

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Swan InnWR1 1JE (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,379	14.3	22.0	65		
2 Rising Prosperity	1,280	13.2	10.1	131		
3 Comfortable Communities	3,687	38.2	26.2	146		
4 Financially Stretched	1,859	19.2	23.7	81		
5 Urban Adversity	1,425	14.7	17.6	84		
6 Not Private Households	32	0.3	0.3	99		
Graph						
Total households	9,662					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%
UK Adults 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	733	7.6	11.2	68		
1.C Mature Money	646	6.7	9.6	69		
2. Rising Prosperity						
2.D City Sophisticates	16	0.2	4.0	4		
2.E Career Climbers	1,264	13.1	6.2	212		
3. Comfortable Communities						
3.F Countryside Communities	7	0.1	5.7	1		
3.G Successful Suburbs	639	6.6	5.9	112		
3.H Steady Neighbourhoods	471	4.9	7.4	66		
3.I Comfortable Seniors	275	2.8	2.9	98		
3.J Starting Out	2,295	23.8	4.3	546		
4. Financially Stretched						
4.K Student Life	759	7.9	2.4	333		
4.L Modest Means	524	5.4	7.9	69		
4.M Striving Families	241	2.5	7.5	33		
4.N Poorer Pensioners	335	3.5	5.9	59		
5. Urban Adversity						
5.O Young Hardship	993	10.3	6.1	167		
5.P Struggling Estates	105	1.1	6.1	18		
5.Q Difficult Circumstances	327	3.4	5.3	63		
6. Not Private Households						
6.R Not Private Households	32	0.3	0.3	99		
Total households	9,662					

Acorn Group Pen Portrait

3 J Starting Out 2.2M UK Adults 4.1% of UK

Young couples and early career climbers in their first homes. Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

DEMOGRAPHICS

Age range: **25-44**
 Children at home: **1**
 House tenure: **Mortgaged**
 Family structure: **Couple with children**
 Number of beds: **2**
 House type: **Terraced**

FINANCIAL PROFILE

Household income: UK **£43k** (Average: £40k), London **£46k** (Average: £44k)
 % Disposable Income: UK **40%** (Average: 44%), London **36%** (Average: 39%)
 Financial situation:

BRANDS

SHOPPING: OFFICE, SKECHERS, Range, MANGO
 LEISURE: FRIDAYS, SUBWAY, PREZZO
 WEBSITES: Zoopla, ticketmaster, comparethemarket

DIGITAL ATTITUDES

I worry about online security: **56%** (UK average: 55%)
 Shopping online makes my life easier: **57%** (UK average: 53%)
 I couldn't live without the internet on my mobile: **39%** (UK average: 34%)

