

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_MountB44 OSH (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	2,418	22.2	22.0	101			
2 Rising Prosperity	68	0.6	10.1	6			
3 Comfortable Communities	1,408	12.9	26.2	49			
4 Financially Stretched	5,677	52.0	23.7	219			
5 Urban Adversity	1,337	12.3	17.6	70			
6 Not Private Households	4	0.0	0.3	11			
Total households		10,912					



Graph

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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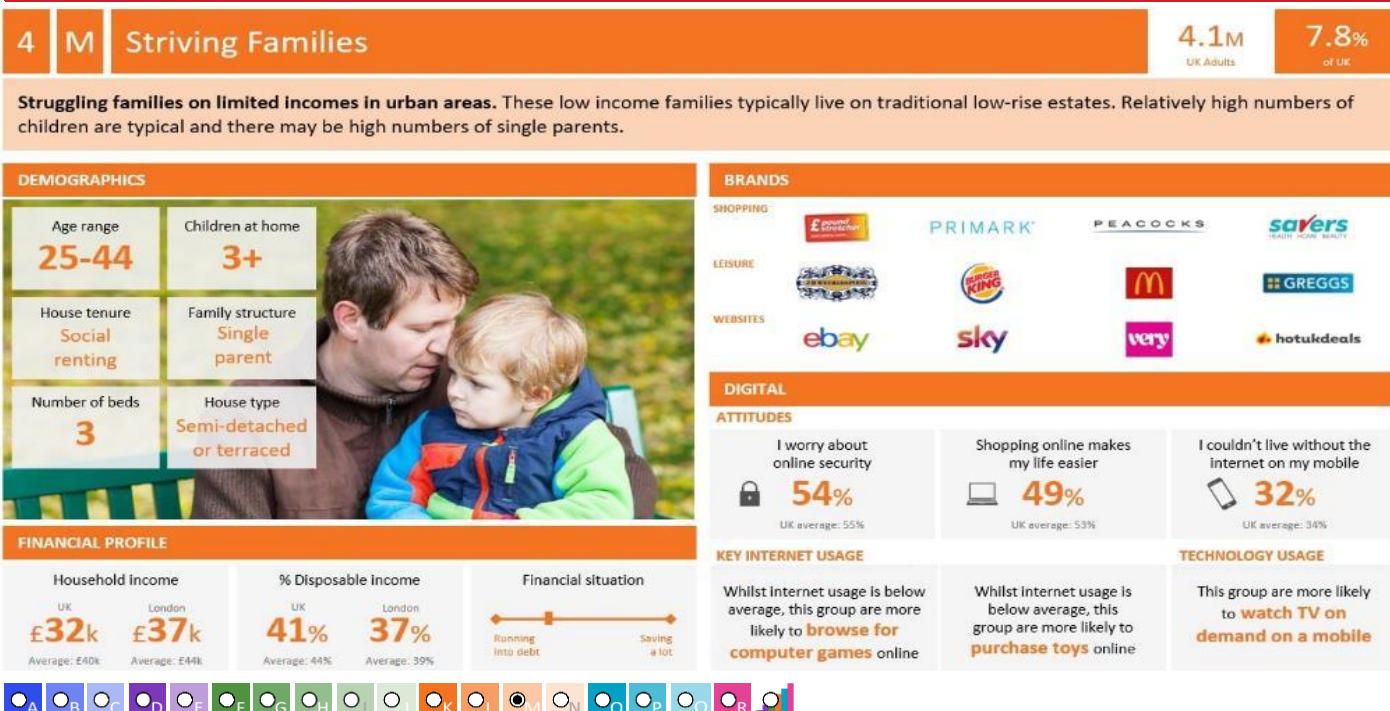
Area: ATLT_MountB44 OSH (1 Mile contour)

