

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Railway InnCV34 4LW (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,415	18.9	22.0	86		
2 Rising Prosperity	1,026	13.7	10.1	135		
3 Comfortable Communities	2,345	31.3	26.2	119		
4 Financially Stretched	1,539	20.5	23.7	87		
5 Urban Adversity	1,142	15.2	17.6	87		
6 Not Private Households	30	0.4	0.3	120		
Graph						
Total households	7,497					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M UK Adults
27.3% 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	86	1.1	1.1	103		
1.B Executive Wealth	573	7.6	11.2	68		
1.C Mature Money	756	10.1	9.6	105		
2. Rising Prosperity						
2.D City Sophisticates	23	0.3	4.0	8		
2.E Career Climbers	1,003	13.4	6.2	217		
3. Comfortable Communities						
3.F Countryside Communities	30	0.4	5.7	7		
3.G Successful Suburbs	803	10.7	5.9	182		
3.H Steady Neighbourhoods	236	3.1	7.4	43		
3.I Comfortable Seniors	334	4.5	2.9	153		
3.J Starting Out	942	12.6	4.3	289		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	226	3.0	7.9	38		
4.M Striving Families	721	9.6	7.5	127		
4.N Poorer Pensioners	592	7.9	5.9	134		
5. Urban Adversity						
5.O Young Hardship	515	6.9	6.1	112		
5.P Struggling Estates	236	3.1	6.1	52		
5.Q Difficult Circumstances	391	5.2	5.3	98		
6. Not Private Households						
6.R Not Private Households	30	0.4	0.3	120		
Total households	7,497					

Acorn Group Pen Portrait

2 E Career Climbers 3.1M UK Adults 5.8% of UK

Younger singles and couples, some with young children, living in more urban locations. They live in flats, apartments and smaller houses, which they will be renting. They will have started saving what they can in order to put down a deposit on a house in the future.

DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Privately renting	Family structure Couple with children
Number of beds 1-2	House type Flat or maisonette

FINANCIAL PROFILE

Household Income UK: £47k London: £44k Average: £40k Average: £44k	% Disposable Income UK: 36% London: 32% Average: 44% Average: 39%	Financial situation Running into debt Saving a lot
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BRANDS

SHOPPING: MICHAEL KORS, FRENCH CONNECTION, ALDO, TED BAKER

LEISURE: WILD ABOUT, wagamama, FRANCO MANCA, IGUANAS

WEBSITES: Expedia, Zoopla, EBELP, IMDb

DIGITAL ATTITUDES

I worry about online security 55% UK average: 55%	Shopping online makes my life easier 64% UK average: 53%	I couldn't live without the internet on my mobile 44% UK average: 34%
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KEY INTERNET USAGE

This group are more likely to **research mortgages** online

This group are more likely to **purchase airline tickets** online

This group are more likely to **own a smartwatch, fitness band or payment band**

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

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Area: ATLT_Railway InnCV34 4LW (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn Structure
 Index
 Profile %

