

CGA LICENCED PREMISES

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Area: ATLT_Battle Of TrafalgarBN41 1GT (1 Mile cc
Base: Great Britain
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	12	45.7	84.9	54			
Proprietary Club	2	7.6	8.1	94			
Registered Club	5	19.0	29.9	64			
Restaurant	1	3.8	34.6	11			
Residential	0	0.0	3.5	0			

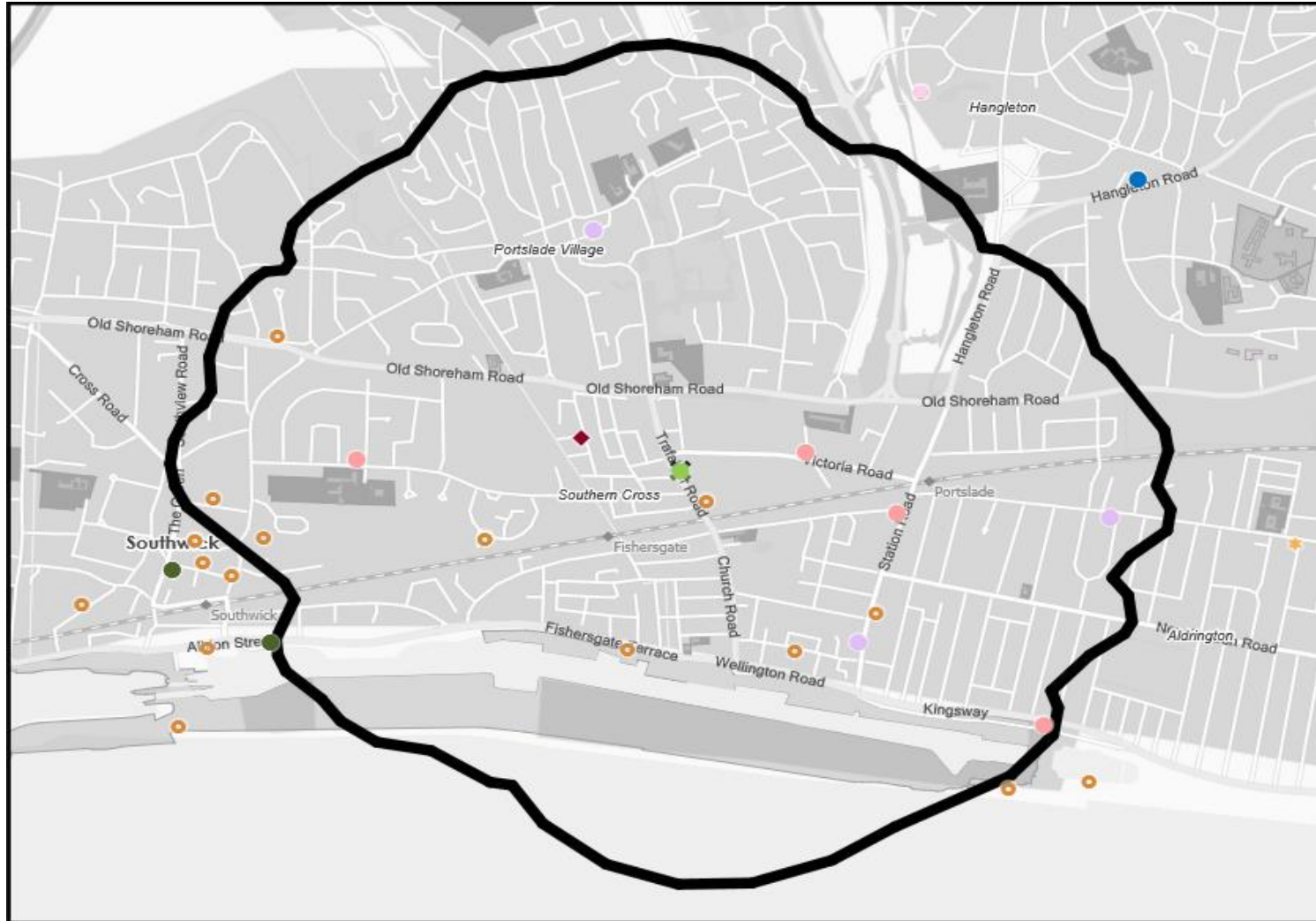
Name	Description	License Type	Owner Name	Postcode
Gather Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BN 3 4LW
Garden Bar	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BN 3 5LF
Railway Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BN41 1GA
Battle Of Trafalgar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BN41 1GT
Royal British Legion Club	Independent Free	Registered Club	Independent Free	BN41 1LD
Albion	Independent Free	Pubs & Full On	Independent Free	BN41 1PH
Victoria	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BN41 1XD
Stanley Arms	Unknown	Pubs & Full On	Unknown	BN41 1SS
St George	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BN41 2LH
Romans	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BN42 4NG
Blue Anchor	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BN41 1DF
Stags Head	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BN41 2LH
Champion House Social Club	Independent Free	Registered Club	Independent Free	BN42 4FT
Southwick Leisure Centre	Independent Free	Proprietary Club	Independent Free	BN42 4NT
Southwick Football Social Club	Independent Free	Registered Club	Independent Free	BN42 4NT
Southwick Community Centre	Independent Free	Registered Club	Independent Free	BN42 4TE
Rajah Tandoori Restaurant	Independent Free	Restaurant	Independent Free	BN42 4QB
Adur Indoor Bwl Club	Independent Free	Registered Club	Independent Free	BN42 4NT
Circle Studios	Independent Free	Proprietary Club	Independent Free	BN41 1DH
Foghorn	Independent Free	Pubs & Full On	Independent Free	BN 3 4EF

