

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** ATLT\_UnicornSY11 2DQ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	383	5.6	22.0	26		
2 Rising Prosperity	48	0.7	10.1	7		
3 Comfortable Communities	2,697	39.6	26.2	151		
4 Financially Stretched	2,192	32.2	23.7	136		
5 Urban Adversity	1,462	21.5	17.6	122		
6 Not Private Households	22	0.3	0.3	97		
<b>Total households</b>	<b>6,804</b>					

### Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%  
UK Adults of UK

**Age range**  
35-64

**Financial situation**

**Children at home**  
0-2

**House type**  
Semi-detached or detached

**House tenure**  
Owned outright or mortgaged

**Number of beds**  
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

**Acorn Groups within Category 3: Comfortable Communities**

- F Countryside Communities 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT\_UnicornSY11 2DQ (1 Mile contour)  
 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	0	0.0	1.1	0		
1.B Executive Wealth	153	2.2	11.2	20		
1.C Mature Money	230	3.4	9.6	35		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	48	0.7	6.2	11		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	359	5.3	5.7	92		
3.G Successful Suburbs	514	7.6	5.9	128		
3.H Steady Neighbourhoods	600	8.8	7.4	120		
3.I Comfortable Seniors	696	10.2	2.9	352		
3.J Starting Out	528	7.8	4.3	179		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	969	14.2	7.9	180		
4.M Striving Families	512	7.5	7.5	100		
4.N Poorer Pensioners	711	10.4	5.9	177		
<b>5. Urban Adversity</b>						
5.O Young Hardship	1,093	16.1	6.1	261		
5.P Struggling Estates	104	1.5	6.1	25		
5.Q Difficult Circumstances	265	3.9	5.3	73		
<b>6. Not Private Households</b>						
6.R Not Private Households	22	0.3	0.3	97		
<b>Total households</b>	<b>6,804</b>					

Acorn Group Pen Portrait

**5 O Young Hardship**      2.7M UK Adults      5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

**DEMOGRAPHICS**

Age range <b>25-34</b>	Children at home <b>1</b>
House tenure <b>Privately renting</b>	Family structure <b>Single parent</b>
Number of beds <b>2</b>	House type <b>Terraced</b>

**BRANDS**

SHOPPING:

LEISURE:

WEBSITES:

**DIGITAL ATTITUDES**

I worry about online security <b>52%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>52%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>38%</b> <small>UK average: 34%</small>
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**KEY INTERNET USAGE**      **TECHNOLOGY USAGE**

This group are more likely to <b>research credit cards</b> online	This group are more likely to <b>take out a credit card</b> online	This group are more likely to <b>watch TV on demand on a laptop</b>
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**FINANCIAL PROFILE**

Household Income UK <b>£30k</b> London <b>£34k</b> <small>Average: £40k      Average: £44k</small>	% Disposable Income UK <b>39%</b> London <b>28%</b> <small>Average: 44%      Average: 39%</small>	Financial situation 
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_UnicornSY11 2DQ (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Corn 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	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	153	2.2	2.2	102			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	48	0.7	2.9	25			
1.C.12 Retired and empty nesters	170	2.5	2.5	101			
1.C.13 Upmarket downsizers	12	0.2	1.3	14			
<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	30	0.4	1.9	23			
2.E.19 First time buyers in small, modern homes	18	0.3	3.3	8			
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	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	10	0.1	1.1	14			
3.F.23 Owner occupiers in small towns and villages	349	5.1	3.2	162			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	396	5.8	2.6	221			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	118	1.7	2.4	72			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	405	6.0	3.4	173			
3.H.28 Owner occupied terraces, average income	1	0.0	1.6	1			
3.H.29 Established suburbs, older families	194	2.9	2.3	122			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	599	8.8	2.4	365			
3.I.31 Elderly singles in purpose-built accommodation	97	1.4	0.5	291			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	33	0.5	2.1	23			
3.J.33 Smaller houses and starter homes	495	7.3	2.3	323			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	66	1.0	1.4	69			
4.L.38 Semi-skilled workers in traditional neighbourhoods	597	8.8	2.6	334			
4.L.39 Fading owner occupied terraces	306	4.5	2.9	156			
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	33	0.5	1.6	30			
4.M.42 Struggling young families in post-war terraces	75	1.1	1.7	66			
4.M.43 Families in right-to-buy estates	322	4.7	2.1	228			
4.M.44 Post-war estates, limited means	82	1.2	2.2	55			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	87	1.3	0.8	163			
4.N.46 Elderly people in social rented flats	57	0.8	1.1	77			
4.N.47 Low income older people in smaller semis	262	3.9	2.3	169			
4.N.48 Pensioners and singles in social rented flats	305	4.5	1.8	254			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	269	4.0	2.1	184			
5.O.50 Struggling younger people in mixed tenure	404	5.9	1.7	340			
5.O.51 Young people in small, low cost terraces	420	6.2	2.3	274			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	36	0.5	1.6	33			
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	68	1.0	1.6	61			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	101	1.5	1.5	98			
5.Q.58 Singles and young families, some receiving benefits	82	1.2	1.8	67			
5.Q.59 Deprived areas and high-rise flats	82	1.2	2.0	59			
<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	22	0.3	0.3	118			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>6,804</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: ATLT\_UnicornSY11 2DQ (1 Mile contour)

