

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Royal OakNN6 6DA (15 min contour)

Base: Great Britain

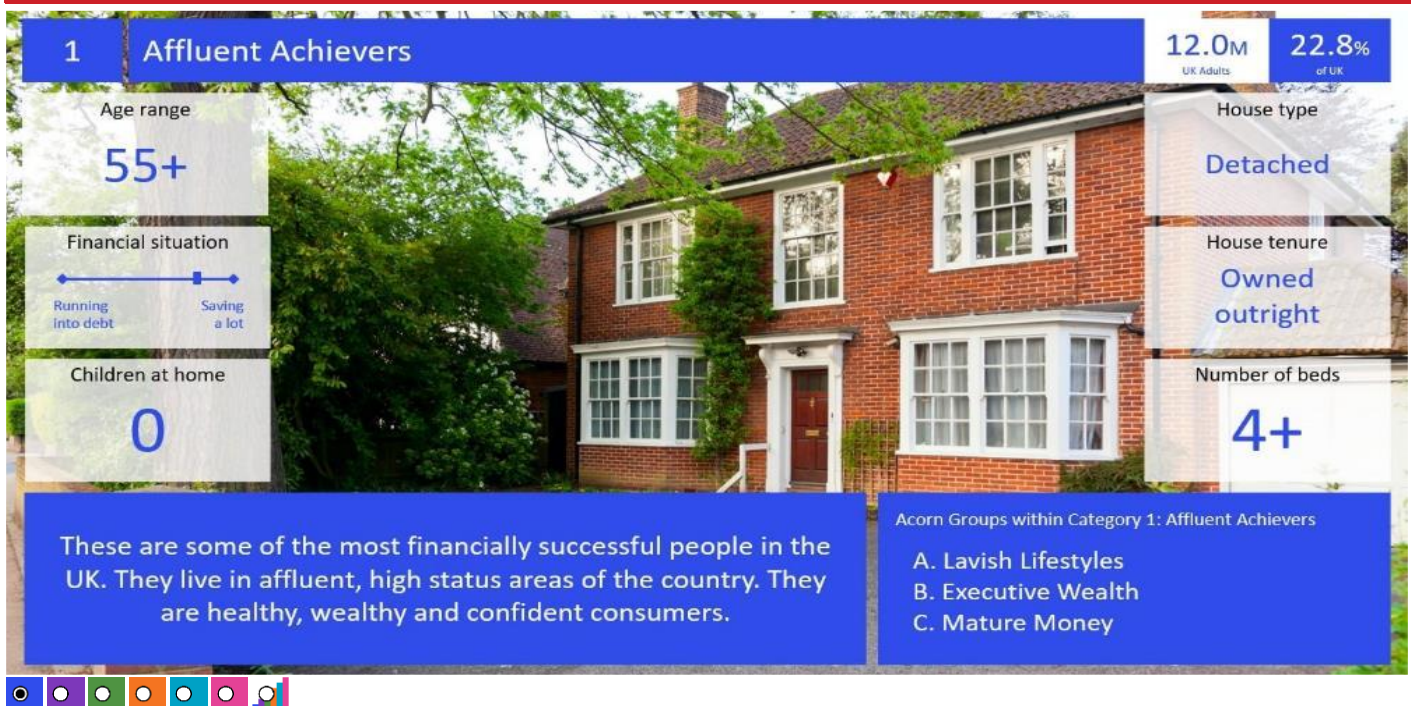
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	4,765	60.1	22.0	274			
2 Rising Prosperity	192	2.4	10.1	24			
3 Comfortable Communities	1,919	24.2	26.2	92			
4 Financially Stretched	939	11.8	23.7	50			
5 Urban Adversity	72	0.9	17.6	5			
6 Not Private Households	41	0.5	0.3	155			
Total households	7,928						



