

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Blue BallRG17 9TJ (15 min contour)

Base: Great Britain

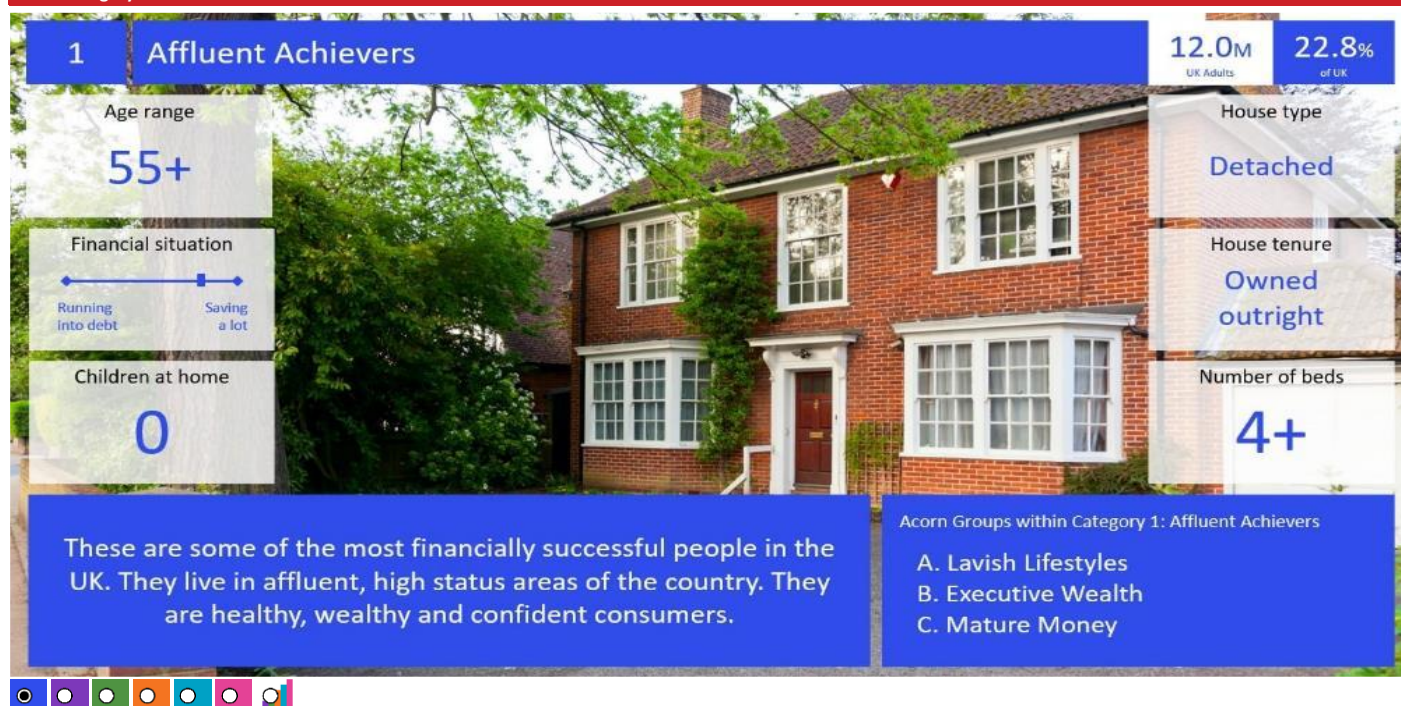
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	6,102	50.2	22.0	229		
2 Rising Prosperity	1,310	10.8	10.1	106		
3 Comfortable Communities	1,840	15.1	26.2	58		
4 Financially Stretched	2,438	20.1	23.7	85		
5 Urban Adversity	370	3.0	17.6	17		
6 Not Private Households	88	0.7	0.3	217		
Total households	12,148					



