

CGA LICENCED PREMISES

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Area: ATLT_BellMK45 3AD (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	100	81.1	84.9	96			
Proprietary Club	12	9.7	8.1	120			
Registered Club	41	33.3	29.9	111			
Restaurant	48	39.0	34.6	113			
Residential	1	0.8	3.5	23			

Name	Description	License Type	Owner Name	Postcode
Pen & Cob	Independent Free	Restaurant	Independent Free	MK40 1RW
George & Dragon	Greene King	Pubs & Full On	Greene King	MK40 3EU
Fox & Hounds	Independent Free	Pubs & Full On	Independent Free	MK40 3EB
Flower Pot	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	MK40 2RB
Astons	Independent Free	Proprietary Club	Independent Free	MK40 1SP
Barley Mow	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	MK40 1EZ
Ship Inn	Wells & Co	Pubs & Full On	Wells & Co	MK40 2QH
Tavistock	Independent Free	Pubs & Full On	Independent Free	MK40 2SB
Mill Hotel	Wells & Co	Pubs & Full On	Wells & Co	MK40 3HD
Chef Beijing	Independent Free	Restaurant	Independent Free	MK40 3NU
Grafton Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	MK40 1DN
Raf Association Club	Independent Free	Registered Club	Independent Free	MK40 1EA
Bedford United Trade Union Club	Independent Free	Registered Club	Independent Free	MK40 1JA
Polish Club	Independent Free	Registered Club	Independent Free	MK40 1JB
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	MK40 1RN
Rose	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	MK40 1RY
La Fontana Pizzeria	Independent Free	Restaurant	Independent Free	MK40 1AL
Bedford Corn Exchange	Independent Free	Pubs & Full On	Independent Free	MK40 1SL
Standard	Independent Free	Pubs & Full On	Independent Free	MK40 1SP
Edwardian House Hotel	Independent Free	Residential	Independent Free	MK40 2DZ
Balloon	Unknown	Pubs & Full On	Unknown	MK40 2ET
North End Working Mens Club	Independent Free	Registered Club	Independent Free	MK41 7TW
Wellington Arms	B & T Brewery	Pubs & Full On	B & T Brewery	MK40 2JX
Pizza Express	Hony Capital	Restaurant	Hony Capital	MK40 2NN
Three Rooms	Independent Free	Restaurant	Independent Free	MK40 2NR
Esquires Night Club	Independent Free	Proprietary Club	Independent Free	MK40 2QG
Magna Tandoori Restaurant	Independent Free	Restaurant	Independent Free	MK40 2RD
Alamin Restaurant	Independent Free	Restaurant	Independent Free	MK40 2RF
Foresters Arms	Wells & Co	Pubs & Full On	Wells & Co	MK40 2SF
New Bombay	Independent Free	Restaurant	Independent Free	MK40 2SR
Bedford United Services Association Club	Independent Free	Registered Club	Independent Free	MK40 2TH
Sky Buffet	Independent Free	Restaurant	Independent Free	MK40 2TJ
De Parys Hotel	Wells & Co	Pubs & Full On	Wells & Co	MK40 2UA
Bedford Club	Independent Free	Registered Club	Independent Free	MK40 2TX
Riverside Social Club	Independent Free	Registered Club	Independent Free	MK40 3EA
Executive Snooker Club	Independent Free	Proprietary Club	Independent Free	MK40 3HZ
Three Cups	Greene King	Pubs & Full On	Greene King	MK40 3JR
Ship	Greene King	Pubs & Full On	Greene King	MK40 3JB
Castle	Wells & Co	Pubs & Full On	Wells & Co	MK40 3JR
Russell Park W M Social Club & Institute	Independent Free	Registered Club	Independent Free	MK40 3ND
Bedford Rugby Club	Independent Free	Registered Club	Independent Free	MK40 3NE
Bedford Borough Bowling Club	Independent Free	Registered Club	Independent Free	MK40 3NF
Radhuni Embankment Restaurant	Independent Free	Restaurant	Independent Free	MK40 3PD
Devonshire Arms	Wells & Co	Pubs & Full On	Wells & Co	MK40 3TB
Queen	Unknown	Pubs & Full On	Unknown	MK40 4DX
Bedford Town Football Club	Independent Free	Registered Club	Independent Free	MK44 3LW
Anchor	Greene King	Pubs & Full On	Greene King	MK41 0DS
Bedford Town Cricket Club	Independent Free	Registered Club	Independent Free	MK41 0AN
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	MK41 0DS
Orchard	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	MK41 0UE
White Horse	Wells & Co	Pubs & Full On	Wells & Co	MK41 9PX
Priory Marina	Whitbread	Pubs & Full On	Whitbread	MK41 9RL
Bedford International Athletic Stadium	Independent Free	Registered Club	Independent Free	MK41 9SB

