













## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** HLLT\_Albion, Thetford (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	723	12.1	22.0	55		
 2 Rising Prosperity	191	3.2	10.1	31		
 3 Comfortable Communities	1,581	26.4	26.2	101		
 4 Financially Stretched	2,136	35.7	23.7	151		
 5 Urban Adversity	1,306	21.8	17.6	124		
 6 Not Private Households	42	0.7	0.3	211		
 Graph						
<b>Total households</b>	<b>5,979</b>					

### Acorn Category Pen Portrait

**4 Financially Stretched** 12.1M UK Adults    23.0% of UK

**Age range**  
All ages

**Financial situation**  
Running into debt ————— Saving a lot

**Children at home**  
Mixed

**House type**  
Semi-detached or terraced

**House tenure**  
Social renting

**Number of beds**  
1-3

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

**Acorn Groups within Category 4: Financially Stretched**

- K Student Life 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%

## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** HLLT\_Albion, Thetford (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
<b>1. Affluent Achievers</b>						
1.A Lavish Lifestyles	0	0.0	1.1	0		
1.B Executive Wealth	356	6.0	11.2	53		
1.C Mature Money	367	6.1	9.6	64		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	191	3.2	6.2	52		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	138	2.3	5.7	40		
3.G Successful Suburbs	576	9.6	5.9	164		
3.H Steady Neighbourhoods	251	4.2	7.4	57		
3.I Comfortable Seniors	105	1.8	2.9	60		
3.J Starting Out	511	8.5	4.3	197		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	1,147	19.2	7.9	242		
4.M Striving Families	495	8.3	7.5	110		
4.N Poorer Pensioners	494	8.3	5.9	140		
<b>5. Urban Adversity</b>						
5.O Young Hardship	812	13.6	6.1	221		
5.P Struggling Estates	237	4.0	6.1	65		
5.Q Difficult Circumstances	257	4.3	5.3	80		
<b>6. Not Private Households</b>						
6.R Not Private Households	42	0.7	0.3	211		
<b>Total households</b>	<b>5,979</b>					

### Acorn Group Pen Portrait

**4 L Modest Means**      4.1M UK Adults      7.7% of UK

**Younger families in smaller homes with below average incomes.** Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

#### DEMOGRAPHICS

Age range <b>25-34</b>	Children at home <b>3+</b>
House tenure <b>Privately renting</b>	Family structure <b>Single parent</b>
Number of beds <b>3</b>	House type <b>Terraced</b>

#### BRANDS

SHOPPING: The Works, M&Co, RANGE, NEW LOOK

LEISURE: Harry Ramsden, KFC, Frankie & Benny's, GREGGS

WEBSITES: ebay, sky, Argos, LAD BIBLE

#### DIGITAL ATTITUDES

I worry about online security <b>54%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>50%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>33%</b> <small>UK average: 34%</small>
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#### FINANCIAL PROFILE

Household Income UK: <b>£35k</b> (Average: £40k) London: <b>£42k</b> (Average: £44k)	% Disposable Income UK: <b>45%</b> (Average: 44%) London: <b>34%</b> (Average: 39%)	Financial situation Running into debt      Saving a lot
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#### KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **research loans online**

#### TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to **purchase toys online**

This group are more likely to **subscribe to Sky TV**

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

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Area: HLLT\_Albion, Thetford (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

