

# CGA LICENCED PREMISES

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Area: ATLT\_Hafodyrynys HotelNP11 5BE (15 min c  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	56	92.5	84.9	109			
Proprietary Club	3	5.0	8.1	61			
Registered Club	53	87.6	29.9	293			
Restaurant	3	5.0	34.6	14			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Newbridge Hotel	Independent Free	Pubs & Full On	Independent Free	NP11 4FH
Rugby Club	Independent Free	Registered Club	Independent Free	NP11 3BS
Constitutional Club	Independent Free	Registered Club	Independent Free	NP11 4FW
Red Lion	Independent Free	Pubs & Full On	Independent Free	NP11 4GX
Pentwyn Inn	Unknown	Pubs & Full On	Unknown	NP11 3JD
Trinant Sports Club	Independent Free	Registered Club	Independent Free	NP11 3JP
Newbridge & District Social Club	Independent Free	Registered Club	Independent Free	NP11 4LU
Railway Hotel	Independent Free	Pubs & Full On	Independent Free	NP11 4PN
Patriot	Independent Free	Pubs & Full On	Independent Free	NP11 4PT
Crown Inn	Independent Free	Pubs & Full On	Independent Free	NP11 4SP
Nantpennar Working Mens Club	Independent Free	Registered Club	Independent Free	NP11 4SX
Hafodyrynys Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NP11 5BE
Newbridge Rugby Club	Independent Free	Registered Club	Independent Free	NP11 5FR
Pantside Social Club	Independent Free	Registered Club	Independent Free	NP11 5GF
Abercarn Rugby Club	Independent Free	Registered Club	Independent Free	NP11 5GQ
Abercarn Working Mens Club	Independent Free	Registered Club	Independent Free	NP11 5GW
Castle Inn	Unknown	Pubs & Full On	Unknown	NP11 7DU
Cwmcarn Working Mens Club	Independent Free	Registered Club	Independent Free	NP11 7LZ
Cwmcarn Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NP11 7ND
New Bungalow Club	Independent Free	Proprietary Club	Independent Free	NP12 0NF
Bistro 8	Independent Free	Pubs & Full On	Independent Free	NP12 0PN
Rock Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NP12 1DD
Oakdale Rugby Club	Independent Free	Registered Club	Independent Free	NP12 0LR
Bird In Hand	Independent Free	Pubs & Full On	Independent Free	NP12 2EX
Halfway House Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NP12 2HT
Pontllanfraith Rugby Club	Independent Free	Registered Club	Independent Free	NP12 2JF
Plough Inn	Independent Free	Pubs & Full On	Independent Free	NP12 2JJ
Ex-Servicemens Club	Independent Free	Registered Club	Independent Free	NP12 2JY
Ivor Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NP12 2LD
Pontllanfraith Working Mens Club	Independent Free	Registered Club	Independent Free	NP12 2LG
Commercial Hotel	Independent Free	Pubs & Full On	Independent Free	NP13 1AH
Club 69	Independent Free	Pubs & Full On	Independent Free	NP13 1AH
Rolling Mill	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NP13 1DA
Garw	Independent Free	Pubs & Full On	Independent Free	NP13 1DG
Somersset Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NP13 1DJ
Oak Street Social Club	Independent Free	Registered Club	Independent Free	NP13 1TE
Henrison Inn	Independent Free	Pubs & Full On	Independent Free	NP13 1UB
Foundry	Independent Free	Pubs & Full On	Independent Free	NP13 1UE
Llanhilleth Rugby Club	Independent Free	Registered Club	Independent Free	NP13 2HT
Conservative Club	Independent Free	Registered Club	Independent Free	NP13 2JA
Llanhilleth Miners Institute	Independent Free	Registered Club	Independent Free	NP13 2JT
Vivian	Independent Free	Pubs & Full On	Independent Free	NP13 2LQ
Llanhilleth Hotel	Independent Free	Pubs & Full On	Independent Free	NP13 2RB
Bailey Arms	Independent Free	Pubs & Full On	Independent Free	NP23 7QY
Riverside Working Mens Club	Independent Free	Registered Club	Independent Free	NP23 7RP
Royal British Legion Club	Independent Free	Registered Club	Independent Free	NP23 7RW
Conservative Club	Independent Free	Registered Club	Independent Free	NP23 7SR
Cwm Sport & Social	Independent Free	Registered Club	Independent Free	NP23 7ST
Comrades Club	Independent Free	Registered Club	Independent Free	NP23 7SX
New Inn Rugby Football Club	Independent Free	Registered Club	Independent Free	NP 4 0TL
Unicorn Inn	Independent Free	Pubs & Full On	Independent Free	NP 4 5SQ
Sallys	Wellington	Pubs & Full On	Wellington	NP 4 6BW
Bell Inn	Independent Free	Pubs & Full On	Independent Free	NP 4 6EY

