

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_White HartEX7 9JY (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	919	19.8	22.0	90		
2 Rising Prosperity	77	1.7	10.1	16		
3 Comfortable Communities	1,134	24.5	26.2	93		
4 Financially Stretched	1,641	35.4	23.7	149		
5 Urban Adversity	845	18.2	17.6	104		
6 Not Private Households	18	0.4	0.3	117		
Graph						
Total households		4,634				

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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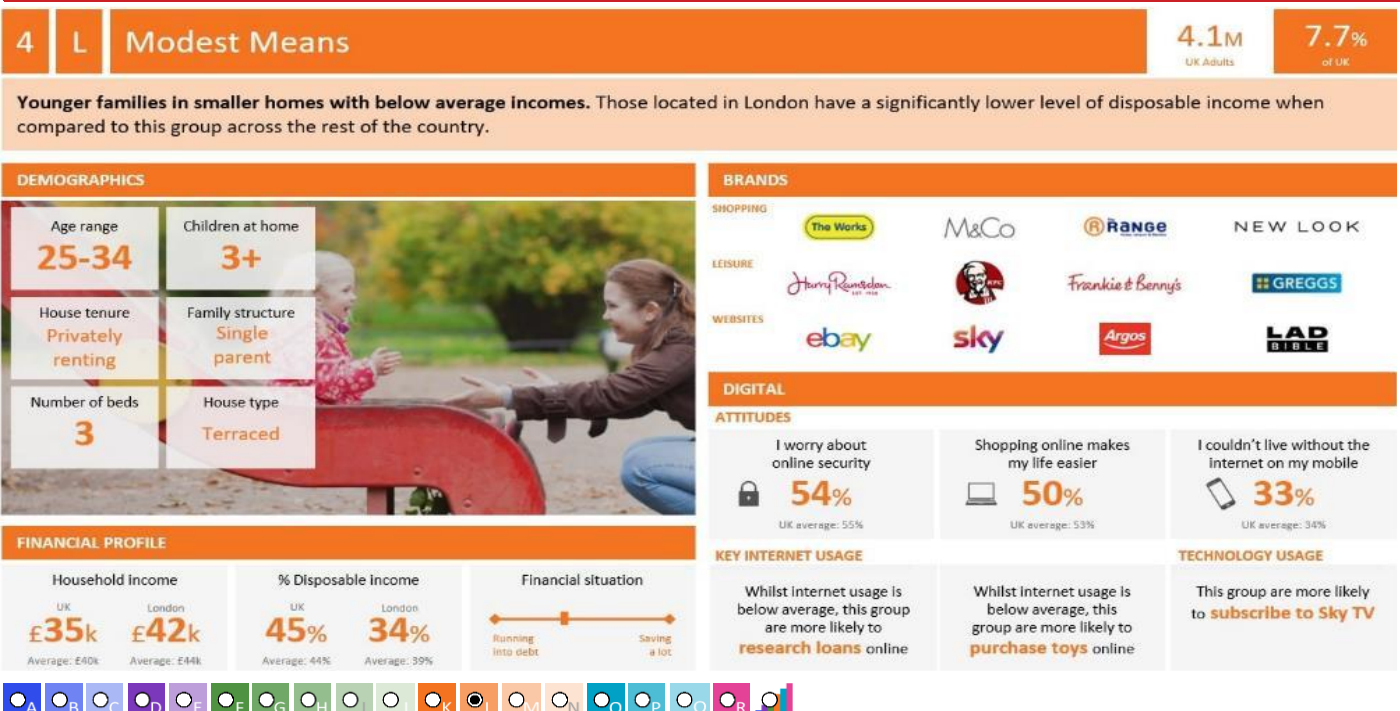
Area: ATLT_White HartEX7 9JY (1 Mile contour)

