

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Park ViewM9 0QJ (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	60	1.2	22.0	5			
2 Rising Prosperity	0	0.0	10.1	0			
3 Comfortable Communities	564	11.1	26.2	42			
4 Financially Stretched	2,239	43.9	23.7	185			
5 Urban Adversity	2,239	43.9	17.6	249			
6 Not Private Households	0	0.0	0.3	0			

Graph

Total households 5,102

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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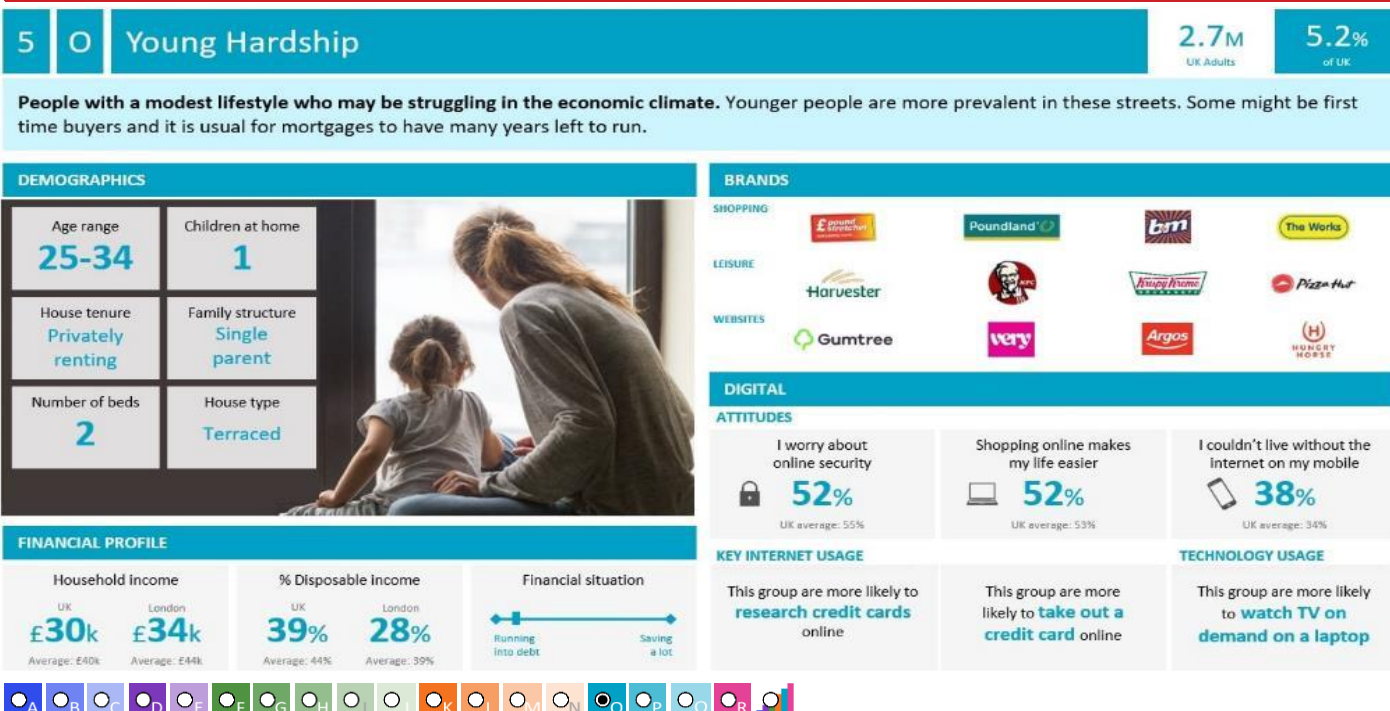
Area: ATLT_Park ViewM9 0QJ (1 Mile contour)

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	60	1.2	11.2	10			
1.C Mature Money	0	0.0	9.6	0			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	0	0.0	6.2	0			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	183	3.6	5.9	61			
3.H Steady Neighbourhoods	274	5.4	7.4	73			
3.I Comfortable Seniors	28	0.5	2.9	19			
3.J Starting Out	79	1.5	4.3	36			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	790	15.5	7.9	196			
4.M Striving Families	849	16.6	7.5	220			
4.N Poorer Pensioners	600	11.8	5.9	199			
5. Urban Adversity							
5.O Young Hardship	889	17.4	6.1	283			
5.P Struggling Estates	711	13.9	6.1	228			
5.Q Difficult Circumstances	639	12.5	5.3	234			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	5,102						

