

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Rose & CrownBA12 9BZ (15 min contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,909	27.7	22.0	126		
2 Rising Prosperity	361	3.4	10.1	34		
3 Comfortable Communities	3,955	37.7	26.2	144		
4 Financially Stretched	1,996	19.0	23.7	80		
5 Urban Adversity	1,184	11.3	17.6	64		
6 Not Private Households	87	0.8	0.3	249		
Total households		10,492				



Graph

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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 Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluent Achievers						
1.A Lavish Lifestyles	8	0.1	1.1	7		
1.B Executive Wealth	997	9.5	11.2	85		
1.C Mature Money	1,904	18.1	9.6	189		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	361	3.4	6.2	56		
3. Comfortable Communities						
3.F Countryside Communities	1,029	9.8	5.7	171		
3.G Successful Suburbs	1,011	9.6	5.9	164		
3.H Steady Neighbourhoods	661	6.3	7.4	86		
3.I Comfortable Seniors	786	7.5	2.9	258		
3.J Starting Out	468	4.5	4.3	103		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	758	7.2	7.9	91		
4.M Striving Families	723	6.9	7.5	91		
4.N Poorer Pensioners	515	4.9	5.9	83		
5. Urban Adversity						
5.O Young Hardship	582	5.5	6.1	90		
5.P Struggling Estates	367	3.5	6.1	57		
5.Q Difficult Circumstances	235	2.2	5.3	42		
6. Not Private Households						
6.R Not Private Households	87	0.8	0.3	249		
Total households	10,492					

Acorn Group Pen Portrait

1 C Mature Money 4.9M UK Adults 9.3% of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

DEMOGRAPHICS

Age range 65+	Children at home 0
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached

BRANDS

SHOPPING LAKELAND	LAURA ASHLEY	JO MALONE	W
LEISURE BROWNS	NESPRESSO		CAFFE NERO
WEBSITES amazon	MoneySavingExpert.com	M&S	BSB NEWS

DIGITAL ATTITUDES

I worry about online security 58% UK average: 55%	Shopping online makes my life easier 52% UK average: 53%	I couldn't live without the internet on my mobile 26% UK average: 34%
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FINANCIAL PROFILE

Household Income UK: £46k London: £50k Average: £40k Average: £44k	% Disposable Income UK: 54% London: 51% Average: 44% Average: 39%	Financial situation Running into debt Saving a lot
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KEY INTERNET USAGE **TECHNOLOGY USAGE**

This group are more likely to research home insurance online	This group are more likely to purchase event tickets online	This group are more likely to own a tablet
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Rose & CrownBA12 9BZ (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	8	0.1	0.9	9			
1.B Executive Wealth							
1.B.4 Asset rich families	276	2.6	2.6	101			
1.B.5 Wealthy countryside commuters	461	4.4	2.4	182			
1.B.6 Financially comfortable families	214	2.0	2.2	93			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	2	0.0	1.5	1			
1.B.9 Well-off edge of towners	44	0.4	1.6	26			
1.C Mature Money							
1.C.10 Better-off villagers	992	9.5	3.0	317			
1.C.11 Settled suburbia, older people	49	0.5	2.9	16			
1.C.12 Retired and empty nesters	810	7.7	2.5	311			
1.C.13 Upmarket downsizers	53	0.5	1.3	39			
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	317	3.0	1.9	161			
2.E.19 First time buyers in small, modern homes	44	0.4	3.3	13			
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	272	2.6	1.5	173			
3.F.22 Older couples and families in rural areas	57	0.5	1.1	51			
3.F.23 Owner occupiers in small towns and villages	700	6.7	3.2	210			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	450	4.3	2.6	163			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	561	5.3	2.4	221			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	284	2.7	3.4	79			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	377	3.6	2.3	154			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	548	5.2	2.4	216			
3.I.31 Elderly singles in purpose-built accommodation	238	2.3	0.5	463			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	6	0.1	2.1	3			
3.J.33 Smaller houses and starter homes	462	4.4	2.3	196			
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	135	1.3	1.4	91			
4.L.38 Semi-skilled workers in traditional neighbourhoods	420	4.0	2.6	152			
4.L.39 Fading owner occupied terraces	203	1.9	2.9	67			
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	327	3.1	1.6	195			
4.M.42 Struggling young families in post-war terraces	71	0.7	1.7	40			
4.M.43 Families in right-to-buy estates	66	0.6	2.1	30			
4.M.44 Post-war estates, limited means	259	2.5	2.2	112			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	90	0.9	0.8	109			
4.N.46 Elderly people in social rented flats	122	1.2	1.1	107			
4.N.47 Low income older people in smaller semis	235	2.2	2.3	99			
4.N.48 Pensioners and singles in social rented flats	68	0.6	1.8	37			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	215	2.0	2.1	95			
5.O.50 Struggling younger people in mixed tenure	296	2.8	1.7	162			
5.O.51 Young people in small, low cost terraces	71	0.7	2.3	30			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	118	1.1	1.6	69			
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	249	2.4	1.6	144			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	58	0.6	1.5	36			
5.Q.58 Singles and young families, some receiving benefits	177	1.7	1.8	94			
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	0	0.0	0.1	0			
6.R.61 Inactive communal population	87	0.8	0.3	301			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	10,492						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Rose & CrownBA12 9BZ (15 min contour)



