

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATOM_Boars HeadSY11 1AF (0.62 Mile contour)

Base: Great Britain

Year: 2021

| Acorn Category Description | Area Profile | % for Area | % for Base | Index | 0 | 100 | 200 |
|----------------------------|--------------|------------|------------|-------|---|-----|-----|
| 1 Affluent Achievers | 685 | 15.8 | 22.0 | 72 | | | |
| 2 Rising Prosperity | 40 | 0.9 | 10.1 | 9 | | | |
| 3 Comfortable Communities | 1,081 | 24.9 | 26.2 | 95 | | | |
| 4 Financially Stretched | 1,132 | 26.0 | 23.7 | 110 | | | |
| 5 Urban Adversity | 1,401 | 32.2 | 17.6 | 183 | | | |
| 6 Not Private Households | 7 | 0.2 | 0.3 | 48 | | | |
| Graph | | | | | | | |
| Total households | | 4,346 | | | | | |

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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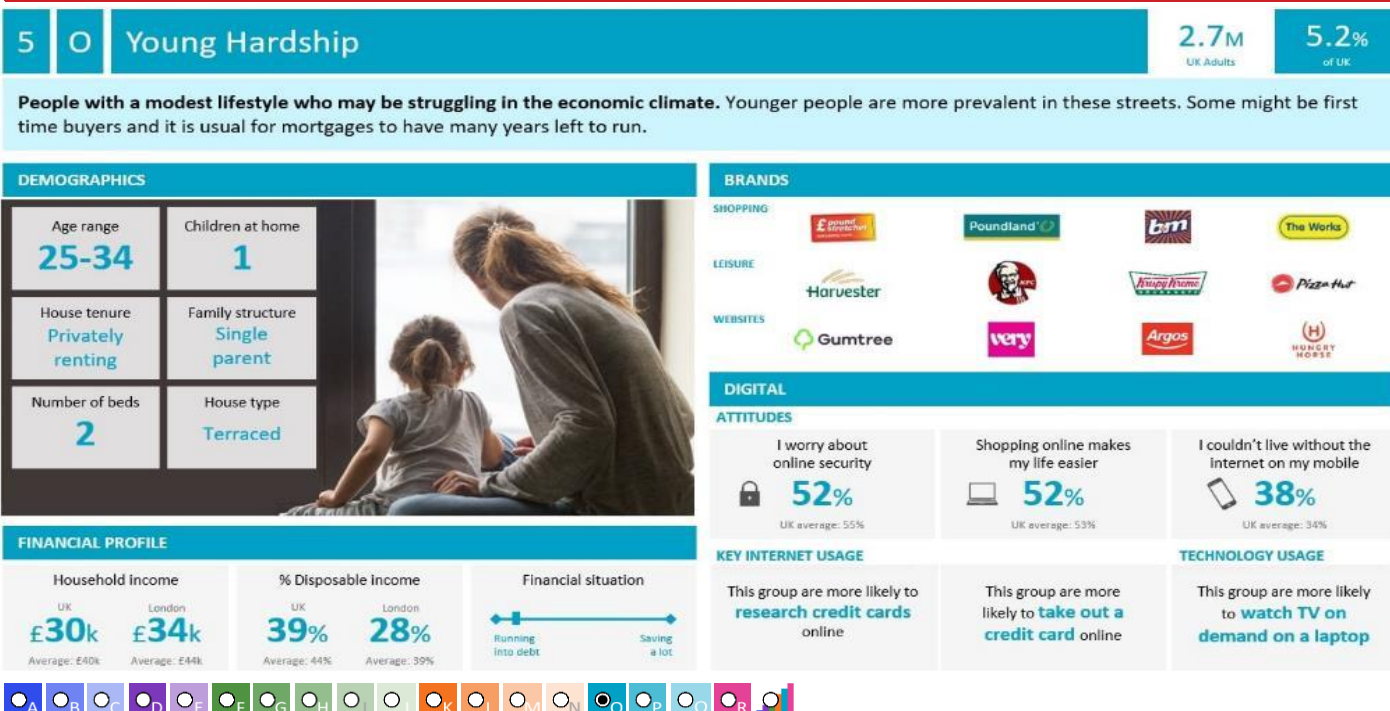
Area: ATOM_Boars HeadSY11 1AF (0.62 Mile contour)

