

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_ White Star, Stoke-on-Trent (1 Mile contour)

Base: Great Britain

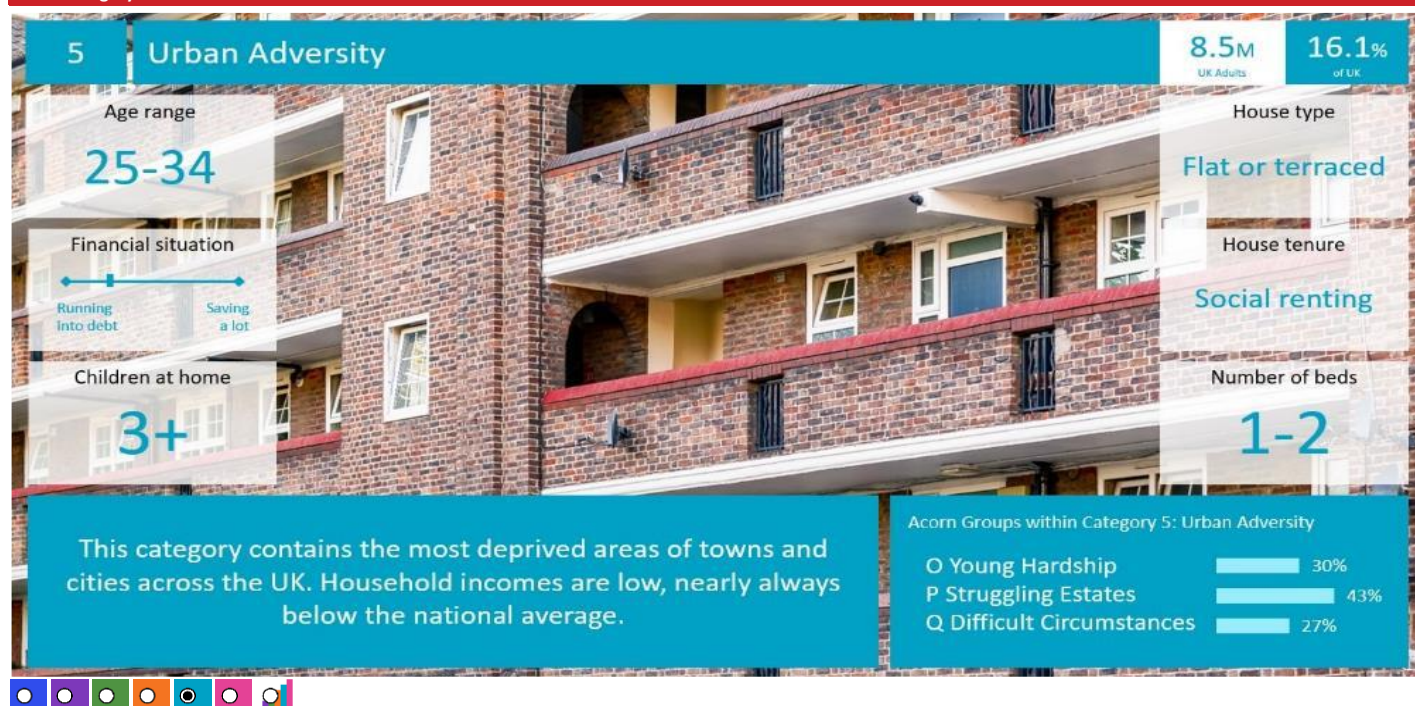
Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
1	Affluent Achievers	232	2.3	22.0	10			
2	Rising Prosperity	258	2.5	10.1	25			
3	Comfortable Communities	1,804	17.6	26.2	67			
4	Financially Stretched	2,961	28.9	23.7	122			
5	Urban Adversity	4,866	47.4	17.6	269			
6	Not Private Households	142	1.4	0.3	415			
Total households		10,263						



