

MAP OF AREA

© 2023 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P03992_Penny Farthing, Glasgow, G42 8YG (1 Mile contour)



POPULATION PROJECTIONS

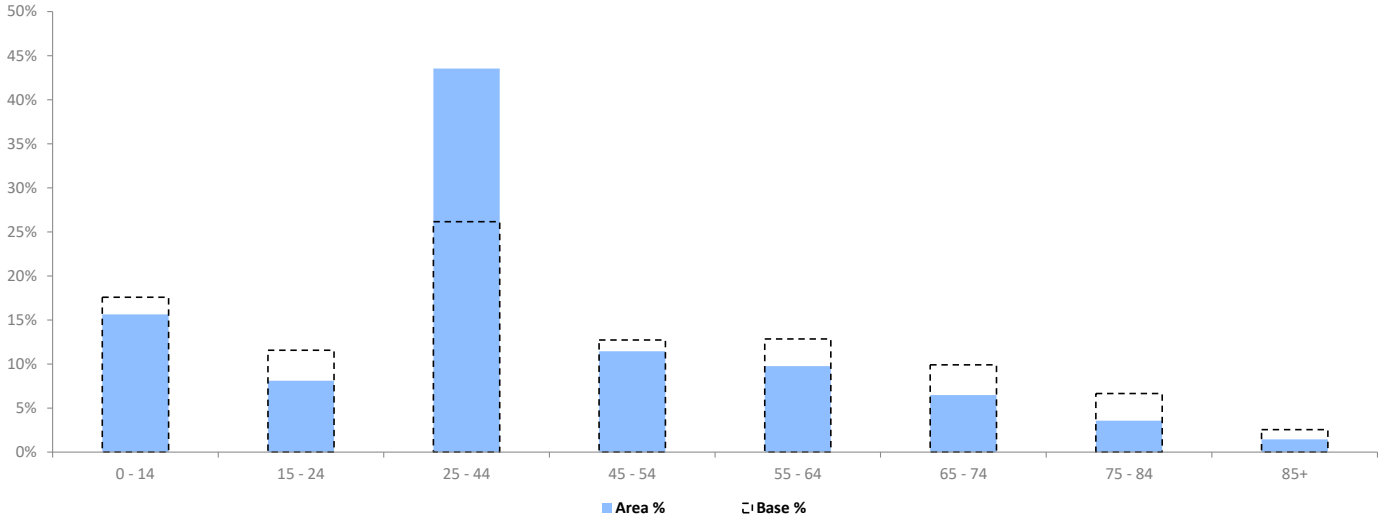
© 2023 CACI Limited and all other applicable third party notices (Population Estimates and Projections) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03992_Penny Farthing, Glasgow, G42 8YG (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	8,293	15.6	17.6	89			
15 - 24	4,304	8.1	11.6	70			
25 - 44	23,079	43.5	26.2	166			
45 - 54	6,069	11.4	12.7	90			
55 - 64	5,181	9.8	12.8	76			
65 - 74	3,434	6.5	9.9	65			
75 - 84	1,892	3.6	6.7	54			
85+	770	1.5	2.6	57			
Total population	53,022						



EXPENDITURE

© 2023 CACI Limited and all other applicable third party notices (COICOP Expenditure) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03992_Penny Farthing, Glasgow, G42 8YG (1 Mile contour)
 Base: Great Britain
 Year: 2022

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£1,551,532	£58.25	£73.74	79			
2. Alcoholic beverages, tobacco and narcotics	£732,479	£27.50	£27.43	100			
3. Clothing & Footwear	£881,622	£33.10	£41.92	79			
4. Housing, water, electricity, gas and other fuels	£1,990,402	£74.73	£92.23	81			
5. Furnishings, equipment and routine maintenance	£645,223	£24.22	£39.49	61			
6. Health	£266,110	£9.99	£16.97	59			
7. Transport	£2,538,933	£95.32	£115.30	83			
8. Communication	£335,469	£12.59	£14.64	86			
9. Recreation & Culture	£1,756,064	£65.93	£100.48	66			
10. Education	£490,548	£18.42	£22.34	82			
11. Restaurants & Hotels	£1,886,632	£70.83	£82.30	86			
12. Miscellaneous goods and services	£2,016,984	£75.72	£104.94	72			
Total Expenditure	£15,091,998	£566.60	£731.77	77			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.

