

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Vino's Ale & Wine TavernTA6 3BG (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	98	2.0	22.0	9		
	2 Rising Prosperity	64	1.3	10.1	13		
	3 Comfortable Communities	705	14.1	26.2	54		
	4 Financially Stretched	1,503	30.0	23.7	127		
	5 Urban Adversity	2,629	52.5	17.6	298		
	6 Not Private Households	4	0.1	0.3	24		
	Graph						
Total households		5,003					

Acorn Category Pen Portrait



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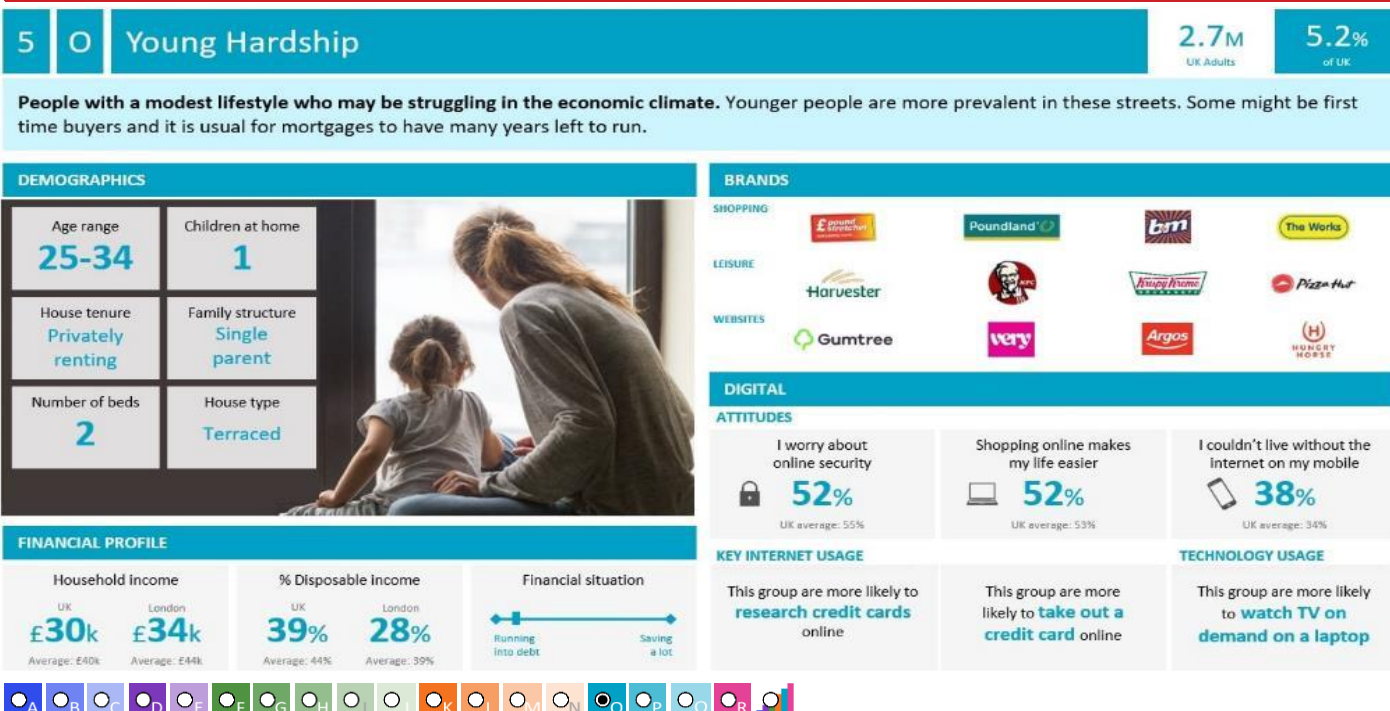
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Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	26	0.5	11.2	5			
1.C Mature Money	72	1.4	9.6	15			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	64	1.3	6.2	21			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	188	3.8	5.9	64			
3.H Steady Neighbourhoods	149	3.0	7.4	40			
3.I Comfortable Seniors	137	2.7	2.9	94			
3.J Starting Out	231	4.6	4.3	106			
4. Financially Stretched							
4.K Student Life	2	0.0	2.4	2			
4.L Modest Means	855	17.1	7.9	216			
4.M Striving Families	260	5.2	7.5	69			
4.N Poorer Pensioners	386	7.7	5.9	131			
5. Urban Adversity							
5.O Young Hardship	1,918	38.3	6.1	624			
5.P Struggling Estates	200	4.0	6.1	65			
5.Q Difficult Circumstances	511	10.2	5.3	191			
6. Not Private Households							
6.R Not Private Households	4	0.1	0.3	24			
Total households	5,003						

