

CGA LICENCED PREMISES

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Area: ATLT_Grove House InnST5 7JB (15 min contc)
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	114	91.5	84.9	108			
Proprietary Club	6	4.8	8.1	59			
Registered Club	38	30.5	29.9	102			
Restaurant	25	20.1	34.6	58			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
White Lion Inn	Marston's	Pubs & Full On	Marston's	CW 2 5PG
Black Lion Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 4 5NZ
Victoria Hotel	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	ST 5 0SJ
Cherry Tree	Greene King	Pubs & Full On	Greene King	ST 5 1NZ
Waggon & Horses	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 5 2TF
Masons Arms	Independent Free	Pubs & Full On	Independent Free	ST 5 6DN
Silverdale & District Working Mens Club	Independent Free	Registered Club	Independent Free	ST 5 6LY
Black Horse Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 5 7JH
Cricketers Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 5 9PL
Pittshill & DistVictory Working Mens Clu	Independent Free	Registered Club	Independent Free	ST 6 6JS
Millstone Inn	Unknown	Pubs & Full On	Unknown	ST 7 1LX
Holy Inadequate	Unknown	Pubs & Full On	Unknown	ST 1 5PE
Oak Tree	Ei Group	Pubs & Full On	Ei Group	ST 4 5NR
Old House At Home	Independent Free	Pubs & Full On	Independent Free	ST 4 6AF
Nirvana	Independent Free	Restaurant	Independent Free	ST 4 6AF
Red Lion	Ei Group	Pubs & Full On	Ei Group	ST 4 6ES
Jubilee Working Mens Club	Independent Free	Registered Club	Independent Free	ST 4 6PZ
Furama Palace	Independent Free	Restaurant	Independent Free	ST 4 6QE
Jolly Potters	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 4 7NH
Robin Hood	Unknown	Pubs & Full On	Unknown	ST 4 7NR
Bombay Club	Independent Free	Pubs & Full On	Independent Free	ST 4 7NR
Noahs Ark	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 4 7NX
Castle Mona Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 5 1NT
Wolstanton Conservative Club	Independent Free	Registered Club	Independent Free	ST 5 0BE
Wolstanton Social Club	Independent Free	Registered Club	Independent Free	ST 5 0DQ
New Smithy	Hop Back Brewery	Pubs & Full On	Hop Back Brewery	ST 5 0EH
Village Tavern	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 5 0EP
Wolstanton Working Mens Club	Independent Free	Registered Club	Independent Free	ST 5 0HE
Wolstanton Bowling Club	Independent Free	Registered Club	Independent Free	ST 5 0HU
Porthill Park Cricket Club	Independent Free	Registered Club	Independent Free	ST 5 0HU
New Victoria Theatre	Independent Free	Pubs & Full On	Independent Free	ST 5 0JG
Basford Lawn Tennis Club	Independent Free	Registered Club	Independent Free	ST 5 0NB
Foyer	Marston's	Pubs & Full On	Marston's	ST 5 1AD
Rigger	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 5 1BT
Forty Five Club	Independent Free	Registered Club	Independent Free	ST 5 1DS
Arch	Independent Free	Restaurant	Independent Free	ST 5 1HF
Hongs Kitchen	Independent Free	Restaurant	Independent Free	ST 5 1HL
Borough Arms Hotel	Independent Free	Pubs & Full On	Independent Free	ST 5 1HX
Victoria Inn	Independent Free	Pubs & Full On	Independent Free	ST 5 1HX
Greyhound	Titanic	Pubs & Full On	Everards	ST 5 1JT
Museum Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 5 1JU
Boat & Horses	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 5 1LU
Gostos Grill	Independent Free	Restaurant	Independent Free	ST 5 7DY
Reflex	Stonegate Pub Company	Proprietary Club	Stonegate Pub Company	ST 5 1PB
Kiln	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 5 1PS
Golden Lion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 5 1PS
Mitchells	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 5 1PS
Wellers	Independent Free	Pubs & Full On	Independent Free	ST 5 1PR
Black Friar	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 5 1PT
Aneesa Balti Cottage	Independent Free	Restaurant	Independent Free	ST 5 1QG
Regent Chinese Restaurant	Independent Free	Restaurant	Independent Free	ST 5 1RA
Bulls Head	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 5 1RE
Oscars Restaurant	Independent Free	Restaurant	Independent Free	ST 5 1RF

