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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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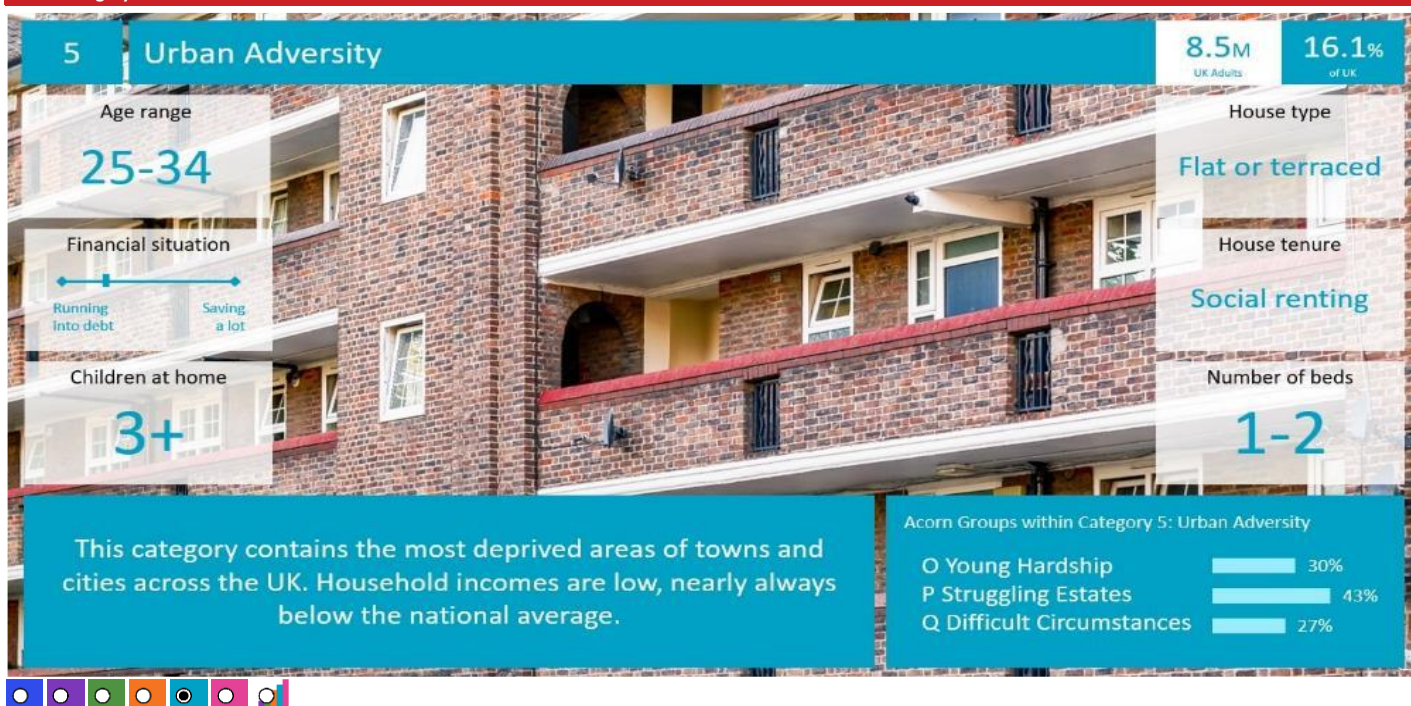**Area:** HLLT_Dutton Arms, Manchester (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
1	Affluent Achievers	0	0.0	22.0	0		
2	Rising Prosperity	16	0.2	10.1	2		
3	Comfortable Communities	1,579	16.9	26.2	64		
4	Financially Stretched	3,067	32.7	23.7	138		
5	Urban Adversity	4,704	50.2	17.6	285		
6	Not Private Households	4	0.0	0.3	13		
	Graph						
	Total households	**9,370**					

Acorn Category Pen Portrait

5 Urban Adversity — 8.5M UK Adults — 16.1% of UK

Age range 25-34

Financial situation: Running into debt ←→ Saving a lot

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%

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ACORN GROUP PROFILE - HOUSEHOLDS

