

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Red LionLL11 3NB (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	125	5.2	22.0	24		
2 Rising Prosperity	30	1.3	10.1	12		
3 Comfortable Communities	1,066	44.8	26.2	171		
4 Financially Stretched	911	38.3	23.7	161		
5 Urban Adversity	249	10.5	17.6	59		
6 Not Private Households	0	0.0	0.3	0		
Total households		2,381				

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M UK Adults
27.3% of UK

Age range
35-64

Financial situation

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%

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	50	2.1	11.2	19			
1.C Mature Money	75	3.1	9.6	33			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	30	1.3	6.2	20			
3. Comfortable Communities							
3.F Countryside Communities	629	26.4	5.7	461			
3.G Successful Suburbs	197	8.3	5.9	141			
3.H Steady Neighbourhoods	82	3.4	7.4	47			
3.I Comfortable Seniors	108	4.5	2.9	156			
3.J Starting Out	50	2.1	4.3	48			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	200	8.4	7.9	106			
4.M Striving Families	436	18.3	7.5	243			
4.N Poorer Pensioners	275	11.5	5.9	195			
5. Urban Adversity							
5.O Young Hardship	90	3.8	6.1	61			
5.P Struggling Estates	83	3.5	6.1	57			
5.Q Difficult Circumstances	76	3.2	5.3	60			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	2,381						


Acorn Group Pen Portrait

3 F Countryside Communities 3.4M UK Adults 6.4% of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

DEMOGRAPHICS

Age range 65+	Children at home 0
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached



FINANCIAL PROFILE

Household Income UK £42k London n/a Average: £40k Average: £44k	% Disposable Income UK 53% London n/a Average: 44% Average: 39%	Financial situation Running into debt Saving a lot
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BRANDS

SHOPPING: LAKELAND, Specsavers, Clarks

LEISURE: Caffe Nero, Zizzi, CAFE ROUGE

WEBSITES: ebay, Money Super Market, M&S, GOV.UK

DIGITAL ATTITUDES

I worry about online security 57% UK average: 55%	Shopping online makes my life easier 53% UK average: 53%	I couldn't live without the internet on my mobile 25% UK average: 34%
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KEY INTERNET USAGE

This group are more likely to **browse for gardening products online**

TECHNOLOGY USAGE

This group are more likely to **purchase home insurance online**

This group are more likely to **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_Red LionLL11 3NB (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	50	2.1	2.2	95			
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	21	0.9	3.0	30			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	43	1.8	2.5	73			
1.C.13 Upmarket downsizers	11	0.5	1.3	35			
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	30	1.3	1.9	67			
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	53	2.2	1.1	209			
3.F.23 Owner occupiers in small towns and villages	576	24.2	3.2	762			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	136	5.7	2.6	216			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	61	2.6	2.4	106			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	37	1.6	3.4	45			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	45	1.9	2.3	81			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	108	4.5	2.4	188			
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	50	2.1	2.3	93			
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	194	8.1	2.6	310			
4.L.39 Fading owner occupied terraces	6	0.3	2.9	9			
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	202	8.5	1.6	532			
4.M.42 Struggling young families in post-war terraces	15	0.6	1.7	38			
4.M.43 Families in right-to-buy estates	137	5.8	2.1	277			
4.M.44 Post-war estates, limited means	82	3.4	2.2	157			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	36	1.5	0.8	193			
4.N.46 Elderly people in social rented flats	9	0.4	1.1	35			
4.N.47 Low income older people in smaller semis	201	8.4	2.3	371			
4.N.48 Pensioners and singles in social rented flats	29	1.2	1.8	69			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	52	2.2	2.1	102			
5.O.50 Struggling younger people in mixed tenure	38	1.6	1.7	91			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	83	3.5	1.6	215			
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	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	76	3.2	1.8	178			
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	2,381						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: ATLT_Red LionLL11 3NB (1 Mile contour)

