

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Sir Audley ArmsSN14 ODY (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,089	13.1	22.0	59		
2 Rising Prosperity	509	6.1	10.1	60		
3 Comfortable Communities	2,714	32.5	26.2	124		
4 Financially Stretched	2,316	27.8	23.7	117		
5 Urban Adversity	1,643	19.7	17.6	112		
6 Not Private Households	68	0.8	0.3	245		
Graph						
Total households		8,339				

Acorn Category Pen Portrait



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Area: ATLT_Sir Audley ArmsSN14 ODY (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	602	7.2	11.2	64			
1.C Mature Money	487	5.8	9.6	61			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	509	6.1	6.2	99			
3. Comfortable Communities							
3.F Countryside Communities	158	1.9	5.7	33			
3.G Successful Suburbs	752	9.0	5.9	153			
3.H Steady Neighbourhoods	926	11.1	7.4	151			
3.I Comfortable Seniors	344	4.1	2.9	142			
3.J Starting Out	534	6.4	4.3	147			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	726	8.7	7.9	110			
4.M Striving Families	1,070	12.8	7.5	170			
4.N Poorer Pensioners	520	6.2	5.9	106			
5. Urban Adversity							
5.O Young Hardship	605	7.3	6.1	118			
5.P Struggling Estates	234	2.8	6.1	46			
5.Q Difficult Circumstances	804	9.6	5.3	180			
6. Not Private Households							
6.R Not Private Households	68	0.8	0.3	245			
Total households	8,339						

Acorn Group Pen Portrait

4

M

Striving Families

4.1M
UK Adults

7.8%
of UK

Struggling families on limited incomes in urban areas. These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

DEMOGRAPHICS

Age range

25-44

Children at home

3+

House tenure

Social renting

Family structure

Single parent

Number of beds

3

House type

Semi-detached or terraced

BRANDS

SHOPPING

Primark

Peacocks

Savers

LEISURE

Burger King

McDonald's

Greggs

WEBSITES

eBay

sky

very

hotukdeals

DIGITAL

ATTITUDES

I worry about online security

54%

UK average: 55%

Shopping online makes my life easier

49%

UK average: 53%

I couldn't live without the internet on my mobile

32%

UK average: 34%

KEY INTERNET USAGE

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

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

This group are more likely to **watch TV on demand on a mobile**

FINANCIAL PROFILE

Household Income

UK: £32k, London: £37k

Average: £40k, Average: £44k

% Disposable Income

UK: 41%, London: 37%

Average: 44%, Average: 39%

Financial situation

Running into debt to Saving a lot

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_Sir Audley ArmsSN14 ODY (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	114	1.4	2.6	52			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	186	2.2	2.2	101			
	1.B.7 Affluent professionals	7	0.1	0.9	10			
	1.B.8 Prosperous suburban families	99	1.2	1.5	77			
	1.B.9 Well-off edge of towners	196	2.4	1.6	145			
1.C Mature Money								
	1.C.10 Better-off villagers	17	0.2	3.0	7			
	1.C.11 Settled suburbia, older people	337	4.0	2.9	141			
	1.C.12 Retired and empty nesters	117	1.4	2.5	57			
	1.C.13 Upmarket downsizers	16	0.2	1.3	15			
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	83	1.0	1.9	53			
	2.E.19 First time buyers in small, modern homes	426	5.1	3.3	156			
	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	158	1.9	3.2	60			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	459	5.5	2.6	209			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	293	3.5	2.4	145			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	366	4.4	3.4	128			
	3.H.28 Owner occupied terraces, average income	115	1.4	1.6	87			
	3.H.29 Established suburbs, older families	445	5.3	2.3	229			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	225	2.7	2.4	112			
	3.I.31 Elderly singles in purpose-built accommodation	119	1.4	0.5	291			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	306	3.7	2.1	175			
	3.J.33 Smaller houses and starter homes	228	2.7	2.3	121			
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	291	3.5	1.4	248			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	200	2.4	2.6	91			
	4.L.39 Fading owner occupied terraces	235	2.8	2.9	98			
	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	26	0.3	1.6	20			
	4.M.42 Struggling young families in post-war terraces	412	4.9	1.7	295			
	4.M.43 Families in right-to-buy estates	391	4.7	2.1	226			
	4.M.44 Post-war estates, limited means	241	2.9	2.2	131			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	83	1.0	0.8	127			
	4.N.46 Elderly people in social rented flats	162	1.9	1.1	179			
	4.N.47 Low income older people in smaller semis	201	2.4	2.3	106			
	4.N.48 Pensioners and singles in social rented flats	74	0.9	1.8	50			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	386	4.6	2.1	216			
	5.O.50 Struggling younger people in mixed tenure	219	2.6	1.7	150			
	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	138	1.7	1.6	102			
	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	96	1.2	1.6	70			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	343	4.1	1.5	271			
	5.Q.58 Singles and young families, some receiving benefits	121	1.5	1.8	81			
	5.Q.59 Deprived areas and high-rise flats	340	4.1	2.0	200			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	13	0.2	0.1	268			
	6.R.61 Inactive communal population	55	0.7	0.3	240			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		8,339						

