


















ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Village InnWN8 8AT (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	67	1.5	22.0	7		
 2 Rising Prosperity	52	1.2	10.1	11		
 3 Comfortable Communities	799	17.8	26.2	68		
 4 Financially Stretched	2,724	60.7	23.7	256		
 5 Urban Adversity	831	18.5	17.6	105		
 6 Not Private Households	14	0.3	0.3	94		
 Graph						
Total households	4,487					

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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 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	19	0.4	11.2	4		
1.C Mature Money	48	1.1	9.6	11		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	52	1.2	6.2	19		
3. Comfortable Communities						
3.F Countryside Communities	194	4.3	5.7	75		
3.G Successful Suburbs	64	1.4	5.9	24		
3.H Steady Neighbourhoods	430	9.6	7.4	130		
3.I Comfortable Seniors	91	2.0	2.9	70		
3.J Starting Out	20	0.4	4.3	10		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	939	20.9	7.9	264		
4.M Striving Families	1,475	32.9	7.5	436		
4.N Poorer Pensioners	310	6.9	5.9	117		
5. Urban Adversity						
5.O Young Hardship	182	4.1	6.1	66		
5.P Struggling Estates	303	6.8	6.1	110		
5.Q Difficult Circumstances	346	7.7	5.3	144		
6. Not Private Households						
6.R Not Private Households	14	0.3	0.3	94		
Total households	4,487					

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.

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

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

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Area: ATLT_Village InnWN8 8AT (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn Structure
 Index
 Profile %

