

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** ATLT\_Sheldan InnAL7 1NB (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

| Acorn Category Description | Area Profile | % for Area   | % for Base | Index 0 | 100 | 200 |
|----------------------------|--------------|--------------|------------|---------|-----|-----|
| 1 Affluent Achievers       | 465          | 11.9         | 22.0       | 54      |     |     |
| 2 Rising Prosperity        | 110          | 2.8          | 10.1       | 28      |     |     |
| 3 Comfortable Communities  | 1,017        | 26.1         | 26.2       | 100     |     |     |
| 4 Financially Stretched    | 1,571        | 40.3         | 23.7       | 170     |     |     |
| 5 Urban Adversity          | 733          | 18.8         | 17.6       | 107     |     |     |
| 6 Not Private Households   | 0            | 0.0          | 0.3        | 0       |     |     |
| <b>Total households</b>    |              | <b>3,896</b> |            |         |     |     |

### Acorn Category Pen Portrait

**4 Financially Stretched** 12.1M UK Adults    23.0% of UK

**Age range**  
All ages

**Financial situation**  
Running into debt ————— Saving a lot

**Children at home**  
Mixed

**House type**  
Semi-detached or terraced

**House tenure**  
Social renting

**Number of beds**  
1-3

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

**Acorn Groups within Category 4: Financially Stretched**

- K Student Life 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%

# ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT\_Sheldan InnAL7 1NB (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

| Acorn Group Description           | Area Profile | % for Area | % for Base | Index | 0 | 100 | 200 |
|-----------------------------------|--------------|------------|------------|-------|---|-----|-----|
| <b>1. Affluent Achievers</b>      |              |            |            |       |   |     |     |
| 1.A Lavish Lifestyles             | 34           | 0.9        | 1.1        | 78    |   |     |     |
| 1.B Executive Wealth              | 413          | 10.6       | 11.2       | 94    |   |     |     |
| 1.C Mature Money                  | 18           | 0.5        | 9.6        | 5     |   |     |     |
| <b>2. Rising Prosperity</b>       |              |            |            |       |   |     |     |
| 2.D City Sophisticates            | 0            | 0.0        | 4.0        | 0     |   |     |     |
| 2.E Career Climbers               | 110          | 2.8        | 6.2        | 46    |   |     |     |
| <b>3. Comfortable Communities</b> |              |            |            |       |   |     |     |
| 3.F Countryside Communities       | 0            | 0.0        | 5.7        | 0     |   |     |     |
| 3.G Successful Suburbs            | 327          | 8.4        | 5.9        | 143   |   |     |     |
| 3.H Steady Neighbourhoods         | 522          | 13.4       | 7.4        | 182   |   |     |     |
| 3.I Comfortable Seniors           | 66           | 1.7        | 2.9        | 58    |   |     |     |
| 3.J Starting Out                  | 102          | 2.6        | 4.3        | 60    |   |     |     |
| <b>4. Financially Stretched</b>   |              |            |            |       |   |     |     |
| 4.K Student Life                  | 0            | 0.0        | 2.4        | 0     |   |     |     |
| 4.L Modest Means                  | 60           | 1.5        | 7.9        | 19    |   |     |     |
| 4.M Striving Families             | 1,326        | 34.0       | 7.5        | 451   |   |     |     |
| 4.N Poorer Pensioners             | 185          | 4.7        | 5.9        | 80    |   |     |     |
| <b>5. Urban Adversity</b>         |              |            |            |       |   |     |     |
| 5.O Young Hardship                | 223          | 5.7        | 6.1        | 93    |   |     |     |
| 5.P Struggling Estates            | 0            | 0.0        | 6.1        | 0     |   |     |     |
| 5.Q Difficult Circumstances       | 510          | 13.1       | 5.3        | 245   |   |     |     |
| <b>6. Not Private Households</b>  |              |            |            |       |   |     |     |
| 6.R Not Private Households        | 0            | 0.0        | 0.3        | 0     |   |     |     |
| <b>Total households</b>           | <b>3,896</b> |            |            |       |   |     |     |