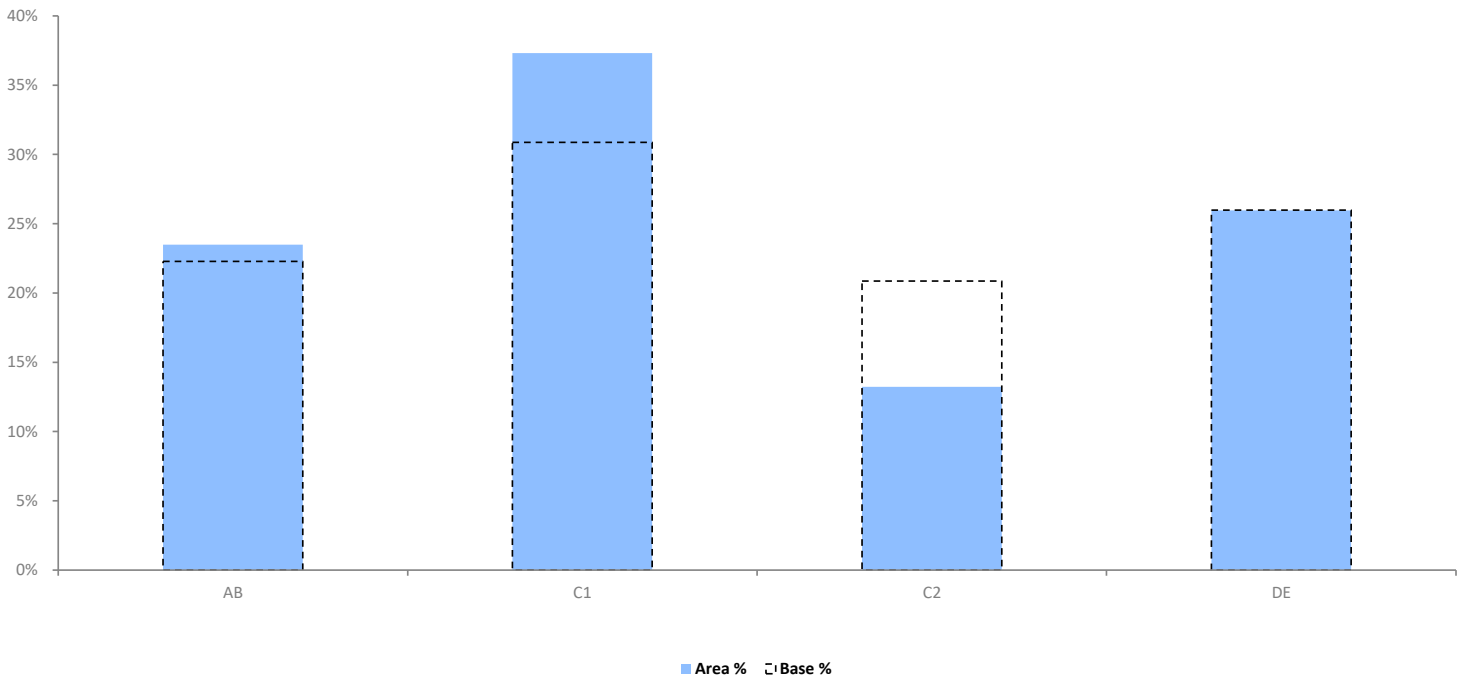
UP TO DATE DEMOGRAPHICS

© 2023 CACI Limited and all other applicable third party notices (Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03992_Penny Farthing, Glasgow, G42 8YG (1 Mile contour)
 Base: Great Britain
 Year: 2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	6,243	23.5	22.3	105			
C1: Supervisory, clerical, jr managerial/admin/professional	9,915	37.3	30.9	121			
C2: Skilled manual workers	3,515	13.2	20.9	63			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	6,901	26.0	26.0	100			
Total household reference persons aged 16 to 64	26,574						