Acorn Group Pen Portrait



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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	0	0.0	0.9	0			
1.B Executive Wealth								
	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	4	0.1	2.2	4			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	19	0.4	1.5	25			
	1.B.9 Well-off edge of towners	3	0.1	1.6	4			
1.C Mature Money								
	1.C.10 Better-off villagers	9	0.2	3.0	6			
	1.C.11 Settled suburbia, older people	15	0.3	2.9	10			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	48	1.0	1.3	74			
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	0	0.0	1.9	0			
	2.E.19 First time buyers in small, modern homes	64	1.3	3.3	39			
	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	0	0.0	1.5	0			
	3.F.22 Older couples and families in rural areas	0	0.0	1.1	0			
	3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	106	2.1	2.6	80			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	82	1.6	2.4	68			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	39	0.8	3.4	23			
	3.H.28 Owner occupied terraces, average income	57	1.1	1.6	72			
	3.H.29 Established suburbs, older families	53	1.1	2.3	45			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
	3.I.31 Elderly singles in purpose-built accommodation	137	2.7	0.5	558			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	96	1.9	2.1	92			
	3.J.33 Smaller houses and starter homes	135	2.7	2.3	120			
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	2	0.0	1.7	2			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	145	2.9	1.4	206			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	167	3.3	2.6	127			
	4.L.39 Fading owner occupied terraces	543	10.9	2.9	377			
	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	0	0.0	1.6	0			
	4.M.42 Struggling young families in post-war terraces	126	2.5	1.7	150			
	4.M.43 Families in right-to-buy estates	5	0.1	2.1	5			
	4.M.44 Post-war estates, limited means	129	2.6	2.2	117			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	11	0.2	0.8	28			
	4.N.46 Elderly people in social rented flats	238	4.8	1.1	438			
	4.N.47 Low income older people in smaller semis	0	0.0	2.3	0			
	4.N.48 Pensioners and singles in social rented flats	137	2.7	1.8	155			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	834	16.7	2.1	776			
	5.O.50 Struggling younger people in mixed tenure	547	10.9	1.7	626			
	5.O.51 Young people in small, low cost terraces	537	10.7	2.3	476			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	189	3.8	1.6	233			
	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	11	0.2	1.6	13			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	129	2.6	1.5	170			
	5.Q.58 Singles and young families, some receiving benefits	44	0.9	1.8	49			
	5.Q.59 Deprived areas and high-rise flats	338	6.8	2.0	332			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	2	0.0	0.1	69			
	6.R.61 Inactive communal population	2	0.0	0.3	15			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		5,003						