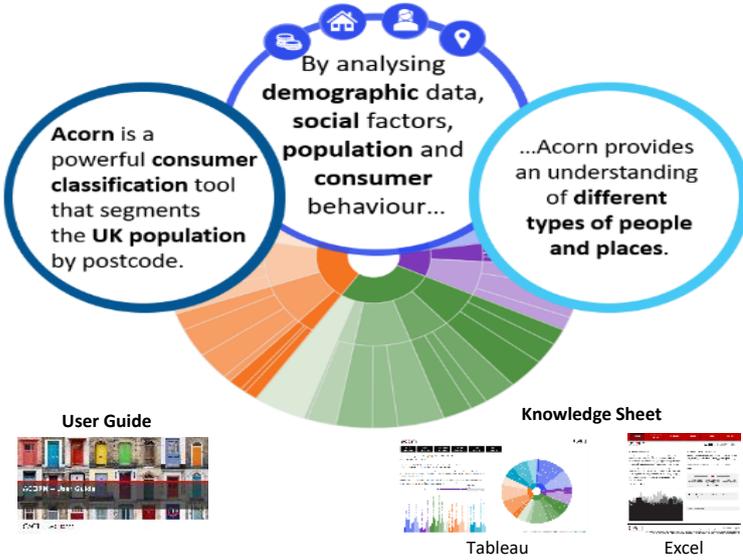


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

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
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

