

POPULATION PROJECTIONS

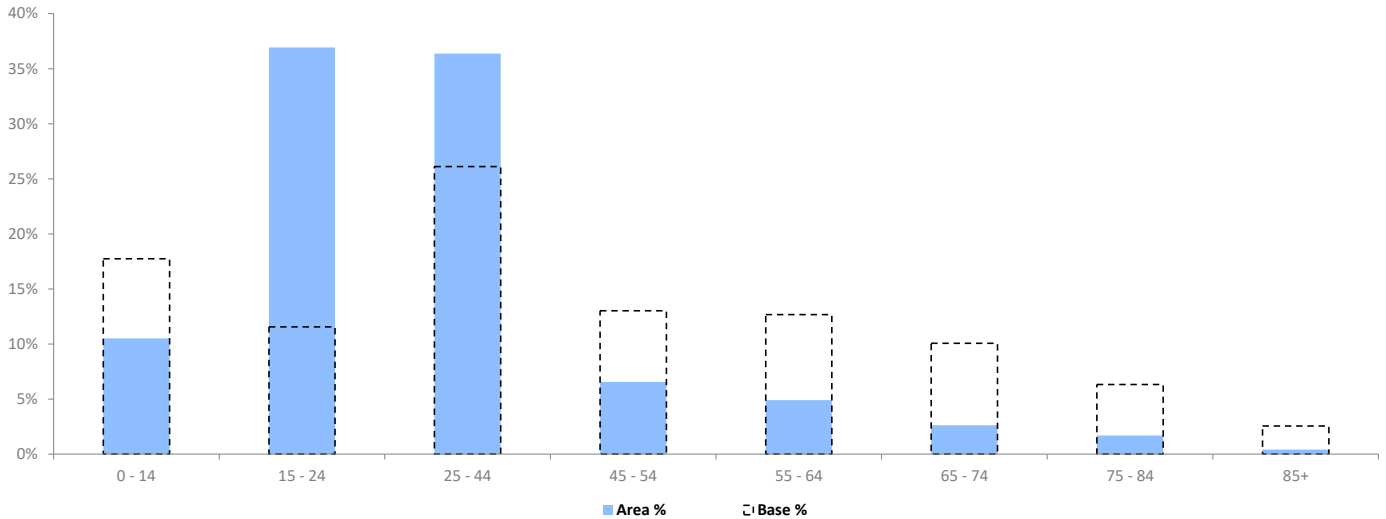
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Area: P03849_Titanic, Southampton, SO14 2BE (0.50 Mile contour)

Base: Great Britain

Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,218	10.5	17.7	59			
15 - 24	4,279	36.9	11.6	320			
25 - 44	4,215	36.4	26.1	139			
45 - 54	760	6.6	13.0	50			
55 - 64	569	4.9	12.7	39			
65 - 74	304	2.6	10.1	26			
75 - 84	196	1.7	6.3	27			
85+	47	0.4	2.5	16			
Total population	11,588						



