

# CGA LICENCED PREMISES

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Area: ATLT\_Castle InnSN1 3LQ (15 min contour)  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	107	70.2	84.9	83			
Proprietary Club	18	11.8	8.1	145			
Registered Club	35	23.0	29.9	77			
Restaurant	51	33.5	34.6	97			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Victoria	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SN 1 3BD
Village Tavern	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	SN 5 8DR
Queens Tap	Punch Pub Company	Pubs & Full On	Punch Pub Company	SN 1 1DG
Le Rendezvous	Independent Free	Restaurant	Independent Free	SN 1 1DT
Wyvern Tavern	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SN 1 1BL
Meca Swindon	Independent Free	Pubs & Full On	Independent Free	SN 1 1PR
Rudis Bar & Restaurant	Arkells	Pubs & Full On	Arkells	SN 1 1PR
Wyvern Theatre Restaurant	Independent Free	Restaurant	Independent Free	SN 1 1QN
Swindon Rendezvous	Independent Free	Restaurant	Independent Free	SN 1 1QN
Waiting Room	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SN 1 1RA
Savoy	Wetherspoon	Pubs & Full On	Wetherspoon	SN 1 1JL
Thistle Express	GLH Hotels Management UK Ltd	Pubs & Full On	GLH Hotels Management UK Ltd	SN 1 1TN
County Ground Hotel	Arkells	Pubs & Full On	Arkells	SN 1 2EB
Swindon Cricket Club	Independent Free	Registered Club	Independent Free	SN 1 2EE
Swindon Bowling Club	Independent Free	Registered Club	Independent Free	SN 1 2NH
Merlin	Greene King	Pubs & Full On	Greene King	SN 1 3AF
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	SN 1 3AG
Khyber Restaurant	Independent Free	Restaurant	Independent Free	SN 1 3AJ
Jewel In The Crown	Independent Free	Restaurant	Independent Free	SN 1 3AL
Ruchi Indian Restaurant	Independent Free	Restaurant	Independent Free	SN 1 3BD
Spice Beyond Indian Cuisine	Independent Free	Restaurant	Independent Free	SN 1 3BD
Mela	Independent Free	Restaurant	Independent Free	SN 1 3BH
Gaetano Pizzeria	Independent Free	Restaurant	Independent Free	SN 1 3BU
Wheatsheaf	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	SN 1 3DP
Byrons	Independent Free	Pubs & Full On	Independent Free	SN 1 3DQ
il Capricorno	Independent Free	Restaurant	Independent Free	SN 1 3EP
Suju	Independent Free	Proprietary Club	Independent Free	SN 1 3EP
High Street Club	Independent Free	Registered Club	Independent Free	SN 1 3EP
Goddard Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SN 1 3EG
Roaring Donkey	Punch Pub Company	Pubs & Full On	Punch Pub Company	SN 1 3HJ
Longs Bar	Arkells	Pubs & Full On	Arkells	SN 1 3BB
Castle Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SN 1 3LQ
Globe	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SN 1 3LT
Ashford Road Club	Independent Free	Registered Club	Independent Free	SN 1 3NT
Clifton Hotel	Arkells	Pubs & Full On	Arkells	SN 1 3PY
Biplob Tandoori	Independent Free	Restaurant	Independent Free	SN 1 4AB
20 At The Kings	Arkells	Pubs & Full On	Arkells	SN 1 4AB
Marios Trattoria	Independent Free	Restaurant	Independent Free	SN 1 4AN
Fabio Ristorante	Independent Free	Restaurant	Independent Free	SN 1 4AS
Baker Street	Independent Free	Pubs & Full On	Independent Free	SN 1 4AN
Swindon Conservative Club	Independent Free	Registered Club	Independent Free	SN 1 4BA
Connies Restaurant	Independent Free	Restaurant	Independent Free	SN 1 4BG
Plough	Arkells	Pubs & Full On	Arkells	SN 1 4BQ
Royal Oak	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	SN 1 4BQ
Town Gardens Bowling Club	Independent Free	Registered Club	Independent Free	SN 1 4EN
Westlecott Bowls Club	Independent Free	Registered Club	Independent Free	SN 1 4EU
Running Horse	Arkells	Pubs & Full On	Arkells	SN 1 4NQ
Glue Pot	Hop Back Brewery	Pubs & Full On	Hop Back Brewery	SN 1 5BP
Greyhound	Independent Free	Pubs & Full On	Independent Free	SN 1 5DL
Greek Olive	Independent Free	Restaurant	Independent Free	SN 1 5DL
Diwali	Independent Free	Restaurant	Independent Free	SN 1 5DL
Steam Railway	Punch Pub Company	Pubs & Full On	Punch Pub Company	SN 1 3DX
Westcott Place Working Mens Club	Independent Free	Registered Club	Independent Free	SN 1 5HL