## Acorn Group Pen Portrait

**4 M Striving Families**      4.1M UK Adults      7.8% of UK

**Struggling families on limited incomes in urban areas.** These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

|  |  |   |  |
|--|--|---|--|
| <b>DEMOGRAPHICS</b><br>Age range: <b>25-44</b><br>Children at home: <b>3+</b><br>House tenure: <b>Social renting</b><br>Family structure: <b>Single parent</b><br>Number of beds: <b>3</b><br>House type: <b>Semi-detached or terraced</b> |  | <b>BRANDS</b><br>SHOPPING:<br>LEISURE:<br>WEBSITES:   |  |
| <b>FINANCIAL PROFILE</b><br>Household Income: UK <b>£32k</b> (Average: £40k), London <b>£37k</b> (Average: £44k)<br>% Disposable Income: UK <b>41%</b> (Average: 44%), London <b>37%</b> (Average: 39%)<br>Financial situation:            |  | <b>DIGITAL</b><br>ATTITUDES:<br>I worry about online security: <b>54%</b> (UK average: 55%)<br>Shopping online makes my life easier: <b>49%</b> (UK average: 53%)<br>I couldn't live without the internet on my mobile: <b>32%</b> (UK average: 34%)<br>KEY INTERNET USAGE:<br>Whilst internet usage is below average, this group are more likely to <b>browse for computer games</b> online<br>Whilst internet usage is below average, this group are more likely to <b>purchase toys</b> online<br>TECHNOLOGY USAGE:<br>This group are more likely to <b>watch TV on demand on a mobile</b> |  |

| CATEGORY | GROUP | TYPE | MAP | WHAT IS ACORN? |
|----------|-------|------|-----|----------------|
|----------|-------|------|-----|----------------|

### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Sheldan InnAL7 1NB (1 Mile 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 |
|--|--------------|------------|------------|-------|---|-----|-----|
| <b>1. Affluent Achievers</b>                                     |              |            |            |       |   |     |     |
| <b>1.A Lavish Lifestyles</b>                                     |              |            |            |       |   |     |     |
| 1.A.1 Exclusive enclaves   | 2            | 0.1        | 0.1        | 60    |   |     |     |
| 1.A.2 Metropolitan money   | 0            | 0.0        | 0.2        | 0     |   |     |     |
| 1.A.3 Large house luxury   | 32           | 0.8        | 0.9        | 94    |   |     |     |
| <b>1.B Executive Wealth</b>                                      |              |            |            |       |   |     |     |
| 1.B.4 Asset rich families  | 32           | 0.8        | 2.6        | 31    |   |     |     |
| 1.B.5 Wealthy countryside commuters                              | 40           | 1.0        | 2.4        | 43    |   |     |     |
| 1.B.6 Financially comfortable families                           | 65           | 1.7        | 2.2        | 76    |   |     |     |
| 1.B.7 Affluent professionals                                     | 0            | 0.0        | 0.9        | 0     |   |     |     |
| 1.B.8 Prosperous suburban families                               | 258          | 6.6        | 1.5        | 432   |   |     |     |
| 1.B.9 Well-off edge of towners                                   | 18           | 0.5        | 1.6        | 29    |   |     |     |
| <b>1.C Mature Money</b>  |              |            |            |       |   |     |     |
| 1.C.10 Better-off villagers                                      | 0            | 0.0        | 3.0        | 0     |   |     |     |
| 1.C.11 Settled suburbia, older people                            | 11           | 0.3        | 2.9        | 10    |   |     |     |
| 1.C.12 Retired and empty nesters                                 | 0            | 0.0        | 2.5        | 0     |   |     |     |
| 1.C.13 Upmarket downsizers                                       | 7            | 0.2        | 1.3        | 14    |   |     |     |
| <b>2. Rising Prosperity</b>                                      |              |            |            |       |   |     |     |
| <b>2.D City Sophisticates</b>                                    |              |            |            |       |   |     |     |
| 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     |   |     |     |
| <b>2.E Career Climbers</b>                                       |              |            |            |       |   |     |     |
| 2.E.18 Career driven young families                              | 59           | 1.5        | 1.9        | 81    |   |     |     |
| 2.E.19 First time buyers in small, modern homes                  | 51           | 1.3        | 3.3        | 40    |   |     |     |
| 2.E.20 Mixed metropolitan areas                                  | 0            | 0.0        | 1.0        | 0     |   |     |     |
| <b>3. Comfortable Communities</b>                                |              |            |            |       |   |     |     |
| <b>3.F Countryside Communities</b>                               |              |            |            |       |   |     |     |
| 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     |   |     |     |
| <b>3.G Successful Suburbs</b>                                    |              |            |            |       |   |     |     |
| 3.G.24 Comfortably-off families in modern housing                | 0            | 0.0        | 2.6        | 0     |   |     |     |
| 3.G.25 Larger family homes, multi-ethnic areas                   | 0            | 0.0        | 0.8        | 0     |   |     |     |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 327          | 8.4        | 2.4        | 346   |   |     |     |
| <b>3.H Steady Neighbourhoods</b>                                 |              |            |            |       |   |     |     |
| 3.H.27 Suburban semis, conventional attitudes                    | 0            | 0.0        | 3.4        | 0     |   |     |     |
| 3.H.28 Owner occupied terraces, average income                   | 478          | 12.3       | 1.6        | 775   |   |     |     |
| 3.H.29 Established suburbs, older families                       | 44           | 1.1        | 2.3        | 48    |   |     |     |
| <b>3.I Comfortable Seniors</b>                                   |              |            |            |       |   |     |     |
| 3.I.30 Older people, neat and tidy neighbourhoods                | 22           | 0.6        | 2.4        | 23    |   |     |     |
| 3.I.31 Elderly singles in purpose-built accommodation            | 44           | 1.1        | 0.5        | 230   |   |     |     |
| <b>3.J Starting Out</b>  |              |            |            |       |   |     |     |
| 3.J.32 Educated families in terraces, young children             | 79           | 2.0        | 2.1        | 97    |   |     |     |
| 3.J.33 Smaller houses and starter homes                          | 23           | 0.6        | 2.3        | 26    |   |     |     |
| <b>4. Financially Stretched</b>                                  |              |            |            |       |   |     |     |
| <b>4.K Student Life</b>  |              |            |            |       |   |     |     |
| 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     |   |     |     |
| <b>4.L Modest Means</b>  |              |            |            |       |   |     |     |
| 4.L.37 Low cost flats in suburban areas                          | 42           | 1.1        | 1.4        | 77    |   |     |     |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods        | 18           | 0.5        | 2.6        | 18    |   |     |     |
| 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     |   |     |     |
| <b>4.M Striving Families</b>                                     |              |            |            |       |   |     |     |
| 4.M.41 Labouring semi-rural estates                              | 127          | 3.3        | 1.6        | 204   |   |     |     |
| 4.M.42 Struggling young families in post-war terraces            | 790          | 20.3       | 1.7        | 1,211 |   |     |     |
| 4.M.43 Families in right-to-buy estates                          | 109          | 2.8        | 2.1        | 135   |   |     |     |
| 4.M.44 Post-war estates, limited means                           | 300          | 7.7        | 2.2        | 350   |   |     |     |
| <b>4.N Poorer Pensioners</b>                                     |              |            |            |       |   |     |     |
| 4.N.45 Pensioners in social housing, semis and terraces          | 99           | 2.5        | 0.8        | 324   |   |     |     |
| 4.N.46 Elderly people in social rented flats                     | 0            | 0.0        | 1.1        | 0     |   |     |     |
| 4.N.47 Low income older people in smaller semis                  | 25           | 0.6        | 2.3        | 28    |   |     |     |
| 4.N.48 Pensioners and singles in social rented flats             | 61           | 1.6        | 1.8        | 89    |   |     |     |
| <b>5. Urban Adversity</b>  |              |            |            |       |   |     |     |
| <b>5.O Young Hardship</b>  |              |            |            |       |   |     |     |
| 5.O.49 Young families in low cost private flats                  | 60           | 1.5        | 2.1        | 72    |   |     |     |
| 5.O.50 Struggling younger people in mixed tenure                 | 163          | 4.2        | 1.7        | 240   |   |     |     |
| 5.O.51 Young people in small, low cost terraces                  | 0            | 0.0        | 2.3        | 0     |   |     |     |
| <b>5.P Struggling Estates</b>                                    |              |            |            |       |   |     |     |
| 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     |   |     |     |
| <b>5.Q Difficult Circumstances</b>                               |              |            |            |       |   |     |     |
| 5.Q.57 Social rented flats, families and single parents          | 381          | 9.8        | 1.5        | 644   |   |     |     |
| 5.Q.58 Singles and young families, some receiving benefits       | 107          | 2.7        | 1.8        | 153   |   |     |     |
| 5.Q.59 Deprived areas and high-rise flats                        | 22           | 0.6        | 2.0        | 28    |   |     |     |
| <b>6. Not Private Households</b>                                 |              |            |            |       |   |     |     |
| <b>6.R Not Private Households</b>                                |              |            |            |       |   |     |     |
| 6.R.60 Active communal population                                | 0            | 0.0        | 0.1        | 0     |   |     |     |
| 6.R.61 Inactive communal population                              | 0            | 0.0        | 0.3        | 0     |   |     |     |
| 6.R.62 Business areas without resident population                | 0            | 0          | 0          | 0     |   |     |     |
| <b>Total households</b>  | <b>3,896</b> |            |            |       |   |     |     |



