

## CGA LICENCED PREMISES

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Area: ATLT\_Duke Of BridgewaterCW2 7RA (15 min)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	65	69.5	84.9	82			
Proprietary Club	5	5.3	8.1	66			
Registered Club	25	26.7	29.9	89			
Restaurant	13	13.9	34.6	40			
Residential	3	3.2	3.5	92			

Name	Description	License Type	Owner Name	Postcode
Farmhouse	Whitbread	Pubs & Full On	Whitbread	CW 2 8SD
Bridge Inn	Unknown	Pubs & Full On	Unknown	CW 1 4JQ
White Lion	Punch Pub Company	Pubs & Full On	Punch Pub Company	CW 1 4PS
Coach & Horses	Punch Pub Company	Pubs & Full On	Punch Pub Company	CW 1 4QZ
Crewe Arms Hotel	Unknown	Pubs & Full On	Unknown	CW 2 6DN
Crewe Bowling Club	Independent Free	Registered Club	Independent Free	CW 1 6ED
Flying Lady	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CW 1 5LE
Sydney Arms	Robinsons	Pubs & Full On	Robinsons	CW 1 5LU
Crewe Post Office Sports Club	Independent Free	Registered Club	Independent Free	CW 1 5LU
Broughton Arms	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	CW 1 5QX
Ego	Ego Restaurants	Restaurant	Ei Group	CW 1 5QZ
Hawk Inn	Robinsons	Pubs & Full On	Robinsons	CW 1 5RG
Cosey Social Club & Institute	Independent Free	Registered Club	Independent Free	CW 1 5ST
Crewe Golf Club	Independent Free	Registered Club	Independent Free	CW 1 5TB
Rising Sun Vaults	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	CW 1 2AF
Kings Arms Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CW 1 2AT
Cheese Hall	Amber Taverns	Pubs & Full On	Amber Taverns	CW 1 2BS
Grand Junction	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CW 1 2BZ
Crosville Social Club	Independent Free	Registered Club	Independent Free	CW 1 2LB
Crewe Anglers Social Club	Independent Free	Registered Club	Independent Free	CW 1 2PY
White Lion	Independent Free	Pubs & Full On	Independent Free	CW 1 3EH
Polish Social Club	Independent Free	Registered Club	Independent Free	CW 1 3HF
Brunel Arms	Ei Group	Pubs & Full On	Ei Group	CW 1 3HG
Underwood Lane Social Club	Independent Free	Registered Club	Independent Free	CW 1 3JT
Delamere Arms	Independent Free	Pubs & Full On	Independent Free	CW 1 3LE
Captain Webb	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CW 1 3SF
Coppenhall Working Mens Club	Independent Free	Registered Club	Independent Free	CW 1 4NJ
Horse Shoe	Robinsons	Pubs & Full On	Robinsons	CW 1 4NL
Leighton Hospital Private Zone	Independent Free	Residential	Independent Free	CW 1 4QL
Haslington Cricket Club	Independent Free	Registered Club	Independent Free	CW 1 5SE
Cheshire Cheese	Hydes Anvil	Pubs & Full On	Hydes Anvil	CW11 3RL
Shampaan	Independent Free	Restaurant	Independent Free	CW11 3RL
Foresters Arms	Independent Free	Pubs & Full On	Independent Free	CW11 4RF
Broughton Arms	Paragon Pub Group Ltd	Pubs & Full On	Paragon Pub Group Ltd	CW 2 5PY
Imperial Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	CW 2 7HR
Earl Of Chester	Independent Free	Pubs & Full On	Independent Free	CW 2 7RE
Hop Pole	Punch Pub Company	Pubs & Full On	Punch Pub Company	CW 2 7RQ
Woodside	Greene King	Pubs & Full On	Greene King	CW 2 8JU
Rising Sun Inn	Greene King	Pubs & Full On	Greene King	CW 2 8SB
Hickory's Smokehouse	Hickory's Smokehouse Ltd	Restaurant	Hickory's Smokehouse Ltd	CW 2 5AF
Shavington Social Club	Independent Free	Registered Club	Independent Free	CW 2 5DL
Vine Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CW 2 5DT
White Hart Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	CW 2 5JS
White Lion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CW 2 5NA
White Lion Inn	Marston's	Pubs & Full On	Marston's	CW 2 5PG
Giovannis	Independent Free	Restaurant	Independent Free	CW 2 6AF
Royal Hotel	Independent Free	Pubs & Full On	Independent Free	CW 2 6AG
British Lion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CW 2 6AL
Goomet	Independent Free	Restaurant	Independent Free	CW 2 6AT
Brunswick Hotel	Greene King	Pubs & Full On	Greene King	CW 2 6AW
Nantwich Road Social Club	Independent Free	Registered Club	Independent Free	CW 2 6BA
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CW 2 6PB
Indian Garden	Independent Free	Restaurant	Independent Free	CW 2 6DD