KEY INTERNET USAGE

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

TECHNOLOGY USAGE

This group are more likely to **purchase clothes and accessories** online

This group are more likely to **own a videogame console**



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

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Area: ATLT_Swan InnWR1 1JE (1 Mile contour)
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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
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	352	3.6	2.6	139			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	28	0.3	2.2	13			
1.B.7 Affluent professionals	122	1.3	0.9	149			
1.B.8 Prosperous suburban families	150	1.6	1.5	101			
1.B.9 Well-off edge of towners	81	0.8	1.6	52			
1.C Mature Money							
1.C.10 Better-off villagers	86	0.9	3.0	30			
1.C.11 Settled suburbia, older people	493	5.1	2.9	179			
1.C.12 Retired and empty nesters	43	0.4	2.5	18			
1.C.13 Upmarket downsizers	24	0.2	1.3	19			
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	16	0.2	1.0	16			
2.E Career Climbers							
2.E.18 Career driven young families	77	0.8	1.9	42			
2.E.19 First time buyers in small, modern homes	1,187	12.3	3.3	375			
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	0	0.0	1.1	0			
3.F.23 Owner occupiers in small towns and villages	7	0.1	3.2	2			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	185	1.9	2.6	73			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	454	4.7	2.4	194			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	216	2.2	3.4	65			
3.H.28 Owner occupied terraces, average income	40	0.4	1.6	26			
3.H.29 Established suburbs, older families	215	2.2	2.3	96			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	73	0.8	2.4	31			
3.I.31 Elderly singles in purpose-built accommodation	202	2.1	0.5	426			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	1,711	17.7	2.1	845			
3.J.33 Smaller houses and starter homes	584	6.0	2.3	268			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	8	0.1	0.4	23			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	751	7.8	1.7	448			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	199	2.1	1.4	146			
4.L.38 Semi-skilled workers in traditional neighbourhoods	215	2.2	2.6	85			
4.L.39 Fading owner occupied terraces	110	1.1	2.9	40			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.7	0			
4.M.43 Families in right-to-buy estates	230	2.4	2.1	115			
4.M.44 Post-war estates, limited means	11	0.1	2.2	5			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	157	1.6	1.1	150			
4.N.47 Low income older people in smaller semis	15	0.2	2.3	7			
4.N.48 Pensioners and singles in social rented flats	163	1.7	1.8	96			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	403	4.2	2.1	194			
5.O.50 Struggling younger people in mixed tenure	382	4.0	1.7	226			
5.O.51 Young people in small, low cost terraces	208	2.2	2.3	96			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	12	0.1	1.6	8			
5.P.53 Low income terraces	3	0.0	0.9	4			
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	90	0.9	1.6	57			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	124	1.3	1.5	84			
5.Q.58 Singles and young families, some receiving benefits	12	0.1	1.8	7			
5.Q.59 Deprived areas and high-rise flats	191	2.0	2.0	97			
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	32	0.3	0.3	120			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	9,662						

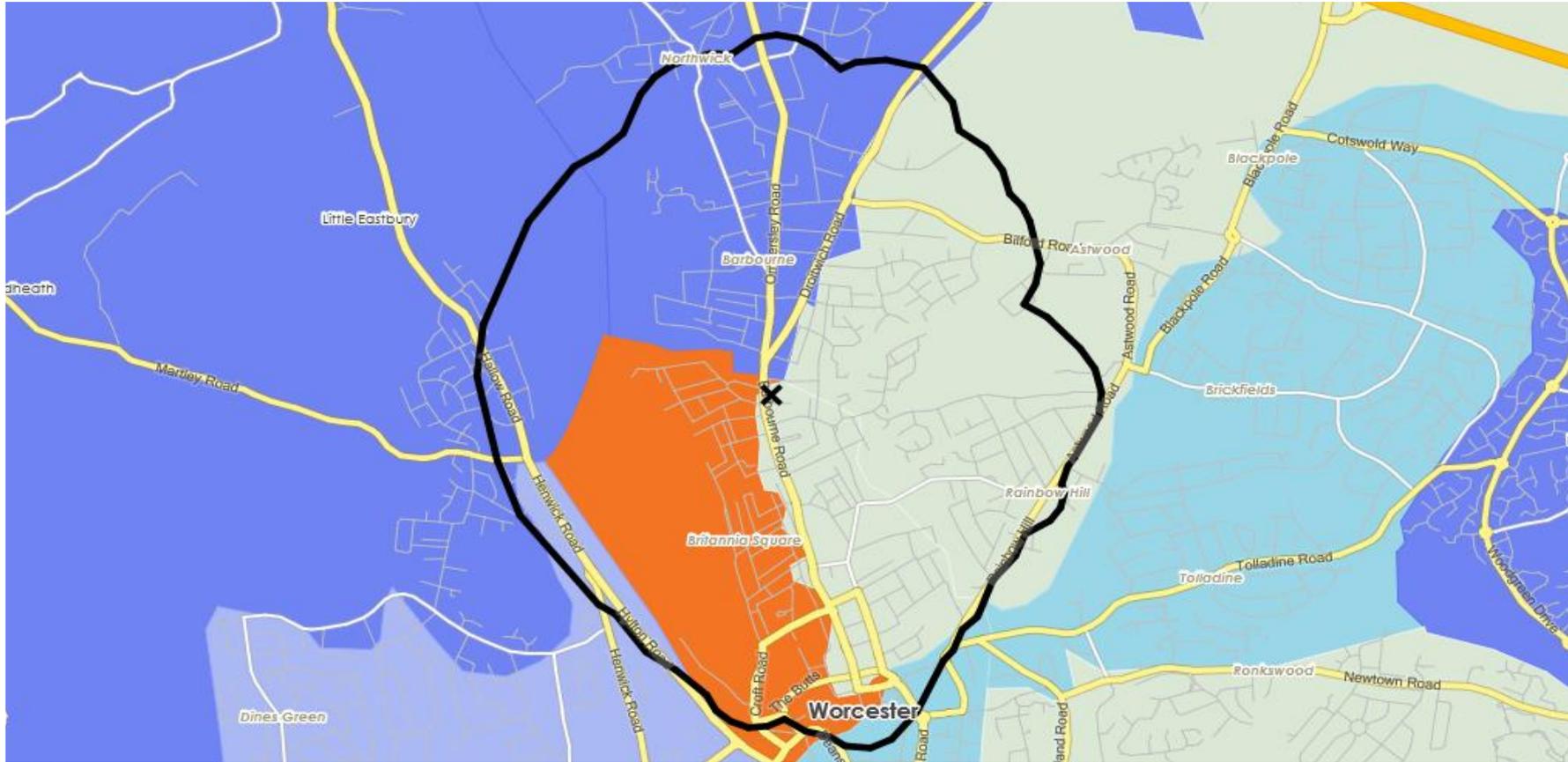
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Swan InnWR1 1JE (1 Mile contour)