Graph

Acorn Category Pen Portrait



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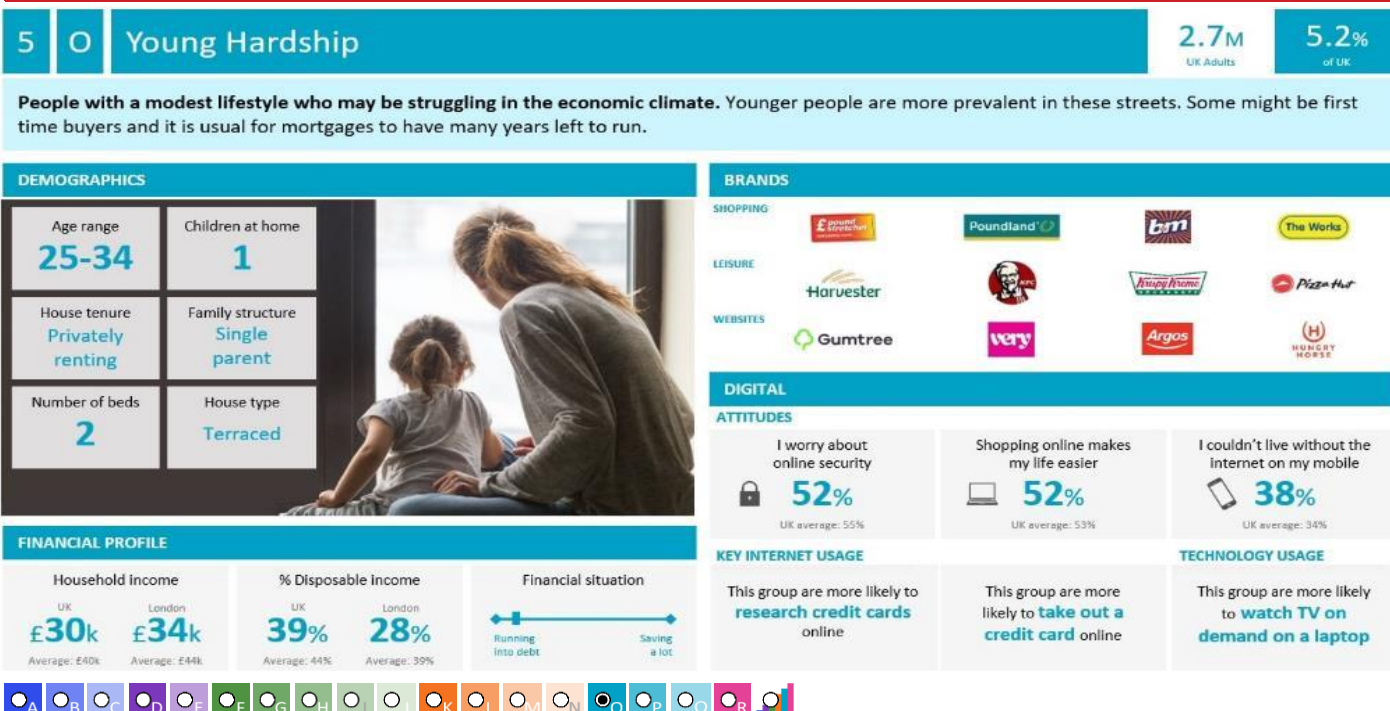
Area: HLLT_White Star, Stoke-on-Trent (1 Mile contour)

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	22	0.2	11.2	2			
1.C Mature Money	210	2.0	9.6	21			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	258	2.5	6.2	41			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	85	0.8	5.9	14			
3.H Steady Neighbourhoods	527	5.1	7.4	70			
3.I Comfortable Seniors	94	0.9	2.9	32			
3.J Starting Out	1,098	10.7	4.3	246			
4. Financially Stretched							
4.K Student Life	693	6.8	2.4	286			
4.L Modest Means	1,418	13.8	7.9	175			
4.M Striving Families	466	4.5	7.5	60			
4.N Poorer Pensioners	384	3.7	5.9	63			
5. Urban Adversity							
5.O Young Hardship	4,262	41.5	6.1	676			
5.P Struggling Estates	110	1.1	6.1	18			
5.Q Difficult Circumstances	494	4.8	5.3	90			
6. Not Private Households							
6.R Not Private Households	142	1.4	0.3	415			
Total households	10,263						

