

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Midland HotelWF6 2AR (1 Mile contour)
 Base: Great Britain
 Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	385	5.2	22.0	24		
2 Rising Prosperity	40	0.5	10.1	5		
3 Comfortable Communities	2,240	30.5	26.2	116		
4 Financially Stretched	3,217	43.8	23.7	184		
5 Urban Adversity	1,445	19.7	17.6	112		
6 Not Private Households	25	0.3	0.3	102		
Total households	7,352					



Graph

Acorn Category Pen Portrait

4 Financially Stretched

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

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 Groups within Category 4: Financially Stretched

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

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	0	0.0	1.1	0			
1.B Executive Wealth	284	3.9	11.2	34			
1.C Mature Money	101	1.4	9.6	14			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	40	0.5	6.2	9			
3. Comfortable Communities							
3.F Countryside Communities	127	1.7	5.7	30			
3.G Successful Suburbs	570	7.8	5.9	132			
3.H Steady Neighbourhoods	759	10.3	7.4	140			
3.I Comfortable Seniors	435	5.9	2.9	204			
3.J Starting Out	349	4.7	4.3	109			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,526	20.8	7.9	262			
4.M Striving Families	598	8.1	7.5	108			
4.N Poorer Pensioners	1,093	14.9	5.9	252			
5. Urban Adversity							
5.O Young Hardship	630	8.6	6.1	139			
5.P Struggling Estates	229	3.1	6.1	51			
5.Q Difficult Circumstances	586	8.0	5.3	149			
6. Not Private Households							
6.R Not Private Households	25	0.3	0.3	102			
Total households	7,352						

Acorn Group Pen Portrait

4 L Modest Means **4.1M** UK Adults **7.7%** of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

DEMOGRAPHICS

Age range 25-34	Children at home 3+
House tenure Privately renting	Family structure Single parent
Number of beds 3	House type Terraced

BRANDS

SHOPPING: The Works, M&Co, RANGE, NEW LOOK

LEISURE: Harry Ramsden, KFC, Frankie & Benny's, GREGGS

WEBSITES: ebay, sky, Argos, LAD BIBLE

DIGITAL ATTITUDES

I worry about online security 54% <small>UK average: 55%</small>	Shopping online makes my life easier 50% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 33% <small>UK average: 34%</small>
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FINANCIAL PROFILE

Household Income UK: £35k (Average: £40k) London: £42k (Average: £44k)	% Disposable Income UK: 45% (Average: 44%) London: 34% (Average: 39%)	Financial situation Running into debt Saving a lot
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KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **research loans online**

TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to **purchase toys online**

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

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

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Area: ATLT_Midland HotelWF6 2AR (1 Mile contour)
 Base: Great Britain
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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	19	0.3	2.6	10			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	265	3.6	2.2	164			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	6	0.1	3.0	3			
1.C.11 Settled suburbia, older people	76	1.0	2.9	36			
1.C.12 Retired and empty nesters	19	0.3	2.5	10			
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	38	0.5	1.9	27			
2.E.19 First time buyers in small, modern homes	2	0.0	3.3	1			
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	127	1.7	3.2	54			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	551	7.5	2.6	284			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	19	0.3	2.4	11			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	437	5.9	3.4	173			
3.H.28 Owner occupied terraces, average income	1	0.0	1.6	1			
3.H.29 Established suburbs, older families	321	4.4	2.3	187			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	435	5.9	2.4	245			
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	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	349	4.7	2.3	211			
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	66	0.9	1.4	64			
4.L.38 Semi-skilled workers in traditional neighbourhoods	324	4.4	2.6	168			
4.L.39 Fading owner occupied terraces	1,136	15.5	2.9	536			
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	33	0.4	1.6	28			
4.M.42 Struggling young families in post-war terraces	1	0.0	1.7	1			
4.M.43 Families in right-to-buy estates	273	3.7	2.1	179			
4.M.44 Post-war estates, limited means	291	4.0	2.2	180			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	117	1.6	0.8	203			
4.N.46 Elderly people in social rented flats	130	1.8	1.1	163			
4.N.47 Low income older people in smaller semis	569	7.7	2.3	340			
4.N.48 Pensioners and singles in social rented flats	277	3.8	1.8	213			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	173	2.4	2.1	110			
5.O.50 Struggling younger people in mixed tenure	150	2.0	1.7	117			
5.O.51 Young people in small, low cost terraces	307	4.2	2.3	185			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	124	1.7	1.6	104			
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	105	1.4	1.6	87			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	56	0.8	1.5	50			
5.Q.58 Singles and young families, some receiving benefits	251	3.4	1.8	191			
5.Q.59 Deprived areas and high-rise flats	279	3.8	2.0	186			
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	25	0.3	0.3	124			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,352						

DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: ATLT_Midland HotelWF6 2AR (1 Mile contour)



