

CGA LICENCED PREMISES

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Area: ATLT_BellMK45 3AD (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	1	42.9	84.9	50			
Proprietary Club	0	0.0	8.1	0			
Registered Club	1	42.9	29.9	143			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

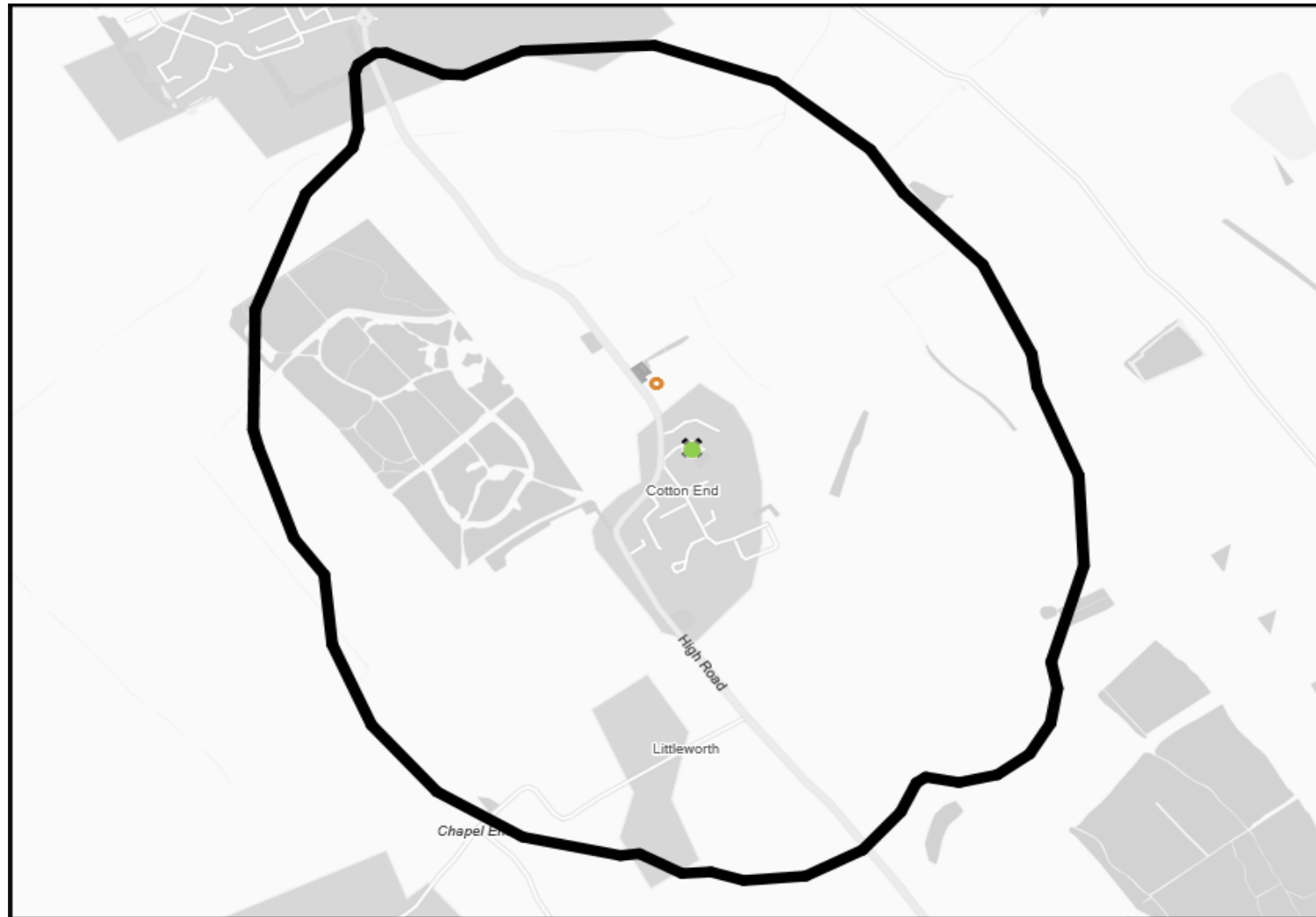
Name	Description	License Type	Owner Name	Postcode
Bell	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	MK45 3AD
Cotton End Social Club	Independent Free	Registered Club	Independent Free	MK45 3AA

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_BellMK45 3AD (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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_BellMK45 3AD (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	212	22.4	22.0	102			
2 Rising Prosperity	54	5.7	10.1	56			
3 Comfortable Communities	311	32.9	26.2	125			
4 Financially Stretched	348	36.8	23.7	155			
5 Urban Adversity	20	2.1	17.6	12			
6 Not Private Households	0	0.0	0.3	0			
Total households 945							



