

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_BoatyardLL57 2SF (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	115	4.3	22.0	19		
2 Rising Prosperity	10	0.4	10.1	4		
3 Comfortable Communities	370	13.8	26.2	53		
4 Financially Stretched	1,502	55.9	23.7	236		
5 Urban Adversity	679	25.3	17.6	144		
6 Not Private Households	11	0.4	0.3	123		
Total households		2,687				



Graph

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

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 Groups within Category 4: Financially Stretched

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

ACORN GROUP PROFILE - HOUSEHOLDS

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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	13	0.5	11.2	4		
1.C Mature Money	102	3.8	9.6	39		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	10	0.4	6.2	6		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	110	4.1	5.9	70		
3.H Steady Neighbourhoods	14	0.5	7.4	7		
3.I Comfortable Seniors	2	0.1	2.9	3		
3.J Starting Out	244	9.1	4.3	209		
4. Financially Stretched						
4.K Student Life	884	32.9	2.4	1,394		
4.L Modest Means	196	7.3	7.9	92		
4.M Striving Families	259	9.6	7.5	128		
4.N Poorer Pensioners	163	6.1	5.9	103		
5. Urban Adversity						
5.O Young Hardship	474	17.6	6.1	287		
5.P Struggling Estates	54	2.0	6.1	33		
5.Q Difficult Circumstances	151	5.6	5.3	105		
6. Not Private Households						
6.R Not Private Households	11	0.4	0.3	123		
Total households	2,687					


Acorn Group Pen Portrait

4 K Student Life 1.5M UK Adults 2.9% of UK

Students and young people with little income living in halls of residence or shared houses. These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

DEMOGRAPHICS

Age range 20-34	Children at home 0
House tenure Privately renting	Family structure Single
Number of beds 4+	House type Flat or maisonette



BRANDS

SHOPPING:			
LEISURE:			
WEBSITES:			

DIGITAL ATTITUDES

I worry about online security 53% <small>UK average: 55%</small>	Shopping online makes my life easier 62% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 46% <small>UK average: 34%</small>
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KEY INTERNET USAGE This group are more likely to browse for event tickets online	TECHNOLOGY USAGE This group are more likely to purchase travel tickets online	TECHNOLOGY USAGE This group are more likely to watch TV on demand on a laptop
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FINANCIAL PROFILE

