

# CGA LICENCED PREMISES

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Area: ATLT\_Barons Cross InnHR6 8RS (1 Mile contr  
Base: Great Britain  
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	63.8	84.9	75			
Proprietary Club	1	16.0	8.1	<b>196</b>			
Registered Club	0	0.0	29.9	0			
Restaurant	2	31.9	34.6	92			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Talbot Hotel	Independent Free	Pubs & Full On	Independent Free	HR 6 8EP
Black Swan Hotel	Independent Free	Pubs & Full On	Independent Free	HR 6 8EP
Barons Cross Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HR 6 8RS
Shabagh Tandoori Restaurant	Independent Free	Restaurant	Independent Free	HR 6 8DE
Shooters Bar	Independent Free	Proprietary Club	Independent Free	HR 6 8DE
Blue Note	Unknown	Pubs & Full On	Unknown	HR 6 8ES
Taste Of India	Independent Free	Restaurant	Independent Free	HR 6 8EU

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_Barons Cross InnHR6 8RS (1 Mile contour)



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT\_Barons Cross InnHR6 8RS (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	828	29.3	22.0	133		
2 Rising Prosperity	3	0.1	10.1	1		
3 Comfortable Communities	902	31.9	26.2	122		
4 Financially Stretched	757	26.7	23.7	113		
5 Urban Adversity	329	11.6	17.6	66		
6 Not Private Households	11	0.4	0.3	117		

Graph

Total households 2,830

## Acorn Category Pen Portrait



CATEGORY

GROUP

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WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT\_Barons Cross InnHR6 8RS (1 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	<div></div>		
1.B	Executive Wealth	62	2.2	11.2	20	<div></div>		
1.C	Mature Money	766	27.1	9.6	281	<div></div>		
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	4.0	0	<div></div>		
2.E	Career Climbers	3	0.1	6.2	2	<div></div>		
3. Comfortable Communities								
3.F	Countryside Communities	432	15.3	5.7	266	<div></div>		
3.G	Successful Suburbs	77	2.7	5.9	46	<div></div>		
3.H	Steady Neighbourhoods	159	5.6	7.4	76	<div></div>		
3.I	Comfortable Seniors	178	6.3	2.9	217	<div></div>		
3.J	Starting Out	56	2.0	4.3	46	<div></div>		
4. Financially Stretched								
4.K	Student Life	0	0.0	2.4	0	<div></div>		
4.L	Modest Means	389	13.7	7.9	174	<div></div>		
4.M	Striving Families	184	6.5	7.5	86	<div></div>		
4.N	Poorer Pensioners	184	6.5	5.9	110	<div></div>		
5. Urban Adversity								
5.O	Young Hardship	204	7.2	6.1	117	<div></div>		
5.P	Struggling Estates	97	3.4	6.1	56	<div></div>		
5.Q	Difficult Circumstances	28	1.0	5.3	19	<div></div>		
6. Not Private Households								
6.R	Not Private Households	11	0.4	0.3	117	<div></div>		
Total households		2,830						

## Acorn Group Pen Portrait

1

C

Mature Money

4.9M  
UK Adults

9.3%  
of UK

**Older, affluent people with the money and time to enjoy life.** These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

**DEMOGRAPHICS**

Age range

65+

Children at home

0

House tenure

Owned outright

Family structure

Couple

Number of beds

4

House type

Detached

**FINANCIAL PROFILE**

Household Income

UK

£46k

Average: £40k

London

£50k

Average: £44k

% Disposable Income

UK

54%

Average: 44%

London

51%

Average: 39%

Financial situation

Running into debt

Saving a lot

**BRANDS**

SHOPPING

LAKELAND

LAURA ASHLEY

De Molen

W

LEISURE

BROWNS

NESPRESSO

COFFEE NERO

WEBSITES

amazon

MoneySavingExpert.com

M&S

NEWS

**DIGITAL**

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

52%

UK average: 53%

I couldn't live without the internet on my mobile

26%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to research home insurance online

TECHNOLOGY USAGE

This group are more likely to purchase event tickets online

This group are more likely to own a tablet

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

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CATEGORY

GROUP

TYPE

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WHAT IS ACORN?

## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Barons Cross InnHR6 8RS (1 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	25	0.9	2.6	34			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	35	1.2	2.2	56			
	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	2	0.1	1.6	4			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	38	1.3	3.0	45			
	1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12 Retired and empty nesters	683	24.1	2.5	972			
	1.C.13 Upmarket downsizers	45	1.6	1.3	122			
<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	3	0.1	1.9	6			
	2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
	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	3	0.1	1.5	7			
	3.F.22 Older couples and families in rural areas	87	3.1	1.1	289			
	3.F.23 Owner occupiers in small towns and villages	342	12.1	3.2	381			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	56	2.0	2.6	75			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	21	0.7	2.4	31			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	43	1.5	3.4	44			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	116	4.1	2.3	176			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	178	6.3	2.4	261			
	3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<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	56	2.0	2.3	88			
<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	44	1.6	1.4	110			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	171	6.0	2.6	230			
	4.L.39 Fading owner occupied terraces	174	6.1	2.9	213			
	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	39	1.4	1.6	86			
	4.M.42 Struggling young families in post-war terraces	43	1.5	1.7	91			
	4.M.43 Families in right-to-buy estates	1	0.0	2.1	2			
	4.M.44 Post-war estates, limited means	101	3.6	2.2	162			
<b>4.N Poorer Pensioners</b>								
	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	60	2.1	1.1	195			
	4.N.47 Low income older people in smaller semis	124	4.4	2.3	193			
	4.N.48 Pensioners and singles in social rented flats	0	0.0	1.8	0			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	135	4.8	2.1	222			
	5.O.50 Struggling younger people in mixed tenure	69	2.4	1.7	140			
	5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	97	3.4	1.6	211			
	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	0	0.0	1.6	0			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	16	0.6	1.5	37			
	5.Q.58 Singles and young families, some receiving benefits	12	0.4	1.8	24			
	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	0	0.0	0.1	0			
	6.R.61 Inactive communal population	11	0.4	0.3	141			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>2,830</b>						



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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- 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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## 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
3. Comfortable Communities	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

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

