

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Rolling MillNP13 1DA (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	57	1.2	22.0	5			
2 Rising Prosperity	0	0.0	10.1	0			
3 Comfortable Communities	163	3.4	26.2	13			
4 Financially Stretched	3,927	82.2	23.7	347			
5 Urban Adversity	612	12.8	17.6	73			
6 Not Private Households	16	0.3	0.3	101			

Graph

Total households 4,775

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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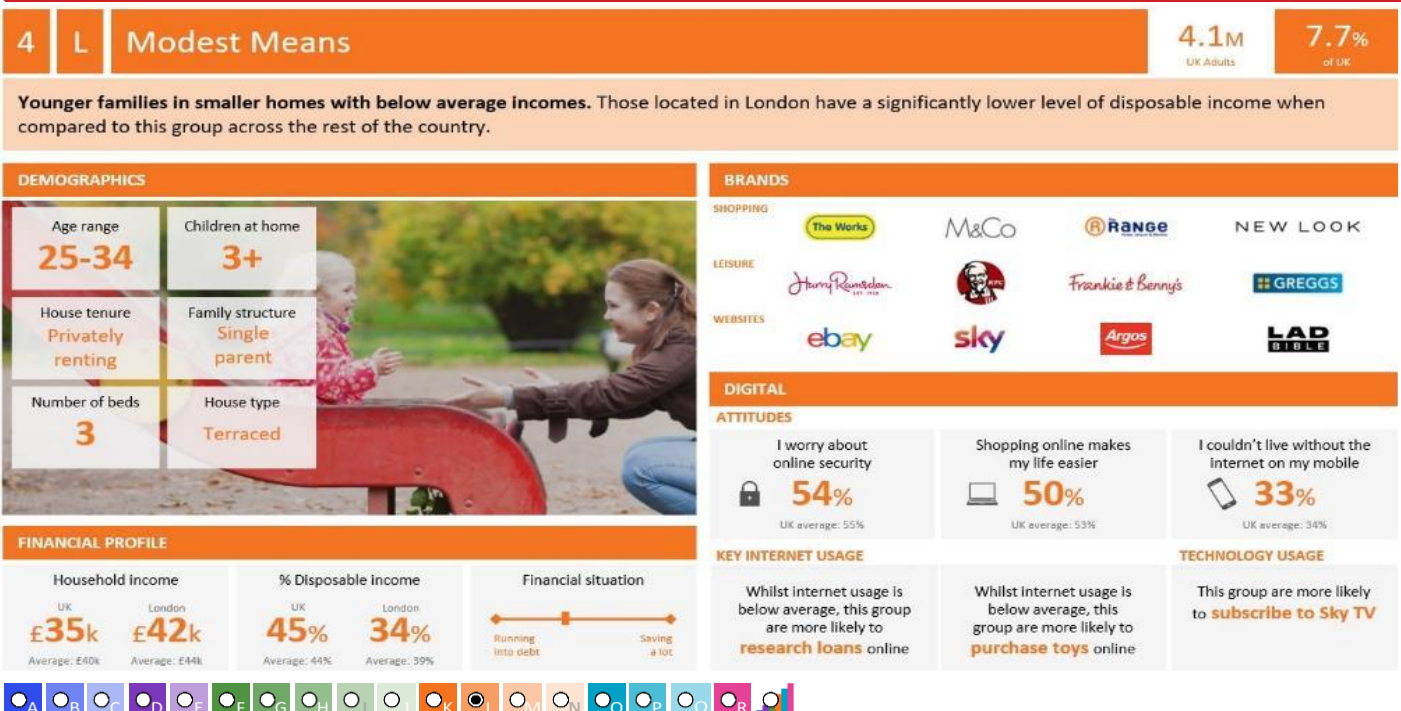
Area: ATLT_Rolling MillNP13 1DA (1 Mile contour)

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	0	0.0	11.2	0			
1.C Mature Money	57	1.2	9.6	12			
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	115	2.4	5.7	42			
3.G Successful Suburbs	36	0.8	5.9	13			
3.H Steady Neighbourhoods	12	0.3	7.4	3			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	0	0.0	4.3	0			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	2,946	61.7	7.9	780			
4.M Striving Families	408	8.5	7.5	113			
4.N Poorer Pensioners	573	12.0	5.9	203			
5. Urban Adversity							
5.O Young Hardship	612	12.8	6.1	209			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	0	0.0	5.3	0			
6. Not Private Households							
6.R Not Private Households	16	0.3	0.3	101			
Total households	4,775						

