

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Red LionNG34 9DZ (15 min contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	3,113	19.7	22.0	89		
2 Rising Prosperity	644	4.1	10.1	40		
3 Comfortable Communities	7,495	47.3	26.2	180		
4 Financially Stretched	3,273	20.7	23.7	87		
5 Urban Adversity	1,269	8.0	17.6	46		
6 Not Private Households	46	0.3	0.3	87		

Graph

Total households 15,840

Acorn Category Pen Portrait



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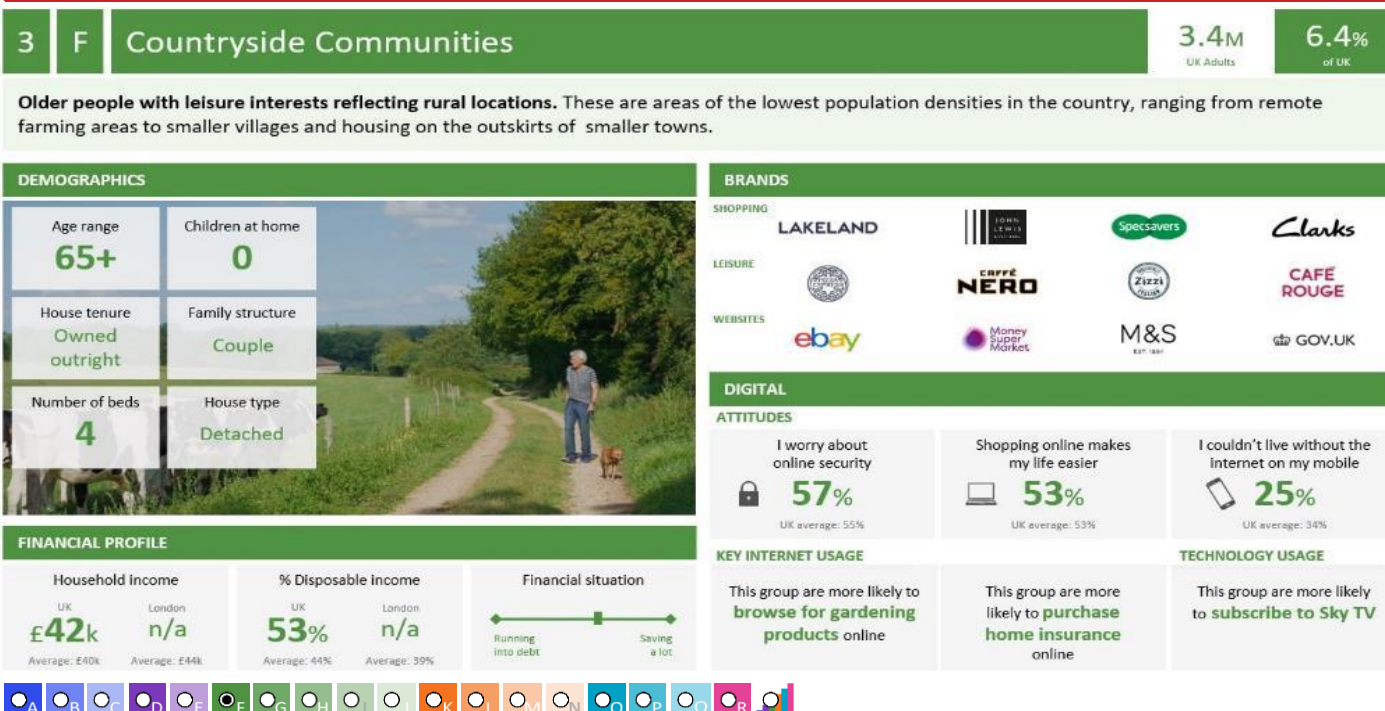
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Acorn Group Description		Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers								
1.A	Lavish Lifestyles	0	0.0	1.1	0			
1.B	Executive Wealth	1,322	8.3	11.2	74			
1.C	Mature Money	1,791	11.3	9.6	117			
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	4.0	0			
2.E	Career Climbers	644	4.1	6.2	66			
3. Comfortable Communities								
3.F	Countryside Communities	4,706	29.7	5.7	518			
3.G	Successful Suburbs	1,256	7.9	5.9	135			
3.H	Steady Neighbourhoods	504	3.2	7.4	43			
3.I	Comfortable Seniors	604	3.8	2.9	131			
3.J	Starting Out	425	2.7	4.3	62			
4. Financially Stretched								
4.K	Student Life	0	0.0	2.4	0			
4.L	Modest Means	823	5.2	7.9	66			
4.M	Striving Families	1,043	6.6	7.5	87			
4.N	Poorer Pensioners	1,407	8.9	5.9	150			
5. Urban Adversity								
5.O	Young Hardship	729	4.6	6.1	75			
5.P	Struggling Estates	479	3.0	6.1	49			
5.Q	Difficult Circumstances	61	0.4	5.3	7			
6. Not Private Households								
6.R	Not Private Households	46	0.3	0.3	87			
Total households		15,840						

