

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT\_Saddlers Arms, Walsall (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	1,115	20.2	22.0	92		
	2 Rising Prosperity	33	0.6	10.1	6		
	3 Comfortable Communities	1,138	20.6	26.2	79		
	4 Financially Stretched	2,163	39.2	23.7	165		
	5 Urban Adversity	1,042	18.9	17.6	107		
	6 Not Private Households	22	0.4	0.3	120		
 Graph							
Total households		5,513					

## Acorn Category Pen Portrait



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## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT\_Saddlers Arms, Walsall (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	659	12.0	11.2	107			
1.C Mature Money	456	8.3	9.6	86			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	33	0.6	6.2	10			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	4	0.1	5.7	1			
3.G Successful Suburbs	184	3.3	5.9	57			
3.H Steady Neighbourhoods	441	8.0	7.4	109			
3.I Comfortable Seniors	359	6.5	2.9	224			
3.J Starting Out	150	2.7	4.3	63			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	592	10.7	7.9	136			
4.M Striving Families	1,124	20.4	7.5	270			
4.N Poorer Pensioners	447	8.1	5.9	137			
<b>5. Urban Adversity</b>							
5.O Young Hardship	56	1.0	6.1	17			
5.P Struggling Estates	488	8.9	6.1	145			
5.Q Difficult Circumstances	498	9.0	5.3	169			
<b>6. Not Private Households</b>							
6.R Not Private Households	22	0.4	0.3	120			
<b>Total households</b>	<b>5,513</b>						

## Acorn Group Pen Portrait

4

M

Striving Families

4.1M  
UK Adults

7.8%  
of UK

**Struggling families on limited incomes in urban areas.** These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

**DEMOGRAPHICS**

Age range

25-44

Children at home

3+

House tenure

Social renting

Family structure

Single parent

Number of beds

3

House type

Semi-detached or terraced

**BRANDS**

**SHOPPING****LEISURE****WEBSITES**

**DIGITAL**

**ATTITUDES**

I worry about online security

54%

UK average: 55%

Shopping online makes my life easier

49%

UK average: 53%

I couldn't live without the internet on my mobile

32%

UK average: 34%

**KEY INTERNET USAGE**

Whilst internet usage is below average, this group are more likely to **browse for computer games** online

Whilst internet usage is below average, this group are more likely to **purchase toys** online

This group are more likely to **watch TV on demand on a mobile**

**FINANCIAL PROFILE**

Household Income

UK

£32k

Average: £40k

London

£37k

Average: £44k

% Disposable Income

UK

41%

Average: 44%

London

37%

Average: 39%

Financial situation

Running into debt

Saving a lot

A

B

C

D

E

F

G

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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT\_Saddlers Arms, Walsall (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
<b>1. Affluent Achievers</b>								
<b>1.A Lavish Lifestyles</b>								
	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			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	65	1.2	2.6	45			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	480	8.7	2.2	395			
	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	114	2.1	1.6	128			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	89	1.6	2.9	56			
	1.C.12 Retired and empty nesters	337	6.1	2.5	246			
	1.C.13 Upmarket downsizers	30	0.5	1.3	42			
<b>2. Rising Prosperity</b>								
<b>2.D City Sophisticates</b>								
	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			
<b>2.E Career Climbers</b>								
	2.E.18 Career driven young families	15	0.3	1.9	14			
	2.E.19 First time buyers in small, modern homes	18	0.3	3.3	10			
	2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>								
<b>3.F Countryside Communities</b>								
	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	4	0.1	3.2	2			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	184	3.3	2.6	126			
	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			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	401	7.3	3.4	211			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	40	0.7	2.3	31			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	339	6.1	2.4	255			
	3.I.31 Elderly singles in purpose-built accommodation	20	0.4	0.5	74			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	44	0.8	2.1	38			
	3.J.33 Smaller houses and starter homes	106	1.9	2.3	85			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	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			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	52	0.9	1.4	67			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	457	8.3	2.6	315			
	4.L.39 Fading owner occupied terraces	83	1.5	2.9	52			
	4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>								
	4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
	4.M.42 Struggling young families in post-war terraces	179	3.2	1.7	194			
	4.M.43 Families in right-to-buy estates	754	13.7	2.1	658			
	4.M.44 Post-war estates, limited means	191	3.5	2.2	157			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	120	2.2	0.8	278			
	4.N.46 Elderly people in social rented flats	45	0.8	1.1	75			
	4.N.47 Low income older people in smaller semis	193	3.5	2.3	154			
	4.N.48 Pensioners and singles in social rented flats	89	1.6	1.8	91			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	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	56	1.0	2.3	45			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	113	2.0	1.6	126			
	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	375	6.8	1.6	413			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	53	1.0	1.5	63			
	5.Q.58 Singles and young families, some receiving benefits	127	2.3	1.8	129			
	5.Q.59 Deprived areas and high-rise flats	318	5.8	2.0	283			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	0	0.0	0.1	0			
	6.R.61 Inactive communal population	22	0.4	0.3	145			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>5,513</b>						