Graph

Acorn Category Pen Portrait



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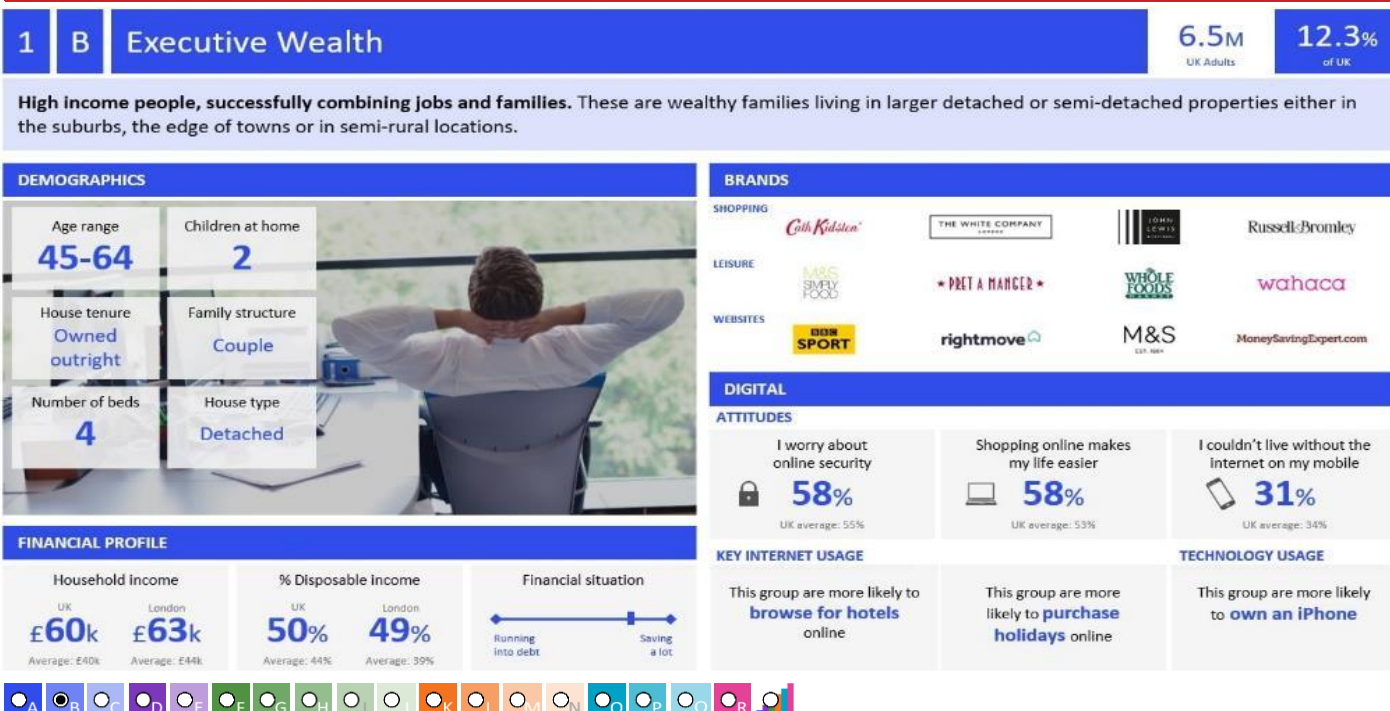
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Base: Great Britain

Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	242	2.0	1.1	179			
1.B Executive Wealth	3,680	30.3	11.2	270			
1.C Mature Money	2,180	17.9	9.6	186			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	1,310	10.8	6.2	175			
3. Comfortable Communities							
3.F Countryside Communities	278	2.3	5.7	40			
3.G Successful Suburbs	949	7.8	5.9	133			
3.H Steady Neighbourhoods	273	2.2	7.4	31			
3.I Comfortable Seniors	180	1.5	2.9	51			
3.J Starting Out	160	1.3	4.3	30			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	201	1.7	7.9	21			
4.M Striving Families	1,674	13.8	7.5	183			
4.N Poorer Pensioners	563	4.6	5.9	78			
5. Urban Adversity							
5.O Young Hardship	181	1.5	6.1	24			
5.P Struggling Estates	21	0.2	6.1	3			
5.Q Difficult Circumstances	168	1.4	5.3	26			
6. Not Private Households							
6.R Not Private Households	88	0.7	0.3	217			
Total households	12,148						

