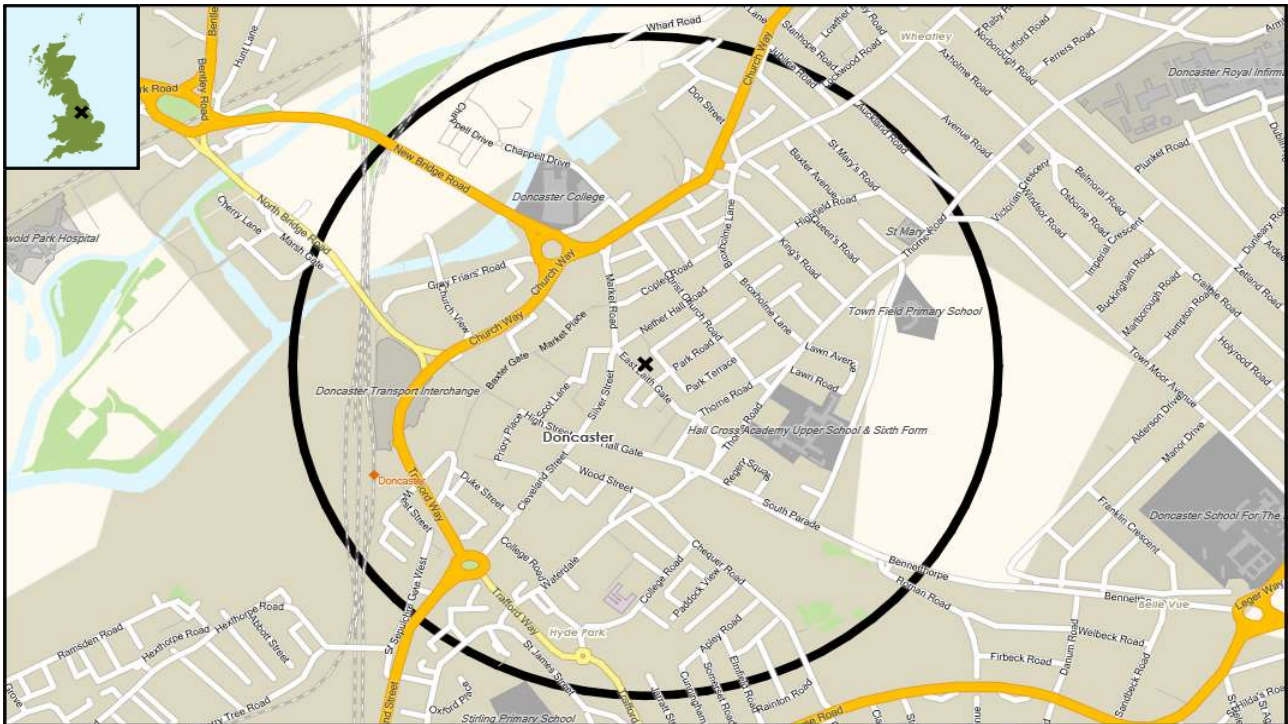


MAP OF AREA

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Source: OS Open Data 2018

Area: P00788_Horse & Groom, Doncaster, DN1 1JG (0.50 Mile contour)

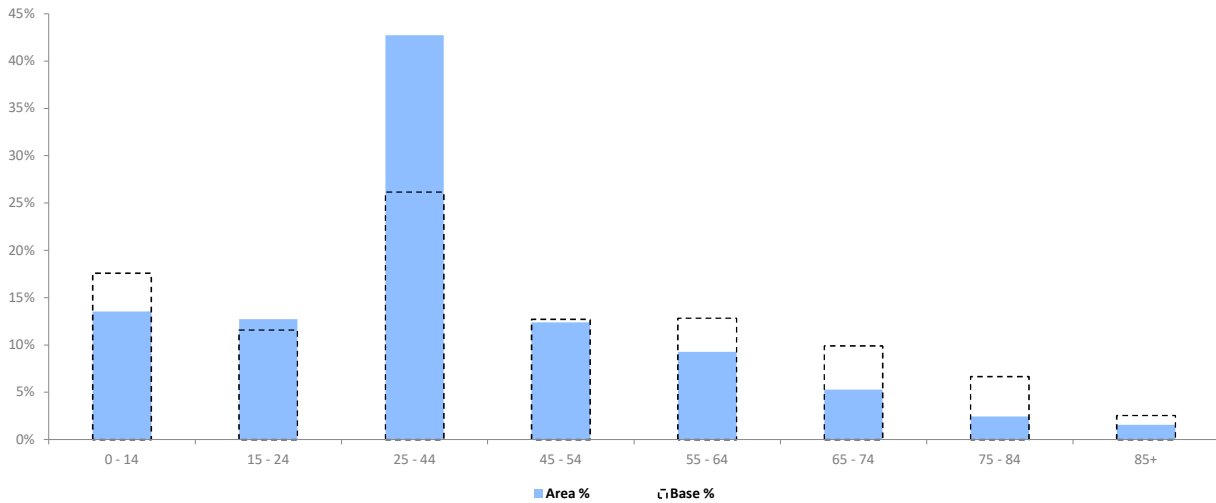
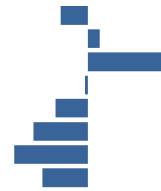