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Registered Club	41	33.3	29.9	111			
Restaurant	48	39.0	34.6	113			
Residential	1	0.8	3.5	23			

Name	Description	License Type	Owner Name	Postcode
Bedford Fire Station Social Club	Independent Free	Registered Club	Independent Free	MK41 9SB
Royal Airship Works Club	Independent Free	Registered Club	Independent Free	MK42 0TL
Royal Oak	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	MK42 7QR
Diya Royal	Independent Free	Restaurant	Independent Free	MK42 8BL
Bull	Independent Free	Pubs & Full On	Independent Free	MK42 0PX
King William IV	Wells & Co	Pubs & Full On	Wells & Co	MK42 7AL
Half Moon	Wells & Co	Pubs & Full On	Wells & Co	MK42 7BN
Duke Inn	Wells & Co	Pubs & Full On	Wells & Co	MK42 7QA
St Helenas Restaurant	Independent Free	Restaurant	Independent Free	MK42 9XP
Skyline Restaurant	Independent Free	Registered Club	Independent Free	MK42 9AH
Kings Arms	Greene King	Pubs & Full On	Greene King	MK42 0AS
Bedford Centre Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	MK42 0AR
Islands Greek	Independent Free	Restaurant	Independent Free	MK42 0AS
Anchor	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	MK42 0DA
Kempston Hammers	Independent Free	Registered Club	Independent Free	MK42 7BN
Mulberry Bush	Wells & Co	Pubs & Full On	Wells & Co	MK42 7PR
Beds Luton Fire Rescue Sc Club	Independent Free	Registered Club	Independent Free	MK42 7NR
Addison Centre	Independent Free	Proprietary Club	Independent Free	MK42 8PN
Daleys Club	Independent Free	Registered Club	Independent Free	MK42 8BB
Kempston Constitutional Club	Independent Free	Registered Club	Independent Free	MK42 8BL
Sugar & Spice	Independent Free	Proprietary Club	Independent Free	MK42 8QB
Lawson Park Indoor Bowling Club	Independent Free	Proprietary Club	Independent Free	MK42 8UB
Gardeners Arms	Unknown	Pubs & Full On	Unknown	MK42 9HS
Meltis Sports & Social Club	Independent Free	Registered Club	Independent Free	MK42 9FS
Red Lion	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	MK42 9XP
Fox & Duck	Greene King	Pubs & Full On	Greene King	MK43 9JT
Lounge India	Independent Free	Restaurant	Independent Free	MK43 0LE
Cross Keys	Independent Free	Pubs & Full On	Independent Free	MK43 9BE
Leg Straps	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	MK43 9HR
Wootton Blue Cross Football	Independent Free	Registered Club	Independent Free	MK43 9JT
Bell	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	MK45 3AD
Golden Cross	Independent Free	Restaurant	Independent Free	MK44 3JD
Crown	Greene King	Pubs & Full On	Greene King	MK44 3QH
Royal Oak	Unknown	Pubs & Full On	Unknown	MK44 3EA
Guinea	Wells & Co	Pubs & Full On	Wells & Co	MK44 3RG
Anchor	Wells & Co	Pubs & Full On	Wells & Co	MK44 3LF
Barns Hotel	Sonoma Hotels	Pubs & Full On	Sonoma Hotels	MK44 3SA
Kings Arms	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	MK44 3SP
Five Bells	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	MK44 3TU
Red Lion	Wells & Co	Pubs & Full On	Wells & Co	MK45 3HN
Wilstead Bowls Club	Independent Free	Registered Club	Independent Free	MK45 3HN
Woolpack	Greene King	Pubs & Full On	Greene King	MK45 3HW
Chequers	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	MK45 3JP
Royal Oak	Wells & Co	Pubs & Full On	Wells & Co	MK45 3LL
Knife & Cleaver	Wells & Co	Pubs & Full On	Wells & Co	MK45 3LA
Village Hall	Independent Free	Registered Club	Independent Free	MK45 3LL
Greyhound Inn	Greene King	Pubs & Full On	Greene King	MK45 3QD
Flying Horse	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	MK45 4AD
Stone Jug	Independent Free	Pubs & Full On	Independent Free	MK45 4BY
Henlow Stadium	Independent Free	Pubs & Full On	Independent Free	SG16 6EA
White Hart	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SG17 5DH
Sugar Loaf	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SG17 5LX
White Hart	Independent Free	Pubs & Full On	Independent Free	SG17 5NX

