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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

Area: HLLT_Ribble Lodge, Ribblet (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
1	Affluent Achievers	60	0.8	22.0	3		
2	Rising Prosperity	0	0.0	10.1	0		
3	Comfortable Communities	1,623	20.6	26.2	78		
4	Financially Stretched	2,260	28.7	23.7	121		
5	Urban Adversity	3,929	49.8	17.6	283		
6	Not Private Households	14	0.2	0.3	53		
	Graph						
	Total households	**7,886**					

Acorn Category Pen Portrait

| 5 | Urban Adversity | | 8.5M UK Adults | 16.1% of UK |

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

O Young Hardship	30%
P Struggling Estates	43%
Q Difficult Circumstances	27%

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ACORN GROUP PROFILE - HOUSEHOLDS

Area: HLLT_Ribble Lodge, Ribblet (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	28	0.4	11.2	3		
1.C	Mature Money	32	0.4	9.6	4		
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	229	2.9	5.9	49		
3.H	Steady Neighbourhoods	1,105	14.0	7.4	**191**		
3.I	Comfortable Seniors	171	2.2	2.9	75		
3.J	Starting Out	118	1.5	4.3	34		
4. Financially Stretched							
4.K	Student Life	0	0.0	2.4	0		
4.L	Modest Means	596	7.6	7.9	95		
4.M	Striving Families	1,097	13.9	7.5	**184**		
4.N	Poorer Pensioners	567	7.2	5.9	**122**		
5. Urban Adversity							
5.O	Young Hardship	373	4.7	6.1	77		
5.P	Struggling Estates	2,138	27.1	6.1	**444**		
5.Q	Difficult Circumstances	1,418	18.0	5.3	**336**		
6. Not Private Households							
6.R	Not Private Households	14	0.2	0.3	53		
	Total households	7,886					

Acorn Group Pen Portrait

5 P Struggling Estates — 3.5M UK Adults — 6.6% of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

DEMOGRAPHICS

- Age range: 25-34
- Children at home: 3+
- House tenure: Social renting
- Family structure: Single parent
- Number of beds: 3
- House type: Terraced

FINANCIAL PROFILE

- Household income: UK £27k (Average: £40k), London £30k (Average: £44k)
- % Disposable income: UK 30% (Average: 44%), London 28% (Average: 39%)
- Financial situation: Running into debt — Saving a lot

BRANDS

- SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland
- LEISURE: McDonald's, KFC, GREGGS
- WEBSITES: HUNGRY HORSE, very, JUST EAT, sky sports

DIGITAL

ATTITUDES

- I worry about online security: **52%** (UK average: 55%)
- Shopping online makes my life easier: **51%** (UK average: 53%)
- I couldn't live without the internet on my mobile: **37%** (UK average: 34%)

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 **buy electronic goods** online

TECHNOLOGY USAGE

This group are more likely to **watch TV on demand on a mobile**

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_Ribble Lodge, Ribblet (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	28	0.4	2.2	16			
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	32	0.4	2.9	14			
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	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	176	2.2	2.6	85			
3.G.25 Larger family homes, multi-ethnic areas	53	0.7	0.8	82			
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	929	11.8	3.4	**342**			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	176	2.2	2.3	96			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	171	2.2	2.4	90			
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	118	1.5	2.3	66			
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	33	0.4	1.4	30			
4.L.38 Semi-skilled workers in traditional neighbourhoods	97	1.2	2.6	47			
4.L.39 Fading owner occupied terraces	160	2.0	2.9	70			
4.L.40 High occupancy terraces, culturally diverse family areas	306	3.9	1.0	**389**			
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	100	1.3	1.7	76			
4.M.43 Families in right-to-buy estates	752	9.5	2.1	**459**			
4.M.44 Post-war estates, limited means	245	3.1	2.2	**141**			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	211	2.7	1.1	**246**			
4.N.47 Low income older people in smaller semis	264	3.3	2.3	**147**			
4.N.48 Pensioners and singles in social rented flats	92	1.2	1.8	66			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	39	0.5	2.1	23			
5.O.50 Struggling younger people in mixed tenure	78	1.0	1.7	57			
5.O.51 Young people in small, low cost terraces	256	3.2	2.3	**144**			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	1,074	13.6	1.6	**838**			
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	1,064	13.5	1.6	**819**			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	217	2.8	1.5	**181**			
5.Q.58 Singles and young families, some receiving benefits	876	11.1	1.8	**620**			
5.Q.59 Deprived areas and high-rise flats	325	4.1	2.0	**202**			
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	14	0.2	0.3	65			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	**7,886**						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

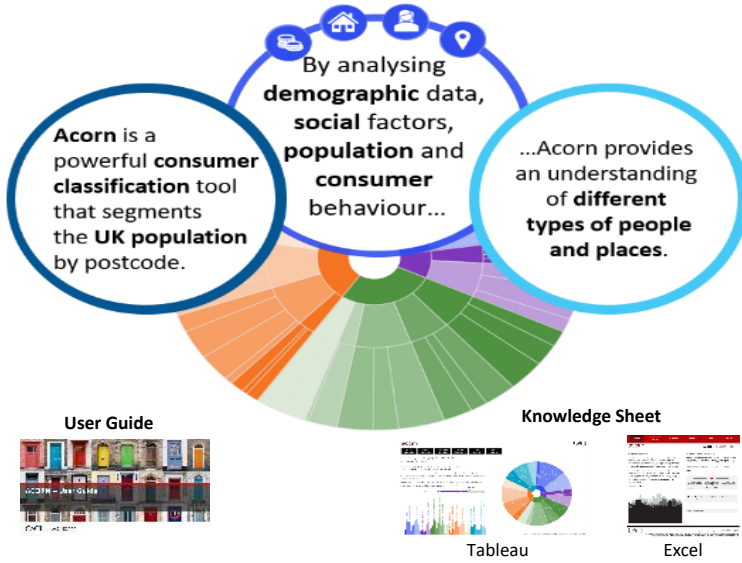**Area:**   HLLT_Ribble Lodge, Ribblet (1 Mile contour)

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

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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
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%

Chart values:
- 1A Lavish Lifestyles: 1.3%
- 1B Executive Wealth: 12.3%
- 1C Mature Money: 9.3%
- 2D City Sophisticates: 3.6%
- 2E 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%
- 6R Not Private Households: 1.3%

United Kingdom