

CGA LICENCED PREMISES

© 2021 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_Green GablesEX4 1JH (0.62 Mile conto
Base: Great Britain
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	6	42.6	84.9	50			
Proprietary Club	0	0.0	8.1	0			
Registered Club	3	21.3	29.9	71			
Restaurant	2	14.2	34.6	41			
Residential	0	0.0	3.5	0			

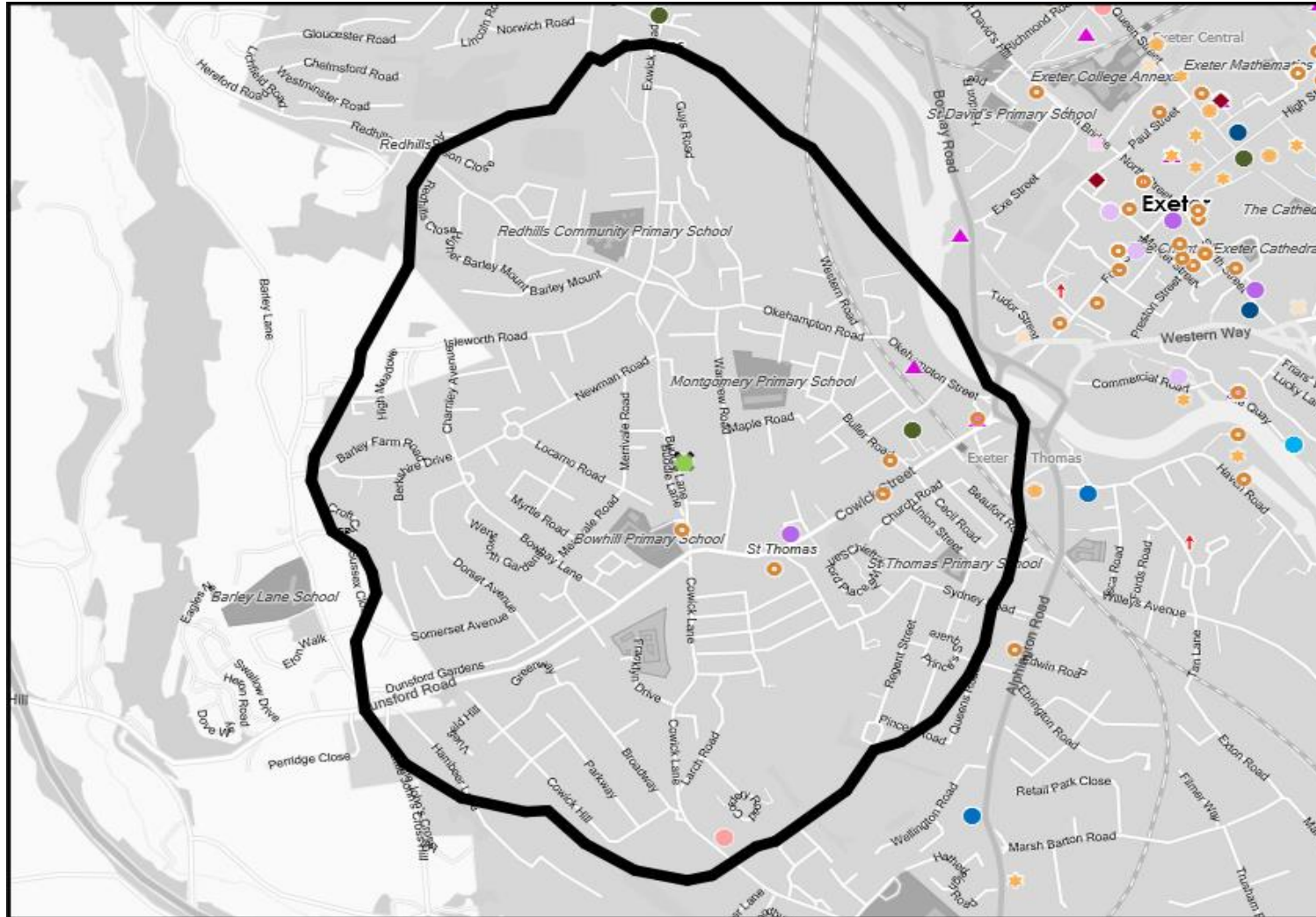
Name	Description	License Type	Owner Name	Postcode
Cowick Barton	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	EX 2 9HF
Kings	Heavitree	Pubs & Full On	Heavitree	EX 4 1AA
Great Western Railway Staff Association	Independent Free	Registered Club	Independent Free	EX 4 1AA
Goa Spice Premier	Independent Free	Restaurant	Independent Free	EX 4 1AP
Sawyers Arms	Wetherspoon	Pubs & Full On	Wetherspoon	EX 4 1JD
Winchester Club	Independent Free	Registered Club	Independent Free	EX 4 1AU
Lucombe Oak	Greene King	Pubs & Full On	Greene King	EX 4 1DG
Royal Oak Inn	Heavitree	Pubs & Full On	Heavitree	EX 4 1DY
Green Gables Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	EX 4 1JH
St Thomas Social Club	Independent Free	Registered Club	Independent Free	EX 4 1HW
Argee Bhajee	Independent Free	Restaurant	Independent Free	EX 4 1JU