Area: HLLT_Dutton Arms, Manchester (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	0	0.0	11.2	0		
1.C	Mature Money	0	0.0	9.6	0		
2. Rising Prosperity							
2.D	City Sophisticates	0	0.0	4.0	0		
2.E	Career Climbers	16	0.2	6.2	3		
3. Comfortable Communities							
3.F	Countryside Communities	0	0.0	5.7	0		
3.G	Successful Suburbs	198	2.1	5.9	36		
3.H	Steady Neighbourhoods	513	5.5	7.4	74		
3.I	Comfortable Seniors	36	0.4	2.9	13		
3.J	Starting Out	832	8.9	4.3	**204**		
4. Financially Stretched							
4.K	Student Life	0	0.0	2.4	0		
4.L	Modest Means	1,290	13.8	7.9	**174**		
4.M	Striving Families	1,277	13.6	7.5	**181**		
4.N	Poorer Pensioners	500	5.3	5.9	90		
5. Urban Adversity							
5.O	Young Hardship	2,062	22.0	6.1	**358**		
5.P	Struggling Estates	546	5.8	6.1	95		
5.Q	Difficult Circumstances	2,096	22.4	5.3	**418**		
6. Not Private Households							
6.R	Not Private Households	4	0.0	0.3	13		
	Total households	**9,370**					

Acorn Group Pen Portrait

5 Q Difficult Circumstances

2.3M UK Adults   **4.3%** of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

DEMOGRAPHICS

Age range **25-34**	Children at home **1**
House tenure **Social renting**	Family structure **Single parent**
Number of beds **1**	House type **Flat or maisonette**

FINANCIAL PROFILE

Household income
UK **£20k** Average: £40k
London **£23k** Average: £44k

% Disposable income
UK **31%** Average: 44%
London **27%** Average: 39%

Financial situation
Running into debt — Saving a lot

BRANDS

SHOPPING: Pound Stretcher, Poundland, wilko, TJ HUGHES

LEISURE: McDonald's, Burger King, [brand], GREGGS

WEBSITES: Argos, very, HUNGRY HORSE, Gumtree

DIGITAL

ATTITUDES

I worry about online security **52%** UK average: 55%

Shopping online makes my life easier **48%** UK average: 53%

I couldn't live without the internet on my mobile **36%** UK average: 34%

KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **browse for video games** online

Whilst internet usage is below average, this group are more likely to **take out a loan** online

TECHNOLOGY USAGE

This group are less likely to **use contactless payments**

A B C D E F G H I J K L M N O P Q R

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ACORN TYPE PROFILE - HOUSEHOLDS

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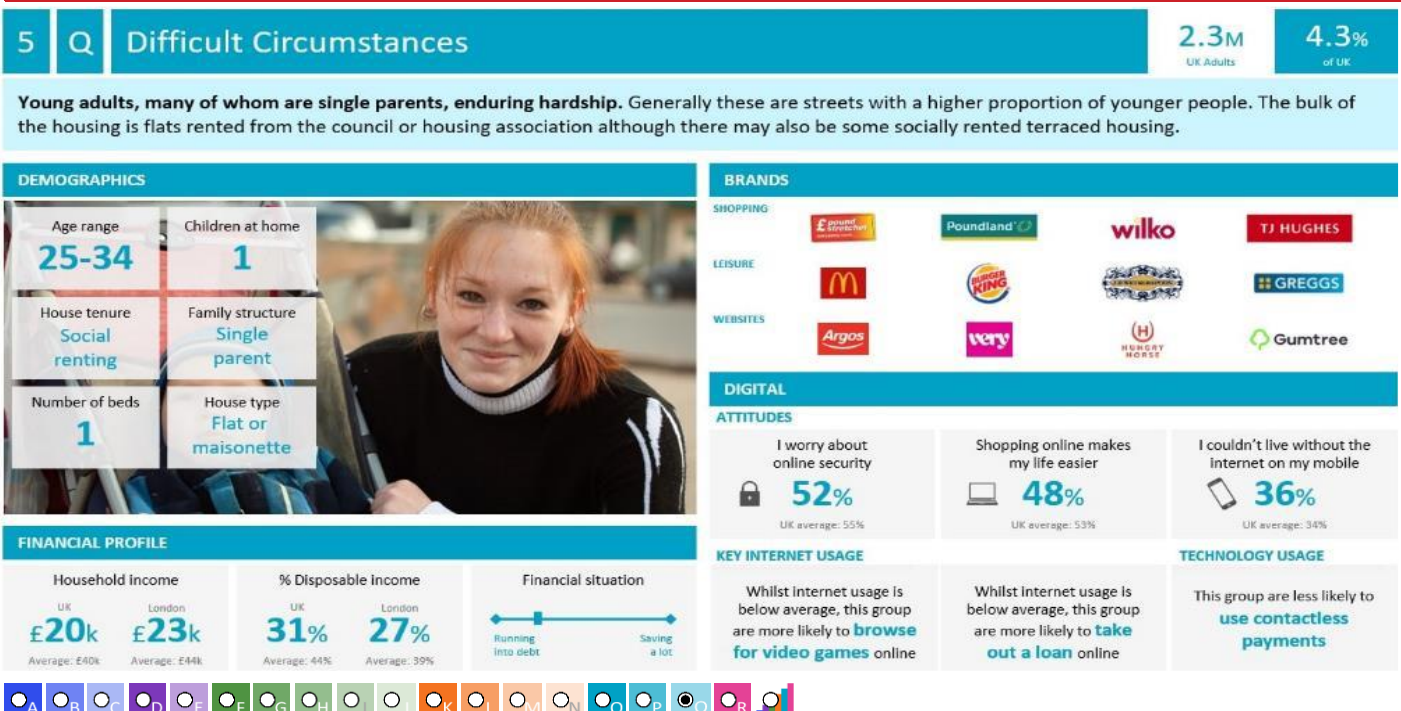
Area: HLLT_Dutton Arms, Manchester (1 Mile contour)
Base: Great Britain
Year: 2021