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Name	Description	License Type	Owner Name	Postcode
Cornerstone	Punch Pub Company	Pubs & Full On	Punch Pub Company	SG17 5DD
Airman Hotel	Independent Free	Pubs & Full On	Independent Free	SG17 5JF
Woolpack	Independent Free	Pubs & Full On	Independent Free	SG17 5JA
Railway Steamer	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SG17 5AH
Shefford Town Memorial Association	Independent Free	Registered Club	Independent Free	SG17 5JA
Dalchini Spice	Independent Free	Restaurant	Independent Free	SG17 5DB
Bridge	Wells & Co	Pubs & Full On	Wells & Co	SG17 5DG
Shefford Tandoori Restaurant	Independent Free	Restaurant	Independent Free	SG17 5DG
Shefford Sports Club	Independent Free	Registered Club	Independent Free	SG17 5JD
Meppershall Village Hall Club	Independent Free	Registered Club	Independent Free	SG17 5LX
Beadlow Manor Golf Club	Independent Free	Registered Club	Independent Free	SG17 5PJ
Black Horse	Independent Free	Pubs & Full On	Independent Free	SG17 5QL
Shuttleworth Collection	Independent Free	Pubs & Full On	Independent Free	SG18 9ER
Hare & Hounds	Wells & Co	Pubs & Full On	Wells & Co	SG18 9HQ
Green Man	Independent Free	Pubs & Full On	Independent Free	SG18 9JD
White Horse	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SG18 9NN
Bear	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	MK40 1NN
Bedford Masonic Club	Independent Free	Registered Club	Independent Free	MK42 8AH
Star Rowing Club	Independent Free	Registered Club	Independent Free	MK40 1QS
University Of Bedfordshire	Independent Free	Registered Club	Independent Free	MK41 9EA
Peking Palace	Independent Free	Restaurant	Independent Free	MK42 0AH
Bedford Rowing Club	Independent Free	Registered Club	Independent Free	MK42 0AX
Bedford Oasis	Independent Free	Proprietary Club	Independent Free	MK42 0BZ
Chequers	Independent Free	Pubs & Full On	Independent Free	MK43 9HP
Cock Inn	Wells & Co	Pubs & Full On	Wells & Co	MK43 9JT
Brewery Tap	B & T Brewery	Pubs & Full On	B & T Brewery	SG17 5DH
Southhill Park Cricket Club	Independent Free	Registered Club	Independent Free	SG18 9LD
Wodka Live Bar	Independent Free	Pubs & Full On	Independent Free	MK40 1SL
Pilgrims Progress	Wetherspoon	Pubs & Full On	Wetherspoon	MK40 1QB
Indian Summer	Independent Free	Restaurant	Independent Free	MK40 2RR
Bar Citrus	Wells & Co	Pubs & Full On	Wells & Co	MK40 1LA
Brewhouse And Kitchen	Brewhouse and Kitchen	Pubs & Full On	Brewhouse and Kitchen	MK40 1NU
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	MK41 9LN
Slug And Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	MK40 1RZ
Choudhury	Independent Free	Restaurant	Independent Free	MK40 2TH
Grand Indian Tandoori Restaurant	Independent Free	Restaurant	Independent Free	MK40 2RB
Raf Chicksands	Independent Free	Registered Club	Independent Free	SG17 5PR
Royal Gurkha	Independent Free	Restaurant	Independent Free	MK40 2RD
Empire	Independent Free	Proprietary Club	Independent Free	MK40 3EU
Clophill Village Hall	Independent Free	Registered Club	Independent Free	MK45 4DA
Tavistock Snooker	Independent Free	Proprietary Club	Independent Free	MK40 2RR
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	MK42 9BF
Cotton End Social Club	Independent Free	Registered Club	Independent Free	MK45 3AA
Abbots Club	Independent Free	Registered Club	Independent Free	SG17 5PR
Rice	Independent Free	Restaurant	Independent Free	MK40 3JG
Siam Heaven Thai Restaurant	Independent Free	Restaurant	Independent Free	MK40 2TH
Bangkok Thai Restaurant	Independent Free	Restaurant	Independent Free	MK40 2RP
Eatalia	Independent Free	Restaurant	Independent Free	MK40 1NN
Blue Ginger	Independent Free	Restaurant	Independent Free	MK42 8BG
Vogue	Independent Free	Pubs & Full On	Independent Free	MK40 1RZ
Cople Sports & Social Club	Independent Free	Registered Club	Independent Free	MK44 3TT
Faces Bar And Lounge	Independent Free	Pubs & Full On	Independent Free	MK40 1NT
Shuttleworth College Services	Independent Free	Registered Club	Independent Free	SG18 9EA

