

POPULATION PROJECTIONS

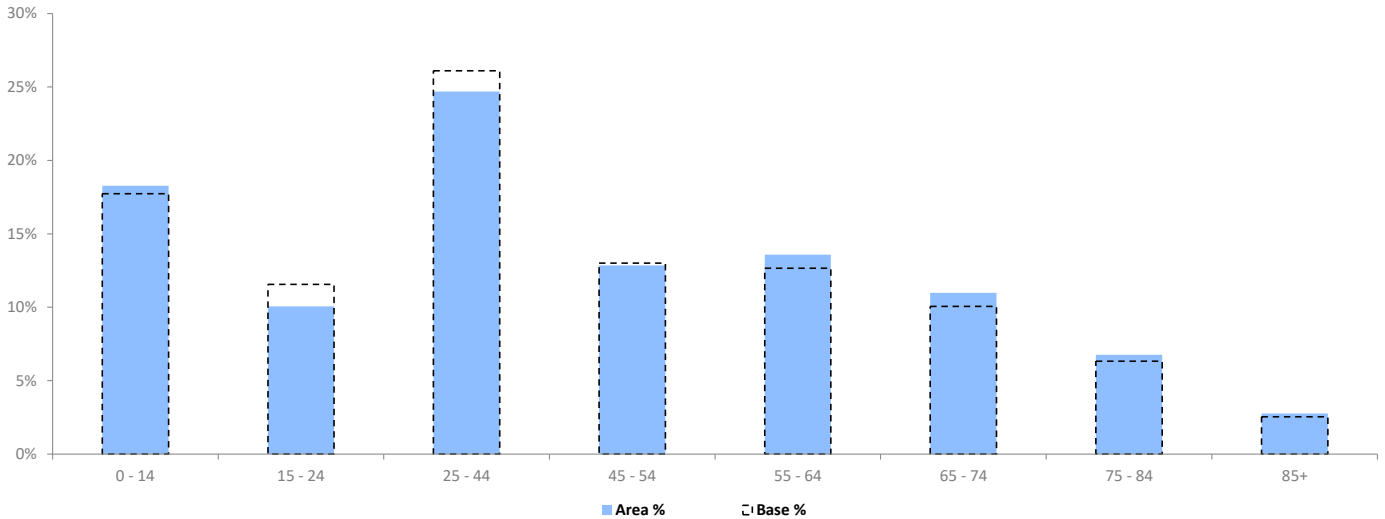
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Area: P02016_Crown Inn, Bridgwater, TA6 5HZ (5 Mile contour)

Base: Great Britain

Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	12,687	18.3	17.7	103			
15 - 24	6,989	10.1	11.6	87			
25 - 44	17,143	24.7	26.1	95			
45 - 54	8,926	12.9	13.0	99			
55 - 64	9,430	13.6	12.7	107			
65 - 74	7,623	11.0	10.1	109			
75 - 84	4,701	6.8	6.3	107			
85+	1,928	2.8	2.5	109			
Total population	69,427						



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Area: P02016_Crown Inn, Bridgwater, TA6 5HZ (5 I)
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	71	102.3	85.9	119			
Proprietary Club	7	10.1	8.2	123			
Registered Club	27	38.9	30.1	129			
Restaurant	14	20.2	35.3	57			
Residential	1	1.4	3.5	41			

