

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








## ACORN CATEGORY PROFILE - HOUSEHOLDS

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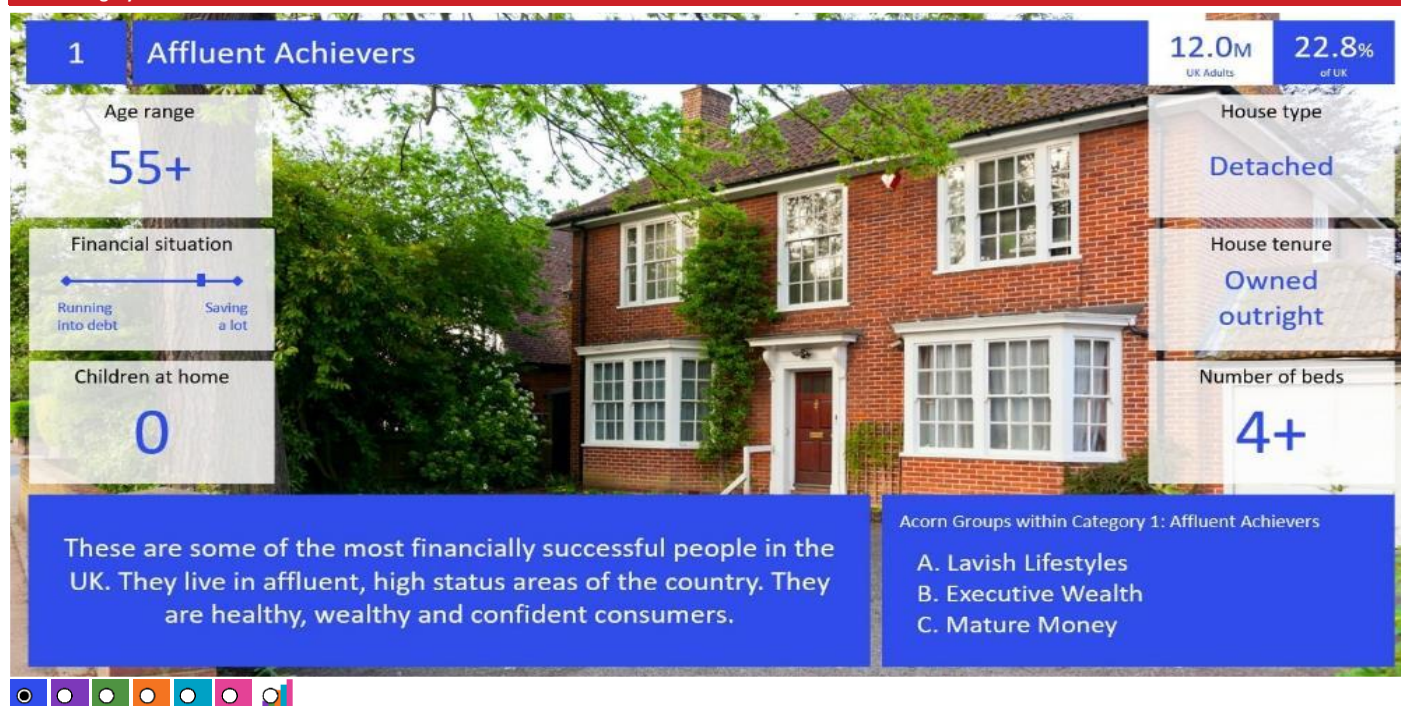
Area: ATLT\_TalbotST15 8ES (15 min contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	10,002	38.9	22.0	177		
	2 Rising Prosperity	1,042	4.0	10.1	40		
	3 Comfortable Communities	9,287	36.1	26.2	138		
	4 Financially Stretched	4,148	16.1	23.7	68		
	5 Urban Adversity	1,180	4.6	17.6	26		
	6 Not Private Households	83	0.3	0.3	97		
 Graph							
Total households		25,742					

