

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** ATLT\_Railway InnCV34 4LW (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	788	26.2	22.0	119		
 2 Rising Prosperity	402	13.4	10.1	132		
 3 Comfortable Communities	1,036	34.4	26.2	131		
 4 Financially Stretched	438	14.6	23.7	61		
 5 Urban Adversity	328	10.9	17.6	62		
 6 Not Private Households	18	0.6	0.3	179		
 Graph						
<b>Total households</b>	<b>3,010</b>					

### Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%
UK Adults of UK

**Age range**  
35-64

**Financial situation**  


**Children at home**  
0-2

**House type**  
Semi-detached or detached

**House tenure**  
Owned outright or mortgaged

**Number of beds**  
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

**Acorn Groups within Category 3: Comfortable Communities**

- F Countryside Communities 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%

## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** ATLT\_Railway InnCV34 4LW (0.62 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	57	1.9	1.1	170		
1.B Executive Wealth	300	10.0	11.2	89		
1.C Mature Money	431	14.3	9.6	149		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	23	0.8	4.0	19		
2.E Career Climbers	379	12.6	6.2	204		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	308	10.2	5.9	174		
3.H Steady Neighbourhoods	0	0.0	7.4	0		
3.I Comfortable Seniors	163	5.4	2.9	186		
3.J Starting Out	565	18.8	4.3	432		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	11	0.4	7.9	5		
4.M Striving Families	179	5.9	7.5	79		
4.N Poorer Pensioners	248	8.2	5.9	139		
<b>5. Urban Adversity</b>						
5.O Young Hardship	229	7.6	6.1	124		
5.P Struggling Estates	72	2.4	6.1	39		
5.Q Difficult Circumstances	27	0.9	5.3	17		
<b>6. Not Private Households</b>						
6.R Not Private Households	18	0.6	0.3	179		
<b>Total households</b>	<b>3,010</b>					

### Acorn Group Pen Portrait

**3 J Starting Out**      2.2M UK Adults      4.1% of UK

**Young couples and early career climbers in their first homes.** Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

<b>DEMOGRAPHICS</b> <ul style="list-style-type: none"> <li>Age range: <b>25-44</b></li> <li>Children at home: <b>1</b></li> <li>House tenure: <b>Mortgaged</b></li> <li>Family structure: <b>Couple with children</b></li> <li>Number of beds: <b>2</b></li> <li>House type: <b>Terraced</b></li> </ul>		<b>BRANDS</b> <ul style="list-style-type: none"> <li>SHOPPING: OFFICE, SKECHERS, Range, MANGO</li> <li>LEISURE: FRIDAYS, SUBWAY, PREZZO</li> <li>WEBSITES: Zoopla, ticketmaster, comparethemarket</li> </ul>	
<b>FINANCIAL PROFILE</b> <ul style="list-style-type: none"> <li>Household income: UK <b>£43k</b> (Average: £40k), London <b>£46k</b> (Average: £44k)</li> <li>% Disposable Income: UK <b>40%</b> (Average: 44%), London <b>36%</b> (Average: 39%)</li> <li>Financial situation: </li> </ul>		<b>DIGITAL ATTITUDES</b> <ul style="list-style-type: none"> <li>I worry about online security: <b>56%</b> (UK average: 55%)</li> <li>Shopping online makes my life easier: <b>57%</b> (UK average: 53%)</li> <li>I couldn't live without the internet on my mobile: <b>39%</b> (UK average: 34%)</li> </ul>	
<b>KEY INTERNET USAGE</b> This group are more likely to <b>research home insurance</b> online		<b>TECHNOLOGY USAGE</b> This group are more likely to <b>purchase clothes and accessories</b> online This group are more likely to <b>own a videogame console</b>	



CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Railway InnCV34 4LW (0.62 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Corn 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	57	1.9	0.9	216			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	29	1.0	2.6	37			
1.B.5 Wealthy countryside commuters	6	0.2	2.4	8			
1.B.6 Financially comfortable families	7	0.2	2.2	11			
1.B.7 Affluent professionals	200	6.6	0.9	781			
1.B.8 Prosperous suburban families	47	1.6	1.5	102			
1.B.9 Well-off edge of towners	11	0.4	1.6	23			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	22	0.7	3.0	24			
1.C.11 Settled suburbia, older people	156	5.2	2.9	181			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	253	8.4	1.3	645			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
2.D.14 Townhouse cosmopolitans	23	0.8	0.7	109			
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	1	0.0	1.9	2			
2.E.19 First time buyers in small, modern homes	378	12.6	3.3	383			
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	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	62	2.1	2.6	78			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	246	8.2	2.4	337			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
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			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
3.I.31 Elderly singles in purpose-built accommodation	163	5.4	0.5	1,104			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	487	16.2	2.1	772			
3.J.33 Smaller houses and starter homes	78	2.6	2.3	115			
<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	11	0.4	1.4	26			
4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
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	163	5.4	1.7	323			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	16	0.5	2.2	24			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	117	3.9	0.8	496			
4.N.46 Elderly people in social rented flats	96	3.2	1.1	294			
4.N.47 Low income older people in smaller semis	20	0.7	2.3	29			
4.N.48 Pensioners and singles in social rented flats	15	0.5	1.8	28			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	141	4.7	2.1	218			
5.O.50 Struggling younger people in mixed tenure	88	2.9	1.7	167			
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	72	2.4	1.6	147			
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	21	0.7	1.5	46			
5.Q.58 Singles and young families, some receiving benefits	6	0.2	1.8	11			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	4	0.1	0.1	228			
6.R.61 Inactive communal population	14	0.5	0.3	169			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>3,010</b>						

CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_Railway InnCV34 4LW (0.62 Mile contour)

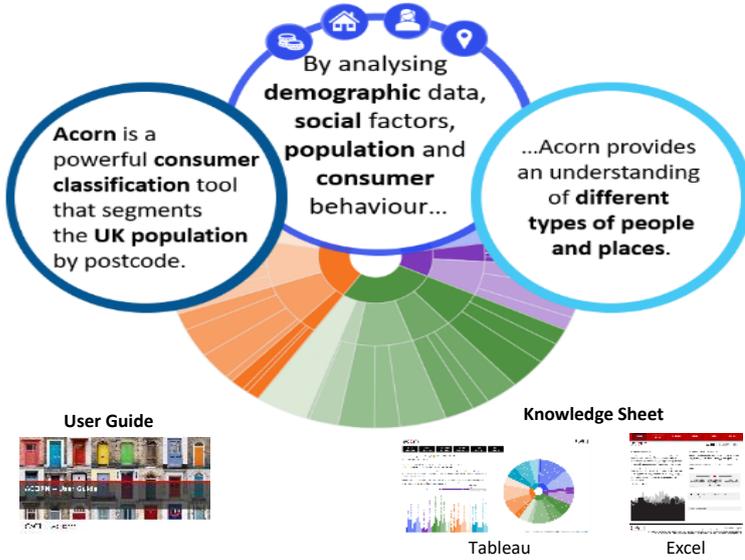


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

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
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
6. Not Private Households		

