

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** ATLT\_Black HorseHP27 OQU (15 min contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	9,977	55.8	22.0	254		
 2 Rising Prosperity	2,120	11.9	10.1	117		
 3 Comfortable Communities	3,719	20.8	26.2	79		
 4 Financially Stretched	1,568	8.8	23.7	37		
 5 Urban Adversity	406	2.3	17.6	13		
 6 Not Private Households	97	0.5	0.3	163		
 Graph						
<b>Total households</b>	<b>17,887</b>					

### Acorn Category Pen Portrait

## 1 Affluent Achievers

Age range

# 55+

House type

# Detached

UK Adults

# 12.0M

of UK

# 22.8%

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

## 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	776	4.3	1.1	390		
1.B Executive Wealth	5,739	32.1	11.2	286		
1.C Mature Money	3,462	19.4	9.6	201		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	2,120	11.9	6.2	192		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	220	1.2	5.7	21		
3.G Successful Suburbs	1,528	8.5	5.9	145		
3.H Steady Neighbourhoods	1,422	7.9	7.4	108		
3.I Comfortable Seniors	360	2.0	2.9	69		
3.J Starting Out	189	1.1	4.3	24		
<b>4. Financially Stretched</b>						
4.K Student Life	173	1.0	2.4	41		
4.L Modest Means	8	0.0	7.9	1		
4.M Striving Families	914	5.1	7.5	68		
4.N Poorer Pensioners	473	2.6	5.9	45		
<b>5. Urban Adversity</b>						
5.O Young Hardship	194	1.1	6.1	18		
5.P Struggling Estates	50	0.3	6.1	5		
5.Q Difficult Circumstances	162	0.9	5.3	17		
<b>6. Not Private Households</b>						
6.R Not Private Households	97	0.5	0.3	163		
<b>Total households</b>	<b>17,887</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 <b>45-64</b>	Children at home <b>2</b>
House tenure <b>Owned outright</b>	Family structure <b>Couple</b>
Number of beds <b>4</b>	House type <b>Detached</b>

#### BRANDS

SHOPPING: Cath Kidston, THE WHITE COMPANY, LITTLE GREENS, Russell & Bromley

LEISURE: M&S SMILEY FOOD, \*PRET A MANGER\*, WHOLE FOODS, wahaca

WEBSITES: BOOM SPORT, rightmove, M&S, MoneySavingExpert.com

#### DIGITAL

I worry about online security <b>58%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>58%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>31%</b> <small>UK average: 34%</small>
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<h4>FINANCIAL PROFILE</h4> <table> <tr> <td>Household Income</td> <td>% Disposable Income</td> <td>Financial situation</td> </tr> <tr> <td>UK: <b>£60k</b> London: <b>£63k</b> <small>Average: £40k    Average: £44k</small></td> <td>UK: <b>50%</b> London: <b>49%</b> <small>Average: 44%    Average: 39%</small></td> <td></td> </tr> </table>	Household Income	% Disposable Income	Financial situation	UK: <b>£60k</b> London: <b>£63k</b> <small>Average: £40k    Average: £44k</small>	UK: <b>50%</b> London: <b>49%</b> <small>Average: 44%    Average: 39%</small>		<h4>KEY INTERNET USAGE</h4> <p>This group are more likely to <b>browse for hotels online</b></p>	<h4>TECHNOLOGY USAGE</h4> <p>This group are more likely to <b>purchase holidays online</b></p> <p>This group are more likely to <b>own an iPhone</b></p>
Household Income	% Disposable Income	Financial situation						
UK: <b>£60k</b> London: <b>£63k</b> <small>Average: £40k    Average: £44k</small>	UK: <b>50%</b> London: <b>49%</b> <small>Average: 44%    Average: 39%</small>							

**A B C D E F G H I J K L M N O P Q R**

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

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Area: ATLT\_Black HorseHP27 OQU (15 min contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Corn Structure  
 Index  
 Profile %