POPULATION PROJECTIONS

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Area: P00788_Horse & Groom, Doncaster, DN1 1JG (0.50 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,020	13.5	17.6	77			
15 - 24	960	12.7	11.6	110			
25 - 44	3,223	42.7	26.2	163			
45 - 54	934	12.4	12.7	97			
55 - 64	700	9.3	12.8	72			
65 - 74	400	5.3	9.9	54			
75 - 84	186	2.5	6.7	37			
85+	118	1.6	2.6	61			
Total population	7,541						



EXPENDITURE

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Area: P00788_Horse & Groom, Doncaster, DN1 1JG (0.50 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	£193,254	£57.45	£73.74	78			
2. Alcoholic beverages, tobacco and narcotics	£119,659	£35.57	£27.43	130			
3. Clothing & Footwear	£118,616	£35.26	£41.92	84			
4. Housing, water, electricity, gas and other fuels	£256,274	£76.18	£92.23	83			
5. Furnishings, equipment and routine maintenance	£98,002	£29.13	£39.49	74			
6. Health	£39,700	£11.80	£16.97	70			
7. Transport	£285,834	£84.97	£115.30	74			
8. Communication	£47,302	£14.06	£14.64	96			
9. Recreation & Culture	£275,679	£81.95	£100.48	82			
10. Education	£53,363	£15.86	£22.34	71			
11. Restaurants & Hotels	£228,218	£67.84	£82.30	82			
12. Miscellaneous goods and services	£283,953	£84.41	£104.94	80			
Total Expenditure	£1,999,853	£594.49	£731.77	81			

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.

