ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_The Ship, Sheffield (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0 100 200
1	Affluent Achievers	37	0.2	22.0	1
2	Rising Prosperity	1,108	6.0	10.1	59
3	Comfortable Communities	719	3.9	26.2	15
4	Financially Stretched	11,830	63.6	23.7	**268**
5	Urban Adversity	4,777	25.7	17.6	**146**
6	Not Private Households	138	0.7	0.3	**222**
	Graph				
	Total households	**18,609**			

Acorn Category Pen Portrait

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ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT_The Ship, Sheffield (1 Mile contour)
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Year: 2021

Acorn Group Description		Area Profile	% for Area	% for Base	Index
1. Affluent Achievers					
1.A	Lavish Lifestyles	0	0.0	1.1	0
1.B	Executive Wealth	37	0.2	11.2	2
1.C	Mature Money	0	0.0	9.6	0
2. Rising Prosperity					
2.D	City Sophisticates	65	0.3	4.0	9
2.E	Career Climbers	1,043	5.6	6.2	91
3. Comfortable Communities					
3.F	Countryside Communities	0	0.0	5.7	0
3.G	Successful Suburbs	96	0.5	5.9	9
3.H	Steady Neighbourhoods	42	0.2	7.4	3
3.I	Comfortable Seniors	0	0.0	2.9	0
3.J	Starting Out	581	3.1	4.3	72
4. Financially Stretched					
4.K	Student Life	11,167	60.0	2.4	**2,543**
4.L	Modest Means	63	0.3	7.9	4
4.M	Striving Families	302	1.6	7.5	22
4.N	Poorer Pensioners	298	1.6	5.9	27
5. Urban Adversity					
5.O	Young Hardship	432	2.3	6.1	38
5.P	Struggling Estates	1,373	7.4	6.1	**121**
5.Q	Difficult Circumstances	2,972	16.0	5.3	**299**
6. Not Private Households					
6.R	Not Private Households	138	0.7	0.3	**222**
	Total households	**18,609**			

Acorn Group Pen Portrait

4 K Student Life

1.5M UK Adults | 2.9% of UK

Students and young people with little income living in halls of residence or shared houses. These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

DEMOGRAPHICS

Age range: 20-34
Children at home: 0
House tenure: Privately renting
Family structure: Single
Number of beds: 4+
House type: Flat or maisonette

BRANDS

SHOPPING: ASOS, flying tiger copenhagen, H&M, KIKO MILANO
LEISURE: Ed's Easy Diner, TORTILLA, McDonald's, YO! SUSHI
WEBSITES: ASOS, Spotify, JUST EAT, BuzzFeed

DIGITAL

ATTITUDES

- I worry about online security: 53% (UK average: 55%)
- Shopping online makes my life easier: 62% (UK average: 53%)
- I couldn't live without the internet on my mobile: 46% (UK average: 34%)

KEY INTERNET USAGE: This group are more likely to browse for event tickets online

This group are more likely to purchase travel tickets online

TECHNOLOGY USAGE: This group are more likely to watch TV on demand on a laptop

FINANCIAL PROFILE

Household income	% Disposable income	Financial situation
UK £32k (Average: £40k)	UK 26% (Average: 44%)	Running into debt ... Saving a lot
London £34k (Average: £44k)	London 17% (Average: 39%)	

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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_The Ship, Sheffield (1 Mile contour)
Base: Great Britain
Year: 2021

