

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Royal VictoriaLL19 7SG (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,278	23.2	22.0	106		
2 Rising Prosperity	78	1.4	10.1	14		
3 Comfortable Communities	2,972	54.1	26.2	206		
4 Financially Stretched	933	17.0	23.7	72		
5 Urban Adversity	235	4.3	17.6	24		
6 Not Private Households	2	0.0	0.3	11		

Graph

Total households 5,498

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Royal VictoriaLL19 7SG (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	715	13.0	11.2	116			
1.C	Mature Money	563	10.2	9.6	106			
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	4.0	0			
2.E	Career Climbers	78	1.4	6.2	23			
3. Comfortable Communities								
3.F	Countryside Communities	552	10.0	5.7	175			
3.G	Successful Suburbs	633	11.5	5.9	196			
3.H	Steady Neighbourhoods	732	13.3	7.4	181			
3.I	Comfortable Seniors	940	17.1	2.9	589			
3.J	Starting Out	115	2.1	4.3	48			
4. Financially Stretched								
4.K	Student Life	0	0.0	2.4	0			
4.L	Modest Means	313	5.7	7.9	72			
4.M	Striving Families	291	5.3	7.5	70			
4.N	Poorer Pensioners	329	6.0	5.9	101			
5. Urban Adversity								
5.O	Young Hardship	180	3.3	6.1	53			
5.P	Struggling Estates	0	0.0	6.1	0			
5.Q	Difficult Circumstances	55	1.0	5.3	19			
6. Not Private Households								
6.R	Not Private Households	2	0.0	0.3	11			
Total households		5,498						

Acorn Group Pen Portrait

3

I

Comfortable Seniors

1.3M
UK Adults

2.5%
of UK

Older people with sufficient investments and pensions for a secure future. These established communities are generally made up of retired and older empty nester couples. The majority will have paid off their mortgage and own their homes outright.

DEMOGRAPHICS

Age range
65+

Children at home
0

House tenure
Owned outright

Family structure
Single or Couple

Number of beds
2

House type
Semi-detached

BRANDS

SHOPPING

Bonmarché

shoezone

M&S

Dunelm

LEISURE

SMPLY FOOD

GREGGS

giardino

WEBSITES

comparethemarket

THE NATIONAL LOTTERY

NHS

BBC NEWS

DIGITAL

ATTITUDES

I worry about online security

57%

UK average: 55%

Shopping online makes my life easier

44%

UK average: 53%

I couldn't live without the internet on my mobile

20%

UK average: 34%

FINANCIAL PROFILE

Household Income

UK
£31k

London
£29k

Average: £40k

% Disposable Income

UK
60%

London
69%

Average: 44%

Financial situation

Running into debt

Saving a lot

KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **browse** for DIY products online

TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to **purchase** car insurance online

This group are more likely to **watch terrestrial TV** on a digital set

A B C D E F G H I J K L M N O P Q R

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WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Royal VictoriaLL19 7SG (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	596	10.8	2.6	415			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	101	1.8	2.2	83			
	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	18	0.3	1.6	20			
1.C Mature Money								
	1.C.10 Better-off villagers	87	1.6	3.0	53			
	1.C.11 Settled suburbia, older people	36	0.7	2.9	23			
	1.C.12 Retired and empty nesters	435	7.9	2.5	319			
	1.C.13 Upmarket downsizers	5	0.1	1.3	7			
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	78	1.4	1.9	75			
	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	10	0.2	1.1	17			
	3.F.23 Owner occupiers in small towns and villages	542	9.9	3.2	311			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	626	11.4	2.6	431			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	7	0.1	2.4	5			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	506	9.2	3.4	267			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	226	4.1	2.3	176			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	872	15.9	2.4	657			
	3.I.31 Elderly singles in purpose-built accommodation	68	1.2	0.5	252			
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	115	2.1	2.3	93			
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	170	3.1	1.4	220			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	111	2.0	2.6	77			
	4.L.39 Fading owner occupied terraces	32	0.6	2.9	20			
	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	0	0.0	1.7	0			
	4.M.43 Families in right-to-buy estates	291	5.3	2.1	255			
	4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	23	0.4	0.8	53			
	4.N.46 Elderly people in social rented flats	20	0.4	1.1	34			
	4.N.47 Low income older people in smaller semis	137	2.5	2.3	110			
	4.N.48 Pensioners and singles in social rented flats	149	2.7	1.8	154			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	39	0.7	2.1	33			
	5.O.50 Struggling younger people in mixed tenure	100	1.8	1.7	104			
	5.O.51 Young people in small, low cost terraces	41	0.7	2.3	33			
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	55	1.0	1.8	56			
	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	2	0.0	0.3	13			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		5,498						

CATEGORY

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WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Royal VictoriaLL19 7SG (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