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Area: P03849_Titanic, Southampton, SO14 2BE (0.
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	41	353.8	85.9	412			
Proprietary Club	7	60.4	8.2	736			
Registered Club	6	51.8	30.1	172			
Restaurant	52	448.7	35.3	1270			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
White Star Tavern	Fuller Smith & Turner	Restaurant	Fuller Smith & Turner	SO14 3DJ
Red Lion	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	SO14 2NS
Ottman Empire	Independent Free	Restaurant	Independent Free	SO14 2DF
Joiners Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SO14 1NS
Georges Restaurant	Independent Free	Restaurant	Independent Free	SO14 2AD
Titanic	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO14 2BE
Oasis	Independent Free	Pubs & Full On	Independent Free	SO14 2BS
Southampton Masonic Centre	Independent Free	Registered Club	Independent Free	SO14 2DD
Shirley Lodge Club	Independent Free	Registered Club	Independent Free	SO14 2DD
Standing Order	Wetherspoons GB	Pubs & Full On	Wetherspoon	SO14 2DF
Juniper Berry	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO14 2EE
Piccolo Mondo	Independent Free	Restaurant	Independent Free	SO14 7SL
Porters Wine & Charcuterie	Independent Free	Restaurant	Independent Free	SO14 3BQ
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	SO15 1BA
	Independent Free	Pubs & Full On	Independent Free	SO14 3AR
Southampton Old Bowling Gree	Independent Free	Registered Club	Independent Free	SO14 3AN
Grapes Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO14 3DP
Marcos	Independent Free	Restaurant	Independent Free	SO14 3DS
London Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO14 3DT
Soton Master Mariner Club	Independent Free	Registered Club	Independent Free	SO14 3FD
Genting Casino	Genting Casino	Proprietary Club	Genting Casino	SO14 3FE
Royal British Legion Club	Independent Free	Registered Club	Independent Free	SO14 3HB
Fire House	Unknown	Pubs & Full On	Unknown	SO14 1JY
Lord Palmerston	Wellington	Pubs & Full On	Wellington	SO14 1LL
Angel Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO14 1LL
Platform Tavern	Unknown	Pubs & Full On	Unknown	SO14 2NY
Leonardo Royal Hotel	Jurys Inn Group	Pubs & Full On	Jurys Inn Group	SO15 1AG
Mercure Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	SO14 2HN
Star Hotel	Independent Free	Pubs & Full On	Independent Free	SO14 2NA
Duke Of Wellington	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	SO14 2AH
Everest Cuisine	Independent Free	Restaurant	Independent Free	SO14 3AQ
Slug and Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO14 7FG
Coriander Lounge	Independent Free	Restaurant	Independent Free	SO14 2BR
Quayside	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SO15 1RE
Yates	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO14 7FH
La Regata	Independent Free	Restaurant	Independent Free	SO14 2AR
Rocket Ronnies	Independent Free	Pubs & Full On	Independent Free	SO14 2DF
Dhaba 59	Independent Free	Restaurant	Independent Free	SO14 3DL
Pam Pam	Independent Free	Pubs & Full On	Independent Free	SO14 3DS
Switch	Rekom UK	Proprietary Club	Rekom UK	SO14 7FH
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	SO14 1JX
Chennai Dosa	Chennai Dosa	Restaurant	Chennai Dosa	SO14 7FL
Kutis Brasserie	Kutis Royal Pier	Restaurant	Kutis Royal Pier	SO14 3DP
Seafarers Centre	Independent Free	Registered Club	Independent Free	SO14 3BP
La Tavernetta	Independent Free	Restaurant	Independent Free	SO14 7FJ
Olive Tree Restaurant	Independent Free	Restaurant	Independent Free	SO14 3DJ
For Your Eyes Only	For Your Eyes Only	Proprietary Club	For Your Eyes Only	SO14 2BR
Maxs Bar And Brasserie	Independent Free	Pubs & Full On	Independent Free	SO14 3DP
One O Four Kitchen And Cocktail Lounge	Marston's	Pubs & Full On	Marston's	SO14 7DT
Grand Cafe	Independent Free	Pubs & Full On	Independent Free	SO14 3AS
Grosvenor Casino	Rank	Proprietary Club	Rank	SO15 1RE
Harbour House Club And Lounge	Independent Free	Proprietary Club	Independent Free	SO14 2AQ
Mail Room	Independent Free	Restaurant	Independent Free	SO14 3DP