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Residential	3	3.2	3.5	92			

Name	Description	License Type	Owner Name	Postcode
Crewe Alexandra Football Club	Independent Free	Proprietary Club	Independent Free	CW 2 6EB
South Street Snooker Club	Independent Free	Proprietary Club	Independent Free	CW 2 6HL
Raven	Independent Free	Pubs & Full On	Independent Free	CW 2 6NA
Crafty Beggar	Punch Pub Company	Pubs & Full On	Punch Pub Company	CW 2 7AE
Waverley Hotel	Independent Free	Pubs & Full On	Independent Free	CW 2 7AP
Express Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CW 2 7AT
Crewe Oddfellows Club	Independent Free	Registered Club	Independent Free	CW 2 7HR
Duke Of Bridgewater	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CW 2 7RA
Queens Park Golf Club	Independent Free	Registered Club	Independent Free	CW 2 7SD
South Cheshire College	Independent Free	Registered Club	Independent Free	CW 2 8AB
Doddlespool Hall	Independent Free	Residential	Independent Free	CW 3 9AE
Peacock	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CW 5 6NE
Nantwich Cricket Club	Independent Free	Registered Club	Independent Free	CW 5 6HH
Alvaston Hall Hotel	Warner Breaks	Pubs & Full On	Warner Breaks	CW 5 6PE
Willaston Social Club	Independent Free	Registered Club	Independent Free	CW 5 6PU
Nags Head Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	CW 5 6QP
Crewe Vagrants Cricket & Hockey Club	Independent Free	Registered Club	Independent Free	CW 5 7EP
South Cheshire Masonic Club	Independent Free	Registered Club	Independent Free	CW 5 7ER
West End RAOB	Independent Free	Registered Club	Independent Free	CW 1 3HE
Lamb Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	CW 5 6PX
Eight Farmers	Marston's	Pubs & Full On	Marston's	CW 1 4PY
Ta Crewe	Independent Free	Registered Club	Independent Free	CW 2 7HY
Off The Rails	Independent Free	Proprietary Club	Independent Free	CW 2 7BL
Lyceum Theatre	Independent Free	Pubs & Full On	Independent Free	CW 1 2DA
Heros Bar	Compass Catering	Pubs & Full On	Compass Catering	CW 2 6HR
Brockle Bank	Whitbread	Pubs & Full On	Whitbread	CW 1 6FX
Rookery Wood Farm	Greene King	Pubs & Full On	Greene King	CW 1 6NE
Crewe Hall Hotel	Q Hotels	Pubs & Full On	Q Hotels	CW 1 6UZ
Holly Trees Hotel	Independent Free	Residential	Independent Free	ST 7 2JL
Legends	Independent Free	Registered Club	Independent Free	CW 2 8WD
Murats	Independent Free	Restaurant	Independent Free	CW11 3RL
Passage To India Restaurant	Independent Free	Restaurant	Independent Free	CW 2 6AD
Borough Arms	Independent Free	Pubs & Full On	Independent Free	CW 1 2BG
Cheshire Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CW 2 6AF
Manhattan	Independent Free	Proprietary Club	Independent Free	CW 2 7BL
Dine India	Unknown	Restaurant	Unknown	CW 2 6AF
Wychwood Park Hotel	Legacy Hotels & Resorts Ltd	Pubs & Full On	Legacy Hotels & Resorts Ltd	CW 2 5GP
Alberts Corner	Independent Free	Pubs & Full On	Independent Free	CW 1 2DF
Mecca Bingo	Rank	Proprietary Club	Rank	CW 1 3AJ
Hops	Independent Free	Pubs & Full On	Independent Free	CW 1 2DF
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	CW 1 6DR
Ibis Styles	Accor Hotels	Pubs & Full On	Accor Hotels	CW 1 6GL
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	CW 1 3AW
Duke of Gloucester	JW Lees	Pubs & Full On	JW Lees	CW 1 5NP
Tonic Lounge	Independent Free	Pubs & Full On	Independent Free	CW 2 6AP
Wychwood Village Hall	Independent Free	Registered Club	Independent Free	CW 2 5TD
Angel	Independent Free	Pubs & Full On	Independent Free	CW 1 2PU
Swan Lake	Independent Free	Restaurant	Independent Free	CW11 4RS
Weston Cricket Club	Independent Free	Registered Club	Independent Free	CW 2 5NA
Blind Beggar	Independent Free	Pubs & Full On	Independent Free	CW 2 7AE
Bombay	Independent Free	Restaurant	Independent Free	CW 2 7AJ
Pumpkin	SSP	Pubs & Full On	SSP	CW 2 6HU
Minshull Garden Centre	Independent Free	Pubs & Full On	Independent Free	CW 1 4RQ

