

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Masons ArmsNP11 6LH (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	129	2.8	22.0	13			
2 Rising Prosperity	0	0.0	10.1	0			
3 Comfortable Communities	1,521	33.1	26.2	126			
4 Financially Stretched	2,588	56.3	23.7	237			
5 Urban Adversity	355	7.7	17.6	44			
6 Not Private Households	0	0.0	0.3	0			
Total households		4,593					

Acorn Category Pen Portrait

4 Financially Stretched

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

12.1M UK Adults

23.0% of UK

Acorn Groups within Category 4: Financially Stretched

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

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 GROUP PROFILE - HOUSEHOLDS

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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	115	2.5	11.2	22		
1.C Mature Money	14	0.3	9.6	3		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	0	0.0	6.2	0		
3. Comfortable Communities						
3.F Countryside Communities	275	6.0	5.7	104		
3.G Successful Suburbs	268	5.8	5.9	99		
3.H Steady Neighbourhoods	693	15.1	7.4	205		
3.I Comfortable Seniors	112	2.4	2.9	84		
3.J Starting Out	173	3.8	4.3	87		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	1,523	33.2	7.9	419		
4.M Striving Families	634	13.8	7.5	183		
4.N Poorer Pensioners	431	9.4	5.9	159		
5. Urban Adversity						
5.O Young Hardship	274	6.0	6.1	97		
5.P Struggling Estates	81	1.8	6.1	29		
5.Q Difficult Circumstances	0	0.0	5.3	0		
6. Not Private Households						
6.R Not Private Households	0	0.0	0.3	0		
Total households	4,593					

Acorn Group Pen Portrait

4 L Modest Means 4.1M UK Adults 7.7% of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

DEMOGRAPHICS <ul style="list-style-type: none"> Age range: 25-34 Children at home: 3+ House tenure: Privately renting Family structure: Single parent Number of beds: 3 House type: Terraced 		BRANDS <ul style="list-style-type: none"> SHOPPING: The Works, M&Co, Range, NEW LOOK LEISURE: Harry Ramsden, KFC, Frankie & Benny's, GREGGS WEBSITES: ebay, sky, Argos, LAD BIBLE 	
FINANCIAL PROFILE <ul style="list-style-type: none"> Household Income: UK £35k (Average: £40k), London £42k (Average: £44k) % Disposable Income: UK 45% (Average: 44%), London 34% (Average: 39%) Financial situation: 		DIGITAL ATTITUDES <ul style="list-style-type: none"> I worry about online security: 54% (UK average: 55%) Shopping online makes my life easier: 50% (UK average: 53%) I couldn't live without the internet on my mobile: 33% (UK average: 34%) 	
KEY INTERNET USAGE Whilst internet usage is below average, this group are more likely to research loans online		TECHNOLOGY USAGE Whilst internet usage is below average, this group are more likely to purchase toys online and subscribe to Sky TV	

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

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Area: ATLT_Masons ArmsNP11 6LH (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	28	0.6	2.2	28			
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	87	1.9	1.6	117			
1.C Mature Money							
1.C.10 Better-off villagers	14	0.3	3.0	10			
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	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	275	6.0	3.2	189			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	135	2.9	2.6	111			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	133	2.9	2.4	119			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	444	9.7	3.4	281			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	249	5.4	2.3	233			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	112	2.4	2.4	101			
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	173	3.8	2.3	167			
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	104	2.3	1.4	161			
4.L.38 Semi-skilled workers in traditional neighbourhoods	853	18.6	2.6	707			
4.L.39 Fading owner occupied terraces	566	12.3	2.9	428			
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	6	0.1	1.6	8			
4.M.42 Struggling young families in post-war terraces	109	2.4	1.7	142			
4.M.43 Families in right-to-buy estates	304	6.6	2.1	319			
4.M.44 Post-war estates, limited means	215	4.7	2.2	213			
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	57	1.2	1.1	114			
4.N.47 Low income older people in smaller semis	294	6.4	2.3	282			
4.N.48 Pensioners and singles in social rented flats	80	1.7	1.8	99			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	57	1.2	2.1	58			
5.O.50 Struggling younger people in mixed tenure	187	4.1	1.7	233			
5.O.51 Young people in small, low cost terraces	30	0.7	2.3	29			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	45	1.0	1.6	60			
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	36	0.8	1.6	48			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,593						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Masons ArmsNP11 6LH (1 Mile contour)



