

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Cannon, Wellingborough (1 Mile contour)
 Base: Great Britain
 Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	462	4.4	22.0	20		
2 Rising Prosperity	210	2.0	10.1	20		
3 Comfortable Communities	2,311	22.2	26.2	85		
4 Financially Stretched	2,905	27.9	23.7	118		
5 Urban Adversity	4,413	42.5	17.6	241		
6 Not Private Households	93	0.9	0.3	268		
Total households		10,394				

Acorn Category Pen Portrait

5 Urban Adversity
8.5M 16.1%
UK Adults of UK

Age range
25-34

Financial situation

Children at home
3+

House type
Flat or terraced

House tenure
Social renting

Number of beds
1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 30%
- P Struggling Estates 43%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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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	314	3.0	11.2	27		
1.C Mature Money	148	1.4	9.6	15		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	210	2.0	6.2	33		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	428	4.1	5.9	70		
3.H Steady Neighbourhoods	769	7.4	7.4	101		
3.I Comfortable Seniors	533	5.1	2.9	177		
3.J Starting Out	581	5.6	4.3	129		
4. Financially Stretched						
4.K Student Life	93	0.9	2.4	38		
4.L Modest Means	1,590	15.3	7.9	193		
4.M Striving Families	598	5.8	7.5	76		
4.N Poorer Pensioners	624	6.0	5.9	102		
5. Urban Adversity						
5.O Young Hardship	3,102	29.8	6.1	486		
5.P Struggling Estates	616	5.9	6.1	97		
5.Q Difficult Circumstances	695	6.7	5.3	125		
6. Not Private Households						
6.R Not Private Households	93	0.9	0.3	268		
Total households	10,394					

Acorn Group Pen Portrait

5 O Young Hardship 2.7M UK Adults 5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

DEMOGRAPHICS

Age range 25-34	Children at home 1
House tenure Privately renting	Family structure Single parent
Number of beds 2	House type Terraced

BRANDS

SHOPPING
LEISURE
WEBSITES

DIGITAL

I worry about online security 52% <small>UK average: 55%</small>	Shopping online makes my life easier 52% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 38% <small>UK average: 34%</small>
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KEY INTERNET USAGE

This group are more likely to **research credit cards** online

TECHNOLOGY USAGE

This group are more likely to **take out a credit card** online

This group are more likely to **watch TV on demand on a laptop**

FINANCIAL PROFILE

Household Income UK £30k London £34k <small>Average: £40k Average: £44k</small>	% Disposable Income UK 39% London 28% <small>Average: 44% Average: 39%</small>	Financial situation
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_Cannon, Wellingborough (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	92	0.9	2.6	34			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	213	2.0	2.2	93			
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	0.1	1.6	5			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	60	0.6	2.9	20			
1.C.12 Retired and empty nesters	88	0.8	2.5	34			
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	137	1.3	1.9	70			
2.E.19 First time buyers in small, modern homes	73	0.7	3.3	21			
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	370	3.6	2.6	135			
3.G.25 Larger family homes, multi-ethnic areas	20	0.2	0.8	23			
3.G.26 Semi-professional families, owner occupied neighbourhoods	38	0.4	2.4	15			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	719	6.9	3.4	201			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	50	0.5	2.3	21			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	533	5.1	2.4	212			
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	192	1.8	2.1	88			
3.J.33 Smaller houses and starter homes	389	3.7	2.3	166			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	6	0.1	0.4	16			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	87	0.8	1.7	48			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	125	1.2	1.4	85			
4.L.38 Semi-skilled workers in traditional neighbourhoods	424	4.1	2.6	155			
4.L.39 Fading owner occupied terraces	866	8.3	2.9	289			
4.L.40 High occupancy terraces, culturally diverse family areas	175	1.7	1.0	169			
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	315	3.0	1.7	181			
4.M.43 Families in right-to-buy estates	162	1.6	2.1	75			
4.M.44 Post-war estates, limited means	121	1.2	2.2	53			
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	121	1.2	1.1	107			
4.N.47 Low income older people in smaller semis	43	0.4	2.3	18			
4.N.48 Pensioners and singles in social rented flats	460	4.4	1.8	251			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	754	7.3	2.1	338			
5.O.50 Struggling younger people in mixed tenure	830	8.0	1.7	457			
5.O.51 Young people in small, low cost terraces	1,518	14.6	2.3	648			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	513	4.9	1.6	304			
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	103	1.0	1.6	60			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	199	1.9	1.5	126			
5.Q.58 Singles and young families, some receiving benefits	87	0.8	1.8	47			
5.Q.59 Deprived areas and high-rise flats	409	3.9	2.0	193			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	2	0.0	0.1	33			
6.R.61 Inactive communal population	91	0.9	0.3	318			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	10,394						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Cannon, Wellingborough (1 Mile contour)



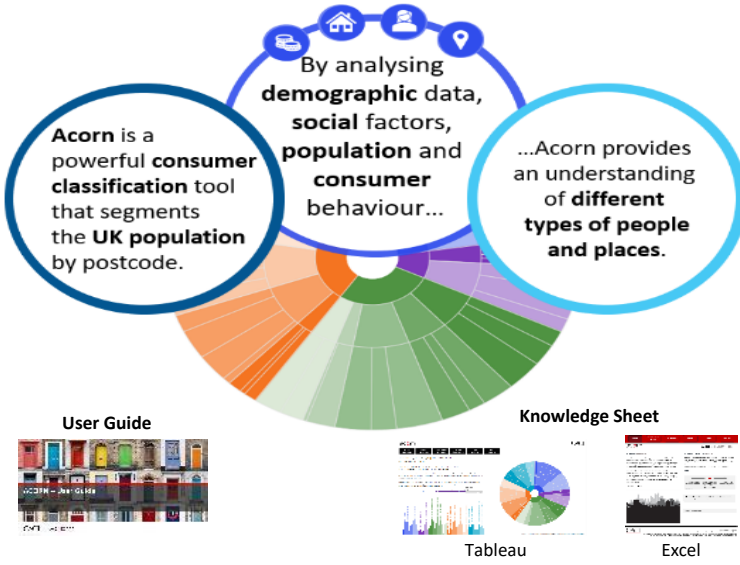
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

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+**

12.0M UK Adults 22.8% of UK

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

12.0M UK Adults

22.8% of UK