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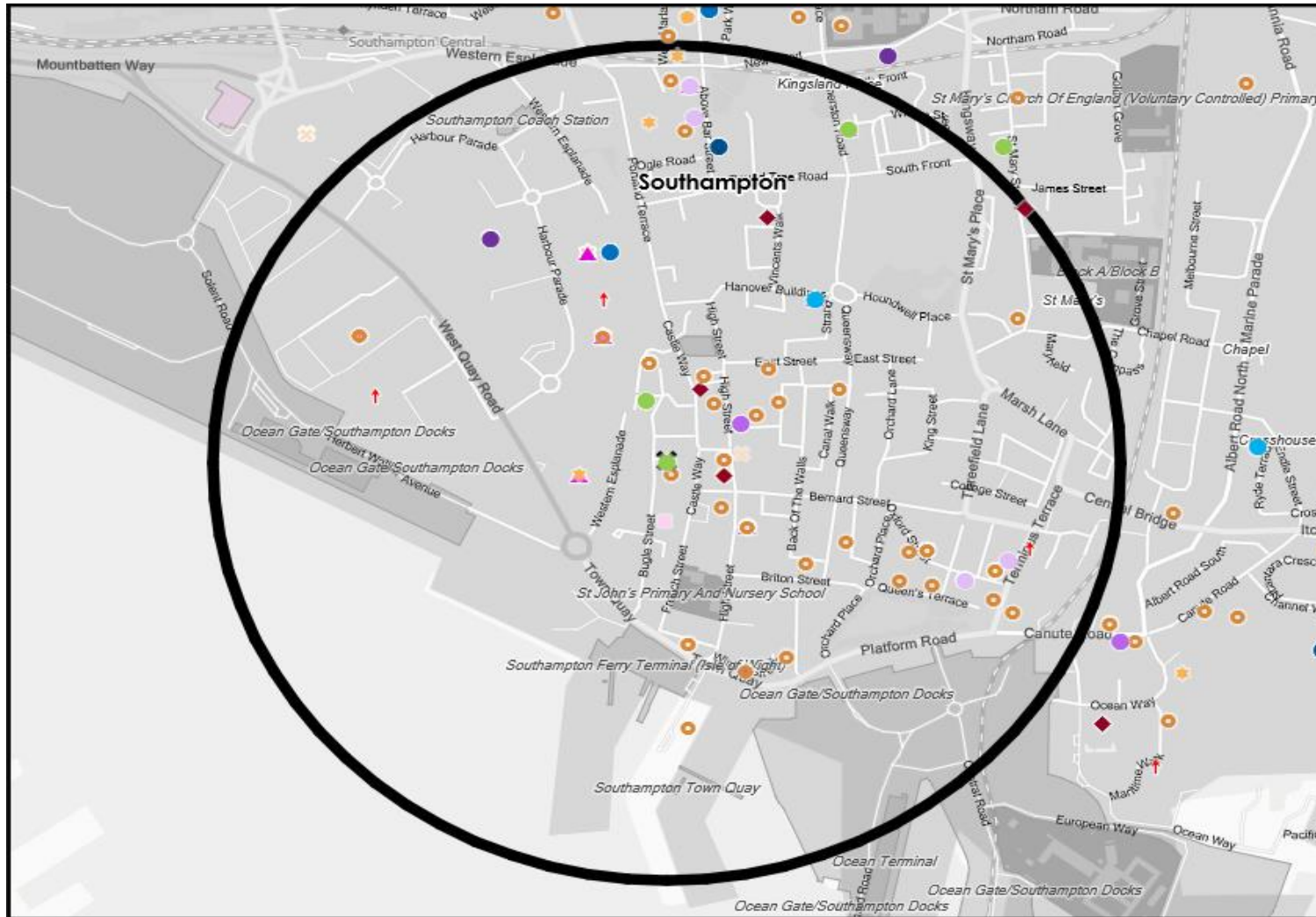
Name	Description	License Type	Owner Name	Postcode
Heartbreakers	Punch Pub Company	Pubs & Full On	Punch Pub Company	SO14 1JX
Ennios Al Porto	Independent Free	Restaurant	Independent Free	SO14 2AR
Engine Rooms	TEG MJR Group	Pubs & Full On	TEG MJR Group	SO15 1GZ
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	SO15 1QF
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	SO15 1QF
Ranchos Steak House	Independent Free	Restaurant	Independent Free	SO14 2NS
Yo Sushi	Yo! Sushi	Restaurant	Yo! Sushi	SO15 1QF
Bayleaf Kitchen	Independent Free	Restaurant	Independent Free	SO14 2NS
Royal Wok	Independent Free	Restaurant	Independent Free	SO14 2BS
Indian Melody	Independent Free	Restaurant	Independent Free	SO14 2DF
Fusion	Independent Free	Restaurant	Independent Free	SO14 1NP
Tangs	Independent Free	Restaurant	Independent Free	SO14 7FH
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	SO15 1BA
Urban Tiger	Independent Free	Proprietary Club	Independent Free	SO15 1RE
Wagamama	Restaurant Group	Restaurant	Restaurant Group	SO15 1QF
Pizza Express	Hony Capital	Restaurant	Hony Capital	SO15 1QE
Sauce	Independent Free	Restaurant	Independent Free	SO14 3BL
Eds Easy Diner	Boparan Restaurant Group	Restaurant	Boparan Restaurant Group	SO15 1QF
Mettricks	Independent Free	Pubs & Full On	Independent Free	SO14 2AA
Medbar And Kitchen	Independent Free	Restaurant	Independent Free	SO14 3DP
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	SO14 2BW
La Vita	Independent Free	Restaurant	Independent Free	SO14 2BT
Stein Garten	Independent Free	Pubs & Full On	Independent Free	SO14 2NS
Jrc Global Buffet	Jrc Global Buffet	Restaurant	Jrc Global Buffet	SO14 7SJ
Casa Brasil	Casa Brasil Ltd	Restaurant	Casa Brasil Ltd	SO15 1DE
Bills	Bills Restaurants	Pubs & Full On	Bills Restaurants	SO15 1DE
Franco Manca	Franco Manca	Restaurant	Franco Manca	SO15 1QF
