














## ACORN CATEGORY PROFILE - HOUSEHOLDS

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

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	168	5.2	22.0	24		
 2 Rising Prosperity	1,659	51.2	10.1	505		
 3 Comfortable Communities	425	13.1	26.2	50		
 4 Financially Stretched	573	17.7	23.7	75		
 5 Urban Adversity	402	12.4	17.6	70		
 6 Not Private Households	13	0.4	0.3	120		
 Graph						
<b>Total households</b>	<b>3,240</b>					

### Acorn Category Pen Portrait

2

Rising Prosperity

5.0M

UK Adults

9.4%

of UK

Age range

25-44

Financial situation

←

→

|

Running into debt      Saving a lot

House type

Flat or maisonette

House tenure

Privately renting

Children at home

0

Number of beds

1-2

These are generally younger, well educated, professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others will have younger children.

Acorn Groups within Category 2: Rising Prosperity

D City Sophisticates

E Career Climbers

37%

63%

## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** HLLT\_Home, Oxford (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	148	4.6	11.2	41			
1.C Mature Money	20	0.6	9.6	6			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	951	29.4	4.0	740			
2.E Career Climbers	708	21.9	6.2	354			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	15	0.5	5.9	8			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	45	1.4	2.9	48			
3.J Starting Out	365	11.3	4.3	259			
<b>4. Financially Stretched</b>							
4.K Student Life	367	11.3	2.4	480			
4.L Modest Means	0	0.0	7.9	0			
4.M Striving Families	165	5.1	7.5	67			
4.N Poorer Pensioners	41	1.3	5.9	21			
<b>5. Urban Adversity</b>							
5.O Young Hardship	0	0.0	6.1	0			
5.P Struggling Estates	38	1.2	6.1	19			
5.Q Difficult Circumstances	364	11.2	5.3	210			
<b>6. Not Private Households</b>							
6.R Not Private Households	13	0.4	0.3	120			
<b>Total households</b>	<b>3,240</b>						

### Acorn Group Pen Portrait

**2 D City Sophisticates**      1.9M UK Adults      3.6% of UK

**Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend.** These affluent younger people generally rent flats in major towns and cities. Whilst incomes are well above average, their level of disposable income is restricted due to high rents.

#### DEMOGRAPHICS

Age range <b>25-44</b>	Children at home <b>0</b>
House tenure <b>Privately renting</b>	Family structure <b>Single</b>
Number of beds <b>1</b>	House type <b>Flat or maisonette</b>

#### BRANDS

SHOPPING: COS, REISS, MOLTON BROWN

LEISURE: itsu, wahaca, Pho

WEBSITES: airbnb, Spotify, CISOS, BuzzFeed

#### DIGITAL ATTITUDES

I worry about online security <b>54%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>64%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>47%</b> <small>UK average: 34%</small>
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<h4>FINANCIAL PROFILE</h4> <p>Household Income: UK <b>£52k</b> (Avg: £40k), London <b>£53k</b> (Avg: £44k)</p> <p>% Disposable Income: UK <b>28%</b> (Avg: 44%), London <b>27%</b> (Avg: 39%)</p> <p>Financial situation: </p>	<h4>KEY INTERNET USAGE</h4> <p>This group are more likely to <b>browse for restaurants online</b></p>	<h4>TECHNOLOGY USAGE</h4> <p>This group are more likely to <b>take out a loan online</b></p> <p>This group are more likely to <b>own an iPhone</b></p>
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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\_Home, Oxford (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Corn Structure  
 Index  
 Profile %

