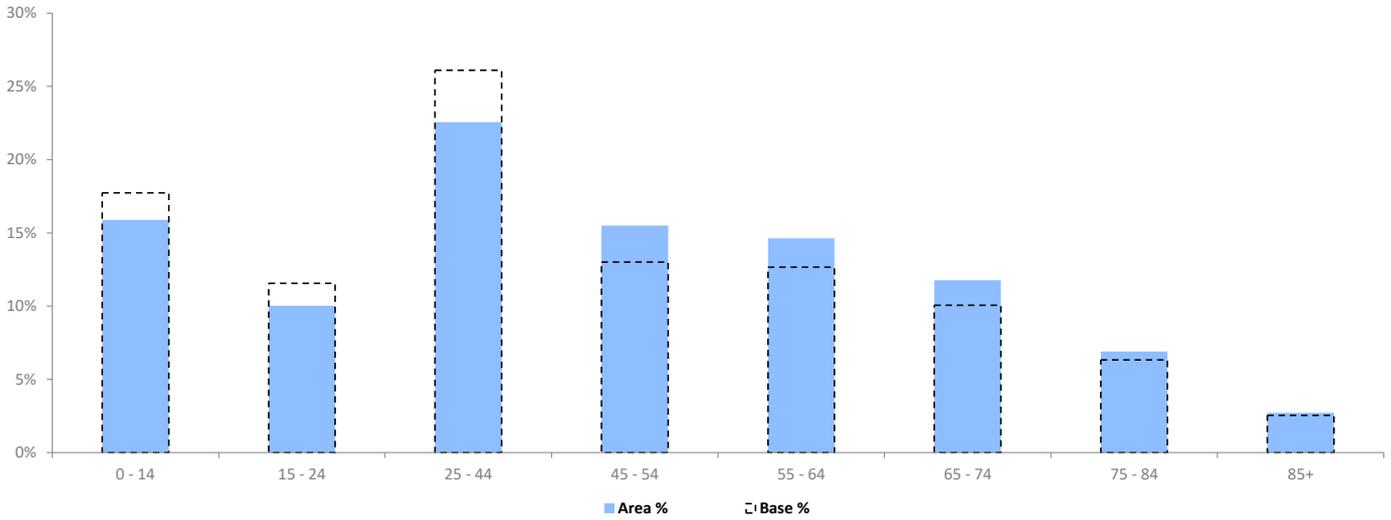


POPULATION PROJECTIONS

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Area: P04084_Fountain Inn, Stroud, GL5 1QZ (10 min contour)
 Base: Great Britain
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,994	15.9	17.7	90			
15 - 24	3,149	10.0	11.6	87			
25 - 44	7,093	22.6	26.1	86			
45 - 54	4,874	15.5	13.0	119			
55 - 64	4,596	14.6	12.7	115			
65 - 74	3,696	11.8	10.1	117			
75 - 84	2,171	6.9	6.3	109			
85+	854	2.7	2.5	107			
Total population	31,427						



CGA LICENCED PREMISES

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Area: P04084_Fountain Inn, Stroud, GL5 1QZ (10 n
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	32	101.8	85.9	119			
Proprietary Club	3	9.5	8.2	116			
Registered Club	10	31.8	30.1	106			
Restaurant	8	25.5	35.3	72			
Residential	1	3.2	3.5	90			