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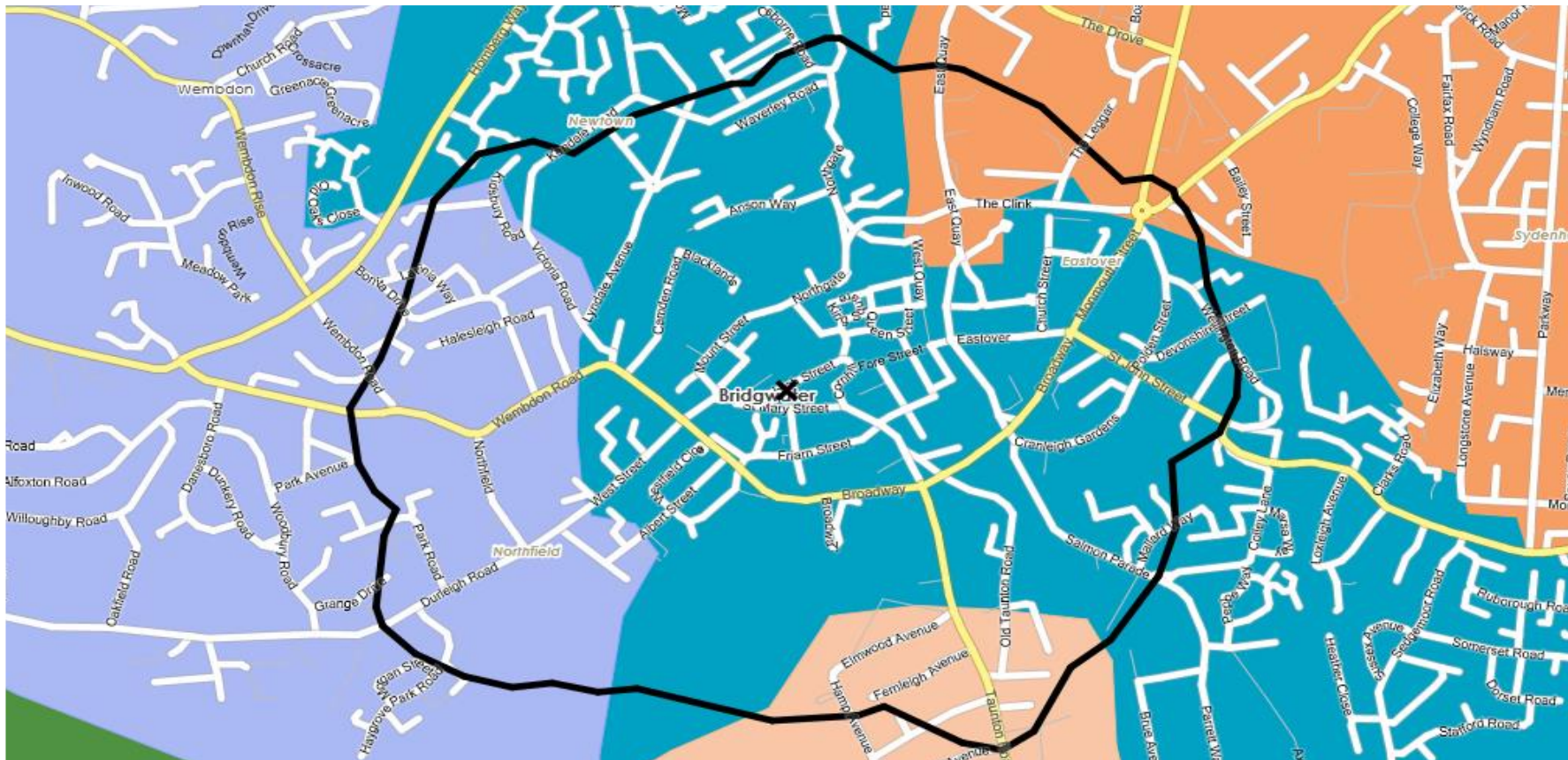
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_Vino's Ale & Wine TavernTA6 3BG (0.62 Mile 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

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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
	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_Vino's Ale & Wine TavernTA6 3BG (0.6

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	31	295.3	84.9	348			
Proprietary Club	6	57.2	8.1	702			
Registered Club	8	76.2	29.9	255			
Restaurant	13	123.8	34.6	358			
Residential	1	9.5	3.5	274			

