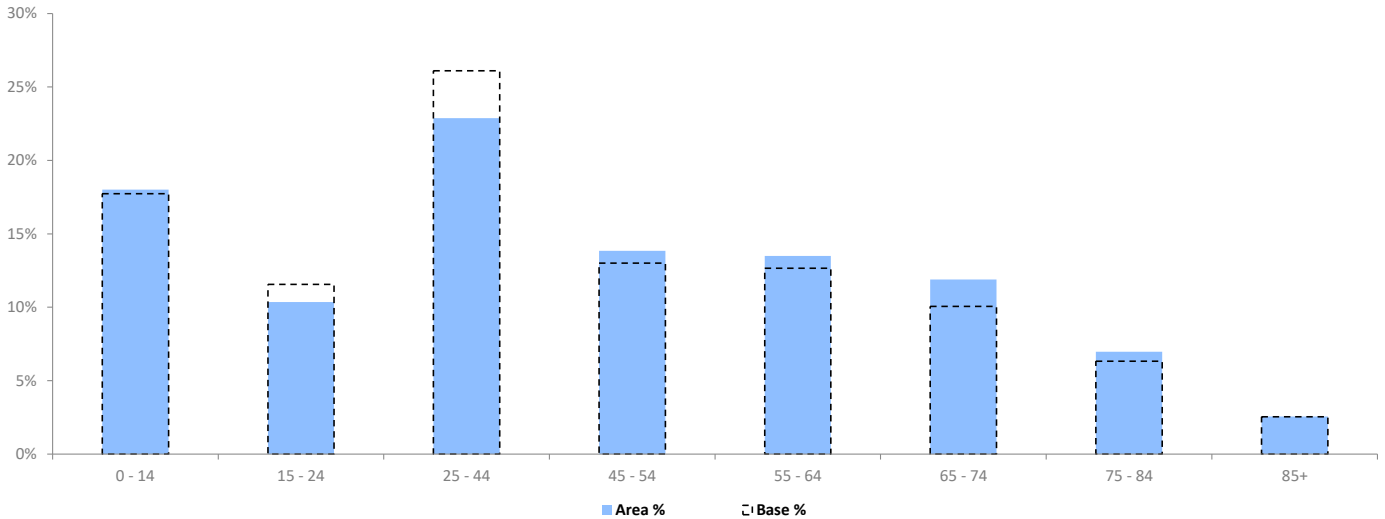


# POPULATION PROJECTIONS

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Area: P00487\_Duke of Wellington Inn, Wrexham, LL14 3SG (5 Mile contour)  
 Base: Great Britain  
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	7,973	18.0	17.7	<b>102</b>			
15 - 24	4,584	10.4	11.6	90			
25 - 44	10,130	22.9	26.1	88			
45 - 54	6,129	13.8	13.0	<b>106</b>			
55 - 64	5,977	13.5	12.7	<b>107</b>			
65 - 74	5,265	11.9	10.1	<b>118</b>			
75 - 84	3,088	7.0	6.3	<b>110</b>			
85+	1,137	2.6	2.5	<b>101</b>			
<b>Total population</b>	<b>44,283</b>						



# CGA LICENCED PREMISES

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Area: P00487\_Duke of Wellington Inn, Wrexham, I  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	60	135.5	85.9	<b>158</b>			
Proprietary Club	5	11.3	8.2	<b>138</b>			
Registered Club	15	33.9	30.1	<b>113</b>			
Restaurant	9	20.3	35.3	58			
Residential	2	4.5	3.5	<b>128</b>			

