

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Miners ArmsOL6 6NE (0.62 Mile contour)

Base: Great Britain

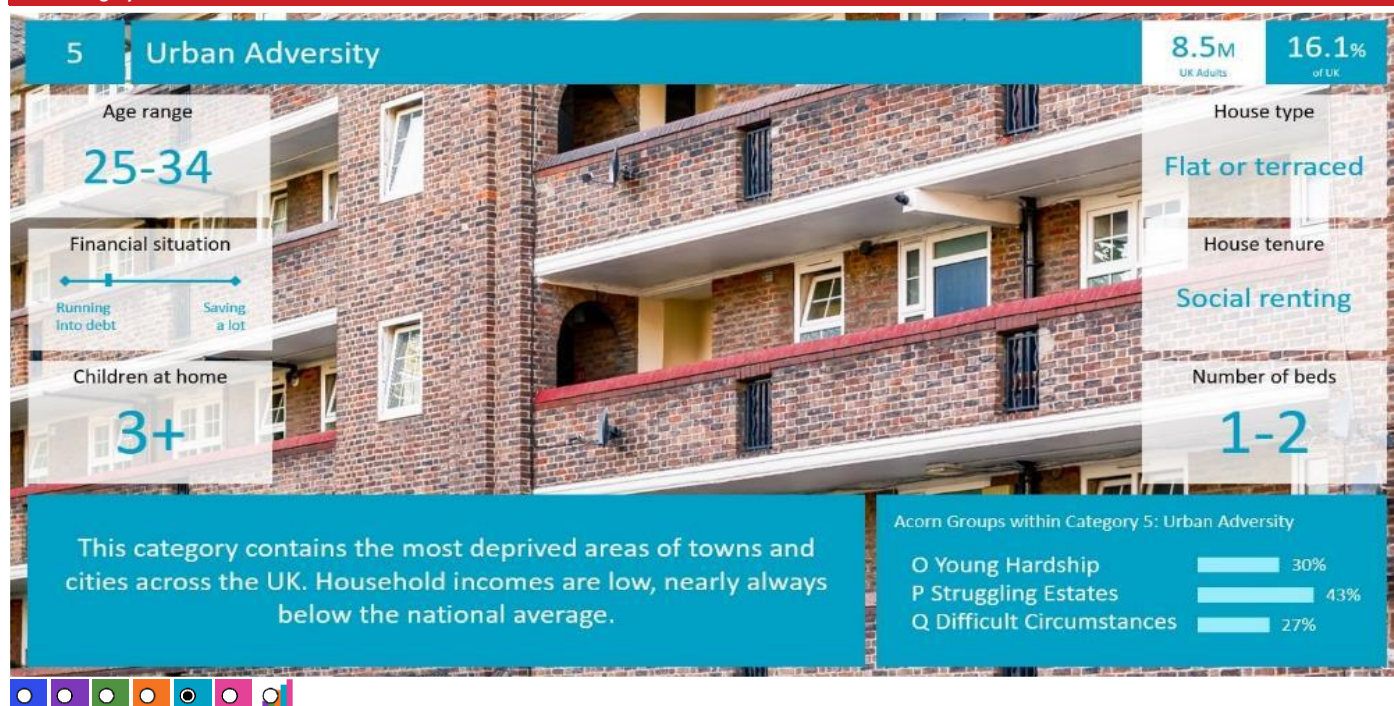
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	239	3.7	22.0	17		
2 Rising Prosperity	66	1.0	10.1	10		
3 Comfortable Communities	1,044	16.3	26.2	62		
4 Financially Stretched	1,368	21.3	23.7	90		
5 Urban Adversity	3,691	57.5	17.6	327		
6 Not Private Households	9	0.1	0.3	42		
Total households	6,417					