## Acorn Category Pen Portrait



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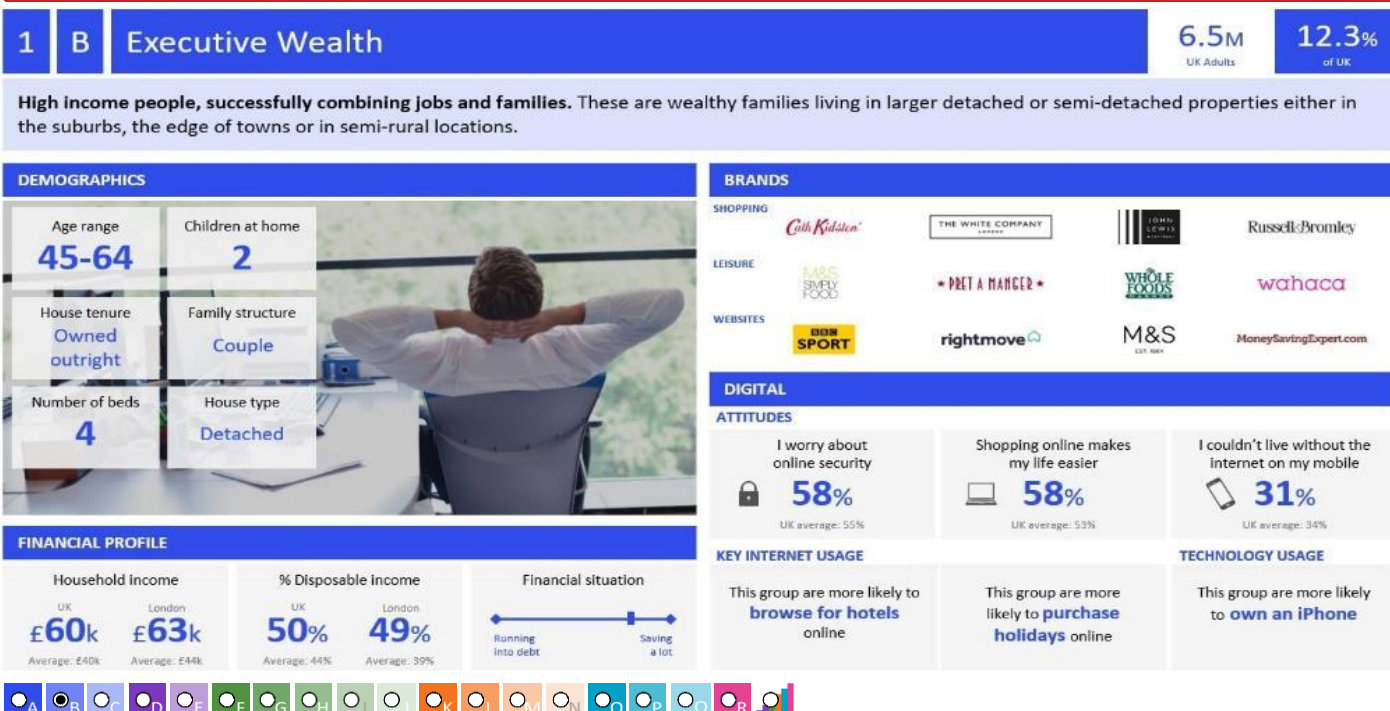
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Base: Great Britain

Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	53	0.2	1.1	19			
1.B Executive Wealth	5,623	21.8	11.2	195			
1.C Mature Money	4,326	16.8	9.6	175			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	1,042	4.0	6.2	66			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	2,676	10.4	5.7	181			
3.G Successful Suburbs	2,751	10.7	5.9	182			
3.H Steady Neighbourhoods	1,571	6.1	7.4	83			
3.I Comfortable Seniors	1,750	6.8	2.9	234			
3.J Starting Out	539	2.1	4.3	48			
<b>4. Financially Stretched</b>							
4.K Student Life	12	0.0	2.4	2			
4.L Modest Means	943	3.7	7.9	46			
4.M Striving Families	1,711	6.6	7.5	88			
4.N Poorer Pensioners	1,482	5.8	5.9	97			
<b>5. Urban Adversity</b>							
5.O Young Hardship	351	1.4	6.1	22			
5.P Struggling Estates	568	2.2	6.1	36			
5.Q Difficult Circumstances	261	1.0	5.3	19			
<b>6. Not Private Households</b>							
6.R Not Private Households	83	0.3	0.3	97			
<b>Total households</b>	<b>25,742</b>						

