

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Minsthorpe HotelWF9 2NY (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	419	7.3	22.0	33			
2 Rising Prosperity	52	0.9	10.1	9			
3 Comfortable Communities	1,526	26.5	26.2	101			
4 Financially Stretched	2,200	38.2	23.7	161			
5 Urban Adversity	1,563	27.1	17.6	154			
6 Not Private Households	1	0.0	0.3	5			
Graph							
Total households		5,761					

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Minsthorpe HotelWF9 2NY (1 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	232	4.0	11.2	36			
1.C Mature Money	187	3.2	9.6	34			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	52	0.9	6.2	15			
3. Comfortable Communities							
3.F Countryside Communities	258	4.5	5.7	78			
3.G Successful Suburbs	302	5.2	5.9	89			
3.H Steady Neighbourhoods	460	8.0	7.4	109			
3.I Comfortable Seniors	248	4.3	2.9	148			
3.J Starting Out	258	4.5	4.3	103			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	633	11.0	7.9	139			
4.M Striving Families	406	7.0	7.5	93			
4.N Poorer Pensioners	1,161	20.2	5.9	341			
5. Urban Adversity							
5.O Young Hardship	888	15.4	6.1	251			
5.P Struggling Estates	398	6.9	6.1	113			
5.Q Difficult Circumstances	277	4.8	5.3	90			
6. Not Private Households							
6.R Not Private Households	1	0.0	0.3	5			
Total households	5,761						

Acorn Group Pen Portrait

4

N

Poorer Pensioners

2.4M
UK Adults

4.6%
of UK

Older people and pensioners, the majority of whom live in social housing. The majority are renting social housing but there are a few who own their home or rent privately. Properties are mainly flats or maisonettes, but there will be some smaller bungalows or semi-detached houses.

DEMOGRAPHICS

Age range

65+

Children at home

0

House tenure

Social renting

Family structure

Single

Number of beds

1

House type

Flat or maisonette

BRANDS

SHOPPING

The Works

Poundland

bm

Iceland

LEISURE

GREGGS

Harry Ramsden

Harvester

WEBSITES

NHS

GOV.UK

Argos

MECCA

DIGITAL

ATTITUDES

I worry about online security

53%

UK average: 55%

Shopping online makes my life easier

44%

UK average: 53%

I couldn't live without the internet on my mobile

29%

UK average: 34%

KEY INTERNET USAGE

Whilst internet usage is below average, this group may research utilities online

Whilst internet usage is below average, this group may purchase electrical appliances online

TECHNOLOGY USAGE

This group are more likely to subscribe to Sky TV

FINANCIAL PROFILE

Household Income

UK

£20k

Average: £60k

London

£17k

Average: £44k

% Disposable Income

UK

41%

Average: 44%

London

41%

Average: 39%

Financial situation

Running into debt

Saving a lot

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

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Page 2 of 7
 10/12/2021

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WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Minsthorpe HotelWF9 2NY (1 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	0	0.0	2.6	0			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	232	4.0	2.2	183			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	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	187	3.2	2.5	131			
	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	52	0.9	1.9	48			
	2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
	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	258	4.5	3.2	141			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	281	4.9	2.6	185			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	21	0.4	2.4	15			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	407	7.1	3.4	205			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	53	0.9	2.3	39			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	248	4.3	2.4	178			
	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	0	0.0	2.1	0			
	3.J.33 Smaller houses and starter homes	258	4.5	2.3	199			
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	78	1.4	1.4	96			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	248	4.3	2.6	164			
	4.L.39 Fading owner occupied terraces	307	5.3	2.9	185			
	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	13	0.2	1.6	14			
	4.M.42 Struggling young families in post-war terraces	7	0.1	1.7	7			
	4.M.43 Families in right-to-buy estates	267	4.6	2.1	223			
	4.M.44 Post-war estates, limited means	119	2.1	2.2	94			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	323	5.6	0.8	715			
	4.N.46 Elderly people in social rented flats	87	1.5	1.1	139			
	4.N.47 Low income older people in smaller semis	570	9.9	2.3	435			
	4.N.48 Pensioners and singles in social rented flats	181	3.1	1.8	178			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	74	1.3	2.1	60			
	5.O.50 Struggling younger people in mixed tenure	88	1.5	1.7	87			
	5.O.51 Young people in small, low cost terraces	726	12.6	2.3	559			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	174	3.0	1.6	186			
	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	224	3.9	1.6	236			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
	5.Q.58 Singles and young families, some receiving benefits	186	3.2	1.8	180			
	5.Q.59 Deprived areas and high-rise flats	91	1.6	2.0	78			
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	1	0.0	0.3	6			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		5,761						

CATEGORY

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WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Minsthorpe HotelWF9 2NY (1 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

