









## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** HLLT\_Flower Pot, Macclesfield (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,212	20.1	22.0	91		
 2 Rising Prosperity	379	6.3	10.1	62		
 3 Comfortable Communities	1,981	32.8	26.2	<b>125</b>		
 4 Financially Stretched	1,564	25.9	23.7	<b>109</b>		
 5 Urban Adversity	901	14.9	17.6	85		
 6 Not Private Households	5	0.1	0.3	25		
 Graph						
<b>Total households</b>		<b>6,042</b>				

### 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\_Flower Pot, Macclesfield (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	430	7.1	11.2	63			
1.C Mature Money	782	12.9	9.6	134			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	379	6.3	6.2	102			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	296	4.9	5.9	83			
3.H Steady Neighbourhoods	188	3.1	7.4	42			
3.I Comfortable Seniors	82	1.4	2.9	47			
3.J Starting Out	1,415	23.4	4.3	539			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	373	6.2	7.9	78			
4.M Striving Families	747	12.4	7.5	164			
4.N Poorer Pensioners	444	7.3	5.9	124			
<b>5. Urban Adversity</b>							
5.O Young Hardship	447	7.4	6.1	120			
5.P Struggling Estates	19	0.3	6.1	5			
5.Q Difficult Circumstances	435	7.2	5.3	135			
<b>6. Not Private Households</b>							
6.R Not Private Households	5	0.1	0.3	25			
<b>Total households</b>	<b>6,042</b>						

### 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

Age range <b>25-44</b>	Children at home <b>1</b>
House tenure <b>Mortgaged</b>	Family structure <b>Couple with children</b>
Number of beds <b>2</b>	House type <b>Terraced</b>

#### FINANCIAL PROFILE

Household income UK: <b>£43k</b> London: <b>£46k</b> Average: £40k	% Disposable income UK: <b>40%</b> London: <b>36%</b> Average: 44%	Financial situation Running into debt      Saving a lot
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#### BRANDS

SHOPPING: OFFICE, SKECHERS, Range, MANGO

LEISURE: FRIDAYS, SUBWAY, PREZZO

WEBSITES: Zoopla, ticketmaster, comparethemarket

#### DIGITAL ATTITUDES

I worry about online security <b>56%</b> UK average: 55%	Shopping online makes my life easier <b>57%</b> UK average: 53%	I couldn't live without the internet on my mobile <b>39%</b> UK average: 34%
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#### KEY INTERNET USAGE

This group are more likely to **research home insurance** online

#### TECHNOLOGY USAGE

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\_Flower Pot, Macclesfield (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Corn Structure  
 Index  
 Profile %

