

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?


ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Three HorseshoesLE67 5GN (15 min contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	5,032	20.9	22.0	95		
2 Rising Prosperity	627	2.6	10.1	26		
3 Comfortable Communities	10,093	41.8	26.2	160		
4 Financially Stretched	6,710	27.8	23.7	117		
5 Urban Adversity	1,625	6.7	17.6	38		
6 Not Private Households	41	0.2	0.3	51		
 Graph						
Total households		24,128				

Acorn Category Pen Portrait



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Acorn Group Description		Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers								
1.A	Lavish Lifestyles	5	0.0	1.1	2			
1.B	Executive Wealth	3,377	14.0	11.2	125			
1.C	Mature Money	1,650	6.8	9.6	71			
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	4.0	0			
2.E	Career Climbers	627	2.6	6.2	42			
3. Comfortable Communities								
3.F	Countryside Communities	3,745	15.5	5.7	271			
3.G	Successful Suburbs	2,440	10.1	5.9	172			
3.H	Steady Neighbourhoods	1,866	7.7	7.4	105			
3.I	Comfortable Seniors	847	3.5	2.9	121			
3.J	Starting Out	1,195	5.0	4.3	114			
4. Financially Stretched								
4.K	Student Life	0	0.0	2.4	0			
4.L	Modest Means	3,562	14.8	7.9	187			
4.M	Striving Families	1,639	6.8	7.5	90			
4.N	Poorer Pensioners	1,509	6.3	5.9	106			
5. Urban Adversity								
5.O	Young Hardship	776	3.2	6.1	52			
5.P	Struggling Estates	454	1.9	6.1	31			
5.Q	Difficult Circumstances	395	1.6	5.3	31			
6. Not Private Households								
6.R	Not Private Households	41	0.2	0.3	51			
Total households		24,128						

Acorn Group Pen Portrait

3

F

Countryside Communities

3.4M
UK Adults

6.4%
of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

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: £42k, London: n/a

Average: £40k, Average: £44k

% Disposable Income

UK: 53%, London: n/a

Average: 44%, Average: 39%

Financial situation

Running into debt to Saving a lot

BRANDS

SHOPPING

LAKELAND, M&S, Specsavers, Clarks

LEISURE

ebay, Caffe Nero, Zizzi, CAFE ROUGE

WEBSITES

ebay, Money Super Market, M&S, GOV.UK

DIGITAL

ATTITUDES

I worry about online security

57%

UK average: 55%

Shopping online makes my life easier

53%

UK average: 53%

I couldn't live without the internet on my mobile

25%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to browse for gardening products online

TECHNOLOGY USAGE

This group are more likely to purchase home insurance online

This group are more likely to subscribe to Sky TV

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

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WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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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	5	0.0	0.9	2			
1.B Executive Wealth								
	1.B.4 Asset rich families	394	1.6	2.6	62			
	1.B.5 Wealthy countryside commuters	689	2.9	2.4	119			
	1.B.6 Financially comfortable families	2,015	8.4	2.2	379			
	1.B.7 Affluent professionals	8	0.0	0.9	4			
	1.B.8 Prosperous suburban families	1	0.0	1.5	0			
	1.B.9 Well-off edge of towners	270	1.1	1.6	69			
1.C Mature Money								
	1.C.10 Better-off villagers	606	2.5	3.0	84			
	1.C.11 Settled suburbia, older people	15	0.1	2.9	2			
	1.C.12 Retired and empty nesters	1,005	4.2	2.5	168			
	1.C.13 Upmarket downsizers	24	0.1	1.3	8			
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	623	2.6	1.9	137			
	2.E.19 First time buyers in small, modern homes	4	0.0	3.3	1			
	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	124	0.5	1.5	34			
	3.F.22 Older couples and families in rural areas	309	1.3	1.1	120			
	3.F.23 Owner occupiers in small towns and villages	3,312	13.7	3.2	433			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	1,990	8.2	2.6	312			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	450	1.9	2.4	77			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	738	3.1	3.4	89			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	1,128	4.7	2.3	201			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	843	3.5	2.4	145			
	3.I.31 Elderly singles in purpose-built accommodation	4	0.0	0.5	3			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	9	0.0	2.1	2			
	3.J.33 Smaller houses and starter homes	1,186	4.9	2.3	218			
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	128	0.5	1.4	38			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	1,872	7.8	2.6	295			
	4.L.39 Fading owner occupied terraces	1,562	6.5	2.9	225			
	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	498	2.1	1.6	129			
	4.M.42 Struggling young families in post-war terraces	40	0.2	1.7	10			
	4.M.43 Families in right-to-buy estates	808	3.3	2.1	161			
	4.M.44 Post-war estates, limited means	293	1.2	2.2	55			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	253	1.0	0.8	134			
	4.N.46 Elderly people in social rented flats	235	1.0	1.1	90			
	4.N.47 Low income older people in smaller semis	820	3.4	2.3	149			
	4.N.48 Pensioners and singles in social rented flats	201	0.8	1.8	47			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	56	0.2	2.1	11			
	5.O.50 Struggling younger people in mixed tenure	432	1.8	1.7	103			
	5.O.51 Young people in small, low cost terraces	288	1.2	2.3	53			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	22	0.1	1.6	6			
	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	432	1.8	1.6	109			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	209	0.9	1.5	57			
	5.Q.58 Singles and young families, some receiving benefits	139	0.6	1.8	32			
	5.Q.59 Deprived areas and high-rise flats	47	0.2	2.0	10			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	0	0.0	0.1	0			
	6.R.61 Inactive communal population	41	0.2	0.3	62			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		24,128						