Graph

Acorn Category Pen Portrait



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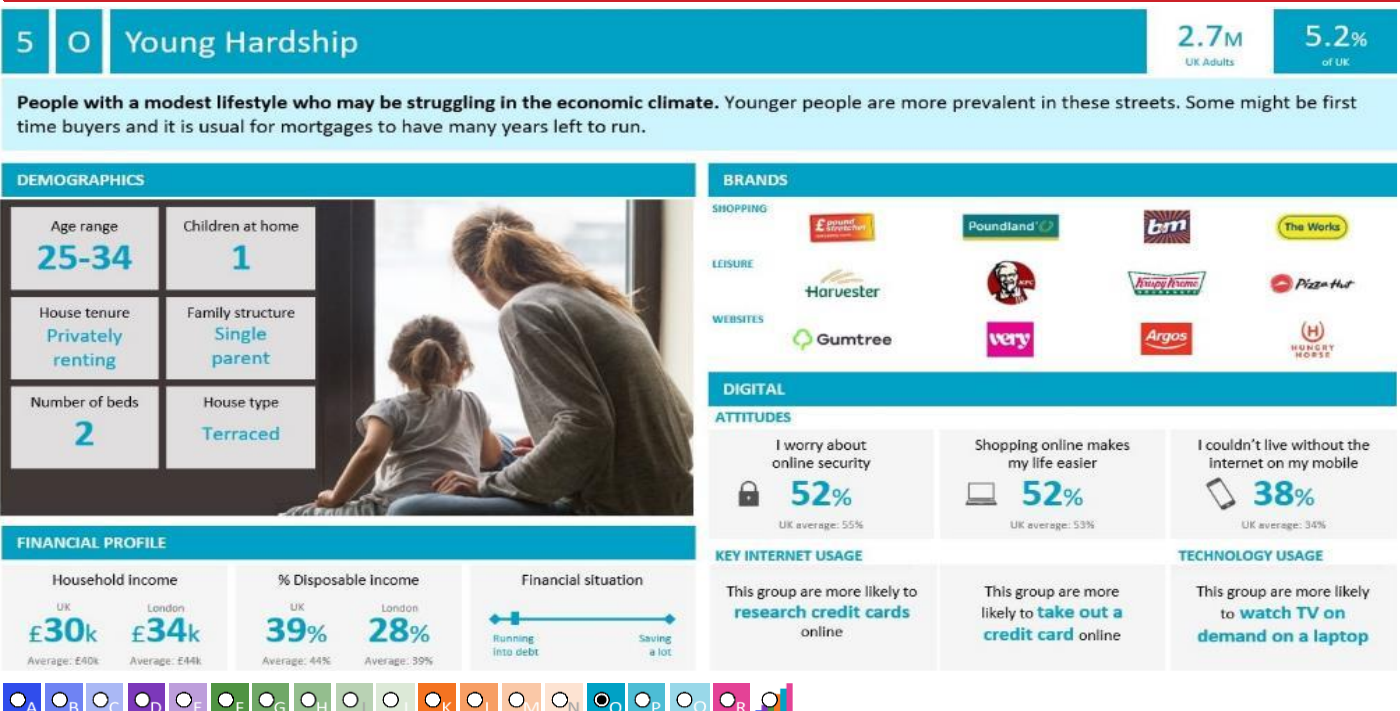
Area: ATLT_Miners ArmsOL6 6NE (0.62 Mile contour)

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	108	1.7	11.2	15			
1.C Mature Money	131	2.0	9.6	21			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	66	1.0	6.2	17			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	80	1.2	5.9	21			
3.H Steady Neighbourhoods	424	6.6	7.4	90			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	540	8.4	4.3	194			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	671	10.5	7.9	132			
4.M Striving Families	365	5.7	7.5	75			
4.N Poorer Pensioners	332	5.2	5.9	88			
5. Urban Adversity							
5.O Young Hardship	2,862	44.6	6.1	726			
5.P Struggling Estates	343	5.3	6.1	87			
5.Q Difficult Circumstances	486	7.6	5.3	142			
6. Not Private Households							
6.R Not Private Households	9	0.1	0.3	42			
Total households	6,417						

Acorn Group Pen Portrait



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Area: ATLT_Miners ArmsOL6 6NE (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	22	0.3	2.6	13			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	38	0.6	2.2	27			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	23	0.4	1.5	23			
	1.B.9 Well-off edge of towners	25	0.4	1.6	24			
1.C Mature Money								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	131	2.0	2.9	71			
	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	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	43	0.7	1.9	36			
	2.E.19 First time buyers in small, modern homes	23	0.4	3.3	11			
	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	63	1.0	2.6	37			
	3.G.25 Larger family homes, multi-ethnic areas	6	0.1	0.8	11			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	11	0.2	2.4	7			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	360	5.6	3.4	163			
	3.H.28 Owner occupied terraces, average income	29	0.5	1.6	29			
	3.H.29 Established suburbs, older families	35	0.5	2.3	23			
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	0	0.0	0.5	0			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	432	6.7	2.1	321			
	3.J.33 Smaller houses and starter homes	108	1.7	2.3	75			
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	24	0.4	1.4	27			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	281	4.4	2.6	167			
	4.L.39 Fading owner occupied terraces	215	3.4	2.9	116			
	4.L.40 High occupancy terraces, culturally diverse family areas	151	2.4	1.0	236			
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	23	0.4	1.7	21			
	4.M.43 Families in right-to-buy estates	271	4.2	2.1	203			
	4.M.44 Post-war estates, limited means	71	1.1	2.2	50			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	23	0.4	0.8	46			
	4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
	4.N.47 Low income older people in smaller semis	109	1.7	2.3	75			
	4.N.48 Pensioners and singles in social rented flats	200	3.1	1.8	177			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	355	5.5	2.1	258			
	5.O.50 Struggling younger people in mixed tenure	317	4.9	1.7	283			
	5.O.51 Young people in small, low cost terraces	2,190	34.1	2.3	1,515			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	36	0.6	1.6	35			
	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	307	4.8	1.6	290			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	38	0.6	1.5	39			
	5.Q.58 Singles and young families, some receiving benefits	247	3.8	1.8	215			
	5.Q.59 Deprived areas and high-rise flats	201	3.1	2.0	154			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	9	0.1	0.1	241			
	6.R.61 Inactive communal population	0	0.0	0.3	0			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		6,417						