Graph

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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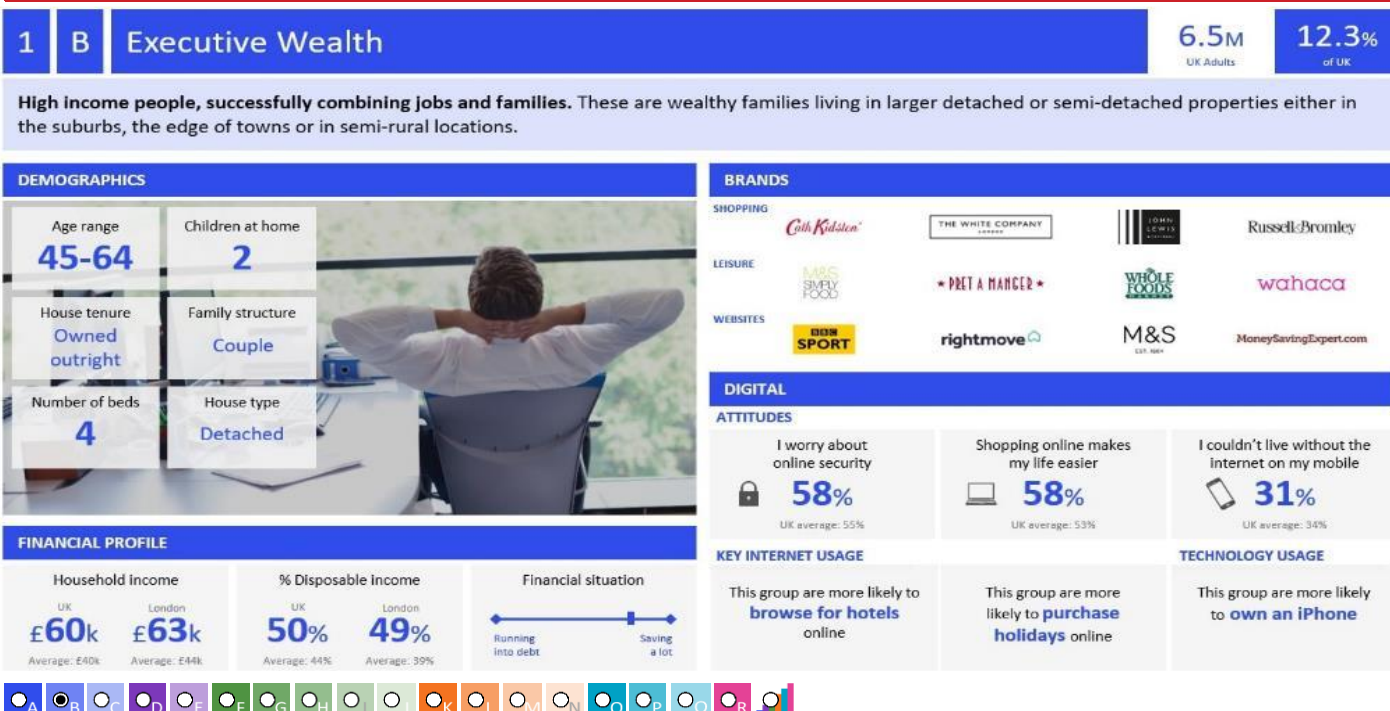
Area: ATLT_Royal OakNN6 6DA (15 min contour)

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	13	0.2	1.1	15			
1.B Executive Wealth	2,862	36.1	11.2	322			
1.C Mature Money	1,890	23.8	9.6	248			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	192	2.4	6.2	39			
3. Comfortable Communities							
3.F Countryside Communities	1,191	15.0	5.7	262			
3.G Successful Suburbs	373	4.7	5.9	80			
3.H Steady Neighbourhoods	237	3.0	7.4	41			
3.I Comfortable Seniors	86	1.1	2.9	37			
3.J Starting Out	32	0.4	4.3	9			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	192	2.4	7.9	31			
4.M Striving Families	557	7.0	7.5	93			
4.N Poorer Pensioners	190	2.4	5.9	41			
5. Urban Adversity							
5.O Young Hardship	23	0.3	6.1	5			
5.P Struggling Estates	8	0.1	6.1	2			
5.Q Difficult Circumstances	41	0.5	5.3	10			
6. Not Private Households							
6.R Not Private Households	41	0.5	0.3	155			
Total households	7,928						

