

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








## ACORN CATEGORY PROFILE - HOUSEHOLDS

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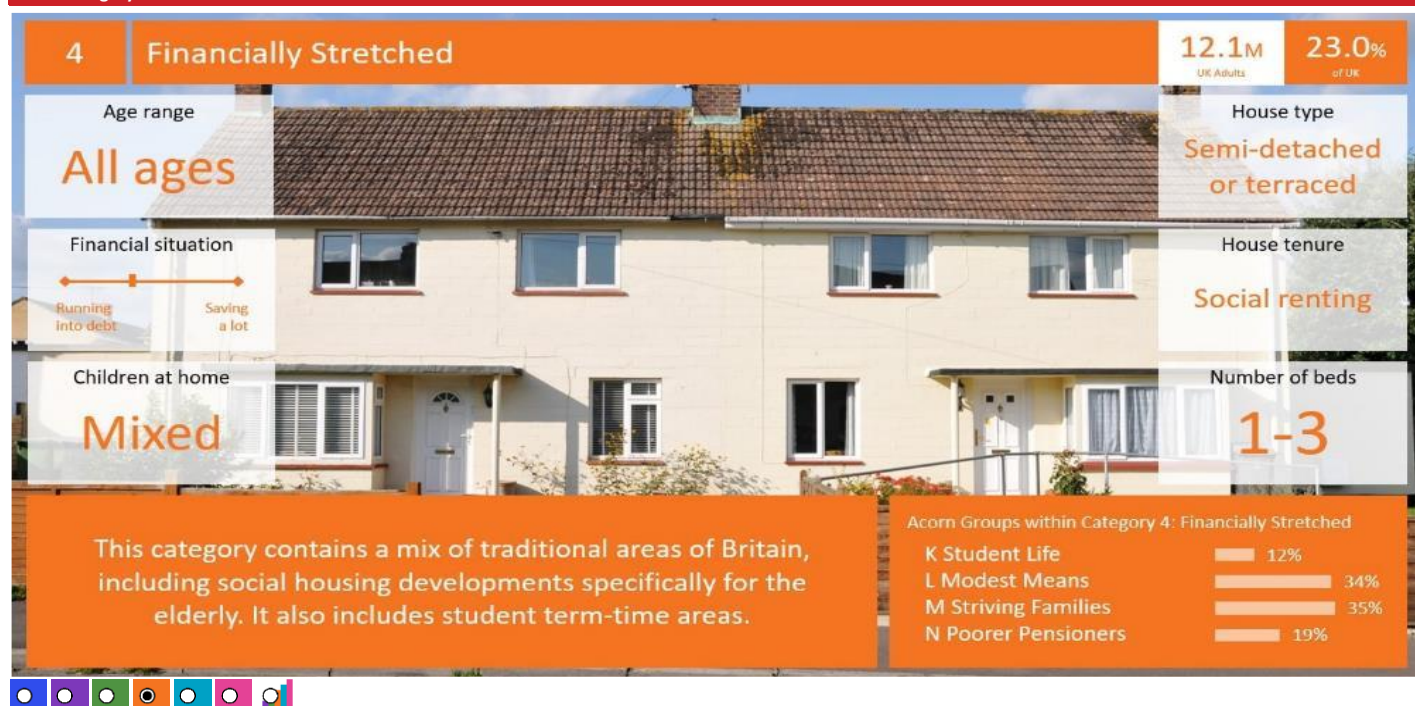
Area: HLLT\_Smiling Mule, Bradford (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
	1 Affluent Achievers	160	1.4	22.0	6			
	2 Rising Prosperity	2	0.0	10.1	0			
	3 Comfortable Communities	3,833	33.1	26.2	126			
	4 Financially Stretched	3,923	33.9	23.7	143			
	5 Urban Adversity	3,652	31.6	17.6	179			
	6 Not Private Households	0	0.0	0.3	0			
 Graph								
Total households		11,570						

## Acorn Category Pen Portrait



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## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT\_Smiling Mule, Bradford (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	0	0.0	11.2	0			
1.C Mature Money	160	1.4	9.6	14			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	2	0.0	6.2	0			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	667	5.8	5.9	98			
3.H Steady Neighbourhoods	2,619	22.6	7.4	308			
3.I Comfortable Seniors	186	1.6	2.9	55			
3.J Starting Out	361	3.1	4.3	72			
<b>4. Financially Stretched</b>							
4.K Student Life	110	1.0	2.4	40			
4.L Modest Means	2,323	20.1	7.9	254			
4.M Striving Families	685	5.9	7.5	78			
4.N Poorer Pensioners	805	7.0	5.9	118			
<b>5. Urban Adversity</b>							
5.O Young Hardship	1,615	14.0	6.1	227			
5.P Struggling Estates	1,648	14.2	6.1	233			
5.Q Difficult Circumstances	389	3.4	5.3	63			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>11,570</b>						

