

POPULATION PROJECTIONS

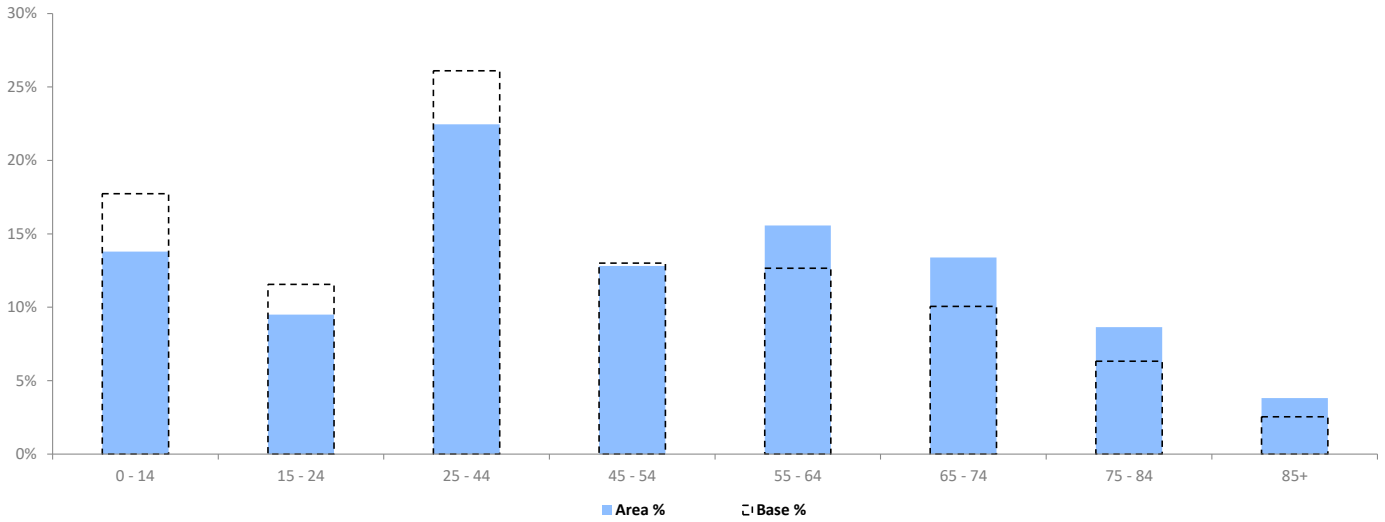
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Area: P02529_Waterloo Hotel, Weymouth, DT4 7PQ (1 Mile contour)

Base: Great Britain

Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,564	13.8	17.7	78			
15 - 24	1,764	9.5	11.6	82			
25 - 44	4,172	22.5	26.1	86			
45 - 54	2,381	12.8	13.0	98			
55 - 64	2,893	15.6	12.7	123			
65 - 74	2,489	13.4	10.1	133			
75 - 84	1,608	8.7	6.3	137			
85+	710	3.8	2.5	150			
Total population	18,581						



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Area: P02529_Waterloo Hotel, Weymouth, DT4 7F
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	66	355.2	85.9	413			
Proprietary Club	3	16.1	8.2	197			
Registered Club	13	70.0	30.1	233			
Restaurant	29	156.1	35.3	442			
Residential	16	86.1	3.5	2440			

