














## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** ATLT\_Silver OysterCO2 8LY (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	154	3.5	22.0	16		
 2 Rising Prosperity	192	4.4	10.1	43		
 3 Comfortable Communities	1,047	23.9	26.2	91		
 4 Financially Stretched	1,985	45.2	23.7	191		
 5 Urban Adversity	1,009	23.0	17.6	131		
 6 Not Private Households	1	0.0	0.3	7		
 Graph						
<b>Total households</b>	<b>4,388</b>					

### Acorn Category Pen Portrait

**4 Financially Stretched** **12.1M** UK Adults **23.0%** of UK

**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

**Acorn Groups within Category 4: Financially Stretched**

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

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 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	108	2.5	11.2	22		
1.C Mature Money	46	1.0	9.6	11		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	192	4.4	6.2	71		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	67	1.5	5.7	27		
3.G Successful Suburbs	164	3.7	5.9	64		
3.H Steady Neighbourhoods	424	9.7	7.4	131		
3.I Comfortable Seniors	62	1.4	2.9	49		
3.J Starting Out	330	7.5	4.3	173		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	572	13.0	7.9	165		
4.M Striving Families	1,251	28.5	7.5	378		
4.N Poorer Pensioners	162	3.7	5.9	62		
<b>5. Urban Adversity</b>						
5.O Young Hardship	479	10.9	6.1	178		
5.P Struggling Estates	102	2.3	6.1	38		
5.Q Difficult Circumstances	428	9.8	5.3	182		
<b>6. Not Private Households</b>						
6.R Not Private Households	1	0.0	0.3	7		
<b>Total households</b>	<b>4,388</b>					

### Acorn Group Pen Portrait

**4 M Striving Families**      4.1M UK Adults      7.8% of UK

**Struggling families on limited incomes in urban areas.** These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

<b>DEMOGRAPHICS</b> <ul style="list-style-type: none"> <li>Age range: <b>25-44</b></li> <li>Children at home: <b>3+</b></li> <li>House tenure: <b>Social renting</b></li> <li>Family structure: <b>Single parent</b></li> <li>Number of beds: <b>3</b></li> <li>House type: <b>Semi-detached or terraced</b></li> </ul>		<b>BRANDS</b> SHOPPING: LEISURE: WEBSITES:	
<b>FINANCIAL PROFILE</b> Household Income: UK <b>£32k</b> (Average: £40k), London <b>£37k</b> (Average: £44k) % Disposable Income: UK <b>41%</b> (Average: 44%), London <b>37%</b> (Average: 39%) Financial situation:		<b>DIGITAL</b> ATTITUDES: I worry about online security: <b>54%</b> (UK average: 55%) Shopping online makes my life easier: <b>49%</b> (UK average: 53%) I couldn't live without the internet on my mobile: <b>32%</b> (UK average: 34%) KEY INTERNET USAGE: Whilst internet usage is below average, this group are more likely to <b>browse for computer games</b> online. Whilst internet usage is below average, this group are more likely to <b>purchase toys</b> online. TECHNOLOGY USAGE: This group are more likely to <b>watch TV on demand on a mobile</b> .	



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

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Area: ATLT\_Silver OysterCO2 8LY (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

