

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** ATLT\_Blacksmiths ArmsB77 4JA (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	621	11.7	22.0	53		
2 Rising Prosperity	45	0.8	10.1	8		
3 Comfortable Communities	2,036	38.2	26.2	146		
4 Financially Stretched	1,397	26.2	23.7	111		
5 Urban Adversity	1,227	23.0	17.6	131		
6 Not Private Households	0	0.0	0.3	0		
<b>Total households</b>	<b>5,326</b>					

### 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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Area: ATLT\_Blacksmiths ArmsB77 4JA (1 Mile contour)  
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 Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	614	11.5	11.2	103			
1.C Mature Money	7	0.1	9.6	1			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	45	0.8	6.2	14			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	6	0.1	5.7	2			
3.G Successful Suburbs	344	6.5	5.9	110			
3.H Steady Neighbourhoods	949	17.8	7.4	242			
3.I Comfortable Seniors	72	1.4	2.9	47			
3.J Starting Out	665	12.5	4.3	287			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	256	4.8	7.9	61			
4.M Striving Families	922	17.3	7.5	229			
4.N Poorer Pensioners	219	4.1	5.9	70			
<b>5. Urban Adversity</b>							
5.O Young Hardship	506	9.5	6.1	155			
5.P Struggling Estates	636	11.9	6.1	195			
5.Q Difficult Circumstances	85	1.6	5.3	30			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>5,326</b>						

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 <b>35-54</b>	Children at home <b>2</b>
House tenure <b>Mortgaged</b>	Family structure <b>Couple with children</b>
Number of beds <b>3</b>	House type <b>Semi-detached</b>

FINANCIAL PROFILE

Household Income UK: <b>£45k</b> London: <b>£50k</b> Average: £40k    Average: £44k	% Disposable Income UK: <b>47%</b> London: <b>42%</b> Average: 44%    Average: 39%	Financial situation Running into debt    Saving a lot
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BRANDS

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

DIGITAL

I worry about online security <b>56%</b> UK average: 55%	Shopping online makes my life easier <b>54%</b> UK average: 53%	I couldn't live without the internet on my mobile <b>33%</b> UK average: 34%
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KEY INTERNET USAGE

This group are more likely to <b>research days out online</b>	This group are more likely to <b>purchase home insurance online</b>	This group are more likely to <b>watch TV on demand through their TV set</b>
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Blacksmiths ArmsB77 4JA (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
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
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			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	3	0.1	2.6	2			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	467	8.8	2.2	398			
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	144	2.7	1.6	167			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	7	0.1	2.5	5			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	44	0.8	1.9	44			
2.E.19 First time buyers in small, modern homes	1	0.0	3.3	1			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
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	6	0.1	3.2	4			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	344	6.5	2.6	245			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	480	9.0	3.4	262			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	469	8.8	2.3	378			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	72	1.4	2.4	56			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	665	12.5	2.3	555			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	9	0.2	1.4	12			
4.L.38 Semi-skilled workers in traditional neighbourhoods	22	0.4	2.6	16			
4.L.39 Fading owner occupied terraces	225	4.2	2.9	147			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	670	12.6	1.7	751			
4.M.43 Families in right-to-buy estates	142	2.7	2.1	128			
4.M.44 Post-war estates, limited means	110	2.1	2.2	94			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	58	1.1	0.8	139			
4.N.46 Elderly people in social rented flats	2	0.0	1.1	3			
4.N.47 Low income older people in smaller semis	0	0.0	2.3	0			
4.N.48 Pensioners and singles in social rented flats	159	3.0	1.8	169			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	33	0.6	2.1	29			
5.O.50 Struggling younger people in mixed tenure	254	4.8	1.7	273			
5.O.51 Young people in small, low cost terraces	219	4.1	2.3	182			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	490	9.2	1.6	566			
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	146	2.7	1.6	166			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	48	0.9	1.5	59			
5.Q.58 Singles and young families, some receiving benefits	37	0.7	1.8	39			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
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			
<b>Total households</b>	<b>5,326</b>						

