

CGA LICENCED PREMISES

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Area: ATLT_Hole in the WallNG1 4EZ (0.62 Mile co

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	108	446.4	84.9	526			
Proprietary Club	14	57.9	8.1	711			
Registered Club	4	16.5	29.9	55			
Restaurant	67	276.9	34.6	800			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Hop Merchant	Punch Pub Company	Pubs & Full On	Punch Pub Company	NG 1 2AG
Pop World	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG 1 2HW
Lord Roberts	Punch Pub Company	Pubs & Full On	Punch Pub Company	NG 1 3AN
Old Dog & Partridge	Greene King	Pubs & Full On	Greene King	NG 1 3DA
Six Barrel Drafthouse	Pub People Co Ltd	Pubs & Full On	Star Pubs & Bars	NG 1 3GX
Foresters Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NG 1 3NL
Playwright 38	Wells & Co	Pubs & Full On	Wells & Co	NG 1 4FQ
Hand & Heart	Independent Free	Pubs & Full On	Independent Free	NG 1 5BA
Tap & Tumbler	Greene King	Pubs & Full On	Greene King	NG 1 5FW
Dragon	Punch Pub Company	Pubs & Full On	Punch Pub Company	NG 1 6JE
Six Barrel Drafthouse	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG 1 1NN
Paste	Independent Free	Restaurant	Independent Free	NG 1 1NN
Petit Paris	Independent Free	Restaurant	Independent Free	NG 1 2AE
Route One	Ei Group	Pubs & Full On	Ei Group	NG 1 2AG
Frankie & Bennys	Restaurant Group	Restaurant	Restaurant Group	NG 1 2AP
Coach & Horses	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NG 1 2AP
Cosy Club	Loungers	Pubs & Full On	Loungers	NG 1 2EX
Five Guys	Five Guys Holdings	Restaurant	Five Guys Holdings	NG 1 2DR
Bodega	DHP Family Ltd	Proprietary Club	DHP Family Ltd	NG 1 2ED
Thurland Hall	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG 1 3DR
Pit & Pendulum	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG 1 2EW
Be At One	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG 1 2EX
Herbert Kilpin	Independent Free	Pubs & Full On	Independent Free	NG 1 2GS
Dosa And Chutney	Independent Free	Restaurant	Independent Free	NG 1 2NB
Balti House Restaurant	Independent Free	Restaurant	Independent Free	NG 1 3AG
Revolution	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	NG 1 3AJ
Broadway Cafe Bar	Independent Free	Pubs & Full On	Independent Free	NG 1 3AL
Newmarket	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NG 1 3BA
Pryzm	Rekom UK	Proprietary Club	Rekom UK	NG 1 3BB
Mojo	Voodoo Doll Ltd	Pubs & Full On	Voodoo Doll Ltd	NG 1 3DR
Noor Jahan Restaurant	Independent Free	Restaurant	Independent Free	NG 1 3FB
Lincolnshire Poacher	Castle Rock	Pubs & Full On	Castle Rock	NG 1 3FR
Lobster Pot	Independent Free	Restaurant	Independent Free	NG 1 3FS
Hilton Hotel	Hilton Group	Pubs & Full On	Hilton Group	NG 1 3PZ
Rose Of England	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NG 1 3GY
Niche	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG 1 3LH
New Foresters	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	NG 1 3LX
Sarangbang	Independent Free	Restaurant	Independent Free	NG 1 3FQ
New Mechanics Social Club	Independent Free	Registered Club	Independent Free	NG 1 4EZ
Nottingham Trent University	Independent Free	Registered Club	Independent Free	NG 1 4BU
Lillie Langtrys	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG 1 4BY
Gooseberry Bush	Wetherspoon	Pubs & Full On	Wetherspoon	NG 1 4GL
Notts Pro Bowling Club	Independent Free	Registered Club	Independent Free	NG 1 4HB
Nottingham Playhouse	Independent Free	Pubs & Full On	Independent Free	NG 1 5AL
Rock City	DHP Family Ltd	Proprietary Club	DHP Family Ltd	NG 1 5GG
Horn In Hand	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG 1 5JT
Corinthian Restaurant	Independent Free	Restaurant	Independent Free	NG 1 5LB
Crowne Plaza	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	NG 1 5RH
Arriba	Independent Free	Proprietary Club	Independent Free	NG 1 6FG
Oz Bar	Independent Free	Pubs & Full On	Independent Free	NG 1 6FH
Rileys	Weight Partners Ltd	Proprietary Club	Weight Partners Ltd	NG 1 6FH
Revolucion De Cuba	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	NG 1 6HW
Copper	Great Northern Inns	Pubs & Full On	Great Northern Inns	NG 1 6HX

