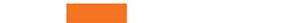


ACORN CATEGORY PROFILE - HOUSEHOLDS

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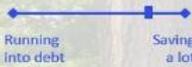
Area: ATLT_Waldegrave ArmsBS40 6BD (15 min contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	5,417	57.6	22.0	262		
 2 Rising Prosperity	233	2.5	10.1	24		
 3 Comfortable Communities	2,298	24.5	26.2	93		
 4 Financially Stretched	1,367	14.5	23.7	61		
 5 Urban Adversity	52	0.6	17.6	3		
 6 Not Private Households	30	0.3	0.3	96		
 Graph						
Total households	9,397					

Acorn Category Pen Portrait

1 Affluent Achievers
12.0M 22.8%
UK Adults of UK

Age range
55+

Financial situation


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



ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Waldegrave ArmsBS40 6BD (15 min 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	81	0.9	1.1	77		
1.B Executive Wealth	3,162	33.6	11.2	300		
1.C Mature Money	2,174	23.1	9.6	240		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	233	2.5	6.2	40		
3. Comfortable Communities						
3.F Countryside Communities	1,001	10.7	5.7	186		
3.G Successful Suburbs	741	7.9	5.9	134		
3.H Steady Neighbourhoods	493	5.2	7.4	71		
3.I Comfortable Seniors	13	0.1	2.9	5		
3.J Starting Out	50	0.5	4.3	12		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	56	0.6	7.9	8		
4.M Striving Families	1,038	11.0	7.5	146		
4.N Poorer Pensioners	273	2.9	5.9	49		
5. Urban Adversity						
5.O Young Hardship	33	0.4	6.1	6		
5.P Struggling Estates	0	0.0	6.1	0		
5.Q Difficult Circumstances	19	0.2	5.3	4		
6. Not Private Households						
6.R Not Private Households	30	0.3	0.3	96		
Total households	9,397					

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**

BRANDS

SHOPPING: Cath Kidston, THE WHITE COMPANY, THE LITTLE GREENS, Russell & Bromley

LEISURE: M&S SMILEY FOOD, *PRET A MANGER*, WHOLE FOODS, wahaca

WEBSITES: BOON 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%)

FINANCIAL PROFILE

Household Income: UK **£60k** (Average: £40k), London **£63k** (Average: £44k)

% Disposable Income: UK **50%** (Average: 44%), London **49%** (Average: 39%)

Financial situation: Running into debt to Saving a lot

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



CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Waldegrave ArmsBS40 6BD (15 min contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn Structure
 Index
 Profile %

