

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Swallow, Havant (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	0	0.0	22.0	0		
2 Rising Prosperity	57	0.6	10.1	6		
3 Comfortable Communities	368	3.9	26.2	15		
4 Financially Stretched	5,328	56.7	23.7	239		
5 Urban Adversity	3,650	38.8	17.6	220		
6 Not Private Households	0	0.0	0.3	0		
Total households		9,403				

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_Swallow, Havant (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	0	0.0	11.2	0			
1.C Mature Money	0	0.0	9.6	0			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	57	0.6	6.2	10			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	40	0.4	5.9	7			
3.H Steady Neighbourhoods	201	2.1	7.4	29			
3.I Comfortable Seniors	12	0.1	2.9	4			
3.J Starting Out	115	1.2	4.3	28			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	327	3.5	7.9	44			
4.M Striving Families	4,478	47.6	7.5	631			
4.N Poorer Pensioners	523	5.6	5.9	94			
5. Urban Adversity							
5.O Young Hardship	440	4.7	6.1	76			
5.P Struggling Estates	1,095	11.6	6.1	191			
5.Q Difficult Circumstances	2,115	22.5	5.3	421			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	9,403						

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 <ul style="list-style-type: none"> Age range: 25-44 Children at home: 3+ House tenure: Social renting Family structure: Single parent Number of beds: 3 House type: Semi-detached or terraced 		BRANDS <ul style="list-style-type: none"> SHOPPING: LEISURE: WEBSITES: 	
FINANCIAL PROFILE <ul style="list-style-type: none"> Household Income: UK £32k, London £37k % Disposable Income: UK 41%, London 37% 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 49% (UK average: 53%), I couldn't live without the internet on my mobile 32% (UK average: 34%) 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_Swallow, Havant (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn Structure
 Index
 Profile %

