

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Railway HotelM26 4HN (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	886	14.8	22.0	67		
2 Rising Prosperity	118	2.0	10.1	19		
3 Comfortable Communities	1,784	29.8	26.2	113		
4 Financially Stretched	1,638	27.3	23.7	115		
5 Urban Adversity	1,568	26.2	17.6	149		
6 Not Private Households	1	0.0	0.3	5		
Graph						
Total households	5,995					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%
UK Adults of UK

Age range
35-64

Financial situation

Running into debt ←→ Saving a lot

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	448	7.5	11.2	67		
1.C Mature Money	438	7.3	9.6	76		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	118	2.0	6.2	32		
3. Comfortable Communities						
3.F Countryside Communities	14	0.2	5.7	4		
3.G Successful Suburbs	397	6.6	5.9	113		
3.H Steady Neighbourhoods	980	16.3	7.4	222		
3.I Comfortable Seniors	206	3.4	2.9	118		
3.J Starting Out	187	3.1	4.3	72		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	767	12.8	7.9	162		
4.M Striving Families	435	7.3	7.5	96		
4.N Poorer Pensioners	436	7.3	5.9	123		
5. Urban Adversity						
5.O Young Hardship	763	12.7	6.1	207		
5.P Struggling Estates	25	0.4	6.1	7		
5.Q Difficult Circumstances	780	13.0	5.3	243		
6. Not Private Households						
6.R Not Private Households	1	0.0	0.3	5		
Total households	5,995					

Acorn Group Pen Portrait

3 H Steady Neighbourhoods 4.3M UK Adults 8.1% of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

DEMOGRAPHICS

Age range 35-54	Children at home 2
House tenure Mortgaged	Family structure Couple with children
Number of beds 3	House type Semi-detached

BRANDS

SHOPPING	RADLEY LONDON	schuh	FATFACE	joules
LEISURE	the IGUANAS	Pizza Hut	Bella Italia	Zizzi
WEBSITES	Quidco	THE NATIONAL LOTTERY	GROUPON	sky

DIGITAL ATTITUDES

I worry about online security 56% UK average: 55%	Shopping online makes my life easier 54% UK average: 53%	I couldn't live without the internet on my mobile 33% UK average: 34%
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FINANCIAL PROFILE

Household Income UK: £45k London: £50k Average: £40k Average: £44k	% Disposable Income UK: 47% London: 42% Average: 44% Average: 39%	Financial situation Running into debt Saving a lot
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KEY INTERNET USAGE

This group are more likely to **research days out online**

TECHNOLOGY USAGE

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

This group are more likely to **watch TV on demand through their TV set**



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

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Area: ATLT_Railway HotelM26 4HN (1 Mile 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	196	3.3	2.6	125			
1.B.5 Wealthy countryside commuters	1	0.0	2.4	1			
1.B.6 Financially comfortable families	197	3.3	2.2	149			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	44	0.7	1.5	48			
1.B.9 Well-off edge of towners	10	0.2	1.6	10			
1.C Mature Money							
1.C.10 Better-off villagers	21	0.4	3.0	12			
1.C.11 Settled suburbia, older people	139	2.3	2.9	81			
1.C.12 Retired and empty nesters	278	4.6	2.5	187			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	118	2.0	1.9	105			
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	0	0.0	1.1	0			
3.F.23 Owner occupiers in small towns and villages	14	0.2	3.2	7			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	387	6.5	2.6	245			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	10	0.2	2.4	7			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	548	9.1	3.4	266			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	432	7.2	2.3	309			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	206	3.4	2.4	142			
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	18	0.3	2.1	14			
3.J.33 Smaller houses and starter homes	169	2.8	2.3	125			
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	171	2.9	2.6	109			
4.L.39 Fading owner occupied terraces	596	9.9	2.9	345			
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	16	0.3	1.6	17			
4.M.42 Struggling young families in post-war terraces	97	1.6	1.7	97			
4.M.43 Families in right-to-buy estates	152	2.5	2.1	122			
4.M.44 Post-war estates, limited means	170	2.8	2.2	129			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	63	1.1	0.8	134			
4.N.46 Elderly people in social rented flats	59	1.0	1.1	91			
4.N.47 Low income older people in smaller semis	72	1.2	2.3	53			
4.N.48 Pensioners and singles in social rented flats	242	4.0	1.8	229			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	45	0.8	2.1	35			
5.O.50 Struggling younger people in mixed tenure	57	1.0	1.7	54			
5.O.51 Young people in small, low cost terraces	661	11.0	2.3	489			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	25	0.4	1.6	26			
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	136	2.3	1.5	149			
5.Q.58 Singles and young families, some receiving benefits	233	3.9	1.8	217			
5.Q.59 Deprived areas and high-rise flats	411	6.9	2.0	337			
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	1	0.0	0.3	6			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,995						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Railway HotelM26 4HN (1 Mile contour)



