

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Railway InnCV31 2DL (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	635	8.6	22.0	39		
	2 Rising Prosperity	1,968	26.5	10.1	261		
	3 Comfortable Communities	1,433	19.3	26.2	74		
	4 Financially Stretched	2,178	29.4	23.7	124		
	5 Urban Adversity	1,183	15.9	17.6	91		
	6 Not Private Households	22	0.3	0.3	89		
 Graph							
Total households		7,419					

Acorn Category Pen Portrait



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Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	11	0.1	1.1	13			
1.B Executive Wealth	555	7.5	11.2	67			
1.C Mature Money	69	0.9	9.6	10			
2. Rising Prosperity							
2.D City Sophisticates	409	5.5	4.0	139			
2.E Career Climbers	1,559	21.0	6.2	340			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	188	2.5	5.9	43			
3.H Steady Neighbourhoods	195	2.6	7.4	36			
3.I Comfortable Seniors	56	0.8	2.9	26			
3.J Starting Out	994	13.4	4.3	308			
4. Financially Stretched							
4.K Student Life	1,485	20.0	2.4	848			
4.L Modest Means	151	2.0	7.9	26			
4.M Striving Families	444	6.0	7.5	79			
4.N Poorer Pensioners	98	1.3	5.9	22			
5. Urban Adversity							
5.O Young Hardship	417	5.6	6.1	91			
5.P Struggling Estates	206	2.8	6.1	45			
5.Q Difficult Circumstances	560	7.5	5.3	141			
6. Not Private Households							
6.R Not Private Households	22	0.3	0.3	89			
Total households	7,419						

Acorn Group Pen Portrait

2

E

Career Climbers

3.1M
UK Adults

5.8%
of UK

Younger singles and couples, some with young children, living in more urban locations. They live in flats, apartments and smaller houses, which they will be renting. They will have started saving what they can in order to put down a deposit on a house in the future.

DEMOGRAPHICS

Age range
25-44

Children at home
1

House tenure
Privately renting

Family structure
Couple with children

Number of beds
1-2

House type
Flat or maisonette

FINANCIAL PROFILE

Household Income
UK: **£47k**
London: **£44k**
Average: £40k

% Disposable Income
UK: **36%**
London: **32%**
Average: 44%

Financial situation
Running into debt | Saving a lot

BRANDS

SHOPPING: MICHAEL KORS, FRENCH CONNECTION, ALDO, TED BAKER

LEISURE: PLEASANT TRAVEL, wagamama, FRANCO MANCA, IGUANAS

WEBSITES: Expedia, Zoopla, EASYPAN, IMDb

DIGITAL

ATTITUDES: I worry about online security **55%** (UK average: 55%), Shopping online makes my life easier **64%** (UK average: 53%), I couldn't live without the internet on my mobile **44%** (UK average: 34%)

KEY INTERNET USAGE: This group are more likely to **research mortgages online**

TECHNOLOGY USAGE: This group are more likely to **purchase airline tickets online**, This group are more likely to **own a smartwatch, fitness band or payment band**

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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Railway InnCV31 2DL (0.62 Mile contour)