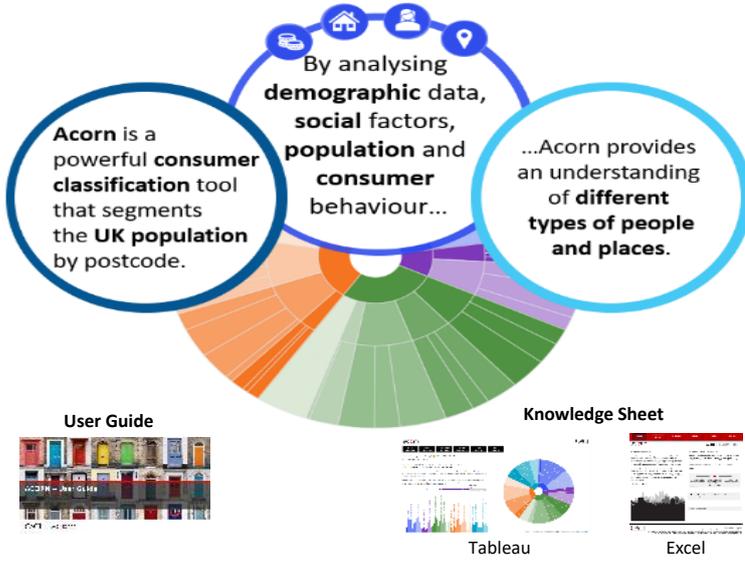
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
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

