

CGA LICENCED PREMISES

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Area: P04478_Courtyard, Worcester, WR1 1UW (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	79	221.4	81.7	271			
Proprietary Club	5	14.0	7.3	192			
Registered Club	5	14.0	28.2	50			
Restaurant	35	98.1	32.1	306			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Slug and Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 1 3PY
Cardinals Hat	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WR 1 2NA
Dragon Inn	Independent Free	Pubs & Full On	Independent Free	WR 1 1JT
Marwood	Independent Free	Pubs & Full On	Independent Free	WR 1 1JL
Kings Head	Marston's	Pubs & Full On	Marston's	WR 1 2HU
Chestnut Tree Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 1 1SS
Worcester Whitehouse Hotel	Whitehouse Hotels Ltd	Pubs & Full On	Whitehouse Hotels Ltd	WR 1 1EA
Monroes Cellar Bar	Independent Free	Pubs & Full On	Independent Free	WR 1 1EE
Saracens Head	Independent Free	Pubs & Full On	Independent Free	WR 1 1HD
Talbot	Greene King	Pubs & Full On	Greene King	WR 1 1HT
Coach & Horses	Marston's	Pubs & Full On	Marston's	WR 1 1JZ
Swan Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 1 1JE
Lamb & Flag Inn	Independent Free	Pubs & Full On	Independent Free	WR 1 1JL
Rajkot	Independent Free	Restaurant	Independent Free	WR 1 1JL
Bombay Palace	Independent Free	Restaurant	Independent Free	WR 1 1JL
Oneills	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	WR 1 1UW
Worcester Rowing Club	Independent Free	Registered Club	Independent Free	WR 1 3EJ
Worcester Bowling Club	Independent Free	Registered Club	Independent Free	WR 1 1NY
Courtyard	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 1 1UW
Imperial Tavern	Black Country Ales	Pubs & Full On	Black Country Ales	WR 1 1UW
Ye Olde Talbot Hotel	Greene King	Pubs & Full On	Greene King	WR 1 2NA
Fownes Hotel	Independent Free	Pubs & Full On	Independent Free	WR 1 2AP
Swan With Two Nicks	Independent Free	Pubs & Full On	Independent Free	WR 1 2DP
Old Greyhound	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 1 2DL
Pheasant	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 1 2DP
Bushwackers	Independent Free	Pubs & Full On	Independent Free	WR 1 2PW
Farriers Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 1 2HN
Plough Inn	Independent Free	Pubs & Full On	Independent Free	WR 1 2HN
Charlies Cafe Bar	Independent Free	Pubs & Full On	Independent Free	WR 1 2HU
Thai Crystal Restaurant	Independent Free	Restaurant	Independent Free	WR 1 2HU
Chesters	Independent Free	Restaurant	Independent Free	WR 1 2DL
Benedictos	Independent Free	Restaurant	Independent Free	WR 1 2HZ
Royal Exchange	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 1 2DF
Browns	Independent Free	Restaurant	Independent Free	WR 1 2JJ
Hand In Glove	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WR 1 2LS
Eagle Vaults	Marston's	Pubs & Full On	Marston's	WR 1 2LZ
Sin	Independent Free	Pubs & Full On	Independent Free	WR 1 2DN
Heroes	Independent Free	Pubs & Full On	Independent Free	WR 1 2LZ
Conservatory & Cafe Bar	Independent Free	Pubs & Full On	Independent Free	WR 1 2LZ
Singapore Restaurant	Independent Free	Restaurant	Independent Free	WR 1 2NA
Diglis House Hotel	Independent Free	Pubs & Full On	Independent Free	WR 1 2NF
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	WR 1 2QS
Black Cherry	Independent Free	Proprietary Club	Independent Free	WR 1 2RS
Bridge Inn	Independent Free	Pubs & Full On	Independent Free	WR 1 2RX
Flag	Independent Free	Pubs & Full On	Independent Free	WR 1 2SG
Barbourne Ex-Servicemens Association	Independent Free	Registered Club	Independent Free	WR 1 3ED
Swan Theatre	Independent Free	Pubs & Full On	Independent Free	WR 1 3ED
Worcester Racecourse	Arena Leisure Plc	Proprietary Club	Arena Leisure Plc	WR 1 3EJ
Winning Post	Independent Free	Pubs & Full On	Independent Free	WR 1 3HB
Crown	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	WR 1 3LL
Boston Tea Party	Boston Tea Party Group Ltd	Pubs & Full On	Boston Tea Party Group Ltd	WR 1 3NF
Massalla Lounge	Independent Free	Restaurant	Independent Free	WR 1 3NH
Severn View Hotel	Independent Free	Pubs & Full On	Independent Free	WR 1 3NS