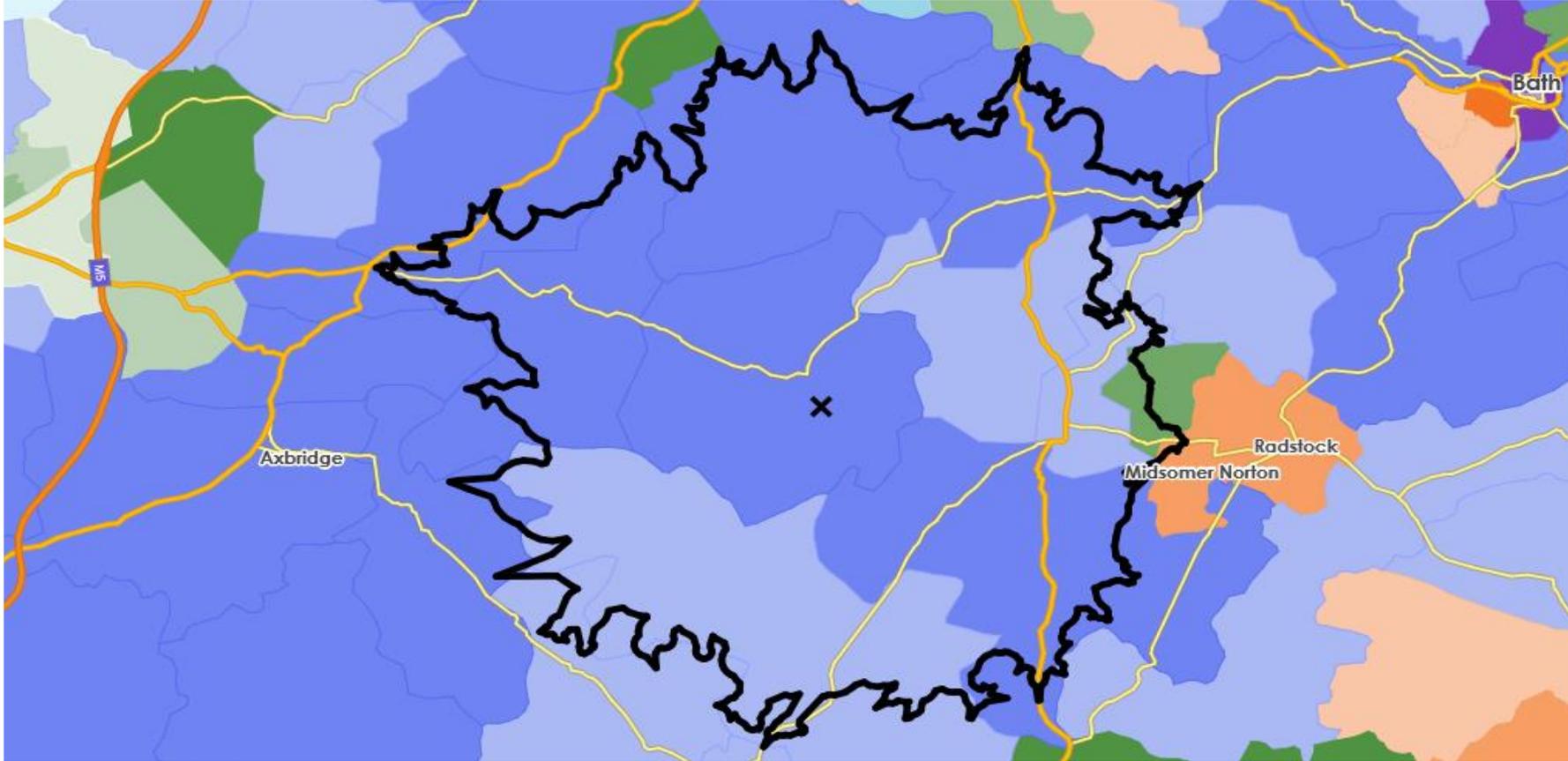
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	81	0.9	0.9	98			
1.B Executive Wealth							
1.B.4 Asset rich families	255	2.7	2.6	104			
1.B.5 Wealthy countryside commuters	2,480	26.4	2.4	1,095			
1.B.6 Financially comfortable families	235	2.5	2.2	114			
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	192	2.0	1.6	126			
1.C Mature Money							
1.C.10 Better-off villagers	2,109	22.4	3.0	752			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	43	0.5	2.5	18			
1.C.13 Upmarket downsizers	22	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	195	2.1	1.9	110			
2.E.19 First time buyers in small, modern homes	38	0.4	3.3	12			
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	301	3.2	1.5	214			
3.F.22 Older couples and families in rural areas	165	1.8	1.1	165			
3.F.23 Owner occupiers in small towns and villages	535	5.7	3.2	179			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	225	2.4	2.6	91			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	516	5.5	2.4	227			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	67	0.7	3.4	21			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	426	4.5	2.3	195			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	13	0.1	2.4	6			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	50	0.5	2.3	24			
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	51	0.5	1.4	39			
4.L.38 Semi-skilled workers in traditional neighbourhoods	5	0.1	2.6	2			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	916	9.7	1.6	611			
4.M.42 Struggling young families in post-war terraces	84	0.9	1.7	53			
4.M.43 Families in right-to-buy estates	14	0.1	2.1	7			
4.M.44 Post-war estates, limited means	24	0.3	2.2	12			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	183	1.9	0.8	248			
4.N.46 Elderly people in social rented flats	9	0.1	1.1	9			
4.N.47 Low income older people in smaller semis	81	0.9	2.3	38			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.8	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	33	0.4	2.1	16			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.7	0			
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	0	0.0	1.6	0			
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	0	0.0	1.6	0			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	19	0.2	1.5	13			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	1	0.0	0.1	18			
6.R.61 Inactive communal population	29	0.3	0.3	112			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	9,397						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Waldegrave ArmsBS40 6BD (15 min contour)



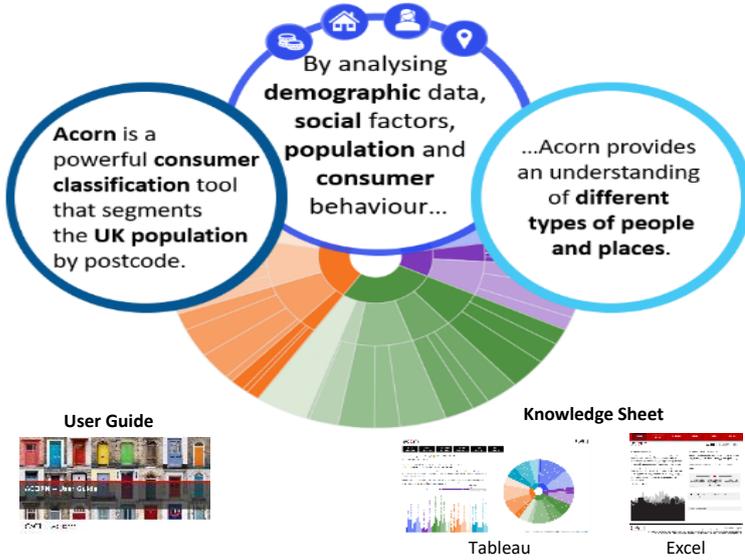
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

ACORN - WHAT IS IT?

