CACI

acorn

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

Area: HLLT_Horse and Jockey, Altofts (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description			Area Profile	% for Area	% for Base	Index 0	100	200
	1	Affluent Achievers	275	10.7	22.0	49		
	2	Rising Prosperity	0	0.0	10.1	0		
	3	Comfortable Communities	1,360	52.8	26.2	201		
	4	Financially Stretched	789	30.6	23.7	129		
	5	Urban Adversity	152	5.9	17.6	33		
	6	Not Private Households	2	0.1	0.3	23		
		Graph						
		Total households	**2,578**					

Acorn Category Pen Portrait

3 Comfortable Communities

14.4M UK Adults   **27.3%** of UK

Age range
35-64

Financial situation
Running into debt — Saving a lot

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

Area: HLLT_Horse and Jockey, Altofts (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	182	7.1	11.2	63		
1.C	Mature Money	93	3.6	9.6	37		
2. Rising Prosperity							
2.D	City Sophisticates	0	0.0	4.0	0		
2.E	Career Climbers	0	0.0	6.2	0		
3. Comfortable Communities							
3.F	Countryside Communities	233	9.0	5.7	**158**		
3.G	Successful Suburbs	572	22.2	5.9	**377**		
3.H	Steady Neighbourhoods	267	10.4	7.4	**141**		
3.I	Comfortable Seniors	253	9.8	2.9	**338**		
3.J	Starting Out	35	1.4	4.3	31		
4. Financially Stretched							
4.K	Student Life	0	0.0	2.4	0		
4.L	Modest Means	436	16.9	7.9	**214**		
4.M	Striving Families	36	1.4	7.5	19		
4.N	Poorer Pensioners	317	12.3	5.9	**208**		
5. Urban Adversity							
5.O	Young Hardship	93	3.6	6.1	59		
5.P	Struggling Estates	21	0.8	6.1	13		
5.Q	Difficult Circumstances	38	1.5	5.3	28		
6. Not Private Households							
6.R	Not Private Households	2	0.1	0.3	23		
	Total households	**2,578**					

Acorn Group Pen Portrait

3 G Successful Suburbs

3.2M UK Adults **6.1%** of UK

Home-owning families living comfortably in stable areas in suburban and semi-rural locations. They mainly live in three or four bedroom detached and semi-detached homes of an average value for the locality.

DEMOGRAPHICS
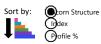
Age range **35-54**	Children at home **2**
House tenure **Mortgaged**	Family structure **Couple with children**
Number of beds **4**	House type **Detached**

BRANDS

SHOPPING: mamas & papas, ERNEST JONES, CRABTREE & EVELYN LONDON, Dunelm

LEISURE: Ed's, Nando's, PREZZO, CHIQUITO

WEBSITES: tripadvisor, GoCompare, ticketmaster, Money Super Market

DIGITAL

ATTITUDES

I worry about online security **56%** UK average: 55%

Shopping online makes my life easier **53%** UK average: 53%

I couldn't live without the internet on my mobile **32%** UK average: 34%

KEY INTERNET USAGE

This group are more likely to **browse for holidays** online

This group are more likely to **purchase car insurance** online

TECHNOLOGY USAGE

This group are more likely to **own a videogame console**

FINANCIAL PROFILE

Household income	% Disposable income	Financial situation
UK **£48k** London **£51k**	UK **48%** London **43%**	Running into debt — Saving a lot
Average: £40k / £44k	Average: 44% / 39%	

A B C D E F G H I J K L M N O P Q R

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

Area: HLLT_Horse and Jockey, Altofts (1 Mile contour)
Base: Great Britain
Year: 2021