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Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Paul Pry	Independent Free	Pubs & Full On	Independent Free	WR 1 3PA
Poppins	Independent Free	Restaurant	Independent Free	WR 1 3QF
Tramps Nightclub	Independent Free	Proprietary Club	Independent Free	WR 1 3QN
Horn & Trumpet Inn	Marston's	Pubs & Full On	Marston's	WR 1 3QT
Ruby Cantonese Restaurant	Independent Free	Restaurant	Independent Free	WR 2 4EP
Brunswick Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 2 4LQ
Worcestershire County Cricket Club	Independent Free	Proprietary Club	Independent Free	WR 2 4QH
Bell Inn	Independent Free	Pubs & Full On	Independent Free	WR 2 5AG
Pasha Indian Cuisine	Independent Free	Restaurant	Independent Free	WR 2 5AJ
Brewers Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 2 5HU
Wheatsheaf Inn	Unknown	Pubs & Full On	Unknown	WR 2 5PF
Worcester Masonic Association	Independent Free	Registered Club	Independent Free	WR 3 8LX
Goodrest Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 3 8NP
Altafs Balti	Independent Free	Restaurant	Independent Free	WR 4 9QH
Gun Tavern	Unknown	Pubs & Full On	Unknown	WR 5 1HG
Mount Pleasant Inn	Independent Free	Pubs & Full On	Independent Free	WR 5 2DY
Anchor Inn	Marston's	Pubs & Full On	Marston's	WR 5 3BW
King Charles House	Craddocks Brewery	Pubs & Full On	Craddocks Brewery	WR 1 2DP
Mode	Independent Free	Pubs & Full On	Independent Free	WR 1 3QN
Velvet Lounge	Independent Free	Proprietary Club	Independent Free	WR 1 3QN
FireFly	Independent Free	Pubs & Full On	Independent Free	WR 1 2SE
Siam Smile	Independent Free	Restaurant	Independent Free	WR 1 2LS
Hickory's Smokehouse	Greene King	Restaurant	Greene King	WR 2 5BA
Huntingdon Hall	Independent Free	Pubs & Full On	Independent Free	WR 1 3LD
Marrs Bar	Independent Free	Pubs & Full On	Independent Free	WR 1 1TA
Plumbers Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 5 1DF
StJohns Working Mens Club	Independent Free	Registered Club	Independent Free	WR 2 5BX
Ostlers At No 1	Independent Free	Restaurant	Independent Free	WR 1 3EH
Anarkarli Indian Restaurant	Independent Free	Restaurant	Independent Free	WR 1 1JT
West Midlands Tavern	Independent Free	Pubs & Full On	Independent Free	WR 1 2PB
Keystones Cafe Bar	Independent Free	Pubs & Full On	Independent Free	WR 1 2HB
Chung Ying Cantonese Restaurant	Independent Free	Restaurant	Independent Free	WR 1 2NA
Valentinos Restaurant	Independent Free	Restaurant	Independent Free	WR 1 1EE
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	WR 1 2NA
Cafe Mela	Independent Free	Restaurant	Independent Free	WR 1 1DN
Thai Gallery	Independent Free	Restaurant	Independent Free	WR 1 2LZ
Island	Independent Free	Restaurant	Independent Free	WR 1 3NH
Pizza Express	Hony Capital	Restaurant	Hony Capital	WR 1 2LU
Elgars Coffee Shop	Independent Free	Pubs & Full On	Independent Free	WR 1 2DS
Cote	Cote Restaurants	Restaurant	Cote Restaurants	WR 1 2HW
Tripel B Belgian	Independent Free	Pubs & Full On	Independent Free	WR 1 2HB
Bolero	Independent Free	Pubs & Full On	Independent Free	WR 1 1EE
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	WR 1 2NA
Olive Branch	Independent Free	Restaurant	Independent Free	WR 1 2RH
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	WR 1 2HW
Caffe Bolero	Independent Free	Pubs & Full On	Independent Free	WR 1 1UW
Anatolian	Independent Free	Restaurant	Independent Free	WR 1 3LD
Wildwood	Tasty	Restaurant	Tasty	WR 1 3LD
House Of Coffee	Independent Free	Restaurant	Independent Free	WR 1 2HW
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	WR 2 4QQ
Oil Basin	Independent Free	Pubs & Full On	Independent Free	WR 1 2HB
Guildhall	Independent Free	Restaurant	Independent Free	WR 1 2EY
Bills	Bills Restaurants	Pubs & Full On	Bills Restaurants	WR 1 3LD