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Pubs & Full On	108	446.4	84.9	526			
Proprietary Club	14	57.9	8.1	711			
Registered Club	4	16.5	29.9	55			
Restaurant	67	276.9	34.6	800			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Slug And Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG 1 6JB
Barrel Drop	Independent Free	Pubs & Full On	Independent Free	NG 1 6JD
Three Crowns	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NG 1 6LD
Parliament Bar & Kitchen	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NG 1 6LD
Running Horse	Unknown	Pubs & Full On	Unknown	NG 7 3NG
Mogal & Azam	Independent Free	Restaurant	Independent Free	NG 1 5JS
Foremans Wine Bar	Independent Free	Pubs & Full On	Independent Free	NG 1 4AA
Royal Centre Theatre	Independent Free	Pubs & Full On	Independent Free	NG 1 5ND
Walrus	FletcherGate Industries	Pubs & Full On	FletcherGate Industries	NG 1 2AY
Tilt	Independent Free	Pubs & Full On	Independent Free	NG 1 2EH
Cantine Dell Angelo	Independent Free	Pubs & Full On	Independent Free	NG 1 2HN
Chez Coors	Independent Free	Restaurant	Independent Free	NG 1 3BA
Hole In The Wall	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG 1 4EZ
Stage	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NG 1 5FW
Concert Hall	Independent Free	Pubs & Full On	Independent Free	NG 1 5ND
Bell Inn	Greene King	Pubs & Full On	Greene King	NG 1 6HL
Olivias Townhouse	Independent Free	Pubs & Full On	Independent Free	NG 1 6JQ
Mercure Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	NG 1 3BP
La Salute	Independent Free	Restaurant	Independent Free	NG 1 6LD
Lloyds No1	Wetherspoon	Pubs & Full On	Wetherspoon	NG 1 1NL
Faradays	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG 1 2EW
Loxley	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG 1 2EG
Alberts	Independent Free	Pubs & Full On	Independent Free	NG 1 5JT
Le Bistrot Pierre	Le Bistrot Pierre	Restaurant	Le Bistrot Pierre	NG 1 3EN
Malt Cross	Independent Free	Pubs & Full On	Independent Free	NG 1 6FG
Fat Cat Cafe Bars	Fat Cat Group	Pubs & Full On	Fat Cat Group	NG 1 6JQ
Dino	Independent Free	Pubs & Full On	Independent Free	NG 1 1NU
No 27	Independent Free	Pubs & Full On	Independent Free	NG 1 3AP
Brewdog	BrewDog plc	Pubs & Full On	BrewDog plc	NG 1 3AL
Club Ink	Independent Free	Proprietary Club	Independent Free	NG 1 2BL
Oneills	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NG 1 6FB
Joseph Else	Wetherspoon	Pubs & Full On	Wetherspoon	NG 1 2JS
Roeback Inn	Wetherspoon	Pubs & Full On	Wetherspoon	NG 1 6FH
Mr Singh	Independent Free	Restaurant	Independent Free	NG 1 6HW
Pizza Express	Hony Capital	Restaurant	Hony Capital	NG 1 2AS
Famous At Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	NG 1 4DB
Antalya Restaurant	Independent Free	Restaurant	Independent Free	NG 1 2AG
Nottingham Arts Theatre	Independent Free	Pubs & Full On	Independent Free	NG 1 3BE
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	NG 1 2AS
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	NG 1 4DB
Turtle Bay	Turtle Bay Restaurants	Restaurant	Turtle Bay Restaurants	NG 1 4DB
Wagamama	Restaurant Group	Restaurant	Restaurant Group	NG 1 4DB
Best Western Plus	Independent Free	Pubs & Full On	Independent Free	NG 1 5FW
Lost City Adventure Golf	Independent Free	Proprietary Club	Independent Free	NG 1 4DB
Boilermaker	Junkbars Nottingham Ltd	Pubs & Full On	Junkbars Nottingham Ltd	NG 1 1NN
Genting Casino	Genting Casino	Proprietary Club	Genting Casino	NG 1 4DB
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	NG 1 5LT
Slug and Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG 1 4DB
Alto	Independent Free	Pubs & Full On	Independent Free	NG 1 4AA
Alchemist	The Alchemist	Pubs & Full On	The Alchemist	NG 1 2AY
Kushi Ya	Independent Free	Restaurant	Independent Free	NG 1 6JE
Calluna	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NG 1 4AA
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	NG 1 4DB

