

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Railway HotelM26 4HN (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	886	14.8	22.0	67			
2 Rising Prosperity	118	2.0	10.1	19			
3 Comfortable Communities	1,784	29.8	26.2	113			
4 Financially Stretched	1,638	27.3	23.7	115			
5 Urban Adversity	1,568	26.2	17.6	149			
6 Not Private Households	1	0.0	0.3	5			
Graph							
Total households		5,995					

Acorn Category Pen Portrait



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Area: ATLT_Railway HotelM26 4HN (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	448	7.5	11.2	67			
1.C Mature Money	438	7.3	9.6	76			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	118	2.0	6.2	32			
3. Comfortable Communities							
3.F Countryside Communities	14	0.2	5.7	4			
3.G Successful Suburbs	397	6.6	5.9	113			
3.H Steady Neighbourhoods	980	16.3	7.4	222			
3.I Comfortable Seniors	206	3.4	2.9	118			
3.J Starting Out	187	3.1	4.3	72			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	767	12.8	7.9	162			
4.M Striving Families	435	7.3	7.5	96			
4.N Poorer Pensioners	436	7.3	5.9	123			
5. Urban Adversity							
5.O Young Hardship	763	12.7	6.1	207			
5.P Struggling Estates	25	0.4	6.1	7			
5.Q Difficult Circumstances	780	13.0	5.3	243			
6. Not Private Households							
6.R Not Private Households	1	0.0	0.3	5			
Total households	5,995						

Acorn Group Pen Portrait

3

H

Steady Neighbourhoods

4.3M
UK Adults

8.1%
of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

DEMOGRAPHICS

Age range

35-54

Children at home

2

House tenure

Mortgaged

Family structure

Couple with children

Number of beds

3

House type

Semi-detached

BRANDS

SHOPPING

RADLEY LONDON

schuh

FATFACE

James

LEISURE

IGUANAS

Pizza Hut

Bella Italia

Zizzi

WEBSITES

Quidco

THE NATIONAL LOTTERY

GROUPON

sky

DIGITAL

ATTITUDES

I worry about online security

56%

UK average: 55%

Shopping online makes my life easier

54%

UK average: 53%

I couldn't live without the internet on my mobile

33%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to research days out online

This group are more likely to purchase home insurance online

This group are more likely to watch TV on demand through their TV set

FINANCIAL PROFILE

Household Income

UK

£45k

Average: £40k

London

£50k

Average: £44k

% Disposable Income

UK

47%

Average: 44%

London

42%

Average: 39%

Financial situation

Running into debt

Saving a lot

A

B

C

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WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Railway HotelM26 4HN (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	196	3.3	2.6	125			
	1.B.5 Wealthy countryside commuters	1	0.0	2.4	1			
	1.B.6 Financially comfortable families	197	3.3	2.2	149			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	44	0.7	1.5	48			
	1.B.9 Well-off edge of towners	10	0.2	1.6	10			
1.C Mature Money								
	1.C.10 Better-off villagers	21	0.4	3.0	12			
	1.C.11 Settled suburbia, older people	139	2.3	2.9	81			
	1.C.12 Retired and empty nesters	278	4.6	2.5	187			
	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	118	2.0	1.9	105			
	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	14	0.2	3.2	7			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	387	6.5	2.6	245			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	10	0.2	2.4	7			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	548	9.1	3.4	266			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	432	7.2	2.3	309			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	206	3.4	2.4	142			
	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	18	0.3	2.1	14			
	3.J.33 Smaller houses and starter homes	169	2.8	2.3	125			
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	171	2.9	2.6	109			
	4.L.39 Fading owner occupied terraces	596	9.9	2.9	345			
	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	16	0.3	1.6	17			
	4.M.42 Struggling young families in post-war terraces	97	1.6	1.7	97			
	4.M.43 Families in right-to-buy estates	152	2.5	2.1	122			
	4.M.44 Post-war estates, limited means	170	2.8	2.2	129			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	63	1.1	0.8	134			
	4.N.46 Elderly people in social rented flats	59	1.0	1.1	91			
	4.N.47 Low income older people in smaller semis	72	1.2	2.3	53			
	4.N.48 Pensioners and singles in social rented flats	242	4.0	1.8	229			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	45	0.8	2.1	35			
	5.O.50 Struggling younger people in mixed tenure	57	1.0	1.7	54			
	5.O.51 Young people in small, low cost terraces	661	11.0	2.3	489			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	25	0.4	1.6	26			
	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			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	136	2.3	1.5	149			
	5.Q.58 Singles and young families, some receiving benefits	233	3.9	1.8	217			
	5.Q.59 Deprived areas and high-rise flats	411	6.9	2.0	337			
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		5,995						