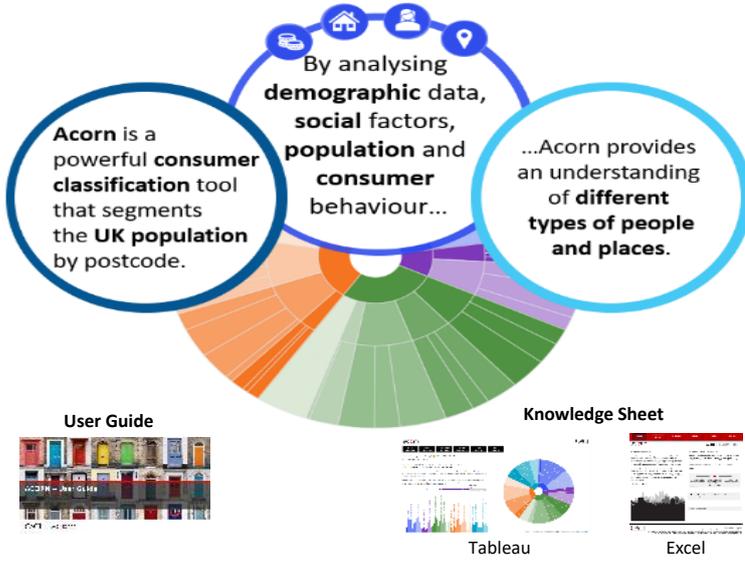
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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	<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

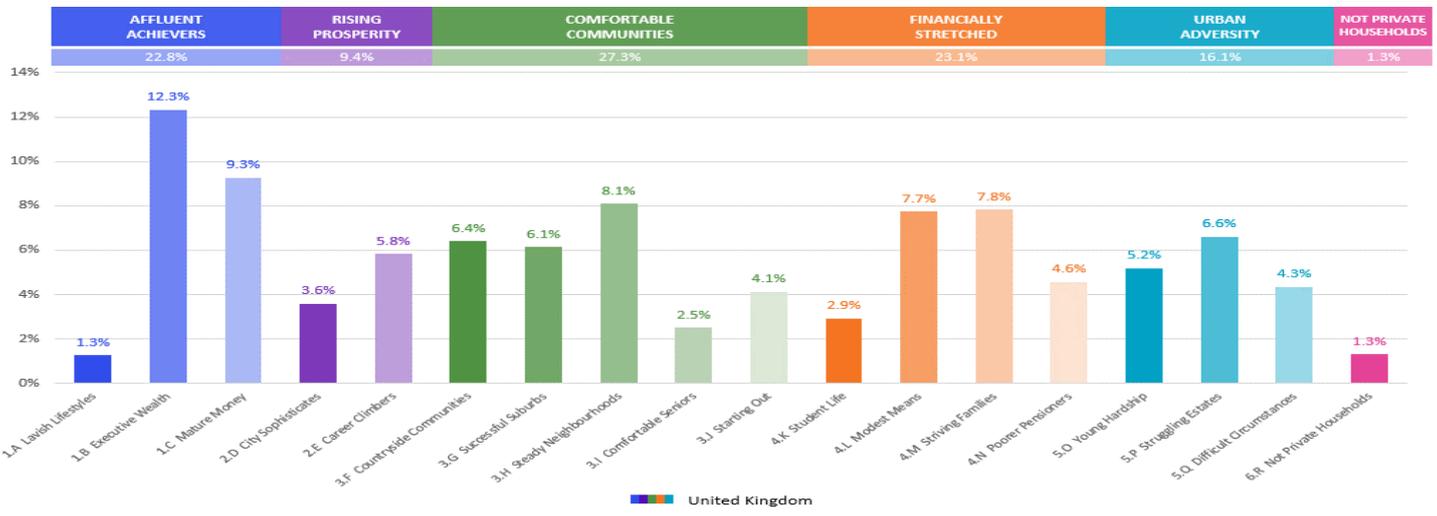
House tenure: Owned outright

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
- C. Mature Money



CGA LICENCED PREMISES

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Area: ATLT_Railway HotelM26 4HN (1 Mile contou

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	6	44.7	84.9	53			
Proprietary Club	1	7.4	8.1	92			
Registered Club	4	29.8	29.9	100			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