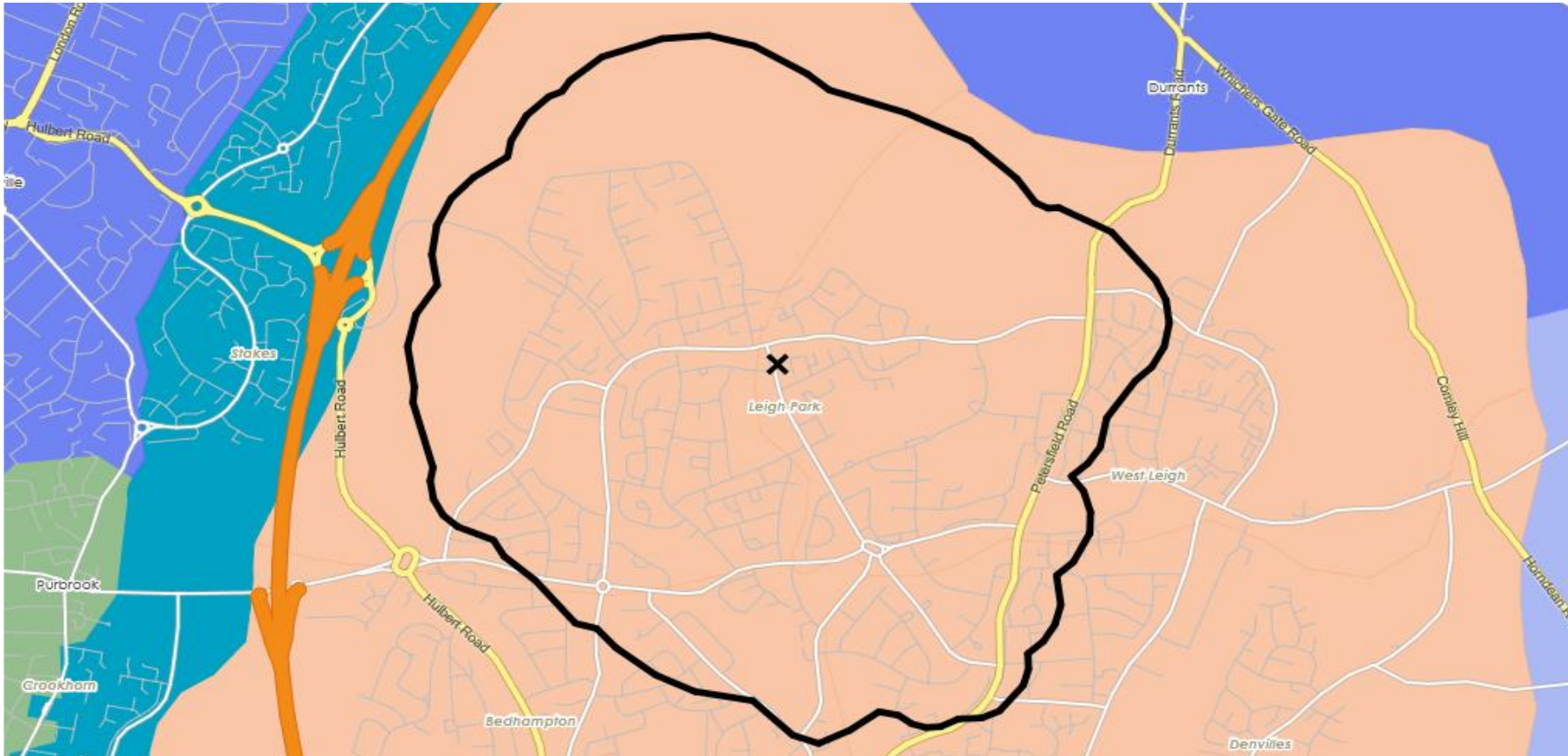
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	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	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	0	0.0	2.9	0			
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	0	0.0	1.9	0			
2.E.19 First time buyers in small, modern homes	57	0.6	3.3	18			
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	40	0.4	2.6	16			
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			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	179	1.9	3.4	55			
3.H.28 Owner occupied terraces, average income	22	0.2	1.6	15			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	12	0.1	2.4	5			
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	90	1.0	2.1	46			
3.J.33 Smaller houses and starter homes	25	0.3	2.3	12			
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	16	0.2	1.4	12			
4.L.38 Semi-skilled workers in traditional neighbourhoods	61	0.6	2.6	25			
4.L.39 Fading owner occupied terraces	250	2.7	2.9	92			
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	62	0.7	1.6	41			
4.M.42 Struggling young families in post-war terraces	2,785	29.6	1.7	1,769			
4.M.43 Families in right-to-buy estates	369	3.9	2.1	189			
4.M.44 Post-war estates, limited means	1,262	13.4	2.2	610			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	16	0.2	0.8	22			
4.N.46 Elderly people in social rented flats	153	1.6	1.1	150			
4.N.47 Low income older people in smaller semis	197	2.1	2.3	92			
4.N.48 Pensioners and singles in social rented flats	157	1.7	1.8	95			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	230	2.4	2.1	114			
5.O.50 Struggling younger people in mixed tenure	210	2.2	1.7	128			
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	501	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	594	6.3	1.6	383			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	731	7.8	1.5	512			
5.Q.58 Singles and young families, some receiving benefits	713	7.6	1.8	423			
5.Q.59 Deprived areas and high-rise flats	671	7.1	2.0	351			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	9,403						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Swallow, Havant (1 Mile contour)



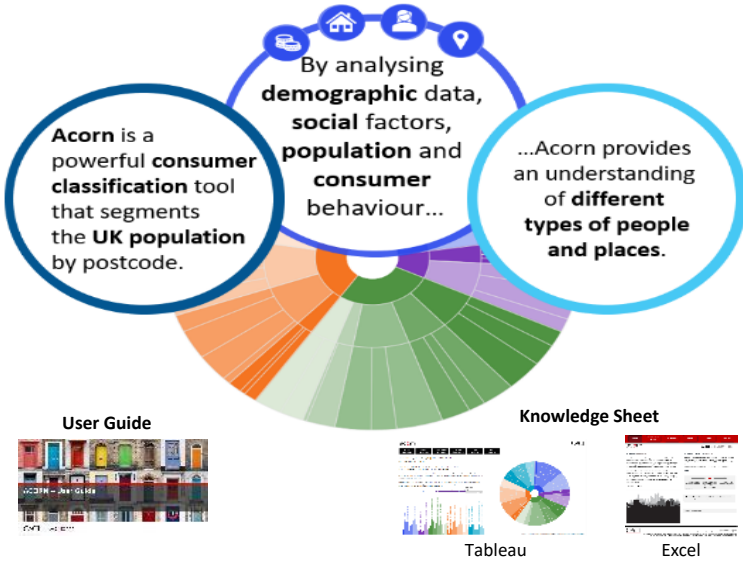
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
6. Not Private Households	<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

House type

Detached

House tenure

Owned outright

Children at home

0

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