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	61	0.6	1.1	50			
1.B Executive Wealth	1,255	11.5	11.2	102			
1.C Mature Money	1,102	10.1	9.6	105			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	68	0.6	6.2	10			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	61	0.6	5.9	10			
3.H Steady Neighbourhoods	847	7.8	7.4	106			
3.I Comfortable Seniors	253	2.3	2.9	80			
3.J Starting Out	247	2.3	4.3	52			
4. Financially Stretched							
4.K Student Life	27	0.2	2.4	10			
4.L Modest Means	510	4.7	7.9	59			
4.M Striving Families	4,373	40.1	7.5	531			
4.N Poorer Pensioners	767	7.0	5.9	119			
5. Urban Adversity							
5.O Young Hardship	629	5.8	6.1	94			
5.P Struggling Estates	264	2.4	6.1	40			
5.Q Difficult Circumstances	444	4.1	5.3	76			
6. Not Private Households							
6.R Not Private Households	4	0.0	0.3	11			
Total households	10,912						

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_MountB44 OSH (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	61	0.6	0.9	64			
1.B Executive Wealth								
	1.B.4 Asset rich families	370	3.4	2.6	130			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	217	2.0	2.2	90			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	507	4.6	1.5	303			
	1.B.9 Well-off edge of towners	161	1.5	1.6	91			
1.C Mature Money								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	892	8.2	2.9	286			
	1.C.12 Retired and empty nesters	136	1.2	2.5	50			
	1.C.13 Upmarket downsizers	74	0.7	1.3	52			
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	68	0.6	3.3	19			
	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	48	0.4	2.6	17			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	13	0.1	2.4	5			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	664	6.1	3.4	177			
	3.H.28 Owner occupied terraces, average income	15	0.1	1.6	9			
	3.H.29 Established suburbs, older families	168	1.5	2.3	66			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	92	0.8	2.4	35			
	3.I.31 Elderly singles in purpose-built accommodation	161	1.5	0.5	301			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	41	0.4	2.1	18			
	3.J.33 Smaller houses and starter homes	206	1.9	2.3	84			
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	27	0.2	1.7	14			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	119	1.1	1.4	77			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	312	2.9	2.6	109			
	4.L.39 Fading owner occupied terraces	79	0.7	2.9	25			
	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	32	0.3	1.6	18			
	4.M.42 Struggling young families in post-war terraces	496	4.5	1.7	271			
	4.M.43 Families in right-to-buy estates	3,155	28.9	2.1	1,392			
	4.M.44 Post-war estates, limited means	690	6.3	2.2	287			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	125	1.1	0.8	146			
	4.N.46 Elderly people in social rented flats	208	1.9	1.1	176			
	4.N.47 Low income older people in smaller semis	140	1.3	2.3	56			
	4.N.48 Pensioners and singles in social rented flats	294	2.7	1.8	153			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	70	0.6	2.1	30			
	5.O.50 Struggling younger people in mixed tenure	489	4.5	1.7	257			
	5.O.51 Young people in small, low cost terraces	70	0.6	2.3	28			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	48	0.4	1.6	27			
	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	216	2.0	1.6	120			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	80	0.7	1.5	48			
	5.Q.58 Singles and young families, some receiving benefits	275	2.5	1.8	141			
	5.Q.59 Deprived areas and high-rise flats	89	0.8	2.0	40			
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	4	0.0	0.3	13			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		10,912						