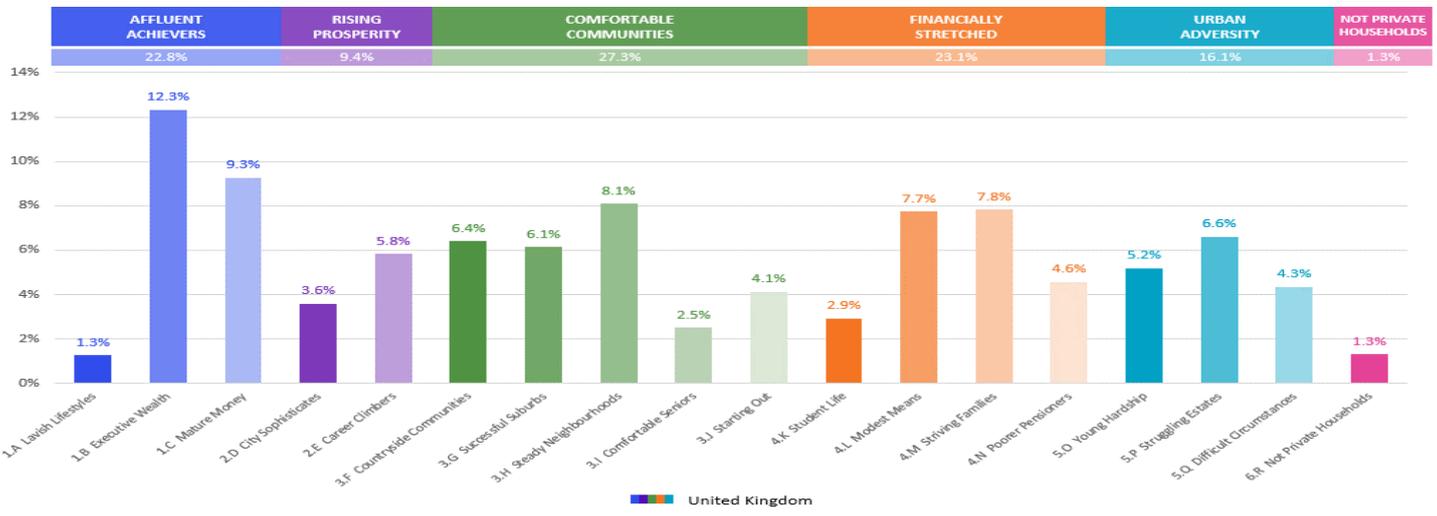
House tenure: Owned outright

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



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Area: ATLT_Swan InnWR1 1JE (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	45	220.3	84.9	259			
Proprietary Club	7	34.3	8.1	421			
Registered Club	7	34.3	29.9	115			
Restaurant	16	78.3	34.6	226			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Slug and Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 1 3PY
Dragon Inn	Independent Free	Pubs & Full On	Independent Free	WR 1 1JT
Marwood	Independent Free	Pubs & Full On	Independent Free	WR 1 1JL
Chestnut Tree Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 1 1SS
Worcester Whitehouse Hotel	Whitehouse Hotels Ltd	Pubs & Full On	Whitehouse Hotels Ltd	WR 1 1EA
Monroes Cellar Bar	Independent Free	Pubs & Full On	Independent Free	WR 1 1EE
Saracens Head	Independent Free	Pubs & Full On	Independent Free	WR 1 1HD
Talbot	Greene King	Pubs & Full On	Greene King	WR 1 1HT
Coach & Horses	Marston's	Pubs & Full On	Marston's	WR 1 1JZ
Swan Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 1 1JE
Lamb & Flag Inn	Independent Free	Pubs & Full On	Independent Free	WR 1 1JL
Rajkot	Independent Free	Restaurant	Independent Free	WR 1 1JL
Bombay Palace	Independent Free	Restaurant	Independent Free	WR 1 1JL
Oneills	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	WR 1 1UW
Worcester Rowing Club	Independent Free	Registered Club	Independent Free	WR 1 3EJ
Worcester Bowling Club	Independent Free	Registered Club	Independent Free	WR 1 1NY
Courtyard	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 1 1UW
Imperial Tavern	Black Country Ales	Pubs & Full On	Black Country Ales	WR 1 1UW
Postal Order	Wetherspoon	Pubs & Full On	Wetherspoon	WR 1 1DN
Francescas	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WR 1 2DF
Bushwackers	Independent Free	Pubs & Full On	Independent Free	WR 1 2PW
Royal Exchange	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 1 2DF
Black Cherry	Independent Free	Proprietary Club	Independent Free	WR 1 2RS
Bridge Inn	Independent Free	Pubs & Full On	Independent Free	WR 1 2RX
