

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








## ACORN CATEGORY PROFILE - HOUSEHOLDS

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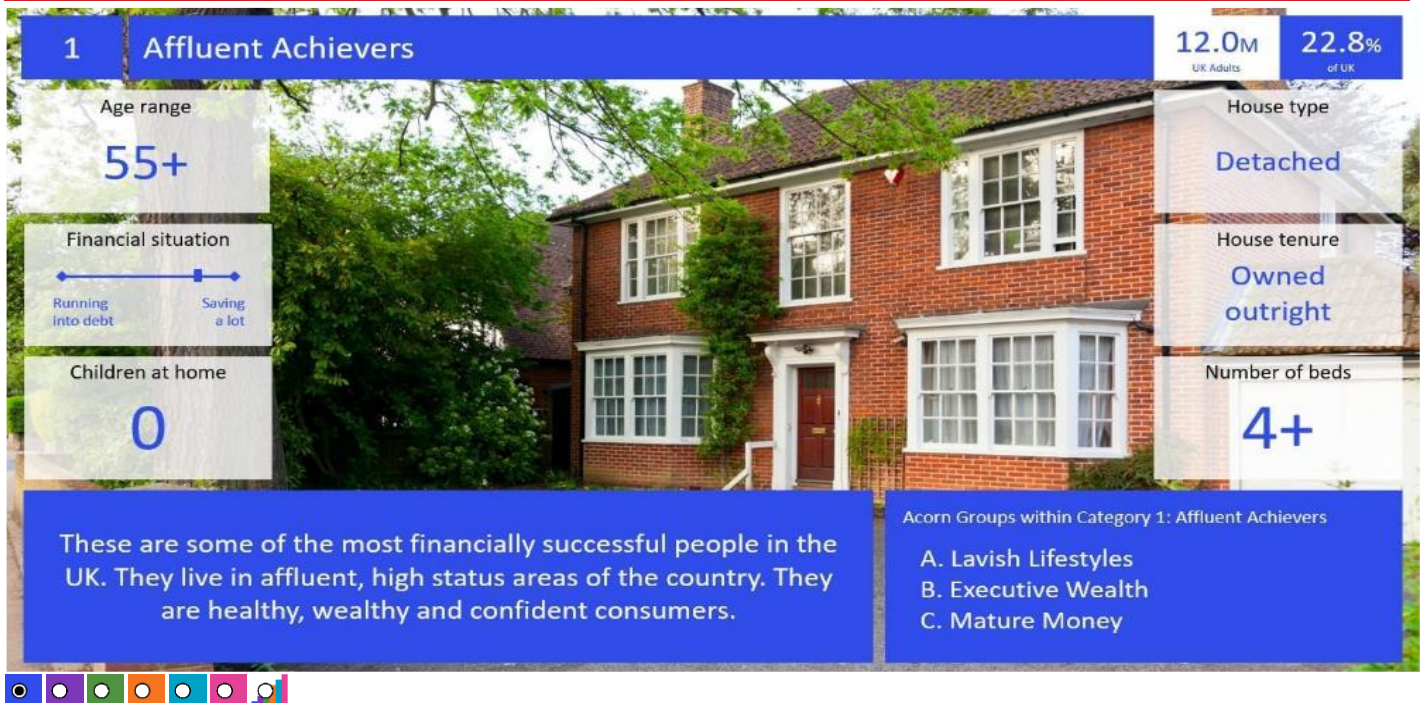
Area: HLLT\_Shamrock, Standish (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	1,789	38.8	22.0	177		
	2 Rising Prosperity	181	3.9	10.1	39		
	3 Comfortable Communities	1,117	24.2	26.2	92		
	4 Financially Stretched	1,373	29.8	23.7	125		
	5 Urban Adversity	133	2.9	17.6	16		
	6 Not Private Households	19	0.4	0.3	124		
 Graph							
Total households		4,612					

