

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Windsor CastleSO16 4EX (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,845	11.2	22.0	51		
2 Rising Prosperity	1,233	7.5	10.1	74		
3 Comfortable Communities	5,022	30.5	26.2	116		
4 Financially Stretched	2,992	18.2	23.7	77		
5 Urban Adversity	5,379	32.6	17.6	185		
6 Not Private Households	5	0.0	0.3	9		
Total households 16,476						



Graph

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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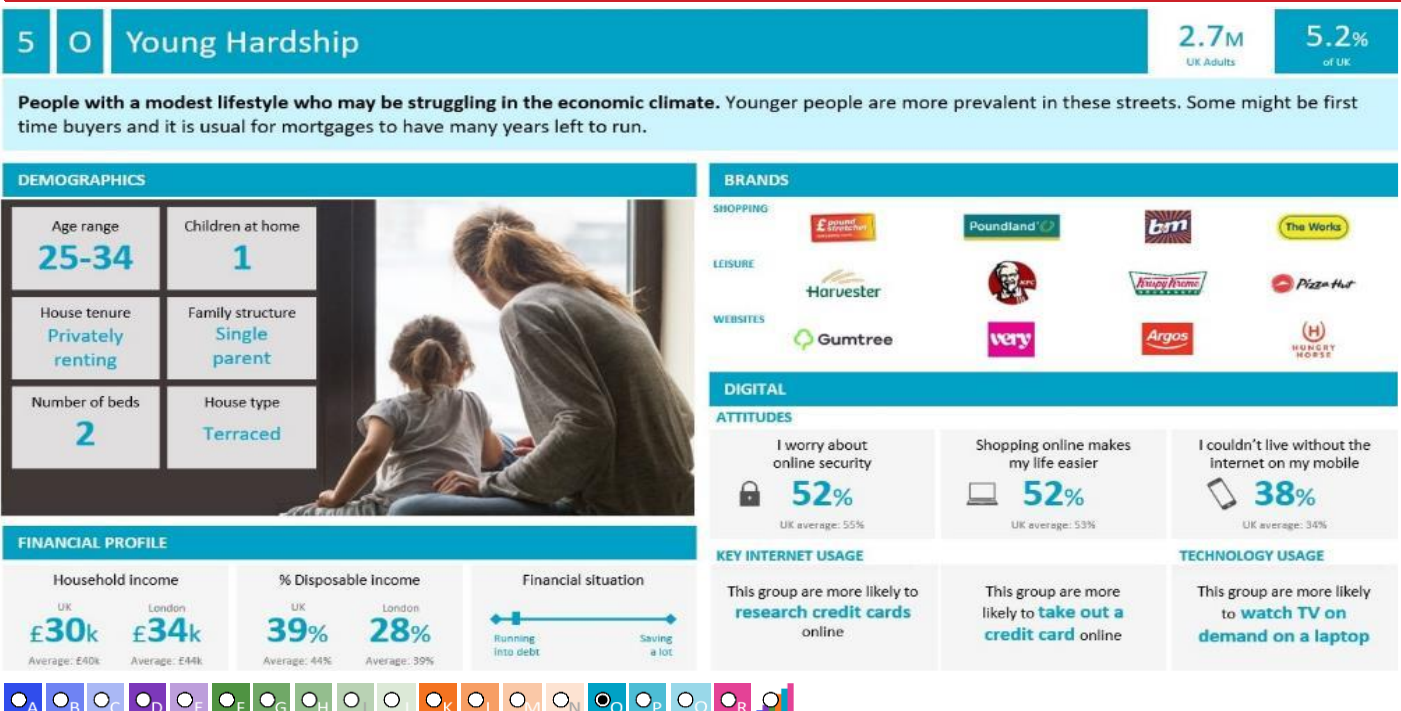
Area: ATLT_Windsor CastleSO16 4EX (1 Mile contour)