CATEGORY

GROUP

TYPE

MAP

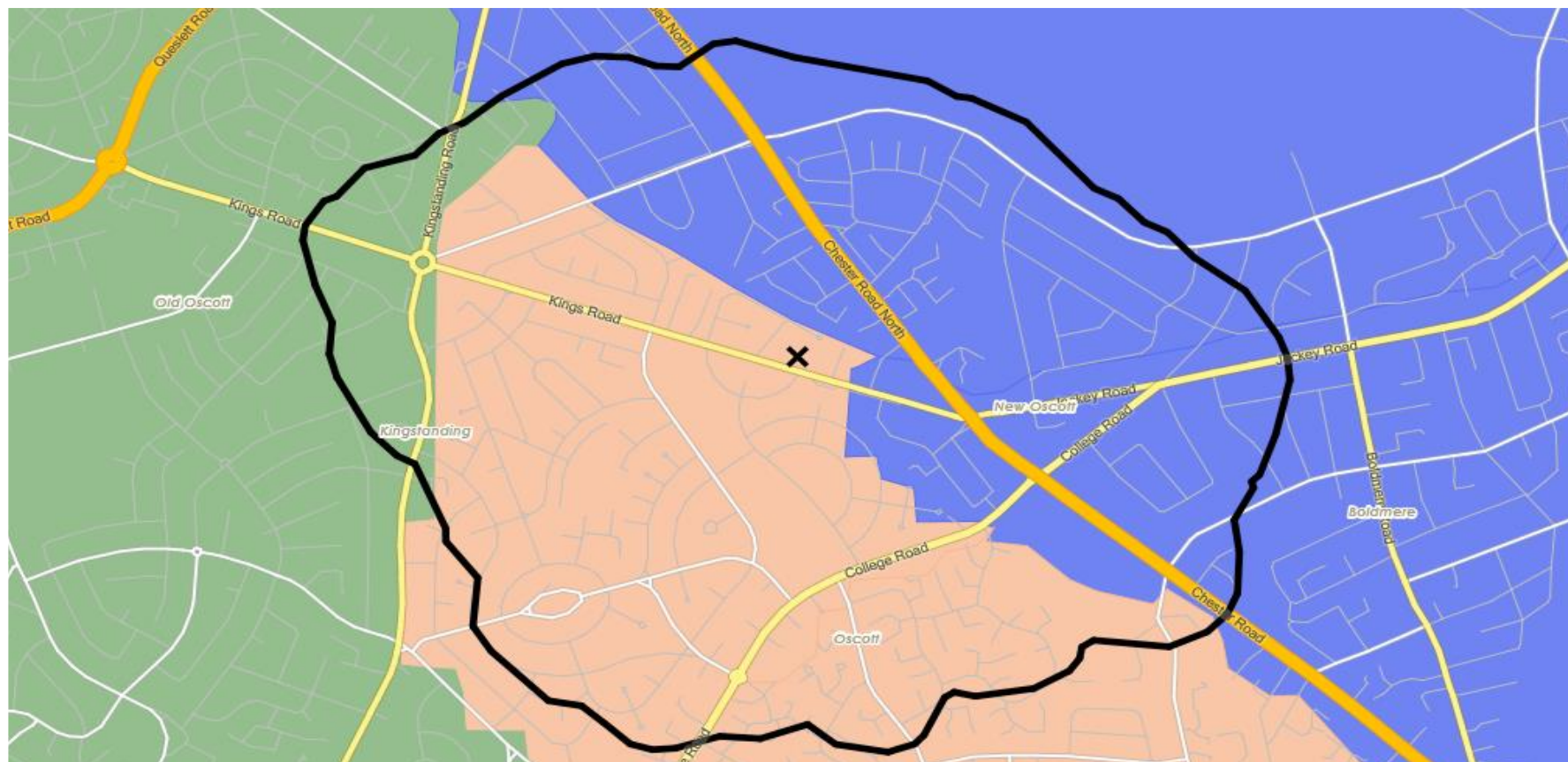
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_MountB44 0SH (1 Mile contour)

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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

CATEGORY

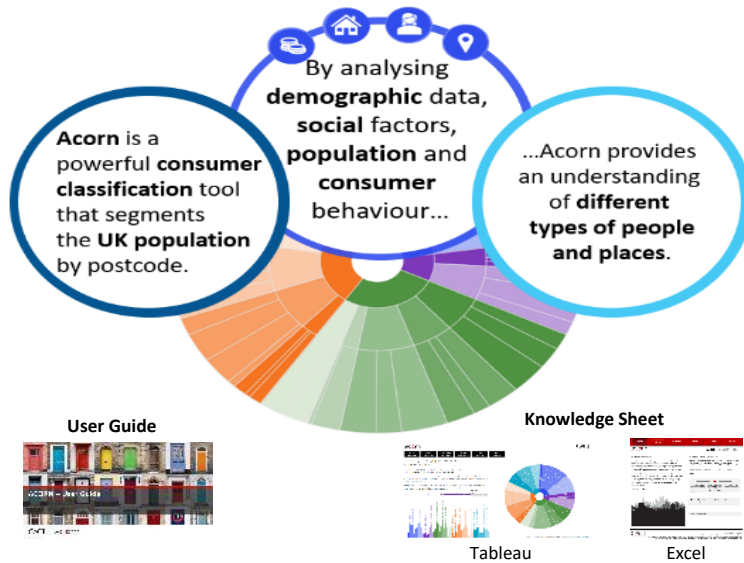
GROUP

TYPE

MAP

WHAT IS ACORN?

