















ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Travellers RestST2 7AQ (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	703	12.6	22.0	58		
 2 Rising Prosperity	290	5.2	10.1	51		
 3 Comfortable Communities	2,357	42.4	26.2	162		
 4 Financially Stretched	1,349	24.2	23.7	102		
 5 Urban Adversity	854	15.3	17.6	87		
 6 Not Private Households	11	0.2	0.3	59		
 Graph						
Total households	5,564					

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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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	338	6.1	11.2	54		
1.C Mature Money	365	6.6	9.6	68		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	290	5.2	6.2	84		
3. Comfortable Communities						
3.F Countryside Communities	114	2.0	5.7	36		
3.G Successful Suburbs	298	5.4	5.9	91		
3.H Steady Neighbourhoods	842	15.1	7.4	206		
3.I Comfortable Seniors	1,032	18.5	2.9	639		
3.J Starting Out	71	1.3	4.3	29		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	688	12.4	7.9	156		
4.M Striving Families	341	6.1	7.5	81		
4.N Poorer Pensioners	320	5.8	5.9	97		
5. Urban Adversity						
5.O Young Hardship	213	3.8	6.1	62		
5.P Struggling Estates	311	5.6	6.1	91		
5.Q Difficult Circumstances	330	5.9	5.3	111		
6. Not Private Households						
6.R Not Private Households	11	0.2	0.3	59		
Total households	5,564					

Acorn Group Pen Portrait

3 | **Comfortable Seniors** 1.3M UK Adults 2.5% of UK

Older people with sufficient investments and pensions for a secure future. These established communities are generally made up of retired and older empty nester couples. The majority will have paid off their mortgage and own their homes outright.

DEMOGRAPHICS Age range: 65+ Children at home: 0 House tenure: Owned outright Family structure: Single or Couple Number of beds: 2 House type: Semi-detached		BRANDS SHOPPING: Bonmarché, shoezone, M&S, Dunelm LEISURE: Sainsbury's, GREGGS, giardino WEBSITES: comparethemarket, THE NATIONAL LOTTERY, NHS, BBC NEWS	
FINANCIAL PROFILE Household Income: UK £31k (Average: £40k), London £29k (Average: £44k) % Disposable Income: UK 60% (Average: 44%), London 69% (Average: 39%) Financial situation:		DIGITAL I worry about online security: 57% (UK average: 55%) Shopping online makes my life easier: 44% (UK average: 53%) I couldn't live without the internet on my mobile: 20% (UK average: 34%)	
KEY INTERNET USAGE Whilst internet usage is below average, this group are more likely to browse for DIY products online		TECHNOLOGY USAGE Whilst internet usage is below average, this group are more likely to purchase car insurance online This group are more likely to watch terrestrial TV on a digital set	

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

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Area: ATLT_Travellers RestST2 7AQ (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn Structure
 Index
 Profile %

