

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_SwanNN10 OSR (15 min contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	3,190	21.5	22.0	98		
2 Rising Prosperity	759	5.1	10.1	50		
3 Comfortable Communities	4,880	32.9	26.2	126		
4 Financially Stretched	4,157	28.1	23.7	118		
5 Urban Adversity	1,778	12.0	17.6	68		
6 Not Private Households	55	0.4	0.3	111		

Graph

Total households 14,819

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

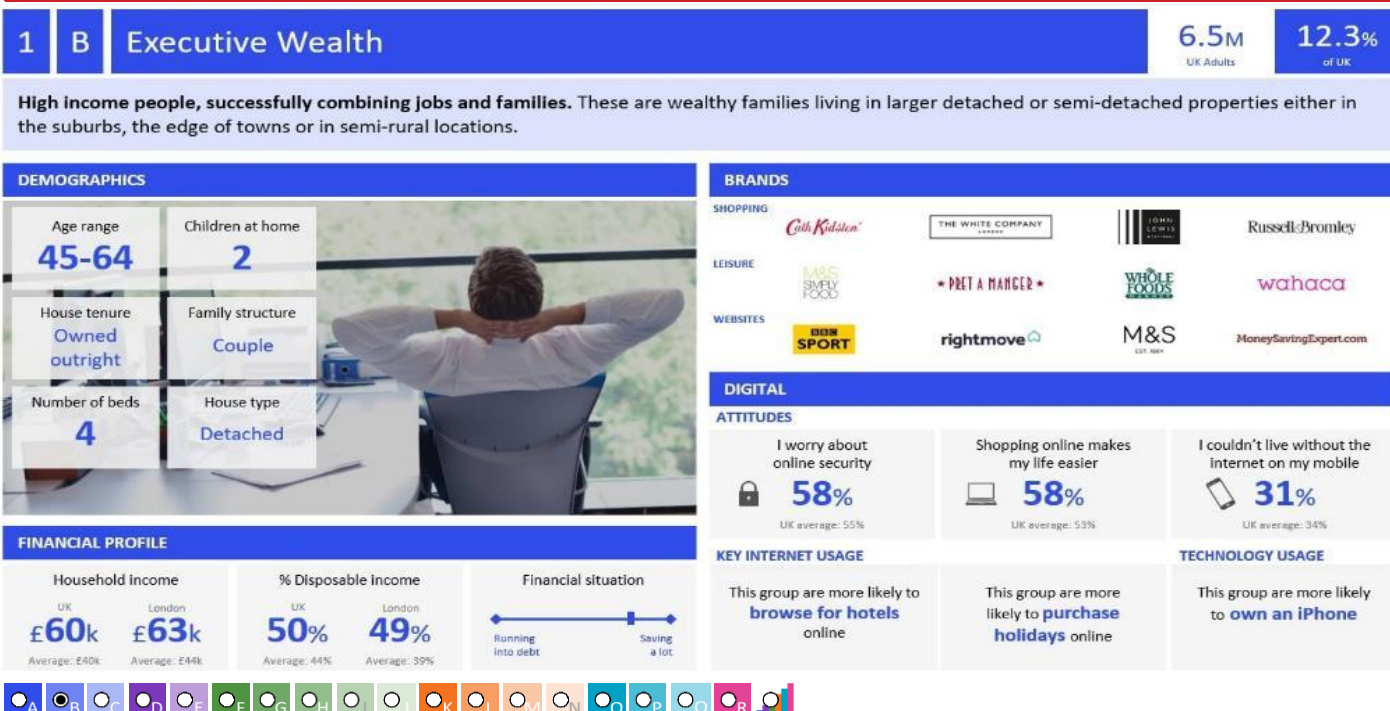
Area: ATLT_SwanNN10 OSR (15 min contour)

Base: Great Britain

Year: 2021

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	2,461	16.6	11.2	148			
1.C Mature Money	729	4.9	9.6	51			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	759	5.1	6.2	83			
3. Comfortable Communities							
3.F Countryside Communities	1,250	8.4	5.7	147			
3.G Successful Suburbs	1,101	7.4	5.9	126			
3.H Steady Neighbourhoods	989	6.7	7.4	91			
3.I Comfortable Seniors	339	2.3	2.9	79			
3.J Starting Out	1,201	8.1	4.3	186			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,585	10.7	7.9	135			
4.M Striving Families	1,505	10.2	7.5	135			
4.N Poorer Pensioners	1,067	7.2	5.9	122			
5. Urban Adversity							
5.O Young Hardship	858	5.8	6.1	94			
5.P Struggling Estates	496	3.3	6.1	55			
5.Q Difficult Circumstances	424	2.9	5.3	54			
6. Not Private Households							
6.R Not Private Households	55	0.4	0.3	111			
Total households	14,819						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_SwanNN10 OSR (15 min contour)

