

## CGA LICENCED PREMISES

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Area: ATLT\_George &amp; DragonLA1 1RB (15 min con'

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	74	89.2	84.9	105			
Proprietary Club	5	6.0	8.1	74			
Registered Club	20	24.1	29.9	81			
Restaurant	24	28.9	34.6	84			
Residential	2	2.4	3.5	69			

Name	Description	License Type	Owner Name	Postcode
Greaves Park	Greene King	Pubs & Full On	Greene King	LA 1 3AH
Park Hotel	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	LA 1 3AS
Three Mariners	Robinsons	Pubs & Full On	Robinsons	LA 1 1EE
Sun Hotel	C2 Investment	Pubs & Full On	C2 Investment	LA 1 1ET
Pub	Independent Free	Pubs & Full On	Independent Free	LA 1 1EX
Bobbin	Independent Free	Pubs & Full On	Independent Free	LA 1 1HH
Royal Kings Arms Hotel	Independent Free	Pubs & Full On	Independent Free	LA 1 1HP
Robert Gillow	Hydes Anvil	Pubs & Full On	Hydes Anvil	LA 1 1HP
John O Gaunt	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LA 1 1JG
Study Room	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LA 1 1LH
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	LA 1 1LH
Square	Independent Free	Pubs & Full On	Independent Free	LA 1 1NG
Grand Theatre	Independent Free	Pubs & Full On	Independent Free	LA 1 1NL
Sugarhouse	Independent Free	Registered Club	Independent Free	LA 1 1NW
Fortune Star	Independent Free	Restaurant	Independent Free	LA 1 1PL
Borough	Independent Free	Pubs & Full On	Independent Free	LA 1 1PP
Golden Lion Hotel	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	LA 1 1QD
Gregson Community Club	Independent Free	Registered Club	Independent Free	LA 1 1QD
Pizza Margherita	Independent Free	Restaurant	Independent Free	LA 1 1QD
Dukes Playhouse	Independent Free	Pubs & Full On	Independent Free	LA 1 1QE
George & Dragon	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LA 1 1RB
Waggon & Horses	Robinsons	Pubs & Full On	Robinsons	LA 1 1RD
Water Witch	Mitchells	Pubs & Full On	Mitchells	LA 1 1SU
Collegian Social Club	Independent Free	Registered Club	Independent Free	LA 1 1UH
Fibbers	Independent Free	Pubs & Full On	Independent Free	LA 1 1UP
Penny Bank	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LA 1 1XF
Tap House	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	LA 1 1UW
Brown Cow	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	LA 1 1XF
Golden Dragon Restaurant	Independent Free	Restaurant	Independent Free	LA 1 1XQ
Toll House	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	LA 1 1XT
Pendle Witch	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LA 1 1XN
Royal Hotel	Independent Free	Pubs & Full On	Independent Free	LA 1 1YD
Merchants	Greene King	Pubs & Full On	Greene King	LA 1 1YN
Skerton Liberal Club	Independent Free	Registered Club	Independent Free	LA 1 2AJ
New Melbourne	Independent Free	Pubs & Full On	Independent Free	LA 1 2JH
British Rail Club	Independent Free	Registered Club	Independent Free	LA 1 2RX
Vale Of Lune Rugby Club	Independent Free	Registered Club	Independent Free	LA 1 2TT
Torrisholme Cricket Club	Independent Free	Registered Club	Independent Free	LA 1 2TT
Coulsons	Independent Free	Restaurant	Independent Free	LA 1 2TY
John O Gaunt Ward Liberal Club	Independent Free	Registered Club	Independent Free	LA 1 3BL
University of Cumbria Students Union	Independent Free	Registered Club	Independent Free	LA 1 3JD
Lansil Sport & Social Club	Independent Free	Registered Club	Independent Free	LA 1 3PE
Britannia Hotel	Independent Free	Pubs & Full On	Independent Free	LA 1 3PX
Holiday Inn	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	LA 1 3RA
Town Hall	Independent Free	Pubs & Full On	Independent Free	LA 1 1PJ
Bowerham Hotel	Independent Free	Pubs & Full On	Independent Free	LA 1 4DT
Fox & Goose	Mitchells	Pubs & Full On	Mitchells	LA 1 4JF
Boot & Shoe	JW Lees	Pubs & Full On	JW Lees	LA 1 4PU
Royal Lancashire Infirmary Club	Independent Free	Registered Club	Independent Free	LA 1 4RP
White Cross	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LA 1 4XT
Babar Elephant	Ei Group	Restaurant	Ei Group	LA 1 5JB
Westfield Recreation & Bowl Club	Independent Free	Registered Club	Independent Free	LA 1 5PE
Luneside & Rosebank Club	Independent Free	Registered Club	Independent Free	LA 1 5PE