Name	Description	License Type	Owner Name	Postcode
Victory Park Bowling Club	Independent Free	Registered Club	Independent Free	GL 5 4JE
Fountain Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	GL 5 1QZ
Crosshands	Independent Free	Pubs & Full On	Independent Free	GL 5 1NX
Bisley House Inn	Independent Free	Pubs & Full On	Independent Free	GL 5 1DZ
Crown & Sceptre Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	GL 5 1EG
Retreat	Independent Free	Pubs & Full On	Independent Free	GL 5 1JL
Stroud Bowl	Independent Free	Proprietary Club	Independent Free	GL 5 1QA
Queen Victoria Inn	Independent Free	Pubs & Full On	Independent Free	GL 5 1QG
Raj Doot	Independent Free	Restaurant	Independent Free	GL 5 1QG
Balti Spice	Independent Free	Restaurant	Independent Free	GL 5 1QG
Stroud Conservative Club	Independent Free	Registered Club	Independent Free	GL 5 2AQ
Bowbridge Arms	Independent Free	Pubs & Full On	Independent Free	GL 5 2AY
Golden Fleece Inn	Independent Free	Pubs & Full On	Independent Free	GL 5 2HN
Clothiers Arms	Independent Free	Pubs & Full On	Independent Free	GL 5 3JJ
Subscription Rooms	Independent Free	Registered Club	Independent Free	GL 5 1AE
Prince Albert Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	GL 5 3SS
Stroud Bowling Club	Independent Free	Registered Club	Independent Free	GL 5 4AF
Rose Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	GL 5 4AW
Old Crown Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GL 5 4BA
Stroud Masonic Hall	Independent Free	Registered Club	Independent Free	GL 5 4EP
Prince Of Wales Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GL 5 4RD
Old Crown Inn	Oak Taverns	Pubs & Full On	Oak Taverns	GL 5 4TG
Kings Head	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GL 5 5DR
Bell Inn	Independent Free	Pubs & Full On	Independent Free	GL 5 5JY
Old Fleece	Food Club	Pubs & Full On	Food Club	GL 5 5NB
Royal Oak	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	GL 5 5PQ
Painswick Rugby Club Sports Club	Independent Free	Registered Club	Independent Free	GL 6 6UT
Cardynham House	Independent Free	Residential	Independent Free	GL 6 6XX
Star Inn	Unknown	Pubs & Full On	Unknown	GL 6 6AE
Matchplay Snooker Club	Independent Free	Proprietary Club	Independent Free	GL 6 6NU
Painswick Social Club	Independent Free	Registered Club	Independent Free	GL 6 6QQ
St Michaels	Independent Free	Restaurant	Independent Free	GL 6 6QA
Royal Oak Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GL 6 6QG
Falcon	Hush Heath Hospitality Ltd	Pubs & Full On	Stonegate Pub Company	GL 6 6UN
Painswick Hotel & Restaurant	Independent Free	Pubs & Full On	Independent Free	GL 6 6YB
Woolpack Inn	Independent Free	Pubs & Full On	Independent Free	GL 6 7QA
Old Nelson	Whitbread	Pubs & Full On	Whitbread	GL 5 4AF
Cainscross Rugby Club Social Club	Independent Free	Registered Club	Independent Free	GL 5 4JE
Curio Lounge	Loungers	Pubs & Full On	Loungers	GL 5 3BX
Edgemoor Inn	Independent Free	Pubs & Full On	Independent Free	GL 6 6ND
Lord John	Wetherspoons GB	Pubs & Full On	Wetherspoon	GL 5 3AB
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	GL 5 1RY
Stroud Rugby Club	Independent Free	Registered Club	Independent Free	GL 5 3SF
Nine	Independent Free	Restaurant	Independent Free	GL 5 2HA
Sorrento	Independent Free	Restaurant	Independent Free	GL 5 3AB
Kitsch Coffee & Wine Bar	Independent Free	Pubs & Full On	Independent Free	GL 5 1AS
Cotswold Bowls Club	Independent Free	Registered Club	Independent Free	GL 5 3HQ
Ciao Eatalia	Independent Free	Restaurant	Independent Free	GL 5 3BE
Anytime Fitness Stroud	Independent Free	Proprietary Club	Independent Free	GL 5 1RR
Lansdown Hall And Gallery	Independent Free	Pubs & Full On	Independent Free	GL 5 1BN
Meme	Independent Free	Pubs & Full On	Independent Free	GL 5 3DY
Corner House	Independent Free	Pubs & Full On	Independent Free	GL 5 2AD
Galgos Latino	Independent Free	Restaurant	Independent Free	GL 5 1QG

CGA LICENCED PREMISES

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Area: P04084_Fountain Inn, Stroud, GL5 1QZ (10 n)
 Base: Great Britain
 Year: 2021

