














ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Shepherds ArmsWF4 5DA (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,098	24.3	22.0	111		
 2 Rising Prosperity	140	3.1	10.1	31		
 3 Comfortable Communities	1,174	26.0	26.2	99		
 4 Financially Stretched	1,323	29.3	23.7	123		
 5 Urban Adversity	771	17.1	17.6	97		
 6 Not Private Households	10	0.2	0.3	66		
 Graph						
Total households	4,516					

Acorn Category Pen Portrait

4 Financially Stretched **12.1M** UK Adults **23.0%** of UK

Age range
All ages

Financial situation
Running into debt ————— Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

Acorn Groups within Category 4: Financially Stretched

- K Student Life 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Shepherds ArmsWF4 5DA (1 Mile contour)
Base: Great Britain
Year: 2021

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	496	11.0	11.2	98		
1.C Mature Money	602	13.3	9.6	138		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	140	3.1	6.2	50		
3. Comfortable Communities						
3.F Countryside Communities	132	2.9	5.7	51		
3.G Successful Suburbs	507	11.2	5.9	191		
3.H Steady Neighbourhoods	190	4.2	7.4	57		
3.I Comfortable Seniors	193	4.3	2.9	147		
3.J Starting Out	152	3.4	4.3	77		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	549	12.2	7.9	154		
4.M Striving Families	239	5.3	7.5	70		
4.N Poorer Pensioners	535	11.8	5.9	200		
5. Urban Adversity						
5.O Young Hardship	229	5.1	6.1	83		
5.P Struggling Estates	294	6.5	6.1	107		
5.Q Difficult Circumstances	248	5.5	5.3	103		
6. Not Private Households						
6.R Not Private Households	10	0.2	0.3	66		
Total households	4,516					

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

BRANDS

SHOPPING LAKELAND	LAURA ASHLEY	De MALLORA	W
LEISURE BROWNS	NESPRESSO	M&S	COFFEE NERO
WEBSITES amazon	MoneySavingExpert.com	M&S	BBC NEWS

DIGITAL ATTITUDES

I worry about online security 58% <small>UK average: 55%</small>	Shopping online makes my life easier 52% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 26% <small>UK average: 34%</small>
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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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FINANCIAL PROFILE

Household Income UK £46k London £50k <small>Average: £40k Average: £44k</small>	% Disposable Income UK 54% London 51% <small>Average: 44% Average: 39%</small>	Financial situation
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Navigation: 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_Shepherds ArmsWF4 5DA (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn Structure
 Index
 Profile %

