

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** ATLT\_Royal OakHU12 8AL (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0    | 100 | 200 |
|----------------------------|--------------|------------|------------|------------|-----|-----|
| 1 Affluent Achievers       | 7            | 2.1        | 22.0       | 10         |     |     |
| 2 Rising Prosperity        | 0            | 0.0        | 10.1       | 0          |     |     |
| 3 Comfortable Communities  | 221          | 66.8       | 26.2       | 255        |     |     |
| 4 Financially Stretched    | 103          | 31.1       | 23.7       | 131        |     |     |
| 5 Urban Adversity          | 0            | 0.0        | 17.6       | 0          |     |     |
| 6 Not Private Households   | 0            | 0.0        | 0.3        | 0          |     |     |
| <b>Total households</b>    |              |            |            | <b>331</b> |     |     |

### Acorn Category Pen Portrait

3 Comfortable Communities
14.4M UK Adults    27.3% 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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 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             | 0            | 0.0        | 1.1        | 0     |   |     |     |
| 1.B Executive Wealth              | 0            | 0.0        | 11.2       | 0     |   |     |     |
| 1.C Mature Money                  | 7            | 2.1        | 9.6        | 22    |   |     |     |
| <b>2. Rising Prosperity</b>       |              |            |            |       |   |     |     |
| 2.D City Sophisticates            | 0            | 0.0        | 4.0        | 0     |   |     |     |
| 2.E Career Climbers               | 0            | 0.0        | 6.2        | 0     |   |     |     |
| <b>3. Comfortable Communities</b> |              |            |            |       |   |     |     |
| 3.F Countryside Communities       | 149          | 45.0       | 5.7        | 785   |   |     |     |
| 3.G Successful Suburbs            | 41           | 12.4       | 5.9        | 211   |   |     |     |
| 3.H Steady Neighbourhoods         | 0            | 0.0        | 7.4        | 0     |   |     |     |
| 3.I Comfortable Seniors           | 31           | 9.4        | 2.9        | 322   |   |     |     |
| 3.J Starting Out                  | 0            | 0.0        | 4.3        | 0     |   |     |     |
| <b>4. Financially Stretched</b>   |              |            |            |       |   |     |     |
| 4.K Student Life                  | 0            | 0.0        | 2.4        | 0     |   |     |     |
| 4.L Modest Means                  | 55           | 16.6       | 7.9        | 210   |   |     |     |
| 4.M Striving Families             | 19           | 5.7        | 7.5        | 76    |   |     |     |
| 4.N Poorer Pensioners             | 29           | 8.8        | 5.9        | 148   |   |     |     |
| <b>5. Urban Adversity</b>         |              |            |            |       |   |     |     |
| 5.O Young Hardship                | 0            | 0.0        | 6.1        | 0     |   |     |     |
| 5.P Struggling Estates            | 0            | 0.0        | 6.1        | 0     |   |     |     |
| 5.Q Difficult Circumstances       | 0            | 0.0        | 5.3        | 0     |   |     |     |
| <b>6. Not Private Households</b>  |              |            |            |       |   |     |     |
| 6.R Not Private Households        | 0            | 0.0        | 0.3        | 0     |   |     |     |
| <b>Total households</b>           | <b>331</b>   |            |            |       |   |     |     |


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<br><b>65+</b>               | Children at home<br><b>0</b>      |
| House tenure<br><b>Owned outright</b> | Family structure<br><b>Couple</b> |
| Number of beds<br><b>4</b>            | House type<br><b>Detached</b>     |



**FINANCIAL PROFILE**

|  |  |  |
|--|--|--|
| Household Income<br>UK <b>£42k</b><br>London n/a<br>Average: £40k    Average: £44k | % Disposable Income<br>UK <b>53%</b><br>London n/a<br>Average: 44%    Average: 39% | Financial situation<br>Running into debt    Saving a lot |
|--|--|--|