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6 CATEGORIES 18 GROUPS 62 TYPES

1. Affluent Achievers	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
	<input type="radio"/>	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

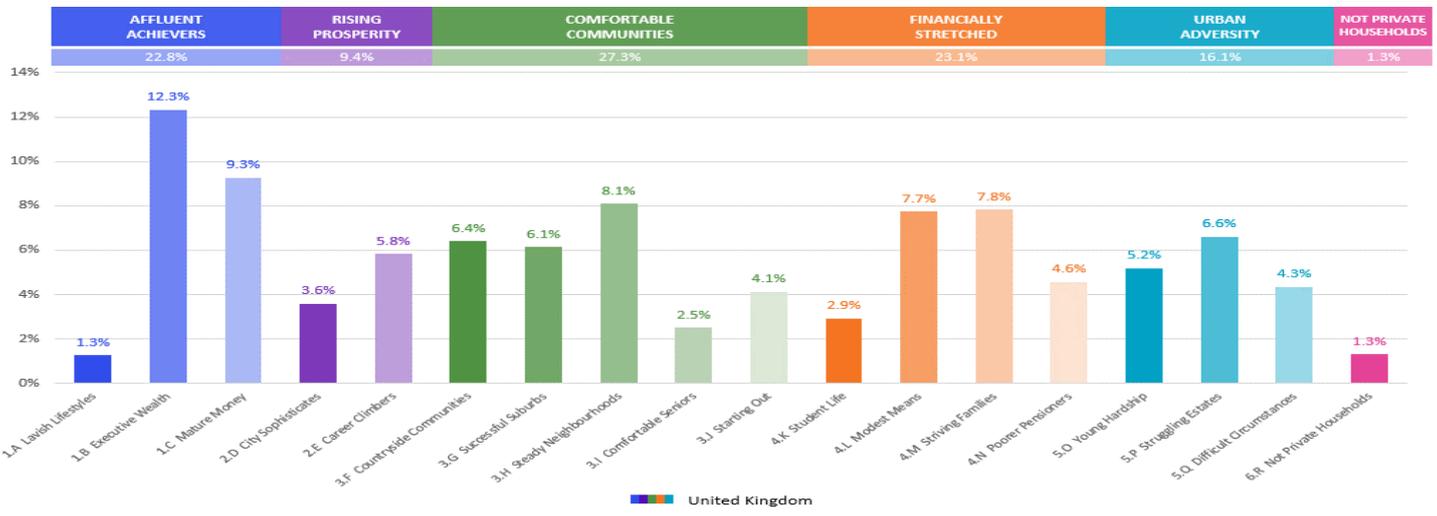
House type: Detached

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



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Area: ATLT_Waldegrave ArmsBS40 6BD (15 min co
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	47	197.7	84.9	233			
Proprietary Club	1	4.2	8.1	52			
Registered Club	12	50.5	29.9	169			
Restaurant	5	21.0	34.6	61			
Residential	1	4.2	3.5	121			

