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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

Area: HLLT_Cumberland, Sheffield (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
1	Affluent Achievers	901	19.6	22.0	89		
2	Rising Prosperity	162	3.5	10.1	35		
3	Comfortable Communities	1,613	35.1	26.2	**134**		
4	Financially Stretched	1,508	32.9	23.7	**138**		
5	Urban Adversity	386	8.4	17.6	48		
6	Not Private Households	20	0.4	0.3	**131**		
Graph							
	Total households	**4,590**					

Acorn Category Pen Portrait

3 Comfortable Communities

14.4M UK Adults   **27.3%** of UK

Age range 35-64

House type Semi-detached or detached

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

House tenure Owned outright or mortgaged

Children at home 0-2

Number of beds 3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities
F Countryside Communities — 23%
G Successful Suburbs — 23%
H Steady Neighbourhoods — 30%
I Comfortable Seniors — 8%
J Starting Out — 15%

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ACORN GROUP PROFILE - HOUSEHOLDS

Area: HLLT_Cumberland, Sheffield (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	726	15.8	11.2	**141**			
1.C	Mature Money	175	3.8	9.6	40			
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	4.0	0			
2.E	Career Climbers	162	3.5	6.2	57			
3. Comfortable Communities								
3.F	Countryside Communities	129	2.8	5.7	49			
3.G	Successful Suburbs	620	13.5	5.9	**230**			
3.H	Steady Neighbourhoods	408	8.9	7.4	**121**			
3.I	Comfortable Seniors	125	2.7	2.9	94			
3.J	Starting Out	331	7.2	4.3	**166**			
4. Financially Stretched								
4.K	Student Life	0	0.0	2.4	0			
4.L	Modest Means	606	13.2	7.9	**167**			
4.M	Striving Families	301	6.6	7.5	87			
4.N	Poorer Pensioners	601	13.1	5.9	**222**			
5. Urban Adversity								
5.O	Young Hardship	19	0.4	6.1	7			
5.P	Struggling Estates	109	2.4	6.1	39			
5.Q	Difficult Circumstances	258	5.6	5.3	**105**			
6. Not Private Households								
6.R	Not Private Households	20	0.4	0.3	**131**			
	Total households	4,590						

Acorn Group Pen Portrait

1 B Executive Wealth — 6.5M UK Adults — 12.3% of UK

High income people, successfully combining jobs and families. These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

DEMOGRAPHICS

Age range: **45-64**
Children at home: **2**
House tenure: **Owned outright**
Family structure: **Couple**
Number of beds: **4**
House type: **Detached**

FINANCIAL PROFILE

Household income: UK **£60k** (Average: £40k), London **£63k** (Average: £44k)
% Disposable income: UK **50%** (Average: 44%), London **49%** (Average: 39%)
Financial situation: Running into debt — Saving a lot

BRANDS

SHOPPING: Cath Kidston, THE WHITE COMPANY, JOHN LEWIS, Russell & Bromley
LEISURE: M&S SIMPLY FOOD, PRET A MANGER, WHOLE FOODS, wahaca
WEBSITES: BBC SPORT, rightmove, M&S, MoneySavingExpert.com

DIGITAL

ATTITUDES

I worry about online security: **58%** (UK average: 55%)
Shopping online makes my life easier: **58%** (UK average: 53%)
I couldn't live without the internet on my mobile: **31%** (UK average: 34%)