CGA LICENCED PREMISES

© 2023 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03992_Penny Farthing, Glasgow, G42 8YG ()
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	34	64.1	82.8	77			
Proprietary Club	7	13.2	7.5	177			
Registered Club	7	13.2	28.7	46			
Restaurant	20	37.7	32.5	116			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Malaga Tapas	Independent Free	Restaurant	Independent Free	G 41 1PD
Rum Shack	Independent Free	Pubs & Full On	Independent Free	G 41 2AB
Stag And Thistle	Independent Free	Pubs & Full On	Independent Free	G 41 2AE
Regent Bar	Rosemount Taverns	Pubs & Full On	Rosemount Taverns	G 41 2AE
Zinfandel	Greene King	Pubs & Full On	Greene King	G 41 2AJ
Dee Jays Snooker Club	Independent Free	Proprietary Club	Independent Free	G 41 2AL
Bungo	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	G 41 2AL
Titwood Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	G 41 2AN
New Anand	Independent Free	Restaurant	Independent Free	G 41 2AN
Pollok Division Ex-Servicemens Club	Independent Free	Registered Club	Independent Free	G 41 2DG
Sweeneys On The Park	Independent Free	Pubs & Full On	Independent Free	G 41 2ET
Camphill Bowling Club	Independent Free	Registered Club	Independent Free	G 41 2QR
Shed	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	G 41 2QS
Corona	Greene King	Pubs & Full On	Greene King	G 41 3YF
Georgic Bar	Greene King	Pubs & Full On	Greene King	G 41 3YG
Titwood Bowling Club	Independent Free	Registered Club	Independent Free	G 41 4PS
International Bar	Independent Free	Pubs & Full On	Independent Free	G 42 0PR
Brazen Head	Independent Free	Pubs & Full On	Independent Free	G 42 7BE
Queens Park Cafe	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	G 42 8BG
Number 10	Independent Free	Pubs & Full On	Independent Free	G 42 8BS
Queens Park Bowling & Tennis Club	Independent Free	Registered Club	Independent Free	G 42 8DA
Bell Jar	Independent Free	Pubs & Full On	Independent Free	G 42 8EB
Mcneills	Independent Free	Pubs & Full On	Independent Free	G 42 8PH
Wellcroft Bowling Club	Independent Free	Registered Club	Independent Free	G 42 8QR
La Bussola	Independent Free	Restaurant	Independent Free	G 42 8RW
Penny Farthing	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	G 42 8YG
Victoria Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	G 42 8YS
Cafe Shabaz	Independent Free	Restaurant	Independent Free	G 42 8YW
Minnesota Fats	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	G 42 9AF
Queens Park Football Club	Independent Free	Proprietary Club	Independent Free	G 42 9BA
Clockwork Beer Company	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	G 42 9HB
Alishan Tandoori	Independent Free	Restaurant	Independent Free	G 42 9HU
Glasgow Indoor Bowling Club	Independent Free	Registered Club	Independent Free	G 42 9LQ
Ball Room	Corte Leisure Limited	Proprietary Club	Corte Leisure Limited	G 42 9RA
Kingswood Bowling And Tennis Club	Independent Free	Registered Club	Independent Free	G 44 4PP
Beechwood	Greene King	Pubs & Full On	Greene King	G 44 4PP
Montford House	Unknown	Pubs & Full On	Unknown	G 44 4QD
Pig & Whistle	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	G 5 0NH
Star Bar	Independent Free	Pubs & Full On	Independent Free	G 5 9RN
Allison Arms	Unknown	Pubs & Full On	Unknown	G 41 2AD
Heragthy	Independent Free	Pubs & Full On	Independent Free	G 41 2AD
Church On The Hill	Signature Pubs Ltd	Pubs & Full On	Signature Pubs Ltd	G 41 3DJ
Armstrongs	Greene King	Pubs & Full On	Greene King	G 42 9JT
Brodies	Independent Free	Pubs & Full On	Independent Free	G 41 2AX
Neesons	Independent Free	Pubs & Full On	Independent Free	G 42 8RX
Ivory Hotel	Independent Free	Pubs & Full On	Independent Free	G 41 3AY
Goals	Goals Soccer Centres	Proprietary Club	Goals Soccer Centres	G 41 2HA
Tramway Theatre Cafe	Independent Free	Pubs & Full On	Independent Free	G 41 2PE
Battlefield	Independent Free	Restaurant	Independent Free	G 42 9JL
Rearsons Snooker	Independent Free	Proprietary Club	Independent Free	G 41 3EB
Linen 1906	Independent Free	Pubs & Full On	Independent Free	G 41 2HG
Buongiorno	Independent Free	Restaurant	Independent Free	G 41 2HG
Glad Cafe C.I.C	Independent Free	Pubs & Full On	Independent Free	G 41 2HG