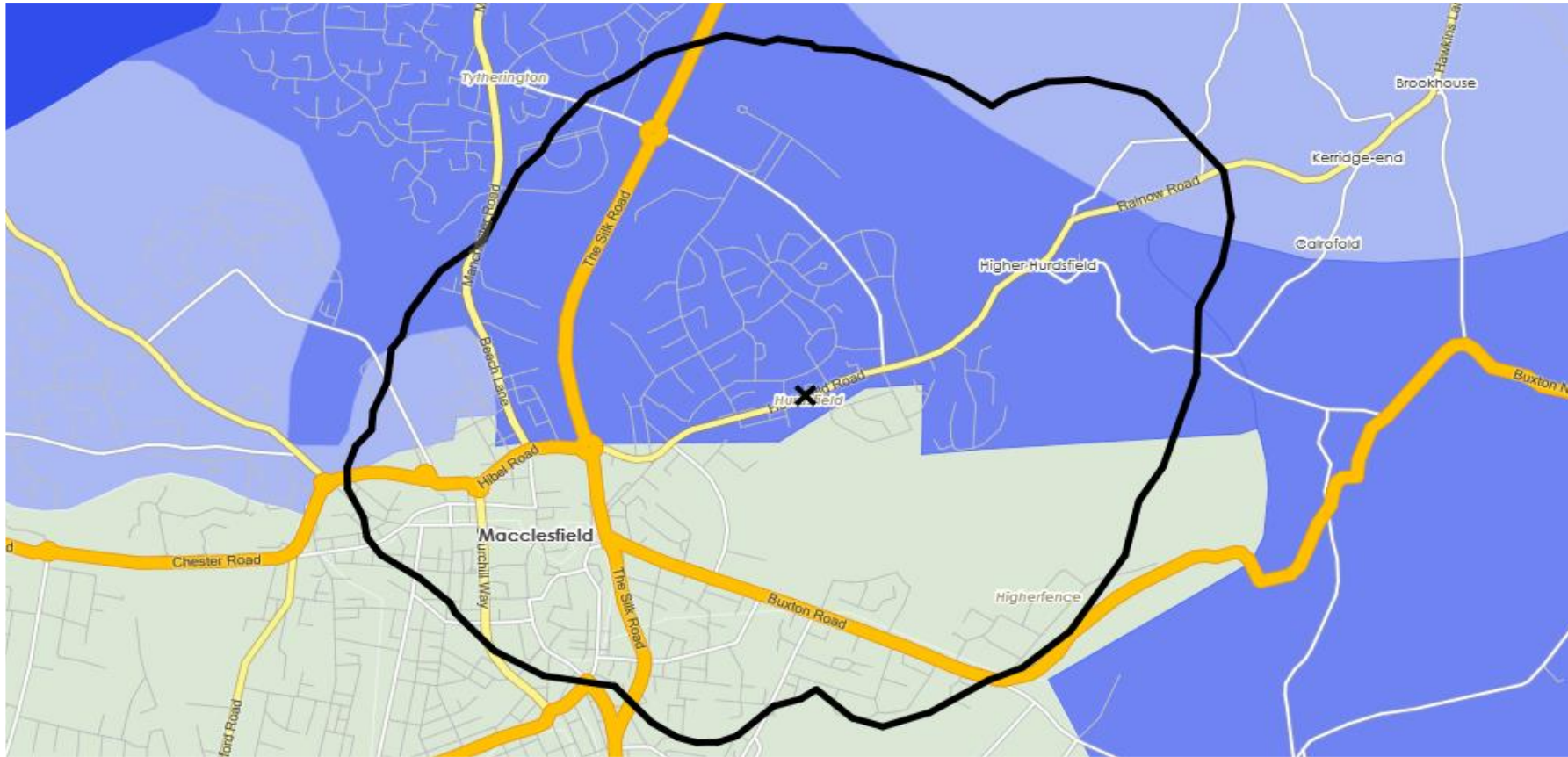
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	266	4.4	2.6	168			
1.B.5 Wealthy countryside commuters	75	1.2	2.4	52			
1.B.6 Financially comfortable families	9	0.1	2.2	7			
1.B.7 Affluent professionals	25	0.4	0.9	49			
1.B.8 Prosperous suburban families	25	0.4	1.5	27			
1.B.9 Well-off edge of towners	30	0.5	1.6	31			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	107	1.8	3.0	59			
1.C.11 Settled suburbia, older people	399	6.6	2.9	231			
1.C.12 Retired and empty nesters	163	2.7	2.5	109			
1.C.13 Upmarket downsizers	113	1.9	1.3	144			
<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	0	0.0	1.9	0			
2.E.19 First time buyers in small, modern homes	379	6.3	3.3	191			
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	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	16	0.3	2.6	10			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	280	4.6	2.4	191			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	141	2.3	3.4	68			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	47	0.8	2.3	33			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	22	0.4	2.4	15			
3.I.31 Elderly singles in purpose-built accommodation	60	1.0	0.5	203			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	1,284	21.3	2.1	1,014			
3.J.33 Smaller houses and starter homes	131	2.2	2.3	96			
<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	15	0.2	1.4	18			
4.L.38 Semi-skilled workers in traditional neighbourhoods	183	3.0	2.6	115			
4.L.39 Fading owner occupied terraces	175	2.9	2.9	101			
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	15	0.2	1.6	16			
4.M.42 Struggling young families in post-war terraces	200	3.3	1.7	198			
4.M.43 Families in right-to-buy estates	124	2.1	2.1	99			
4.M.44 Post-war estates, limited means	408	6.8	2.2	307			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	41	0.7	0.8	87			
4.N.46 Elderly people in social rented flats	92	1.5	1.1	140			
4.N.47 Low income older people in smaller semis	140	2.3	2.3	102			
4.N.48 Pensioners and singles in social rented flats	171	2.8	1.8	160			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	112	1.9	2.1	86			
5.O.50 Struggling younger people in mixed tenure	245	4.1	1.7	232			
5.O.51 Young people in small, low cost terraces	90	1.5	2.3	66			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	16	0.3	1.6	16			
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	3	0.0	1.6	3			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	91	1.5	1.5	99			
5.Q.58 Singles and young families, some receiving benefits	92	1.5	1.8	85			
5.Q.59 Deprived areas and high-rise flats	252	4.2	2.0	205			
<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	5	0.1	0.3	30			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>6,042</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT\_Flower Pot, Macclesfield (1 Mile contour)



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

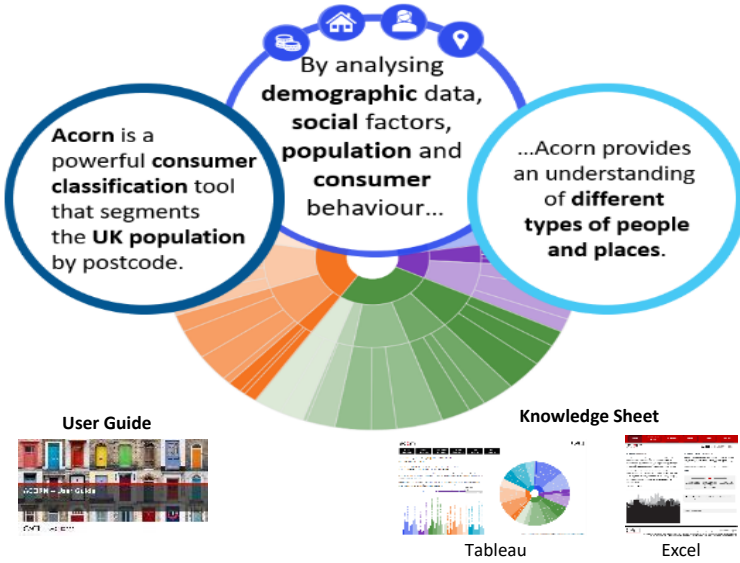
- Acorn Groups**
- 1.A Lavish Lifestyles
  - 1.B Executive Wealth
  - 1.C Mature Money
  - 2.D City Sophisticates
  - 2.E Career Climbers
  - 3.F Countryside Communities
  - 3.G Successful Suburbs
  - 3.H Steady Neighbourhoods
  - 3.I Comfortable Seniors
  - 3.J Starting Out
  - 4.K Student Life
  - 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