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Park ViewM9 OQJ (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	21	0.4	2.6	16			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	39	0.8	2.2	35			
	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	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	0	0.0	1.9	0			
	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	0	0.0	3.2	0			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	183	3.6	2.6	136			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	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	274	5.4	3.4	156			
	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	14	0.3	2.4	11			
	3.I.31 Elderly singles in purpose-built accommodation	14	0.3	0.5	56			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	18	0.4	2.1	17			
	3.J.33 Smaller houses and starter homes	61	1.2	2.3	53			
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	0	0.0	1.4	0			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	403	7.9	2.6	301			
	4.L.39 Fading owner occupied terraces	387	7.6	2.9	263			
	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	34	0.7	1.7	40			
	4.M.43 Families in right-to-buy estates	399	7.8	2.1	377			
	4.M.44 Post-war estates, limited means	416	8.2	2.2	371			
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	100	2.0	1.1	181			
	4.N.47 Low income older people in smaller semis	295	5.8	2.3	254			
	4.N.48 Pensioners and singles in social rented flats	205	4.0	1.8	228			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	310	6.1	2.1	283			
	5.O.50 Struggling younger people in mixed tenure	60	1.2	1.7	67			
	5.O.51 Young people in small, low cost terraces	519	10.2	2.3	451			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	365	7.2	1.6	440			
	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	346	6.8	1.6	411			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	108	2.1	1.5	139			
	5.Q.58 Singles and young families, some receiving benefits	348	6.8	1.8	381			
	5.Q.59 Deprived areas and high-rise flats	183	3.6	2.0	176			
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	0	0.0	0.3	0			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		5,102						

CATEGORY

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WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_Park ViewM9 0QJ (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

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MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?