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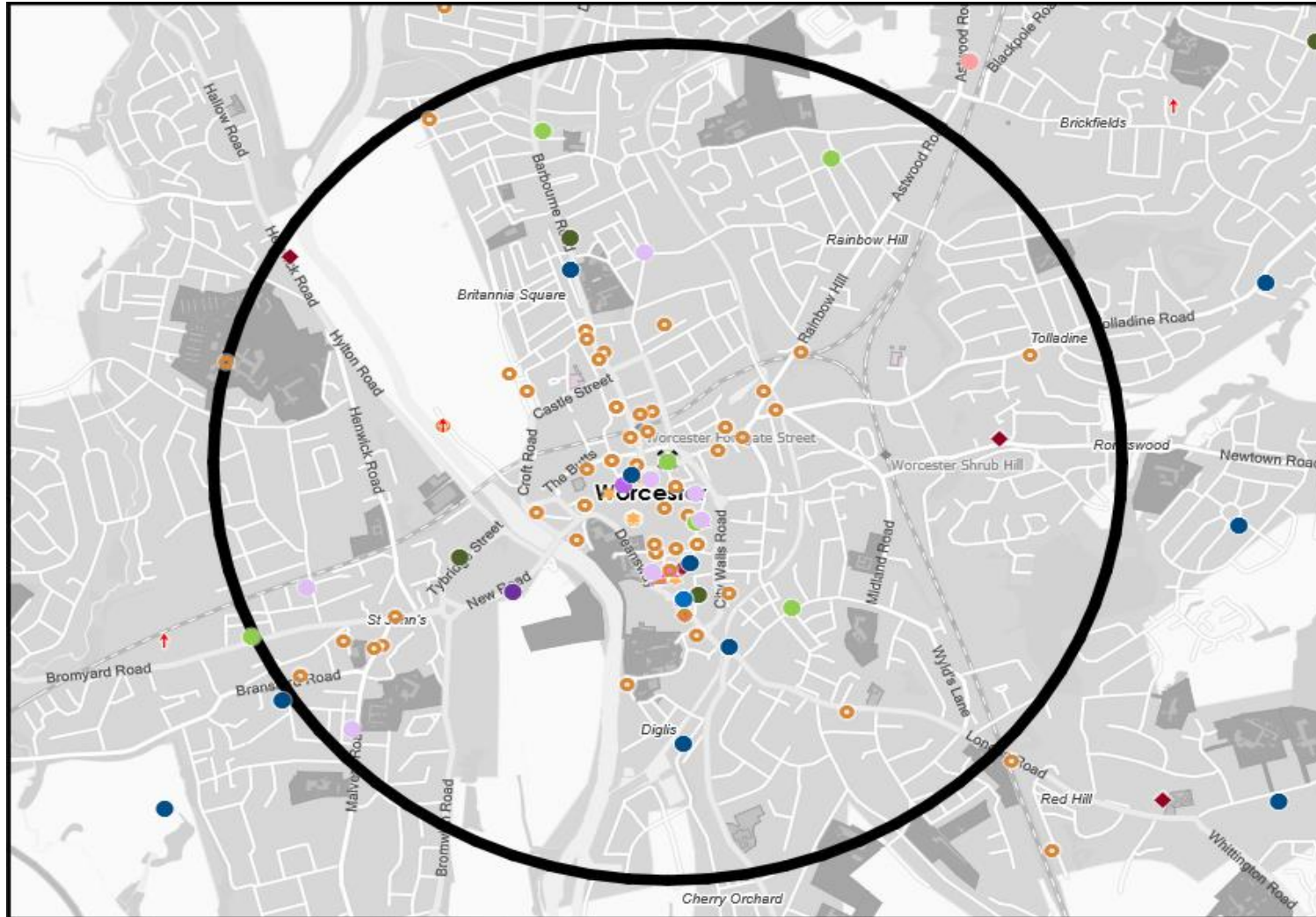
Name	Description	License Type	Owner Name	Postcode
El Mexicana	El Mexicana	Restaurant	El Mexicana	WR 1 3PZ
Alexanders	Independent Free	Pubs & Full On	Independent Free	WR 1 2DL
Cheng Ye Restaurant	Independent Free	Restaurant	Independent Free	WR 1 2RS
Bull Baiters Inn	Independent Free	Pubs & Full On	Independent Free	WR 2 5AH
Hanbo	Independent Free	Restaurant	Independent Free	WR 1 1DB
Tonic	Independent Free	Pubs & Full On	Independent Free	WR 1 1EE
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	WR 1 2LU
All Bar One	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	WR 1 2LU
Cosy Club	Loungers	Pubs & Full On	Loungers	WR 1 2BY
Ask Italian	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	WR 1 2QE
Botanist	New World Trading Company	Pubs & Full On	New World Trading Company	WR 1 2LU
Brick Room	Independent Free	Pubs & Full On	Independent Free	WR 1 2DL
Hop Lords	Independent Free	Pubs & Full On	Independent Free	WR 1 2QX
Sociable Beer Company	Independent Free	Pubs & Full On	Independent Free	WR 1 3BQ
Five Guys	Five Guys	Restaurant	Five Guys	WR 1 2LU
Retroids Arcade Bar	Independent Free	Pubs & Full On	Independent Free	WR 1 2DN
Craft Inn Bar	Independent Free	Pubs & Full On	Independent Free	WR 1 1DX
Mr Mulligan	Independent Free	Pubs & Full On	Independent Free	WR 1 2QE