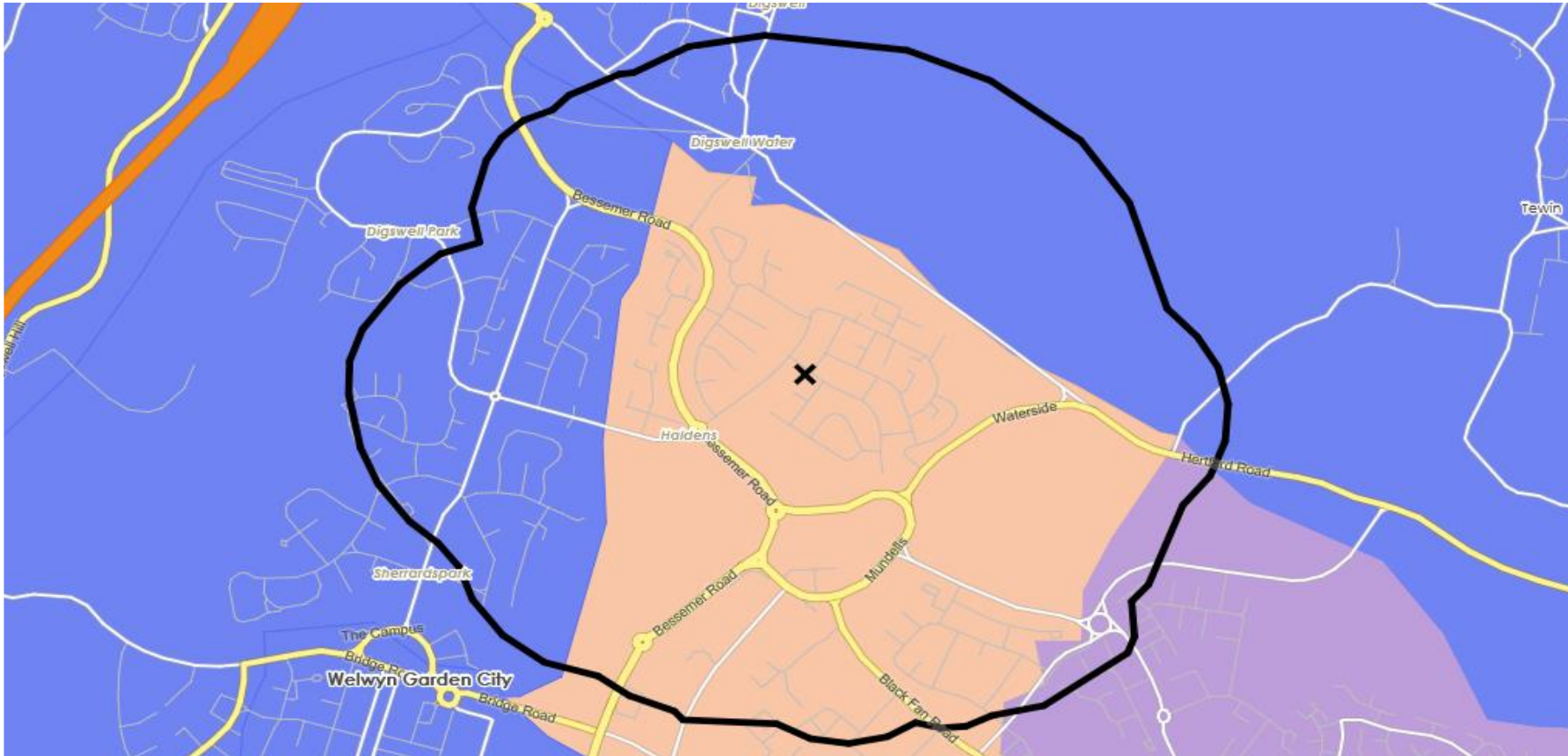
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_Sheldan InnAL7 1NB (1 Mile contour)