**BRANDS**

SHOPPING: LAKELAND, Specsavers, Clarks

LEISURE: CAFE NERO, Zizzi, CAFE ROUGE

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

**DIGITAL**

**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%)

**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**

|          |       |      |     |                |
|----------|-------|------|-----|----------------|
| CATEGORY | GROUP | TYPE | MAP | WHAT IS ACORN? |
|----------|-------|------|-----|----------------|

### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Royal OakHU12 8AL (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 |
|--|--------------|------------|------------|-------|---|-----|-----|
| <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   | 0            | 0.0        | 0.9        | 0     |   |     |     |
| <b>1.B Executive Wealth</b>                                      |              |            |            |       |   |     |     |
| 1.B.4 Asset rich families  | 0            | 0.0        | 2.6        | 0     |   |     |     |
| 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                               | 0            | 0.0        | 1.5        | 0     |   |     |     |
| 1.B.9 Well-off edge of towners                                   | 0            | 0.0        | 1.6        | 0     |   |     |     |
| <b>1.C Mature Money</b>  |              |            |            |       |   |     |     |
| 1.C.10 Better-off villagers                                      | 1            | 0.3        | 3.0        | 10    |   |     |     |
| 1.C.11 Settled suburbia, older people                            | 0            | 0.0        | 2.9        | 0     |   |     |     |
| 1.C.12 Retired and empty nesters                                 | 6            | 1.8        | 2.5        | 73    |   |     |     |
| 1.C.13 Upmarket downsizers                                       | 0            | 0.0        | 1.3        | 0     |   |     |     |
| <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                              | 0            | 0.0        | 1.9        | 0     |   |     |     |
| 2.E.19 First time buyers in small, modern homes                  | 0            | 0.0        | 3.3        | 0     |   |     |     |
| 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  | 19           | 5.7        | 1.5        | 384   |   |     |     |
| 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               | 130          | 39.3       | 3.2        | 1,238 |   |     |     |
| <b>3.G Successful Suburbs</b>                                    |              |            |            |       |   |     |     |
| 3.G.24 Comfortably-off families in modern housing                | 0            | 0.0        | 2.6        | 0     |   |     |     |
| 3.G.25 Larger family homes, multi-ethnic areas                   | 0            | 0.0        | 0.8        | 0     |   |     |     |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 41           | 12.4       | 2.4        | 511   |   |     |     |
| <b>3.H Steady Neighbourhoods</b>                                 |              |            |            |       |   |     |     |
| 3.H.27 Suburban semis, conventional attitudes                    | 0            | 0.0        | 3.4        | 0     |   |     |     |
| 3.H.28 Owner occupied terraces, average income                   | 0            | 0.0        | 1.6        | 0     |   |     |     |
| 3.H.29 Established suburbs, older families                       | 0            | 0.0        | 2.3        | 0     |   |     |     |
| <b>3.I Comfortable Seniors</b>                                   |              |            |            |       |   |     |     |
| 3.I.30 Older people, neat and tidy neighbourhoods                | 31           | 9.4        | 2.4        | 388   |   |     |     |
| 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             | 0            | 0.0        | 2.1        | 0     |   |     |     |
| 3.J.33 Smaller houses and starter homes                          | 0            | 0.0        | 2.3        | 0     |   |     |     |
