














ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Wrekin View, Dawley Bank (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	570	8.5	22.0	39		
 2 Rising Prosperity	741	11.0	10.1	109		
 3 Comfortable Communities	1,940	28.8	26.2	110		
 4 Financially Stretched	1,676	24.9	23.7	105		
 5 Urban Adversity	1,765	26.2	17.6	149		
 6 Not Private Households	35	0.5	0.3	156		
 Graph						
Total households	6,727					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%
UK Adults of UK

Age range
35-64

Financial situation


Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT_Wrekin View, Dawley Bank (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	570	8.5	11.2	76		
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	741	11.0	6.2	178		
3. Comfortable Communities						
3.F Countryside Communities	85	1.3	5.7	22		
3.G Successful Suburbs	680	10.1	5.9	172		
3.H Steady Neighbourhoods	165	2.5	7.4	33		
3.I Comfortable Seniors	20	0.3	2.9	10		
3.J Starting Out	990	14.7	4.3	339		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	340	5.1	7.9	64		
4.M Striving Families	856	12.7	7.5	169		
4.N Poorer Pensioners	480	7.1	5.9	121		
5. Urban Adversity						
5.O Young Hardship	176	2.6	6.1	43		
5.P Struggling Estates	979	14.6	6.1	238		
5.Q Difficult Circumstances	610	9.1	5.3	170		
6. Not Private Households						
6.R Not Private Households	35	0.5	0.3	156		
Total households	6,727					

Acorn Group Pen Portrait

3 J Starting Out 2.2M UK Adults 4.1% of UK

Young couples and early career climbers in their first homes. Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

DEMOGRAPHICS 		BRANDS SHOPPING: OFFICE, SKECHERS, Range, MANGO LEISURE: FRIDAYS, SUBWAY, PREZZO WEBSITES: Zoopla, ticketmaster, comparethemarket	
Age range: 25-44 Children at home: 1 House tenure: Mortgaged Number of beds: 2 Family structure: Couple with children House type: Terraced	DIGITAL ATTITUDES I worry about online security: 56% (UK average: 55%) Shopping online makes my life easier: 57% (UK average: 53%) I couldn't live without the internet on my mobile: 39% (UK average: 34%)		
FINANCIAL PROFILE Household income: UK £43k (Average: £40k), London £46k (Average: £44k) % Disposable income: UK 40% (Average: 44%), London 36% (Average: 39%) Financial situation:		KEY INTERNET USAGE This group are more likely to research home insurance online This group are more likely to purchase clothes and accessories online This group are more likely to own a videogame console	



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

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Area: HLLT_Wrekin View, Dawley Bank (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn Structure
 Index
 Profile %