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Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Skinny Sumo	Independent Free	Restaurant	Independent Free	NG 1 1NL
Hockley Art Club	FletcherGate Industries	Pubs & Full On	FletcherGate Industries	NG 1 1NU
Peggy's Skylight	Independent Free	Pubs & Full On	Independent Free	NG 1 3BH
Cucamara	Independent Free	Pubs & Full On	Independent Free	NG 1 6JD
Suede Bar	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NG 1 3AA
Truth Bar	Independent Free	Pubs & Full On	Independent Free	NG 1 6FG
Rescue Rooms	DHP Family Ltd	Proprietary Club	DHP Family Ltd	NG 1 5GG
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	NG 1 6JS
Bar Schnapps	Independent Free	Pubs & Full On	Independent Free	NG 1 6FG
Stealth	DHP Family Ltd	Proprietary Club	DHP Family Ltd	NG 1 5JT
Las Iguanas	Big Table Group Ltd	Restaurant	Big Table Group Ltd	NG 1 6JS
Roxy Ballroom	Jones Bar Group Ltd	Pubs & Full On	Jones Bar Group Ltd	NG 1 3DR
Farros	Independent Free	Restaurant	Independent Free	NG 1 3FR
John Lewis Staff Club	Independent Free	Registered Club	Independent Free	NG 1 3QA
Peoples Hall	Independent Free	Proprietary Club	Independent Free	NG 1 3AA
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	NG 1 4DB
Mans Restaurant	Independent Free	Restaurant	Independent Free	NG 1 6JQ
Revolution	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	NG 1 4DB
Bangoes	Independent Free	Restaurant	Independent Free	NG 1 3HW
Soulville Steakhouse	Independent Free	Restaurant	Independent Free	NG 1 2BL
Royal Thai Restaurant	Independent Free	Restaurant	Independent Free	NG 1 3FS
Chai Yo Thai Restaurant	Independent Free	Restaurant	Independent Free	NG 1 5FX
Bunk	Independent Free	Restaurant	Independent Free	NG 1 3DA
Sushimania	Independent Free	Restaurant	Independent Free	NG 1 6JS
Prezzo	Prezzo plc	Restaurant	Prezzo plc	NG 1 4AA
Botti Di Mamma	Independent Free	Restaurant	Independent Free	NG 1 3AL
Alea	Caesars Entertainment UK Ltd	Proprietary Club	Caesars Entertainment UK Ltd	NG 1 6LF
Kayal	Independent Free	Restaurant	Independent Free	NG 1 3AL
Ibis Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	NG 1 2FS
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	NG 1 6HL
May Sum	Independent Free	Restaurant	Independent Free	NG 1 6LF
French Living	Independent Free	Restaurant	Independent Free	NG 1 2AY
Tamatanga	Monaman Restaurants Ltd	Restaurant	Monaman Restaurants Ltd	NG 1 4DB
Albert Hall	Independent Free	Pubs & Full On	Independent Free	NG 1 5AA
Raglan Road Irish Bar	Independent Free	Pubs & Full On	Independent Free	NG 1 5BA
Antenna	Independent Free	Pubs & Full On	Independent Free	NG 1 1EQ
Casa	Independent Free	Restaurant	Independent Free	NG 1 6LF
Junkyard	Independent Free	Pubs & Full On	Independent Free	NG 1 2GR
Son Of Steak	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NG 1 4AF
400 Rabbits	Independent Free	Pubs & Full On	Independent Free	NG 1 6JD
Black Cherry Lounge	Independent Free	Pubs & Full On	Independent Free	NG 1 5GG
Dancing Dragon	Independent Free	Restaurant	Independent Free	NG 1 5BB
Miss Korea	Independent Free	Restaurant	Independent Free	NG 1 6JE
Nottingham Conference Centre	Independent Free	Pubs & Full On	Independent Free	NG 1 4BU
Barburrito	Barburrito	Restaurant	Barburrito	NG 1 2AS
Yamas Meze & Tapas	Independent Free	Restaurant	Independent Free	NG 1 3DR
Pan Asia Bbq	Independent Free	Restaurant	Independent Free	NG 1 6LF
Sexy Mamma Love Spaghetti	Independent Free	Restaurant	Independent Free	NG 1 3AF
Belong	Independent Free	Pubs & Full On	Independent Free	NG 1 3BE
Dolce	Independent Free	Restaurant	Independent Free	NG 1 3AJ
Bills	Bills Restaurants	Pubs & Full On	Bills Restaurants	NG 1 2BL
Bar Iberico	Independent Free	Restaurant	Independent Free	NG 1 1NL
Reds True Barbecue	Reds True Barbecue	Restaurant	Reds True Barbecue	NG 1 2BL