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Restaurant	3	5.0	34.6	14			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Pontypool Working Mens Club & Institut	Independent Free	Registered Club	Independent Free	NP 4 6HN
Pontypool United Rugby Club	Independent Free	Registered Club	Independent Free	NP 4 6HL
Pontypool Catholic Social	Independent Free	Registered Club	Independent Free	NP 4 6HL
Comrades Of The Great War Club	Independent Free	Registered Club	Independent Free	NP 4 6JN
Unicorn Inn	Independent Free	Pubs & Full On	Independent Free	NP 4 6LE
Conservative Club	Independent Free	Registered Club	Independent Free	NP 4 6LT
Pontnewynydd Sports & Social Club	Independent Free	Registered Club	Independent Free	NP 4 6NG
Bridge End Inn	Independent Free	Pubs & Full On	Independent Free	NP 4 6QN
Royal Oak	Unknown	Pubs & Full On	Unknown	NP 4 8PA
Wain Y Clare	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NP 4 0JA
Horse & Jockey	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NP 4 0JB
Calcutta Victoria	Independent Free	Restaurant	Independent Free	NP13 1AE
Little Crown Inn	Independent Free	Pubs & Full On	Independent Free	NP 4 6DR
Pentwynmawr Working Mens Club	Independent Free	Registered Club	Independent Free	NP11 4HN
Three Horseshoes	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NP11 4HN
Treowen Star Social Club	Independent Free	Registered Club	Independent Free	NP11 3RH
Crumlin Rugby Club	Independent Free	Registered Club	Independent Free	NP11 4PN
Hafodyrynys Welfare Club	Independent Free	Registered Club	Independent Free	NP11 5BE
Labour Club & Institute	Independent Free	Registered Club	Independent Free	NP11 5FA
Sofrydd Social Club	Independent Free	Registered Club	Independent Free	NP11 5HT
Philanthropic Inn	Independent Free	Pubs & Full On	Independent Free	NP11 7DU
Black Prince Inn	Unknown	Pubs & Full On	Unknown	NP11 7LJ
Cross Oak Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NP12 0DJ
Blackwood Rugby Club	Independent Free	Registered Club	Independent Free	NP12 1NY
Abertillery Sport Centre	Independent Free	Registered Club	Independent Free	NP13 1QA
Mount Pleasant Inn	Independent Free	Pubs & Full On	Independent Free	NP13 2HD
Six Bells Hotel	Independent Free	Pubs & Full On	Independent Free	NP13 2LX
Riverside Social Club	Independent Free	Registered Club	Independent Free	NP23 7RP
Skippies	Independent Free	Proprietary Club	Independent Free	NP 4 5HG
Dragonfli	Independent Free	Pubs & Full On	Independent Free	NP 4 6AE
Hanbury Arms	Unknown	Pubs & Full On	Unknown	NP 4 6LG
Cwmffrwoer Sports	Independent Free	Registered Club	Independent Free	NP 4 6PD
Pegasus	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NP 4 6NL
Pontypool Leisure Centre	Independent Free	Proprietary Club	Independent Free	NP 4 8AT
Pontypool	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NP 4 0RH
Corner Club	Independent Free	Registered Club	Independent Free	NP13 1DL
Islwyn Inn	Independent Free	Pubs & Full On	Independent Free	NP12 2HN
Market Tavern	Independent Free	Pubs & Full On	Independent Free	NP11 5GW
Territorial Army	Independent Free	Registered Club	Independent Free	NP13 1AT
Upper Race Labour Club	Independent Free	Registered Club	Independent Free	NP 4 5RT
Great Western Railway Staff Association	Independent Free	Registered Club	Independent Free	NP 4 5JE
Blackwood Miners Welfare Institute	Independent Free	Registered Club	Independent Free	NP12 2BB
Iron Duke	Amber Taverns	Pubs & Full On	Amber Taverns	NP 4 6LT
Dolls House	Red Dragon Pubs Ltd	Pubs & Full On	Red Dragon Pubs Ltd	NP13 1QA
Otter	Marston's	Pubs & Full On	Marston's	NP11 5GH
Bumble Bee	Marston's	Pubs & Full On	Marston's	NP12 2FS
Crumlin Cricket Club	Independent Free	Registered Club	Independent Free	NP11 4QB
Pontlloftyn	Wetherspoon	Pubs & Full On	Wetherspoon	NP13 1DJ
Aberbeeg Rugby Club	Independent Free	Registered Club	Independent Free	NP13 2AD
Cwm Bowls Club	Independent Free	Registered Club	Independent Free	NP23 7RD
Scrum Half 2	Independent Free	Registered Club	Independent Free	NP 4 6JN
Neighbourhood Centre Pontypool	Independent Free	Pubs & Full On	Independent Free	NP 4 8BN
Pontypool Metro Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NP 4 0XB