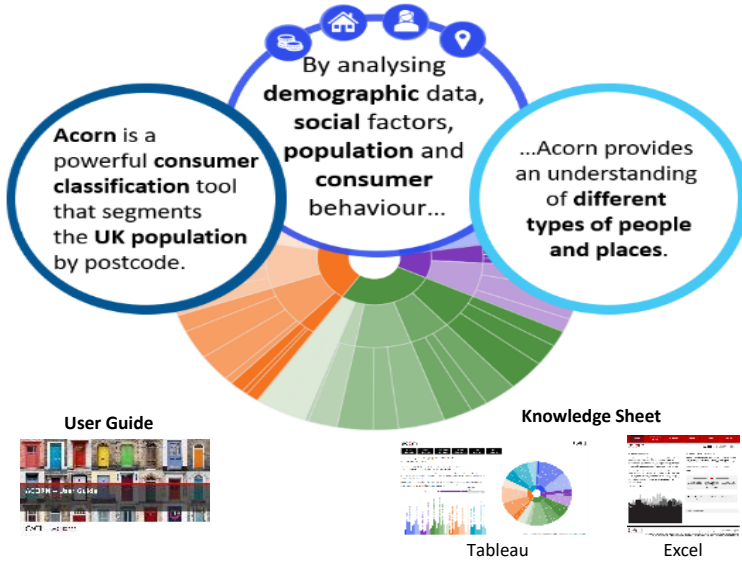
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

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 |
| 3. Comfortable Communities | ○ F. Countryside Communities | 21-23 |
|                            | ○ G. Successful Suburbs      | 24-26 |
|                            | ○ H. Steady Neighbourhoods   | 27-29 |
|                            | ○ I. Comfortable Seniors     | 30-31 |
|                            | ○ J. Starting Out            | 32-33 |
|                            | ○ K. Student Life            | 34-36 |
| 4. Financially Stretched   | ○ L. Modest Means            | 37-40 |
|                            | ○ M. Striving Families       | 41-44 |
|                            | ○ N. Poorer Pensioners       | 45-48 |
|                            | ○ O. Young Hardship          | 49-51 |
| 5. Urban Adversity         | ○ P. Struggling Estates      | 52-56 |
|                            | ○ Q. Difficult Circumstances | 57-59 |
| 6. Not Private Households  | ○ R. Not Private Households  | 60-62 |