Acorn Group Pen Portrait



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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	33	0.3	0.1	318			
	1.A.2 Metropolitan money	0	0.0	0.2	0			
	1.A.3 Large house luxury	209	1.7	0.9	197			
1.B Executive Wealth								
	1.B.4 Asset rich families	515	4.2	2.6	162			
	1.B.5 Wealthy countryside commuters	2,167	17.8	2.4	740			
	1.B.6 Financially comfortable families	171	1.4	2.2	64			
	1.B.7 Affluent professionals	64	0.5	0.9	62			
	1.B.8 Prosperous suburban families	65	0.5	1.5	35			
	1.B.9 Well-off edge of towners	698	5.7	1.6	356			
1.C Mature Money								
	1.C.10 Better-off villagers	1,669	13.7	3.0	460			
	1.C.11 Settled suburbia, older people	111	0.9	2.9	32			
	1.C.12 Retired and empty nesters	104	0.9	2.5	34			
	1.C.13 Upmarket downsizers	296	2.4	1.3	187			
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	637	5.2	1.9	279			
	2.E.19 First time buyers in small, modern homes	673	5.5	3.3	169			
	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	57	0.5	1.5	31			
	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	221	1.8	3.2	57			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	89	0.7	2.6	28			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	860	7.1	2.4	292			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	31	0.3	3.4	7			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	242	2.0	2.3	85			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	77	0.6	2.4	26			
	3.I.31 Elderly singles in purpose-built accommodation	103	0.8	0.5	173			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	21	0.2	2.1	8			
	3.J.33 Smaller houses and starter homes	139	1.1	2.3	51			
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	118	1.0	1.4	69			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	83	0.7	2.6	26			
	4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
	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	1,420	11.7	1.6	732			
	4.M.42 Struggling young families in post-war terraces	99	0.8	1.7	49			
	4.M.43 Families in right-to-buy estates	143	1.2	2.1	57			
	4.M.44 Post-war estates, limited means	12	0.1	2.2	4			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	96	0.8	0.8	101			
	4.N.46 Elderly people in social rented flats	136	1.1	1.1	103			
	4.N.47 Low income older people in smaller semis	140	1.2	2.3	51			
	4.N.48 Pensioners and singles in social rented flats	191	1.6	1.8	89			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	156	1.3	2.1	60			
	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	25	0.2	2.3	9			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	21	0.2	1.6	11			
	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	0	0.0	1.6	0			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	157	1.3	1.5	85			
	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	11	0.1	2.0	4			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	10	0.1	0.1	141			
	6.R.61 Inactive communal population	78	0.6	0.3	233			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		12,148						