Name	Description	License Type	Owner Name	Postcode
Lamb	Unknown	Pubs & Full On	Unknown	TA 5 1AD
Globe Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TA 5 2HA
Enmore Inn	Independent Free	Pubs & Full On	Independent Free	TA 5 2AH
Enmore Park Golf Club	Independent Free	Registered Club	Independent Free	TA 5 2AN
Tynte Arms Inn	Independent Free	Pubs & Full On	Independent Free	TA 5 2DP
Kings Head Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	TA 5 2HE
Friendly Spirit	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 5 2HP
Bridgwater College	Independent Free	Registered Club	Independent Free	TA 5 2LS
Harbour View Social Club	Independent Free	Registered Club	Independent Free	TA 5 2QZ
Anchor Inn	Independent Free	Pubs & Full On	Independent Free	TA 5 2RA
West India House	Unknown	Pubs & Full On	Unknown	TA 6 7JE
Walnut Tree Hotel	Independent Free	Pubs & Full On	Independent Free	TA 6 6QA
Lamb Inn	Independent Free	Pubs & Full On	Independent Free	TA 6 5PY
North Petherton Rugby Club	Independent Free	Registered Club	Independent Free	TA 6 6RW
British Flag	Punch Pub Company	Pubs & Full On	Punch Pub Company	TA 6 3HX
Golden Ball	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 6 3BE
Vinos Ale And Wine Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TA 6 3BG
Duke	Amber Taverns	Restaurant	Star Pubs & Bars	TA 6 3BQ
Arts Centre	Independent Free	Pubs & Full On	Independent Free	TA 6 3DD
Castle Club	Independent Free	Registered Club	Independent Free	TA 6 3DD
Bridgwater Masonic Hall	Independent Free	Registered Club	Independent Free	TA 6 3DH
Great Escape	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 6 3EN
Nutmeg House	Independent Free	Restaurant	Independent Free	TA 6 3EN
English Raj Indian Restaurant	Independent Free	Restaurant	Independent Free	TA 6 3EN
Admirals Landing	Independent Free	Pubs & Full On	Independent Free	TA 6 3EX
Fountain	Unknown	Pubs & Full On	Unknown	TA 6 3HL
Lions Club	Independent Free	Proprietary Club	Independent Free	TA 6 3HW
Bridgwater & Albion Rugby Club	Independent Free	Registered Club	Independent Free	TA 6 4TZ
Silhouettes	Independent Free	Restaurant	Independent Free	TA 6 3LU
Tudor Hotel & Bar 27	Independent Free	Pubs & Full On	Independent Free	TA 6 3LX
Old Vicarage Restaurant	Independent Free	Residential	Independent Free	TA 6 3EQ
Bridgwater Mega Bowl	Independent Free	Proprietary Club	Independent Free	TA 6 3NA
Blake Hall	Independent Free	Pubs & Full On	Independent Free	TA 6 3NZ
Palace Night Club	Independent Free	Proprietary Club	Independent Free	TA 6 3PF
Blake Arms Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 6 3PF
China Palace	Independent Free	Restaurant	Independent Free	TA 6 3PF
Brookland Hotel	Independent Free	Pubs & Full On	Independent Free	TA 6 3PN
Old Market	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 6 3PG
Bird In Hand	Independent Free	Pubs & Full On	Independent Free	TA 6 4BW
Sportsman	Peninsula Inns	Pubs & Full On	Peninsula Inns	TA 6 4PH
Cross Rifles	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 6 4PH
Royal British Legion Club	Independent Free	Registered Club	Independent Free	TA 6 4RY
Admirals Table	Marston's	Pubs & Full On	Marston's	TA 6 4TN
Bower Inn	Butcombe Brewery	Pubs & Full On	Liberation	TA 6 4TY
Cobblestones	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TA 6 5AP
Commercial Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 6 5BG
British Rail Staff Association Club	Independent Free	Registered Club	Independent Free	TA 6 5HA
Bunch Of Grapes	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 6 5HS
New Foresters	Independent Free	Pubs & Full On	Independent Free	TA 6 5HX
Crown Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TA 6 5HZ
Bristol & Exeter Inn	Independent Free	Pubs & Full On	Independent Free	TA 6 5JA
Lime Kiln Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	TA 6 5LU
Globe	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TA 6 6NQ

