

CGA LICENCED PREMISES

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Area: ATLT_Carpenters ArmsDT9 4JD (15 min cont)
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	69	104.6	84.9	123			
Proprietary Club	5	7.6	8.1	93			
Registered Club	32	48.5	29.9	162			
Restaurant	25	37.9	34.6	110			
Residential	3	4.5	3.5	131			

Name	Description	License Type	Owner Name	Postcode
Railway Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BA20 2QN
Beehive	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	BA20 1BD
Westminster	Independent Free	Pubs & Full On	Independent Free	BA20 1AE
Armoury Inn	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	BA20 1DY
Yeovil Conservative Club	Independent Free	Registered Club	Independent Free	BA20 2QL
Pall Tavern	Independent Free	Pubs & Full On	Independent Free	BA20 1HW
Black Horse	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	BA21 4BJ
Yeovil Labour Club	Independent Free	Registered Club	Independent Free	BA20 1JL
Sugar Cane	Independent Free	Restaurant	Independent Free	BA20 1JW
Yeovil Liberal Club	Independent Free	Registered Club	Independent Free	BA20 1LT
Poppins Restaurant	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	BA20 1LX
Akash Restaurant	Independent Free	Restaurant	Independent Free	BA20 1NA
Terrace Lodge	City Lodge	Pubs & Full On	City Lodge	BA20 1NB
Viceroy	Independent Free	Restaurant	Independent Free	BA20 1NE
Daniel Sushi	Independent Free	Restaurant	Independent Free	BA20 1PF
Green Room	Independent Free	Pubs & Full On	Independent Free	BA20 1PW
Globe And Crown	Dominion Hospitality	Pubs & Full On	Dominion Hospitality	BA20 1QF
Swan Theatre	Independent Free	Pubs & Full On	Independent Free	BA20 1QT
Coopers Mill	Greene King	Pubs & Full On	Greene King	BA20 1QZ
Manor Hotel	Greene King	Pubs & Full On	Greene King	BA20 1TG
Butchers Arms	Independent Free	Pubs & Full On	Independent Free	BA20 1TQ
Avon & Somerset Police Club	Independent Free	Registered Club	Independent Free	BA20 1SN
Preston Hotel	Independent Free	Pubs & Full On	Independent Free	BA20 2DL
Pen Mill	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BA21 5DB
Quicksilver Mail	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BA20 2RG
Yeovil Sports Club	Independent Free	Registered Club	Independent Free	BA21 3BN
Yeovil Bowling & Tennis Club Ld	Independent Free	Registered Club	Independent Free	BA21 4AS
Yeovil Snooker Club	Independent Free	Proprietary Club	Independent Free	BA21 4EJ
South Somerset RAOB Club	Independent Free	Registered Club	Independent Free	BA21 4JA
Yeovil Moose Club	Independent Free	Registered Club	Independent Free	BA21 4LL
Royal Marine Inn	Marston's	Pubs & Full On	Marston's	BA21 5AA
Yeovil Golf Club	Independent Free	Registered Club	Independent Free	BA21 5BW
Great Western Railway Club	Independent Free	Registered Club	Independent Free	BA21 5DB
Great Lyde	Palmers	Pubs & Full On	Palmers	BA21 5UA
Yellow Wagtail	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	BA21 5QA
Half Moon Inn	Independent Free	Pubs & Full On	Independent Free	BA21 5TF
Walnut Tree	Independent Free	Pubs & Full On	Independent Free	BA22 7QW
Camelot	Independent Free	Pubs & Full On	Independent Free	BA22 7EX
Sparkford Inn	Marston's	Pubs & Full On	Marston's	BA22 7JH
Mildmay Arms	Independent Free	Pubs & Full On	Independent Free	BA22 7NJ
White Post	Independent Free	Pubs & Full On	Independent Free	BA22 8AR
Marston Inn	Unknown	Pubs & Full On	Unknown	BA22 8BX
Red House	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BA22 9RA
Little Barwick House	Independent Free	Restaurant	Independent Free	BA22 9TD
Royal Oak	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	BA22 9UD
Bird In Hand	Independent Free	Pubs & Full On	Independent Free	BA 8 0QD
White Horse	Independent Free	Pubs & Full On	Independent Free	BA 8 0BL
Half Moon Inn	Independent Free	Pubs & Full On	Independent Free	BA 8 0EF
Templecombe Sports & Social Club	Independent Free	Registered Club	Independent Free	BA 8 0JZ
Virginia Ash Hotel	Unknown	Pubs & Full On	Unknown	BA 8 0PL
India Cottage	Independent Free	Restaurant	Independent Free	BA 8 0PP
Old Inn	Independent Free	Pubs & Full On	Independent Free	BA 9 8AR
Royal British Legion Club	Independent Free	Registered Club	Independent Free	DT10 2QX