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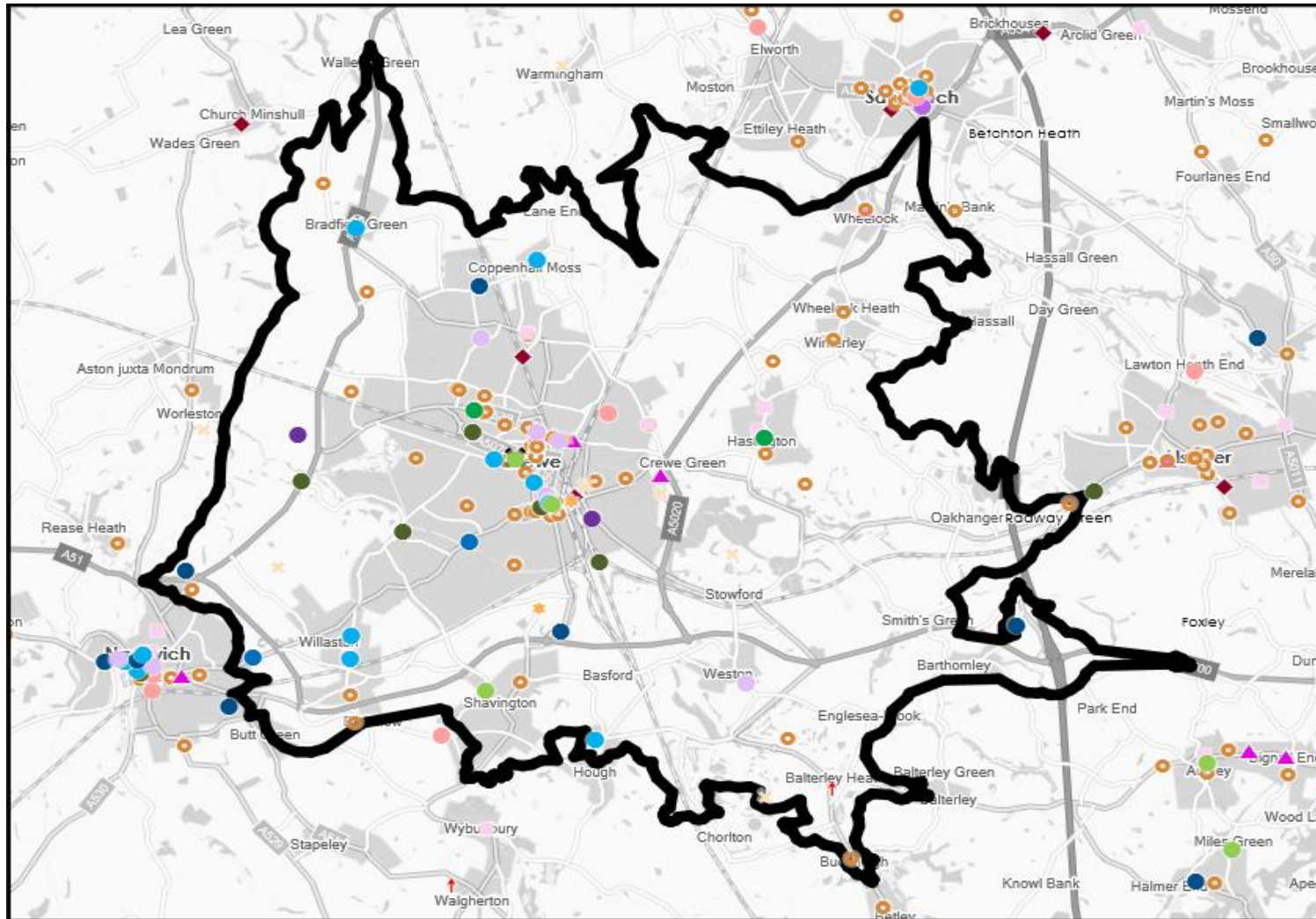
Name	Description	License Type	Owner Name	Postcode
Student Zone Bar	Independent Free	Registered Club	Independent Free	CW 1 5DU
Four Eagles	Greene King	Pubs & Full On	Greene King	CW 1 3AW
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	CW 1 2AQ
Sacred Orchard	Marston's	Pubs & Full On	Marston's	CW 5 6PF
Station Pilot	Marston's	Pubs & Full On	Marston's	CW 2 5UZ

