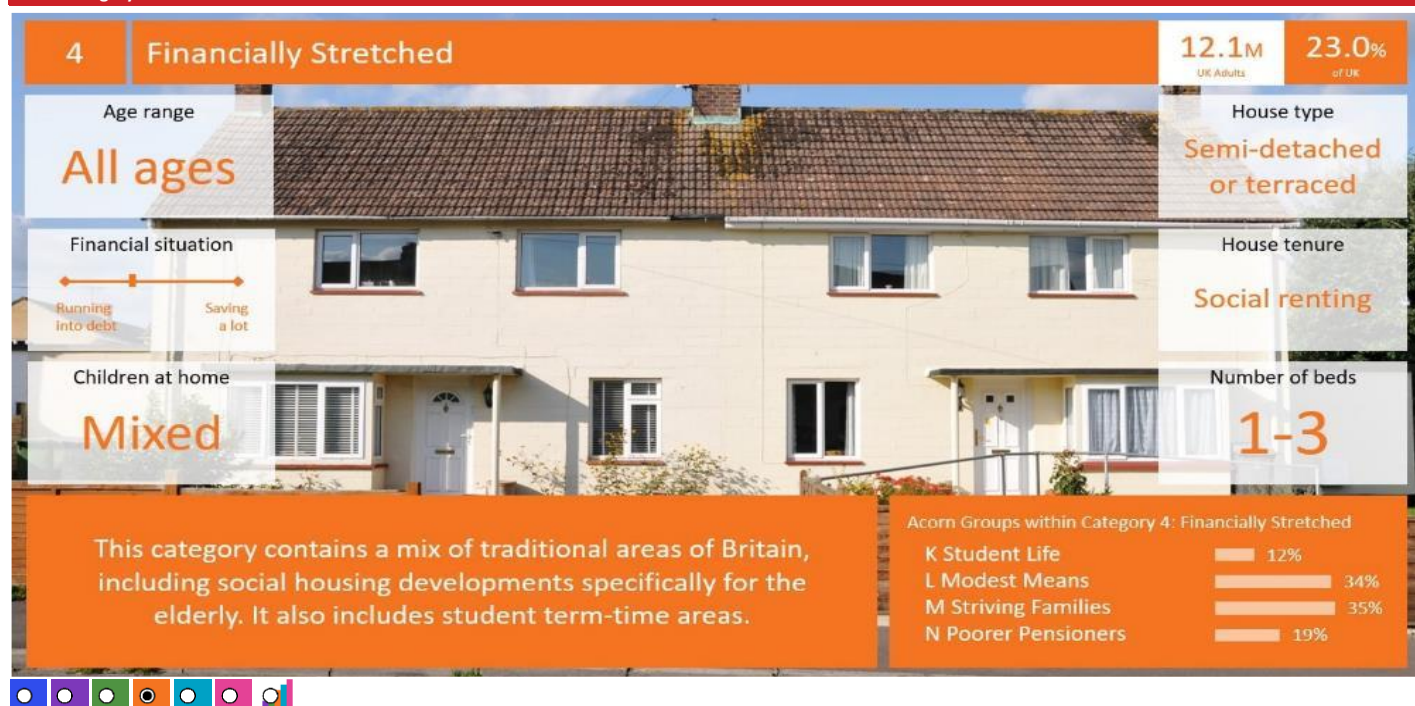
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	700	8.5	22.0	39		
2 Rising Prosperity	107	1.3	10.1	13		
3 Comfortable Communities	2,338	28.5	26.2	109		
4 Financially Stretched	2,849	34.7	23.7	146		
5 Urban Adversity	2,099	25.6	17.6	145		
6 Not Private Households	120	1.5	0.3	438		
Total households	8,213					



