

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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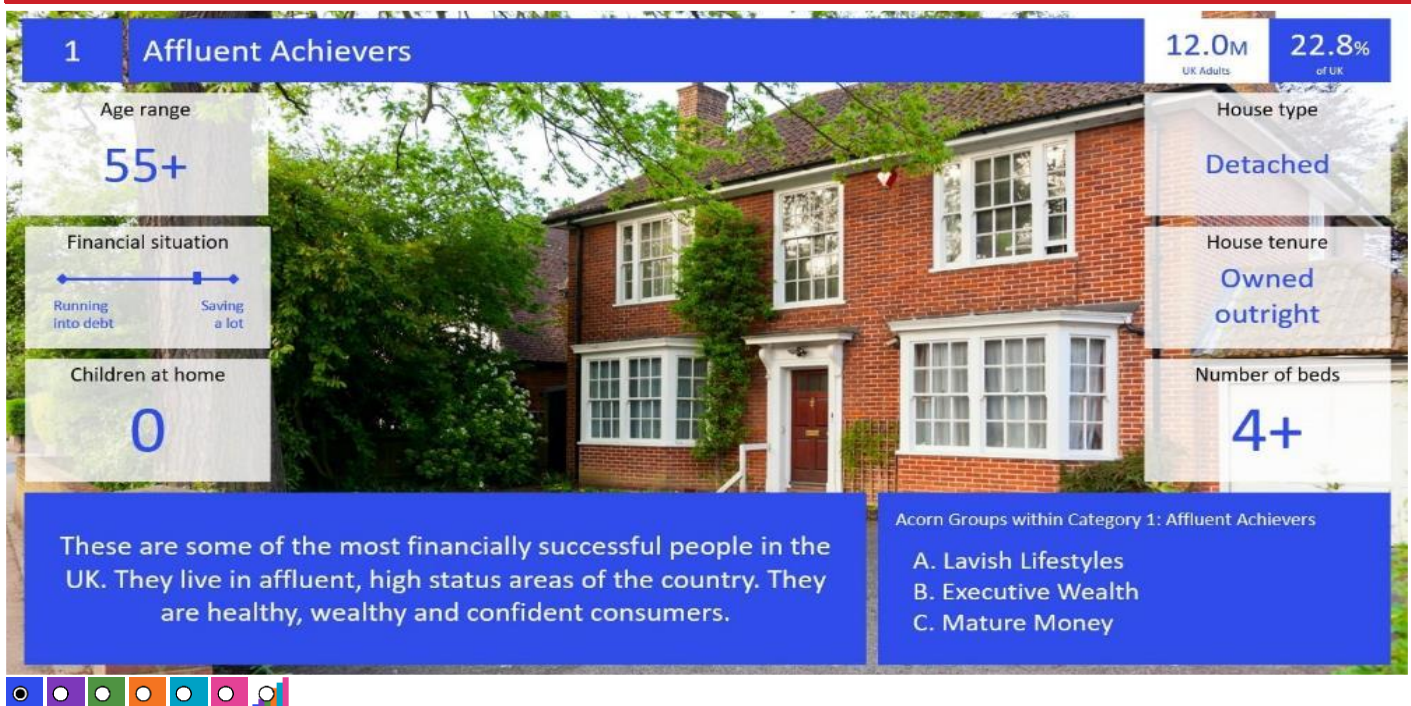
Area: ATLT_Black HorseDE12 7AH (0.62 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	361	63.7	22.0	290			
2 Rising Prosperity	0	0.0	10.1	0			
3 Comfortable Communities	147	25.9	26.2	99			
4 Financially Stretched	59	10.4	23.7	44			
5 Urban Adversity	0	0.0	17.6	0			
6 Not Private Households	0	0.0	0.3	0			
Graph							
Total households		567					