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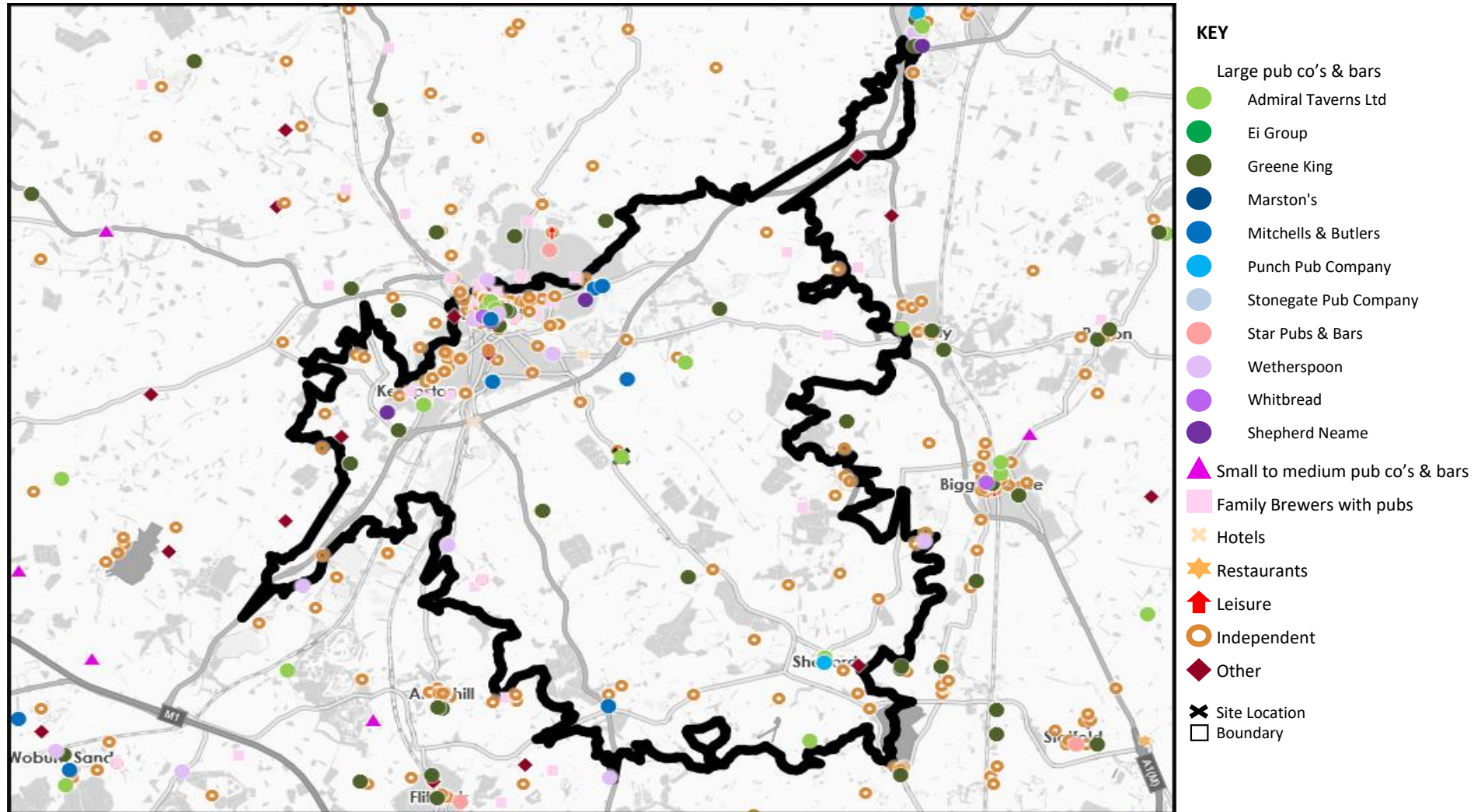
Name	Description	License Type	Owner Name	Postcode
Blunham Playingfield Comm	Independent Free	Registered Club	Independent Free	MK44 3ND
Keep	Independent Free	Pubs & Full On	Independent Free	MK42 8AJ
Club 2000 Bingo	Independent Free	Proprietary Club	Independent Free	MK41 9LN
Harko Oriental Buffet	Independent Free	Restaurant	Independent Free	MK40 1LD
Box End Park Water Sports Centre	Independent Free	Proprietary Club	Independent Free	MK43 8RW
Auction Room	Independent Free	Pubs & Full On	Independent Free	MK40 3HR
Cappuccino Bar	Independent Free	Restaurant	Independent Free	MK40 3JR
Place	Independent Free	Pubs & Full On	Independent Free	MK40 3DE
Pizzeria Santaniello	Independent Free	Restaurant	Independent Free	MK40 3JR
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	MK42 7FY
Man Do Restaurant	Independent Free	Restaurant	Independent Free	MK40 1DW
Amici	Independent Free	Restaurant	Independent Free	MK40 2PN
Carumbar	Independent Free	Restaurant	Independent Free	MK40 3HS
Brewers Fayre	Whitbread	Pubs & Full On	Whitbread	MK42 7DN
Corner 5	Independent Free	Restaurant	Independent Free	MK43 8RQ
Fatcap Smokehouse	Independent Free	Restaurant	Independent Free	MK40 3NT
Baja	Independent Free	Restaurant	Independent Free	MK40 3NT
Embankment Hotel	Peach Pub Company	Pubs & Full On	Wells & Co	MK40 3PD
Tawa	Independent Free	Restaurant	Independent Free	SG17 5QQ
Firecracker	Independent Free	Restaurant	Independent Free	MK40 3US