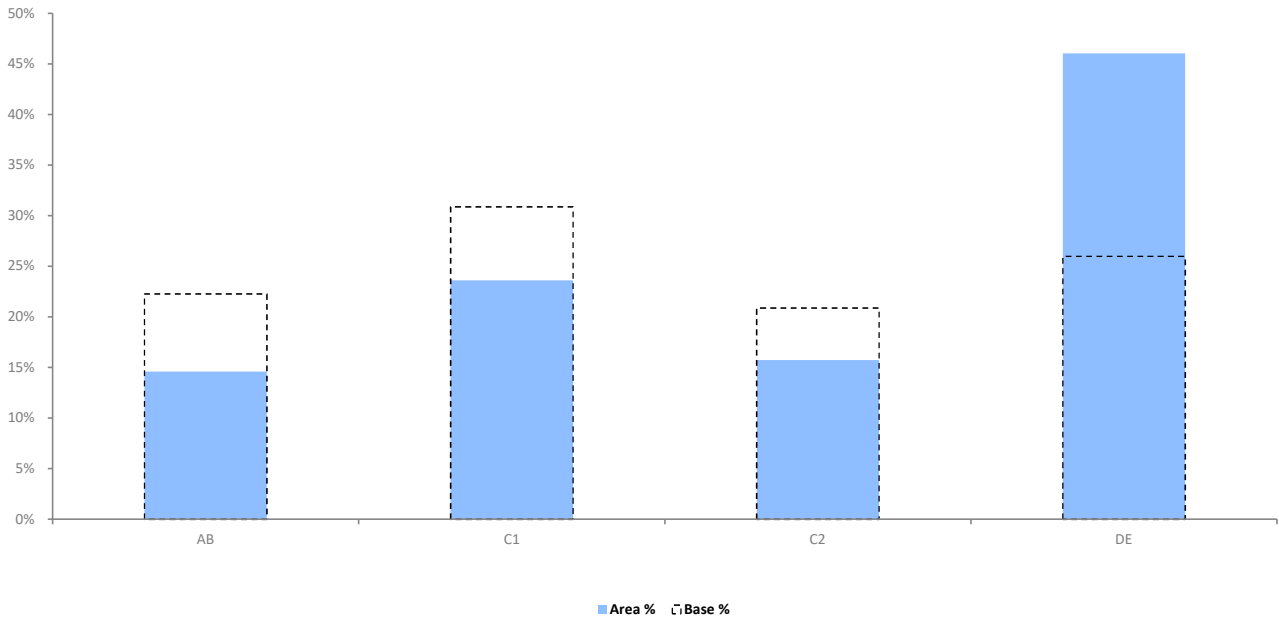
UP TO DATE DEMOGRAPHICS

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Area: P00788_Horse & Groom, Doncaster, DN1 1JG (0.50 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	507	14.6	22.3	66			
C1: Supervisory, clerical, jr managerial/admin/professional	820	23.6	30.9	76			
C2: Skilled manual workers	547	15.7	20.9	75			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,600	46.1	26.0	177			
Total household reference persons aged 16 to 64	3,474						



CGA LICENCED PREMISES

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Area: P00788_Horse & Groom, Doncaster, DN1 1J
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	55	729.3	82.8	881			
Proprietary Club	10	132.6	7.5	1776			
Registered Club	11	145.9	28.7	508			
Restaurant	25	331.5	32.5	1020			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
St Ledger Tavern	Punch Pub Company	Pubs & Full On	Punch Pub Company	DN 1 1HQ
Coach And Horses	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DN 1 1EW
Doncaster Masonic Hall	Independent Free	Registered Club	Independent Free	DN 1 1BZ
Mercure Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	DN 1 1DN
Zest Bar & Grill	Independent Free	Restaurant	Independent Free	DN 1 1DW
Ballers	Independent Free	Proprietary Club	Independent Free	DN 1 1HQ
Hogans	Independent Free	Pubs & Full On	Independent Free	DN 1 1HQ
China Palace	Independent Free	Restaurant	Independent Free	DN 1 1HT
Horse & Groom	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DN 1 1JG
Mecca Bingo	Rank	Proprietary Club	Rank	DN 1 1JG
Tropic	Independent Free	Pubs & Full On	Independent Free	DN 1 1JL
Vintage Rock Bar	Independent Free	Pubs & Full On	Independent Free	DN 1 1LE
Masons Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DN 1 1ND
Old Castle Hotel	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	DN 1 1LQ
Queen Crafhouse & Kitchen	Independent Free	Pubs & Full On	Independent Free	DN 1 1LY
Courtyard	Unknown	Pubs & Full On	Unknown	DN 1 1NE
Red Lion	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	DN 1 1NH
Black Bull	Amber Taverns	Pubs & Full On	Amber Taverns	DN 1 1LQ
Brit Sub Aqua Club	Independent Free	Registered Club	Independent Free	DN 1 1QN
White Swan	Independent Free	Pubs & Full On	Independent Free	DN 1 1QQ
Plough	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DN 1 1SF
Tut N Shive	Greene King	Pubs & Full On	Greene King	DN 1 1SF
Lord Nelson	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DN 1 1TR
Conservative Club	Independent Free	Registered Club	Independent Free	DN 1 2DJ
Salutation	Greene King	Pubs & Full On	Greene King	DN 1 2DR
Regent Hotel	Independent Free	Pubs & Full On	Independent Free	DN 1 2DS
Yates	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DN 1 3PB
Zammuto	Independent Free	Restaurant	Independent Free	DN 1 2LZ
La Rustica Restaurant & Wine Bar	Independent Free	Restaurant	Independent Free	DN 1 2PH
St Georges Club	Independent Free	Registered Club	Independent Free	DN 1 2PW
Spice And Ice	Independent Free	Restaurant	Independent Free	DN 1 2SD
Corner Pin Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DN 1 3AH
Corporation Brewery Taps	Sam Smith	Pubs & Full On	Sam Smith	DN 1 3AR
Doncaster Catholic Club	Independent Free	Registered Club	Independent Free	DN 1 3BY
Angel & Royal	Amber Taverns	Pubs & Full On	Amber Taverns	DN 1 3EF
Saracens	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DN 1 3DZ
Staff Of Life	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DN 1 3EN
Flares	Stonegate Pub Company	Proprietary Club	Stonegate Pub Company	DN 1 3LU
Mint Bar	Independent Free	Pubs & Full On	Independent Free	DN 1 3NF
Hallcross	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DN 1 3NL
Poppadoms & Cream	Independent Free	Restaurant	Independent Free	DN 1 3NL
Bacchus Bar	Unknown	Proprietary Club	Unknown	DN 1 3NR
Doncaster & District Deaf Social Club	Independent Free	Registered Club	Independent Free	DN 1 3QG
Doncaster Town Sports Club	Independent Free	Registered Club	Independent Free	DN 2 6AA
Doncaster Contract Bridge Club	Independent Free	Registered Club	Independent Free	DN 2 6AA
Leopard	Independent Free	Pubs & Full On	Independent Free	DN 1 3AA
Yorkshire Grey	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DN 1 3NA
Social	Independent Free	Pubs & Full On	Independent Free	DN 1 3NF
Mambo	Dukedom Ltd	Pubs & Full On	Dukedom Ltd	DN 1 1HQ
Cactus Jacks	Independent Free	Restaurant	Independent Free	DN 1 3NA
Magdalen	Independent Free	Pubs & Full On	Independent Free	DN 1 1ND
Rock A Hula	Independent Free	Pubs & Full On	Independent Free	DN 1 3NG
Coco	Brook Leisure	Proprietary Club	Brook Leisure	DN 1 1HQ
Gate House	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	DN 1 1DW
Sibella Shisa Bar	Independent Free	Pubs & Full On	Independent Free	DN 1 1TS
Vintage	Independent Free	Proprietary Club	Independent Free	DN 1 1JD
Big Smoke	Independent Free	Restaurant	Independent Free	DN 1 3LH
Manana Manana	Independent Free	Pubs & Full On	Independent Free	DN 1 3NF
Number Fifteen	Wigans Pub Limited	Pubs & Full On	Wigans Pub Limited	DN 1 1DW
Jacques	Independent Free	Pubs & Full On	Independent Free	DN 1 3NF