Acorn Category Pen Portrait



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Area: ATLT_Black HorseDE12 7AH (0.62 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	133	23.5	11.2	209			
1.C Mature Money	228	40.2	9.6	418			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	0	0.0	6.2	0			
3. Comfortable Communities							
3.F Countryside Communities	98	17.3	5.7	301			
3.G Successful Suburbs	0	0.0	5.9	0			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	49	8.6	2.9	298			
3.J Starting Out	0	0.0	4.3	0			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	0	0.0	7.9	0			
4.M Striving Families	0	0.0	7.5	0			
4.N Poorer Pensioners	59	10.4	5.9	176			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.1	0			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	0	0.0	5.3	0			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	567						

Acorn Group Pen Portrait

1

C

Mature Money

4.9M
UK Adults

9.3%
of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

DEMOGRAPHICS

Age range
65+

Children at home
0

House tenure
Owned outright

Family structure
Couple

Number of beds
4

House type
Detached

FINANCIAL PROFILE

Household Income

UK **£46k**
Average: £40k

London **£50k**
Average: £44k

% Disposable Income

UK **54%**
Average: 44%

London **51%**
Average: 39%

Financial situation

Running into debt

Saving a lot

BRANDS

SHOPPING

LAKELAND

LAURA ASHLEY

De Molen

W

LEISURE

BROWNS

NESPRESSO

STOUT

CARRE NERO

WEBSITES

amazon

MoneySavingExpert.com

M&S

ITV NEWS

DIGITAL

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

52%

UK average: 53%

I couldn't live without the internet on my mobile

26%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to **research home insurance** online

