

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_RailwayHD7 6DH (15 min contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	4,055	27.1	22.0	123		
	2 Rising Prosperity	648	4.3	10.1	43		
	3 Comfortable Communities	4,265	28.5	26.2	109		
	4 Financially Stretched	4,916	32.9	23.7	139		
	5 Urban Adversity	1,019	6.8	17.6	39		
	6 Not Private Households	49	0.3	0.3	98		
 Graph							
Total households		14,952					

Acorn Category Pen Portrait



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Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	43	0.3	1.1	26			
1.B Executive Wealth	1,580	10.6	11.2	94			
1.C Mature Money	2,432	16.3	9.6	169			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	648	4.3	6.2	70			
3. Comfortable Communities							
3.F Countryside Communities	605	4.0	5.7	71			
3.G Successful Suburbs	2,668	17.8	5.9	303			
3.H Steady Neighbourhoods	455	3.0	7.4	41			
3.I Comfortable Seniors	233	1.6	2.9	54			
3.J Starting Out	304	2.0	4.3	47			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	3,063	20.5	7.9	259			
4.M Striving Families	1,061	7.1	7.5	94			
4.N Poorer Pensioners	792	5.3	5.9	90			
5. Urban Adversity							
5.O Young Hardship	552	3.7	6.1	60			
5.P Struggling Estates	369	2.5	6.1	40			
5.Q Difficult Circumstances	98	0.7	5.3	12			
6. Not Private Households							
6.R Not Private Households	49	0.3	0.3	98			
Total households	14,952						

Acorn Group Pen Portrait

4

L

Modest Means

4.1M
UK Adults

7.7%
of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

DEMOGRAPHICS

Age range

25-34

Children at home

3+

House tenure

Privately renting

Family structure

Single parent

Number of beds

3

House type

Terraced

BRANDS

SHOPPING

The Works

M&Co

Range

NEW LOOK

LEISURE

Harry Ramsden

KFC

Frankie & Benny's

GREGGS

WEBSITES

ebay

sky

Argos

LAD BIBLE

DIGITAL

ATTITUDES

I worry about online security

54%

UK average: 55%

Shopping online makes my life easier

50%

UK average: 53%

I couldn't live without the internet on my mobile

33%

UK average: 34%

KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to research loans online

TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to purchase toys online

This group are more likely to subscribe to Sky TV

FINANCIAL PROFILE

Household Income

UK

£35k

Average: £40k

London

£42k

Average: £44k

% Disposable Income

UK

45%

Average: 44%

London

34%

Average: 39%

Financial situation

Running into debt

Saving a lot

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

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WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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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	43	0.3	0.9	33			
1.B Executive Wealth								
	1.B.4 Asset rich families	405	2.7	2.6	104			
	1.B.5 Wealthy countryside commuters	558	3.7	2.4	155			
	1.B.6 Financially comfortable families	290	1.9	2.2	88			
	1.B.7 Affluent professionals	26	0.2	0.9	20			
	1.B.8 Prosperous suburban families	81	0.5	1.5	35			
	1.B.9 Well-off edge of towners	220	1.5	1.6	91			
1.C Mature Money								
	1.C.10 Better-off villagers	1,898	12.7	3.0	425			
	1.C.11 Settled suburbia, older people	187	1.3	2.9	44			
	1.C.12 Retired and empty nesters	109	0.7	2.5	29			
	1.C.13 Upmarket downsizers	238	1.6	1.3	122			
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	428	2.9	1.9	152			
	2.E.19 First time buyers in small, modern homes	220	1.5	3.3	45			
	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	605	4.0	3.2	128			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	276	1.8	2.6	70			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	2,392	16.0	2.4	660			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	188	1.3	3.4	37			
	3.H.28 Owner occupied terraces, average income	4	0.0	1.6	2			
	3.H.29 Established suburbs, older families	263	1.8	2.3	75			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	233	1.6	2.4	65			
	3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	82	0.5	2.1	26			
	3.J.33 Smaller houses and starter homes	222	1.5	2.3	66			
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	88	0.6	1.4	42			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	880	5.9	2.6	224			
	4.L.39 Fading owner occupied terraces	2,095	14.0	2.9	486			
	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	416	2.8	1.6	174			
	4.M.42 Struggling young families in post-war terraces	238	1.6	1.7	95			
	4.M.43 Families in right-to-buy estates	92	0.6	2.1	30			
	4.M.44 Post-war estates, limited means	315	2.1	2.2	96			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	69	0.5	0.8	59			
	4.N.46 Elderly people in social rented flats	153	1.0	1.1	94			
	4.N.47 Low income older people in smaller semis	300	2.0	2.3	88			
	4.N.48 Pensioners and singles in social rented flats	270	1.8	1.8	102			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	10	0.1	2.1	3			
	5.O.50 Struggling younger people in mixed tenure	190	1.3	1.7	73			
	5.O.51 Young people in small, low cost terraces	352	2.4	2.3	104			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	301	2.0	1.6	124			
	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	68	0.5	1.6	28			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	33	0.2	1.5	15			
	5.Q.58 Singles and young families, some receiving benefits	65	0.4	1.8	24			
	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	1	0.0	0.1	11			
	6.R.61 Inactive communal population	48	0.3	0.3	117			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		14,952						

