

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT\_MoonrakersS41 8HQ (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	1,123	20.6	22.0	94			
2 Rising Prosperity	19	0.3	10.1	3			
3 Comfortable Communities	1,008	18.5	26.2	71			
4 Financially Stretched	2,697	49.5	23.7	209			
5 Urban Adversity	596	10.9	17.6	62			
6 Not Private Households	4	0.1	0.3	22			

Graph

Total households 5,447

## Acorn Category Pen Portrait



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Area: ATLT\_MoonrakersS41 8HQ (1 Mile 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	0	0.0	1.1	0			
1.B Executive Wealth	730	13.4	11.2	119			
1.C Mature Money	393	7.2	9.6	75			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	19	0.3	6.2	6			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	41	0.8	5.7	13			
3.G Successful Suburbs	393	7.2	5.9	123			
3.H Steady Neighbourhoods	132	2.4	7.4	33			
3.I Comfortable Seniors	368	6.8	2.9	233			
3.J Starting Out	74	1.4	4.3	31			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	72	1.3	7.9	17			
4.M Striving Families	469	8.6	7.5	114			
4.N Poorer Pensioners	2,156	39.6	5.9	670			
<b>5. Urban Adversity</b>							
5.O Young Hardship	13	0.2	6.1	4			
5.P Struggling Estates	4	0.1	6.1	1			
5.Q Difficult Circumstances	579	10.6	5.3	199			
<b>6. Not Private Households</b>							
6.R Not Private Households	4	0.1	0.3	22			
<b>Total households</b>	<b>5,447</b>						

## 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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 10/12/2021

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WHAT IS ACORN?

## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_MoonrakersS41 8HQ (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
<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	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	232	4.3	2.6	163			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	49	0.9	2.2	41			
	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	449	8.2	1.6	510			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	152	2.8	2.9	98			
	1.C.12 Retired and empty nesters	241	4.4	2.5	178			
	1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>								
<b>2.D City Sophisticates</b>								
	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			
<b>2.E Career Climbers</b>								
	2.E.18 Career driven young families	19	0.3	1.9	19			
	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			
<b>3. Comfortable Communities</b>								
<b>3.F Countryside Communities</b>								
	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	41	0.8	3.2	24			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	368	6.8	2.6	256			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	25	0.5	2.4	19			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	131	2.4	3.4	70			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	1	0.0	2.3	1			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	368	6.8	2.4	280			
	3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
	3.J.33 Smaller houses and starter homes	74	1.4	2.3	60			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	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			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	15	0.3	1.4	20			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	57	1.0	2.6	40			
	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			
<b>4.M Striving Families</b>								
	4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
	4.M.42 Struggling young families in post-war terraces	31	0.6	1.7	34			
	4.M.43 Families in right-to-buy estates	303	5.6	2.1	268			
	4.M.44 Post-war estates, limited means	135	2.5	2.2	113			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	343	6.3	0.8	803			
	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	1,393	25.6	2.3	1,125			
	4.N.48 Pensioners and singles in social rented flats	420	7.7	1.8	437			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	13	0.2	2.1	11			
	5.O.50 Struggling younger people in mixed tenure	0	0.0	1.7	0			
	5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	4	0.1	1.6	5			
	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	0	0.0	1.6	0			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	30	0.6	1.5	36			
	5.Q.58 Singles and young families, some receiving benefits	124	2.3	1.8	127			
	5.Q.59 Deprived areas and high-rise flats	425	7.8	2.0	383			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	0	0.0	0.1	0			
	6.R.61 Inactive communal population	4	0.1	0.3	27			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>5,447</b>						