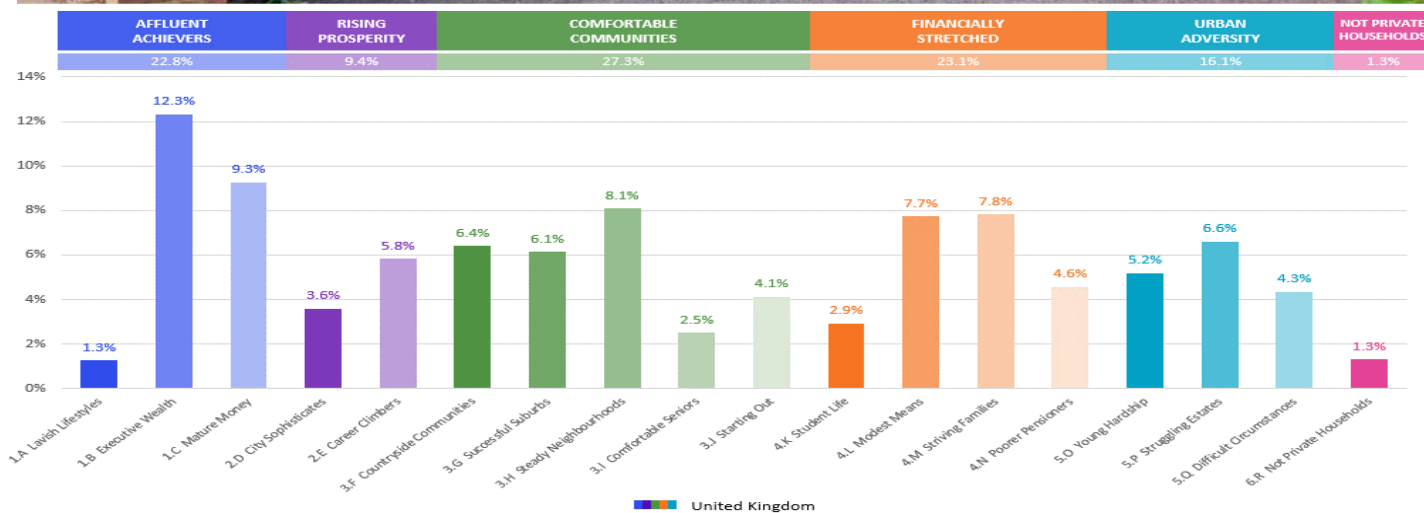
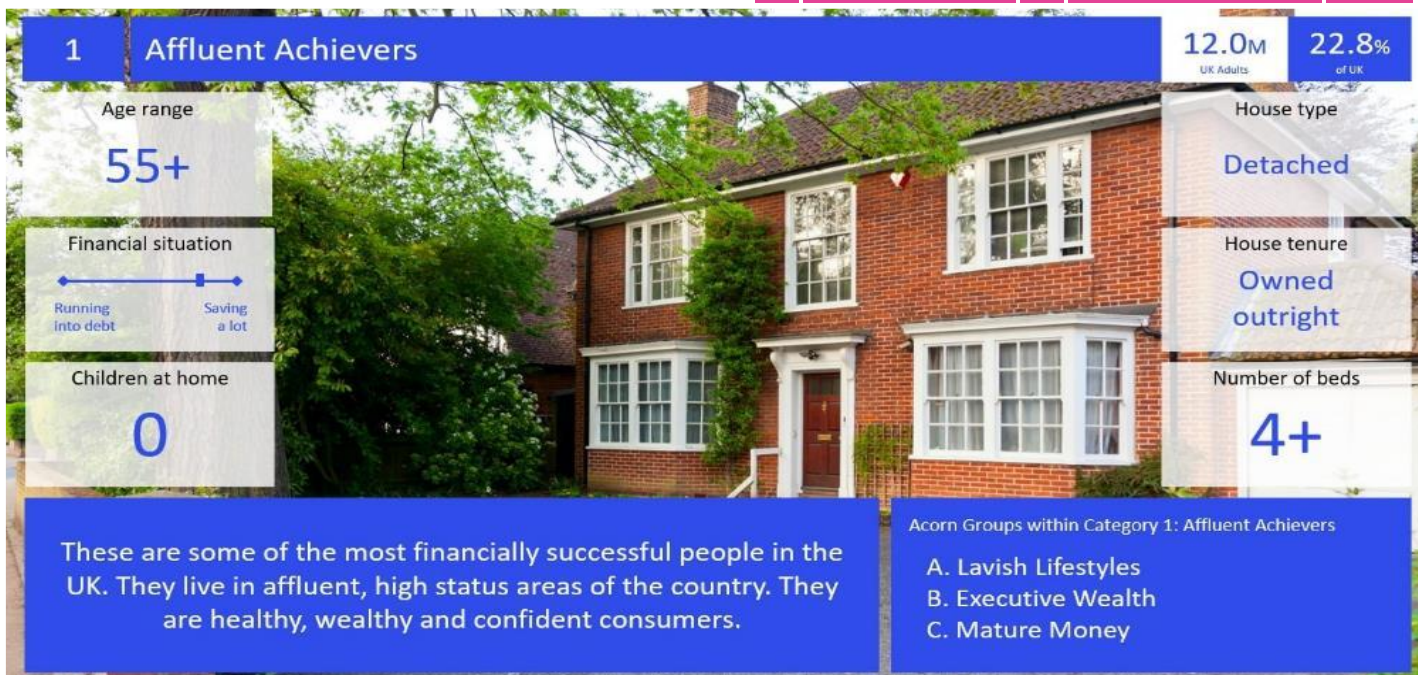
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6 CATEGORIES

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



CGA LICENCED PREMISES

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Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	8	70.0	84.9	82			
Proprietary Club	1	8.8	8.1	108			
Registered Club	0	0.0	29.9	0			
Restaurant	1	8.8	34.6	25			
Residential	0	0.0	3.5	0			

