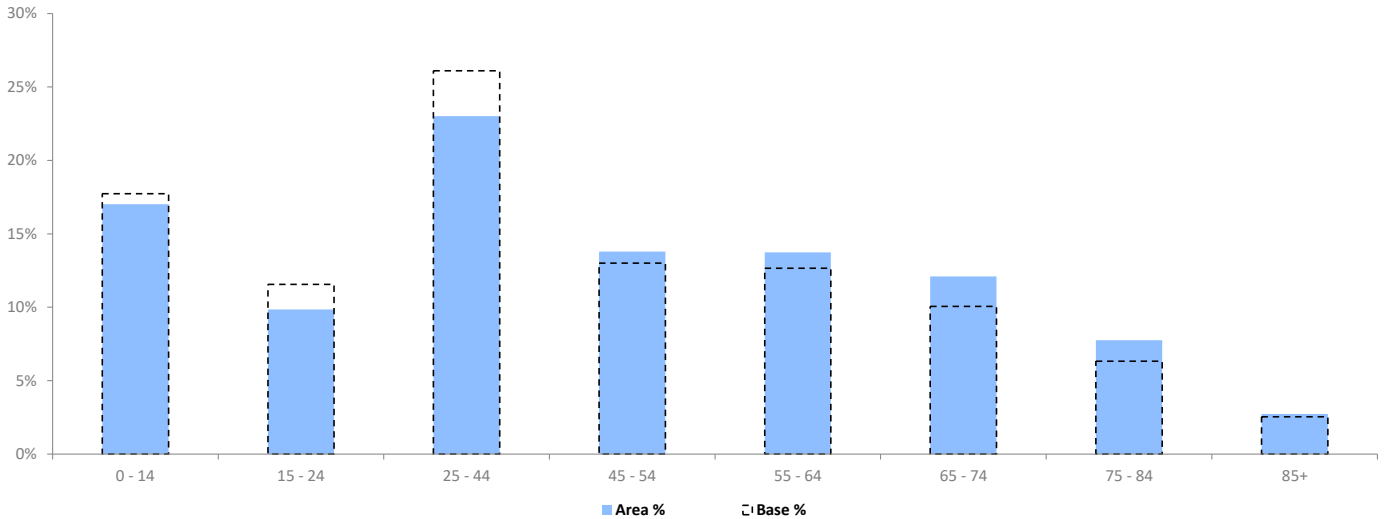


# POPULATION PROJECTIONS

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Area: P01996\_Bridge Inn, Chirk, LL14 5BU (5 Mile contour)  
 Base: Great Britain  
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	8,054	17.0	17.7	96			
15 - 24	4,666	9.9	11.6	85			
25 - 44	10,898	23.0	26.1	88			
45 - 54	6,531	13.8	13.0	106			
55 - 64	6,503	13.7	12.7	108			
65 - 74	5,731	12.1	10.1	120			
75 - 84	3,672	7.8	6.3	123			
85+	1,292	2.7	2.5	107			
<b>Total population</b>	<b>47,347</b>						



# CGA LICENCED PREMISES

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Area: P01996\_Bridge Inn, Chirk, LL14 5BU (5 Mile r  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	66	139.4	85.9	<b>162</b>			
Proprietary Club	4	8.4	8.2	<b>103</b>			
Registered Club	17	35.9	30.1	<b>119</b>			
Restaurant	14	29.6	35.3	84			
Residential	1	2.1	3.5	60			



