

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














ACORN CATEGORY PROFILE - HOUSEHOLDS

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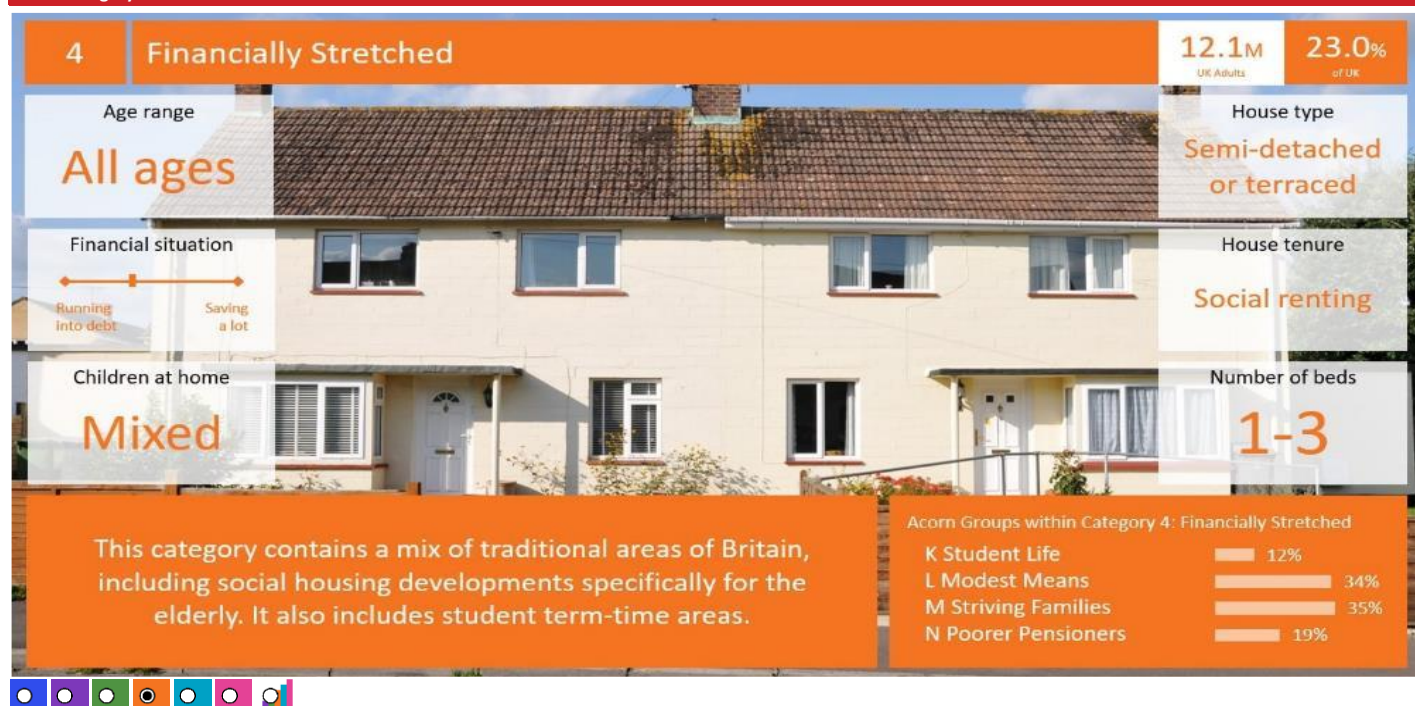
Area: HLLT_Wellington Hotel, Chesterfield (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
	1 Affluent Achievers	205	7.5	22.0	34			
	2 Rising Prosperity	52	1.9	10.1	19			
	3 Comfortable Communities	821	29.9	26.2	114			
	4 Financially Stretched	1,310	47.7	23.7	201			
	5 Urban Adversity	357	13.0	17.6	74			
	6 Not Private Households	0	0.0	0.3	0			
 Graph								
Total households		2,745						