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Registered Club	35	23.0	29.9	77			
Restaurant	51	33.5	34.6	97			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
La Cabonara	Independent Free	Restaurant	Independent Free	SN 1 5HW
Rolleston Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SN 1 5NX
Duke Of Edinburgh Hotel	Arkells	Pubs & Full On	Arkells	SN 2 1AE
Masai Choma House	Independent Free	Restaurant	Independent Free	SN 2 1BX
Swindon N End Bowling Club	Independent Free	Registered Club	Independent Free	SN 2 1BZ
Oasis Leisure Centre	Independent Free	Proprietary Club	Independent Free	SN 2 1DY
Southbrook Inn	Arkells	Pubs & Full On	Arkells	SN 2 1HF
Dolphin Hotel	Arkells	Pubs & Full On	Arkells	SN 2 2AF
Even Swindon Club	Independent Free	Registered Club	Independent Free	SN 2 2AZ
North Swindon Working Mens Club	Independent Free	Registered Club	Independent Free	SN 2 2NR
Manor	Arkells	Pubs & Full On	Arkells	SN 2 2NX
Swindon Manor Indoor Bowls Club	Independent Free	Registered Club	Independent Free	SN 2 2DS
Moonrakers	Arkells	Pubs & Full On	Arkells	SN 2 5AA
New Century Club	Independent Free	Registered Club	Independent Free	SN 2 8BU
Swiss Chalet	Arkells	Pubs & Full On	Arkells	SN 2 8DA
Gorse Hill Working Mens Club	Independent Free	Registered Club	Independent Free	SN 2 8DA
Swindon Gas Brd Sports & Social Club	Independent Free	Registered Club	Independent Free	SN 2 8DH
Upper Stratton Working Mens Reform C	Independent Free	Registered Club	Independent Free	SN 2 7QE
Bakers Arms	Arkells	Pubs & Full On	Arkells	SN 2 7RE
Polish Community Centre Club	Independent Free	Registered Club	Independent Free	SN 3 2LH
Queenstown Club	Independent Free	Registered Club	Independent Free	SN 3 1AF
Marriott Hotel	Marriott International	Pubs & Full On	Marriott International	SN 3 1SH
Broome Manor Golf Club	Independent Free	Registered Club	Independent Free	SN 3 1RG
Swindon Rugby Club	Independent Free	Registered Club	Independent Free	SN 3 3LA
Crumpled Horn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SN 3 3RZ
Stratton Community Leisure Centre	Independent Free	Proprietary Club	Independent Free	SN 3 4JY
White Hart	Arkells	Pubs & Full On	Arkells	SN 3 4JD
Wheatsheaf	Arkells	Pubs & Full On	Arkells	SN 3 4NH
Crown	Arkells	Pubs & Full On	Arkells	SN 3 4NL
New Inn	Arkells	Pubs & Full On	Arkells	SN 3 4PN
Rat Trap	Arkells	Pubs & Full On	Arkells	SN 3 4TF
Messenger	Greene King	Pubs & Full On	Greene King	SN 3 5AA
Sun Inn	Arkells	Pubs & Full On	Arkells	SN 3 6AA
Spotted Cow	Greene King	Pubs & Full On	Greene King	SN 3 6AA
Holiday Inn	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	SN 3 6AQ
Liden Community Centre	Independent Free	Registered Club	Independent Free	SN 3 6HF
Liden Arms	Arkells	Pubs & Full On	Arkells	SN 3 6HF
Cross Keys	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	SN 4 0AP
New Calley Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SN 4 0DF
Plough Inn	Arkells	Pubs & Full On	Arkells	SN 4 0EP
Bakers Arms	Arkells	Pubs & Full On	Arkells	SN 4 0EU
Village Inn	Arkells	Pubs & Full On	Arkells	SN 4 0HE
Chiseldon Smokehouse And Grill	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SN 4 0LU
Calley Arms	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	SN 4 0QG
Brown Jack	GRS Inns Limited	Pubs & Full On	GRS Inns Limited	SN 4 0RT
Wroughton Working Mens Club	Independent Free	Registered Club	Independent Free	SN 4 0SA
Harvey	Greene King	Pubs & Full On	Greene King	SN 5 7DL
Sally Pussey Inn	Arkells	Pubs & Full On	Arkells	SN 4 8ET
Churchill House	Greene King	Pubs & Full On	Greene King	SN 4 8ET
Check Inn	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	SN 4 9AA
Fox & Hounds	Arkells	Pubs & Full On	Arkells	SN 4 9JT
Carters Rest	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SN 4 9JU
White Hart	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	SN 4 9JX

