

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Harry Hotspur, Shrewsbury (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	47	1.5	22.0	7		
2 Rising Prosperity	0	0.0	10.1	0		
3 Comfortable Communities	892	28.6	26.2	109		
4 Financially Stretched	1,201	38.5	23.7	162		
5 Urban Adversity	981	31.4	17.6	179		
6 Not Private Households	0	0.0	0.3	0		
Total households	3,121					

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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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	47	1.5	9.6	16			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	0	0.0	6.2	0			
3. Comfortable Communities							
3.F Countryside Communities	95	3.0	5.7	53			
3.G Successful Suburbs	0	0.0	5.9	0			
3.H Steady Neighbourhoods	721	23.1	7.4	314			
3.I Comfortable Seniors	37	1.2	2.9	41			
3.J Starting Out	39	1.2	4.3	29			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	434	13.9	7.9	176			
4.M Striving Families	527	16.9	7.5	224			
4.N Poorer Pensioners	240	7.7	5.9	130			
5. Urban Adversity							
5.O Young Hardship	7	0.2	6.1	4			
5.P Struggling Estates	613	19.6	6.1	321			
5.Q Difficult Circumstances	361	11.6	5.3	216			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	3,121						

Acorn Group Pen Portrait

3 H Steady Neighbourhoods 4.3M UK Adults 8.1% of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

DEMOGRAPHICS

Age range 35-54	Children at home 2
House tenure Mortgaged	Family structure Couple with children
Number of beds 3	House type Semi-detached

FINANCIAL PROFILE

Household Income UK: £45k London: £50k Average: £40k	% Disposable Income UK: 47% London: 42% Average: 44%	Financial situation Running into debt Saving a lot
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BRANDS

SHOPPING: RADLEY LONDON, schuh, FATFACE, Joules
LEISURE: IGUANAS, Pizza Hut, Bella Italia, Zizzi
WEBSITES: Quidco, THE NATIONAL LOTTERY, GROUPON, sky

DIGITAL ATTITUDES

I worry about online security 56% UK average: 55%	Shopping online makes my life easier 54% UK average: 53%	I couldn't live without the internet on my mobile 33% UK average: 34%
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KEY INTERNET USAGE This group are more likely to research days out online	TECHNOLOGY USAGE This group are more likely to purchase home insurance online	TECHNOLOGY USAGE This group are more likely to watch TV on demand through their TV set
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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_Harry Hotspur, Shrewsbury (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	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	47	1.5	2.9	53			
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	0	0.0	1.9	0			
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	95	3.0	3.2	96			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.6	0			
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	669	21.4	3.4	623			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	52	1.7	2.3	72			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	37	1.2	2.4	49			
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	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	39	1.2	2.3	55			
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	14	0.4	1.4	32			
4.L.38 Semi-skilled workers in traditional neighbourhoods	306	9.8	2.6	373			
4.L.39 Fading owner occupied terraces	114	3.7	2.9	127			
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	56	1.8	1.6	112			
4.M.42 Struggling young families in post-war terraces	124	4.0	1.7	237			
4.M.43 Families in right-to-buy estates	251	8.0	2.1	387			
4.M.44 Post-war estates, limited means	96	3.1	2.2	140			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	154	4.9	0.8	629			
4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
4.N.47 Low income older people in smaller semis	79	2.5	2.3	111			
4.N.48 Pensioners and singles in social rented flats	7	0.2	1.8	13			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	7	0.2	2.1	10			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.7	0			
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	339	10.9	1.6	669			
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	274	8.8	1.6	533			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	14	0.4	1.5	30			
5.Q.58 Singles and young families, some receiving benefits	297	9.5	1.8	531			
5.Q.59 Deprived areas and high-rise flats	50	1.6	2.0	79			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,121						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: HLLT_Harry Hotspur, Shrewsbury (1 Mile contour)



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

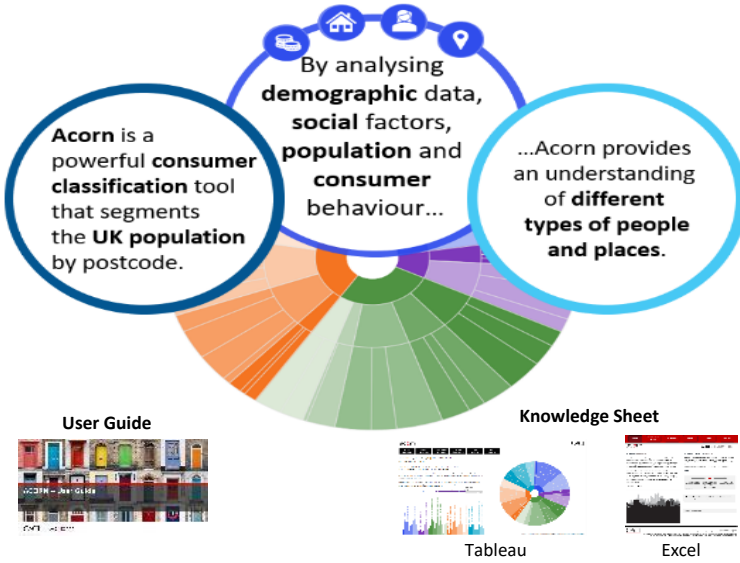
Acorn Groups

- 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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
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

