

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Windmille11 1BU (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 | 0 | 0.0 | 22.0 | 0 | | | |
| 2 Rising Prosperity | 447 | 6.7 | 10.1 | 66 | | | |
| 3 Comfortable Communities | 996 | 14.9 | 26.2 | 57 | | | |
| 4 Financially Stretched | 2,450 | 36.7 | 23.7 | 155 | | | |
| 5 Urban Adversity | 2,764 | 41.4 | 17.6 | 235 | | | |
| 6 Not Private Households | 24 | 0.4 | 0.3 | 108 | | | |
| Total households 6,681 | | | | | | | |



Graph

Acorn Category Pen Portrait



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WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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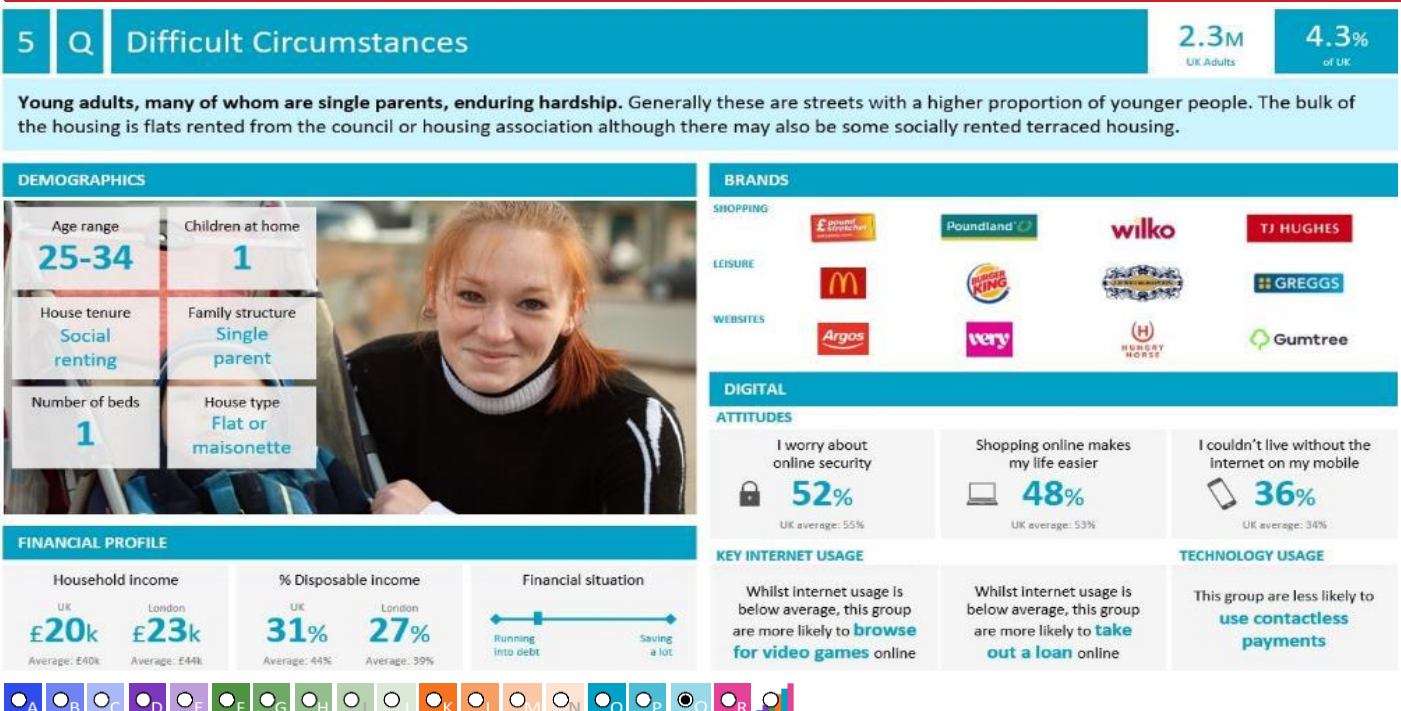
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|-----------------------------------|--------------|------------|------------|-------|---|-----|-----|
| 1. Affluent Achievers | | | | | | | |
| 1.A Lavish Lifestyles | 0 | 0.0 | 1.1 | 0 | | | |
| 1.B Executive Wealth | 0 | 0.0 | 11.2 | 0 | | | |