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Restaurant	51	33.5	34.6	97			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Strada	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SN 4 9PF
Doubletree By Hilton	Hilton Group	Pubs & Full On	Hilton Group	SN 5 8UZ
Swindon West End Bowls Club	Independent Free	Registered Club	Independent Free	SN 1 4PH
Link Leisure Centre	Independent Free	Pubs & Full On	Independent Free	SN 5 7DL
Delta Tennis Centre	Independent Free	Proprietary Club	Independent Free	SN 5 7XF
Windmill	Greene King	Pubs & Full On	Greene King	SN 5 8LY
Village Inn	Milton Pubs and Taverns	Pubs & Full On	Milton Pubs and Taverns	SN 5 5PY
Swindon Rafa Club	Independent Free	Registered Club	Independent Free	SN 1 3HN
Village	KSL Capital Partners	Pubs & Full On	KSL Capital Partners	SN 5 7DW
147 Snooker Club	Independent Free	Proprietary Club	Independent Free	SN 1 5DE
Wroughton Bowls	Independent Free	Registered Club	Independent Free	SN 4 9LW
Great Western Hotel & Bar	Arkells	Pubs & Full On	Arkells	SN 1 1DH
Tap And Barrel	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	SN 1 2AJ
Swindon Football Club	Independent Free	Registered Club	Independent Free	SN 1 2ED
Beehive	Greene King	Pubs & Full On	Greene King	SN 1 3JS
Mackenzies Bar	Independent Free	Pubs & Full On	Independent Free	SN 1 4AB
Eldene Community Bar Club	Independent Free	Registered Club	Independent Free	SN 3 3RZ
Dockle Farmhouse	Wetherspoon	Pubs & Full On	Wetherspoon	SN 3 4PD
Chiseldon Sports & Social Club	Independent Free	Registered Club	Independent Free	SN 4 0LS
Iron Horse	Greene King	Pubs & Full On	Greene King	SN 4 9EJ
Tenpin	Tenpin Ltd	Proprietary Club	Tenpin Ltd	SN 5 7DN
Campanile Hotel	Campanile Hotels	Pubs & Full On	Campanile Hotels	SN 5 7XG
Lydiard	Whitbread	Pubs & Full On	Whitbread	SN 5 8UB
Woodlands Edge	Greene King	Pubs & Full On	Greene King	SN 5 5EZ
Moody Burger	Independent Free	Restaurant	Independent Free	SN 1 1BL
Dream Lounge	Independent Free	Proprietary Club	Independent Free	SN 1 1QN
Jack Spice Indian Restaurant	Independent Free	Restaurant	Independent Free	SN 1 1RA
Chiquito	Restaurant Group	Restaurant	Restaurant Group	SN 3 3SQ
Moose Hall	Independent Free	Registered Club	Independent Free	SN 1 3LS
Blues Cafe	Independent Free	Pubs & Full On	Independent Free	SN 1 1SD
Jesters Snooker Club	Independent Free	Proprietary Club	Independent Free	SN 3 3JD
Frankie & Bennys	Restaurant Group	Restaurant	Restaurant Group	SN 3 3SQ
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	SN 5 7DN
Swindon Balti Restaurant	Independent Free	Restaurant	Independent Free	SN 2 1AD
Pizza Express	Hony Capital	Restaurant	Hony Capital	SN 1 4AS
Chiseldon House Hotel	Independent Free	Pubs & Full On	Independent Free	SN 4 0LX
Groves Company Inn	Independent Free	Pubs & Full On	Independent Free	SN 1 1RQ
Bombay	Independent Free	Restaurant	Independent Free	SN 5 5DL
Chennai Dosa	Chennai Dosa	Restaurant	Chennai Dosa	SN 1 3AJ
Ta Volunteer Reserve	Independent Free	Registered Club	Independent Free	SN 1 5EH
Arts Centre	Independent Free	Pubs & Full On	Independent Free	SN 1 4BJ
North End Bowling Club	Independent Free	Registered Club	Independent Free	SN 2 1DB
Wroughton Bowls Club	Independent Free	Registered Club	Independent Free	SN 4 0RZ
Civil Service & Nalگو Sports Association	Independent Free	Registered Club	Independent Free	SN 2 7AP
Nuffield Health Fitness & Wellbeing Cen	Cannons Group Ltd	Proprietary Club	Cannons Group Ltd	SN 3 3SQ
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	SN 5 8UD
Lava Lounge	Independent Free	Pubs & Full On	Independent Free	SN 1 1RQ
Sir Daniel Arms	Wetherspoon	Pubs & Full On	Wetherspoon	SN 1 1RQ
Gala Bingo	Gala Group	Proprietary Club	Gala Group	SN 3 3SQ
Lalbagh Indian Cuisine	Independent Free	Restaurant	Independent Free	SN 2 2AY
Dream Lounge	Independent Free	Proprietary Club	Independent Free	SN 1 3AJ
Thai Orchid	Independent Free	Restaurant	Independent Free	SN 1 3BU
Kenzo 72	Independent Free	Pubs & Full On	Independent Free	SN 1 4BB