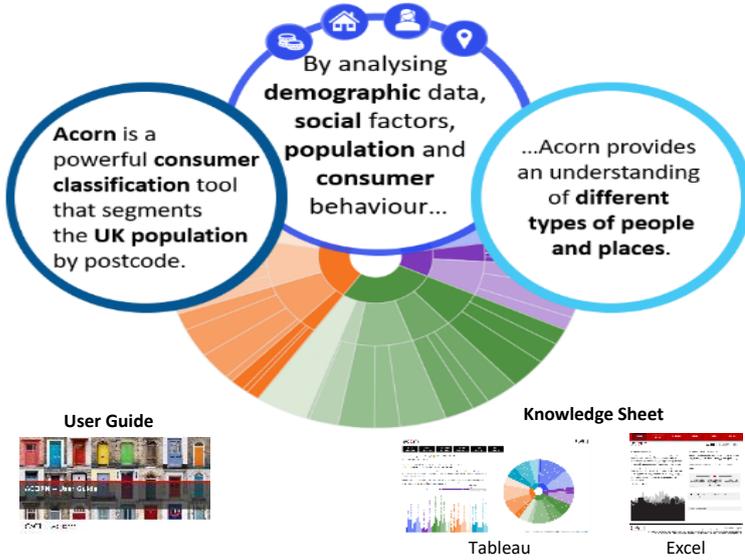
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

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
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
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