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Name	Description	License Type	Owner Name	Postcode
Trooper Inn	Independent Free	Pubs & Full On	Independent Free	DT10 2JW
Swan Hotel	Unknown	Pubs & Full On	Unknown	DT10 2LL
Stalbridge Arms Hotel	Ei Group	Pubs & Full On	Ei Group	DT10 2NF
Skippers	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	DT 9 3HE
Yetminster Playing Fields Sports Club	Independent Free	Registered Club	Independent Free	DT 9 6LF
Sherborne Football Club Rugby Football	Independent Free	Registered Club	Independent Free	DT 9 5NS
Sherborne Conservative Club	Independent Free	Registered Club	Independent Free	DT 9 3BJ
Sherborne School Vi Form Club	Independent Free	Registered Club	Independent Free	DT 9 3AP
Cross Keys	Independent Free	Pubs & Full On	Independent Free	DT 9 3BJ
Three Wishes	Independent Free	Restaurant	Independent Free	DT 9 3BJ
Eastbury Hotel	Independent Free	Pubs & Full On	Independent Free	DT 9 3BY
Raf Association Slessor Club	Independent Free	Registered Club	Independent Free	DT 9 3BY
Eastbury House	Independent Free	Residential	Independent Free	DT 9 3BZ
Britannia	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DT 9 3EH
Weavers Sports & Social Club	Independent Free	Registered Club	Independent Free	DT 9 3EL
George Hotel	Marston's	Pubs & Full On	Marston's	DT 9 3JD
Plume Of Feathers	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	DT 9 3LN
Half Moon Hotel	Marston's	Pubs & Full On	Marston's	DT 9 3LN
Sherborne Masonic Club	Independent Free	Registered Club	Independent Free	DT 9 3NL
Digby Tap	Independent Free	Pubs & Full On	Independent Free	DT 9 3NS
Bradford Abbas Sport & Recreation Club	Independent Free	Registered Club	Independent Free	DT 9 6RP
Olivers	Independent Free	Restaurant	Independent Free	DT 9 3PU
White Hart	Hall & Woodhouse	Pubs & Full On	Hall & Woodhouse	DT 9 3PX
Grange At Osborne	Independent Free	Pubs & Full On	Independent Free	DT 9 4LA
Carpenters Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DT 9 4JD
Queens Arms Inn	Independent Free	Pubs & Full On	Independent Free	DT 9 4LR
Kings Arms	Independent Free	Residential	Independent Free	DT 9 4NL
Griffins Head Inn	Independent Free	Pubs & Full On	Independent Free	DT 9 4QE
Compton House Cricket Club	Independent Free	Registered Club	Independent Free	DT 9 4RB
Sherborne Golf Club	Independent Free	Registered Club	Independent Free	DT 9 4RN
Mitre Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DT 9 4SA
Rose & Crown	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	DT 9 4SL
Tippling Philosopher	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DT 9 5AQ
Gainsborough Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DT 9 5BB
Milborne Port Sports And Social Club	Independent Free	Registered Club	Independent Free	DT 9 5EW
White Hart Inn	Independent Free	Pubs & Full On	Independent Free	DT 9 5ND
Rose & Crown Inn	Unknown	Pubs & Full On	Unknown	DT 9 5PD
West End Community Centre	Independent Free	Registered Club	Independent Free	DT 9 6AU
White Hart	Independent Free	Pubs & Full On	Independent Free	DT 9 6LF
Rose & Crown	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DT 9 6RF
Yess Club	Independent Free	Registered Club	Independent Free	BA21 3AZ
Kings Arms Inn	Hidden Brewery	Pubs & Full On	Hidden Brewery	DT 9 6QD
Chicago Rock	Independent Free	Pubs & Full On	Independent Free	BA20 1NR
Castello	Independent Free	Restaurant	Independent Free	BA20 1DZ
Abbey Friar	Independent Free	Restaurant	Independent Free	DT 9 3EH
William Dampier	Wetherspoon	Pubs & Full On	Wetherspoon	BA20 1LN
Octagon Theatre	Independent Free	Pubs & Full On	Independent Free	BA20 1UX
Cow And Apple	Independent Free	Restaurant	Independent Free	BA20 1HE
Masonic Hall Compasses Club	Independent Free	Registered Club	Independent Free	BA20 1TQ
Yeovil Labour Quendon Centre	Independent Free	Registered Club	Independent Free	BA20 1JW
Ivel Barbarians Rugby Club	Independent Free	Registered Club	Independent Free	BA22 9RA
Texas Rocks	Independent Free	Restaurant	Independent Free	BA20 1LU
Nuffield Health Fitness & Wellbeing Cen Cannons Group Ltd	Independent Free	Proprietary Club	Cannons Group Ltd	BA20 1NR