## Acorn Group Pen Portrait



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Area: ATLT\_TalbotST15 8ES (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	53	0.2	0.9	24			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	1,048	4.1	2.6	156			
	1.B.5 Wealthy countryside commuters	1,631	6.3	2.4	263			
	1.B.6 Financially comfortable families	1,635	6.4	2.2	289			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	102	0.4	1.5	26			
	1.B.9 Well-off edge of towners	1,207	4.7	1.6	290			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	1,780	6.9	3.0	232			
	1.C.11 Settled suburbia, older people	723	2.8	2.9	98			
	1.C.12 Retired and empty nesters	1,529	5.9	2.5	239			
	1.C.13 Upmarket downsizers	294	1.1	1.3	88			
<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	686	2.7	1.9	142			
	2.E.19 First time buyers in small, modern homes	356	1.4	3.3	42			
	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	635	2.5	1.5	165			
	3.F.22 Older couples and families in rural areas	311	1.2	1.1	113			
	3.F.23 Owner occupiers in small towns and villages	1,730	6.7	3.2	212			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	2,213	8.6	2.6	326			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	538	2.1	2.4	86			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	1,097	4.3	3.4	124			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	474	1.8	2.3	79			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	1,745	6.8	2.4	281			
	3.I.31 Elderly singles in purpose-built accommodation	5	0.0	0.5	4			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	76	0.3	2.1	14			
	3.J.33 Smaller houses and starter homes	463	1.8	2.3	80			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	4.K.34 Student flats and halls of residence	12	0.0	0.4	13			
	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	240	0.9	1.4	66			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	411	1.6	2.6	61			
	4.L.39 Fading owner occupied terraces	292	1.1	2.9	39			
	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	526	2.0	1.6	128			
	4.M.42 Struggling young families in post-war terraces	307	1.2	1.7	71			
	4.M.43 Families in right-to-buy estates	308	1.2	2.1	58			
	4.M.44 Post-war estates, limited means	570	2.2	2.2	101			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	231	0.9	0.8	114			
	4.N.46 Elderly people in social rented flats	355	1.4	1.1	127			
	4.N.47 Low income older people in smaller semis	599	2.3	2.3	102			
	4.N.48 Pensioners and singles in social rented flats	297	1.2	1.8	65			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	107	0.4	2.1	19			
	5.O.50 Struggling younger people in mixed tenure	217	0.8	1.7	48			
	5.O.51 Young people in small, low cost terraces	27	0.1	2.3	5			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	434	1.7	1.6	104			
	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	134	0.5	1.6	32			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	31	0.1	1.5	8			
	5.Q.58 Singles and young families, some receiving benefits	153	0.6	1.8	33			
	5.Q.59 Deprived areas and high-rise flats	77	0.3	2.0	15			
<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	83	0.3	0.3	117			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>25,742</b>						