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Rolling MillNP13 1DA (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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
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	57	1.2	2.5	48			
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	115	2.4	3.2	76			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	25	0.5	2.6	20			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	11	0.2	2.4	10			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	6	0.1	3.4	4			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	6	0.1	2.3	5			
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	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
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	5	0.1	1.4	7			
4.L.38 Semi-skilled workers in traditional neighbourhoods	333	7.0	2.6	265			
4.L.39 Fading owner occupied terraces	2,608	54.6	2.9	1,896			
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	6	0.1	1.7	8			
4.M.43 Families in right-to-buy estates	36	0.8	2.1	36			
4.M.44 Post-war estates, limited means	366	7.7	2.2	348			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	15	0.3	0.8	40			
4.N.46 Elderly people in social rented flats	72	1.5	1.1	139			
4.N.47 Low income older people in smaller semis	267	5.6	2.3	246			
4.N.48 Pensioners and singles in social rented flats	219	4.6	1.8	260			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	28	0.6	2.1	27			
5.O.50 Struggling younger people in mixed tenure	23	0.5	1.7	28			
5.O.51 Young people in small, low cost terraces	561	11.7	2.3	521			
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	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	0	0.0	1.5	0			
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	0	0.0	2.0	0			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	5	0.1	0.1	180			
6.R.61 Inactive communal population	11	0.2	0.3	84			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,775						

CATEGORY

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WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Rolling MillNP13 1DA (1 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

CATEGORY

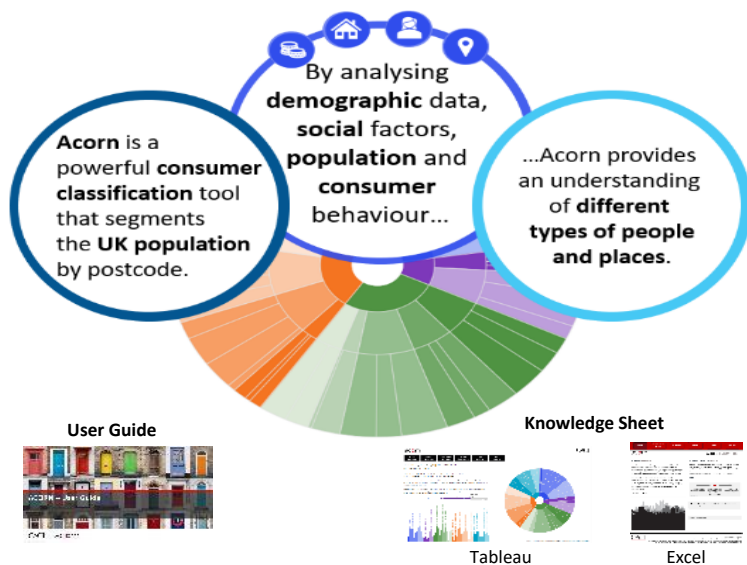
GROUP

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_Rolling MillNP13 1DA (1 Mile contour)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	15	143.3	84.9	169			
Proprietary Club	1	9.6	8.1	117			
Registered Club	4	38.2	29.9	128			
Restaurant	2	19.1	34.6	55			
Residential	0	0.0	3.5	0			