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 Base: Great Britain
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Name	Description	License Type	Owner Name	Postcode
Compass Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 6 6PR
Malt Shovel	Greene King	Pubs & Full On	Greene King	TA 6 7DN
Horse & Jockey	Independent Free	Pubs & Full On	Independent Free	TA 6 7HU
Bridgwater Bowling Club	Independent Free	Registered Club	Independent Free	TA 6 7HR
Quantock	Greene King	Pubs & Full On	Greene King	TA 6 7DP
Cottage Inn	Independent Free	Pubs & Full On	Independent Free	TA 6 7PZ
Boat & Anchor	Independent Free	Pubs & Full On	Independent Free	TA 7 0AQ
Thatchers Arms	Independent Free	Pubs & Full On	Independent Free	TA 7 0AN
Harvest Moon	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TA 7 0BG
Sedgemoor Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 7 0EB
37 Sports & Social Club	Independent Free	Registered Club	Independent Free	TA 7 8AD
Puriton Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 7 8AF
Red Tile Inn	Independent Free	Pubs & Full On	Independent Free	TA 7 8LN
Knowle Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 7 8PN
Morganians Rugby Club	Independent Free	Registered Club	Independent Free	TA 7 8QW
Olive Mill	Independent Free	Pubs & Full On	Independent Free	TA 7 9AH
White Hart	Independent Free	Pubs & Full On	Independent Free	TA 7 9EW
Withygrove Farm Cottages	Independent Free	Proprietary Club	Independent Free	TA 9 3NP
East Bridgwater Community School	Independent Free	Registered Club	Independent Free	TA 6 4QY
Rose & Crown	Punch Pub Company	Pubs & Full On	Punch Pub Company	TA 5 2HF
Mecca Bingo	Rank	Proprietary Club	Rank	TA 6 3PH
Gallery	Independent Free	Pubs & Full On	Independent Free	TA 6 3BN
Baillies	Independent Free	Pubs & Full On	Independent Free	TA 6 3BN
Eastover Park Bowling Club	Independent Free	Registered Club	Independent Free	TA 6 5JS
Carnival Inn	Wetherspoons GB	Pubs & Full On	Wetherspoon	TA 6 3LX
Cookhouse & King Sedgemoor Inn	Whitbread	Pubs & Full On	Whitbread	TA 6 4RN
Green Dragon	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TA 6 3LJ
Bridgwater Town Football Club	Independent Free	Registered Club	Independent Free	TA 6 4TZ
Pawlett Pavillion	Independent Free	Registered Club	Independent Free	TA 6 4SF
North Petherton Community Centre	Independent Free	Registered Club	Independent Free	TA 6 3NH
Cornhill	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA 6 3BU
Prezzo	Prezzo plc	Restaurant	Prezzo plc	TA 6 3BY
Bridgwater Steakhouse	Independent Free	Restaurant	Independent Free	TA 6 3PF
Maunsel House	Independent Free	Pubs & Full On	Independent Free	TA 7 0BU
Wembdon Cricket Club	Independent Free	Registered Club	Independent Free	TA 6 3JA
Le Kage	Independent Free	Restaurant	Independent Free	TA 6 5AB
Bridgwater Canalside Centre	Independent Free	Pubs & Full On	Independent Free	TA 6 6LQ
Elachi Restaurant	Independent Free	Restaurant	Independent Free	TA 6 5AW
Reflections	Independent Free	Pubs & Full On	Independent Free	TA 6 3BL
Spice Club	Independent Free	Restaurant	Independent Free	TA 6 5AB
Greenway Farm	Independent Free	Pubs & Full On	Independent Free	TA 5 2AX
Victoria Park Bowling Club	Independent Free	Registered Club	Independent Free	TA 6 7AD
North Petherton Bowling Club	Independent Free	Registered Club	Independent Free	TA 6 6PR
Cossington Village Hall	Independent Free	Registered Club	Independent Free	TA 7 8LH
Cue Club	Independent Free	Proprietary Club	Independent Free	TA 6 5AW
Bar Brunel	Independent Free	Pubs & Full On	Independent Free	TA 6 3LJ
British Flag Carnival Club	Independent Free	Registered Club	Independent Free	TA 5 2HF
Spice Gallery	Independent Free	Restaurant	Independent Free	TA 6 6PZ
Bridgwater Town Hall	Independent Free	Pubs & Full On	Independent Free	TA 6 3AS
Cannington Golf Course	Independent Free	Registered Club	Independent Free	TA 5 2LS
Spaxton Village Hall	Independent Free	Registered Club	Independent Free	TA 5 1BS
White Willow	Marston's	Pubs & Full On	Marston's	TA 6 6DF
Bridgwater Ymca	Independent Free	Registered Club	Independent Free	TA 6 3RF