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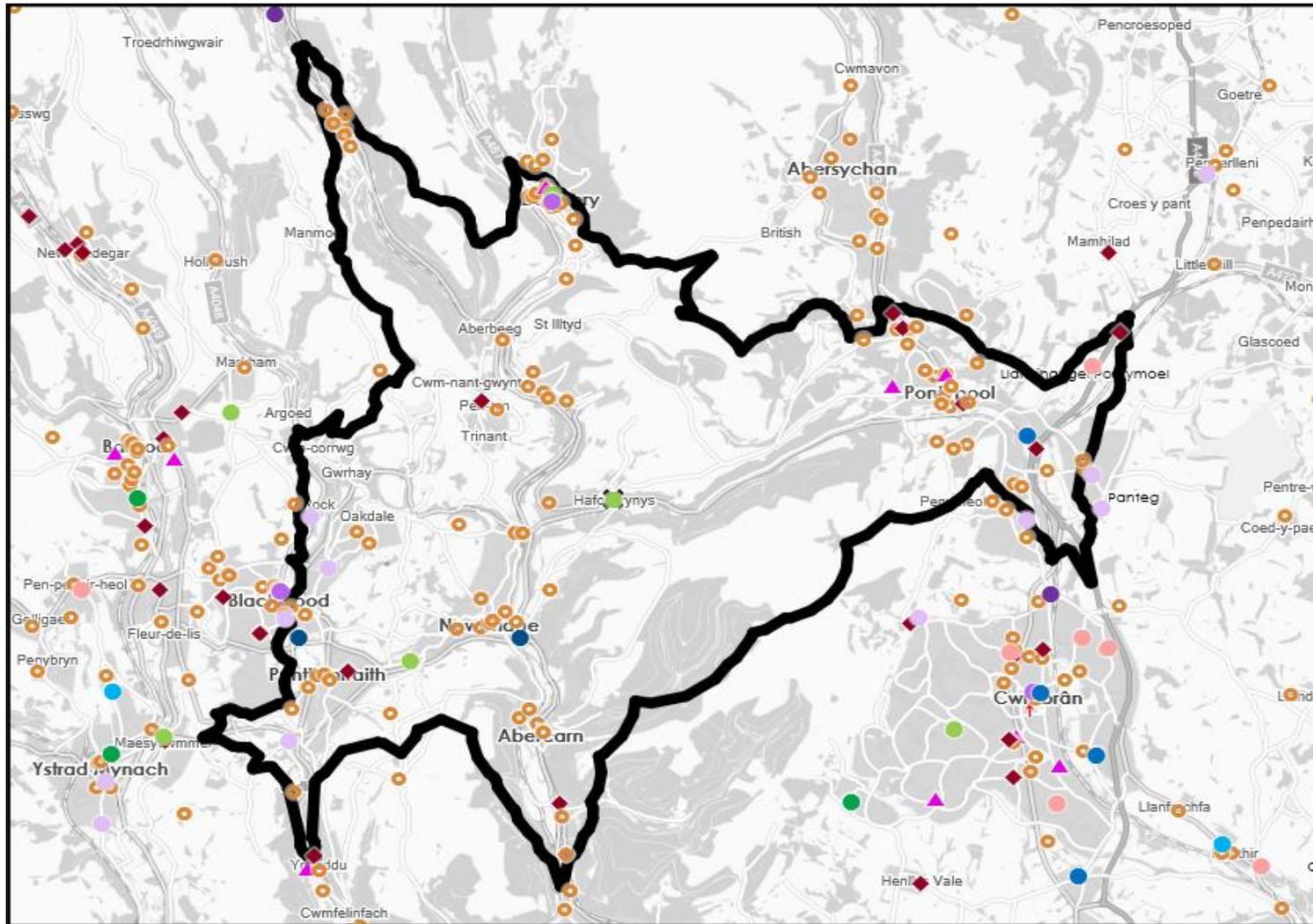
Name	Description	License Type	Owner Name	Postcode
Metropole Cultural & Conference Centre	Independent Free	Pubs & Full On	Independent Free	NP13 1AL
Rocks Bar	Independent Free	Pubs & Full On	Independent Free	NP11 5GF
Green Lawn Social Club	Independent Free	Registered Club	Independent Free	NP 4 0PH
Pontnewynydd Sports & Social Club	Independent Free	Registered Club	Independent Free	NP 4 8LE
Tamarind	Independent Free	Restaurant	Independent Free	NP 4 5SG
Wexa	Independent Free	Registered Club	Independent Free	NP11 4PT
Bear	Independent Free	Pubs & Full On	Independent Free	NP13 1DQ
Hafodyrynys Rugby Football Club	Independent Free	Registered Club	Independent Free	NP11 5BE
Berry's Bar	Independent Free	Restaurant	Independent Free	NP13 1BY

