

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_SwanCM7 1UL (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	646	6.8	22.0	31		
2 Rising Prosperity	498	5.2	10.1	51		
3 Comfortable Communities	3,375	35.3	26.2	135		
4 Financially Stretched	2,068	21.6	23.7	91		
5 Urban Adversity	2,902	30.4	17.6	172		
6 Not Private Households	72	0.8	0.3	226		
Graph						
Total households		9,561				

Acorn Category Pen Portrait



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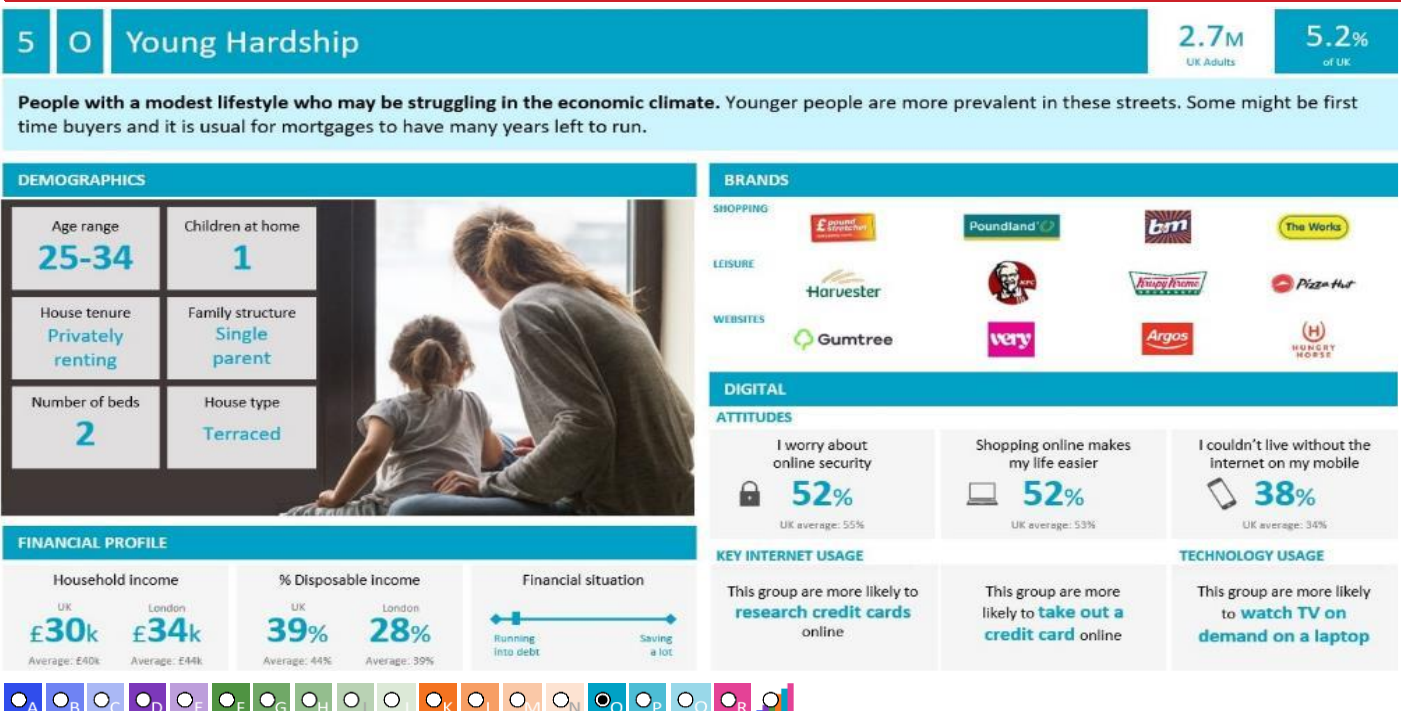
Area: ATLT_SwanCM7 1UL (1 Mile contour)

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	557	5.8	11.2	52		
1.C Mature Money	89	0.9	9.6	10		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	498	5.2	6.2	84		
3. Comfortable Communities						
3.F Countryside Communities	3	0.0	5.7	1		
3.G Successful Suburbs	598	6.3	5.9	106		
3.H Steady Neighbourhoods	1,482	15.5	7.4	211		
3.I Comfortable Seniors	231	2.4	2.9	83		
3.J Starting Out	1,061	11.1	4.3	255		
4. Financially Stretched						
4.K Student Life	4	0.0	2.4	2		
4.L Modest Means	725	7.6	7.9	96		
4.M Striving Families	655	6.9	7.5	91		
4.N Poorer Pensioners	684	7.2	5.9	121		
5. Urban Adversity						
5.O Young Hardship	1,826	19.1	6.1	311		
5.P Struggling Estates	302	3.2	6.1	52		
5.Q Difficult Circumstances	774	8.1	5.3	151		
6. Not Private Households						
6.R Not Private Households	72	0.8	0.3	226		
Total households	9,561					