This group are more likely to **purchase event tickets** online

This group are more likely to **own a tablet**

TECHNOLOGY USAGE

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

CATEGORY

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WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Black HorseDE12 7AH (0.62 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	<div></div>		
	1.A.2	Metropolitan money	0	0.0	0.2	0	<div></div>		
	1.A.3	Large house luxury	0	0.0	0.9	0	<div></div>		
1.B Executive Wealth									
	1.B.4	Asset rich families	24	4.2	2.6	162		<div></div>	
	1.B.5	Wealthy countryside commuters	57	10.1	2.4	417		<div></div>	
	1.B.6	Financially comfortable families	0	0.0	2.2	0	<div></div>		
	1.B.7	Affluent professionals	0	0.0	0.9	0	<div></div>		
	1.B.8	Prosperous suburban families	0	0.0	1.5	0	<div></div>		
	1.B.9	Well-off edge of towners	52	9.2	1.6	567		<div></div>	
1.C Mature Money									
	1.C.10	Better-off villagers	208	36.7	3.0	1,229		<div></div>	
	1.C.11	Settled suburbia, older people	0	0.0	2.9	0	<div></div>		
	1.C.12	Retired and empty nesters	20	3.5	2.5	142		<div></div>	
	1.C.13	Upmarket downsizers	0	0.0	1.3	0	<div></div>		
2. Rising Prosperity									
2.D City Sophisticates									
	2.D.14	Townhouse cosmopolitans	0	0.0	0.7	0	<div></div>		
	2.D.15	Younger professionals in smaller flats	0	0.0	1.5	0	<div></div>		
	2.D.16	Metropolitan professionals	0	0.0	0.8	0	<div></div>		
	2.D.17	Socialising young renters	0	0.0	1.0	0	<div></div>		
2.E Career Climbers									
	2.E.18	Career driven young families	0	0.0	1.9	0	<div></div>		
	2.E.19	First time buyers in small, modern homes	0	0.0	3.3	0	<div></div>		
	2.E.20	Mixed metropolitan areas	0	0.0	1.0	0	<div></div>		
3. Comfortable Communities									
3.F Countryside Communities									
	3.F.21	Farms and cottages	40	7.1	1.5	471		<div></div>	
	3.F.22	Older couples and families in rural areas	30	5.3	1.1	497		<div></div>	
	3.F.23	Owner occupiers in small towns and villages	28	4.9	3.2	156		<div></div>	
3.G Successful Suburbs									
	3.G.24	Comfortably-off families in modern housing	0	0.0	2.6	0	<div></div>		
	3.G.25	Larger family homes, multi-ethnic areas	0	0.0	0.8	0	<div></div>		
	3.G.26	Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0	<div></div>		
3.H Steady Neighbourhoods									
	3.H.27	Suburban semis, conventional attitudes	0	0.0	3.4	0	<div></div>		
	3.H.28	Owner occupied terraces, average income	0	0.0	1.6	0	<div></div>		
	3.H.29	Established suburbs, older families	0	0.0	2.3	0	<div></div>		
3.I Comfortable Seniors									
	3.I.30	Older people, neat and tidy neighbourhoods	49	8.6	2.4	358		<div></div>	
	3.I.31	Elderly singles in purpose-built accommodation	0	0.0	0.5	0	<div></div>		
3.J Starting Out									
	3.J.32	Educated families in terraces, young children	0	0.0	2.1	0	<div></div>		
	3.J.33	Smaller houses and starter homes	0	0.0	2.3	0	<div></div>		
4. Financially Stretched									
4.K Student Life									
	4.K.34	Student flats and halls of residence	0	0.0	0.4	0	<div></div>		
	4.K.35	Term-time terraces	0	0.0	0.3	0	<div></div>		
	4.K.36	Educated young people in flats and tenements	0	0.0	1.7	0	<div></div>		
4.L Modest Means									
	4.L.37	Low cost flats in suburban areas	0	0.0	1.4	0	<div></div>		
	4.L.38	Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0	<div></div>		
	4.L.39	Fading owner occupied terraces	0	0.0	2.9	0	<div></div>		
	4.L.40	High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0	<div></div>		
4.M Striving Families									
	4.M.41	Labouring semi-rural estates	0	0.0	1.6	0	<div></div>		
	4.M.42	Struggling young families in post-war terraces	0	0.0	1.7	0	<div></div>		
	4.M.43	Families in right-to-buy estates	0	0.0	2.1	0	<div></div>		
	4.M.44	Post-war estates, limited means	0	0.0	2.2	0	<div></div>		
4.N Poorer Pensioners									
	4.N.45	Pensioners in social housing, semis and terraces	0	0.0	0.8	0	<div></div>		
	4.N.46	Elderly people in social rented flats	0	0.0	1.1	0	<div></div>		
	4.N.47	Low income older people in smaller semis	59	10.4	2.3	458		<div></div>	
	4.N.48	Pensioners and singles in social rented flats	0	0.0	1.8	0	<div></div>		
5. Urban Adversity									
5.O Young Hardship									
	5.O.49	Young families in low cost private flats	0	0.0	2.1	0	<div></div>		
	5.O.50	Struggling younger people in mixed tenure	0	0.0	1.7	0	<div></div>		
	5.O.51	Young people in small, low cost terraces	0	0.0	2.3	0	<div></div>		
5.P Struggling Estates									
	5.P.52	Poorer families, many children, terraced housing	0	0.0	1.6	0	<div></div>		
	5.P.53	Low income terraces	0	0.0	0.9	0	<div></div>		
	5.P.54	Multi-ethnic, purpose-built estates	0	0.0	1.2	0	<div></div>		
	5.P.55	Deprived and ethnically diverse in flats	0	0.0	0.8	0	<div></div>		
	5.P.56	Low income large families in social rented semis	0	0.0	1.6	0	<div></div>		
5.Q Difficult Circumstances									
	5.Q.57	Social rented flats, families and single parents	0	0.0	1.5	0	<div></div>		
	5.Q.58	Singles and young families, some receiving benefits	0	0.0	1.8	0	<div></div>		
	5.Q.59	Deprived areas and high-rise flats	0	0.0	2.0	0	<div></div>		
6. Not Private Households									
6.R Not Private Households									
	6.R.60	Active communal population	0	0.0	0.1	0	<div></div>		
	6.R.61	Inactive communal population	0	0.0	0.3	0	<div></div>		
	6.R.62	Business areas without resident population	0	0	0	0	<div></div>		
Total households			567						