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT_Wellington Hotel, Chesterfield (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	9	0.3	11.2	3			
1.C Mature Money	196	7.1	9.6	74			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	52	1.9	6.2	31			
3. Comfortable Communities							
3.F Countryside Communities	242	8.8	5.7	154			
3.G Successful Suburbs	93	3.4	5.9	58			
3.H Steady Neighbourhoods	291	10.6	7.4	144			
3.I Comfortable Seniors	190	6.9	2.9	238			
3.J Starting Out	5	0.2	4.3	4			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	488	17.8	7.9	225			
4.M Striving Families	202	7.4	7.5	98			
4.N Poorer Pensioners	620	22.6	5.9	382			
5. Urban Adversity							
5.O Young Hardship	196	7.1	6.1	116			
5.P Struggling Estates	72	2.6	6.1	43			
5.Q Difficult Circumstances	89	3.2	5.3	61			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	2,745						

Acorn Group Pen Portrait

4

N

Poorer Pensioners

2.4M
UK Adults

4.6%
of UK

Older people and pensioners, the majority of whom live in social housing. The majority are renting social housing but there are a few who own their home or rent privately. Properties are mainly flats or maisonettes, but there will be some smaller bungalows or semi-detached houses.

DEMOGRAPHICS

Age range

65+

Children at home

0

House tenure

Social renting

Family structure

Single

Number of beds

1

House type

Flat or maisonette

BRANDS

SHOPPING

The Works

Poundland

bm

Iceland

LEISURE

GREGGS

Harry Ramsden

Harvester

WEBSITES

NHS

GOV.UK

Argos

MECCA

DIGITAL

ATTITUDES

I worry about online security

53%

UK average: 55%

Shopping online makes my life easier

44%

UK average: 53%

I couldn't live without the internet on my mobile

29%

UK average: 34%

KEY INTERNET USAGE

Whilst internet usage is below average, this group may research utilities online

Whilst internet usage is below average, this group may purchase electrical appliances online

TECHNOLOGY USAGE

This group are more likely to subscribe to Sky TV

FINANCIAL PROFILE

Household Income

UK

£20k

Average: £60k

London

£17k

Average: £44k

% Disposable Income

UK

41%

Average: 44%

London

41%

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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 18/10/2021

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WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_Wellington Hotel, Chesterfield (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	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	9	0.3	1.6	20			
1.C Mature Money								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	4	0.1	2.9	5			
	1.C.12 Retired and empty nesters	162	5.9	2.5	238			
	1.C.13 Upmarket downsizers	30	1.1	1.3	84			
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	52	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			
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	242	8.8	3.2	278			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	93	3.4	2.6	128			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	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	98	3.6	3.4	104			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	193	7.0	2.3	302			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	190	6.9	2.4	287			
	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	5	0.2	2.3	8			
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	225	8.2	2.6	312			
	4.L.39 Fading owner occupied terraces	263	9.6	2.9	333			
	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	30	1.1	1.6	68			
	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	125	4.6	2.1	219			
	4.M.44 Post-war estates, limited means	47	1.7	2.2	78			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	41	1.5	0.8	191			
	4.N.46 Elderly people in social rented flats	26	0.9	1.1	87			
	4.N.47 Low income older people in smaller semis	487	17.7	2.3	780			
	4.N.48 Pensioners and singles in social rented flats	66	2.4	1.8	136			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	75	2.7	2.1	127			
	5.O.50 Struggling younger people in mixed tenure	19	0.7	1.7	40			
	5.O.51 Young people in small, low cost terraces	102	3.7	2.3	165			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	51	1.9	1.6	114			
	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	21	0.8	1.6	46			
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	9	0.3	1.8	18			
	5.Q.59 Deprived areas and high-rise flats	80	2.9	2.0	143			
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		2,745						