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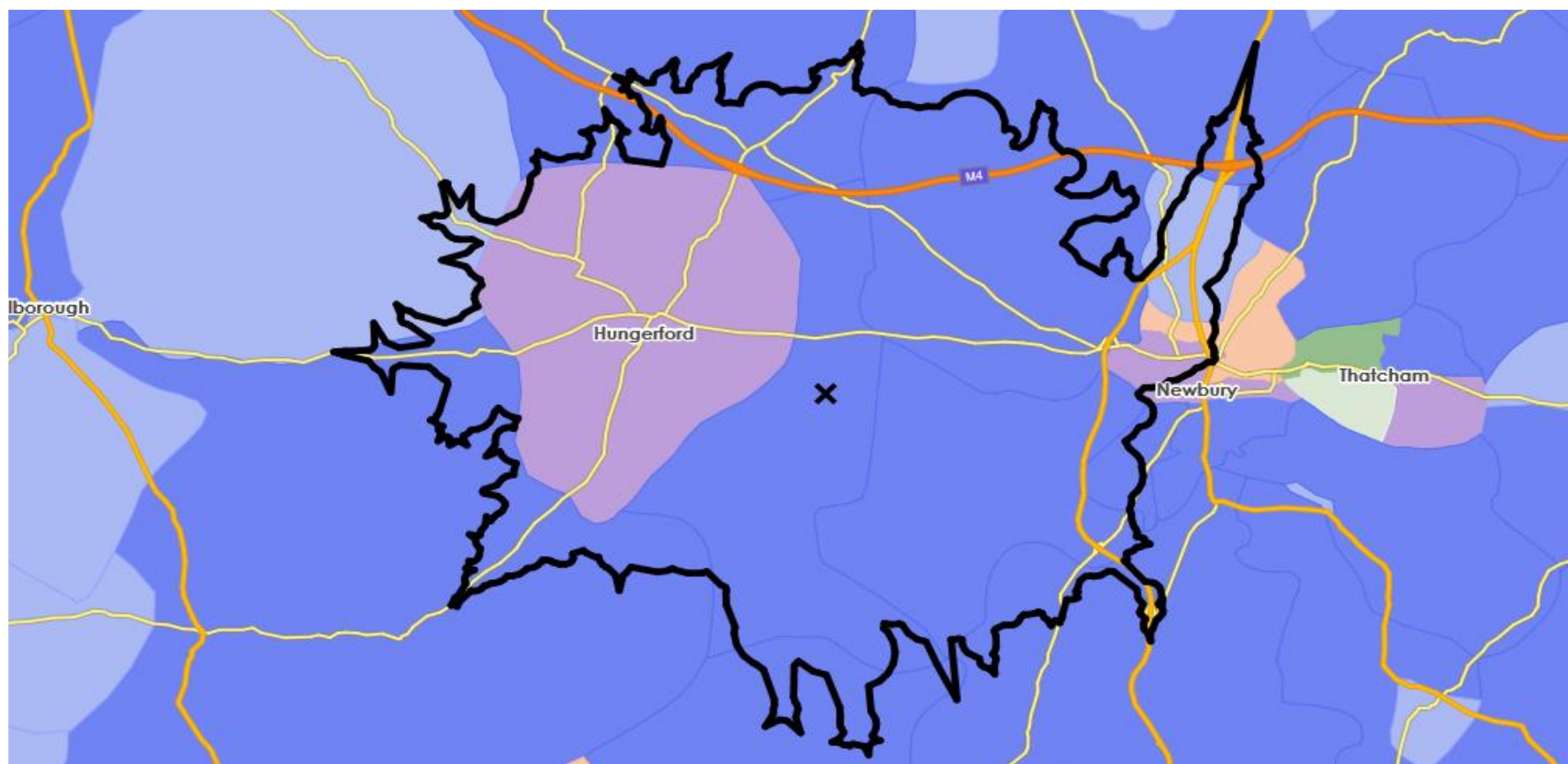
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DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Blue BallRG17 9TJ (15 min 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

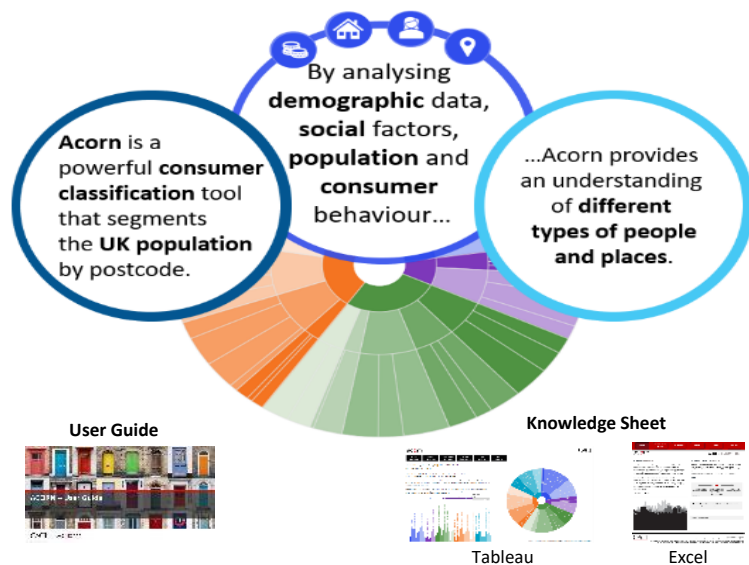
GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?