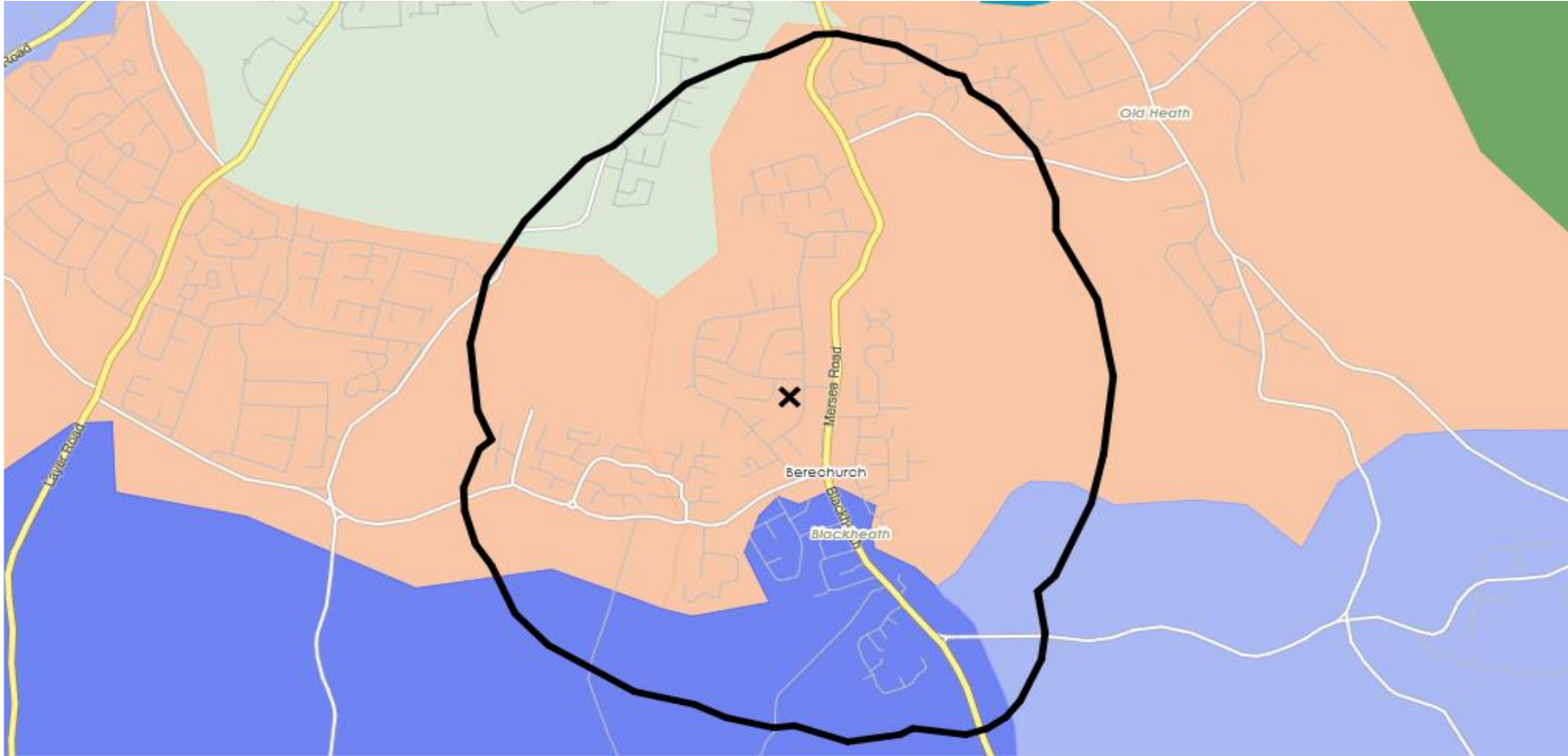
Sort by:  Corn Structure  
 Index  
 Profile %

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	15	0.3	2.6	13			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	71	1.6	2.2	73			
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	22	0.5	1.6	31			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	1	0.0	3.0	1			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	45	1.0	2.5	41			
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	123	2.8	1.9	149			
2.E.19 First time buyers in small, modern homes	69	1.6	3.3	48			
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	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	67	1.5	3.2	48			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	164	3.7	2.6	142			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	205	4.7	3.4	136			
3.H.28 Owner occupied terraces, average income	23	0.5	1.6	33			
3.H.29 Established suburbs, older families	196	4.5	2.3	192			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	62	1.4	2.4	59			
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	5	0.1	2.1	5			
3.J.33 Smaller houses and starter homes	325	7.4	2.3	329			
<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	228	5.2	1.4	369			
4.L.38 Semi-skilled workers in traditional neighbourhoods	256	5.8	2.6	222			
4.L.39 Fading owner occupied terraces	88	2.0	2.9	70			
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	60	1.4	1.6	86			
4.M.42 Struggling young families in post-war terraces	483	11.0	1.7	657			
4.M.43 Families in right-to-buy estates	656	14.9	2.1	720			
4.M.44 Post-war estates, limited means	52	1.2	2.2	54			
<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	42	1.0	1.1	88			
4.N.47 Low income older people in smaller semis	87	2.0	2.3	87			
4.N.48 Pensioners and singles in social rented flats	33	0.8	1.8	43			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	179	4.1	2.1	190			
5.O.50 Struggling younger people in mixed tenure	289	6.6	1.7	377			
5.O.51 Young people in small, low cost terraces	11	0.3	2.3	11			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	4	0.1	1.6	6			
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	98	2.2	1.6	135			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	321	7.3	1.5	482			
5.Q.58 Singles and young families, some receiving benefits	39	0.9	1.8	50			
5.Q.59 Deprived areas and high-rise flats	68	1.5	2.0	76			
<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	1	0.0	0.3	8			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>4,388</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: ATLT\_Silver OysterCO2 8LY (1 Mile contour)



