




















ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Rising SunBB1 9BE (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,555	40.6	22.0	185		
 2 Rising Prosperity	104	2.7	10.1	27		
 3 Comfortable Communities	787	20.5	26.2	78		
 4 Financially Stretched	894	23.3	23.7	98		
 5 Urban Adversity	492	12.8	17.6	73		
 6 Not Private Households	2	0.1	0.3	16		
 Graph						
Total households	3,834					

Acorn Category Pen Portrait

1 Affluent Achievers

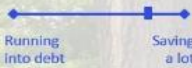
Age range

55+

House type

Detached

Financial situation



House tenure

Owned outright

Children at home

0








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

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Rising SunBB1 9BE (1 Mile contour)
Base: Great Britain
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	529	13.8	11.2	123			
1.C Mature Money	1,026	26.8	9.6	278			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	104	2.7	6.2	44			
3. Comfortable Communities							
3.F Countryside Communities	118	3.1	5.7	54			
3.G Successful Suburbs	247	6.4	5.9	109			
3.H Steady Neighbourhoods	160	4.2	7.4	57			
3.I Comfortable Seniors	144	3.8	2.9	129			
3.J Starting Out	118	3.1	4.3	71			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	505	13.2	7.9	166			
4.M Striving Families	130	3.4	7.5	45			
4.N Poorer Pensioners	259	6.8	5.9	114			
5. Urban Adversity							
5.O Young Hardship	200	5.2	6.1	85			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	292	7.6	5.3	142			
6. Not Private Households							
6.R Not Private Households	2	0.1	0.3	16			
Total households	3,834						

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

BRANDS

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

DIGITAL ATTITUDES

I worry about online security 58% <small>UK average: 55%</small>	Shopping online makes my life easier 52% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 26% <small>UK average: 34%</small>
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<h4>KEY INTERNET USAGE</h4> <p>This group are more likely to research home insurance online</p>	<h4>TECHNOLOGY USAGE</h4> <p>This group are more likely to purchase event tickets online</p>	<h4>TECHNOLOGY USAGE</h4> <p>This group are more likely to own a tablet</p>
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FINANCIAL PROFILE

Household Income UK: £46k (Average: £40k) London: £50k (Average: £44k)	% Disposable Income UK: 54% (Average: 44%) London: 51% (Average: 39%)	Financial situation Running into debt Saving a lot
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Navigation: A B C **D** E F G H I J K L M N O P Q R

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

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Area: ATLT_Rising SunBB1 9BE (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	292	7.6	2.6	291			
1.B.5 Wealthy countryside commuters	78	2.0	2.4	84			
1.B.6 Financially comfortable families	67	1.7	2.2	79			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	55	1.4	1.5	94			
1.B.9 Well-off edge of towners	37	1.0	1.6	60			
1.C Mature Money							
1.C.10 Better-off villagers	477	12.4	3.0	417			
1.C.11 Settled suburbia, older people	437	11.4	2.9	399			
1.C.12 Retired and empty nesters	112	2.9	2.5	118			
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	104	2.7	1.9	144			
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			
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	118	3.1	3.2	97			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	156	4.1	2.6	154			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	91	2.4	2.4	98			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	113	2.9	3.4	86			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	47	1.2	2.3	53			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	88	2.3	2.4	95			
3.I.31 Elderly singles in purpose-built accommodation	56	1.5	0.5	298			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	74	1.9	2.1	92			
3.J.33 Smaller houses and starter homes	44	1.1	2.3	51			
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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	336	8.8	2.6	334			
4.L.39 Fading owner occupied terraces	169	4.4	2.9	153			
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	0	0.0	1.7	0			
4.M.43 Families in right-to-buy estates	52	1.4	2.1	65			
4.M.44 Post-war estates, limited means	78	2.0	2.2	92			
4.N Poorer Pensioners							
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	209	5.5	2.3	240			
4.N.48 Pensioners and singles in social rented flats	50	1.3	1.8	74			
5. Urban Adversity							
5.O Young Hardship							
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	7	0.2	1.7	10			
5.O.51 Young people in small, low cost terraces	193	5.0	2.3	223			
5.P Struggling Estates							
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			
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	292	7.6	1.8	425			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
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	2	0.1	0.3	19			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,834						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Rising SunBB1 9BE (1 Mile contour)