CATEGORY

GROUP

TYPE

MAP

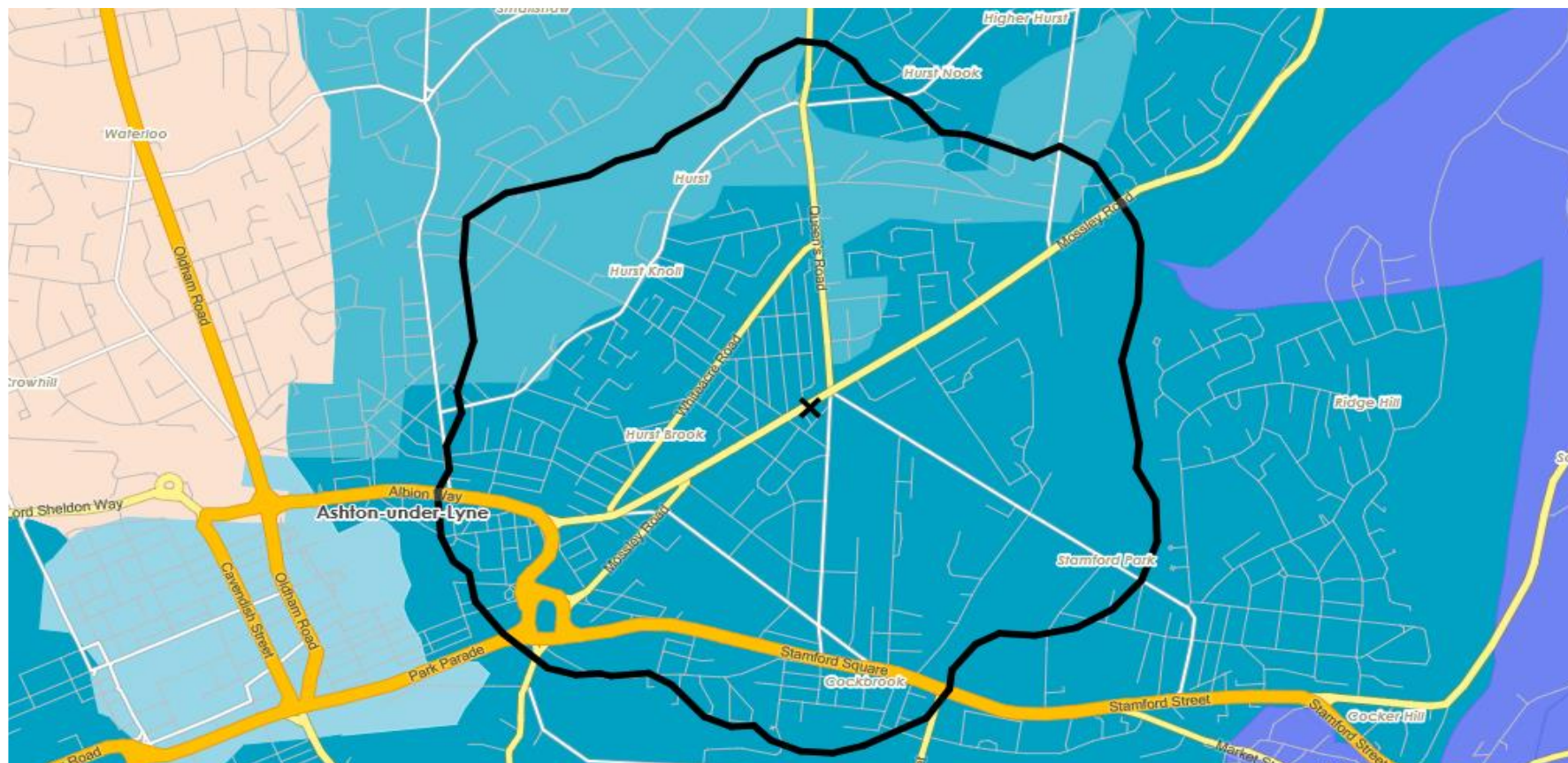
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Miners ArmsOL6 6NE (0.62 Mile 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