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Name	Description	License Type	Owner Name	Postcode
George & Dragon	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 5 1RH
Koh I Noor Restaurant	Independent Free	Restaurant	Independent Free	ST 5 2AU
Carlton	Independent Free	Pubs & Full On	Independent Free	ST 5 2AW
Freebird	Unknown	Pubs & Full On	Unknown	ST 5 2AX
Players Pool & Snooker Club	Unknown	Proprietary Club	Unknown	ST 5 1RW
Albert Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 5 2DA
Thistleberry Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 5 2LT
Newcastle Golf Club	Independent Free	Registered Club	Independent Free	ST 5 2QB
Dick Turpin	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	ST 5 2QS
Old Brown Jug	Unknown	Pubs & Full On	Unknown	ST 5 2RY
Sneyd Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 5 2TG
Bilash Restaurant	Independent Free	Restaurant	Independent Free	ST 5 2TL
Newcastle Town Football Club	Independent Free	Registered Club	Independent Free	ST 5 3BX
Seabridge	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	ST 5 3HA
Gatehouse	Greene King	Pubs & Full On	Greene King	ST 5 3HR
Leycett Cricket Club	Independent Free	Registered Club	Independent Free	ST 5 6AE
Knutton Ex-Servicemens Club	Independent Free	Registered Club	Independent Free	ST 5 6DT
Crown Inn	Joule's Brewery	Pubs & Full On	Joule's Brewery	ST 5 6JG
Roebuck Inn	Independent Free	Pubs & Full On	Independent Free	ST 5 6JH
Silverdale Conservative Club	Independent Free	Registered Club	Independent Free	ST 5 6JH
Silver Birch	Independent Free	Pubs & Full On	Independent Free	ST 5 6JJ
Bush	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 5 6JZ
Vine Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 5 6LX
Silverdale Cricket Club	Independent Free	Registered Club	Independent Free	ST 5 6QF
Jolly Potters	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 5 7AB
Red Lion	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 5 7ER
Roebuck	Independent Free	Pubs & Full On	Independent Free	ST 5 7HL
Grove House Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 5 7JB
Wulstan	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	ST 5 8BU
Bradwell & District Working Mens Club	Independent Free	Registered Club	Independent Free	ST 5 8JA
Britannia	Greene King	Pubs & Full On	Greene King	ST 5 8JR
Potters Wheel	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	ST 5 8PS
Wolstanton Golf Club	Independent Free	Registered Club	Independent Free	ST 5 9DR
Lymedale Suites	Independent Free	Pubs & Full On	Independent Free	ST 5 9DX
Newcastle Working Mens Club	Independent Free	Registered Club	Independent Free	ST 5 9HG
Milehouse	Staffordshire & Cheshire Leisure Group	Pubs & Full On	Stonegate Pub Company	ST 5 9HP
Burslem Working Mens Club & Institute	Independent Free	Registered Club	Independent Free	ST 6 3LE
Jolly Carter	Independent Free	Pubs & Full On	Independent Free	ST 6 3QJ
White Horse	Independent Free	Pubs & Full On	Independent Free	ST 6 4JU
Rifleman Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 6 4QL
Sneyd Arms Hotel	Independent Free	Pubs & Full On	Independent Free	ST 6 5AA
Oddfellows Arms	Independent Free	Pubs & Full On	Independent Free	ST 6 5AB
Paradise Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 6 5AG
Coach & Horses	Witherspoon Holdings	Pubs & Full On	Witherspoon Holdings	ST 6 5BL
Kashmir Garden Tandoori Restaurant	Independent Free	Restaurant	Independent Free	ST 6 5EG
White Hart	Unknown	Pubs & Full On	Unknown	ST 6 5JJ
Eleven	Independent Free	Pubs & Full On	Independent Free	ST 6 5PD
Tavern	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 6 5TA
Globe Inn	Independent Free	Pubs & Full On	Independent Free	ST 6 5TA
Wheatsheaf	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 6 5TT
Talisman	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 6 5TZ
Vine Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 6 6LS
Kidsgrave Cricket Club	Independent Free	Registered Club	Independent Free	ST 7 1AN