Name	Description	License Type	Owner Name	Postcode
Erdigg Hall	Independent Free	Restaurant	Independent Free	LL13 0YT
Chirk Amateur Athletic	Independent Free	Registered Club	Independent Free	LL14 5NA
China Star	Independent Free	Restaurant	Independent Free	LL14 4DL
Railway Inn	Independent Free	Pubs & Full On	Independent Free	LL14 1AR
Royal British Legion Club	Independent Free	Registered Club	Independent Free	LL14 1NB
Grapes Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL14 1NB
New Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL14 1NU
Hafod Social Welfare Club	Independent Free	Registered Club	Independent Free	LL14 1RB
Colliers Arms	Independent Free	Pubs & Full On	Independent Free	LL14 1SE
Black Lion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL14 2BW
Sun Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL14 2LG
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
Old Black Horse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL14 4AD
Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL14 4AU
Black Lion	Hydes Anvil	Pubs & Full On	Hydes Anvil	LL14 4HN
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
Chainbridge Hotel	Independent Free	Pubs & Full On	Independent Free	LL20 8BS
Abbey Grange	Independent Free	Pubs & Full On	Independent Free	LL20 8DD
Britannia Inn	Independent Free	Pubs & Full On	Independent Free	LL20 8DW
Adyans Tandoori	Independent Free	Restaurant	Independent Free	LL20 8ET
Sun Inn	Independent Free	Pubs & Full On	Independent Free	LL20 8HN

# CGA LICENCED PREMISES

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Area: P00487\_Duke of Wellington Inn, Wrexham, I  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	60	135.5	85.9	<b>158</b>			
Proprietary Club	5	11.3	8.2	<b>138</b>			
Registered Club	15	33.9	30.1	<b>113</b>			
Restaurant	9	20.3	35.3	58			
Residential	2	4.5	3.5	<b>128</b>			

Name	Description	License Type	Owner Name	Postcode
Star Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL20 8LA
Three Eagles	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	LL20 8PF
Gales Wine Bar	Independent Free	Pubs & Full On	Independent Free	LL20 8PF
Royal Hotel	Independent Free	Pubs & Full On	Independent Free	LL20 8PG
Hand Hotel	Independent Free	Pubs & Full On	Independent Free	LL20 8PL
Bull Inn	Marston's	Pubs & Full On	Marston's	LL20 8NU
Ponsonby Arms	Independent Free	Pubs & Full On	Independent Free	LL20 8RY
Bridge End Hotel	Robinsons	Pubs & Full On	Robinsons	LL20 8RY
Ifton Miners Welfare Institute	Independent Free	Registered Club	Independent Free	SY11 3AY
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
Cross Keys	Unknown	Pubs & Full On	Unknown	SY11 3AR
Lion Quay Waterside Resort	Independent Free	Pubs & Full On	Independent Free	SY11 3EN
Bensons Hotel	Independent Free	Pubs & Full On	Independent Free	LL20 8PF
Rhos Snooker	Independent Free	Proprietary Club	Independent Free	LL14 1AF
Greyhound Inn	Independent Free	Pubs & Full On	Independent Free	SY11 3HD
Corn Mill	Restaurant Group	Pubs & Full On	Restaurant Group	LL20 8PN
Castle Tandoori	Independent Free	Restaurant	Independent Free	LL14 5LU
Lord Moreton	Independent Free	Pubs & Full On	Independent Free	LL14 5DG
Flexsys Sports & Social Club	Independent Free	Registered Club	Independent Free	LL14 3NY
Y Stiwt Theatre	Independent Free	Pubs & Full On	Independent Free	LL14 1RB
Moreton Park Garden Centre	Wyevale Garden Centres	Restaurant	Wyevale Garden Centres	LL14 5DG
Llangollen Pavilion	Independent Free	Pubs & Full On	Independent Free	LL20 8SW
Cefn Druids Football Club	Independent Free	Registered Club	Independent Free	LL14 3YF
Esclusham Bowling Club	Independent Free	Registered Club	Independent Free	LL14 4AR
Tyn Dwr Outdoor Centre	Independent Free	Proprietary Club	Independent Free	LL20 8AR
Chirk Parish Hall	Independent Free	Registered Club	Independent Free	LL14 5NA
Penycae Football Club	Independent Free	Registered Club	Independent Free	LL14 2PE
Maahis	Independent Free	Restaurant	Independent Free	LL14 6YY
Hillcrest Guest House	Independent Free	Residential	Independent Free	LL20 8EU
Abbey Farm Caravan Park	Independent Free	Proprietary Club	Independent Free	LL20 8DD
Fouzi's Cafe Bar Pizzeria	Independent Free	Restaurant	Independent Free	LL20 8PG
Wild Pheasant Hotel & Spa	Independent Free	Pubs & Full On	Independent Free	LL20 8AD
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
Re Fresh	Independent Free	Pubs & Full On	Independent Free	LL20 8NR

