














## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** HLLT\_Kings Head, Blackenhall (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	178	1.7	22.0	8		
 2 Rising Prosperity	1	0.0	10.1	0		
 3 Comfortable Communities	1,292	12.3	26.2	47		
 4 Financially Stretched	4,429	42.3	23.7	178		
 5 Urban Adversity	4,512	43.1	17.6	245		
 6 Not Private Households	51	0.5	0.3	146		
 Graph						
<b>Total households</b>	<b>10,463</b>					

### Acorn Category Pen Portrait

## 5 Urban Adversity

Age range

**25-34**

House type

**Flat or terraced**

Financial situation



House tenure

**Social renting**

Children at home

**3+**

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

- Young Hardship 30%
- Struggling Estates 43%
- Difficult Circumstances 27%

## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT\_Kings Head, Blackenhall (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	26	0.2	11.2	2			
1.C Mature Money	152	1.5	9.6	15			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	1	0.0	6.2	0			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	139	1.3	5.9	23			
3.H Steady Neighbourhoods	449	4.3	7.4	58			
3.I Comfortable Seniors	136	1.3	2.9	45			
3.J Starting Out	568	5.4	4.3	125			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	594	5.7	7.9	72			
4.M Striving Families	2,534	24.2	7.5	321			
4.N Poorer Pensioners	1,301	12.4	5.9	210			
<b>5. Urban Adversity</b>							
5.O Young Hardship	916	8.8	6.1	142			
5.P Struggling Estates	2,305	22.0	6.1	360			
5.Q Difficult Circumstances	1,291	12.3	5.3	231			
<b>6. Not Private Households</b>							
6.R Not Private Households	51	0.5	0.3	146			
<b>Total households</b>	<b>10,463</b>						

### Acorn Group Pen Portrait

**4 M Striving Families**      4.1M UK Adults      7.8% of UK

**Struggling families on limited incomes in urban areas.** These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

#### DEMOGRAPHICS

Age range <b>25-44</b>	Children at home <b>3+</b>
House tenure <b>Social renting</b>	Family structure <b>Single parent</b>
Number of beds <b>3</b>	House type <b>Semi-detached or terraced</b>



#### BRANDS

SHOPPING:

LEISURE:

WEBSITES:

#### DIGITAL ATTITUDES

I worry about online security <b>54%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>49%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>32%</b> <small>UK average: 34%</small>
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#### FINANCIAL PROFILE

Household Income UK: <b>£32k</b> London: <b>£37k</b> <small>Average: £40k    Average: £44k</small>	% Disposable Income UK: <b>41%</b> London: <b>37%</b> <small>Average: 44%    Average: 39%</small>	Financial situation 
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#### KEY INTERNET USAGE

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

#### TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to **purchase toys** online

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

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

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Area: HLLT\_Kings Head, Blackenhall (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Acorn Structure  
 Index  
 Profile %

