

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?


## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT\_Royal OakCO7 6XA (15 min contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	7,272	27.4	22.0	125		
2 Rising Prosperity	1,204	4.5	10.1	45		
3 Comfortable Communities	8,020	30.2	26.2	115		
4 Financially Stretched	5,708	21.5	23.7	91		
5 Urban Adversity	4,188	15.8	17.6	90		
6 Not Private Households	156	0.6	0.3	176		
 Graph						
Total households		26,548				

## Acorn Category Pen Portrait



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## ACORN GROUP PROFILE - HOUSEHOLDS

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Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	44	0.2	1.1	15			
1.B Executive Wealth	4,011	15.1	11.2	135			
1.C Mature Money	3,217	12.1	9.6	126			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	1,204	4.5	6.2	73			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	3,187	12.0	5.7	209			
3.G Successful Suburbs	1,682	6.3	5.9	108			
3.H Steady Neighbourhoods	1,489	5.6	7.4	76			
3.I Comfortable Seniors	543	2.0	2.9	70			
3.J Starting Out	1,119	4.2	4.3	97			
<b>4. Financially Stretched</b>							
4.K Student Life	154	0.6	2.4	25			
4.L Modest Means	1,482	5.6	7.9	71			
4.M Striving Families	2,438	9.2	7.5	122			
4.N Poorer Pensioners	1,634	6.2	5.9	104			
<b>5. Urban Adversity</b>							
5.O Young Hardship	1,219	4.6	6.1	75			
5.P Struggling Estates	1,016	3.8	6.1	63			
5.Q Difficult Circumstances	1,953	7.4	5.3	138			
<b>6. Not Private Households</b>							
6.R Not Private Households	156	0.6	0.3	176			
<b>Total households</b>	<b>26,548</b>						

## Acorn Group Pen Portrait

1

B

Executive Wealth

6.5M  
UK Adults

12.3%  
of UK

**High income people, successfully combining jobs and families.** These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

**DEMOGRAPHICS**

Age range

45-64

Children at home

2

House tenure

Owned outright

Family structure

Couple

Number of beds

4

House type

Detached

**FINANCIAL PROFILE**

Household Income

UK £60k

London £63k

Average: £60k

Average: £64k

% Disposable Income

UK 50%

London 49%

Average: 44%

Average: 39%

Financial situation

Running into debt

Saving a lot

**BRANDS**

SHOPPING

Cash Kitten

THE WHITE COMPANY

LEON

Russell & Bromley

LEISURE

M&S Simply Food

\*PRET A MANGER\*

WHOLE FOODS

wahaca

WEBSITES

BOUNCE SPORT

rightmove

M&S

MoneySavingExpert.com

**DIGITAL**

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

58%

UK average: 53%

I couldn't live without the internet on my mobile

31%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to browse for hotels online

TECHNOLOGY USAGE

This group are more likely to purchase holidays online

This group are more likely to own an iPhone

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## ACORN TYPE PROFILE - HOUSEHOLDS