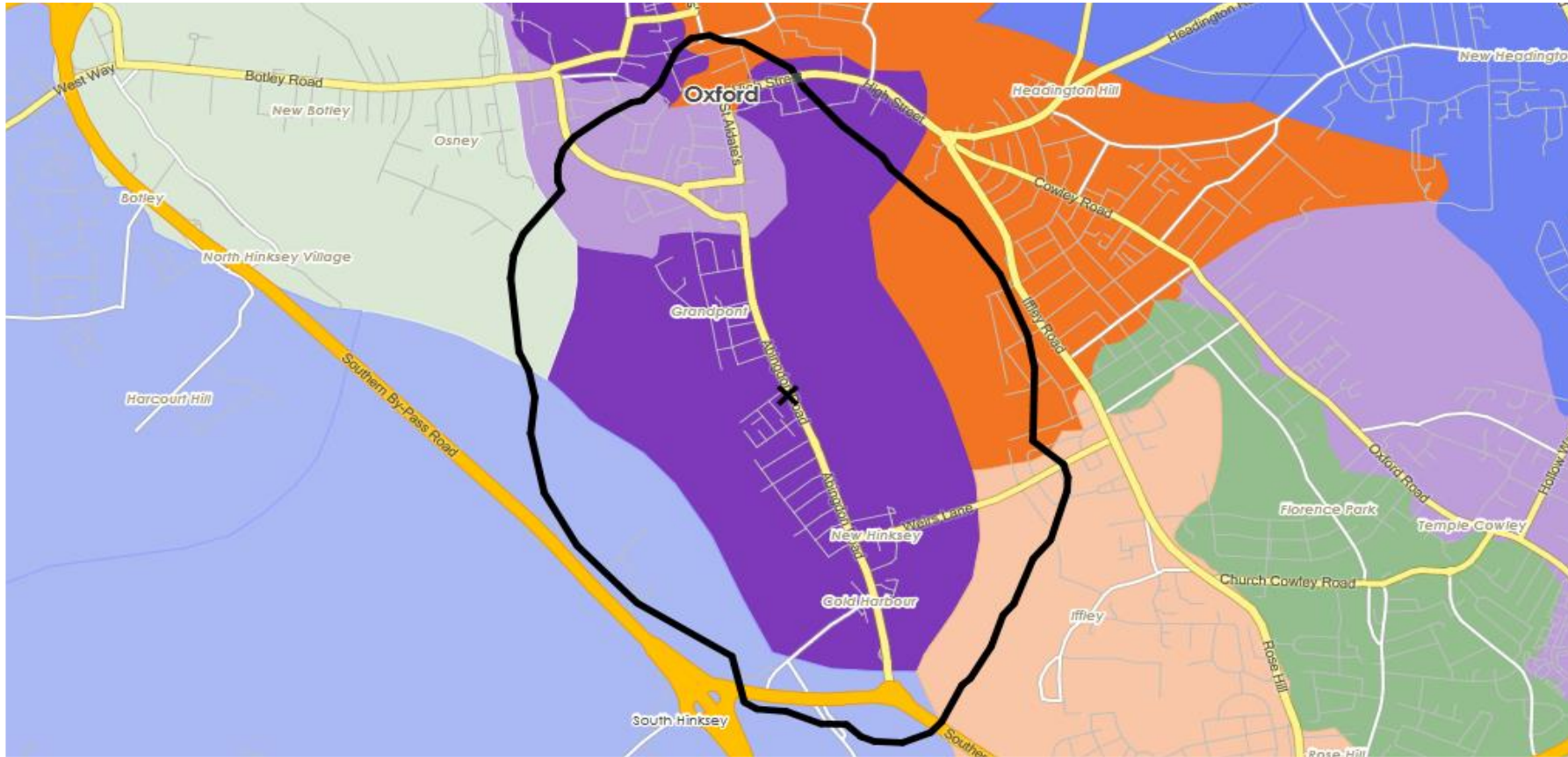
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
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	0	0.0	2.2	0			
1.B.7 Affluent professionals	148	4.6	0.9	537			
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			
<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	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	20	0.6	1.3	47			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
2.D.14 Townhouse cosmopolitans	816	25.2	0.7	3,588			
2.D.15 Younger professionals in smaller flats	116	3.6	1.5	244			
2.D.16 Metropolitan professionals	0	0.0	0.8	0			
2.D.17 Socialising young renters	19	0.6	1.0	58			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	0	0.0	1.9	0			
2.E.19 First time buyers in small, modern homes	561	17.3	3.3	528			
2.E.20 Mixed metropolitan areas	147	4.5	1.0	445			
<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	0	0.0	1.1	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.6	0			
3.G.25 Larger family homes, multi-ethnic areas	15	0.5	0.8	56			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
3.I.31 Elderly singles in purpose-built accommodation	45	1.4	0.5	283			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	295	9.1	2.1	435			
3.J.33 Smaller houses and starter homes	70	2.2	2.3	96			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	100	3.1	0.4	846			
4.K.35 Term-time terraces	1	0.0	0.3	12			
4.K.36 Educated young people in flats and tenements	266	8.2	1.7	473			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	42	1.3	1.7	77			
4.M.43 Families in right-to-buy estates	123	3.8	2.1	183			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
<b>4.N Poorer Pensioners</b>							
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	20	0.6	1.1	57			
4.N.47 Low income older people in smaller semis	0	0.0	2.3	0			
4.N.48 Pensioners and singles in social rented flats	21	0.6	1.8	37			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	0	0.0	2.1	0			
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			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
5.P.53 Low income terraces	0	0.0	0.9	0			
5.P.54 Multi-ethnic, purpose-built estates	5	0.2	1.2	13			
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	33	1.0	1.6	62			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	146	4.5	1.5	297			
5.Q.58 Singles and young families, some receiving benefits	28	0.9	1.8	48			
5.Q.59 Deprived areas and high-rise flats	190	5.9	2.0	288			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	13	0.4	0.1	689			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>3,240</b>						

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

# DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: HLLT\_Home, Oxford (1 Mile contour)



**Dominant Acorn Category**

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

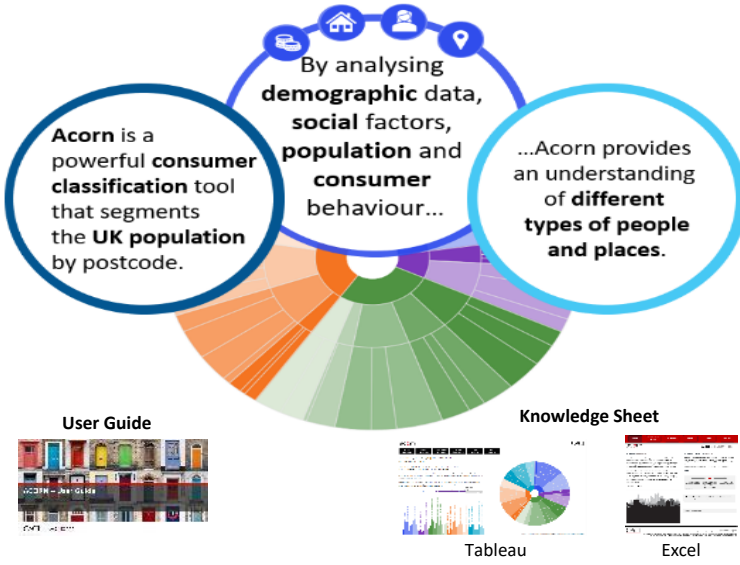
**Acorn Groups**

- 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