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

**Acorn Groups**

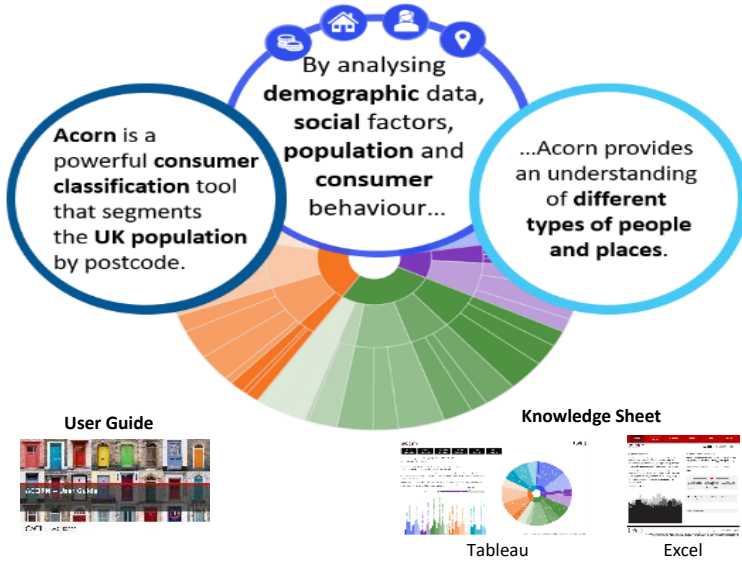
- 1.A Lavish Lifestyles
- 1.B Executive Wealth
- 1.C Mature Money
- 2.D City Sophisticates
- 2.E Career Climbers
- 3.F Countryside Communities
- 3.G Successful Suburbs
- 3.H Steady Neighbourhoods
- 3.I Comfortable Seniors
- 3.J Starting Out
- 4.K Student Life
- 4.L Modest Means
- 4.M Striving Families
- 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

