














ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Bellringer, Stoke on Trent (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	11	0.3	22.0	1		
 2 Rising Prosperity	0	0.0	10.1	0		
 3 Comfortable Communities	957	24.9	26.2	95		
 4 Financially Stretched	1,867	48.6	23.7	205		
 5 Urban Adversity	1,006	26.2	17.6	149		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
Total households	3,841					

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_Bellringer, Stoke on Trent (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	0	0.0	11.2	0			
1.C Mature Money	11	0.3	9.6	3			
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	0	0.0	5.7	0			
3.G Successful Suburbs	18	0.5	5.9	8			
3.H Steady Neighbourhoods	511	13.3	7.4	181			
3.I Comfortable Seniors	305	7.9	2.9	273			
3.J Starting Out	123	3.2	4.3	74			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	424	11.0	7.9	139			
4.M Striving Families	267	7.0	7.5	92			
4.N Poorer Pensioners	1,176	30.6	5.9	518			
5. Urban Adversity							
5.O Young Hardship	387	10.1	6.1	164			
5.P Struggling Estates	440	11.5	6.1	187			
5.Q Difficult Circumstances	179	4.7	5.3	87			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	3,841						

Acorn Group Pen Portrait

4 N Poorer Pensioners 2.4M UK Adults 4.6% of UK

Older people and pensioners, the majority of whom live in social housing. The majority are renting social housing but there are a few who own their home or rent privately. Properties are mainly flats or maisonettes, but there will be some smaller bungalows or semi-detached houses.

DEMOGRAPHICS Age range: 65+ Children at home: 0 House tenure: Social renting Family structure: Single Number of beds: 1 House type: Flat or maisonette		BRANDS SHOPPING: The Works, Poundland, btm, Iceland LEISURE: GREGGS, Harry Potter, Harvester WEBSITES: NHS, GOV.UK, Argos, MECCA	
FINANCIAL PROFILE Household Income: UK £20k (Average: £40k), London £17k (Average: £44k) % Disposable Income: UK 41% (Average: 44%), London 41% (Average: 39%) Financial situation:		DIGITAL ATTITUDES: I worry about online security: 53% (UK average: 55%) Shopping online makes my life easier: 44% (UK average: 53%) I couldn't live without the internet on my mobile: 29% (UK average: 34%) KEY INTERNET USAGE: Whilst internet usage is below average, this group may research utilities online Whilst internet usage is below average, this group may purchase electrical appliances online TECHNOLOGY USAGE: This group are more likely to subscribe to Sky TV	

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

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Area: HLLT_Bellringer, Stoke on Trent (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Acorn Structure
 Index
 Profile %

