

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT\_Rose &amp; 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     |     |     |
| Graph                      |              |            |            |         |     |     |
| Total households           |              | 10,492     |            |         |     |     |

## Acorn Category Pen Portrait



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Area: ATLT\_Rose &amp; CrownBA12 9BZ (15 min contour)

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Year: 2021

| Acorn Group Description           | Area Profile  | % for Area | % for Base | Index | 0 | 100 | 200 |
|-----------------------------------|---------------|------------|------------|-------|---|-----|-----|
| <b>1. Affluent Achievers</b>      |               |            |            |       |   |     |     |
| 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   |   |     |     |
| <b>2. Rising Prosperity</b>       |               |            |            |       |   |     |     |
| 2.D City Sophisticates            | 0             | 0.0        | 4.0        | 0     |   |     |     |
| 2.E Career Climbers               | 361           | 3.4        | 6.2        | 56    |   |     |     |
| <b>3. Comfortable Communities</b> |               |            |            |       |   |     |     |
| 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   |   |     |     |
| <b>4. Financially Stretched</b>   |               |            |            |       |   |     |     |
| 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    |   |     |     |
| <b>5. Urban Adversity</b>         |               |            |            |       |   |     |     |
| 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    |   |     |     |
| <b>6. Not Private Households</b>  |               |            |            |       |   |     |     |
| 6.R Not Private Households        | 87            | 0.8        | 0.3        | 249   |   |     |     |
| <b>Total households</b>           | <b>10,492</b> |            |            |       |   |     |     |

## 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

**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

**BRANDS**

SHOPPING

LAKELAND

LAURA ASHLEY

De Molen

W

LEISURE

BROWNS

NESPRESSO

COFFEE NERO

WEBSITES

amazon

MoneySavingExpert.com

M&S

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%

**KEY INTERNET 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

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Rose &amp; 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 |
|------------------------------------|--|---------------|------------|------------|-------|---|-----|-----|
| <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   | 8             | 0.1        | 0.9        | 9     |   |     |     |
| <b>1.B Executive Wealth</b>        |  |               |            |            |       |   |     |     |
|                                    | 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    |   |     |     |
| <b>1.C Mature Money</b>            |  |               |            |            |       |   |     |     |
|                                    | 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    |   |     |     |
| <b>2. Rising Prosperity</b>        |  |               |            |            |       |   |     |     |
| <b>2.D City Sophisticates</b>      |  |               |            |            |       |   |     |     |
|                                    | 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     |   |     |     |
| <b>2.E Career Climbers</b>         |  |               |            |            |       |   |     |     |
|                                    | 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     |   |     |     |
| <b>3. Comfortable Communities</b>  |  |               |            |            |       |   |     |     |
| <b>3.F Countryside Communities</b> |  |               |            |            |       |   |     |     |
|                                    | 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   |   |     |     |
| <b>3.G Successful Suburbs</b>      |  |               |            |            |       |   |     |     |
|                                    | 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   |   |     |     |
| <b>3.H Steady Neighbourhoods</b>   |  |               |            |            |       |   |     |     |
|                                    | 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   |   |     |     |
| <b>3.I Comfortable Seniors</b>     |  |               |            |            |       |   |     |     |
|                                    | 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   |   |     |     |
| <b>3.J Starting Out</b>            |  |               |            |            |       |   |     |     |
|                                    | 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   |   |     |     |
| <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                          | 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     |   |     |     |
| <b>4.M Striving Families</b>       |  |               |            |            |       |   |     |     |
|                                    | 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   |   |     |     |
| <b>4.N Poorer Pensioners</b>       |  |               |            |            |       |   |     |     |
|                                    | 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    |   |     |     |
| <b>5. Urban Adversity</b>          |  |               |            |            |       |   |     |     |
| <b>5.O Young Hardship</b>          |  |               |            |            |       |   |     |     |
|                                    | 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    |   |     |     |
| <b>5.P Struggling Estates</b>      |  |               |            |            |       |   |     |     |
|                                    | 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   |   |     |     |
| <b>5.Q Difficult Circumstances</b> |  |               |            |            |       |   |     |     |
|                                    | 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     |   |     |     |
| <b>6. Not Private Households</b>   |  |               |            |            |       |   |     |     |
| <b>6.R Not Private Households</b>  |  |               |            |            |       |   |     |     |
|                                    | 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     |   |     |     |
| <b>Total households</b>            |  | <b>10,492</b> |            |            |       |   |     |     |