MAP OF AREA

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Source: OS Open Data 2018

Area: P04478_Courtyard, Worcester, WR1 1UW (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: P04478_Courtyard, Worcester, WR1 1UW (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,376	8.3	22.1	38		
2 Rising Prosperity	2,606	15.8	10.2	155		
3 Comfortable Communities	5,050	30.6	26.5	115		
4 Financially Stretched	3,490	21.1	23.7	89		
5 Urban Adversity	3,965	24.0	17.2	140		
6 Not Private Households	34	0.2	0.3	60		
Graph						
Total households	16,521					

Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK

Age range
25-34

Financial situation

Children at home
3+

House type
Flat or terraced

House tenure
Social renting

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 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04478_Courtyard, Worcester, WR1 1UW (1 Mile contour)
Base: Great Britain
Year: 2023

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	571	3.5	11.3	31			
1.C Mature Money	805	4.9	9.6	50			
2. Rising Prosperity							
2.D City Sophisticates	25	0.2	3.8	4			
2.E Career Climbers	2,581	15.6	6.4	245			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	700	4.2	6.0	71			
3.H Steady Neighbourhoods	861	5.2	7.4	70			
3.I Comfortable Seniors	254	1.5	2.9	54			
3.J Starting Out	3,235	19.6	4.6	430			
4. Financially Stretched							
4.K Student Life	1,014	6.1	2.5	245			
4.L Modest Means	982	5.9	8.0	74			
4.M Striving Families	757	4.6	7.4	62			
4.N Poorer Pensioners	737	4.5	5.8	77			
5. Urban Adversity							
5.O Young Hardship	2,572	15.6	6.3	249			
5.P Struggling Estates	506	3.1	5.7	54			
5.Q Difficult Circumstances	887	5.4	5.2	102			
6. Not Private Households							
6.R Not Private Households	34	0.2	0.3	60			
Total households	16,521						