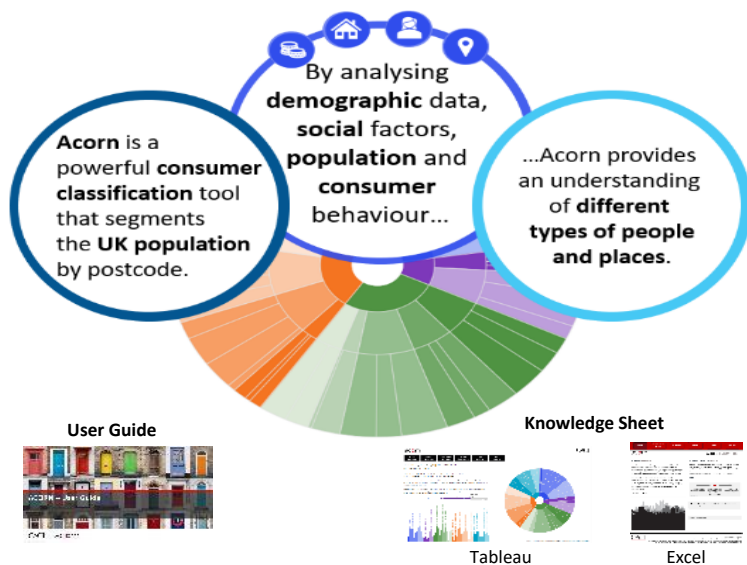
GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?

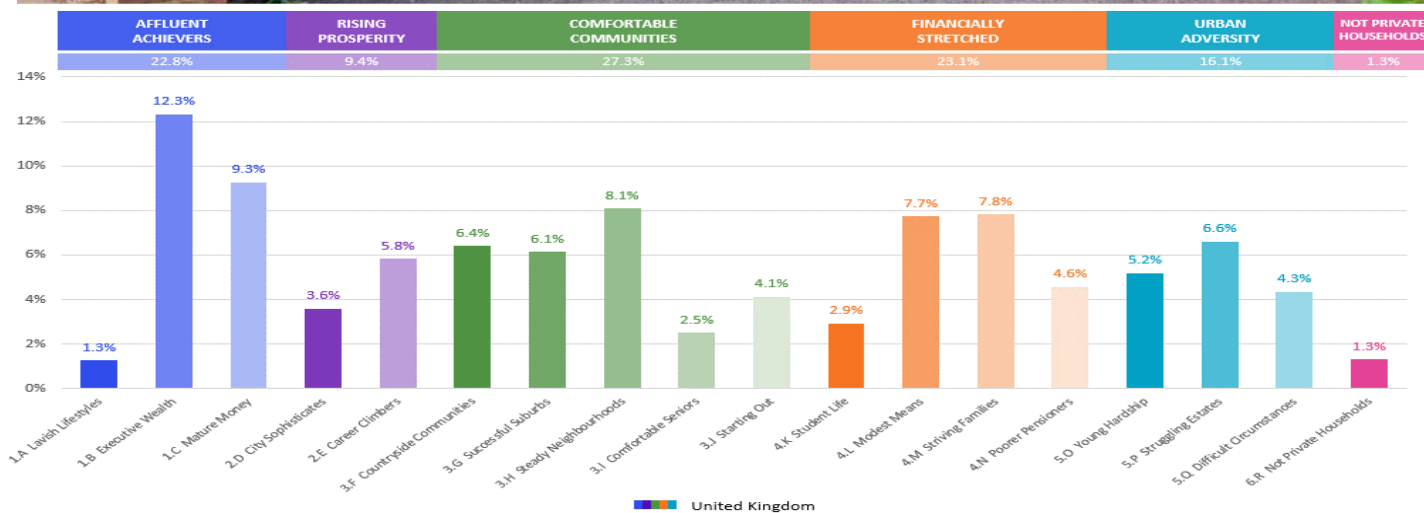
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6 CATEGORIES

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



CGA LICENCED PREMISES

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Area: ATLT_Royal VictoriaLL19 7SG (1 Mile contou

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	13	101.4	84.9	119			
Proprietary Club	3	23.4	8.1	288			
Registered Club	5	39.0	29.9	131			
Restaurant	7	54.6	34.6	158			
Residential	0	0.0	3.5	0			