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_Hafodyrynsys HotelNP11 5BE (15 min 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

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT\_Hafodyrynys HotelNP11 5BE (15 min contour)  
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Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,605	6.1	22.0	28		
2 Rising Prosperity	385	1.5	10.1	14		
3 Comfortable Communities	5,796	22.0	26.2	84		
4 Financially Stretched	16,704	63.3	23.7	267		
5 Urban Adversity	1,877	7.1	17.6	40		
6 Not Private Households	28	0.1	0.3	32		
<b>Total households</b>		<b>26,395</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\_Hafodyrynys HotelNP11 5BE (15 min contour)  
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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	0	0.0	1.1	0		
1.B Executive Wealth	1,181	4.5	11.2	40		
1.C Mature Money	424	1.6	9.6	17		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	385	1.5	6.2	24		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	1,855	7.0	5.7	123		
3.G Successful Suburbs	1,151	4.4	5.9	74		
3.H Steady Neighbourhoods	1,953	7.4	7.4	101		
3.I Comfortable Seniors	430	1.6	2.9	56		
3.J Starting Out	407	1.5	4.3	35		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	11,061	41.9	7.9	529		
4.M Striving Families	2,498	9.5	7.5	125		
4.N Poorer Pensioners	3,145	11.9	5.9	202		
<b>5. Urban Adversity</b>						
5.O Young Hardship	1,278	4.8	6.1	79		
5.P Struggling Estates	367	1.4	6.1	23		
5.Q Difficult Circumstances	232	0.9	5.3	16		
<b>6. Not Private Households</b>						
6.R Not Private Households	28	0.1	0.3	32		
<b>Total households</b>	<b>26,395</b>					