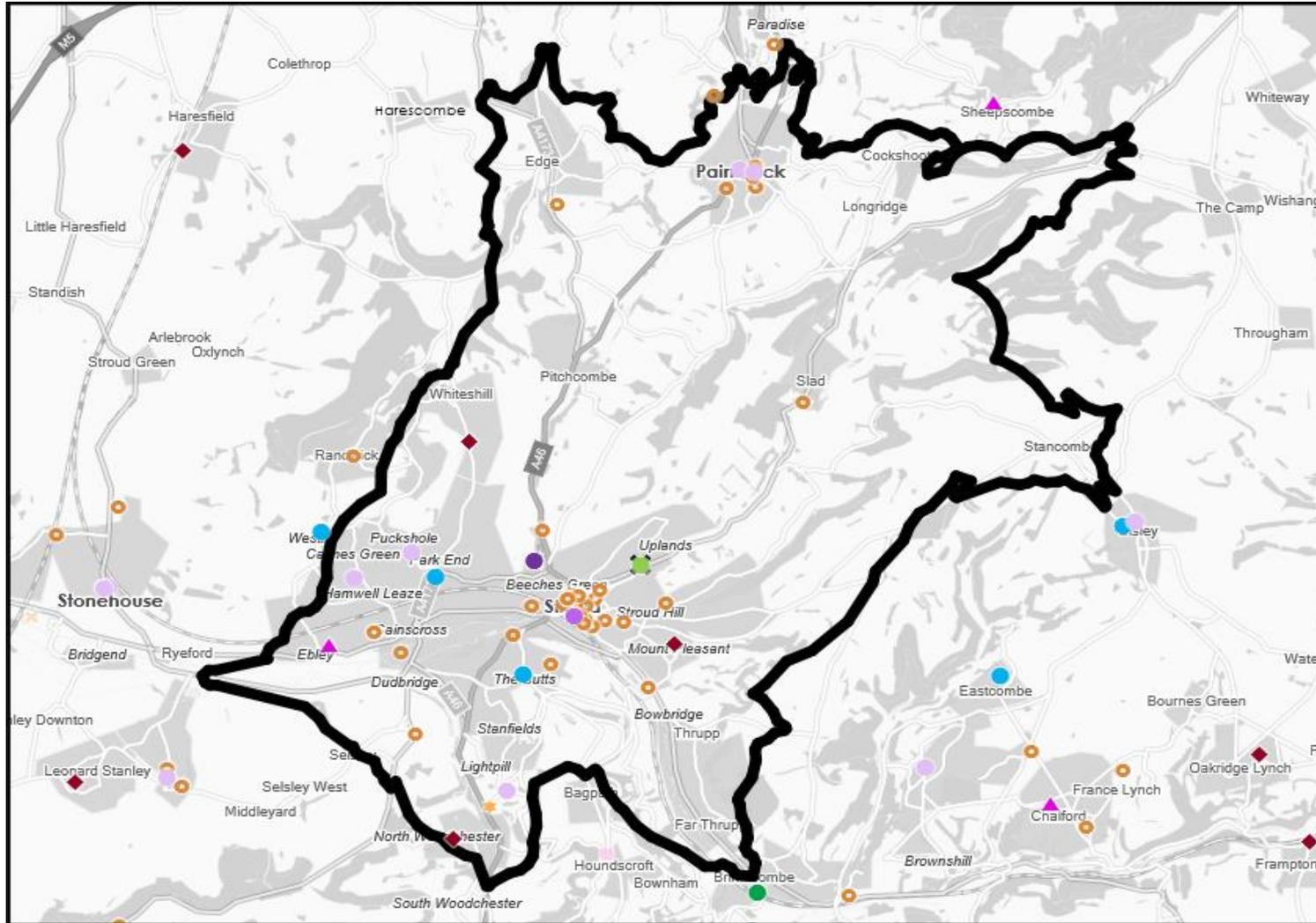
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	32	101.8	85.9	119			
Proprietary Club	3	9.5	8.2	116			
Registered Club	10	31.8	30.1	106			
Restaurant	8	25.5	35.3	72			
Residential	1	3.2	3.5	90			