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Name	Description	License Type	Owner Name	Postcode
Clough Hall	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 7 1AN
Kidsgrove Athletic Supporters Club	Independent Free	Registered Club	Independent Free	ST 7 1DQ
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	ST 7 1LW
Masoom Massala	Independent Free	Restaurant	Independent Free	ST 7 1NE
Crown Inn	Marston's	Pubs & Full On	Marston's	ST 7 1NN
Swan Inn	Marston's	Pubs & Full On	Marston's	ST 7 1PS
Queens Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 7 1PS
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	ST 7 1UR
Alsager Golf Club	Independent Free	Registered Club	Independent Free	ST 7 2UF
Red Bull	Robinsons	Pubs & Full On	Robinsons	ST 7 3AJ
Railway	Marston's	Pubs & Full On	Marston's	ST 7 8AG
Halmerend & District Working Mens Clu	Independent Free	Registered Club	Independent Free	ST 7 8BL
Butchers Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 7 8DE
Boughey Arms	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	ST 7 8DH
Audley Cricket Club	Independent Free	Registered Club	Independent Free	ST 7 8DL
Bignall End Cricket Club	Independent Free	Registered Club	Independent Free	ST 7 8LA
Royal Oak	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 7 8LL
Wood Lane Cricket & Sports Club	Independent Free	Registered Club	Independent Free	ST 7 8PA
Plough Inn	Hydes Anvil	Pubs & Full On	Hydes Anvil	ST 7 8PS
Swan Inn	Dorbiere	Pubs & Full On	Dorbiere	ST 7 8QD
Jolly Potters	Independent Free	Pubs & Full On	Independent Free	ST 5 1UP
London Road Bowling Club	Independent Free	Registered Club	Independent Free	ST 5 1LZ
Newcastle Firemans Social Club	Independent Free	Registered Club	Independent Free	ST 5 2SL
Newcastle Rugby Club	Independent Free	Registered Club	Independent Free	ST 5 3BX
Newcastle & Hartshill Cricket Club	Independent Free	Registered Club	Independent Free	ST 5 3BN
Polite Vicar	Greene King	Pubs & Full On	Greene King	ST 5 0LU
Sanctuary	Staffordshire & Cheshire Leisure Group	Restaurant	Staffordshire & Cheshire Leisure	ST 5 1PS
Yates	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 5 1RF
Toto Bar	Independent Free	Pubs & Full On	Independent Free	ST 5 1PB
Pasta Di Piazza	Independent Free	Restaurant	Independent Free	ST 5 1PS
Peaches Restaurant	Independent Free	Restaurant	Independent Free	ST 5 2TB
Ivory	Independent Free	Restaurant	Independent Free	ST 5 1HF
Scotthay Cricket Club	Independent Free	Registered Club	Independent Free	ST 5 6AU
North Staffs Conference Centre	Independent Free	Pubs & Full On	Independent Free	ST 4 7NY
Hopinn	Independent Free	Pubs & Full On	Independent Free	ST 5 1JR
Audley Football Club	Independent Free	Registered Club	Independent Free	ST 7 8QH
Revolution	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	ST 5 1AH
Shaleam Restaurant	Independent Free	Restaurant	Independent Free	ST 5 1QS
Redwood	Whitbread	Pubs & Full On	Whitbread	ST 5 7AL
Arnold Machin	Wetherspoon	Pubs & Full On	Wetherspoon	ST 5 1PB
Hogarths	Amber Taverns	Pubs & Full On	Amber Taverns	ST 5 1PS
Festival Park Leisure Centre	Unknown	Proprietary Club	Unknown	ST 1 5PU
Orange Tree	Paragon Pub Group Ltd	Pubs & Full On	Paragon Pub Group Ltd	ST 4 6PG
Yu Ma Mi	Independent Free	Restaurant	Independent Free	ST 4 6NW
Butt Lane Comm & Training Centre	Independent Free	Registered Club	Independent Free	ST 7 1DG
Peony Restaurant	Independent Free	Restaurant	Independent Free	ST 5 2RY
Keele Golf Centre	Independent Free	Registered Club	Independent Free	ST 5 5AB
Crown & Anchor	Independent Free	Pubs & Full On	Independent Free	ST 6 5AA
Crompos Pool & Snooker Hall	Independent Free	Proprietary Club	Independent Free	ST 6 6BL
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	ST 5 2RN
Jalsa Indian Restaurant	Independent Free	Restaurant	Independent Free	ST 5 1JX
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	ST 5 1PT
Crown	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 5 7AH