CGA LICENCED PREMISES

© 2023 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03992_Penny Farthing, Glasgow, G42 8YG ()
 Base: Great Britain
 Year: 2022

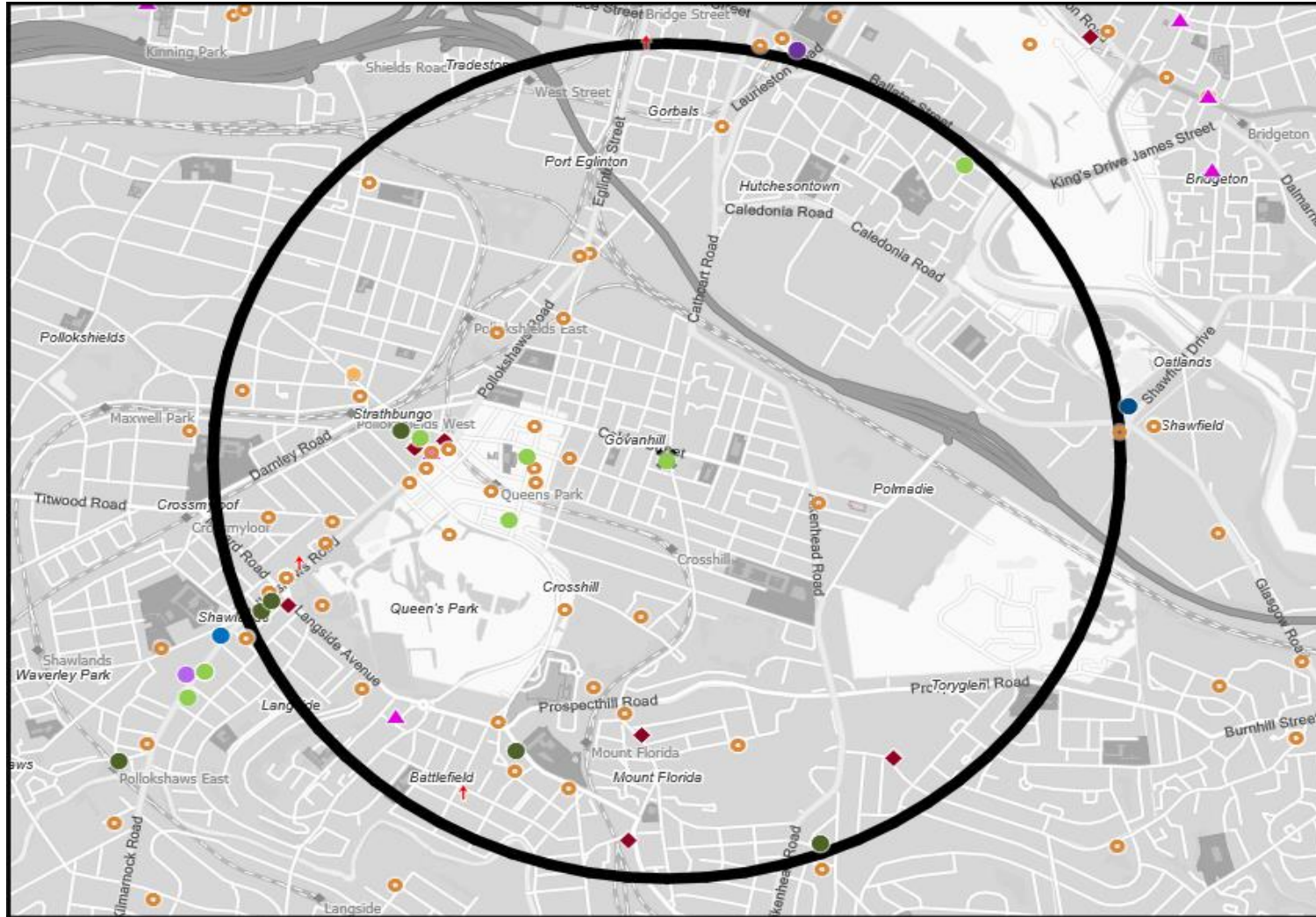
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	34	64.1	82.8	77			
Proprietary Club	7	13.2	7.5	177			
Registered Club	7	13.2	28.7	46			
Restaurant	20	37.7	32.5	116			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Moyra Janes	Independent Free	Restaurant	Independent Free	G 41 4LU
Sapori D'italia	Independent Free	Restaurant	Independent Free	G 42 9XJ
Hampden Park	Independent Free	Proprietary Club	Independent Free	G 42 9BA
Tinto Tapas	Tinto Tapas	Restaurant	Tinto Tapas	G 42 9JT
Ollies	Independent Free	Restaurant	Independent Free	G 41 5RB
Salt And Vinegar	Independent Free	Restaurant	Independent Free	G 41 3EB
Trevi Ristorante	Independent Free	Restaurant	Independent Free	G 42 9JU
Mcmillan	Independent Free	Restaurant	Independent Free	G 41 2DD
Khyber	Independent Free	Restaurant	Independent Free	G 41 1PD
Horn Of Africa Restaurant & Bar	Independent Free	Restaurant	Independent Free	G 5 9RP
Supper Club By Nico	Nico Simeone Ltd	Restaurant	Nico Simeone Ltd	G 41 5RB
Bar Vini	Independent Free	Restaurant	Independent Free	G 42 7AA
Halloumi South Side	Independent Free	Restaurant	Independent Free	G 41 2AB
Luchador	Independent Free	Pubs & Full On	Independent Free	G 41 2AA
Skips Seafood Bar & Grill	Tinto Tapas	Restaurant	Tinto Tapas	G 42 9JT