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Royal OakNN6 6DA (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	13	0.2	0.9	19			
1.B Executive Wealth							
1.B.4 Asset rich families	186	2.3	2.6	90			
1.B.5 Wealthy countryside commuters	2,223	28.0	2.4	1,164			
1.B.6 Financially comfortable families	154	1.9	2.2	88			
1.B.7 Affluent professionals	5	0.1	0.9	7			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	294	3.7	1.6	229			
1.C Mature Money							
1.C.10 Better-off villagers	1,776	22.4	3.0	751			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	45	0.6	2.5	23			
1.C.13 Upmarket downsizers	69	0.9	1.3	67			
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	183	2.3	1.9	123			
2.E.19 First time buyers in small, modern homes	9	0.1	3.3	3			
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	394	5.0	1.5	332			
3.F.22 Older couples and families in rural areas	93	1.2	1.1	110			
3.F.23 Owner occupiers in small towns and villages	704	8.9	3.2	280			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	139	1.8	2.6	66			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	234	3.0	2.4	122			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	237	3.0	2.3	128			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	86	1.1	2.4	45			
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	32	0.4	2.3	18			
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	51	0.6	1.4	46			
4.L.38 Semi-skilled workers in traditional neighbourhoods	141	1.8	2.6	68			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	557	7.0	1.6	440			
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	0	0.0	2.1	0			
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	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	24	0.3	1.1	28			
4.N.47 Low income older people in smaller semis	158	2.0	2.3	88			
4.N.48 Pensioners and singles in social rented flats	8	0.1	1.8	6			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.1	0			
5.O.50 Struggling younger people in mixed tenure	23	0.3	1.7	17			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	8	0.1	1.6	6			
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	41	0.5	1.5	34			
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	12	0.2	0.1	260			
6.R.61 Inactive communal population	29	0.4	0.3	133			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,928						

CATEGORY

GROUP

TYPE

MAP

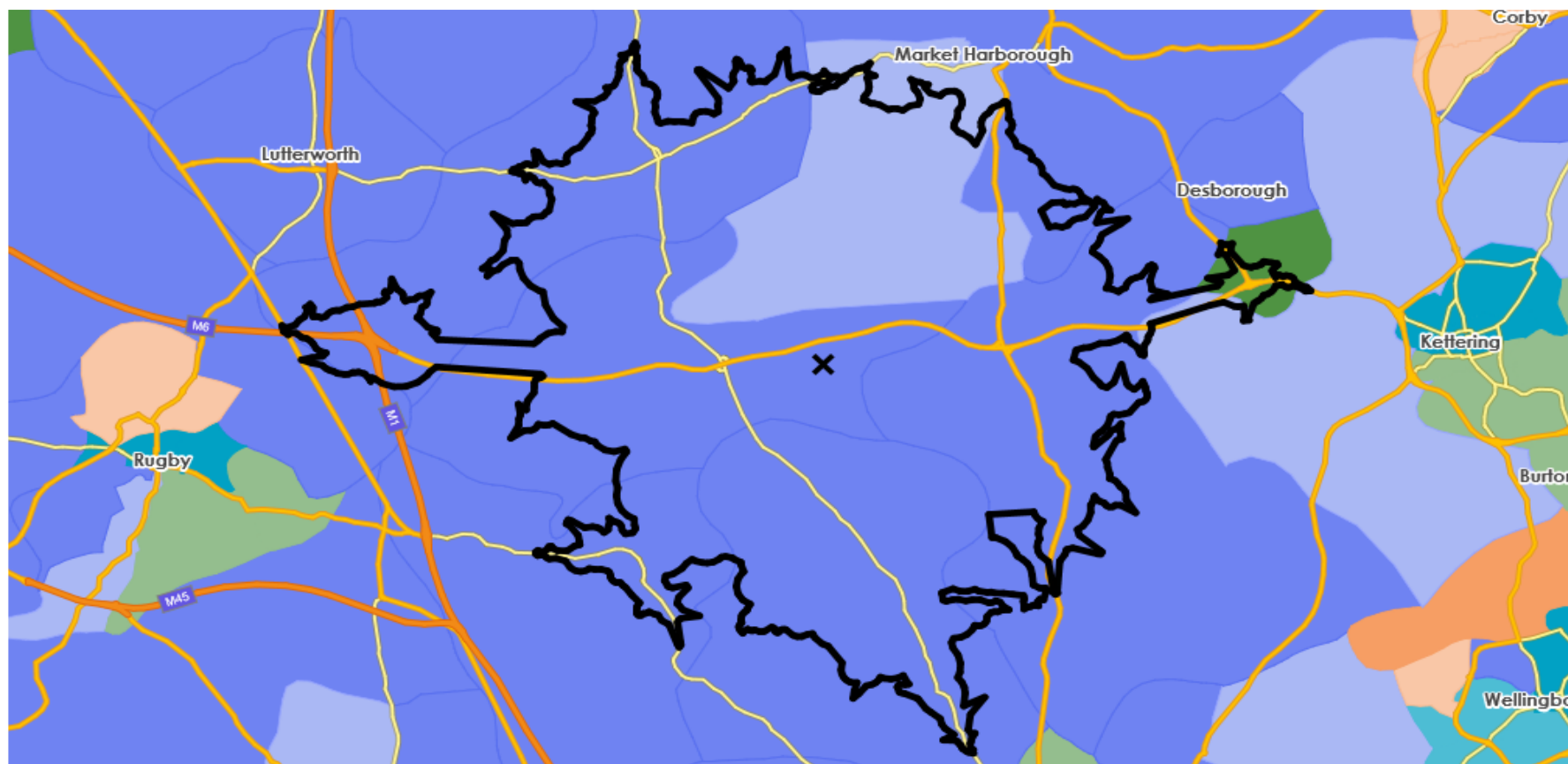
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_Royal OakNN6 6DA (15 min contour)