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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	11	0.1	0.9	17			
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	44	0.6	2.2	27			
	1.B.7 Affluent professionals	438	5.9	0.9	694			
	1.B.8 Prosperous suburban families	73	1.0	1.5	64			
	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	57	0.8	2.9	27			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	12	0.2	1.3	12			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	88	1.2	0.7	169			
	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	321	4.3	1.0	426			
2.E Career Climbers								
	2.E.18 Career driven young families	11	0.1	1.9	8			
	2.E.19 First time buyers in small, modern homes	1,527	20.6	3.3	628			
	2.E.20 Mixed metropolitan areas	21	0.3	1.0	28			
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	145	2.0	0.8	238			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	43	0.6	2.4	24			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	65	0.9	3.4	25			
	3.H.28 Owner occupied terraces, average income	68	0.9	1.6	58			
	3.H.29 Established suburbs, older families	62	0.8	2.3	36			
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	56	0.8	0.5	154			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	890	12.0	2.1	572			
	3.J.33 Smaller houses and starter homes	104	1.4	2.3	62			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	672	9.1	0.4	2,481			
	4.K.35 Term-time terraces	567	7.6	0.3	2,955			
	4.K.36 Educated young people in flats and tenements	246	3.3	1.7	191			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	143	1.9	1.4	137			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	8	0.1	2.6	4			
	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	38	0.5	1.7	31			
	4.M.43 Families in right-to-buy estates	406	5.5	2.1	263			
	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	64	0.9	1.1	79			
	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	34	0.5	1.8	26			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	293	3.9	2.1	184			
	5.O.50 Struggling younger people in mixed tenure	72	1.0	1.7	56			
	5.O.51 Young people in small, low cost terraces	52	0.7	2.3	31			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
	5.P.53 Low income terraces	12	0.2	0.9	19			
	5.P.54 Multi-ethnic, purpose-built estates	8	0.1	1.2	9			
	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	186	2.5	1.6	152			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	187	2.5	1.5	166			
	5.Q.58 Singles and young families, some receiving benefits	79	1.1	1.8	59			
	5.Q.59 Deprived areas and high-rise flats	294	4.0	2.0	195			
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	22	0.3	0.3	108			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		7,419						

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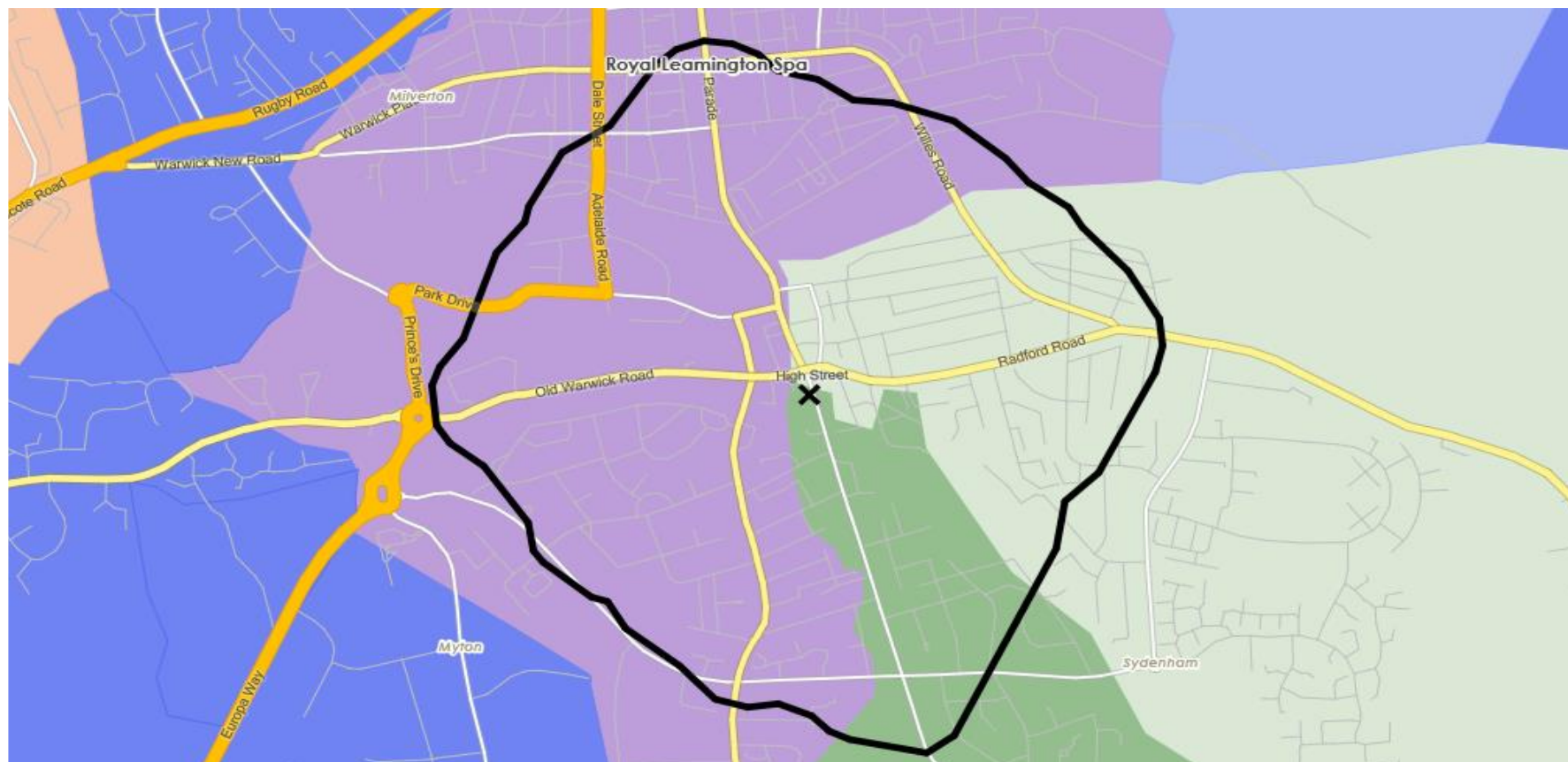
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Railway InnCV31 2DL (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