Name	Description	License Type	Owner Name	Postcode
Famous Old Spa	Marston's	Pubs & Full On	Marston's	DT 3 5EQ
Weymouth Rugby Club	Independent Free	Registered Club	Independent Free	DT 3 5HZ
Edinburgh House Of Sounds	Victoria Inns	Pubs & Full On	Victoria Inns	DT 4 8EW
Marden House	Independent Free	Residential	Independent Free	DT 4 0AE
Sambo Rodizio Bar & Grill	Independent Free	Restaurant	Independent Free	DT 4 0AQ
Weymouth Golf Club	Independent Free	Registered Club	Independent Free	DT 4 0PF
Leam Hotel	Independent Free	Pubs & Full On	Independent Free	DT 4 7EB
King Edwards	Independent Free	Restaurant	Independent Free	DT 4 7AT
Hotel Kinley	Independent Free	Residential	Independent Free	DT 4 7AT
Cumberland Hotel	Independent Free	Residential	Independent Free	DT 4 7BA
Gloucester House	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DT 4 7AT
Star	Unknown	Pubs & Full On	Unknown	DT 4 7AW
Somerset House Hotel	Independent Free	Pubs & Full On	Independent Free	DT 4 7BH
Dorset Burger Company	Independent Free	Restaurant	Independent Free	DT 4 7BH
Tides Inn	Unknown	Pubs & Full On	Unknown	DT 4 7BH
Dolphin	Hop Back Brewery	Pubs & Full On	Hop Back Brewery	DT 4 7DE
Enzo	Independent Free	Restaurant	Independent Free	DT 4 7EA
Hotel Norfolk	Independent Free	Residential	Independent Free	DT 4 7ES
Berkeley Hotel	Independent Free	Residential	Independent Free	DT 4 7ET
Langham Hotel	Independent Free	Residential	Independent Free	DT 4 7EX
Mon Ami Hotel	Independent Free	Pubs & Full On	Independent Free	DT 4 7NN
Railway Tavern	Independent Free	Pubs & Full On	Independent Free	DT 4 7HZ
Rosefield	Independent Free	Residential	Independent Free	DT 4 7JU
Rembrandt Hotel	Independent Free	Pubs & Full On	Independent Free	DT 4 7JU
Royal Oak Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	DT 4 7JZ
Lilac Villa Guest House	Independent Free	Residential	Independent Free	DT 4 7LG
Weymouth College	Independent Free	Registered Club	Independent Free	DT 4 7LQ
Lodmoor	Whitbread	Pubs & Full On	Whitbread	DT 4 7SX
Prince Regent Hotel	Independent Free	Pubs & Full On	Independent Free	DT 4 7NR
Molyneux Guest House	Independent Free	Residential	Independent Free	DT 4 7PD
Arcadia	Independent Free	Residential	Independent Free	DT 4 7PA
Park Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DT 4 7PQ
Waterloo Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DT 4 7PQ
Weatherbury Hotel	Independent Free	Pubs & Full On	Independent Free	DT 4 7PX
Hamiltons Restaurant	Independent Free	Restaurant	Independent Free	DT 4 7RW
Redcliffe Hotel	Independent Free	Residential	Independent Free	DT 4 7RW
Channel View Guest House	Independent Free	Residential	Independent Free	DT 4 7RW
Weymouth Conservative Club	Independent Free	Registered Club	Independent Free	DT 4 7JT
Sea Life Centre	Independent Free	Pubs & Full On	Independent Free	DT 4 7SX
Golden Lion Hotel	Greene King	Pubs & Full On	Greene King	DT 4 8AR
Marlboro Fish Restaurant	Independent Free	Restaurant	Independent Free	DT 4 8AR
Duke Of Cornwall Inn	Independent Free	Pubs & Full On	Independent Free	DT 4 8AS
Rendezvous & Royal Oak	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DT 4 8AW
Royal Air Force Association	Independent Free	Registered Club	Independent Free	DT 4 8AY
Market House Tavern	Independent Free	Pubs & Full On	Independent Free	DT 4 8AZ
Weymouth Tandoori	Independent Free	Restaurant	Independent Free	DT 4 8AZ
Rum Shack & Fat Cat	Independent Free	Restaurant	Independent Free	DT 4 8BA
Sailors Return	Punch Pub Company	Pubs & Full On	Punch Pub Company	DT 4 8AD
Actors	Independent Free	Proprietary Club	Independent Free	DT 4 8BB
Quayside Bar And Kitchen	Independent Free	Restaurant	Independent Free	DT 4 8BE
Harbourside Bistro	Independent Free	Pubs & Full On	Independent Free	DT 4 8BE
Globe Inn	Independent Free	Pubs & Full On	Independent Free	DT 4 8BN
Royal Dorset Yacht Club	Independent Free	Registered Club	Independent Free	DT 4 8BG

