CACI

acorn

| CATEGORY | GROUP | TYPE | MAP | WHAT IS ACORN? |

ACORN CATEGORY PROFILE - HOUSEHOLDS

Area: HLLT_Railway Inn, Huddersfield (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
1	Affluent Achievers	515	5.9	22.0	27			
2	Rising Prosperity	402	4.6	10.1	45			
3	Comfortable Communities	1,712	19.5	26.2	74			
4	Financially Stretched	3,135	35.8	23.7	**151**			
5	Urban Adversity	2,998	34.2	17.6	**194**			
6	Not Private Households	5	0.1	0.3	17			
	Graph							
	Total households	**8,767**						

Acorn Category Pen Portrait

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| CATEGORY | GROUP | TYPE | MAP | WHAT IS ACORN? |

ACORN GROUP PROFILE - HOUSEHOLDS

Area: HLLT_Railway Inn, Huddersfield (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	216	2.5	11.2	22		
1.C	Mature Money	299	3.4	9.6	35		
2. Rising Prosperity							
2.D	City Sophisticates	0	0.0	4.0	0		
2.E	Career Climbers	402	4.6	6.2	74		
3. Comfortable Communities							
3.F	Countryside Communities	0	0.0	5.7	0		
3.G	Successful Suburbs	667	7.6	5.9	**129**		
3.H	Steady Neighbourhoods	406	4.6	7.4	63		
3.I	Comfortable Seniors	61	0.7	2.9	24		
3.J	Starting Out	578	6.6	4.3	**152**		
4. Financially Stretched							
4.K	Student Life	762	8.7	2.4	**368**		
4.L	Modest Means	1,743	19.9	7.9	**251**		
4.M	Striving Families	342	3.9	7.5	52		
4.N	Poorer Pensioners	288	3.3	5.9	56		
5. Urban Adversity							
5.O	Young Hardship	1,728	19.7	6.1	**321**		
5.P	Struggling Estates	519	5.9	6.1	97		
5.Q	Difficult Circumstances	751	8.6	5.3	**160**		
6. Not Private Households							
6.R	Not Private Households	5	0.1	0.3	17		
	Total households	**8,767**					

Acorn Group Pen Portrait

4 L Modest Means

4.1M UK Adults   **7.7%** of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

DEMOGRAPHICS

Age range	Children at home
25-34	3+

House tenure	Family structure
Privately renting	Single parent

Number of beds	House type
3	Terraced

BRANDS

SHOPPING: The Works · M&Co · Range · NEW LOOK
LEISURE: Harry Ramsden's · KFC · Frankie & Benny's · GREGGS
WEBSITES: ebay · sky · Argos · LAD BIBLE

DIGITAL

ATTITUDES

I worry about online security	Shopping online makes my life easier	I couldn't live without the internet on my mobile
54%	50%	33%
UK average: 55%	UK average: 53%	UK average: 34%

FINANCIAL PROFILE

Household income
UK £35k (Average: £40k)
London £42k (Average: £44k)

% Disposable income
UK 45% (Average: 44%)
London 34% (Average: 39%)