### 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

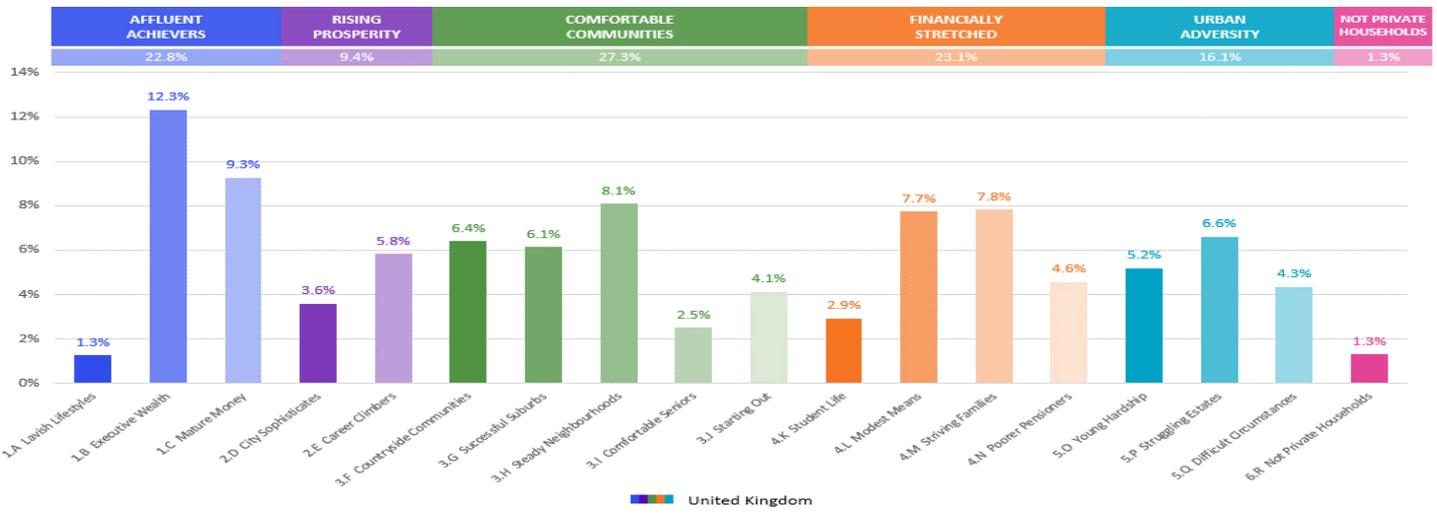
House tenure: Owned outright

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\_Railway InnCV34 4LW (0.62 Mile contc  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	17	274.3	84.9	323			
Proprietary Club	0	0.0	8.1	0			
Registered Club	4	64.5	29.9	216			
Restaurant	13	209.7	34.6	606			
Residential	1	16.1	3.5	465			