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 | 174 | 4.0 | 11.2 | 36 | | | |
| 1.C Mature Money | 511 | 11.8 | 9.6 | 122 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 4.0 | 0 | | | |
| 2.E Career Climbers | 40 | 0.9 | 6.2 | 15 | | | |
| 3. Comfortable Communities | | | | | | | |
| 3.F Countryside Communities | 82 | 1.9 | 5.7 | 33 | | | |
| 3.G Successful Suburbs | 280 | 6.4 | 5.9 | 109 | | | |
| 3.H Steady Neighbourhoods | 233 | 5.4 | 7.4 | 73 | | | |
| 3.I Comfortable Seniors | 255 | 5.9 | 2.9 | 202 | | | |
| 3.J Starting Out | 231 | 5.3 | 4.3 | 122 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | 0 | 0.0 | 2.4 | 0 | | | |
| 4.L Modest Means | 691 | 15.9 | 7.9 | 201 | | | |
| 4.M Striving Families | 133 | 3.1 | 7.5 | 41 | | | |
| 4.N Poorer Pensioners | 308 | 7.1 | 5.9 | 120 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | 1,223 | 28.1 | 6.1 | 458 | | | |
| 5.P Struggling Estates | 19 | 0.4 | 6.1 | 7 | | | |
| 5.Q Difficult Circumstances | 159 | 3.7 | 5.3 | 68 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | 7 | 0.2 | 0.3 | 48 | | | |
| Total households | 4,346 | | | | | | |

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATOM_Boars HeadSY11 1AF (0.62 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 | 156 | 3.6 | 2.6 | 137 | | | |
| | 1.B.5 Wealthy countryside commuters | 0 | 0.0 | 2.4 | 0 | | | |
| | 1.B.6 Financially comfortable families | 9 | 0.2 | 2.2 | 9 | | | |
| | 1.B.7 Affluent professionals | 0 | 0.0 | 0.9 | 0 | | | |
| | 1.B.8 Prosperous suburban families | 7 | 0.2 | 1.5 | 11 | | | |
| | 1.B.9 Well-off edge of towners | 2 | 0.0 | 1.6 | 3 | | | |
| 1.C Mature Money | | | | | | | | |
| | 1.C.10 Better-off villagers | 6 | 0.1 | 3.0 | 5 | | | |
| | 1.C.11 Settled suburbia, older people | 48 | 1.1 | 2.9 | 39 | | | |
| | 1.C.12 Retired and empty nesters | 428 | 9.8 | 2.5 | 397 | | | |
| | 1.C.13 Upmarket downsizers | 29 | 0.7 | 1.3 | 51 | | | |
| 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 | 17 | 0.4 | 1.9 | 21 | | | |
| | 2.E.19 First time buyers in small, modern homes | 23 | 0.5 | 3.3 | 16 | | | |
| | 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 | 82 | 1.9 | 3.2 | 59 | | | |
| 3.G Successful Suburbs | | | | | | | | |
| | 3.G.24 Comfortably-off families in modern housing | 156 | 3.6 | 2.6 | 136 | | | |
| | 3.G.25 Larger family homes, multi-ethnic areas | 0 | 0.0 | 0.8 | 0 | | | |
| | 3.G.26 Semi-professional families, owner occupied neighbourhoods | 124 | 2.9 | 2.4 | 118 | | | |
| 3.H Steady Neighbourhoods | | | | | | | | |
| | 3.H.27 Suburban semis, conventional attitudes | 207 | 4.8 | 3.4 | 138 | | | |
| | 3.H.28 Owner occupied terraces, average income | 1 | 0.0 | 1.6 | 1 | | | |
| | 3.H.29 Established suburbs, older families | 25 | 0.6 | 2.3 | 25 | | | |
| 3.I Comfortable Seniors | | | | | | | | |
| | 3.I.30 Older people, neat and tidy neighbourhoods | 158 | 3.6 | 2.4 | 151 | | | |
| | 3.I.31 Elderly singles in purpose-built accommodation | 97 | 2.2 | 0.5 | 455 | | | |
| 3.J Starting Out | | | | | | | | |
| | 3.J.32 Educated families in terraces, young children | 94 | 2.2 | 2.1 | 103 | | | |
| | 3.J.33 Smaller houses and starter homes | 137 | 3.2 | 2.3 | 140 | | | |
| 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 | 55 | 1.3 | 1.4 | 90 | | | |
| | 4.L.38 Semi-skilled workers in traditional neighbourhoods | 415 | 9.5 | 2.6 | 363 | | | |
| | 4.L.39 Fading owner occupied terraces | 221 | 5.1 | 2.9 | 177 | | | |
| | 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 | 0 | 0.0 | 1.6 | 0 | | | |
| | 4.M.42 Struggling young families in post-war terraces | 7 | 0.2 | 1.7 | 10 | | | |
| | 4.M.43 Families in right-to-buy estates | 89 | 2.0 | 2.1 | 99 | | | |
| | 4.M.44 Post-war estates, limited means | 37 | 0.9 | 2.2 | 39 | | | |
| 4.N Poorer Pensioners | | | | | | | | |
| | 4.N.45 Pensioners in social housing, semis and terraces | 63 | 1.4 | 0.8 | 185 | | | |
| | 4.N.46 Elderly people in social rented flats | 20 | 0.5 | 1.1 | 42 | | | |
| | 4.N.47 Low income older people in smaller semis | 55 | 1.3 | 2.3 | 56 | | | |
| | 4.N.48 Pensioners and singles in social rented flats | 170 | 3.9 | 1.8 | 222 | | | |
| 5. Urban Adversity | | | | | | | | |
| 5.O Young Hardship | | | | | | | | |
| | 5.O.49 Young families in low cost private flats | 269 | 6.2 | 2.1 | 288 | | | |
| | 5.O.50 Struggling younger people in mixed tenure | 484 | 11.1 | 1.7 | 638 | | | |
| | 5.O.51 Young people in small, low cost terraces | 470 | 10.8 | 2.3 | 480 | | | |
| 5.P Struggling Estates | | | | | | | | |
| | 5.P.52 Poorer families, many children, terraced housing | 19 | 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 | 0 | 0.0 | 1.6 | 0 | | | |
| 5.Q Difficult Circumstances | | | | | | | | |
| | 5.Q.57 Social rented flats, families and single parents | 55 | 1.3 | 1.5 | 83 | | | |
| | 5.Q.58 Singles and young families, some receiving benefits | 22 | 0.5 | 1.8 | 28 | | | |
| | 5.Q.59 Deprived areas and high-rise flats | 82 | 1.9 | 2.0 | 93 | | | |
| 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 | 7 | 0.2 | 0.3 | 59 | | | |
| | 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | | 4,346 | | | | | | |