Graph

Acorn Category Pen Portrait



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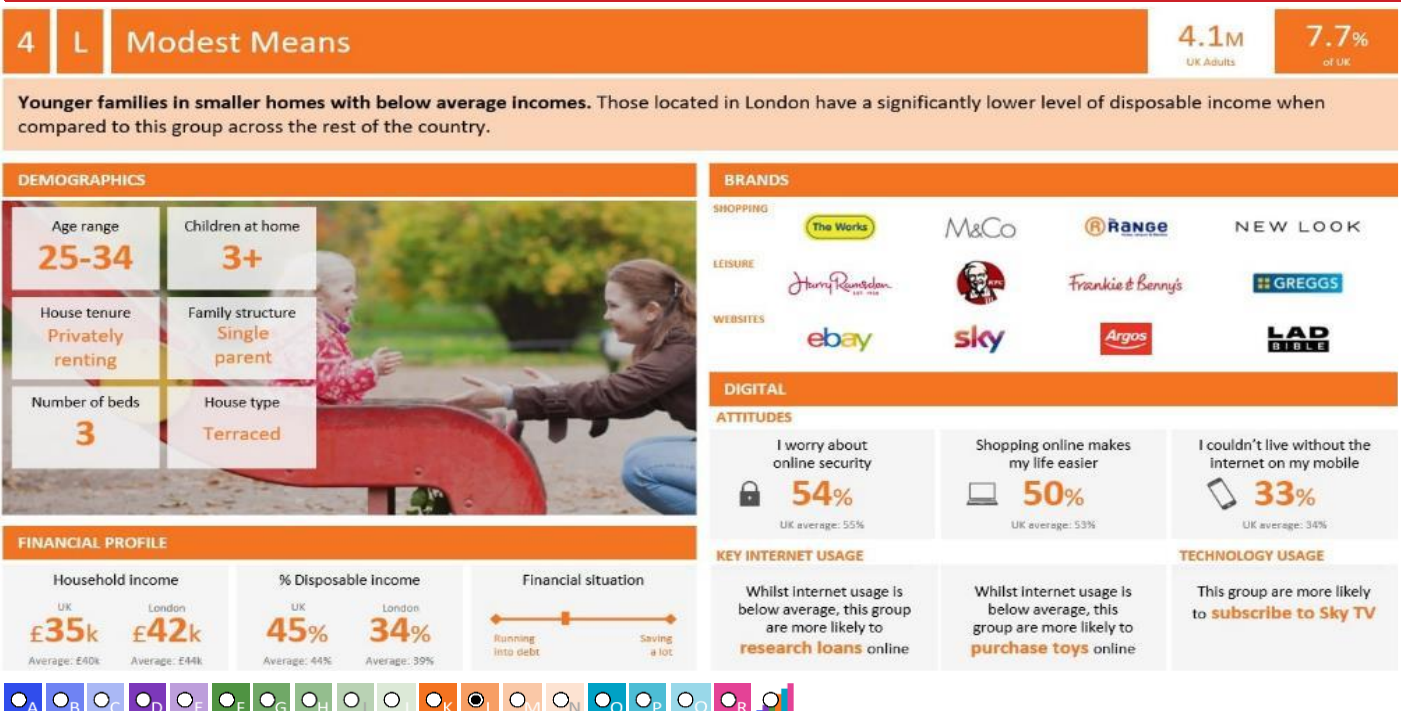
Area: HLLT_New Inn, Ilkeston (1 Mile contour)

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	342	4.2	11.2	37			
1.C Mature Money	358	4.4	9.6	45			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	107	1.3	6.2	21			
3. Comfortable Communities							
3.F Countryside Communities	203	2.5	5.7	43			
3.G Successful Suburbs	484	5.9	5.9	100			
3.H Steady Neighbourhoods	1,000	12.2	7.4	166			
3.I Comfortable Seniors	327	4.0	2.9	137			
3.J Starting Out	324	3.9	4.3	91			
4. Financially Stretched							
4.K Student Life	37	0.5	2.4	19			
4.L Modest Means	1,709	20.8	7.9	263			
4.M Striving Families	570	6.9	7.5	92			
4.N Poorer Pensioners	533	6.5	5.9	110			
5. Urban Adversity							
5.O Young Hardship	1,576	19.2	6.1	312			
5.P Struggling Estates	307	3.7	6.1	61			
5.Q Difficult Circumstances	216	2.6	5.3	49			
6. Not Private Households							
6.R Not Private Households	120	1.5	0.3	438			
Total households	8,213						