Name	Description	License Type	Owner Name	Postcode
Boat Inn	Independent Free	Pubs & Full On	Independent Free	LL13 0DL
Chirk Amateur Athletic	Independent Free	Registered Club	Independent Free	LL14 5NA
Black Horse	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL14 2RU
Cross Foxes	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL14 2SA
Holly Bush Inn	Unknown	Pubs & Full On	Unknown	LL14 3AE
Druids United Football Club	Independent Free	Registered Club	Independent Free	LL14 3AT
Queens Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL14 3BD
Newbridge Inn	Independent Free	Pubs & Full On	Independent Free	LL14 3BJ
Royston Club	Independent Free	Registered Club	Independent Free	LL14 3HN
Mill Inn	Independent Free	Pubs & Full On	Independent Free	LL14 3NL
Cefn Mawr Community Social Club	Independent Free	Registered Club	Independent Free	LL14 3PE
Eagles Hotel	Independent Free	Pubs & Full On	Independent Free	LL14 3RP
Duke Of Wellington	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL14 3SG
Oddfellows Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL14 3TB
Acrefair Sports & Social Club	Independent Free	Registered Club	Independent Free	LL14 3TR
Hampden Arms	Marston's	Pubs & Full On	Marston's	LL14 3UG
Jolly Masons	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL14 3YF
Chirk Castle	National Trust	Pubs & Full On	National Trust	LL14 5AF
Bridge Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL14 5BU
Poachers Pocket	Marston's	Pubs & Full On	Marston's	LL14 5DG
Chirk Tavern	Independent Free	Pubs & Full On	Independent Free	LL14 5ET
Hand Hotel	Independent Free	Pubs & Full On	Independent Free	LL14 5EY
Stanton House Inn	Hydes Anvil	Pubs & Full On	Hydes Anvil	LL14 5NA
Wynnstay Arms	Robinsons	Pubs & Full On	Robinsons	LL14 6BL
Bridge End Hotel	Independent Free	Pubs & Full On	Independent Free	LL14 6DA
Vaults	AtWill Pubs	Pubs & Full On	AtWill Pubs	LL14 6DA
Canton Chef	Independent Free	Restaurant	Independent Free	LL14 6DA
Duke Of Wellington	Marston's	Pubs & Full On	Marston's	LL14 6DE
Ruabon Constitution Sports & Social Club	Independent Free	Registered Club	Independent Free	LL14 6LE
Swan Inn	Independent Free	Pubs & Full On	Independent Free	LL20 7AR
Golden Pheasant	Independent Free	Pubs & Full On	Independent Free	LL20 7BB
Vale Of Llangollen Golf Club	Independent Free	Registered Club	Independent Free	LL20 7PR
Aqueduct Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL20 7PY
Telford	Independent Free	Residential	Independent Free	LL20 7TT
Sun Trevor Hotel	Independent Free	Pubs & Full On	Independent Free	LL20 8EG
Bryn Howell Hotel	Independent Free	Pubs & Full On	Independent Free	LL20 7UW
Ifton Miners Welfare Institute	Independent Free	Registered Club	Independent Free	SY11 3AY
Cross Keys Inn	Independent Free	Pubs & Full On	Independent Free	SY10 7DH
Last Inn	Independent Free	Pubs & Full On	Independent Free	SY10 7EU
Lodge Inn	Independent Free	Pubs & Full On	Independent Free	SY10 7RG
Butchers Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY10 7LH
Plough	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY11 1QE
Ye Olde White Lion	Punch Pub Company	Pubs & Full On	Punch Pub Company	SY11 1BH
Railway Tavern	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY11 1HL
Boars Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY11 1AF
Oswestry Conservative Club	Independent Free	Registered Club	Independent Free	SY11 2PA
Sebastians	Independent Free	Restaurant	Independent Free	SY11 1AQ
Butchers Arms	Amber Taverns	Pubs & Full On	Amber Taverns	SY11 1JL
Three Pigeons	Independent Free	Pubs & Full On	Independent Free	SY11 1NF
George Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SY11 1PZ
Oswestry Combined Ex-Servicemens Club	Independent Free	Registered Club	Independent Free	SY11 1PX
Castle Tavern	Unknown	Pubs & Full On	Unknown	SY11 1PZ
Red Lion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY11 1PZ