Acorn Group Pen Portrait



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Area: ATLT_Red LionNG34 9DZ (15 min 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	241	1.5	2.6	58			
	1.B.5 Wealthy countryside commuters	95	0.6	2.4	25			
	1.B.6 Financially comfortable families	789	5.0	2.2	226			
	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	197	1.2	1.6	77			
1.C Mature Money								
	1.C.10 Better-off villagers	167	1.1	3.0	35			
	1.C.11 Settled suburbia, older people	59	0.4	2.9	13			
	1.C.12 Retired and empty nesters	1,557	9.8	2.5	396			
	1.C.13 Upmarket downsizers	8	0.1	1.3	4			
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	617	3.9	1.9	207			
	2.E.19 First time buyers in small, modern homes	27	0.2	3.3	5			
	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	748	4.7	1.5	316			
	3.F.22 Older couples and families in rural areas	1,344	8.5	1.1	797			
	3.F.23 Owner occupiers in small towns and villages	2,614	16.5	3.2	520			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	923	5.8	2.6	221			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	333	2.1	2.4	87			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	262	1.7	3.4	48			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	242	1.5	2.3	66			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	534	3.4	2.4	140			
	3.I.31 Elderly singles in purpose-built accommodation	70	0.4	0.5	90			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	6	0.0	2.1	2			
	3.J.33 Smaller houses and starter homes	419	2.6	2.3	117			
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	40	0.3	1.4	18			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	472	3.0	2.6	113			
	4.L.39 Fading owner occupied terraces	311	2.0	2.9	68			
	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	815	5.1	1.6	322			
	4.M.42 Struggling young families in post-war terraces	0	0.0	1.7	0			
	4.M.43 Families in right-to-buy estates	67	0.4	2.1	20			
	4.M.44 Post-war estates, limited means	161	1.0	2.2	46			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	481	3.0	0.8	387			
	4.N.46 Elderly people in social rented flats	44	0.3	1.1	26			
	4.N.47 Low income older people in smaller semis	517	3.3	2.3	144			
	4.N.48 Pensioners and singles in social rented flats	365	2.3	1.8	131			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	91	0.6	2.1	27			
	5.O.50 Struggling younger people in mixed tenure	332	2.1	1.7	120			
	5.O.51 Young people in small, low cost terraces	306	1.9	2.3	86			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	252	1.6	1.6	98			
	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	227	1.4	1.6	87			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	28	0.2	1.5	12			
	5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
	5.Q.59 Deprived areas and high-rise flats	33	0.2	2.0	10			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	3	0.0	0.1	33			
	6.R.61 Inactive communal population	43	0.3	0.3	99			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		15,840						

