









## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** HLLT\_Waggon and Horses, Westthoughton (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	507	21.2	22.0	97		
 2 Rising Prosperity	159	6.7	10.1	66		
 3 Comfortable Communities	718	30.1	26.2	115		
 4 Financially Stretched	806	33.8	23.7	142		
 5 Urban Adversity	189	7.9	17.6	45		
 6 Not Private Households	8	0.3	0.3	101		
 Graph						
<b>Total households</b>		<b>2,387</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\_Waggon and Horses, Westhoughton (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	459	19.2	11.2	171			
1.C Mature Money	48	2.0	9.6	21			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	159	6.7	6.2	108			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	73	3.1	5.7	53			
3.G Successful Suburbs	156	6.5	5.9	111			
3.H Steady Neighbourhoods	100	4.2	7.4	57			
3.I Comfortable Seniors	13	0.5	2.9	19			
3.J Starting Out	376	15.8	4.3	362			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	596	25.0	7.9	315			
4.M Striving Families	24	1.0	7.5	13			
4.N Poorer Pensioners	186	7.8	5.9	132			
<b>5. Urban Adversity</b>							
5.O Young Hardship	124	5.2	6.1	85			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	65	2.7	5.3	51			
<b>6. Not Private Households</b>							
6.R Not Private Households	8	0.3	0.3	101			
<b>Total households</b>	<b>2,387</b>						

### 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.

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

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

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Area: HLLT\_Waggon and Horses, Westhoughton (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Corn Structure  
 Index  
 Profile %

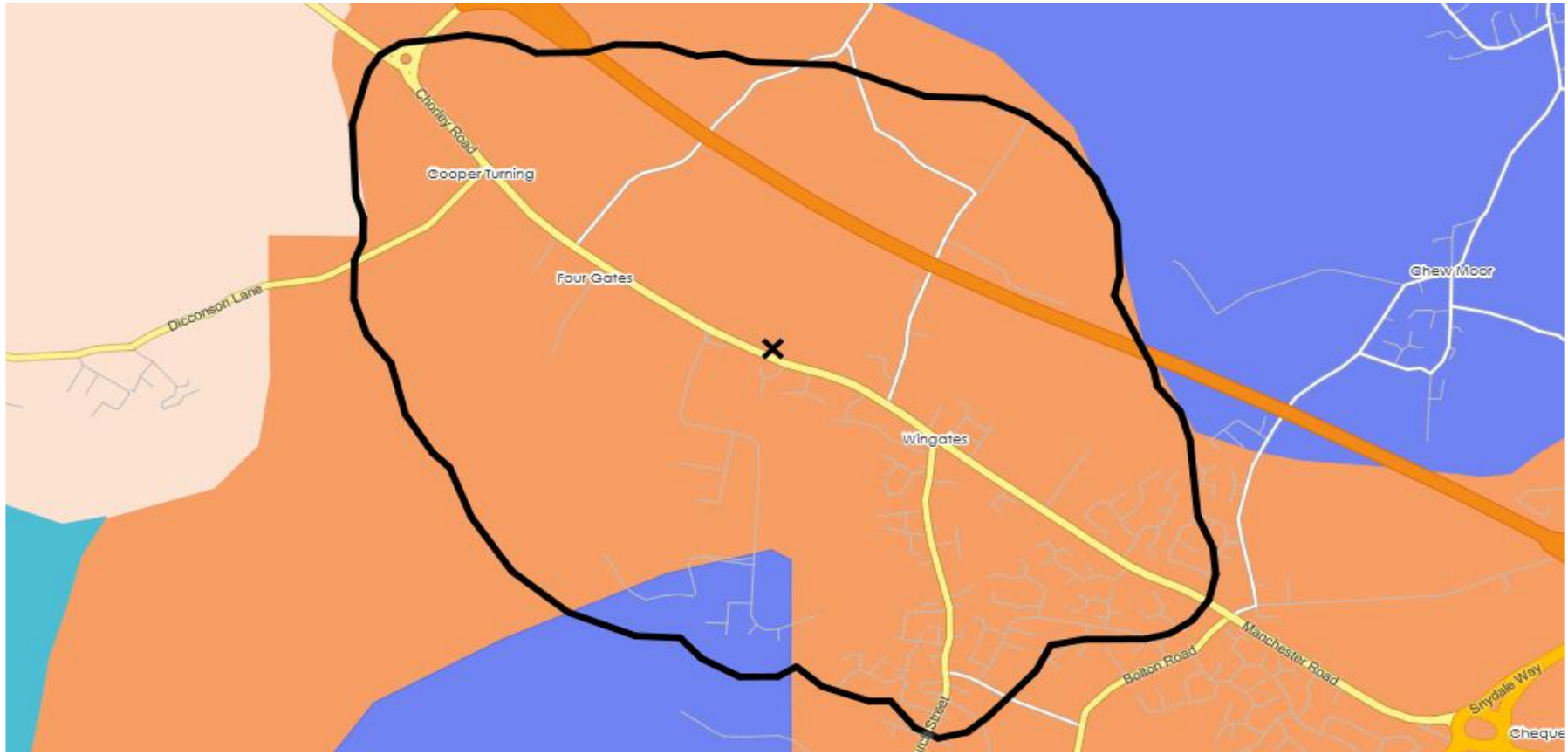
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	12	0.5	2.6	19			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	370	15.5	2.2	704			
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	77	3.2	1.6	200			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	3	0.1	3.0	4			
1.C.11 Settled suburbia, older people	24	1.0	2.9	35			
1.C.12 Retired and empty nesters	21	0.9	2.5	35			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	159	6.7	1.9	354			
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	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	73	3.1	3.2	96			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	60	2.5	2.6	95			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	96	4.0	2.4	166			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	70	2.9	3.4	85			
3.H.28 Owner occupied terraces, average income	2	0.1	1.6	5			
3.H.29 Established suburbs, older families	28	1.2	2.3	50			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	13	0.5	2.4	23			
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	91	3.8	2.1	182			
3.J.33 Smaller houses and starter homes	285	11.9	2.3	530			
<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	28	1.2	1.4	83			
4.L.38 Semi-skilled workers in traditional neighbourhoods	199	8.3	2.6	317			
4.L.39 Fading owner occupied terraces	369	15.5	2.9	537			
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	0	0.0	1.7	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	24	1.0	2.2	46			
<b>4.N Poorer Pensioners</b>							
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	38	1.6	1.1	147			
4.N.47 Low income older people in smaller semis	126	5.3	2.3	232			
4.N.48 Pensioners and singles in social rented flats	22	0.9	1.8	52			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	19	0.8	2.1	37			
5.O.50 Struggling younger people in mixed tenure	38	1.6	1.7	91			
5.O.51 Young people in small, low cost terraces	67	2.8	2.3	125			
<b>5.P Struggling Estates</b>							
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			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	5	0.2	1.5	14			
5.Q.58 Singles and young families, some receiving benefits	39	1.6	1.8	91			
5.Q.59 Deprived areas and high-rise flats	21	0.9	2.0	43			
<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	8	0.3	0.3	122			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>2,387</b>						