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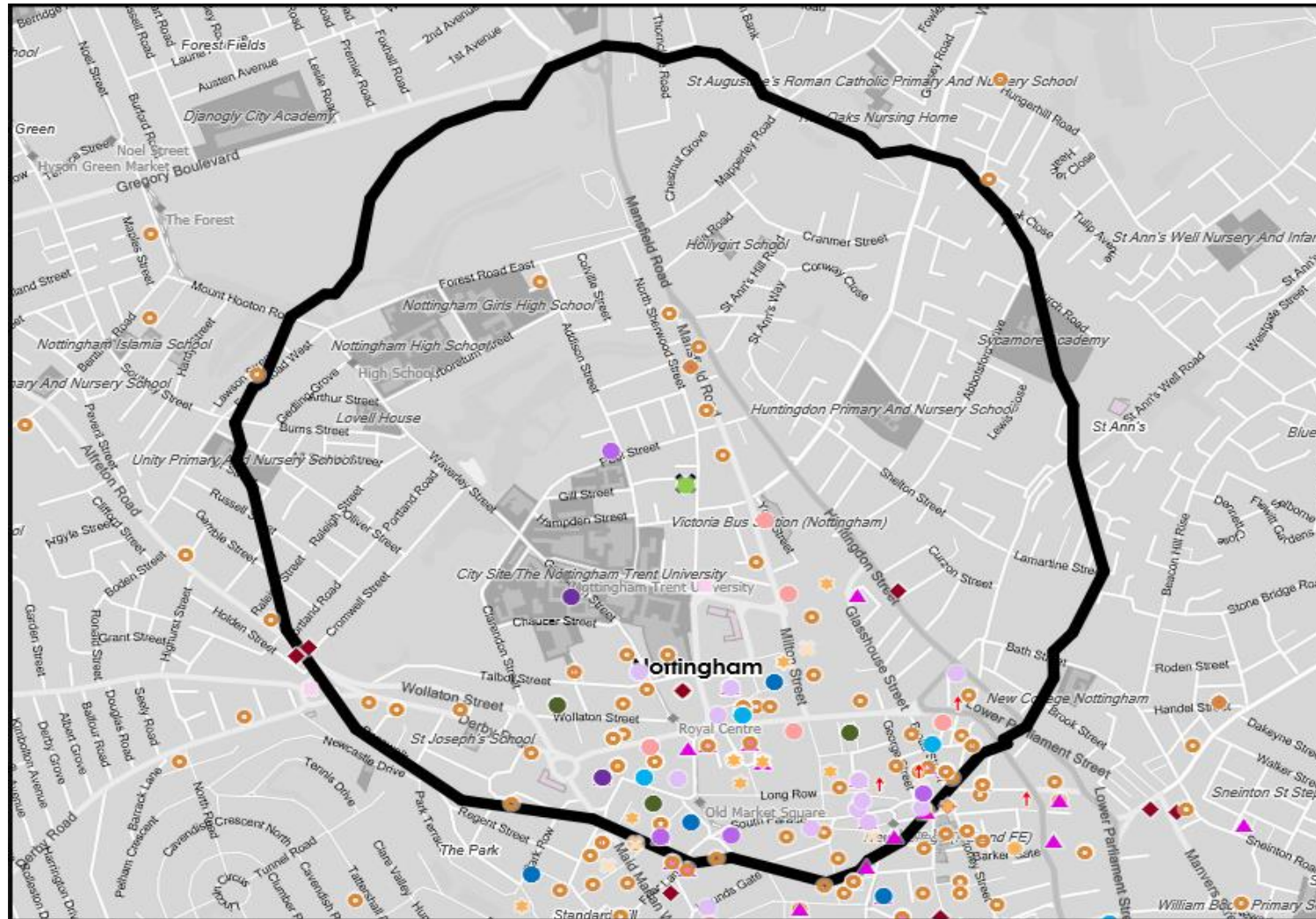
Name	Description	License Type	Owner Name	Postcode
Cosmo	Cosmo Group	Restaurant	Cosmo Group	NG 1 3EN
First Port	Independent Free	Proprietary Club	Independent Free	NG 1 3DB
Wildwood	Tasty	Restaurant	Tasty	NG 1 2AS
Georges Great British Kitchen	Georges Tradition (Holdings) Ltd	Restaurant	Georges Tradition (Holdings) Ltd	NG 1 2BL
Glass House	Curious Venues Ltd	Pubs & Full On	Curious Venues Ltd	NG 1 4AF
Eds Easy Diner	Boparan Restaurant Group	Restaurant	Boparan Restaurant Group	NG 1 3QN
Jamcafe	Independent Free	Pubs & Full On	Independent Free	NG 1 3AA
Tortilla	Mexican Grill Ltd	Restaurant	Mexican Grill Ltd	NG 1 3GA
Zaap	Zaap Thai Ltd	Restaurant	Zaap Thai Ltd	NG 1 6JG
Nottingham Street Food Club	Independent Free	Restaurant	Independent Free	NG 1 3QP
Tier Lounge	Independent Free	Pubs & Full On	Independent Free	NG 1 2EG
Roxy Ballroom	Jones Bar Group Ltd	Pubs & Full On	Jones Bar Group Ltd	NG 1 4DB
Room With A Brew	Independent Free	Pubs & Full On	Independent Free	NG 1 5FD
Red Dog Saloon	Red Dog Saloons Ltd	Restaurant	Red Dog Saloons Ltd	NG 1 2EX
Lost Property Secret Bar	Curious Venues Ltd	Pubs & Full On	Curious Venues Ltd	NG 1 1NL
Another Wine Bar	Independent Free	Pubs & Full On	Independent Free	NG 1 4AF