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Restaurant	25	20.1	34.6	58			
Residential	0	0.0	3.5	0			

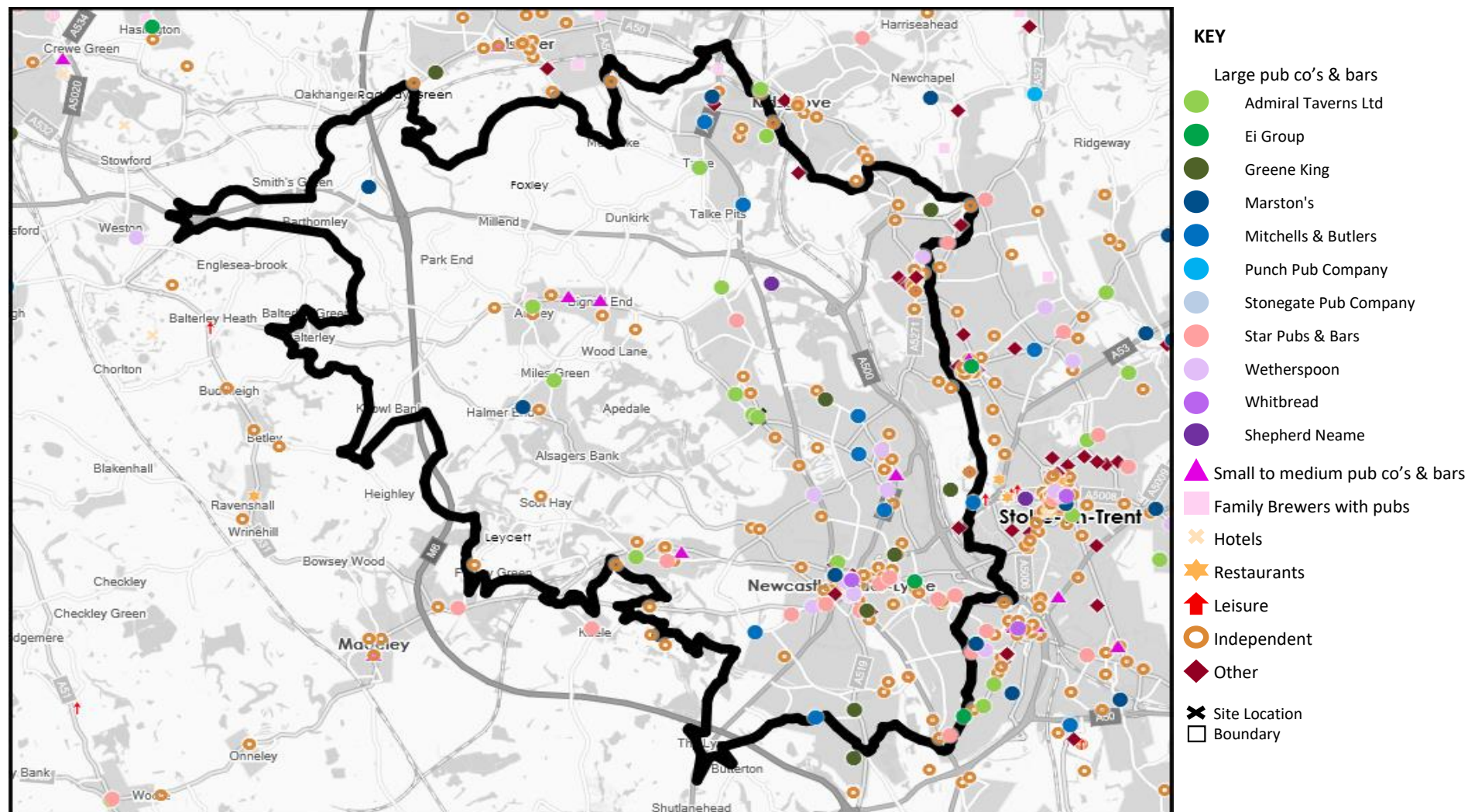
Name	Description	License Type	Owner Name	Postcode
Sandyford Cricket Club	Independent Free	Registered Club	Independent Free	ST 6 5LA
Cask Bar	Independent Free	Pubs & Full On	Independent Free	ST 5 1DL
Marloes Restaurant	Independent Free	Restaurant	Independent Free	ST 5 1LQ
Bistro Michelangelo	Independent Free	Restaurant	Independent Free	ST 5 1PB
Chatterley Whitfield	Greene King	Pubs & Full On	Greene King	ST 6 5GA
Bridge Street Ale House	Independent Free	Pubs & Full On	Independent Free	ST 5 2RY
Cotton Mill	Marston's	Pubs & Full On	Marston's	ST 5 2AU
Silverdale Athletic Club	Independent Free	Registered Club	Independent Free	ST 5 6TA
M Club Spa & Fitness	Independent Free	Proprietary Club	Independent Free	ST 4 6NW
Balance & Beam	Independent Free	Proprietary Club	Independent Free	ST 1 5PU
Alessi Indian Restaurant	Independent Free	Restaurant	Independent Free	ST 7 8DA
Berts Eatery And Cellar	Independent Free	Restaurant	Independent Free	ST 5 1PT
Ten Green Bottles	Independent Free	Pubs & Full On	Independent Free	ST 5 2AW
Shed	Independent Free	Pubs & Full On	Independent Free	ST 5 0PU
Whippet Inn	Independent Free	Pubs & Full On	Independent Free	ST 5 0EN
Brindley Farm	Greene King	Pubs & Full On	Greene King	ST 1 5GP
Cappello Lounge	Loungers	Pubs & Full On	Loungers	ST 5 1PE
Mellards Bar	Independent Free	Pubs & Full On	Independent Free	ST 5 1AA
Cafe Artisan	Independent Free	Pubs & Full On	Independent Free	ST 4 6AF
Holditch Miners Club	Independent Free	Registered Club	Independent Free	ST 5 7PT
Fifth On Forth	Independent Free	Restaurant	Independent Free	ST 7 1DP
Sanctuary Ale House	Independent Free	Pubs & Full On	Independent Free	ST 4 6AA
Clubhouse	Independent Free	Pubs & Full On	Independent Free	ST 5 1PT
Bar Social	Independent Free	Pubs & Full On	Independent Free	ST 5 1PT

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Grove House InnST5 7JB (15 min contour)