CATEGORY

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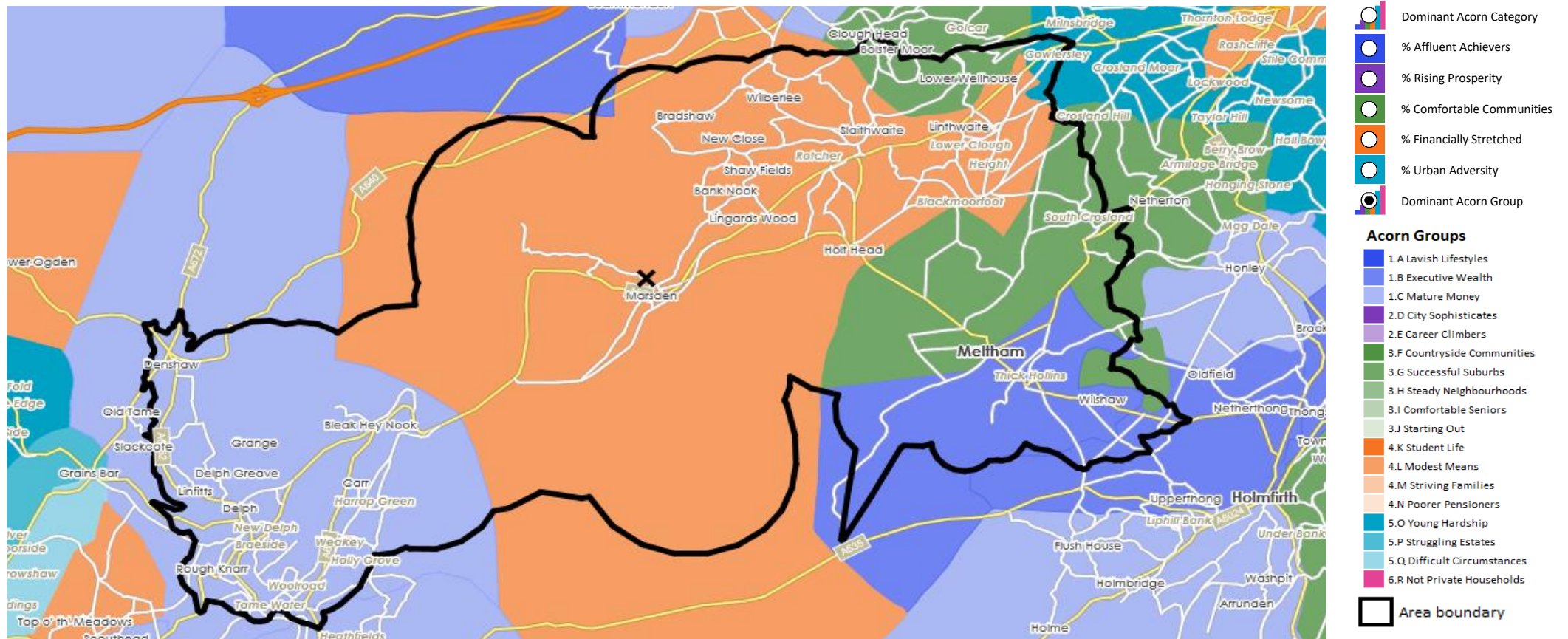
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_RailwayHD7 6DH (15 min contour)

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Source: OS Open Data 2018



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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
3. Comfortable Communities	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	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+