CGA LICENCED PREMISES

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Area: P00788_Horse & Groom, Doncaster, DN1 1J
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	55	729.3	82.8	881			
Proprietary Club	10	132.6	7.5	1776			
Registered Club	11	145.9	28.7	508			
Restaurant	25	331.5	32.5	1020			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
La Barraca	Independent Free	Proprietary Club	Independent Free	DN 1 1HT
Frank And Stein Establishment	Independent Free	Pubs & Full On	Independent Free	DN 1 1HQ
Zammuto Steak And Grill House	Independent Free	Proprietary Club	Independent Free	DN 1 3NF
Relish	Independent Free	Restaurant	Independent Free	DN 1 2PH
Opera Ristorante	Independent Free	Pubs & Full On	Independent Free	DN 1 1IG
Barley Twist	Whitbread	Restaurant	Independent Free	DN 1 3EY
Doncaster Squash And Fitness Club	Independent Free	Pubs & Full On	Whitbread	DN 1 1OZ
Vivo Italian Restaurant	Independent Free	Registered Club	Independent Free	DN 2 6AA
Slug And Lettuce	Independent Free	Restaurant	Independent Free	DN 2 6AA
Doncaster College	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DN 1 3PB
City Restaurant	Independent Free	Registered Club	Independent Free	DN 1 2RF
Doncaster Little Theatre	Independent Free	Restaurant	Independent Free	DN 1 3JZ
Cosmo	Independent Free	Pubs & Full On	Independent Free	DN 1 1JD
Rmt National Education Centre	Cosmo Group	Restaurant	Cosmo Group	DN 1 1SW
Turkuaz Restaurant	Independent Free	Registered Club	Independent Free	DN 1 2EX
Cast	Independent Free	Restaurant	Independent Free	DN 1 2PW
Harewood	Independent Free	Pubs & Full On	Independent Free	DN 1 3BU
No7 @ The Rum Rooms	Independent Free	Restaurant	Independent Free	DN 1 3EY
Mansion House	Independent Free	Pubs & Full On	Independent Free	DN 1 1LS
Lalezar Bbq Meze Bar	Independent Free	Pubs & Full On	Independent Free	DN 1 1DN
Doncaster Brewery	Independent Free	Restaurant	Independent Free	DN 1 1JD
El Torero	Independent Free	Pubs & Full On	Independent Free	DN 1 3EL
Mallard	Independent Free	Restaurant	Independent Free	DN 1 2PW
Market Place Ale House And Deli	Greene King	Pubs & Full On	Greene King	DN 1 1SW
Pit	Independent Free	Restaurant	Independent Free	DN 1 1ND
Anthony's Restaurant	Independent Free	Proprietary Club	Independent Free	DN 1 3LH
Merchant Bar	Cairn Hotel Group	Restaurant	Cairn Hotel Group	DN 1 1DN
Liquor Lab	Independent Free	Pubs & Full On	Cairn Hotel Group	DN 1 1DN
Draughtsman Alehouse	Independent Free	Pubs & Full On	Independent Free	DN 1 1NG
Lockwood	Independent Free	Pubs & Full On	Independent Free	DN 1 1PE
La Boca	Independent Free	Pubs & Full On	Independent Free	DN 1 3PB
Townfields Hotel	Independent Free	Restaurant	Independent Free	DN 1 2PH
Indian Food Hawker	Independent Free	Pubs & Full On	Independent Free	DN 1 2JW
Gallery Bar And Club	Independent Free	Restaurant	Independent Free	DN 1 1NG
Odonegan's Irish Bar	Independent Free	Proprietary Club	Independent Free	DN 1 1HQ
Rustic Pizza Co	Independent Free	Pubs & Full On	Independent Free	DN 1 3NG
Don Valley Tap	Independent Free	Restaurant	Independent Free	DN 1 1NG
Taste Peru	Independent Free	Pubs & Full On	Independent Free	DN 1 1NG
Elephant & Castle	Independent Free	Restaurant	Independent Free	DN 1 1NG
Clam & Cork	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	DN 1 1SW
	Independent Free	Restaurant	Independent Free	DN 1 1NJ