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+

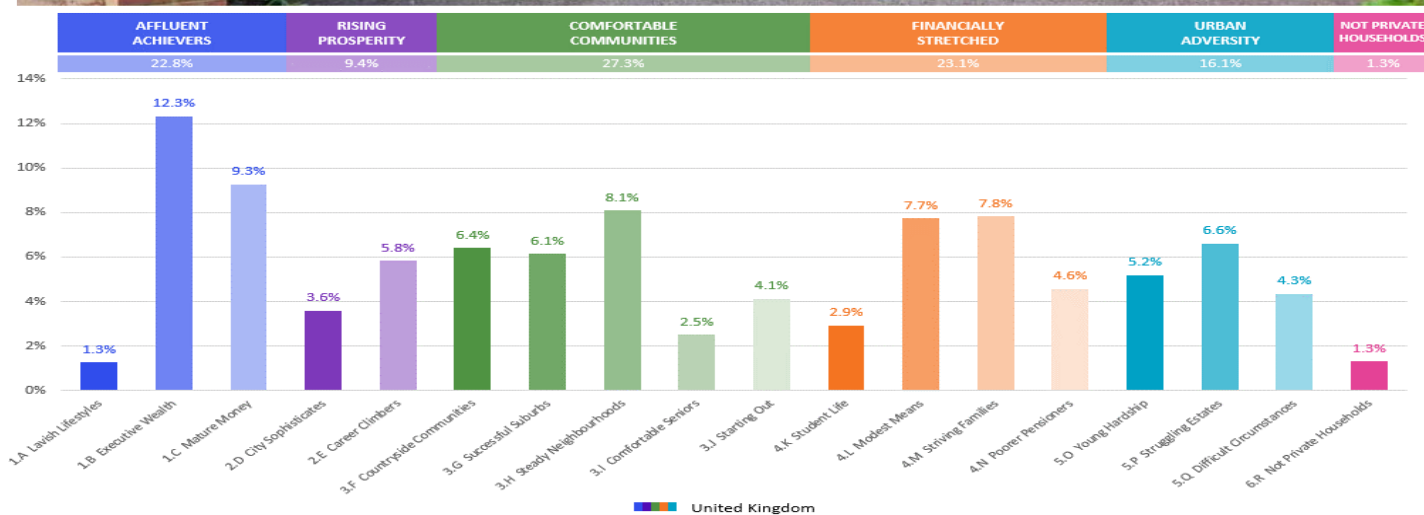
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles

B. Executive Wealth

C. Mature Money



CGA LICENCED PREMISES

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Area: ATLT_Miners ArmsOL6 6NE (0.62 Mile conto
Base: Great Britain
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	15	100.3	84.9	118			
Proprietary Club	1	6.7	8.1	82			
Registered Club	3	20.1	29.9	67			
Restaurant	3	20.1	34.6	58			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
San Rocco	San Rocco	Restaurant	San Rocco	OL 6 6QW
Bowling Green	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OL 6 6EP
Angel Hotel	Independent Free	Pubs & Full On	Independent Free	OL 6 6LA
Time Zone	Independent Free	Pubs & Full On	Independent Free	OL 6 6LF
New Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OL 6 6ND
Miners Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OL 6 6NE
Warrington Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OL 6 6QR
White Horse	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	OL 6 6QW
Sycamore Inn	Robinsons	Pubs & Full On	Robinsons	OL 6 6QX
Ash Tree	Wetherspoon	Pubs & Full On	Wetherspoon	OL 6 6DA
Hare & Hounds	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	OL 6 8HD
Ashton United Football Club	Independent Free	Registered Club	Independent Free	OL 6 8DY
Heroes Of Waterloo	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	OL 6 9DQ
Royal Oak	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OL 6 9HN
Halfway House	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	OL 6 9PS
Mynt	Unknown	Proprietary Club	Unknown	OL 6 6LB
Beaconsfield Conservative Club	Independent Free	Registered Club	Independent Free	OL 6 6QL
Ashton Cricket Bowling Club	Independent Free	Registered Club	Independent Free	OL 6 6RU
Indian Ocean	Independent Free	Restaurant	Independent Free	OL 6 6QH
Jade Garden	Independent Free	Restaurant	Independent Free	OL 6 6HA
Tapsters	Independent Free	Pubs & Full On	Independent Free	OL 6 6LA
Heavenly Bar	Independent Free	Pubs & Full On	Independent Free	OL 6 6LB

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Miners ArmsOL6 6NE (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

- ◆ Other
- ✕ Site Location
- Boundary