CATEGORY

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MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_Sir Audley ArmsSN14 0DY (1 Mile 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

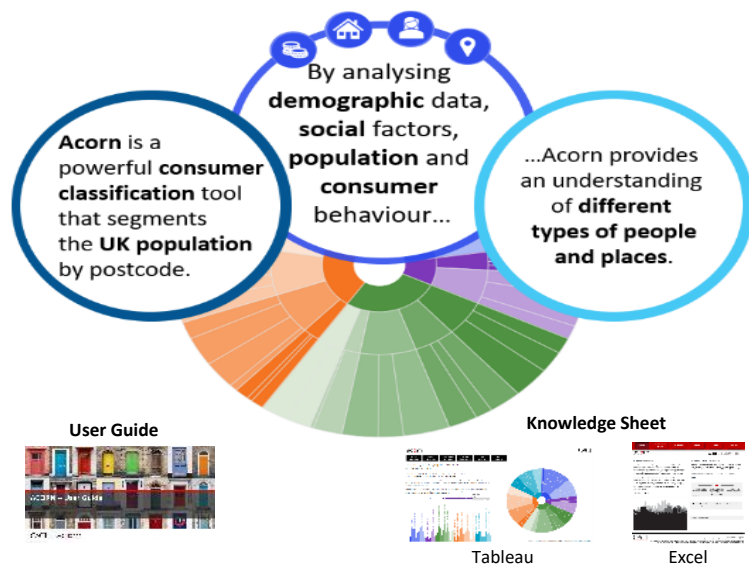
GROUP

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
	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+

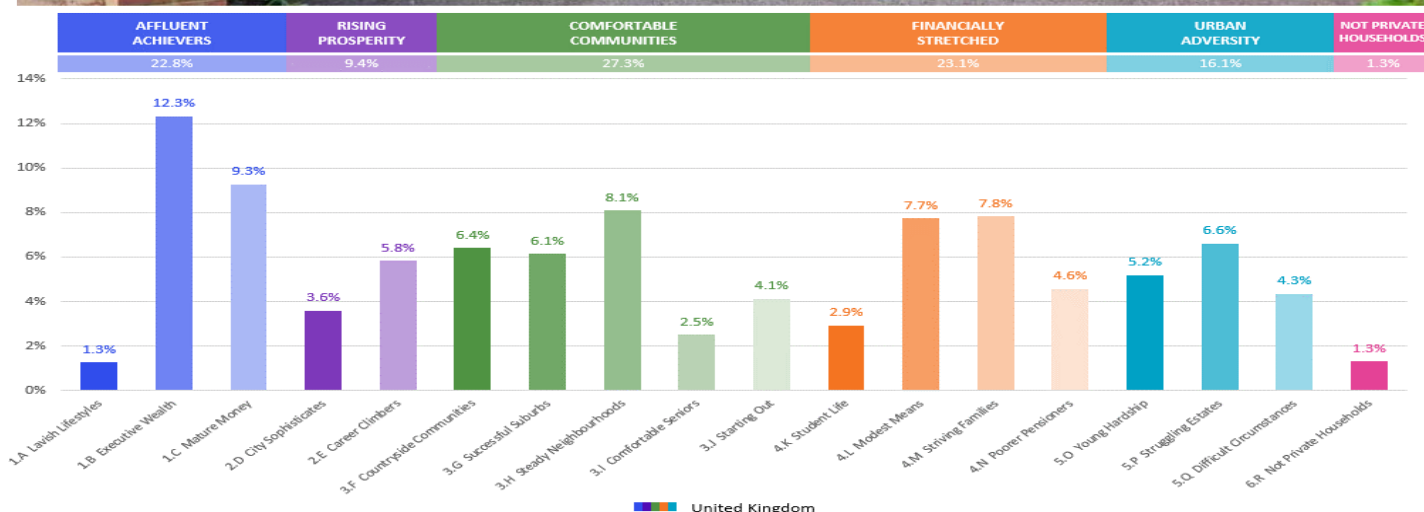
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