MAP OF AREA

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 Source: OS Open Data 2018

Area: P00788_Horse & Groom, Doncaster, DN1 1JG (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: P00788_Horse & Groom, Doncaster, DN1 1JG (0.50 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	78	2.2	22.0	10		
2 Rising Prosperity	153	4.4	10.3	43		
3 Comfortable Communities	332	9.6	26.3	36		
4 Financially Stretched	184	5.3	23.7	22		
5 Urban Adversity	2,708	78.0	17.4	448		
6 Not Private Households	19	0.5	0.3	164		
Total households	3,474					

Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK

Age range
25-34

Financial situation
Running into debt ← → Saving a lot

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: P00788_Horse & Groom, Doncaster, DN1 1JG (0.50 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	15	0.4	11.2	4		
1.C Mature Money	63	1.8	9.6	19		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	153	4.4	6.3	70		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	18	0.5	5.9	9		
3.H Steady Neighbourhoods	0	0.0	7.4	0		
3.I Comfortable Seniors	0	0.0	2.9	0		
3.J Starting Out	314	9.0	4.4	203		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	29	0.8	7.9	11		
4.M Striving Families	71	2.0	7.5	27		
4.N Poorer Pensioners	84	2.4	5.8	41		
5. Urban Adversity						
5.O Young Hardship	2,445	70.4	6.2	1,135		
5.P Struggling Estates	1	0.0	5.9	0		
5.Q Difficult Circumstances	262	7.5	5.3	143		
6. Not Private Households						
6.R Not Private Households	19	0.5	0.3	164		
Total households	3,474					


Acorn Group Pen Portrait

5 O Young Hardship 2.7M UK Adults 5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Privately renting	Family structure Single parent
Number of beds 2	House type Terraced



BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

I worry about online security 56% <small>UK average: 58%</small>	Shopping online makes my life easier 61% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 29% <small>UK average: 28%</small>
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FINANCIAL PROFILE

Household income UK: £30k London: £35k <small>Average: £40k Average: £45k</small>	% Disposable income UK: 38% London: 26% <small>Average: 43% Average: 29%</small>	Financial situation
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TOP BEHAVIOURS

- Wait until tech becomes cheaper before purchasing
- Take part in online groups / forums
- Research beauty online



ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00788_Horse & Groom, Doncaster, DN1 1JG (0.50 Mile contour)
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 Year: 2022