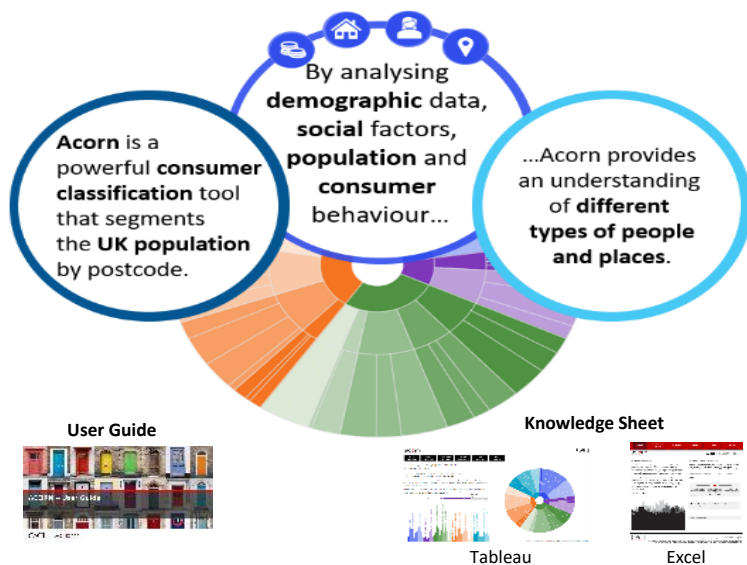
GROUP

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
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+

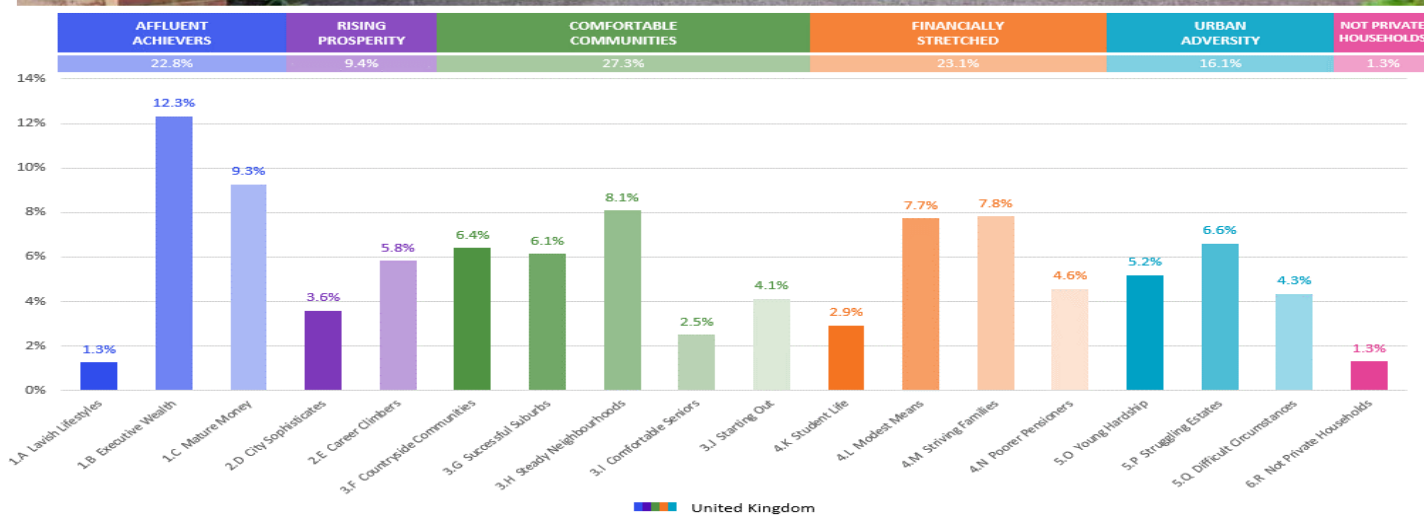
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles

B. Executive Wealth

C. Mature Money



CGA LICENCED PREMISES

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Area: ATLT_Minsthorpe HotelWF9 2NY (1 Mile cor

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	7	53.5	84.9	63			
Proprietary Club	0	0.0	8.1	0			
Registered Club	5	38.2	29.9	128			
Restaurant	2	15.3	34.6	44			
Residential	0	0.0	3.5	0			