Name	Description	License Type	Owner Name	Postcode
Non Solo Pasta	Independent Free	Restaurant	Independent Free	GL 5 1RR

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04084_Fountain Inn, Stroud, GL5 1QZ (10 min 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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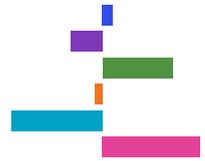
Area: P04084_Fountain Inn, Stroud, GL5 1QZ (10 min contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	3,229	23.4	22.0	107		
2 Rising Prosperity	1,113	8.1	10.1	79		
3 Comfortable Communities	5,253	38.1	26.2	145		
4 Financially Stretched	3,123	22.6	23.7	95		
5 Urban Adversity	1,011	7.3	17.6	42		
6 Not Private Households	75	0.5	0.3	163		
Total households				13,804		



- 1 Affluent Achievers
- 2 Rising Prosperity
- 3 Comfortable Communities
- 4 Financially Stretched
- 5 Urban Adversity
- 6 Not Private Households

Graph



Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%
UK Adults of UK

Age range
35-64

Financial situation

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%



ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04084_Fountain Inn, Stroud, GL5 1QZ (10 min 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	44	0.3	1.1	29		
1.B Executive Wealth	1,520	11.0	11.2	98		
1.C Mature Money	1,665	12.1	9.6	125		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	1,113	8.1	6.2	130		
3. Comfortable Communities						
3.F Countryside Communities	573	4.2	5.7	72		
3.G Successful Suburbs	2,127	15.4	5.9	262		
3.H Steady Neighbourhoods	952	6.9	7.4	94		
3.I Comfortable Seniors	671	4.9	2.9	167		
3.J Starting Out	930	6.7	4.3	155		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	872	6.3	7.9	80		
4.M Striving Families	1,268	9.2	7.5	122		
4.N Poorer Pensioners	983	7.1	5.9	121		
5. Urban Adversity						
5.O Young Hardship	450	3.3	6.1	53		
5.P Struggling Estates	290	2.1	6.1	34		
5.Q Difficult Circumstances	271	2.0	5.3	37		
6. Not Private Households						
6.R Not Private Households	75	0.5	0.3	163		
Total households	13,804					

Acorn Group Pen Portrait

3 G Successful Suburbs 3.2M UK Adults 6.1% of UK

Home-owning families living comfortably in stable areas in suburban and semi-rural locations. They mainly live in three or four bedroom detached and semi-detached homes of an average value for the locality.

DEMOGRAPHICS

Age range: **35-54**
 Children at home: **2**
 House tenure: **Mortgaged**
 Family structure: **Couple with children**
 Number of beds: **4**
 House type: **Detached**

BRANDS

SHOPPING: mamas papas, ERNEST JONES, CRABTREE & EVELYN, Dunelm
 LEISURE: Ed's, Nando's, PREZZO, CHEQUO
 WEBSITES: tripadvisor, GoCompare, ticketmaster, Money Super Market

DIGITAL ATTITUDES

I worry about online security: **56%** (UK average: 55%)
 Shopping online makes my life easier: **53%** (UK average: 53%)
 I couldn't live without the internet on my mobile: **32%** (UK average: 34%)

FINANCIAL PROFILE

Household Income: UK **£48k** (Average: £40k), London **£51k** (Average: £44k)
 % Disposable Income: UK **48%** (Average: 44%), London **43%** (Average: 39%)
 Financial situation:

KEY INTERNET USAGE: This group are more likely to **browse for holidays online**

TECHNOLOGY USAGE: This group are more likely to **purchase car insurance online**

This group are more likely to **own a videogame console**



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

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Area: P04084_Fountain Inn, Stroud, GL5 1QZ (10 min contour)
 Base: Great Britain
 Year: 2021