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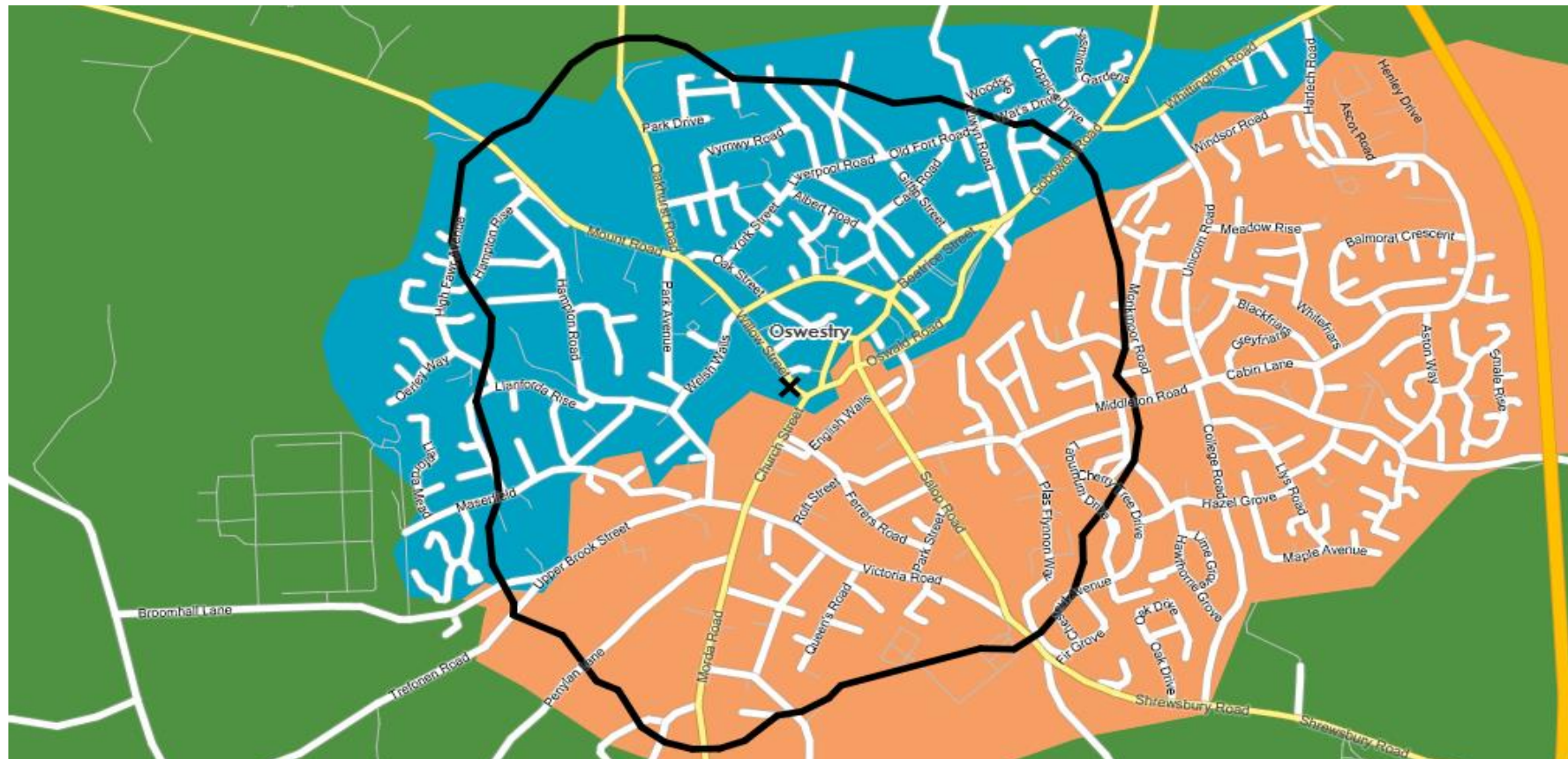
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATOM_Boars HeadSY11 1AF (0.62 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