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_SwanCM7 1UL (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	229	2.4	2.6	92			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	193	2.0	2.2	92			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	12	0.1	1.5	8			
	1.B.9 Well-off edge of towners	123	1.3	1.6	80			
1.C Mature Money								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	14	0.1	2.9	5			
	1.C.12 Retired and empty nesters	46	0.5	2.5	19			
	1.C.13 Upmarket downsizers	29	0.3	1.3	23			
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	140	1.5	1.9	78			
	2.E.19 First time buyers in small, modern homes	358	3.7	3.3	114			
	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	3	0.0	3.2	1			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	485	5.1	2.6	192			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	113	1.2	2.4	49			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	667	7.0	3.4	203			
	3.H.28 Owner occupied terraces, average income	163	1.7	1.6	108			
	3.H.29 Established suburbs, older families	652	6.8	2.3	293			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	104	1.1	2.4	45			
	3.I.31 Elderly singles in purpose-built accommodation	127	1.3	0.5	271			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	376	3.9	2.1	188			
	3.J.33 Smaller houses and starter homes	685	7.2	2.3	318			
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	4	0.0	1.7	2			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	149	1.6	1.4	111			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	492	5.1	2.6	196			
	4.L.39 Fading owner occupied terraces	84	0.9	2.9	31			
	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	52	0.5	1.6	34			
	4.M.42 Struggling young families in post-war terraces	129	1.3	1.7	81			
	4.M.43 Families in right-to-buy estates	411	4.3	2.1	207			
	4.M.44 Post-war estates, limited means	63	0.7	2.2	30			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	62	0.6	0.8	83			
	4.N.46 Elderly people in social rented flats	93	1.0	1.1	90			
	4.N.47 Low income older people in smaller semis	315	3.3	2.3	145			
	4.N.48 Pensioners and singles in social rented flats	214	2.2	1.8	127			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	1,047	11.0	2.1	510			
	5.O.50 Struggling younger people in mixed tenure	702	7.3	1.7	420			
	5.O.51 Young people in small, low cost terraces	77	0.8	2.3	36			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	103	1.1	1.6	66			
	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	199	2.1	1.6	126			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	327	3.4	1.5	225			
	5.Q.58 Singles and young families, some receiving benefits	55	0.6	1.8	32			
	5.Q.59 Deprived areas and high-rise flats	392	4.1	2.0	201			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	9	0.1	0.1	162			
	6.R.61 Inactive communal population	63	0.7	0.3	240			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		9,561						