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DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_Railway HotelM26 4HN (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

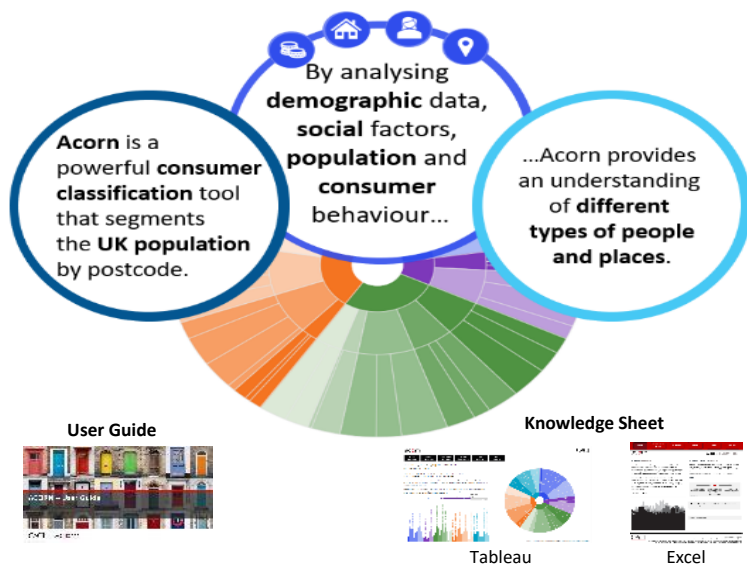
GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?