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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

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



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Area: ATLT_Railway InnCV31 2DL (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	37	211.5	84.9	249			
Proprietary Club	5	28.6	8.1	351			
Registered Club	10	57.2	29.9	191			
Restaurant	35	200.1	34.6	578			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
New Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV31 1DW
Townhouse	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV31 1ET
Bowling Green Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CV31 1HP
Pig And Fiddle	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CV31 1LN
Hope Tavern	Independent Free	Pubs & Full On	Independent Free	CV31 1NH
Apehangers	Pug Pubs Company	Pubs & Full On	Pug Pubs Company	CV31 2DN
Railway Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV31 2DL
Jet	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CV31 2EE
Loft Theatre	Independent Free	Pubs & Full On	Independent Free	CV31 3AA
King Barba	Independent Free	Restaurant	Independent Free	CV31 3AE
Old Library	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV31 3AF
Shades	Independent Free	Proprietary Club	Independent Free	CV31 3AN
Leamington Social Club	Independent Free	Registered Club	Independent Free	CV31 3AN
Emperors	Independent Free	Restaurant	Independent Free	CV31 3BP
Kelseys	Independent Free	Registered Club	Independent Free	CV31 3AW
Joiners Arms	Independent Free	Pubs & Full On	Independent Free	CV31 3BD
Urban Fox	Unknown	Pubs & Full On	Unknown	CV31 3BE
Avenue Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CV31 3NE
Alfonso's Place	Independent Free	Restaurant	Independent Free	CV31 3NN
Railway Club	Independent Free	Registered Club	Independent Free	CV31 3NS
Leamington & Warks Sub Aqua Club	Independent Free	Registered Club	Independent Free	CV32 5AH
Avenue Bowling Club	Independent Free	Registered Club	Independent Free	CV31 3PG
St Patricks Club	Independent Free	Registered Club	Independent Free	CV31 3PN
Royal Naval Association Leamington Club	Independent Free	Registered Club	Independent Free	CV31 3PN
Cricketers Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV31 3PT
Leamington Spa Bowling Club	Independent Free	Registered Club	Independent Free	CV31 3PT
Victoria Park Hotel	Independent Free	Pubs & Full On	Independent Free	CV31 3PW
Benjamin Satchwell	Wetherspoon	Pubs & Full On	Wetherspoon	CV32 4AQ
Jephson Brasserie	Independent Free	Restaurant	Independent Free	CV32 4NL
House	Everards	Pubs & Full On	Everards	CV32 4AG
Frames	Independent Free	Proprietary Club	Independent Free	CV32 4AG
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	CV32 4AT
Royal Spa Centre	Independent Free	Proprietary Club	Independent Free	CV32 4HN
Phoenix	Independent Free	Restaurant	Independent Free	CV32 4LJ
Drawing Board	Independent Free	Restaurant	Independent Free	CV32 4HN
Royal Pug	Pug Pubs Company	Pubs & Full On	Star Pubs & Bars	CV32 4NX
Angel Hotel	Independent Free	Pubs & Full On	Independent Free	CV32 4NZ
Bedford Street	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV32 5DY
Fizzy Moon	Independent Free	Pubs & Full On	Independent Free	CV32 5EE
Bombay Tandoori Restaurant	Independent Free	Restaurant	Independent Free	CV32 5EG
Paprika Club	Independent Free	Restaurant	Independent Free	CV32 5EH
Murphys Wine Bar	Independent Free	Pubs & Full On	Independent Free	CV32 5EJ
Hart & Co	Independent Free	Pubs & Full On	Independent Free	CV32 5EL
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	CV32 5ET
Leamington Home Guard	Independent Free	Registered Club	Independent Free	CV32 5HE
Saint Bar	Independent Free	Proprietary Club	Independent Free	CV32 5JS
Jephsons	Punch Pub Company	Pubs & Full On	Punch Pub Company	CV32 5PW
Neighbourhood	Independent Free	Pubs & Full On	Independent Free	CV32 5JS
Green Man	Unknown	Pubs & Full On	Unknown	CV31 2BQ
Pumpkin	SSP	Pubs & Full On	SSP	CV31 3NS
Valles At 44	Independent Free	Restaurant	Independent Free	CV32 4PE
Neon	Independent Free	Proprietary Club	Independent Free	CV31 3NF
Pizza Express	Hony Capital	Restaurant	Hony Capital	CV32 4AE