| 1.C Mature Money | 0 | 0.0 | 9.6 | 0 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 4.0 | 0 | | | |
| 2.E Career Climbers | 447 | 6.7 | 6.2 | 108 | | | |
| 3. Comfortable Communities | | | | | | | |
| 3.F Countryside Communities | 0 | 0.0 | 5.7 | 0 | | | |
| 3.G Successful Suburbs | 102 | 1.5 | 5.9 | 26 | | | |
| 3.H Steady Neighbourhoods | 67 | 1.0 | 7.4 | 14 | | | |
| 3.I Comfortable Seniors | 96 | 1.4 | 2.9 | 49 | | | |
| 3.J Starting Out | 731 | 10.9 | 4.3 | 252 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | 1,068 | 16.0 | 2.4 | 677 | | | |
| 4.L Modest Means | 797 | 11.9 | 7.9 | 151 | | | |
| 4.M Striving Families | 209 | 3.1 | 7.5 | 41 | | | |
| 4.N Poorer Pensioners | 376 | 5.6 | 5.9 | 95 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | 1,112 | 16.6 | 6.1 | 271 | | | |
| 5.P Struggling Estates | 224 | 3.4 | 6.1 | 55 | | | |
| 5.Q Difficult Circumstances | 1,428 | 21.4 | 5.3 | 400 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | 24 | 0.4 | 0.3 | 108 | | | |
| Total households | 6,681 | | | | | | |