Acorn Group Pen Portrait

5 P Struggling Estates 3.4M UK Adults 6.5% of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

CORE DEMOGRAPHICS

BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland

LEISURE: McDonald's, KFC, GREGGS

WEBSITES: HUNGRY HORSE, very, JUST EAT, sky sports

DIGITAL ATTITUDES

I worry about online security: **56%** (UK average: 53%)

Shopping online makes my life easier: **61%** (UK average: 62%)

I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

FINANCIAL PROFILE

Household income: UK **£28k** (Average: £40k), London **£32k** (Average: £48k)

% Disposable income: UK **30%** (Average: 43%), London **28%** (Average: 29%)

Financial situation:

TOP BEHAVIOURS

Watching TV / videos on YouTube

Love to buy new gadgets and appliances

Posts ratings / reviews online



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

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Area: P04478_Courtyard, Worcester, WR1 1UW (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	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	92	0.6	2.6	21			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	60	0.4	2.2	16			
1.B.7 Affluent professionals	154	0.9	0.9	109			
1.B.8 Prosperous suburban families	251	1.5	1.5	99			
1.B.9 Well-off edge of towners	14	0.1	1.6	5			
1.C Mature Money							
1.C.10 Better-off villagers	27	0.2	3.1	5			
1.C.11 Settled suburbia, older people	679	4.1	2.8	146			
1.C.12 Retired and empty nesters	54	0.3	2.5	13			
1.C.13 Upmarket downsizers	45	0.3	1.3	21			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	10	0.1	0.7	9			
2.D.15 Younger professionals in smaller flats	0	0.0	1.5	0			
2.D.16 Metropolitan professionals	0	0.0	0.7	0			
2.D.17 Socialising young renters	15	0.1	1.0	9			
2.E Career Climbers							
2.E.18 Career driven young families	14	0.1	2.0	4			
2.E.19 First time buyers in small, modern homes	2,567	15.5	3.4	458			
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	1.0	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	301	1.8	2.7	68			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	399	2.4	2.4	100			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	559	3.4	3.5	98			
3.H.28 Owner occupied terraces, average income	208	1.3	1.6	79			
3.H.29 Established suburbs, older families	94	0.6	2.3	24			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	18	0.1	2.4	5			
3.I.31 Elderly singles in purpose-built accommodation	236	1.4	0.5	294			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	2,500	15.1	2.2	703			
3.J.33 Smaller houses and starter homes	735	4.4	2.4	185			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	22	0.1	0.3	40			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	992	6.0	1.9	312			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	328	2.0	1.4	138			
4.L.38 Semi-skilled workers in traditional neighbourhoods	265	1.6	2.6	61			
4.L.39 Fading owner occupied terraces	267	1.6	2.9	55			
4.L.40 High occupancy terraces, culturally diverse family areas	122	0.7	1.0	74			
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	19	0.1	1.6	7			
4.M.43 Families in right-to-buy estates	727	4.4	2.0	216			
4.M.44 Post-war estates, limited means	11	0.1	2.2	3			
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	423	2.6	1.0	248			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
4.N.48 Pensioners and singles in social rented flats	314	1.9	1.7	111			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,186	7.2	2.2	328			
5.O.50 Struggling younger people in mixed tenure	1,138	6.9	1.8	383			
5.O.51 Young people in small, low cost terraces	248	1.5	2.3	66			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	13	0.1	1.6	5			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.7	0			
5.P.56 Low income large families in social rented semis	493	3.0	1.6	186			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	232	1.4	1.5	93			
5.Q.58 Singles and young families, some receiving benefits	29	0.2	1.8	10			
5.Q.59 Deprived areas and high-rise flats	626	3.8	2.0	192			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	10	0.1	0.1	102			
6.R.61 Inactive communal population	24	0.1	0.3	51			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	16,521						