CATEGORY

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MAP

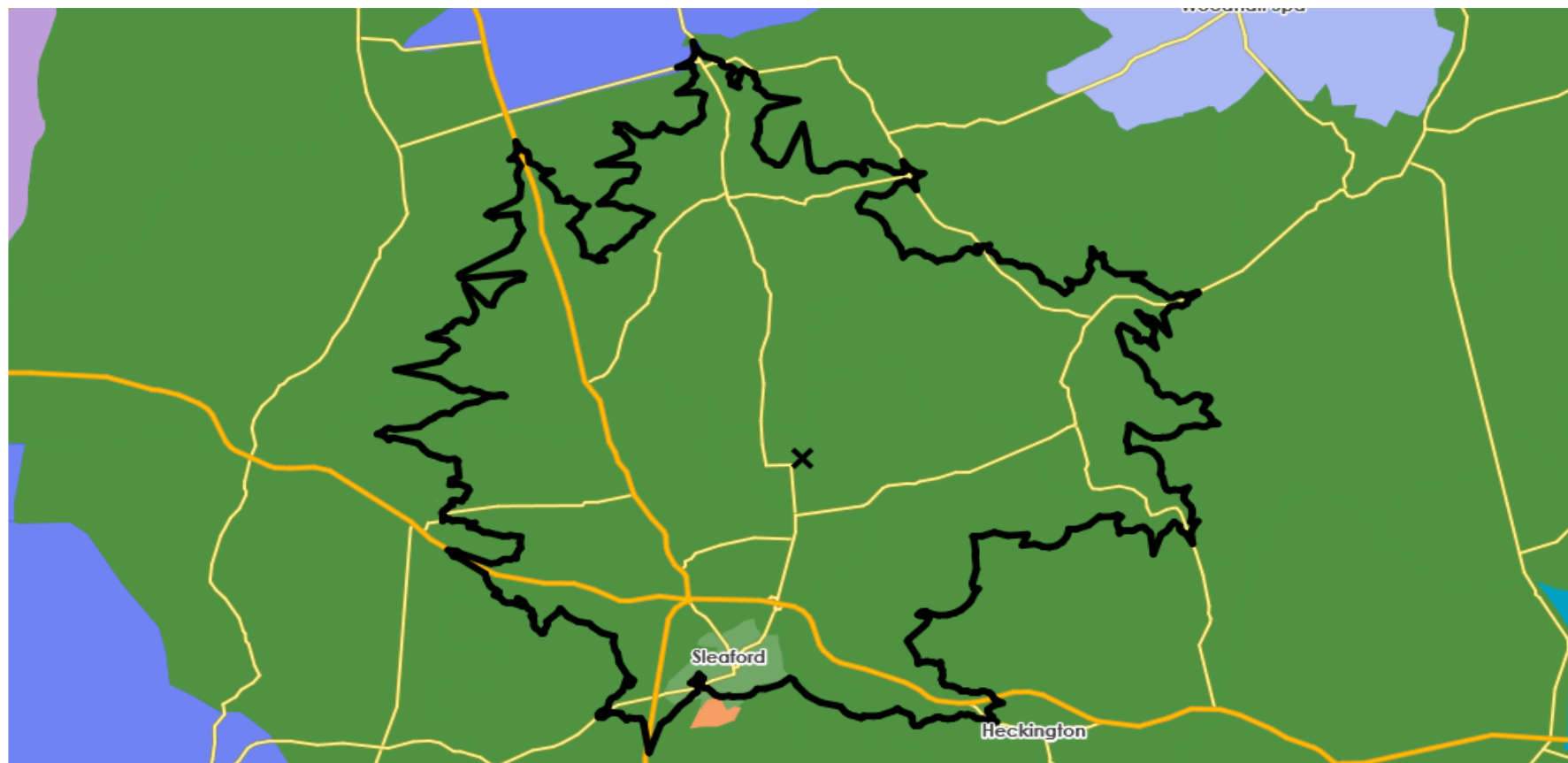
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Red LionNG34 9DZ (15 min 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

CATEGORY

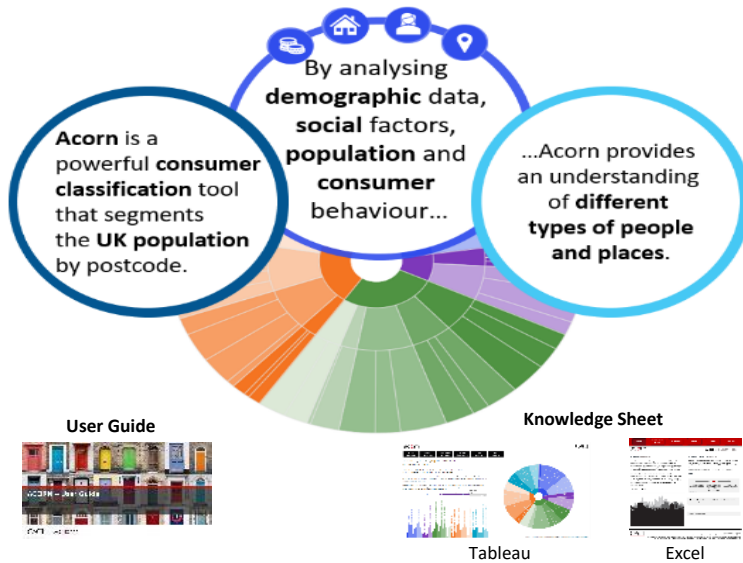
GROUP

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
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+