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Name	Description	License Type	Owner Name	Postcode
Weymouth & Melcombe Regis Working	Independent Free	Registered Club	Independent Free	DT 4 8BT
1815 Coffee House	Independent Free	Restaurant	Independent Free	DT 4 8DE
Nook	Unknown	Pubs & Full On	Unknown	DT 4 8DG
Kika Beach	Independent Free	Pubs & Full On	Independent Free	DT 4 8DG
Fairhaven Hotelbars	Independent Free	Pubs & Full On	Independent Free	DT 4 8DH
Marys Tea Room	Independent Free	Restaurant	Independent Free	DT 4 8DH
Ferry Inn	Independent Free	Restaurant	Independent Free	DT 4 8DJ
Hotel Rex	Independent Free	Residential	Independent Free	DT 4 8DN
Berolina Hotel	Independent Free	Residential	Independent Free	DT 4 8DN
Alexandra Hotel	Independent Free	Residential	Independent Free	DT 4 8DN
Weymouth Pavilion Theatre	Independent Free	Pubs & Full On	Independent Free	DT 4 8DZ
Chatsworth House	Independent Free	Residential	Independent Free	DT 4 8EB
Batida Bar	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DT 4 8EH
Ming Wah Chinese Restaurant	Independent Free	Restaurant	Independent Free	DT 4 8EN
Prezzo	Prezzo plc	Restaurant	Prezzo plc	DT 4 8EQ
Crown Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DT 4 8EQ
Ruan	Independent Free	Restaurant	Independent Free	DT 4 8HE
William Henry	Wetherspoons GB	Pubs & Full On	Wetherspoon	DT 4 8HQ
Weymouth Squash Centre	Independent Free	Proprietary Club	Independent Free	DT 4 8JE
Belvedere Inn	Unknown	Pubs & Full On	Unknown	DT 4 8JH
Chapelhay Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DT 4 8JU
White Hart Hotel	Greene King	Pubs & Full On	Greene King	DT 4 8LY
Weymouth Angling Society Hq	Independent Free	Registered Club	Independent Free	DT 4 8NF
Finns	Punch Pub Company	Pubs & Full On	Punch Pub Company	DT 4 8NU
Black Dog	Greene King	Pubs & Full On	Greene King	DT 4 8PB
Criterion Restaurant	Independent Free	Restaurant	Independent Free	DT 4 8PB
Upstairs Downstairs	Independent Free	Restaurant	Independent Free	DT 4 8PU
Wellington Arms	Marston's	Pubs & Full On	Marston's	DT 4 8PY
Snookes	Independent Free	Proprietary Club	Independent Free	DT 4 8NW
Kings Arms Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DT 4 8TJ
Mallams At The Quay	Independent Free	Restaurant	Independent Free	DT 4 8TJ
Boot Inn	Marston's	Pubs & Full On	Marston's	DT 4 8JH
Galley Bistro	Independent Free	Pubs & Full On	Independent Free	DT 4 8TR
Old Rooms Inn	Greene King	Pubs & Full On	Greene King	DT 4 8TT
Weymouth Sailing Club	Independent Free	Registered Club	Independent Free	DT 4 8TX
Nothe Tavern	Marston's	Pubs & Full On	Marston's	DT 4 8TZ
Gurkha	Independent Free	Restaurant	Independent Free	DT 4 7TZ
Russell Hotel	Independent Free	Pubs & Full On	Independent Free	DT 4 7NG
Richmoor Hotel	Independent Free	Pubs & Full On	Independent Free	DT 4 7NP
Red Lion	Greene King	Pubs & Full On	Greene King	DT 4 8TR
Cutter Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DT 4 8BP
George Inn	Independent Free	Pubs & Full On	Independent Free	DT 4 8BE
Rockfish	Rockfish	Restaurant	Rockfish	DT 4 8DQ
Swan Inn	Wetherspoons GB	Pubs & Full On	Wetherspoon	DT 4 8EH
Hardys Hophouse	Marston's	Pubs & Full On	Marston's	DT 4 8EQ
Chillie Indian Restaurant	Independent Free	Restaurant	Independent Free	DT 4 7HZ
Weymouth & Melcombe Regis Bowls Cl	Independent Free	Registered Club	Independent Free	DT 4 7DW
New Vic	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DT 4 8DH
Centenary Club	Independent Free	Registered Club	Independent Free	DT 4 7BG
Ship Inn	Hall & Woodhouse	Pubs & Full On	Hall & Woodhouse	DT 4 8BE
Tuatara Bar	Independent Free	Pubs & Full On	Independent Free	DT 4 8AS
Nanna Moons Cafe Bar	Independent Free	Pubs & Full On	Independent Free	DT 4 8TJ
Royal Hotel	Independent Free	Pubs & Full On	Independent Free	DT 4 7AX