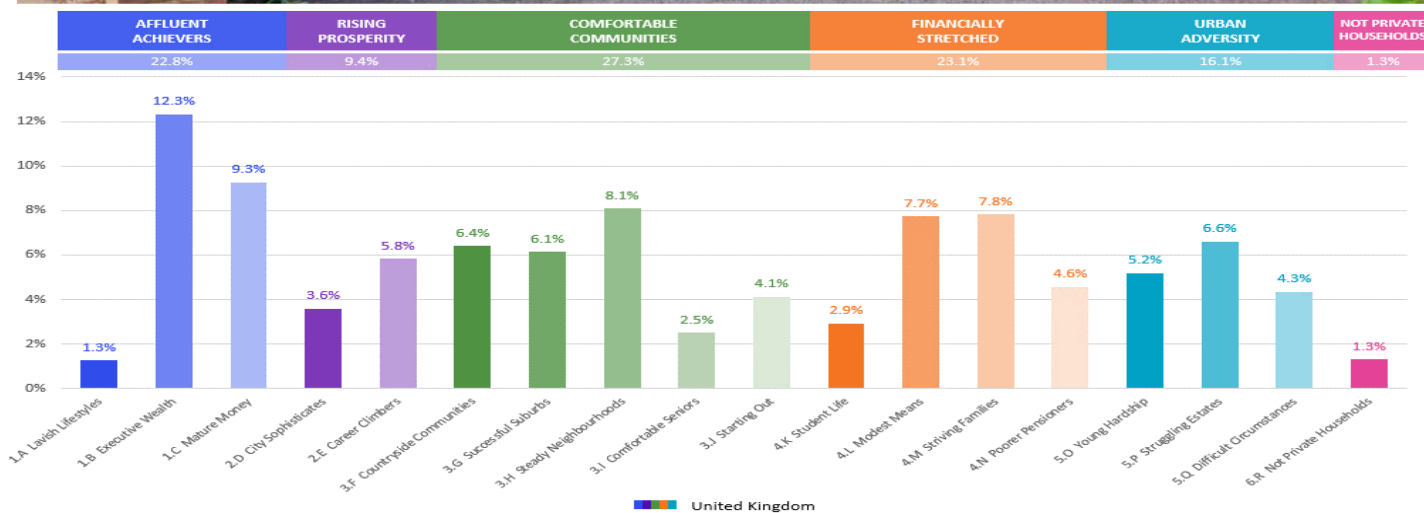
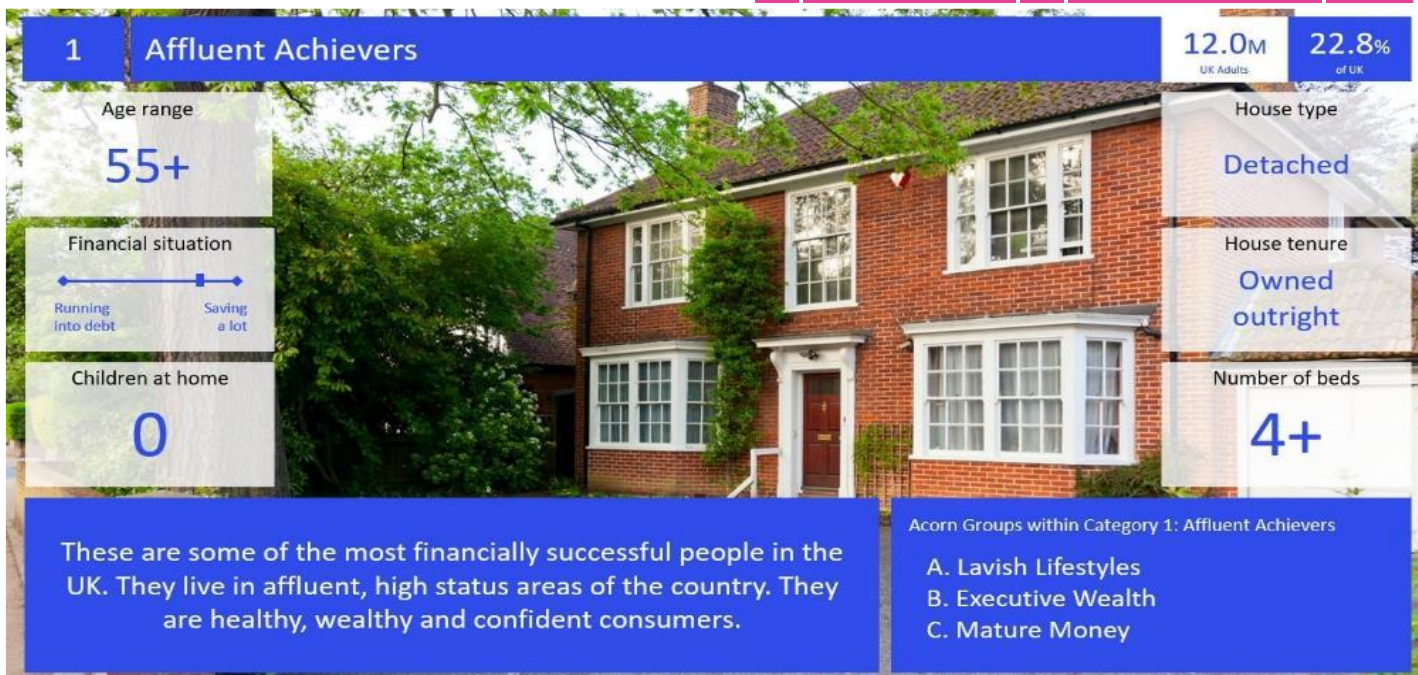
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6 CATEGORIES

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



CGA LICENCED PREMISES

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Area: ATLT_Railway HotelM26 4HN (1 Mile contou
Base: Great Britain
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	6	44.7	84.9	53			
Proprietary Club	1	7.4	8.1	92			
Registered Club	4	29.8	29.9	100			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

