

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** HLLT\_Queen Street Tavern, Forfar (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	729	11.4	22.0	52		
2 Rising Prosperity	95	1.5	10.1	15		
3 Comfortable Communities	1,031	16.1	26.2	61		
4 Financially Stretched	3,446	53.9	23.7	227		
5 Urban Adversity	1,079	16.9	17.6	96		
6 Not Private Households	19	0.3	0.3	89		
<b>Total households</b>	<b>6,399</b>					

### 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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Area: HLLT\_Queen Street Tavern, Forfar (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	386	6.0	11.2	54		
1.C Mature Money	343	5.4	9.6	56		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	95	1.5	6.2	24		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	391	6.1	5.7	107		
3.G Successful Suburbs	237	3.7	5.9	63		
3.H Steady Neighbourhoods	63	1.0	7.4	13		
3.I Comfortable Seniors	253	4.0	2.9	136		
3.J Starting Out	87	1.4	4.3	31		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	1,004	15.7	7.9	198		
4.M Striving Families	1,414	22.1	7.5	293		
4.N Poorer Pensioners	1,028	16.1	5.9	272		
<b>5. Urban Adversity</b>						
5.O Young Hardship	649	10.1	6.1	165		
5.P Struggling Estates	35	0.5	6.1	9		
5.Q Difficult Circumstances	395	6.2	5.3	115		
<b>6. Not Private Households</b>						
6.R Not Private Households	19	0.3	0.3	89		
<b>Total households</b>	<b>6,399</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.

<b>DEMOGRAPHICS</b> <ul style="list-style-type: none"> <li>Age range: <b>25-44</b></li> <li>Children at home: <b>3+</b></li> <li>House tenure: <b>Social renting</b></li> <li>Family structure: <b>Single parent</b></li> <li>Number of beds: <b>3</b></li> <li>House type: <b>Semi-detached or terraced</b></li> </ul>		<b>BRANDS</b> SHOPPING: LEISURE: WEBSITES:	
<b>FINANCIAL PROFILE</b> Household Income: UK <b>£32k</b> (Average: £40k), London <b>£37k</b> (Average: £44k) % Disposable Income: UK <b>41%</b> (Average: 44%), London <b>37%</b> (Average: 39%) Financial situation:		<b>DIGITAL ATTITUDES</b> I worry about online security: <b>54%</b> (UK average: 55%) Shopping online makes my life easier: <b>49%</b> (UK average: 53%) I couldn't live without the internet on my mobile: <b>32%</b> (UK average: 34%)	
<b>KEY INTERNET USAGE</b> Whilst internet usage is below average, this group are more likely to <b>browse for computer games</b> online		<b>TECHNOLOGY USAGE</b> Whilst internet usage is below average, this group are more likely to <b>purchase toys</b> online This group are more likely to <b>watch TV on demand on a mobile</b>	

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

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Area: HLLT\_Queen Street Tavern, Forfar (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Corn Structure  
 Index  
 Profile %

