














ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Station, Langley Moor (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	728	25.1	22.0	114		
 2 Rising Prosperity	181	6.2	10.1	62		
 3 Comfortable Communities	623	21.5	26.2	82		
 4 Financially Stretched	962	33.2	23.7	140		
 5 Urban Adversity	401	13.8	17.6	79		
 6 Not Private Households	2	0.1	0.3	21		
 Graph						
Total households	2,897					

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_Station, Langley Moor (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	334	11.5	11.2	103			
1.C Mature Money	394	13.6	9.6	141			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	181	6.2	6.2	101			
3. Comfortable Communities							
3.F Countryside Communities	190	6.6	5.7	114			
3.G Successful Suburbs	171	5.9	5.9	100			
3.H Steady Neighbourhoods	186	6.4	7.4	87			
3.I Comfortable Seniors	32	1.1	2.9	38			
3.J Starting Out	44	1.5	4.3	35			
4. Financially Stretched							
4.K Student Life	7	0.2	2.4	10			
4.L Modest Means	468	16.2	7.9	204			
4.M Striving Families	192	6.6	7.5	88			
4.N Poorer Pensioners	295	10.2	5.9	172			
5. Urban Adversity							
5.O Young Hardship	263	9.1	6.1	148			
5.P Struggling Estates	83	2.9	6.1	47			
5.Q Difficult Circumstances	55	1.9	5.3	36			
6. Not Private Households							
6.R Not Private Households	2	0.1	0.3	21			
Total households	2,897						

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 ATTITUDES <ul style="list-style-type: none"> 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 and 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_Station, Langley Moor (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn Structure
 Index
 Profile %