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
3. Comfortable Communities	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+

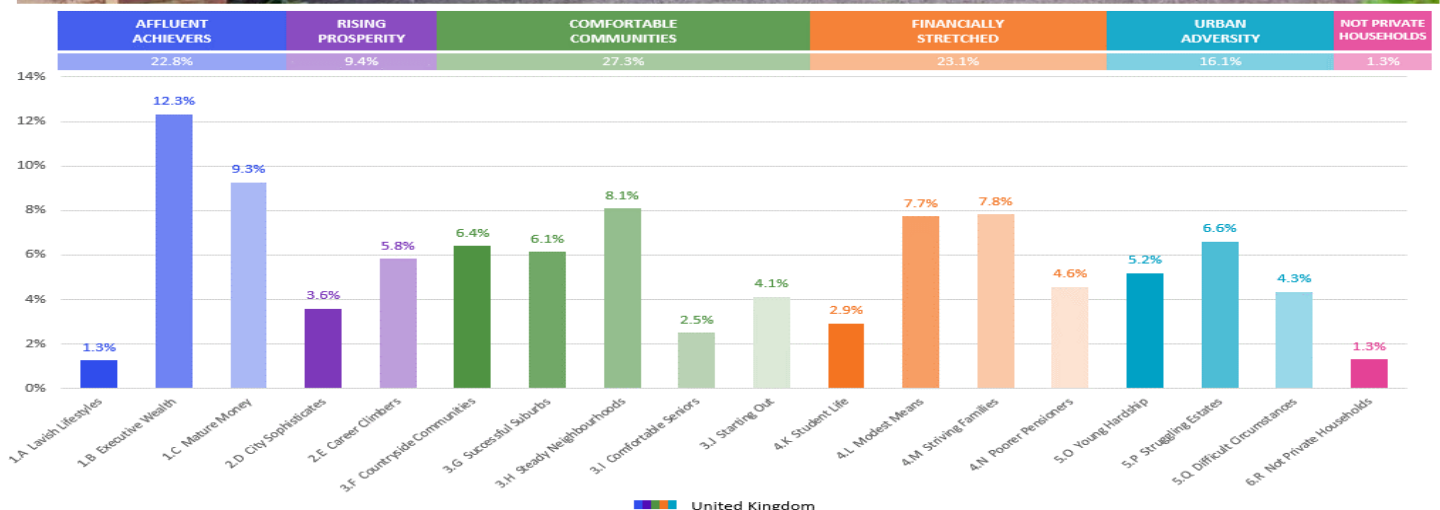
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles

B. Executive Wealth

C. Mature Money



CGA LICENCED PREMISES

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Area: ATLT_MountB44 0SH (1 Mile contour)
Base: Great Britain
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	3	10.7	84.9	13			
Proprietary Club	1	3.6	8.1	44			
Registered Club	2	7.1	29.9	24			
Restaurant	3	10.7	34.6	31			
Residential	0	0.0	3.5	0			

