

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_ White Horse, South Shields (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	395	5.6	22.0	25		
2 Rising Prosperity	102	1.4	10.1	14		
3 Comfortable Communities	1,211	17.0	26.2	65		
4 Financially Stretched	3,541	49.9	23.7	210		
5 Urban Adversity	1,828	25.7	17.6	146		
6 Not Private Households	26	0.4	0.3	110		
Total households						
7,103						



Graph

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT_ White Horse, South Shields (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	150	2.1	11.2	19			
1.C Mature Money	245	3.4	9.6	36			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	102	1.4	6.2	23			
3. Comfortable Communities							
3.F Countryside Communities	32	0.5	5.7	8			
3.G Successful Suburbs	331	4.7	5.9	79			
3.H Steady Neighbourhoods	322	4.5	7.4	62			
3.I Comfortable Seniors	165	2.3	2.9	80			
3.J Starting Out	361	5.1	4.3	117			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	341	4.8	7.9	61			
4.M Striving Families	1,351	19.0	7.5	252			
4.N Poorer Pensioners	1,849	26.0	5.9	441			
5. Urban Adversity							
5.O Young Hardship	109	1.5	6.1	25			
5.P Struggling Estates	1,197	16.9	6.1	276			
5.Q Difficult Circumstances	522	7.3	5.3	137			
6. Not Private Households							
6.R Not Private Households	26	0.4	0.3	110			
Total households	7,103						

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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Page 2 of 5
 20/10/2021

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WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_White Horse, South Shields (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	94	1.3	2.6	51			
	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	56	0.8	1.5	51			
	1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	217	3.1	2.9	107			
	1.C.12 Retired and empty nesters	9	0.1	2.5	5			
	1.C.13 Upmarket downsizers	19	0.3	1.3	21			
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	102	1.4	1.9	76			
	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	32	0.5	3.2	14			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	331	4.7	2.6	177			
	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	322	4.5	3.4	132			
	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	165	2.3	2.4	96			
	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	335	4.7	2.1	225			
	3.J.33 Smaller houses and starter homes	26	0.4	2.3	16			
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	59	0.8	1.4	59			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	282	4.0	2.6	151			
	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	0	0.0	1.6	0			
	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	1,138	16.0	2.1	771			
	4.M.44 Post-war estates, limited means	213	3.0	2.2	136			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	581	8.2	0.8	1,043			
	4.N.46 Elderly people in social rented flats	228	3.2	1.1	296			
	4.N.47 Low income older people in smaller semis	919	12.9	2.3	569			
	4.N.48 Pensioners and singles in social rented flats	121	1.7	1.8	96			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	47	0.7	2.1	31			
	5.O.50 Struggling younger people in mixed tenure	62	0.9	1.7	50			
	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	224	3.2	1.6	194			
	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	973	13.7	1.6	831			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	22	0.3	1.5	20			
	5.Q.58 Singles and young families, some receiving benefits	423	6.0	1.8	332			
	5.Q.59 Deprived areas and high-rise flats	77	1.1	2.0	53			
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	26	0.4	0.3	133			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		7,103						

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DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT_White Horse, South Shields (1 Mile contour)

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Source: OS Open Data 2018



- 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

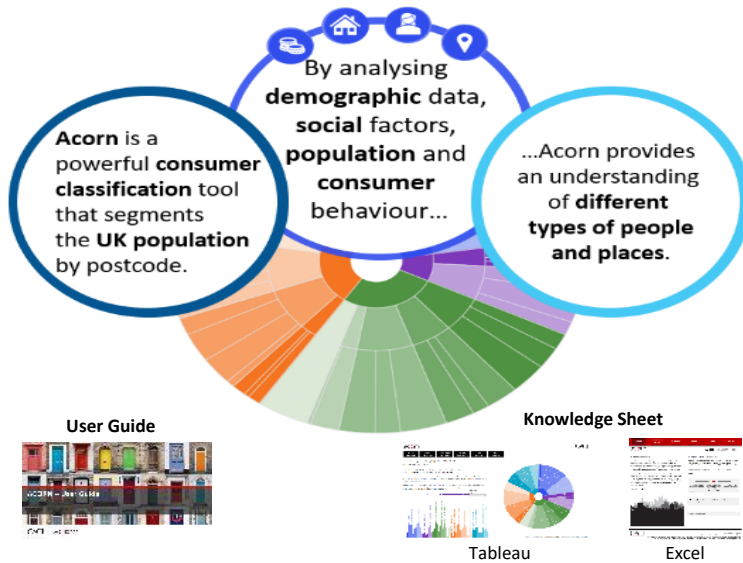
GROUP

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WHAT IS ACORN?

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

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