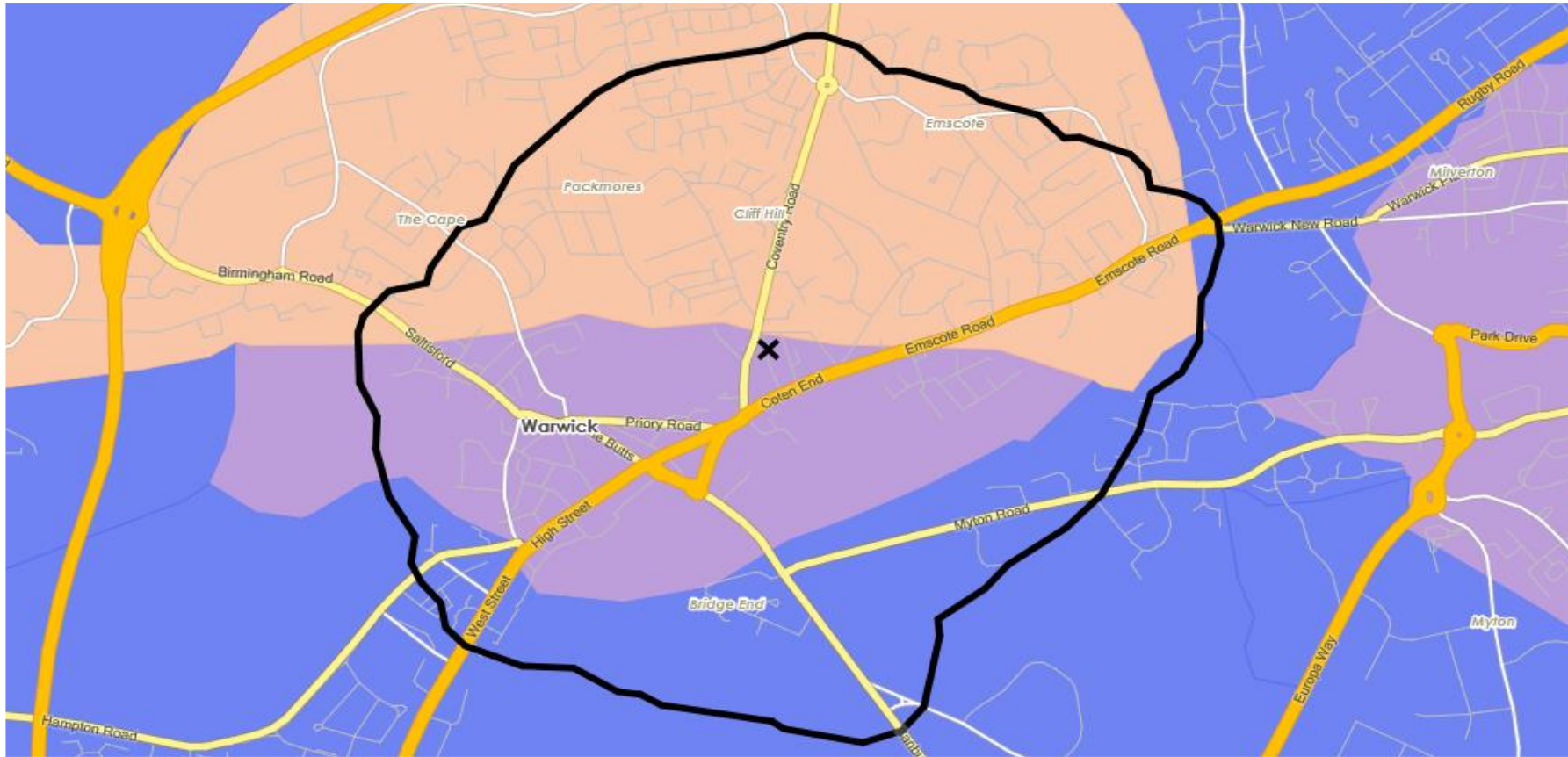
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	86	1.1	0.9	131			
1.B Executive Wealth							
1.B.4 Asset rich families	249	3.3	2.6	127			
1.B.5 Wealthy countryside commuters	6	0.1	2.4	3			
1.B.6 Financially comfortable families	20	0.3	2.2	12			
1.B.7 Affluent professionals	234	3.1	0.9	367			
1.B.8 Prosperous suburban families	53	0.7	1.5	46			
1.B.9 Well-off edge of towners	11	0.1	1.6	9			
1.C Mature Money							
1.C.10 Better-off villagers	22	0.3	3.0	10			
1.C.11 Settled suburbia, older people	309	4.1	2.9	144			
1.C.12 Retired and empty nesters	85	1.1	2.5	46			
1.C.13 Upmarket downsizers	340	4.5	1.3	348			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	23	0.3	0.7	44			
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	24	0.3	1.9	17			
2.E.19 First time buyers in small, modern homes	979	13.1	3.3	398			
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	30	0.4	3.2	13			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	308	4.1	2.6	156			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	495	6.6	2.4	272			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	32	0.4	3.4	12			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	204	2.7	2.3	117			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
3.I.31 Elderly singles in purpose-built accommodation	334	4.5	0.5	909			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	764	10.2	2.1	486			
3.J.33 Smaller houses and starter homes	178	2.4	2.3	105			
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	49	0.7	1.4	46			
4.L.38 Semi-skilled workers in traditional neighbourhoods	176	2.3	2.6	89			
4.L.39 Fading owner occupied terraces	1	0.0	2.9	0			
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	55	0.7	1.6	46			
4.M.42 Struggling young families in post-war terraces	394	5.3	1.7	314			
4.M.43 Families in right-to-buy estates	111	1.5	2.1	71			
4.M.44 Post-war estates, limited means	161	2.1	2.2	98			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	176	2.3	0.8	299			
4.N.46 Elderly people in social rented flats	126	1.7	1.1	155			
4.N.47 Low income older people in smaller semis	113	1.5	2.3	66			
4.N.48 Pensioners and singles in social rented flats	177	2.4	1.8	134			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	213	2.8	2.1	132			
5.O.50 Struggling younger people in mixed tenure	302	4.0	1.7	231			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	210	2.8	1.6	172			
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	26	0.3	1.6	21			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	195	2.6	1.5	171			
5.Q.58 Singles and young families, some receiving benefits	135	1.8	1.8	100			
5.Q.59 Deprived areas and high-rise flats	61	0.8	2.0	40			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	4	0.1	0.1	92			
6.R.61 Inactive communal population	26	0.3	0.3	126			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,497						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Railway InnCV34 4LW (1 Mile contour)