CATEGORY

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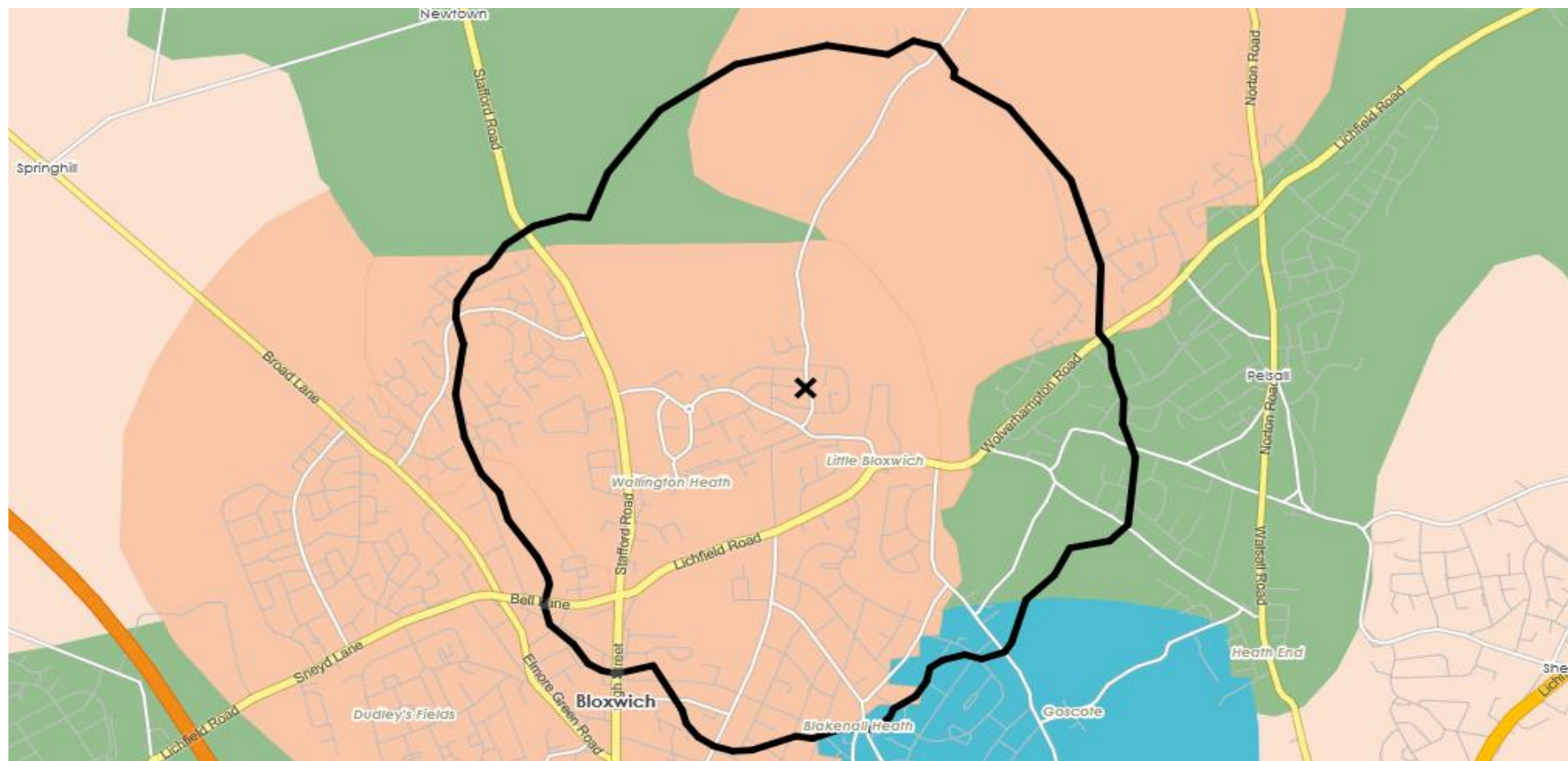
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## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT\_Saddlers Arms, Walsall (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

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## 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
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