Real Greek	Real Greek International Ltd	Restaurant	Real Greek International Ltd	SO15 1QB
Thaikhun	Thai Leisure Group	Restaurant	Thai Leisure Group	SO15 1BA
Carluccios	Boparan Restaurant Group	Restaurant	Boparan Restaurant Group	SO15 1QF
Hollywood Bowl	Original Bowling Company	Proprietary Club	Original Bowling Company	SO15 1DE
Showcase Cinema	National Amusements Inc	Pubs & Full On	National Amusements Inc	SO15 1QF
All Bar One	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	SO15 1QE
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	SO15 1DE
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	SO15 1DE
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	SO15 1DE
Cosmo	Cosmo Group	Restaurant	Cosmo Group	SO15 1QF
Byron	Hutton Collins	Restaurant	Hutton Collins	SO15 1QF
Shanghai Lan	Independent Free	Restaurant	Independent Free	SO14 2NZ
Red Dog Saloon	Red Dog Saloons Ltd	Restaurant	Red Dog Saloons Ltd	SO15 1DE
L'osteria	Independent Free	Restaurant	Independent Free	SO15 1DE
Marco Pierre White Steakhouse Bar & Grill	Marco Pierre White Group	Restaurant	Marco Pierre White Group	SO15 1AG
Revolucion De Cuba	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	SO14 7FH
Crammed Inn	Independent Free	Pubs & Full On	Independent Free	SO14 2NS
Moxy	Marriott International	Pubs & Full On	Marriott International	SO15 1BA
Gods House Tower	Independent Free	Pubs & Full On	Independent Free	SO14 2NY
Room2	Lamington Group	Pubs & Full On		SO14 3BP
Ox 47 Lounge	Independent Free	Pubs & Full On	Independent Free	SO14 3DP
Oxford Brasserie	Independent Free	Restaurant	Independent Free	SO14 3DS
Nousha Lounge	Independent Free	Pubs & Full On	Independent Free	SO14 3HD
Brunch & Barista	Independent Free	Restaurant	Independent Free	SO14 7DT
Las Iguanas	Big Table Group Ltd	Restaurant	Big Table Group Ltd	SO15 1QF
Tropic	Independent Free	Restaurant	Independent Free	SO14 3DJ