Acorn Group Pen Portrait



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Area: HLLT_New Inn, Ilkeston (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	142	1.7	2.6	66			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	197	2.4	2.2	109			
	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	3	0.0	1.6	2			
1.C Mature Money								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	31	0.4	2.9	13			
	1.C.12 Retired and empty nesters	327	4.0	2.5	160			
	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	106	1.3	1.9	69			
	2.E.19 First time buyers in small, modern homes	1	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	0	0.0	1.1	0			
	3.F.23 Owner occupiers in small towns and villages	203	2.5	3.2	78			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	467	5.7	2.6	215			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	17	0.2	2.4	9			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	875	10.7	3.4	310			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	125	1.5	2.3	65			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	327	4.0	2.4	165			
	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	6	0.1	2.1	3			
	3.J.33 Smaller houses and starter homes	318	3.9	2.3	172			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	37	0.5	0.4	123			
	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	71	0.9	1.4	61			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	1,117	13.6	2.6	518			
	4.L.39 Fading owner occupied terraces	521	6.3	2.9	220			
	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	0	0.0	1.6	0			
	4.M.42 Struggling young families in post-war terraces	285	3.5	1.7	207			
	4.M.43 Families in right-to-buy estates	171	2.1	2.1	100			
	4.M.44 Post-war estates, limited means	114	1.4	2.2	63			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	45	0.5	0.8	70			
	4.N.46 Elderly people in social rented flats	96	1.2	1.1	108			
	4.N.47 Low income older people in smaller semis	171	2.1	2.3	92			
	4.N.48 Pensioners and singles in social rented flats	221	2.7	1.8	152			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	204	2.5	2.1	116			
	5.O.50 Struggling younger people in mixed tenure	474	5.8	1.7	331			
	5.O.51 Young people in small, low cost terraces	898	10.9	2.3	485			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	268	3.3	1.6	201			
	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	39	0.5	1.6	29			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	65	0.8	1.5	52			
	5.Q.58 Singles and young families, some receiving benefits	15	0.2	1.8	10			
	5.Q.59 Deprived areas and high-rise flats	136	1.7	2.0	81			
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	120	1.5	0.3	531			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		8,213						