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Source: OS Open Data 2018



- 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

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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+

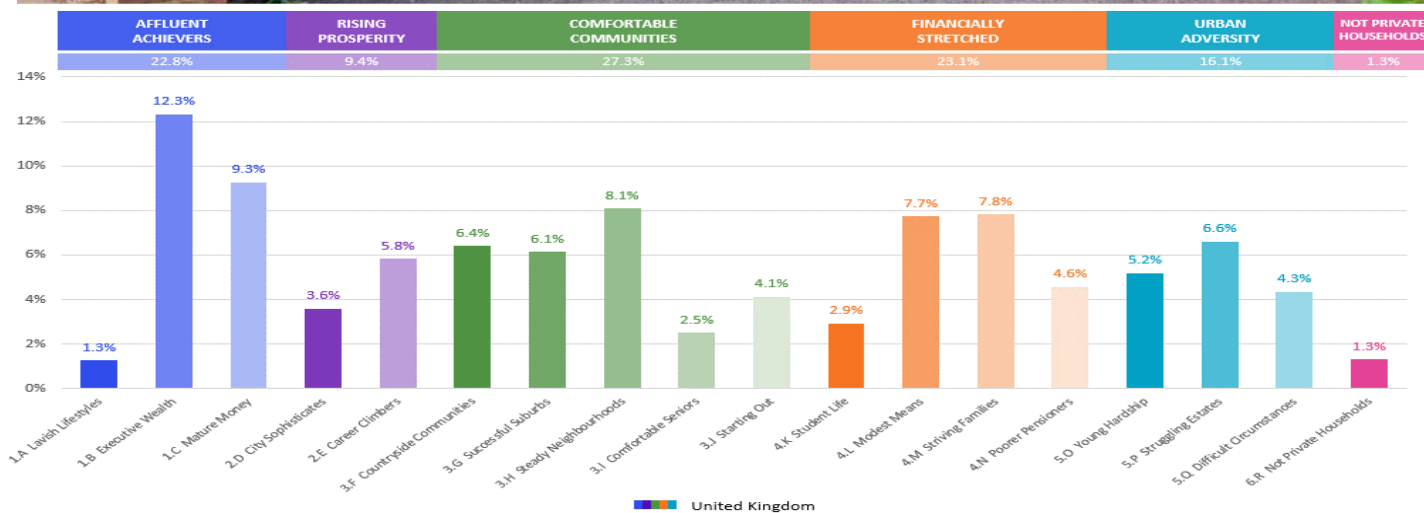
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

