

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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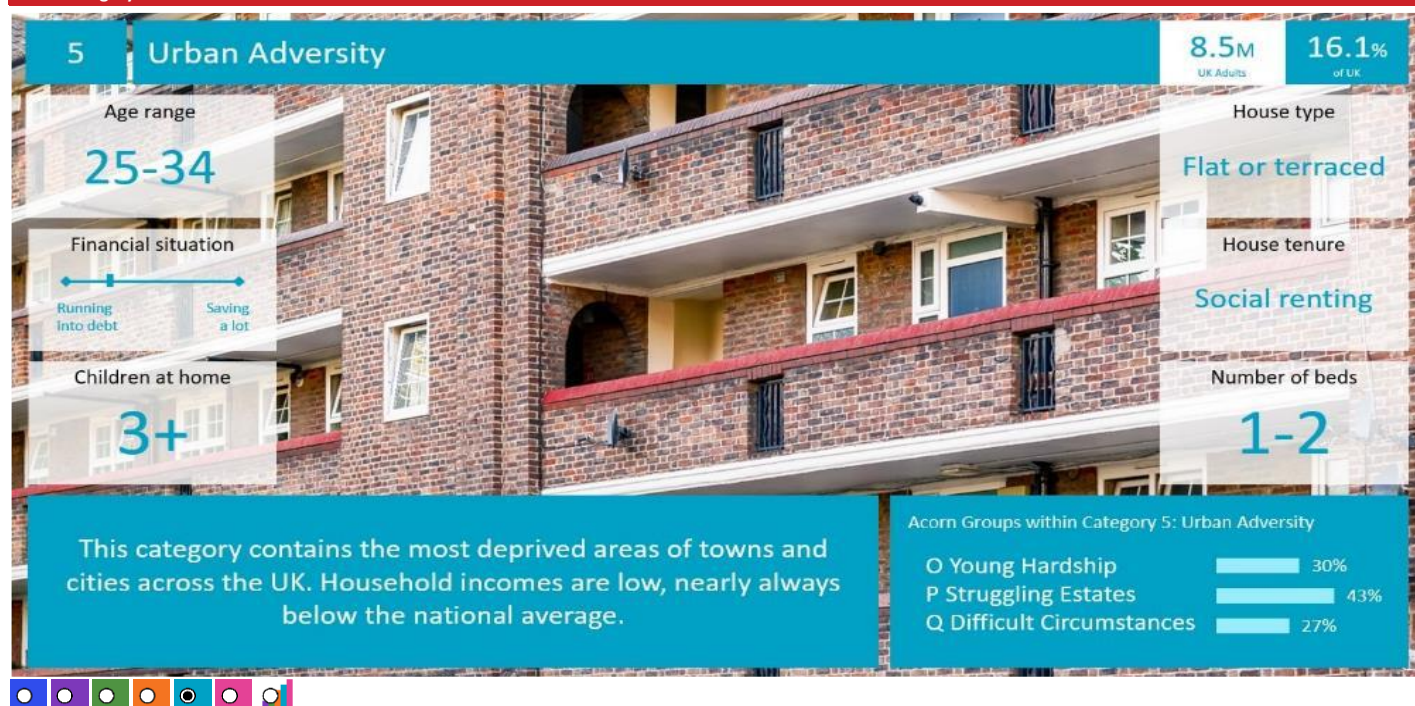
Area: HLLT_Old House At Home, Birkenhead (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	24	0.2	22.0	1		
2 Rising Prosperity	73	0.6	10.1	6		
3 Comfortable Communities	988	8.1	26.2	31		
4 Financially Stretched	3,023	24.9	23.7	105		
5 Urban Adversity	8,014	66.1	17.6	375		
6 Not Private Households	4	0.0	0.3	10		
Graph						
Total households		12,126				

