

ACORN CATEGORY PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: HLLT_Pike and Eel, Daventry (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	128	3.8	22.0	17		
2 Rising Prosperity	1	0.0	10.1	0		
3 Comfortable Communities	1,195	35.7	26.2	136		
4 Financially Stretched	1,660	49.6	23.7	209		
5 Urban Adversity	352	10.5	17.6	60		
6 Not Private Households	9	0.3	0.3	81		
Total households	3,345					

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

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: HLLT_Pike and Eel, Daventry (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	120	3.6	11.2	32			
1.C Mature Money	8	0.2	9.6	2			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	1	0.0	6.2	0			
3. Comfortable Communities							
3.F Countryside Communities	220	6.6	5.7	115			
3.G Successful Suburbs	469	14.0	5.9	238			
3.H Steady Neighbourhoods	205	6.1	7.4	83			
3.I Comfortable Seniors	112	3.3	2.9	115			
3.J Starting Out	189	5.7	4.3	130			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	305	9.1	7.9	115			
4.M Striving Families	1,096	32.8	7.5	434			
4.N Poorer Pensioners	259	7.7	5.9	131			
5. Urban Adversity							
5.O Young Hardship	207	6.2	6.1	101			
5.P Struggling Estates	47	1.4	6.1	23			
5.Q Difficult Circumstances	98	2.9	5.3	55			
6. Not Private Households							
6.R Not Private Households	9	0.3	0.3	81			
Total households	3,345						

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 SHOPPING: LEISURE: WEBSITES:	
FINANCIAL PROFILE Household Income: UK £32k (Average: £40k), London £37k (Average: £44k) % Disposable Income: UK 41% (Average: 44%), London 37% (Average: 39%) Financial situation:		DIGITAL 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 Whilst internet usage is below average, this group are more likely to purchase toys online TECHNOLOGY USAGE: This group are more likely to watch TV on demand on a mobile	

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

ACORN TYPE PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: HLLT_Pike and Eel, Daventry (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Acorn Structure
 Index
 Profile %