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Name	Description	License Type	Owner Name	Postcode
Lancaster Cricket & Sports Club	Independent Free	Registered Club	Independent Free	LA 1 5QU
Lancaster Golf Club	Independent Free	Registered Club	Independent Free	LA 2 0AJ
Keys	Greene King	Pubs & Full On	Greene King	LA 2 6AU
Slyne Lodge	Marston's	Pubs & Full On	Marston's	LA 2 6AZ
Hest Bank Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	LA 2 6DN
Halton Social Club	Independent Free	Registered Club	Independent Free	LA 2 6LZ
Greyhound Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LA 2 6LZ
Scarthwaite Hotel	Independent Free	Pubs & Full On	Independent Free	LA 2 9HR
Black Bull	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	LA 2 9JP
Ship Inn	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	LA 2 9QJ
Station Hotel	Mitchells	Pubs & Full On	Mitchells	LA 2 9QS
Golden Ball Inn	Independent Free	Pubs & Full On	Independent Free	LA 3 3ER
York Hotel	Independent Free	Pubs & Full On	Independent Free	LA 4 5QH
William Mitchell	Punch Pub Company	Pubs & Full On	Punch Pub Company	LA 4 4TG
Beach Mount Hotel	Independent Free	Residential	Independent Free	LA 4 5AN
Strathmore Hotel	Shearings Hotels	Pubs & Full On	CHG (Coach Holidays Group)	LA 4 5AP
Hotel Prospect	Independent Free	Residential	Independent Free	LA 4 5AQ
Headway Hotel	Independent Free	Pubs & Full On	Independent Free	LA 4 5AW
County Snooker Club	Independent Free	Proprietary Club	Independent Free	LA 4 5QL
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	LA 4 5TP
Blue Mountain Restaurant And Bar	Independent Free	Pubs & Full On	Independent Free	LA 4 6AB
Bow Window	Independent Free	Restaurant	Independent Free	LA 4 6BX
Jubilee Social & Wm Club	Independent Free	Registered Club	Independent Free	LA 4 6NZ
Rickys Cantonese	Independent Free	Restaurant	Independent Free	LA 5 8BQ
Blue Anchor Hotel	Provincial Hotels & Inns Ltd	Pubs & Full On	Provincial Hotels & Inns Ltd	LA 5 8DN
Royal Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	LA 5 8DQ
Mia Italia	Independent Free	Restaurant	Independent Free	LA 5 8JD
Freeholders Arms	Independent Free	Pubs & Full On	Independent Free	LA 1 3PS
Lancaster Reform Club	Independent Free	Registered Club	Independent Free	LA 1 1NQ
Horse & Farrier Inn	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	LA 1 1UU
Lancaster City Football Club	Independent Free	Registered Club	Independent Free	LA 1 5PD
Stonewell	Unknown	Pubs & Full On	Unknown	LA 1 1NP
Molinaris	Independent Free	Restaurant	Independent Free	LA 1 1LH
Dalton Rooms	Independent Free	Pubs & Full On	Independent Free	LA 1 1PL
Hogarth's	Amber Taverns	Pubs & Full On	Amber Taverns	LA 1 1XQ
Marcos Restaurant	Independent Free	Restaurant	Independent Free	LA 1 1NS
Etna Ristorante Italiano Restaurant	Independent Free	Restaurant	Independent Free	LA 1 1EG
Sir Richard Owen	Wetherspoon	Pubs & Full On	Wetherspoon	LA 1 1RQ
George Hotel	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	LA 4 6LY
Far Pavilion Restaurant	Independent Free	Restaurant	Independent Free	LA 5 8JA
Bombay Indian Restaurant	Independent Free	Restaurant	Independent Free	LA 1 1EX
Spaghetti House Ristorante	Independent Free	Restaurant	Independent Free	LA 1 1UU
Buzz Bingo	Gala Group	Proprietary Club	Gala Group	LA 4 5AW
Greens	Wetherspoon	Pubs & Full On	Wetherspoon	LA 1 1LU
Crafty Scholar	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LA 1 1LP
Lansil Golf Club	Independent Free	Registered Club	Independent Free	LA 1 3PE
Mint Cafe Bar	Independent Free	Pubs & Full On	Independent Free	LA 1 1LH
Cottams Field	Whitbread	Pubs & Full On	Whitbread	LA 1 3PE
D2	Independent Free	Proprietary Club	Independent Free	LA 1 1LH
Squires Snooker & Sports Bar	Independent Free	Proprietary Club	Independent Free	LA 1 1LH
Sun Cafe	Independent Free	Pubs & Full On	Independent Free	LA 1 1EW
Rastelli	Unknown	Restaurant	Unknown	LA 1 5JB
Siam Balcony	Independent Free	Restaurant	Independent Free	LA 1 1NZ