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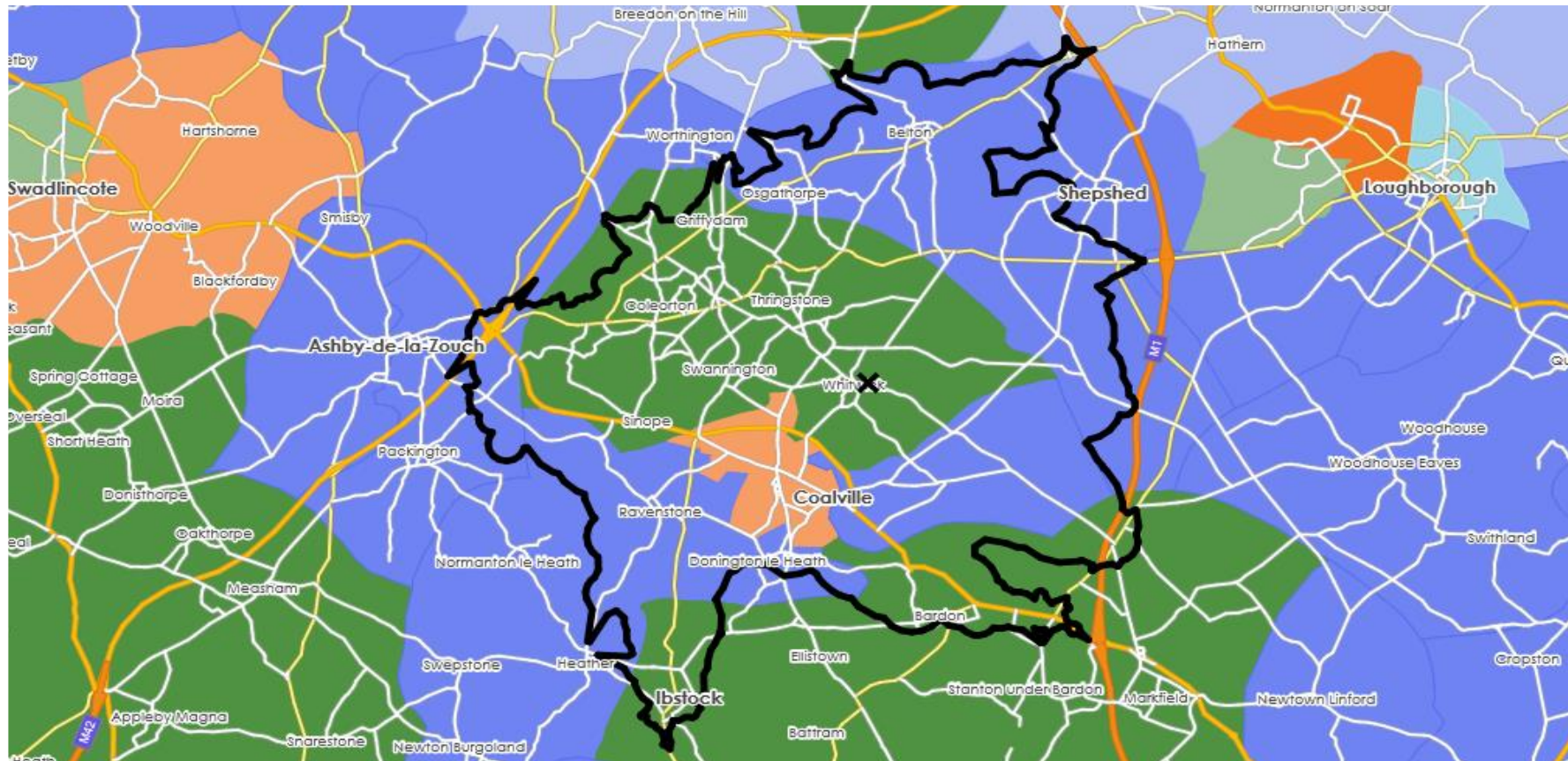
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_Three HorseshoesLE67 5GN (15 min 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

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ACORN - WHAT IS IT?