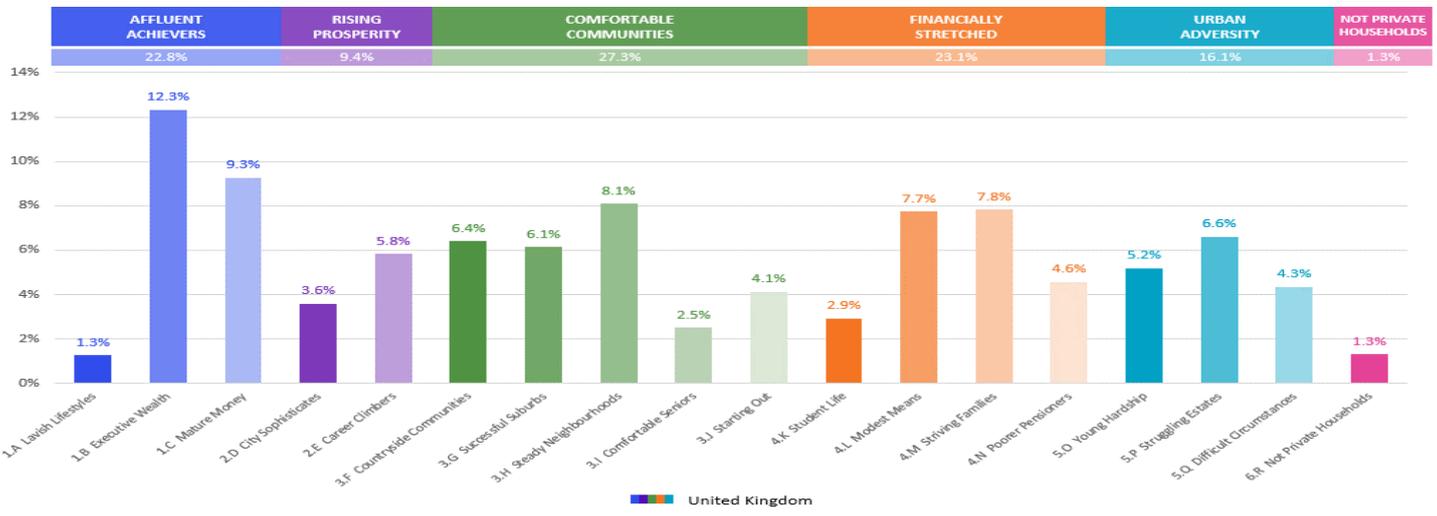
House tenure: Owned outright

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_Rose & CrownBA12 9BZ (15 min conto)
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	25	105.2	84.9	124			
Proprietary Club	1	4.2	8.1	52			
Registered Club	10	42.1	29.9	141			
Restaurant	9	37.9	34.6	109			
Residential	0	0.0	3.5	0			