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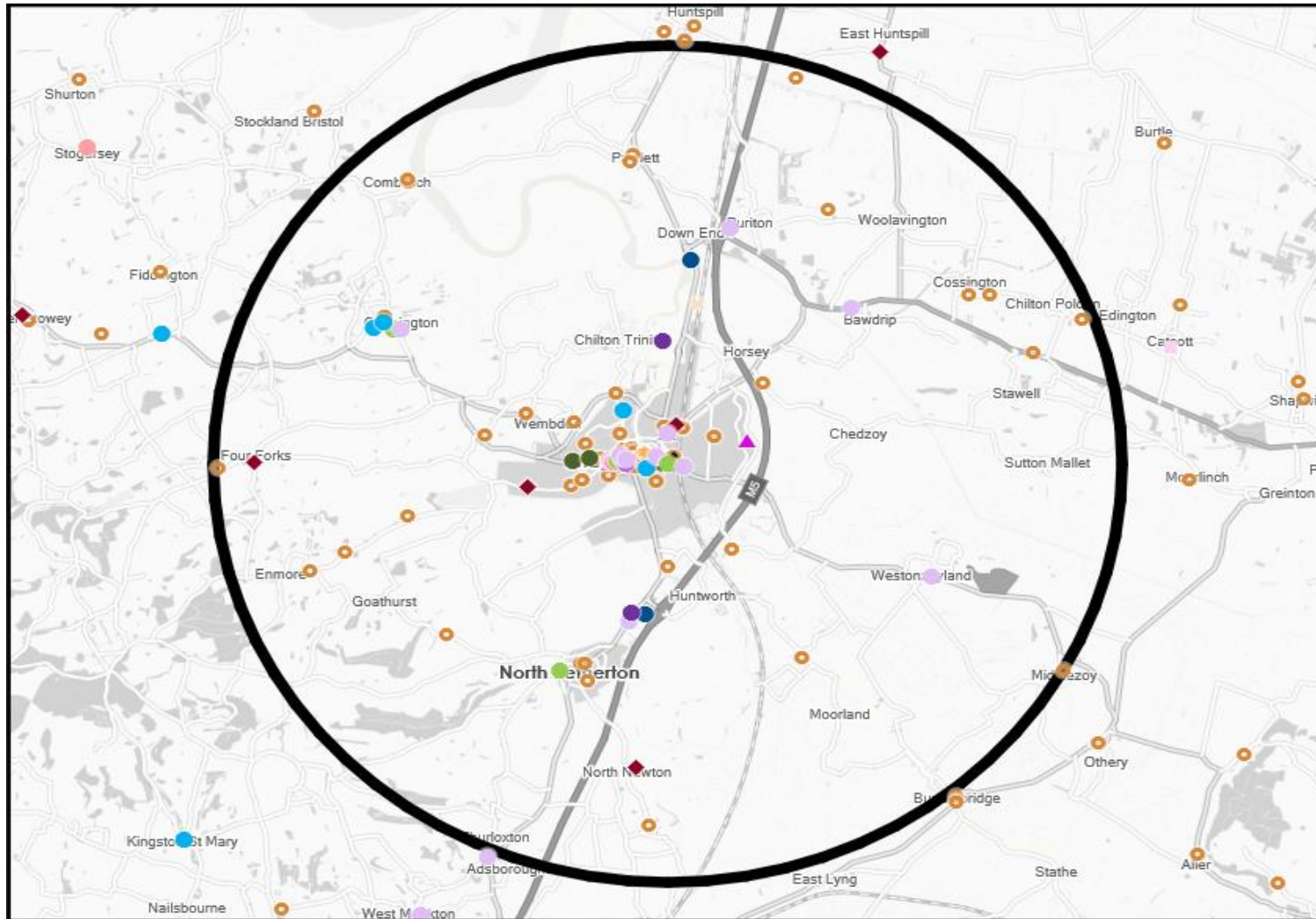
Name	Description	License Type	Owner Name	Postcode
Huntstile Farm	Independent Free	Pubs & Full On	Independent Free	TA 5 2DQ
Spennys Sports Bar	Independent Free	Pubs & Full On	Independent Free	TA 6 5AW
Green Olive	Independent Free	Restaurant	Independent Free	TA 6 3HL
Highway 61	Independent Free	Restaurant	Independent Free	TA 6 3BJ
Trimwise Fitness	Independent Free	Proprietary Club	Independent Free	TA 6 5AW
Mercure Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	TA 6 5AW
Fever & Boutique	Fever Bars	Pubs & Full On	Fever Bars	TA 6 3PF
Bridgwater Cricket Club	Independent Free	Registered Club	Independent Free	TA 6 7HR
Marco Pierre White Steakhouse Bar & G	Marco Pierre White Group	Restaurant	Marco Pierre White Group	TA 6 5AW
Newmarket Hotel	Unknown	Pubs & Full On	Unknown	TA 6 4PN
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	TA 6 6ZG
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	TA 6 6DF
Green At Wembdon	Independent Free	Registered Club	Independent Free	TA 6 7BY
Ibis Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	TA 6 4FJ