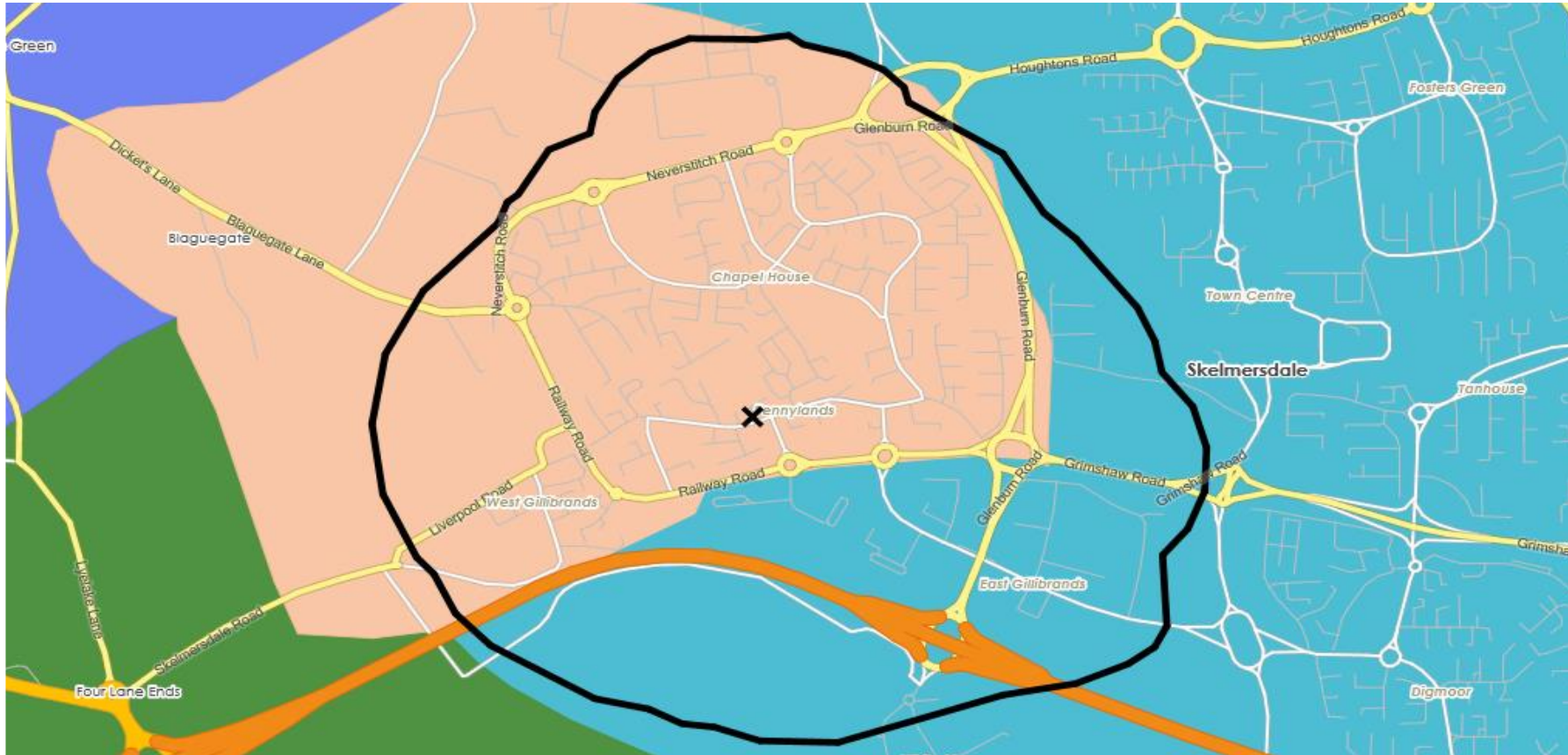
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	19	0.4	2.2	19			
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	24	0.5	3.0	18			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	24	0.5	2.5	22			
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	52	1.2	1.9	62			
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	194	4.3	3.2	136			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	19	0.4	2.6	16			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	45	1.0	2.4	41			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	322	7.2	3.4	208			
3.H.28 Owner occupied terraces, average income	12	0.3	1.6	17			
3.H.29 Established suburbs, older families	96	2.1	2.3	92			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	91	2.0	2.4	84			
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	20	0.4	2.3	20			
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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	437	9.7	2.6	371			
4.L.39 Fading owner occupied terraces	502	11.2	2.9	388			
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	27	0.6	1.6	38			
4.M.42 Struggling young families in post-war terraces	275	6.1	1.7	366			
4.M.43 Families in right-to-buy estates	152	3.4	2.1	163			
4.M.44 Post-war estates, limited means	1,021	22.8	2.2	1,034			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	89	2.0	0.8	253			
4.N.46 Elderly people in social rented flats	104	2.3	1.1	214			
4.N.47 Low income older people in smaller semis	87	1.9	2.3	85			
4.N.48 Pensioners and singles in social rented flats	30	0.7	1.8	38			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	68	1.5	2.1	71			
5.O.50 Struggling younger people in mixed tenure	31	0.7	1.7	40			
5.O.51 Young people in small, low cost terraces	83	1.8	2.3	82			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	303	6.8	1.6	416			
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	100	2.2	1.5	147			
5.Q.58 Singles and young families, some receiving benefits	35	0.8	1.8	44			
5.Q.59 Deprived areas and high-rise flats	211	4.7	2.0	231			
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	14	0.3	0.3	113			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,487						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Village InnWN8 8AT (1 Mile contour)



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

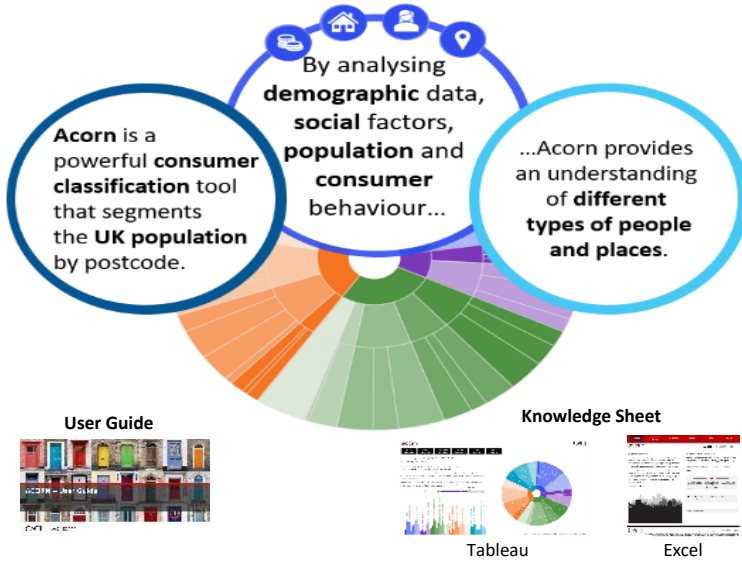
Acorn Groups

- 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
	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
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