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	0	0.0	1.1	0			
1.B Executive Wealth	173	3.7	11.2	33			
1.C Mature Money	746	16.1	9.6	167			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	77	1.7	6.2	27			
3. Comfortable Communities							
3.F Countryside Communities	238	5.1	5.7	90			
3.G Successful Suburbs	297	6.4	5.9	109			
3.H Steady Neighbourhoods	317	6.8	7.4	93			
3.I Comfortable Seniors	211	4.6	2.9	157			
3.J Starting Out	71	1.5	4.3	35			
4. Financially Stretched							
4.K Student Life	11	0.2	2.4	10			
4.L Modest Means	935	20.2	7.9	255			
4.M Striving Families	376	8.1	7.5	108			
4.N Poorer Pensioners	319	6.9	5.9	117			
5. Urban Adversity							
5.O Young Hardship	720	15.5	6.1	253			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	125	2.7	5.3	50			
6. Not Private Households							
6.R Not Private Households	18	0.4	0.3	117			
Total households	4,634						

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_White HartEX7 9JY (1 Mile 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	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	147	3.2	2.6	121			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	9	0.2	2.2	9			
	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	17	0.4	1.6	23			
1.C Mature Money								
	1.C.10 Better-off villagers	22	0.5	3.0	16			
	1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12 Retired and empty nesters	459	9.9	2.5	399			
	1.C.13 Upmarket downsizers	265	5.7	1.3	439			
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	77	1.7	1.9	88			
	2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
	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	238	5.1	3.2	162			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	161	3.5	2.6	132			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	136	2.9	2.4	121			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	140	3.0	3.4	88			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	177	3.8	2.3	164			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	160	3.5	2.4	143			
	3.I.31 Elderly singles in purpose-built accommodation	51	1.1	0.5	224			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	16	0.3	2.1	16			
	3.J.33 Smaller houses and starter homes	55	1.2	2.3	53			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	11	0.2	0.4	65			
	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	170	3.7	1.4	260			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	414	8.9	2.6	340			
	4.L.39 Fading owner occupied terraces	351	7.6	2.9	263			
	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	135	2.9	1.6	183			
	4.M.42 Struggling young families in post-war terraces	202	4.4	1.7	260			
	4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
	4.M.44 Post-war estates, limited means	39	0.8	2.2	38			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	30	0.6	0.8	83			
	4.N.46 Elderly people in social rented flats	148	3.2	1.1	294			
	4.N.47 Low income older people in smaller semis	21	0.5	2.3	20			
	4.N.48 Pensioners and singles in social rented flats	120	2.6	1.8	147			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	509	11.0	2.1	512			
	5.O.50 Struggling younger people in mixed tenure	184	4.0	1.7	227			
	5.O.51 Young people in small, low cost terraces	27	0.6	2.3	26			
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	55	1.2	1.5	78			
	5.Q.58 Singles and young families, some receiving benefits	44	0.9	1.8	53			
	5.Q.59 Deprived areas and high-rise flats	26	0.6	2.0	28			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	1	0.0	0.1	37			
	6.R.61 Inactive communal population	17	0.4	0.3	133			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		4,634						

