

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** ATLT\_PloughIP29 4BE (15 min contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	3,428	38.4	22.0	175		
2 Rising Prosperity	58	0.6	10.1	6		
3 Comfortable Communities	3,837	43.0	26.2	164		
4 Financially Stretched	1,338	15.0	23.7	63		
5 Urban Adversity	230	2.6	17.6	15		
6 Not Private Households	38	0.4	0.3	128		
<b>Total households</b>		<b>8,929</b>				



Graph

### 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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Area: ATLT\_PloughIP29 4BE (15 min contour)  
 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	1,355	15.2	11.2	135			
1.C Mature Money	2,073	23.2	9.6	241			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	58	0.6	6.2	11			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	1,831	20.5	5.7	358			
3.G Successful Suburbs	489	5.5	5.9	93			
3.H Steady Neighbourhoods	629	7.0	7.4	96			
3.I Comfortable Seniors	548	6.1	2.9	211			
3.J Starting Out	340	3.8	4.3	88			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	577	6.5	7.9	82			
4.M Striving Families	459	5.1	7.5	68			
4.N Poorer Pensioners	302	3.4	5.9	57			
<b>5. Urban Adversity</b>							
5.O Young Hardship	128	1.4	6.1	23			
5.P Struggling Estates	40	0.4	6.1	7			
5.Q Difficult Circumstances	62	0.7	5.3	13			
<b>6. Not Private Households</b>							
6.R Not Private Households	38	0.4	0.3	128			
<b>Total households</b>	<b>8,929</b>						

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

**FINANCIAL PROFILE**

Household Income UK: <b>£46k</b> London: <b>£50k</b> Average: £40k    Average: £44k	% Disposable Income UK: <b>54%</b> London: <b>51%</b> Average: 44%    Average: 39%	Financial situation Running into debt    Saving a lot
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**BRANDS**

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

**DIGITAL ATTITUDES**

I worry about online security <b>58%</b> UK average: 55%	Shopping online makes my life easier <b>52%</b> UK average: 53%	I couldn't live without the internet on my mobile <b>26%</b> UK average: 34%
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**KEY INTERNET USAGE**    **TECHNOLOGY USAGE**

This group are more likely to <b>research home insurance online</b>	This group are more likely to <b>purchase event tickets online</b>	This group are more likely to <b>own a tablet</b>
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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\_PloughIP29 4BE (15 min 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	542	6.1	2.6	232			
1.B.5 Wealthy countryside commuters	721	8.1	2.4	335			
1.B.6 Financially comfortable families	35	0.4	2.2	18			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	15	0.2	1.5	11			
1.B.9 Well-off edge of towners	42	0.5	1.6	29			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	1,058	11.8	3.0	397			
1.C.11 Settled suburbia, older people	102	1.1	2.9	40			
1.C.12 Retired and empty nesters	773	8.7	2.5	349			
1.C.13 Upmarket downsizers	140	1.6	1.3	120			
<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	32	0.4	1.9	19			
2.E.19 First time buyers in small, modern homes	26	0.3	3.3	9			
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	344	3.9	1.5	257			
3.F.22 Older couples and families in rural areas	549	6.1	1.1	577			
3.F.23 Owner occupiers in small towns and villages	938	10.5	3.2	331			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	116	1.3	2.6	49			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	373	4.2	2.4	172			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	412	4.6	3.4	134			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	217	2.4	2.3	104			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	538	6.0	2.4	250			
3.I.31 Elderly singles in purpose-built accommodation	10	0.1	0.5	23			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	228	2.6	2.1	122			
3.J.33 Smaller houses and starter homes	112	1.3	2.3	56			
<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	57	0.6	1.4	45			
4.L.38 Semi-skilled workers in traditional neighbourhoods	444	5.0	2.6	189			
4.L.39 Fading owner occupied terraces	76	0.9	2.9	30			
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	139	1.6	1.6	98			
4.M.42 Struggling young families in post-war terraces	152	1.7	1.7	102			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	168	1.9	2.2	86			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	27	0.3	0.8	39			
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	180	2.0	2.3	89			
4.N.48 Pensioners and singles in social rented flats	95	1.1	1.8	60			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	43	0.5	2.1	22			
5.O.50 Struggling younger people in mixed tenure	85	1.0	1.7	55			
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	22	0.2	1.6	15			
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	18	0.2	1.6	12			
<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	56	0.6	1.8	35			
5.Q.59 Deprived areas and high-rise flats	6	0.1	2.0	3			
<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	38	0.4	0.3	155			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>8,929</b>						