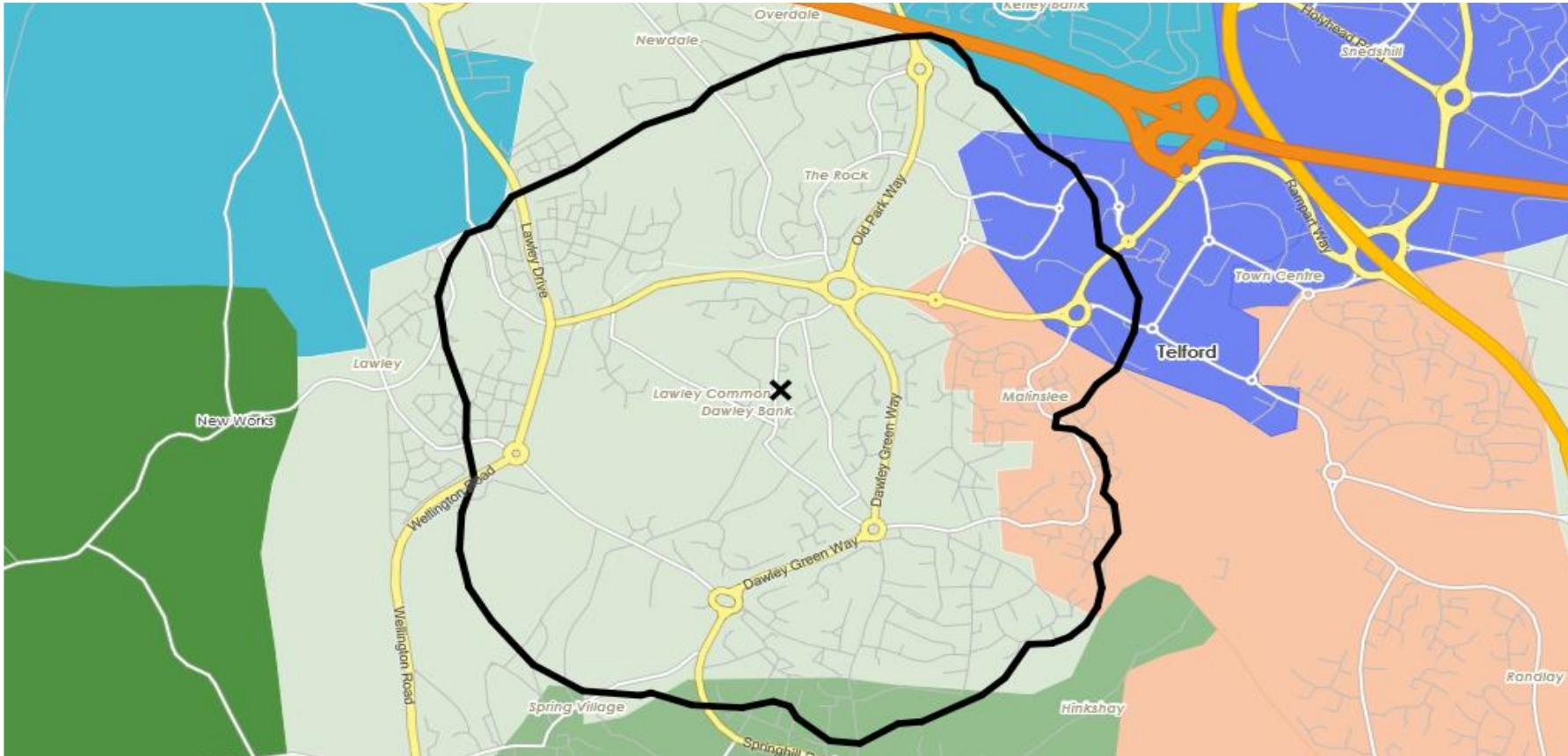
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	5	0.1	2.6	3			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	485	7.2	2.2	327			
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	80	1.2	1.6	74			
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	609	9.1	1.9	481			
2.E.19 First time buyers in small, modern homes	132	2.0	3.3	60			
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	85	1.3	3.2	40			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	636	9.5	2.6	358			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	44	0.7	2.4	27			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	28	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	137	2.0	2.3	87			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	18	0.3	2.4	11			
3.I.31 Elderly singles in purpose-built accommodation	2	0.0	0.5	6			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	11	0.2	2.1	8			
3.J.33 Smaller houses and starter homes	979	14.6	2.3	646			
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	32	0.5	1.4	34			
4.L.38 Semi-skilled workers in traditional neighbourhoods	225	3.3	2.6	127			
4.L.39 Fading owner occupied terraces	83	1.2	2.9	43			
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	35	0.5	1.6	33			
4.M.42 Struggling young families in post-war terraces	478	7.1	1.7	424			
4.M.43 Families in right-to-buy estates	124	1.8	2.1	89			
4.M.44 Post-war estates, limited means	219	3.3	2.2	148			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	49	0.7	0.8	93			
4.N.46 Elderly people in social rented flats	47	0.7	1.1	64			
4.N.47 Low income older people in smaller semis	254	3.8	2.3	166			
4.N.48 Pensioners and singles in social rented flats	130	1.9	1.8	109			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	91	1.4	2.1	63			
5.O.50 Struggling younger people in mixed tenure	85	1.3	1.7	72			
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	756	11.2	1.6	692			
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	223	3.3	1.6	201			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	168	2.5	1.5	164			
5.Q.58 Singles and young families, some receiving benefits	255	3.8	1.8	212			
5.Q.59 Deprived areas and high-rise flats	187	2.8	2.0	137			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	29	0.4	0.1	741			
6.R.61 Inactive communal population	6	0.1	0.3	32			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	6,727						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Wrekin View, Dawley Bank (1 Mile contour)



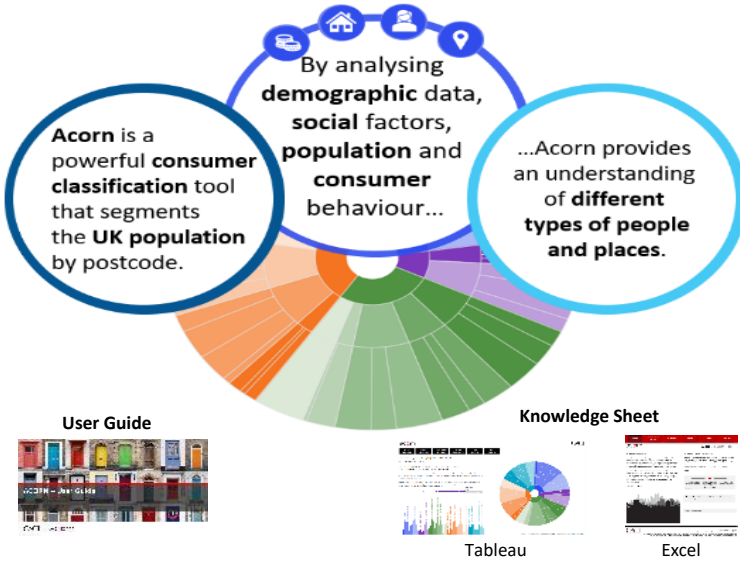
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
3. Comfortable Communities	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	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