### 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.

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

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

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Area: ATLT\_Hafodyrynys HotelNP11 5BE (15 min contour)  
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Sort by:  Corn Structure  
 Index  
 Profile %

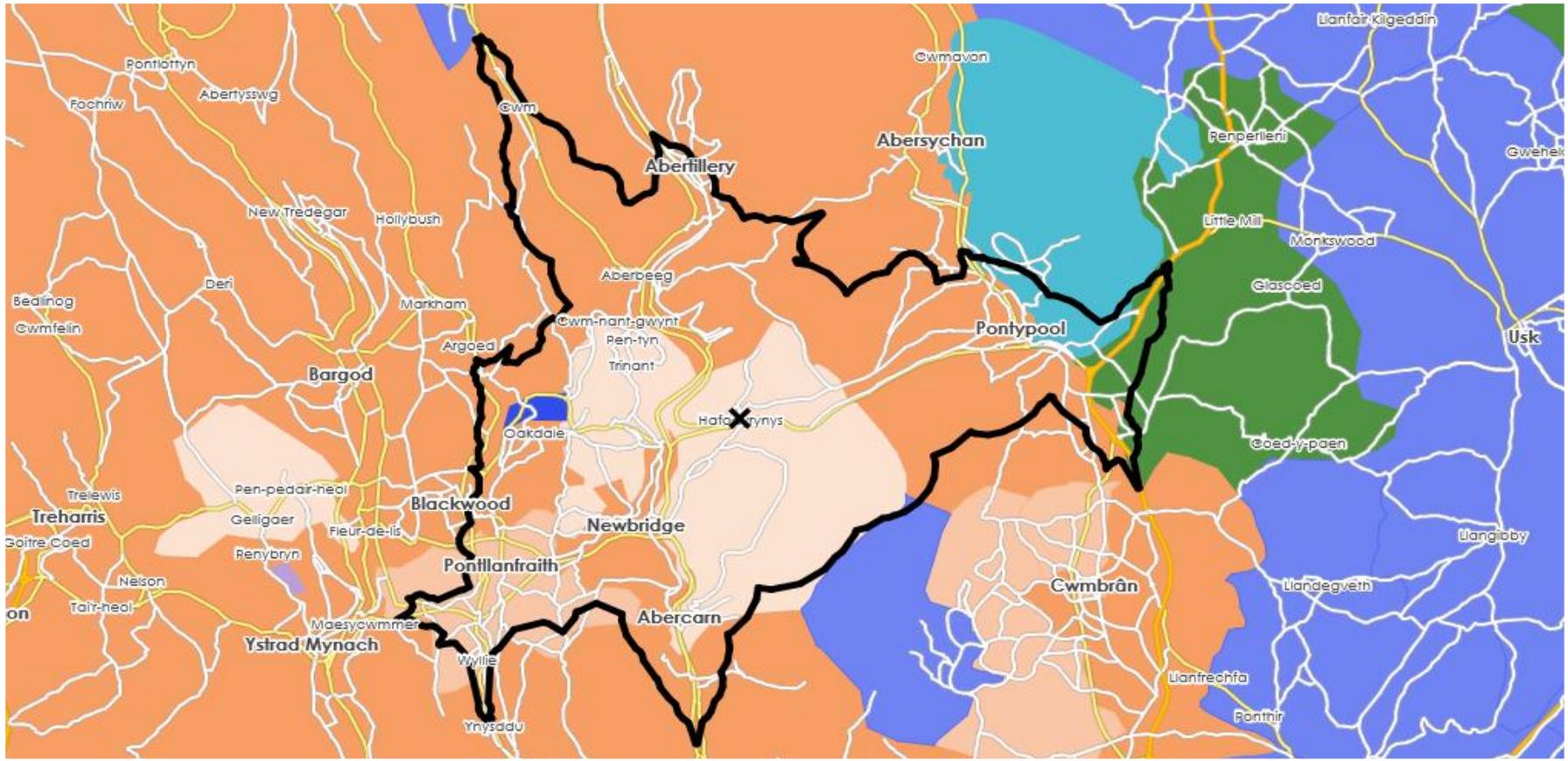
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	138	0.5	2.6	20			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	1,022	3.9	2.2	176			
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	21	0.1	1.6	5			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	17	0.1	3.0	2			
1.C.11 Settled suburbia, older people	69	0.3	2.9	9			
1.C.12 Retired and empty nesters	338	1.3	2.5	52			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	385	1.5	1.9	78			
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			
<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	82	0.3	1.1	29			
3.F.23 Owner occupiers in small towns and villages	1,773	6.7	3.2	212			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	693	2.6	2.6	99			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	458	1.7	2.4	72			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	1,577	6.0	3.4	174			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	376	1.4	2.3	61			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	409	1.5	2.4	64			
3.I.31 Elderly singles in purpose-built accommodation	21	0.1	0.5	16			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	407	1.5	2.3	68			
<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	394	1.5	1.4	106			
4.L.38 Semi-skilled workers in traditional neighbourhoods	2,956	11.2	2.6	426			
4.L.39 Fading owner occupied terraces	7,711	29.2	2.9	1,014			
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	169	0.6	1.6	40			
4.M.42 Struggling young families in post-war terraces	143	0.5	1.7	32			
4.M.43 Families in right-to-buy estates	895	3.4	2.1	163			
4.M.44 Post-war estates, limited means	1,291	4.9	2.2	222			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	69	0.3	0.8	33			
4.N.46 Elderly people in social rented flats	321	1.2	1.1	112			
4.N.47 Low income older people in smaller semis	2,084	7.9	2.3	347			
4.N.48 Pensioners and singles in social rented flats	671	2.5	1.8	144			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	157	0.6	2.1	28			
5.O.50 Struggling younger people in mixed tenure	269	1.0	1.7	58			
5.O.51 Young people in small, low cost terraces	852	3.2	2.3	143			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	295	1.1	1.6	69			
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	72	0.3	1.6	17			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	45	0.2	1.5	11			
5.Q.58 Singles and young families, some receiving benefits	70	0.3	1.8	15			
5.Q.59 Deprived areas and high-rise flats	117	0.4	2.0	22			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	16	0.1	0.1	104			
6.R.61 Inactive communal population	12	0.0	0.3	17			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>26,395</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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**Dominant Acorn Category**