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Grove House InnST5 7JB (15 min contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	6,990	12.6	22.0	57		
2 Rising Prosperity	968	1.7	10.1	17		
3 Comfortable Communities	14,551	26.3	26.2	100		
4 Financially Stretched	19,324	34.9	23.7	147		
5 Urban Adversity	13,432	24.2	17.6	138		
6 Not Private Households	125	0.2	0.3	68		
Total households	55,390					



Graph

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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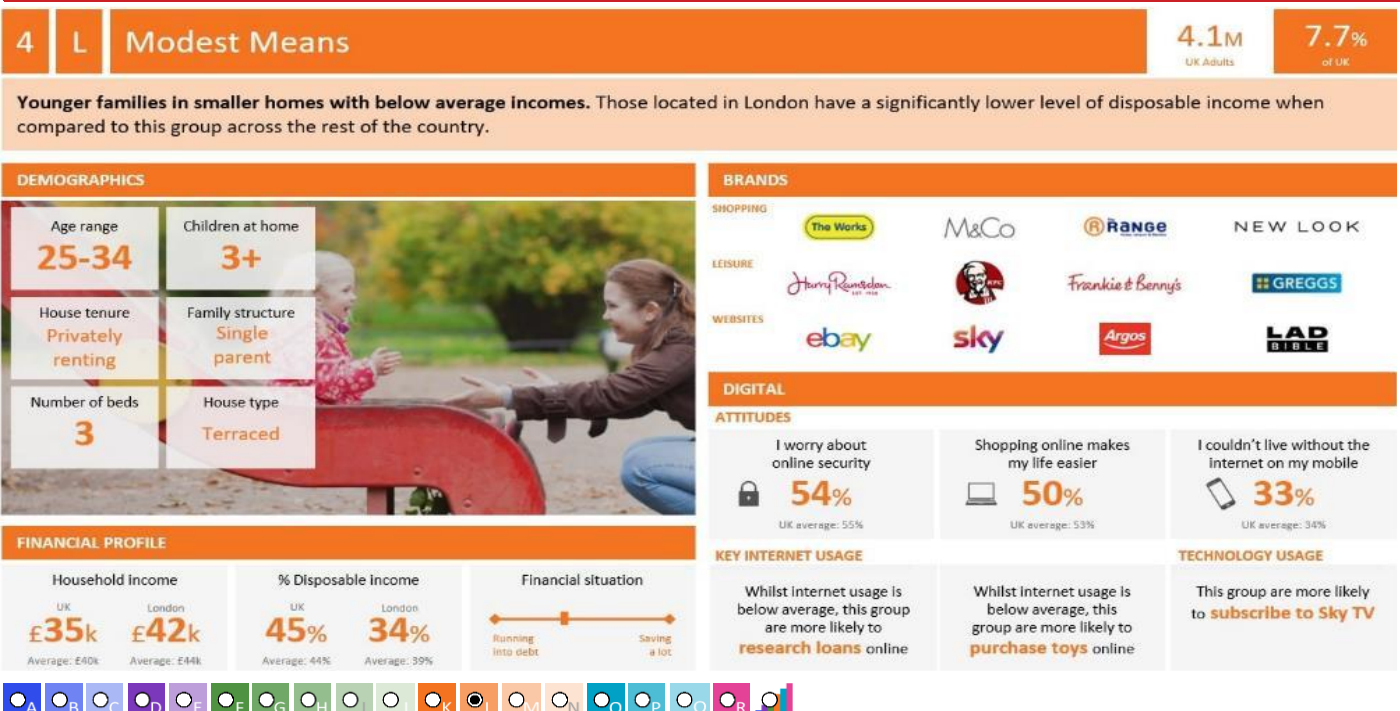
Area: ATLT_Grove House InnST5 7JB (15 min contour)