Dominant Acorn Category

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

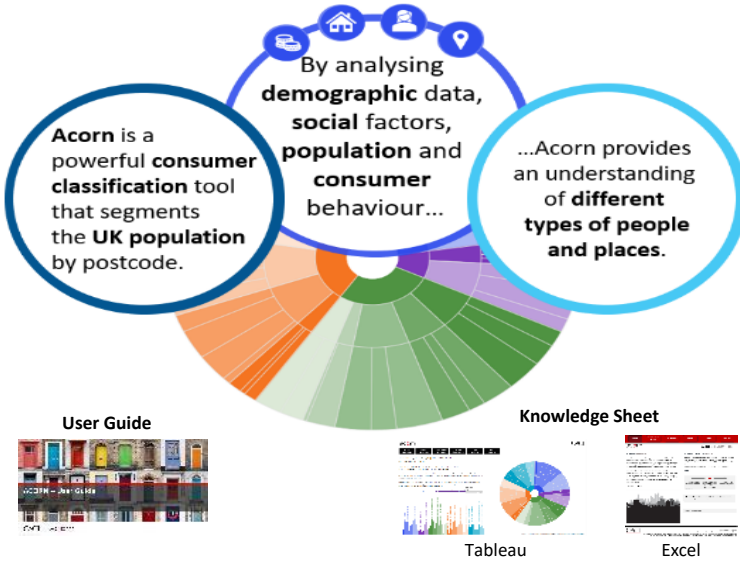
Acorn Groups

- 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

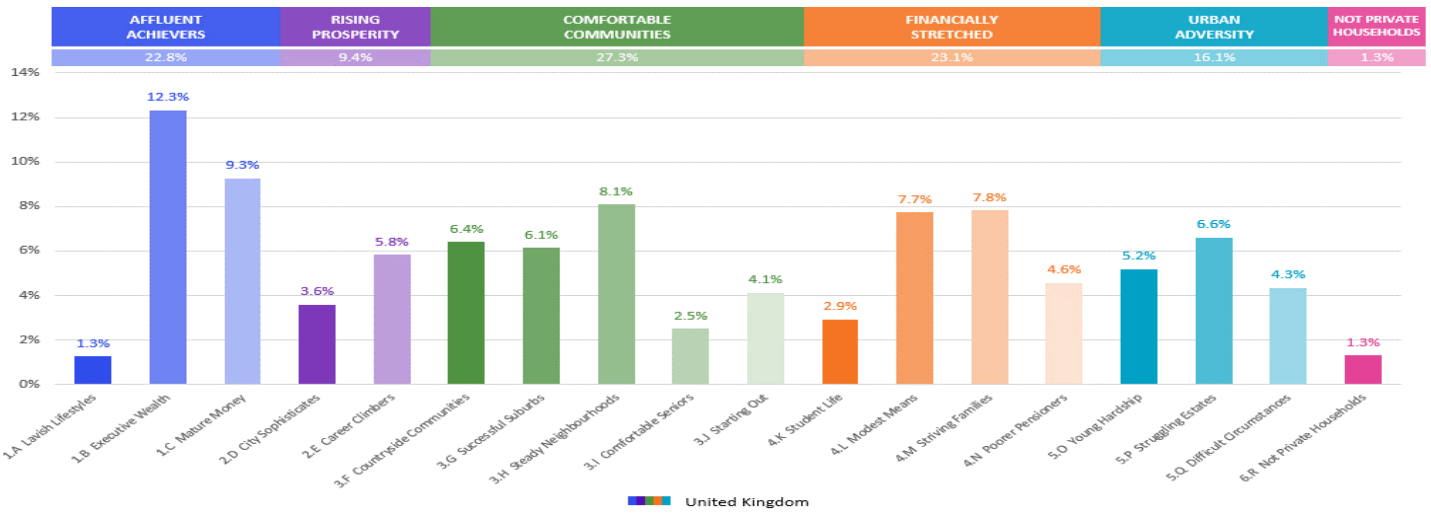
House tenure: Owned outright

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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Base: Great Britain