## Acorn Group Pen Portrait

3

H

Steady Neighbourhoods

4.3M  
UK Adults

8.1%  
of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

**DEMOGRAPHICS**

Age range

35-54

Children at home

2

House tenure

Mortgaged

Family structure

Couple with children

Number of beds

3

House type

Semi-detached

**FINANCIAL PROFILE**

Household Income

UK £45k

London £50k

Average: £40k

% Disposable Income

UK 47%

London 42%

Average: 44%

Financial situation

Running into debt

Saving a lot

**BRANDS**

SHOPPING

RADLEY LONDON

schuh

FATFACE

James

LEISURE

IGUANAS

Pizza Hut

Bella Italia

Zizzi

WEBSITES

Quidco

THE NATIONAL LOTTERY

GROUPON

sky

**DIGITAL**

**ATTITUDES**

I worry about online security

56%

UK average: 55%

Shopping online makes my life easier

54%

UK average: 53%

I couldn't live without the internet on my mobile

33%

UK average: 34%

**KEY INTERNET USAGE**

This group are more likely to research days out online

This group are more likely to purchase home insurance online

This group are more likely to watch TV on demand through their TV set

A

B

C

D

E

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WHAT IS ACORN?

## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT\_Smiling Mule, Bradford (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	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			
<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	160	1.4	2.9	48			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	1	0.0	1.9	0			
	2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
	2.E.20 Mixed metropolitan areas	1	0.0	1.0	1			
<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	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	136	1.2	2.6	45			
	3.G.25 Larger family homes, multi-ethnic areas	531	4.6	0.8	559			
	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	2,236	19.3	3.4	561			
	3.H.28 Owner occupied terraces, average income	219	1.9	1.6	120			
	3.H.29 Established suburbs, older families	164	1.4	2.3	61			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	142	1.2	2.4	51			
	3.I.31 Elderly singles in purpose-built accommodation	44	0.4	0.5	78			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	195	1.7	2.1	80			
	3.J.33 Smaller houses and starter homes	166	1.4	2.3	64			
<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	110	1.0	1.7	55			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	239	2.1	1.4	147			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	398	3.4	2.6	131			
	4.L.39 Fading owner occupied terraces	620	5.4	2.9	186			
	4.L.40 High occupancy terraces, culturally diverse family areas	1,066	9.2	1.0	923			
<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	42	0.4	1.7	22			
	4.M.43 Families in right-to-buy estates	581	5.0	2.1	242			
	4.M.44 Post-war estates, limited means	62	0.5	2.2	24			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	138	1.2	0.8	152			
	4.N.46 Elderly people in social rented flats	321	2.8	1.1	256			
	4.N.47 Low income older people in smaller semis	212	1.8	2.3	81			
	4.N.48 Pensioners and singles in social rented flats	134	1.2	1.8	66			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	166	1.4	2.1	67			
	5.O.50 Struggling younger people in mixed tenure	355	3.1	1.7	176			
	5.O.51 Young people in small, low cost terraces	1,094	9.5	2.3	420			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	86	0.7	1.6	46			
	5.P.53 Low income terraces	3	0.0	0.9	3			
	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	1,559	13.5	1.6	817			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	89	0.8	1.5	51			
	5.Q.58 Singles and young families, some receiving benefits	159	1.4	1.8	77			
	5.Q.59 Deprived areas and high-rise flats	141	1.2	2.0	60			
<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	0	0.0	0.3	0			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>11,570</b>						