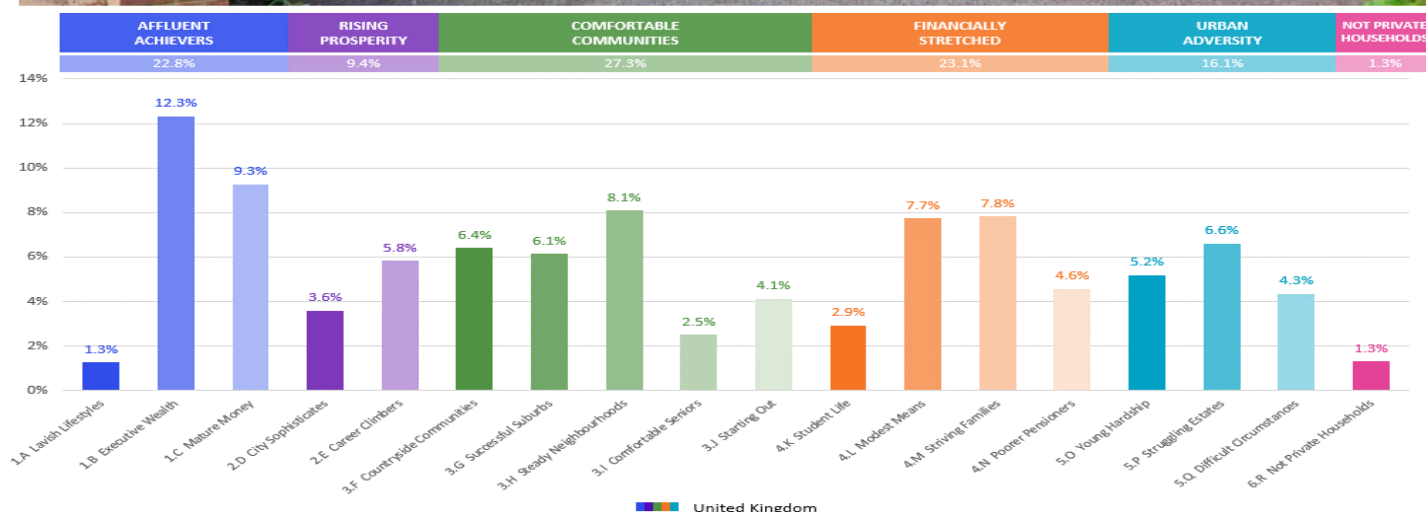
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles

B. Executive Wealth

C. Mature Money



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Area: ATLT_RailwayHD7 6DH (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	35	100.2	84.9	118			
Proprietary Club	1	2.9	8.1	35			
Registered Club	26	74.5	29.9	249			
Restaurant	8	22.9	34.6	66			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Scammonden Sailing Club	Independent Free	Registered Club	Independent Free	HD 3 3FT
Beaumont Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	HD 4 7EL
Silent Woman	Independent Free	Pubs & Full On	Independent Free	HD 7 5AU
Shoulder Of Mutton	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HD 7 5AS
Colne Valley Leisure Centre	Independent Free	Proprietary Club	Independent Free	HD 7 5AB
Marsden Liberal Club	Independent Free	Registered Club	Independent Free	HD 7 6EU
Linthwaite Cricket & Bowling Club	Independent Free	Registered Club	Independent Free	HD 7 5QH
Meltham Golf Club	Independent Free	Registered Club	Independent Free	HD 9 4DQ
Meltham Liberal Club	Independent Free	Registered Club	Independent Free	HD 9 4HR
Swan	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HD 9 4NH
Wills O Nats	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HD 9 5PS
Meltham Cricket & Athletic Club	Independent Free	Registered Club	Independent Free	HD 9 5QT
Wellhouse Liberal Club	Independent Free	Registered Club	Independent Free	HD 7 4ES
Commercial Hotel	Independent Free	Pubs & Full On	Independent Free	HD 7 5AN
Vineyard Working Mens Club	Independent Free	Registered Club	Independent Free	HD 7 5DB
Slaithwaite Conservative Club	Independent Free	Registered Club	Independent Free	HD 7 5HF
Saffron	Independent Free	Restaurant	Independent Free	HD 7 5QQ
Royal Oak	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HD 7 5QS
Broad Oak Subscription Bowling Club	Independent Free	Registered Club	Independent Free	HD 7 5TE
Sair Inn	Independent Free	Pubs & Full On	Independent Free	HD 7 5SG
Thalma	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	HD 7 5TD
Bulls Head	Holme Valley Inns Ltd	Pubs & Full On	Star Pubs & Bars	HD 7 5TR
Rose & Crown Inn	Independent Free	Pubs & Full On	Independent Free	HD 7 5XA
Marsden Silver Prize Band Club	Independent Free	Registered Club	Independent Free	HD 7 6AF
Royal British Legion Club	Independent Free	Registered Club	Independent Free	HD 7 6AJ
Shakespeare Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	HD 7 6BW
Marsden Football Club	Independent Free	Registered Club	Independent Free	HD 7 6JE
Marsden Conservative Club	Independent Free	Registered Club	Independent Free	HD 7 6DF
Railway	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HD 7 6DH
Marsden Socialist Club	Independent Free	Registered Club	Independent Free	HD 7 6EW
Puleside Working Mens Club	Independent Free	Registered Club	Independent Free	HD 7 6NN
Olive Branch Inn	Independent Free	Pubs & Full On	Independent Free	HD 7 6LU
Marsden Golf Club	Independent Free	Registered Club	Independent Free	HD 7 6NN
Marsden Cricket & Bowling Club	Independent Free	Registered Club	Independent Free	HD 7 6NN
Swan Inn	Marston's	Pubs & Full On	Marston's	OL 3 5AA
Dobcross Band & Social Club	Independent Free	Registered Club	Independent Free	OL 3 5AD
Swan Inn	JW Lees	Pubs & Full On	JW Lees	OL 3 5DL
Bay Leaf	Independent Free	Restaurant	Independent Free	OL 3 5DL
Delph Band Club	Independent Free	Registered Club	Independent Free	OL 3 5DT
Old Bell Inn	Independent Free	Pubs & Full On	Independent Free	OL 3 5EG
White Lion	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	OL 3 5HX
Navigation Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	OL 3 5NS
Diggle Band Club	Independent Free	Registered Club	Independent Free	OL 3 5PJ
Gate Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	OL 3 5PQ
Printers Arms	Independent Free	Pubs & Full On	Independent Free	OL 3 5SN
No2 Working Mens Club	Independent Free	Registered Club	Independent Free	HD 7 5AU
Victoria Park	Independent Free	Pubs & Full On	Independent Free	HD 9 5QL
New Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HD 7 6EZ
Junction Inn	JW Lees	Pubs & Full On	JW Lees	OL 3 5SE
Bulls Head Inn	Independent Free	Pubs & Full On	Independent Free	OL 3 5DQ
Saddleworth Hotel	Independent Free	Pubs & Full On	Independent Free	OL 3 5LX
Diggle Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	OL 3 5JZ
Riverhead Brewery Tap	Ossett Brewery	Pubs & Full On	Robinsons	HD 7 6BR

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Registered Club	26	74.5	29.9	249			
Restaurant	8	22.9	34.6	66			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Crossland Heath Golf Club	Independent Free	Registered Club	Independent Free	HD 4 7AF
Durker Roods Hotel	Independent Free	Pubs & Full On	Independent Free	HD 9 4AG
Saddleworth Players Club	Independent Free	Pubs & Full On	Independent Free	OL 3 5LZ
Pink Elephant	Independent Free	Restaurant	Independent Free	HD 9 4ES
Marsden Mechanics Hall	Independent Free	Pubs & Full On	Independent Free	HD 7 6BW
Little Bridge	Independent Free	Pubs & Full On	Independent Free	HD 7 5HF
Crow Hill	Independent Free	Pubs & Full On	Independent Free	HD 7 6JE
Mozzarella	Independent Free	Restaurant	Independent Free	HD 7 6BW
Fresca	Independent Free	Restaurant	Independent Free	OL 3 5DE
Delph And Dobcross Cricket Club	Independent Free	Registered Club	Independent Free	OL 3 5EG
Linthwaite Hall Sports & Social Club	Independent Free	Registered Club	Independent Free	HD 7 5LQ
Monsoon Tandoori	Independent Free	Restaurant	Independent Free	HD 7 5HG
Albion Cafe	Independent Free	Pubs & Full On	Independent Free	OL 3 5RQ
Lodge Of Peace	Independent Free	Registered Club	Independent Free	HD 9 4EU
Quirky Corner	Independent Free	Restaurant	Independent Free	HD 9 4NJ
Om Is Where The Heart Is	Independent Free	Restaurant	Independent Free	HD 7 5AG
Bank Delph	Independent Free	Pubs & Full On	Independent Free	OL 3 5DL

Source: OS Open Data 2018

Area: ATLT_RailwayHD7 6DH (15 min contour)



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