Acorn Group Pen Portrait



CATEGORY

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WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_WindmillE11 1BU (0.62 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 | 0 | 0.0 | 2.6 | 0 | | | |
| | 1.B.5 Wealthy countryside commuters | 0 | 0.0 | 2.4 | 0 | | | |
| | 1.B.6 Financially comfortable families | 0 | 0.0 | 2.2 | 0 | | | |
| | 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 | | | |
| 1.C Mature Money | | | | | | | | |
| | 1.C.10 Better-off villagers | 0 | 0.0 | 3.0 | 0 | | | |
| | 1.C.11 Settled suburbia, older people | 0 | 0.0 | 2.9 | 0 | | | |
| | 1.C.12 Retired and empty nesters | 0 | 0.0 | 2.5 | 0 | | | |
| | 1.C.13 Upmarket downsizers | 0 | 0.0 | 1.3 | 0 | | | |
| 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 | 447 | 6.7 | 3.3 | 204 | | | |
| | 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 | 0 | 0.0 | 2.6 | 0 | | | |
| | 3.G.25 Larger family homes, multi-ethnic areas | 67 | 1.0 | 0.8 | 122 | | | |
| | 3.G.26 Semi-professional families, owner occupied neighbourhoods | 35 | 0.5 | 2.4 | 22 | | | |
| 3.H Steady Neighbourhoods | | | | | | | | |
| | 3.H.27 Suburban semis, conventional attitudes | 15 | 0.2 | 3.4 | 7 | | | |
| | 3.H.28 Owner occupied terraces, average income | 26 | 0.4 | 1.6 | 25 | | | |
| | 3.H.29 Established suburbs, older families | 26 | 0.4 | 2.3 | 17 | | | |
| 3.I Comfortable Seniors | | | | | | | | |
| | 3.I.30 Older people, neat and tidy neighbourhoods | 30 | 0.4 | 2.4 | 19 | | | |
| | 3.I.31 Elderly singles in purpose-built accommodation | 66 | 1.0 | 0.5 | 201 | | | |
| 3.J Starting Out | | | | | | | | |
| | 3.J.32 Educated families in terraces, young children | 568 | 8.5 | 2.1 | 406 | | | |
| | 3.J.33 Smaller houses and starter homes | 163 | 2.4 | 2.3 | 108 | | | |
| 4. Financially Stretched | | | | | | | | |
| 4.K Student Life | | | | | | | | |
| | 4.K.34 Student flats and halls of residence | 495 | 7.4 | 0.4 | 2,030 | | | |
| | 4.K.35 Term-time terraces | 438 | 6.6 | 0.3 | 2,535 | | | |
| | 4.K.36 Educated young people in flats and tenements | 135 | 2.0 | 1.7 | 116 | | | |
| 4.L Modest Means | | | | | | | | |
| | 4.L.37 Low cost flats in suburban areas | 101 | 1.5 | 1.4 | 107 | | | |
| | 4.L.38 Semi-skilled workers in traditional neighbourhoods | 119 | 1.8 | 2.6 | 68 | | | |
| | 4.L.39 Fading owner occupied terraces | 190 | 2.8 | 2.9 | 99 | | | |
| | 4.L.40 High occupancy terraces, culturally diverse family areas | 387 | 5.8 | 1.0 | 580 | | | |
| 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 | 119 | 1.8 | 1.7 | 106 | | | |
| | 4.M.43 Families in right-to-buy estates | 16 | 0.2 | 2.1 | 12 | | | |
| | 4.M.44 Post-war estates, limited means | 74 | 1.1 | 2.2 | 50 | | | |
| 4.N Poorer Pensioners | | | | | | | | |
| | 4.N.45 Pensioners in social housing, semis and terraces | 0 | 0.0 | 0.8 | 0 | | | |
| | 4.N.46 Elderly people in social rented flats | 168 | 2.5 | 1.1 | 232 | | | |
| | 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 | 208 | 3.1 | 1.8 | 176 | | | |
| 5. Urban Adversity | | | | | | | | |
| 5.O Young Hardship | | | | | | | | |
| | 5.O.49 Young families in low cost private flats | 228 | 3.4 | 2.1 | 159 | | | |
| | 5.O.50 Struggling younger people in mixed tenure | 409 | 6.1 | 1.7 | 351 | | | |
| | 5.O.51 Young people in small, low cost terraces | 475 | 7.1 | 2.3 | 316 | | | |
| 5.P Struggling Estates | | | | | | | | |
| | 5.P.52 Poorer families, many children, terraced housing | 134 | 2.0 | 1.6 | 123 | | | |
| | 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 | 90 | 1.3 | 1.6 | 82 | | | |
| 5.Q Difficult Circumstances | | | | | | | | |
| | 5.Q.57 Social rented flats, families and single parents | 313 | 4.7 | 1.5 | 308 | | | |
| | 5.Q.58 Singles and young families, some receiving benefits | 124 | 1.9 | 1.8 | 104 | | | |
| | 5.Q.59 Deprived areas and high-rise flats | 991 | 14.8 | 2.0 | 729 | | | |
| 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 | 24 | 0.4 | 0.3 | 131 | | | |
| | 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | | 6,681 | | | | | | |

CATEGORY

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TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_WindmillE11 1BU (0.62 Mile contour)

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Source: OS Open Data 2018



CATEGORY

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TYPE

MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?