Yarn	Castle Rock	Pubs & Full On	Castle Rock	NG 1 5ND
Pieminister	Pie Minister Limited	Restaurant	Pie Minister Limited	NG 1 6JB
Marco Pierre White Steakhouse Bar & G	Marco Pierre White Group	Restaurant	Marco Pierre White Group	NG 1 5FW
Bar And Block	Whitbread	Pubs & Full On	Whitbread	NG 1 6JS
Bunk	Independent Free	Pubs & Full On	Independent Free	NG 1 5FW
Bohns	Independent Free	Restaurant	Independent Free	NG 1 3AL
Hive	Independent Free	Pubs & Full On	Independent Free	NG 1 3FN
Ginsecco	Curious Venues Ltd	Pubs & Full On	Curious Venues Ltd	NG 1 4DB
Penny Lane	FletcherGate Industries	Pubs & Full On	FletcherGate Industries	NG 1 1QQ
Wolf	Independent Free	Restaurant	Independent Free	NG 1 6HW
Prickly Pear	Independent Free	Restaurant	Independent Free	NG 1 3FQ
Antalya	Independent Free	Restaurant	Independent Free	NG 1 4AA
Burra Khana	Red Dog Saloons Ltd	Restaurant	Red Dog Saloons Ltd	NG 1 2EX
A Whisky Affair	Independent Free	Pubs & Full On	Independent Free	NG 1 6JD
Box	Independent Free	Proprietary Club	Independent Free	NG 1 5RH
Juicebar	Independent Free	Pubs & Full On	Independent Free	NG 1 3DA
Secret Garden	Independent Free	Pubs & Full On	Independent Free	NG 1 2AN
Curious Tavern	Curious Venues Ltd	Pubs & Full On	Curious Venues Ltd	NG 1 3BE