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Area: P01996\_Bridge Inn, Chirk, LL14 5BU (5 Mile c  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	66	139.4	85.9	<b>162</b>			
Proprietary Club	4	8.4	8.2	<b>103</b>			
Registered Club	17	35.9	30.1	<b>119</b>			
Restaurant	14	29.6	35.3	84			
Residential	1	2.1	3.5	60			

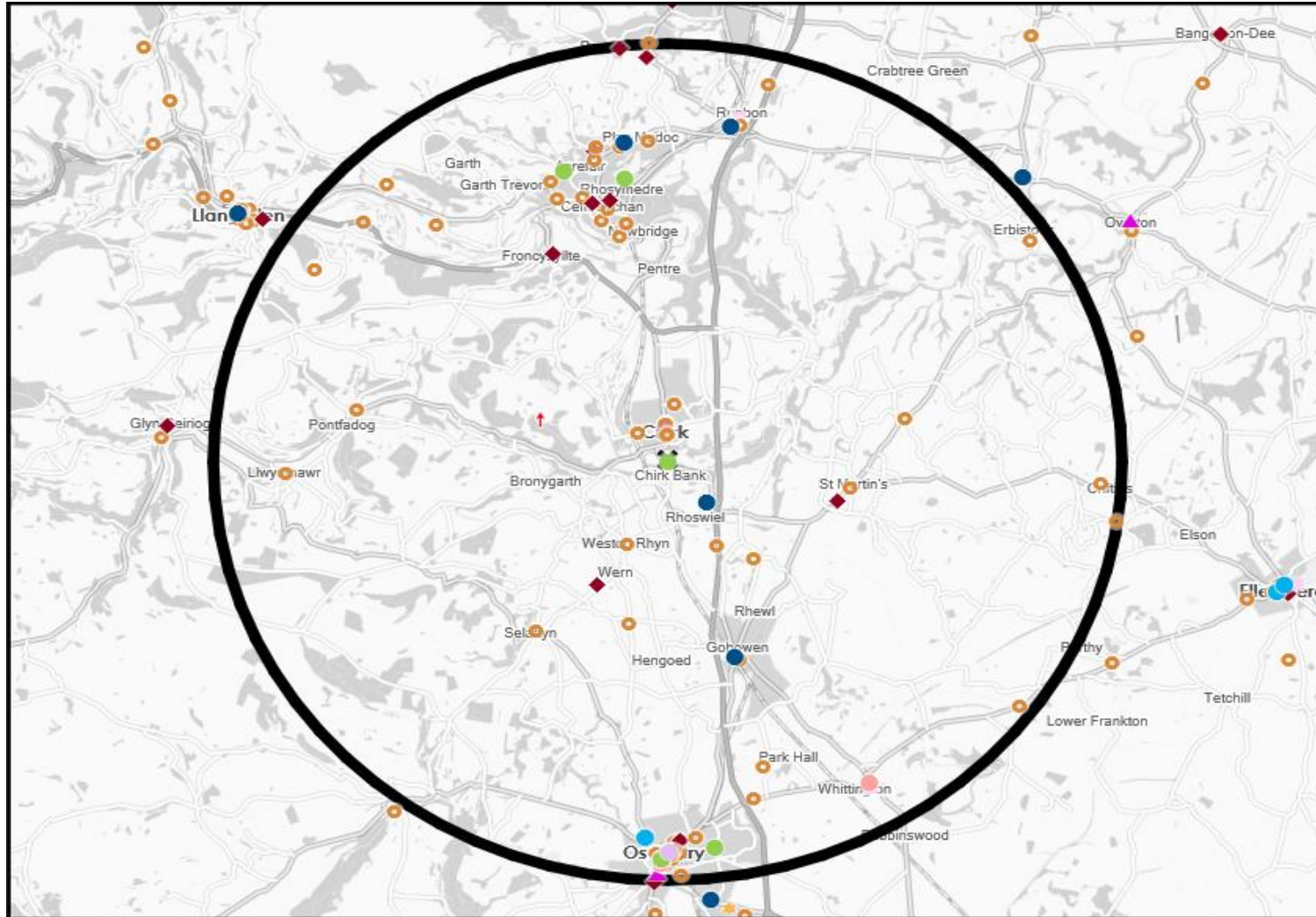
Name	Description	License Type	Owner Name	Postcode
Simla Restaurant	Independent Free	Restaurant	Independent Free	SY11 1QG
Oswestry Nahling	Independent Free	Restaurant	Independent Free	SY11 1QG
Unicorn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY11 2DQ
Raj Mahal Restaurant	Independent Free	Restaurant	Independent Free	SY11 2NN
Black Lion	Independent Free	Pubs & Full On	Independent Free	SY11 2RJ
Oak	Independent Free	Pubs & Full On	Independent Free	SY11 2SU
Olde Vaults	Unknown	Pubs & Full On	Unknown	SY11 2SP
Fox Inn	Independent Free	Pubs & Full On	Independent Free	SY11 2SU
Wynnstay Hotel	Coaching Inn Group Ltd	Pubs & Full On	RedCat Pub Company	SY11 2SZ
Cross Keys	Unknown	Pubs & Full On	Unknown	SY11 3AR
Lion Quay Waterside Resort	Independent Free	Pubs & Full On	Independent Free	SY11 3EN
Cross Foxes Inn	Marston's	Pubs & Full On	Marston's	SY11 3JR
Gobowen Working Mens Club	Independent Free	Registered Club	Independent Free	SY11 3JL
Oswestry Rugby Club	Independent Free	Registered Club	Independent Free	SY11 4AB
Ye Olde Boot Inn	Robinsons	Pubs & Full On	Robinsons	SY11 4DE
White Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SY11 4DF
Narrow Boat	Independent Free	Pubs & Full On	Independent Free	SY11 4NU
Greenhill Bank Club	Independent Free	Registered Club	Independent Free	SY12 9LU
Kings Head Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SY11 2SP
Gibsons	Independent Free	Proprietary Club	Independent Free	SY11 1PY
Griffin Inn	Independent Free	Pubs & Full On	Independent Free	SY11 1QA
Greyhound Inn	Independent Free	Pubs & Full On	Independent Free	SY11 3HD