MAP OF AREA

© 2023 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
 Source: OS Open Data 2018

Area: P03992_Penny Farthing, Glasgow, G42 8YG (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

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03992_Penny Farthing, Glasgow, G42 8YG (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,287	4.8	22.0	22		
 2 Rising Prosperity	7,907	29.8	10.3	289		
 3 Comfortable Communities	1,333	5.0	26.3	19		
 4 Financially Stretched	9,587	36.1	23.7	152		
 5 Urban Adversity	6,446	24.3	17.4	139		
 6 Not Private Households	14	0.1	0.3	16		
 Graph						
Total households	26,574					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% of UK

Age range
All ages

Financial situation
Running into debt Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

ACORN GROUP PROFILE - HOUSEHOLDS

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03992_Penny Farthing, Glasgow, G42 8YG (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	877	3.3	11.2	29		
1.C Mature Money	410	1.5	9.6	16		
2. Rising Prosperity						
2.D City Sophisticates	418	1.6	4.0	39		
2.E Career Climbers	7,489	28.2	6.3	449		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	419	1.6	5.9	27		
3.H Steady Neighbourhoods	278	1.0	7.4	14		
3.I Comfortable Seniors	44	0.2	2.9	6		
3.J Starting Out	592	2.2	4.4	50		
4. Financially Stretched						
4.K Student Life	6,916	26.0	2.5	1,053		
4.L Modest Means	346	1.3	7.9	16		
4.M Striving Families	316	1.2	7.5	16		
4.N Poorer Pensioners	2,009	7.6	5.8	130		
5. Urban Adversity						
5.O Young Hardship	1,960	7.4	6.2	119		
5.P Struggling Estates	424	1.6	5.9	27		
5.Q Difficult Circumstances	4,062	15.3	5.3	289		
6. Not Private Households						
6.R Not Private Households	14	0.1	0.3	16		
Total households	26,574					

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.

CORE 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

FINANCIAL PROFILE

Household income UK: £47k London: £45k <small>Average: £40k Average: £48k</small>	% Disposable income UK: 35% London: 24% <small>Average: 43% Average: 29%</small>	Financial situation
---	--	-------------------------

BRANDS

SHOPPING: M&S, FRENCH CONNECTION, ALDO, TED BAKER

LEISURE: wasabi, wagamama, FRANCO MANCA, IGUANAS

WEBSITES: Expedia, Zoopla, IKEA, ASDA

DIGITAL AND TECH

ATTITUDES

- I worry about online security: **59%** (UK average: 53%)
- Shopping online makes my life easier: **68%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **32%** (UK average: 28%)