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	20	0.0	1.1	3			
1.B Executive Wealth	3,033	5.5	11.2	49			
1.C Mature Money	3,937	7.1	9.6	74			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	968	1.7	6.2	28			
3. Comfortable Communities							
3.F Countryside Communities	1,789	3.2	5.7	56			
3.G Successful Suburbs	2,209	4.0	5.9	68			
3.H Steady Neighbourhoods	5,252	9.5	7.4	129			
3.I Comfortable Seniors	2,146	3.9	2.9	133			
3.J Starting Out	3,155	5.7	4.3	131			
4. Financially Stretched							
4.K Student Life	108	0.2	2.4	8			
4.L Modest Means	6,837	12.3	7.9	156			
4.M Striving Families	5,581	10.1	7.5	134			
4.N Poorer Pensioners	6,798	12.3	5.9	208			
5. Urban Adversity							
5.O Young Hardship	6,475	11.7	6.1	190			
5.P Struggling Estates	3,118	5.6	6.1	92			
5.Q Difficult Circumstances	3,839	6.9	5.3	130			
6. Not Private Households							
6.R Not Private Households	125	0.2	0.3	68			
Total households	55,390						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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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	20	0.0	0.9	4			
1.B Executive Wealth							
1.B.4 Asset rich families	946	1.7	2.6	65			
1.B.5 Wealthy countryside commuters	198	0.4	2.4	15			
1.B.6 Financially comfortable families	1,338	2.4	2.2	110			
1.B.7 Affluent professionals	15	0.0	0.9	3			
1.B.8 Prosperous suburban families	419	0.8	1.5	49			
1.B.9 Well-off edge of towners	117	0.2	1.6	13			
1.C Mature Money							
1.C.10 Better-off villagers	184	0.3	3.0	11			
1.C.11 Settled suburbia, older people	2,604	4.7	2.9	165			
1.C.12 Retired and empty nesters	930	1.7	2.5	68			
1.C.13 Upmarket downsizers	219	0.4	1.3	30			
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	328	0.6	1.9	31			
2.E.19 First time buyers in small, modern homes	640	1.2	3.3	35			
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	109	0.2	1.5	13			
3.F.22 Older couples and families in rural areas	16	0.0	1.1	3			
3.F.23 Owner occupiers in small towns and villages	1,664	3.0	3.2	95			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	1,686	3.0	2.6	115			
3.G.25 Larger family homes, multi-ethnic areas	1	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	522	0.9	2.4	39			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	4,823	8.7	3.4	253			
3.H.28 Owner occupied terraces, average income	57	0.1	1.6	7			
3.H.29 Established suburbs, older families	372	0.7	2.3	29			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	2,132	3.8	2.4	159			
3.I.31 Elderly singles in purpose-built accommodation	14	0.0	0.5	5			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	1,637	3.0	2.1	141			
3.J.33 Smaller houses and starter homes	1,518	2.7	2.3	122			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	75	0.1	0.4	37			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	33	0.1	1.7	3			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	271	0.5	1.4	35			
4.L.38 Semi-skilled workers in traditional neighbourhoods	3,541	6.4	2.6	243			
4.L.39 Fading owner occupied terraces	2,854	5.2	2.9	179			
4.L.40 High occupancy terraces, culturally diverse family areas	171	0.3	1.0	31			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	368	0.7	1.6	42			
4.M.42 Struggling young families in post-war terraces	224	0.4	1.7	24			
4.M.43 Families in right-to-buy estates	3,359	6.1	2.1	292			
4.M.44 Post-war estates, limited means	1,630	2.9	2.2	134			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	749	1.4	0.8	172			
4.N.46 Elderly people in social rented flats	432	0.8	1.1	72			
4.N.47 Low income older people in smaller semis	4,302	7.8	2.3	342			
4.N.48 Pensioners and singles in social rented flats	1,315	2.4	1.8	134			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	980	1.8	2.1	82			
5.O.50 Struggling younger people in mixed tenure	865	1.6	1.7	89			
5.O.51 Young people in small, low cost terraces	4,630	8.4	2.3	371			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	1,139	2.1	1.6	127			
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	1,979	3.6	1.6	217			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	160	0.3	1.5	19			
5.Q.58 Singles and young families, some receiving benefits	1,877	3.4	1.8	189			
5.Q.59 Deprived areas and high-rise flats	1,802	3.3	2.0	160			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	71	0.1	0.1	220			
6.R.61 Inactive communal population	54	0.1	0.3	35			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	55,390						