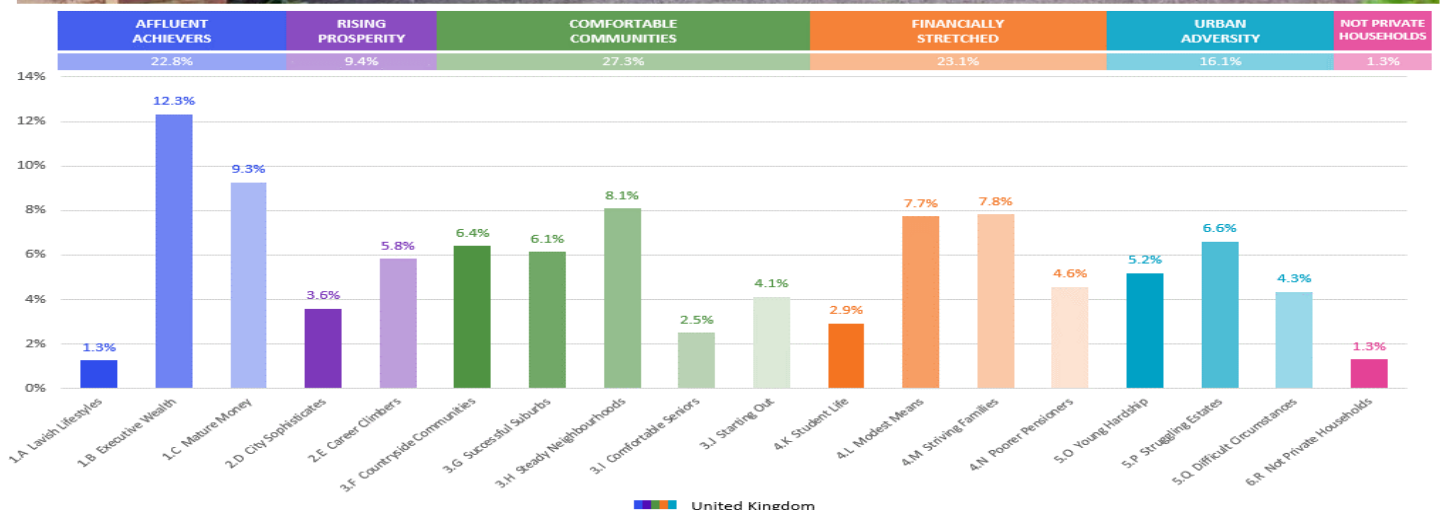
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles

B. Executive Wealth

C. Mature Money



CGA LICENCED PREMISES

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Area: ATLT_Red LionNG34 9DZ (15 min contour)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	29	79.4	84.9	94			
Proprietary Club	1	2.7	8.1	34			
Registered Club	17	46.5	29.9	156			
Restaurant	9	24.6	34.6	71			
Residential	2	5.5	3.5	158			