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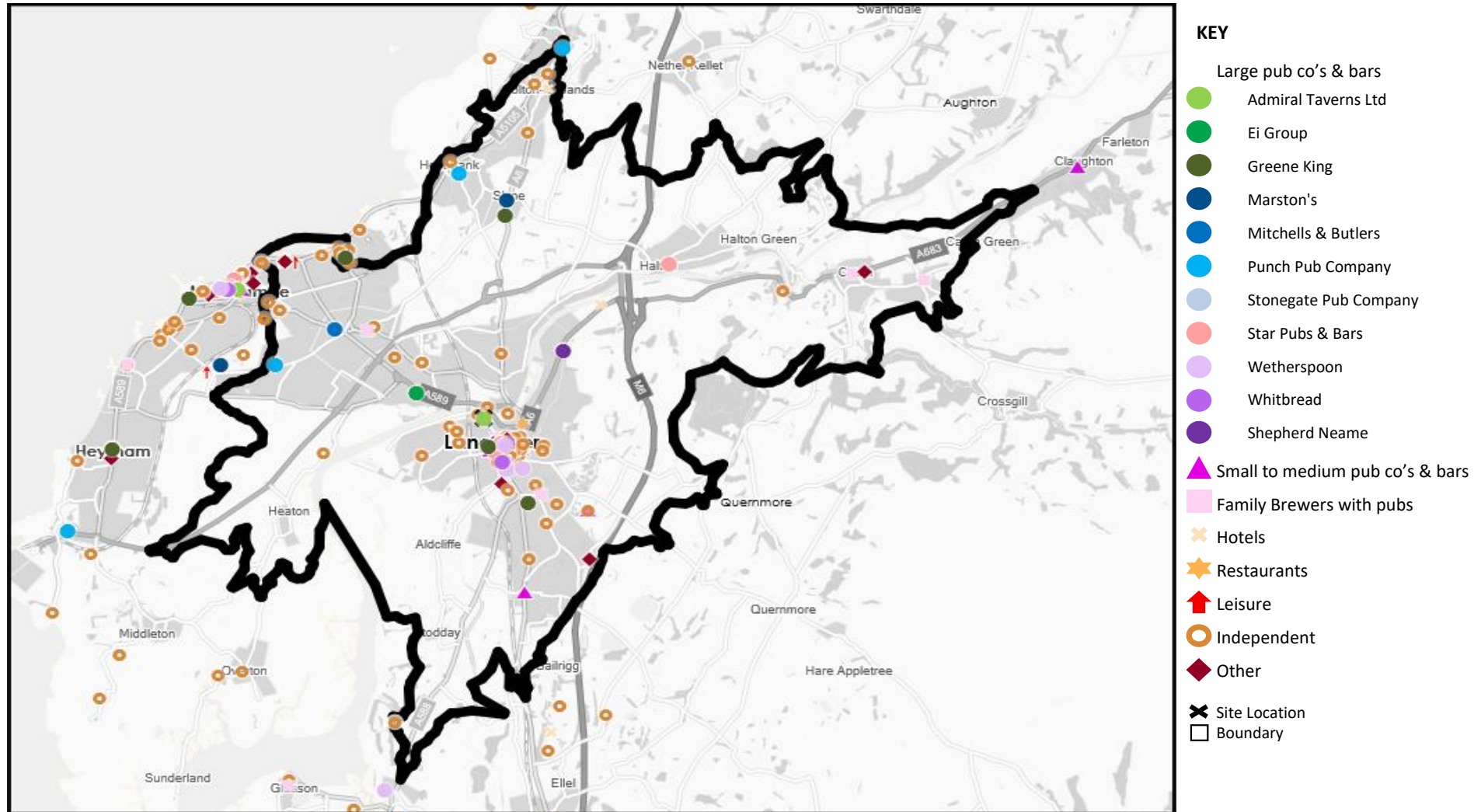
Name	Description	License Type	Owner Name	Postcode
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	LA 1 1DQ
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	LA 1 1LP
Cornerhouse	Independent Free	Pubs & Full On	Independent Free	LA 1 1EG
Quite Simply French	Independent Free	Restaurant	Independent Free	LA 1 1RD
Quarterhouse	Independent Free	Restaurant	Independent Free	LA 1 1QD
Ashton Hall	Independent Free	Pubs & Full On	Independent Free	LA 2 0AJ
Little Bare	Independent Free	Pubs & Full On	Independent Free	LA 4 6BY
Gymophobics	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	LA 1 1NZ
Lancaster Brewhouse & Tap	Lancaster Brewery	Pubs & Full On	Lancaster Brewery	LA 1 3LA
Country Meats Farm	Independent Free	Restaurant	Independent Free	LA 1 3LA
Crossing Micropub	Independent Free	Pubs & Full On	Independent Free	LA 2 6HN
Hornets Bar	Independent Free	Pubs & Full On	Independent Free	LA 1 5TQ
Tipple Cocktails	Independent Free	Pubs & Full On	Independent Free	LA 1 1RE
Herbarium	Independent Free	Pubs & Full On	Independent Free	LA 1 1NQ
Medusa	Independent Free	Restaurant	Independent Free	LA 1 1LY
Kanteena	Independent Free	Pubs & Full On	Independent Free	LA 1 1QL
Casa Pepe Tapas	Independent Free	Restaurant	Independent Free	LA 1 1UW
Nami Sushi	Independent Free	Restaurant	Independent Free	LA 1 1EX
Wobbly Cobbler	Independent Free	Pubs & Full On	Independent Free	LA 1 4SA