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

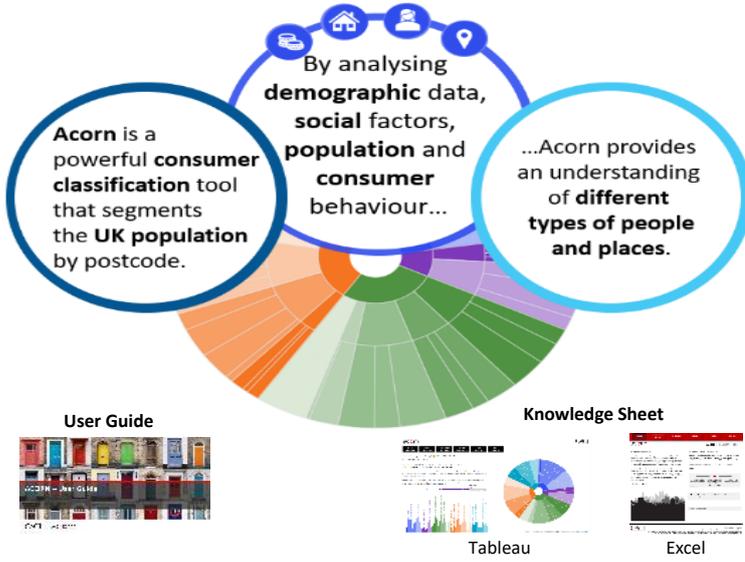
**Acorn Groups**

- 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