Acorn Category Pen Portrait



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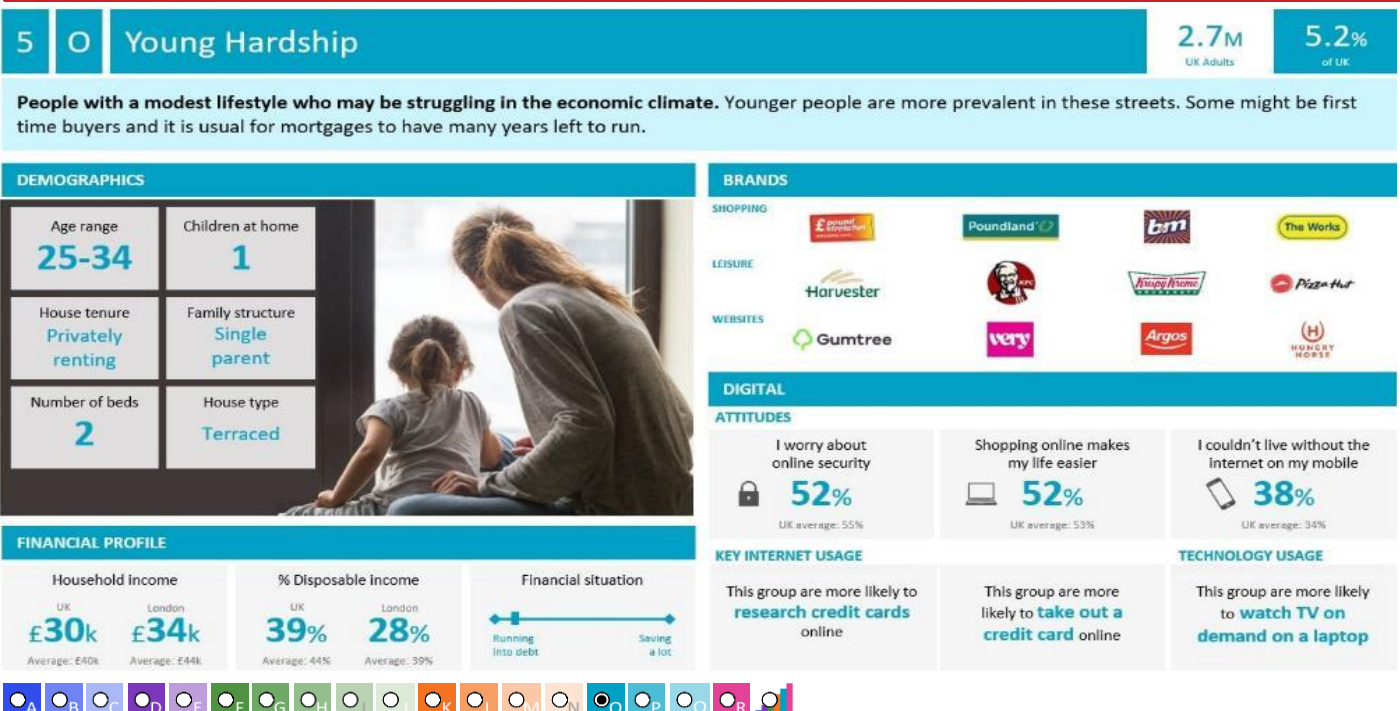
Area: HLLT_Old House At Home, Birkenhead (1 Mile contour)

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	24	0.2	9.6	2			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	73	0.6	6.2	10			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	7	0.1	5.9	1			
3.H Steady Neighbourhoods	496	4.1	7.4	56			
3.I Comfortable Seniors	42	0.3	2.9	12			
3.J Starting Out	443	3.7	4.3	84			
4. Financially Stretched							
4.K Student Life	82	0.7	2.4	29			
4.L Modest Means	778	6.4	7.9	81			
4.M Striving Families	1,076	8.9	7.5	118			
4.N Poorer Pensioners	1,087	9.0	5.9	152			
5. Urban Adversity							
5.O Young Hardship	5,554	45.8	6.1	745			
5.P Struggling Estates	588	4.8	6.1	79			
5.Q Difficult Circumstances	1,872	15.4	5.3	289			
6. Not Private Households							
6.R Not Private Households	4	0.0	0.3	10			
Total households	12,126						

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_Old House At Home, Birkenhead (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	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	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	24	0.2	2.9	7			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	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	73	0.6	3.3	18			
	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	7	0.1	2.6	2			
	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	479	4.0	3.4	115			
	3.H.28 Owner occupied terraces, average income	17	0.1	1.6	9			
	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	2	0.0	2.4	1			
	3.I.31 Elderly singles in purpose-built accommodation	40	0.3	0.5	67			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	271	2.2	2.1	107			
	3.J.33 Smaller houses and starter homes	172	1.4	2.3	63			
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	82	0.7	1.7	39			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	286	2.4	1.4	167			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	72	0.6	2.6	23			
	4.L.39 Fading owner occupied terraces	420	3.5	2.9	120			
	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	58	0.5	1.7	29			
	4.M.43 Families in right-to-buy estates	423	3.5	2.1	168			
	4.M.44 Post-war estates, limited means	595	4.9	2.2	223			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	56	0.5	0.8	59			
	4.N.46 Elderly people in social rented flats	262	2.2	1.1	199			
	4.N.47 Low income older people in smaller semis	197	1.6	2.3	71			
	4.N.48 Pensioners and singles in social rented flats	572	4.7	1.8	267			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	725	6.0	2.1	278			
	5.O.50 Struggling younger people in mixed tenure	933	7.7	1.7	441			
	5.O.51 Young people in small, low cost terraces	3,896	32.1	2.3	1,426			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	515	4.2	1.6	261			
	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	73	0.6	1.6	37			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	179	1.5	1.5	97			
	5.Q.58 Singles and young families, some receiving benefits	807	6.7	1.8	371			
	5.Q.59 Deprived areas and high-rise flats	886	7.3	2.0	359			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	3	0.0	0.1	43			
	6.R.61 Inactive communal population	1	0.0	0.3	3			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		12,126						