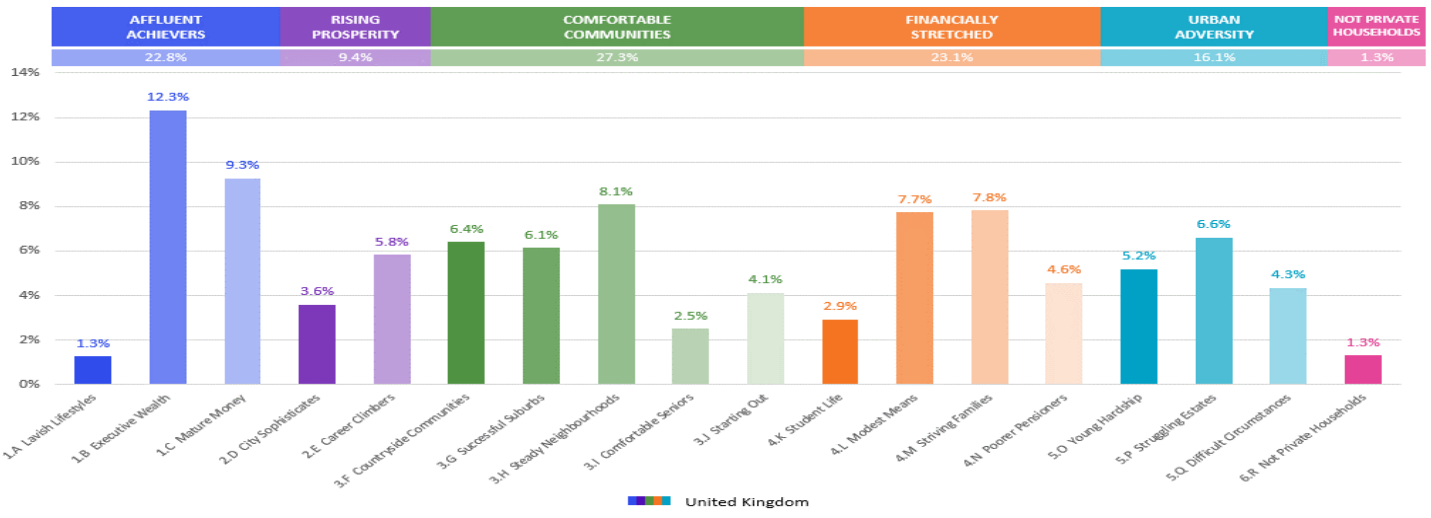
House tenure: Owned outright

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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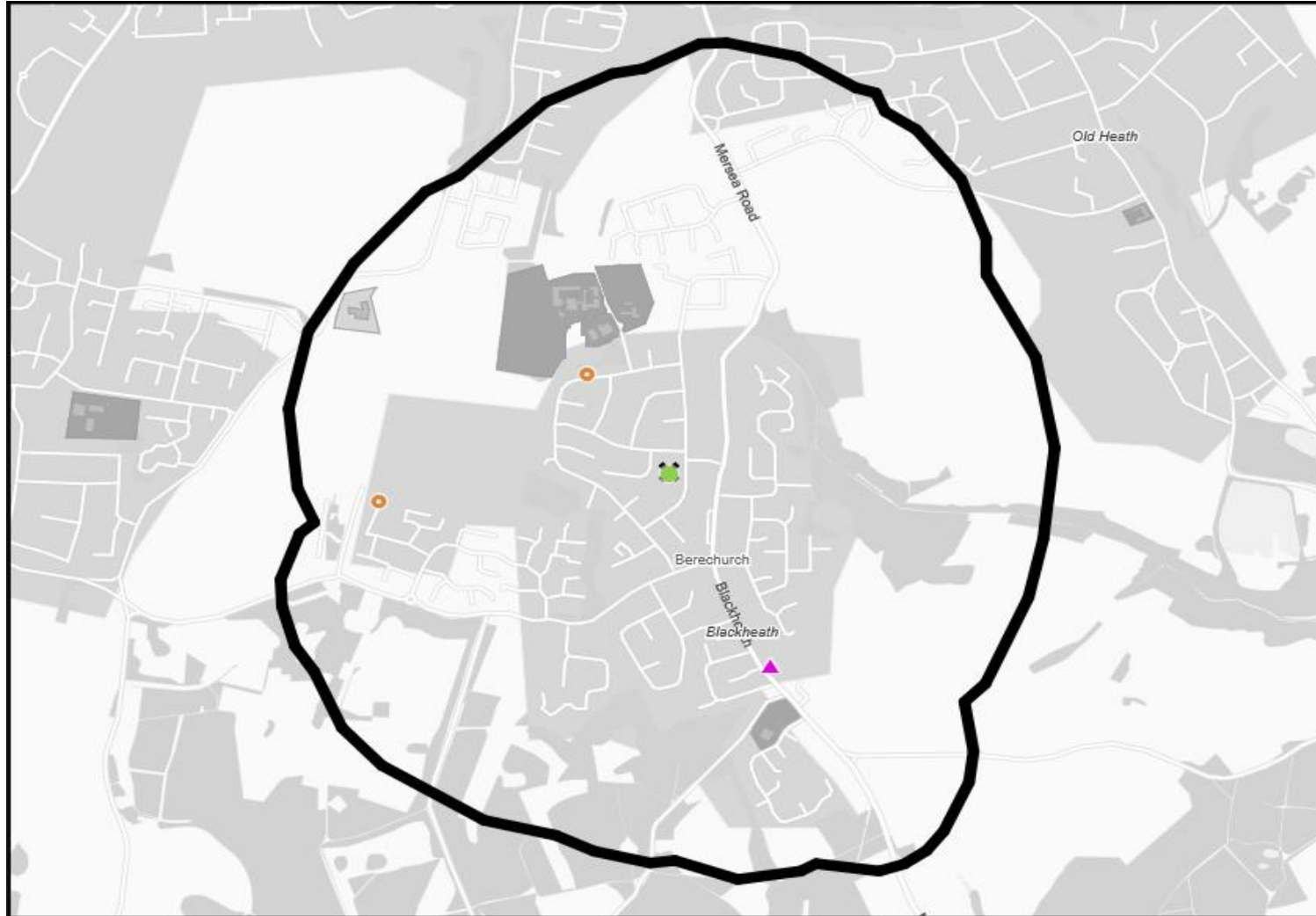
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	2	18.9	84.9	22			
Proprietary Club	1	9.4	8.1	<b>116</b>			
Registered Club	1	9.4	29.9	32			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Silver Oyster	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CO 2 8LY
Monkwick Sports Centre	Independent Free	Proprietary Club	Independent Free	CO 2 8NJ
Roman Way Barracks	Independent Free	Registered Club	Independent Free	CO 2 9NS
Cherry Tree Inn	Wellington	Pubs & Full On	Wellington	CO 2 0AD

# 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