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_George & DragonLA1 1RB (15 min contour)



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT\_George &amp; DragonLA1 1RB (15 min contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	7,541	21.4	22.0	98		
2 Rising Prosperity	1,775	5.0	10.1	50		
3 Comfortable Communities	13,679	38.9	26.2	<b>148</b>		
4 Financially Stretched	6,730	19.1	23.7	81		
5 Urban Adversity	5,308	15.1	17.6	86		
6 Not Private Households	174	0.5	0.3	<b>148</b>		

Graph

Total households 35,207

## Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT\_George &amp; DragonLA1 1RB (15 min contour)

Base: Great Britain

Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	118	0.3	1.1	30			
1.B Executive Wealth	2,601	7.4	11.2	66			
1.C Mature Money	4,822	13.7	9.6	142			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	60	0.2	4.0	4			
2.E Career Climbers	1,715	4.9	6.2	79			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	1,067	3.0	5.7	53			
3.G Successful Suburbs	1,380	3.9	5.9	67			
3.H Steady Neighbourhoods	3,701	10.5	7.4	143			
3.I Comfortable Seniors	3,373	9.6	2.9	330			
3.J Starting Out	4,158	11.8	4.3	272			
<b>4. Financially Stretched</b>							
4.K Student Life	1,297	3.7	2.4	156			
4.L Modest Means	2,049	5.8	7.9	74			
4.M Striving Families	1,729	4.9	7.5	65			
4.N Poorer Pensioners	1,655	4.7	5.9	80			
<b>5. Urban Adversity</b>							
5.O Young Hardship	2,781	7.9	6.1	129			
5.P Struggling Estates	1,123	3.2	6.1	52			
5.Q Difficult Circumstances	1,404	4.0	5.3	75			
<b>6. Not Private Households</b>							
6.R Not Private Households	174	0.5	0.3	148			
<b>Total households</b>	<b>35,207</b>						

## Acorn Group Pen Portrait

1

C

Mature Money

4.9M  
UK Adults

9.3%  
of UK

**Older, affluent people with the money and time to enjoy life.** These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

**DEMOGRAPHICS**

Age range

65+

Children at home

0

House tenure

Owned outright

Family structure

Couple

Number of beds

4

House type

Detached

**FINANCIAL PROFILE**

Household Income

UK £46k

London £50k

Average: £40k

Average: £44k

% Disposable Income

UK 54%

London 51%

Average: 44%

Average: 39%

Financial situation

Running into debt

Saving a lot

**BRANDS**

SHOPPING

LAKELAND

LAURA ASHLEY

De Molen

W

LEISURE

BROWNS

NESPRESSO

COFFEE NERO

WEBSITES

amazon

MoneySavingExpert.com

M&S

NEWS

**DIGITAL**

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

52%

UK average: 53%

I couldn't live without the internet on my mobile

26%

UK average: 34%

**KEY INTERNET USAGE**

This group are more likely to research home insurance online

This group are more likely to purchase event tickets online

This group are more likely to own a tablet

A

B

C

D

E

F

G

H

I

J

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N

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Q

R

CATEGORY

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WHAT IS ACORN?




## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_George &amp; DragonLA1 1RB (15 min 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	118	0.3	0.9	38			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	1,099	3.1	2.6	119			
1.B.5 Wealthy countryside commuters	260	0.7	2.4	31			
1.B.6 Financially comfortable families	743	2.1	2.2	96			
1.B.7 Affluent professionals	121	0.3	0.9	40			
1.B.8 Prosperous suburban families	146	0.4	1.5	27			
1.B.9 Well-off edge of towners	232	0.7	1.6	41			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	965	2.7	3.0	92			
1.C.11 Settled suburbia, older people	2,617	7.4	2.9	260			
1.C.12 Retired and empty nesters	702	2.0	2.5	80			
1.C.13 Upmarket downsizers	538	1.5	1.3	117			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
2.D.14 Townhouse cosmopolitans	60	0.2	0.7	24			
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	267	0.8	1.9	40			
2.E.19 First time buyers in small, modern homes	1,448	4.1	3.3	125			
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	47	0.1	1.5	9			
3.F.22 Older couples and families in rural areas	21	0.1	1.1	6			
3.F.23 Owner occupiers in small towns and villages	999	2.8	3.2	89			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	551	1.6	2.6	59			
3.G.25 Larger family homes, multi-ethnic areas	4	0.0	0.8	1			
3.G.26 Semi-professional families, owner occupied neighbourhoods	825	2.3	2.4	97			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	2,929	8.3	3.4	242			
3.H.28 Owner occupied terraces, average income	238	0.7	1.6	43			
3.H.29 Established suburbs, older families	534	1.5	2.3	65			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	2,849	8.1	2.4	335			
3.I.31 Elderly singles in purpose-built accommodation	524	1.5	0.5	304			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	3,619	10.3	2.1	491			
3.J.33 Smaller houses and starter homes	539	1.5	2.3	68			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	421	1.2	0.4	328			
4.K.35 Term-time terraces	519	1.5	0.3	570			
4.K.36 Educated young people in flats and tenements	357	1.0	1.7	58			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	302	0.9	1.4	61			
4.L.38 Semi-skilled workers in traditional neighbourhoods	1,020	2.9	2.6	110			
4.L.39 Fading owner occupied terraces	681	1.9	2.9	67			
4.L.40 High occupancy terraces, culturally diverse family areas	46	0.1	1.0	13			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	281	0.8	1.6	50			
4.M.42 Struggling young families in post-war terraces	219	0.6	1.7	37			
4.M.43 Families in right-to-buy estates	501	1.4	2.1	69			
4.M.44 Post-war estates, limited means	728	2.1	2.2	94			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	348	1.0	0.8	126			
4.N.46 Elderly people in social rented flats	462	1.3	1.1	121			
4.N.47 Low income older people in smaller semis	557	1.6	2.3	70			
4.N.48 Pensioners and singles in social rented flats	288	0.8	1.8	46			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	465	1.3	2.1	62			
5.O.50 Struggling younger people in mixed tenure	552	1.6	1.7	90			
5.O.51 Young people in small, low cost terraces	1,764	5.0	2.3	222			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	510	1.4	1.6	89			
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	613	1.7	1.6	106			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	111	0.3	1.5	21			
5.Q.58 Singles and young families, some receiving benefits	775	2.2	1.8	123			
5.Q.59 Deprived areas and high-rise flats	518	1.5	2.0	72			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	30	0.1	0.1	146			
6.R.61 Inactive communal population	144	0.4	0.3	149			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>35,207</b>						