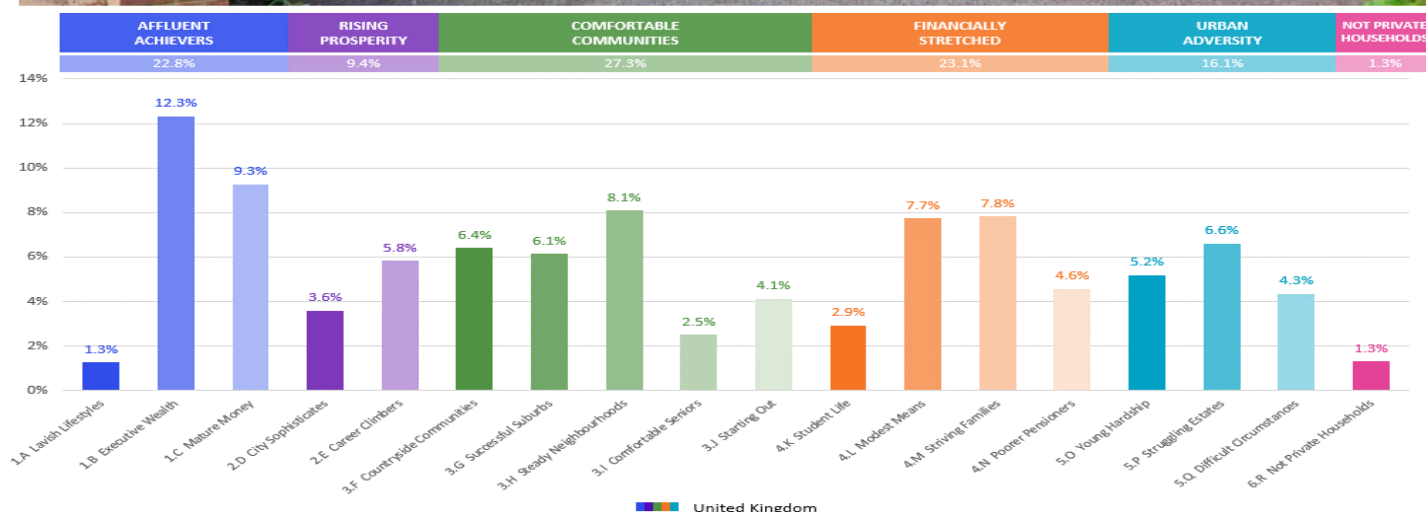
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6 CATEGORIES

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



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Area: ATLT_Three HorseshoesLE67 5GN (15 min cc)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	43	75.3	84.9	89			
Proprietary Club	5	8.8	8.1	108			
Registered Club	17	29.8	29.9	100			
Restaurant	6	10.5	34.6	30			
Residential	1	1.8	3.5	50			

