














ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Stags Head Inn, Carnoustie (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,181	26.0	22.0	118		
 2 Rising Prosperity	161	3.5	10.1	35		
 3 Comfortable Communities	1,444	31.8	26.2	121		
 4 Financially Stretched	1,665	36.7	23.7	155		
 5 Urban Adversity	70	1.5	17.6	9		
 6 Not Private Households	20	0.4	0.3	132		
 Graph						
Total households	4,541					

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_Stags Head Inn, Carnoustie (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	491	10.8	11.2	96			
1.C Mature Money	690	15.2	9.6	158			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	161	3.5	6.2	57			
3. Comfortable Communities							
3.F Countryside Communities	512	11.3	5.7	197			
3.G Successful Suburbs	282	6.2	5.9	106			
3.H Steady Neighbourhoods	101	2.2	7.4	30			
3.I Comfortable Seniors	448	9.9	2.9	340			
3.J Starting Out	101	2.2	4.3	51			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,043	23.0	7.9	290			
4.M Striving Families	321	7.1	7.5	94			
4.N Poorer Pensioners	301	6.6	5.9	112			
5. Urban Adversity							
5.O Young Hardship	70	1.5	6.1	25			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	0	0.0	5.3	0			
6. Not Private Households							
6.R Not Private Households	20	0.4	0.3	132			
Total households	4,541						

Acorn Group Pen Portrait

4 L Modest Means **4.1M** UK Adults **7.7%** of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

DEMOGRAPHICS <ul style="list-style-type: none"> Age range: 25-34 Children at home: 3+ House tenure: Privately renting Family structure: Single parent Number of beds: 3 House type: Terraced 		BRANDS <ul style="list-style-type: none"> SHOPPING: The Works, M&Co, Range, NEW LOOK LEISURE: Harry Ramsden, KFC, Frankie & Benny's, GREGGS WEBSITES: ebay, sky, Argos, LAD BIBLE 	
FINANCIAL PROFILE <ul style="list-style-type: none"> Household Income: UK £35k (Average: £40k), London £42k (Average: £44k) % Disposable Income: UK 45% (Average: 44%), London 34% (Average: 39%) Financial situation: 		DIGITAL <ul style="list-style-type: none"> ATTITUDES: I worry about online security 54% (UK average: 55%), Shopping online makes my life easier 50% (UK average: 53%), I couldn't live without the internet on my mobile 33% (UK average: 34%) KEY INTERNET USAGE: Whilst internet usage is below average, this group are more likely to research loans online TECHNOLOGY USAGE: Whilst internet usage is below average, this group are more likely to purchase toys online; This group are more likely to subscribe to Sky TV 	

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

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Area: HLLT_Stags Head Inn, Carnoustie (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
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	117	2.6	2.6	99			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	296	6.5	2.2	296			
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	78	1.7	1.6	106			
1.C Mature Money							
1.C.10 Better-off villagers	180	4.0	3.0	133			
1.C.11 Settled suburbia, older people	79	1.7	2.9	61			
1.C.12 Retired and empty nesters	258	5.7	2.5	229			
1.C.13 Upmarket downsizers	173	3.8	1.3	292			
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	110	2.4	1.9	129			
2.E.19 First time buyers in small, modern homes	51	1.1	3.3	34			
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	27	0.6	1.1	56			
3.F.23 Owner occupiers in small towns and villages	485	10.7	3.2	337			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	213	4.7	2.6	178			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	69	1.5	2.4	63			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	30	0.7	3.4	19			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	71	1.6	2.3	67			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	448	9.9	2.4	409			
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	101	2.2	2.3	99			
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	281	6.2	1.4	439			
4.L.38 Semi-skilled workers in traditional neighbourhoods	503	11.1	2.6	422			
4.L.39 Fading owner occupied terraces	259	5.7	2.9	198			
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	54	1.2	1.6	75			
4.M.42 Struggling young families in post-war terraces	55	1.2	1.7	72			
4.M.43 Families in right-to-buy estates	12	0.3	2.1	13			
4.M.44 Post-war estates, limited means	200	4.4	2.2	200			
4.N Poorer Pensioners							
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	30	0.7	1.1	61			
4.N.47 Low income older people in smaller semis	157	3.5	2.3	152			
4.N.48 Pensioners and singles in social rented flats	114	2.5	1.8	142			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	59	1.3	2.1	61			
5.O.50 Struggling younger people in mixed tenure	11	0.2	1.7	14			
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	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	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	0	0.0	1.6	0			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
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	20	0.4	0.3	160			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,541						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Stags Head Inn, Carnoustie (1 Mile contour)



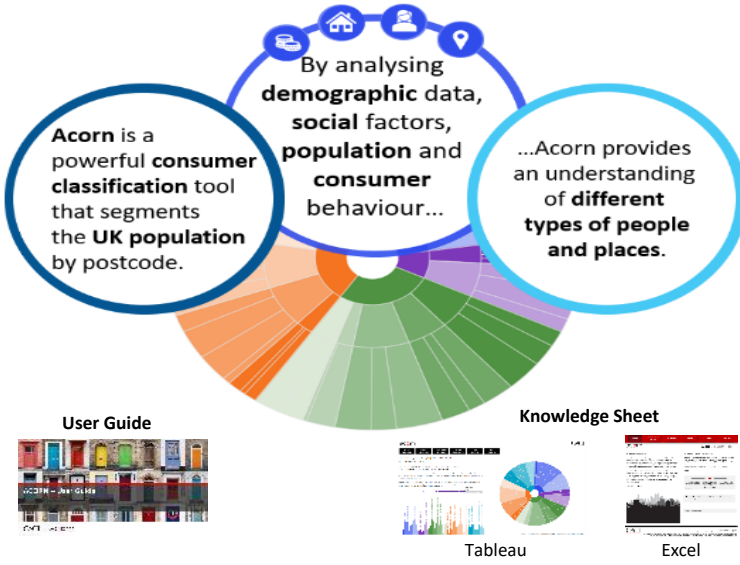
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