Sort by: Acorn Structure | Index | Profile %

Acorn Type Description			Area Profile	% for Area	% for Base	Index
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	26	0.1	0.9	16
	1.B.8	Prosperous suburban families	11	0.1	1.5	4
	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	0	0.0	2.9	0
	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	65	0.3	1.5	24
	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	995	5.3	3.3	**163**
	2.E.20	Mixed metropolitan areas	48	0.3	1.0	25
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	41	0.2	2.6	8
	3.G.25	Larger family homes, multi-ethnic areas	55	0.3	0.8	36
	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	42	0.2	3.4	7
	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	567	3.0	2.1	**145**
	3.J.33	Smaller houses and starter homes	14	0.1	2.3	3
4. Financially Stretched						
4.K Student Life						
	4.K.34	Student flats and halls of residence	4,127	22.2	0.4	**6,075**
	4.K.35	Term-time terraces	375	2.0	0.3	**779**
	4.K.36	Educated young people in flats and tenements	6,665	35.8	1.7	**2,063**
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	16	0.1	2.6	3
	4.L.39	Fading owner occupied terraces	0	0.0	2.9	0
	4.L.40	High occupancy terraces, culturally diverse family areas	47	0.3	1.0	25
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	19	0.1	1.7	6
	4.M.43	Families in right-to-buy estates	191	1.0	2.1	49
	4.M.44	Post-war estates, limited means	92	0.5	2.2	22
4.N Poorer Pensioners						
	4.N.45	Pensioners in social housing, semis and terraces	201	1.1	0.8	**138**
	4.N.46	Elderly people in social rented flats	24	0.1	1.1	12
	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	73	0.4	1.8	22
5. Urban Adversity						
5.O Young Hardship						
	5.O.49	Young families in low cost private flats	2	0.0	2.1	1
	5.O.50	Struggling younger people in mixed tenure	293	1.6	1.7	90
	5.O.51	Young people in small, low cost terraces	137	0.7	2.3	33
5.P Struggling Estates						
	5.P.52	Poorer families, many children, terraced housing	141	0.8	1.6	47
	5.P.53	Low income terraces	90	0.5	0.9	55
	5.P.54	Multi-ethnic, purpose-built estates	189	1.0	1.2	87
	5.P.55	Deprived and ethnically diverse in flats	565	3.0	0.8	**377**
	5.P.56	Low income large families in social rented semis	388	2.1	1.6	**126**
5.Q Difficult Circumstances						
	5.Q.57	Social rented flats, families and single parents	567	3.0	1.5	**201**
	5.Q.58	Singles and young families, some receiving benefits	594	3.2	1.8	**178**
	5.Q.59	Deprived areas and high-rise flats	1,811	9.7	2.0	**478**
6. Not Private Households						
6.R Not Private Households						
	6.R.60	Active communal population	103	0.6	0.1	**951**
	6.R.61	Inactive communal population	35	0.2	0.3	68
	6.R.62	Business areas without resident population	0	0	0	0
		Total households	**18,609**			

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DOMINANT ACORN GROUP - HOUSEHOLDS

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Area: HLLT_The Ship, Sheffield (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?

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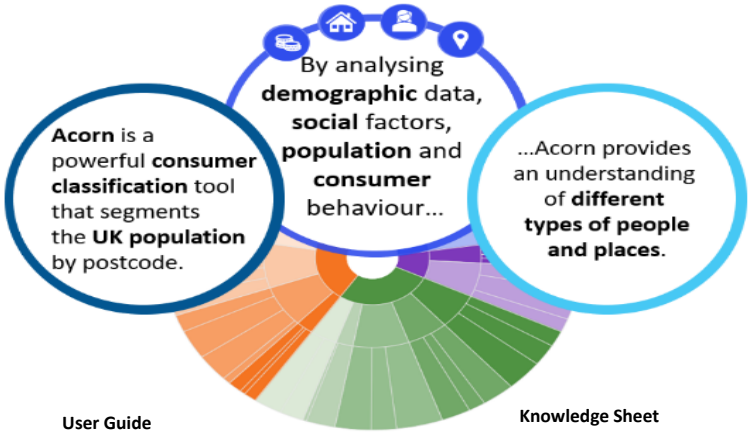