CATEGORY

GROUP

TYPE

MAP

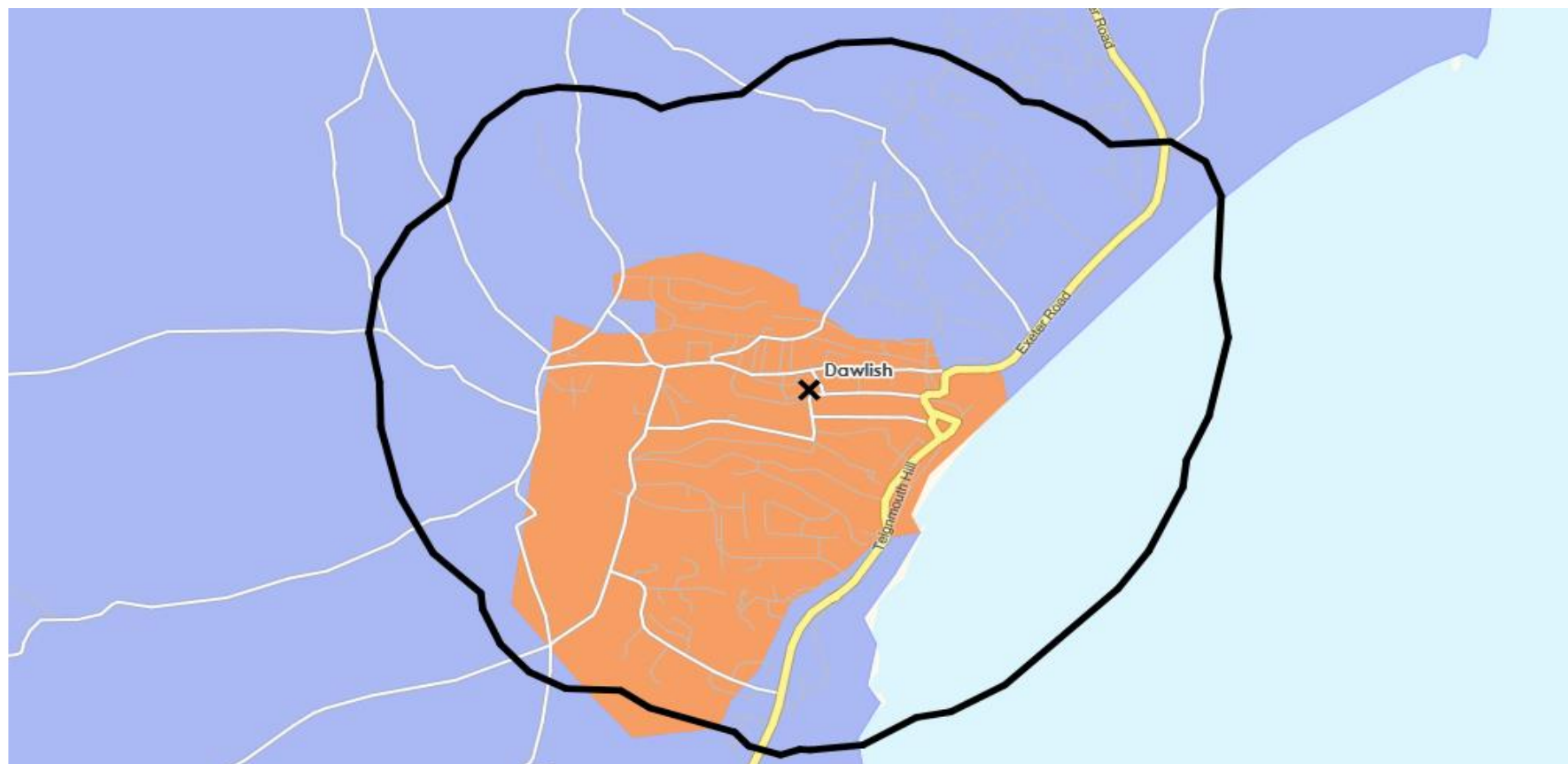
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_White HartEX7 9JY (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

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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+