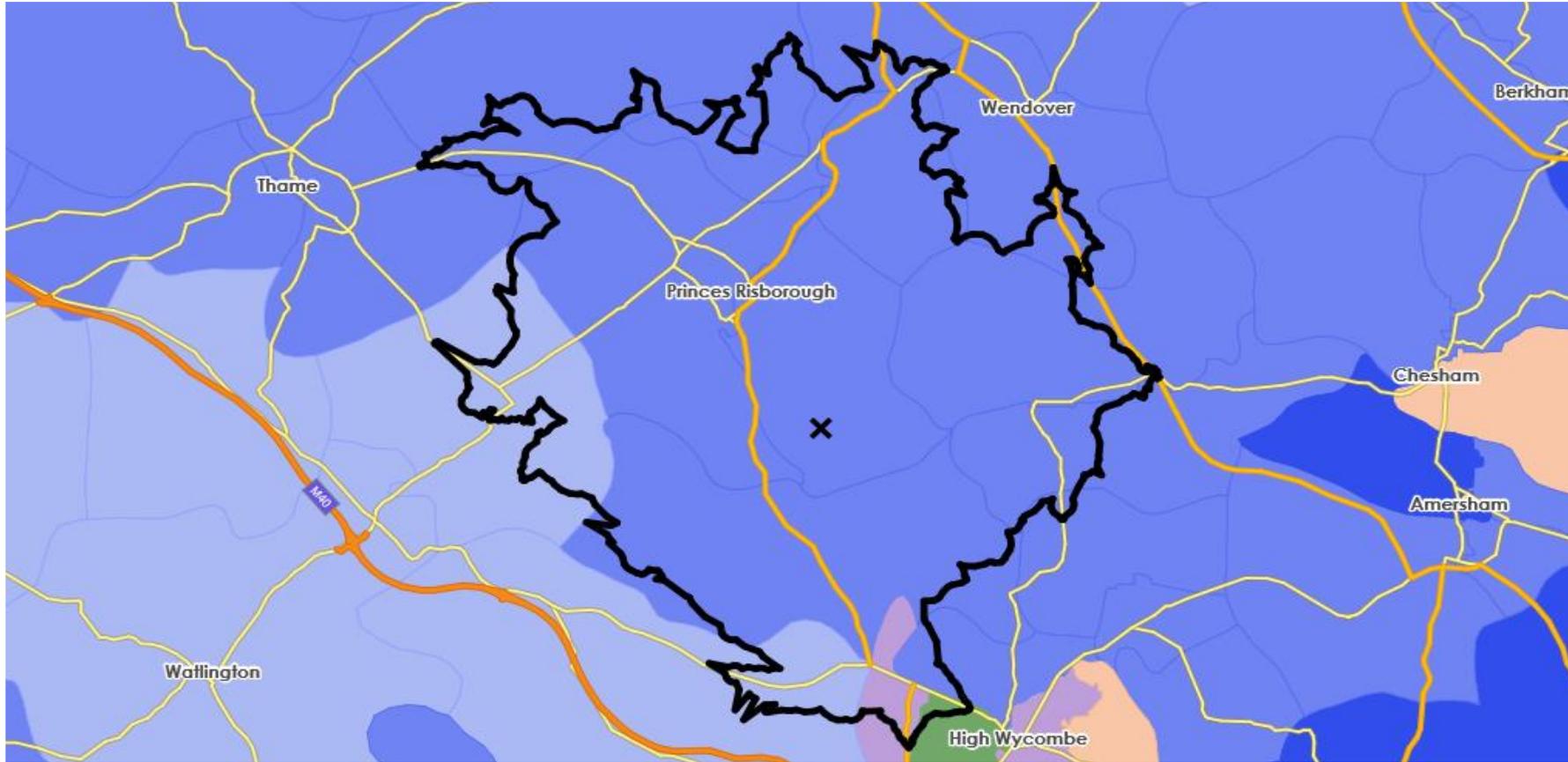
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	54	0.3	0.1	353			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	722	4.0	0.9	461			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	1,145	6.4	2.6	245			
1.B.5 Wealthy countryside commuters	3,390	19.0	2.4	787			
1.B.6 Financially comfortable families	323	1.8	2.2	82			
1.B.7 Affluent professionals	4	0.0	0.9	3			
1.B.8 Prosperous suburban families	107	0.6	1.5	39			
1.B.9 Well-off edge of towners	770	4.3	1.6	266			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	2,802	15.7	3.0	525			
1.C.11 Settled suburbia, older people	192	1.1	2.9	38			
1.C.12 Retired and empty nesters	153	0.9	2.5	34			
1.C.13 Upmarket downsizers	315	1.8	1.3	135			
<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	968	5.4	1.9	288			
2.E.19 First time buyers in small, modern homes	1,152	6.4	3.3	197			
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	20	0.1	1.5	7			
3.F.22 Older couples and families in rural areas	16	0.1	1.1	8			
3.F.23 Owner occupiers in small towns and villages	184	1.0	3.2	32			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	117	0.7	2.6	25			
3.G.25 Larger family homes, multi-ethnic areas	155	0.9	0.8	106			
3.G.26 Semi-professional families, owner occupied neighbourhoods	1,256	7.0	2.4	290			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
3.H.28 Owner occupied terraces, average income	91	0.5	1.6	32			
3.H.29 Established suburbs, older families	1,331	7.4	2.3	319			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	270	1.5	2.4	63			
3.I.31 Elderly singles in purpose-built accommodation	90	0.5	0.5	103			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	37	0.2	2.1	10			
3.J.33 Smaller houses and starter homes	152	0.8	2.3	38			
<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	173	1.0	1.7	56			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	5	0.0	1.4	2			
4.L.38 Semi-skilled workers in traditional neighbourhoods	3	0.0	2.6	1			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	746	4.2	1.6	261			
4.M.42 Struggling young families in post-war terraces	168	0.9	1.7	56			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	146	0.8	0.8	104			
4.N.46 Elderly people in social rented flats	239	1.3	1.1	123			
4.N.47 Low income older people in smaller semis	56	0.3	2.3	14			
4.N.48 Pensioners and singles in social rented flats	32	0.2	1.8	10			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	168	0.9	2.1	44			
5.O.50 Struggling younger people in mixed tenure	26	0.1	1.7	8			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
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	50	0.3	1.6	17			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	51	0.3	1.5	19			
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	111	0.6	2.0	30			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	2	0.0	0.1	19			
6.R.61 Inactive communal population	95	0.5	0.3	193			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>17,887</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_Black HorseHP27 0QU (15 min contour)