Name	Description	License Type	Owner Name	Postcode
Lamb Inn	Independent Free	Pubs & Full On	Independent Free	TA 6 5PY
Golden Ball	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 6 3BE
Vinos Ale And Wine Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TA 6 3BG
Duke	Amber Taverns	Restaurant	Star Pubs & Bars	TA 6 3BQ
Arts Centre	Independent Free	Pubs & Full On	Independent Free	TA 6 3DD
Castle Club	Independent Free	Registered Club	Independent Free	TA 6 3DD
Bridgewater Masonic Hall	Independent Free	Registered Club	Independent Free	TA 6 3DH
Great Escape	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 6 3EN
Nutmeg House	Independent Free	Restaurant	Independent Free	TA 6 3EN
English Raj Indian Restaurant	Independent Free	Restaurant	Independent Free	TA 6 3EN
Admirals Landing	Independent Free	Pubs & Full On	Independent Free	TA 6 3EX
Fountain	Unknown	Pubs & Full On	Unknown	TA 6 3HL
Lions Club	Independent Free	Proprietary Club	Independent Free	TA 6 3HW
Silhouettes	Independent Free	Restaurant	Independent Free	TA 6 3LU
Tudor Hotel & Bar 27	Independent Free	Pubs & Full On	Independent Free	TA 6 3LX
Old Vicarage Restaurant	Independent Free	Residential	Independent Free	TA 6 3EQ
Bridgewater Mega Bowl	Independent Free	Proprietary Club	Independent Free	TA 6 3NA
Blake Hall	Independent Free	Pubs & Full On	Independent Free	TA 6 3NZ
Palace Night Club	Independent Free	Proprietary Club	Independent Free	TA 6 3PF
Blake Arms Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 6 3PF
China Palace	Independent Free	Restaurant	Independent Free	TA 6 3PF
Brookland Hotel	Independent Free	Pubs & Full On	Independent Free	TA 6 3PN
Old Market	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 6 3PG
Cobblestones	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TA 6 5AP
Bunch Of Grapes	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 6 5HS
New Foresters	Independent Free	Pubs & Full On	Independent Free	TA 6 5HX
Crown Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TA 6 5HZ
Lime Kiln Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	TA 6 5LU
Malt Shovel	Greene King	Pubs & Full On	Greene King	TA 6 7DN
Horse & Jockey	Independent Free	Pubs & Full On	Independent Free	TA 6 7HU
Bridgewater Bowling Club	Independent Free	Registered Club	Independent Free	TA 6 7HR
Quantock	Greene King	Pubs & Full On	Greene King	TA 6 7DP
Mecca Bingo	Rank	Proprietary Club	Rank	TA 6 3PH
Gallery	Independent Free	Pubs & Full On	Independent Free	TA 6 3BN
Baillies	Independent Free	Pubs & Full On	Independent Free	TA 6 3BN
Eastover Park Bowling Club	Independent Free	Registered Club	Independent Free	TA 6 5JS
Carnival Inn	Wetherspoon	Pubs & Full On	Wetherspoon	TA 6 3LX
Green Dragon	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TA 6 3LJ
North Petherton Community Centre	Independent Free	Registered Club	Independent Free	TA 6 3NH
Cornhill	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 6 3BU
Prezzo	Prezzo plc	Restaurant	Prezzo plc	TA 6 3BY
Bridgewater Steakhouse	Independent Free	Restaurant	Independent Free	TA 6 3PF
Le Kage	Independent Free	Restaurant	Independent Free	TA 6 5AB
Elachi Restaurant	Independent Free	Restaurant	Independent Free	TA 6 5AW
Reflections	Independent Free	Pubs & Full On	Independent Free	TA 6 3BL
Spice Club	Independent Free	Restaurant	Independent Free	TA 6 5AB
Victoria Park Bowling Club	Independent Free	Registered Club	Independent Free	TA 6 7AD
Cue Club	Independent Free	Proprietary Club	Independent Free	TA 6 5AW
Bar Brunel	Independent Free	Pubs & Full On	Independent Free	TA 6 3LJ
Bridgewater Town Hall	Independent Free	Pubs & Full On	Independent Free	TA 6 3AS
Bridgewater Ymca	Independent Free	Registered Club	Independent Free	TA 6 3RF
Spenneys Sports Bar	Independent Free	Pubs & Full On	Independent Free	TA 6 5AW
Green Olive	Independent Free	Restaurant	Independent Free	TA 6 3HL

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Name	Description	License Type	Owner Name	Postcode
Highway 61	Independent Free	Restaurant	Independent Free	TA 6 3BJ
Trimwise Fitness	Independent Free	Proprietary Club	Independent Free	TA 6 5AW
Mercure Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	TA 6 5AW
Fever & Boutique	Fever Bars	Pubs & Full On	Fever Bars	TA 6 3PF
Bridgwater Cricket Club	Independent Free	Registered Club	Independent Free	TA 6 7HR
Marco Pierre White Steakhouse Bar & G Marco Pierre White Group		Restaurant	Marco Pierre White Group	TA 6 5AW

MAP OF AREA

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