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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+

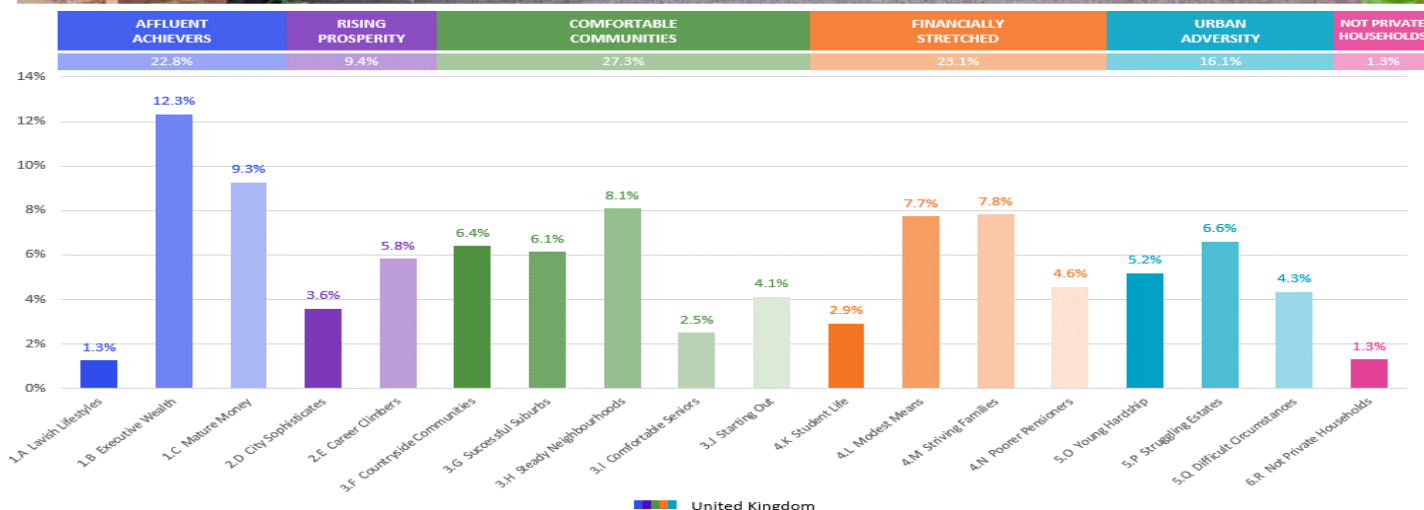
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles