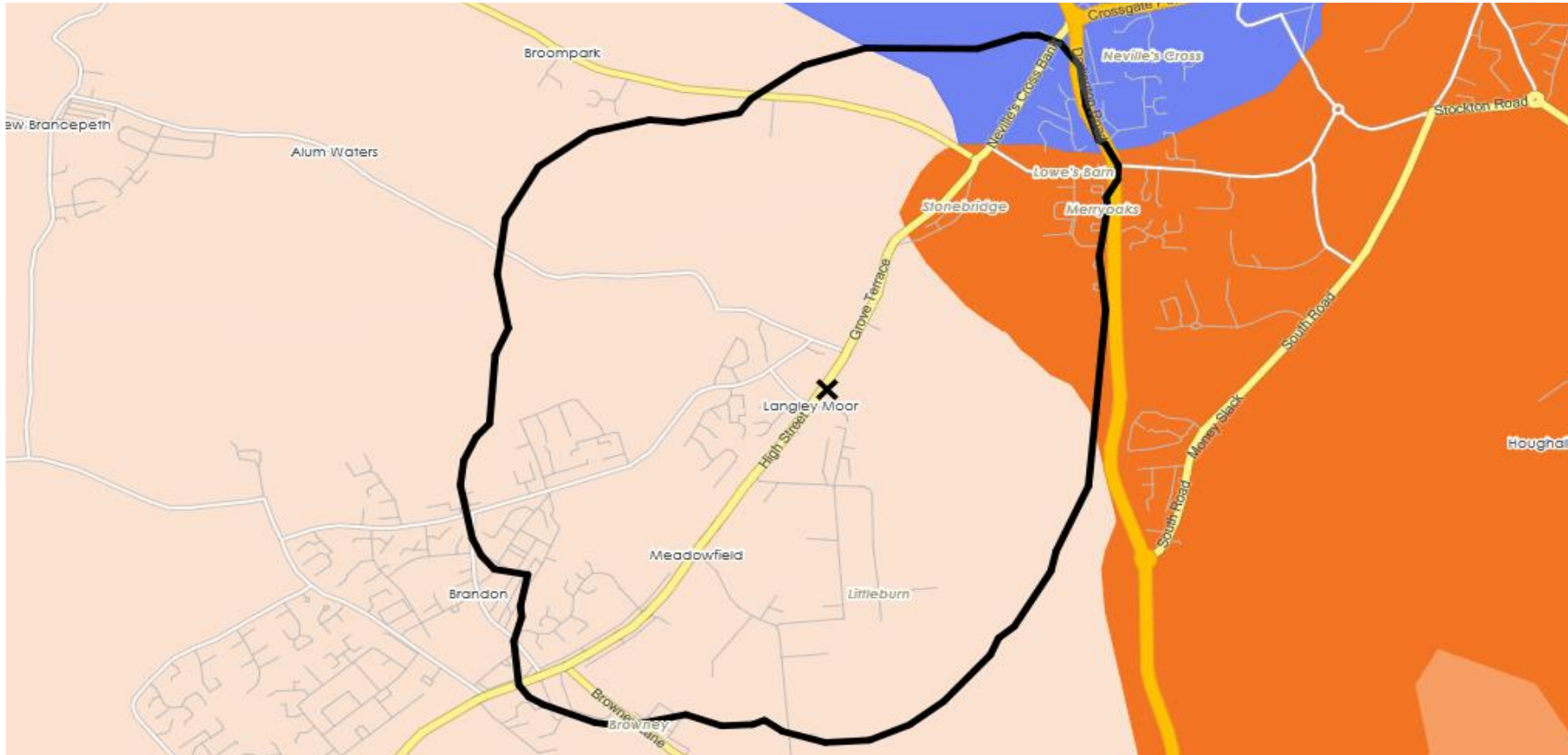
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	327	11.3	2.2	513			
1.B.7 Affluent professionals	7	0.2	0.9	28			
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	43	1.5	3.0	50			
1.C.11 Settled suburbia, older people	351	12.1	2.9	424			
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	169	5.8	1.9	310			
2.E.19 First time buyers in small, modern homes	12	0.4	3.3	13			
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	18	0.6	1.1	58			
3.F.23 Owner occupiers in small towns and villages	172	5.9	3.2	187			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	31	1.1	2.6	41			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	140	4.8	2.4	199			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	12	0.4	3.4	12			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	174	6.0	2.3	258			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	32	1.1	2.4	46			
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	26	0.9	2.1	43			
3.J.33 Smaller houses and starter homes	18	0.6	2.3	28			
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	7	0.2	0.3	93			
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	16	0.6	1.4	39			
4.L.38 Semi-skilled workers in traditional neighbourhoods	149	5.1	2.6	196			
4.L.39 Fading owner occupied terraces	303	10.5	2.9	363			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.7	0			
4.M.43 Families in right-to-buy estates	128	4.4	2.1	213			
4.M.44 Post-war estates, limited means	64	2.2	2.2	100			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	84	2.9	0.8	370			
4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
4.N.47 Low income older people in smaller semis	211	7.3	2.3	320			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.8	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	46	1.6	2.1	74			
5.O.50 Struggling younger people in mixed tenure	146	5.0	1.7	289			
5.O.51 Young people in small, low cost terraces	71	2.5	2.3	109			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	27	0.9	1.6	57			
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	56	1.9	1.6	117			
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	17	0.6	1.8	33			
5.Q.59 Deprived areas and high-rise flats	38	1.3	2.0	64			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	1	0.0	0.1	59			
6.R.61 Inactive communal population	1	0.0	0.3	13			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	2,897						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Station, Langley Moor (1 Mile contour)



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

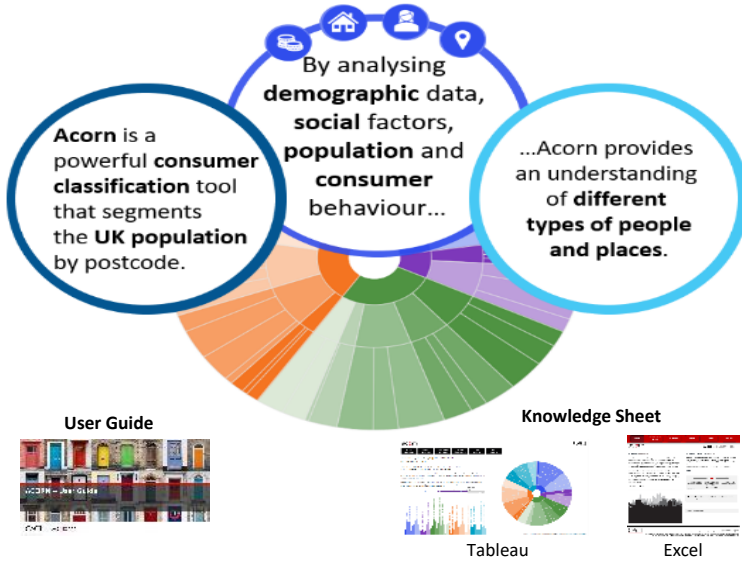
Acorn Groups

- 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