Flag	Independent Free	Pubs & Full On	Independent Free	WR 1 2SG
Barbourne Ex-Servicemens Association	Independent Free	Registered Club	Independent Free	WR 1 3ED
Swan Theatre	Independent Free	Pubs & Full On	Independent Free	WR 1 3ED
Worcester Racecourse	Arena Leisure Plc	Proprietary Club	Arena Leisure Plc	WR 1 3EJ
Winning Post	Independent Free	Pubs & Full On	Independent Free	WR 1 3HB
Crown	Wetherspoon	Pubs & Full On	Wetherspoon	WR 1 3LL
Boston Tea Party	Boston Tea Party Group Ltd	Pubs & Full On	Boston Tea Party Group Ltd	WR 1 3NF
Massalla Lounge	Independent Free	Restaurant	Independent Free	WR 1 3NH
Paul Pry	Independent Free	Pubs & Full On	Independent Free	WR 1 3PA
Poppins	Independent Free	Restaurant	Independent Free	WR 1 3QF
Tramps Nightclub	Independent Free	Proprietary Club	Independent Free	WR 1 3QN
Cricketers	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WR 1 3QT
Horn & Trumpet Inn	Marston's	Pubs & Full On	Marston's	WR 1 3QT
Wheatsheaf Inn	Unknown	Pubs & Full On	Unknown	WR 2 5PF
Old Elizabethans Cricket Club	Independent Free	Registered Club	Independent Free	WR 3 7SN
Vine Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WR 3 7BU
Barbourne Bowling Club	Independent Free	Registered Club	Independent Free	WR 3 7AR
Northwick Arms	Unknown	Pubs & Full On	Unknown	WR 3 7DY
Worcester Lawn Tennis Club	Independent Free	Registered Club	Independent Free	WR 3 7EF
Alma Tavern	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WR 3 7HT
St Stephens Working Mens Club	Independent Free	Registered Club	Independent Free	WR 3 7JD
Nuffield Health Fitness & Wellbeing Cen	Cannons Group Ltd	Proprietary Club	Cannons Group Ltd	WR 3 7SN
Goodrest Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 3 8NP
Mode	Independent Free	Pubs & Full On	Independent Free	WR 1 3QN
Velvet Lounge	Independent Free	Proprietary Club	Independent Free	WR 1 3QN
FireFly	Independent Free	Pubs & Full On	Independent Free	WR 1 2SE
Huntingdon Hall	Independent Free	Pubs & Full On	Independent Free	WR 1 3LD
Marrs Bar	Independent Free	Pubs & Full On	Independent Free	WR 1 1TA
No 35	Independent Free	Pubs & Full On	Independent Free	WR 1 1EE

