














ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Wellington InnST4 5AN (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	199	2.2	22.0	10		
 2 Rising Prosperity	128	1.4	10.1	14		
 3 Comfortable Communities	1,861	20.2	26.2	77		
 4 Financially Stretched	2,709	29.5	23.7	124		
 5 Urban Adversity	4,289	46.6	17.6	265		
 6 Not Private Households	8	0.1	0.3	26		
 Graph						
Total households	9,194					

Acorn Category Pen Portrait

5 Urban Adversity
8.5M 16.1%
UK Adults of UK

Age range
25-34

Financial situation


Children at home
3+

House type
Flat or terraced


House tenure
Social renting

Number of beds
1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 30%
- P Struggling Estates 43%
- Q Difficult Circumstances 27%



ACORN GROUP PROFILE - HOUSEHOLDS

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 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	22	0.2	11.2	2			
1.C Mature Money	177	1.9	9.6	20			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	128	1.4	6.2	23			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	43	0.5	5.9	8			
3.H Steady Neighbourhoods	789	8.6	7.4	117			
3.I Comfortable Seniors	76	0.8	2.9	28			
3.J Starting Out	953	10.4	4.3	238			
4. Financially Stretched							
4.K Student Life	18	0.2	2.4	8			
4.L Modest Means	1,041	11.3	7.9	143			
4.M Striving Families	807	8.8	7.5	116			
4.N Poorer Pensioners	843	9.2	5.9	155			
5. Urban Adversity							
5.O Young Hardship	3,306	36.0	6.1	585			
5.P Struggling Estates	548	6.0	6.1	98			
5.Q Difficult Circumstances	435	4.7	5.3	88			
6. Not Private Households							
6.R Not Private Households	8	0.1	0.3	26			
Total households	9,194						

Acorn Group Pen Portrait

5 O Young Hardship 2.7M UK Adults 5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

DEMOGRAPHICS

Age range 25-34	Children at home 1
House tenure Privately renting	Family structure Single parent
Number of beds 2	House type Terraced

BRANDS

SHOPPING: Poundland, b&m, The Works

LEISURE: Harvester, KFC, KINGS HENS, Pizza Hut

WEBSITES: Gumtree, very, Argos, HUNGRY HORSE

DIGITAL ATTITUDES

- I worry about online security: **52%** (UK average: 55%)
- Shopping online makes my life easier: **52%** (UK average: 53%)
- I couldn't live without the internet on my mobile: **38%** (UK average: 34%)

FINANCIAL PROFILE

Household Income UK: £30k (Average: £40k) London: £34k (Average: £44k)	% Disposable Income UK: 39% (Average: 44%) London: 28% (Average: 39%)	Financial situation Running into debt Saving a lot
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KEY INTERNET USAGE

This group are more likely to **research credit cards online**

TECHNOLOGY USAGE

This group are more likely to **take out a credit card online**

This group are more likely to **watch TV on demand on a laptop**



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

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Area: ATLT_Wellington InnST4 5AN (1 Mile contour)
 Base: Great Britain
 Year: 2021

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	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	14	0.2	2.6	6			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	8	0.1	1.5	6			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	177	1.9	2.9	67			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	16	0.2	1.9	9			
2.E.19 First time buyers in small, modern homes	112	1.2	3.3	37			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	43	0.5	2.6	18			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	764	8.3	3.4	241			
3.H.28 Owner occupied terraces, average income	3	0.0	1.6	2			
3.H.29 Established suburbs, older families	22	0.2	2.3	10			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	76	0.8	2.4	34			
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	611	6.6	2.1	317			
3.J.33 Smaller houses and starter homes	342	3.7	2.3	165			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	11	0.1	0.4	33			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	7	0.1	1.7	4			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	98	1.1	1.4	76			
4.L.38 Semi-skilled workers in traditional neighbourhoods	437	4.8	2.6	181			
4.L.39 Fading owner occupied terraces	506	5.5	2.9	191			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	82	0.9	1.7	53			
4.M.43 Families in right-to-buy estates	435	4.7	2.1	228			
4.M.44 Post-war estates, limited means	290	3.2	2.2	143			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	23	0.3	0.8	32			
4.N.46 Elderly people in social rented flats	41	0.4	1.1	41			
4.N.47 Low income older people in smaller semis	590	6.4	2.3	282			
4.N.48 Pensioners and singles in social rented flats	189	2.1	1.8	116			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	431	4.7	2.1	218			
5.O.50 Struggling younger people in mixed tenure	518	5.6	1.7	323			
5.O.51 Young people in small, low cost terraces	2,357	25.6	2.3	1,138			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	100	1.1	1.6	67			
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	448	4.9	1.6	296			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	77	0.8	1.8	47			
5.Q.59 Deprived areas and high-rise flats	358	3.9	2.0	191			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	8	0.1	0.1	150			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	9,194						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Wellington InnST4 5AN (1 Mile contour)



