

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_York, Morecambe (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	763	8.1	22.0	37		
2 Rising Prosperity	17	0.2	10.1	2		
3 Comfortable Communities	3,829	40.6	26.2	155		
4 Financially Stretched	2,021	21.4	23.7	90		
5 Urban Adversity	2,690	28.5	17.6	162		
6 Not Private Households	103	1.1	0.3	328		
Total households		9,423				

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%
UK Adults of UK

Age range
35-64

Financial situation

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

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%

ACORN GROUP PROFILE - HOUSEHOLDS

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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	14	0.1	11.2	1		
1.C Mature Money	749	7.9	9.6	83		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	17	0.2	6.2	3		
3. Comfortable Communities						
3.F Countryside Communities	3	0.0	5.7	1		
3.G Successful Suburbs	81	0.9	5.9	15		
3.H Steady Neighbourhoods	1,988	21.1	7.4	287		
3.I Comfortable Seniors	1,669	17.7	2.9	610		
3.J Starting Out	88	0.9	4.3	21		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	1,086	11.5	7.9	146		
4.M Striving Families	332	3.5	7.5	47		
4.N Poorer Pensioners	603	6.4	5.9	108		
5. Urban Adversity						
5.O Young Hardship	1,945	20.6	6.1	336		
5.P Struggling Estates	249	2.6	6.1	43		
5.Q Difficult Circumstances	496	5.3	5.3	98		
6. Not Private Households						
6.R Not Private Households	103	1.1	0.3	328		
Total households	9,423					

Acorn Group Pen Portrait

3 H Steady Neighbourhoods 4.3M UK Adults 8.1% of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

DEMOGRAPHICS

Age range: **35-54**
 Children at home: **2**
 House tenure: **Mortgaged**
 Family structure: **Couple with children**
 Number of beds: **3**
 House type: **Semi-detached**

FINANCIAL PROFILE

Household Income: UK **£45k**, London **£50k**
 Average: £40k, Average: £44k

% Disposable Income: UK **47%**, London **42%**
 Average: 44%, Average: 39%

Financial situation:

BRANDS

SHOPPING: RADLEY LONDON, schuh, FATFACE, joules
 LEISURE: the IGUANAS, Pizza Hut, Bella Italia, Zizzi
 WEBSITES: Quidco, THE NATIONAL LOTTERY, GROUPON, sky

DIGITAL ATTITUDES

I worry about online security: **56%** (UK average: 55%)
 Shopping online makes my life easier: **54%** (UK average: 53%)
 I couldn't live without the internet on my mobile: **33%** (UK average: 34%)

KEY INTERNET USAGE

This group are more likely to **research days out online**

TECHNOLOGY USAGE

This group are more likely to **purchase home insurance online**

This group are more likely to **watch TV on demand through their TV set**

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

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Area: HLLT_York, Morecambe (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	14	0.1	2.6	6			
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	12	0.1	3.0	4			
1.C.11 Settled suburbia, older people	544	5.8	2.9	202			
1.C.12 Retired and empty nesters	21	0.2	2.5	9			
1.C.13 Upmarket downsizers	172	1.8	1.3	140			
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	17	0.2	1.9	10			
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	3	0.0	3.2	1			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	63	0.7	2.6	25			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	18	0.2	2.4	8			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,850	19.6	3.4	570			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	138	1.5	2.3	63			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	1,585	16.8	2.4	697			
3.I.31 Elderly singles in purpose-built accommodation	84	0.9	0.5	182			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	3	0.0	2.1	2			
3.J.33 Smaller houses and starter homes	85	0.9	2.3	40			
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	215	2.3	1.4	162			
4.L.38 Semi-skilled workers in traditional neighbourhoods	542	5.8	2.6	219			
4.L.39 Fading owner occupied terraces	329	3.5	2.9	121			
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	52	0.6	1.7	33			
4.M.43 Families in right-to-buy estates	143	1.5	2.1	73			
4.M.44 Post-war estates, limited means	137	1.5	2.2	66			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	106	1.1	0.8	143			
4.N.46 Elderly people in social rented flats	218	2.3	1.1	213			
4.N.47 Low income older people in smaller semis	112	1.2	2.3	52			
4.N.48 Pensioners and singles in social rented flats	167	1.8	1.8	100			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	589	6.3	2.1	291			
5.O.50 Struggling younger people in mixed tenure	775	8.2	1.7	471			
5.O.51 Young people in small, low cost terraces	581	6.2	2.3	274			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	182	1.9	1.6	119			
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	67	0.7	1.6	43			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	51	0.5	1.5	36			
5.Q.58 Singles and young families, some receiving benefits	365	3.9	1.8	216			
5.Q.59 Deprived areas and high-rise flats	80	0.8	2.0	42			
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	103	1.1	0.3	397			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	9,423						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_York, Morecambe (1 Mile contour)



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

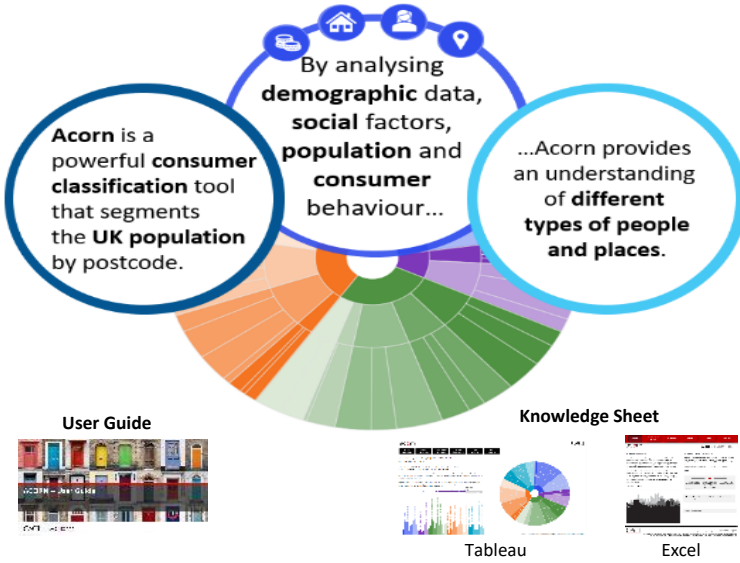
Acorn Groups

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

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