CATEGORY

GROUP

TYPE

MAP

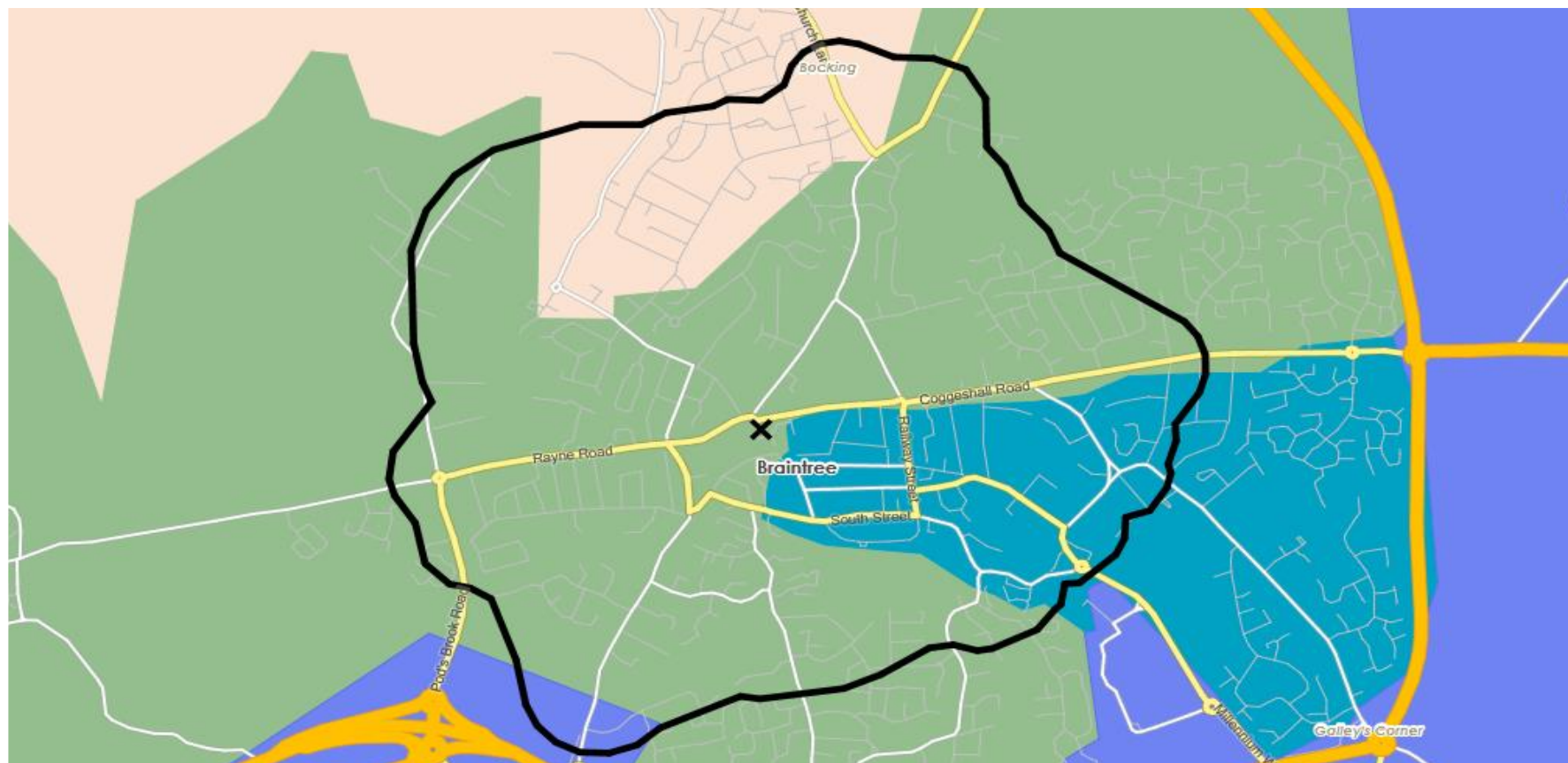
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_SwanCM7 1UL (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

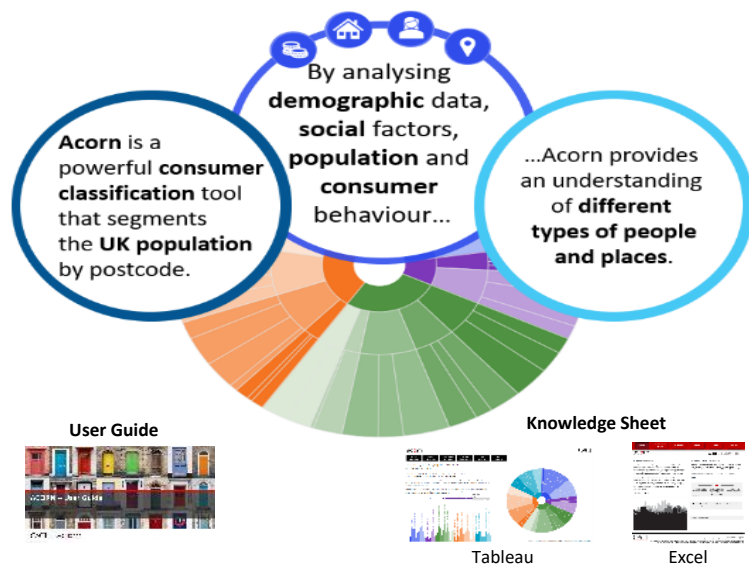
GROUP

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
	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+