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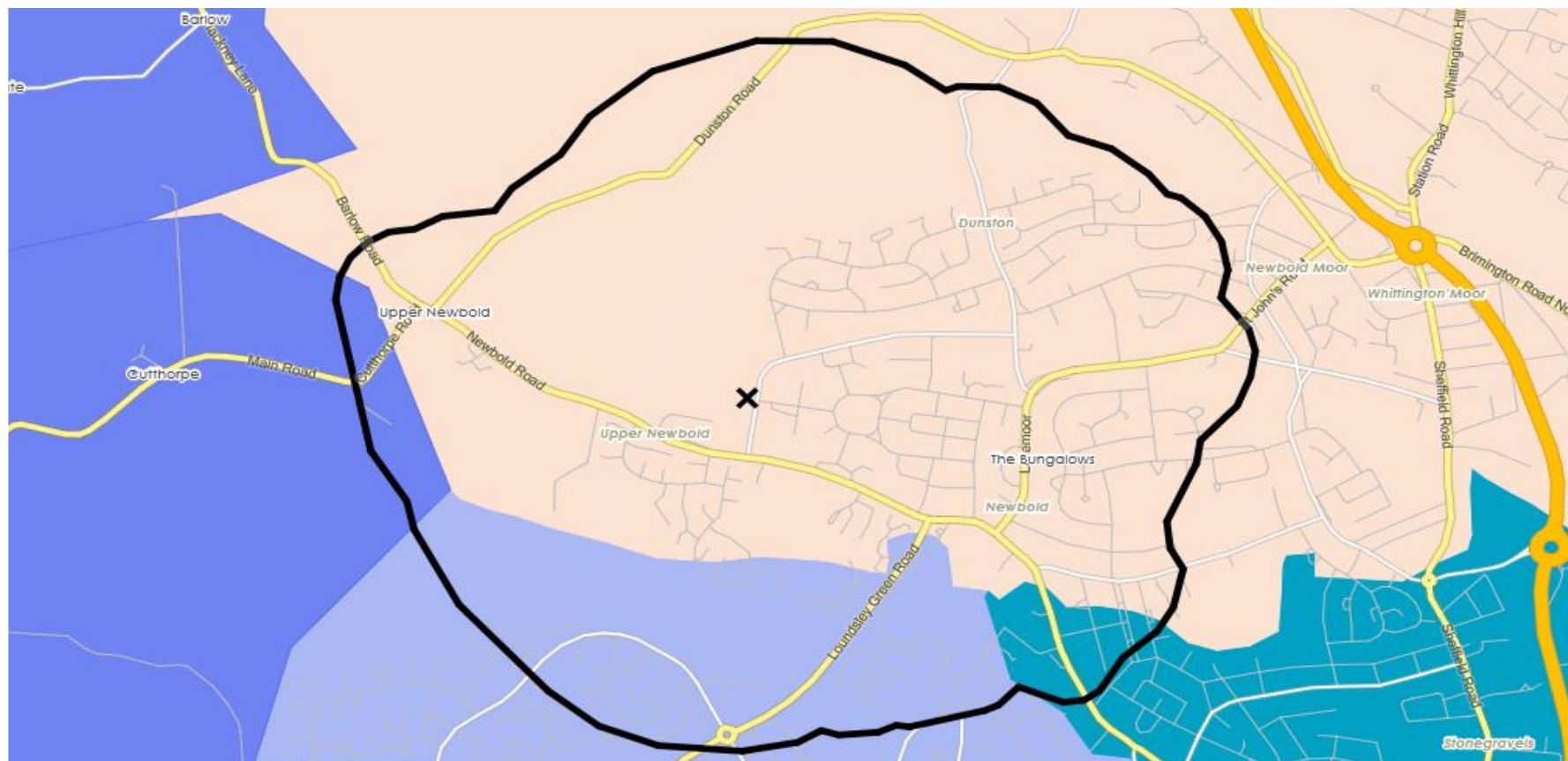
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT\_MoonrakersS41 8HQ (1 Mile contour)