Thali And Tandoor	Independent Free	Restaurant	Independent Free	MK40 3HD
Elephant	Independent Free	Restaurant	Independent Free	MK42 8BG
Higgins Bedford	Independent Free	Pubs & Full On	Independent Free	MK40 3XD
Shan-E-Punjab	Independent Free	Restaurant	Independent Free	MK42 9HG
Loft	Independent Free	Restaurant	Independent Free	SG17 5DQ
Herd	Independent Free	Pubs & Full On	Independent Free	MK40 3JG
Maypole Farm	Greene King	Pubs & Full On	Greene King	MK42 7FY
Blue Dot Bistro	Independent Free	Pubs & Full On	Independent Free	MK40 3RF
Jordan's Mill	Independent Free	Pubs & Full On	Independent Free	SG18 9NW
Kempston Rovers F.C.	Independent Free	Registered Club	Independent Free	MK42 8SZ
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	MK40 1AS
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	MK40 1NY
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	MK40 1AS
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	MK40 1AS
Albero Lounge	Loungers	Pubs & Full On	Loungers	MK40 1AY
Wagamama	Restaurant Group	Restaurant	Restaurant Group	MK40 1AS
House At Shuttleworth	Independent Free	Pubs & Full On	Independent Free	SG18 9EP
Bear And Tales	Independent Free	Pubs & Full On	Independent Free	MK40 3JT
Central Square	Independent Free	Pubs & Full On	Independent Free	MK40 1LD
Lane	Independent Free	Pubs & Full On	Independent Free	MK40 3NT
Blue Glass	Independent Free	Restaurant	Independent Free	MK40 2PN
3 St Peters Street	Independent Free	Proprietary Club	Independent Free	MK40 2PN
Naughty Pizza	Independent Free	Restaurant	Independent Free	MK40 1AR