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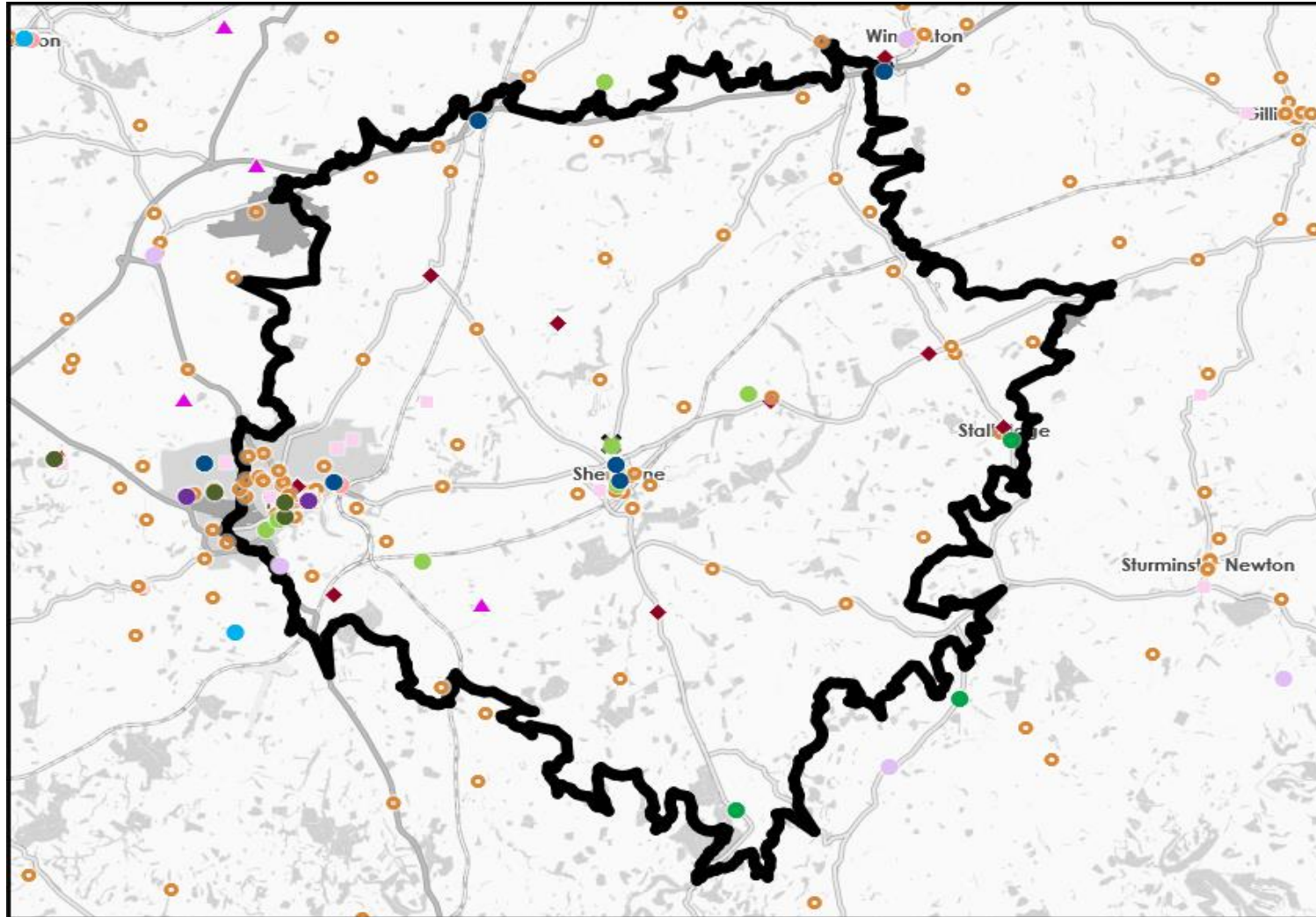
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Name	Description	License Type	Owner Name	Postcode
Hunters Moon	Ei Group	Pubs & Full On	Ei Group	DT 9 5QN
Ask Italian	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	BA20 1EN
Hollywood Bowl	Original Bowling Company	Proprietary Club	Original Bowling Company	BA20 1NP
Tamburino	Independent Free	Restaurant	Independent Free	BA20 1NB
Da Vinci Restaurant	Independent Free	Restaurant	Independent Free	BA21 4DR
Mem Saab	Independent Free	Restaurant	Independent Free	BA20 1HZ
Karma	Independent Free	Pubs & Full On	Independent Free	BA20 1NR
Green	Independent Free	Restaurant	Independent Free	DT 9 3HY
Westland Leisure Complex	Independent Free	Proprietary Club	Independent Free	BA20 2DD
Henstridge Sports Club	Independent Free	Registered Club	Independent Free	BA 8 0TG
Fortune Palace	Independent Free	Restaurant	Independent Free	DT 9 4RB
Club NEO	Independent Free	Proprietary Club	Independent Free	BA20 1NR
Sparkford Cricket Club	Independent Free	Registered Club	Independent Free	BA22 7JH
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	BA20 1NP
Folke Golf Centre	Independent Free	Registered Club	Independent Free	DT 9 5HR
Tamburino Gold	Independent Free	Restaurant	Independent Free	DT 9 3NW
Kazbar	Independent Free	Pubs & Full On	Independent Free	BA20 1NB
Keep	Independent Free	Residential	Independent Free	BA20 1QE
Andrea Mattia Alfresco	Independent Free	Restaurant	Independent Free	BA22 7PH
Malee Thai Restaurant	Independent Free	Restaurant	Independent Free	BA20 1NB
Sherborne Castle	Independent Free	Pubs & Full On	Independent Free	DT 9 5NR
Latimer Lodge	Independent Free	Pubs & Full On	Independent Free	BA21 3AQ
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	BA20 1LT
Beefeater	Whitbread	Pubs & Full On	Whitbread	BA20 1LT
Yeovil Sports & Social Club	Independent Free	Registered Club	Independent Free	BA21 3DX
Stockbridge Farm Barn	Independent Free	Pubs & Full On	Independent Free	DT 9 6EP
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	BA20 1NB
Kiki	Independent Free	Restaurant	Independent Free	BA20 1EG

MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT_Carpenters ArmsDT9 4JD (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
- Site Location
- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Carpenters ArmsDT9 4JD (15 min contour)
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Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	5,769	19.7	22.0	89		
 2 Rising Prosperity	452	1.5	10.1	15		
 3 Comfortable Communities	10,730	36.6	26.2	139		
 4 Financially Stretched	8,000	27.3	23.7	115		
 5 Urban Adversity	4,262	14.5	17.6	82		
 6 Not Private Households	140	0.5	0.3	143		
 Graph						
Total households	29,353					

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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Area: ATLT_Carpenters ArmsDT9 4JD (15 min contour)
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Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	1	0.0	1.1	0			
1.B Executive Wealth	1,983	6.8	11.2	60			
1.C Mature Money	3,785	12.9	9.6	134			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	452	1.5	6.2	25			
3. Comfortable Communities							
3.F Countryside Communities	4,441	15.1	5.7	264			
3.G Successful Suburbs	2,178	7.4	5.9	126			
3.H Steady Neighbourhoods	1,725	5.9	7.4	80			
3.I Comfortable Seniors	1,413	4.8	2.9	166			
3.J Starting Out	973	3.3	4.3	76			
4. Financially Stretched							
4.K Student Life	23	0.1	2.4	3			
4.L Modest Means	2,769	9.4	7.9	119			
4.M Striving Families	3,593	12.2	7.5	162			
4.N Poorer Pensioners	1,615	5.5	5.9	93			
5. Urban Adversity							
5.O Young Hardship	2,119	7.2	6.1	117			
5.P Struggling Estates	1,026	3.5	6.1	57			
5.Q Difficult Circumstances	1,117	3.8	5.3	71			
6. Not Private Households							
6.R Not Private Households	140	0.5	0.3	143			
Total households	29,353						


Acorn Group Pen Portrait

3 F Countryside Communities 3.4M UK Adults 6.4% of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

DEMOGRAPHICS

Age range 65+	Children at home 0
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached



BRANDS

SHOPPING: LAKELAND, Specsavers, Clarks

LEISURE: Caffe Nero, Zizzi, CAFE ROUGE

WEBSITES: ebay, Money Super Market, M&S, GOV.UK

ATTITUDES

I worry about online security
57%
UK average: 55%

Shopping online makes my life easier
53%
UK average: 53%

I couldn't live without the internet on my mobile
25%
UK average: 34%

FINANCIAL PROFILE

Household Income £42k <small>UK Average: £40k</small>	% Disposable Income 53% <small>UK Average: 44%</small>	Financial situation Running into debt to Saving a lot
--------------------------------------------------------------------	---------------------------------------------------------------------	------------------------------------------------------------------------