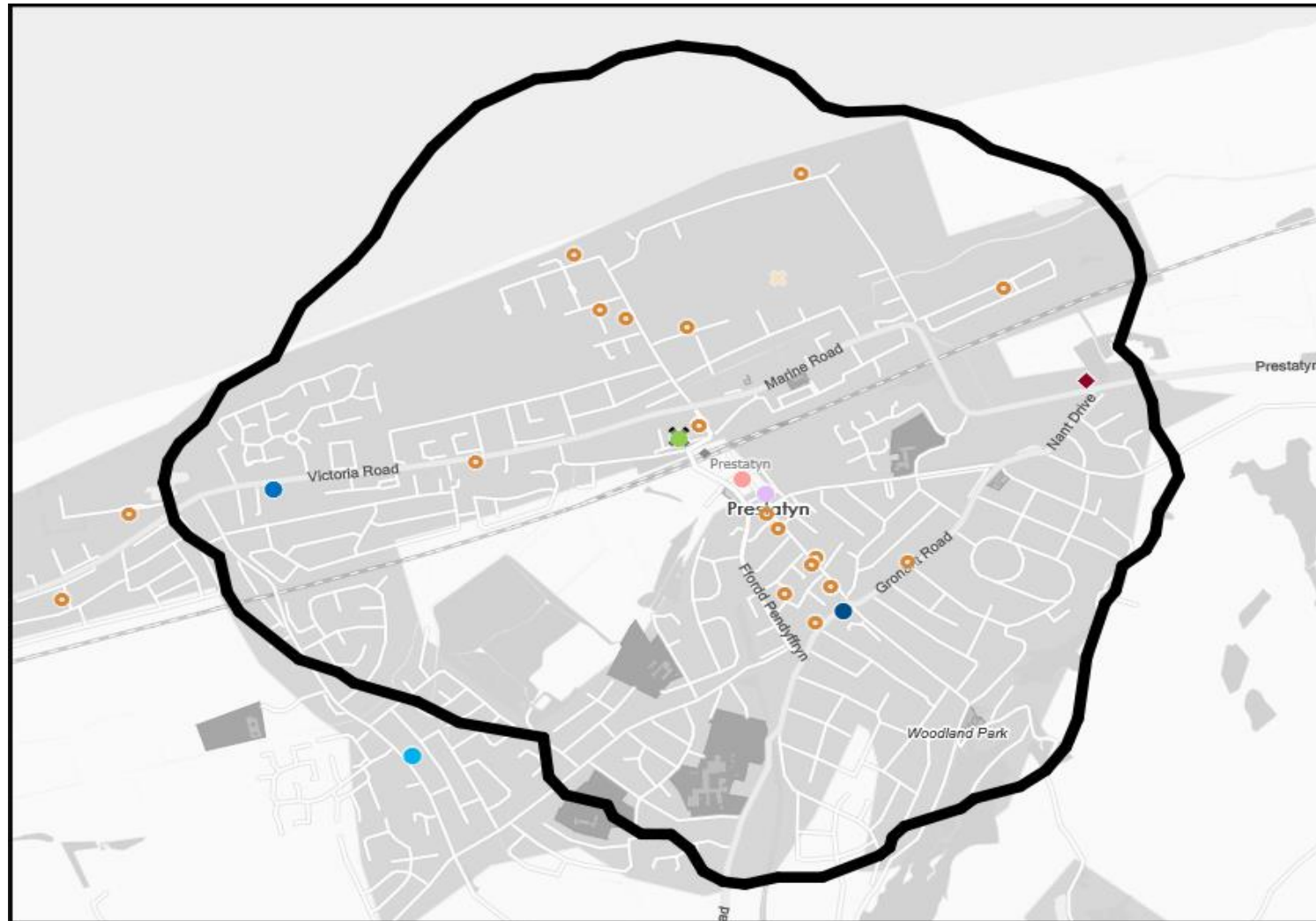
Name	Description	License Type	Owner Name	Postcode
Cross Foxes	Marston's	Pubs & Full On	Marston's	LL19 9SB
Royal Victoria Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL19 7SG
Suhail Tandoori	Independent Free	Proprietary Club	Independent Free	LL19 7ES
Central Beach Club	Independent Free	Proprietary Club	Independent Free	LL19 7ET
Sizzlers Bar	Independent Free	Restaurant	Independent Free	LL19 7EY
Prestatyn Golf Club	Independent Free	Registered Club	Independent Free	LL19 7HS
Pontins Holiday Park	Britannia Hotels	Proprietary Club	Britannia Hotels	LL19 7LA
Prestatyn Cricket Club	Independent Free	Registered Club	Independent Free	LL19 7LR
Pendyffryn	Independent Free	Registered Club	Independent Free	LL19 7SS
Ffrith Hotel	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	LL19 7UT
William Morgan	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL19 9AH
Cook House Pub & Carvery	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LL19 9BB
Prestatyn Constitutional Club	Independent Free	Registered Club	Independent Free	LL19 9DL
Nant Hall Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL19 9LD
Grand Hotel	Independent Free	Pubs & Full On	Independent Free	LL19 7LG
Archies	Independent Free	Pubs & Full On	Independent Free	LL19 9AS
Prestatyn Town Football Club	Independent Free	Registered Club	Independent Free	LL19 7LU
Halcyon Quest	Independent Free	Pubs & Full On	Independent Free	LL19 9DT
Bar 236	Independent Free	Pubs & Full On	Independent Free	LL19 9BP
Chynna Garden Restaurant	Independent Free	Restaurant	Independent Free	LL19 9BH
Rozis Tandoori House	Independent Free	Restaurant	Independent Free	LL19 9RT
Hideaway	Independent Free	Pubs & Full On	Independent Free	LL19 9AS
La Ricetta	Independent Free	Restaurant	Independent Free	LL19 9BP
Paanshee Restaurant	Independent Free	Restaurant	Independent Free	LL19 7ES
Ginger's Grill	Independent Free	Restaurant	Independent Free	LL19 9AH
Torello Lounge	Loungers	Pubs & Full On	Loungers	LL19 9AH
Origin	Independent Free	Pubs & Full On	Independent Free	LL19 9BW
Patagonia	Independent Free	Restaurant	Independent Free	LL19 9BE

MAP OF AREA

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Area: ATLT_Royal VictoriaLL19 7SG (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