Base: Great Britain

Year: 2021

Sort by:  Acorn 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	94	0.6	2.6	24			
	1.B.5 Wealthy countryside commuters	407	2.7	2.4	114			
	1.B.6 Financially comfortable families	1,558	10.5	2.2	478			
	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	402	2.7	1.6	168			
1.C Mature Money								
	1.C.10 Better-off villagers	507	3.4	3.0	115			
	1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12 Retired and empty nesters	215	1.5	2.5	58			
	1.C.13 Upmarket downsizers	7	0.0	1.3	4			
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	699	4.7	1.9	251			
	2.E.19 First time buyers in small, modern homes	60	0.4	3.3	12			
	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	55	0.4	1.5	25			
	3.F.22 Older couples and families in rural areas	416	2.8	1.1	264			
	3.F.23 Owner occupiers in small towns and villages	779	5.3	3.2	166			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	682	4.6	2.6	174			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	419	2.8	2.4	117			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	504	3.4	3.4	99			
	3.H.28 Owner occupied terraces, average income	26	0.2	1.6	11			
	3.H.29 Established suburbs, older families	459	3.1	2.3	133			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	254	1.7	2.4	71			
	3.I.31 Elderly singles in purpose-built accommodation	85	0.6	0.5	117			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	74	0.5	2.1	24			
	3.J.33 Smaller houses and starter homes	1,127	7.6	2.3	338			
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	250	1.7	1.4	120			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	526	3.5	2.6	135			
	4.L.39 Fading owner occupied terraces	809	5.5	2.9	190			
	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	372	2.5	1.6	157			
	4.M.42 Struggling young families in post-war terraces	547	3.7	1.7	220			
	4.M.43 Families in right-to-buy estates	313	2.1	2.1	102			
	4.M.44 Post-war estates, limited means	273	1.8	2.2	84			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	188	1.3	0.8	162			
	4.N.46 Elderly people in social rented flats	161	1.1	1.1	100			
	4.N.47 Low income older people in smaller semis	531	3.6	2.3	158			
	4.N.48 Pensioners and singles in social rented flats	187	1.3	1.8	71			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	231	1.6	2.1	73			
	5.O.50 Struggling younger people in mixed tenure	331	2.2	1.7	128			
	5.O.51 Young people in small, low cost terraces	296	2.0	2.3	89			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	370	2.5	1.6	154			
	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	126	0.9	1.6	52			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	105	0.7	1.5	47			
	5.Q.58 Singles and young families, some receiving benefits	161	1.1	1.8	61			
	5.Q.59 Deprived areas and high-rise flats	158	1.1	2.0	52			
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	55	0.4	0.3	135			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		14,819						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_SwanNN10 OSR (15 min contour)

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

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
3. Comfortable Communities	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+

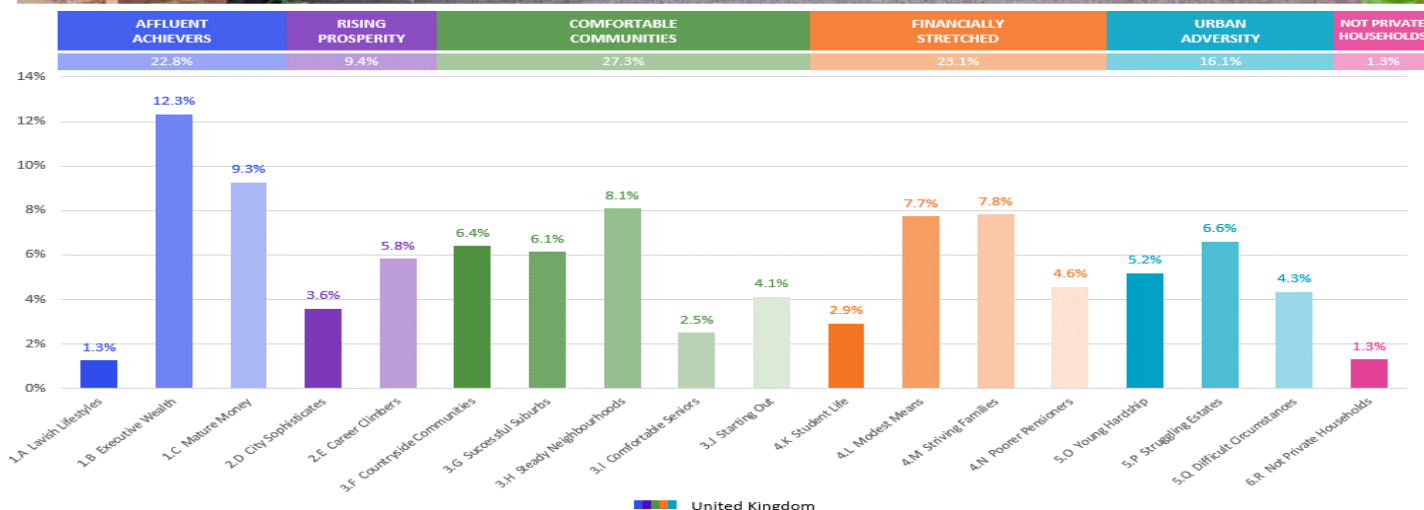
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles

B. Executive Wealth

C. Mature Money



CGA LICENCED PREMISES

© 2021 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_SwanNN10 OSR (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	19	53.7	84.9	63			
Proprietary Club	1	2.8	8.1	35			
Registered Club	13	36.7	29.9	123			
Restaurant	4	11.3	34.6	33			
Residential	0	0.0	3.5	0			

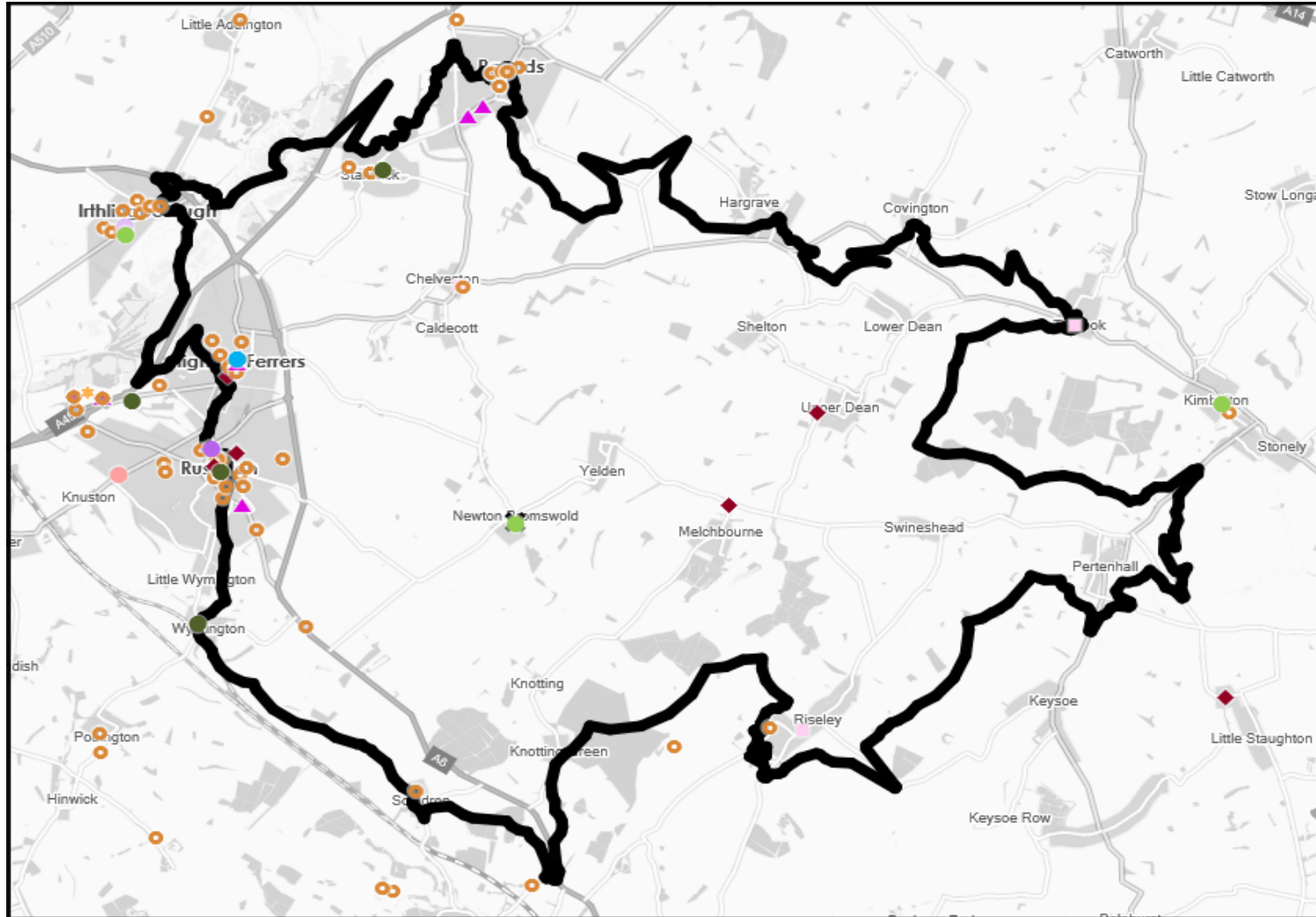
Name	Description	License Type	Owner Name	Postcode
St Johns Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	MK44 1BG
Fox & Hounds	Wells & Co	Pubs & Full On	Wells & Co	MK44 1DT
Bedford Arms	Independent Free	Pubs & Full On	Independent Free	MK44 1EY
Rushden & Higham Rugby Club	Independent Free	Registered Club	Independent Free	NN10 0ND
King Edward Vii	Unknown	Pubs & Full On	Unknown	NN10 0AZ
Rushden Athletic Institute Working Men	Independent Free	Registered Club	Independent Free	NN10 0EH
Rushden Town Football Club	Independent Free	Registered Club	Independent Free	NN10 0HX
Rushden Town Band Club & Inst	Independent Free	Registered Club	Independent Free	NN10 0JT
Railway Inn	Wetherspoon	Pubs & Full On	Wetherspoon	NN10 0PA
Compasses	Wellington	Pubs & Full On	Wellington	NN10 0RB
Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NN10 0SR
John White Social Club	Independent Free	Registered Club	Independent Free	NN10 0SA
Carriage House Hotel	Independent Free	Pubs & Full On	Independent Free	NN10 8DJ
Star & Garter	Wells & Co	Pubs & Full On	Wells & Co	NN 9 6AJ
Rushden Golf Club	Independent Free	Registered Club	Independent Free	NN 9 6AN
Red Lion	Wellington	Pubs & Full On	Wellington	NN 9 6DL
Globe	Wellington	Pubs & Full On	Wellington	NN 9 6DS
