














ACORN CATEGORY PROFILE - HOUSEHOLDS


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Area: HLLT_Ty Fry Inn, Bodelwyddan (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	258	32.6	22.0	149		
 2 Rising Prosperity	51	6.4	10.1	64		
 3 Comfortable Communities	226	28.6	26.2	109		
 4 Financially Stretched	256	32.4	23.7	136		
 5 Urban Adversity	0	0.0	17.6	0		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
Total households	791					

Acorn Category Pen Portrait

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

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT_Ty Fry Inn, Bodelwyddan (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	187	23.6	11.2	211			
1.C Mature Money	71	9.0	9.6	93			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	51	6.4	6.2	104			
3. Comfortable Communities							
3.F Countryside Communities	118	14.9	5.7	260			
3.G Successful Suburbs	35	4.4	5.9	75			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	73	9.2	2.9	318			
3.J Starting Out	0	0.0	4.3	0			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	75	9.5	7.9	120			
4.M Striving Families	169	21.4	7.5	283			
4.N Poorer Pensioners	12	1.5	5.9	26			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.1	0			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	0	0.0	5.3	0			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	791						

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

BRANDS

SHOPPING: Cath Kidston, THE WHITE COMPANY, LITTLE GREENS, Russell & Bromley

LEISURE: M&S SMILEY FOOD, *PRET A MANGER*, WHOLE FOODS, wahaca

WEBSITES: BOON SPORT, rightmove, M&S, MoneySavingExpert.com

DIGITAL ATTITUDES

I worry about online security 58% <small>UK average: 55%</small>	Shopping online makes my life easier 58% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 31% <small>UK average: 34%</small>
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<h4>FINANCIAL PROFILE</h4> <table> <tr> <td>Household Income</td> <td>% Disposable Income</td> <td>Financial situation</td> </tr> <tr> <td>UK: £60k London: £63k <small>Average: £40k Average: £44k</small></td> <td>UK: 50% London: 49% <small>Average: 44% Average: 39%</small></td> <td></td> </tr> </table>	Household Income	% Disposable Income	Financial situation	UK: £60k London: £63k <small>Average: £40k Average: £44k</small>	UK: 50% London: 49% <small>Average: 44% Average: 39%</small>		<h4>KEY INTERNET USAGE</h4> <p>This group are more likely to browse for hotels online</p>	<h4>TECHNOLOGY USAGE</h4> <p>This group are more likely to purchase holidays online</p> <p>This group are more likely to own an iPhone</p>
Household Income	% Disposable Income	Financial situation						
UK: £60k London: £63k <small>Average: £40k Average: £44k</small>	UK: 50% London: 49% <small>Average: 44% Average: 39%</small>							

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

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_Ty Fry Inn, Bodelwyddan (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn 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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	187	23.6	2.2	1,074			
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			
1.C Mature Money							
1.C.10 Better-off villagers	1	0.1	3.0	4			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	70	8.8	2.5	357			
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	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	51	6.4	1.9	343			
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	40	5.1	1.1	475			
3.F.23 Owner occupiers in small towns and villages	78	9.9	3.2	311			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.6	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	35	4.4	2.4	183			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
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	73	9.2	2.4	382			
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	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	75	9.5	2.6	361			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	169	21.4	1.6	1,339			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.7	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
4.N.47 Low income older people in smaller semis	12	1.5	2.3	67			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.8	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.1	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.7	0			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
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			
5.Q Difficult Circumstances							
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	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
6. Not Private Households							
6.R Not Private Households							
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			
Total households	791						

CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: HLLT_Ty Fry Inn, Bodelwyddan (1 Mile contour)



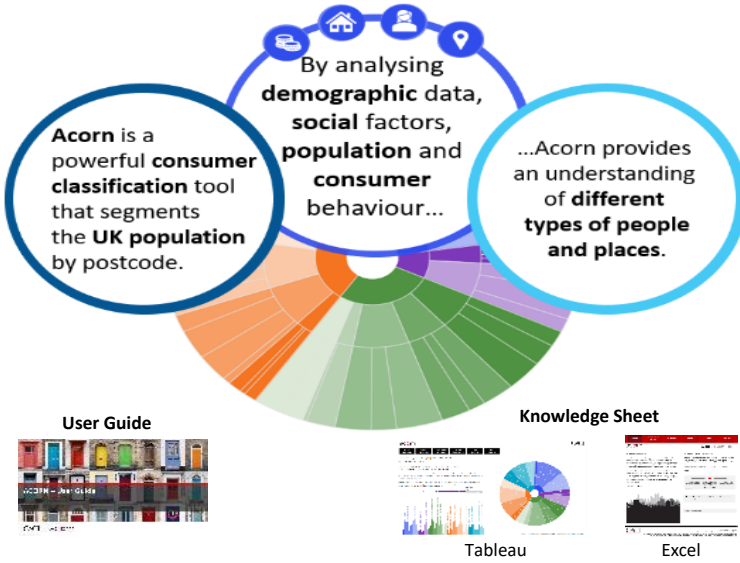
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

ACORN - WHAT IS IT?

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6 CATEGORIES 18 GROUPS 62 TYPES

1. Affluent Achievers	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
	<input type="radio"/>	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

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- B. Executive Wealth
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