Castle Tandoori	Independent Free	Restaurant	Independent Free	LL14 5LU
Knock & Snitch	Independent Free	Pubs & Full On	Independent Free	SY11 2NG
Lord Moreton	Independent Free	Pubs & Full On	Independent Free	LL14 5DG
Wilfred Owen	Wetherspoons GB	Pubs & Full On	Wetherspoon	SY11 1AF
Flexsys Sports & Social Club	Independent Free	Registered Club	Independent Free	LL14 3NY
Criffins Parish Hall Pub	Independent Free	Pubs & Full On	Independent Free	SY12 9LQ
Moreton Park Garden Centre	Wyevale Garden Centres	Restaurant	Wyevale Garden Centres	LL14 5DG
Henlle Park Golf Club	Independent Free	Registered Club	Independent Free	SY10 7AX
Prezzo	Prezzo plc	Restaurant	Prezzo plc	SY11 2SP
Cefn Druids Football Club	Independent Free	Registered Club	Independent Free	LL14 3YF
Tyn Dwr Outdoor Centre	Independent Free	Proprietary Club	Independent Free	LL20 8AR
Chirk Parish Hall	Independent Free	Registered Club	Independent Free	LL14 5NA
China Palace	Independent Free	Restaurant	Independent Free	SY11 1HL
Venue	Independent Free	Pubs & Full On	Independent Free	SY11 4AS
Maahis	Independent Free	Restaurant	Independent Free	LL14 6YY
Red Rose	Independent Free	Restaurant	Independent Free	SY11 1AQ
Townhouse	Independent Free	Restaurant	Independent Free	SY11 1AQ
Splash Magic Leisure Centre	Independent Free	Proprietary Club	Independent Free	LL14 3HL
Chirk Leisure & Activity Centre	Independent Free	Proprietary Club	Independent Free	LL14 5NF
Trevor Hall	Independent Free	Pubs & Full On	Independent Free	LL20 7TN
Tyn Dwr Hall	Independent Free	Pubs & Full On	Independent Free	LL20 8AR
Lepones	Independent Free	Restaurant	Independent Free	SY11 1RE
Carriages	Independent Free	Pubs & Full On	Independent Free	SY11 1HS
Cemist	Independent Free	Pubs & Full On	Independent Free	SY11 2SU
Bastion Alehouse	Independent Free	Pubs & Full On	Independent Free	SY11 2NL
Fired Kitchen	Independent Free	Restaurant	Independent Free	SY11 1QE
Twisted Taste	Independent Free	Pubs & Full On	Independent Free	SY11 2NL