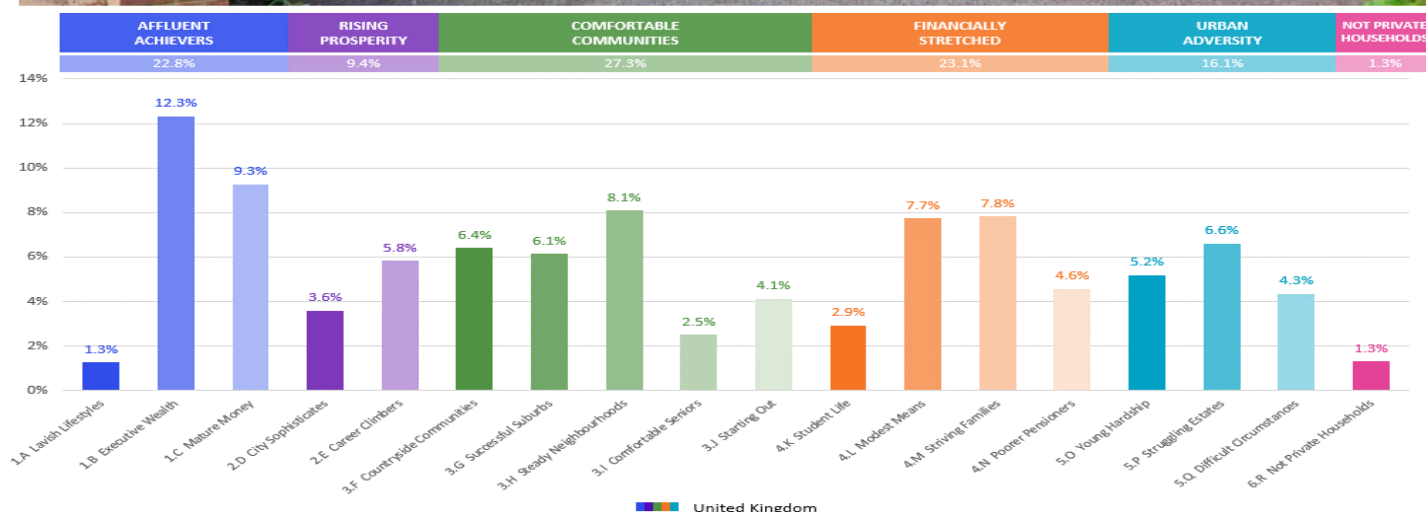
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6 CATEGORIES

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 |



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Area: ATLT_WindmillLE11 1BU (0.62 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 | 35 | 224.5 | 84.9 | 264 | | | |
| Proprietary Club | 6 | 38.5 | 8.1 | 473 | | | |
| Registered Club | 4 | 25.7 | 29.9 | 86 | | | |
| Restaurant | 19 | 121.9 | 34.6 | 352 | | | |
| Residential | 2 | 12.8 | 3.5 | 369 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|--------------------------------------|-----------------------------|------------------|-----------------------------|----------|
| Loughborough Carillon Sports Club | Independent Free | Registered Club | Independent Free | LE11 1DG |
| Griffin Inn | Marston's | Pubs & Full On | Marston's | LE11 5AA |
| Carillon Rooms | Independent Free | Registered Club | Independent Free | LE11 5AA |
| Swan In The Rushes | Castle Rock | Pubs & Full On | Castle Rock | LE11 5BE |
| Indian Ocean | Independent Free | Restaurant | Independent Free | LE11 5BJ |
| Bell Foundry | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | LE11 5BL |
| Peacock Inn | Independent Free | Pubs & Full On | Independent Free | LE11 1AL |
| Bharat Club | Independent Free | Registered Club | Independent Free | LE11 1AS |
| Old Manor Hotel | Independent Free | Residential | Independent Free | LE11 1BT |
| Fat Sams | Independent Free | Pubs & Full On | Independent Free | LE11 1TQ |
| Windmill | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | LE11 1BU |
| Lynroys | Independent Free | Proprietary Club | Independent Free | LE11 1QA |
| Boat Inn | Marston's | Pubs & Full On | Marston's | LE11 1JY |
| Rose & Crown | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | LE11 1TG |
| Champs Sports Bar | Punch Pub Company | Pubs & Full On | Punch Pub Company | LE11 1UA |
| Hn Thai Derm Guest House Spa & Resta | Independent Free | Pubs & Full On | Independent Free | LE11 2AQ |
| Phantom | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | LE11 2AG |
| Cactus Cafe | Independent Free | Restaurant | Independent Free | LE11 2PY |
| Ramada Hotel | Wyndham Hotel Group UK | Pubs & Full On | Wyndham Hotel Group UK | LE11 2QL |
| Jam Garden | Wells & Co | Pubs & Full On | Star Pubs & Bars | LE11 2TP |
| Organ Grinder | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | LE11 2TY |
| Old English Gentleman | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | LE11 3AF |