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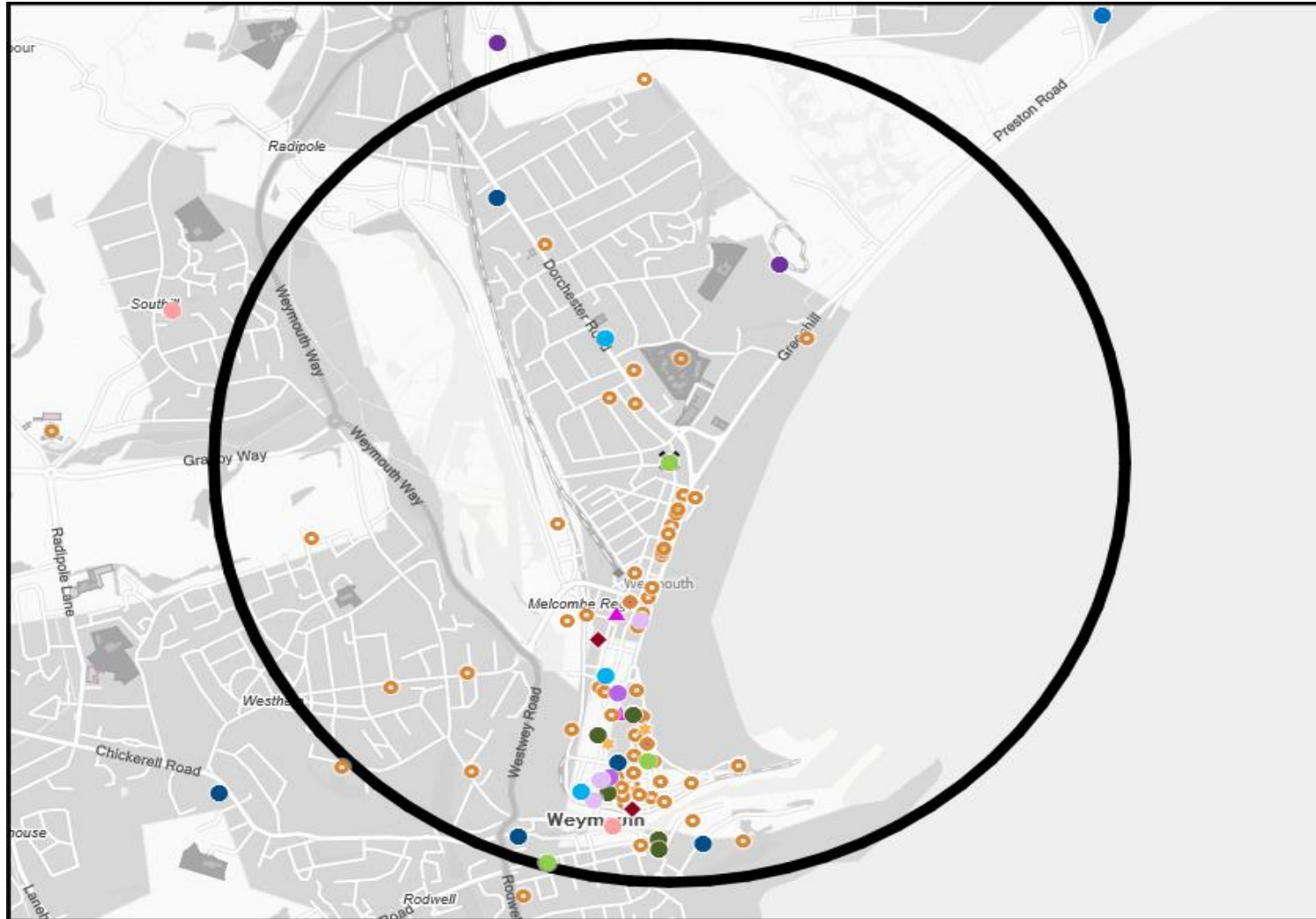
Name	Description	License Type	Owner Name	Postcode
Slug And Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DT 4 8EQ
Crows Nest	Independent Free	Restaurant	Independent Free	DT 4 8TR
Carlton Hotel	Independent Free	Pubs & Full On	Independent Free	DT 4 7EA
Boat Cafe Bar	Independent Free	Pubs & Full On	Independent Free	DT 4 8DH
Sense	Independent Free	Restaurant	Independent Free	DT 4 8PP
Manbo's Bistro	Independent Free	Restaurant	Independent Free	DT 4 8PU
Bourneville Hotel	Independent Free	Pubs & Full On	Independent Free	DT 4 8DJ
Nothe Fort	Independent Free	Pubs & Full On	Independent Free	DT 4 8UF
Weymouth Pavilion	Independent Free	Pubs & Full On	Independent Free	DT 4 8ED
Jade Garden	Independent Free	Restaurant	Independent Free	DT 4 7BH
Nicetta	Independent Free	Restaurant	Independent Free	DT 4 8PB
Loco Cobo	Independent Free	Restaurant	Independent Free	DT 4 8TW
Loft	Independent Free	Restaurant	Independent Free	DT 4 8BG
Royal Oak	Unknown	Pubs & Full On	Unknown	DT 4 8BE
Ayya	Independent Free	Pubs & Full On	Independent Free	DT 4 8EQ
Monkey Fist	Independent Free	Restaurant	Independent Free	DT 4 8TR
Weymouth Ciu	Independent Free	Registered Club	Independent Free	DT 4 8BA
Green Hill Bowling Club	Independent Free	Registered Club	Independent Free	DT 4 7SL
Closet	Independent Free	Pubs & Full On	Independent Free	DT 4 8BA
Nautico Lounge	Loungers	Pubs & Full On	Loungers	DT 4 8EL
Doghouse Micro Pub	Independent Free	Pubs & Full On	Independent Free	DT 4 8NN