| <b>4. Financially Stretched</b>                                  |              |            |            |       |   |     |     |
| <b>4.K Student Life</b>  |              |            |            |       |   |     |     |
| 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     |   |     |     |
| <b>4.L Modest Means</b>  |              |            |            |       |   |     |     |
| 4.L.37 Low cost flats in suburban areas                          | 0            | 0.0        | 1.4        | 0     |   |     |     |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods        | 25           | 7.6        | 2.6        | 287   |   |     |     |
| 4.L.39 Fading owner occupied terraces                            | 30           | 9.1        | 2.9        | 315   |   |     |     |
| 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                              | 0            | 0.0        | 1.6        | 0     |   |     |     |
| 4.M.42 Struggling young families in post-war terraces            | 0            | 0.0        | 1.7        | 0     |   |     |     |
| 4.M.43 Families in right-to-buy estates                          | 0            | 0.0        | 2.1        | 0     |   |     |     |
| 4.M.44 Post-war estates, limited means                           | 19           | 5.7        | 2.2        | 261   |   |     |     |
| <b>4.N Poorer Pensioners</b>                                     |              |            |            |       |   |     |     |
| 4.N.45 Pensioners in social housing, semis and terraces          | 0            | 0.0        | 0.8        | 0     |   |     |     |
| 4.N.46 Elderly people in social rented flats                     | 0            | 0.0        | 1.1        | 0     |   |     |     |
| 4.N.47 Low income older people in smaller semis                  | 29           | 8.8        | 2.3        | 385   |   |     |     |
| 4.N.48 Pensioners and singles in social rented flats             | 0            | 0.0        | 1.8        | 0     |   |     |     |
| <b>5. Urban Adversity</b>  |              |            |            |       |   |     |     |
| <b>5.O Young Hardship</b>  |              |            |            |       |   |     |     |
| 5.O.49 Young families in low cost private flats                  | 0            | 0.0        | 2.1        | 0     |   |     |     |
| 5.O.50 Struggling younger people in mixed tenure                 | 0            | 0.0        | 1.7        | 0     |   |     |     |
| 5.O.51 Young people in small, low cost terraces                  | 0            | 0.0        | 2.3        | 0     |   |     |     |
| <b>5.P Struggling Estates</b>                                    |              |            |            |       |   |     |     |
| 5.P.52 Poorer families, many children, terraced housing          | 0            | 0.0        | 1.6        | 0     |   |     |     |
| 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          | 0            | 0.0        | 1.6        | 0     |   |     |     |
| <b>5.Q Difficult Circumstances</b>                               |              |            |            |       |   |     |     |
| 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       | 0            | 0.0        | 1.8        | 0     |   |     |     |
| 5.Q.59 Deprived areas and high-rise flats                        | 0            | 0.0        | 2.0        | 0     |   |     |     |
| <b>6. Not Private Households</b>                                 |              |            |            |       |   |     |     |
| <b>6.R Not Private Households</b>                                |              |            |            |       |   |     |     |
| 6.R.60 Active communal population                                | 0            | 0.0        | 0.1        | 0     |   |     |     |
| 6.R.61 Inactive communal population                              | 0            | 0.0        | 0.3        | 0     |   |     |     |
| 6.R.62 Business areas without resident population                | 0            | 0          | 0          | 0     |   |     |     |
| <b>Total households</b>  | <b>331</b>   |            |            |       |   |     |     |