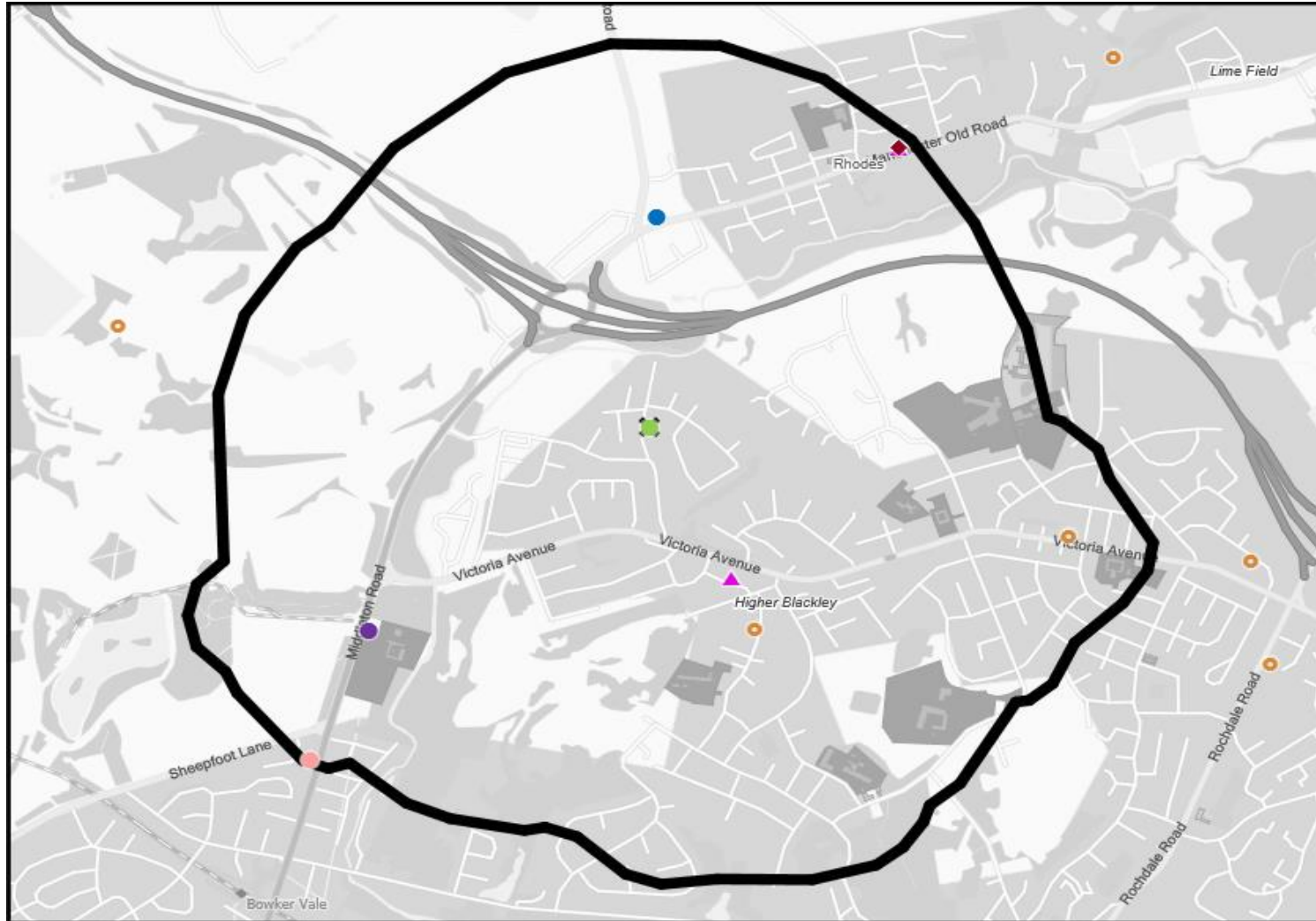
Name	Description	License Type	Owner Name	Postcode
Carters Arms	JW Lees	Pubs & Full On	JW Lees	M 24 4PW
Gardeners Arms	Unknown	Pubs & Full On	Unknown	M 24 4PW
Mr Alis	Independent Free	Restaurant	Independent Free	M 8 4LY
Cheers Bar & Restaurant	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	M 8 4LY
Wilton Arms Hotel	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	M 24 4RF
Heaton Park	Whitbread	Pubs & Full On	Whitbread	M 8 4NB
Flying Horse Hotel	Independent Free	Pubs & Full On	Independent Free	M 9 8ND
Duke Of Wellington	Holt	Pubs & Full On	Holt	M 9 8WR
Park View	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	M 9 0QJ
Toro House	Independent Free	Proprietary Club	Independent Free	M 9 0SG

MAP OF AREA

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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