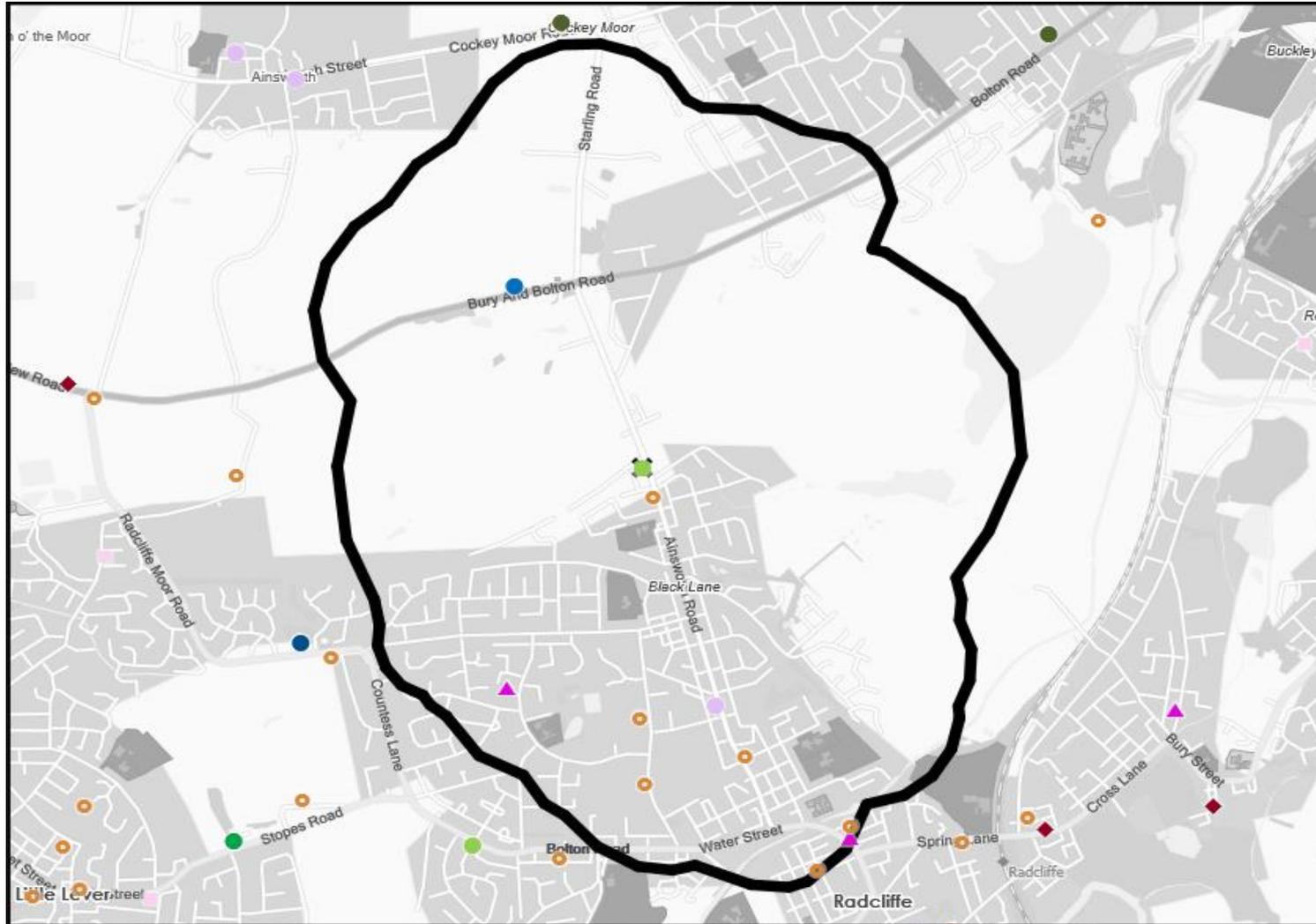
Name	Description	License Type	Owner Name	Postcode
Radcliffe Cricket Club	Independent Free	Registered Club	Independent Free	M 26 3RF
New Inn	Independent Free	Pubs & Full On	Independent Free	M 26 4HF
Railway Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	M 26 4HN
Central Snooker Club	Independent Free	Proprietary Club	Independent Free	M 26 3AT
Royal Oak	Amber Taverns	Pubs & Full On	Amber Taverns	M 26 4TW
Victoria Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	M 26 4FD
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	M 26 4LJ
Wilton Arms	Holt	Pubs & Full On	Holt	M 26 3LP
Radcliffe Borough Football Club	Independent Free	Registered Club	Independent Free	M 26 3PE
Radcliffe Social Clubialist Social Club	Independent Free	Registered Club	Independent Free	M 26 4TN
Black Lane Bowling Club	Independent Free	Registered Club	Independent Free	M 26 4FA

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Railway HotelM26 4HN (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