Name	Description	License Type	Owner Name	Postcode
Horse	Independent Free	Pubs & Full On	Independent Free	LE12 9EF
Out Of India	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	LE12 9BS
Jolly Farmer	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LE12 9EP
Shephed Town Cricket Club	Independent Free	Registered Club	Independent Free	LE12 9EU
Top Railway	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE12 9NR
Railway Hotel	Marston's	Pubs & Full On	Marston's	LE12 9NR
Queens Head	Independent Free	Pubs & Full On	Independent Free	LE12 9TP
Gate Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE67 2HG
Ibstock Town Cricket Club	Independent Free	Registered Club	Independent Free	LE67 6NN
Ibstock Miners Welfare S & Sc	Independent Free	Registered Club	Independent Free	LE67 6HN
Waggon & Horses	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE67 6LA
Whimsey Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LE67 6LH
Ram Inn	Unknown	Pubs & Full On	Unknown	LE67 6LG
Boot	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE67 6NH
Coalville Labour Club & Institute	Independent Free	Registered Club	Independent Free	LE67 3PW
Kings Arms	Marston's	Pubs & Full On	Marston's	LE67 2AF
Coalville & District Constitutional Club	Independent Free	Registered Club	Independent Free	LE67 3EE
Stamford & Warrington Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE67 3EE
Bluebells At Brown Stone Bistro	Independent Free	Restaurant	Independent Free	LE67 3ED
Hugglescote Social Club	Independent Free	Registered Club	Independent Free	LE67 2FP
West End Snooker & Social Clubs	Independent Free	Proprietary Club	Independent Free	LE67 3LB
Palace Bingo	Independent Free	Proprietary Club	Independent Free	LE67 3LT
Engineers Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LE67 3PD
Emporium	Independent Free	Proprietary Club	Independent Free	LE67 3PD
Snibstone New Inn	Marston's	Pubs & Full On	Marston's	LE67 3PE
Halfway House	Independent Free	Residential	Independent Free	LE67 3PQ
Charnwood Arms	Greene King	Pubs & Full On	Greene King	LE67 1TB
Leicester Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE67 3JA
Birch Tree Inn	Everards	Pubs & Full On	Everards	LE67 1TD
Bardon Hill Sports & Social Club	Independent Free	Registered Club	Independent Free	LE67 4BG
Hermitage Leisure Centre	Independent Free	Proprietary Club	Independent Free	LE67 5EU
Kings Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE67 5ET
Victoria Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	LE67 3FA
Three Horseshoes	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE67 5GN
Lady Jane	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE67 5PH
George & Dragon	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LE67 8UH
Bulls Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE67 4UY
Hare & Hounds	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE67 5AH
Man Within Compass	Punch Pub Company	Pubs & Full On	Punch Pub Company	LE67 5AS
Black Horse	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE67 5DN
Three Crowns	Ei Group	Pubs & Full On	Ei Group	LE67 5DT
White Horse Inn	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	LE67 5DT
Whitwick North St Working Mens Club	Independent Free	Registered Club	Independent Free	LE67 5HA
Angel Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE67 8GB
Kings Arms	Unknown	Pubs & Full On	Unknown	LE67 8GD
George Inn	Independent Free	Pubs & Full On	Independent Free	LE67 8HF
Gelsmoor Inn	Independent Free	Pubs & Full On	Independent Free	LE67 8HP
New Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE67 8JE
Thringstone Members Club	Independent Free	Registered Club	Independent Free	LE67 8LR
Thringstone Community Centre	Independent Free	Registered Club	Independent Free	LE67 8NR
Station Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE67 8RE
Bulls Head	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	LE67 8LR
Working Mens Club	Independent Free	Registered Club	Independent Free	LE67 3LB

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Registered Club	17	29.8	29.9	100			
Restaurant	6	10.5	34.6	30			
Residential	1	1.8	3.5	50			

Name	Description	License Type	Owner Name	Postcode
Hermitage Park Hotel	Independent Free	Pubs & Full On	Independent Free	LE67 3FA
New Lount Bowls Club	Independent Free	Registered Club	Independent Free	LE67 8JF
Junction 23 Lorry Park	Independent Free	Pubs & Full On	Independent Free	LE12 9BS
Coalville Rugby Club	Independent Free	Registered Club	Independent Free	LE67 5DW
Golf Centre	Independent Free	Registered Club	Independent Free	LE67 8FB
Monkey Walk	Wetherspoon	Pubs & Full On	Wetherspoon	LE67 3WD
Flagstaf Island	Whitbread	Pubs & Full On	Whitbread	LE65 1JP
Robin Hood	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE67 8QQ
La Torre Italian Restaurant	Independent Free	Restaurant	Independent Free	LE67 3EE
Century Theatre	Independent Free	Pubs & Full On	Independent Free	LE67 3LN
Image	Independent Free	Restaurant	Independent Free	LE67 3ED
Hugglescote Community Centre	Independent Free	Registered Club	Independent Free	LE67 2BR
Thringstone Miners Welfare Fc	Independent Free	Registered Club	Independent Free	LE67 8LL
Broomleys Cricket Club	Independent Free	Registered Club	Independent Free	LE67 4RG
Da Vinci Restaurant	Independent Free	Restaurant	Independent Free	LE67 3LT
Bistro	Independent Free	Restaurant	Independent Free	LE67 6LG
Stealth Black Belt Academy	Independent Free	Proprietary Club	Independent Free	LE67 3HF
Bitter And Twister Micropub	Independent Free	Pubs & Full On	Independent Free	LE67 3ED
Buddies	Independent Free	Pubs & Full On	Independent Free	LE67 3PD

MAP OF AREA

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