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Restaurant	16	78.3	34.6	226			
Residential	0	0.0	3.5	0			

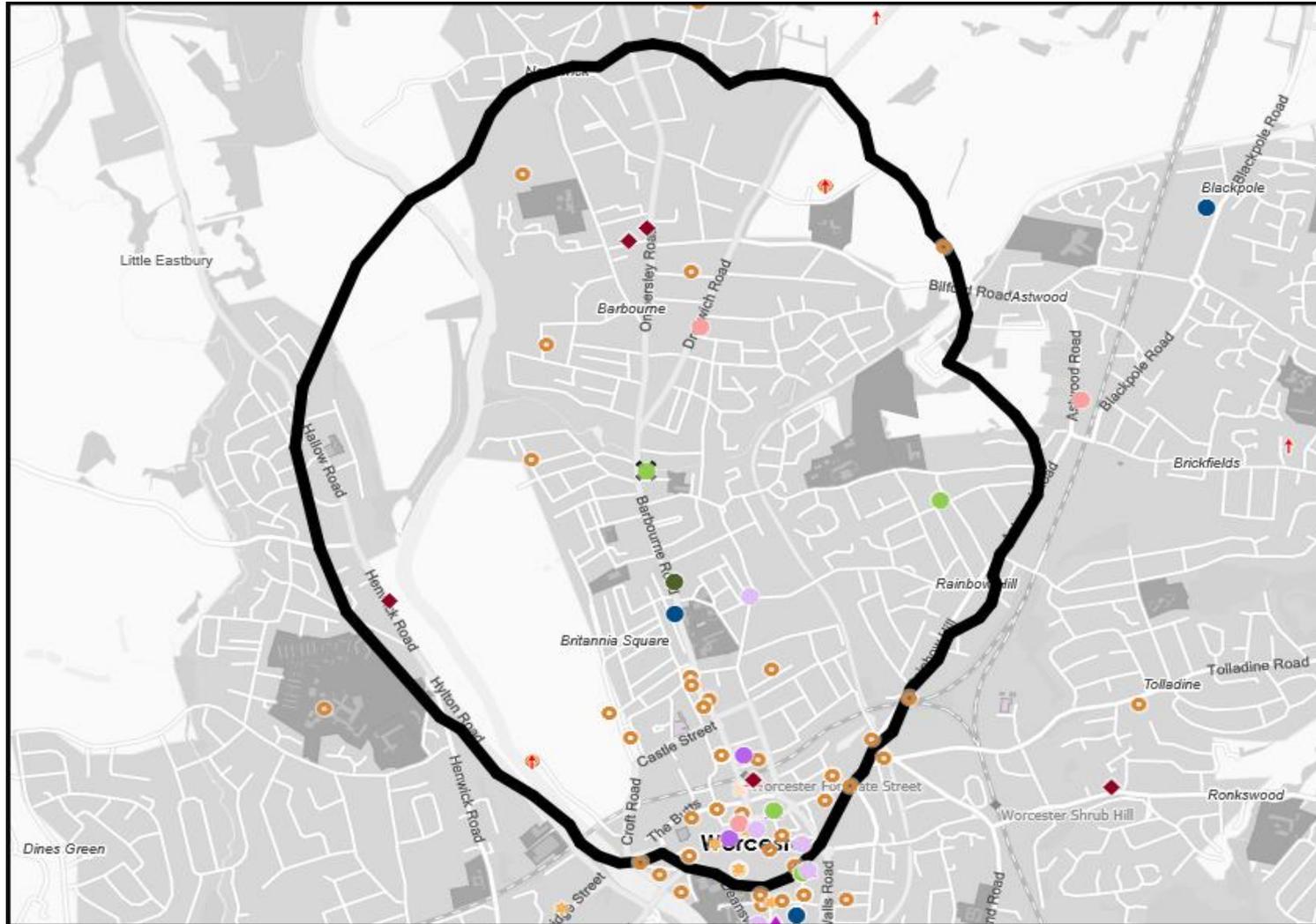
Name	Description	License Type	Owner Name	Postcode
Ostlers At No 1	Independent Free	Restaurant	Independent Free	WR 1 3EH
Anarkarli Indian Restaurant	Independent Free	Restaurant	Independent Free	WR 1 1JT
Perdiswell Leisure Centre	Independent Free	Proprietary Club	Independent Free	WR 3 8DX
Valentinos Restaurant	Independent Free	Restaurant	Independent Free	WR 1 1EE
Cafe Mela	Independent Free	Restaurant	Independent Free	WR 1 1DN
Tenpin	Tenpin Ltd	Proprietary Club	Tenpin Ltd	WR 3 7SN
Island	Independent Free	Restaurant	Independent Free	WR 1 3NH
Elgars Coffee Shop	Independent Free	Pubs & Full On	Independent Free	WR 1 2DS
Bolero	Independent Free	Pubs & Full On	Independent Free	WR 1 1EE
Olive Branch	Independent Free	Restaurant	Independent Free	WR 1 2RH
Caffe Bolero	Independent Free	Pubs & Full On	Independent Free	WR 1 1UW
Anatolian	Independent Free	Restaurant	Independent Free	WR 1 3LD
House	Independent Free	Pubs & Full On	Independent Free	WR 1 3LD
Bodega Cantina	Bitters N Twisted	Restaurant	Bitters N Twisted	WR 1 1DB
Bills	Bills Restaurants	Pubs & Full On	Bills Restaurants	WR 1 3LD
El Mexicana	El Mexicana	Restaurant	El Mexicana	WR 1 3PZ
Wildwood	Tasty	Restaurant	Tasty	WR 1 3LD
Cheng Ye Restaurant	Independent Free	Restaurant	Independent Free	WR 1 2RS
Hanbo	Independent Free	Restaurant	Independent Free	WR 1 1DB
Tonic	Independent Free	Pubs & Full On	Independent Free	WR 1 1EE
Sociable Beer Company	Independent Free	Pubs & Full On	Independent Free	WR 1 3BQ
Waylands Yard	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WR 1 1DB

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Swan InnWR1 1JE (1 Mile 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