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	1,018	6.2	11.2	55			
1.C Mature Money	827	5.0	9.6	52			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	1,233	7.5	6.2	121			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	137	0.8	5.9	14			
3.H Steady Neighbourhoods	2,168	13.2	7.4	179			
3.I Comfortable Seniors	121	0.7	2.9	25			
3.J Starting Out	2,596	15.8	4.3	362			
4. Financially Stretched							
4.K Student Life	1,028	6.2	2.4	264			
4.L Modest Means	594	3.6	7.9	46			
4.M Striving Families	740	4.5	7.5	60			
4.N Poorer Pensioners	630	3.8	5.9	65			
5. Urban Adversity							
5.O Young Hardship	2,669	16.2	6.1	264			
5.P Struggling Estates	745	4.5	6.1	74			
5.Q Difficult Circumstances	1,965	11.9	5.3	223			
6. Not Private Households							
6.R Not Private Households	5	0.0	0.3	9			
Total households	16,476						

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Windsor CastleSO16 4EX (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	10	0.1	2.6	2			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	89	0.5	2.2	25			
	1.B.7 Affluent professionals	78	0.5	0.9	56			
	1.B.8 Prosperous suburban families	760	4.6	1.5	301			
	1.B.9 Well-off edge of towners	81	0.5	1.6	30			
1.C Mature Money								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	764	4.6	2.9	162			
	1.C.12 Retired and empty nesters	9	0.1	2.5	2			
	1.C.13 Upmarket downsizers	54	0.3	1.3	25			
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	26	0.2	1.9	8			
	2.E.19 First time buyers in small, modern homes	1,094	6.6	3.3	203			
	2.E.20 Mixed metropolitan areas	113	0.7	1.0	67			
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	137	0.8	2.6	32			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	999	6.1	3.4	176			
	3.H.28 Owner occupied terraces, average income	382	2.3	1.6	146			
	3.H.29 Established suburbs, older families	787	4.8	2.3	205			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	24	0.1	2.4	6			
	3.I.31 Elderly singles in purpose-built accommodation	97	0.6	0.5	120			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	1,517	9.2	2.1	439			
	3.J.33 Smaller houses and starter homes	1,079	6.5	2.3	291			
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	1,028	6.2	1.7	359			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	386	2.3	1.4	166			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	128	0.8	2.6	30			
	4.L.39 Fading owner occupied terraces	80	0.5	2.9	17			
	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	258	1.6	1.7	94			
	4.M.43 Families in right-to-buy estates	429	2.6	2.1	125			
	4.M.44 Post-war estates, limited means	53	0.3	2.2	15			
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	464	2.8	1.1	259			
	4.N.47 Low income older people in smaller semis	7	0.0	2.3	2			
	4.N.48 Pensioners and singles in social rented flats	159	1.0	1.8	55			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	1,002	6.1	2.1	283			
	5.O.50 Struggling younger people in mixed tenure	1,370	8.3	1.7	476			
	5.O.51 Young people in small, low cost terraces	297	1.8	2.3	80			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	204	1.2	1.6	76			
	5.P.53 Low income terraces	14	0.1	0.9	10			
	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	527	3.2	1.6	194			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	864	5.2	1.5	345			
	5.Q.58 Singles and young families, some receiving benefits	97	0.6	1.8	33			
	5.Q.59 Deprived areas and high-rise flats	1,004	6.1	2.0	299			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	4	0.0	0.1	42			
	6.R.61 Inactive communal population	1	0.0	0.3	2			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		16,476						

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WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_Windsor CastleSO16 4EX (1 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

CATEGORY

GROUP

TYPE

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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+