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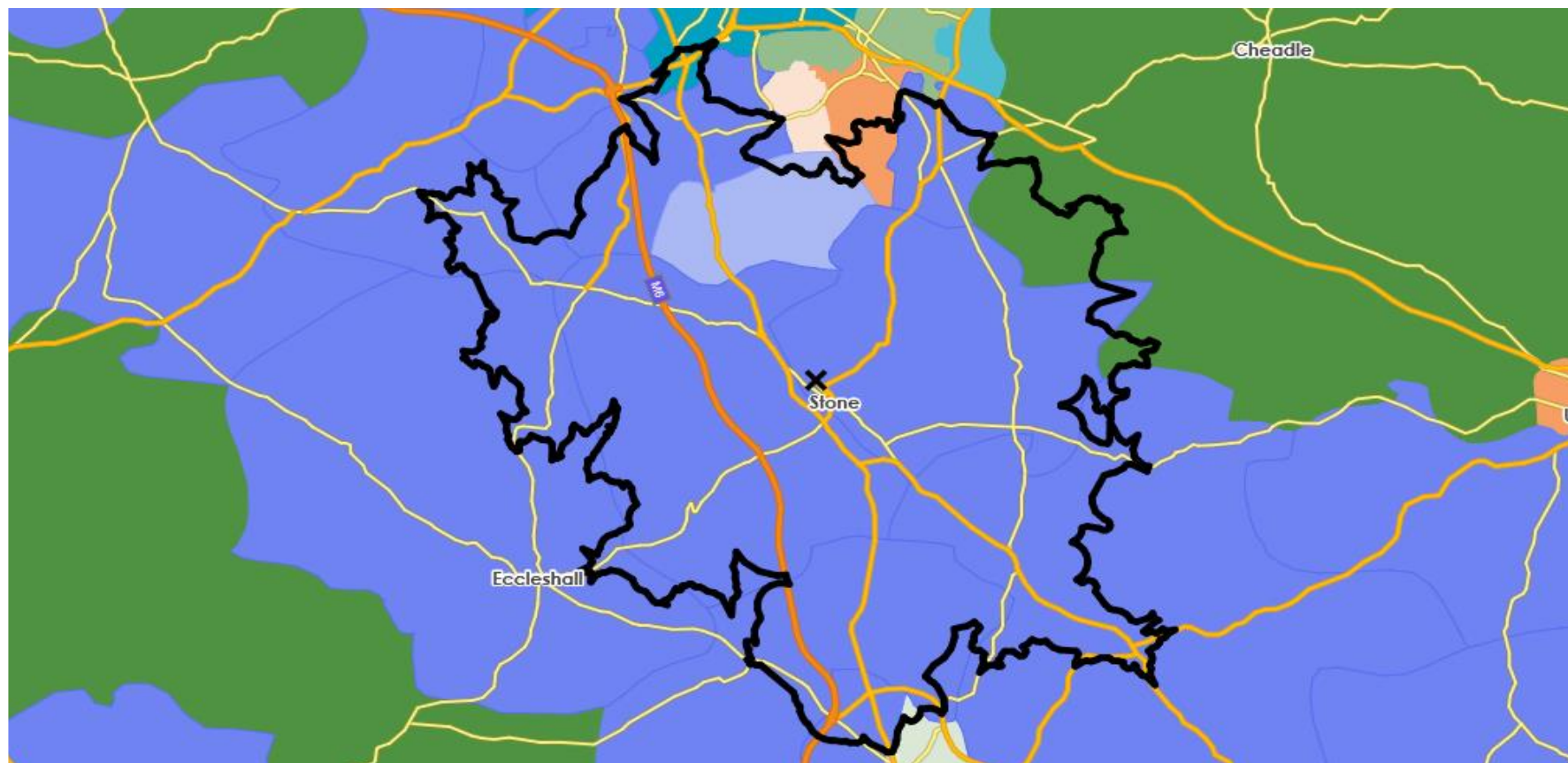
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_TalbotST15 8ES (15 min 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

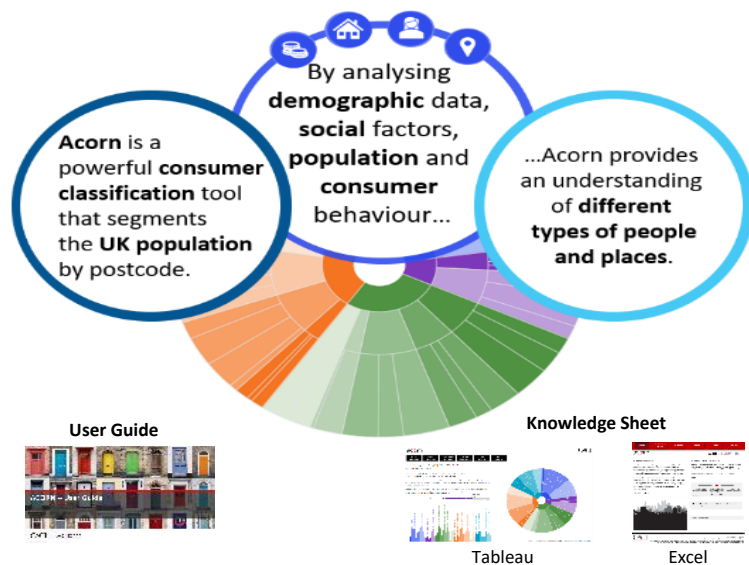
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## ACORN - WHAT IS IT?