# MAP OF AREA

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Source: OS Open Data 2018

Area: P00487\_Duke of Wellington Inn, Wrexham, LL14 3SG (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:** P00487\_Duke of Wellington Inn, Wrexham, LL14 3SG (5 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,907	9.9	22.0	45		
2 Rising Prosperity	147	0.8	10.1	7		
3 Comfortable Communities	8,113	41.9	26.2	160		
4 Financially Stretched	6,917	35.8	23.7	151		
5 Urban Adversity	2,206	11.4	17.6	65		
6 Not Private Households	58	0.3	0.3	90		
<b>Total households</b>				<b>19,348</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%



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

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**Area:** P00487\_Duke of Wellington Inn, Wrexham, LL14 3SG (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	707	3.7	11.2	33			
1.C Mature Money	1,200	6.2	9.6	64			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	147	0.8	6.2	12			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	4,845	25.0	5.7	437			
3.G Successful Suburbs	1,568	8.1	5.9	138			
3.H Steady Neighbourhoods	898	4.6	7.4	63			
3.I Comfortable Seniors	416	2.2	2.9	74			
3.J Starting Out	386	2.0	4.3	46			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	2,406	12.4	7.9	157			
4.M Striving Families	1,811	9.4	7.5	124			
4.N Poorer Pensioners	2,700	14.0	5.9	236			
<b>5. Urban Adversity</b>							
5.O Young Hardship	246	1.3	6.1	21			
5.P Struggling Estates	1,357	7.0	6.1	115			
5.Q Difficult Circumstances	603	3.1	5.3	58			
<b>6. Not Private Households</b>							
6.R Not Private Households	58	0.3	0.3	90			
<b>Total households</b>	<b>19,348</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.

<b>DEMOGRAPHICS</b> 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>		<b>BRANDS</b> SHOPPING: LAKELAND, Specsavers, Clarks LEISURE: GOLF, Caffe Nero, Zizzi, CAFE ROUGE WEBSITES: ebay, Money Super Market, M&S, GOV.UK	
<b>FINANCIAL PROFILE</b> Household Income: UK <b>£42k</b> (Average: £40k), London <b>n/a</b> (Average: £44k) % Disposable Income: UK <b>53%</b> (Average: 44%), London <b>n/a</b> (Average: 39%) Financial situation:		<b>DIGITAL</b> ATTITUDES: I worry about online security: <b>57%</b> (UK average: 55%) Shopping online makes my life easier: <b>53%</b> (UK average: 53%) I couldn't live without the internet on my mobile: <b>25%</b> (UK average: 34%)	
<b>KEY INTERNET USAGE</b> This group are more likely to <b>browse for gardening products online</b>		<b>TECHNOLOGY USAGE</b> This group are more likely to <b>purchase home insurance online</b> This group are more likely to <b>subscribe to Sky TV</b>	

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

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Area: P00487\_Duke of Wellington Inn, Wrexham, LL14 3SG (5 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Acorn Structure  
 Index  
 Profile %