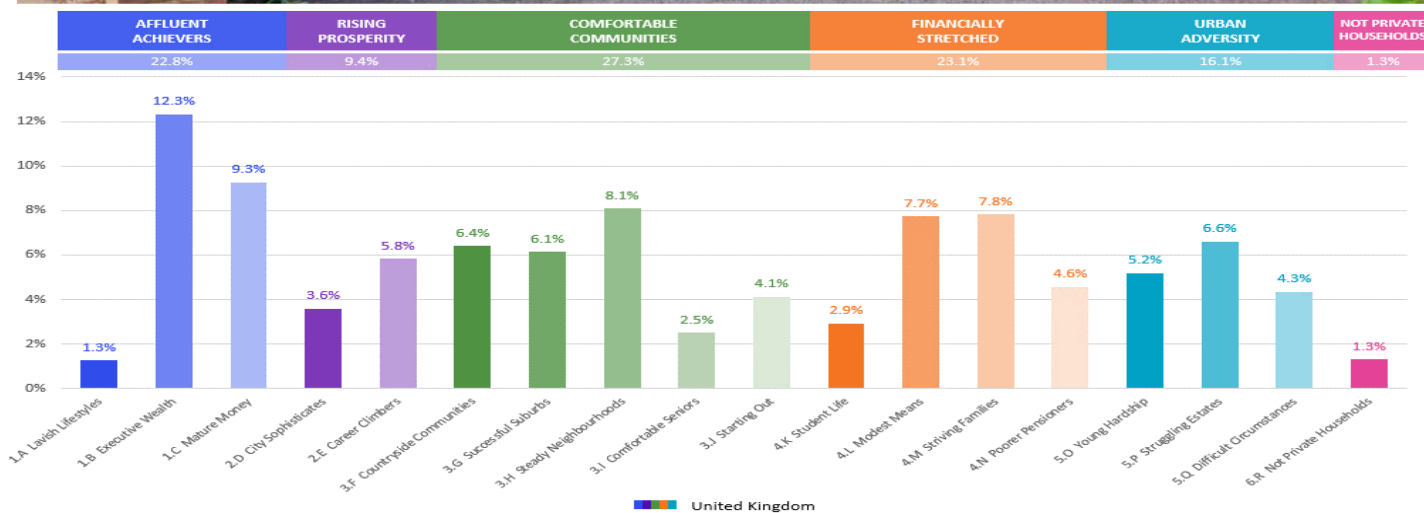
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

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_Windsor CastleSO16 4EX (1 Mile contc
Base: Great Britain
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	23	57.0	84.9	67			
Proprietary Club	2	5.0	8.1	61			
Registered Club	3	7.4	29.9	25			
Restaurant	5	12.4	34.6	36			
Residential	0	0.0	3.5	0			