Name	Description	License Type	Owner Name	Postcode
Blankney Golf Club	Independent Free	Registered Club	Independent Free	LN 4 3AZ
Star & Garter	Punch Pub Company	Pubs & Full On	Punch Pub Company	LN 4 3BX
Metheringham Bowls Club	Independent Free	Registered Club	Independent Free	LN 4 3BX
Royal Oak	Ei Group	Pubs & Full On	Ei Group	LN 4 3PA
Red Lion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LN 4 3LZ
Musicians Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LN 4 3PU
Hume Arms	Independent Free	Pubs & Full On	Independent Free	LN 4 4AD
Ship	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LN 4 4AU
Plough	Independent Free	Pubs & Full On	Independent Free	LN 4 4DJ
Sleaford Squash Club	Independent Free	Registered Club	Independent Free	NG34 7EH
Queens Head	Independent Free	Pubs & Full On	Independent Free	NG34 9NU
Marquis Of Granby	Mitre Taverns	Pubs & Full On	Mitre Taverns	NG34 7DA
Hotel Mallard	Independent Free	Residential	Independent Free	NG34 7DJ
White Horse	Wellington	Pubs & Full On	Wellington	NG34 7HD
Carre Arms	Independent Free	Pubs & Full On	Independent Free	NG34 7JP
Sleaford Cricket Club	Independent Free	Registered Club	Independent Free	NG34 7LE
Watgate Yard	Independent Free	Pubs & Full On	Independent Free	NG34 7PG
Bull & Dog	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG34 7RR
Royal British Legion Club	Independent Free	Registered Club	Independent Free	NG34 7RZ
Solo	Independent Free	Pubs & Full On	Independent Free	NG34 7SF
Eat Drink Sleep	Independent Free	Residential	Independent Free	NG34 7SY
Cranwell Parish Social Club	Independent Free	Registered Club	Independent Free	NG34 8DH
Duke Of Wellington	Ei Group	Pubs & Full On	Ei Group	NG34 8JS
Sleaford Golf Club	Independent Free	Registered Club	Independent Free	NG34 8PT
Ivy	Independent Free	Pubs & Full On	Independent Free	NG34 7RL
Sleaford Rugby Club	Independent Free	Registered Club	Independent Free	NG34 8SP
Black Bull	George Bateman & Son	Pubs & Full On	George Bateman & Son	NG34 9AB
Shoulder Of Mutton	Independent Free	Pubs & Full On	Independent Free	NG34 9DU
Red Lion	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG34 9DZ
Finch Hatton Arms	Independent Free	Pubs & Full On	Independent Free	NG34 9PH
Millers Bar & Restaurant	Independent Free	Pubs & Full On	Independent Free	NG34 7TR
Raf Cranwell	Independent Free	Registered Club	Independent Free	NG34 8HB
Jolly Scotchman	Greene King	Pubs & Full On	Greene King	NG34 8NP
South Kyme Golf Club	Independent Free	Registered Club	Independent Free	LN 4 4AT
Electra Club	Independent Free	Proprietary Club	Independent Free	NG34 7QZ
Sleaford Bowls Club	Independent Free	Registered Club	Independent Free	NG34 7HH
Agra Tandoori Restaurant	Independent Free	Restaurant	Independent Free	NG34 7EH
India Garden	Independent Free	Restaurant	Independent Free	NG34 7SR
Raf Digby	Independent Free	Registered Club	Independent Free	LN 4 3LH
Barge & Bottle	Independent Free	Pubs & Full On	Independent Free	NG34 7TR
Plough Inn	Independent Free	Pubs & Full On	Independent Free	LN 4 3SW
Packhorse Inn	Wetherspoon	Pubs & Full On	Wetherspoon	NG34 7BH
Jade Dragon House	Independent Free	Restaurant	Independent Free	NG34 7RG
Hub	Independent Free	Pubs & Full On	Independent Free	NG34 7TW
Sleaford Town Football Club	Independent Free	Registered Club	Independent Free	NG34 9GH
La Royale	Independent Free	Restaurant	Independent Free	NG34 8ET
Blankney Cricket Club	Independent Free	Registered Club	Independent Free	LN 4 3AZ
Stacks Funhouse	Unknown	Pubs & Full On	Unknown	NG34 7RL
Thai Sabai	Independent Free	Restaurant	Independent Free	NG34 7RZ
Old Coach House Motel	Independent Free	Pubs & Full On	Independent Free	LN 4 4DJ
Blankney Hunt Supporters Club	Independent Free	Registered Club	Independent Free	NG34 9PF
Italian Connection	Independent Free	Restaurant	Independent Free	NG34 7SR
Jade Palace	Independent Free	Restaurant	Independent Free	NG34 9DU