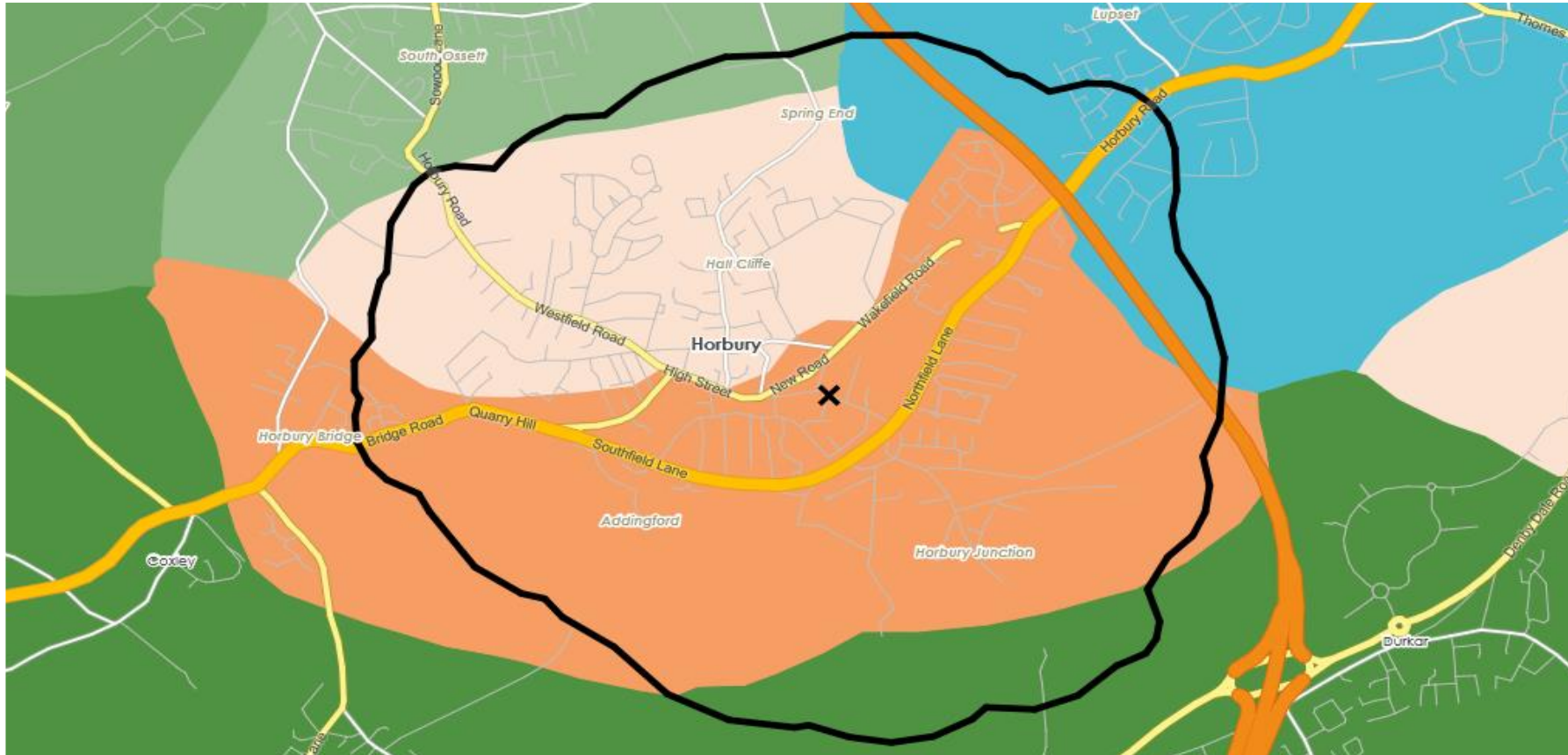
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	264	5.8	2.6	224			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	201	4.5	2.2	202			
1.B.7 Affluent professionals	12	0.3	0.9	31			
1.B.8 Prosperous suburban families	6	0.1	1.5	9			
1.B.9 Well-off edge of towners	13	0.3	1.6	18			
1.C Mature Money							
1.C.10 Better-off villagers	13	0.3	3.0	10			
1.C.11 Settled suburbia, older people	438	9.7	2.9	339			
1.C.12 Retired and empty nesters	136	3.0	2.5	121			
1.C.13 Upmarket downsizers	15	0.3	1.3	25			
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	70	1.6	1.9	82			
2.E.19 First time buyers in small, modern homes	70	1.6	3.3	47			
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	132	2.9	3.2	92			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	302	6.7	2.6	253			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	205	4.5	2.4	187			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	79	1.7	3.4	51			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	111	2.5	2.3	105			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	193	4.3	2.4	177			
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	101	2.2	2.1	107			
3.J.33 Smaller houses and starter homes	51	1.1	2.3	50			
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	26	0.6	1.4	41			
4.L.38 Semi-skilled workers in traditional neighbourhoods	290	6.4	2.6	244			
4.L.39 Fading owner occupied terraces	233	5.2	2.9	179			
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	57	1.3	1.6	79			
4.M.42 Struggling young families in post-war terraces	46	1.0	1.7	61			
4.M.43 Families in right-to-buy estates	67	1.5	2.1	71			
4.M.44 Post-war estates, limited means	69	1.5	2.2	69			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	143	3.2	0.8	404			
4.N.46 Elderly people in social rented flats	48	1.1	1.1	98			
4.N.47 Low income older people in smaller semis	181	4.0	2.3	176			
4.N.48 Pensioners and singles in social rented flats	163	3.6	1.8	204			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	26	0.6	2.1	27			
5.O.50 Struggling younger people in mixed tenure	55	1.2	1.7	70			
5.O.51 Young people in small, low cost terraces	148	3.3	2.3	145			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	139	3.1	1.6	190			
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	155	3.4	1.6	208			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	84	1.9	1.5	122			
5.Q.58 Singles and young families, some receiving benefits	21	0.5	1.8	26			
5.Q.59 Deprived areas and high-rise flats	143	3.2	2.0	156			
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	10	0.2	0.3	80			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,516						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Shepherds ArmsWF4 5DA (1 Mile contour)