Graph

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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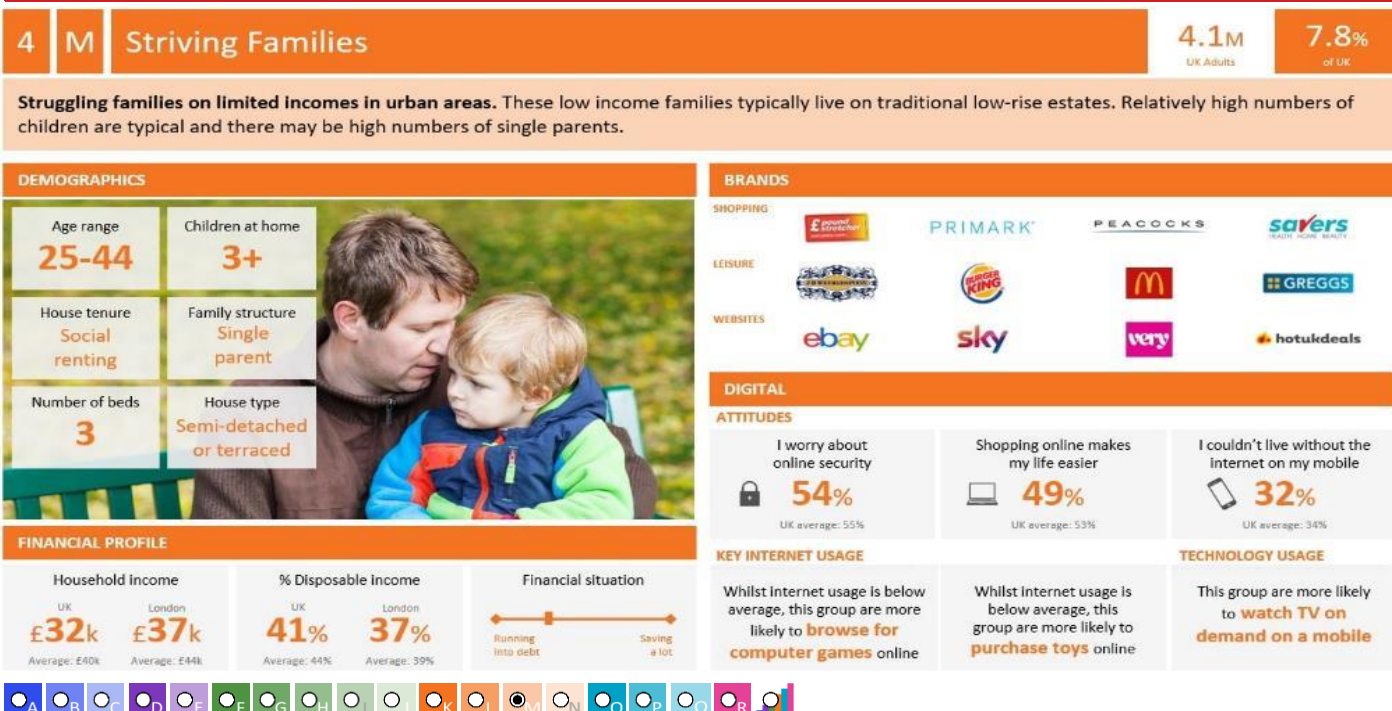
Area: ATLT_BellMK45 3AD (1 Mile contour)

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	73	7.7	11.2	69			
1.C Mature Money	139	14.7	9.6	153			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	54	5.7	6.2	92			
3. Comfortable Communities							
3.F Countryside Communities	137	14.5	5.7	253			
3.G Successful Suburbs	159	16.8	5.9	286			
3.H Steady Neighbourhoods	12	1.3	7.4	17			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	3	0.3	4.3	7			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	24	2.5	7.9	32			
4.M Striving Families	295	31.2	7.5	414			
4.N Poorer Pensioners	29	3.1	5.9	52			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.1	0			
5.P Struggling Estates	9	1.0	6.1	16			
5.Q Difficult Circumstances	11	1.2	5.3	22			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	945						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?


ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_BellMK45 3AD (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	15	1.6	2.6	61			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	48	5.1	2.2	231			
	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	10	1.1	1.6	65			
1.C Mature Money								
	1.C.10 Better-off villagers	27	2.9	3.0	96			
	1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	112	11.9	1.3	909			
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	43	4.6	1.9	242			
	2.E.19 First time buyers in small, modern homes	11	1.2	3.3	36			
	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	137	14.5	3.2	457			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	0	0.0	2.6	0			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	159	16.8	2.4	694			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	12	1.3	2.3	54			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
	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	3	0.3	2.1	15			
	3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
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	0	0.0	1.4	0			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
	4.L.39 Fading owner occupied terraces	24	2.5	2.9	88			
	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	295	31.2	1.6	1,956			
	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	0	0.0	2.1	0			
	4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
	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	29	3.1	2.3	135			
	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	0	0.0	2.1	0			
	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	9	1.0	1.6	58			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	11	1.2	1.5	77			
	5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
	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	0	0.0	0.1	0			
	6.R.61 Inactive communal population	0	0.0	0.3	0			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		945						

CATEGORY

GROUP

TYPE

MAP

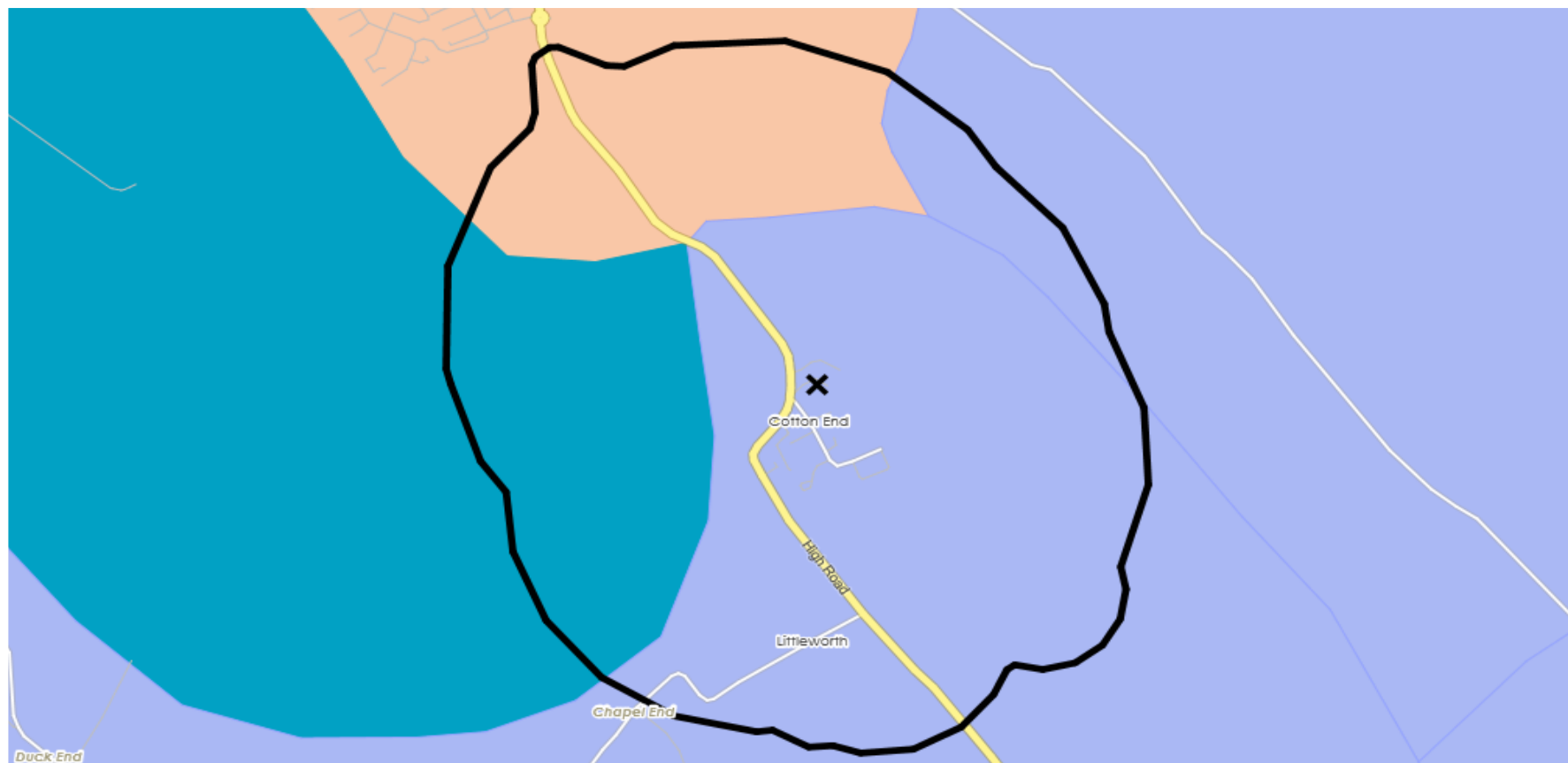
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_BellMK45 3AD (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

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
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+

House type Detached

Financial situation Running into debt Saving a lot

House tenure Owned outright

Children at home 0

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