Financial situation
Running into debt ———————— Saving a lot

KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **research loans** online

Whilst internet usage is below average, this group are more likely to **purchase toys** 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_Railway Inn, Huddersfield (1 Mile contour)
Base: Great Britain
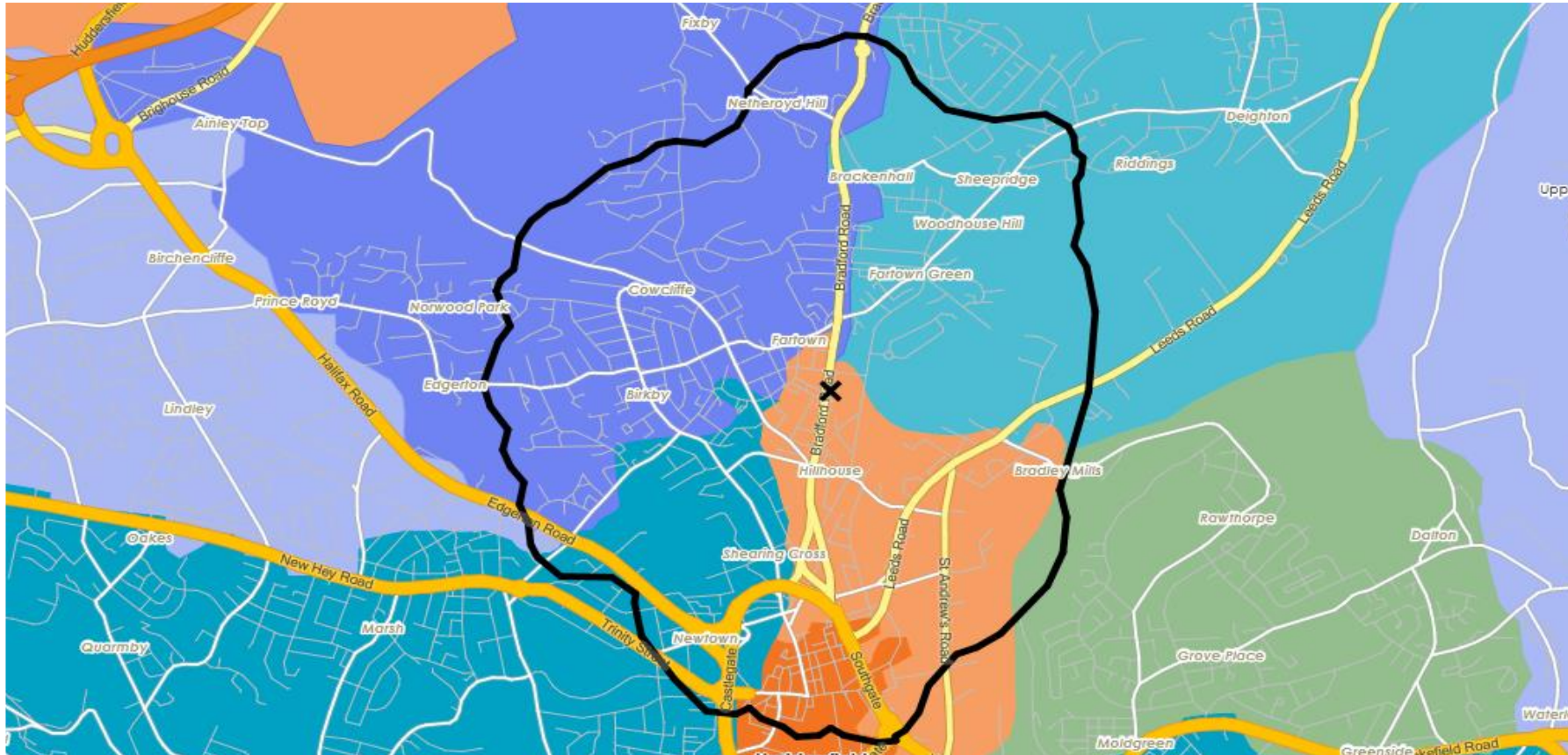**Year:** 2021