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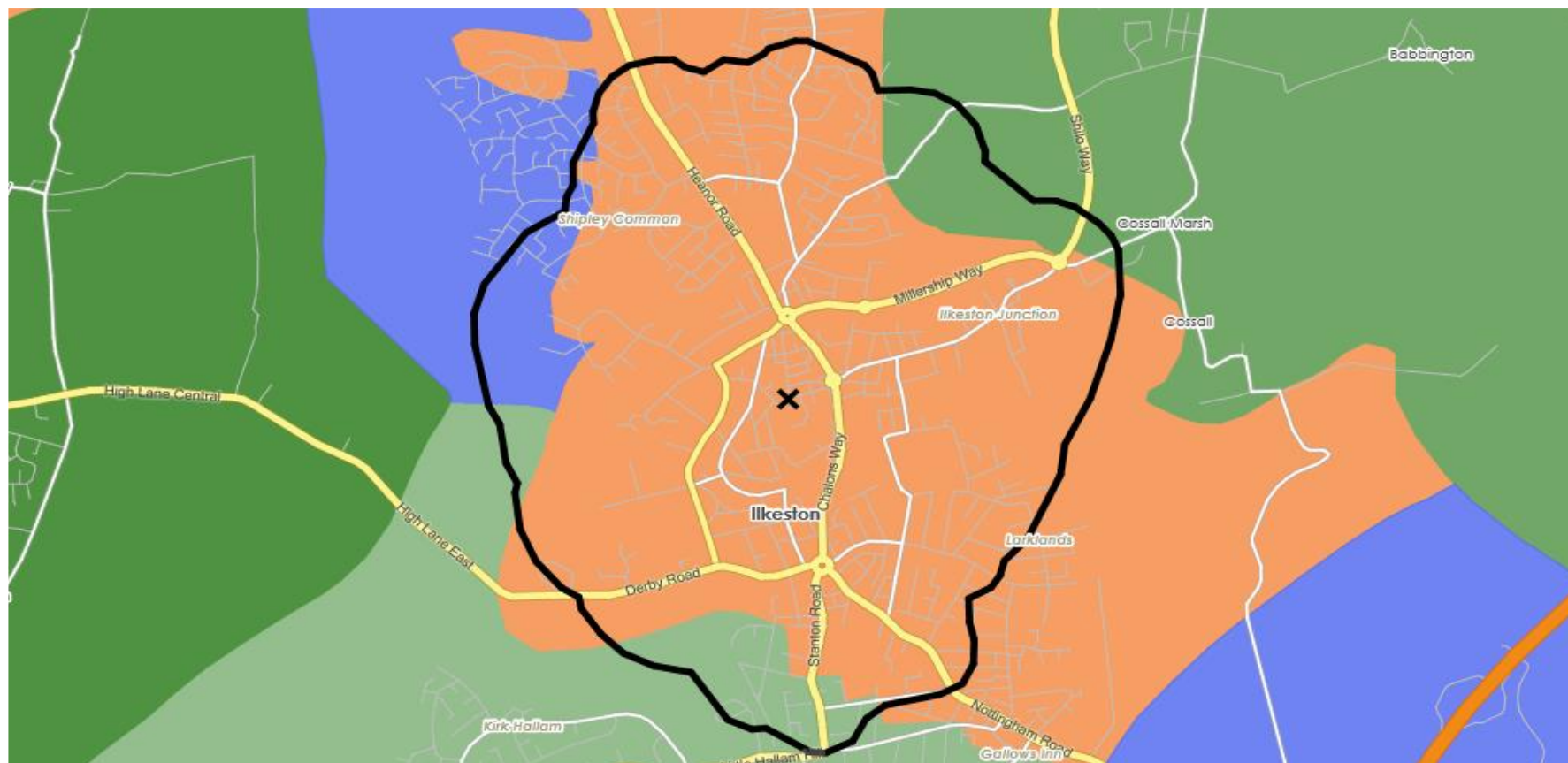
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_New Inn, Ilkeston (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

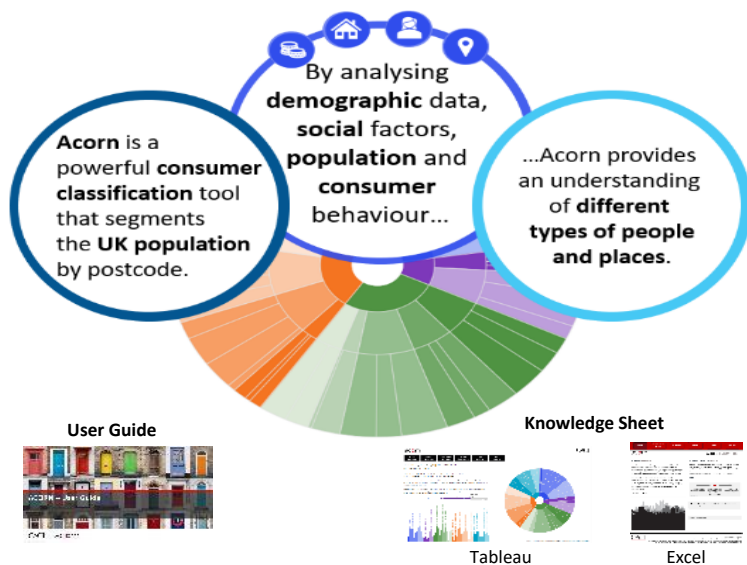
GROUP

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WHAT IS ACORN?

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