**1 Affluent Achievers**

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

**12.0M** UK Adults

**22.8%** of UK

House type: **Detached**

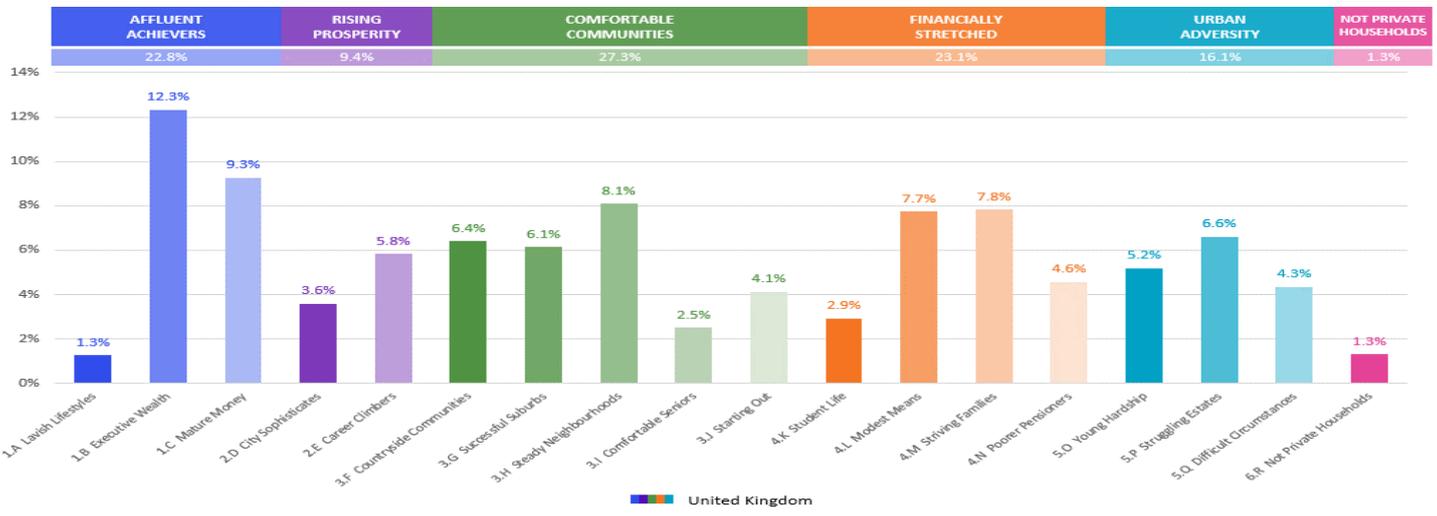
House tenure: **Owned outright**

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\_UnicornSY11 2DQ (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	22	150.5	84.9	177			
Proprietary Club	1	6.8	8.1	84			
Registered Club	3	20.5	29.9	69			
Restaurant	11	75.2	34.6	217			
Residential	0	0.0	3.5	0			