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

# DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: HLLT\_Waggon and Horses, Westhoughton (1 Mile contour)



**Dominant Acorn Category**

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

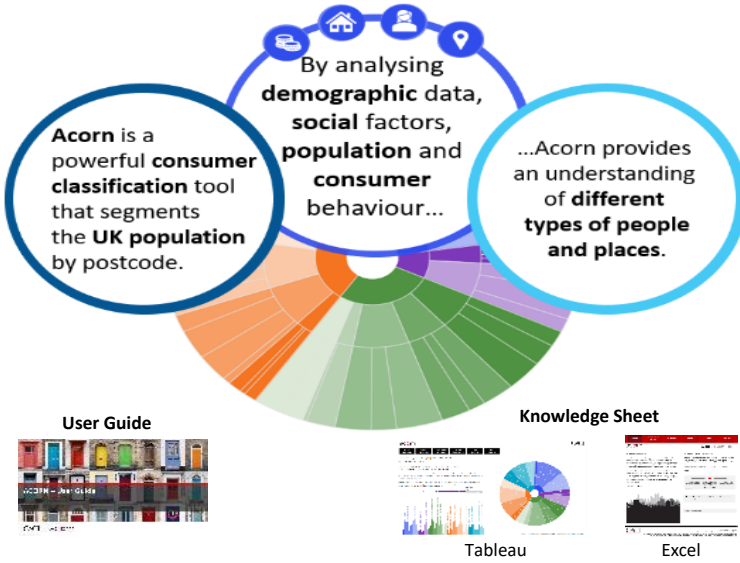
**Acorn Groups**

- 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

Age range  
**55+**

Financial situation  
Running into debt ← → Saving a lot

Children at home  
**0**

12.0M UK Adults    22.8% of UK

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