## Acorn Category Pen Portrait



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## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT\_Shamrock, Standish (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	2	0.0	1.1	4			
1.B Executive Wealth	1,329	28.8	11.2	257			
1.C Mature Money	458	9.9	9.6	103			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	181	3.9	6.2	64			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	419	9.1	5.7	158			
3.G Successful Suburbs	229	5.0	5.9	84			
3.H Steady Neighbourhoods	225	4.9	7.4	66			
3.I Comfortable Seniors	215	4.7	2.9	161			
3.J Starting Out	29	0.6	4.3	14			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	614	13.3	7.9	168			
4.M Striving Families	190	4.1	7.5	55			
4.N Poorer Pensioners	569	12.3	5.9	209			
<b>5. Urban Adversity</b>							
5.O Young Hardship	69	1.5	6.1	24			
5.P Struggling Estates	2	0.0	6.1	1			
5.Q Difficult Circumstances	62	1.3	5.3	25			
<b>6. Not Private Households</b>							
6.R Not Private Households	19	0.4	0.3	124			
<b>Total households</b>	<b>4,612</b>						

## Acorn Group Pen Portrait

1

B

Executive Wealth

6.5M  
UK Adults

12.3%  
of UK

**High income people, successfully combining jobs and families.** These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

**DEMOGRAPHICS**

Age range

45-64

Children at home

2

House tenure

Owned outright

Family structure

Couple

Number of beds

4

House type

Detached

**FINANCIAL PROFILE**

Household Income

UK £60k

London £63k

Average: £60k

Average: £64k

% Disposable Income

UK 50%

London 49%

Average: 44%

Average: 39%

Financial situation

Running into debt

Saving a lot

**BRANDS**

SHOPPING

Cash Kitten

THE WHITE COMPANY

LEWIS

Russell & Bromley

LEISURE

M&S Simply Food

PRET A MANGER

WHOLE FOODS

wahaca

WEBSITES

DOM SPORT

rightmove

M&S

MoneySavingExpert.com

**DIGITAL**

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

58%

UK average: 53%

I couldn't live without the internet on my mobile

31%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to browse for hotels online

TECHNOLOGY USAGE

This group are more likely to purchase holidays online

This group are more likely to own an iPhone

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 18/10/2021

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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT\_Shamrock, Standish (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	2	0.0	0.9	5			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	210	4.6	2.6	174			
	1.B.5 Wealthy countryside commuters	21	0.5	2.4	19			
	1.B.6 Financially comfortable families	687	14.9	2.2	677			
	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	411	8.9	1.6	551			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	114	2.5	3.0	83			
	1.C.11 Settled suburbia, older people	159	3.4	2.9	121			
	1.C.12 Retired and empty nesters	66	1.4	2.5	58			
	1.C.13 Upmarket downsizers	119	2.6	1.3	198			
<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	137	3.0	1.9	158			
	2.E.19 First time buyers in small, modern homes	44	1.0	3.3	29			
	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	3	0.1	1.5	4			
	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	416	9.0	3.2	284			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	132	2.9	2.6	108			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	97	2.1	2.4	87			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	188	4.1	3.4	118			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	37	0.8	2.3	34			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	215	4.7	2.4	193			
	3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
	3.J.33 Smaller houses and starter homes	29	0.6	2.3	28			
<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	73	1.6	1.4	112			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	183	4.0	2.6	151			
	4.L.39 Fading owner occupied terraces	358	7.8	2.9	269			
	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	15	0.3	1.6	20			
	4.M.42 Struggling young families in post-war terraces	39	0.8	1.7	51			
	4.M.43 Families in right-to-buy estates	40	0.9	2.1	42			
	4.M.44 Post-war estates, limited means	96	2.1	2.2	95			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	70	1.5	0.8	194			
	4.N.46 Elderly people in social rented flats	38	0.8	1.1	76			
	4.N.47 Low income older people in smaller semis	241	5.2	2.3	230			
	4.N.48 Pensioners and singles in social rented flats	220	4.8	1.8	270			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	38	0.8	2.1	38			
	5.O.50 Struggling younger people in mixed tenure	11	0.2	1.7	14			
	5.O.51 Young people in small, low cost terraces	20	0.4	2.3	19			
<b>5.P Struggling Estates</b>								
	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	2	0.0	1.6	3			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	28	0.6	1.5	40			
	5.Q.58 Singles and young families, some receiving benefits	34	0.7	1.8	41			
	5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<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	19	0.4	0.3	150			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>4,612</b>						