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_BellMK45 3AD (15 min contour)



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_BellMK45 3AD (15 min contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	11,243	22.5	22.0	103		
	2 Rising Prosperity	3,518	7.0	10.1	69		
	3 Comfortable Communities	14,468	29.0	26.2	111		
	4 Financially Stretched	11,411	22.9	23.7	96		
	5 Urban Adversity	9,054	18.1	17.6	103		
	6 Not Private Households	210	0.4	0.3	126		
 Graph							
Total households		49,904					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

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	10	0.0	1.1	2			
1.B Executive Wealth	5,505	11.0	11.2	98			
1.C Mature Money	5,728	11.5	9.6	119			
2. Rising Prosperity							
2.D City Sophisticates	38	0.1	4.0	2			
2.E Career Climbers	3,480	7.0	6.2	113			
3. Comfortable Communities							
3.F Countryside Communities	1,751	3.5	5.7	61			
3.G Successful Suburbs	3,696	7.4	5.9	126			
3.H Steady Neighbourhoods	4,990	10.0	7.4	136			
3.I Comfortable Seniors	554	1.1	2.9	38			
3.J Starting Out	3,477	7.0	4.3	160			
4. Financially Stretched							
4.K Student Life	1,999	4.0	2.4	170			
4.L Modest Means	3,470	7.0	7.9	88			
4.M Striving Families	4,068	8.2	7.5	108			
4.N Poorer Pensioners	1,874	3.8	5.9	64			
5. Urban Adversity							
5.O Young Hardship	3,621	7.3	6.1	118			
5.P Struggling Estates	2,615	5.2	6.1	86			
5.Q Difficult Circumstances	2,818	5.6	5.3	106			
6. Not Private Households							
6.R Not Private Households	210	0.4	0.3	126			
Total households	49,904						