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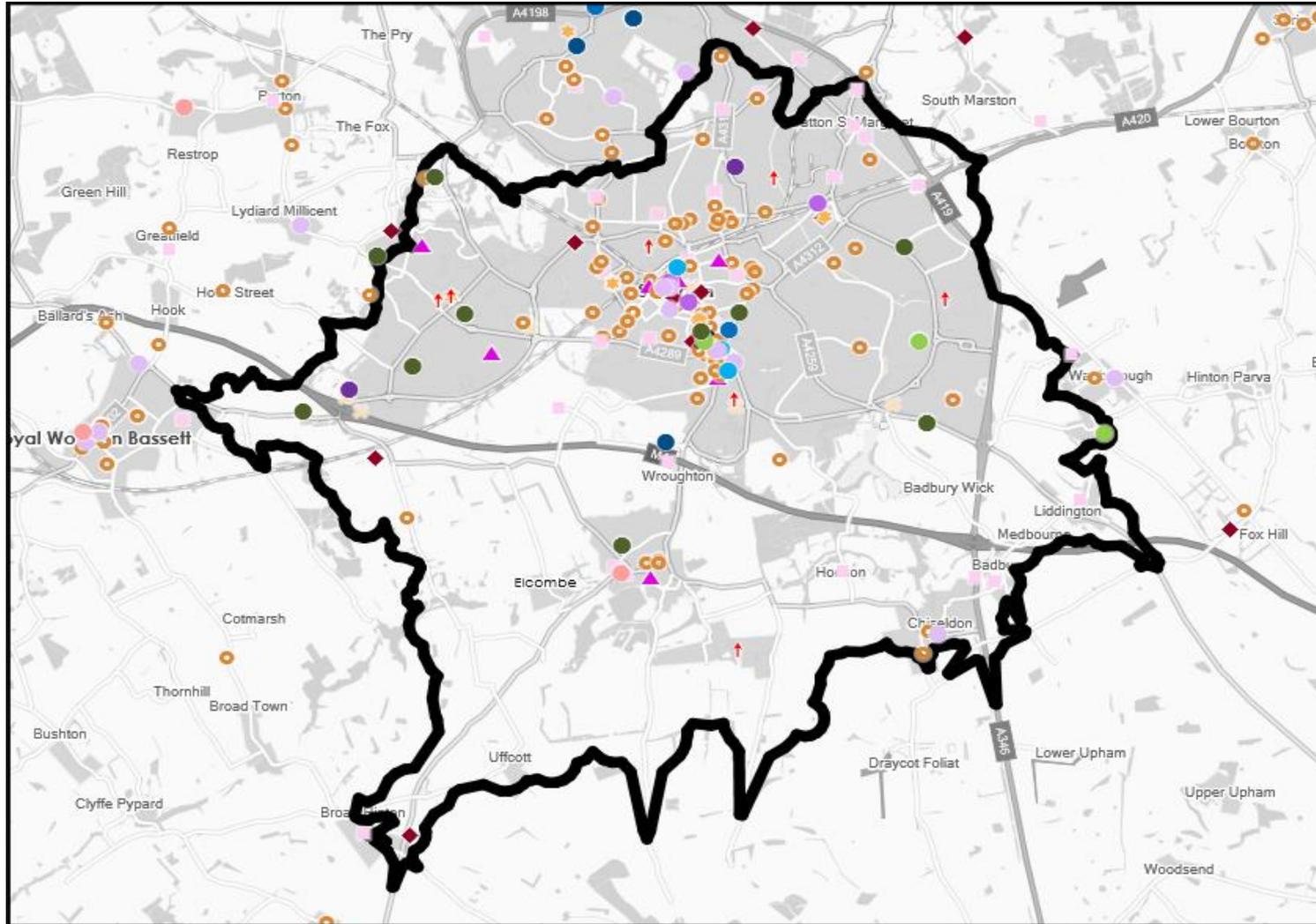
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	107	70.2	84.9	83			
Proprietary Club	18	11.8	8.1	145			
Registered Club	35	23.0	29.9	77			
Restaurant	51	33.5	34.6	97			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Alexandra House	Compass Catering	Pubs & Full On	Lime Venues	SN 4 0QJ
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	SN 1 1BT
Tree	Independent Free	Proprietary Club	Independent Free	SN 1 3RA
Kembrey Inn	Whitbread	Pubs & Full On	Whitbread	SN 2 8YS
Abys Indian Experience	Independent Free	Restaurant	Independent Free	SN 1 5AR
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	SN 1 2SF
Bank	Independent Free	Restaurant	Independent Free	SN 1 3AD
Old Town Thai	Independent Free	Restaurant	Independent Free	SN 1 4AN
Swandown Hotel	Independent Free	Pubs & Full On	Independent Free	SN 1 3AS
Da Vinci	Independent Free	Restaurant	Independent Free	SN 1 1RA
Fratellos	Independent Free	Restaurant	Independent Free	SN 1 3AJ
Yc Global Buffet	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SN 1 1BE
Jurys Inn	Jurys Inn Group	Pubs & Full On	Jurys Inn Group	SN 1 2NG
Basset Down Golf Course	Independent Free	Registered Club	Independent Free	SN 4 9QW
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	SN 3 3SG
Play Football	Play Football	Proprietary Club	Play Football	SN 2 8HB
Gusto Pannini	Independent Free	Pubs & Full On	Independent Free	SN 1 3BG
Gostinho Do Brasil	Independent Free	Pubs & Full On	Independent Free	SN 2 1AA
Siam Thai	Independent Free	Restaurant	Independent Free	SN 1 4BB
Blooms Swindon Garden Centre	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SN 4 9QT
Steam Museum	Independent Free	Pubs & Full On	Independent Free	SN 2 2EY
Baybery	Marston's	Pubs & Full On	Marston's	SN 1 7AP
Harpers	Independent Free	Pubs & Full On	Independent Free	SN 5 7JL
Giraffe	Boparan Restaurant Group	Restaurant	Boparan Restaurant Group	SN 2 2DY