Name	Description	License Type	Owner Name	Postcode
Ston Easton Park	von Essen Hotels	Pubs & Full On	von Essen Hotels	BA 3 4DF
Crown Inn	Independent Free	Pubs & Full On	Independent Free	BA 3 4EB
Somerset Wagon	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	BA 3 4JW
Waldegrave Arms	Ei Group	Pubs & Full On	Ei Group	BA 3 4LL
Litton	Independent Free	Pubs & Full On	Independent Free	BA 3 4PW
Old Down Inn	Independent Free	Pubs & Full On	Independent Free	BA 3 4SA
George Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	BA 3 4TQ
Horse & Jockey Inn	Independent Free	Pubs & Full On	Independent Free	BA 3 4UH
Hunters Lodge Inn	Independent Free	Pubs & Full On	Independent Free	BA 5 3AR
Queen Victoria Inn	Butcombe Brewery	Pubs & Full On	Butcombe Brewery	BA 5 3BA
Ploughboy Inn	Independent Free	Pubs & Full On	Independent Free	BA 5 3ET
Purnells Bowling Club	Independent Free	Registered Club	Independent Free	BS39 7LG
Chew Valley Lake Sailing Club	Independent Free	Registered Club	Independent Free	BS40 8XN
Rising Sun	St Austell Brewery	Pubs & Full On	St Austell Brewery	BS39 4AQ
George & Dragon	Ei Group	Pubs & Full On	Ei Group	BS39 4BH
Carpenters Arms	Buccaneer Holdings Ltd	Pubs & Full On	Buccaneer Holdings Ltd	BS39 4BX
Druids Arms	Wellington	Pubs & Full On	Wellington	BS39 4EJ
Travellers Rest	Punch Pub Company	Pubs & Full On	Punch Pub Company	BS39 4JF
Chelwood House	Independent Free	Residential	Independent Free	BS39 4NH
Railway Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BS39 5PD
Hunters Rest	Independent Free	Pubs & Full On	Independent Free	BS39 5QL
Clutton Village Hall	Independent Free	Registered Club	Independent Free	BS39 5SP
Temple Cloud Cricket Club	Independent Free	Registered Club	Independent Free	BS39 5TF
Clutton Football Club	Independent Free	Registered Club	Independent Free	BS39 5TA
Red Lion	Punch Pub Company	Pubs & Full On	Punch Pub Company	BS39 5UT
Cameley Lodge	Independent Free	Pubs & Full On	Independent Free	BS39 5AH
Ring O Bells	Butcombe Brewery	Pubs & Full On	Butcombe Brewery	BS39 5AN
Temple Inn	Country Pub Group Ltd	Pubs & Full On	Country Pub Group Ltd	BS39 5DA
Old Station Inn	Butcombe Brewery	Pubs & Full On	Butcombe Brewery	BS39 6EN
Star Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BS39 6HX
Farrington Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	BS39 6TG
Farrington Memorial Hall Social Club	Independent Free	Registered Club	Independent Free	BS39 6TY
Spice Dunes	Admiral Taverns Ltd	Restaurant	Admiral Taverns Ltd	BS39 6UL
Waldegrave Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BS40 6BD
Castle Of Comfort Inn	Independent Free	Pubs & Full On	Independent Free	BS40 6DD
Wellsway	Independent Free	Pubs & Full On	Independent Free	BS40 6EJ
Crown Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BS40 6HA
Blue Bowl	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BS40 6HJ
Ring O Bells	Butcombe Brewery	Pubs & Full On	Butcombe Brewery	BS40 6JE
New Inn	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	BS40 7SB
Blagdon Village Club	Independent Free	Registered Club	Independent Free	BS40 7TA
Seymour Arms	Independent Free	Pubs & Full On	Independent Free	BS40 7TH
Plume Of Feathers	Unknown	Pubs & Full On	Unknown	BS40 7AH
Prince Of Waterloo	Wellington	Pubs & Full On	Wellington	BS40 8AR
Crown Inn	Independent Free	Pubs & Full On	Independent Free	BS40 8AY
Stoke Inn	Independent Free	Pubs & Full On	Independent Free	BS40 8XE
Bear & Swan	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	BS40 8PR
Chew Stoke Bowling Club	Independent Free	Registered Club	Independent Free	BS40 8XN
Pig Near Bath	Home Grown Hotels LTD	Pubs & Full On	Home Grown Hotels LTD	BS39 4NS
Queens Arms	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	BS40 8RQ
Pony & Trap	Independent Free	Pubs & Full On	Independent Free	BS40 8TQ
Farrington Golf Club	Independent Free	Registered Club	Independent Free	BS39 6TS
Coombe Lodge	Independent Free	Pubs & Full On	Independent Free	BS40 7RG