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_Sir Audley ArmsSN14 ODY (1 Mile cont

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	18	94.5	84.9	111			
Proprietary Club	3	15.8	8.1	194			
Registered Club	8	42.0	29.9	141			
Restaurant	7	36.8	34.6	106			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Fortune Inn	Independent Free	Restaurant	Independent Free	SN14 ODA
Sir Audley Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SN14 ODY
Kingfisher	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	SN14 OJL
Rotary Hall	Independent Free	Registered Club	Independent Free	SN15 1EG
Black Horse	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SN15 1ES
Chippenham District Constitutional	Independent Free	Registered Club	Independent Free	SN15 1HB
Old Road Tavern	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SN15 1JA
Chippenham Town Football Club	Independent Free	Registered Club	Independent Free	SN15 1NG
Chippenham Sports Club	Independent Free	Registered Club	Independent Free	SN15 1NG
Chippenham Park Bowls Club	Independent Free	Registered Club	Independent Free	SN15 1PA
Tale Of Spice	Stonegate Pub Company	Restaurant	Stonegate Pub Company	SN15 1QA
Rowden Arms	Greene King	Pubs & Full On	Greene King	SN15 2AW
Gladstone Arms	Unknown	Pubs & Full On	Unknown	SN15 3BW
Taj Mahal	Independent Free	Restaurant	Independent Free	SN15 3DD
Angel Hotel	Independent Free	Pubs & Full On	Independent Free	SN15 3HD
Rose & Crown	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SN15 3HW
Olympiad Leisure Centre	Independent Free	Proprietary Club	Independent Free	SN15 3PE
Cocklebury Club	Independent Free	Registered Club	Independent Free	SN15 3PZ
Woods Sports Bar	Independent Free	Proprietary Club	Independent Free	SN15 1SB
Three Crowns Inn	Independent Free	Pubs & Full On	Independent Free	SN15 3DB
Flying Monk Tavern	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SN15 3HD
Bridge House	Wetherspoon	Pubs & Full On	Wetherspoon	SN15 3WL
Raj	Independent Free	Restaurant	Independent Free	SN15 1EG
Neeld Hall	Independent Free	Pubs & Full On	Independent Free	SN15 3WL
Athena	Independent Free	Restaurant	Independent Free	SN15 1ES
E11evn	Independent Free	Proprietary Club	Independent Free	SN15 1HA
Brunel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SN15 1ES
North Wilts Indoor Bowling Club	Independent Free	Registered Club	Independent Free	SN14 0LZ
Monkton Park Par 3 Golf Course	Independent Free	Registered Club	Independent Free	SN15 3PE
Rivo Lounge	Loungers	Pubs & Full On	Loungers	SN15 1EX
Prezzo	Prezzo plc	Restaurant	Prezzo plc	SN15 1ES
Grounded	Grounded	Restaurant	Grounded	SN15 2BB
Chippenham Town Hall	Independent Free	Pubs & Full On	Independent Free	SN15 3ER
Prince Of Wales	Independent Free	Pubs & Full On	Independent Free	SN15 1EG
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	SN15 1JB
Cause Music And Arts Centre	Independent Free	Pubs & Full On	Independent Free	SN15 3DD

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Sir Audley ArmsSN14 0DY (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