CATEGORY

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MAP

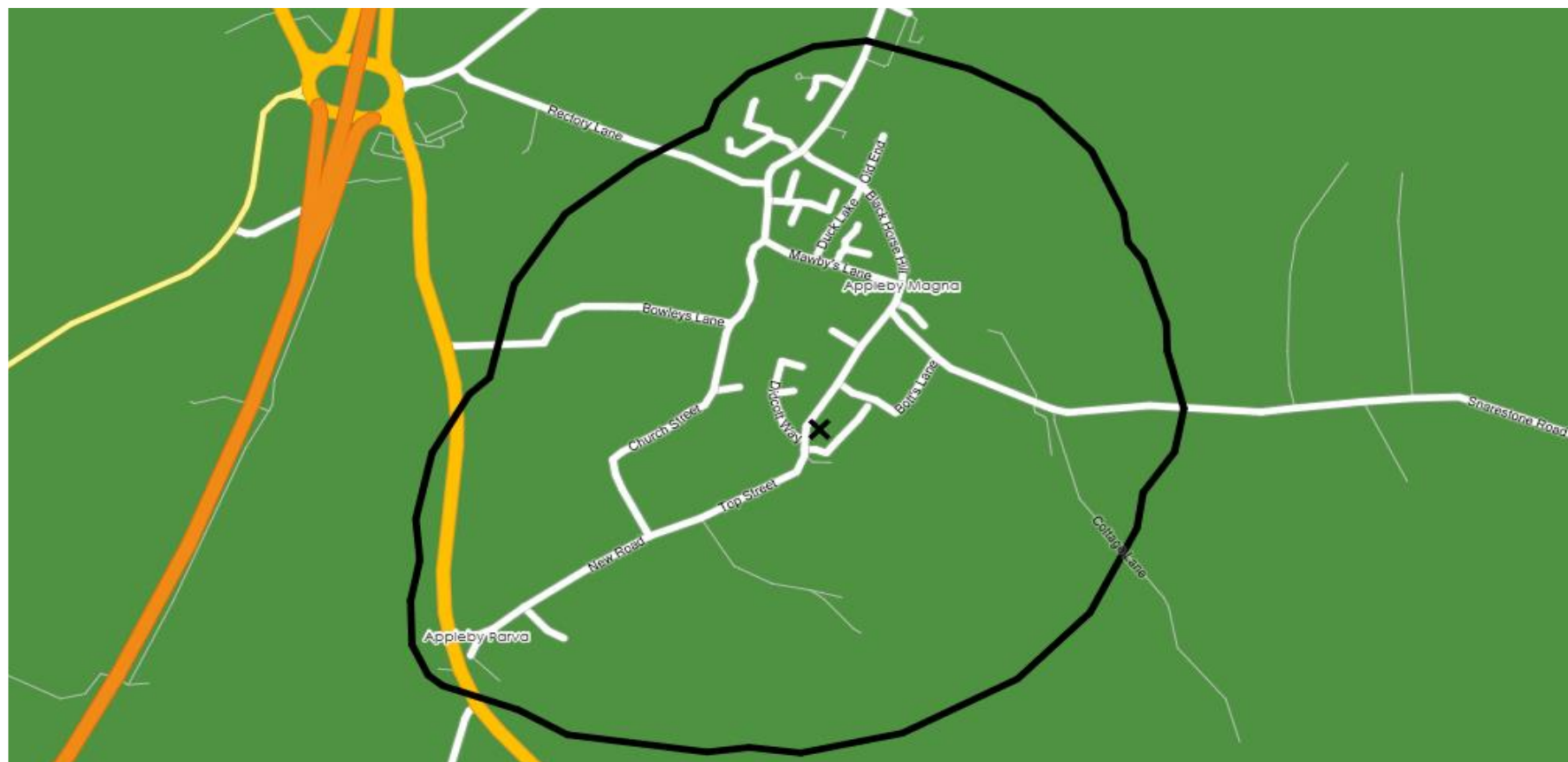
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Black HorseDE12 7AH (0.62 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