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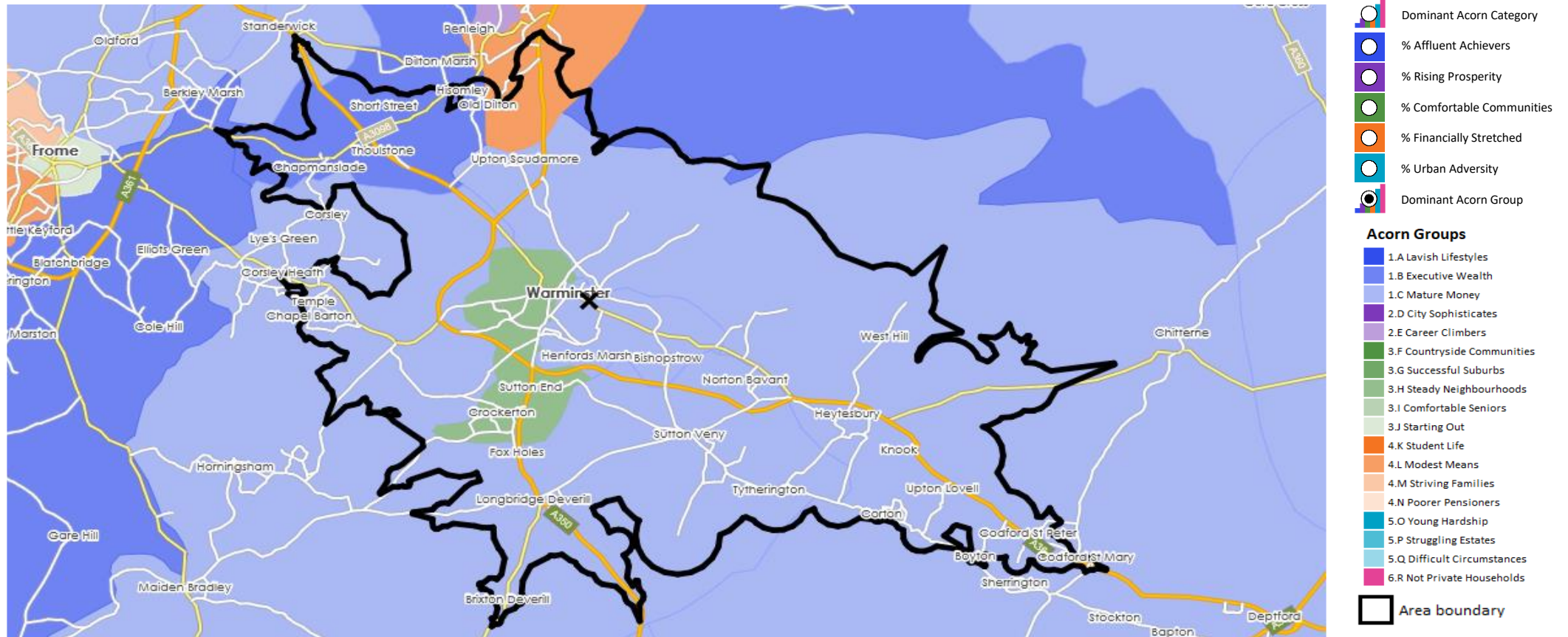
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_Rose &amp; CrownBA12 9BZ (15 min contour)



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## 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 |

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+

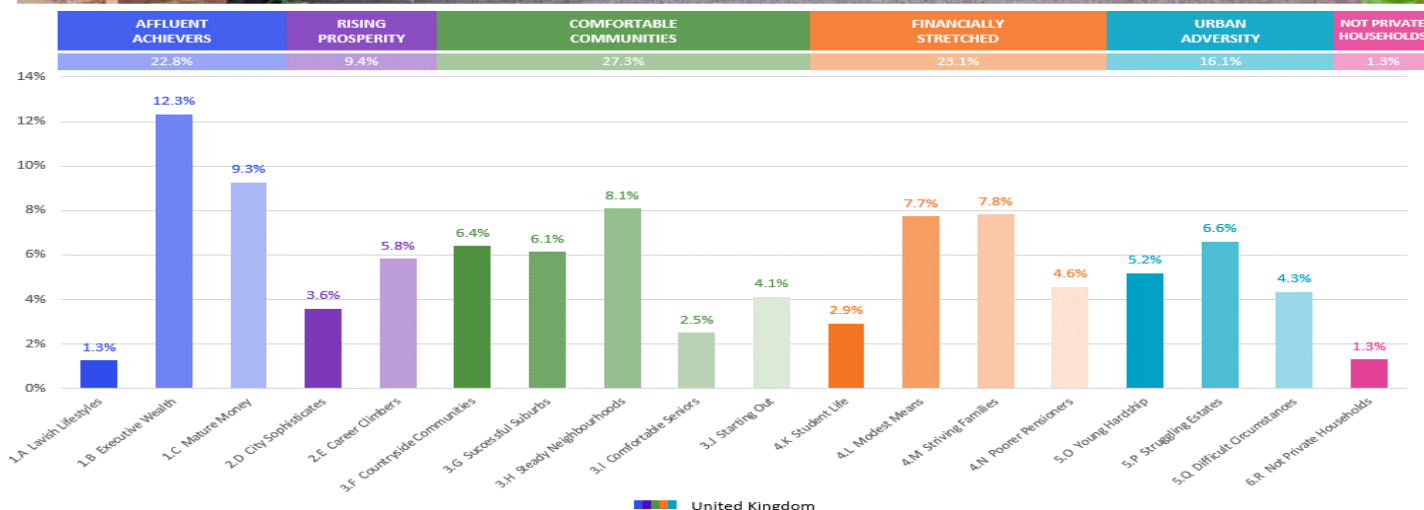
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