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

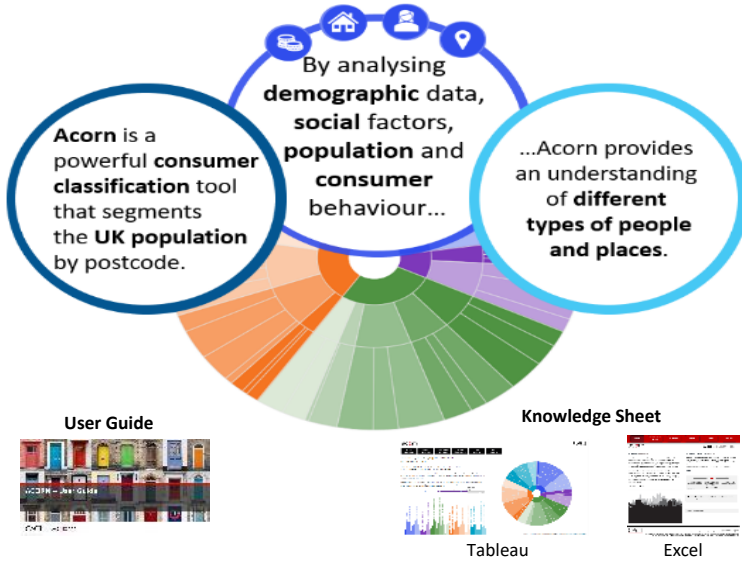
Acorn Groups

- 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	<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

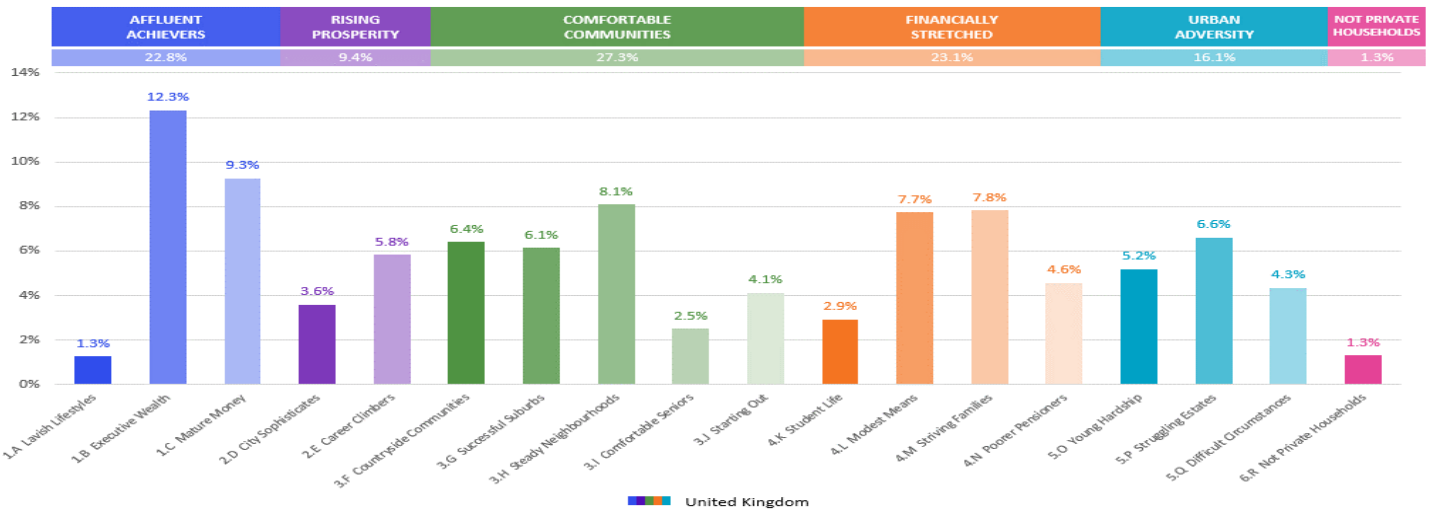
House tenure: Owned outright

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
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CGA LICENCED PREMISES

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Area: ATLT_Rising SunBB1 9BE (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	4	45.2	84.9	53			
Proprietary Club	0	0.0	8.1	0			
Registered Club	3	33.9	29.9	113			
Restaurant	2	22.6	34.6	65			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Blackburn Rugby Club	Independent Free	Registered Club	Independent Free	BB 1 8NB
Blackburn North Cricket Club	Independent Free	Registered Club	Independent Free	BB 1 8QA
Royal Oak Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BB 1 8QD
Ego	Ego Restaurants	Restaurant	Ego Restaurants	BB 1 8QW
Brownhill Arms	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	BB 1 9BA
Rising Sun Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BB 1 9BE
Wipshire Golf Club	Independent Free	Registered Club	Independent Free	BB 1 9LF
Wilpshire Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BB 1 9LQ
Afrikana Kitchen	Afrikana Kitchen	Restaurant	Afrikana Kitchen	BB 1 9AU

MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT_Rising SunBB1 9BE (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