Household income UK: £32k London: £34k <small>Average: £40k Average: £44k</small>	% Disposable income UK: 26% London: 17% <small>Average: 44% Average: 39%</small>	Financial situation
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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_BoatyardLL57 2SF (1 Mile contour)
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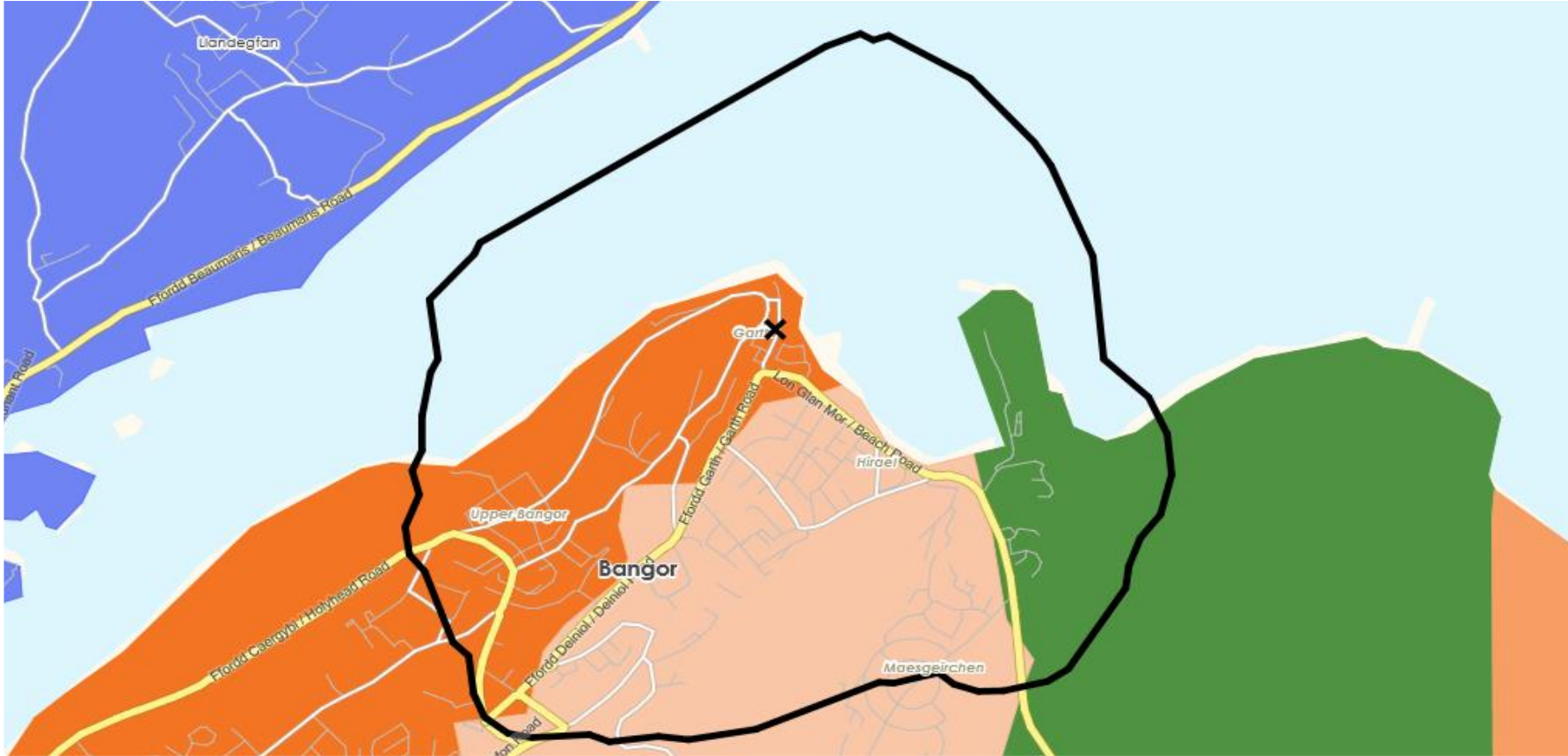
Sort by: Corn Structure
 Index
 Profile %

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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	6	0.2	0.9	26			
1.B.8 Prosperous suburban families	7	0.3	1.5	17			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	14	0.5	3.0	17			
1.C.11 Settled suburbia, older people	36	1.3	2.9	47			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	52	1.9	1.3	148			
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	0	0.0	1.9	0			
2.E.19 First time buyers in small, modern homes	10	0.4	3.3	11			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	39	1.5	2.6	55			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	71	2.6	2.4	109			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	14	0.5	3.4	15			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	2	0.1	2.4	3			
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	147	5.5	2.1	261			
3.J.33 Smaller houses and starter homes	97	3.6	2.3	160			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	182	6.8	0.4	1,856			
4.K.35 Term-time terraces	685	25.5	0.3	9,858			
4.K.36 Educated young people in flats and tenements	17	0.6	1.7	36			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	40	1.5	1.4	106			
4.L.38 Semi-skilled workers in traditional neighbourhoods	53	2.0	2.6	75			
4.L.39 Fading owner occupied terraces	103	3.8	2.9	133			
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	15	0.6	1.6	35			
4.M.42 Struggling young families in post-war terraces	27	1.0	1.7	60			
4.M.43 Families in right-to-buy estates	45	1.7	2.1	81			
4.M.44 Post-war estates, limited means	172	6.4	2.2	291			
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	12	0.4	1.1	41			
4.N.47 Low income older people in smaller semis	26	1.0	2.3	43			
4.N.48 Pensioners and singles in social rented flats	125	4.7	1.8	263			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	203	7.6	2.1	352			
5.O.50 Struggling younger people in mixed tenure	228	8.5	1.7	486			
5.O.51 Young people in small, low cost terraces	43	1.6	2.3	71			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	54	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	0	0.0	1.6	0			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	57	2.1	1.5	140			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	94	3.5	2.0	172			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	11	0.4	0.1	703			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	2,687						

DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: ATLT_BoatyardLL57 2SF (1 Mile contour)



Dominant Acorn Category

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

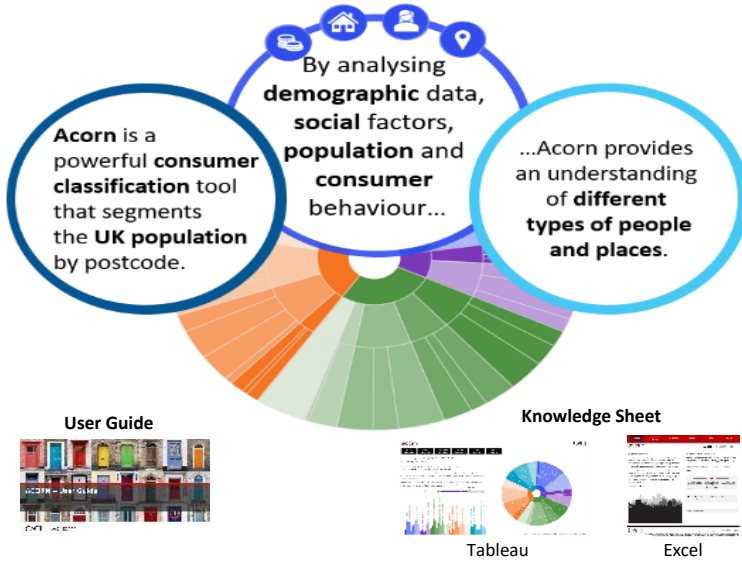
Acorn Groups

- 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

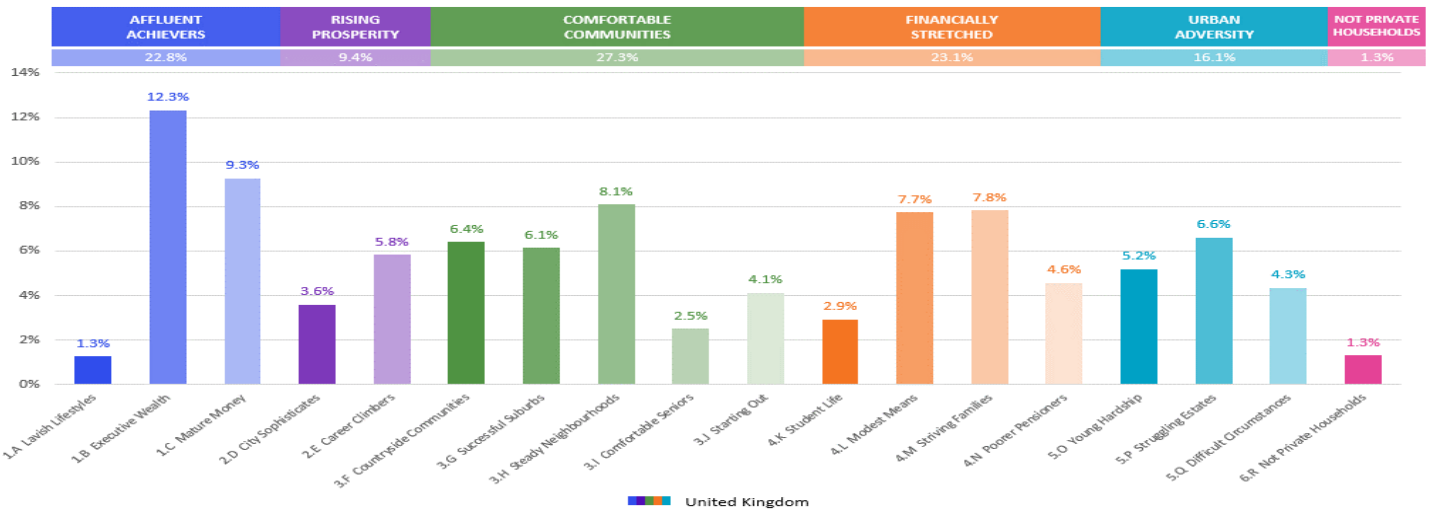
House tenure: Owned outright

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
- C. Mature Money



CGA LICENCED PREMISES

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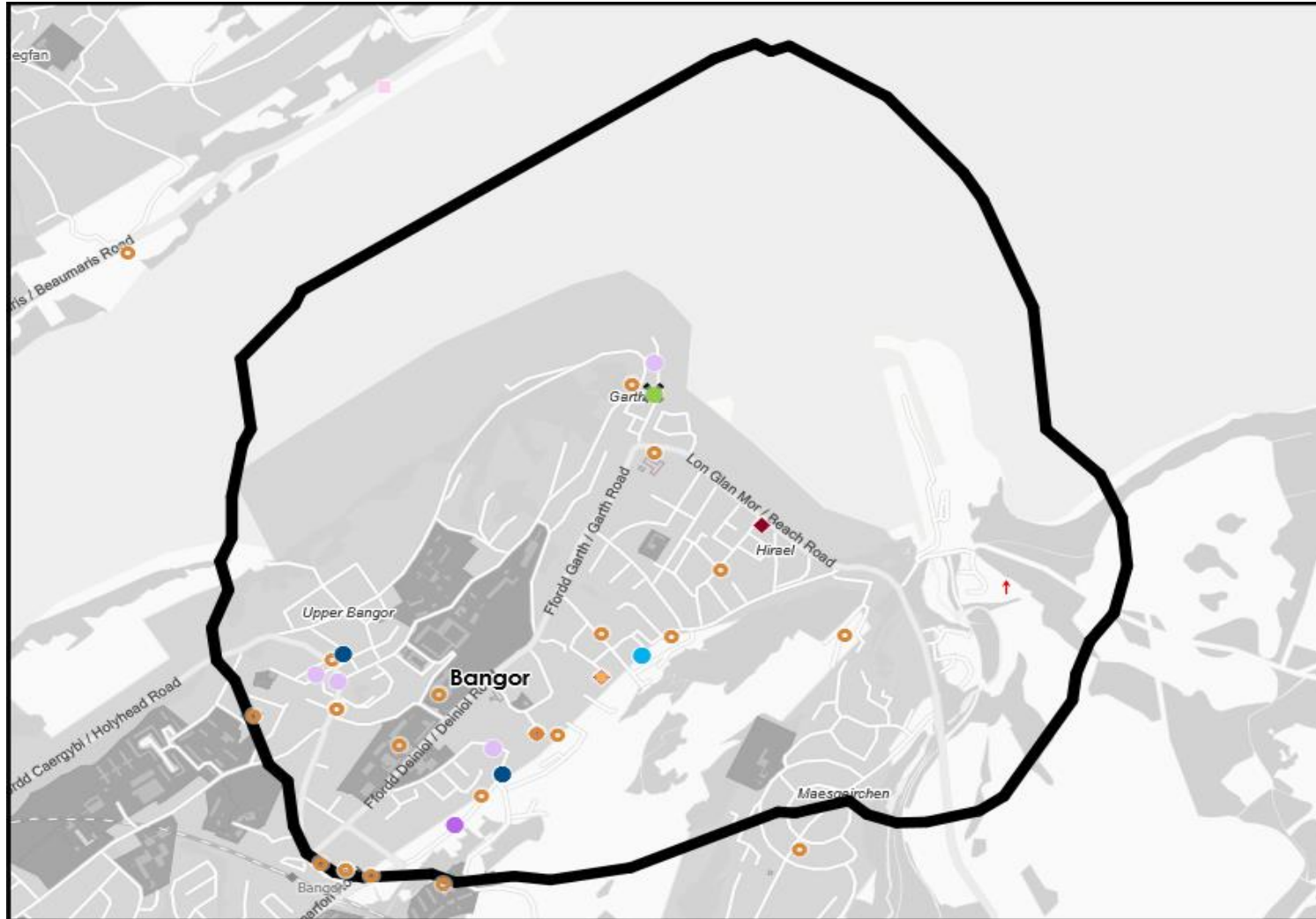
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	26	337.9	84.9	398			
Proprietary Club	2	26.0	8.1	319			
Registered Club	3	39.0	29.9	130			
Restaurant	6	78.0	34.6	225			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Crosville Employees Club	Independent Free	Registered Club	Independent Free	LL57 1AB
Sportmans	Independent Free	Pubs & Full On	Independent Free	LL57 1BH
Nelson Arms	Unknown	Pubs & Full On	Unknown	LL57 1DG
Eastern Origin Chinese Restaurant	Independent Free	Restaurant	Independent Free	LL57 1DQ
Garden Hotel	Independent Free	Pubs & Full On	Independent Free	LL57 1DQ