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_Royal OakHU12 8AL (1 Mile contour)



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

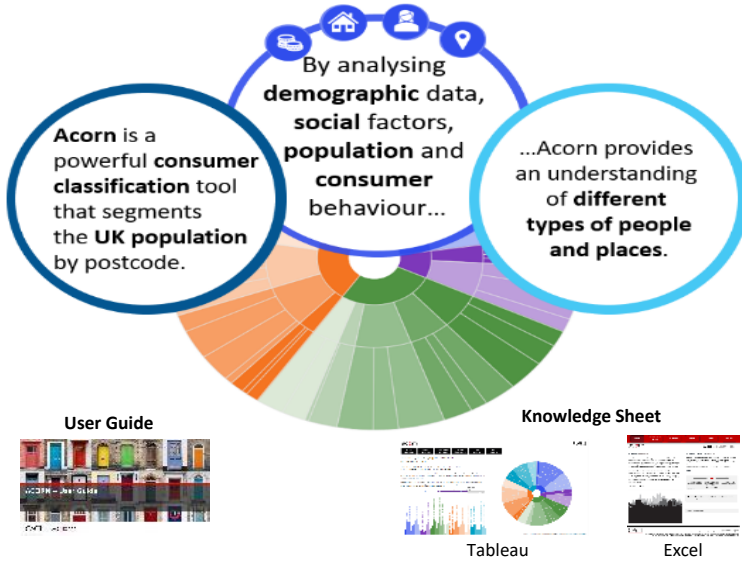
### Acorn Groups

- 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

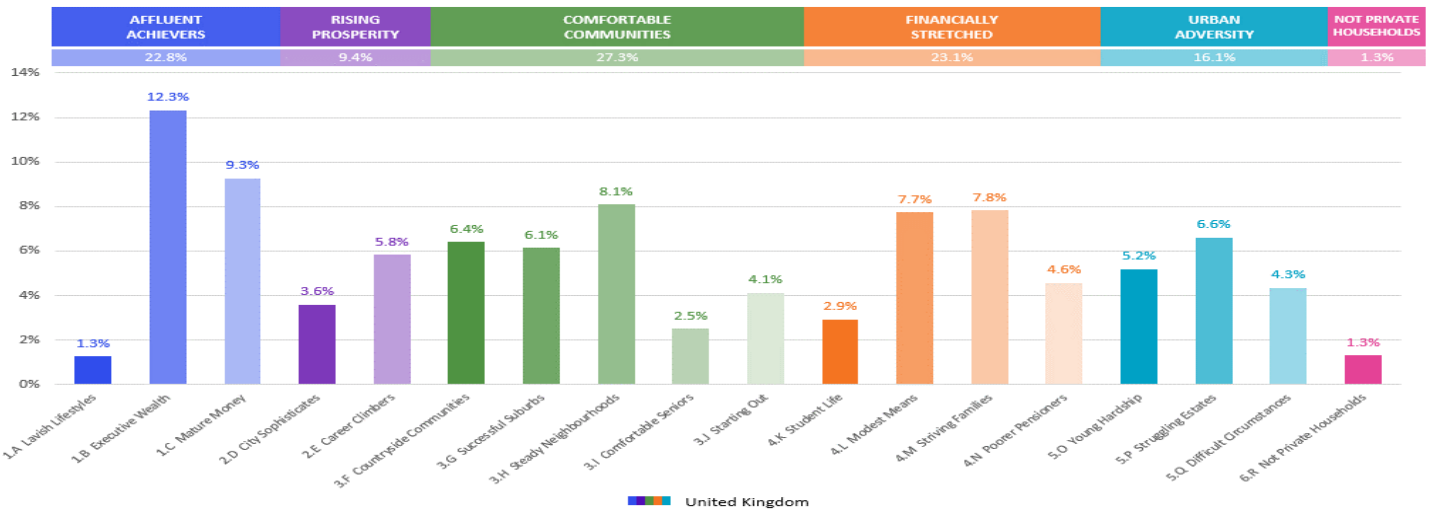
House tenure: Owned outright

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\_Royal OakHU12 8AL (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

| Licence Type     | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|-------|---|-----|-----|
| Pubs & Full On   | 3       | 439.2               | 84.9                | 517   |   |     |     |
| Proprietary Club | 0       | 0.0                 | 8.1                 | 0     |   |     |     |
| Registered Club  | 0       | 0.0                 | 29.9                | 0     |   |     |     |
| Restaurant       | 0       | 0.0                 | 34.6                | 0     |   |     |     |
| Residential      | 0       | 0.0                 | 3.5                 | 0     |   |     |     |

| Name          | Description         | License Type   | Owner Name          | Postcode |
|---------------|---------------------|----------------|---------------------|----------|
| Humber Tavern | Tadcaster Pub Co    | Pubs & Full On | Tadcaster Pub Co    | HU12 8AL |
| Royal Oak     | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | HU12 8AL |
| Duke Of York  | Independent Free    | Pubs & Full On | Independent Free    | HU12 8FP |

# MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT\_Royal OakHU12 8AL (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