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Source: OS Open Data 2018



- 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

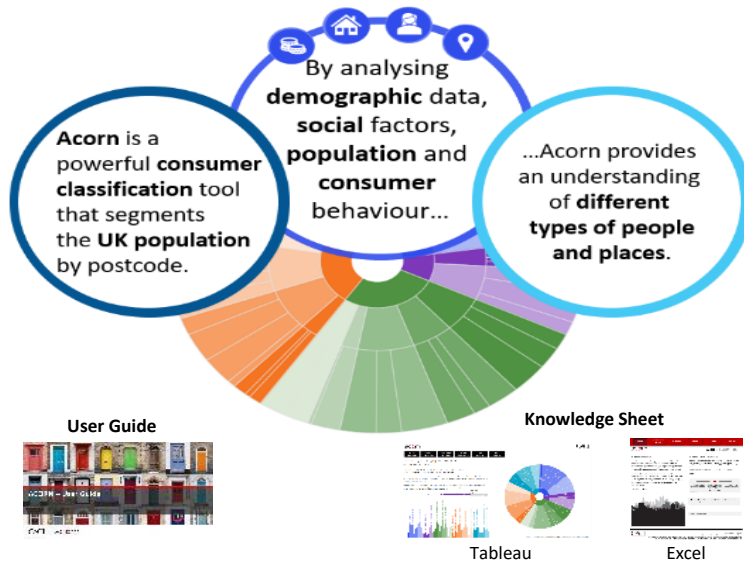
GROUP

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## ACORN - WHAT IS IT?

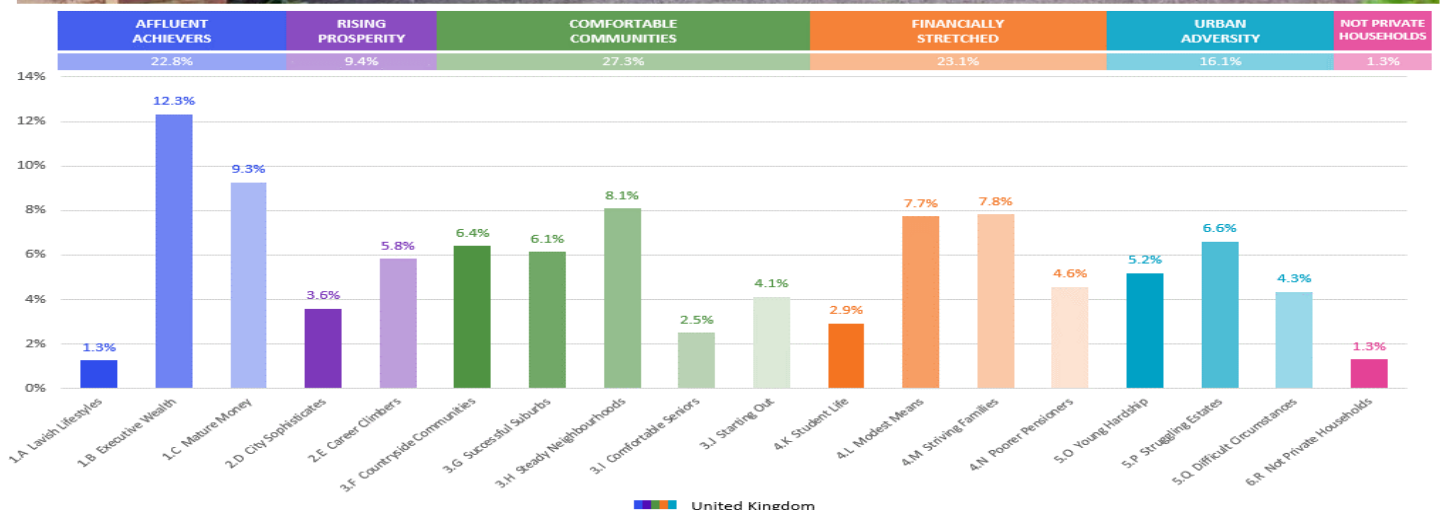
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6 CATEGORIES

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



# CGA LICENCED PREMISES

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Area: ATLT\_MoonrakersS41 8HQ (1 Mile contour)  
Base: Great Britain  
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	34.7	84.9	41			
Proprietary Club	0	0.0	8.1	0			
Registered Club	1	8.7	29.9	29			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