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	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	0	0.0	2.9	0			
	1.C.12	Retired and empty nesters	0	0.0	2.5	0			
	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	13	0.1	1.9	7			
	2.E.19	First time buyers in small, modern homes	3	0.0	3.3	1			
	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	155	1.7	2.6	63			
	3.G.25	Larger family homes, multi-ethnic areas	43	0.5	0.8	56			
	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	459	4.9	3.4	**142**			
	3.H.28	Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29	Established suburbs, older families	54	0.6	2.3	25			
3.I	Comfortable Seniors								
	3.I.30	Older people, neat and tidy neighbourhoods	36	0.4	2.4	16			
	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	122	1.3	2.1	62			
	3.J.33	Smaller houses and starter homes	710	7.6	2.3	**337**			
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	87	0.9	1.4	66			
	4.L.38	Semi-skilled workers in traditional neighbourhoods	472	5.0	2.6	**192**			
	4.L.39	Fading owner occupied terraces	731	7.8	2.9	**271**			
	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	322	3.4	1.7	**205**			
	4.M.43	Families in right-to-buy estates	194	2.1	2.1	**100**			
	4.M.44	Post-war estates, limited means	761	8.1	2.2	**369**			
4.N	Poorer Pensioners								
	4.N.45	Pensioners in social housing, semis and terraces	13	0.1	0.8	18			
	4.N.46	Elderly people in social rented flats	102	1.1	1.1	**100**			
	4.N.47	Low income older people in smaller semis	208	2.2	2.3	98			
	4.N.48	Pensioners and singles in social rented flats	177	1.9	1.8	**107**			
5.	**Urban Adversity**								
5.O	Young Hardship								
	5.O.49	Young families in low cost private flats	398	4.2	2.1	**198**			
	5.O.50	Struggling younger people in mixed tenure	538	5.7	1.7	**329**			
	5.O.51	Young people in small, low cost terraces	1,126	12.0	2.3	**533**			
5.P	Struggling Estates								
	5.P.52	Poorer families, many children, terraced housing	502	5.4	1.6	**330**			
	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	44	0.5	1.6	28			
5.Q	Difficult Circumstances								
	5.Q.57	Social rented flats, families and single parents	155	1.7	1.5	**109**			
	5.Q.58	Singles and young families, some receiving benefits	625	6.7	1.8	**372**			
	5.Q.59	Deprived areas and high-rise flats	1,316	14.0	2.0	**690**			
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	4	0.0	0.3	16			
	6.R.62	Business areas without resident population	0	0	0	0			
		Total households	**9,370**						

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DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT_Dutton Arms, Manchester (1 Mile contour)

Source: OS Open Data 2018

Legend:
- 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?

Acorn is a powerful **consumer classification** tool that segments the **UK population** by postcode.

By analysing **demographic** data, **social** factors, **population** and **consumer** behaviour...

...Acorn provides an understanding of **different types of people and places.**

User Guide

Knowledge Sheet

Tableau   Excel

6 CATEGORIES | 18 GROUPS | 62 TYPES

Category	Group	Type
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

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY	NOT PRIVATE HOUSEHOLDS
22.8%	9.4%	27.3%	23.1%	16.1%	1.3%

Chart values:
- 1A Lavish Lifestyles: 1.3%
- 1B Executive Wealth: 12.3%
- 1C Mature Money: 9.3%
- 2D City Sophisticates: 3.6%
- 2E Career Climbers: 5.8%
- 3F Countryside Communities: 6.4%
- 3G Successful Suburbs: 6.1%
- 3H Steady Neighbourhoods: 8.1%
- 3I Comfortable Seniors: 2.5%
- 3J Starting Out: 4.1%
- 4K Student Life: 2.9%
- 4L Modest Means: 7.7%
- 4M Striving Families: 7.8%
- 4N Poorer Pensioners: 4.6%
- 5O Young Hardship: 5.2%
- 5P Struggling Estates: 6.6%
- 5Q Difficult Circumstances: 4.3%
- 6R Not Private Households: 1.3%

United Kingdom