Sort by: ● Acorn 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	182	7.1	2.2	321			
	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	6	0.2	3.0	8			
	1.C.11	Settled suburbia, older people	72	2.8	2.9	98			
	1.C.12	Retired and empty nesters	15	0.6	2.5	23			
	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	0	0.0	3.3	0			
	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	233	9.0	3.2	285			
3.G	**Successful Suburbs**								
	3.G.24	Comfortably-off families in modern housing	531	20.6	2.6	780			
	3.G.25	Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26	Semi-professional families, owner occupied neighbourhoods	41	1.6	2.4	66			
3.H	**Steady Neighbourhoods**								
	3.H.27	Suburban semis, conventional attitudes	156	6.1	3.4	176			
	3.H.28	Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29	Established suburbs, older families	111	4.3	2.3	185			
3.I	**Comfortable Seniors**								
	3.I.30	Older people, neat and tidy neighbourhoods	253	9.8	2.4	407			
	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	0	0.0	2.1	0			
	3.J.33	Smaller houses and starter homes	35	1.4	2.3	60			
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	5	0.2	1.4	14			
	4.L.38	Semi-skilled workers in traditional neighbourhoods	117	4.5	2.6	173			
	4.L.39	Fading owner occupied terraces	314	12.2	2.9	423			
	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	36	1.4	2.1	67			
	4.M.44	Post-war estates, limited means	0	0.0	2.2	0			
4.N	**Poorer Pensioners**								
	4.N.45	Pensioners in social housing, semis and terraces	54	2.1	0.8	267			
	4.N.46	Elderly people in social rented flats	56	2.2	1.1	200			
	4.N.47	Low income older people in smaller semis	175	6.8	2.3	299			
	4.N.48	Pensioners and singles in social rented flats	32	1.2	1.8	70			
5.	**Urban Adversity**								
5.O	**Young Hardship**								
	5.O.49	Young families in low cost private flats	0	0.0	2.1	0			
	5.O.50	Struggling younger people in mixed tenure	27	1.0	1.7	60			
	5.O.51	Young people in small, low cost terraces	66	2.6	2.3	114			
5.P	**Struggling Estates**								
	5.P.52	Poorer families, many children, terraced housing	21	0.8	1.6	50			
	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			
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	38	1.5	1.8	82			
	5.Q.59	Deprived areas and high-rise flats	0	0.0	2.0	0			
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	2	0.1	0.3	28			
	6.R.62	Business areas without resident population	0	0	0	0			
		Total households	**2,578**						

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT_Horse and Jockey, Altofts (1 Mile contour)

Source: OS Open Data 2018

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
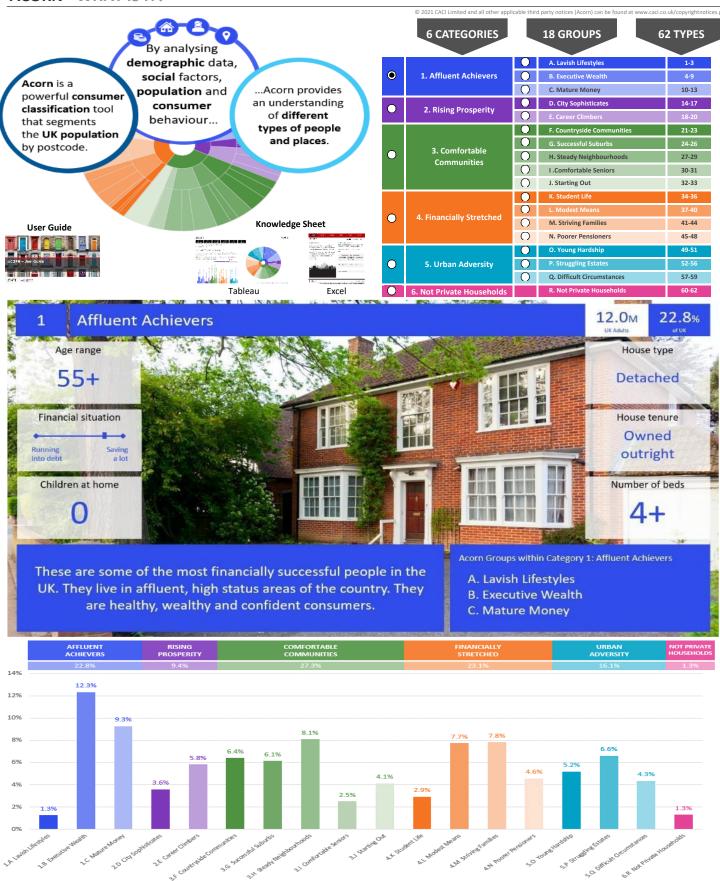5.Q Difficult Circumstances
6.R Not Private Households

Area boundary

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN - WHAT IS IT?

By analysing **demographic** data, **social** factors, **population** and **consumer** behaviour...

Acorn is a powerful **consumer classification** tool that segments the **UK population** by postcode.

...Acorn provides an understanding of **different types of people and places.**

User Guide

Knowledge Sheet

Tableau   Excel

6 CATEGORIES / 18 GROUPS / 62 TYPES

Category	Group	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
3. Comfortable Communities	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
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

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY	NOT PRIVATE HOUSEHOLDS
22.8%	9.4%	27.3%	23.1%	16.1%	1.3%

Type	%
1.A Lavish Lifestyles	1.3%
1.B Executive Wealth	12.3%
1.C Mature Money	9.3%
2.D City Sophisticates	3.6%
2.E Career Climbers	5.8%
3.F Countryside Communities	6.4%
3.G Successful Suburbs	6.1%
3.H Steady Neighbourhoods	8.1%
3.I Comfortable Seniors	2.5%
3.J Starting Out	4.1%
4.K Student Life	2.9%
4.L Modest Means	7.7%
4.M Striving Families	7.8%
4.N Poorer Pensioners	4.6%
5.O Young Hardship	5.2%
5.P Struggling Estates	6.6%
5.Q Difficult Circumstances	4.3%
6.R Not Private Households	1.3%

United Kingdom