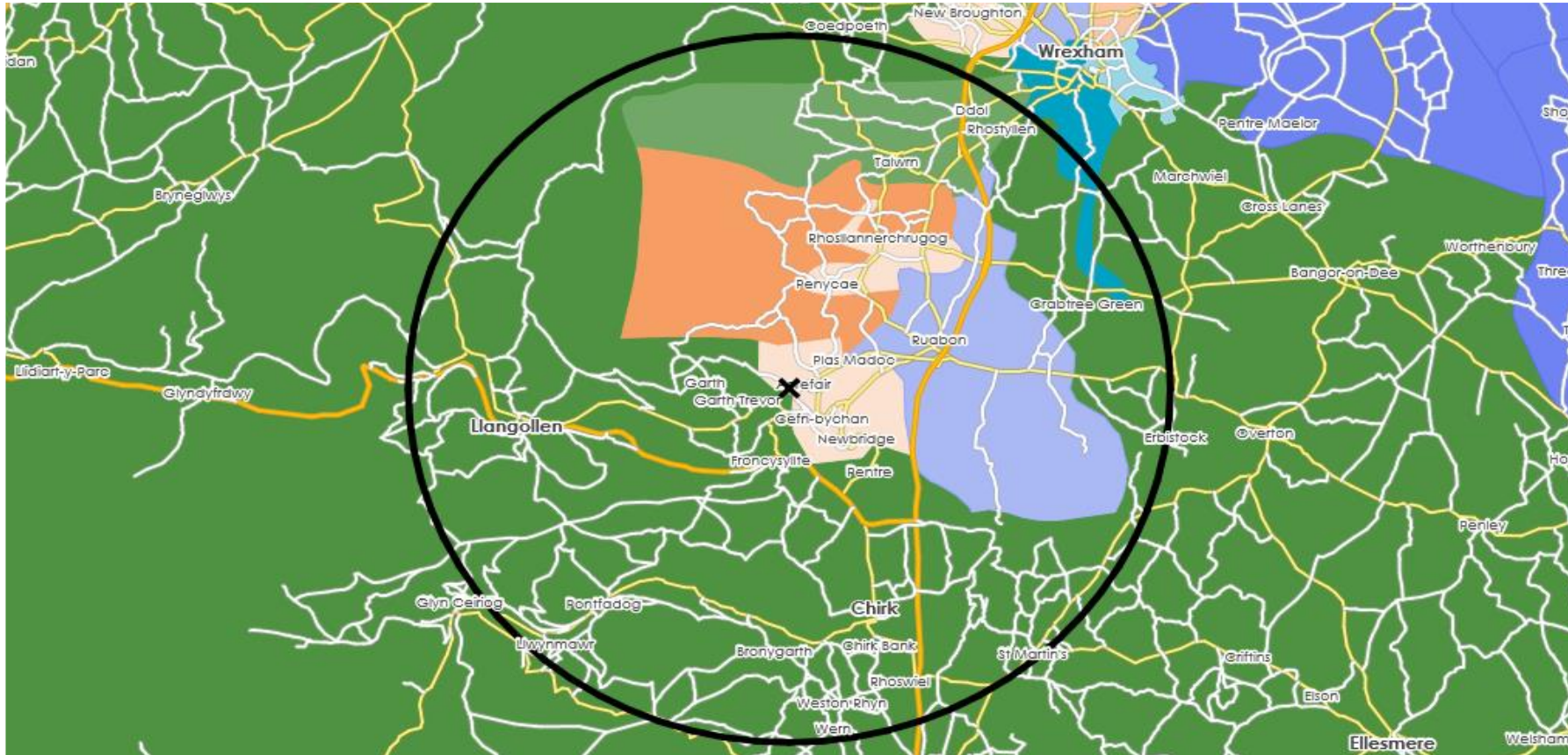
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	192	1.0	2.6	38			
1.B.5 Wealthy countryside commuters	179	0.9	2.4	38			
1.B.6 Financially comfortable families	324	1.7	2.2	76			
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	12	0.1	1.6	4			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	431	2.2	3.0	75			
1.C.11 Settled suburbia, older people	2	0.0	2.9	0			
1.C.12 Retired and empty nesters	613	3.2	2.5	128			
1.C.13 Upmarket downsizers	154	0.8	1.3	61			
<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	140	0.7	1.9	38			
2.E.19 First time buyers in small, modern homes	7	0.0	3.3	1			
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	729	3.8	1.5	252			
3.F.22 Older couples and families in rural areas	779	4.0	1.1	378			
3.F.23 Owner occupiers in small towns and villages	3,337	17.2	3.2	543			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	1,151	5.9	2.6	225			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	417	2.2	2.4	89			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	621	3.2	3.4	93			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	277	1.4	2.3	61			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	384	2.0	2.4	82			
3.I.31 Elderly singles in purpose-built accommodation	32	0.2	0.5	34			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	386	2.0	2.3	89			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	163	0.8	1.4	60			
4.L.38 Semi-skilled workers in traditional neighbourhoods	1,764	9.1	2.6	347			
4.L.39 Fading owner occupied terraces	479	2.5	2.9	86			
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	675	3.5	1.6	219			
4.M.42 Struggling young families in post-war terraces	87	0.4	1.7	27			
4.M.43 Families in right-to-buy estates	538	2.8	2.1	134			
4.M.44 Post-war estates, limited means	511	2.6	2.2	120			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	196	1.0	0.8	129			
4.N.46 Elderly people in social rented flats	190	1.0	1.1	90			
4.N.47 Low income older people in smaller semis	1,618	8.4	2.3	368			
4.N.48 Pensioners and singles in social rented flats	696	3.6	1.8	204			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	97	0.5	2.1	23			
5.O.50 Struggling younger people in mixed tenure	121	0.6	1.7	36			
5.O.51 Young people in small, low cost terraces	28	0.1	2.3	6			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	696	3.6	1.6	221			
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	661	3.4	1.6	207			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	127	0.7	1.5	43			
5.Q.58 Singles and young families, some receiving benefits	476	2.5	1.8	137			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	17	0.1	0.1	151			
6.R.61 Inactive communal population	41	0.2	0.3	77			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>19,348</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00487\_Duke of Wellington Inn, Wrexham, LL14 3SG (5 Mile contour)