B. Executive Wealth

C. Mature Money



CGA LICENCED PREMISES

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Area: ATOM_Boars HeadSY11 1AF (0.62 Mile contr

Base: Great Britain

Year: 2021

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|------------------------|------------------------|------------|---|-----|-----|
| Pubs & Full On | 21 | 238.2 | 84.9 | 281 | | | |
| Proprietary Club | 1 | 11.3 | 8.1 | 139 | | | |
| Registered Club | 2 | 22.7 | 29.9 | 76 | | | |
| Restaurant | 10 | 113.4 | 34.6 | 328 | | | |
| Residential | 0 | 0.0 | 3.5 | 0 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|--------------------------------------|----------------------------|------------------|----------------------------|----------|
| Plough | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | SY11 1QE |
| Ye Olde White Lion | Punch Pub Company | Pubs & Full On | Punch Pub Company | SY11 1BH |
| Railway Tavern | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | SY11 1HL |
| Boars Head | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | SY11 1AF |
| Oswestry Conservative Club | Independent Free | Registered Club | Independent Free | SY11 2PA |
| Sebastians | Independent Free | Restaurant | Independent Free | SY11 1AQ |
| Butchers Arms | Amber Taverns | Pubs & Full On | Amber Taverns | SY11 1JL |
| Three Pigeons | Independent Free | Pubs & Full On | Independent Free | SY11 1NF |
| George Hotel | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | SY11 1PZ |
| Oswestry Combined Ex-Servicemens Clu | Independent Free | Registered Club | Independent Free | SY11 1PX |
| Castle Tavern | Unknown | Pubs & Full On | Unknown | SY11 1PZ |
| Red Lion | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | SY11 1PZ |
| Simla Restaurant | Independent Free | Restaurant | Independent Free | SY11 1QG |
| Oswestry Nahling | Independent Free | Restaurant | Independent Free | SY11 1QG |
| Golden Lion | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | SY11 2AA |
| Raj Mahal Restaurant | Independent Free | Restaurant | Independent Free | SY11 2NN |
| Black Lion | Independent Free | Pubs & Full On | Independent Free | SY11 2RJ |
| Oak | Independent Free | Pubs & Full On | Independent Free | SY11 2SU |
| Olde Vaults | Unknown | Pubs & Full On | Unknown | SY11 2SP |
| Fox Inn | Independent Free | Pubs & Full On | Independent Free | SY11 2SU |
| Wynnstay Hotel | Independent Free | Pubs & Full On | Independent Free | SY11 2SZ |
| Kings Head Inn | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | SY11 2SP |
| Gibsons | Independent Free | Proprietary Club | Independent Free | SY11 1PY |
| Griffin Inn | Independent Free | Pubs & Full On | Independent Free | SY11 1QA |
| Knock & Snitch | Independent Free | Pubs & Full On | Independent Free | SY11 2NG |
| Wilfred Owen | Wetherspoon | Pubs & Full On | Wetherspoon | SY11 1AF |
| Prezzo | Prezzo plc | Restaurant | Prezzo plc | SY11 2SP |
| China Palace | Independent Free | Restaurant | Independent Free | SY11 1HL |
| Red Rose | Independent Free | Restaurant | Independent Free | SY11 1AQ |
| Townhouse | Independent Free | Restaurant | Independent Free | SY11 1AQ |
| Lepones | Independent Free | Restaurant | Independent Free | SY11 1RE |
| Cemist | Independent Free | Pubs & Full On | Independent Free | SY11 2SU |
| Bastion Alehouse | Independent Free | Pubs & Full On | Independent Free | SY11 2NL |
| Fired Kitchen | Independent Free | Restaurant | Independent Free | SY11 1QE |

Source: OS Open Data 2018

A detailed map of Oswestry, Shropshire, showing the Oswestry Urban Area boundary. The map includes numerous streets and landmarks. Key locations marked with colored dots include:

- Blue dot:** Located on Oakhurst Road.
- Orange dots:** Multiple locations, including Oswestry Bus Station, Oswestry School, and several residential areas.
- Purple dot:** Located near the center of the town.
- Green dot:** Located on the eastern edge of the town.
- Red dot:** Located near Our Lady And St Oswald's Roman Catholic Primary School.
- Yellow dot:** Located on the southern edge of the town.

Other notable landmarks include Woodside Primary School, The Meadows Primary School, Holy Trinity Church, and The Marches School And Technology College.

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