Jacks	Independent Free	Restaurant	Independent Free	SN 1 3BH
Hop Inn	Independent Free	Pubs & Full On	Independent Free	SN 1 4BJ
Moshan Island Grill	Independent Free	Restaurant	Independent Free	SN 1 3DP
Eternal Optimist	Hop Kettle Brewery	Pubs & Full On	Hop Kettle Brewery	SN 1 4BJ
O'gradys Cafe Bar & Grill	Independent Free	Pubs & Full On	Independent Free	SN 2 8AF
Pine Trees Community Centre	Independent Free	Registered Club	Independent Free	SN 2 1RF
Luso Cafe	Independent Free	Restaurant	Independent Free	SN 1 1SD
New Delhi	Independent Free	Restaurant	Independent Free	SN 1 2LT
Lamaya	Independent Free	Restaurant	Independent Free	SN 1 1FA
Pizza Express	Hony Capital	Restaurant	Hony Capital	SN 2 2DY
Wagamama	Restaurant Group	Restaurant	Restaurant Group	SN 2 2DY
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	SN 1 1FA
Gibsons Bar	Independent Free	Pubs & Full On	Independent Free	SN 1 3BD
Box	Independent Free	Proprietary Club	Independent Free	SN 1 1RQ
Swindon Rendezous	Independent Free	Restaurant	Independent Free	SN 1 3RA
Five Guys	Five Guys Holdings	Restaurant	Five Guys Holdings	SN 2 2DY
	Independent Free	Pubs & Full On	Independent Free	SN 1 3BD
Tuppenny	Independent Free	Pubs & Full On	Independent Free	SN 1 4BD
Play Football	Play Football	Proprietary Club	Play Football	SN 3 1RA
Play Football	Play Football	Proprietary Club	Play Football	SN 3 5DA
Play Football	Play Football	Proprietary Club	Play Football	SN 2 1EP
Hall And Woodhouse Wichelstowe	Hall & Woodhouse	Pubs & Full On	Hall & Woodhouse	SN 1 7DA
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	SN 2 2FZ
Burger Priest	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SN 1 1LF
Play Football	Play Football	Proprietary Club	Play Football	SN 5 7DN
Baila Coffee & Vinyl	Independent Free	Pubs & Full On	Independent Free	SN 1 3BB
Tap & Brew	Independent Free	Pubs & Full On	Independent Free	SN 1 4BG
Vault	Independent Free	Pubs & Full On	Independent Free	SN 1 3BL