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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+

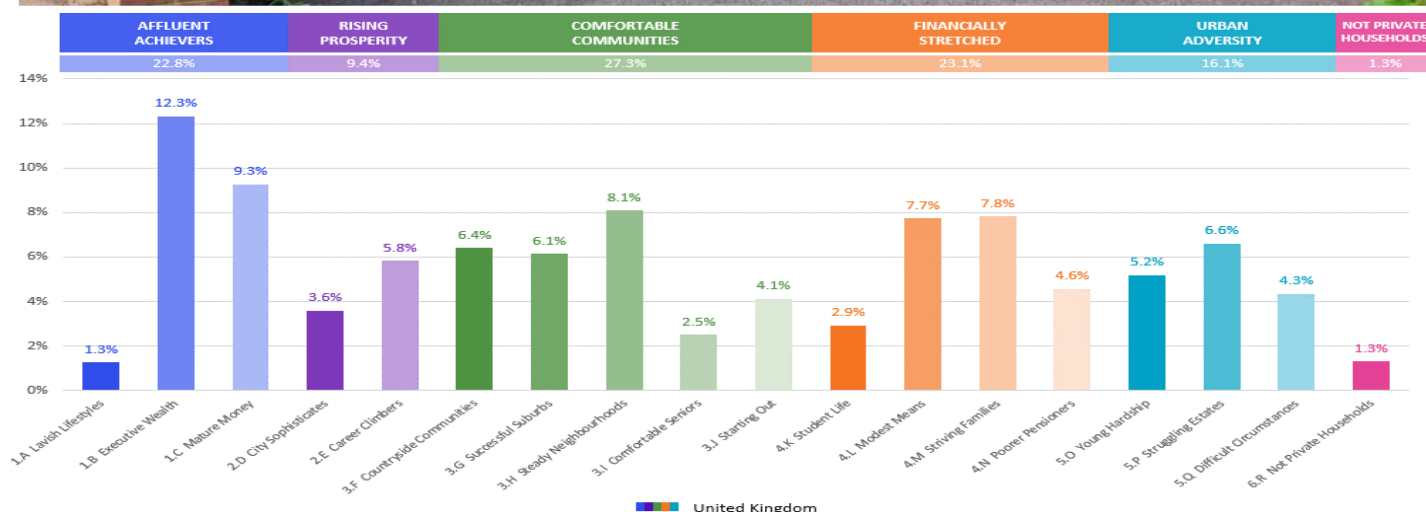
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles

B. Executive Wealth

C. Mature Money



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Area: ATLT\_TalbotST15 8ES (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	63	106.2	84.9	125			
Proprietary Club	1	1.7	8.1	21			
Registered Club	22	37.1	29.9	124			
Restaurant	16	27.0	34.6	78			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Swynnerton Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 3 7PP
Shoulder Of Mutton	Unknown	Pubs & Full On	Unknown	ST11 9QS
Gandhi	Independent Free	Restaurant	Independent Free	ST11 9QX
Greyhound Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST11 9QX
Duke Of York	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST12 9AA
Barlaston C C	Independent Free	Registered Club	Independent Free	ST12 9AQ
Stoke On Trent Rugby Club	Independent Free	Registered Club	Independent Free	ST15 8TL
Plume Of Feathers	Punch Pub Company	Pubs & Full On	Punch Pub Company	ST12 9DH
Barlaston Golf Club	Independent Free	Registered Club	Independent Free	ST15 8UX
Swynerton Park Cc	Independent Free	Registered Club	Independent Free	ST15 0QD
Stone Hockey Clubhouse	Independent Free	Registered Club	Independent Free	ST15 0BH
Stone House Hotel	Oxford Hotels and Inns	Pubs & Full On	Oxford Hotels and Inns	ST15 0BQ
Lamb Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST15 0HJ
Wayfarer	Paragon Pub Group Ltd	Pubs & Full On	Stonegate Pub Company	ST15 0NB
Stone Golf Club	Independent Free	Registered Club	Independent Free	ST15 0NB
Labour In Vain	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST15 0NJ
Br Telecom Tech College Social Club	Independent Free	Registered Club	Independent Free	ST15 0NL
George & Dragon	Marston's	Pubs & Full On	Marston's	ST15 0PX
Bridge	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST15 8EB
Granvilles Restaurant & Wine Bar	Independent Free	Pubs & Full On	Independent Free	ST15 8AB
Crown Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST15 8AS
Mill Hotel & Restaurant	Independent Free	Pubs & Full On	Independent Free	ST15 8BA
Royal Exchange	Titanic	Pubs & Full On	Everards	ST15 8DA
Crown Of India Tandoori	Independent Free	Restaurant	Independent Free	ST15 8AT
Talbot	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST15 8ES
St Dominics Social Centre	Independent Free	Registered Club	Independent Free	ST15 8EW
Pheasant Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST15 8HT
Crown & Anchor	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST15 8JP
Stone Lawntennis & Squash Club	Independent Free	Registered Club	Independent Free	ST15 8LD
Al Sheikhs Balti Restaurant	Independent Free	Restaurant	Independent Free	ST15 8NA
Stone C C	Independent Free	Registered Club	Independent Free	ST15 8QH
Three Crowns	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	ST15 8QU
Star	Marston's	Pubs & Full On	Marston's	ST15 8QW
Little Stoke Cricket Club	Independent Free	Registered Club	Independent Free	ST15 8RA
Moddershall Cricket Club	Independent Free	Registered Club	Independent Free	ST15 8RN
Spot Gate	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST15 8RP
Red Lion Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST15 8RU
Roebuck Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST15 8SF
Boar Inn	Independent Free	Pubs & Full On	Independent Free	ST15 8TG
Wheatsheaf	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST15 8UW
Brushmakers Arms	Independent Free	Pubs & Full On	Independent Free	ST15 8UW
Red Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST15 8AJ
Swan Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST15 8QW
Holmcroft	Marston's	Pubs & Full On	Marston's	ST16 1JB
Tillington Hall Hotel	Independent Free	Pubs & Full On	Independent Free	ST16 1JJ
Luck Penny	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST16 1SQ
Staffordshire Bull	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST16 1TQ
Dog & Doublet	Lewis Partnership	Pubs & Full On	Lewis Partnership	ST18 0DJ
Greyhound Inn	Independent Free	Pubs & Full On	Independent Free	ST18 0DR
Green Man	Independent Free	Pubs & Full On	Independent Free	ST18 0EG
Saracens Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST18 0HT
Woolpack	Marston's	Pubs & Full On	Marston's	ST18 0JH
Greyhound Inn	Independent Free	Pubs & Full On	Independent Free	ST18 9SD



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Restaurant	16	27.0	34.6	78			
Residential	0	0.0	3.5	0			