# MAP OF AREA

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Source: OS Open Data 2018

Area: P01996\_Bridge Inn, Chirk, LL14 5BU (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:** P01996\_Bridge Inn, Chirk, LL14 5BU (5 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,802	13.4	22.0	61		
2 Rising Prosperity	220	1.1	10.1	10		
3 Comfortable Communities	8,914	42.7	26.2	163		
4 Financially Stretched	6,187	29.6	23.7	125		
5 Urban Adversity	2,669	12.8	17.6	73		
6 Not Private Households	86	0.4	0.3	124		
<b>Total households</b>		<b>20,878</b>				

### 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: P01996\_Bridge Inn, Chirk, LL14 5BU (5 Mile contour)  
 Base: Great Britain  
 Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	1,183	5.7	11.2	50			
1.C Mature Money	1,619	7.8	9.6	81			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	220	1.1	6.2	17			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	5,019	24.0	5.7	419			
3.G Successful Suburbs	1,407	6.7	5.9	115			
3.H Steady Neighbourhoods	887	4.2	7.4	58			
3.I Comfortable Seniors	982	4.7	2.9	162			
3.J Starting Out	619	3.0	4.3	68			
<b>4. Financially Stretched</b>							
4.K Student Life	1	0.0	2.4	0			
4.L Modest Means	2,063	9.9	7.9	125			
4.M Striving Families	1,904	9.1	7.5	121			
4.N Poorer Pensioners	2,219	10.6	5.9	180			
<b>5. Urban Adversity</b>							
5.O Young Hardship	1,205	5.8	6.1	94			
5.P Struggling Estates	815	3.9	6.1	64			
5.Q Difficult Circumstances	649	3.1	5.3	58			
<b>6. Not Private Households</b>							
6.R Not Private Households	86	0.4	0.3	124			
<b>Total households</b>	<b>20,878</b>						

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 <b>65+</b>	Children at home <b>0</b>
House tenure <b>Owned outright</b>	Family structure <b>Couple</b>
Number of beds <b>4</b>	House type <b>Detached</b>

**FINANCIAL PROFILE**

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

**BRANDS**

SHOPPING: LAKELAND, Specsavers, Clarks

LEISURE: Caffe 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**

**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: P01996\_Bridge Inn, Chirk, LL14 5BU (5 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Acorn Structure  
 Index  
 Profile %