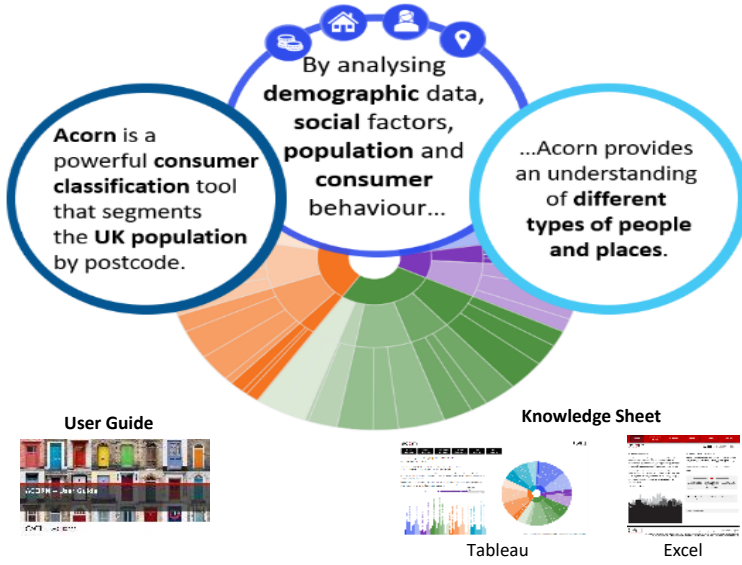
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
	<input type="radio"/>	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

House type

Detached

House tenure

Owned outright

Children at home

0

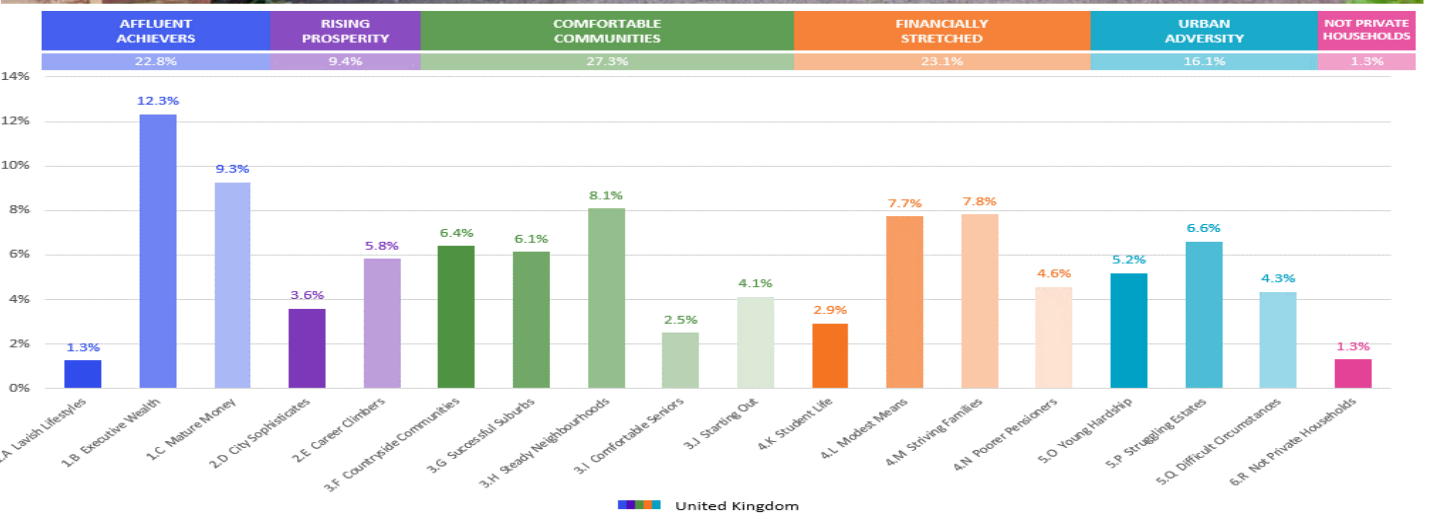
Number of beds

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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Base: Great Britain