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Battle Of TrafalgarBN41 1GT (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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Battle Of TrafalgarBN41 1GT (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,570	15.0	22.0	68		
2 Rising Prosperity	843	8.0	10.1	79		
3 Comfortable Communities	3,986	38.0	26.2	145		
4 Financially Stretched	2,023	19.3	23.7	81		
5 Urban Adversity	1,998	19.1	17.6	108		
6 Not Private Households	60	0.6	0.3	172		

Graph

Total households 10,480

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Battle Of TrafalgarBN41 1GT (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			
1.B Executive Wealth	834	8.0	11.2	71			
1.C Mature Money	736	7.0	9.6	73			
2. Rising Prosperity							
2.D City Sophisticates	39	0.4	4.0	9			
2.E Career Climbers	804	7.7	6.2	124			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	436	4.2	5.9	71			
3.H Steady Neighbourhoods	2,073	19.8	7.4	269			
3.I Comfortable Seniors	181	1.7	2.9	59			
3.J Starting Out	1,296	12.4	4.3	284			
4. Financially Stretched							
4.K Student Life	115	1.1	2.4	47			
4.L Modest Means	397	3.8	7.9	48			
4.M Striving Families	1,154	11.0	7.5	146			
4.N Poorer Pensioners	357	3.4	5.9	58			
5. Urban Adversity							
5.O Young Hardship	440	4.2	6.1	68			
5.P Struggling Estates	501	4.8	6.1	78			
5.Q Difficult Circumstances	1,057	10.1	5.3	189			
6. Not Private Households							
6.R Not Private Households	60	0.6	0.3	172			
Total households	10,480						

Acorn Group Pen Portrait

3

H

Steady Neighbourhoods

4.3M
UK Adults

8.1%
of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

DEMOGRAPHICS

Age range

35-54

Children at home

2

House tenure

Mortgaged

Family structure

Couple with children

Number of beds

3

House type

Semi-detached

BRANDS

SHOPPING

RADLEY LONDON

schuh

FATFACE

James

LEISURE

IGUANAS

Pizza Hut

Bella Italia

Zizzi

WEBSITES

Quidco

THE NATIONAL LOTTERY

GROUPON

sky

DIGITAL

ATTITUDES

I worry about online security

56%

UK average: 55%

Shopping online makes my life easier

54%

UK average: 53%

I couldn't live without the internet on my mobile

33%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to research days out online