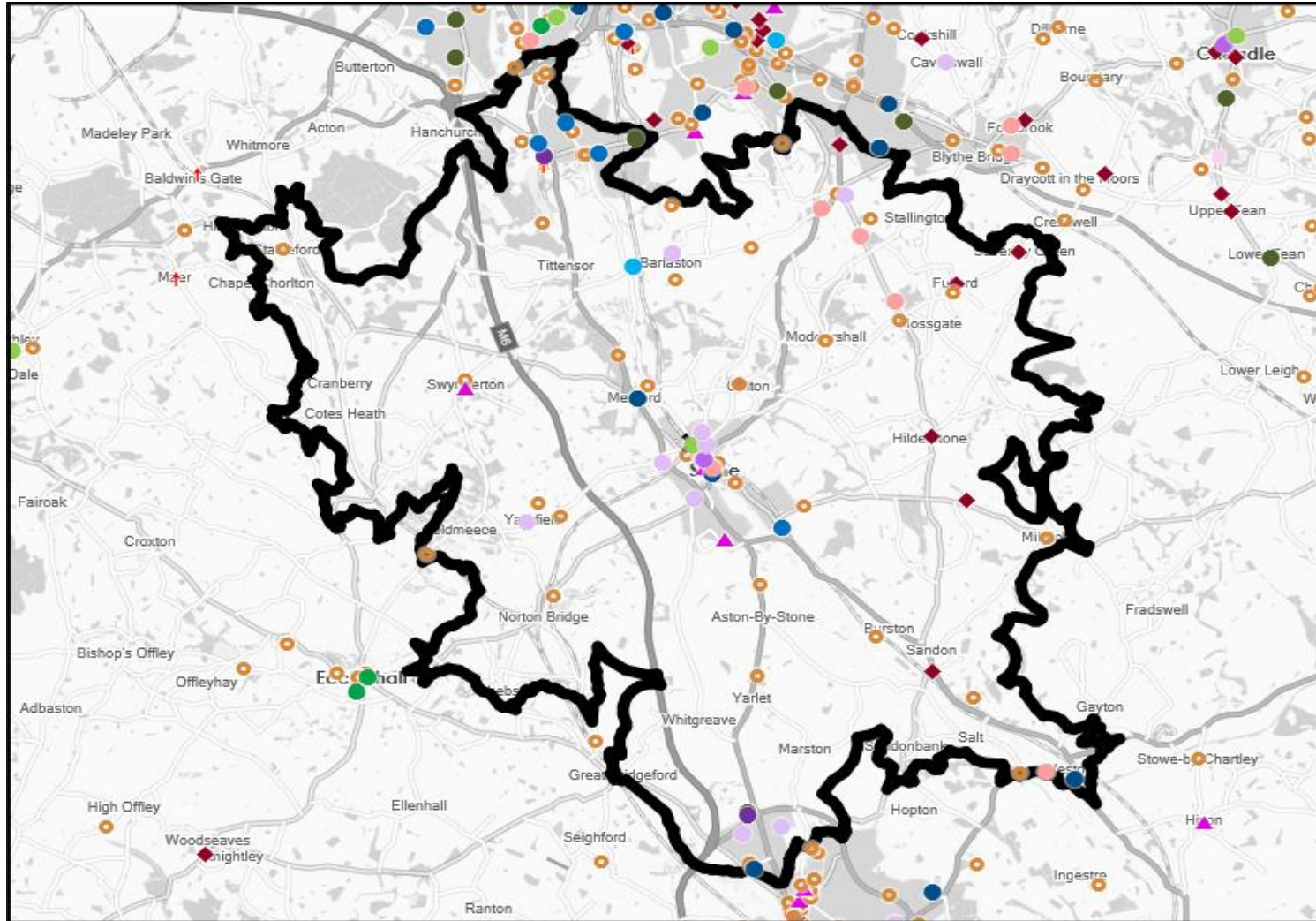
Name	Description	License Type	Owner Name	Postcode
Eccleshall Rugby Club	Independent Free	Registered Club	Independent Free	ST21 6LG
Saracens Head	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 3 7BL
Meir Heath Cricket Club	Independent Free	Registered Club	Independent Free	ST 3 7NA
Black Lake Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 3 7NT
Windmill	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 3 7PB
Hanford Cricket Club	Independent Free	Registered Club	Independent Free	ST 4 4QB
Oh India	Independent Free	Restaurant	Independent Free	ST 4 4RF
Poachers Cottage	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	ST 4 8AA
Trentham Park Golf Club	Independent Free	Registered Club	Independent Free	ST 4 8AE
Trentham Golf Club	Independent Free	Registered Club	Independent Free	ST 4 8HB
Trentham Rugby Club	Independent Free	Registered Club	Independent Free	ST 4 8BE
Man In Space	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	ST 4 8PZ
Madonna Club	Independent Free	Pubs & Full On	Independent Free	ST 5 5JH
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	ST 4 8BU
Fitzherbert Arms	Cheshire Cat Pubs & Bars	Pubs & Full On	Cheshire Cat Pubs & Bars	ST15 0RA
Can Do Cocina	Independent Free	Restaurant	Independent Free	ST 4 8AY
Lounge	Independent Free	Pubs & Full On	Independent Free	ST15 8AU
Oriental Gardens	Independent Free	Restaurant	Independent Free	ST15 8DA
Poste Of Stone	Wetherspoon	Pubs & Full On	Wetherspoon	ST15 8AB
Shire Horse	Greene King	Pubs & Full On	Greene King	ST16 1GZ
Redhill	Whitbread	Pubs & Full On	Whitbread	ST16 1GX
Pasta Di Piazza La Favorita	Independent Free	Restaurant	Independent Free	ST15 8AW
Weston Hall	Independent Free	Pubs & Full On	Independent Free	ST18 0HS
Thai Welcome	Made In Thai	Restaurant	Made In Thai	ST15 8AJ
Ovilash Indian Restaurant	Independent Free	Pubs & Full On	Independent Free	ST15 8DA
Blue Rooms	Independent Free	Restaurant	Independent Free	ST15 8DA