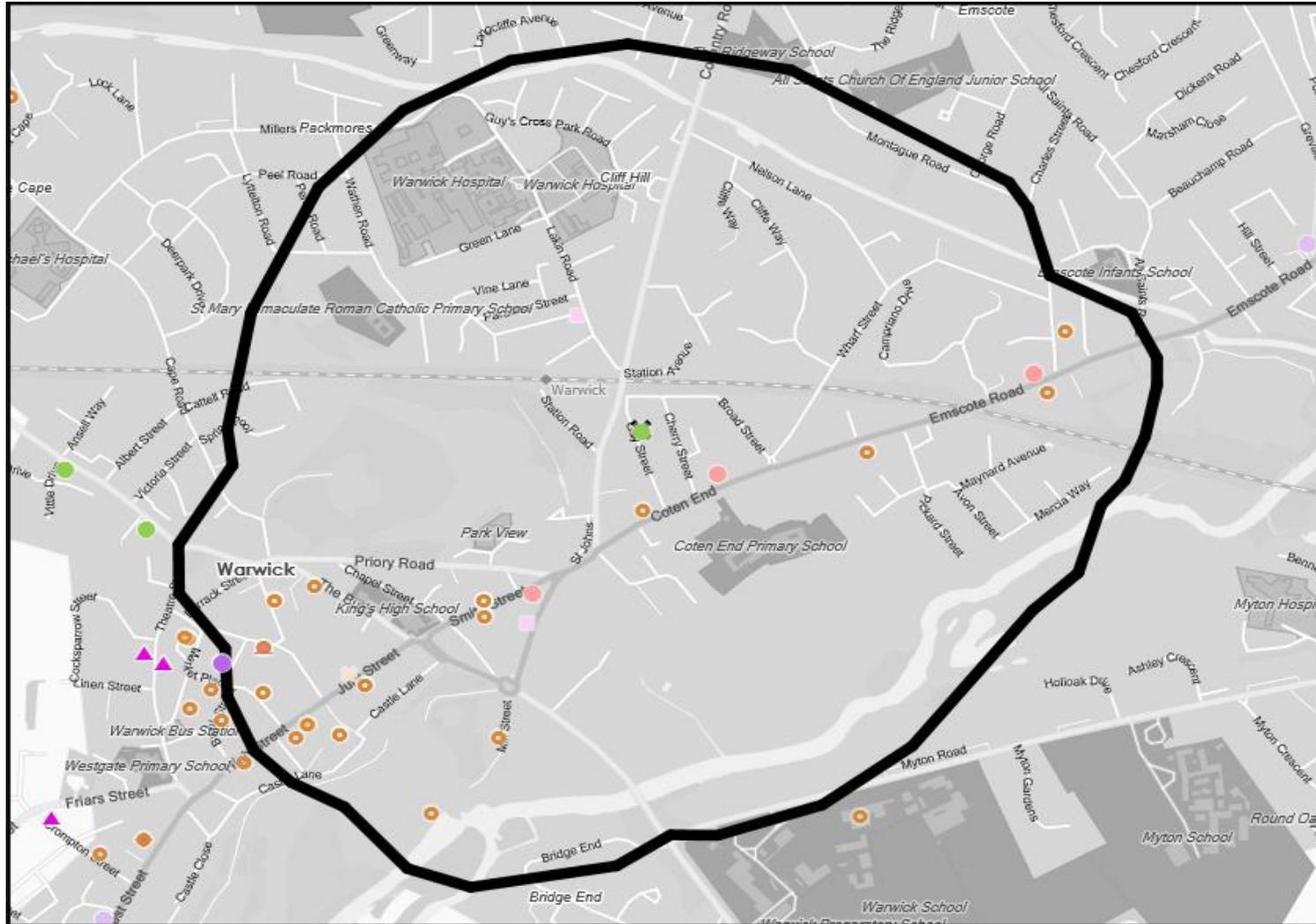
Name	Description	License Type	Owner Name	Postcode
Warwick Arms Hotel	Independent Free	Pubs & Full On	Independent Free	CV34 4AT
Giggling Squid	Giggling Squid	Restaurant	Giggling Squid	CV34 4AP
Warwick Conservative Club	Independent Free	Registered Club	Independent Free	CV34 4BJ
Jambavan	Independent Free	Restaurant	Independent Free	CV34 4BP
Pizza Express	Hony Capital	Restaurant	Hony Capital	CV34 4EH
Ronnies	Independent Free	Pubs & Full On	Independent Free	CV34 4EW
Warwick Tennis Club	Independent Free	Registered Club	Independent Free	CV34 4HB
Roebuck	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CV34 4HU
Piccolinos Restaurant	Independent Free	Restaurant	Independent Free	CV34 4JA
Pickled Crab	Independent Free	Restaurant	Independent Free	CV34 4JA
New Bowling Green	Wells & Co	Pubs & Full On	Wells & Co	CV34 4JD
Railway Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV34 4LW
Oak	Independent Free	Pubs & Full On	Independent Free	CV34 4NT
Black Pug	Pug Pubs Company	Pubs & Full On	Star Pubs & Bars	CV34 4NU
Cambridge Villa Hotel	Independent Free	Pubs & Full On	Independent Free	CV34 4PP
Warwick Castle	Independent Free	Pubs & Full On	Independent Free	CV34 4QX
Punchbowl Hotel	Independent Free	Pubs & Full On	Independent Free	CV34 4SS
Warwickshire CC Staff Club	Independent Free	Registered Club	Independent Free	CV34 4SP
Wild Boar	Everards	Pubs & Full On	Everards	CV34 5BU
Nelson Working Mens Club	Independent Free	Registered Club	Independent Free	CV34 5LE
Lord Nelson Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CV34 5QE
Westham Guest House	Independent Free	Residential	Independent Free	CV34 5QG
Warwick Spice	Independent Free	Restaurant	Independent Free	CV34 4HS
7 Square Restaurant	Independent Free	Pubs & Full On	Independent Free	CV34 4RA
Oyster Lounge	Independent Free	Restaurant	Independent Free	CV34 4EW
Chopsticks	Independent Free	Restaurant	Independent Free	CV34 4JA
Art Kitchen	Independent Free	Restaurant	Independent Free	CV34 4BJ
Thomas Oken Tea Rooms	Independent Free	Pubs & Full On	Independent Free	CV34 4BP
Coffee Tavern	Mosaic Pub & Dining	Restaurant	Mosaic Pub & Dining	CV34 4RA
Apple Tree Tearooms	Independent Free	Pubs & Full On	Independent Free	CV34 4RA
Aubergine	Independent Free	Restaurant	Independent Free	CV34 4HS
Raj	Independent Free	Restaurant	Independent Free	CV34 4JA
Tasca Dali	Independent Free	Restaurant	Independent Free	CV34 4AP
Old Shire Hall	Independent Free	Pubs & Full On	Independent Free	CV34 4SP
Warwick Real Ale	Independent Free	Pubs & Full On	Independent Free	CV34 4JA

# MAP OF AREA

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Source: OS Open Data 2018

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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
- Site Location
- Boundary