KEY INTERNET USAGE
This group are more likely to **browse for hotels** online

This group are more likely to **purchase holidays** online

TECHNOLOGY USAGE
This group are more likely to **own an iPhone**

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_Cumberland, Sheffield (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	61	1.3	2.6	51			
	1.B.5	Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6	Financially comfortable families	507	11.0	2.2	**502**			
	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	158	3.4	1.6	**213**			
1.C	Mature Money								
	1.C.10	Better-off villagers	5	0.1	3.0	4			
	1.C.11	Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12	Retired and empty nesters	170	3.7	2.5	**149**			
	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	150	3.3	1.9	**174**			
	2.E.19	First time buyers in small, modern homes	12	0.3	3.3	8			
	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	129	2.8	3.2	89			
3.G	Successful Suburbs								
	3.G.24	Comfortably-off families in modern housing	596	13.0	2.6	**492**			
	3.G.25	Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26	Semi-professional families, owner occupied neighbourhoods	24	0.5	2.4	22			
3.H	Steady Neighbourhoods								
	3.H.27	Suburban semis, conventional attitudes	234	5.1	3.4	**148**			
	3.H.28	Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29	Established suburbs, older families	174	3.8	2.3	**163**			
3.I	Comfortable Seniors								
	3.I.30	Older people, neat and tidy neighbourhoods	125	2.7	2.4	**113**			
	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	331	7.2	2.3	**320**			
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	67	1.5	1.4	**104**			
	4.L.38	Semi-skilled workers in traditional neighbourhoods	290	6.3	2.6	**240**			
	4.L.39	Fading owner occupied terraces	249	5.4	2.9	**188**			
	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	1	0.0	1.6	1			
	4.M.42	Struggling young families in post-war terraces	0	0.0	1.7	0			
	4.M.43	Families in right-to-buy estates	154	3.4	2.1	**162**			
	4.M.44	Post-war estates, limited means	146	3.2	2.2	**145**			
4.N	Poorer Pensioners								
	4.N.45	Pensioners in social housing, semis and terraces	111	2.4	0.8	**308**			
	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	490	10.7	2.3	**469**			
	4.N.48	Pensioners and singles in social rented flats	0	0.0	1.8	0			
5.	**Urban Adversity**								
5.O	Young Hardship								
	5.O.49	Young families in low cost private flats	19	0.4	2.1	19			
	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	109	2.4	1.6	**144**			
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	258	5.6	1.8	**314**			
	5.Q.59	Deprived areas and high-rise flats	0	0.0	2.0	0			
6.	**Not Private Households**								
6.R	Not Private Households								
	6.R.60	Active communal population	18	0.4	0.1	**674**			
	6.R.61	Inactive communal population	2	0.0	0.3	16			
	6.R.62	Business areas without resident population	0	0	0	0			
		Total households	**4,590**						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: HLLT_Cumberland, Sheffield (1 Mile contour)