Sandon Hall	Independent Free	Pubs & Full On	Independent Free	ST18 0BZ
Moments	Independent Free	Restaurant	Independent Free	ST 3 7PG
Moddershall Oaks Health Spa	Independent Free	Proprietary Club	Independent Free	ST15 8TG
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	ST 4 8JG
Golden Orient	Independent Free	Restaurant	Independent Free	ST16 1GZ
Frankie & Bennys	Restaurant Group	Restaurant	Restaurant Group	ST 4 8AX
Blanc Nri	Independent Free	Restaurant	Independent Free	ST15 0QT
Upper House	Independent Free	Pubs & Full On	Independent Free	ST12 9AE
Hem Heath	Greene King	Pubs & Full On	Greene King	ST 4 8AD
Aston Marina	Independent Free	Pubs & Full On	Independent Free	ST15 8QU
Fulford Village Hall	Independent Free	Registered Club	Independent Free	ST11 9QT
Pieminister	Pie Minister Limited	Restaurant	Pie Minister Limited	ST 4 8JG
Trentham Monkey Forest	Independent Free	Pubs & Full On	Independent Free	ST 4 8AY
Smoke & Rye	Independent Free	Restaurant	Independent Free	ST15 8QW
Six Arches Restaurant	Independent Free	Restaurant	Independent Free	ST 4 8JG
Stone Driving Range	Independent Free	Registered Club	Independent Free	ST15 0NS
Willow	Paragon Pub Group Ltd	Pubs & Full On	Paragon Pub Group Ltd	ST 4 8AX
Ten Green Bottles	Independent Free	Pubs & Full On	Independent Free	ST15 8AJ
Wedgewood Cricket Club	Independent Free	Registered Club	Independent Free	ST12 9BB
Bear	Bear Coffee Company Ltd	Pubs & Full On	Bear Coffee Company Ltd	ST15 8AH
Bod	Independent Free	Pubs & Full On	Independent Free	ST 4 8GG
Stone Old Alleynians Fc	Independent Free	Registered Club	Independent Free	ST15 0NF
Crown Wharf	Joule's Brewery	Pubs & Full On	Joule's Brewery	ST15 8QN

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_TalbotST15 8ES (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

- ✖ Hotels

### Restaurants

- ★ Restaurants

### Leisure

- ▲ Leisure

### Independent

- Independent

### Other

- ◆ Other

- ✖ Site Location
- Boundary