MAP OF AREA

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Source: OS Open Data 2018

Area: P02529_Waterloo Hotel, Weymouth, DT4 7PQ (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

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P02529_Waterloo Hotel, Weymouth, DT4 7PQ (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,153	13.1	22.0	60		
2 Rising Prosperity	115	1.3	10.1	13		
3 Comfortable Communities	1,442	16.4	26.2	63		
4 Financially Stretched	2,767	31.5	23.7	133		
5 Urban Adversity	3,259	37.1	17.6	211		
6 Not Private Households	49	0.6	0.3	167		
Total households	8,785					

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

Financial situation

Running into debt ← → Saving a lot

House tenure

Social renting

Children at home

3+

Number of beds

1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 30%
- P Struggling Estates 43%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P02529_Waterloo Hotel, Weymouth, DT4 7PQ (1 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	0	0.0	1.1	0			
1.B Executive Wealth	139	1.6	11.2	14			
1.C Mature Money	1,014	11.5	9.6	120			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	115	1.3	6.2	21			
3. Comfortable Communities							
3.F Countryside Communities	26	0.3	5.7	5			
3.G Successful Suburbs	581	6.6	5.9	112			
3.H Steady Neighbourhoods	119	1.4	7.4	18			
3.I Comfortable Seniors	326	3.7	2.9	128			
3.J Starting Out	390	4.4	4.3	102			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,945	22.1	7.9	280			
4.M Striving Families	431	4.9	7.5	65			
4.N Poorer Pensioners	391	4.5	5.9	75			
5. Urban Adversity							
5.O Young Hardship	2,835	32.3	6.1	525			
5.P Struggling Estates	131	1.5	6.1	24			
5.Q Difficult Circumstances	293	3.3	5.3	62			
6. Not Private Households							
6.R Not Private Households	49	0.6	0.3	167			
Total households	8,785						

Acorn Group Pen Portrait

5 O Young Hardship 2.7M UK Adults 5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

DEMOGRAPHICS

Age range 25-34	Children at home 1
House tenure Privately renting	Family structure Single parent
Number of beds 2	House type Terraced

