CACI

acorn

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

Area: HLLT_Ogmore Junction, Glamorgan (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description			Area Profile	% for Area	% for Base	Index 0	100	200
	1	Affluent Achievers	20	4.2	22.0	19		
	2	Rising Prosperity	0	0.0	10.1	0		
	3	Comfortable Communities	142	30.1	26.2	115		
	4	Financially Stretched	310	65.7	23.7	277		
	5	Urban Adversity	0	0.0	17.6	0		
	6	Not Private Households	0	0.0	0.3	0		
	Graph							
		Total households	**472**					

Acorn Category Pen Portrait

4 **Financially Stretched** 12.1M UK Adults 23.0% of UK

Age range All ages

House type Semi-detached or terraced

Financial situation Running into debt — Saving a lot

House tenure Social renting

Children at home Mixed

Number of beds 1-3

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

Acorn Groups within Category 4: Financially Stretched
K Student Life — 12%
L Modest Means — 34%
M Striving Families — 35%
N Poorer Pensioners — 19%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT_Ogmore Junction, Glamorgan (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	0	0.0	11.2	0		
1.C	Mature Money	20	4.2	9.6	44		
2. Rising Prosperity							
2.D	City Sophisticates	0	0.0	4.0	0		
2.E	Career Climbers	0	0.0	6.2	0		
3. Comfortable Communities							
3.F	Countryside Communities	127	26.9	5.7	469		
3.G	Successful Suburbs	15	3.2	5.9	54		
3.H	Steady Neighbourhoods	0	0.0	7.4	0		
3.I	Comfortable Seniors	0	0.0	2.9	0		
3.J	Starting Out	0	0.0	4.3	0		
4. Financially Stretched							
4.K	Student Life	0	0.0	2.4	0		
4.L	Modest Means	8	1.7	7.9	21		
4.M	Striving Families	38	8.1	7.5	107		
4.N	Poorer Pensioners	264	55.9	5.9	947		
5. Urban Adversity							
5.O	Young Hardship	0	0.0	6.1	0		
5.P	Struggling Estates	0	0.0	6.1	0		
5.Q	Difficult Circumstances	0	0.0	5.3	0		
6. Not Private Households							
6.R	Not Private Households	0	0.0	0.3	0		
	Total households	**472**					

Acorn Group Pen Portrait

4 N Poorer Pensioners

2.4M UK Adults   **4.6%** of UK

Older people and pensioners, the majority of whom live in social housing. The majority are renting social housing but there are a few who own their home or rent privately. Properties are mainly flats or maisonettes, but there will be some smaller bungalows or semi-detached houses.

DEMOGRAPHICS

Age range **65+**	Children at home **0**
House tenure **Social renting**	Family structure **Single**
Number of beds **1**	House type **Flat or maisonette**

BRANDS

SHOPPING: The Works, Poundland, b&m, Iceland

LEISURE: GREGGS, Harry Ramsden, Harvester

WEBSITES: NHS, GOV.UK, Argos, MECCA

DIGITAL

ATTITUDES

I worry about online security **53%** UK average: 55%

Shopping online makes my life easier **44%** UK average: 53%

I couldn't live without the internet on my mobile **29%** UK average: 34%

FINANCIAL PROFILE

Household income
UK **£20k** Average: £40k
London **£17k** Average: £44k

% Disposable income
UK **41%** Average: 44%
London **41%** Average: 39%

Financial situation
Running into debt — Saving a lot

KEY INTERNET USAGE

Whilst internet usage is below average, this group may **research utilities** online

Whilst internet usage is below average, this group may **purchase electrical appliances** online

TECHNOLOGY USAGE

This group are more likely to **subscribe to Sky TV**

A B C D E F G H I J K L M N O P Q R

ACORN TYPE PROFILE - HOUSEHOLDS

Area: HLLT_Ogmore Junction, Glamorgan (1 Mile contour)
Base: Great Britain
Year: 2021