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Year: 2021

Sort by:  Acorn 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	4	0.0	0.1	18			
	1.A.2 Metropolitan money	0	0.0	0.2	0			
	1.A.3 Large house luxury	40	0.2	0.9	17			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	1,448	5.5	2.6	209			
	1.B.5 Wealthy countryside commuters	1,581	6.0	2.4	247			
	1.B.6 Financially comfortable families	746	2.8	2.2	128			
	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	236	0.9	1.6	55			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	2,061	7.8	3.0	260			
	1.C.11 Settled suburbia, older people	15	0.1	2.9	2			
	1.C.12 Retired and empty nesters	996	3.8	2.5	151			
	1.C.13 Upmarket downsizers	145	0.5	1.3	42			
<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	897	3.4	1.9	180			
	2.E.19 First time buyers in small, modern homes	307	1.2	3.3	35			
	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	328	1.2	1.5	83			
	3.F.22 Older couples and families in rural areas	1,421	5.4	1.1	503			
	3.F.23 Owner occupiers in small towns and villages	1,438	5.4	3.2	171			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	1,089	4.1	2.6	155			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	593	2.2	2.4	92			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	603	2.3	3.4	66			
	3.H.28 Owner occupied terraces, average income	6	0.0	1.6	1			
	3.H.29 Established suburbs, older families	880	3.3	2.3	142			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	373	1.4	2.4	58			
	3.I.31 Elderly singles in purpose-built accommodation	170	0.6	0.5	131			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	241	0.9	2.1	43			
	3.J.33 Smaller houses and starter homes	878	3.3	2.3	147			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	4.K.34 Student flats and halls of residence	4	0.0	0.4	4			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	150	0.6	1.7	33			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	179	0.7	1.4	48			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	721	2.7	2.6	103			
	4.L.39 Fading owner occupied terraces	582	2.2	2.9	76			
	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	1,045	3.9	1.6	247			
	4.M.42 Struggling young families in post-war terraces	197	0.7	1.7	44			
	4.M.43 Families in right-to-buy estates	853	3.2	2.1	155			
	4.M.44 Post-war estates, limited means	343	1.3	2.2	59			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	154	0.6	0.8	74			
	4.N.46 Elderly people in social rented flats	179	0.7	1.1	62			
	4.N.47 Low income older people in smaller semis	847	3.2	2.3	140			
	4.N.48 Pensioners and singles in social rented flats	454	1.7	1.8	97			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	445	1.7	2.1	78			
	5.O.50 Struggling younger people in mixed tenure	612	2.3	1.7	132			
	5.O.51 Young people in small, low cost terraces	162	0.6	2.3	27			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	364	1.4	1.6	84			
	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	652	2.5	1.6	149			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	1,089	4.1	1.5	270			
	5.Q.58 Singles and young families, some receiving benefits	535	2.0	1.8	112			
	5.Q.59 Deprived areas and high-rise flats	329	1.2	2.0	61			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	34	0.1	0.1	220			
	6.R.61 Inactive communal population	122	0.5	0.3	167			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>26,548</b>						

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## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT\_Royal OakCO7 6XA (15 min 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



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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
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
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+

House type Detached

Financial situation Running into debt Saving a lot

House tenure Owned outright

Children at home 0

Number of beds 4+

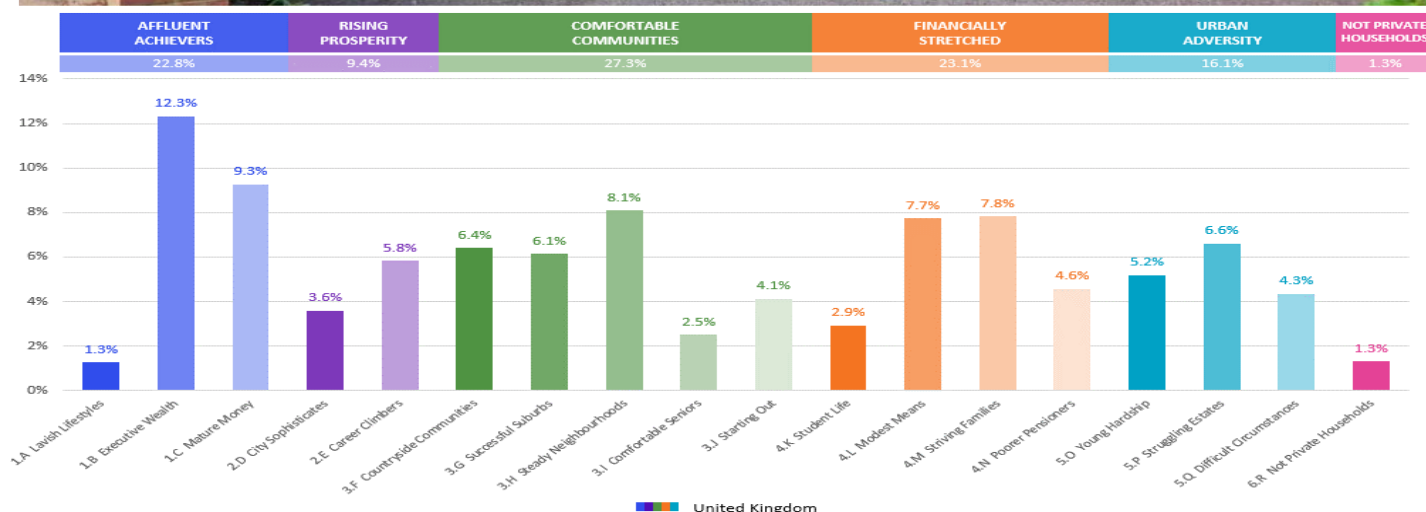
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles

B. Executive Wealth

C. Mature Money



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Area: ATLT\_Royal OakCO7 6XA (15 min contour)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	56	90.4	84.9	106			
Proprietary Club	3	4.8	8.1	59			
Registered Club	24	38.7	29.9	130			
Restaurant	14	22.6	34.6	65			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Lucca	Independent Free	Restaurant	Independent Free	CO11 1AH
Stour Sailing Club	Independent Free	Registered Club	Independent Free	CO11 1AU
Moghul Restaurant	Independent Free	Restaurant	Independent Free	CO11 1BA
Red Lion	Unknown	Pubs & Full On	Unknown	CO11 1BG
Nirala Tandoori Restaurant	Independent Free	Restaurant	Independent Free	CO11 1DR
Skinners Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	CO11 1DX
Mistley Cricket Club	Independent Free	Registered Club	Independent Free	CO11 1ER
Mistley Thorn	Independent Free	Pubs & Full On	Independent Free	CO11 1HE
Mistley United Football Club	Independent Free	Registered Club	Independent Free	CO11 1HS
Brantham Bull	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CO11 1PN
Crown Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CO11 1RE
Fontana Restaurant	Independent Free	Restaurant	Independent Free	CO11 1RG
Ark	Independent Free	Restaurant	Independent Free	CO11 1RH
Brantham Leisure Club	Independent Free	Registered Club	Independent Free	CO11 1RZ
Foxash Social Centre	Independent Free	Registered Club	Independent Free	CO11 2LS
Cross Inn	Independent Free	Pubs & Full On	Independent Free	CO11 2NX
Haywain	Independent Free	Pubs & Full On	Independent Free	CO11 2PL
Blacksmiths Arms	Independent Free	Pubs & Full On	Independent Free	CO11 2QL
Strangers Home Inn	Unknown	Pubs & Full On	Unknown	CO11 2US
Village Maid	Independent Free	Pubs & Full On	Independent Free	CO11 2UU
Balkerne Gate	Whitbread	Pubs & Full On	Whitbread	CO 4 9WP
Colchester Rugby Club	Independent Free	Registered Club	Independent Free	CO 4 9WJ
Shepherd	Independent Free	Pubs & Full On	Independent Free	CO 4 5NR
Marlborough Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CO 7 6AA
Dedham Sports Club	Independent Free	Registered Club	Independent Free	CO 7 6AH
Sun Inn	Independent Free	Pubs & Full On	Independent Free	CO 7 6DE
Maison Talbooth	Milsom Hotels	Pubs & Full On	Greene King	CO 7 6HN
Milsoms Hotel	Milsom Hotels	Pubs & Full On	Milsom Hotels	CO 7 6HW
Black Horse Inn	Save Investments	Pubs & Full On	Save Investments	CO 7 6JS
Anchor Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	CO 7 6LW
Queens Head	Independent Free	Pubs & Full On	Independent Free	CO 7 6PU
Carriers Arms	Wellington	Pubs & Full On	Wellington	CO 7 6RA
Hare & Hounds	Wellington	Pubs & Full On	Wellington	CO 7 6RL
Red Lion	Greene King	Pubs & Full On	Greene King	CO 7 6TB
Fountain House Restaurant	Independent Free	Restaurant	Independent Free	CO 7 6AD
Grange Camping Site Social Club	Independent Free	Proprietary Club	Independent Free	CO 7 6UX
Royal Oak	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CO 7 6XA
Lion Inn	Independent Free	Pubs & Full On	Independent Free	CO 7 7LD
Wooden Fender	Independent Free	Pubs & Full On	Independent Free	CO 7 7PA
Ardleigh Sailing Club	Independent Free	Registered Club	Independent Free	CO 7 7PT
Crown	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CO 7 7QR
Cross Inn	Independent Free	Pubs & Full On	Independent Free	CO 7 7TL
Whitehouse Residents Association	Independent Free	Registered Club	Independent Free	IP 1 5LB
Ipswich & East Suffolk Cricket Club	Independent Free	Registered Club	Independent Free	IP 2 0BS
Earl Kitchener	Independent Free	Pubs & Full On	Independent Free	IP 2 0ER
Stone Lodge Community Association	Independent Free	Registered Club	Independent Free	IP 2 0QY
Holiday Inn	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	IP 2 0UA
Orwell Yacht Club	Independent Free	Registered Club	Independent Free	IP 2 8LR
Bourne Vale Club	Independent Free	Registered Club	Independent Free	IP 2 8RE
Oyster Reach	Whitbread	Pubs & Full On	Whitbread	IP 2 8ND
Lodge	Independent Free	Restaurant	Independent Free	IP 2 8ND
Smock	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP 2 8PG
Belstead Brook Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	IP 2 9HB