Year: 2021

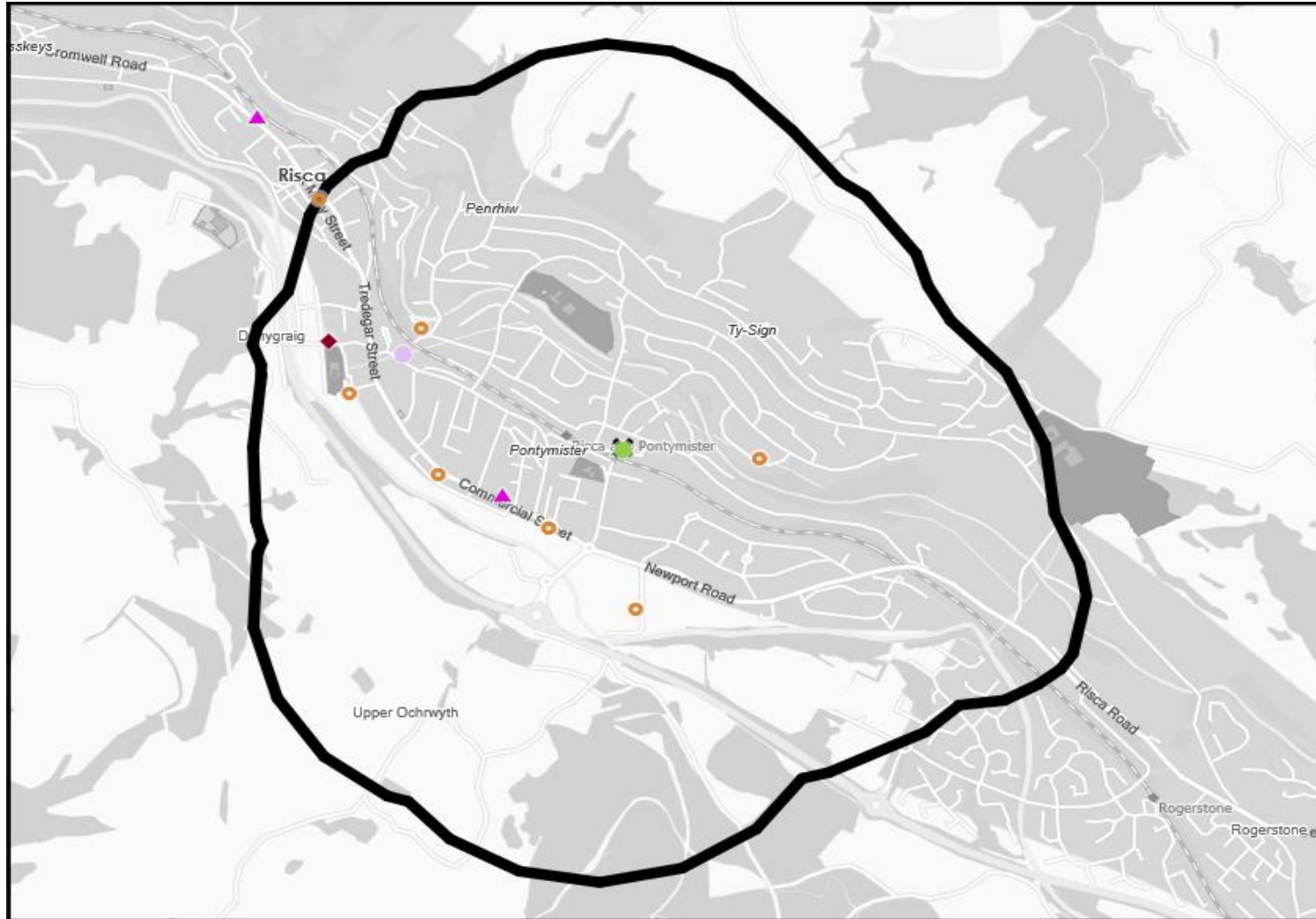
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	6	57.4	84.9	68			
Proprietary Club	0	0.0	8.1	0			
Registered Club	4	38.3	29.9	128			
Restaurant	2	19.1	34.6	55			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Ty-Sign Social Club	Independent Free	Registered Club	Independent Free	NP11 6AF
Railway	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NP11 6DB
Rugby Football Club	Independent Free	Registered Club	Independent Free	NP11 6BY
Grove	Independent Free	Pubs & Full On	Independent Free	NP11 6EE
Pontymister Athletic Cricket & Bowl Clu	Independent Free	Registered Club	Independent Free	NP11 6EJ
Masons Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NP11 6LH
Fox & Hounds	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NP11 6PW
Prince Of Wales	Independent Free	Pubs & Full On	Independent Free	NP11 6PY
Commercial Inn	Dragon Inns	Pubs & Full On	Dragon Inns	NP11 6BA
Risca Working Mens	Independent Free	Registered Club	Independent Free	NP11 6EE
Golden Dragon Restaurant	Independent Free	Restaurant	Independent Free	NP11 6AW
Tamarind Restaurant	Independent Free	Restaurant	Independent Free	NP11 6EE

MAP OF AREA

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Area: ATLT_Masons ArmsNP11 6LH (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