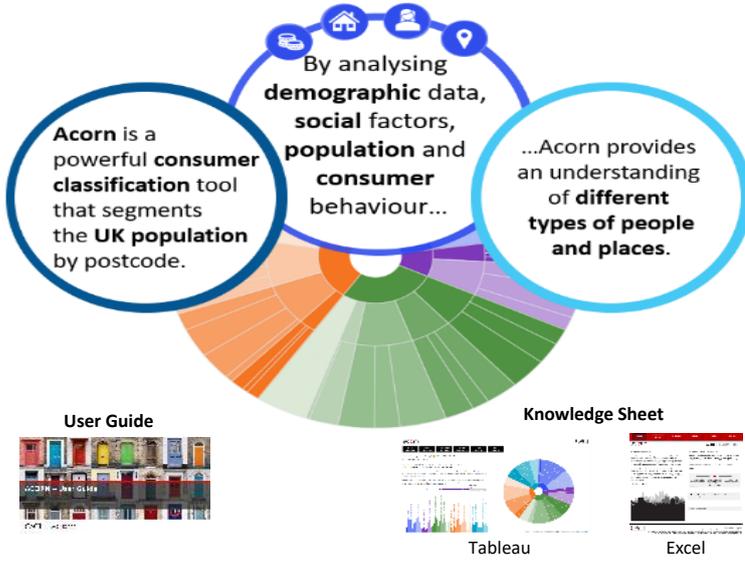


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

Children at home: 0

House type: Detached

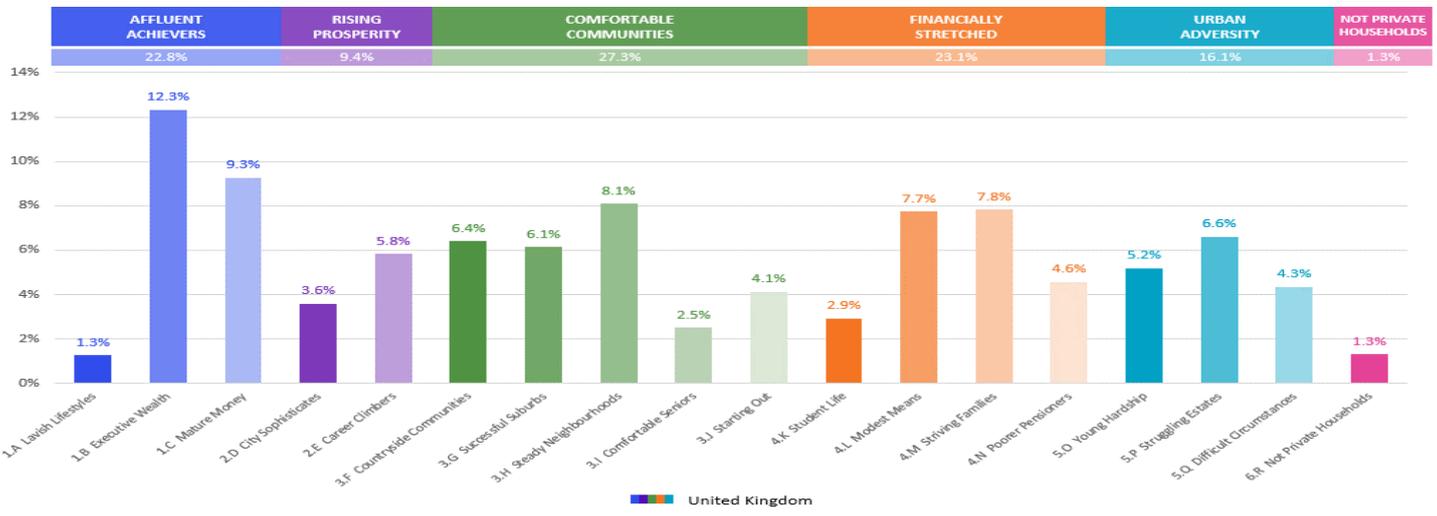
House tenure: Owned outright

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
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Area: ATLT\_Black HorseHP27 OQU (15 min contour)  
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Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	39	87.9	84.9	104			
Proprietary Club	0	0.0	8.1	0			
Registered Club	13	29.3	29.9	98			
Restaurant	8	18.0	34.6	52			
Residential	1	2.3	3.5	65			