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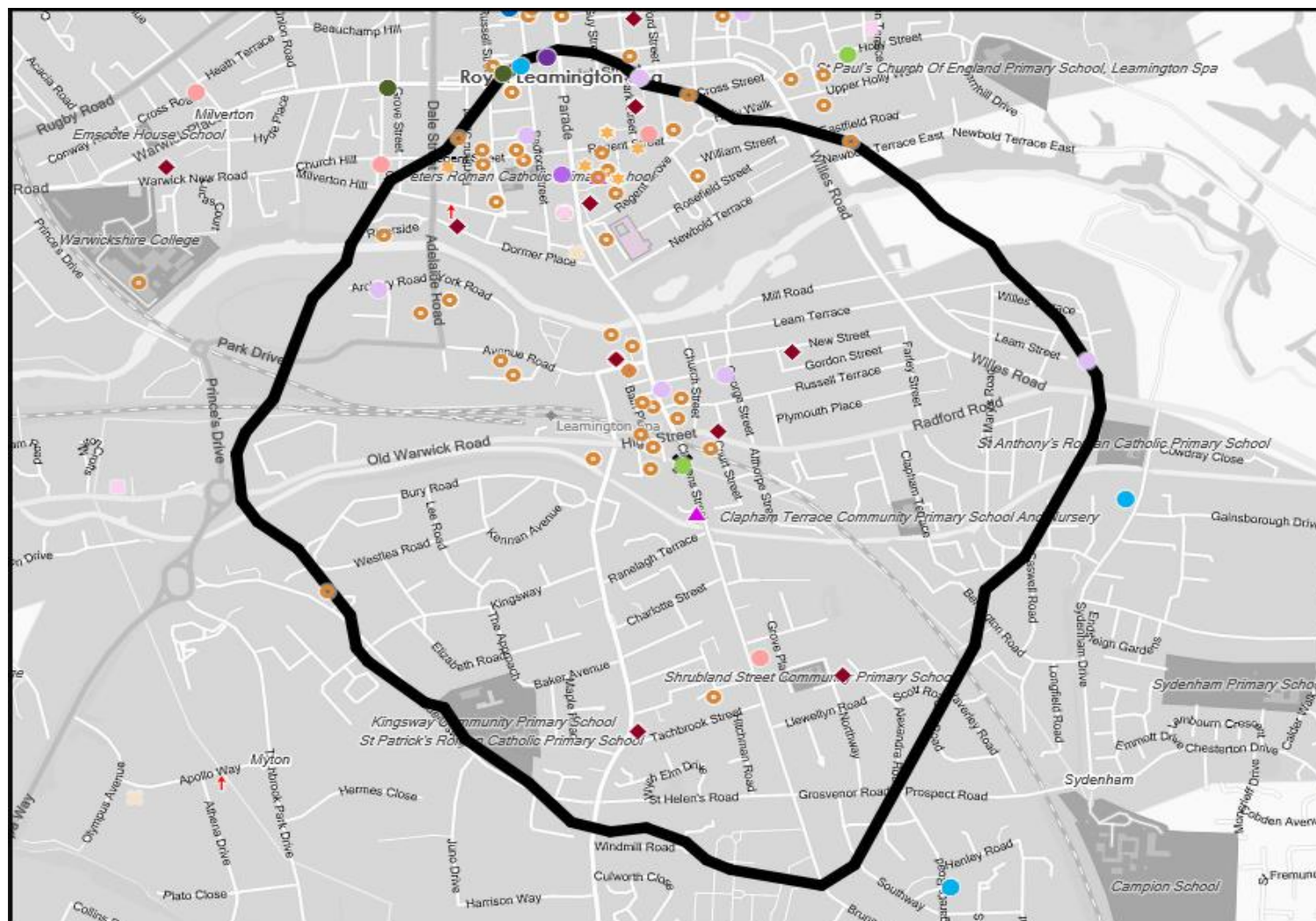
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Registered Club	10	57.2	29.9	191			
Restaurant	35	200.1	34.6	578			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
La Coppola	Independent Free	Pubs & Full On	Independent Free	CV32 4NS
Khalsa Hockey Club	Independent Free	Registered Club	Independent Free	CV31 3AP
Thai Elephant	Thai Group	Restaurant	Thai Group	CV32 5HQ
Casa Valle	Independent Free	Restaurant	Independent Free	CV32 5EG
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	CV32 4NL
Five Rivers Restaurant	Independent Free	Restaurant	Independent Free	CV31 3AB
Las Iguanas	Big Table Group Ltd	Restaurant	Big Table Group Ltd	CV32 4NP
Bar Angeli	Independent Free	Pubs & Full On	Independent Free	CV32 4NP
Ruby	Independent Free	Restaurant	Independent Free	CV32 4QN
Wofon	Independent Free	Restaurant	Independent Free	CV32 4NY
Piccolinos	Independent Free	Restaurant	Independent Free	CV31 3NE
Sabai Sabai	Independent Free	Restaurant	Independent Free	CV32 5EE
Assembly	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CV31 3NF
Le Bistrot Pierre	Le Bistrot Pierre	Restaurant	Le Bistrot Pierre	CV32 4QN
Wagamama	Restaurant Group	Restaurant	Restaurant Group	CV32 4AY
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	CV32 4BQ