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Hole in the WallING1 4EZ (0.62 Mile contour)



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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Hole in the WallING1 4EZ (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	7	0.1	22.0	0			
2 Rising Prosperity	384	4.3	10.1	42			
3 Comfortable Communities	148	1.6	26.2	6			
4 Financially Stretched	5,197	57.9	23.7	244			
5 Urban Adversity	3,104	34.6	17.6	196			
6 Not Private Households	141	1.6	0.3	471			
Total households		8,981					



Graph

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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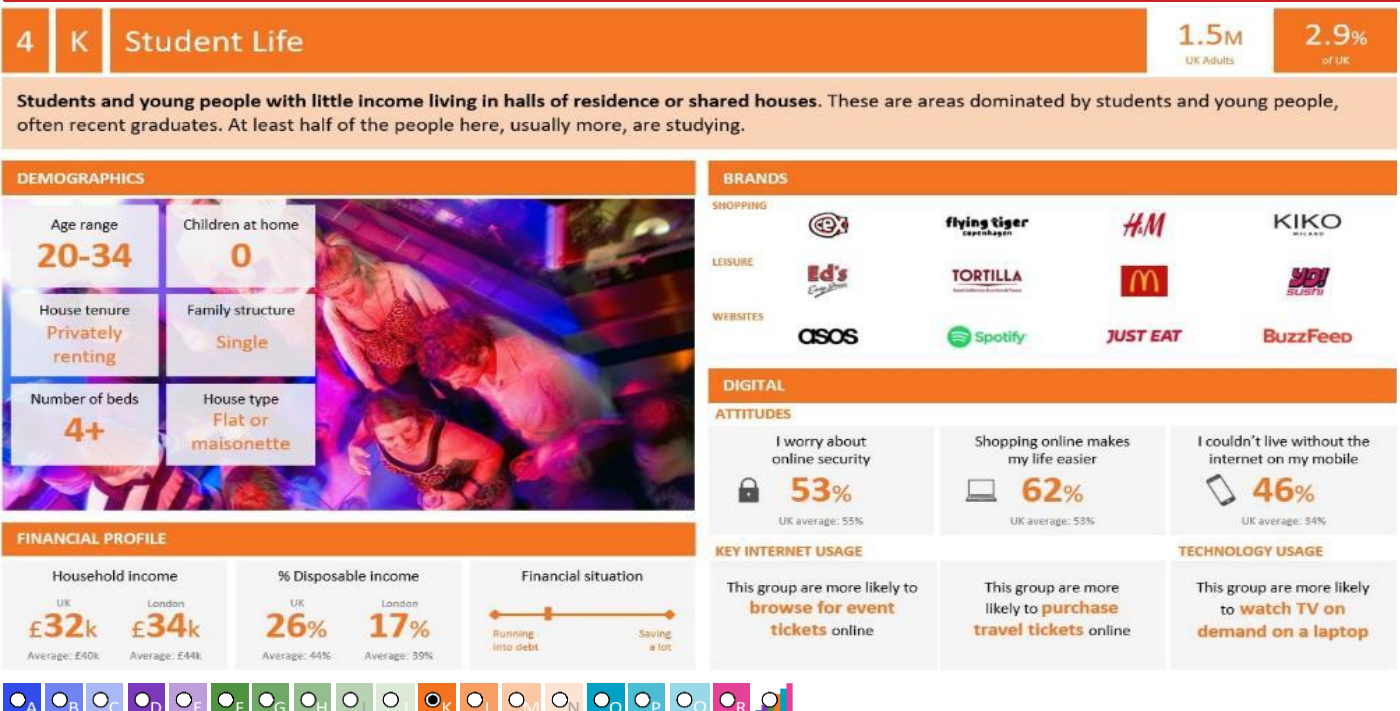
Area: ATLT_Hole in the WallNG1 4EZ (0.62 Mile contour)