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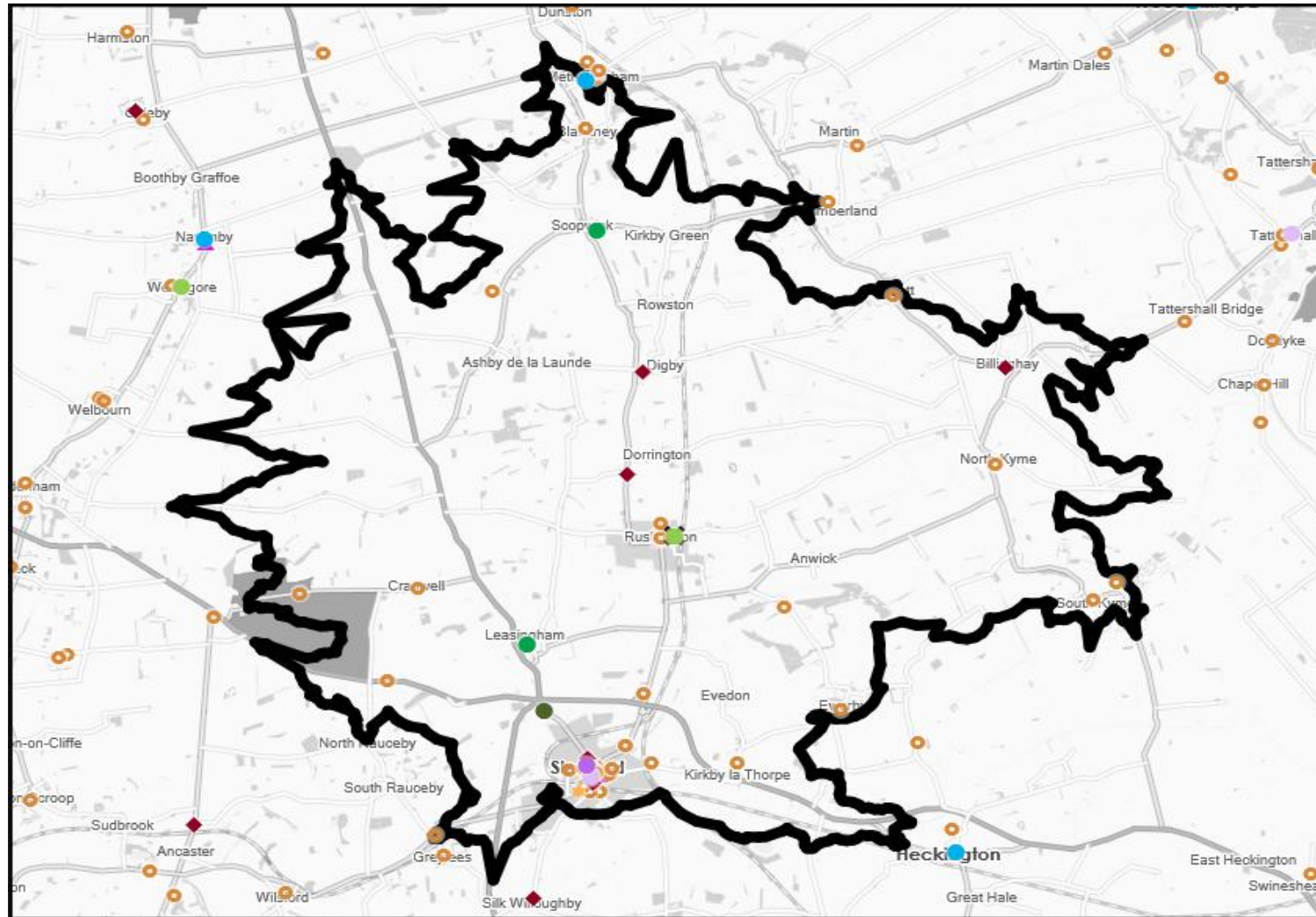
Name	Description	License Type	Owner Name	Postcode
National Centre For Craft & Design	Independent Free	Pubs & Full On	Independent Free	NG34 7TW
El Toro	Independent Free	Restaurant	Independent Free	NG34 7SY
Sleaford Indoor Bowling Club	Independent Free	Registered Club	Independent Free	NG34 7HL
Elite Fish & Chips	Elite Fish & Chip Company	Restaurant	Elite Fish & Chip Company	NG34 7NB
Ruskington Village Hall	Independent Free	Registered Club	Independent Free	NG34 9HS

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Red LionNG34 9DZ (15 min 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