Sort by: Acorn Structure
 Index
 Profile %

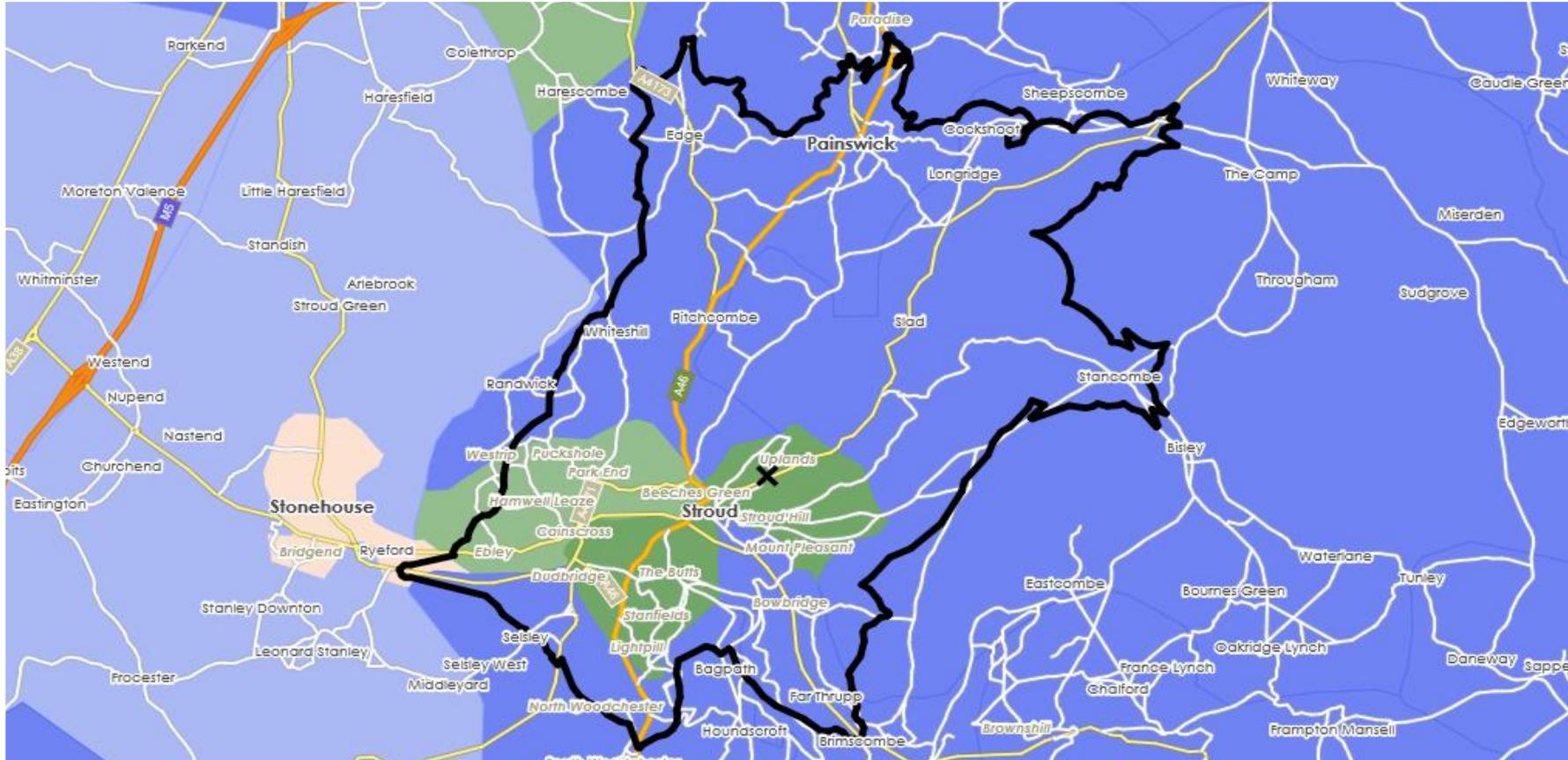
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	10	0.1	0.1	85			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	34	0.2	0.9	28			
1.B Executive Wealth							
1.B.4 Asset rich families	566	4.1	2.6	157			
1.B.5 Wealthy countryside commuters	714	5.2	2.4	215			
1.B.6 Financially comfortable families	139	1.0	2.2	46			
1.B.7 Affluent professionals	17	0.1	0.9	14			
1.B.8 Prosperous suburban families	19	0.1	1.5	9			
1.B.9 Well-off edge of towners	65	0.5	1.6	29			
1.C Mature Money							
1.C.10 Better-off villagers	915	6.6	3.0	222			
1.C.11 Settled suburbia, older people	414	3.0	2.9	105			
1.C.12 Retired and empty nesters	222	1.6	2.5	65			
1.C.13 Upmarket downsizers	114	0.8	1.3	63			
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	379	2.7	1.9	146			
2.E.19 First time buyers in small, modern homes	734	5.3	3.3	162			
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	6	0.0	1.1	4			
3.F.23 Owner occupiers in small towns and villages	567	4.1	3.2	129			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	735	5.3	2.6	202			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	1,392	10.1	2.4	416			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	373	2.7	3.4	78			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	579	4.2	2.3	180			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	553	4.0	2.4	166			
3.I.31 Elderly singles in purpose-built accommodation	118	0.9	0.5	174			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	273	2.0	2.1	94			
3.J.33 Smaller houses and starter homes	657	4.8	2.3	211			
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	1.7	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	551	4.0	1.4	283			
4.L.38 Semi-skilled workers in traditional neighbourhoods	254	1.8	2.6	70			
4.L.39 Fading owner occupied terraces	67	0.5	2.9	17			
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	633	4.6	1.6	287			
4.M.42 Struggling young families in post-war terraces	292	2.1	1.7	126			
4.M.43 Families in right-to-buy estates	303	2.2	2.1	106			
4.M.44 Post-war estates, limited means	40	0.3	2.2	13			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	132	1.0	0.8	122			
4.N.46 Elderly people in social rented flats	134	1.0	1.1	89			
4.N.47 Low income older people in smaller semis	241	1.7	2.3	77			
4.N.48 Pensioners and singles in social rented flats	476	3.4	1.8	195			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	372	2.7	2.1	126			
5.O.50 Struggling younger people in mixed tenure	78	0.6	1.7	32			
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	49	0.4	1.6	22			
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	241	1.7	1.6	106			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	183	1.3	1.5	87			
5.Q.58 Singles and young families, some receiving benefits	45	0.3	1.8	18			
5.Q.59 Deprived areas and high-rise flats	43	0.3	2.0	15			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	21	0.2	0.1	261			
6.R.61 Inactive communal population	54	0.4	0.3	142			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	13,804						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04084_Fountain Inn, Stroud, GL5 1QZ (10 min contour)