KEY INTERNET USAGE

This group are more likely to **browse for gardening products online**

TECHNOLOGY USAGE

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

This group are more likely to **subscribe to Sky TV**

A B C D E F G H I J K L M N O P Q R

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

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Area: ATLT_Carpenters ArmsDT9 4JD (15 min contour)
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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	1	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	698	2.4	2.6	91			
1.B.5 Wealthy countryside commuters	975	3.3	2.4	138			
1.B.6 Financially comfortable families	209	0.7	2.2	32			
1.B.7 Affluent professionals	4	0.0	0.9	2			
1.B.8 Prosperous suburban families	46	0.2	1.5	10			
1.B.9 Well-off edge of towners	51	0.2	1.6	11			
1.C Mature Money							
1.C.10 Better-off villagers	1,678	5.7	3.0	192			
1.C.11 Settled suburbia, older people	314	1.1	2.9	37			
1.C.12 Retired and empty nesters	1,298	4.4	2.5	178			
1.C.13 Upmarket downsizers	495	1.7	1.3	129			
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	381	1.3	1.9	69			
2.E.19 First time buyers in small, modern homes	71	0.2	3.3	7			
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	1,825	6.2	1.5	415			
3.F.22 Older couples and families in rural areas	327	1.1	1.1	105			
3.F.23 Owner occupiers in small towns and villages	2,289	7.8	3.2	246			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	768	2.6	2.6	99			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	1,410	4.8	2.4	198			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	887	3.0	3.4	88			
3.H.28 Owner occupied terraces, average income	48	0.2	1.6	10			
3.H.29 Established suburbs, older families	790	2.7	2.3	116			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	1,179	4.0	2.4	166			
3.I.31 Elderly singles in purpose-built accommodation	234	0.8	0.5	163			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	393	1.3	2.1	64			
3.J.33 Smaller houses and starter homes	580	2.0	2.3	88			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	23	0.1	0.4	21			
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	427	1.5	1.4	103			
4.L.38 Semi-skilled workers in traditional neighbourhoods	1,140	3.9	2.6	148			
4.L.39 Fading owner occupied terraces	1,202	4.1	2.9	142			
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	992	3.4	1.6	212			
4.M.42 Struggling young families in post-war terraces	1,094	3.7	1.7	223			
4.M.43 Families in right-to-buy estates	760	2.6	2.1	125			
4.M.44 Post-war estates, limited means	747	2.5	2.2	116			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	402	1.4	0.8	175			
4.N.46 Elderly people in social rented flats	332	1.1	1.1	104			
4.N.47 Low income older people in smaller semis	680	2.3	2.3	102			
4.N.48 Pensioners and singles in social rented flats	201	0.7	1.8	39			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	968	3.3	2.1	154			
5.O.50 Struggling younger people in mixed tenure	989	3.4	1.7	193			
5.O.51 Young people in small, low cost terraces	162	0.6	2.3	24			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	432	1.5	1.6	91			
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	594	2.0	1.6	123			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	405	1.4	1.5	91			
5.Q.58 Singles and young families, some receiving benefits	444	1.5	1.8	84			
5.Q.59 Deprived areas and high-rise flats	268	0.9	2.0	45			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	10	0.0	0.1	59			
6.R.61 Inactive communal population	130	0.4	0.3	161			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	29,353						