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

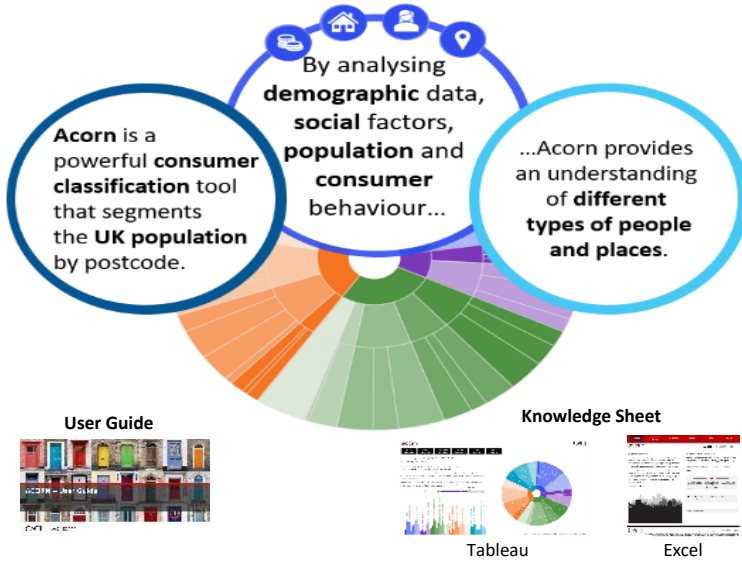
Acorn Groups

- 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
4. Financially Stretched	O. Young Hardship	49-51
	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