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_Duke Of BridgewaterCW2 7RA (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

- ◆ Other
- ✕ Site Location
- Boundary



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT\_Duke Of BridgewaterCW2 7RA (15 min contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	8,818	21.9	22.0	100		
2 Rising Prosperity	778	1.9	10.1	19		
3 Comfortable Communities	12,666	31.5	26.2	120		
4 Financially Stretched	7,485	18.6	23.7	78		
5 Urban Adversity	10,398	25.9	17.6	147		
6 Not Private Households	52	0.1	0.3	39		

Graph

Total households 40,197

## Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT\_Duke Of BridgewaterCW2 7RA (15 min contour)

Base: Great Britain

Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	108	0.3	1.1	24			
1.B Executive Wealth	6,120	15.2	11.2	136			
1.C Mature Money	2,590	6.4	9.6	67			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	778	1.9	6.2	31			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	1,997	5.0	5.7	87			
3.G Successful Suburbs	2,096	5.2	5.9	89			
3.H Steady Neighbourhoods	4,263	10.6	7.4	144			
3.I Comfortable Seniors	2,572	6.4	2.9	220			
3.J Starting Out	1,738	4.3	4.3	99			
<b>4. Financially Stretched</b>							
4.K Student Life	326	0.8	2.4	34			
4.L Modest Means	2,940	7.3	7.9	92			
4.M Striving Families	2,112	5.3	7.5	70			
4.N Poorer Pensioners	2,107	5.2	5.9	89			
<b>5. Urban Adversity</b>							
5.O Young Hardship	5,941	14.8	6.1	240			
5.P Struggling Estates	2,959	7.4	6.1	120			
5.Q Difficult Circumstances	1,498	3.7	5.3	70			
<b>6. Not Private Households</b>							
6.R Not Private Households	52	0.1	0.3	39			
<b>Total households</b>	<b>40,197</b>						

## Acorn Group Pen Portrait

1

B

Executive Wealth

6.5M  
UK Adults

12.3%  
of UK

**High income people, successfully combining jobs and families.** These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