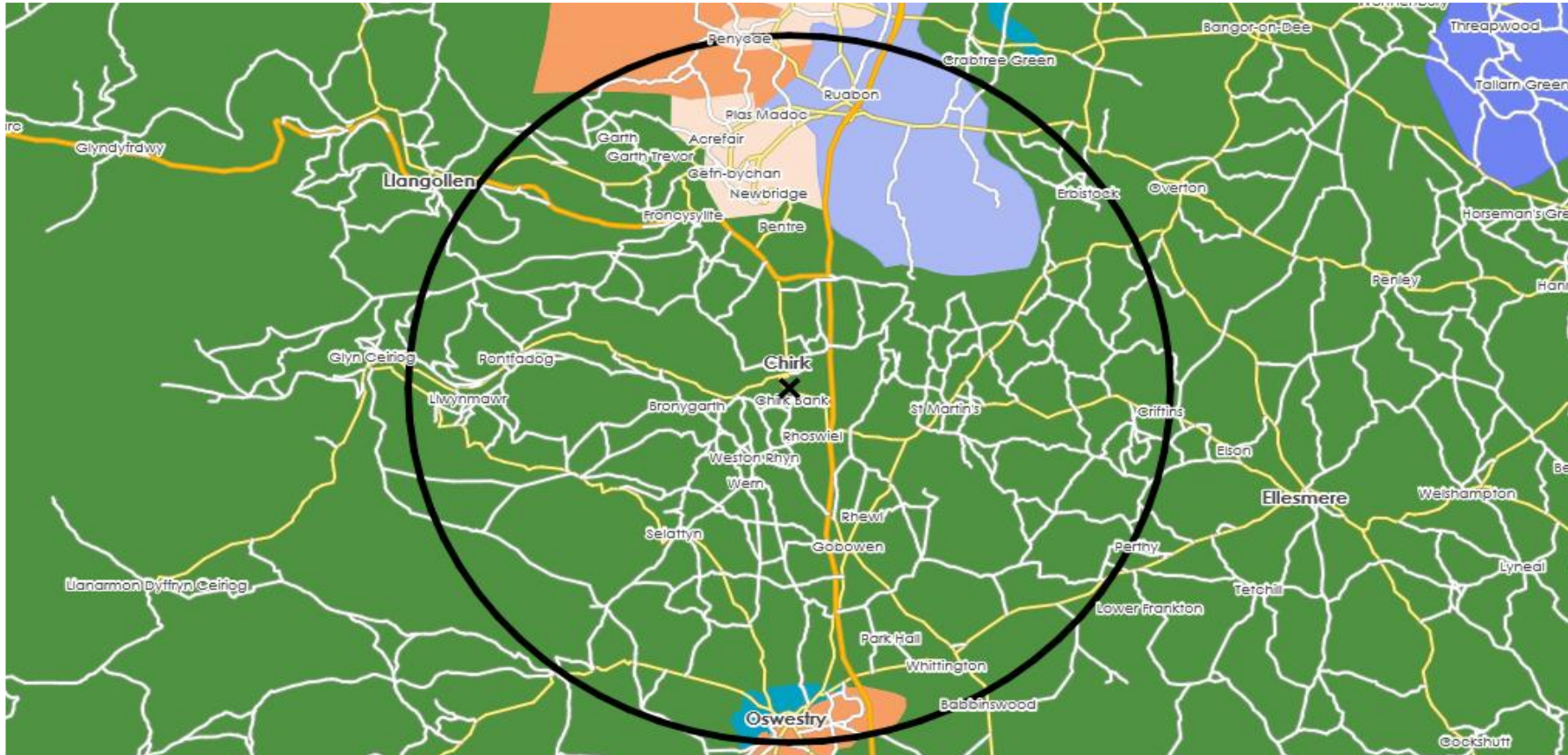
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	461	2.2	2.6	84			
1.B.5 Wealthy countryside commuters	296	1.4	2.4	59			
1.B.6 Financially comfortable families	379	1.8	2.2	82			
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	47	0.2	1.6	14			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	429	2.1	3.0	69			
1.C.11 Settled suburbia, older people	54	0.3	2.9	9			
1.C.12 Retired and empty nesters	1,094	5.2	2.5	211			
1.C.13 Upmarket downsizers	42	0.2	1.3	15			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	190	0.9	1.9	48			
2.E.19 First time buyers in small, modern homes	30	0.1	3.3	4			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
3.F.21 Farms and cottages	544	2.6	1.5	174			
3.F.22 Older couples and families in rural areas	1,180	5.7	1.1	531			
3.F.23 Owner occupiers in small towns and villages	3,295	15.8	3.2	497			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	1,011	4.8	2.6	183			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	396	1.9	2.4	78			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	559	2.7	3.4	78			
3.H.28 Owner occupied terraces, average income	1	0.0	1.6	0			
3.H.29 Established suburbs, older families	327	1.6	2.3	67			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	896	4.3	2.4	178			
3.I.31 Elderly singles in purpose-built accommodation	86	0.4	0.5	84			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	61	0.3	2.1	14			
3.J.33 Smaller houses and starter homes	558	2.7	2.3	119			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	1	0.0	0.4	1			
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	132	0.6	1.4	45			
4.L.38 Semi-skilled workers in traditional neighbourhoods	1,390	6.7	2.6	253			
4.L.39 Fading owner occupied terraces	541	2.6	2.9	90			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	745	3.6	1.6	224			
4.M.42 Struggling young families in post-war terraces	111	0.5	1.7	32			
4.M.43 Families in right-to-buy estates	482	2.3	2.1	111			
4.M.44 Post-war estates, limited means	566	2.7	2.2	123			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	296	1.4	0.8	181			
4.N.46 Elderly people in social rented flats	143	0.7	1.1	63			
4.N.47 Low income older people in smaller semis	1,022	4.9	2.3	215			
4.N.48 Pensioners and singles in social rented flats	758	3.6	1.8	206			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	254	1.2	2.1	57			
5.O.50 Struggling younger people in mixed tenure	496	2.4	1.7	136			
5.O.51 Young people in small, low cost terraces	455	2.2	2.3	97			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	514	2.5	1.6	152			
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	301	1.4	1.6	87			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	153	0.7	1.5	48			
5.Q.58 Singles and young families, some receiving benefits	414	2.0	1.8	111			
5.Q.59 Deprived areas and high-rise flats	82	0.4	2.0	19			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	36	0.2	0.1	296			
6.R.61 Inactive communal population	50	0.2	0.3	87			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>20,878</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01996\_Bridge Inn, Chirk, LL14 5BU (5 Mile contour)