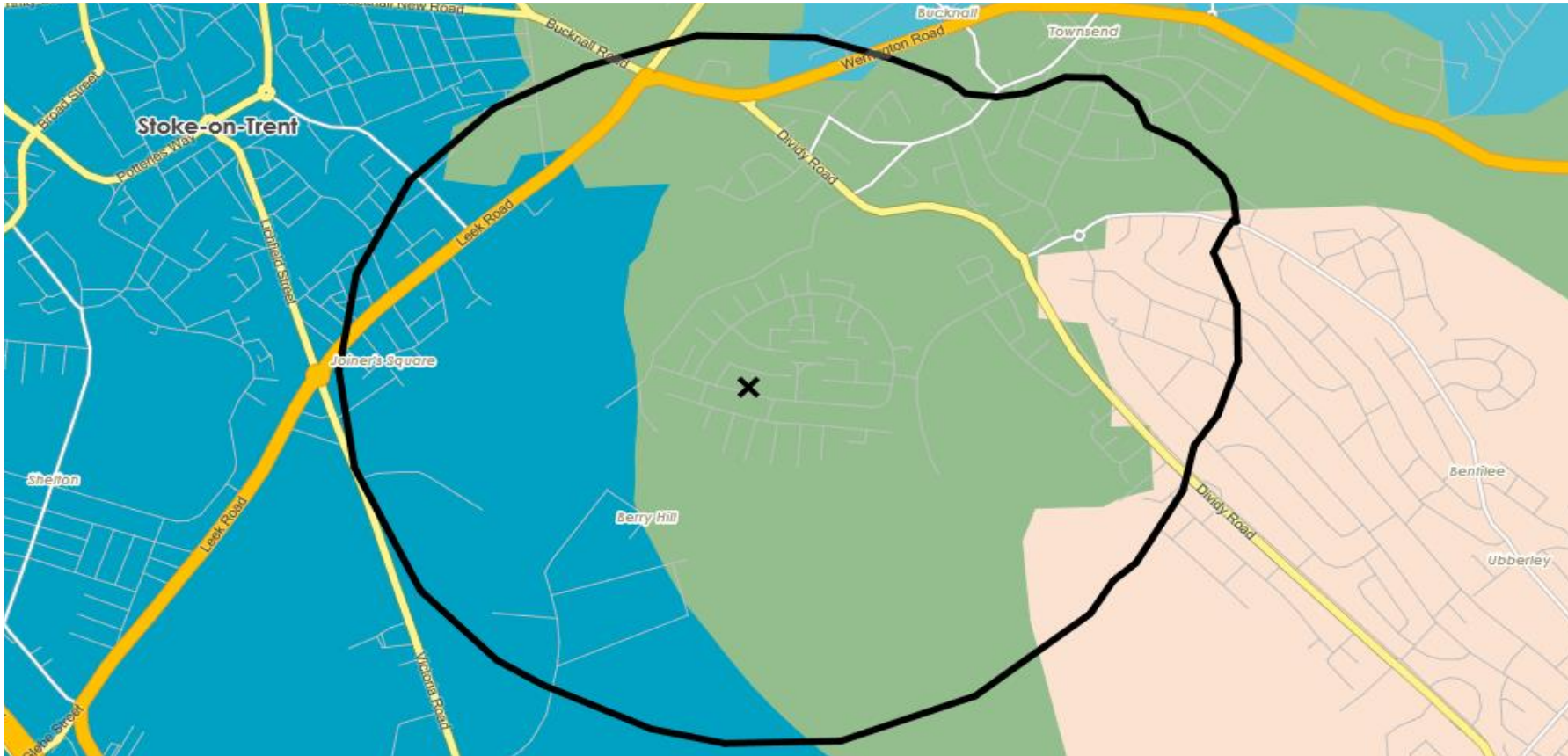
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
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	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	11	0.3	2.5	12			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	18	0.5	2.6	18			
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	511	13.3	3.4	386			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	305	7.9	2.4	329			
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	123	3.2	2.1	153			
3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
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	7	0.2	1.4	13			
4.L.38 Semi-skilled workers in traditional neighbourhoods	320	8.3	2.6	317			
4.L.39 Fading owner occupied terraces	97	2.5	2.9	88			
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	6	0.2	1.7	9			
4.M.43 Families in right-to-buy estates	66	1.7	2.1	83			
4.M.44 Post-war estates, limited means	195	5.1	2.2	231			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	107	2.8	0.8	355			
4.N.46 Elderly people in social rented flats	168	4.4	1.1	403			
4.N.47 Low income older people in smaller semis	819	21.3	2.3	938			
4.N.48 Pensioners and singles in social rented flats	82	2.1	1.8	121			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	135	3.5	2.1	164			
5.O.50 Struggling younger people in mixed tenure	3	0.1	1.7	4			
5.O.51 Young people in small, low cost terraces	249	6.5	2.3	288			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	26	0.7	1.6	42			
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	414	10.8	1.6	654			
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	133	3.5	1.8	193			
5.Q.59 Deprived areas and high-rise flats	46	1.2	2.0	59			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,841						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: HLLT_Bellringer, Stoke on Trent (1 Mile contour)



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

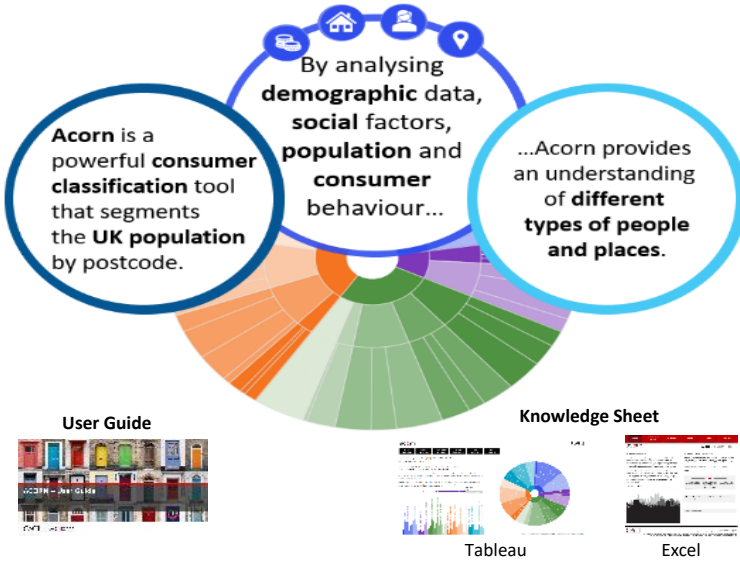
Acorn Groups

- 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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
	<input type="radio"/>	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