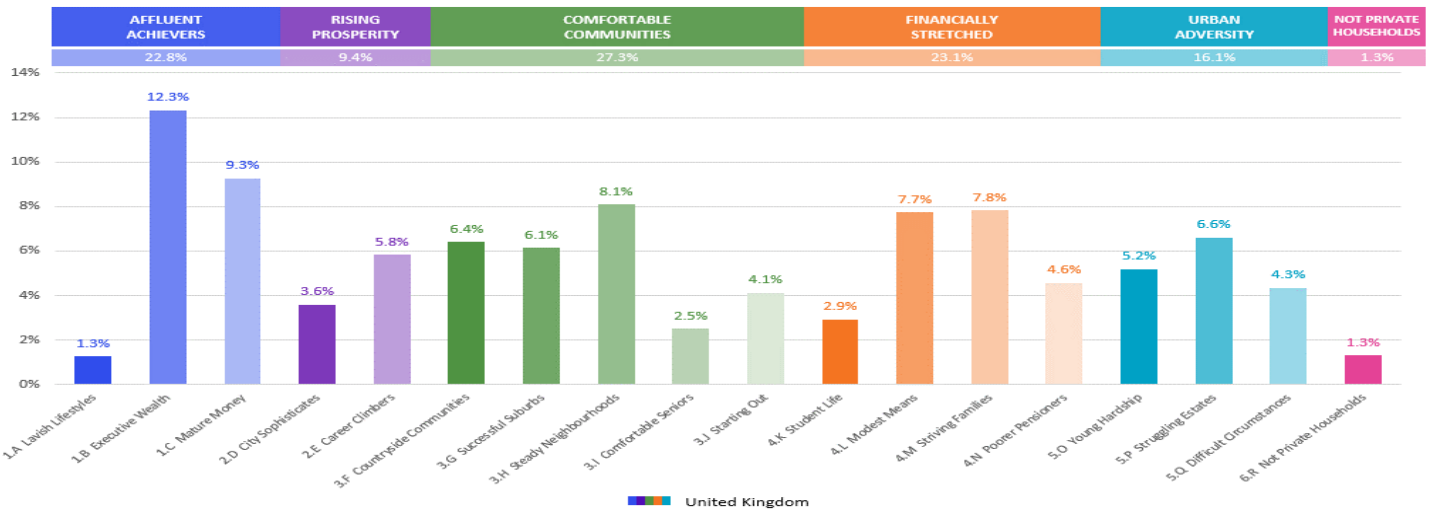
House tenure: Owned outright

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_Wellington InnST4 5AN (1 Mile contou
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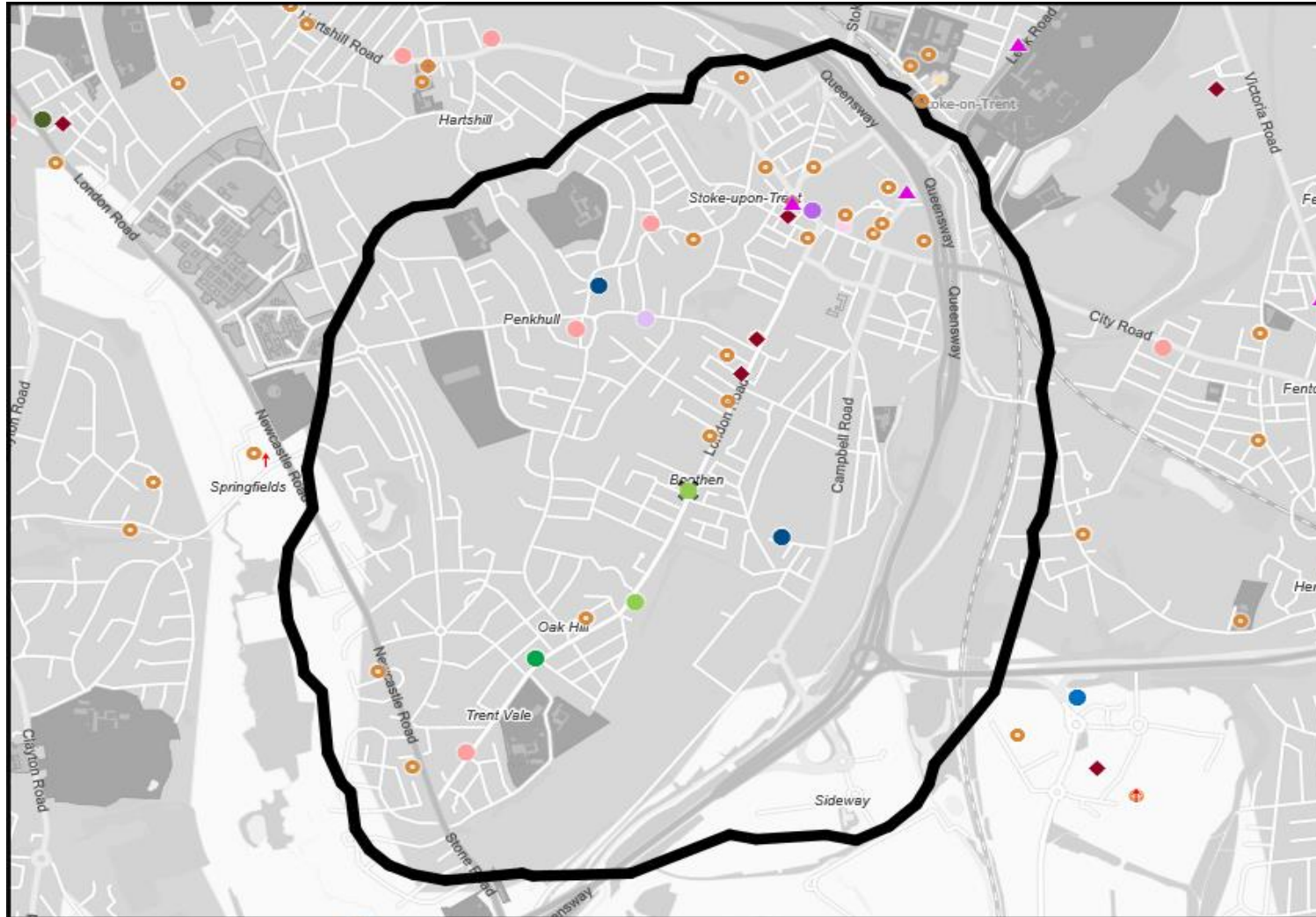
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	27	133.4	84.9	157			
Proprietary Club	0	0.0	8.1	0			
Registered Club	3	14.8	29.9	50			
Restaurant	5	24.7	34.6	71			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Black Lion Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 4 5NZ
Wheatsheaf	Wetherspoon	Pubs & Full On	Wetherspoon	ST 4 1BU
Liquor Vaults	Amber Taverns	Pubs & Full On	Amber Taverns	ST 4 1DB
Glebe	Joule's Brewery	Pubs & Full On	Joule's Brewery	ST 4 1HG
Stoke Town Hall	Independent Free	Pubs & Full On	Independent Free	ST 4 1HH
White Star	Titanic	Pubs & Full On	Everards	ST 4 1JB
Staff Of Life	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 4 1NL
Gardeners Retreat	Marston's	Pubs & Full On	Marston's	ST 4 4BJ
Jollees Cabaret Venue	Independent Free	Pubs & Full On	Independent Free	ST 4 5AG
Wellington Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 4 5AN
Cottage Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 4 5AU
Albert	Independent Free	Pubs & Full On	Independent Free	ST 4 5DA
Terrace Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 4 5DG
Greyhound Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 4 5DW
Oakhill Bowls & Recreation Club	Independent Free	Registered Club	Independent Free	ST 4 5NN