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

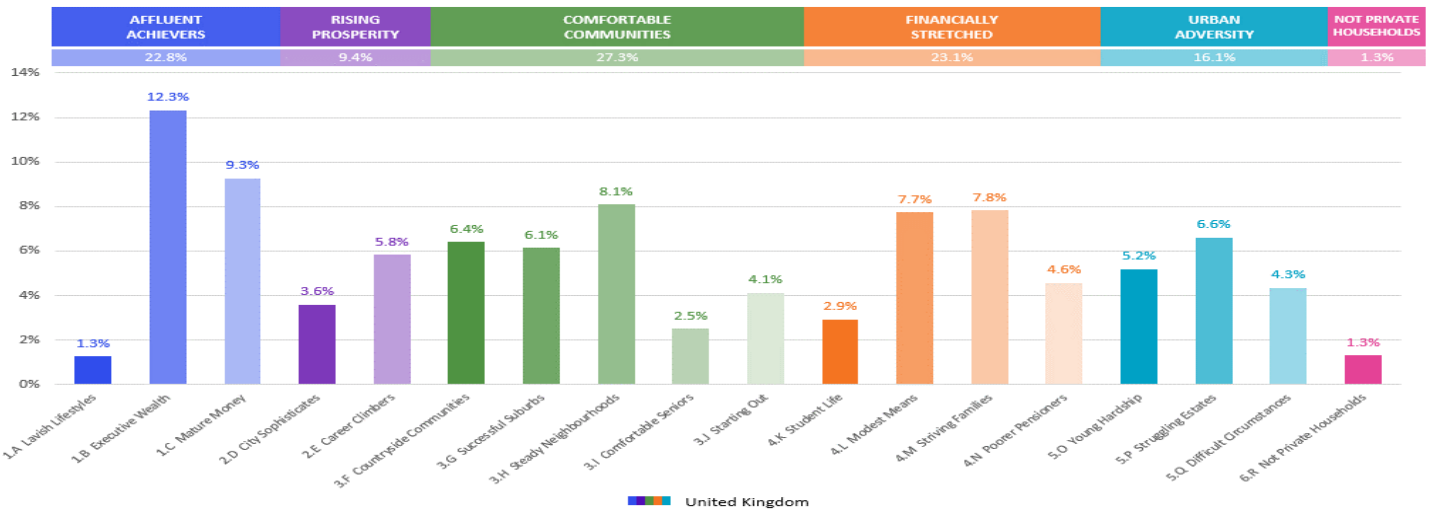
House tenure: Owned outright

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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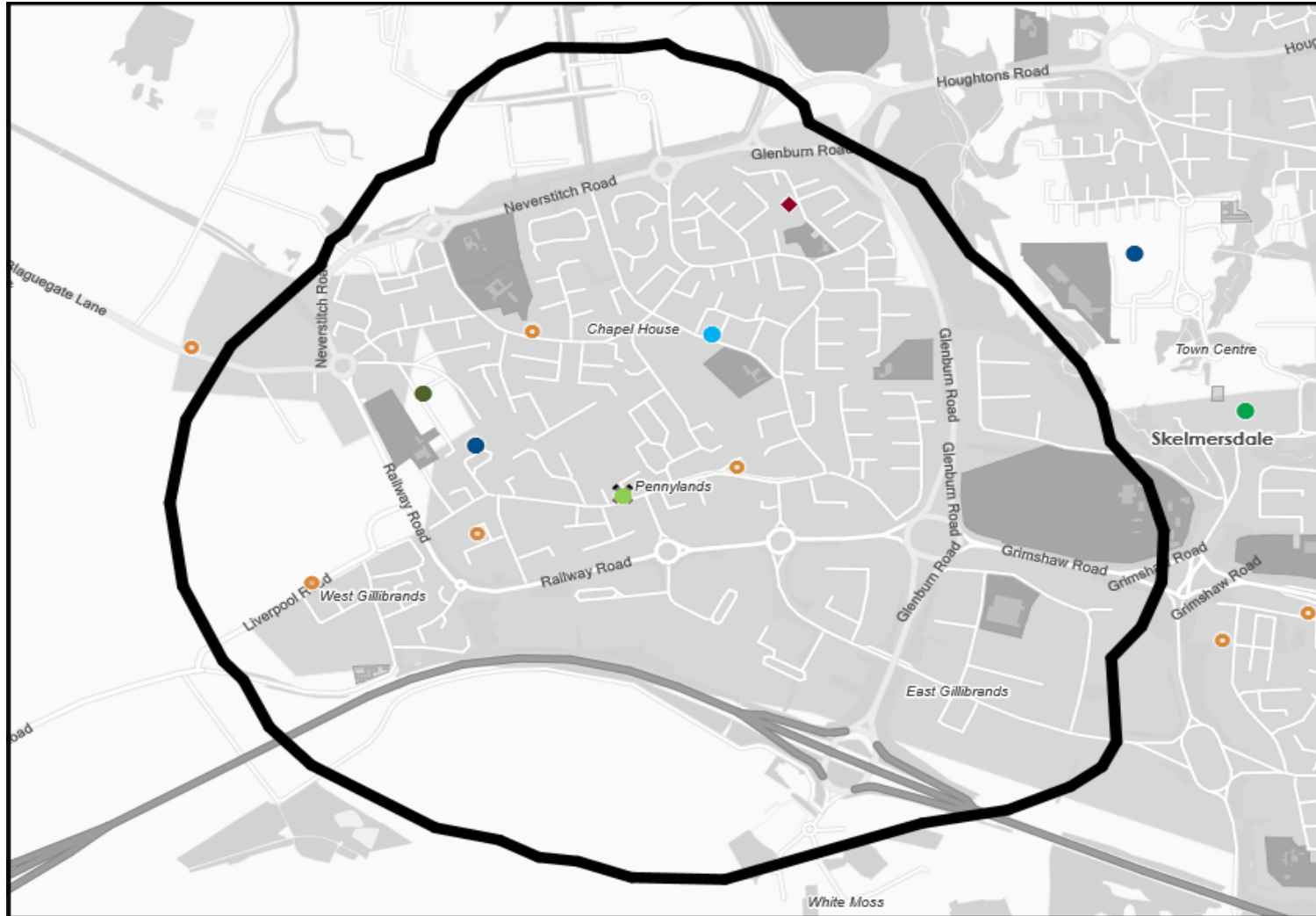
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	8	76.2	84.9	90			
Proprietary Club	1	9.5	8.1	117			
Registered Club	2	19.1	29.9	64			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Derby Arms	Independent Free	Pubs & Full On	Independent Free	WN 8 8AF
Coach House Bar And Restaurant	Unknown	Pubs & Full On	Unknown	WN 8 8BX
Village Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WN 8 8AT
Skelmersdale Cricket Club	Independent Free	Registered Club	Independent Free	WN 8 8EH
Market Gate	Marston's	Pubs & Full On	Marston's	WN 8 8LP
Victoria Hotel	Greene King	Pubs & Full On	Greene King	WN 8 8LA
Busy Bee	Punch Pub Company	Pubs & Full On	Punch Pub Company	WN 8 8PW
Tawd Vale	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WN 8 8QZ
Winchester	Independent Free	Registered Club	Independent Free	WN 8 8BX
JMO	Independent Free	Proprietary Club	Independent Free	WN 8 8BX
E Rooms	Independent Free	Pubs & Full On	Independent Free	WN 8 8AZ

MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT_Village InnWN8 8AT (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