TOP BEHAVIOURS

- Buy domestic appliances online
- Reads blogs online
- Loves to buy new gadgets and tech



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

ACORN TYPE PROFILE - HOUSEHOLDS

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03992_Penny Farthing, Glasgow, G42 8YG (1 Mile contour)
 Base: Great Britain
 Year: 2022

Sort by: Corn Structure
 Index
 Profile %

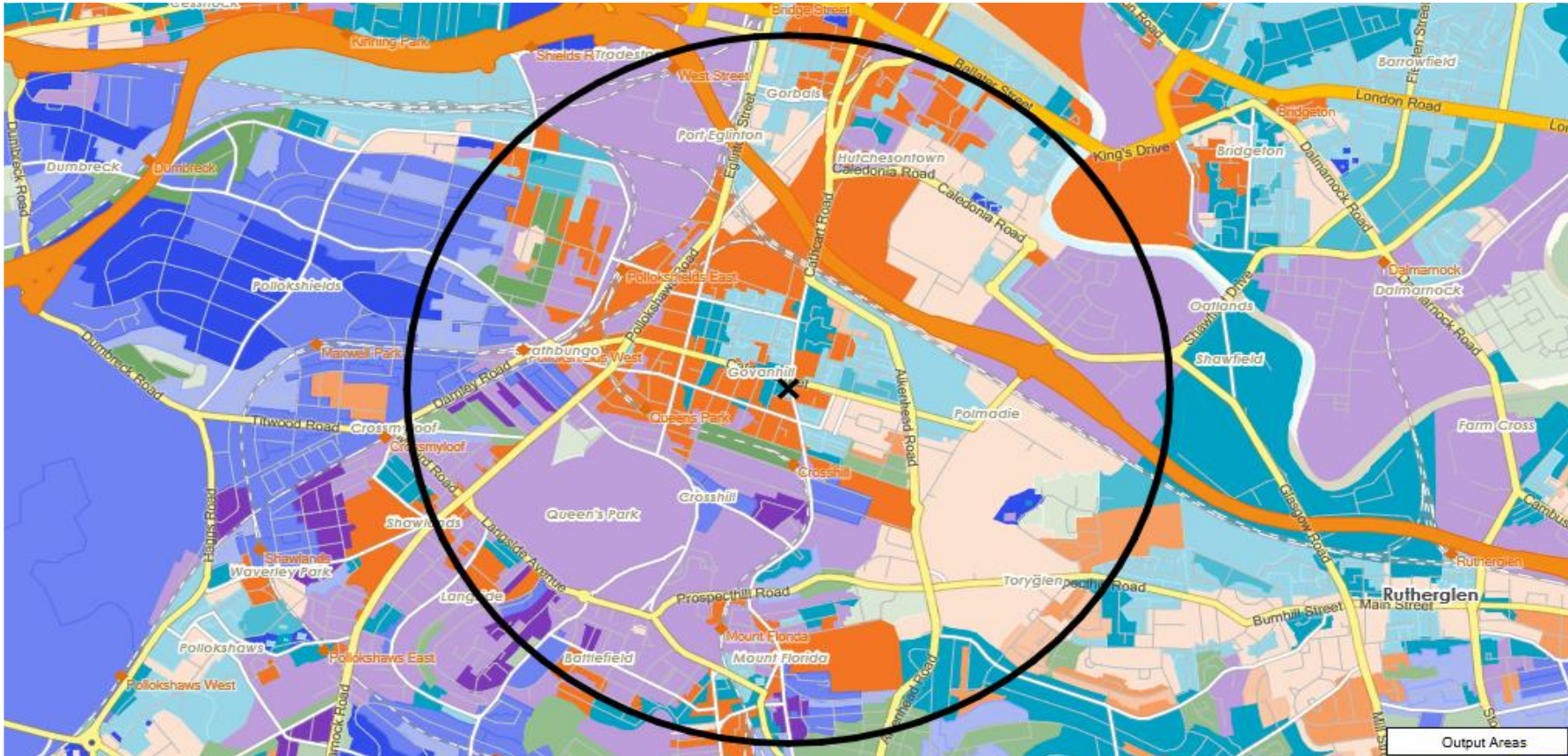
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	30	0.1	2.2	5			
1.B.7 Affluent professionals	817	3.1	0.8	363			
1.B.8 Prosperous suburban families	30	0.1	1.5	7			
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	54	0.2	2.8	7			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	356	1.3	1.3	104			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	220	0.8	0.7	118			
2.D.15 Younger professionals in smaller flats	87	0.3	1.5	22			
2.D.16 Metropolitan professionals	0	0.0	0.8	0			
2.D.17 Socialising young renters	111	0.4	1.0	42			
2.E Career Climbers							
2.E.18 Career driven young families	14	0.1	1.9	3			
2.E.19 First time buyers in small, modern homes	6,907	26.0	3.3	778			
2.E.20 Mixed metropolitan areas	568	2.1	1.0	209			
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	0	0.0	2.7	0			
3.G.25 Larger family homes, multi-ethnic areas	408	1.5	0.8	188			
3.G.26 Semi-professional families, owner occupied neighbourhoods	11	0.0	2.4	2			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	60	0.2	3.4	7			
3.H.28 Owner occupied terraces, average income	218	0.8	1.6	52			
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	1	0.0	2.4	0			
3.I.31 Elderly singles in purpose-built accommodation	43	0.2	0.5	33			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	509	1.9	2.1	90			
3.J.33 Smaller houses and starter homes	83	0.3	2.3	13			
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	6,916	26.0	1.9	1,403			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	304	1.1	1.4	80			
4.L.38 Semi-skilled workers in traditional neighbourhoods	42	0.2	2.6	6			
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	159	0.6	1.6	36			
4.M.43 Families in right-to-buy estates	106	0.4	2.1	19			
4.M.44 Post-war estates, limited means	51	0.2	2.2	9			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	22	0.1	0.8	11			
4.N.46 Elderly people in social rented flats	364	1.4	1.1	129			
4.N.47 Low income older people in smaller semis	7	0.0	2.3	1			
4.N.48 Pensioners and singles in social rented flats	1,616	6.1	1.7	352			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,693	6.4	2.2	294			
5.O.50 Struggling younger people in mixed tenure	220	0.8	1.8	47			
5.O.51 Young people in small, low cost terraces	47	0.2	2.3	8			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	106	0.4	1.6	25			
5.P.53 Low income terraces	24	0.1	0.8	11			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	0			
5.P.55 Deprived and ethnically diverse in flats	294	1.1	0.8	142			
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	576	2.2	1.5	143			
5.Q.58 Singles and young families, some receiving benefits	63	0.2	1.8	13			
5.Q.59 Deprived areas and high-rise flats	3,423	12.9	2.0	643			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	8	0.0	0.1	51			
6.R.61 Inactive communal population	6	0.0	0.3	8			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	26,574						