Name	Description	License Type	Owner Name	Postcode
Clifton Lodge Hotel	Independent Free	Residential	Independent Free	HP12 3AR
Hour Glass	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HP14 4BY
Wheel	Greene King	Pubs & Full On	Greene King	HP14 4QA
George & Dragon	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HP14 3AB
Plough	Independent Free	Pubs & Full On	Independent Free	HP14 3AG
Dashwood Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HP14 3BH
Boot	Independent Free	Pubs & Full On	Independent Free	HP14 4AL
Mash Inn	Independent Free	Pubs & Full On	Independent Free	HP14 4EB
Bradenham Cricket Club	Independent Free	Registered Club	Independent Free	HP14 4HD
Bradenham Manor	Independent Free	Pubs & Full On	Independent Free	HP14 4HF
Golden Cross	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HP14 4HU
Harrow	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HP14 4LW
Black Lion	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	HP14 4SH
Cross Keys	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	HP16 0AU
Akash	Independent Free	Restaurant	Independent Free	HP16 0AU
Polecat	Oakman Inns & Restaurants	Pubs & Full On	Oakman Inns & Restaurants	HP16 0HJ
Gate	Independent Free	Pubs & Full On	Independent Free	HP16 0JS
Black Horse	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HP16 9AY
Hampden Arms	Independent Free	Pubs & Full On	Independent Free	HP16 9RQ
Bell Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HP27 0AA
Lacey Green Cricket Club	Independent Free	Registered Club	Independent Free	HP27 0PL
Whiteleaf Cross	Greene King	Pubs & Full On	Greene King	HP27 0AN
Pepper Pot Balti	Independent Free	Restaurant	Independent Free	HP27 0AT
George & Dragon	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HP27 0AX
Cinnamon Lounge	Independent Free	Restaurant	Independent Free	HP27 0AX
Princes Risborough Bowls Club	Independent Free	Registered Club	Independent Free	HP27 0JE
Red Lion	Independent Free	Pubs & Full On	Independent Free	HP27 0LL
White Leaf Golf Club	Independent Free	Registered Club	Independent Free	HP27 0LY
Plough	Independent Free	Pubs & Full On	Independent Free	HP27 0NB
Whip Inn	Ei Group	Pubs & Full On	Ei Group	HP27 0PG
Pink & Lily	Oak Taverns	Pubs & Full On	Oak Taverns	HP27 0RJ
Russell Arms	Unknown	Pubs & Full On	Unknown	HP17 0TS
Ellesborough Golf Club	Independent Free	Registered Club	Independent Free	HP17 0TZ
Radhuni	Independent Free	Restaurant	Independent Free	HP27 9AA
Bird In Hand	Greene King	Pubs & Full On	Greene King	HP27 9DE
Three Crowns	Unknown	Pubs & Full On	Unknown	HP27 9LT
Princes Risborough Cricket Club	Independent Free	Registered Club	Independent Free	HP27 9NE
Lions Of Bledlow	Independent Free	Pubs & Full On	Independent Free	HP27 9NG
Bledlow Ridge Cricket Club	Independent Free	Registered Club	Independent Free	HP14 4AE
Red Lion	Independent Free	Pubs & Full On	Independent Free	HP27 9SG
Swan	Independent Free	Pubs & Full On	Independent Free	HP17 9TR
Kimble Cricket Club	Independent Free	Registered Club	Independent Free	HP17 8TF
Firecrest	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	HP22 6QG
Crown	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	OX39 4EX
Peacock	Independent Free	Pubs & Full On	Independent Free	OX39 4AH
Red Lion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	OX39 4DL
Chinnor Tandoori	Independent Free	Restaurant	Independent Free	OX39 4DU
Wheatsheaf	Greene King	Pubs & Full On	Greene King	OX39 4HX
Chinnor Sports & Social Club	Independent Free	Registered Club	Independent Free	OX39 4PU
Black Horse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HP27 0QU
Swan	Independent Free	Pubs & Full On	Independent Free	HP14 3AE
Chequers Tree	Greene King	Pubs & Full On	Greene King	HP16 9HD
Towersey Sports & Social Club	Independent Free	Registered Club	Independent Free	OX39 4QS

