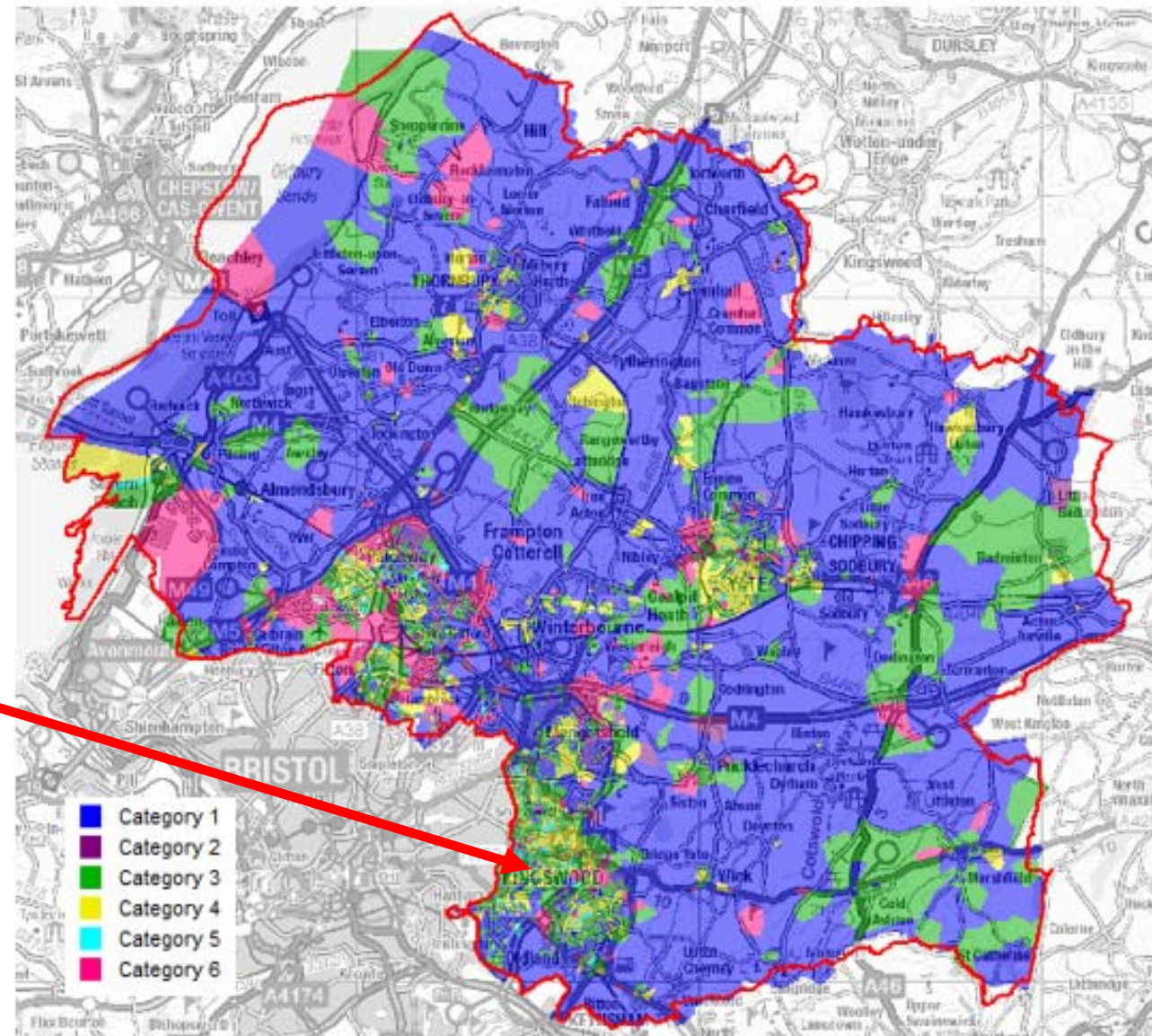
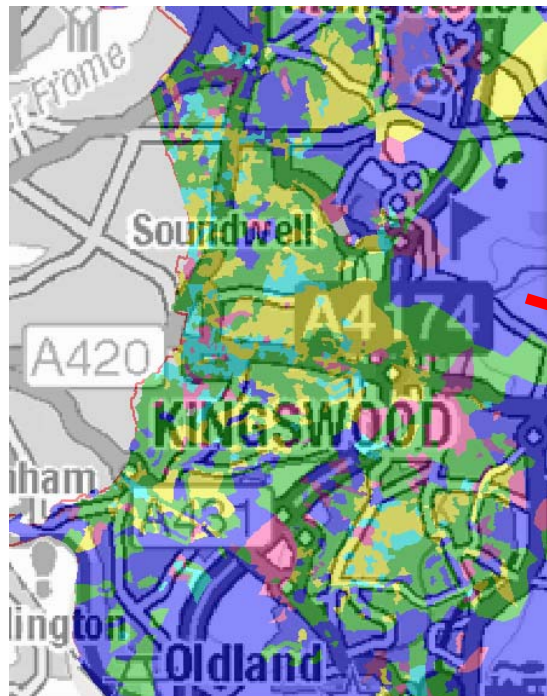


# Acorn categories

- Category 1: Affluent Achievements
- Category 2: Rising Prosperity
- Category 3: Comfortable Communities
- Category 4: Financially Stretched
- Category 5: Urban Adversity
- Category 6: Not Private Households



# Acorn categories

Acorn Category	Number of postcodes	% of postcodes
Affluent achievers	2552	37%
Rising prosperity	1836	27%
Comfortable communities	1117	16%
Financially stretched	660	10%
Urban Adversity	350	5%
Not private households	341	5%

The largest proportion of South Gloucestershire postcodes fall into the Affluent achievers category (37%).



# Acorn groups

Postcodes in South Gloucestershire can be split into the Acorn groups as shown below:

Acorn Group	Number of postcodes	% of postcodes
Executive Wealth (B)	1435	21%
Mature Money (C)	1094	16%
Steady Neighbourhoods (H)	677	10%
Not Private Households (R)	660	10%
Modest Means (L)	456	7%
Successful Suburbs (G)	427	6%
Striving Families (M)	416	6%
Starting Out (J)	402	6%
Career Climbers (E)	350	5%
Poorer Pensioners (N)	206	3%
Countryside Communities (F)	197	3%
Young Hardship (O)	167	2%
Comfortable Seniors (I)	133	2%
Difficult Circumstances (Q)	114	2%
Struggling Estates (P)	60	1%
Student Life (K)	39	1%
Lavish Lifestyles (A)	23	0%

Acorn Category	Acorn Group
1 Affluent Achievers	1.A Lavish Lifestyles
	1.B Executive Wealth
	1.C Mature Money
2 Rising Prosperity	2.D City Sophisticates
	2.E Career Climbers
3 Comfortable Communities	3.F Countryside Communities
	3.G Successful Suburbs
	3.H Steady Neighbourhoods
	3.I Comfortable Seniors
	3.J Starting Out
4 Financially Stretched	4.K Student Life
	4.L Modest Means
	4.M Striving Families
	4.N Poorer Families
5 Urban Adversity	5.O Young Hardship
	5.P Struggling Estates
	5.Q Difficult Circumstances
6 Not Private Households	6.R Not Private Households