

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Tap and Barrel, Pontefract (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	673	8.9	22.0	40		
2 Rising Prosperity	139	1.8	10.1	18		
3 Comfortable Communities	1,768	23.3	26.2	89		
4 Financially Stretched	2,679	35.3	23.7	149		
5 Urban Adversity	2,291	30.2	17.6	171		
6 Not Private Households	48	0.6	0.3	190		
Total households		7,598				



Graph

Acorn Category Pen Portrait



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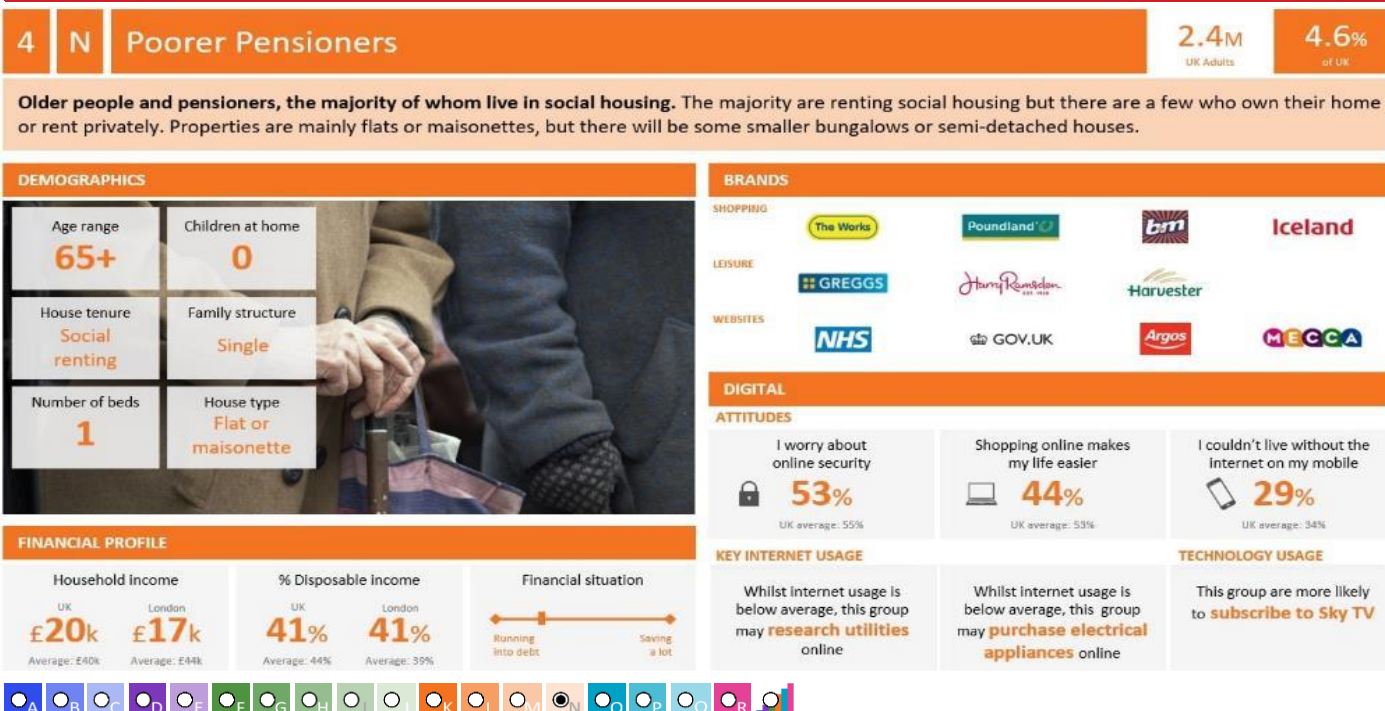
Area: HLLT_Tap and Barrel, Pontefract (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	204	2.7	11.2	24			
1.C Mature Money	469	6.2	9.6	64			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	139	1.8	6.2	30			
3. Comfortable Communities							
3.F Countryside Communities	40	0.5	5.7	9			
3.G Successful Suburbs	359	4.7	5.9	80			
3.H Steady Neighbourhoods	838	11.0	7.4	150			
3.I Comfortable Seniors	169	2.2	2.9	77			
3.J Starting Out	362	4.8	4.3	110			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	836	11.0	7.9	139			
4.M Striving Families	795	10.5	7.5	139			
4.N Poorer Pensioners	1,048	13.8	5.9	233			
5. Urban Adversity							
5.O Young Hardship	696	9.2	6.1	149			
5.P Struggling Estates	907	11.9	6.1	195			
5.Q Difficult Circumstances	688	9.1	5.3	169			
6. Not Private Households							
6.R Not Private Households	48	0.6	0.3	190			
Total households	7,598						

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_Tap and Barrel, Pontefract (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
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	106	1.4	2.6	53			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	83	1.1	2.2	50			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	13	0.2	1.5	11			
	1.B.9 Well-off edge of towners	2	0.0	1.6	2			
1.C Mature Money								
	1.C.10 Better-off villagers	54	0.7	3.0	24			
	1.C.11 Settled suburbia, older people	308	4.1	2.9	142			
	1.C.12 Retired and empty nesters	76	1.0	2.5	40			
	1.C.13 Upmarket downsizers	31	0.4	1.3	31			
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	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			
2.E Career Climbers								
	2.E.18 Career driven young families	139	1.8	1.9	97			
	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			
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	40	0.5	3.2	17			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	338	4.4	2.6	169			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	21	0.3	2.4	11			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	730	9.6	3.4	279			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	108	1.4	2.3	61			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	150	2.0	2.4	82			
	3.I.31 Elderly singles in purpose-built accommodation	19	0.3	0.5	51			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	68	0.9	2.1	43			
	3.J.33 Smaller houses and starter homes	294	3.9	2.3	172			
4. Financially Stretched								
4.K Student Life								
	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			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	177	2.3	1.4	165			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	297	3.9	2.6	149			
	4.L.39 Fading owner occupied terraces	362	4.8	2.9	165			
	4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
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	165	2.2	1.7	130			
	4.M.43 Families in right-to-buy estates	458	6.0	2.1	290			
	4.M.44 Post-war estates, limited means	172	2.3	2.2	103			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	166	2.2	0.8	279			
	4.N.46 Elderly people in social rented flats	258	3.4	1.1	313			
	4.N.47 Low income older people in smaller semis	401	5.3	2.3	232			
	4.N.48 Pensioners and singles in social rented flats	223	2.9	1.8	166			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	365	4.8	2.1	224			
	5.O.50 Struggling younger people in mixed tenure	159	2.1	1.7	120			
	5.O.51 Young people in small, low cost terraces	172	2.3	2.3	100			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	410	5.4	1.6	332			
	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	497	6.5	1.6	397			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	101	1.3	1.5	88			
	5.Q.58 Singles and young families, some receiving benefits	121	1.6	1.8	89			
	5.Q.59 Deprived areas and high-rise flats	466	6.1	2.0	301			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	1	0.0	0.1	23			
	6.R.61 Inactive communal population	47	0.6	0.3	225			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		7,598						

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WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Tap and Barrel, Pontefract (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