# MAP OF AREA

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 Source: OS Open Data 2018

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**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

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** ATLT\_Castle InnSN1 3LQ (15 min contour)  
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Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	7,260	11.1	22.0	50		
2 Rising Prosperity	4,073	6.2	10.1	61		
3 Comfortable Communities	21,283	32.4	26.2	<b>124</b>		
4 Financially Stretched	15,383	23.5	23.7	99		
5 Urban Adversity	17,400	26.5	17.6	<b>151</b>		
6 Not Private Households	195	0.3	0.3	89		
Graph						
<b>Total households</b>	<b>65,594</b>					

### Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%  
UK Adults 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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Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
<b>1. Affluent Achievers</b>						
1.A Lavish Lifestyles	102	0.2	1.1	14		
1.B Executive Wealth	4,352	6.6	11.2	59		
1.C Mature Money	2,806	4.3	9.6	44		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	4,073	6.2	6.2	100		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	656	1.0	5.7	17		
3.G Successful Suburbs	2,438	3.7	5.9	63		
3.H Steady Neighbourhoods	8,189	12.5	7.4	170		
3.I Comfortable Seniors	2,918	4.4	2.9	153		
3.J Starting Out	7,082	10.8	4.3	248		
<b>4. Financially Stretched</b>						
4.K Student Life	1,251	1.9	2.4	81		
4.L Modest Means	6,575	10.0	7.9	127		
4.M Striving Families	4,718	7.2	7.5	95		
4.N Poorer Pensioners	2,839	4.3	5.9	73		
<b>5. Urban Adversity</b>						
5.O Young Hardship	8,462	12.9	6.1	210		
5.P Struggling Estates	3,901	5.9	6.1	97		
5.Q Difficult Circumstances	5,037	7.7	5.3	144		
<b>6. Not Private Households</b>						
6.R Not Private Households	195	0.3	0.3	89		
<b>Total households</b>	<b>65,594</b>					

### 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 <b>25-34</b>	Children at home <b>1</b>
House tenure <b>Privately renting</b>	Family structure <b>Single parent</b>
Number of beds <b>2</b>	House type <b>Terraced</b>

#### BRANDS

SHOPPING:

LEISURE:

WEBSITES:

#### DIGITAL ATTITUDES

I worry about online security <b>52%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>52%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>38%</b> <small>UK average: 34%</small>
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<h4>KEY INTERNET USAGE</h4> <p>This group are more likely to <b>research credit cards</b> online</p>	<h4>TECHNOLOGY USAGE</h4> <p>This group are more likely to <b>take out a credit card</b> online</p>	<h4>TECHNOLOGY USAGE</h4> <p>This group are more likely to <b>watch TV on demand on a laptop</b></p>
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#### FINANCIAL PROFILE