MAP OF AREA

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Source: OS Open Data 2018

Area: P02016_Crown Inn, Bridgwater, TA6 5HZ (5 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

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P02016_Crown Inn, Bridgwater, TA6 5HZ (5 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	3,991	13.3	22.0	61		
2 Rising Prosperity	949	3.2	10.1	31		
3 Comfortable Communities	10,424	34.8	26.2	133		
4 Financially Stretched	8,550	28.6	23.7	120		
5 Urban Adversity	5,964	19.9	17.6	113		
6 Not Private Households	59	0.2	0.3	59		
Graph						
Total households	29,937					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%
UK Adults 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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Area: P02016_Crown Inn, Bridgwater, TA6 5HZ (5 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	4	0.0	1.1	1			
1.B Executive Wealth	1,602	5.4	11.2	48			
1.C Mature Money	2,385	8.0	9.6	83			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	949	3.2	6.2	51			
3. Comfortable Communities							
3.F Countryside Communities	4,475	14.9	5.7	261			
3.G Successful Suburbs	1,837	6.1	5.9	104			
3.H Steady Neighbourhoods	1,470	4.9	7.4	67			
3.I Comfortable Seniors	925	3.1	2.9	106			
3.J Starting Out	1,717	5.7	4.3	132			
4. Financially Stretched							
4.K Student Life	2	0.0	2.4	0			
4.L Modest Means	4,425	14.8	7.9	187			
4.M Striving Families	2,916	9.7	7.5	129			
4.N Poorer Pensioners	1,207	4.0	5.9	68			
5. Urban Adversity							
5.O Young Hardship	3,243	10.8	6.1	176			
5.P Struggling Estates	1,694	5.7	6.1	93			
5.Q Difficult Circumstances	1,027	3.4	5.3	64			
6. Not Private Households							
6.R Not Private Households	59	0.2	0.3	59			
Total households	29,937						

Acorn Group Pen Portrait

3 F Countryside Communities 3.4M UK Adults 6.4% of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

DEMOGRAPHICS

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

FINANCIAL PROFILE

Household Income UK £42k London n/a Average: £40k Average: £44k	% Disposable Income UK 53% London n/a Average: 44% Average: 39%	Financial situation
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BRANDS

SHOPPING: LAKELAND, Specsavers, Clarks

LEISURE: CAFE NERO, Zizzi, CAFE ROUGE

WEBSITES: ebay, Money Super Market, M&S, GOV.UK

DIGITAL

ATTITUDES

- I worry about online security: **57%** (UK average: 55%)
- Shopping online makes my life easier: **53%** (UK average: 53%)
- I couldn't live without the internet on my mobile: **25%** (UK average: 34%)