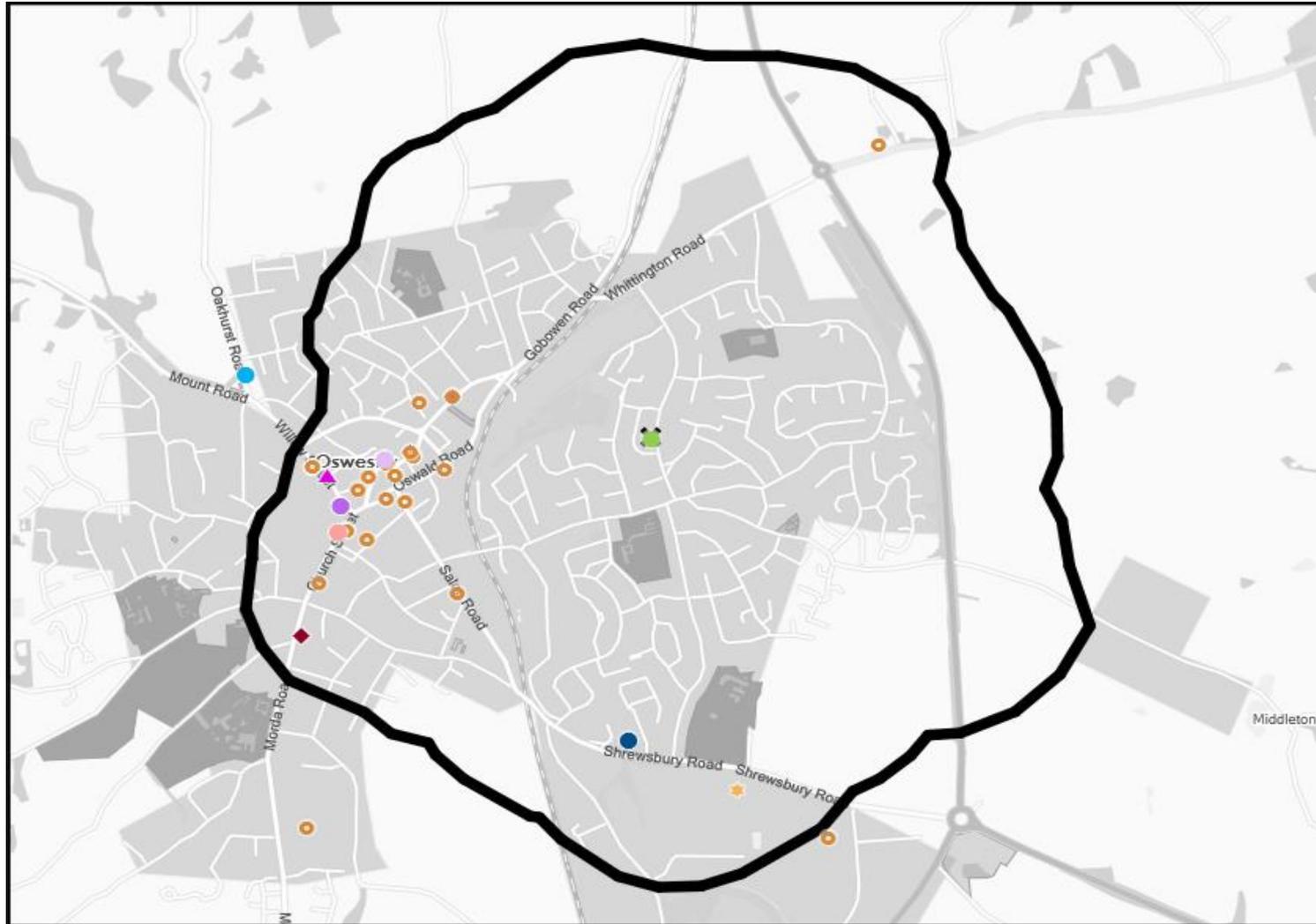
Name	Description	License Type	Owner Name	Postcode
Plough	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY11 1QE
Railway Tavern	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY11 1HL
Boars Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY11 1AF
Oswestry Conservative Club	Independent Free	Registered Club	Independent Free	SY11 2PA
Sebastians	Independent Free	Restaurant	Independent Free	SY11 1AQ
Butchers Arms	Amber Taverns	Pubs & Full On	Amber Taverns	SY11 1JL
Three Pigeons	Independent Free	Pubs & Full On	Independent Free	SY11 1NF
George Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SY11 1PZ
Oswestry Combined Ex-Servicemens Clu	Independent Free	Registered Club	Independent Free	SY11 1PX
Castle Tavern	Unknown	Pubs & Full On	Unknown	SY11 1PZ
Red Lion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY11 1PZ
Simla Restaurant	Independent Free	Restaurant	Independent Free	SY11 1QG
Oswestry Nahling	Independent Free	Restaurant	Independent Free	SY11 1QG
Golden Lion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY11 2AA
Unicorn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY11 2DQ
Raj Mahal Restaurant	Independent Free	Restaurant	Independent Free	SY11 2NN
Black Lion	Independent Free	Pubs & Full On	Independent Free	SY11 2RJ
Highwayman Inn	Marston's	Pubs & Full On	Marston's	SY11 2RT
Oak	Independent Free	Pubs & Full On	Independent Free	SY11 2SU
Olde Vaults	Unknown	Pubs & Full On	Unknown	SY11 2SP
Fox Inn	Independent Free	Pubs & Full On	Independent Free	SY11 2SU
Wynnstay Hotel	Independent Free	Pubs & Full On	Independent Free	SY11 2SZ
Oswestry Rugby Club	Independent Free	Registered Club	Independent Free	SY11 4AB
Ok Diner	OK Diners	Restaurant	OK Diners	SY11 4QA
Kings Head Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SY11 2SP
Gibsons	Independent Free	Proprietary Club	Independent Free	SY11 1PY
Griffin Inn	Independent Free	Pubs & Full On	Independent Free	SY11 1QA
Knock & Snitch	Independent Free	Pubs & Full On	Independent Free	SY11 2NG
Wilfred Owen	Wetherspoon	Pubs & Full On	Wetherspoon	SY11 1AF
Prezzo	Prezzo plc	Restaurant	Prezzo plc	SY11 2SP
China Palace	Independent Free	Restaurant	Independent Free	SY11 1HL
Red Rose	Independent Free	Restaurant	Independent Free	SY11 1AQ
Townhouse	Independent Free	Restaurant	Independent Free	SY11 1AQ
Lepones	Independent Free	Restaurant	Independent Free	SY11 1RE
Cemist	Independent Free	Pubs & Full On	Independent Free	SY11 2SU
Bastion Alehouse	Independent Free	Pubs & Full On	Independent Free	SY11 2NL
Fired Kitchen	Independent Free	Restaurant	Independent Free	SY11 1QE

# MAP OF AREA

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Source: OS Open Data 2018

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**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