Household Income UK <b>£30k</b> London <b>£34k</b> <small>Average: £40k      Average: £44k</small>	% Disposable Income UK <b>39%</b> London <b>28%</b> <small>Average: 44%      Average: 39%</small>	Financial situation 
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Castle InnSN1 3LQ (15 min 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
<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	102	0.2	0.9	18			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	647	1.0	2.6	38			
1.B.5 Wealthy countryside commuters	364	0.6	2.4	23			
1.B.6 Financially comfortable families	2,268	3.5	2.2	157			
1.B.7 Affluent professionals	83	0.1	0.9	15			
1.B.8 Prosperous suburban families	273	0.4	1.5	27			
1.B.9 Well-off edge of towners	717	1.1	1.6	68			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	698	1.1	3.0	36			
1.C.11 Settled suburbia, older people	1,575	2.4	2.9	84			
1.C.12 Retired and empty nesters	290	0.4	2.5	18			
1.C.13 Upmarket downsizers	243	0.4	1.3	28			
<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	1,529	2.3	1.9	124			
2.E.19 First time buyers in small, modern homes	2,539	3.9	3.3	118			
2.E.20 Mixed metropolitan areas	5	0.0	1.0	1			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
3.F.21 Farms and cottages	52	0.1	1.5	5			
3.F.22 Older couples and families in rural areas	18	0.0	1.1	3			
3.F.23 Owner occupiers in small towns and villages	586	0.9	3.2	28			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	1,615	2.5	2.6	93			
3.G.25 Larger family homes, multi-ethnic areas	22	0.0	0.8	4			
3.G.26 Semi-professional families, owner occupied neighbourhoods	801	1.2	2.4	50			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	4,412	6.7	3.4	195			
3.H.28 Owner occupied terraces, average income	742	1.1	1.6	71			
3.H.29 Established suburbs, older families	3,035	4.6	2.3	199			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	2,753	4.2	2.4	174			
3.I.31 Elderly singles in purpose-built accommodation	165	0.3	0.5	51			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	4,268	6.5	2.1	311			
3.J.33 Smaller houses and starter homes	2,814	4.3	2.3	191			
<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	1,251	1.9	1.7	110			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	502	0.8	1.4	54			
4.L.38 Semi-skilled workers in traditional neighbourhoods	1,406	2.1	2.6	82			
4.L.39 Fading owner occupied terraces	3,398	5.2	2.9	180			
4.L.40 High occupancy terraces, culturally diverse family areas	1,269	1.9	1.0	194			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	346	0.5	1.6	33			
4.M.42 Struggling young families in post-war terraces	2,434	3.7	1.7	222			
4.M.43 Families in right-to-buy estates	612	0.9	2.1	45			
4.M.44 Post-war estates, limited means	1,326	2.0	2.2	92			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	301	0.5	0.8	59			
4.N.46 Elderly people in social rented flats	1,530	2.3	1.1	215			
4.N.47 Low income older people in smaller semis	536	0.8	2.3	36			
4.N.48 Pensioners and singles in social rented flats	472	0.7	1.8	41			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	1,679	2.6	2.1	119			
5.O.50 Struggling younger people in mixed tenure	1,975	3.0	1.7	172			
5.O.51 Young people in small, low cost terraces	4,808	7.3	2.3	325			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	2,679	4.1	1.6	251			
5.P.53 Low income terraces	39	0.1	0.9	7			
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	1,183	1.8	1.6	109			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	929	1.4	1.5	93			
5.Q.58 Singles and young families, some receiving benefits	2,898	4.4	1.8	247			
5.Q.59 Deprived areas and high-rise flats	1,210	1.8	2.0	91			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	57	0.1	0.1	149			
6.R.61 Inactive communal population	138	0.2	0.3	76			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>65,594</b>						