Oak Tree	Ei Group	Pubs & Full On	Ei Group	ST 4 5NR
Sutherland Arms	Unknown	Pubs & Full On	Unknown	ST 4 5RW
Jubilee Working Mens Club	Independent Free	Registered Club	Independent Free	ST 4 6PZ
Furama Palace	Independent Free	Restaurant	Independent Free	ST 4 6QE
White Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 4 7HL
Beehive Inn	Independent Free	Pubs & Full On	Independent Free	ST 4 7HU
Commercial Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 4 7QE
Olde Bull & Bush	Independent Free	Pubs & Full On	Independent Free	ST 4 7QT
Kings Hall	Independent Free	Pubs & Full On	Independent Free	ST 4 1HH
Marquis Of Granby	Marston's	Pubs & Full On	Marston's	ST 4 7LA
Harrys	Independent Free	Pubs & Full On	Independent Free	ST 4 1HL
Stoke Irish Club	Independent Free	Registered Club	Independent Free	ST 4 7DH
Georgia Browns	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 4 1DB
Haven Suite	Independent Free	Pubs & Full On	Independent Free	ST 4 1LP
Planet Bollywood	Independent Free	Restaurant	Independent Free	ST 4 1HP
Miso	Independent Free	Restaurant	Independent Free	ST 4 7QE
Thalii Restaurant	Independent Free	Restaurant	Independent Free	ST 4 1JH
London Road Ale House	Independent Free	Pubs & Full On	Independent Free	ST 4 5AA
Bru	Independent Free	Pubs & Full On	Independent Free	ST 4 1NH
Quarter At Potbank	Independent Free	Restaurant	Independent Free	ST 4 1QQ

MAP OF AREA

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Area: ATLT_Wellington InnST4 5AN (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