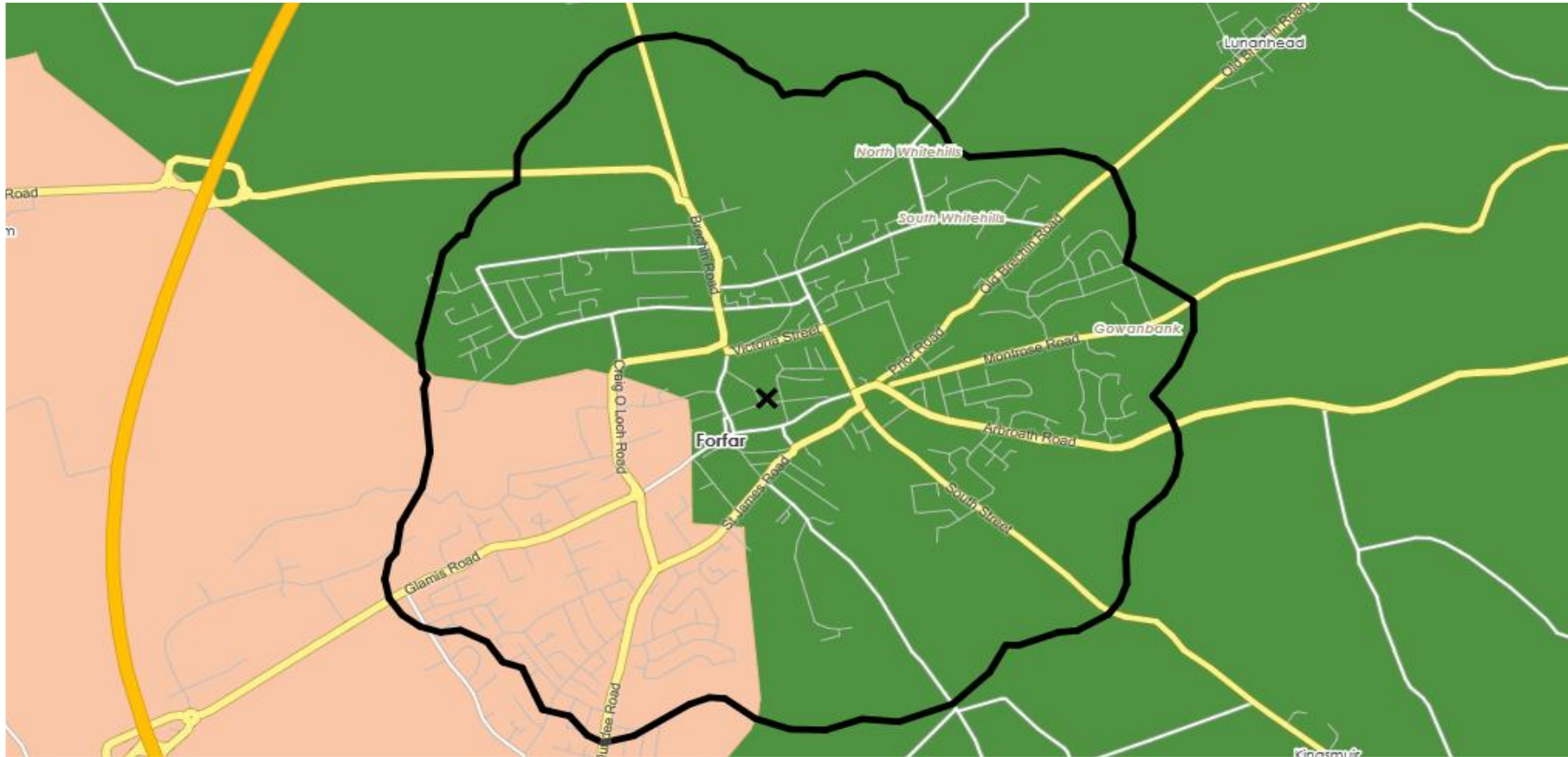
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	120	1.9	2.6	72			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	234	3.7	2.2	166			
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	32	0.5	1.6	31			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	12	0.2	3.0	6			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	259	4.0	2.5	163			
1.C.13 Upmarket downsizers	72	1.1	1.3	86			
<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	95	1.5	1.9	79			
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			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
3.F.21 Farms and cottages	1	0.0	1.5	1			
3.F.22 Older couples and families in rural areas	62	1.0	1.1	91			
3.F.23 Owner occupiers in small towns and villages	328	5.1	3.2	162			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	199	3.1	2.6	118			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	38	0.6	2.4	24			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	63	1.0	3.4	29			
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	216	3.4	2.4	140			
3.I.31 Elderly singles in purpose-built accommodation	37	0.6	0.5	118			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	87	1.4	2.3	60			
<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	435	6.8	1.4	483			
4.L.38 Semi-skilled workers in traditional neighbourhoods	406	6.3	2.6	241			
4.L.39 Fading owner occupied terraces	163	2.5	2.9	88			
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	13	0.2	1.6	13			
4.M.42 Struggling young families in post-war terraces	64	1.0	1.7	60			
4.M.43 Families in right-to-buy estates	79	1.2	2.1	59			
4.M.44 Post-war estates, limited means	1,258	19.7	2.2	894			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	94	1.5	0.8	187			
4.N.46 Elderly people in social rented flats	124	1.9	1.1	179			
4.N.47 Low income older people in smaller semis	386	6.0	2.3	265			
4.N.48 Pensioners and singles in social rented flats	424	6.6	1.8	375			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	440	6.9	2.1	320			
5.O.50 Struggling younger people in mixed tenure	209	3.3	1.7	187			
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	34	0.5	1.6	33			
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	0.0	1.6	1			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	226	3.5	1.5	233			
5.Q.58 Singles and young families, some receiving benefits	98	1.5	1.8	85			
5.Q.59 Deprived areas and high-rise flats	71	1.1	2.0	55			
<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	19	0.3	0.3	108			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>6,399</b>						

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

# DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: HLLT\_Queen Street Tavern, Forfar (1 Mile contour)



**Dominant Acorn Category**

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

**Acorn Groups**

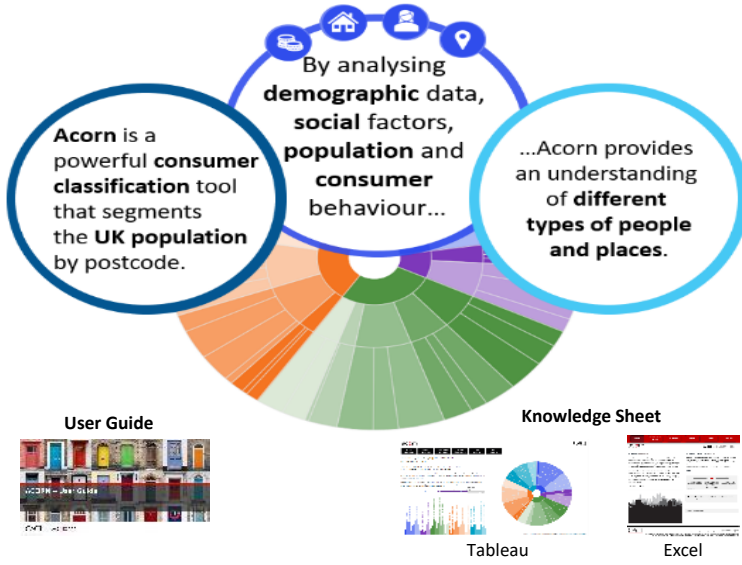
- 1.A Lavish Lifestyles
- 1.B Executive Wealth
- 1.C Mature Money
- 2.D City Sophisticates
- 2.E Career Climbers
- 3.F Countryside Communities
- 3.G Successful Suburbs
- 3.H Steady Neighbourhoods
- 3.I Comfortable Seniors
- 3.J Starting Out
- 4.K Student Life
- 4.L Modest Means
- 4.M Striving Families
- 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