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

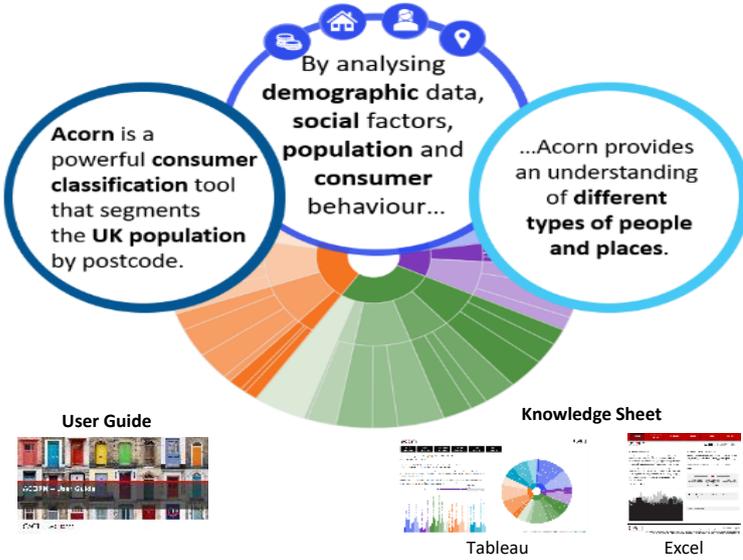
Acorn Groups

- 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

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