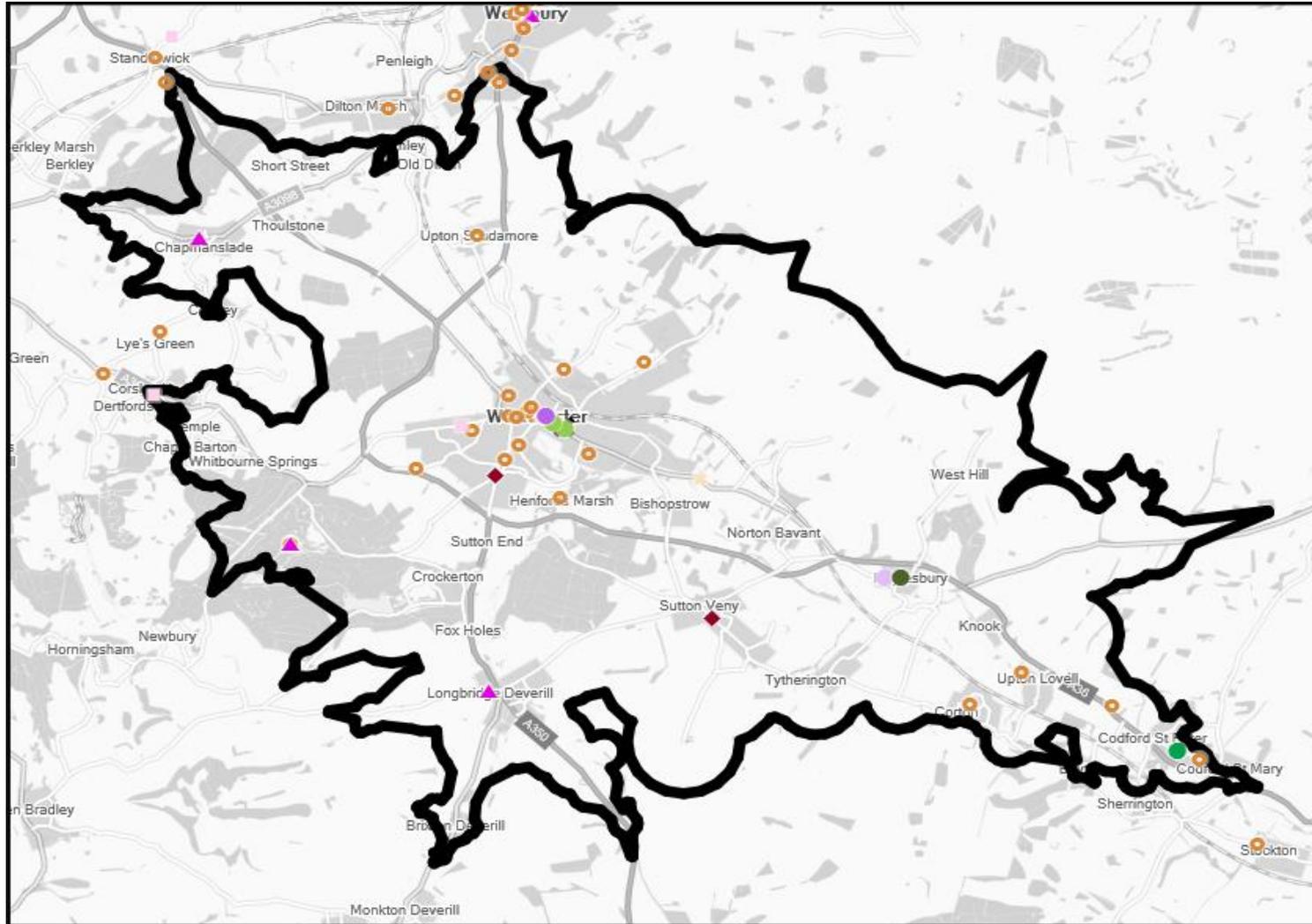
Name	Description	License Type	Owner Name	Postcode
W Wilts Golf Club	Independent Free	Registered Club	Independent Free	BA12 0AU
Angel Inn	Independent Free	Pubs & Full On	Independent Free	BA12 0AG
Red Lion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BA12 0EA
Angel Inn	Greene King	Pubs & Full On	Greene King	BA12 0ED
Prince Leopold	Independent Free	Pubs & Full On	Independent Free	BA12 0JP
George Hotel	Ei Group	Pubs & Full On	Ei Group	BA12 0NG
Dove Inn	Independent Free	Pubs & Full On	Independent Free	BA12 0SZ
Woolpack Inn	Unknown	Pubs & Full On	Unknown	BA12 7AW
George Inn	Upham Pub Company	Pubs & Full On	Upham Pub Company	BA12 7DG
Center Parcs	Center Parcs UK	Proprietary Club	Center Parcs UK	BA12 7PU
Royal Oak	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	BA12 7PR
Cock Inn	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	BA12 8JZ
Weymouth Arms	Independent Free	Pubs & Full On	Independent Free	BA12 8JA
Warminster Cricket Club	Independent Free	Registered Club	Independent Free	BA12 8NH
Bowling Club	Independent Free	Registered Club	Independent Free	BA12 8PZ
Longleat Masonic Club	Independent Free	Registered Club	Independent Free	BA12 9AZ
La Dolce Vita	Independent Free	Restaurant	Independent Free	BA12 9AF
Prestbury Sports Bar	Independent Free	Registered Club	Independent Free	BA12 9AL
Old Bell Hotel	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	BA12 9AN
Bath Arms	Wetherspoon	Pubs & Full On	Wetherspoon	BA12 9AZ
Anchor Hotel	Unknown	Pubs & Full On	Unknown	BA12 9AZ
Masons Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BA12 9BN
Agra Indian Restaurant	Independent Free	Restaurant	Independent Free	BA12 9BN
Great Wall Chinese Restaurant	Independent Free	Restaurant	Independent Free	BA12 9BW
Thai Rice	Independent Free	Restaurant	Independent Free	BA12 9BW
Rose & Crown	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BA12 9HH
Bishopstrow House	von Essen Hotels	Pubs & Full On	von Essen Hotels	BA12 9HH
Warminster & District Conservative Club	Independent Free	Registered Club	Independent Free	BA12 9LB
Town Football Club	Independent Free	Registered Club	Independent Free	BA12 9NS
Fox & Hounds	Independent Free	Pubs & Full On	Independent Free	BA12 9QN
Bell & Crown	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	BA12 9QS
Bell Inn	Independent Free	Pubs & Full On	Independent Free	BA13 3RG
Three Horseshoes	Banwell House Pub Company	Pubs & Full On	Banwell House Pub Company	BA13 4AN
Battlesbury Barracks	Independent Free	Registered Club	Independent Free	BA12 0DJ
Hunters Moon Hotel	Independent Free	Pubs & Full On	Independent Free	BA12 9PA
Warminster Assembly Hall	Independent Free	Pubs & Full On	Independent Free	BA12 8LB
Codford Sports & Social	Independent Free	Registered Club	Independent Free	BA12 0PP
Cafe Rouge	Big Table Group Ltd	Restaurant	Big Table Group Ltd	BA12 7PU
Warminster Rugby Club	Independent Free	Registered Club	Independent Free	BA12 7RG
Toran	Independent Free	Restaurant	Independent Free	BA12 0JZ
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	BA12 7PU
Longleat Safari Park	Independent Free	Pubs & Full On	Independent Free	BA12 7PU
Foresters Inn	Independent Free	Restaurant	Independent Free	BA12 7PU
Boston Shaker	Independent Free	Pubs & Full On	Independent Free	BA12 9AP
Las Iguanas	Big Table Group Ltd	Restaurant	Big Table Group Ltd	BA12 7PU

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Rose & CrownBA12 9BZ (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