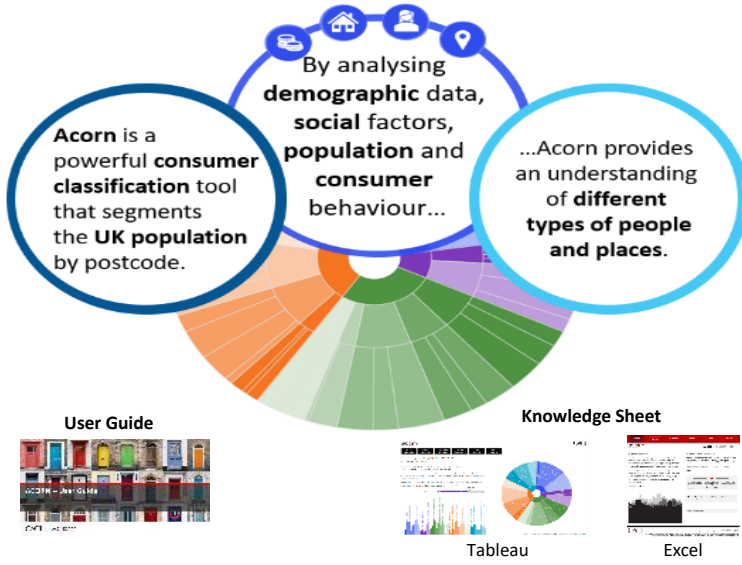
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
6. Not Private Households	<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

House type

Detached

House tenure

Owned outright

Children at home

0

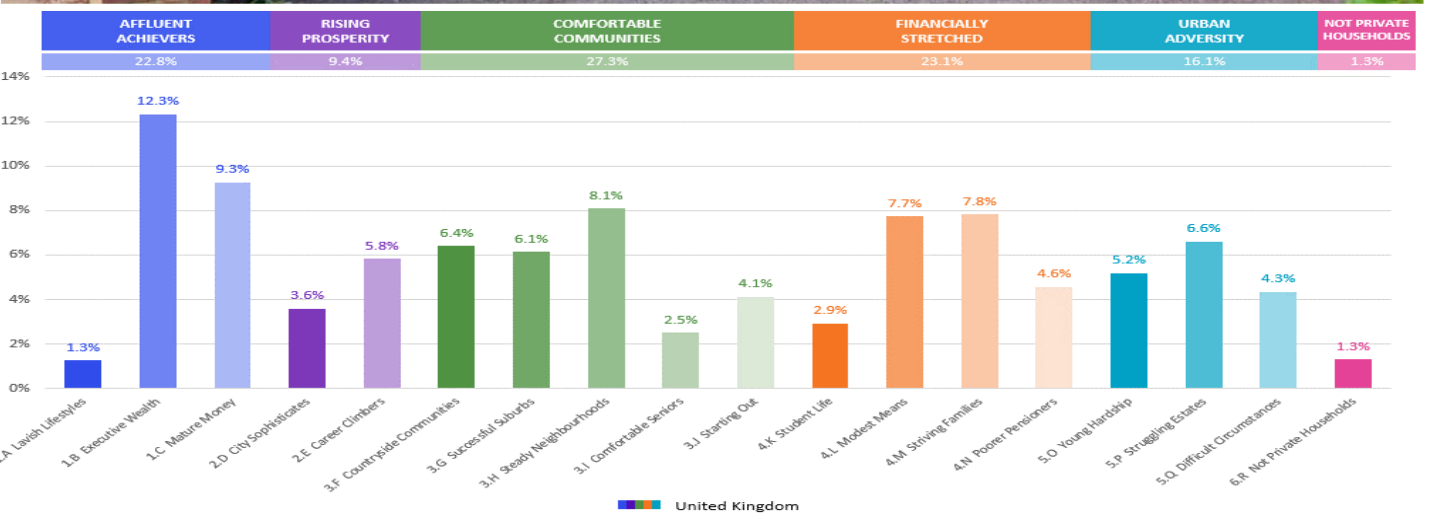
Number of beds

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



CGA LICENCED PREMISES

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Area: ATLT_Railway InnCV34 4LW (1 Mile contour)
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Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	31	197.8	84.9	233			
Proprietary Club	0	0.0	8.1	0			
Registered Club	5	31.9	29.9	107			
Restaurant	22	140.4	34.6	406			
Residential	1	6.4	3.5	184			