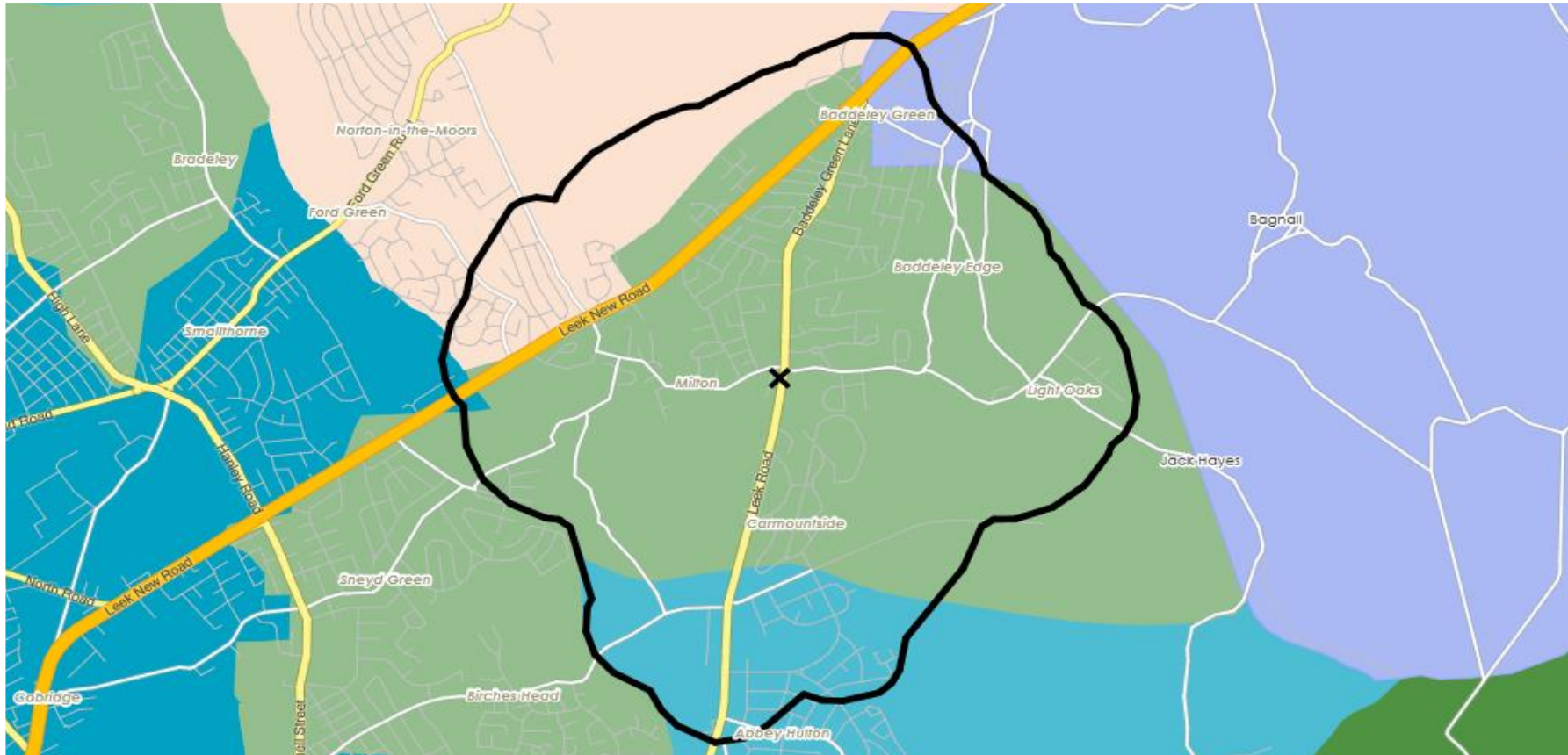
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	124	2.2	2.6	85			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	186	3.3	2.2	152			
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	28	0.5	1.6	31			
1.C Mature Money							
1.C.10 Better-off villagers	39	0.7	3.0	23			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	326	5.9	2.5	236			
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	175	3.1	1.9	167			
2.E.19 First time buyers in small, modern homes	115	2.1	3.3	63			
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	114	2.0	3.2	65			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	150	2.7	2.6	102			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	148	2.7	2.4	110			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	710	12.8	3.4	371			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	132	2.4	2.3	102			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	1,032	18.5	2.4	768			
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	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	71	1.3	2.3	57			
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	35	0.6	1.4	45			
4.L.38 Semi-skilled workers in traditional neighbourhoods	503	9.0	2.6	344			
4.L.39 Fading owner occupied terraces	150	2.7	2.9	94			
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	249	4.5	2.1	215			
4.M.44 Post-war estates, limited means	92	1.7	2.2	75			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	45	0.8	0.8	103			
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	3.8	2.3	165			
4.N.48 Pensioners and singles in social rented flats	66	1.2	1.8	67			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	5	0.1	2.1	4			
5.O.50 Struggling younger people in mixed tenure	117	2.1	1.7	120			
5.O.51 Young people in small, low cost terraces	91	1.6	2.3	73			
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	311	5.6	1.6	339			
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	330	5.9	1.8	331			
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	11	0.2	0.3	72			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,564						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Travellers RestST2 7AQ (1 Mile contour)