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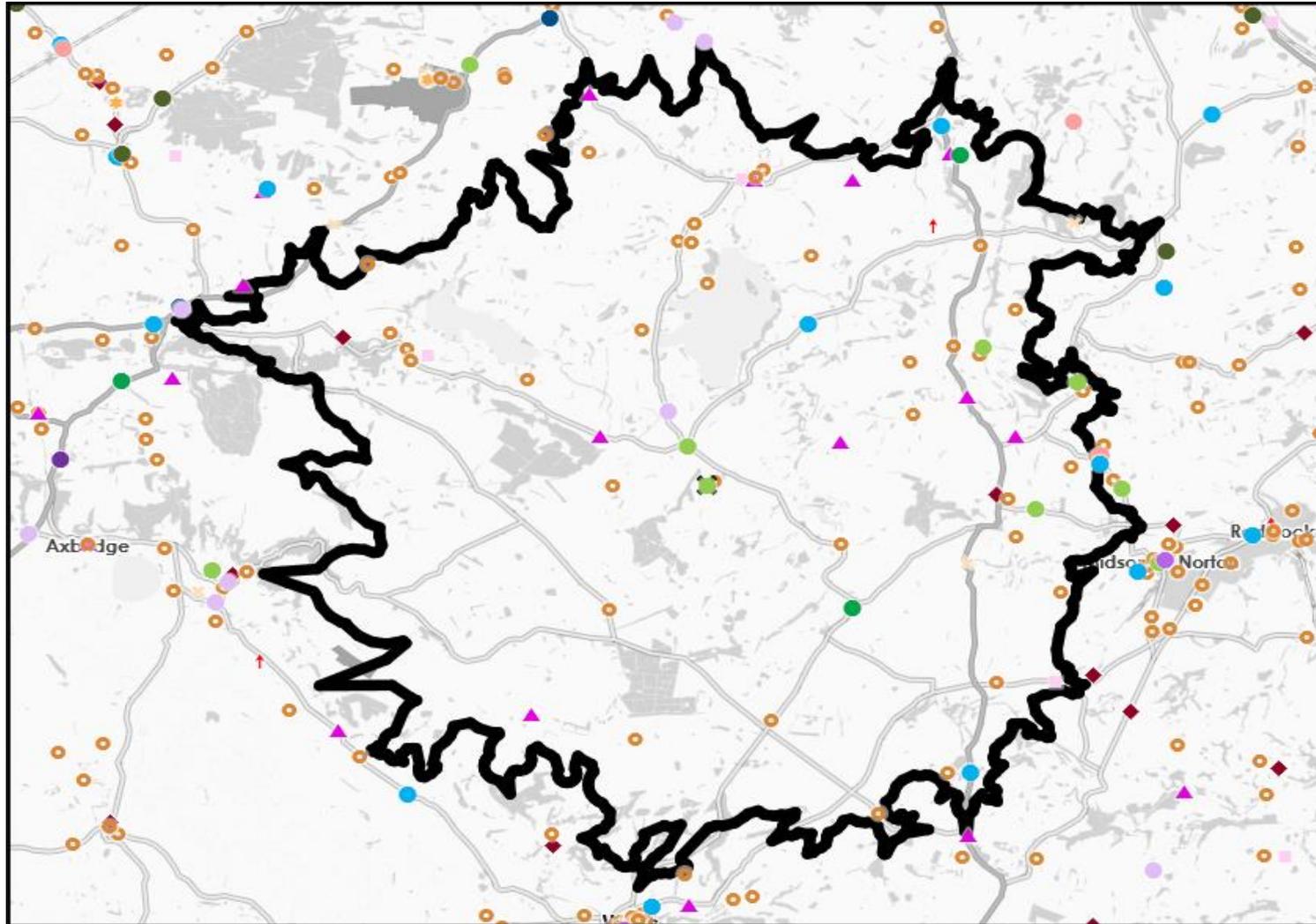
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
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Proprietary Club	1	4.2	8.1	52			
Registered Club	12	50.5	29.9	169			
Restaurant	5	21.0	34.6	61			
Residential	1	4.2	3.5	121			

Name	Description	License Type	Owner Name	Postcode
Chew Valley Rugby Club	Independent Free	Registered Club	Independent Free	BS40 8UE
East Harptree Village Club	Independent Free	Registered Club	Independent Free	BS40 6AY
High Littleton Recreation Club	Independent Free	Proprietary Club	Independent Free	BS39 6HD
Pelican	Butcombe Brewery	Pubs & Full On	Butcombe Brewery	BS40 8SL
Woodford Lodge Rest	Independent Free	Restaurant	Independent Free	BS40 8XH
Celebrations Bars	Independent Free	Pubs & Full On	Independent Free	BS39 7XJ
Ubley Parish Hall	Independent Free	Registered Club	Independent Free	BS40 6PH
Aldwick Court Farm	Independent Free	Pubs & Full On	Independent Free	BS40 5RF
Herons Green Farm	Independent Free	Pubs & Full On	Independent Free	BS40 6NL
Hartleys Kitchen	Independent Free	Restaurant	Independent Free	BA 3 4UL
Chew Kitchen	Independent Free	Restaurant	Independent Free	BS40 8UE
Chew Valley Weddings Limited	Independent Free	Pubs & Full On	Independent Free	BS40 8RJ
Lazy Lobster	Independent Free	Restaurant	Independent Free	BS40 8SH

MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT_Waldegrave ArmsBS40 6BD (15 min 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