**DEMOGRAPHICS**

Age range

45-64

Children at home

2

House tenure

Owned outright

Family structure

Couple

Number of beds

4

House type

Detached

**FINANCIAL PROFILE**

Household Income

UK £60k

London £63k

Average: £60k

Average: £64k

% Disposable Income

UK 50%

London 49%

Average: 44%

Average: 39%

Financial situation

Running into debt

Saving a lot

**BRANDS**

SHOPPING

Cash Kitten

THE WHITE COMPANY

LEON

Russell & Bromley

LEISURE

M&S Simply Food

PRET A MANGER

WHOLE FOODS

wahaca

WEBSITES

DOM SPORT

rightmove

M&S

MoneySavingExpert.com

**DIGITAL**

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

58%

UK average: 53%

I couldn't live without the internet on my mobile

31%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to browse for hotels online

TECHNOLOGY USAGE

This group are more likely to purchase holidays online

This group are more likely to own an iPhone

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Page 6 of 9  
 04/12/2021

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CATEGORY

GROUP

TYPE

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WHAT IS ACORN?

## ACORN TYPE PROFILE - HOUSEHOLDS

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Base: Great Britain

Year: 2021

Sort by:  Acorn Structure  
 Index  
 Profile %

Acorn Type Description		Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>								
<b>1.A Lavish Lifestyles</b>								
	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	108	0.3	0.9	31			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	1,517	3.8	2.6	144			
	1.B.5 Wealthy countryside commuters	470	1.2	2.4	49			
	1.B.6 Financially comfortable families	3,031	7.5	2.2	343			
	1.B.7 Affluent professionals	9	0.0	0.9	3			
	1.B.8 Prosperous suburban families	48	0.1	1.5	8			
	1.B.9 Well-off edge of towners	1,045	2.6	1.6	161			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	806	2.0	3.0	67			
	1.C.11 Settled suburbia, older people	1,075	2.7	2.9	94			
	1.C.12 Retired and empty nesters	637	1.6	2.5	64			
	1.C.13 Upmarket downsizers	72	0.2	1.3	14			
<b>2. Rising Prosperity</b>								
<b>2.D City Sophisticates</b>								
	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			
<b>2.E Career Climbers</b>								
	2.E.18 Career driven young families	575	1.4	1.9	76			
	2.E.19 First time buyers in small, modern homes	203	0.5	3.3	15			
	2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>								
<b>3.F Countryside Communities</b>								
	3.F.21 Farms and cottages	172	0.4	1.5	29			
	3.F.22 Older couples and families in rural areas	126	0.3	1.1	29			
	3.F.23 Owner occupiers in small towns and villages	1,699	4.2	3.2	133			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	1,643	4.1	2.6	155			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	453	1.1	2.4	46			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	3,407	8.5	3.4	246			
	3.H.28 Owner occupied terraces, average income	95	0.2	1.6	15			
	3.H.29 Established suburbs, older families	761	1.9	2.3	81			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	2,572	6.4	2.4	265			
	3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	542	1.3	2.1	64			
	3.J.33 Smaller houses and starter homes	1,196	3.0	2.3	132			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	4.K.34 Student flats and halls of residence	14	0.0	0.4	10			
	4.K.35 Term-time terraces	20	0.0	0.3	19			
	4.K.36 Educated young people in flats and tenements	292	0.7	1.7	42			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	152	0.4	1.4	27			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	1,001	2.5	2.6	95			
	4.L.39 Fading owner occupied terraces	1,787	4.4	2.9	154			
	4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>								
	4.M.41 Labouring semi-rural estates	266	0.7	1.6	41			
	4.M.42 Struggling young families in post-war terraces	239	0.6	1.7	36			
	4.M.43 Families in right-to-buy estates	1,259	3.1	2.1	151			
	4.M.44 Post-war estates, limited means	348	0.9	2.2	39			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	285	0.7	0.8	90			
	4.N.46 Elderly people in social rented flats	420	1.0	1.1	96			
	4.N.47 Low income older people in smaller semis	1,033	2.6	2.3	113			
	4.N.48 Pensioners and singles in social rented flats	369	0.9	1.8	52			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	522	1.3	2.1	60			
	5.O.50 Struggling younger people in mixed tenure	1,214	3.0	1.7	173			
	5.O.51 Young people in small, low cost terraces	4,205	10.5	2.3	464			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	926	2.3	1.6	142			
	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	2,033	5.1	1.6	307			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	356	0.9	1.5	58			
	5.Q.58 Singles and young families, some receiving benefits	697	1.7	1.8	97			
	5.Q.59 Deprived areas and high-rise flats	445	1.1	2.0	54			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	2	0.0	0.1	9			
	6.R.61 Inactive communal population	50	0.1	0.3	45			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>40,197</b>						