Dominant Acorn Category

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

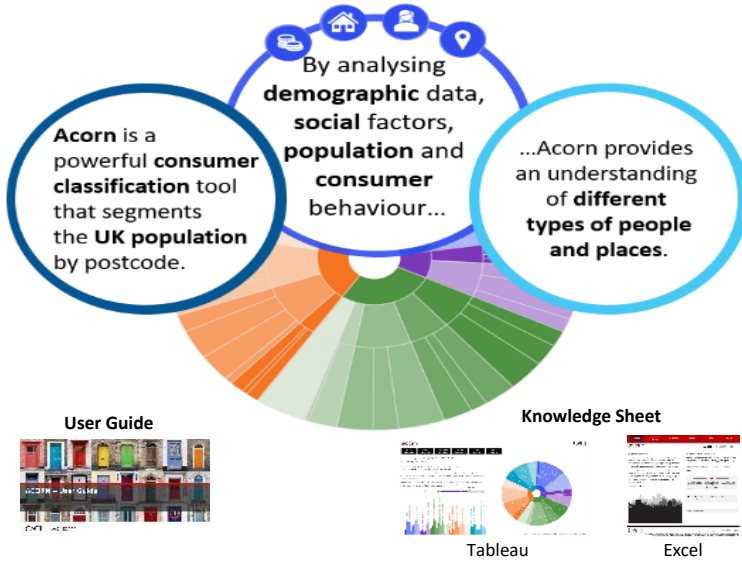
Acorn Groups

- 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
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

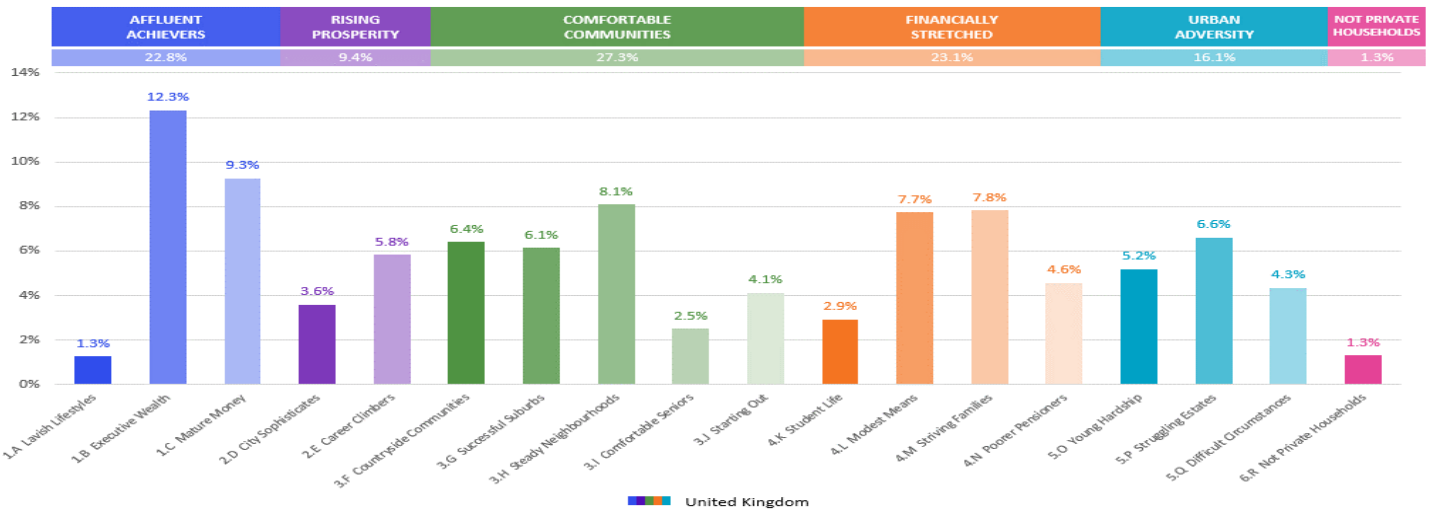
House tenure: Owned outright

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



CGA LICENCED PREMISES

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Area: ATLT_Travellers RestST2 7AQ (1 Mile contou

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	8	62.1	84.9	73			
Proprietary Club	2	15.5	8.1	191			
Registered Club	5	38.8	29.9	130			
Restaurant	1	7.8	34.6	22			
Residential	0	0.0	3.5	0			