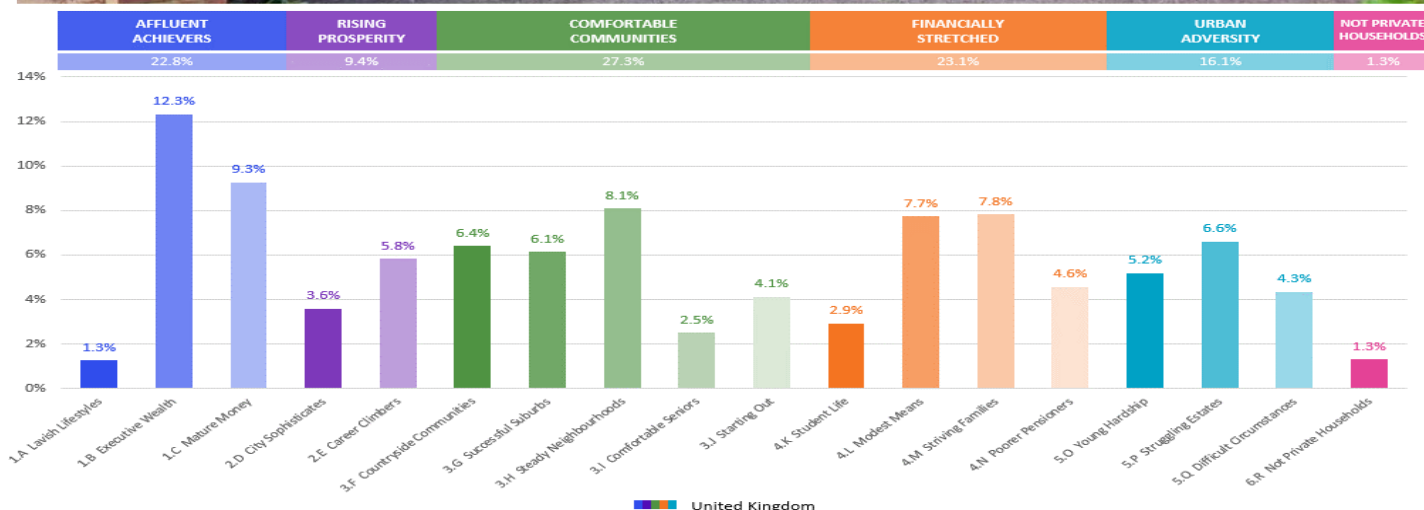
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

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_White HartEX7 9JY (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	11	109.5	84.9	129			
Proprietary Club	2	19.9	8.1	245			
Registered Club	6	59.7	29.9	200			
Restaurant	5	49.8	34.6	144			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Shaftsbury Theatre	Independent Free	Pubs & Full On	Independent Free	EX 7 9PB
Smugglers Inn	Independent Free	Pubs & Full On	Independent Free	EX 7 0LA
Dawlish Sports Bar	Independent Free	Registered Club	Independent Free	EX 7 0AF
Swan Inn	Independent Free	Pubs & Full On	Independent Free	EX 7 9AT
Marine Hotel	Independent Free	Pubs & Full On	Independent Free	EX 7 9DJ
South Devon Inn	Independent Free	Pubs & Full On	Independent Free	EX 7 9HR
Dog House Inn	Independent Free	Pubs & Full On	Independent Free	EX 7 9HU
White Hart	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	EX 7 9JY
Dawlish Conservative Club	Independent Free	Registered Club	Independent Free	EX 7 9LH
Royal British Legion Club	Independent Free	Registered Club	Independent Free	EX 7 9LL
Lansdowne Hotel	Independent Free	Pubs & Full On	Independent Free	EX 7 9LQ
Raf Dawlish	Independent Free	Registered Club	Independent Free	EX 7 9LQ
Brunswick Arms	Heavitree	Pubs & Full On	Heavitree	EX 7 9PB
Hoi Shing	Independent Free	Restaurant	Independent Free	EX 7 9PB
Teignmouth Inn	Heavitree	Pubs & Full On	Heavitree	EX 7 9PG
Railway Inn	Ei Group	Pubs & Full On	Ei Group	EX 7 9PN
Reflection Bistro	Independent Free	Restaurant	Independent Free	EX 7 9PT
Dawlish Bowling Club	Independent Free	Registered Club	Independent Free	EX 7 9PW
Ugly Duckling	Independent Free	Restaurant	Independent Free	EX 7 9PW
Dawlish Masonic Club	Independent Free	Registered Club	Independent Free	EX 7 9QH
Paradise Palace	Independent Free	Restaurant	Independent Free	EX 7 9LJ
Sea Breeze	Independent Free	Restaurant	Independent Free	EX 7 9BH
Harrison Amusements	Independent Free	Proprietary Club	Independent Free	EX 7 9PH
Railway Convalescent Centre	Independent Free	Proprietary Club	Independent Free	EX 7 9AU

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_White HartEX7 9JY (1 Mile 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

- ✖ Hotels

Restaurants

- ★ Restaurants

Leisure

- ▲ Leisure

Independent

- Independent

Other

- ◆ Other

- ✖ Site Location
- Boundary