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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	0	0.0	2.4	0			
	1.B.6	Financially comfortable families	0	0.0	2.2	0			
	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	0	0.0	1.6	0			
1.C	Mature Money								
	1.C.10	Better-off villagers	5	1.1	3.0	36			
	1.C.11	Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12	Retired and empty nesters	15	3.2	2.5	**128**			
	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	0	0.0	1.9	0			
	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	49	10.4	1.1	**975**			
	3.F.23	Owner occupiers in small towns and villages	78	16.5	3.2	**521**			
3.G	Successful Suburbs								
	3.G.24	Comfortably-off families in modern housing	0	0.0	2.6	0			
	3.G.25	Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26	Semi-professional families, owner occupied neighbourhoods	15	3.2	2.4	**131**			
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	0	0.0	2.3	0			
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	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	0	0.0	2.3	0			
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	0	0.0	1.4	0			
	4.L.38	Semi-skilled workers in traditional neighbourhoods	8	1.7	2.6	65			
	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	0	0.0	1.6	0			
	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	38	8.1	2.2	**366**			
4.N	Poorer Pensioners								
	4.N.45	Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
	4.N.46	Elderly people in social rented flats	0	0.0	1.1	0			
	4.N.47	Low income older people in smaller semis	264	55.9	2.3	**2,460**			
	4.N.48	Pensioners and singles in social rented flats	0	0.0	1.8	0			
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	0	0.0	1.7	0			
	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	0	0.0	2.0	0			
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	0	0.0	0.3	0			
	6.R.62	Business areas without resident population	0	0	0	0			
		Total households	**472**						

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT_Ogmore Junction, Glamorgan (1 Mile contour)

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

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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN - WHAT IS IT?

By analysing **demographic** data, **social** factors, **population** and **consumer** behaviour...

Acorn is a powerful **consumer classification** tool that segments the **UK population** by postcode.

...Acorn provides an understanding of **different types of people and places.**

User Guide

ACORN - User Guide
CACI

Knowledge Sheet

Tableau

Excel
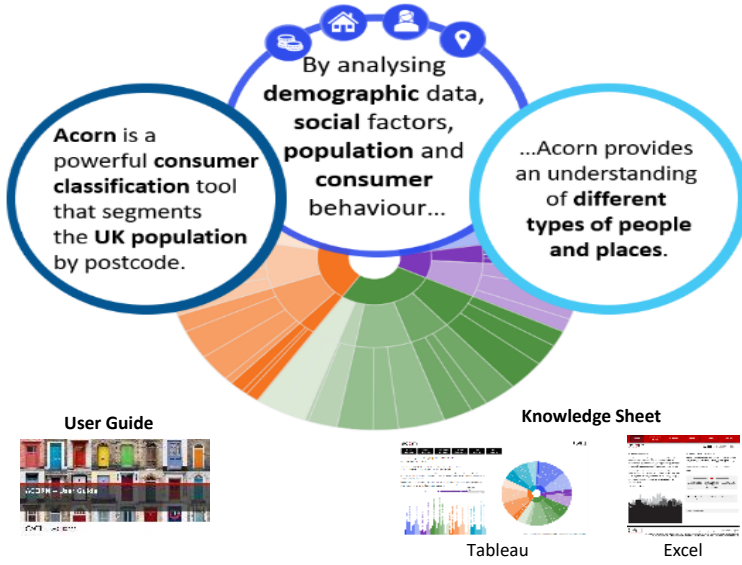
6 CATEGORIES — 18 GROUPS — 62 TYPES

CATEGORY	GROUP	TYPE
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

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY	NOT PRIVATE HOUSEHOLDS
22.8%	9.4%	27.3%	23.1%	16.1%	1.3%

Chart values:
- 1A Lavish Lifestyles: 1.3%
- 1B Executive Wealth: 12.3%
- 1C Mature Money: 9.3%
- 2D City Sophisticates: 3.6%
- 2E Career Climbers: 5.8%
- 3F Countryside Communities: 6.4%
- 3G Successful Suburbs: 6.1%
- 3H Steady Neighbourhoods: 8.1%
- 3I Comfortable Seniors: 2.5%
- 3J Starting Out: 4.1%
- 4K Student Life: 2.9%
- 4L Modest Means: 7.7%
- 4M Striving Families: 7.8%
- 4N Poorer Pensioners: 4.6%
- 5O Young Hardship: 5.2%
- 5P Struggling Estates: 6.6%
- 5Q Difficult Circumstances: 4.3%
- 6R Not Private Households: 1.3%

United Kingdom