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

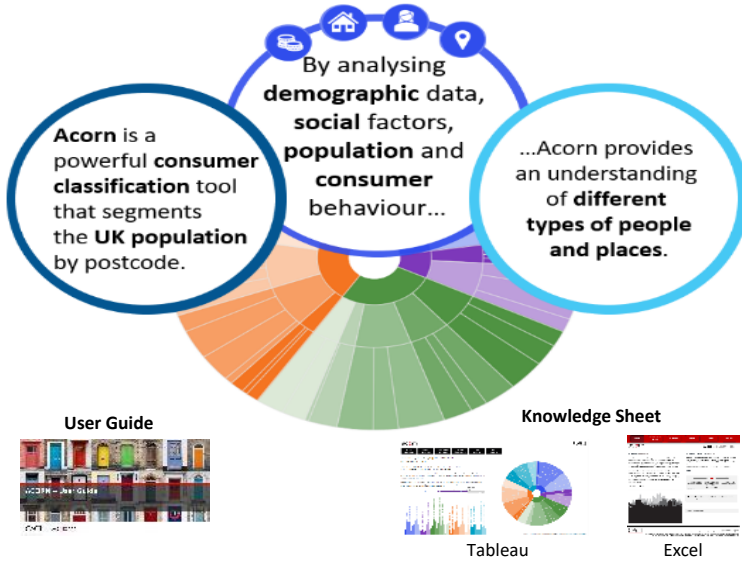
- Acorn Groups**
- 1.A Lavish Lifestyles
  - 1.B Executive Wealth
  - 1.C Mature Money
  - 2.D City Sophisticates
  - 2.E Career Climbers
  - 3.F Countryside Communities
  - 3.G Successful Suburbs
  - 3.H Steady Neighbourhoods
  - 3.I Comfortable Seniors
  - 3.J Starting Out
  - 4.K Student Life
  - 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	<input checked="" 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