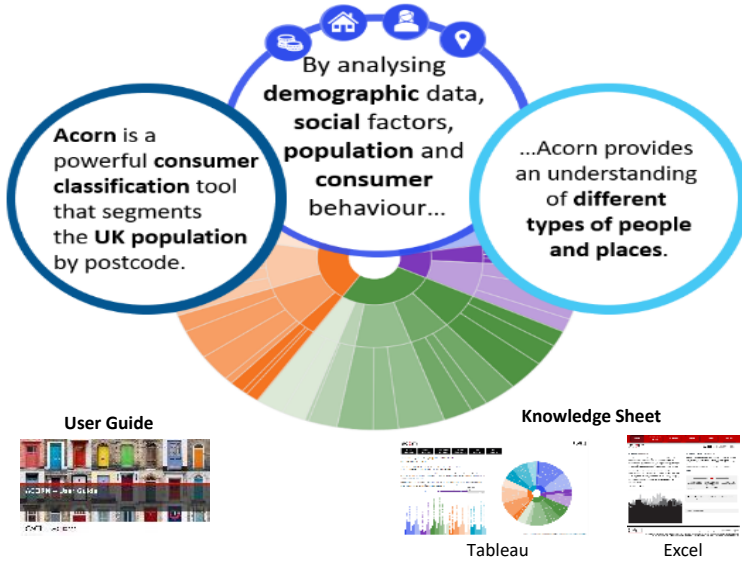
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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	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
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
	O. Young Hardship	49-51
4. Financially Stretched	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

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

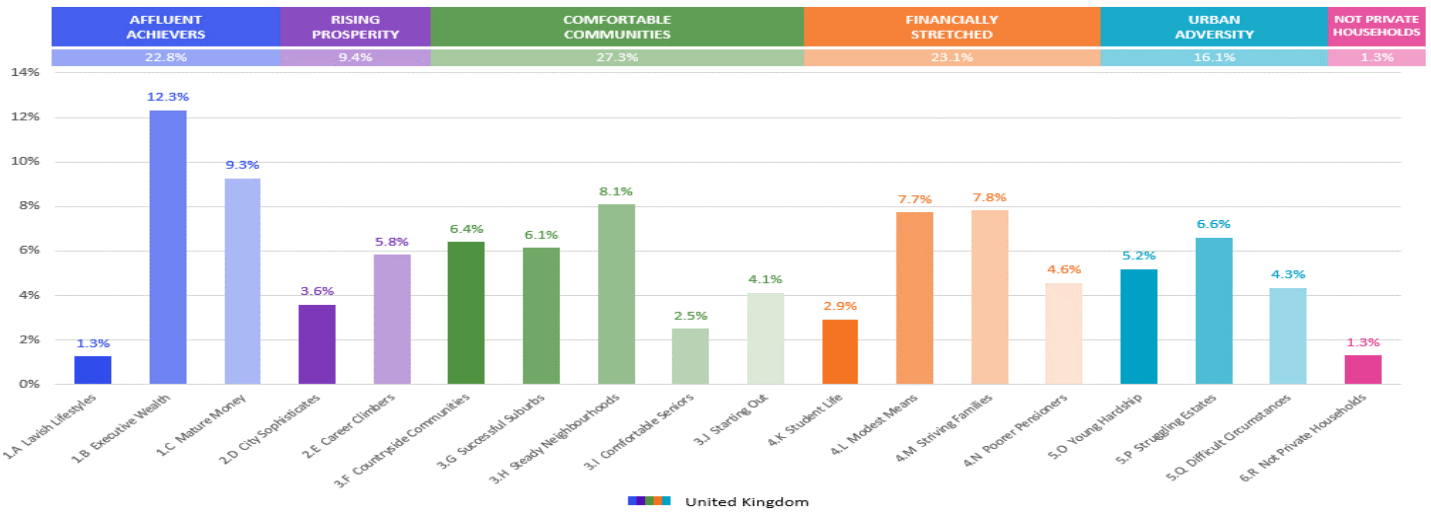
House tenure: Owned outright

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_Shepherds ArmsWF4 5DA (1 Mile cont

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	12	119.1	84.9	140			
Proprietary Club	0	0.0	8.1	0			
Registered Club	3	29.8	29.9	100			
Restaurant	1	9.9	34.6	29			
Residential	0	0.0	3.5	0			