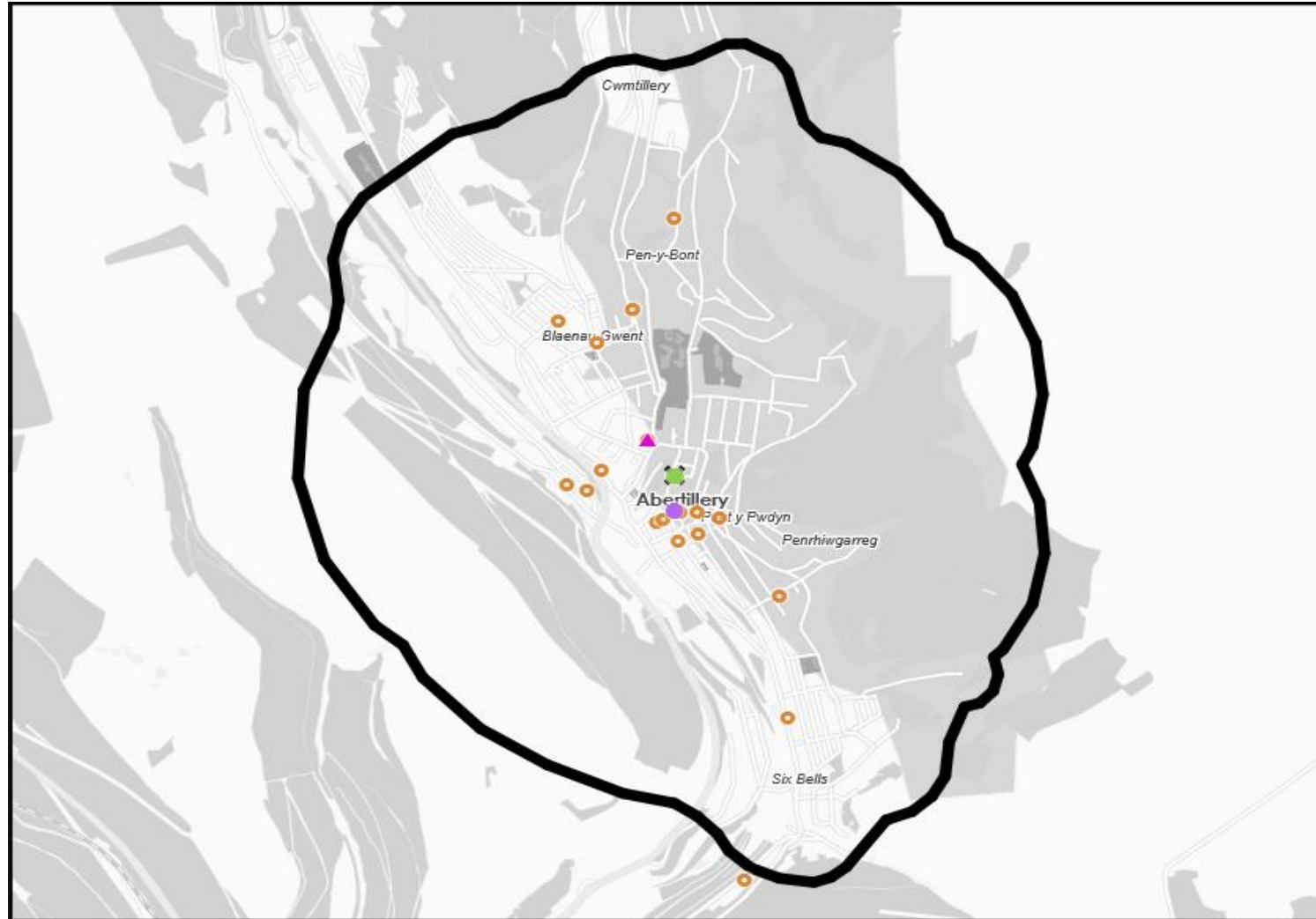
Name	Description	License Type	Owner Name	Postcode
Commercial Hotel	Independent Free	Pubs & Full On	Independent Free	NP13 1AH
Club 69	Independent Free	Pubs & Full On	Independent Free	NP13 1AH
Rolling Mill	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NP13 1DA
Garw	Independent Free	Pubs & Full On	Independent Free	NP13 1DG
Somerset Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NP13 1DJ
Newbridge End Inn	Independent Free	Pubs & Full On	Independent Free	NP13 1JF
Crown Inn	Independent Free	Pubs & Full On	Independent Free	NP13 1PG
Clynmawr Hotel	Independent Free	Pubs & Full On	Independent Free	NP13 1PH
Physique Health Club	Independent Free	Proprietary Club	Independent Free	NP13 1QD
Oak Street Social Club	Independent Free	Registered Club	Independent Free	NP13 1TE
Henrison Inn	Independent Free	Pubs & Full On	Independent Free	NP13 1UB
Foundry	Independent Free	Pubs & Full On	Independent Free	NP13 1UE
Vivian	Independent Free	Pubs & Full On	Independent Free	NP13 2LQ
Calcutta Victoria	Independent Free	Restaurant	Independent Free	NP13 1AE
Abertillery Sport Centre	Independent Free	Registered Club	Independent Free	NP13 1QA
Corner Club	Independent Free	Registered Club	Independent Free	NP13 1DL
Territorial Army	Independent Free	Registered Club	Independent Free	NP13 1AT
Dolls House	Red Dragon Pubs Ltd	Pubs & Full On	Red Dragon Pubs Ltd	NP13 1QA
Pontlloftyn	Wetherspoon	Pubs & Full On	Wetherspoon	NP13 1DJ
Metropole Cultural & Conference Centre	Independent Free	Pubs & Full On	Independent Free	NP13 1AL
Bear	Independent Free	Pubs & Full On	Independent Free	NP13 1DQ
Berry's Bar	Independent Free	Restaurant	Independent Free	NP13 1BY

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Rolling MilNP13 1DA (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