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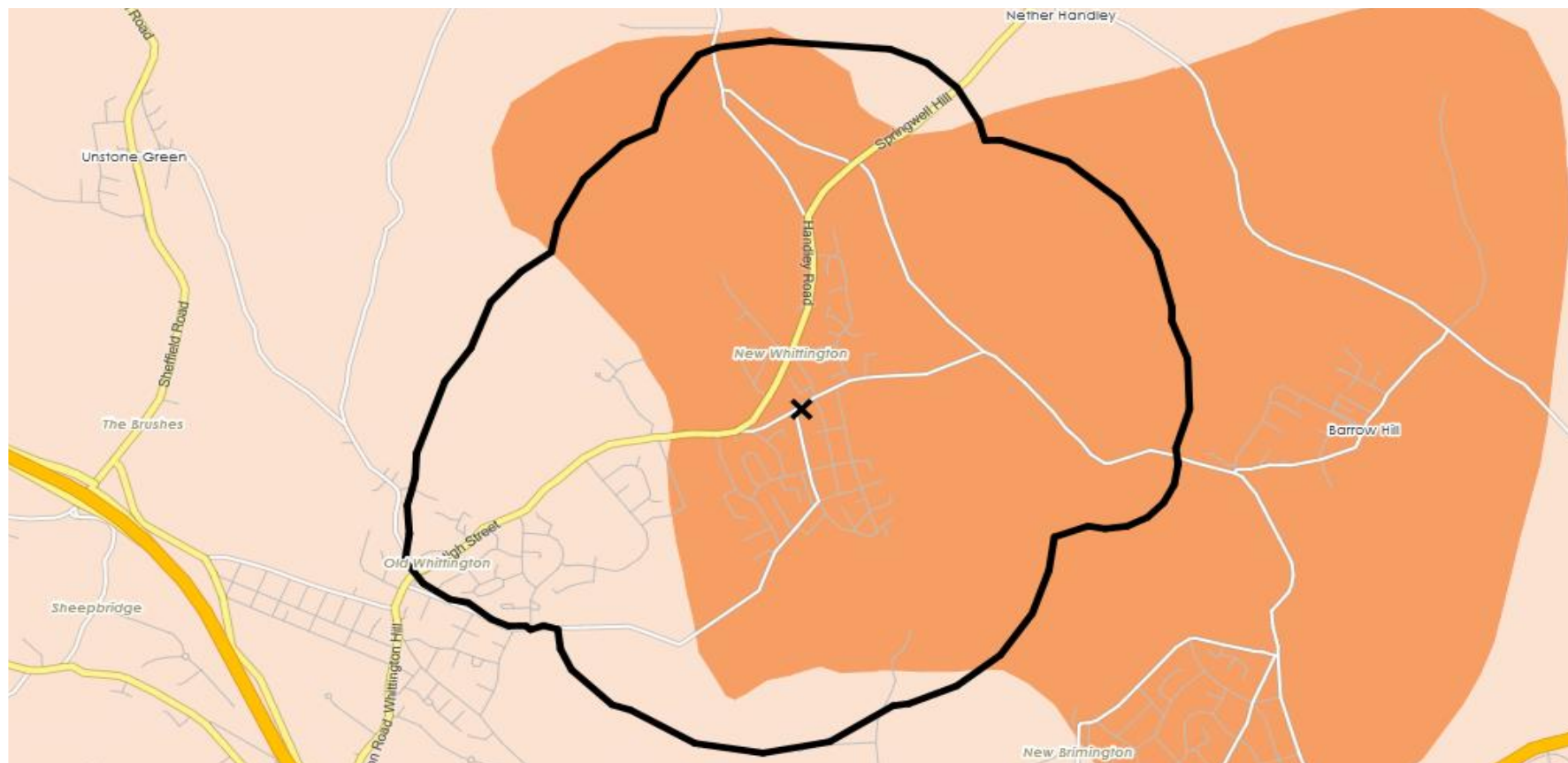
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Wellington Hotel, Chesterfield (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
	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