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<br>Pop (Area) | Per 1000<br>Pop (Base) | Index      | 0 | 100 | 200 |
|------------------|---------|------------------------|------------------------|------------|---|-----|-----|
| Pubs & Full On   | 25      | 105.2                  | 84.9                   | <b>124</b> |   |     |     |
| Proprietary Club | 1       | 4.2                    | 8.1                    | 52         |   |     |     |
| Registered Club  | 10      | 42.1                   | 29.9                   | <b>141</b> |   |     |     |
| Restaurant       | 9       | 37.9                   | 34.6                   | <b>109</b> |   |     |     |
| 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 9BZ |
| 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 |

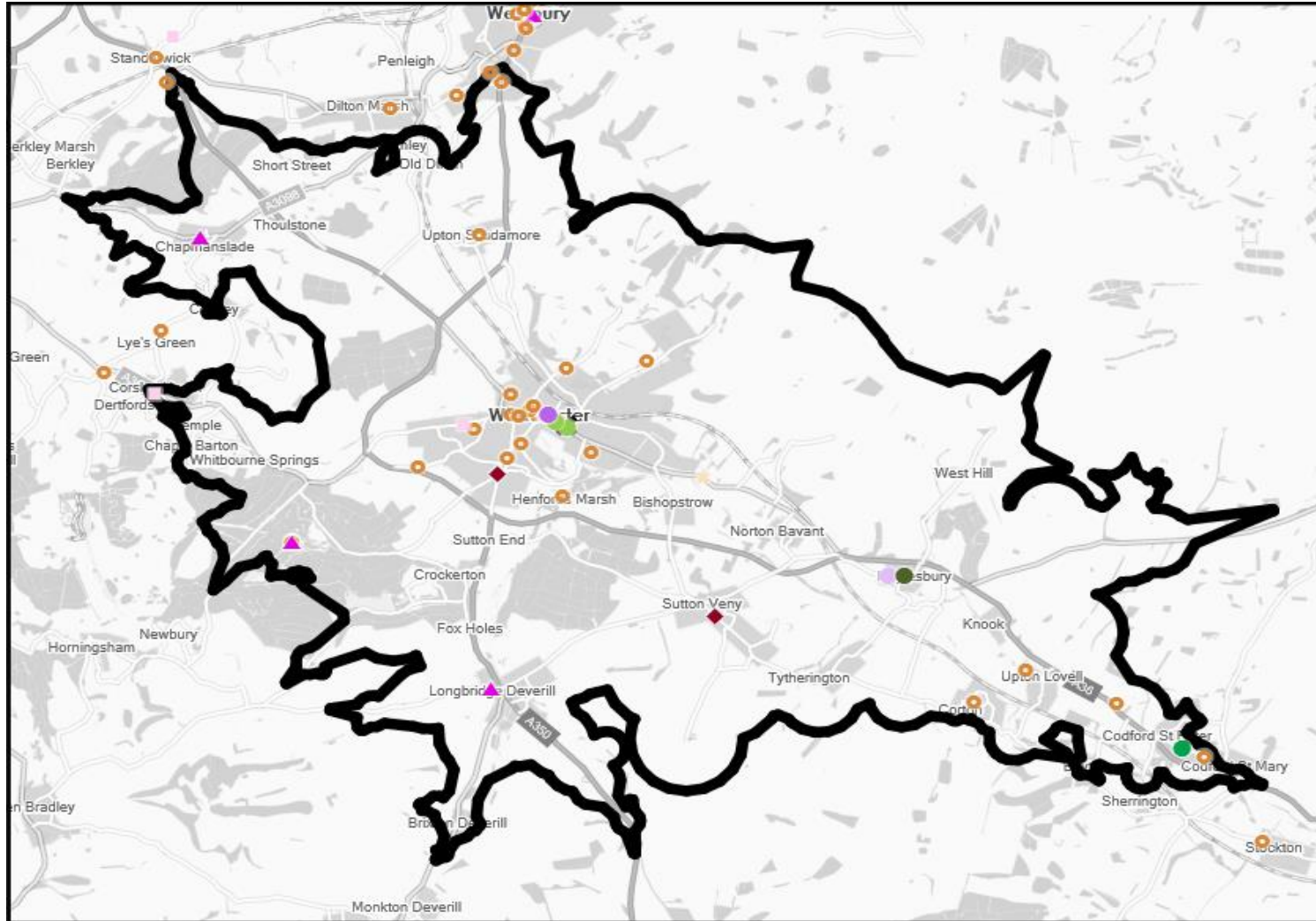


# MAP OF AREA

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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