Source: OS Open Data 2018
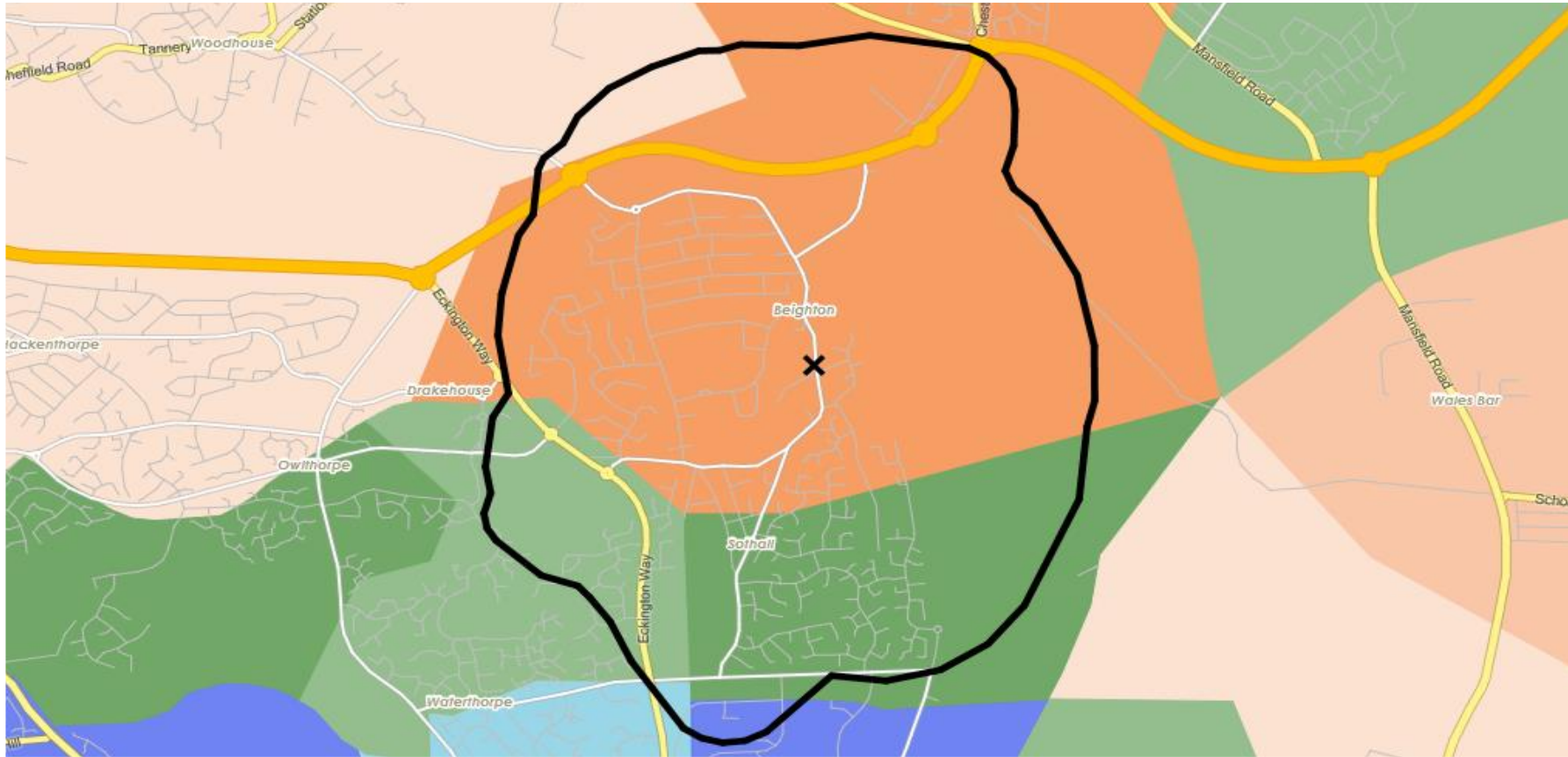
Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
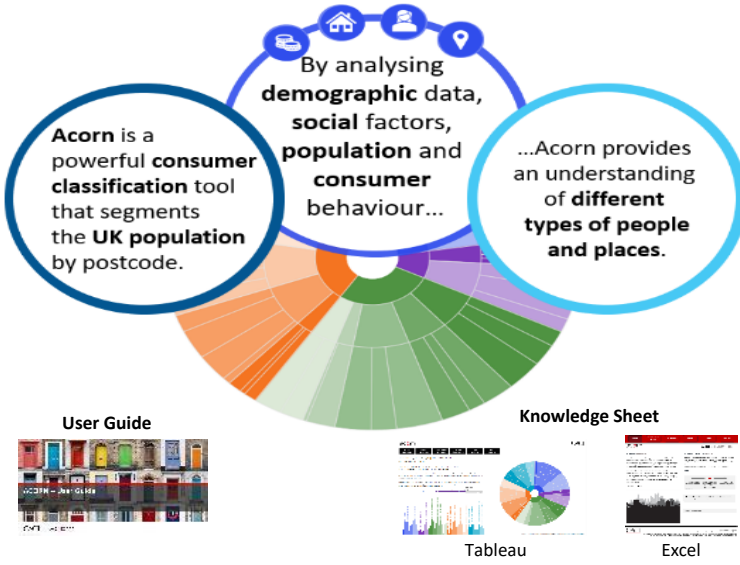- % Urban Adversity
- Dominant Acorn Group

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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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN - WHAT IS IT?

Acorn is a powerful **consumer classification** tool that segments the **UK population** by postcode.

By analysing **demographic** data, **social** factors, **population** and **consumer** behaviour...

...Acorn provides an understanding of **different types of people and places.**

User Guide

Knowledge Sheet

Tableau   Excel

6 CATEGORIES | 18 GROUPS | 62 TYPES

CATEGORIES	GROUPS	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%
- 3F Countryside Communities: 6.4%
- 3G Successful Suburbs: 6.1%
- 3H Steady Neighbourhoods: 8.1%
- 3I Comfortable Seniors: 2.5%
- 3J Starting Out: 4.1%
- 4K Student Life: 2.9%
- 4L Modest Means: 7.7%
- 4M Striving Families: 7.8%
- 4N Poorer Pensioners: 4.6%
- 5O Young Hardship: 5.2%
- 5P Struggling Estates: 6.6%
- 5Q Difficult Circumstances: 4.3%
- 6R Not Private Households: 1.3%

United Kingdom