KEY INTERNET USAGE

This group are more likely to **browse for gardening products online**

TECHNOLOGY USAGE

This group are more likely to **purchase home insurance online**

This group are more likely to **subscribe to Sky TV**

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: P02016_Crown Inn, Bridgwater, TA6 5HZ (5 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	4	0.0	0.9	2			
1.B Executive Wealth							
1.B.4 Asset rich families	385	1.3	2.6	49			
1.B.5 Wealthy countryside commuters	492	1.6	2.4	68			
1.B.6 Financially comfortable families	570	1.9	2.2	86			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	52	0.2	1.5	11			
1.B.9 Well-off edge of towners	103	0.3	1.6	21			
1.C Mature Money							
1.C.10 Better-off villagers	1,230	4.1	3.0	138			
1.C.11 Settled suburbia, older people	364	1.2	2.9	43			
1.C.12 Retired and empty nesters	715	2.4	2.5	96			
1.C.13 Upmarket downsizers	76	0.3	1.3	19			
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	722	2.4	1.9	128			
2.E.19 First time buyers in small, modern homes	227	0.8	3.3	23			
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	676	2.3	1.5	151			
3.F.22 Older couples and families in rural areas	1,122	3.7	1.1	352			
3.F.23 Owner occupiers in small towns and villages	2,677	8.9	3.2	282			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	937	3.1	2.6	119			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	900	3.0	2.4	124			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	840	2.8	3.4	82			
3.H.28 Owner occupied terraces, average income	103	0.3	1.6	22			
3.H.29 Established suburbs, older families	527	1.8	2.3	76			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	731	2.4	2.4	101			
3.I.31 Elderly singles in purpose-built accommodation	194	0.6	0.5	132			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	453	1.5	2.1	72			
3.J.33 Smaller houses and starter homes	1,264	4.2	2.3	188			
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	2	0.0	1.7	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	340	1.1	1.4	81			
4.L.38 Semi-skilled workers in traditional neighbourhoods	1,965	6.6	2.6	250			
4.L.39 Fading owner occupied terraces	2,120	7.1	2.9	246			
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	666	2.2	1.6	139			
4.M.42 Struggling young families in post-war terraces	1,039	3.5	1.7	207			
4.M.43 Families in right-to-buy estates	233	0.8	2.1	37			
4.M.44 Post-war estates, limited means	978	3.3	2.2	148			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	324	1.1	0.8	138			
4.N.46 Elderly people in social rented flats	256	0.9	1.1	79			
4.N.47 Low income older people in smaller semis	331	1.1	2.3	49			
4.N.48 Pensioners and singles in social rented flats	296	1.0	1.8	56			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,051	3.5	2.1	164			
5.O.50 Struggling younger people in mixed tenure	1,254	4.2	1.7	240			
5.O.51 Young people in small, low cost terraces	938	3.1	2.3	139			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	1,269	4.2	1.6	261			
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	425	1.4	1.6	86			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	292	1.0	1.5	64			
5.Q.58 Singles and young families, some receiving benefits	297	1.0	1.8	55			
5.Q.59 Deprived areas and high-rise flats	438	1.5	2.0	72			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	11	0.0	0.1	63			
6.R.61 Inactive communal population	48	0.2	0.3	58			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	29,937						