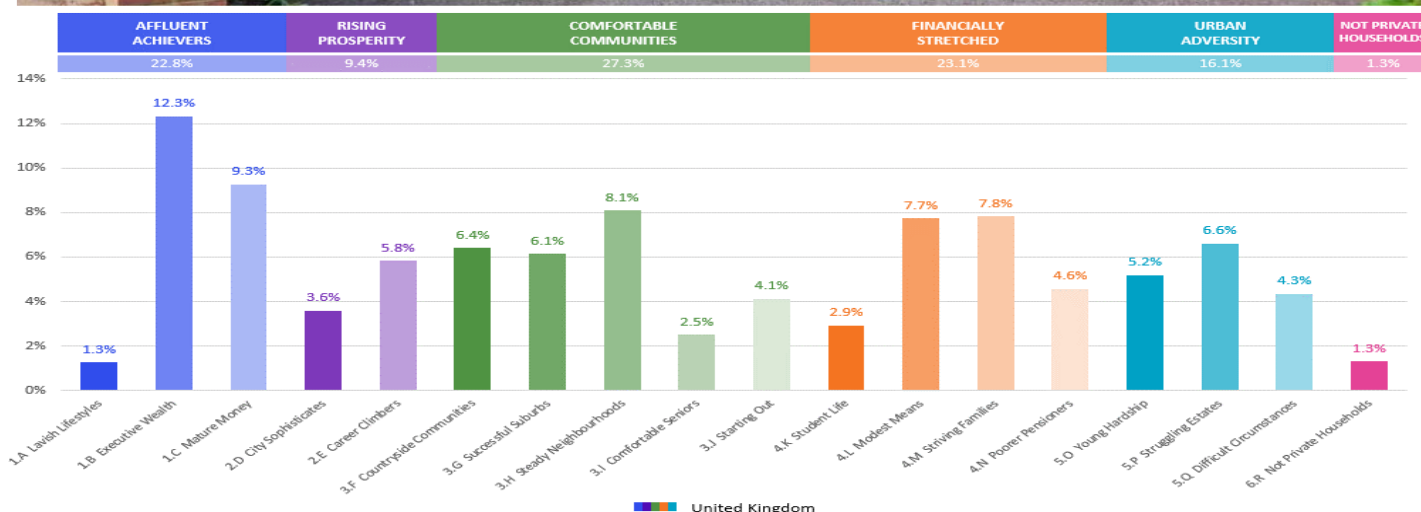
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

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_SwanCM7 1UL (1 Mile contour)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	13	62.3	84.9	73			
Proprietary Club	3	14.4	8.1	177			
Registered Club	5	24.0	29.9	80			
Restaurant	8	38.3	34.6	111			
Residential	0	0.0	3.5	0			