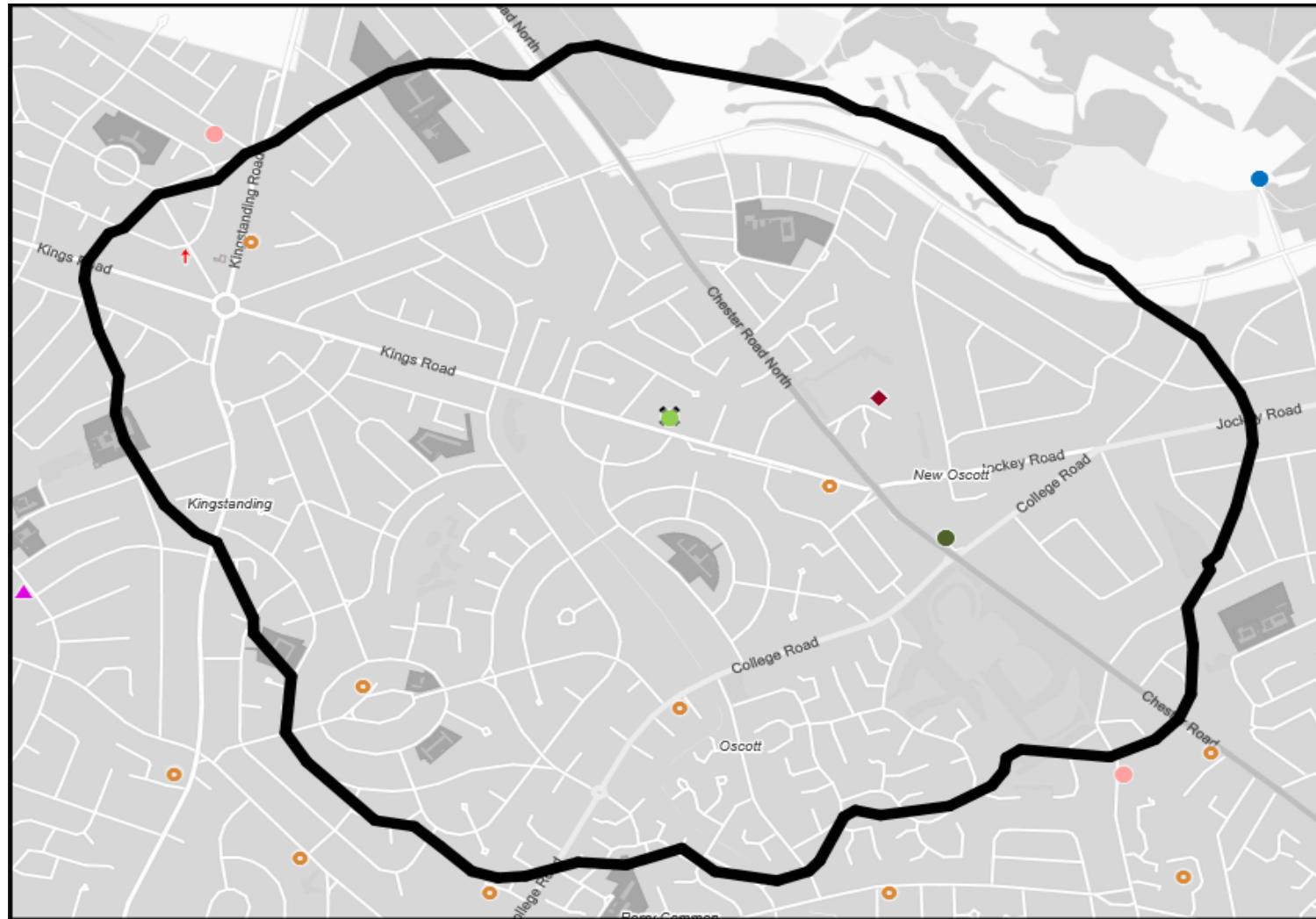
Name	Description	License Type	Owner Name	Postcode
Perry Common Members Club	Independent Free	Registered Club	Independent Free	B 44 0AT
Kingstanding Ex-Servicemens Club	Independent Free	Registered Club	Independent Free	B 44 0QN
Mount	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 44 0SH
Mecca Bingo	Rank	Proprietary Club	Rank	B 44 9JD
Imanis Restaurant	Independent Free	Restaurant	Independent Free	B 73 5AB
Beggars Bush	Greene King	Pubs & Full On	Greene King	B 73 5BA
Indus Tandoori Restaurant	Independent Free	Restaurant	Independent Free	B 73 5AB
Moonlight Cuisine	Independent Free	Restaurant	Independent Free	B 44 9RH
Gourmet 4	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	B 73 6RB

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_MountB44 OSH (1 Mile contour)



KEY

Large pub co's & bars

- Admiral Taverns Ltd
- Ei Group
- Greene King
- Marston's
- Mitchells & Butlers
- Punch Pub Company
- Stonegate Pub Company
- Star Pubs & Bars
- Wetherspoon
- Whitbread
- Shepherd Neame

Small to medium pub co's & bars

- ▲ Family Brewers with pubs

- ✕ Hotels

- ★ Restaurants

- ↑ Leisure

- Independent

- ◆ Other

- ✕ Site Location

- Boundary