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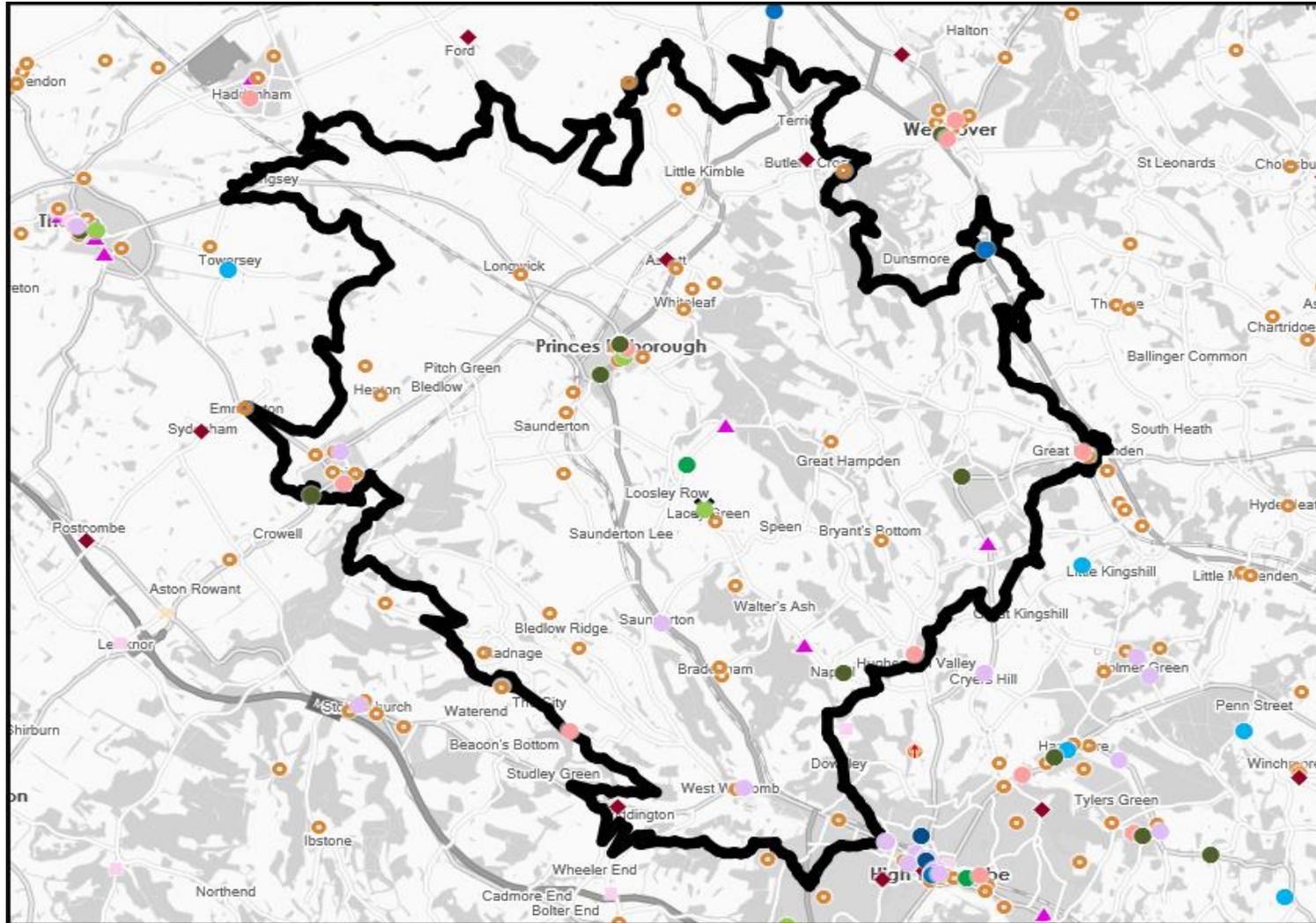
Name	Description	License Type	Owner Name	Postcode
Raf High Wycombe	Independent Free	Registered Club	Independent Free	HP14 4UE
Princess Risborough Golf Club	Independent Free	Registered Club	Independent Free	HP27 9NX
Coco Tamarind	Independent Free	Restaurant	Independent Free	HP27 9LY
Bella Vita	Independent Free	Restaurant	Independent Free	HP27 0DE
Duo Chef	Independent Free	Restaurant	Independent Free	OX39 4PF
Duke Street Wine Bar	Independent Free	Pubs & Full On	Independent Free	HP27 0AT
Kimblewick Hunt Supporters	Independent Free	Registered Club	Independent Free	HP17 8ST
Manor Farm Cottage	Independent Free	Pubs & Full On	Independent Free	OX39 4AE

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_Black HorseHP27 0QU (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