## 1 Affluent Achievers

Age range: **55+**

Financial situation: **Running into debt** ← **Saving a lot**

Children at home: **0**

12.0M UK Adults    22.8% of UK

House type: **Detached**

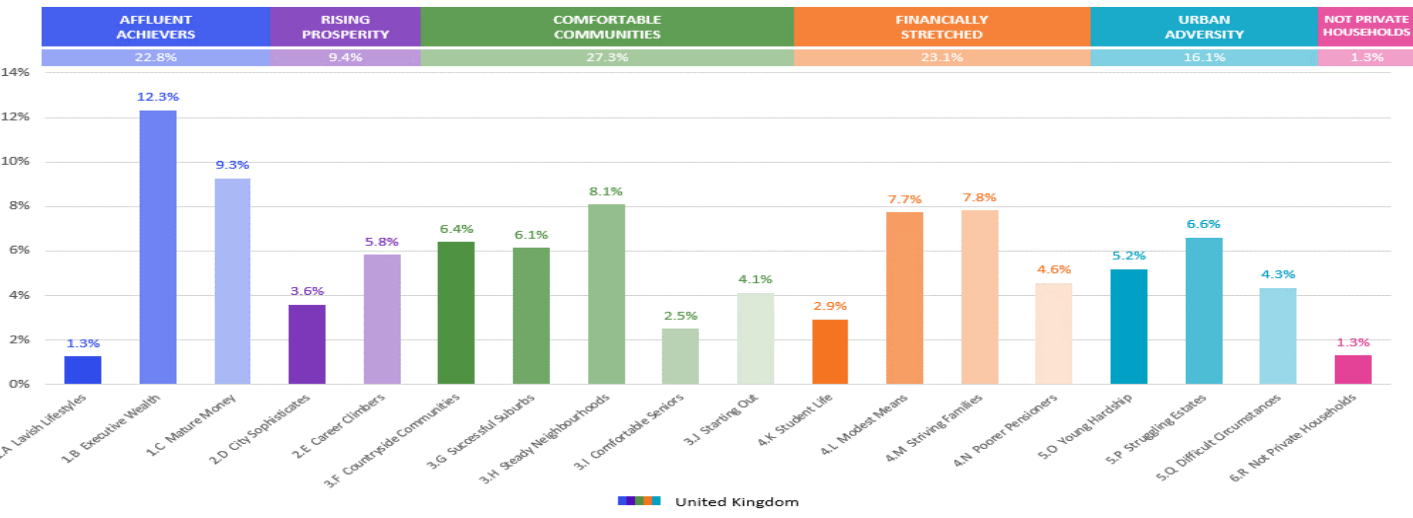
House tenure: **Owned outright**

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\_Sheldan InnAL7 1NB (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   | 4       | 43.2                | 84.9                | 51    |   |     |     |
| Proprietary Club | 0       | 0.0                 | 8.1                 | 0     |   |     |     |
| Registered Club  | 4       | 43.2                | 29.9                | 145   |   |     |     |
| Restaurant       | 3       | 32.4                | 34.6                | 94    |   |     |     |
| Residential      | 0       | 0.0                 | 3.5                 | 0     |   |     |     |

| Name                               | Description         | License Type    | Owner Name          | Postcode |
|------------------------------------|---------------------|-----------------|---------------------|----------|
| Raj Garden Restaurant              | Independent Free    | Restaurant      | Independent Free    | AL 7 1DD |
| Royal Naval Association            | Independent Free    | Registered Club | Independent Free    | AL 7 1HA |
| Sheldan Inn                        | Admiral Taverns Ltd | Pubs & Full On  | Admiral Taverns Ltd | AL 7 1NB |
| Haldens Residents Association Club | Independent Free    | Registered Club | Independent Free    | AL 7 1NZ |
| View Bar & Kitchen                 | Independent Free    | Pubs & Full On  | Independent Free    | AL 7 2ED |
| Hedgehog                           | Star Pubs & Bars    | Pubs & Full On  | Star Pubs & Bars    | AL 8 7RH |
| Wgc Football Club & Social Club    | Independent Free    | Registered Club | Independent Free    | AL 7 1TA |
| Great Wall                         | Independent Free    | Restaurant      | Independent Free    | AL 7 1DD |
| Hakalok                            | Independent Free    | Restaurant      | Independent Free    | AL 8 7RH |
| Panshanger Golf Club               | Independent Free    | Registered Club | Independent Free    | AL 7 2ED |
| Bakehouse                          | Marston's           | Pubs & Full On  | Marston's           | AL 7 1HH |