MAP OF AREA

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Source: OS Open Data 2018

Area: P03849_Titanic, Southampton, SO14 2BE (0.50 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: P03849_Titanic, Southampton, SO14 2BE (0.50 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	0	0.0	22.0	0		
2 Rising Prosperity	1,751	34.8	10.1	343		
3 Comfortable Communities	58	1.2	26.2	4		
4 Financially Stretched	1,502	29.9	23.7	126		
5 Urban Adversity	1,386	27.6	17.6	157		
6 Not Private Households	333	6.6	0.3	1,986		
Total households		5,030				



Graph

Acorn Category Pen Portrait

2 Rising Prosperity

5.0M
UK Adults

9.4%
of UK

Age range

25-44

House type

Flat or
maisonette

Financial situation

← Running into debt Saving a lot →

House tenure

Privately
renting

Children at home

0

Number of beds

1-2

These are generally younger, well educated, professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others will have younger children.

Acorn Groups within Category 2: Rising Prosperity

- D City Sophisticates 37%
- E Career Climbers 63%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03849_Titanic, Southampton, SO14 2BE (0.50 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	0	0.0	11.2	0			
1.C Mature Money	0	0.0	9.6	0			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	1,751	34.8	6.2	563			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	0	0.0	5.9	0			
3.H Steady Neighbourhoods	5	0.1	7.4	1			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	53	1.1	4.3	24			
4. Financially Stretched							
4.K Student Life	1,299	25.8	2.4	1,094			
4.L Modest Means	0	0.0	7.9	0			
4.M Striving Families	0	0.0	7.5	0			
4.N Poorer Pensioners	203	4.0	5.9	68			
5. Urban Adversity							
5.O Young Hardship	624	12.4	6.1	202			
5.P Struggling Estates	76	1.5	6.1	25			
5.Q Difficult Circumstances	686	13.6	5.3	255			
6. Not Private Households							
6.R Not Private Households	333	6.6	0.3	1,986			
Total households	5,030						

Acorn Group Pen Portrait

2 E Career Climbers 3.1M UK Adults 5.8% of UK

Younger singles and couples, some with young children, living in more urban locations. They live in flats, apartments and smaller houses, which they will be renting. They will have started saving what they can in order to put down a deposit on a house in the future.

DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Privately renting	Family structure Couple with children
Number of beds 1-2	House type Flat or maisonette

BRANDS

SHOPPING: MICHAEL KORS, FRENCH CONNECTION, ALDO, TED BAKER

LEISURE: DISNEY, wagamama, FRANCO MANCA, IGUANAS

WEBSITES: Expedia, Zoopla, EBELP, IMDb

DIGITAL ATTITUDES

I worry about online security 55% <small>UK average: 55%</small>	Shopping online makes my life easier 64% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 44% <small>UK average: 34%</small>
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KEY INTERNET USAGE

This group are more likely to **research mortgages** online

TECHNOLOGY USAGE

This group are more likely to **purchase airline tickets** online

This group are more likely to **own a smartwatch, fitness band or payment band**

FINANCIAL PROFILE

Household Income UK: £47k <small>Average: £40k</small>	London: £44k <small>Average: £44k</small>	% Disposable Income UK: 36% <small>Average: 44%</small>	London: 32% <small>Average: 39%</small>	Financial situation Running into debt Saving a lot
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03849_Titanic, Southampton, SO14 2BE (0.50 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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
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	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
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	0	0.0	1.9	0			
2.E.19 First time buyers in small, modern homes	1,750	34.8	3.3	1,062			
2.E.20 Mixed metropolitan areas	1	0.0	1.0	2			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.6	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
3.H.28 Owner occupied terraces, average income	5	0.1	1.6	6			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
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	53	1.1	2.1	50			
3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	62	1.2	0.4	338			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	1,237	24.6	1.7	1,417			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	201	4.0	1.1	368			
4.N.47 Low income older people in smaller semis	0	0.0	2.3	0			
4.N.48 Pensioners and singles in social rented flats	2	0.0	1.8	2			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	494	9.8	2.1	457			
5.O.50 Struggling younger people in mixed tenure	130	2.6	1.7	148			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
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	22	0.4	0.9	50			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
5.P.55 Deprived and ethnically diverse in flats	54	1.1	0.8	133			
5.P.56 Low income large families in social rented semis	0	0.0	1.6	0			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	155	3.1	1.5	203			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	531	10.6	2.0	519			
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	333	6.6	0.3	2,406			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,030						