This group are more likely to purchase home insurance online

This group are more likely to watch TV on demand through their TV set

FINANCIAL PROFILE

Household Income

UK

£45k

Average: £40k

London

£50k

Average: £44k

% Disposable Income

UK

47%

Average: 44%

London

42%

Average: 39%

Financial situation

Running into debt

Saving a lot

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Battle Of TrafalgarBN41 1GT (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
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	53	0.5	2.6	19			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	28	0.3	2.2	12			
	1.B.7 Affluent professionals	109	1.0	0.9	122			
	1.B.8 Prosperous suburban families	644	6.1	1.5	401			
	1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money								
	1.C.10 Better-off villagers	1	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	546	5.2	2.9	182			
	1.C.12 Retired and empty nesters	115	1.1	2.5	44			
	1.C.13 Upmarket downsizers	74	0.7	1.3	54			
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	39	0.4	1.0	37			
2.E Career Climbers								
	2.E.18 Career driven young families	45	0.4	1.9	23			
	2.E.19 First time buyers in small, modern homes	722	6.9	3.3	210			
	2.E.20 Mixed metropolitan areas	37	0.4	1.0	35			
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	356	3.4	2.6	129			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	80	0.8	2.4	31			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	485	4.6	3.4	134			
	3.H.28 Owner occupied terraces, average income	1,075	10.3	1.6	648			
	3.H.29 Established suburbs, older families	513	4.9	2.3	210			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	181	1.7	2.4	72			
	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	802	7.7	2.1	365			
	3.J.33 Smaller houses and starter homes	494	4.7	2.3	209			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	24	0.2	0.4	63			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	91	0.9	1.7	50			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	225	2.1	1.4	152			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	105	1.0	2.6	38			
	4.L.39 Fading owner occupied terraces	67	0.6	2.9	22			
	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	617	5.9	1.7	352			
	4.M.43 Families in right-to-buy estates	512	4.9	2.1	235			
	4.M.44 Post-war estates, limited means	25	0.2	2.2	11			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	31	0.3	0.8	38			
	4.N.46 Elderly people in social rented flats	237	2.3	1.1	208			
	4.N.47 Low income older people in smaller semis	9	0.1	2.3	4			
	4.N.48 Pensioners and singles in social rented flats	80	0.8	1.8	43			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	203	1.9	2.1	90			
	5.O.50 Struggling younger people in mixed tenure	237	2.3	1.7	130			
	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	86	0.8	1.6	51			
	5.P.53 Low income terraces	1	0.0	0.9	1			
	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	414	4.0	1.6	240			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	391	3.7	1.5	246			
	5.Q.58 Singles and young families, some receiving benefits	157	1.5	1.8	84			
	5.Q.59 Deprived areas and high-rise flats	509	4.9	2.0	239			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	3	0.0	0.1	49			
	6.R.61 Inactive communal population	57	0.5	0.3	198			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		10,480						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_Battle Of TrafalgarBN41 1GT (1 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

CATEGORY

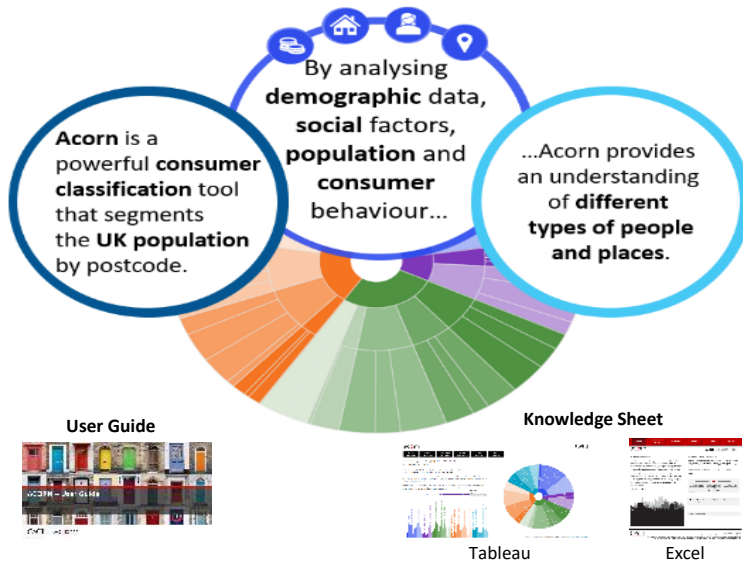
GROUP

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
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

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

