

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_MillRG18 4QH (15 min contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	4,514	25.8	22.0	118		
2 Rising Prosperity	2,561	14.7	10.1	144		
3 Comfortable Communities	6,082	34.8	26.2	133		
4 Financially Stretched	2,747	15.7	23.7	66		
5 Urban Adversity	1,489	8.5	17.6	48		
6 Not Private Households	86	0.5	0.3	148		

Graph

Total households 17,479

Acorn Category Pen Portrait



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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	125	0.7	1.1	64			
1.B Executive Wealth	3,110	17.8	11.2	159			
1.C Mature Money	1,279	7.3	9.6	76			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	2,561	14.7	6.2	237			
3. Comfortable Communities							
3.F Countryside Communities	137	0.8	5.7	14			
3.G Successful Suburbs	1,401	8.0	5.9	136			
3.H Steady Neighbourhoods	2,002	11.5	7.4	156			
3.I Comfortable Seniors	435	2.5	2.9	86			
3.J Starting Out	2,107	12.1	4.3	277			
4. Financially Stretched							
4.K Student Life	4	0.0	2.4	1			
4.L Modest Means	465	2.7	7.9	34			
4.M Striving Families	1,522	8.7	7.5	115			
4.N Poorer Pensioners	756	4.3	5.9	73			
5. Urban Adversity							
5.O Young Hardship	603	3.4	6.1	56			
5.P Struggling Estates	487	2.8	6.1	46			
5.Q Difficult Circumstances	399	2.3	5.3	43			
6. Not Private Households							
6.R Not Private Households	86	0.5	0.3	148			
Total households	17,479						

Acorn Group Pen Portrait

1

B

Executive Wealth

6.5M
UK Adults

12.3%
of UK

High income people, successfully combining jobs and families. These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

DEMOGRAPHICS

Age range

45-64

Children at home

2

House tenure

Owned outright

Family structure

Couple

Number of beds

4

House type

Detached

FINANCIAL PROFILE

Household Income

UK £60k

London £63k

Average: £60k

Average: £64k

% Disposable Income

UK 50%

London 49%

Average: 44%

Average: 39%

Financial situation

Running into debt

Saving a lot

BRANDS

SHOPPING

Cash Kitten

THE WHITE COMPANY

LEON

Russell & Bromley

LEISURE

M&S Simply Food

PRET A MANGER

WHOLE FOODS

wahaca

WEBSITES

BOUNCE SPORT

rightmove

M&S

MoneySavingExpert.com

DIGITAL

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

58%

UK average: 53%

I couldn't live without the internet on my mobile

31%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to browse for hotels online

TECHNOLOGY USAGE

This group are more likely to purchase holidays online

This group are more likely to own an iPhone

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Page 2 of 7
 10/12/2021

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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_MillRG18 4QH (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	2	0.0	0.1	13			
	1.A.2 Metropolitan money	0	0.0	0.2	0			
	1.A.3 Large house luxury	123	0.7	0.9	80			
1.B Executive Wealth								
	1.B.4 Asset rich families	180	1.0	2.6	39			
	1.B.5 Wealthy countryside commuters	1,242	7.1	2.4	295			
	1.B.6 Financially comfortable families	815	4.7	2.2	212			
	1.B.7 Affluent professionals	8	0.0	0.9	5			
	1.B.8 Prosperous suburban families	106	0.6	1.5	40			
	1.B.9 Well-off edge of towners	759	4.3	1.6	269			
1.C Mature Money								
	1.C.10 Better-off villagers	1,010	5.8	3.0	194			
	1.C.11 Settled suburbia, older people	89	0.5	2.9	18			
	1.C.12 Retired and empty nesters	139	0.8	2.5	32			
	1.C.13 Upmarket downsizers	41	0.2	1.3	18			
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	1,800	10.3	1.9	547			
	2.E.19 First time buyers in small, modern homes	761	4.4	3.3	133			
	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	16	0.1	1.5	6			
	3.F.22 Older couples and families in rural areas	2	0.0	1.1	1			
	3.F.23 Owner occupiers in small towns and villages	119	0.7	3.2	21			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	501	2.9	2.6	109			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	900	5.1	2.4	212			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	154	0.9	3.4	26			
	3.H.28 Owner occupied terraces, average income	472	2.7	1.6	171			
	3.H.29 Established suburbs, older families	1,376	7.9	2.3	338			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	207	1.2	2.4	49			
	3.I.31 Elderly singles in purpose-built accommodation	228	1.3	0.5	266			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	455	2.6	2.1	124			
	3.J.33 Smaller houses and starter homes	1,652	9.5	2.3	420			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	4	0.0	0.4	6			
	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	304	1.7	1.4	123			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	85	0.5	2.6	19			
	4.L.39 Fading owner occupied terraces	76	0.4	2.9	15			
	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	1,070	6.1	1.6	384			
	4.M.42 Struggling young families in post-war terraces	253	1.4	1.7	86			
	4.M.43 Families in right-to-buy estates	162	0.9	2.1	45			
	4.M.44 Post-war estates, limited means	37	0.2	2.2	10			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	37	0.2	0.8	27			
	4.N.46 Elderly people in social rented flats	266	1.5	1.1	140			
	4.N.47 Low income older people in smaller semis	287	1.6	2.3	72			
	4.N.48 Pensioners and singles in social rented flats	166	0.9	1.8	54			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	444	2.5	2.1	118			
	5.O.50 Struggling younger people in mixed tenure	159	0.9	1.7	52			
	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	70	0.4	1.6	25			
	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	417	2.4	1.6	145			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	285	1.6	1.5	107			
	5.Q.58 Singles and young families, some receiving benefits	60	0.3	1.8	19			
	5.Q.59 Deprived areas and high-rise flats	54	0.3	2.0	15			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	15	0.1	0.1	147			
	6.R.61 Inactive communal population	71	0.4	0.3	148			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		17,479						