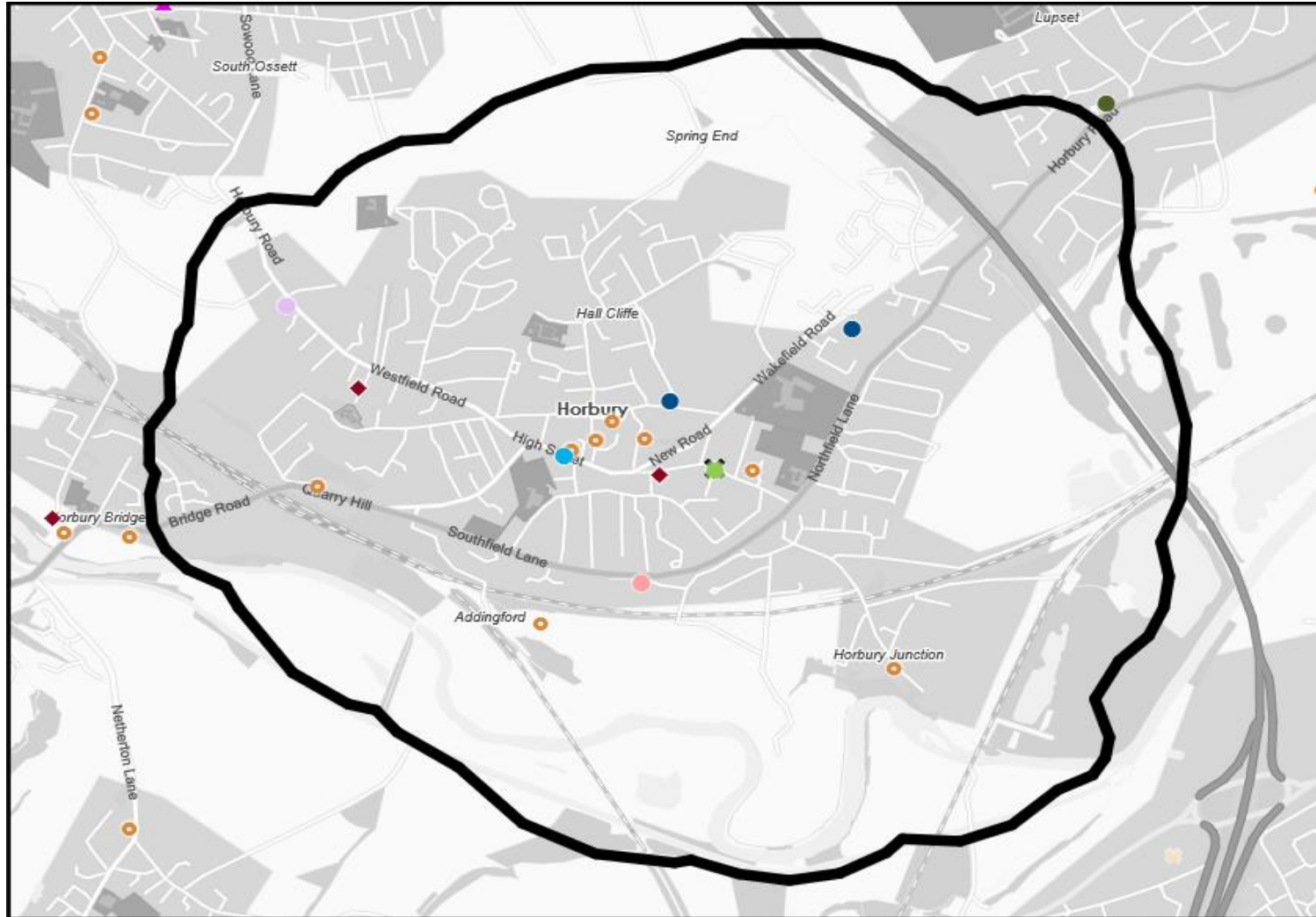
Name	Description	License Type	Owner Name	Postcode
Ego	Ego Restaurants	Restaurant	Star Pubs & Bars	WF 4 5AS
Cricketers Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WF 4 5AG
Slazengers Sports Club	Independent Free	Registered Club	Independent Free	WF 4 5BH
Shepherds Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WF 4 5DA
Horbury Working Mens Club	Independent Free	Registered Club	Independent Free	WF 4 5DB
Calder Vale Hotel	Independent Free	Pubs & Full On	Independent Free	WF 4 5EB
Fleece	Pub People Co Ltd	Pubs & Full On	Punch Pub Company	WF 4 5LG
Quarry Inn	Independent Free	Pubs & Full On	Independent Free	WF 4 5NF
Victoria Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WF 4 6EH
Old Halfway House	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 4 6ET
Boons	Independent Free	Pubs & Full On	Independent Free	WF 4 6LP
Brewhouse	Independent Free	Pubs & Full On	Independent Free	WF 4 6LT
Horbury Conservative Club	Independent Free	Registered Club	Independent Free	WF 4 6NA
Kings Arms	Marston's	Pubs & Full On	Marston's	WF 4 6NB
Malt House	Marston's	Pubs & Full On	Marston's	WF 4 5HJ
	Independent Free	Pubs & Full On	Independent Free	WF 4 5LE

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Shepherds ArmsWF4 5DA (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