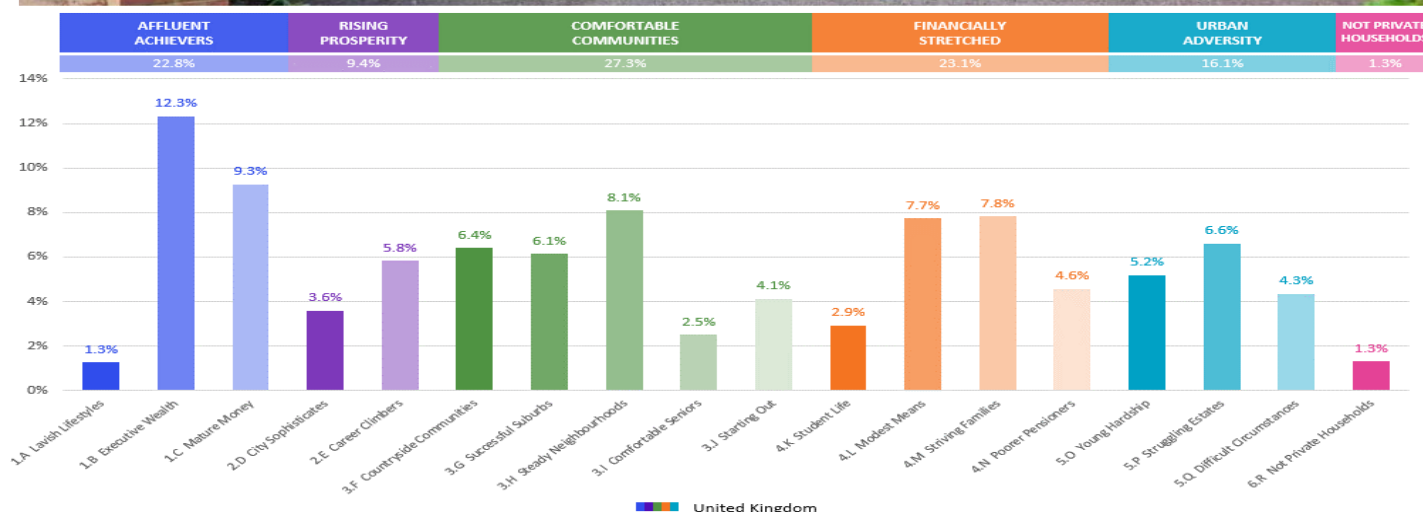
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6 CATEGORIES

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
	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



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Area: ATLT_Blue BallRG17 9TJ (15 min contour)
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	48	168.3	84.9	198			
Proprietary Club	2	7.0	8.1	86			
Registered Club	11	38.6	29.9	129			
Restaurant	10	35.1	34.6	101			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Monument	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG14 1AN
Bacon Arms	Marston's	Pubs & Full On	Marston's	RG14 1JB
Chequers	Independent Free	Pubs & Full On	Independent Free	RG14 1JB
Cross Keys	Arkells	Pubs & Full On	Arkells	RG14 1JX
Hare & Hounds Hotel	Independent Free	Pubs & Full On	Independent Free	RG14 1QY
Hartley Arms	Ei Group	Pubs & Full On	Ei Group	RG14 2LB
Craven Arms	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	RG20 OHG
Farkland Cricket Club	Independent Free	Registered Club	Independent Free	RG14 6TW
Woodpecker	Arkells	Pubs & Full On	Arkells	RG20 0LU
Furze Bush Inn	Independent Free	Pubs & Full On	Independent Free	RG20 0NQ
Crown & Garter	Independent Free	Pubs & Full On	Independent Free	RG17 9QR
Blue Ball	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	RG17 9TJ
Kintbury Rangers Football Club	Independent Free	Registered Club	Independent Free	RG17 9UA
Dundas Arms	Independent Free	Pubs & Full On	Independent Free	RG17 9UT
Rampant Cat	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	RG20 9TP
Pheasant	Independent Free	Pubs & Full On	Independent Free	RG17 7AA
Great Shefford Sports & Social Club	Independent Free	Registered Club	Independent Free	RG17 7DR
Great Shefford	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG17 7DS
Blackbird	Independent Free	Restaurant	Independent Free	RG20 8AQ
Doubletree By Hilton	Hilton Group	Pubs & Full On	Hilton Group	RG20 8XY
Bell	Independent Free	Pubs & Full On	Independent Free	RG20 8DD
Woodspeen	Independent Free	Pubs & Full On	Independent Free	RG20 8BN
Vineyard	Independent Free	Pubs & Full On	Independent Free	RG20 8JU
Mercure Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	RG20 8NJ
Castle Inn	Ei Group	Pubs & Full On	Ei Group	RG14 3AA
Donnington Valley Hotel & Golf Course	Independent Free	Pubs & Full On	Independent Free	RG14 3AG
Hungerford Football Club	Independent Free	Registered Club	Independent Free	RG17 0HY
Hungerford Cricket Club	Independent Free	Registered Club	Independent Free	RG17 0AY
Three Swans	RedCat Pub Company	Pubs & Full On	RedCat Pub Company	RG17 0LZ
Tutti Pole	Independent Free	Restaurant	Independent Free	RG17 0DN
John O Gaunt	Independent Free	Pubs & Full On	Independent Free	RG17 0EG
Bear Hotel	Greene King	Pubs & Full On	Greene King	RG17 0EL
Borough Arms	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	RG17 0NA
Plume	Greene King	Pubs & Full On	Greene King	RG17 0NB
Tally Ho	Independent Free	Pubs & Full On	Independent Free	RG17 0PP
Wheatsheaf	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	RG17 0TE
Palm	Independent Free	Restaurant	Independent Free	SN 8 3HT
Harrow Inn	Independent Free	Pubs & Full On	Independent Free	SN 8 3JP
Pelican Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	SN 8 3JY
Plough Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SN 8 3PT
Jack Russell	Independent Free	Pubs & Full On	Independent Free	SP11 0DS
Starting Gate	Punch Pub Company	Pubs & Full On	Punch Pub Company	RG14 1SG
Lion	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	RG14 1BD
Royal British Legion Club	Independent Free	Registered Club	Independent Free	RG14 1NP
Shaw Youth & Social Centre	Independent Free	Registered Club	Independent Free	RG14 1LU
Watermill Restaurant	Independent Free	Restaurant	Independent Free	RG20 8AE
Fox And Hounds	Independent Free	Pubs & Full On	Independent Free	RG14 3AP
Railway Tavern	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	RG17 0DY
Red House	Independent Free	Pubs & Full On	Independent Free	RG20 8LY
Deanwood Park Golf Club	Independent Free	Registered Club	Independent Free	RG20 8JP
Moonlight Tandoori Restaurant	Independent Free	Restaurant	Independent Free	RG17 0NE
Downgate	Arkells	Pubs & Full On	Arkells	RG17 0ED
Gurkha Chef	Independent Free	Restaurant	Independent Free	RG14 1AU