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P03992_Penny Farthing, Glasgow, G42 8YG (1 Mile contour)



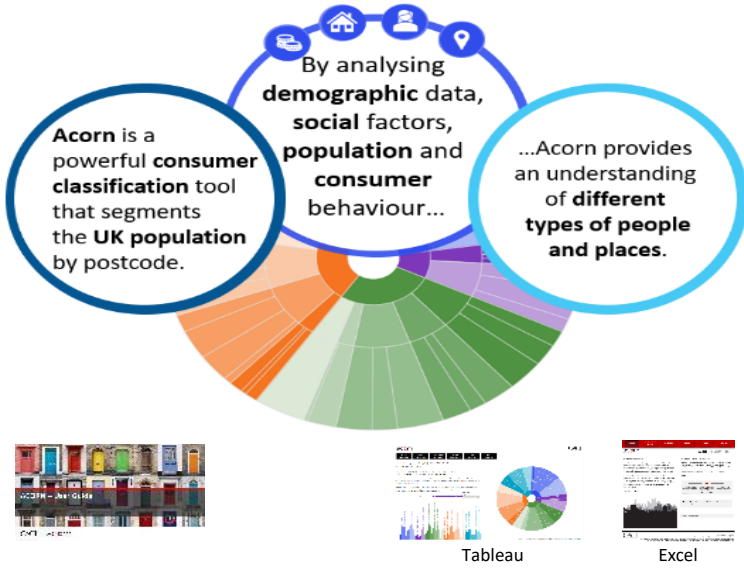
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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?

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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%