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_Royal OakNN6 6DA (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	23	118.0	84.9	139			
Proprietary Club	0	0.0	8.1	0			
Registered Club	10	51.3	29.9	172			
Restaurant	3	15.4	34.6	44			
Residential	2	10.3	3.5	296			

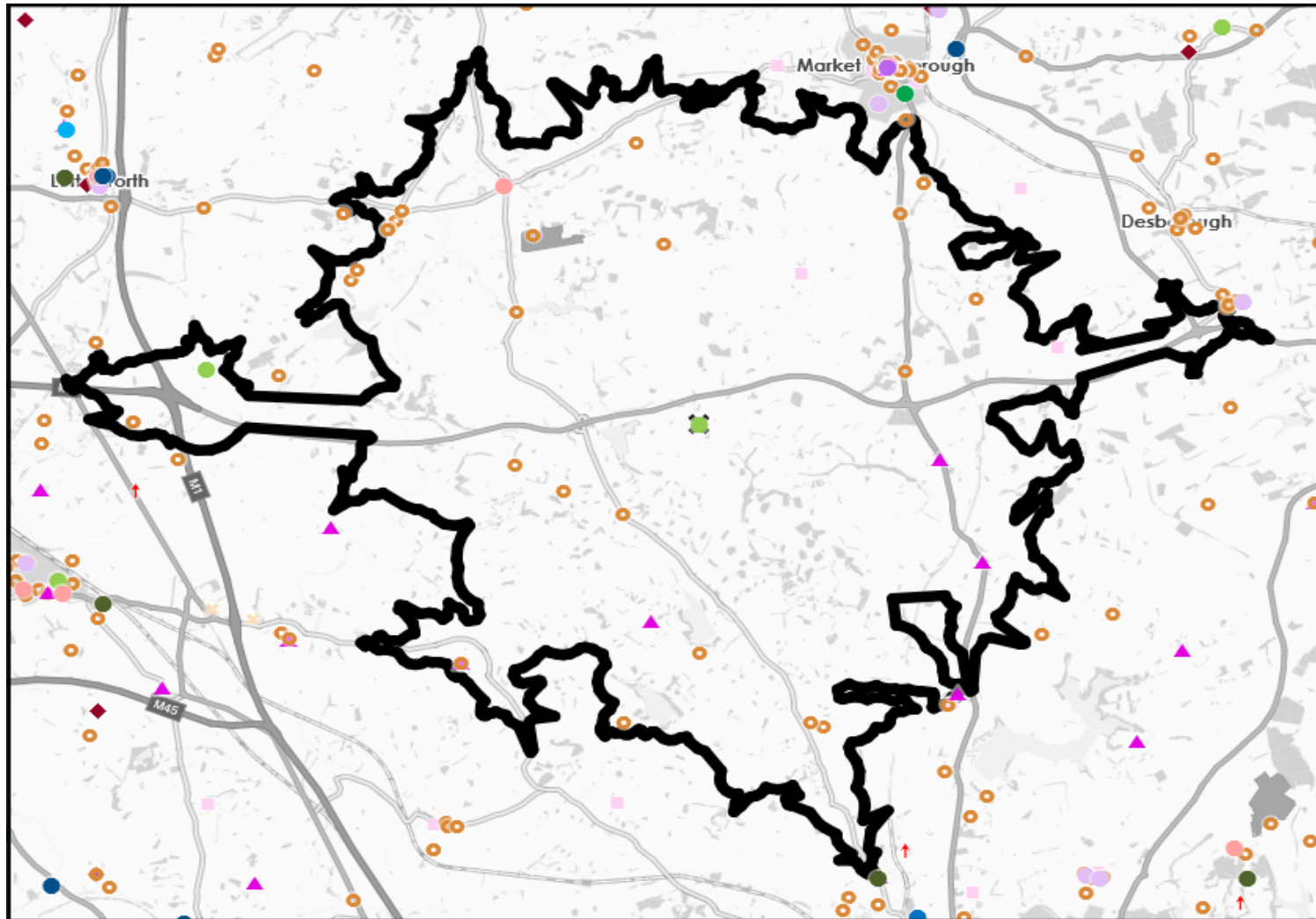
Name	Description	License Type	Owner Name	Postcode
Bulls Head	Independent Free	Pubs & Full On	Independent Free	LE16 8JZ
Market Harborough Golf Club	Independent Free	Registered Club	Independent Free	LE16 8NB
George	Independent Free	Pubs & Full On	Independent Free	LE16 8NA
Bulls Head	Everards	Pubs & Full On	Everards	LE16 9RT
Red Lion	Independent Free	Pubs & Full On	Independent Free	LE16 9UD
North Kilworth Sports Club	Independent Free	Registered Club	Independent Free	LE17 6HE
Chequers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE17 6BL
Cherry Tree	Independent Free	Pubs & Full On	Independent Free	LE17 6DB
White Hart	Independent Free	Pubs & Full On	Independent Free	LE17 6DN
White Lion	Independent Free	Pubs & Full On	Independent Free	LE17 6EP
Coventry Gliding Club	Independent Free	Registered Club	Independent Free	LE17 6JJ
Bell Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE17 6JZ
Pytchley Hotel	Independent Free	Pubs & Full On	Independent Free	NN 6 7AP
Crown	Wellington	Pubs & Full On	Wellington	NN 6 7AP
Fitzgerald Arms	Independent Free	Pubs & Full On	Independent Free	NN 6 6DA
Royal Oak	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NN 6 6DA
Cold Ashby Golf Club	Independent Free	Registered Club	Independent Free	NN 6 6EP
Wharf House Inn Hotel	Independent Free	Pubs & Full On	Independent Free	NN 6 6JQ