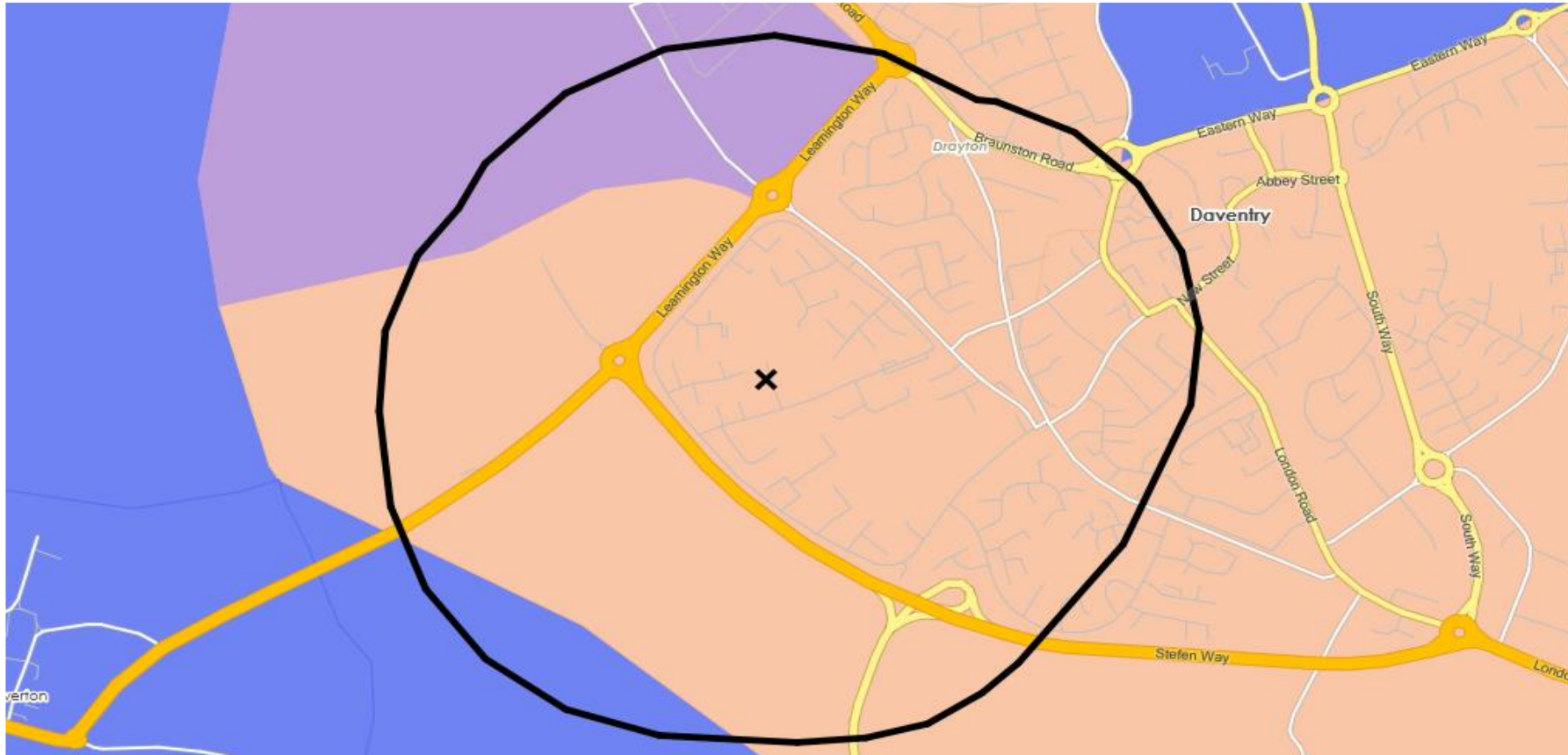
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	48	1.4	2.2	65			
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	72	2.2	1.6	133			
1.C Mature Money							
1.C.10 Better-off villagers	8	0.2	3.0	8			
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	1	0.0	1.9	2			
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	220	6.6	3.2	207			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	469	14.0	2.6	531			
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	188	5.6	3.4	163			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	17	0.5	2.3	22			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	112	3.3	2.4	139			
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	189	5.7	2.3	251			
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	48	1.4	1.4	102			
4.L.38 Semi-skilled workers in traditional neighbourhoods	160	4.8	2.6	182			
4.L.39 Fading owner occupied terraces	97	2.9	2.9	101			
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	17	0.5	1.6	32			
4.M.42 Struggling young families in post-war terraces	529	15.8	1.7	945			
4.M.43 Families in right-to-buy estates	73	2.2	2.1	105			
4.M.44 Post-war estates, limited means	477	14.3	2.2	648			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	69	2.1	0.8	263			
4.N.46 Elderly people in social rented flats	92	2.8	1.1	253			
4.N.47 Low income older people in smaller semis	97	2.9	2.3	128			
4.N.48 Pensioners and singles in social rented flats	1	0.0	1.8	2			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	142	4.2	2.1	198			
5.O.50 Struggling younger people in mixed tenure	65	1.9	1.7	111			
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	47	1.4	1.6	87			
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	15	0.4	1.8	25			
5.Q.59 Deprived areas and high-rise flats	83	2.5	2.0	122			
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	9	0.3	0.3	98			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,345						

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: HLLT_Pike and Eel, Daventry (1 Mile contour)



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

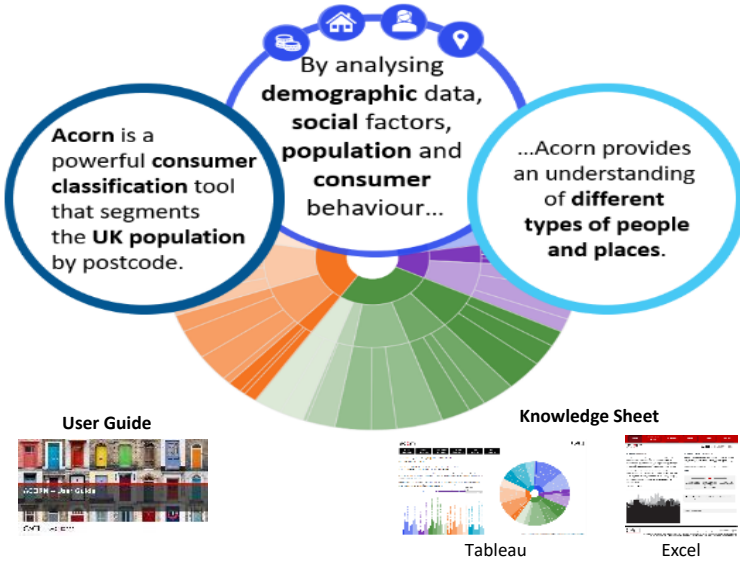
Acorn Groups

- 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?

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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
	O. Young Hardship	49-51
4. Financially Stretched	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**

House type: **Detached**

House tenure: **Owned outright**

Number of beds: **4+**

12.0M UK Adults 22.8% of UK

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

12.0M UK Adults

22.8% of UK