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

# DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: ATLT\_Blacksmiths ArmsB77 4JA (1 Mile contour)



**Dominant Acorn Category**

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

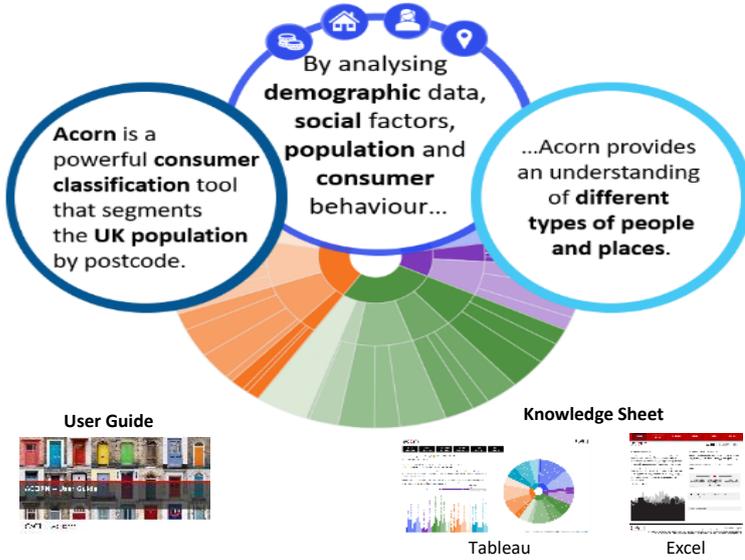
**Acorn Groups**

- 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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	R. Not Private Households	60-62

## 1 Affluent Achievers

Age range: **55+**

Financial situation: **Running into debt** ————— **Saving a lot**

Children at home: **0**

**12.0M** UK Adults

**22.8%** of UK

House type: **Detached**

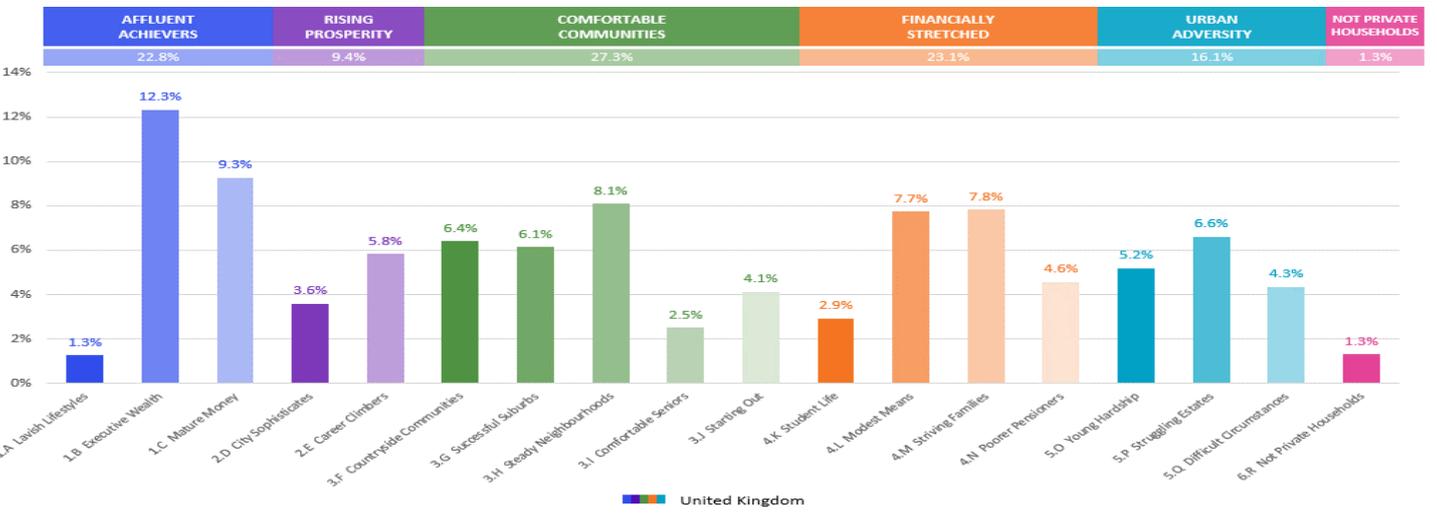
House tenure: **Owned outright**

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\_Blacksmiths ArmsB77 4JA (1 Mile cont  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	2	15.0	84.9	18			
Proprietary Club	0	0.0	8.1	0			
Registered Club	2	15.0	29.9	50			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
St George	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 77 2ED
Tamworth Municipal Golf Club	Independent Free	Registered Club	Independent Free	B 77 4EG
Blacksmiths Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 77 4JA
Tamworth Indoor Bowls Club	Independent Free	Registered Club	Independent Free	B 77 4EG

# MAP OF AREA

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**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