| Eastern Garden Restaurant | Independent Free | Restaurant | Independent Free | LE11 3AA |
| Town Hall | Independent Free | Pubs & Full On | Independent Free | LE11 3EB |
| Blacksmiths | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | LE11 3HB |
| Charmwood Indoor Bowl | Independent Free | Proprietary Club | Independent Free | LE11 3HE |
| White Hart | Independent Free | Pubs & Full On | Independent Free | LE11 1UD |
| Three Nuns | Everards | Pubs & Full On | Everards | LE11 1UD |
| Taste Of India Restaurant | Independent Free | Restaurant | Independent Free | LE11 1UE |
| Do Eat Restaurant | Independent Free | Restaurant | Independent Free | LE11 5BE |
| Fennel Street Club | Independent Free | Registered Club | Independent Free | LE11 1UQ |
| Moon & Bell | Wetherspoon | Pubs & Full On | Wetherspoon | LE11 3HA |
| Arena Billiards | Independent Free | Proprietary Club | Independent Free | LE11 5BL |
| Royal Oak | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | LE11 2AG |
| Thai House Restaurant | Independent Free | Restaurant | Independent Free | LE11 2PY |
| Mugal-E-Shahi | Independent Free | Restaurant | Independent Free | LE11 5BG |
| Route Of Asia | Independent Free | Restaurant | Independent Free | LE11 2AG |
| Browns Lane Restaurant | Independent Free | Pubs & Full On | Independent Free | LE11 3HE |
| Momentos Restaurant | Independent Free | Restaurant | Independent Free | LE11 1BE |
| White Horse & Noodle Bar | Unknown | Pubs & Full On | Unknown | LE11 2DS |
| Tap & Clapper | Amber Taverns | Pubs & Full On | Amber Taverns | LE11 5BE |
| Echos | Independent Free | Proprietary Club | Independent Free | LE11 1UA |
| Kelso | Wells & Co | Pubs & Full On | Wells & Co | LE11 3HA |
| Amber Rooms | Wetherspoon | Pubs & Full On | Wetherspoon | LE11 5BE |
| Goodliffes | Independent Free | Pubs & Full On | Independent Free | LE11 1UE |
| Basin | Independent Free | Restaurant | Independent Free | LE11 5BX |
| Revolution | Revolution Bars Group | Pubs & Full On | Revolution Bars Group | LE11 1TG |
| Wheeltapper | Independent Free | Pubs & Full On | Independent Free | LE11 2TZ |
| Charnwood Lodge | Independent Free | Residential | Independent Free | LE11 2AQ |
| Premier Inn | Whitbread Hotels | Pubs & Full On | Whitbread | LE11 2TS |
| Travelodge | Dubai International Capital | Pubs & Full On | Dubai International Capital | LE11 1NQ |
| Salims | Independent Free | Restaurant | Independent Free | LE11 2AE |
| Firefly | Independent Free | Proprietary Club | Independent Free | LE11 5BL |