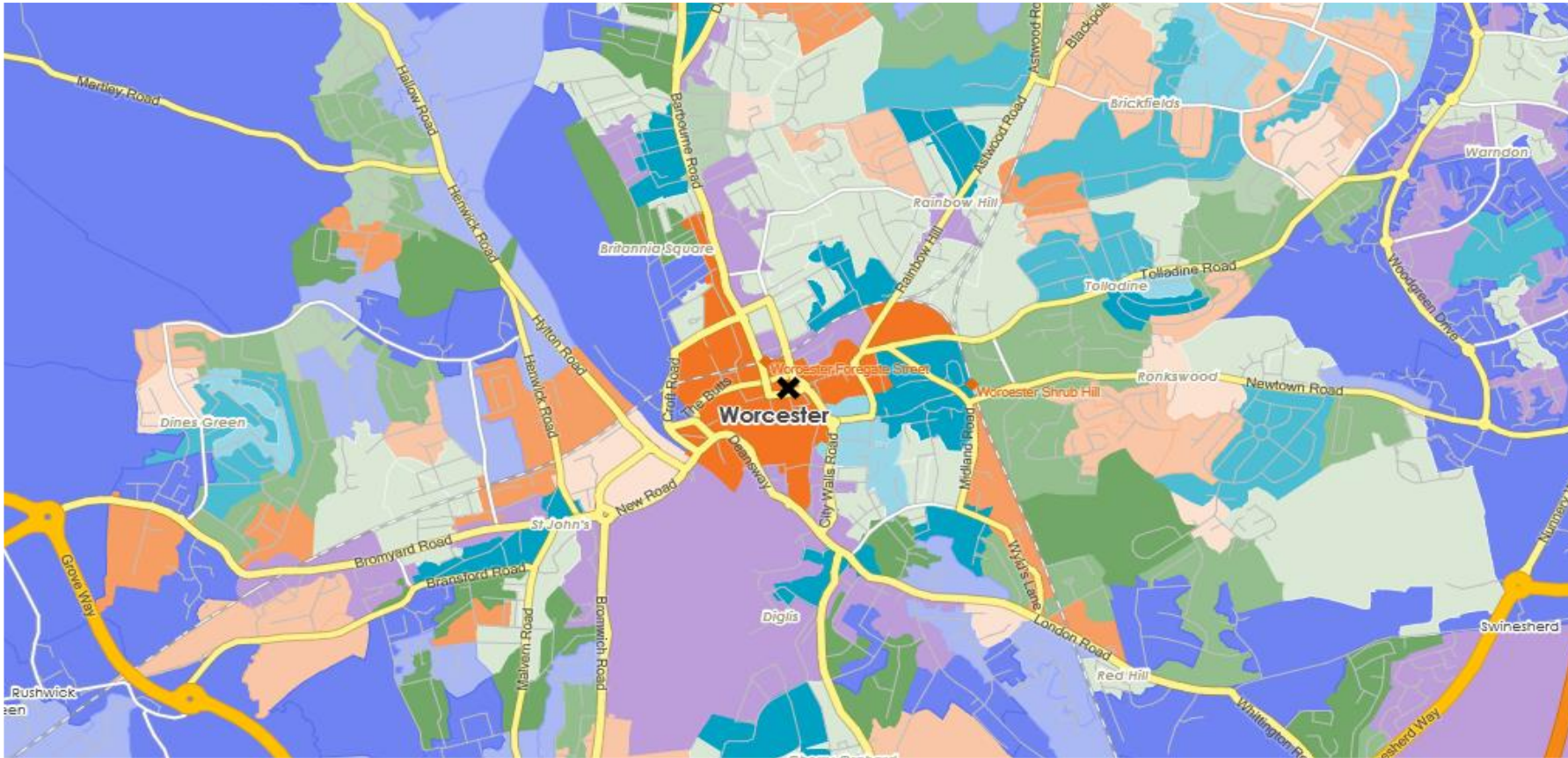
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04478_Courtyard, Worcester, WR1 1UW (1 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
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**

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: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%



MAP OF AREA

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Source: OS Open Data 2018

Area: P04478_Courtyard, Worcester, WR1 1UW (1 Mile contour)