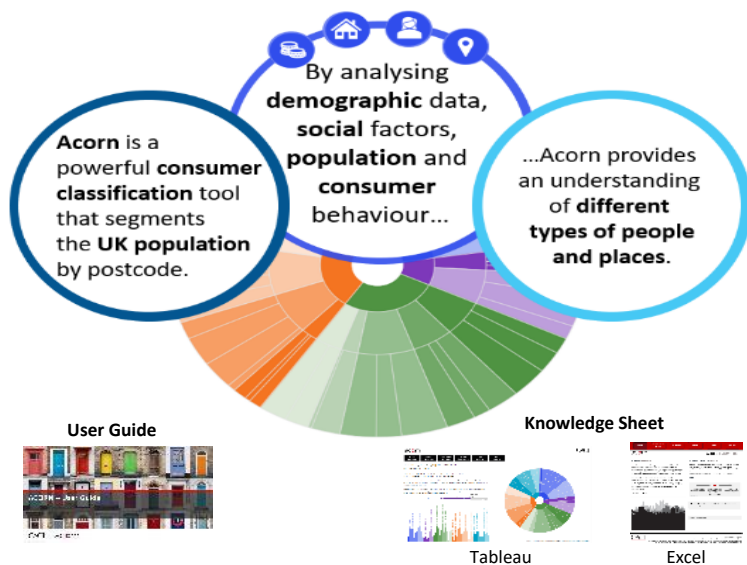
GROUP

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+

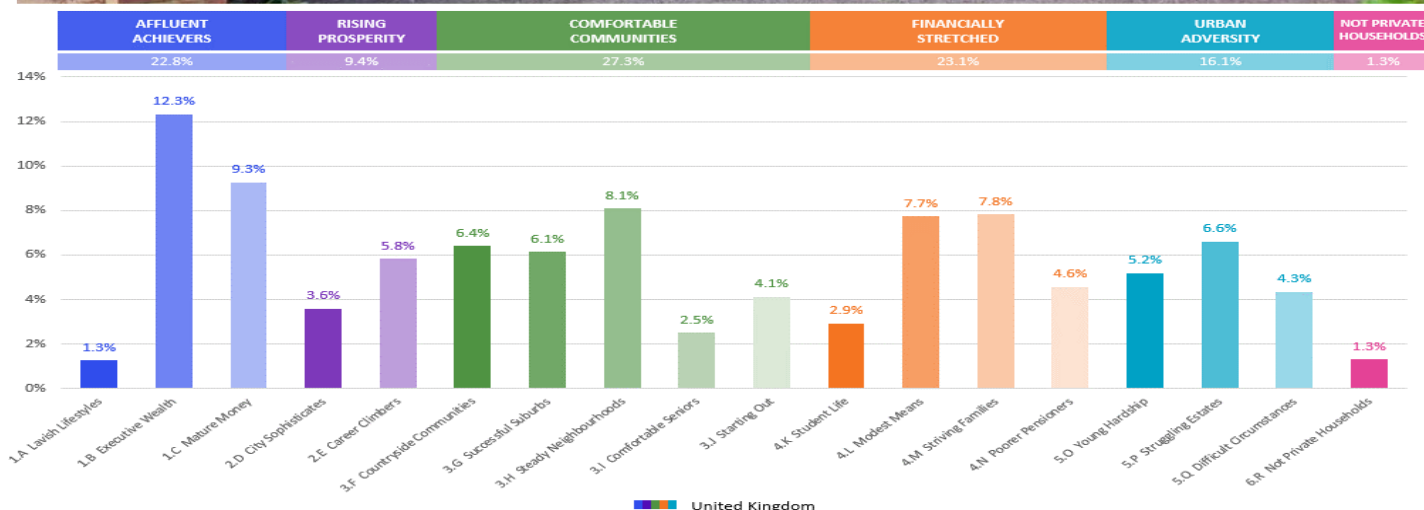
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

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_Black HorseDE12 7AH (0.62 Mile contc
Base: Great Britain
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	2	151.6	84.9	179			
Proprietary Club	0	0.0	8.1	0			
Registered Club	0	0.0	29.9	0			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