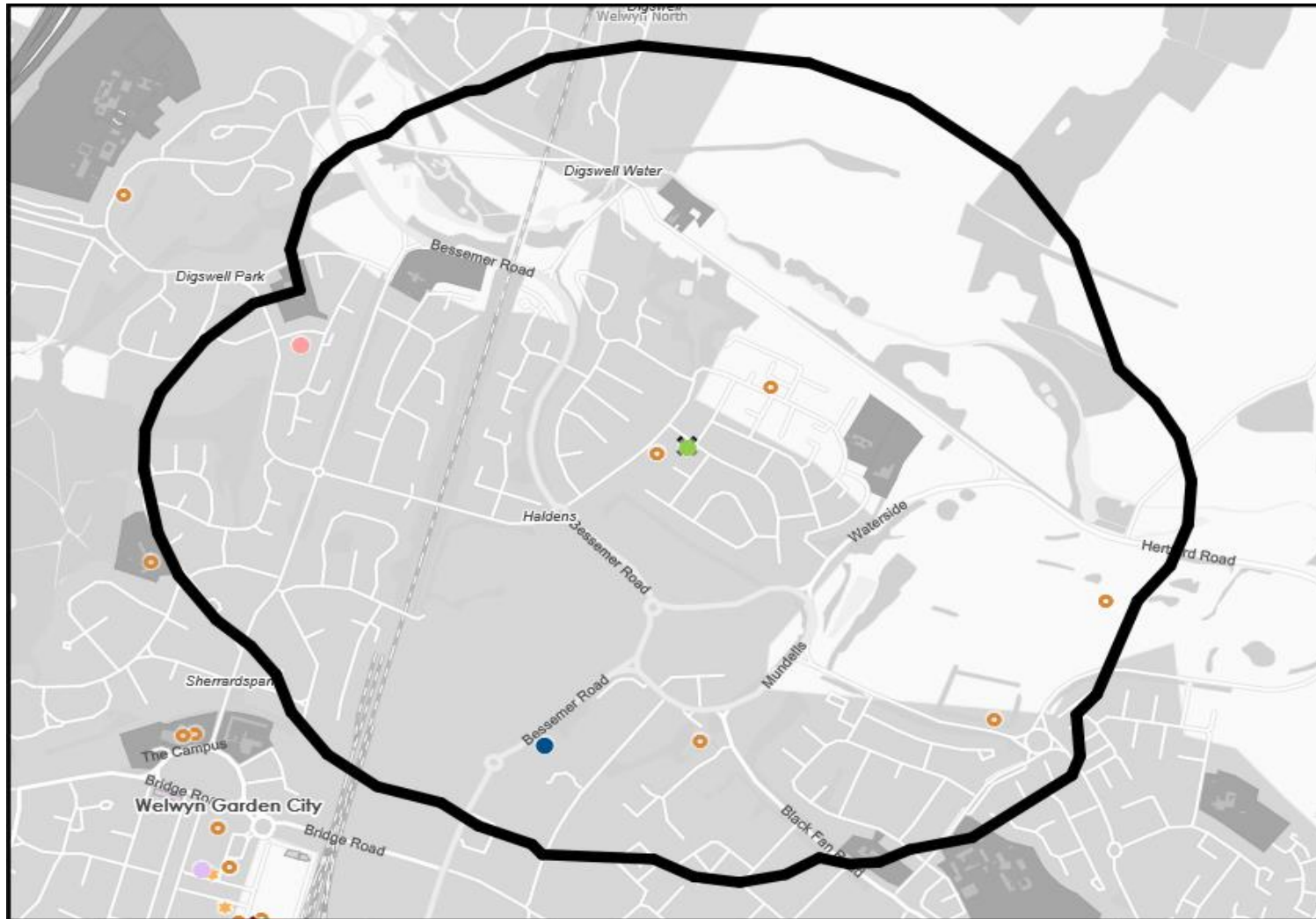


# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_Sheldan InnAL7 1NB (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**
  -