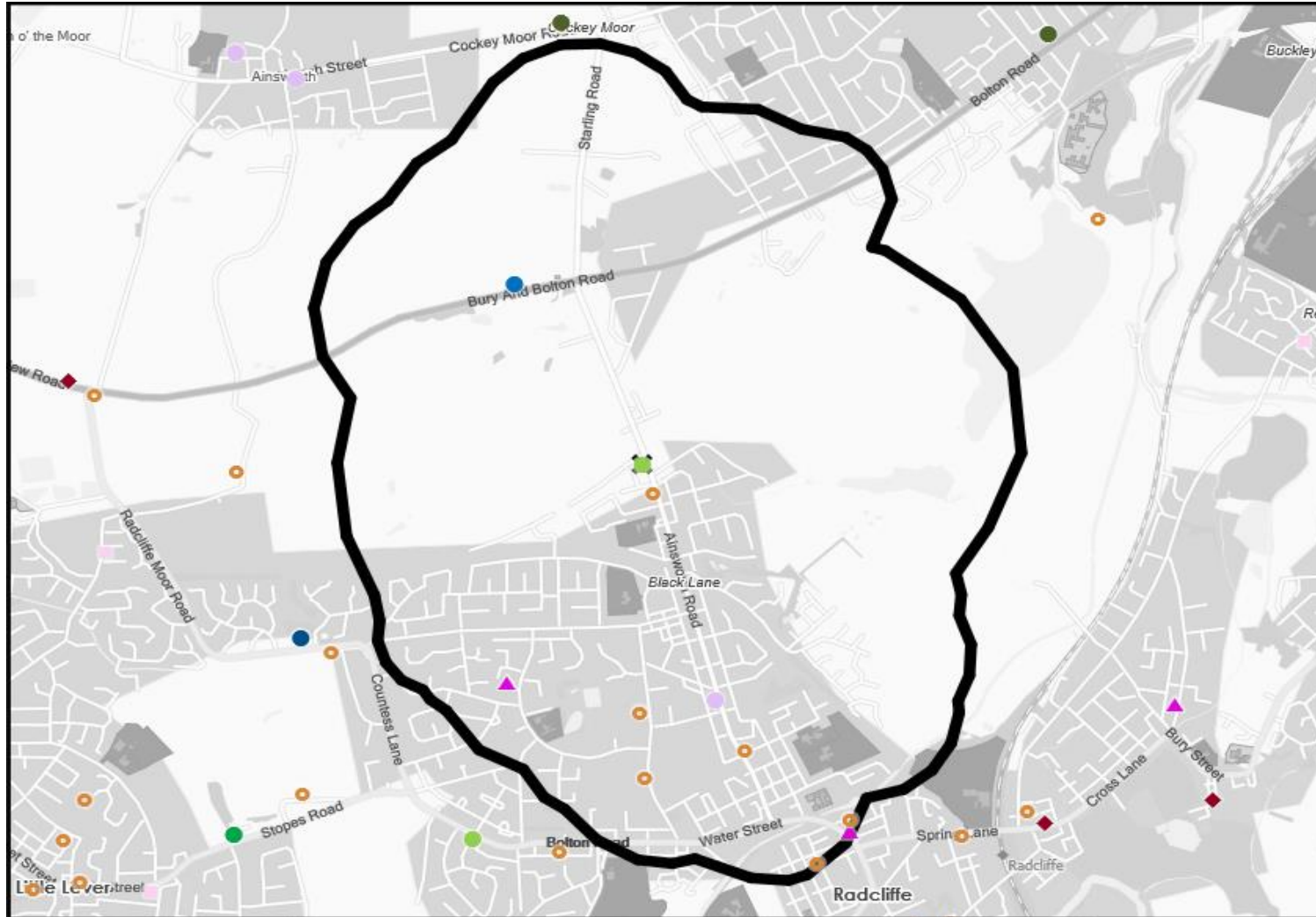
Name	Description	License Type	Owner Name	Postcode
Radcliffe Cricket Club	Independent Free	Registered Club	Independent Free	M 26 3RF
New Inn	Independent Free	Pubs & Full On	Independent Free	M 26 4HF
Railway Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	M 26 4HN
Central Snooker Club	Independent Free	Proprietary Club	Independent Free	M 26 3AT
Royal Oak	Amber Taverns	Pubs & Full On	Amber Taverns	M 26 4TW
Victoria Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	M 26 4FD
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	M 26 4LJ
Wilton Arms	Holt	Pubs & Full On	Holt	M 26 3LP
Radcliffe Borough Football Club	Independent Free	Registered Club	Independent Free	M 26 3PE
Radcliffe Social Clubialist Social Club	Independent Free	Registered Club	Independent Free	M 26 4TN
Black Lane Bowling Club	Independent Free	Registered Club	Independent Free	M 26 4FA

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Railway HotelM26 4HN (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