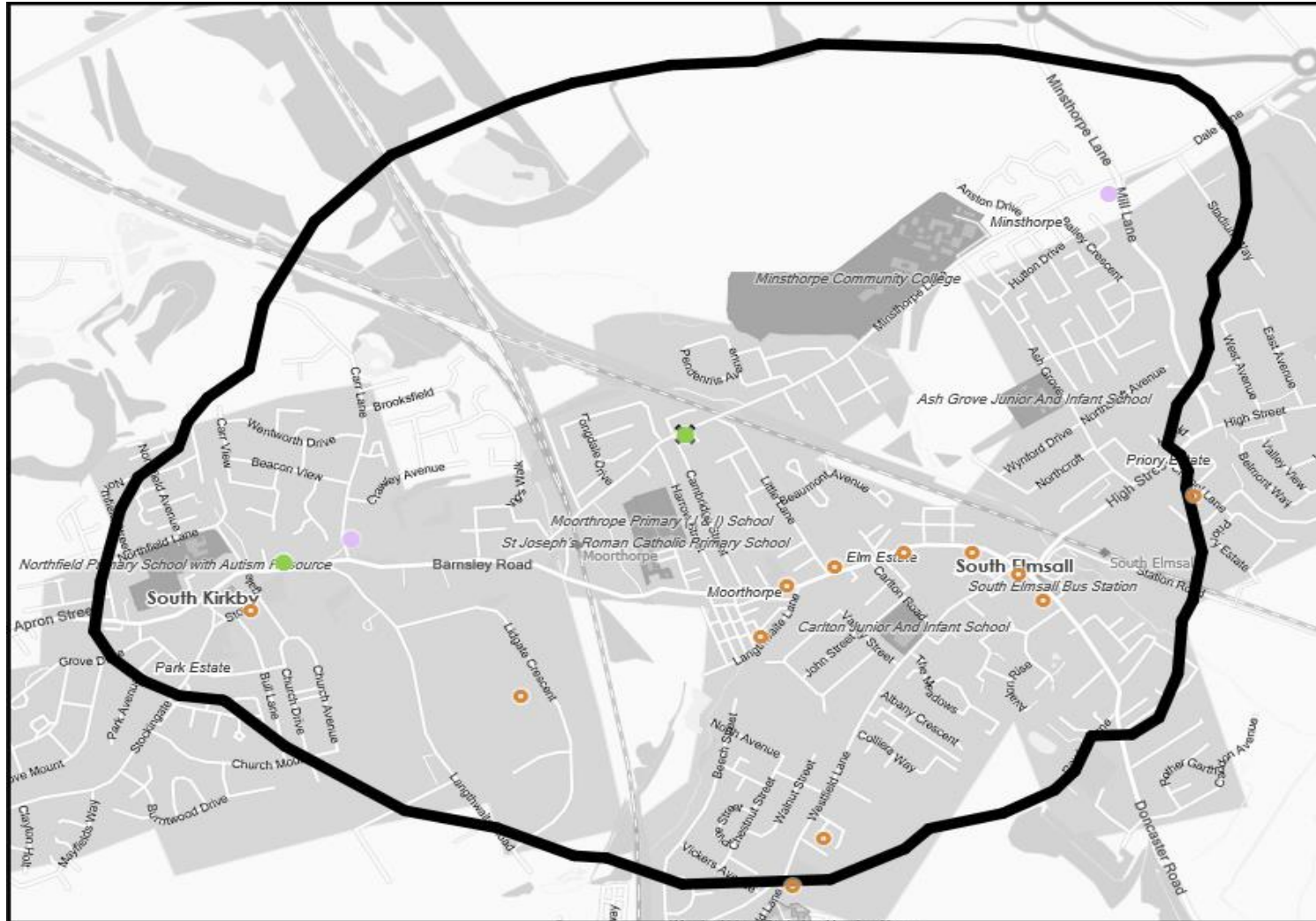
Name	Description	License Type	Owner Name	Postcode
Moorthorpe Hotel	Independent Free	Pubs & Full On	Independent Free	WF 9 2AA
Moorthorpe Empire Working Mens Club	Independent Free	Registered Club	Independent Free	WF 9 2AE
Barnsley Oak	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 9 2DT
Frickley Colliery Cricket Club	Independent Free	Registered Club	Independent Free	WF 9 2SD
Village Working Mens Club And Institute	Independent Free	Registered Club	Independent Free	WF 9 2HX
Minsthorpe Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WF 9 2NY
Brookside Commercial Social Club	Independent Free	Registered Club	Independent Free	WF 9 2RN
Travellers Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 9 3AB
Church House	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WF 9 3LA
Grove	Independent Free	Pubs & Full On	Independent Free	WF 9 3QF
Moorthorpe Recreation Club	Independent Free	Registered Club	Independent Free	WF 9 2AG
Spice Garden	Independent Free	Restaurant	Independent Free	WF 9 2RJ
Sawmill	Independent Free	Pubs & Full On	Independent Free	WF 9 2QW
Rockpool Cafe	Independent Free	Restaurant	Independent Free	WF 9 3NR

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Minsthorpe HotelWF9 2NY (1 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