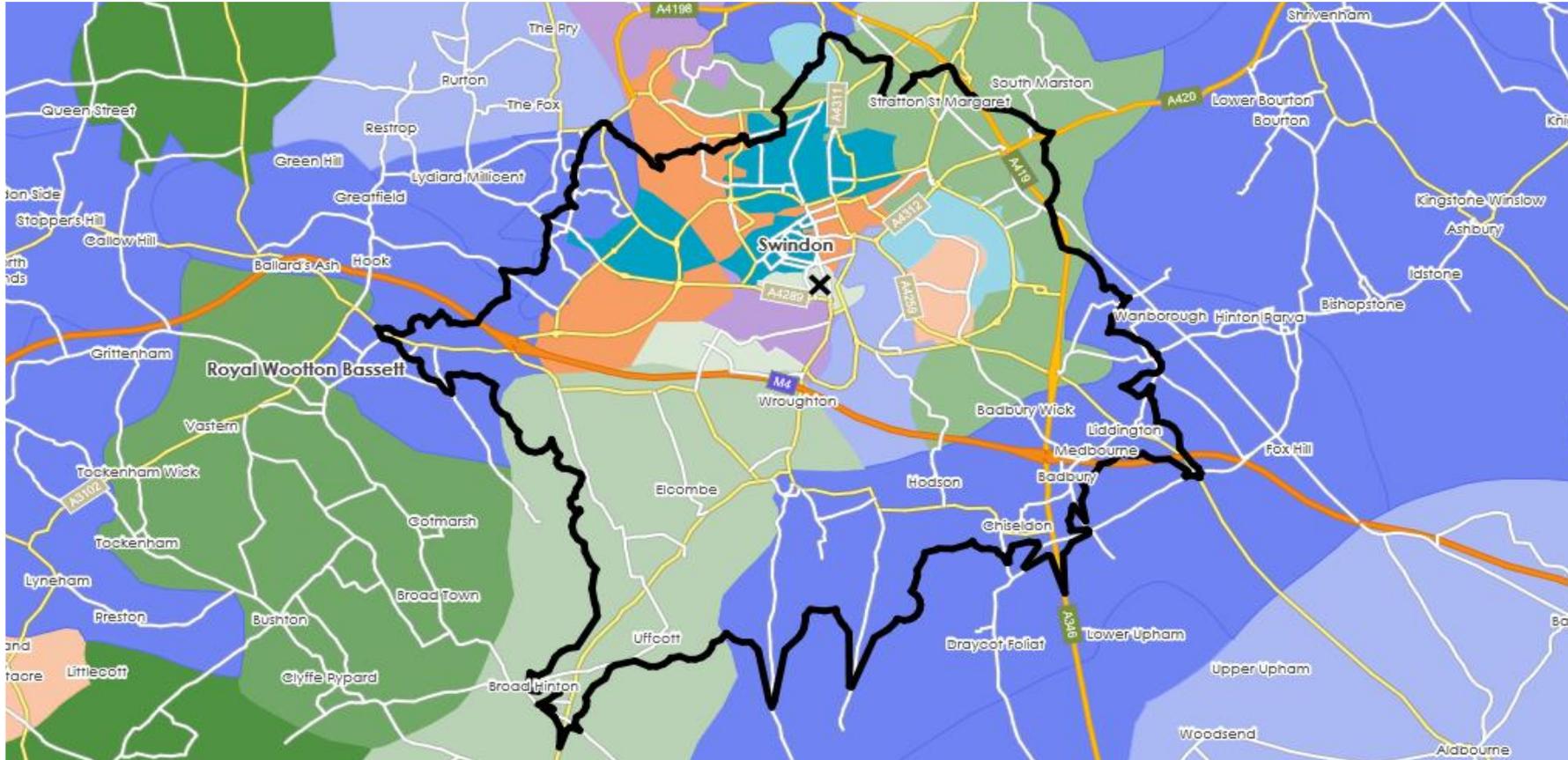
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_Castle InnsN1 3LQ (15 min contour)



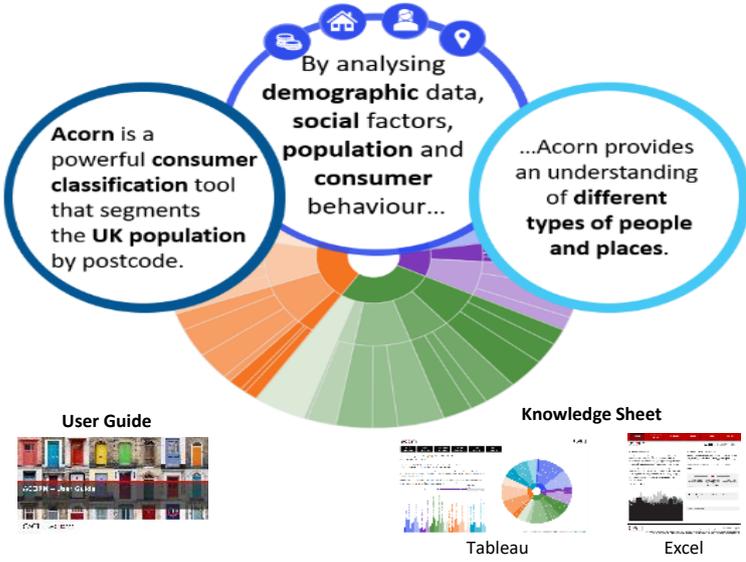
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