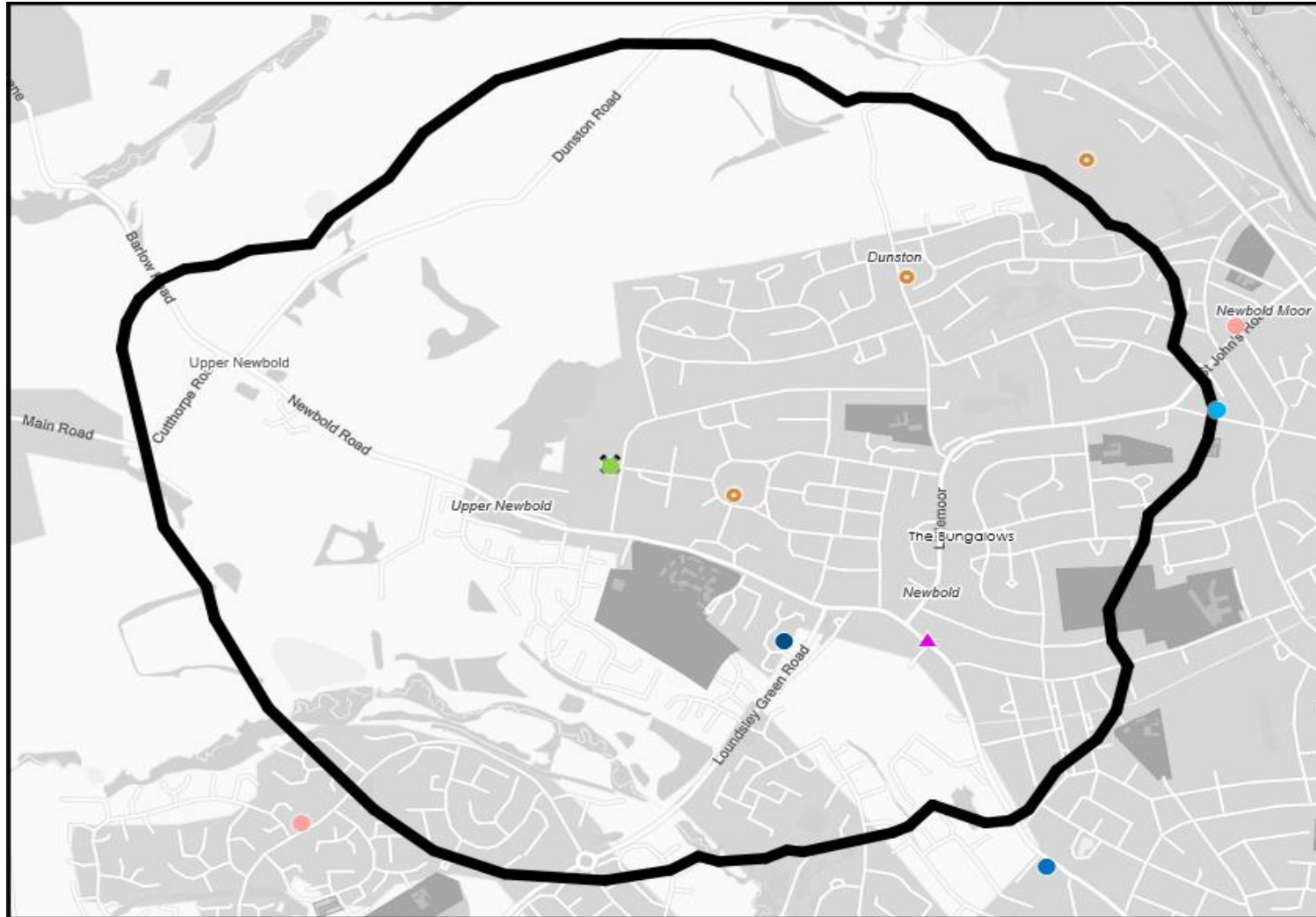
Name	Description	License Type	Owner Name	Postcode
Olde House	Marston's	Pubs & Full On	Marston's	S 40 4RN
Nags Head	Pub People Co Ltd	Pubs & Full On	Pub People Co Ltd	S 41 8RJ
Newbold Working Mens Club	Independent Free	Registered Club	Independent Free	S 41 8EJ
Dunston Inn	Independent Free	Pubs & Full On	Independent Free	S 41 8HA
Moonrakers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	S 41 8HQ

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_MoonrakersS41 8HQ (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