CATEGORY

GROUP

TYPE

MAP

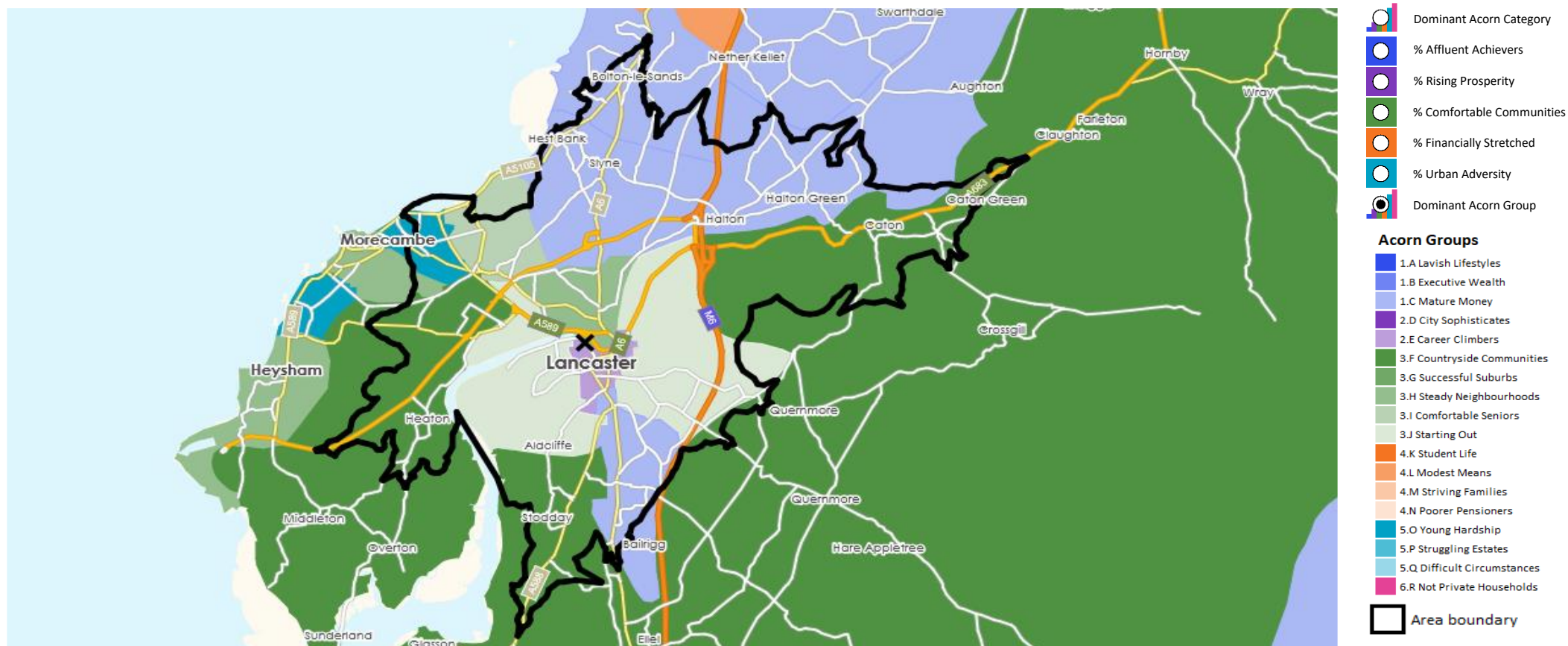
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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CATEGORY

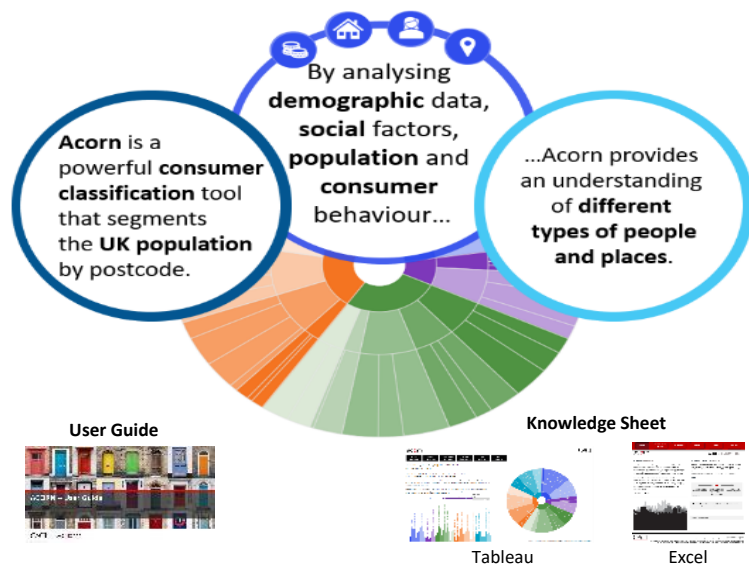
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6 CATEGORIES

18 GROUPS

62 TYPES

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	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
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	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