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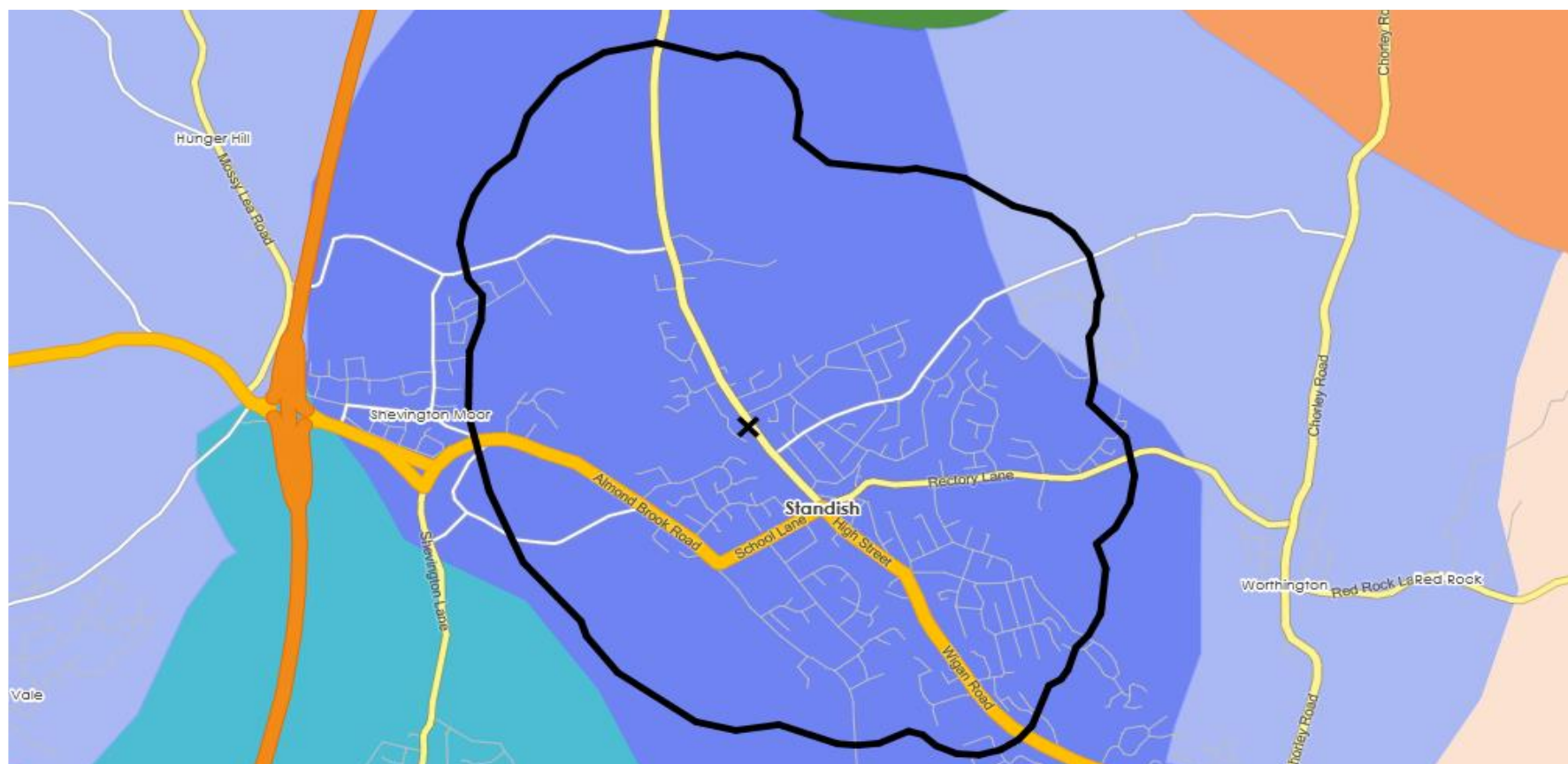
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## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT\_Shamrock, Standish (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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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