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

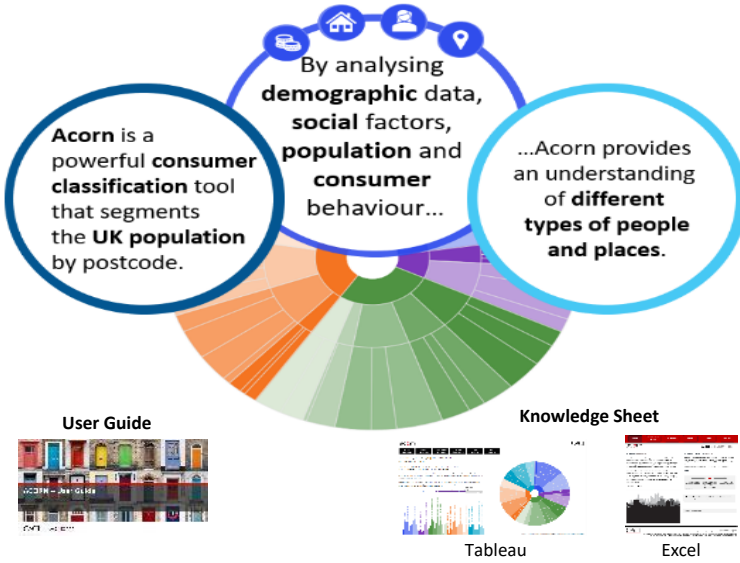
- ### Acorn Groups
- 1.A Lavish Lifestyles
  - 1.B Executive Wealth
  - 1.C Mature Money
  - 2.D City Sophisticates
  - 2.E Career Climbers
  - 3.F Countryside Communities
  - 3.G Successful Suburbs
  - 3.H Steady Neighbourhoods
  - 3.I Comfortable Seniors
  - 3.J Starting Out
  - 4.K Student Life
  - 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
	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
	O. Young Hardship	49-51
4. Financially Stretched	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

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