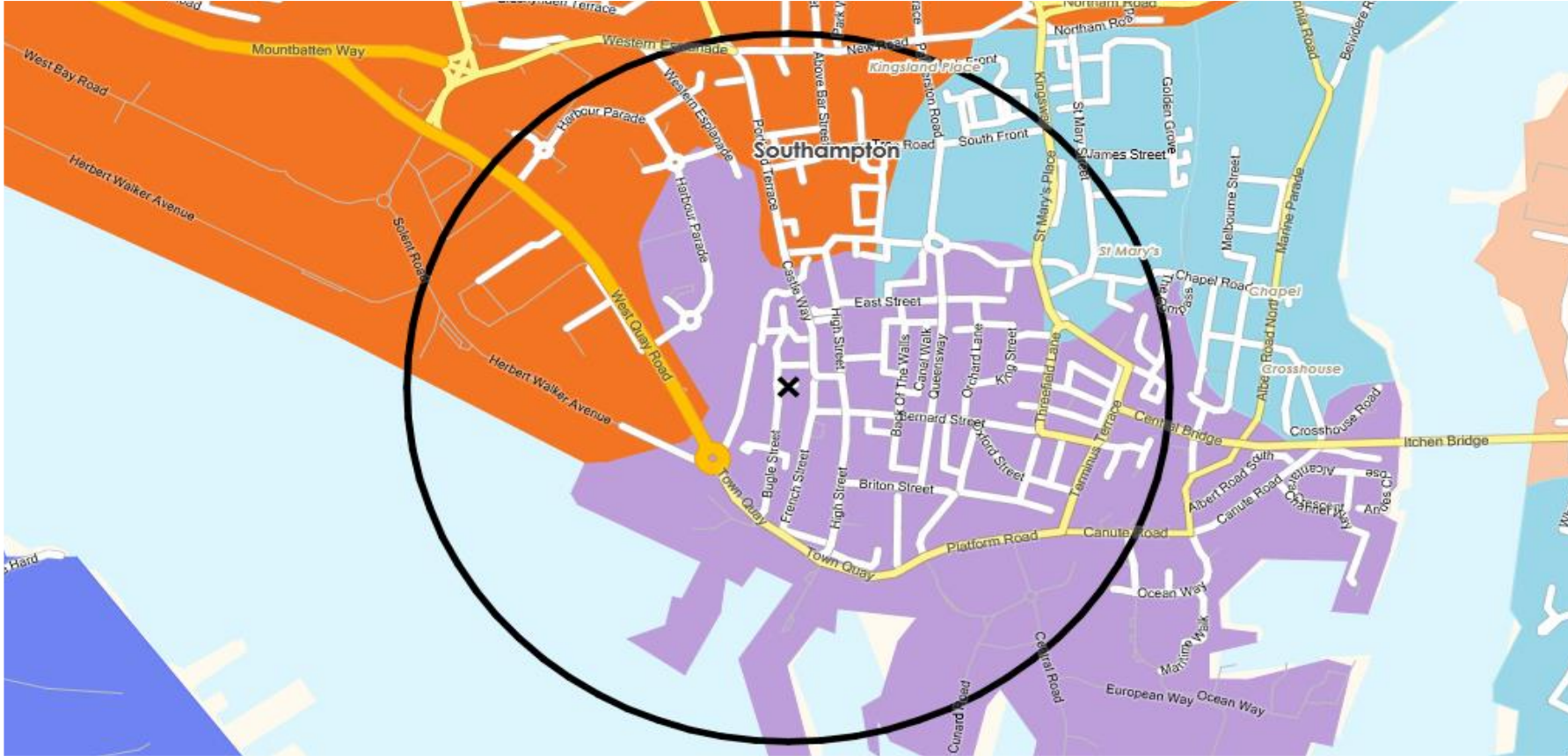
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P03849_Titanic, Southampton, SO14 2BE (0.50 Mile contour)

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Source: OS Open Data 2018

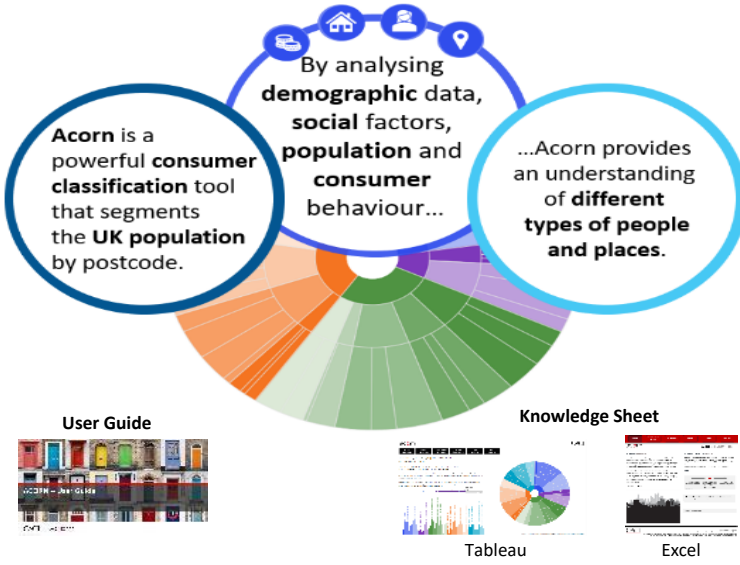


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
12.0M 22.8%
UK Adults of UK

Age range

55+

House type

Detached

Financial situation

Running into debt ← → Saving a lot

House tenure

Owned outright

Children at home

0

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