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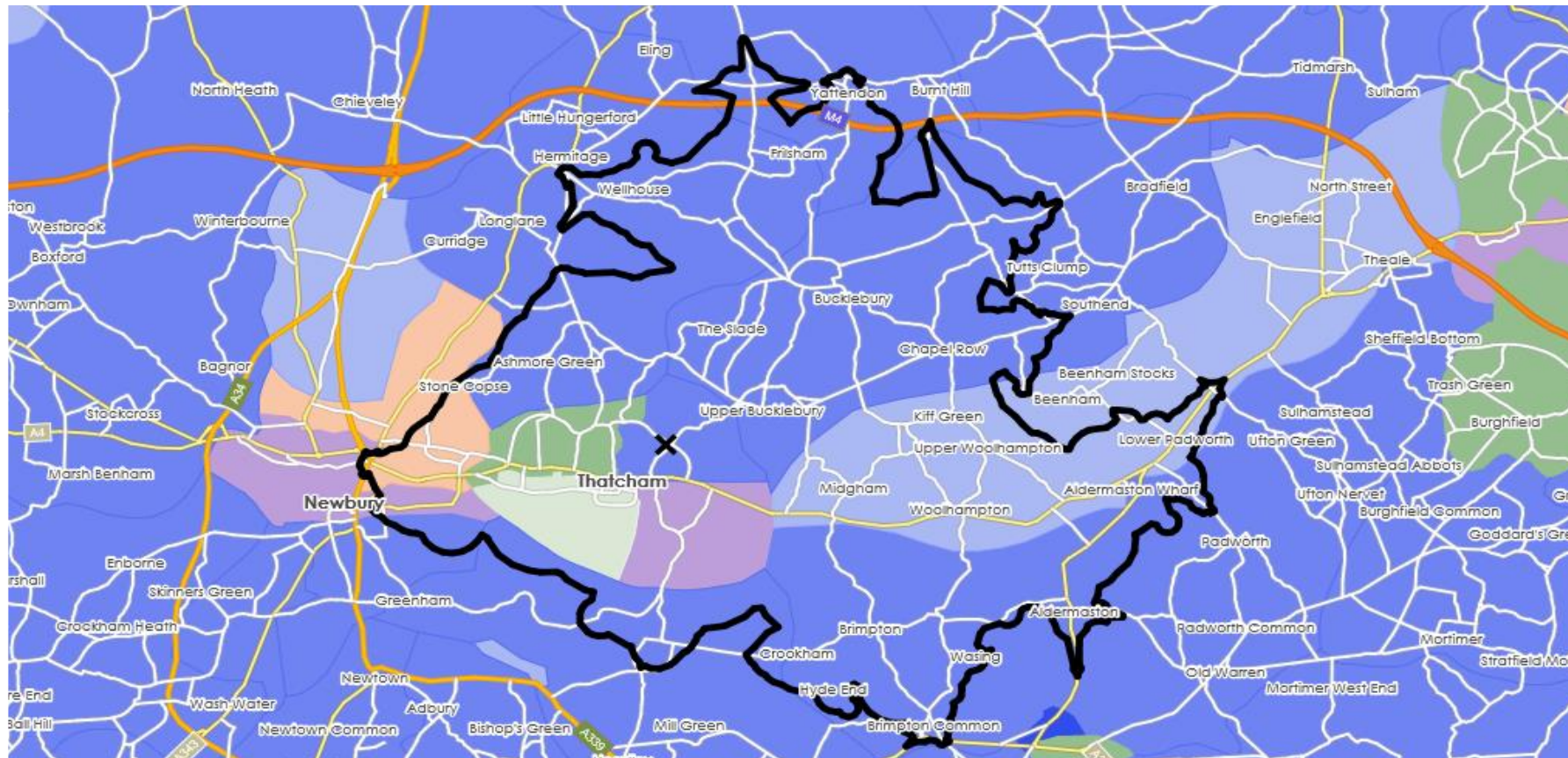
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_MillRG18 4QH (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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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_MillRG18 4QH (15 min contour)