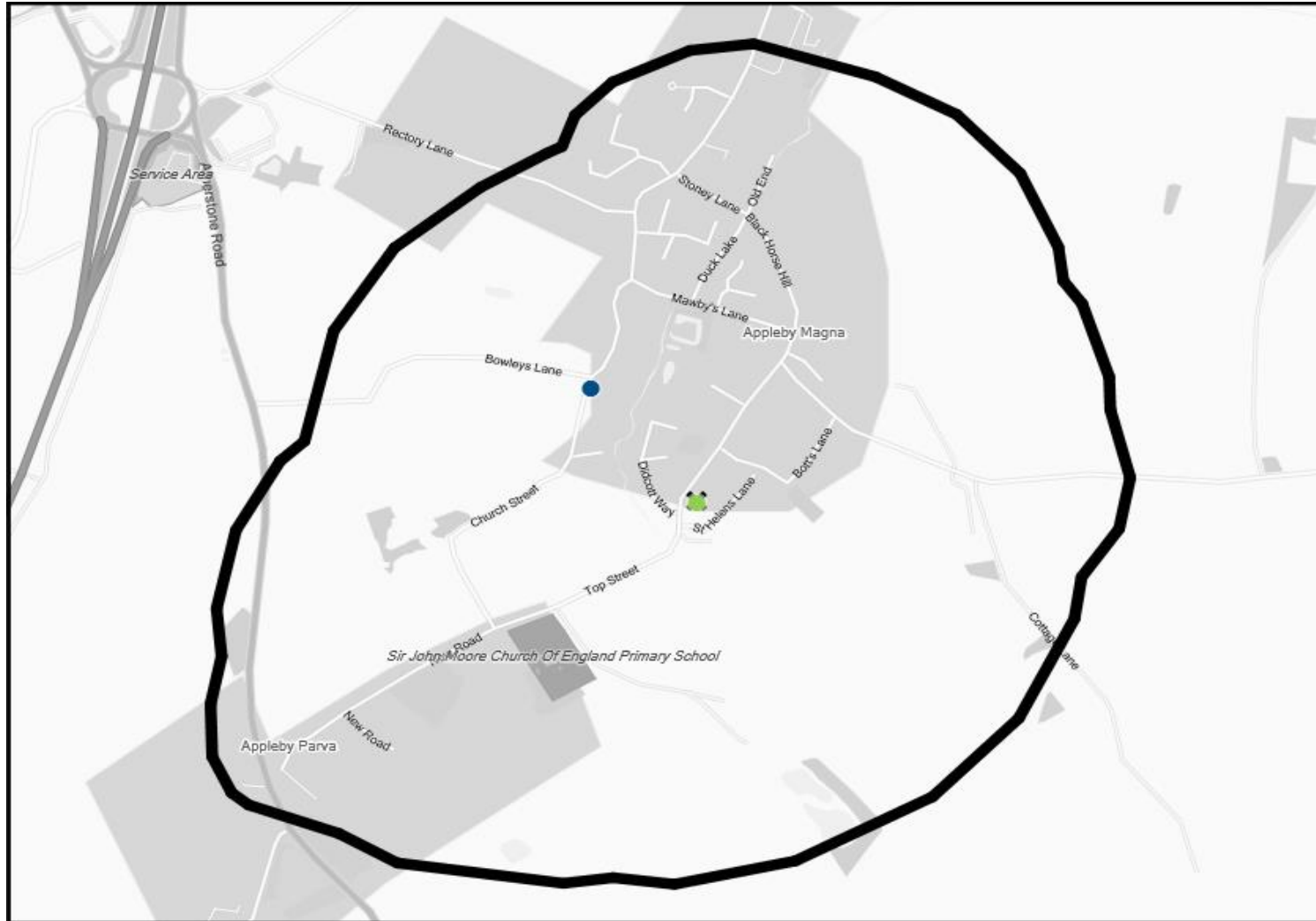
Name	Description	License Type	Owner Name	Postcode
Black Horse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE12 7AH
Crown Inn	Marston's	Pubs & Full On	Marston's	DE12 7BB

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Black HorseDE12 7AH (0.62 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