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Restaurant	10	35.1	34.6	101			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Hungerford Town Cricket Club	Independent Free	Registered Club	Independent Free	RG17 0AA
Donnington Valley Golf Club	Independent Free	Registered Club	Independent Free	RG14 3BG
Herongate Leisure	Independent Free	Proprietary Club	Independent Free	RG17 0YU
Littlecote House Hotel	Warner Breaks	Pubs & Full On	Warner Breaks	RG17 0SU
Cobbs Farm	Country Food & Dining	Restaurant	Country Food & Dining	RG17 0SP
Hungerford Rugby Club	Independent Free	Registered Club	Independent Free	RG17 0AN
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	RG14 1JN
Arlington Arts	Independent Free	Pubs & Full On	Independent Free	RG14 3BQ
Bowler's Arms	Independent Free	Pubs & Full On	Independent Free	RG14 6TW
Valle D'oro Restaurant	Independent Free	Restaurant	Independent Free	RG14 1JG
Art Of Siam	Independent Free	Restaurant	Independent Free	RG14 1AN
Welford Park Estate	Independent Free	Pubs & Full On	Independent Free	RG20 8HU
Donnington Grove Hotel & Country Club	Macdonald Hotels	Pubs & Full On	Macdonald Hotels	RG14 2LA
Hungerford Garden Centre	Unknown	Restaurant	Unknown	RG17 0HE
Newbury Showground	Independent Free	Pubs & Full On	Independent Free	RG18 9QZ
Hungerford Leisure Centre	Independent Free	Proprietary Club	Independent Free	RG17 0AN
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	RG14 1EE
Five Bells	Innformal Brewery	Pubs & Full On	Innformal Brewery	RG20 8HH

Source: OS Open Data 2018

The map shows the Newbury District with a thick black outline indicating the Newbury Urban Area. Various locations are labeled, including Aldermaston, Lambourn Woodlands, Woodchester, Shefford Woodlands, Chilton, Farnham, Eddington, Farnham, Little, Great Overy, Greenham, Newbury, and others. The map also shows the M4 motorway and the Newbury Railway Station.

Large pub co's & bars

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