



Acorn Pen Portraits

| Acorn Category

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DO AMAZING
THINGS WITH DATA

Predominant
Housing Type

**Detached or
apartments**

Predominant
Housing Tenure

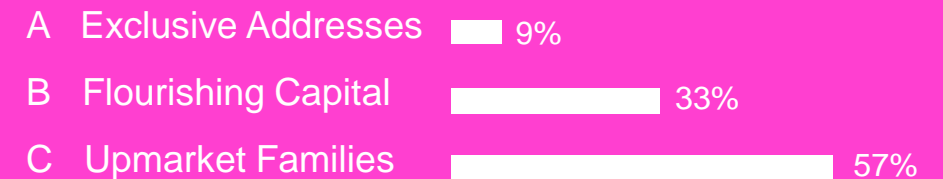
Owned

Savings & Investments

Very high

The most affluent people in Britain, confident consumers with high levels of savings and investments, living in the most expensive properties.

Groups within Luxury Lifestyles



Predominant
Housing Type

Detached

Predominant
Housing Tenure

Owned

Savings & Investments

High

Wealthy and successful people living in large houses which they own in affluent, high status areas of the country.

Groups within Established Affluence

- D Commuter Belt Wealth  75%
- E Prosperous Professionals  25%

Predominant
Housing Type

Semi or detached

Predominant
Housing Tenure

Owned

Savings & Investments

Average

Comfortable, stable families and empty nesters who have a good standard of living, on an income above the UK average.

Groups within Thriving Neighbourhoods



Predominant
Housing Type

Semi detached

Predominant
Housing Tenure

Privately rented

Savings & Investments

Below average

This category contains much of middle of the road Britain with working families on incomes just below the UK average.

Groups within Steadfast Communities

K	Semi-rural Maturity	27%
L	Traditional Homeowners	23%
M	Family Renters	18%
N	Urban Diversity	10%
O	Stable Seniors	22%

Predominant
Housing Type

Terraced

Predominant
Housing Tenure

Privately rented

Savings & Investments

Low

Traditional working class areas of Britain containing younger families, flat sharers and students privately renting their homes.

Groups within Stretched Society

P	Tenant Living	<div style="width: 38%;"></div>	38%
Q	Limited Budgets	<div style="width: 25%;"></div>	25%
R	Hard-up Households	<div style="width: 37%;"></div>	37%

Predominant
Housing Type

Flats

Predominant
Housing Tenure

Socially rented

Savings & Investments

Very low

This category contains the most deprived areas of towns and cities across the UK, with the lowest incomes. It contains a higher proportion of single people across the age groups, socially renting their flats.

Groups within Low Income Living

S	Cash-strapped Families	48%
T	Constrained Pensioners	21%
U	Challenging Circumstances	31%

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, V: Not Private Households, which is sub-divided into four types:

- 62 Students in halls of residence
- 63 Active communal populations
- 64 Inactive communal populations
- 65 Non-residential postcodes



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