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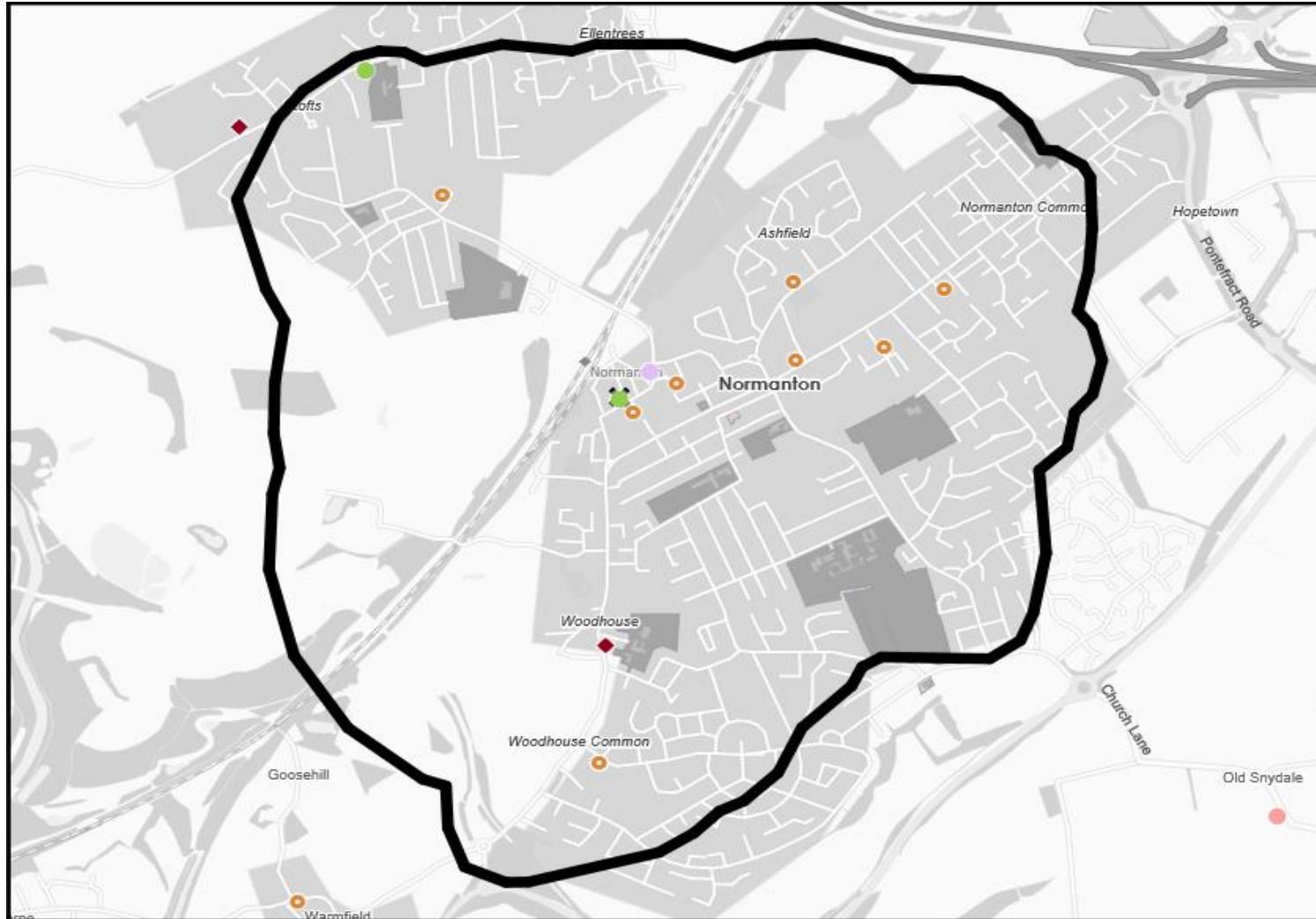
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	6	36.3	84.9	43			
Proprietary Club	0	0.0	8.1	0			
Registered Club	8	48.4	29.9	162			
Restaurant	1	6.0	34.6	17			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Normanton Rugby Club	Independent Free	Registered Club	Independent Free	WF 6 1DT
Woodhouse Hill Working Mens Club	Independent Free	Registered Club	Independent Free	WF 6 1BB
Hark To Mopsey	Unknown	Pubs & Full On	Unknown	WF 6 1BB
St Johns Working Mens Club	Independent Free	Registered Club	Independent Free	WF 6 1DT
Normanton Con & Unionist Club	Independent Free	Registered Club	Independent Free	WF 6 2AP
Midland Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WF 6 2AR
Arooje Restaurant	Independent Free	Restaurant	Independent Free	WF 6 2AR
Junction Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 6 2AU
Black Swan	Independent Free	Pubs & Full On	Independent Free	WF 6 2DP
Normanton & Altofts Comrades Athletic	Independent Free	Registered Club	Independent Free	WF 6 2DT
New Carlton Social Club	Independent Free	Registered Club	Independent Free	WF 6 2EH
Hopetown Liberal Working Mens Club &	Independent Free	Registered Club	Independent Free	WF 6 2ET
Altofts Community And Sports Foundati	Independent Free	Registered Club	Independent Free	WF 6 2JH
Horse & Jockey	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WF 6 2NU
Ole In T'wall	Independent Free	Pubs & Full On	Independent Free	WF 6 2AD

MAP OF AREA

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Area: ATLT_Midland HotelWF6 2AR (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