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	51	0.6	2.6	22			
	1.B.5	Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6	Financially comfortable families	126	1.4	2.2	65			
	1.B.7	Affluent professionals	5	0.1	0.9	7			
	1.B.8	Prosperous suburban families	34	0.4	1.5	25			
	1.B.9	Well-off edge of towners	0	0.0	1.6	0			
1.C	Mature Money								
	1.C.10	Better-off villagers	33	0.4	3.0	13			
	1.C.11	Settled suburbia, older people	44	0.5	2.9	18			
	1.C.12	Retired and empty nesters	186	2.1	2.5	85			
	1.C.13	Upmarket downsizers	36	0.4	1.3	32			
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	49	0.6	1.9	30			
	2.E.19	First time buyers in small, modern homes	353	4.0	3.3	**123**			
	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	93	1.1	2.6	40			
	3.G.25	Larger family homes, multi-ethnic areas	463	5.3	0.8	**644**			
	3.G.26	Semi-professional families, owner occupied neighbourhoods	111	1.3	2.4	52			
3.H	Steady Neighbourhoods								
	3.H.27	Suburban semis, conventional attitudes	312	3.6	3.4	**103**			
	3.H.28	Owner occupied terraces, average income	94	1.1	1.6	68			
	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	61	0.7	2.4	29			
	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	188	2.1	2.1	**102**			
	3.J.33	Smaller houses and starter homes	390	4.4	2.3	**198**			
4.	**Financially Stretched**								
4.K	Student Life								
	4.K.34	Student flats and halls of residence	39	0.4	0.4	**122**			
	4.K.35	Term-time terraces	0	0.0	0.3	0			
	4.K.36	Educated young people in flats and tenements	723	8.2	1.7	**475**			
4.L	Modest Means								
	4.L.37	Low cost flats in suburban areas	63	0.7	1.4	51			
	4.L.38	Semi-skilled workers in traditional neighbourhoods	217	2.5	2.6	94			
	4.L.39	Fading owner occupied terraces	147	1.7	2.9	58			
	4.L.40	High occupancy terraces, culturally diverse family areas	1,316	15.0	1.0	**1,504**			
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	145	1.7	2.1	80			
	4.M.44	Post-war estates, limited means	197	2.2	2.2	**102**			
4.N	Poorer Pensioners								
	4.N.45	Pensioners in social housing, semis and terraces	46	0.5	0.8	67			
	4.N.46	Elderly people in social rented flats	130	1.5	1.1	**137**			
	4.N.47	Low income older people in smaller semis	0	0.0	2.3	0			
	4.N.48	Pensioners and singles in social rented flats	112	1.3	1.8	72			
5.	**Urban Adversity**								
5.O	Young Hardship								
	5.O.49	Young families in low cost private flats	124	1.4	2.1	66			
	5.O.50	Struggling younger people in mixed tenure	364	4.2	1.7	**238**			
	5.O.51	Young people in small, low cost terraces	1,240	14.1	2.3	**628**			
5.P	Struggling Estates								
	5.P.52	Poorer families, many children, terraced housing	514	5.9	1.6	**361**			
	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	3			
5.Q	Difficult Circumstances								
	5.Q.57	Social rented flats, families and single parents	110	1.3	1.5	83			
	5.Q.58	Singles and young families, some receiving benefits	280	3.2	1.8	**178**			
	5.Q.59	Deprived areas and high-rise flats	361	4.1	2.0	**202**			
6.	**Not Private Households**								
6.R	Not Private Households								
	6.R.60	Active communal population	1	0.0	0.1	20			
	6.R.61	Inactive communal population	4	0.0	0.3	17			
	6.R.62	Business areas without resident population	0	0	0	0			
		Total households	**8,767**						

DOMINANT ACORN GROUP - HOUSEHOLDS

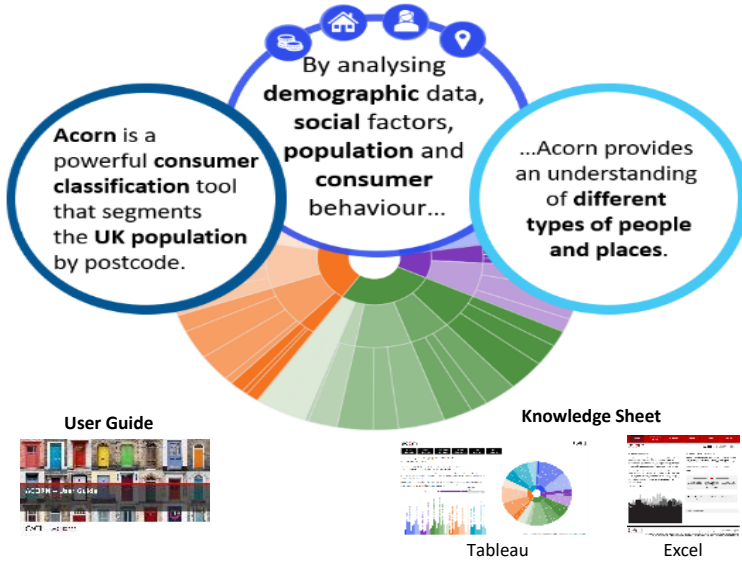**Area:**   HLLT_Railway Inn, Huddersfield (1 Mile contour)

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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ACORN - WHAT IS IT?

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

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

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

User Guide

Knowledge Sheet

Tableau

Excel

6 CATEGORIES — **18 GROUPS** — **62 TYPES**

Category	Group	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

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%

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

United Kingdom