














ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Thistle Inn, Cumnock (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	16	0.5	22.0	2		
 2 Rising Prosperity	10	0.3	10.1	3		
 3 Comfortable Communities	576	18.0	26.2	69		
 4 Financially Stretched	2,277	71.2	23.7	300		
 5 Urban Adversity	308	9.6	17.6	55		
 6 Not Private Households	11	0.3	0.3	103		
 Graph						
Total households	3,198					

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_Thistle Inn, Cumnock (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	16	0.5	9.6	5		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	10	0.3	6.2	5		
3. Comfortable Communities						
3.F Countryside Communities	184	5.8	5.7	100		
3.G Successful Suburbs	99	3.1	5.9	53		
3.H Steady Neighbourhoods	172	5.4	7.4	73		
3.I Comfortable Seniors	110	3.4	2.9	118		
3.J Starting Out	11	0.3	4.3	8		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	378	11.8	7.9	149		
4.M Striving Families	931	29.1	7.5	386		
4.N Poorer Pensioners	968	30.3	5.9	512		
5. Urban Adversity						
5.O Young Hardship	23	0.7	6.1	12		
5.P Struggling Estates	47	1.5	6.1	24		
5.Q Difficult Circumstances	238	7.4	5.3	139		
6. Not Private Households						
6.R Not Private Households	11	0.3	0.3	103		
Total households	3,198					

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 <ul style="list-style-type: none"> Age range: 65+ Children at home: 0 House tenure: Social renting Family structure: Single Number of beds: 1 House type: Flat or maisonette 		BRANDS <ul style="list-style-type: none"> SHOPPING: The Works, Poundland, btm, Iceland LEISURE: GREGGS, Harry Ramsden, Harvester WEBSITES: NHS, GOV.UK, Argos, MECCA 	
FINANCIAL PROFILE <ul style="list-style-type: none"> Household Income: UK £20k (Average: £40k), London £17k (Average: £44k) % Disposable Income: UK 41% (Average: 44%), London 41% (Average: 39%) Financial situation: 		DIGITAL ATTITUDES <ul style="list-style-type: none"> 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		TECHNOLOGY USAGE Whilst internet usage is below average, this group may purchase electrical appliances online	
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?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_Thistle Inn, Cumnock (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	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	16	0.5	2.5	20			
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	10	0.3	1.9	17			
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	32	1.0	1.1	94			
3.F.23 Owner occupiers in small towns and villages	152	4.8	3.2	150			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	99	3.1	2.6	117			
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	58	1.8	3.4	53			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	114	3.6	2.3	153			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	90	2.8	2.4	117			
3.I.31 Elderly singles in purpose-built accommodation	20	0.6	0.5	128			
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	11	0.3	2.3	15			
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	41	1.3	1.4	91			
4.L.38 Semi-skilled workers in traditional neighbourhoods	157	4.9	2.6	187			
4.L.39 Fading owner occupied terraces	180	5.6	2.9	195			
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	41	1.3	1.7	77			
4.M.43 Families in right-to-buy estates	121	3.8	2.1	182			
4.M.44 Post-war estates, limited means	769	24.0	2.2	1,093			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	61	1.9	0.8	243			
4.N.46 Elderly people in social rented flats	27	0.8	1.1	78			
4.N.47 Low income older people in smaller semis	352	11.0	2.3	484			
4.N.48 Pensioners and singles in social rented flats	528	16.5	1.8	935			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	23	0.7	2.1	33			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.7	0			
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	0	0.0	1.6	0			
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	47	1.5	1.6	89			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	192	6.0	1.5	395			
5.Q.58 Singles and young families, some receiving benefits	12	0.4	1.8	21			
5.Q.59 Deprived areas and high-rise flats	34	1.1	2.0	52			
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	11	0.3	0.3	125			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,198						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Thistle Inn, Cumnock (1 Mile contour)



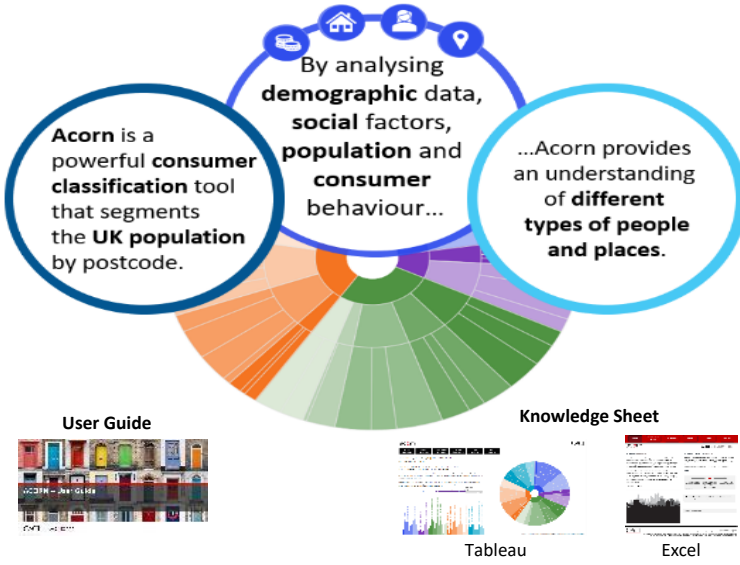
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	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
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
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