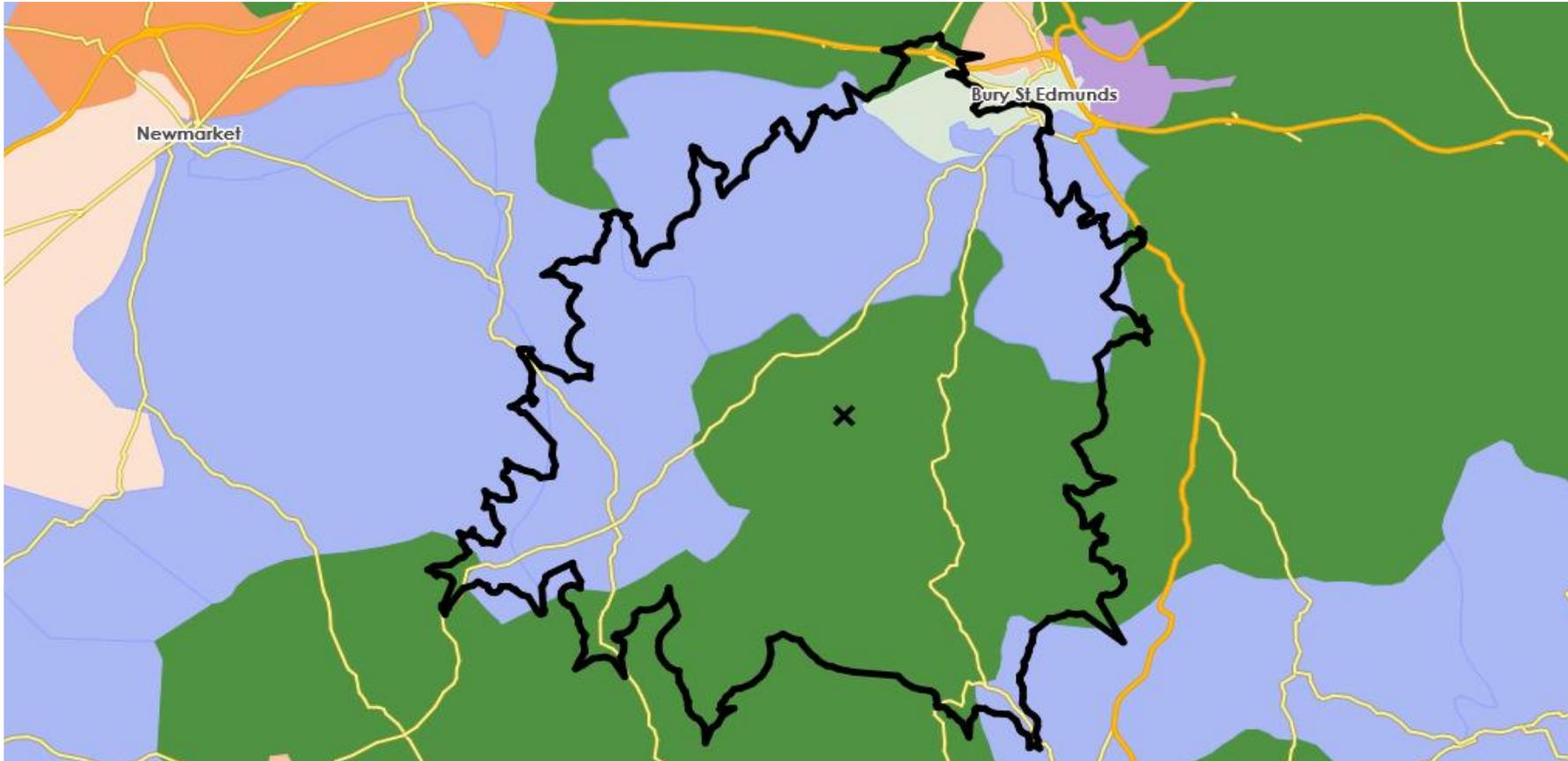
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_PloughIP29 4BE (15 min contour)



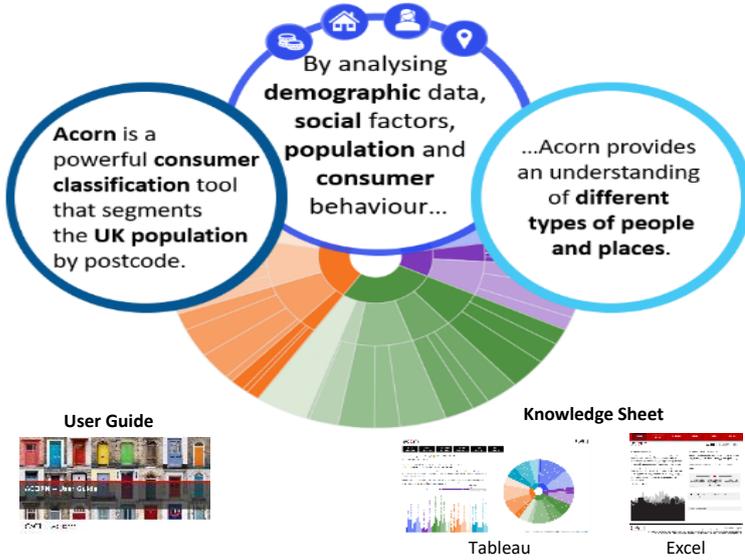
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
	<input type="radio"/>	R. Not Private Households	60-62