Waterloo Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL57 1DS
Castle	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL57 1LP
Harp Inn	Independent Free	Pubs & Full On	Independent Free	LL57 1NS
Royal Tandoori Restaurant	Independent Free	Restaurant	Independent Free	LL57 1NS
Snooker World	Independent Free	Proprietary Club	Independent Free	LL57 1NT
Albion Inn	Marston's	Pubs & Full On	Marston's	LL57 1NU
Feral Cat Cafe Bar	Independent Free	Pubs & Full On	Independent Free	LL57 1NU
St Deiniol Golf Club	Independent Free	Registered Club	Independent Free	LL57 1PX
White Lion Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL57 1UL
Cube	Independent Free	Proprietary Club	Independent Free	LL57 1UR
Ye Old Vaults	Punch Pub Company	Pubs & Full On	Punch Pub Company	LL57 1YA
Skerries Inn	Independent Free	Pubs & Full On	Independent Free	LL57 1YE
Menai	Marston's	Pubs & Full On	Marston's	LL57 2BG
Tap & Spile	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL57 2SW
Greek Taverna Politis	Independent Free	Restaurant	Independent Free	LL57 2EG
Belle Vue	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL57 2EU
Globe Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL57 2EY
Patricks Bar	Independent Free	Pubs & Full On	Independent Free	LL57 2HE
Boatyard Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL57 2SF
Eryl Mor Hotel	Independent Free	Pubs & Full On	Independent Free	LL57 2SR
Penrhyn Castle	National Trust	Pubs & Full On	National Trust	LL57 4HN
Pontio	Independent Free	Pubs & Full On	Independent Free	LL57 2TL
Rascals	Independent Free	Pubs & Full On	Independent Free	LL57 2EG
Black Bull Inn	Wetherspoon	Pubs & Full On	Wetherspoon	LL57 1NS
University Of Bangor	Independent Free	Registered Club	Independent Free	LL57 2UW
Dragon	Independent Free	Pubs & Full On	Independent Free	LL57 2EG
1815 Cafe Bar	Independent Free	Pubs & Full On	Independent Free	LL57 1DS
Bar Uno	Independent Free	Pubs & Full On	Independent Free	LL57 2EN
Aroy Dee Thai Noodle Bar	Independent Free	Restaurant	Independent Free	LL57 1NP
Blue Sky	Independent Free	Restaurant	Independent Free	LL57 1PA
Bangor Tandoori	Independent Free	Restaurant	Independent Free	LL57 1YA
Clio Lounge	Loungers	Pubs & Full On	Loungers	LL57 1UL

MAP OF AREA

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Area: ATLT_BoatyardLL57 2SF (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