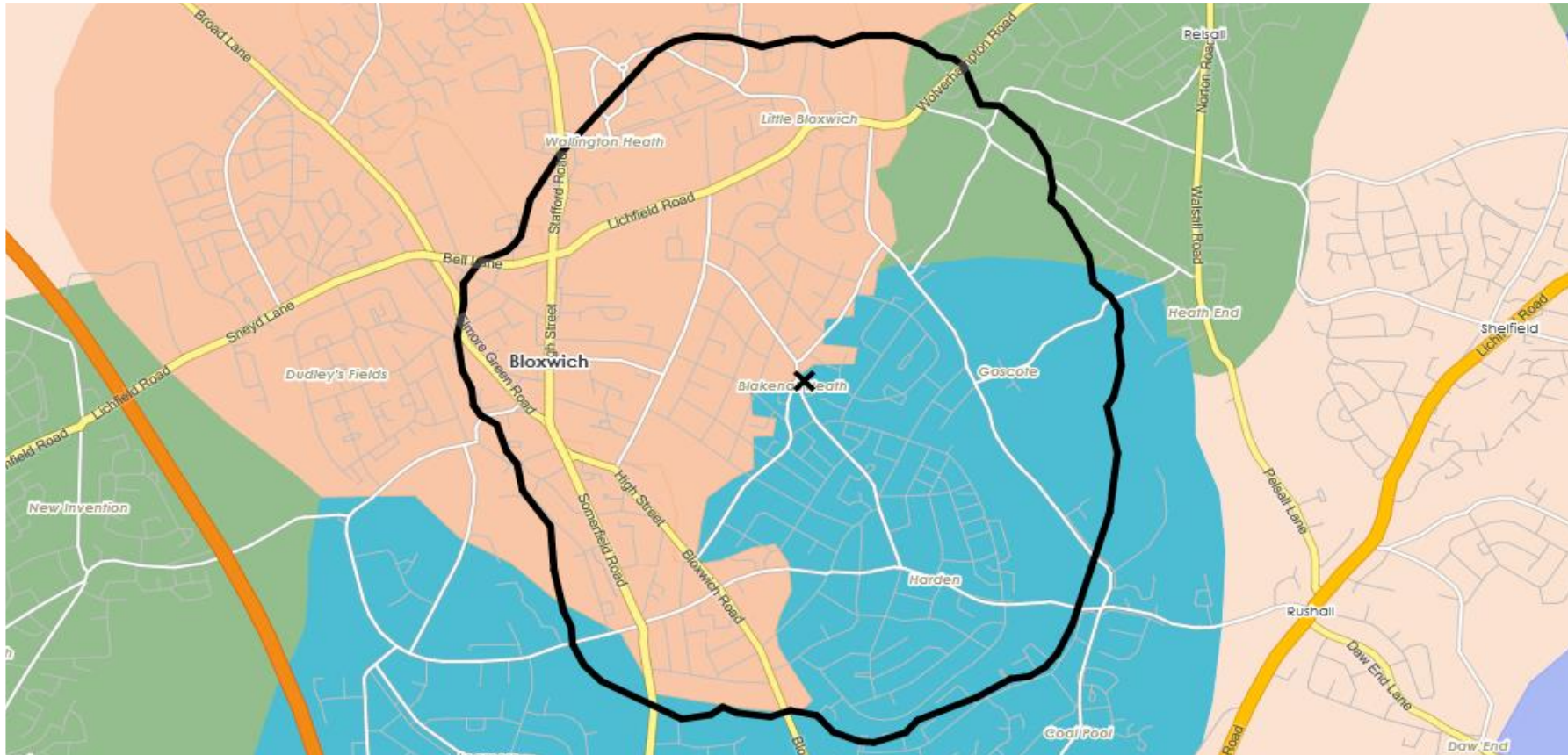
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	11	0.1	2.6	4			
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	15	0.1	1.6	9			
<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	66	0.6	2.9	22			
1.C.12 Retired and empty nesters	56	0.5	2.5	22			
1.C.13 Upmarket downsizers	30	0.3	1.3	22			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<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	0	0.0	3.3	0			
2.E.20 Mixed metropolitan areas	1	0.0	1.0	1			
<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	139	1.3	2.6	50			
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			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	446	4.3	3.4	124			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	3	0.0	2.3	1			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	136	1.3	2.4	54			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	436	4.2	2.1	199			
3.J.33 Smaller houses and starter homes	132	1.3	2.3	56			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	33	0.3	1.4	22			
4.L.38 Semi-skilled workers in traditional neighbourhoods	354	3.4	2.6	129			
4.L.39 Fading owner occupied terraces	207	2.0	2.9	69			
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	248	2.4	1.7	142			
4.M.43 Families in right-to-buy estates	1,724	16.5	2.1	793			
4.M.44 Post-war estates, limited means	562	5.4	2.2	244			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	294	2.8	0.8	358			
4.N.46 Elderly people in social rented flats	222	2.1	1.1	195			
4.N.47 Low income older people in smaller semis	303	2.9	2.3	127			
4.N.48 Pensioners and singles in social rented flats	482	4.6	1.8	261			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	241	2.3	2.1	107			
5.O.50 Struggling younger people in mixed tenure	338	3.2	1.7	185			
5.O.51 Young people in small, low cost terraces	337	3.2	2.3	143			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	557	5.3	1.6	328			
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	1,748	16.7	1.6	1,014			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	182	1.7	1.5	115			
5.Q.58 Singles and young families, some receiving benefits	366	3.5	1.8	195			
5.Q.59 Deprived areas and high-rise flats	743	7.1	2.0	349			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	51	0.5	0.3	177			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>10,463</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT\_Kings Head, Blackenhall (1 Mile contour)



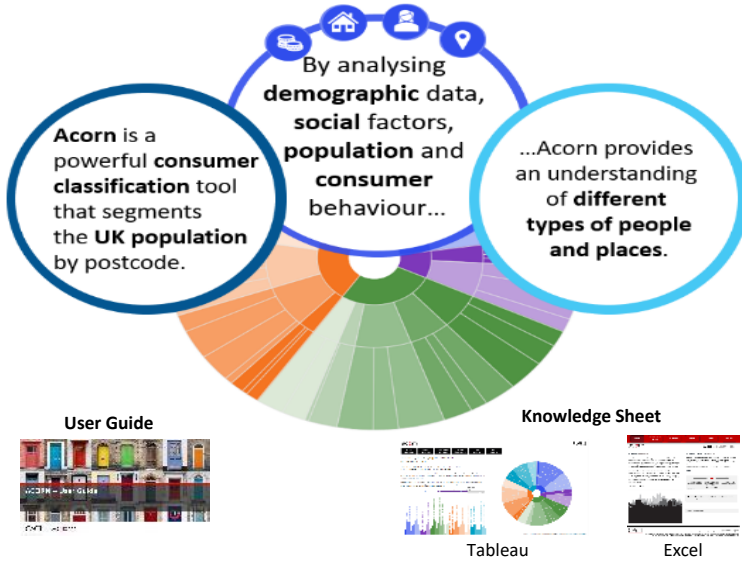
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
4. Financially Stretched	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