Eleven	Independent Free	Restaurant	Independent Free	CV31 1EH
Shanys Spice	Independent Free	Restaurant	Independent Free	CV32 5EH
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	CV32 4NG
Meze	Independent Free	Restaurant	Independent Free	CV32 5EL
Carluccios	Boparan Restaurant Group	Restaurant	Boparan Restaurant Group	CV32 4QE
Raj's Fish Bar	Independent Free	Restaurant	Independent Free	CV32 5PW
Yo Sushi	Yo! Sushi	Restaurant	Yo! Sushi	CV32 4NR
Bills	Bills Restaurants	Pubs & Full On	Bills Restaurants	CV32 4AG
Millennium Balti	Independent Free	Restaurant	Independent Free	CV31 3AG
Turtle Bay	Turtle Bay Restaurants	Restaurant	Turtle Bay Restaurants	CV32 4NG
Voujon Bari	Independent Free	Restaurant	Independent Free	CV31 3NE
Gourmet Burger Kitchen	Boparan Restaurant Group	Restaurant	Boparan Restaurant Group	CV32 4NP
Cote	Cote Restaurants	Restaurant	Cote Restaurants	CV32 4NG
Giggling Squid	Giggling Squid	Restaurant	Giggling Squid	CV32 4QE
Bar And Block	Whitbread	Pubs & Full On	Whitbread	CV32 4BQ
Procaffeniate	Pug Pubs Company	Restaurant	Pug Pubs Company	CV31 2DN
Escape	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CV32 4QN
Escape	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CV32 5AE

Source: OS Open Data 2018

Area: ATLT Railway InnCV31 2DL (0.62 Mile contour)



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