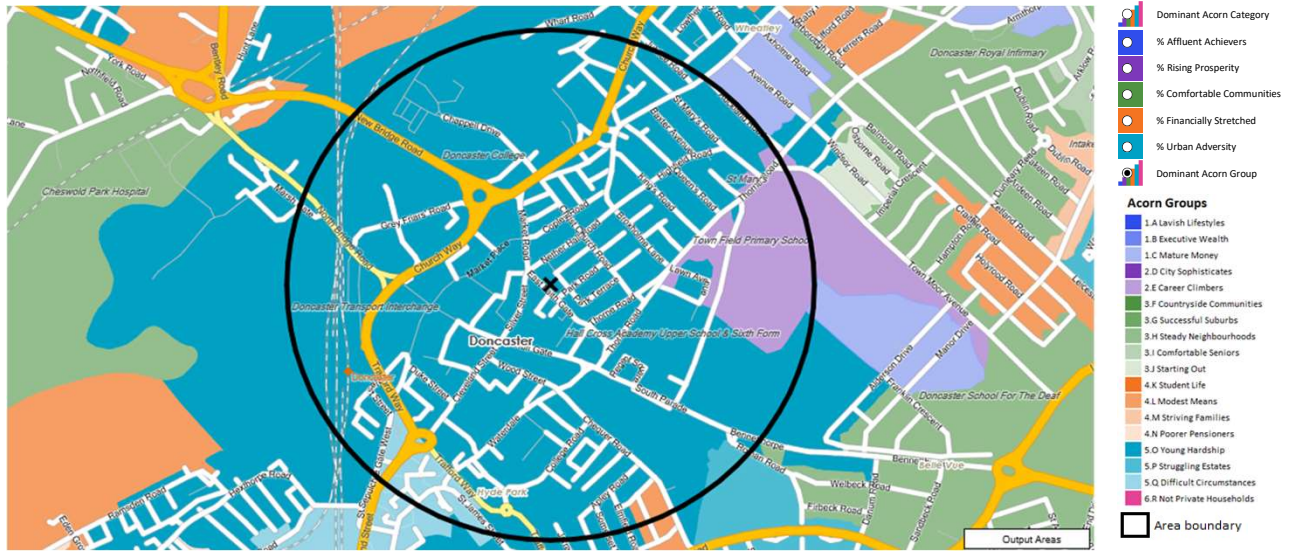
Sort by: Acorn Structure
 Index
 Profile %

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	15	0.4	2.2	20			
1.B.7 Affluent professionals	0	0.0	0.8	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	2.8	0			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	63	1.8	1.3	140			
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	153	4.4	3.3	132			
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	18	0.5	2.7	19			
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	0	0.0	1.6	0			
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	255	7.3	2.1	346			
3.J.33 Smaller houses and starter homes	59	1.7	2.3	73			
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	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	29	0.8	1.4	58			
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	49	1.4	1.6	86			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	22	0.6	2.2	29			
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	37	1.1	1.1	101			
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	47	1.4	1.7	78			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	393	11.3	2.2	523			
5.O.50 Struggling younger people in mixed tenure	779	22.4	1.8	1,266			
5.O.51 Young people in small, low cost terraces	1,273	36.6	2.3	1,618			
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	1	0.0	0.8	3			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	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	0	0.0	1.6	0			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	56	1.6	1.8	91			
5.Q.59 Deprived areas and high-rise flats	206	5.9	2.0	296			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	12	0.3	0.1	589			
6.R.61 Inactive communal population	7	0.2	0.3	73			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,474						

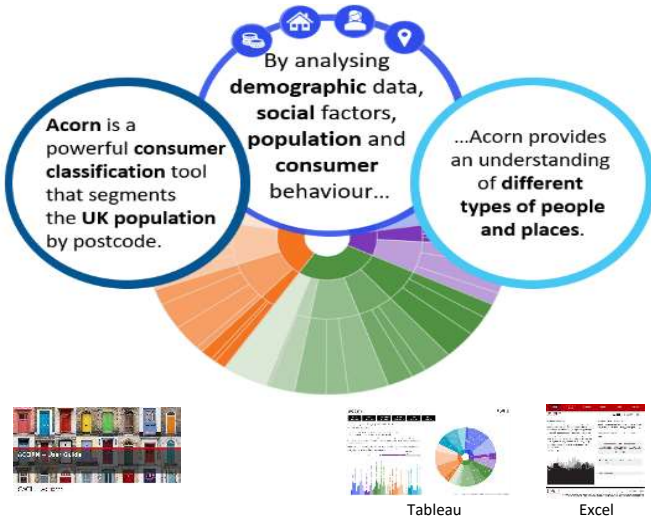
DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: P00788_Horse & Groom, Doncaster, DN1 1JG (0.50 Mile contour)



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
3. Comfortable Communities	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
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62



1 Affluent Achievers

Age range: **55+**

Financial situation: **Running into debt** ↔ **Saving a lot**

Children at home: **0**

12.1M UK Adults 22.8% of UK

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%

