














## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** HLLT\_Gamecock, Bury (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	293	10.5	22.0	48		
 2 Rising Prosperity	43	1.5	10.1	15		
 3 Comfortable Communities	249	9.0	26.2	34		
 4 Financially Stretched	867	31.2	23.7	131		
 5 Urban Adversity	1,329	47.8	17.6	271		
 6 Not Private Households	1	0.0	0.3	11		
 Graph						
<b>Total households</b>	<b>2,782</b>					

### Acorn Category Pen Portrait

## 5 Urban Adversity

**Age range**  
25-34

**Financial situation**  
Running into debt ————— Saving a lot

**Children at home**  
3+

**House type**  
Flat or terraced

**House tenure**  
Social renting

**Number of beds**  
1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- Young Hardship 30%
- Struggling Estates 43%
- Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT\_Gamecock, Bury (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	122	4.4	11.2	39			
1.C Mature Money	171	6.1	9.6	64			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	43	1.5	6.2	25			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	28	1.0	5.7	18			
3.G Successful Suburbs	27	1.0	5.9	16			
3.H Steady Neighbourhoods	52	1.9	7.4	25			
3.I Comfortable Seniors	128	4.6	2.9	158			
3.J Starting Out	14	0.5	4.3	12			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	328	11.8	7.9	149			
4.M Striving Families	114	4.1	7.5	54			
4.N Poorer Pensioners	425	15.3	5.9	259			
<b>5. Urban Adversity</b>							
5.O Young Hardship	316	11.4	6.1	185			
5.P Struggling Estates	329	11.8	6.1	193			
5.Q Difficult Circumstances	684	24.6	5.3	460			
<b>6. Not Private Households</b>							
6.R Not Private Households	1	0.0	0.3	11			
<b>Total households</b>	<b>2,782</b>						

Acorn Group Pen Portrait

**5 Q Difficult Circumstances** 2.3M UK Adults    4.3% of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

**DEMOGRAPHICS**

Age range <b>25-34</b>	Children at home <b>1</b>
House tenure <b>Social renting</b>	Family structure <b>Single parent</b>
Number of beds <b>1</b>	House type <b>Flat or maisonette</b>

**BRANDS**

SHOPPING:

LEISURE:

WEBSITES:

**DIGITAL ATTITUDES**

I worry about online security <b>52%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>48%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>36%</b> <small>UK average: 34%</small>
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**KEY INTERNET USAGE**

Whilst internet usage is below average, this group are more likely to **browse for video games** online

Whilst internet usage is below average, this group are more likely to **take out a loan** online

**TECHNOLOGY USAGE**

This group are less likely to **use contactless payments**

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\_Gamecock, Bury (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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	2	0.1	2.4	3			
1.B.6 Financially comfortable families	109	3.9	2.2	178			
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	11	0.4	1.6	24			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	56	2.0	3.0	67			
1.C.11 Settled suburbia, older people	115	4.1	2.9	145			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	42	1.5	1.9	80			
2.E.19 First time buyers in small, modern homes	1	0.0	3.3	1			
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	28	1.0	3.2	32			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	14	0.5	2.6	19			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	13	0.5	2.4	19			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	35	1.3	3.4	37			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	17	0.6	2.3	26			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	128	4.6	2.4	191			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	14	0.5	2.3	22			
<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	37	1.3	1.4	94			
4.L.38 Semi-skilled workers in traditional neighbourhoods	42	1.5	2.6	57			
4.L.39 Fading owner occupied terraces	249	9.0	2.9	311			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	39	1.4	1.7	84			
4.M.43 Families in right-to-buy estates	3	0.1	2.1	5			
4.M.44 Post-war estates, limited means	72	2.6	2.2	118			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	32	1.2	0.8	147			
4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
4.N.47 Low income older people in smaller semis	319	11.5	2.3	504			
4.N.48 Pensioners and singles in social rented flats	74	2.7	1.8	151			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	73	2.6	2.1	122			
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	243	8.7	2.3	388			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	18	0.6	1.6	40			
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	311	11.2	1.6	678			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	69	2.5	1.5	163			
5.Q.58 Singles and young families, some receiving benefits	491	17.6	1.8	985			
5.Q.59 Deprived areas and high-rise flats	124	4.5	2.0	219			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	1	0.0	0.1	62			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>2,782</b>						



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

# DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: HLLT\_Gamecock, Bury (1 Mile contour)

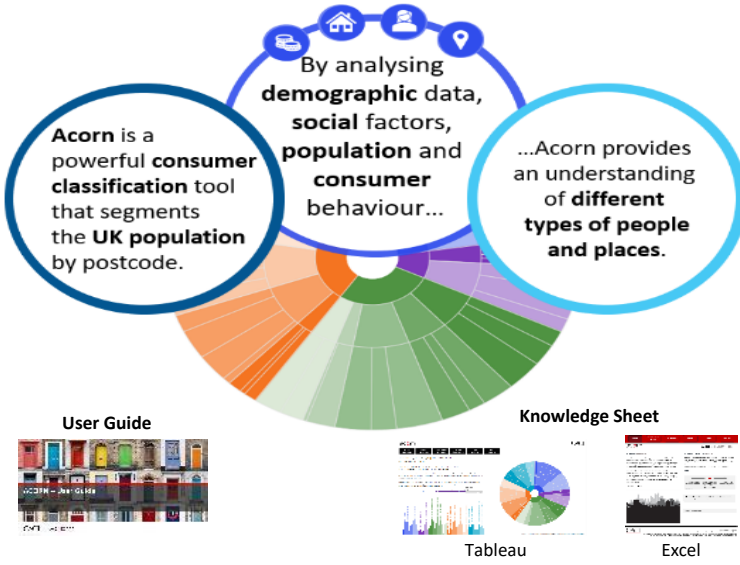


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