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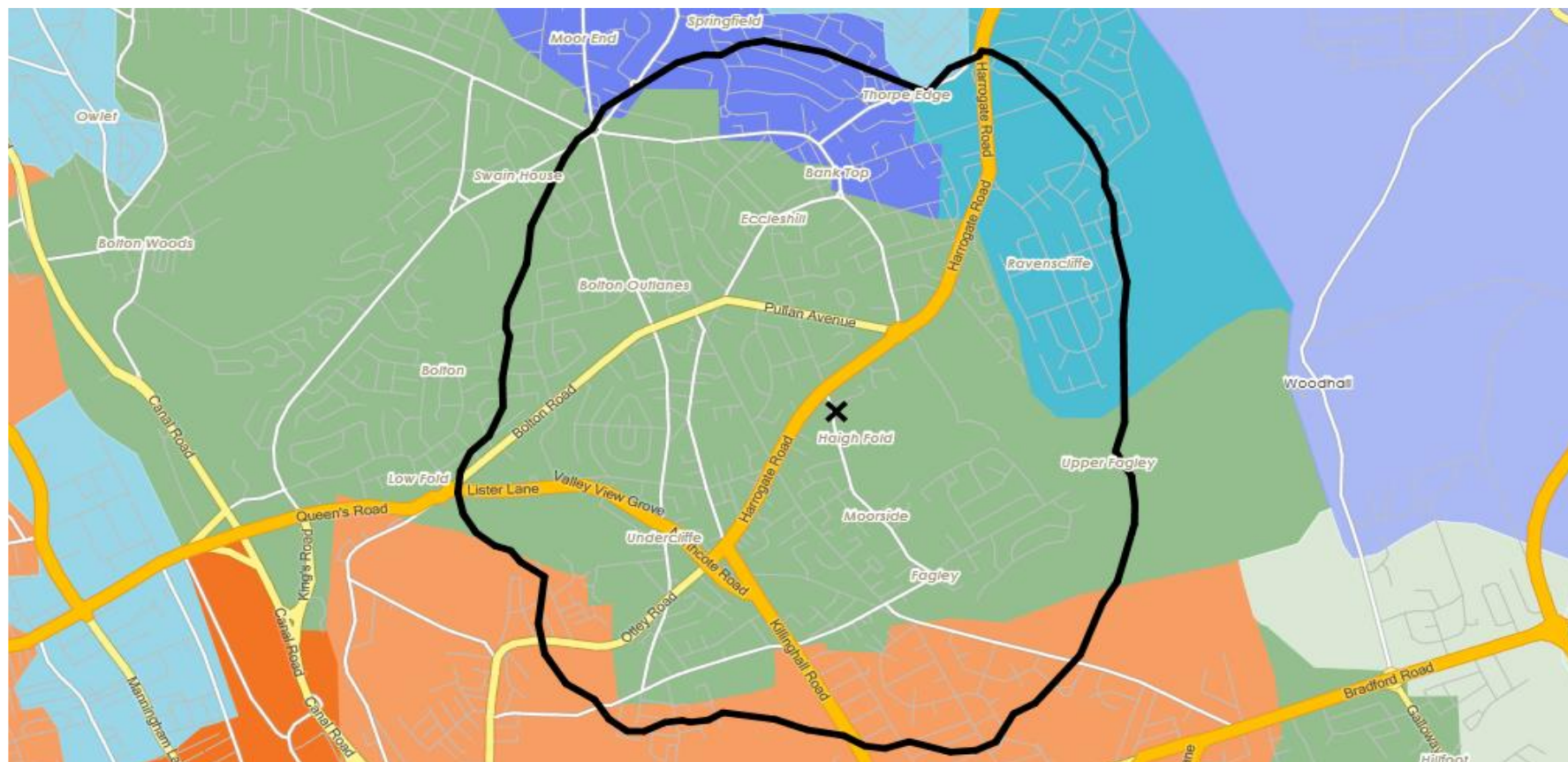
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## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT\_Smiling Mule, Bradford (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

CATEGORY

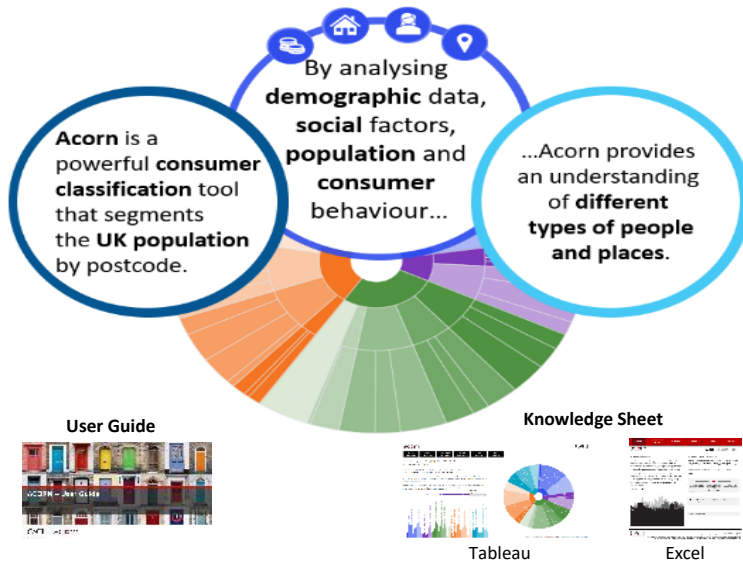
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## ACORN - WHAT IS IT?

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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
	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

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