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Registered Club	24	38.7	29.9	130			
Restaurant	14	22.6	34.6	65			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Belstead Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	IP 2 9QU
Marquis	Independent Free	Pubs & Full On	Independent Free	IP 7 5JZ
Beagle	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	IP 8 3AR
Brook Inn	Independent Free	Pubs & Full On	Independent Free	IP 8 3LR
Copdock Cricket Club	Independent Free	Registered Club	Independent Free	IP 8 3JN
Hotel Elizabeth Copdock	Elizabeth Hotels	Pubs & Full On	Elizabeth Hotels	IP 8 3JD
Bakers Arms	Independent Free	Pubs & Full On	Independent Free	IP 9 1BT
Case Is Altered	Independent Free	Pubs & Full On	Independent Free	IP 9 2DW
White Horse	Independent Free	Pubs & Full On	Independent Free	IP 9 2JR
Wheatsheaf	Independent Free	Pubs & Full On	Independent Free	IP 9 2LY
White Horse	Independent Free	Pubs & Full On	Independent Free	IP 9 2NU
Swan Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	IP 9 2PZ
Kings Head	Independent Free	Pubs & Full On	Independent Free	IP 9 2SW
Gardeners Arms	Independent Free	Pubs & Full On	Independent Free	IP 9 2TG
Crown Hotel	Greene King	Pubs & Full On	Greene King	CO11 1AH
Dragonfly Hotel	Unknown	Pubs & Full On	Unknown	CO 7 7QY
Brett Vale Golf Club	Independent Free	Registered Club	Independent Free	IP 7 5LR
Manningtree Station Buffet	Independent Free	Restaurant	Independent Free	CO11 2LH
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	IP 8 3TT
Gala Bingo	Gala Group	Proprietary Club	Gala Group	IP 2 0AQ
Kingfisher	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	IP 2 0QX
Jubilee Cafe	Independent Free	Restaurant	Independent Free	CO 7 7QJ
Foxs Yacht Club	Independent Free	Registered Club	Independent Free	IP 2 8SA
Foxash Social Club	Independent Free	Registered Club	Independent Free	CO11 2LS
Boathouse Restaurant	Independent Free	Restaurant	Independent Free	CO 7 6PH
Clarice House	Independent Free	Proprietary Club	Independent Free	IP 8 4AZ
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	CO 7 6HX
Mimosa	Elysium Group Ltd	Restaurant	Elysium Group Ltd	CO 4 9QQ
Ipswich Cricket Club	Independent Free	Registered Club	Independent Free	IP 8 3JL
Capel Plough Football Club	Independent Free	Registered Club	Independent Free	IP 9 2XS
Copdock Village Hall	Independent Free	Pubs & Full On	Independent Free	IP 8 3JN
Cappadocia	Independent Free	Restaurant	Independent Free	IP 9 2JJ
Meadow View Restaurant	Independent Free	Pubs & Full On	Independent Free	CO11 2EF
Jimmy's Farm	Independent Free	Restaurant	Independent Free	IP 9 2AR
Ogilvie Hall	Independent Free	Registered Club	Independent Free	CO11 2JG
Sproughton Sports Football Club	Independent Free	Registered Club	Independent Free	IP 8 3BH
Tudor Barn	Independent Free	Pubs & Full On	Independent Free	IP 8 3JT
Priory Hall	Independent Free	Pubs & Full On	Independent Free	IP 7 5AZ
Chestnut Tree Farm	Greene King	Pubs & Full On	Greene King	IP 8 3LQ
East Bergholt Cricket Club	Independent Free	Registered Club	Independent Free	CO 7 6TS
Pinewood Community Hall	Independent Free	Registered Club	Independent Free	IP 8 3SL
Wherstead Park	Independent Free	Pubs & Full On	Independent Free	IP 9 2BJ
Capel St Mary Village Hall	Independent Free	Registered Club	Independent Free	IP 9 2EF
Estuary Wine	Independent Free	Pubs & Full On	Independent Free	CO11 1AG