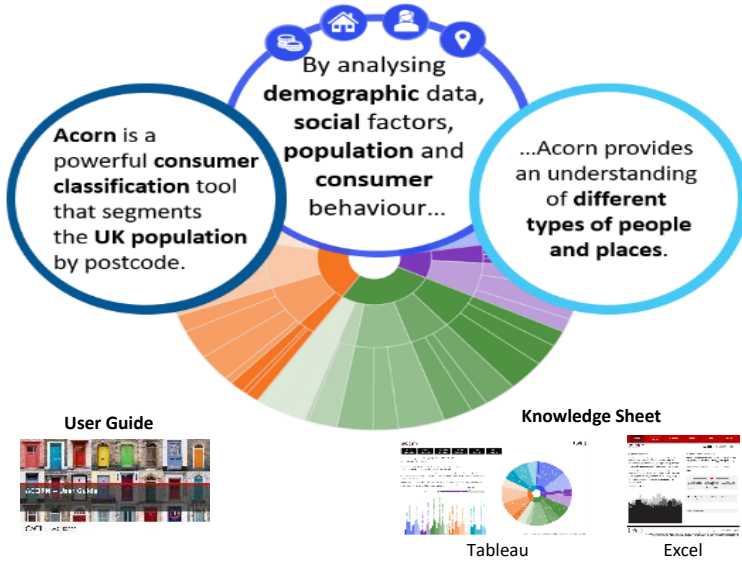


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
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

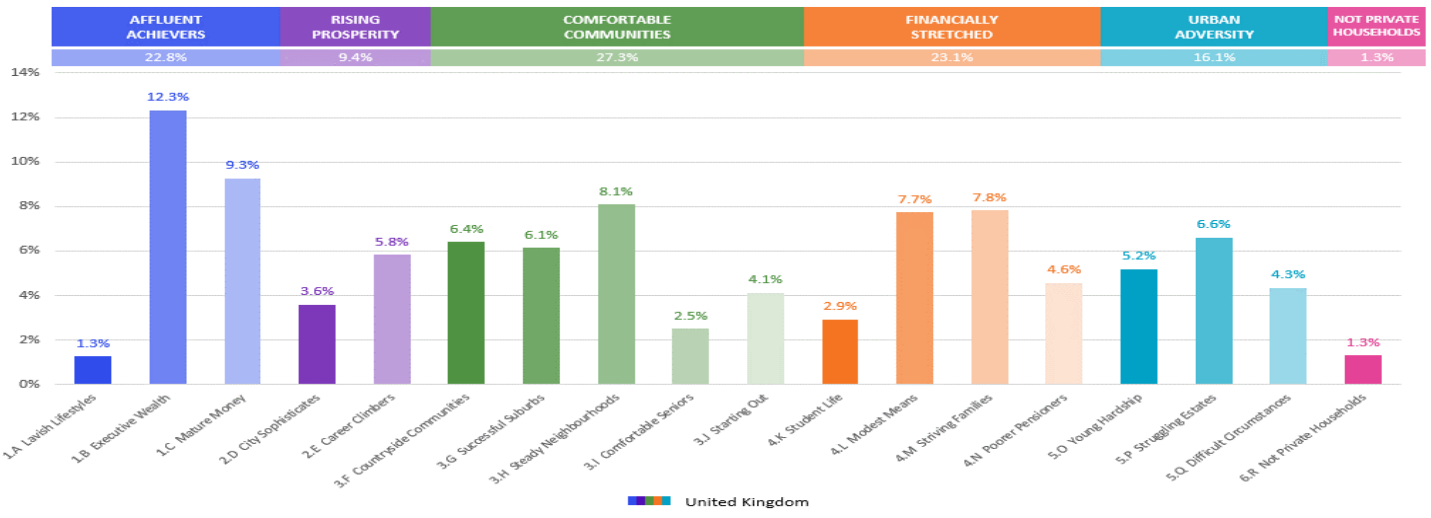
House tenure: Owned outright

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_Red LionLL11 3NB (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	73.7	84.9	87			
Proprietary Club	0	0.0	8.1	0			
Registered Club	0	0.0	29.9	0			
Restaurant	1	18.4	34.6	53			
Residential	1	18.4	3.5	531			

Name	Description	License Type	Owner Name	Postcode
Red Lion	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL11 3NB
Five Crosses	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL11 3RD
Golden Lion	Marston's	Pubs & Full On	Marston's	LL11 3RP
Cross Foxes	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL11 3RY
Crest	Independent Free	Residential	Independent Free	LL11 3UL
Mirch Massala	Independent Free	Restaurant	Independent Free	LL11 3SA

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
- ★ Restaurants
- ↑ Leisure
- Independent
- ◆ Other
- ✕ Site Location
- Boundary