### 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

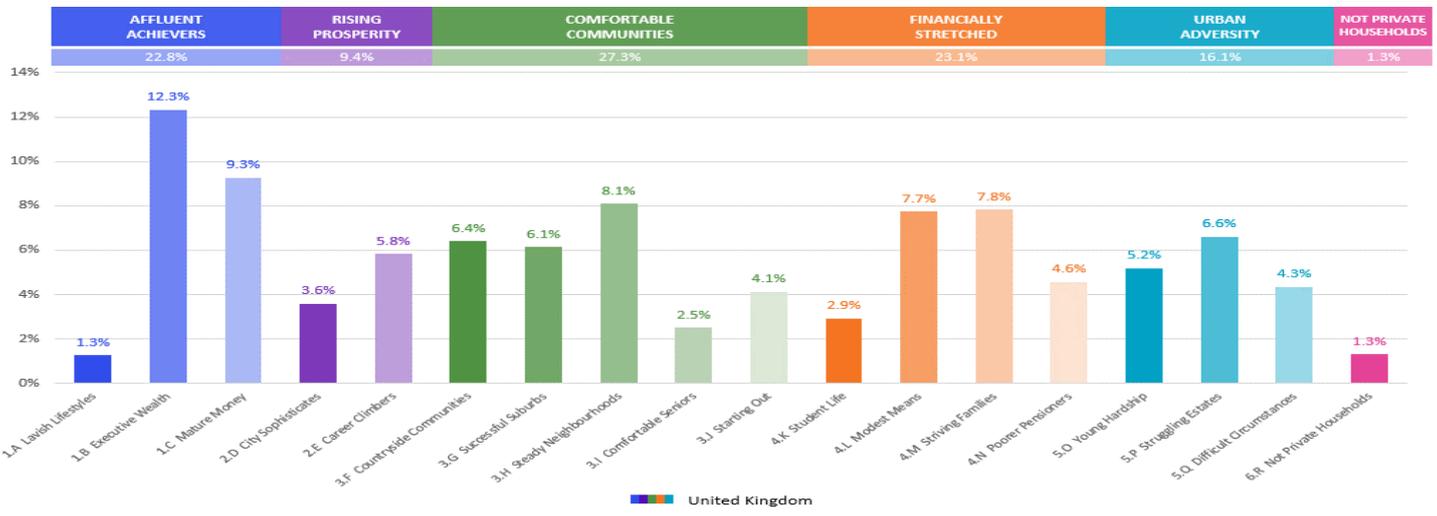
House tenure: Owned outright

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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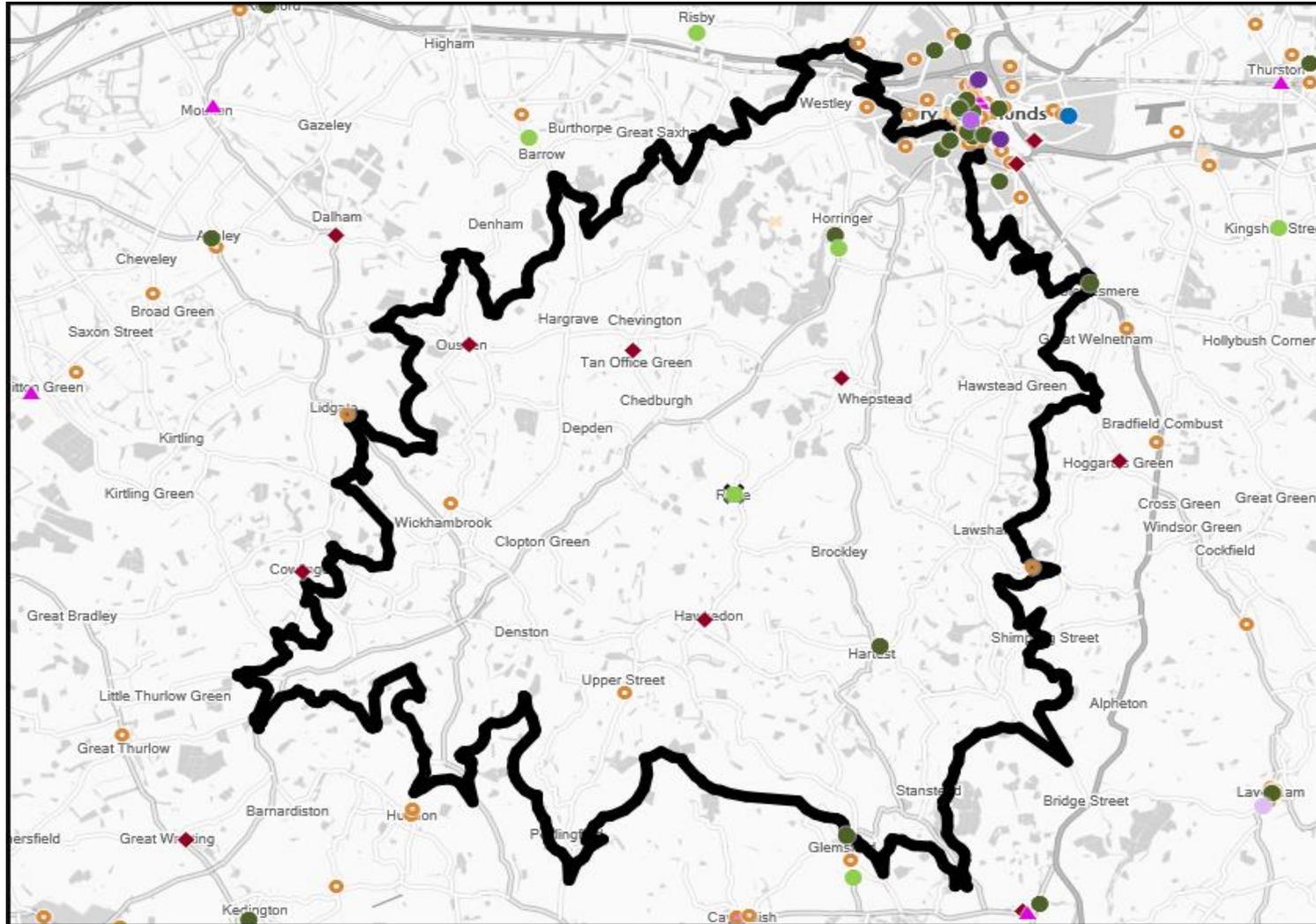
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	19	88.2	84.9	<b>104</b>			
Proprietary Club	1	4.6	8.1	57			
Registered Club	5	23.2	29.9	78			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Fox	Unknown	Pubs & Full On	Unknown	CB 8 8TR
Wickhambrook Greyhound & Twenty Or	Independent Free	Pubs & Full On	Independent Free	CB 8 8XS
Black Lion	Greene King	Pubs & Full On	Greene King	CO10 7RF
Compasses	Independent Free	Pubs & Full On	Independent Free	CO10 8LN
Crown	Gusto Pronto Ltd	Pubs & Full On	Greene King	IP29 4DH
Plough	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP29 4BE
Queens Head	Unknown	Pubs & Full On	Unknown	IP29 4NN
Swan Inn	Independent Free	Pubs & Full On	Independent Free	IP29 4QA
White Horse	Unknown	Pubs & Full On	Unknown	IP29 4SS
Ickworth Hotel & Restaurant	von Essen Hotels	Pubs & Full On	von Essen Hotels	IP29 5QE