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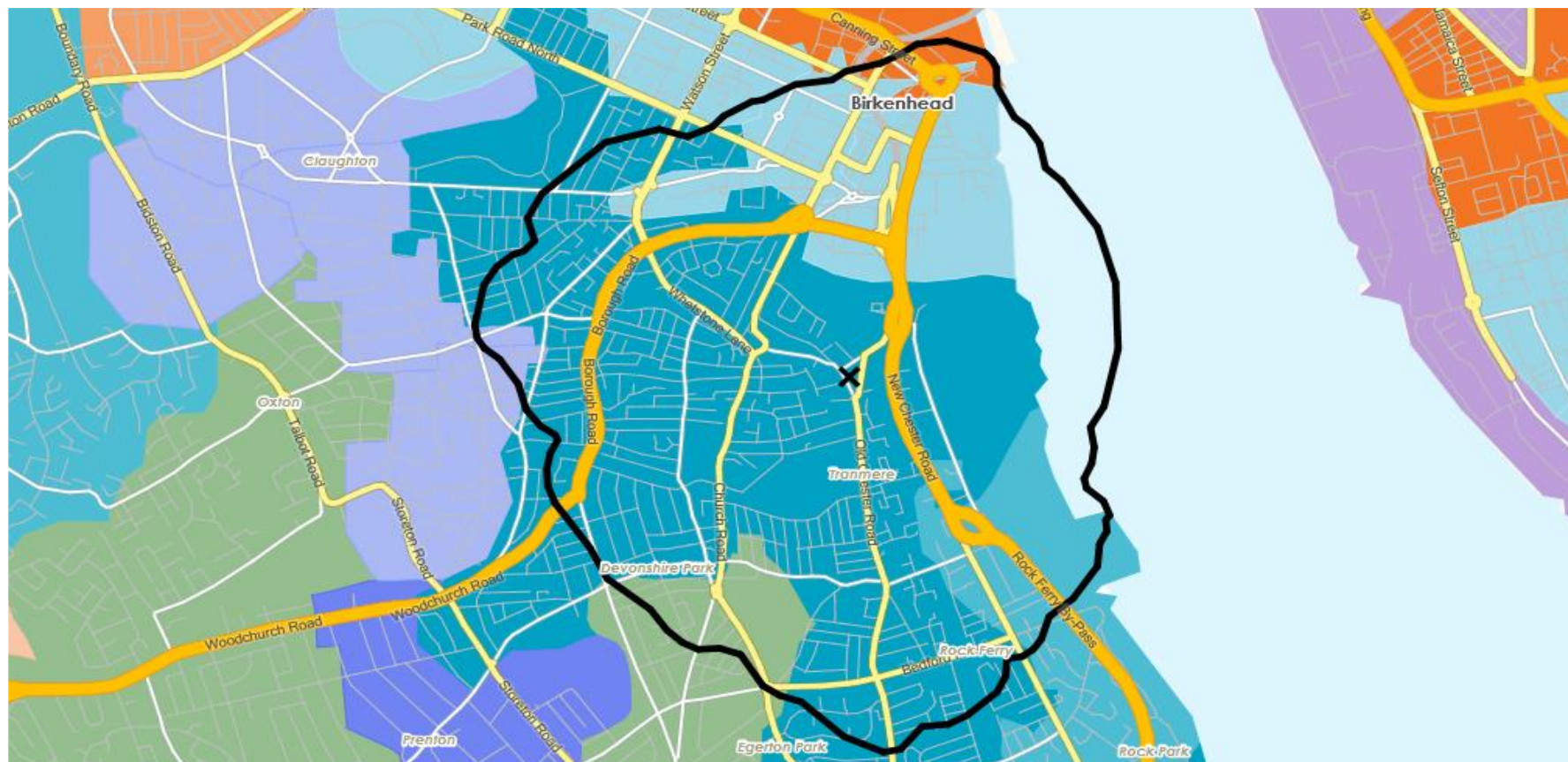
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT_Old House At Home, Birkenhead (1 Mile contour)

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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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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