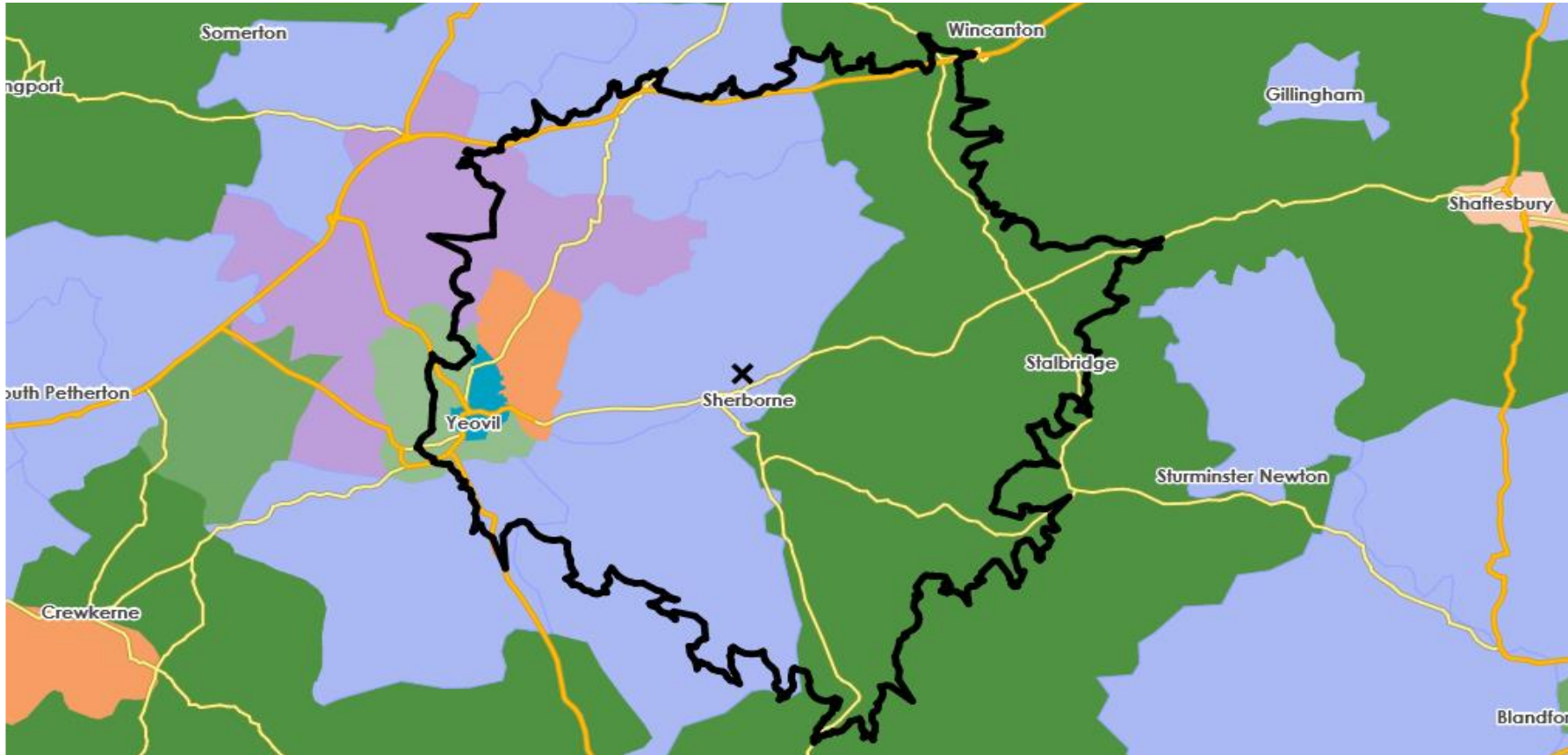
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Carpenters ArmsDT9 4JD (15 min contour)



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

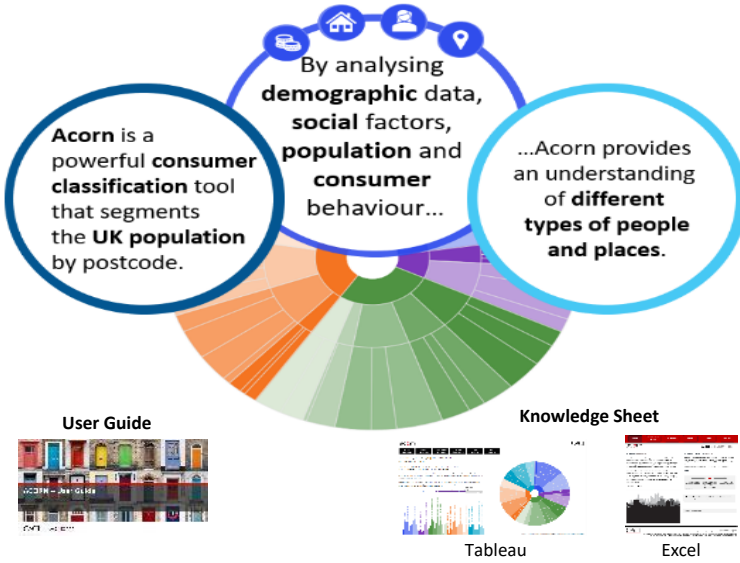
Acorn Groups

- 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

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+

House type

Detached

Financial situation

Running into debt ← → Saving a lot

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