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_White Star, Stoke-on-Trent (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	14	0.1	2.6	5			
	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	8	0.1	1.5	5			
	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	200	1.9	2.9	68			
	1.C.12	Retired and empty nesters	9	0.1	2.5	4			
	1.C.13	Upmarket downsizers	1	0.0	1.3	1			
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	24	0.2	1.9	12			
	2.E.19	First time buyers in small, modern homes	234	2.3	3.3	70			
	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	0	0.0	3.2	0			
3.G Successful Suburbs									
	3.G.24	Comfortably-off families in modern housing	58	0.6	2.6	21			
	3.G.25	Larger family homes, multi-ethnic areas	27	0.3	0.8	32			
	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	521	5.1	3.4	147			
	3.H.28	Owner occupied terraces, average income	3	0.0	1.6	2			
	3.H.29	Established suburbs, older families	3	0.0	2.3	1			
3.I Comfortable Seniors									
	3.I.30	Older people, neat and tidy neighbourhoods	94	0.9	2.4	38			
	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	603	5.9	2.1	280			
	3.J.33	Smaller houses and starter homes	495	4.8	2.3	214			
4. Financially Stretched									
4.K Student Life									
	4.K.34	Student flats and halls of residence	59	0.6	0.4	157			
	4.K.35	Term-time terraces	591	5.8	0.3	2,227			
	4.K.36	Educated young people in flats and tenements	43	0.4	1.7	24			
4.L Modest Means									
	4.L.37	Low cost flats in suburban areas	191	1.9	1.4	132			
	4.L.38	Semi-skilled workers in traditional neighbourhoods	372	3.6	2.6	138			
	4.L.39	Fading owner occupied terraces	511	5.0	2.9	173			
	4.L.40	High occupancy terraces, culturally diverse family areas	344	3.4	1.0	336			
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	47	0.5	1.7	27			
	4.M.43	Families in right-to-buy estates	87	0.8	2.1	41			
	4.M.44	Post-war estates, limited means	332	3.2	2.2	147			
4.N Poorer Pensioners									
	4.N.45	Pensioners in social housing, semis and terraces	16	0.2	0.8	20			
	4.N.46	Elderly people in social rented flats	27	0.3	1.1	24			
	4.N.47	Low income older people in smaller semis	183	1.8	2.3	78			
	4.N.48	Pensioners and singles in social rented flats	158	1.5	1.8	87			
5. Urban Adversity									
5.O Young Hardship									
	5.O.49	Young families in low cost private flats	365	3.6	2.1	166			
	5.O.50	Struggling younger people in mixed tenure	646	6.3	1.7	360			
	5.O.51	Young people in small, low cost terraces	3,251	31.7	2.3	1,406			
5.P Struggling Estates									
	5.P.52	Poorer families, many children, terraced housing	61	0.6	1.6	37			
	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	49	0.5	1.6	29			
5.Q Difficult Circumstances									
	5.Q.57	Social rented flats, families and single parents	17	0.2	1.5	11			
	5.Q.58	Singles and young families, some receiving benefits	86	0.8	1.8	47			
	5.Q.59	Deprived areas and high-rise flats	391	3.8	2.0	187			
6. Not Private Households									
6.R Not Private Households									
	6.R.60	Active communal population	8	0.1	0.1	134			
	6.R.61	Inactive communal population	134	1.3	0.3	475			
	6.R.62	Business areas without resident population	0	0	0	0			
Total households			10,263						

CATEGORY

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WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT_White Star, Stoke-on-Trent (1 Mile contour)

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Source: OS Open Data 2018



CATEGORY

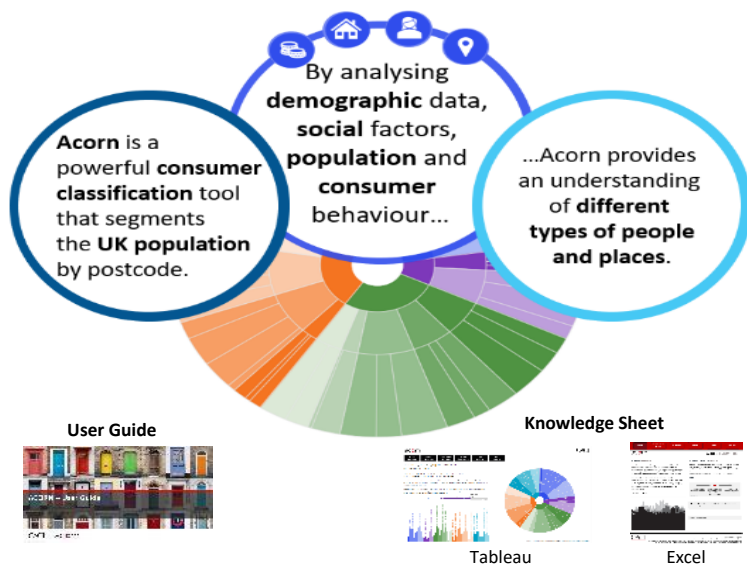
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ACORN - WHAT IS IT?

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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
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