Name	Description	License Type	Owner Name	Postcode
Warwick Arms Hotel	Independent Free	Pubs & Full On	Independent Free	CV34 4AT
Giggling Squid	Giggling Squid	Restaurant	Giggling Squid	CV34 4AP
Alderson House	Independent Free	Registered Club	Independent Free	CV34 4AX
Warwick Conservative Club	Independent Free	Registered Club	Independent Free	CV34 4BJ
Dough And Brew	Independent Free	Restaurant	Independent Free	CV34 4BL
Jambavan	Independent Free	Restaurant	Independent Free	CV34 4BP
Globe	Oakman Inns & Restaurants	Restaurant	Oakman Inns & Restaurants	CV34 4DP
Pizza Express	Hony Capital	Restaurant	Hony Capital	CV34 4EH
Ronnies	Independent Free	Pubs & Full On	Independent Free	CV34 4EW
Warwick Tennis Club	Independent Free	Registered Club	Independent Free	CV34 4HB
Roebuck	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CV34 4HU
Piccolinos Restaurant	Independent Free	Restaurant	Independent Free	CV34 4JA
Pickled Crab	Independent Free	Restaurant	Independent Free	CV34 4JA
New Bowling Green	Wells & Co	Pubs & Full On	Wells & Co	CV34 4JD
Railway Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV34 4LW
Oak	Independent Free	Pubs & Full On	Independent Free	CV34 4NT
Black Pug	Pug Pubs Company	Pubs & Full On	Star Pubs & Bars	CV34 4NU
Cambridge Villa Hotel	Independent Free	Pubs & Full On	Independent Free	CV34 4PP
Warwick Castle	Independent Free	Pubs & Full On	Independent Free	CV34 4QX
Punchbowl Hotel	Independent Free	Pubs & Full On	Independent Free	CV34 4SS
Tilted Wig	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CV34 4SA
Rose & Crown	Peach Pub Company	Pubs & Full On	Peach Pub Company	CV34 4SH
Masala Knights	Independent Free	Restaurant	Independent Free	CV34 4SL
Warwickshire CC Staff Club	Independent Free	Registered Club	Independent Free	CV34 4SP
Antelope Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV34 4TU
Kings Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV34 4TD
Black Horse Inn	Independent Free	Pubs & Full On	Independent Free	CV34 4TD
Wild Boar	Everards	Pubs & Full On	Everards	CV34 5BU
Nelson Working Mens Club	Independent Free	Registered Club	Independent Free	CV34 5LE
Lord Nelson Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CV34 5QE
Westham Guest House	Independent Free	Residential	Independent Free	CV34 5QG
River Cross	Independent Free	Restaurant	Independent Free	CV34 5QT
Elephant & Castle	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV34 5QY
Castle Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV34 6AW
Foresters Arms	Wellington	Pubs & Full On	Wellington	CV34 6HG
Old Fourpenny Shop Hotel	Independent Free	Pubs & Full On	Independent Free	CV34 6HJ
Bridge House Theatre	Independent Free	Pubs & Full On	Independent Free	CV34 6PP
Micatto	Independent Free	Restaurant	Independent Free	CV34 4SD
Thomas Lloyd	Wetherspoon	Pubs & Full On	Wetherspoon	CV34 4SA
Warwick Spice	Independent Free	Restaurant	Independent Free	CV34 4HS
Saffron Restaurant	Independent Free	Restaurant	Independent Free	CV34 4DE
Totally Thai	Independent Free	Restaurant	Independent Free	CV34 4SL
7 Square Restaurant	Independent Free	Pubs & Full On	Independent Free	CV34 4RA
Oyster Lounge	Independent Free	Restaurant	Independent Free	CV34 4EW
Chopsticks	Independent Free	Restaurant	Independent Free	CV34 4JA
Art Kitchen	Independent Free	Restaurant	Independent Free	CV34 4BJ
Thomas Oken Tea Rooms	Independent Free	Pubs & Full On	Independent Free	CV34 4BP
Paw Paw	Pawpaw	Restaurant	Pawpaw	CV34 6AN
Tailors	Independent Free	Restaurant	Independent Free	CV34 4SL
Coffee Tavern	Mosaic Pub & Dining	Restaurant	Mosaic Pub & Dining	CV34 4RA
Apple Tree Tearooms	Independent Free	Pubs & Full On	Independent Free	CV34 4RA
Aubergine	Independent Free	Restaurant	Independent Free	CV34 4HS
Raj	Independent Free	Restaurant	Independent Free	CV34 4JA

