

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT\_Stag &amp; Pheasant, Rugby (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	1,061	23.7	22.0	108		
	2 Rising Prosperity	85	1.9	10.1	19		
	3 Comfortable Communities	2,126	47.5	26.2	181		
	4 Financially Stretched	981	21.9	23.7	92		
	5 Urban Adversity	190	4.2	17.6	24		
	6 Not Private Households	34	0.8	0.3	228		
 Graph							
Total households		4,477					

## Acorn Category Pen Portrait



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## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT\_Stag &amp; Pheasant, Rugby (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	7	0.2	1.1	14			
1.B Executive Wealth	381	8.5	11.2	76			
1.C Mature Money	673	15.0	9.6	156			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	85	1.9	6.2	31			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	415	9.3	5.7	162			
3.G Successful Suburbs	268	6.0	5.9	102			
3.H Steady Neighbourhoods	1,141	25.5	7.4	347			
3.I Comfortable Seniors	271	6.1	2.9	208			
3.J Starting Out	31	0.7	4.3	16			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	259	5.8	7.9	73			
4.M Striving Families	307	6.9	7.5	91			
4.N Poorer Pensioners	415	9.3	5.9	157			
<b>5. Urban Adversity</b>							
5.O Young Hardship	52	1.2	6.1	19			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	138	3.1	5.3	58			
<b>6. Not Private Households</b>							
6.R Not Private Households	34	0.8	0.3	228			
<b>Total households</b>	<b>4,477</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

**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

**FINANCIAL PROFILE**

Household Income

UK £45k

London £50k

Average: £40k

Average: £44k

% Disposable Income

UK 47%

London 42%

Average: 44%

Average: 39%

Financial situation

Running into debt

Saving a lot

A B C D E F G H I J K L M N O P Q R

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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT\_Stag &amp; Pheasant, Rugby (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	7	0.2	0.9	18			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	178	4.0	2.6	152			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	121	2.7	2.2	123			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	8	0.2	1.5	12			
	1.B.9 Well-off edge of towners	74	1.7	1.6	102			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	216	4.8	3.0	162			
	1.C.11 Settled suburbia, older people	373	8.3	2.9	292			
	1.C.12 Retired and empty nesters	78	1.7	2.5	70			
	1.C.13 Upmarket downsizers	6	0.1	1.3	10			
<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	85	1.9	1.9	101			
	2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
	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	56	1.3	1.1	117			
	3.F.23 Owner occupiers in small towns and villages	359	8.0	3.2	253			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	132	2.9	2.6	112			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	136	3.0	2.4	125			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	635	14.2	3.4	412			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	506	11.3	2.3	485			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	209	4.7	2.4	193			
	3.I.31 Elderly singles in purpose-built accommodation	62	1.4	0.5	282			
<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	31	0.7	2.3	31			
<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	148	3.3	1.4	235			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	102	2.3	2.6	87			
	4.L.39 Fading owner occupied terraces	9	0.2	2.9	7			
	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	63	1.4	1.6	88			
	4.M.42 Struggling young families in post-war terraces	90	2.0	1.7	120			
	4.M.43 Families in right-to-buy estates	62	1.4	2.1	67			
	4.M.44 Post-war estates, limited means	92	2.1	2.2	93			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	54	1.2	0.8	154			
	4.N.46 Elderly people in social rented flats	56	1.3	1.1	115			
	4.N.47 Low income older people in smaller semis	211	4.7	2.3	207			
	4.N.48 Pensioners and singles in social rented flats	94	2.1	1.8	119			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	26	0.6	2.1	27			
	5.O.50 Struggling younger people in mixed tenure	26	0.6	1.7	33			
	5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<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	0	0.0	1.6	0			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
	5.Q.58 Singles and young families, some receiving benefits	13	0.3	1.8	16			
	5.Q.59 Deprived areas and high-rise flats	125	2.8	2.0	137			
<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	34	0.8	0.3	276			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>4,477</b>						

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## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT\_Stag &amp; Pheasant, Rugby (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

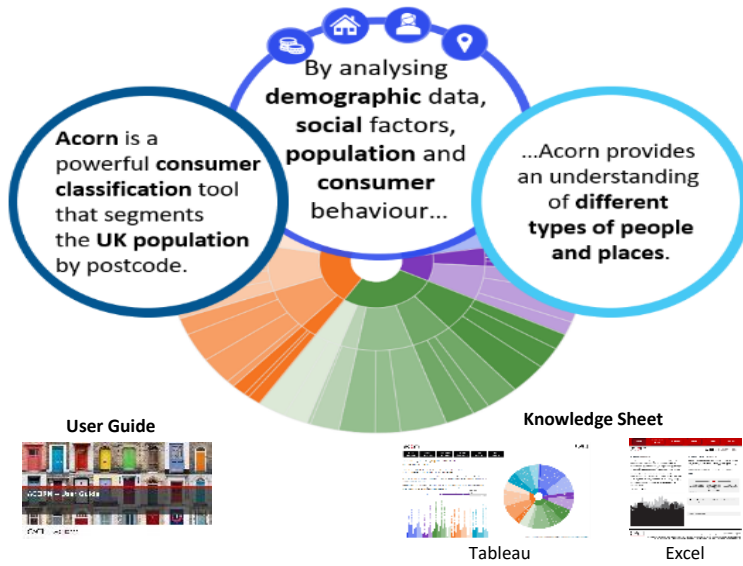
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## ACORN - WHAT IS IT?

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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

22.8%

UK Adults

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