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

I worry about online security 52% <small>UK average: 55%</small>	Shopping online makes my life easier 52% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 38% <small>UK average: 34%</small>
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KEY INTERNET USAGE **TECHNOLOGY USAGE**

This group are more likely to research credit cards online	This group are more likely to take out a credit card online	This group are more likely to watch TV on demand on a laptop
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FINANCIAL PROFILE

Household Income UK £30k London £34k <small>Average: £40k Average: £44k</small>	% Disposable Income UK 39% London 28% <small>Average: 44% Average: 39%</small>	Financial situation
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Legend: 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: P02529_Waterloo Hotel, Weymouth, DT4 7PQ (1 Mile contour)
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Sort by: Corn Structure
 Index
 Profile %

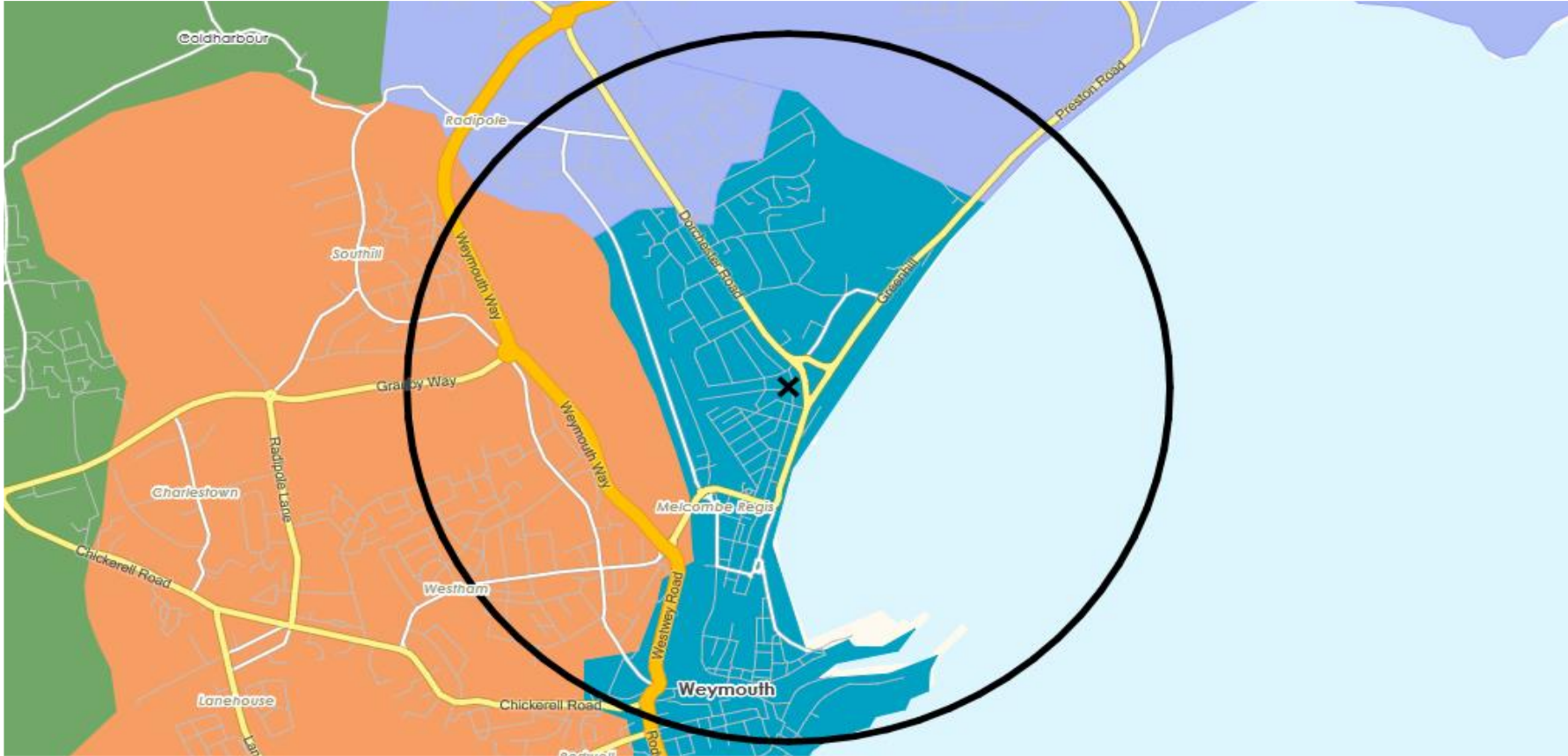
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	108	1.2	2.6	47			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	31	0.4	2.2	16			
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	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	21	0.2	3.0	8			
1.C.11 Settled suburbia, older people	42	0.5	2.9	17			
1.C.12 Retired and empty nesters	347	3.9	2.5	159			
1.C.13 Upmarket downsizers	604	6.9	1.3	528			
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	4	0.0	1.9	2			
2.E.19 First time buyers in small, modern homes	111	1.3	3.3	39			
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	26	0.3	3.2	9			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	570	6.5	2.6	246			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	11	0.1	2.4	5			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	68	0.8	3.4	22			
3.H.28 Owner occupied terraces, average income	16	0.2	1.6	12			
3.H.29 Established suburbs, older families	35	0.4	2.3	17			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	116	1.3	2.4	55			
3.I.31 Elderly singles in purpose-built accommodation	210	2.4	0.5	487			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	116	1.3	2.1	63			
3.J.33 Smaller houses and starter homes	274	3.1	2.3	139			
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	656	7.5	1.4	530			
4.L.38 Semi-skilled workers in traditional neighbourhoods	347	3.9	2.6	150			
4.L.39 Fading owner occupied terraces	942	10.7	2.9	372			
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	33	0.4	1.6	24			
4.M.42 Struggling young families in post-war terraces	74	0.8	1.7	50			
4.M.43 Families in right-to-buy estates	268	3.1	2.1	147			
4.M.44 Post-war estates, limited means	56	0.6	2.2	29			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	57	0.6	0.8	83			
4.N.46 Elderly people in social rented flats	93	1.1	1.1	98			
4.N.47 Low income older people in smaller semis	156	1.8	2.3	78			
4.N.48 Pensioners and singles in social rented flats	85	1.0	1.8	55			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,770	20.1	2.1	938			
5.O.50 Struggling younger people in mixed tenure	764	8.7	1.7	498			
5.O.51 Young people in small, low cost terraces	301	3.4	2.3	152			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	61	0.7	1.6	43			
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	70	0.8	1.6	48			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	196	2.2	1.5	147			
5.Q.58 Singles and young families, some receiving benefits	59	0.7	1.8	37			
5.Q.59 Deprived areas and high-rise flats	38	0.4	2.0	21			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	17	0.2	0.1	333			
6.R.61 Inactive communal population	32	0.4	0.3	132			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	8,785						