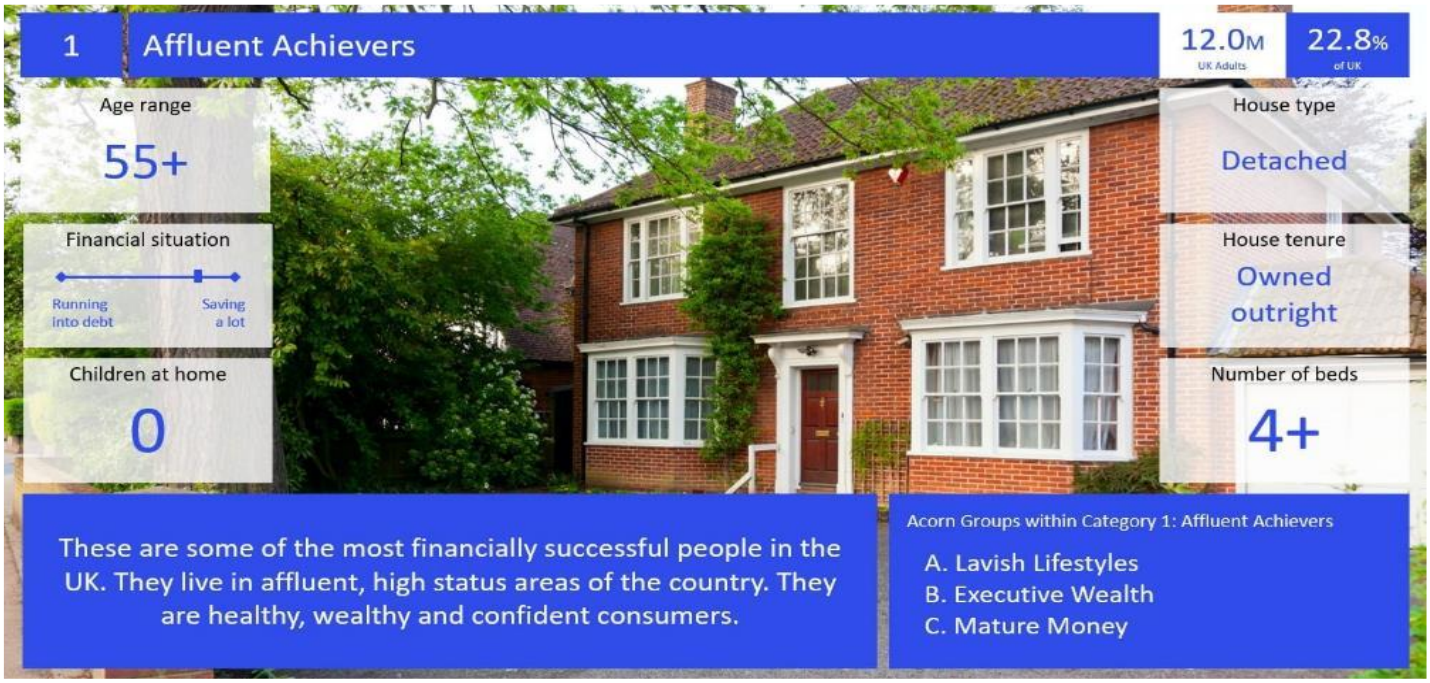
User Guide

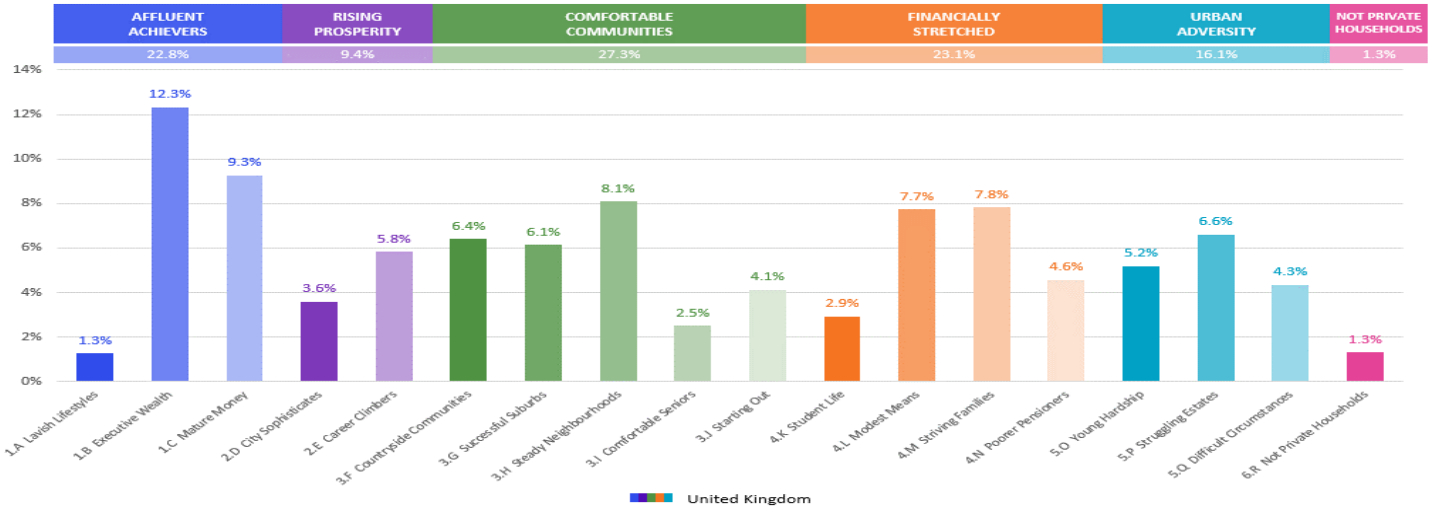
Knowledge Sheet

Tableau

Excel

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





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