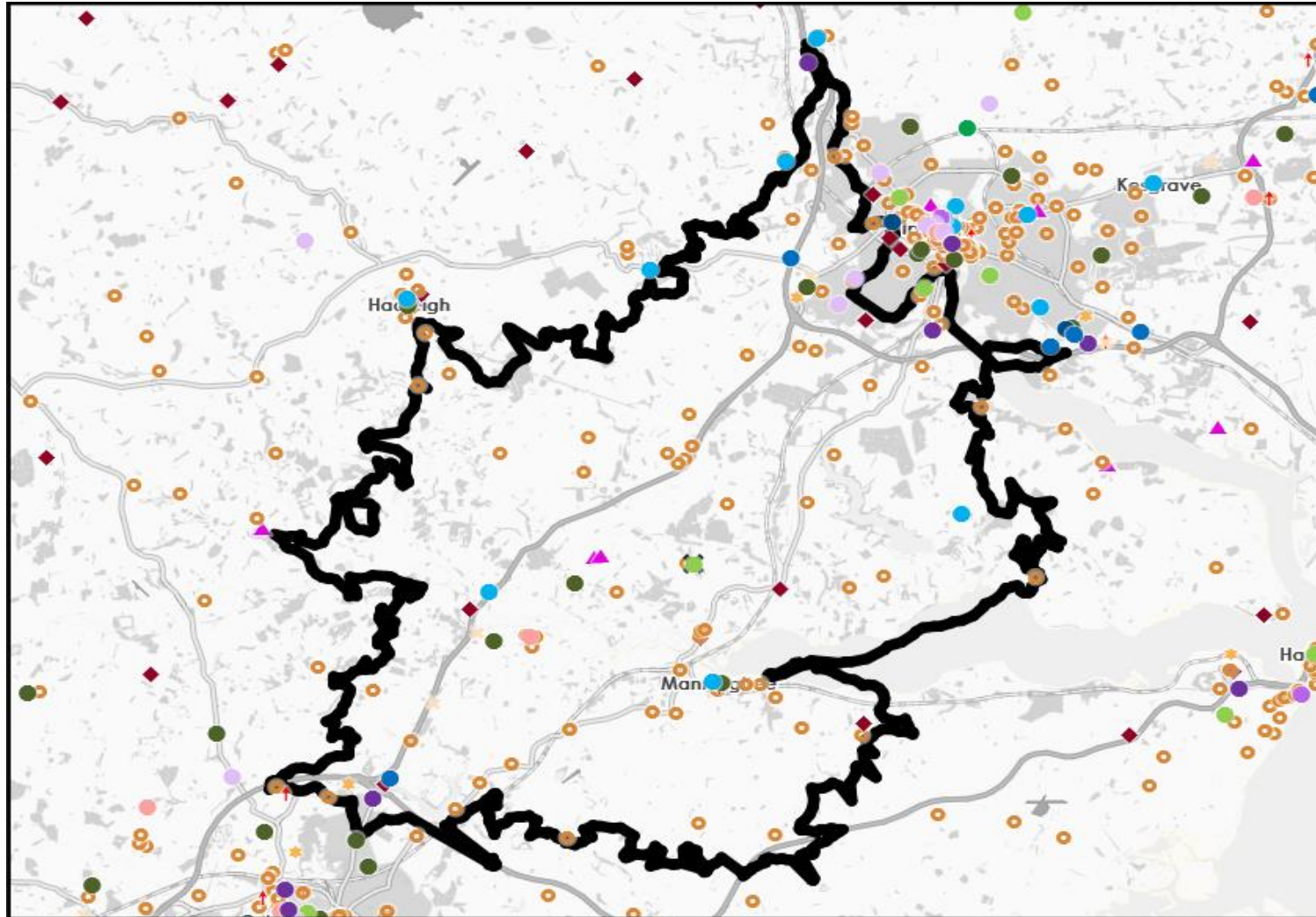


# MAP OF AREA

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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

- ✕ Hotels

### Restaurants

- ★ Restaurants

### Leisure

- ▲ Leisure

### Independent

- Independent

### Other

- ◆ Other

- ✕ Site Location
- Boundary