CATEGORY

GROUP

TYPE

MAP

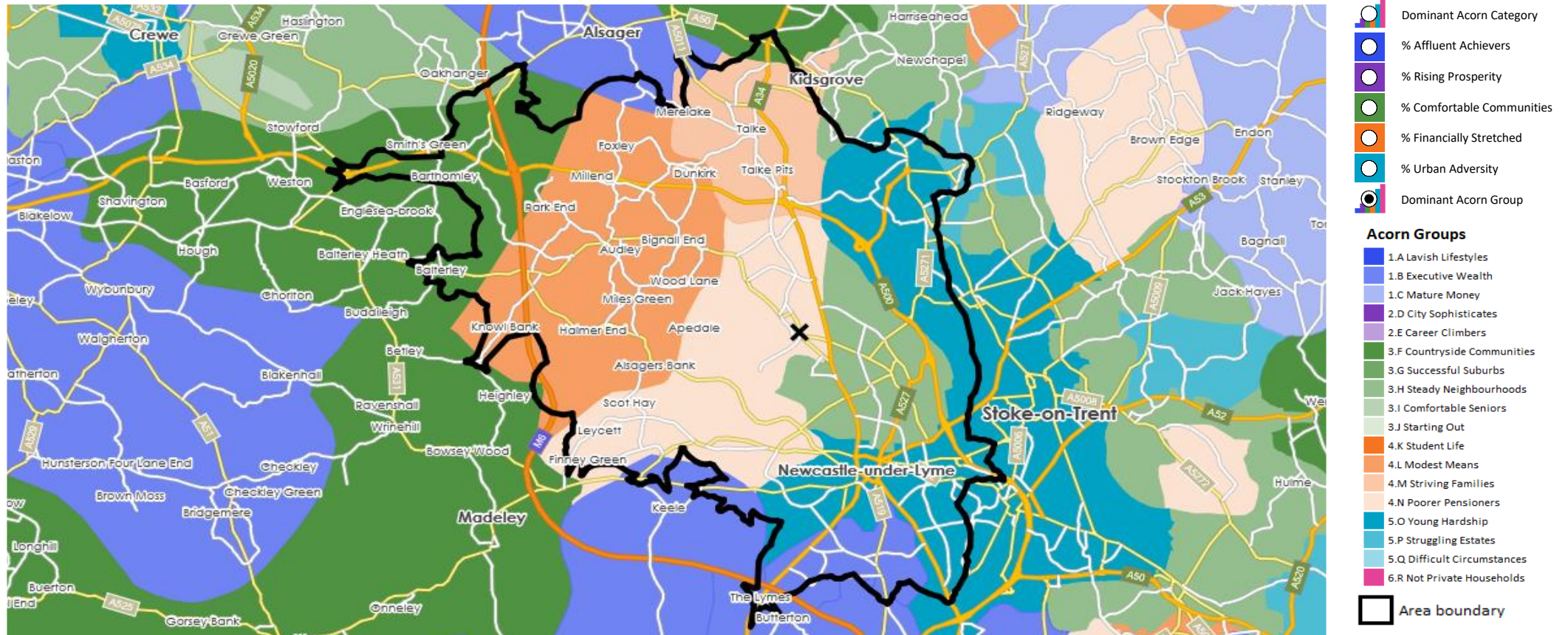
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_Grove House InnST5 7JB (15 min contour)

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Source: OS Open Data 2018



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+

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