DOMINANT ACORN GROUP - HOUSEHOLDS

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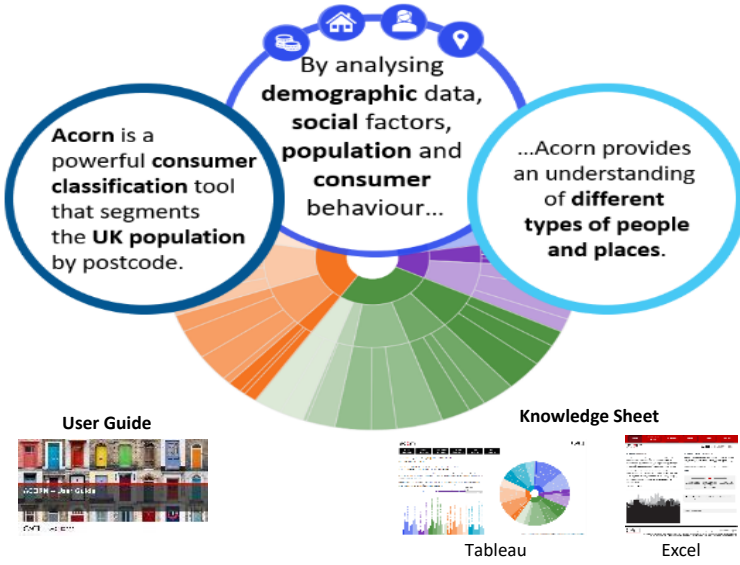
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
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