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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	7	0.1	11.2	1			
1.C Mature Money	0	0.0	9.6	0			
2. Rising Prosperity							
2.D City Sophisticates	76	0.8	4.0	21			
2.E Career Climbers	308	3.4	6.2	56			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	11	0.1	5.9	2			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	37	0.4	2.9	14			
3.J Starting Out	100	1.1	4.3	26			
4. Financially Stretched							
4.K Student Life	4,963	55.3	2.4	2,342			
4.L Modest Means	0	0.0	7.9	0			
4.M Striving Families	0	0.0	7.5	0			
4.N Poorer Pensioners	234	2.6	5.9	44			
5. Urban Adversity							
5.O Young Hardship	20	0.2	6.1	4			
5.P Struggling Estates	898	10.0	6.1	164			
5.Q Difficult Circumstances	2,186	24.3	5.3	455			
6. Not Private Households							
6.R Not Private Households	141	1.6	0.3	471			
Total households	8,981						

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	0	0.0	0.9	0			
1.B Executive Wealth								
	1.B.4 Asset rich families	0	0.0	2.6	0			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	0	0.0	2.2	0			
	1.B.7 Affluent professionals	7	0.1	0.9	9			
	1.B.8 Prosperous suburban families	0	0.0	1.5	0			
	1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money								
	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	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	76	0.8	1.5	58			
	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	0	0.0	1.9	0			
	2.E.19 First time buyers in small, modern homes	308	3.4	3.3	105			
	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	0	0.0	3.2	0			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	0	0.0	2.6	0			
	3.G.25 Larger family homes, multi-ethnic areas	11	0.1	0.8	15			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
	3.I.31 Elderly singles in purpose-built accommodation	37	0.4	0.5	84			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	100	1.1	2.1	53			
	3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	1,776	19.8	0.4	5,417			
	4.K.35 Term-time terraces	549	6.1	0.3	2,364			
	4.K.36 Educated young people in flats and tenements	2,638	29.4	1.7	1,692			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	0	0.0	1.4	0			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
	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	0	0.0	1.6	0			
	4.M.42 Struggling young families in post-war terraces	0	0.0	1.7	0			
	4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
	4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
	4.N.46 Elderly people in social rented flats	219	2.4	1.1	225			
	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	15	0.2	1.8	9			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	0	0.0	2.1	0			
	5.O.50 Struggling younger people in mixed tenure	20	0.2	1.7	13			
	5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	405	4.5	1.6	278			
	5.P.53 Low income terraces	86	1.0	0.9	110			
	5.P.54 Multi-ethnic, purpose-built estates	351	3.9	1.2	336			
	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	56	0.6	1.6	38			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	118	1.3	1.5	86			
	5.Q.58 Singles and young families, some receiving benefits	497	5.5	1.8	309			
	5.Q.59 Deprived areas and high-rise flats	1,571	17.5	2.0	859			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	127	1.4	0.1	2,430			
	6.R.61 Inactive communal population	14	0.2	0.3	57			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		8,981						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_Hole in the WallNG1 4EZ (0.62 Mile contour)

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Source: OS Open Data 2018



CATEGORY

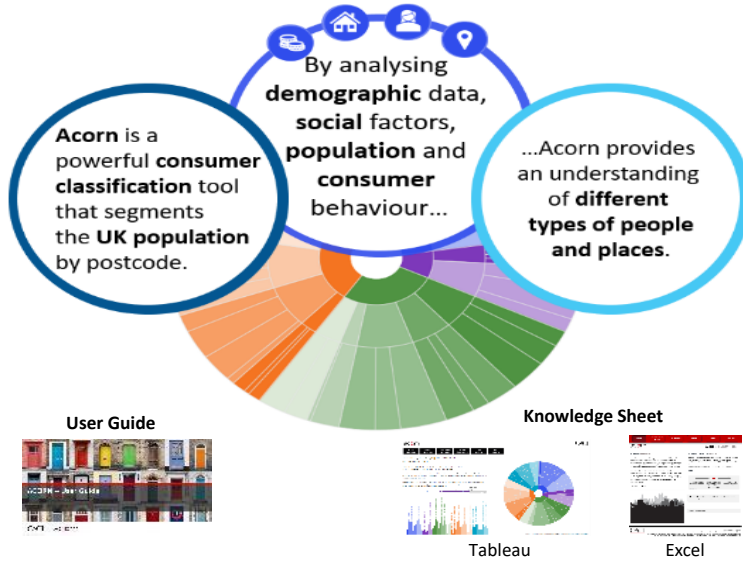
GROUP

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
	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