Snooks	Independent Free	Proprietary Club	Independent Free	NN 9 6HR
George & Dragon	Independent Free	Pubs & Full On	Independent Free	NN 9 6HS
Rocco's Italian Restaurant	Independent Free	Restaurant	Independent Free	NN 9 6LL
Stanwick Working Mens Club	Independent Free	Registered Club	Independent Free	NN 9 6QA
Higham Ferrers Working Mens Club	Independent Free	Registered Club	Independent Free	NN10 8BB
Queens Head	Punch Pub Company	Pubs & Full On	Punch Pub Company	NN10 8BN
Higham Ferrers Town Band Club	Independent Free	Registered Club	Independent Free	NN10 8BQ
Griffin	Wellington	Pubs & Full On	Wellington	NN10 8BW
Higham Sports & Social Club	Independent Free	Registered Club	Independent Free	NN10 8DE
Higham Ferrers Cricket Club	Independent Free	Registered Club	Independent Free	NN10 8EF
White Horse	Wells & Co	Pubs & Full On	Wells & Co	PE28 0JP
Three Compasses	Unknown	Pubs & Full On	Unknown	PE28 0NE
Duke Of Wellington	Greene King	Restaurant	Greene King	NN 9 6PS
Joe's Bar	Unknown	Pubs & Full On	Unknown	NN10 8BJ
Golden Palace	Independent Free	Restaurant	Independent Free	NN 9 6LL
Athletic Club	Independent Free	Registered Club	Independent Free	NN10 0HF
Moghul Dynasty	Independent Free	Restaurant	Independent Free	NN 9 6HS
Green Dragon Hotel	Independent Free	Pubs & Full On	Independent Free	NN10 8DZ
Stanwick Hotel	Independent Free	Pubs & Full On	Independent Free	NN 9 6QY
Riseley Village Hall	Independent Free	Registered Club	Independent Free	MK44 1EJ

MAP OF AREA

© 2021 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: ATLT_SwanNN10 OSR (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

- ◆ Other

- ✕ Site Location
- Boundary