Acorn Group Pen Portrait

1

C

Mature Money

4.9M
UK Adults

9.3%
of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

DEMOGRAPHICS

Age range

65+

Children at home

0

House tenure

Owned outright

Family structure

Couple

Number of beds

4

House type

Detached

FINANCIAL PROFILE

Household Income

UK

£46k

Average: £40k

London

£50k

Average: £44k

% Disposable Income

UK

54%

Average: 44%

London

51%

Average: 39%

Financial situation

Running into debt

Saving a lot

BRANDS

SHOPPING

LAKELAND

LAURA ASHLEY

De Maudslayi

W

LEISURE

BROWNS

NESPRESSO

COFFEE NERO

WEBSITES

amazon

MoneySavingExpert.com

M&S

NEWS

DIGITAL

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

52%

UK average: 53%

I couldn't live without the internet on my mobile

26%

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 event tickets online

This group are more likely to own a tablet

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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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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	10	0.0	0.9	2			
1.B Executive Wealth								
	1.B.4 Asset rich families	1,126	2.3	2.6	86			
	1.B.5 Wealthy countryside commuters	1,314	2.6	2.4	109			
	1.B.6 Financially comfortable families	1,749	3.5	2.2	159			
	1.B.7 Affluent professionals	242	0.5	0.9	57			
	1.B.8 Prosperous suburban families	361	0.7	1.5	47			
	1.B.9 Well-off edge of towners	713	1.4	1.6	88			
1.C Mature Money								
	1.C.10 Better-off villagers	3,861	7.7	3.0	259			
	1.C.11 Settled suburbia, older people	1,069	2.1	2.9	75			
	1.C.12 Retired and empty nesters	297	0.6	2.5	24			
	1.C.13 Upmarket downsizers	501	1.0	1.3	77			
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	38	0.1	1.0	8			
2.E Career Climbers								
	2.E.18 Career driven young families	2,170	4.3	1.9	231			
	2.E.19 First time buyers in small, modern homes	1,273	2.6	3.3	78			
	2.E.20 Mixed metropolitan areas	37	0.1	1.0	7			
3. Comfortable Communities								
3.F Countryside Communities								
	3.F.21 Farms and cottages	78	0.2	1.5	10			
	3.F.22 Older couples and families in rural areas	180	0.4	1.1	34			
	3.F.23 Owner occupiers in small towns and villages	1,493	3.0	3.2	94			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	1,127	2.3	2.6	86			
	3.G.25 Larger family homes, multi-ethnic areas	314	0.6	0.8	77			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	2,255	4.5	2.4	186			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	1,948	3.9	3.4	113			
	3.H.28 Owner occupied terraces, average income	654	1.3	1.6	83			
	3.H.29 Established suburbs, older families	2,388	4.8	2.3	205			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	375	0.8	2.4	31			
	3.I.31 Elderly singles in purpose-built accommodation	179	0.4	0.5	73			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	2,124	4.3	2.1	203			
	3.J.33 Smaller houses and starter homes	1,353	2.7	2.3	120			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	75	0.2	0.4	41			
	4.K.35 Term-time terraces	21	0.0	0.3	16			
	4.K.36 Educated young people in flats and tenements	1,903	3.8	1.7	220			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	873	1.7	1.4	124			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	830	1.7	2.6	63			
	4.L.39 Fading owner occupied terraces	760	1.5	2.9	53			
	4.L.40 High occupancy terraces, culturally diverse family areas	1,007	2.0	1.0	202			
4.M Striving Families								
	4.M.41 Labouring semi-rural estates	1,808	3.6	1.6	227			
	4.M.42 Struggling young families in post-war terraces	956	1.9	1.7	114			
	4.M.43 Families in right-to-buy estates	898	1.8	2.1	87			
	4.M.44 Post-war estates, limited means	406	0.8	2.2	37			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	299	0.6	0.8	76			
	4.N.46 Elderly people in social rented flats	496	1.0	1.1	92			
	4.N.47 Low income older people in smaller semis	487	1.0	2.3	43			
	4.N.48 Pensioners and singles in social rented flats	592	1.2	1.8	67			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	1,659	3.3	2.1	155			
	5.O.50 Struggling younger people in mixed tenure	1,067	2.1	1.7	122			
	5.O.51 Young people in small, low cost terraces	895	1.8	2.3	80			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	788	1.6	1.6	97			
	5.P.53 Low income terraces	29	0.1	0.9	7			
	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	1,798	3.6	1.6	219			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	1,220	2.4	1.5	161			
	5.Q.58 Singles and young families, some receiving benefits	571	1.1	1.8	64			
	5.Q.59 Deprived areas and high-rise flats	1,027	2.1	2.0	101			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	14	0.0	0.1	48			
	6.R.61 Inactive communal population	196	0.4	0.3	143			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		49,904						