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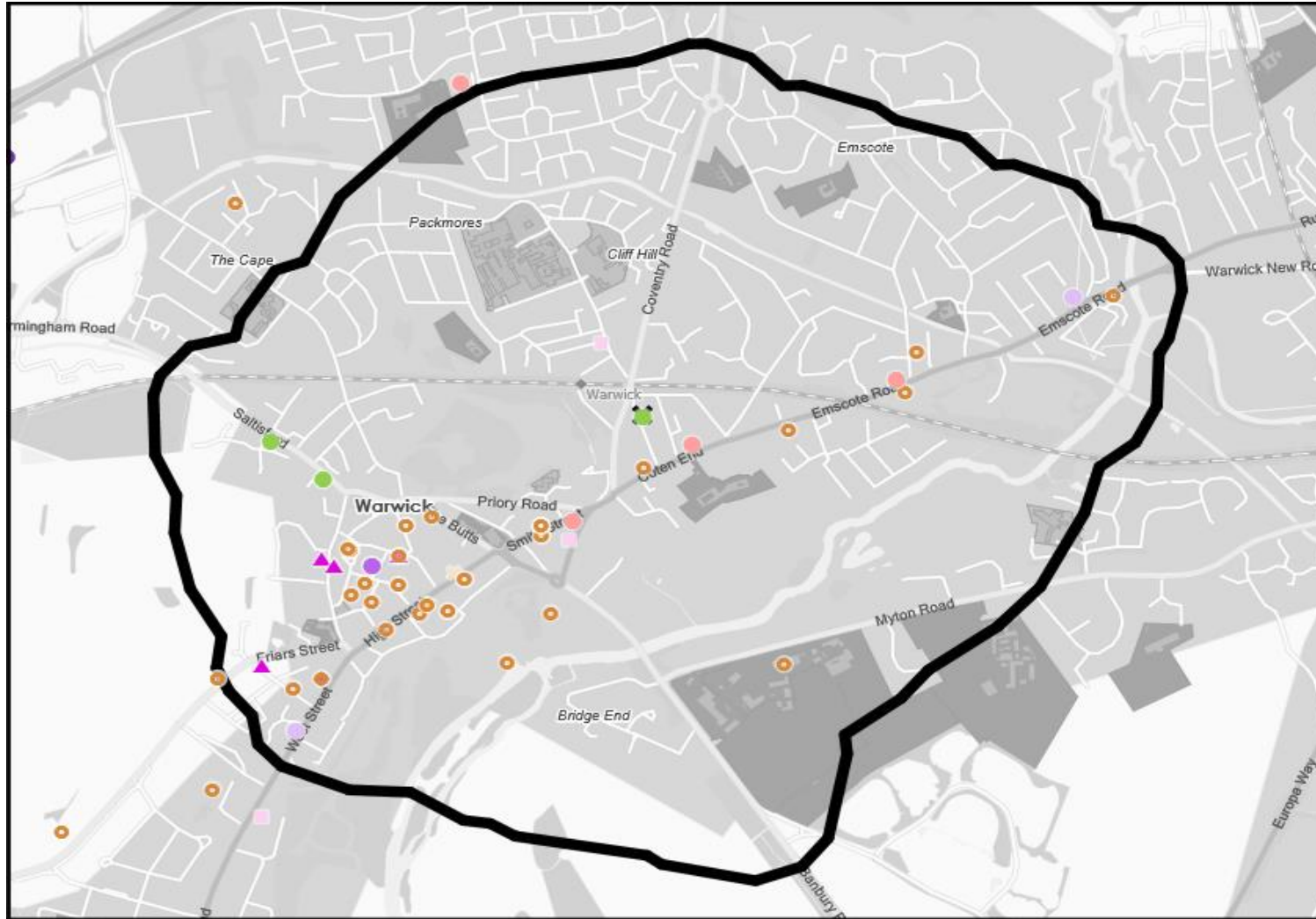
Name	Description	License Type	Owner Name	Postcode
Tasca Dali	Independent Free	Restaurant	Independent Free	CV34 4AP
Old Post Office	Independent Free	Pubs & Full On	Independent Free	CV34 6AN
Old Shire Hall	Independent Free	Pubs & Full On	Independent Free	CV34 4SP
Rigsby's Cellar Bar	Independent Free	Pubs & Full On	Independent Free	CV34 4SJ
Warwick Real Ale	Independent Free	Pubs & Full On	Independent Free	CV34 4JA
Leif Tearooms & Piano Bar Warwick	Independent Free	Pubs & Full On	Independent Free	CV34 6AW

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Railway InnCV34 4LW (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