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| Registered Club | 4 | 25.7 | 29.9 | 86 | | | |
| Restaurant | 19 | 121.9 | 34.6 | 352 | | | |
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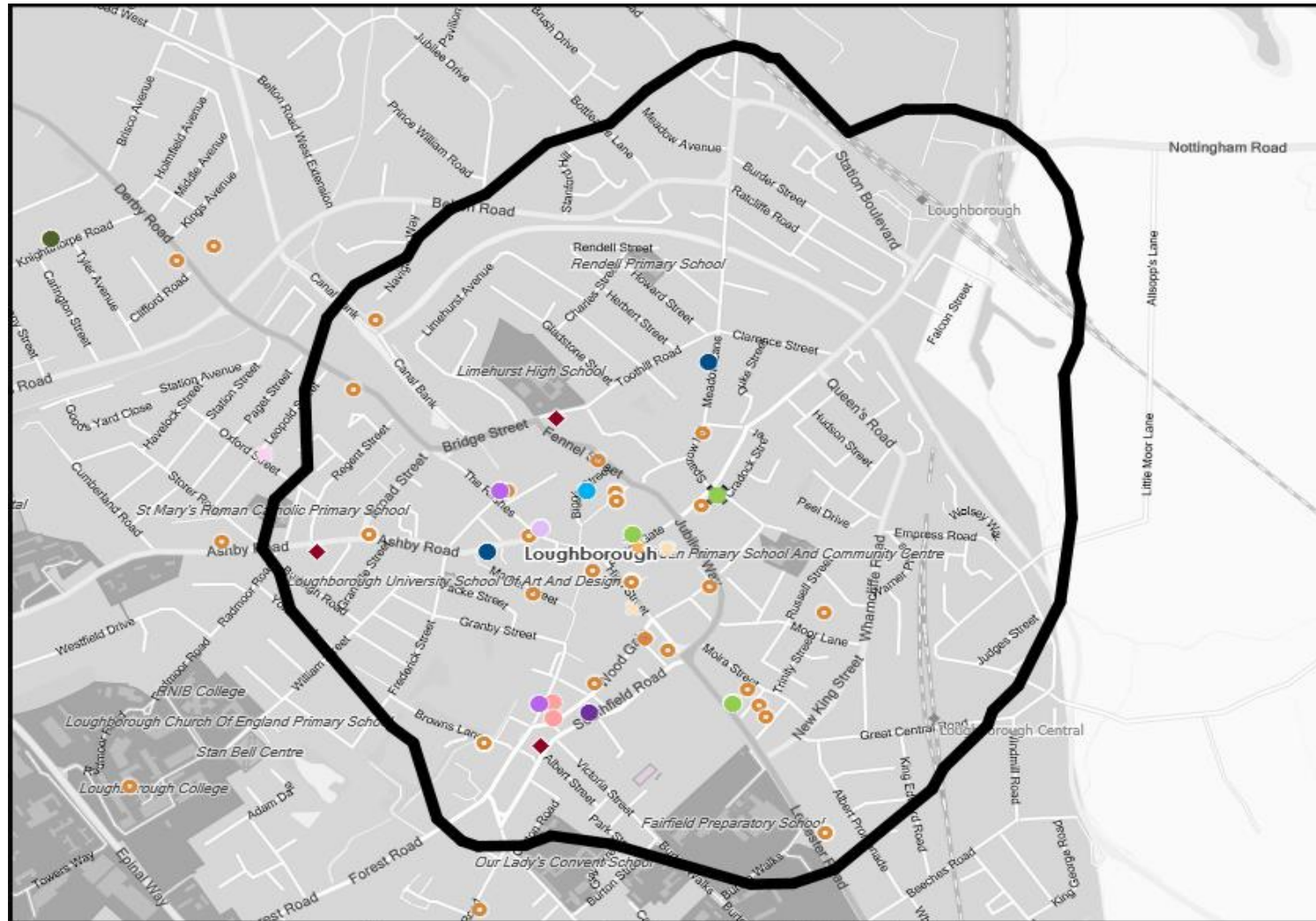
| Name | Description | License Type | Owner Name | Postcode |
|-----------------------------|--------------------|------------------|--------------------|----------|
| Laughing Buddha Restaurant | Independent Free | Restaurant | Independent Free | LE11 2TY |
| Fernandos | Independent Free | Pubs & Full On | Independent Free | LE11 2PY |
| Tarboush Cafe & Restaurant | Independent Free | Restaurant | Independent Free | LE11 3EP |
| Peter Pizzeria | Independent Free | Restaurant | Independent Free | LE11 5AA |
| Loughborough Leisure Centre | Independent Free | Proprietary Club | Independent Free | LE11 3HE |
| 1998 Cafe Bar | Independent Free | Restaurant | Independent Free | LE11 3AA |
| Needle & Pin | Independent Free | Pubs & Full On | Independent Free | LE11 5BE |
| Centro Lounge | Loungers | Pubs & Full On | Loungers | LE11 1FS |
| Pizza Express | Hony Capital | Restaurant | Hony Capital | LE11 1FS |
| Ryan's Indian Cuisine | Independent Free | Restaurant | Independent Free | LE11 1TG |
| Nandos | Nandos Restaurants | Restaurant | Nandos Restaurants | LE11 1TH |
| Slider Town | Independent Free | Restaurant | Independent Free | LE11 5BL |
| Moonface Brewery Tap | Independent Free | Pubs & Full On | Independent Free | LE11 1AU |

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

- ◆ Other
- ✕ Site Location
- Boundary