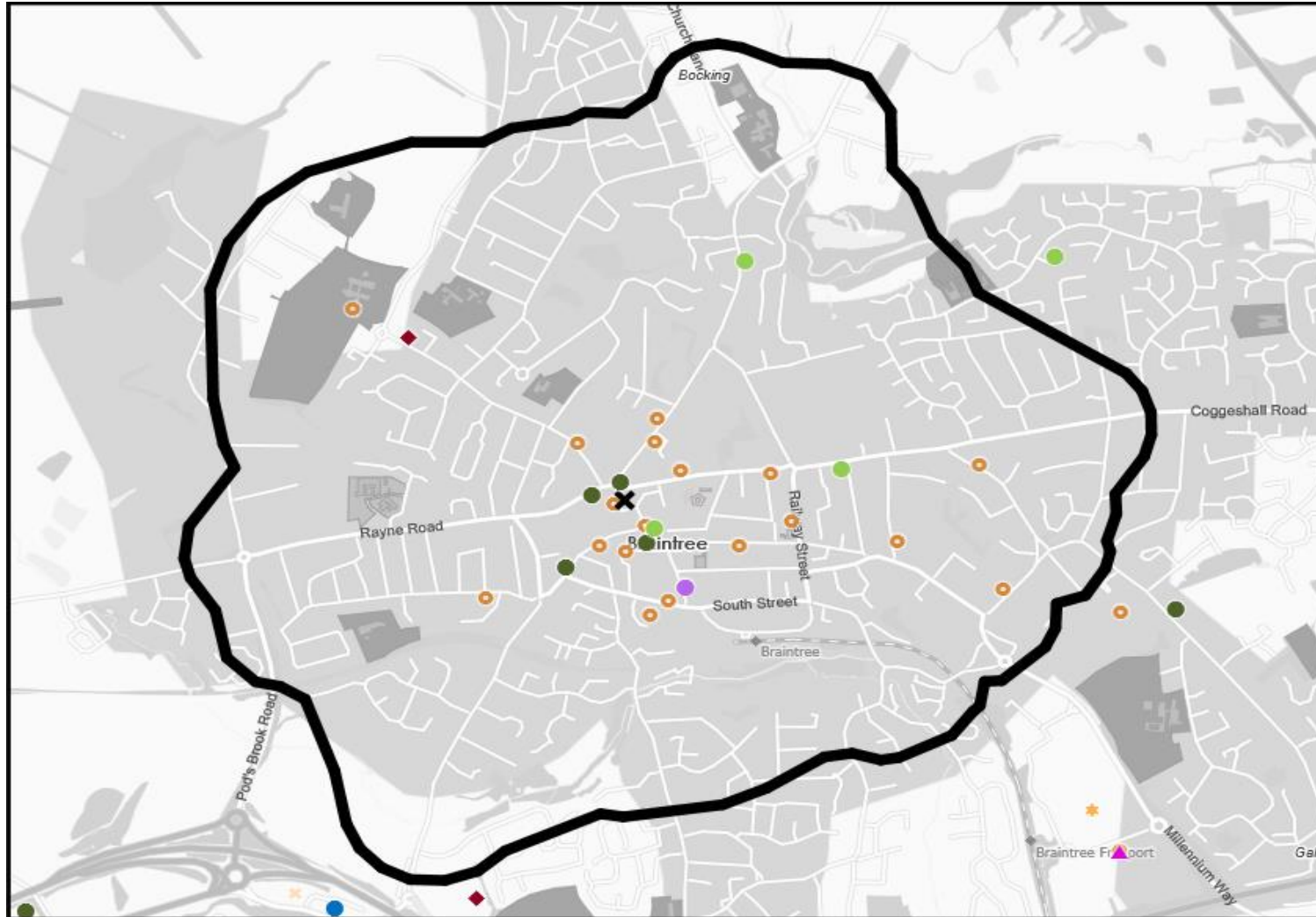
Name	Description	License Type	Owner Name	Postcode
Lounge India	Independent Free	Restaurant	Independent Free	CM 7 3QD
Eagle Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 7 9ER
O Gradys	Unknown	Pubs & Full On	Unknown	CM 7 5RL
Howard Hall Club	Independent Free	Registered Club	Independent Free	CM 7 9AA
White Hart Hotel	Greene King	Pubs & Full On	Greene King	CM 7 9AB
Angel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 7 9AT
Bull	Greene King	Pubs & Full On	Greene King	CM 7 3HJ
Tomo's Tavern	Independent Free	Pubs & Full On	Independent Free	CM 7 2TH
Nags Head Wine Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 7 3HG
Manor Plaice	Independent Free	Restaurant	Independent Free	CM 7 3HP
Eastern Aroma	Independent Free	Restaurant	Independent Free	CM 7 3JD
Braintree Liberal Club	Independent Free	Registered Club	Independent Free	CM 7 9ES
Chop Bistro	Independent Free	Restaurant	Independent Free	CM 7 1ES
Braintree Bowling Club	Independent Free	Registered Club	Independent Free	CM 7 2PA
Horse & Groom	Greene King	Pubs & Full On	Greene King	CM 7 2QA
Braintree Constitutional Club	Independent Free	Registered Club	Independent Free	CM 7 1TY
Boars Head	Greene King	Pubs & Full On	Greene King	CM 7 1JS
Picture Palace	Wetherspoon	Pubs & Full On	Wetherspoon	CM 7 3HA
Braintree Leisure Centre	Independent Free	Proprietary Club	Independent Free	CM 7 1FF
Sportsman Snooker Club	Independent Free	Proprietary Club	Independent Free	CM 7 3QX
Lounge	Independent Free	Pubs & Full On	Independent Free	CM 7 3HG
Merchant Spice	Independent Free	Restaurant	Independent Free	CM 7 3HA
China Dynasty	Independent Free	Restaurant	Independent Free	CM 7 9DB
Legends	Independent Free	Proprietary Club	Independent Free	CM 7 3GB
Pub	Independent Free	Pubs & Full On	Independent Free	CM 7 3JJ
Antalia Turkish & Indian Restaurant	Independent Free	Restaurant	Independent Free	CM 7 3PP
Braintree Cricket Club	Independent Free	Registered Club	Independent Free	CM 7 9HB
Mosaic	Independent Free	Restaurant	Independent Free	CM 7 1UG
Number 92	Independent Free	Pubs & Full On	Independent Free	CM 7 1JP

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_SwanCM7 1UL (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