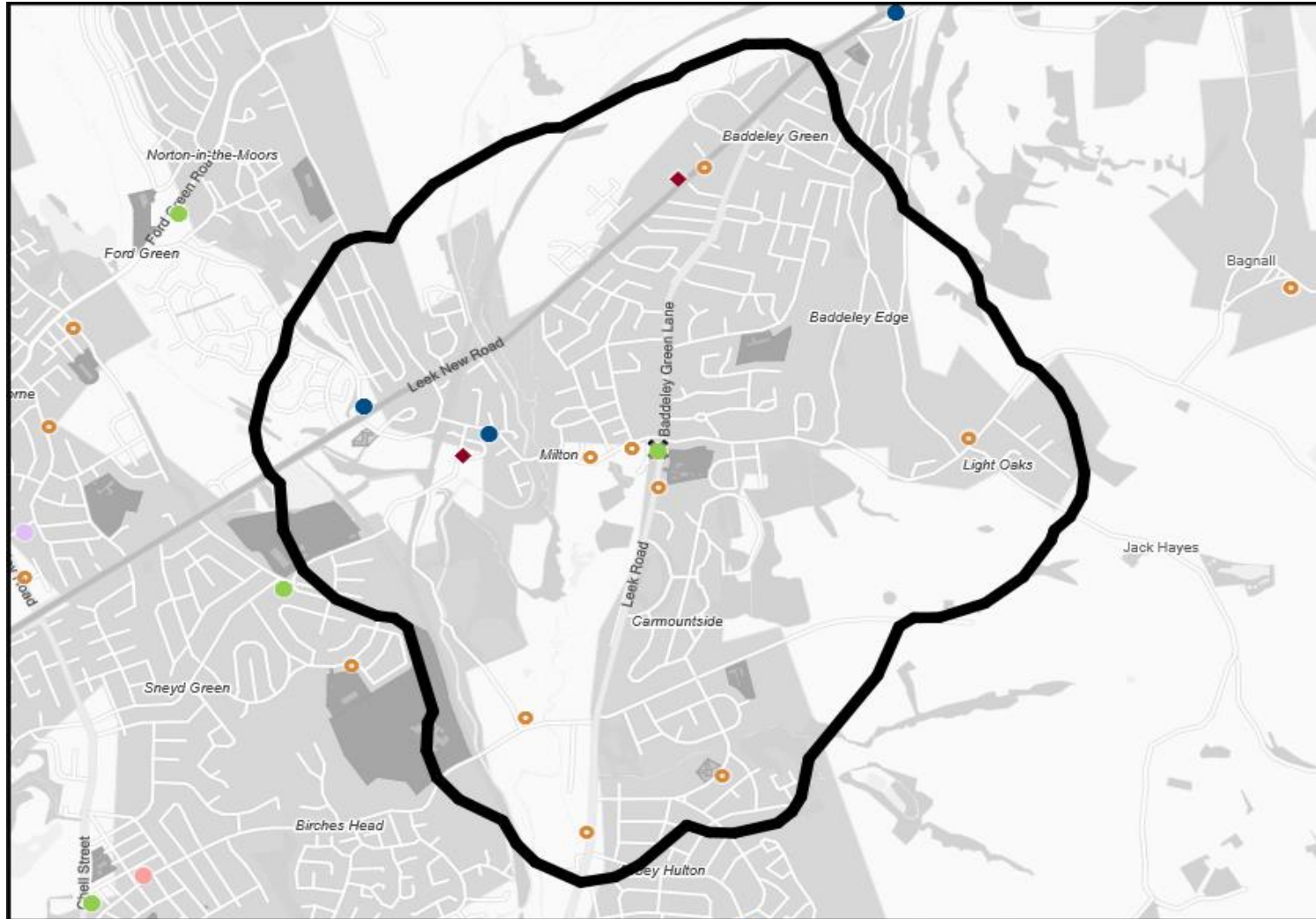
Name	Description	License Type	Owner Name	Postcode
Sneyd Arms	Independent Free	Pubs & Full On	Independent Free	ST 2 8BY
Horn & Trumpet	Marston's	Pubs & Full On	Marston's	ST 6 8XP
Bagnall Cricket Club	Independent Free	Registered Club	Independent Free	ST 2 7NE
Travellers Rest	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 2 7AQ
Uvatone Cellar & Bar	Independent Free	Pubs & Full On	Independent Free	ST 2 7BN
Millrace	Marston's	Pubs & Full On	Marston's	ST 2 7DU
Foxley Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 2 7EH
Baddeley Green Working Mens Club	Independent Free	Registered Club	Independent Free	ST 2 7HG
Sanjeev's Restaurant	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 2 7HQ
Trent Country Club	Independent Free	Proprietary Club	Independent Free	ST 2 8DD
Abbey Hulton Football Club	Independent Free	Registered Club	Independent Free	ST 2 8DD
Abbey Hulton Royal Soprts and Social	Independent Free	Registered Club	Independent Free	ST 2 8DY
Milton Bowling & Recreation Club	Independent Free	Registered Club	Independent Free	ST 2 7BN
Spice Exchange	Independent Free	Restaurant	Independent Free	ST 2 7AF
Hardman Football Development Centre	Independent Free	Proprietary Club	Independent Free	ST 2 7DN
No 41	Independent Free	Pubs & Full On	Independent Free	ST 2 7BN

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Travellers RestST2 7AQ (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