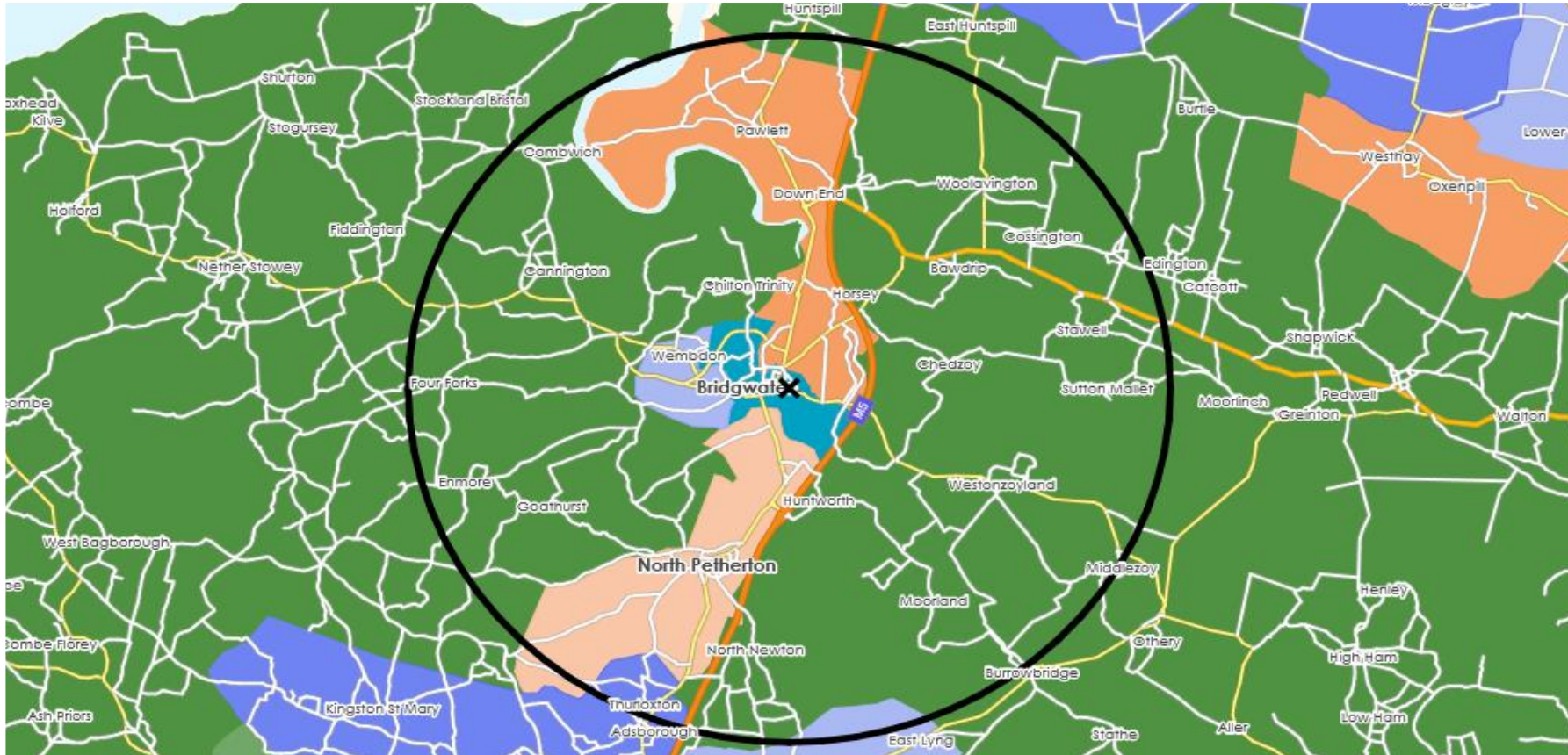
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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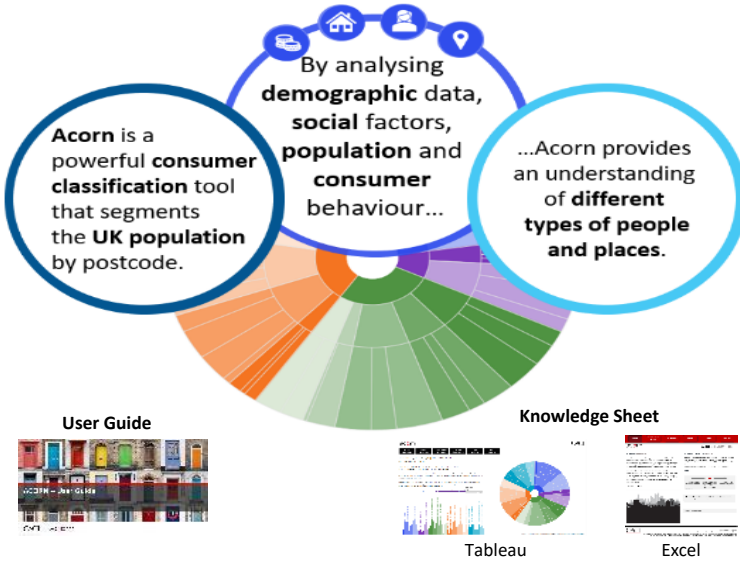


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

Age range
55+

Financial situation
Running into debt ← → Saving a lot

Children at home
0

12.0M UK Adults 22.8% of UK

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