CATEGORY

GROUP

TYPE

MAP

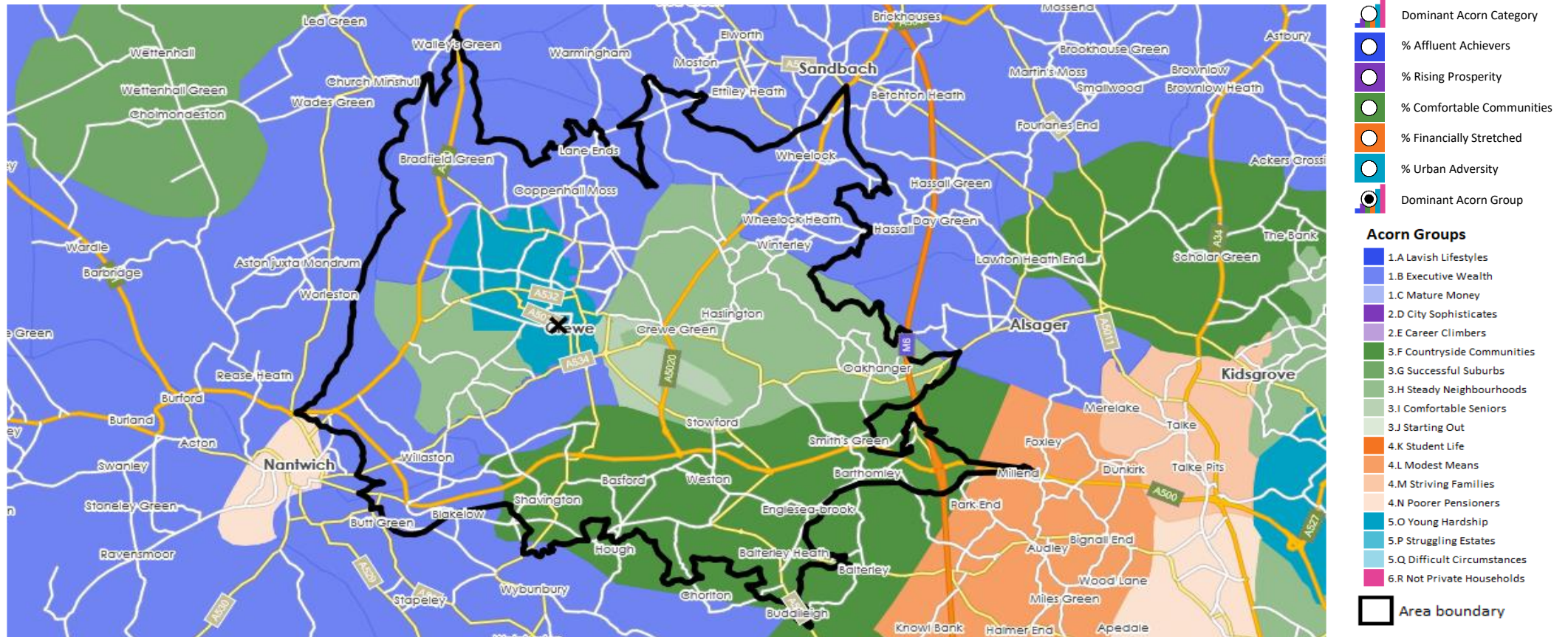
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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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
3. Comfortable Communities	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