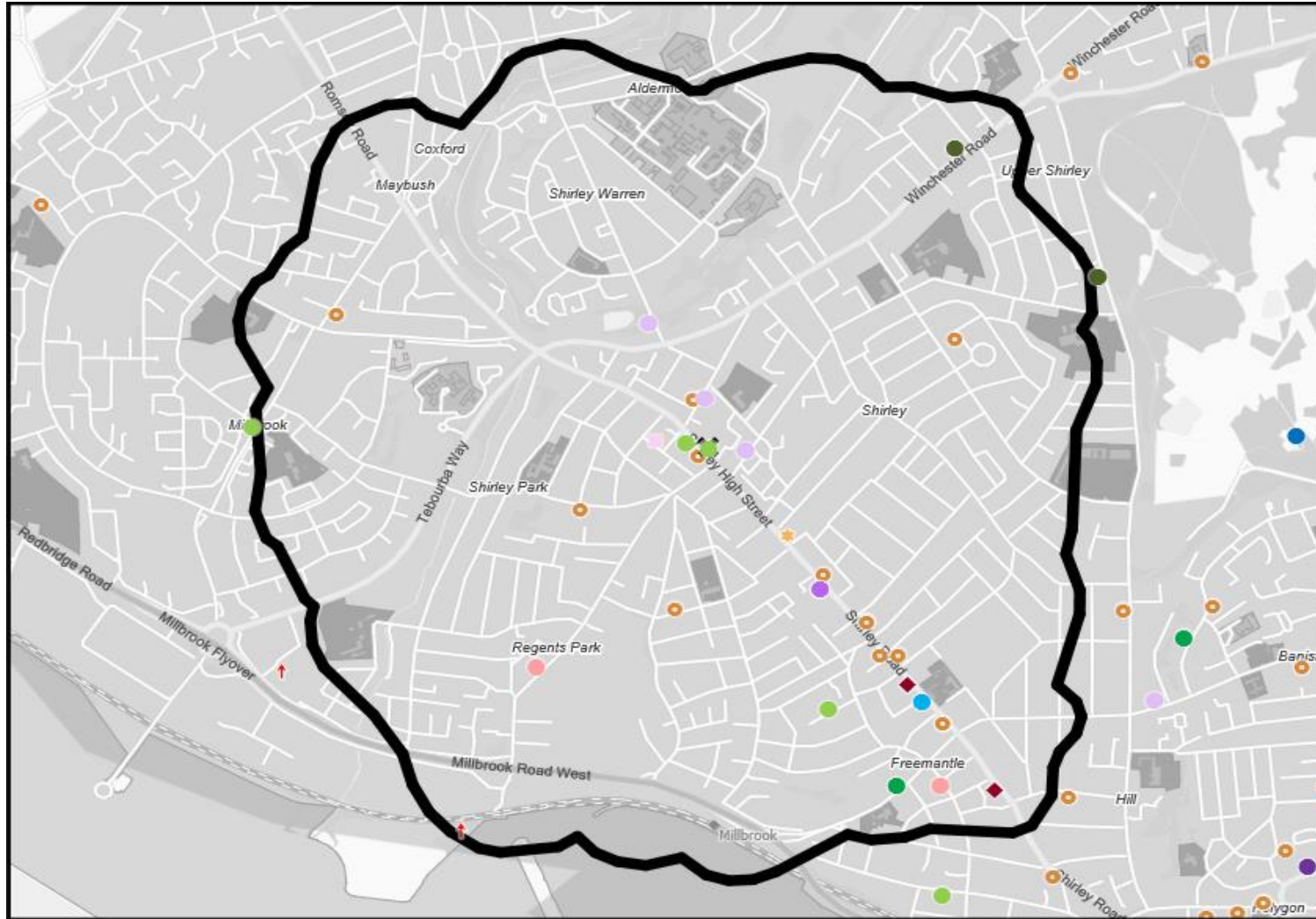
Name	Description	License Type	Owner Name	Postcode
Pirrie Park Bowling Club	Independent Free	Registered Club	Independent Free	SO15 7QB
Malvern Tavern	Greene King	Pubs & Full On	Greene King	SO16 6TU
Freemantle Hotel	Ei Group	Pubs & Full On	Ei Group	SO15 3BX
Wellington	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SO15 3DE
Freemantle Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO15 3EF
Pig & Whistle	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SO15 3FD
Rover	Unknown	Pubs & Full On	Unknown	SO15 3HP
Stile Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	SO15 3HR
Regents Park Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SO15 8PF
Englishman Inn	Independent Free	Pubs & Full On	Independent Free	SO15 8QF
Windsor Castle	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO16 4EX
Salisbury Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO16 4EZ
Park Inn	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	SO16 4FN
Holy Family Club	Independent Free	Registered Club	Independent Free	SO16 4PL
Kings Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO15 5LF
Shirley & Millbrook Unionist & Cons Clu	Independent Free	Registered Club	Independent Free	SO15 5QJ
Ice House	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO16 6AA
Brass Monkey	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO15 3HY
Stephens Dance Centre	Independent Free	Proprietary Club	Independent Free	SO16 4LG
Griffin	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO15 5QH
Kachina	Independent Free	Restaurant	Independent Free	SO15 3HY
Brightwater Inn	Wetherspoon	Pubs & Full On	Wetherspoon	SO15 3HY
Shirley Hotel	Independent Free	Pubs & Full On	Independent Free	SO16 4FB
Goals	Goals Soccer Centres	Proprietary Club	Goals Soccer Centres	SO15 0JW
Santorini Greek Restaurant	Independent Free	Restaurant	Independent Free	SO15 3FL
Puccinis	Independent Free	Restaurant	Independent Free	SO15 3HW
Sultans Of Spice	Independent Free	Restaurant	Independent Free	SO16 4FB
Santo Lounge	Loungers	Pubs & Full On	Loungers	SO15 3JF
Sanjha	Independent Free	Restaurant	Independent Free	SO15 3HL
Clockwork Bar	Independent Free	Pubs & Full On	Independent Free	SO15 3HW
Overdraft	Independent Free	Pubs & Full On	Independent Free	SO15 3JD
Rios	Independent Free	Pubs & Full On	Independent Free	SO15 3HT
Witch's Brew	Independent Free	Pubs & Full On	Independent Free	SO15 3FL

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Windsor CastleSO16 4EX (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

- ★ Restaurants

- ↑ Leisure

- Independent

- ◆ Other

- ✕ Site Location

- Boundary