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Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	31	73.3	84.9	86			
Proprietary Club	3	7.1	8.1	87			
Registered Club	8	18.9	29.9	63			
Restaurant	7	16.6	34.6	48			
Residential	1	2.4	3.5	68			

Name	Description	License Type	Owner Name	Postcode
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	RG14 2AJ
Swan	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	RG14 2DA
Thatcham Bowling Club	Independent Free	Registered Club	Independent Free	RG18 3AG
Thatcham Football Club	Independent Free	Registered Club	Independent Free	RG19 4PA
Old Chequers	Greene King	Pubs & Full On	Greene King	RG19 3HP
Kings Head	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG19 3HP
Nawab	Independent Free	Restaurant	Independent Free	RG19 3JA
White Hart	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG19 3JD
Szechaun Inn Peking Restaurant	Independent Free	Restaurant	Independent Free	RG19 3JG
Crickets	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG19 3JD
Swan	Marston's	Pubs & Full On	Star Pubs & Bars	RG19 4QL
Old London Apprentice	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG14 5SS
Crucible Sports & Social Club	Independent Free	Registered Club	Independent Free	RG14 5TR
Newbury Racecourse	Independent Free	Proprietary Club	Independent Free	RG14 7NZ
Yattendon & Frailsham Mens Club	Independent Free	Registered Club	Independent Free	RG18 0UE
Royal Oak Hotel	333 Holdings	Pubs & Full On	333 Holdings	RG18 0UG
Potkiln	Independent Free	Pubs & Full On	Independent Free	RG18 0XX
Spotted Dog	Independent Free	Pubs & Full On	Independent Free	RG18 9PR
Castle Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG18 9PS
Butt Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	RG 7 4LA
Old Mill Hotel	Independent Free	Residential	Independent Free	RG 7 4LB
Hinds Head	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	RG 7 4LX
Three Horseshoes	Arkells	Pubs & Full On	Arkells	RG 7 4TL
Angel Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG 7 5RT
Rowbarg Inn	Restaurant Group	Pubs & Full On	Restaurant Group	RG 7 5SH
Coach & Horses	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG 7 5UX
Bull Inn	Unknown	Pubs & Full On	Unknown	RG 7 6LS
Old Boot Inn	Independent Free	Pubs & Full On	Independent Free	RG 7 6LT
Bladebone Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG 7 6PD
Thatcham Cricket Club	Independent Free	Registered Club	Independent Free	RG18 3HF
Paggies Bar	Independent Free	Pubs & Full On	Independent Free	RG19 3HN
Wheatsheaf	Independent Free	Pubs & Full On	Independent Free	RG18 4JP
Holiday Inn	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	RG 7 5HT
Berkshire Arms	Greene King	Pubs & Full On	Greene King	RG 7 5UX
Regency Park Hotel	Independent Free	Pubs & Full On	Independent Free	RG18 3RP
Thatcham Catholic Club	Independent Free	Registered Club	Independent Free	RG18 3AG
Mill House	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	RG18 4QH
Cottage Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	RG 7 6QJ
Spice	Independent Free	Restaurant	Independent Free	RG19 3JG
Nuffield Health Fitness & Wellbeing Cen	Cannons Group Ltd	Proprietary Club	Cannons Group Ltd	RG14 7PN
Lakeside Superbowl	Independent Free	Proprietary Club	Independent Free	RG19 3AL
Flexistay	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	RG 7 5HT
Mercure Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	RG 7 5UP
Taste Of England	Independent Free	Restaurant	Independent Free	RG18 3AP
Thatcham Garden Centre	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	RG18 3AN
Thatcham Rugby Union Football Club	Independent Free	Registered Club	Independent Free	RG18 3BN
Wessex Club	Independent Free	Registered Club	Independent Free	RG14 7NZ
Bella Vita	Independent Free	Restaurant	Independent Free	RG19 3HY
Jade Cottage	Independent Free	Restaurant	Independent Free	RG19 3JG
Wasing Estate	Independent Free	Pubs & Full On	Independent Free	RG 7 4NB

MAP OF AREA

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