

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Horse and Groom, Milnesbridge (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	127	1.7	22.0	8		
2 Rising Prosperity	44	0.6	10.1	6		
3 Comfortable Communities	1,867	25.2	26.2	96		
4 Financially Stretched	2,351	31.7	23.7	133		
5 Urban Adversity	3,009	40.5	17.6	230		
6 Not Private Households	24	0.3	0.3	97		
Total households	7,422					

Acorn Category Pen Portrait

5 Urban Adversity

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%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT_Horse and Groom, Milnesbridge (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	113	1.5	11.2	14			
1.C Mature Money	14	0.2	9.6	2			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	44	0.6	6.2	10			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	465	6.3	5.9	106			
3.H Steady Neighbourhoods	798	10.8	7.4	146			
3.I Comfortable Seniors	136	1.8	2.9	63			
3.J Starting Out	468	6.3	4.3	145			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,805	24.3	7.9	307			
4.M Striving Families	347	4.7	7.5	62			
4.N Poorer Pensioners	199	2.7	5.9	45			
5. Urban Adversity							
5.O Young Hardship	1,978	26.7	6.1	434			
5.P Struggling Estates	660	8.9	6.1	145			
5.Q Difficult Circumstances	371	5.0	5.3	93			
6. Not Private Households							
6.R Not Private Households	24	0.3	0.3	97			
Total households	7,422						

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: Poundland, b&m, The Works

LEISURE: Harvester, KFC, KINGS HENRI'S RESTAURANT, Pizza Hut

WEBSITES: Gumtree, very, Argos, HUNGRY HORSE

DIGITAL ATTITUDES

- I worry about online security: **52%** (UK average: 55%)
- Shopping online makes my life easier: **52%** (UK average: 53%)
- I couldn't live without the internet on my mobile: **38%** (UK average: 34%)

FINANCIAL PROFILE

Household Income UK: £30k (Average: £40k) London: £34k (Average: £44k)	% Disposable Income UK: 39% (Average: 44%) London: 28% (Average: 39%)	Financial situation Running into debt Saving a lot
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KEY INTERNET USAGE **TECHNOLOGY USAGE**

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



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

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Area: HLLT_Horse and Groom, Milnesbridge (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	113	1.5	2.2	69			
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	14	0.2	2.9	7			
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	43	0.6	1.9	31			
2.E.19 First time buyers in small, modern homes	1	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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	257	3.5	2.6	131			
3.G.25 Larger family homes, multi-ethnic areas	5	0.1	0.8	8			
3.G.26 Semi-professional families, owner occupied neighbourhoods	203	2.7	2.4	113			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	748	10.1	3.4	293			
3.H.28 Owner occupied terraces, average income	7	0.1	1.6	6			
3.H.29 Established suburbs, older families	43	0.6	2.3	25			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	136	1.8	2.4	76			
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	228	3.1	2.1	147			
3.J.33 Smaller houses and starter homes	240	3.2	2.3	144			
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	45	0.6	1.4	43			
4.L.38 Semi-skilled workers in traditional neighbourhoods	568	7.7	2.6	291			
4.L.39 Fading owner occupied terraces	1,123	15.1	2.9	525			
4.L.40 High occupancy terraces, culturally diverse family areas	69	0.9	1.0	93			
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	133	1.8	1.7	107			
4.M.43 Families in right-to-buy estates	92	1.2	2.1	60			
4.M.44 Post-war estates, limited means	122	1.6	2.2	75			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	41	0.6	0.8	70			
4.N.46 Elderly people in social rented flats	34	0.5	1.1	42			
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	124	1.7	1.8	95			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	189	2.5	2.1	119			
5.O.50 Struggling younger people in mixed tenure	215	2.9	1.7	166			
5.O.51 Young people in small, low cost terraces	1,574	21.2	2.3	941			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	523	7.0	1.6	434			
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	137	1.8	1.6	112			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	61	0.8	1.5	54			
5.Q.58 Singles and young families, some receiving benefits	182	2.5	1.8	137			
5.Q.59 Deprived areas and high-rise flats	128	1.7	2.0	85			
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	24	0.3	0.3	118			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,422						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Horse and Groom, Milnesbridge (1 Mile contour)



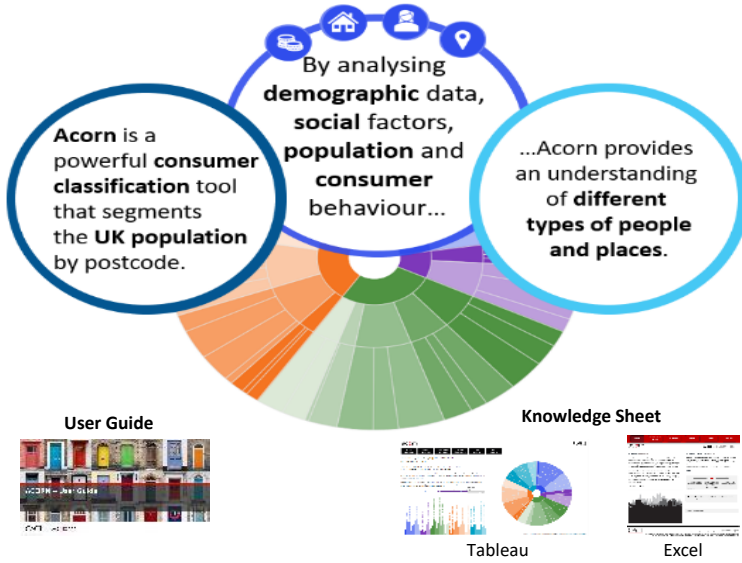
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
	<input type="radio"/>	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