Greyhound	Unknown	Pubs & Full On	Unknown	IP29 5QS
Six Bells	Greene King	Pubs & Full On	Greene King	IP29 5SJ
Beehive	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP29 5SN
Horringer Social Club	Independent Free	Registered Club	Independent Free	IP29 5SN
Rushbrooks Arms	Greene King	Pubs & Full On	Greene King	IP30 0BU
Rose & Crown	Greene King	Pubs & Full On	Greene King	IP33 1NP
Black Boy	Greene King	Pubs & Full On	Greene King	IP33 1QD
Hunter Club	Independent Free	Proprietary Club	Independent Free	IP33 3PJ
St Edmunds Club	Independent Free	Registered Club	Independent Free	IP33 1QG
Spread Eagle	Greene King	Pubs & Full On	Greene King	IP33 2DE
Dove	Greene King	Pubs & Full On	Greene King	IP33 3JU
West End Home Guard Club	Independent Free	Registered Club	Independent Free	IP33 3UB
West Bury Social Club	Independent Free	Registered Club	Independent Free	IP33 3JB
Oakes Barn	Independent Free	Pubs & Full On	Independent Free	IP33 3PH
Greene King Social Club	Independent Free	Registered Club	Independent Free	IP33 3PB

# MAP OF AREA

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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