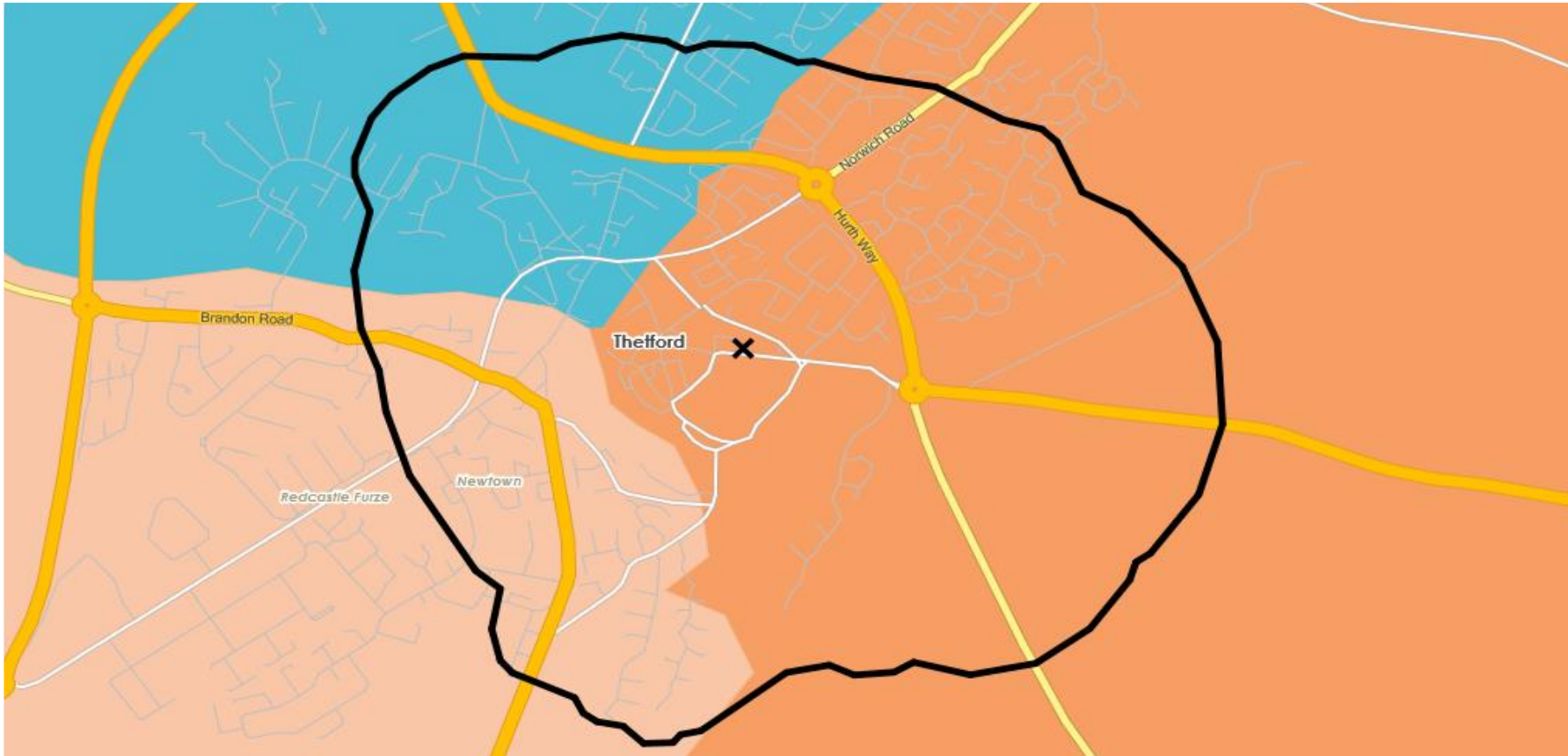
Sort by:  Acorn Structure  
 Index  
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
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			
<b>1.B Executive Wealth</b>							
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	257	4.3	2.2	195			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	2	0.0	1.5	2			
1.B.9 Well-off edge of towners	97	1.6	1.6	100			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	367	6.1	2.5	247			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	178	3.0	1.9	158			
2.E.19 First time buyers in small, modern homes	13	0.2	3.3	7			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
3.F.21 Farms and cottages	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	66	1.1	1.1	104			
3.F.23 Owner occupiers in small towns and villages	72	1.2	3.2	38			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	562	9.4	2.6	356			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	14	0.2	2.4	10			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	156	2.6	3.4	76			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	95	1.6	2.3	68			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	74	1.2	2.4	51			
3.I.31 Elderly singles in purpose-built accommodation	31	0.5	0.5	106			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	7	0.1	2.1	6			
3.J.33 Smaller houses and starter homes	504	8.4	2.3	374			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	173	2.9	1.4	205			
4.L.38 Semi-skilled workers in traditional neighbourhoods	533	8.9	2.6	339			
4.L.39 Fading owner occupied terraces	441	7.4	2.9	256			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	24	0.4	1.6	25			
4.M.42 Struggling young families in post-war terraces	175	2.9	1.7	175			
4.M.43 Families in right-to-buy estates	42	0.7	2.1	34			
4.M.44 Post-war estates, limited means	254	4.2	2.2	193			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	59	1.0	0.8	126			
4.N.46 Elderly people in social rented flats	131	2.2	1.1	202			
4.N.47 Low income older people in smaller semis	179	3.0	2.3	132			
4.N.48 Pensioners and singles in social rented flats	125	2.1	1.8	118			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	187	3.1	2.1	146			
5.O.50 Struggling younger people in mixed tenure	404	6.8	1.7	387			
5.O.51 Young people in small, low cost terraces	221	3.7	2.3	164			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	166	2.8	1.6	171			
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	71	1.2	1.6	72			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	39	0.7	1.5	43			
5.Q.58 Singles and young families, some receiving benefits	140	2.3	1.8	131			
5.Q.59 Deprived areas and high-rise flats	78	1.3	2.0	64			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	42	0.7	0.3	255			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>5,979</b>						

## DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: HLLT\_Albian, Thetford (1 Mile contour)



**Dominant Acorn Category**

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

**Acorn Groups**

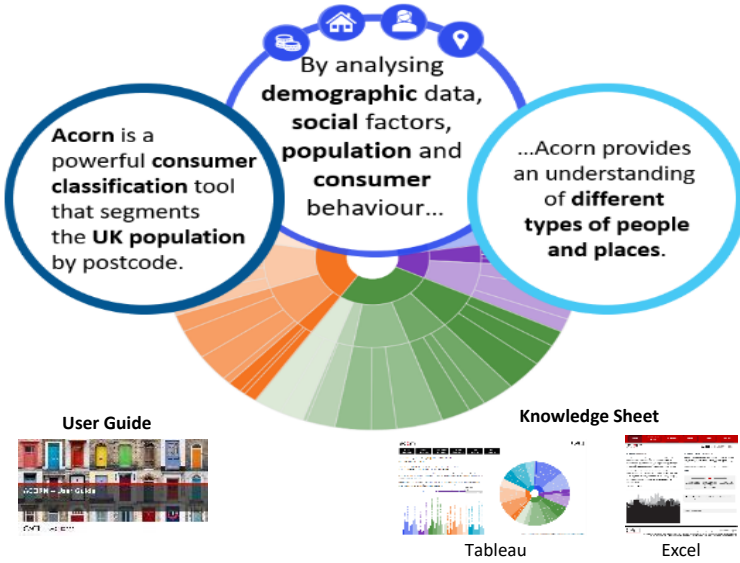
- 1.A Lavish Lifestyles
- 1.B Executive Wealth
- 1.C Mature Money
- 2.D City Sophisticates
- 2.E Career Climbers
- 3.F Countryside Communities
- 3.G Successful Suburbs
- 3.H Steady Neighbourhoods
- 3.I Comfortable Seniors
- 3.J Starting Out
- 4.K Student Life
- 4.L Modest Means
- 4.M Striving Families
- 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	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
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

### 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