CATEGORY

GROUP

TYPE

MAP

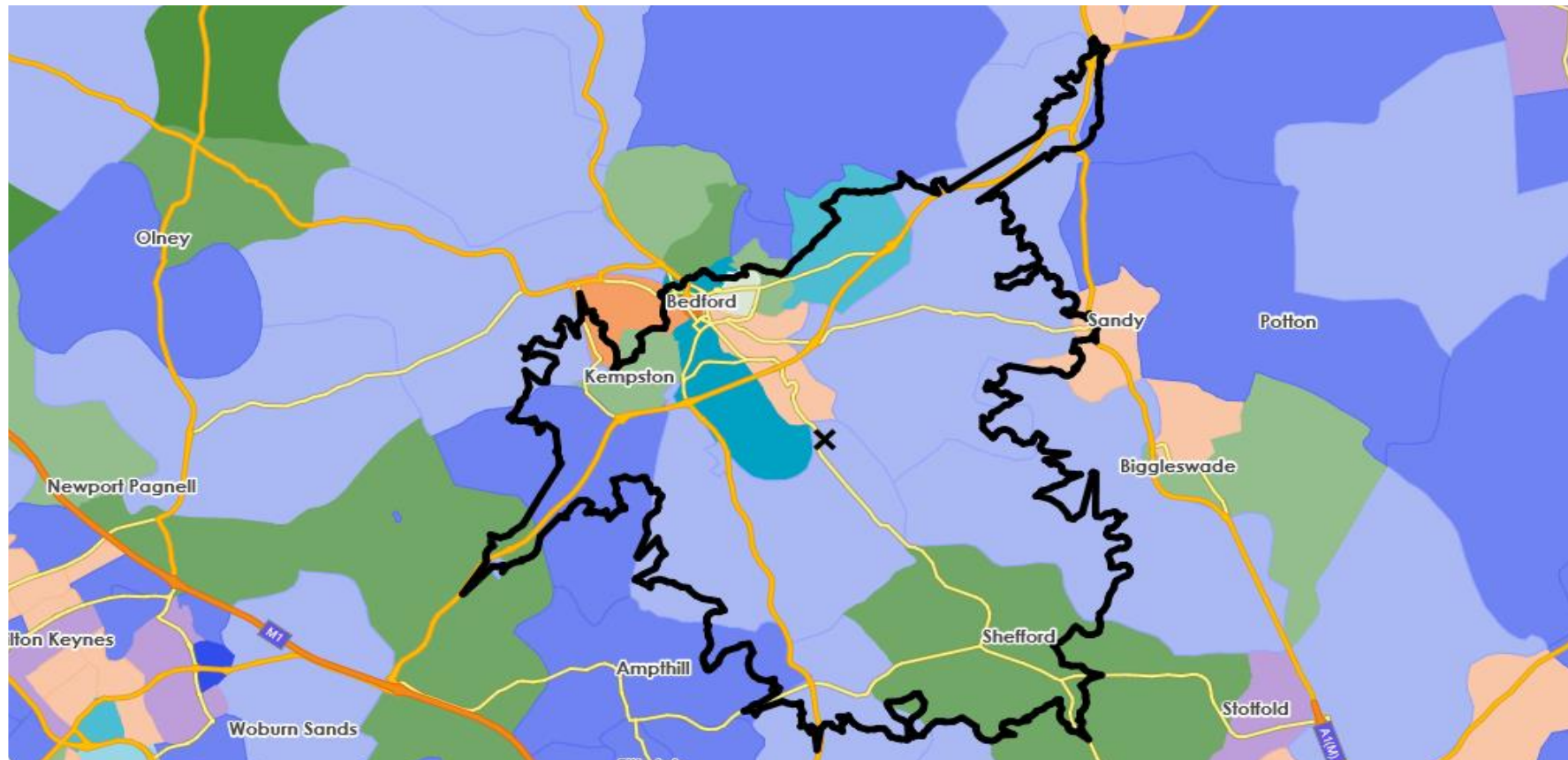
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_BellMK45 3AD (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

CATEGORY

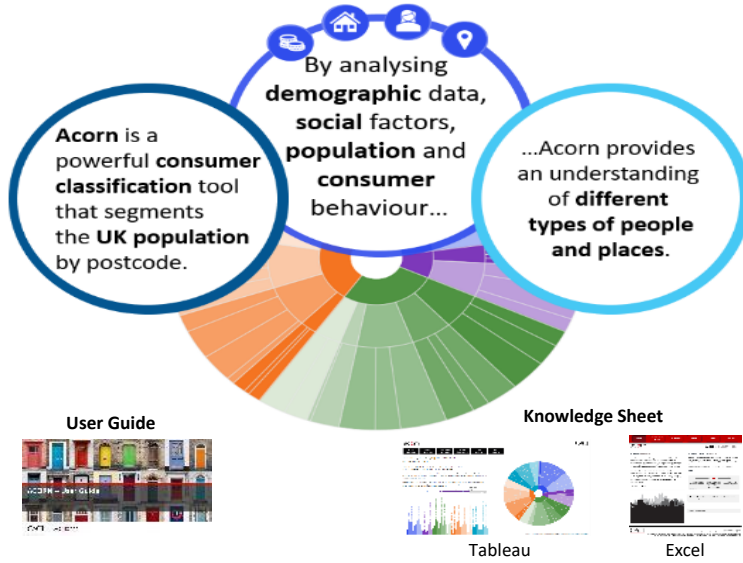
GROUP

TYPE

MAP

WHAT IS ACORN?

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
3. Comfortable Communities	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
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