Chequers	Independent Free	Pubs & Full On	Independent Free	NN 6 8EP
Kings Head	Independent Free	Pubs & Full On	Independent Free	NN 6 8HH
Witch & Sow	Wellington	Pubs & Full On	Wellington	NN 6 8PY
Hollowell Sailing Club	Independent Free	Registered Club	Independent Free	NN 6 8RN
Red Lion	Independent Free	Pubs & Full On	Independent Free	NN 6 8SJ
Coach & Horses	Wellington	Pubs & Full On	Wellington	NN 6 9BX
Purple Ivy	Independent Free	Restaurant	Independent Free	NN 6 9DL
Stags Head	Wellington	Pubs & Full On	Wellington	NN 6 9JA
Tollemache Arms	Wells & Co	Pubs & Full On	Wells & Co	NN 6 9NU
Sprattan Recreation Ground	Independent Free	Registered Club	Independent Free	NN 6 8HW
Lamport Swan	McManus Pub Company Limited	Pubs & Full On	McManus Pub Company Limited	NN 6 9EZ
Kilworth Springs Golf Club	Independent Free	Registered Club	Independent Free	LE17 6HJ
Hothorpe Hall Hotel	Independent Free	Residential	Independent Free	LE17 6QX
Kelmarsh Hall	Independent Free	Pubs & Full On	Independent Free	NN 6 9LY
Manor Farm Shop	Independent Free	Restaurant	Independent Free	LE17 6DB
Waterloo Farm Leisure	Independent Free	Residential	Independent Free	LE16 8NB
South Kilworth Village Hall	Independent Free	Registered Club	Independent Free	LE17 6DS
North Kilworth Bowls Club	Independent Free	Registered Club	Independent Free	LE17 6HG
Cold Ashby Playing Field	Independent Free	Registered Club	Independent Free	NN 6 6EG
Attic	Independent Free	Restaurant	Independent Free	LE17 6HE

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLTL_Royal OakNN6 6DA (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

- ◆ Other
- ✕ Site Location
- Boundary