MAP OF AREA

© 2021 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: ATLT_Green GablesEX4 1JH (0.62 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

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_Green GablesEX4 1JH (0.62 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	409	6.9	22.0	32			
2 Rising Prosperity	97	1.6	10.1	16			
3 Comfortable Communities	2,397	40.6	26.2	155			
4 Financially Stretched	1,678	28.4	23.7	120			
5 Urban Adversity	1,326	22.4	17.6	128			
6 Not Private Households	0	0.0	0.3	0			
Graph							
Total households		5,907					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_Green GablesEX4 1JH (0.62 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	62	1.0	11.2	9			
1.C Mature Money	347	5.9	9.6	61			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	97	1.6	6.2	27			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	306	5.2	5.9	88			
3.H Steady Neighbourhoods	1,158	19.6	7.4	267			
3.I Comfortable Seniors	230	3.9	2.9	134			
3.J Starting Out	703	11.9	4.3	274			
4. Financially Stretched							
4.K Student Life	9	0.2	2.4	6			
4.L Modest Means	759	12.8	7.9	162			
4.M Striving Families	641	10.9	7.5	144			
4.N Poorer Pensioners	269	4.6	5.9	77			
5. Urban Adversity							
5.O Young Hardship	614	10.4	6.1	169			
5.P Struggling Estates	260	4.4	6.1	72			
5.Q Difficult Circumstances	452	7.7	5.3	143			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	5,907						

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

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_Green GablesEX4 1JH (0.62 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	41	0.7	2.6	27			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	20	0.3	2.2	15			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	1	0.0	1.5	1			
	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	138	2.3	2.9	82			
	1.C.12 Retired and empty nesters	209	3.5	2.5	143			
	1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	11	0.2	1.9	10			
	2.E.19 First time buyers in small, modern homes	86	1.5	3.3	44			
	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	1.1	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	177	3.0	2.6	114			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	129	2.2	2.4	90			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	407	6.9	3.4	200			
	3.H.28 Owner occupied terraces, average income	368	6.2	1.6	394			
	3.H.29 Established suburbs, older families	383	6.5	2.3	278			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	230	3.9	2.4	161			
	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	577	9.8	2.1	466			
	3.J.33 Smaller houses and starter homes	126	2.1	2.3	95			
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	9	0.2	1.7	9			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	13	0.2	1.4	16			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	110	1.9	2.6	71			
	4.L.39 Fading owner occupied terraces	636	10.8	2.9	374			
	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	225	3.8	1.7	228			
	4.M.43 Families in right-to-buy estates	315	5.3	2.1	257			
	4.M.44 Post-war estates, limited means	101	1.7	2.2	78			
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	45	0.8	1.1	70			
	4.N.47 Low income older people in smaller semis	43	0.7	2.3	32			
	4.N.48 Pensioners and singles in social rented flats	181	3.1	1.8	174			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	202	3.4	2.1	159			
	5.O.50 Struggling younger people in mixed tenure	245	4.1	1.7	238			
	5.O.51 Young people in small, low cost terraces	167	2.8	2.3	125			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	176	3.0	1.6	183			
	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	84	1.4	1.6	86			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	177	3.0	1.5	197			
	5.Q.58 Singles and young families, some receiving benefits	243	4.1	1.8	230			
	5.Q.59 Deprived areas and high-rise flats	32	0.5	2.0	27			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	0	0.0	0.1	0			
	6.R.61 Inactive communal population	0	0.0	0.3	0			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		5,907						

CATEGORY

GROUP

TYPE

MAP

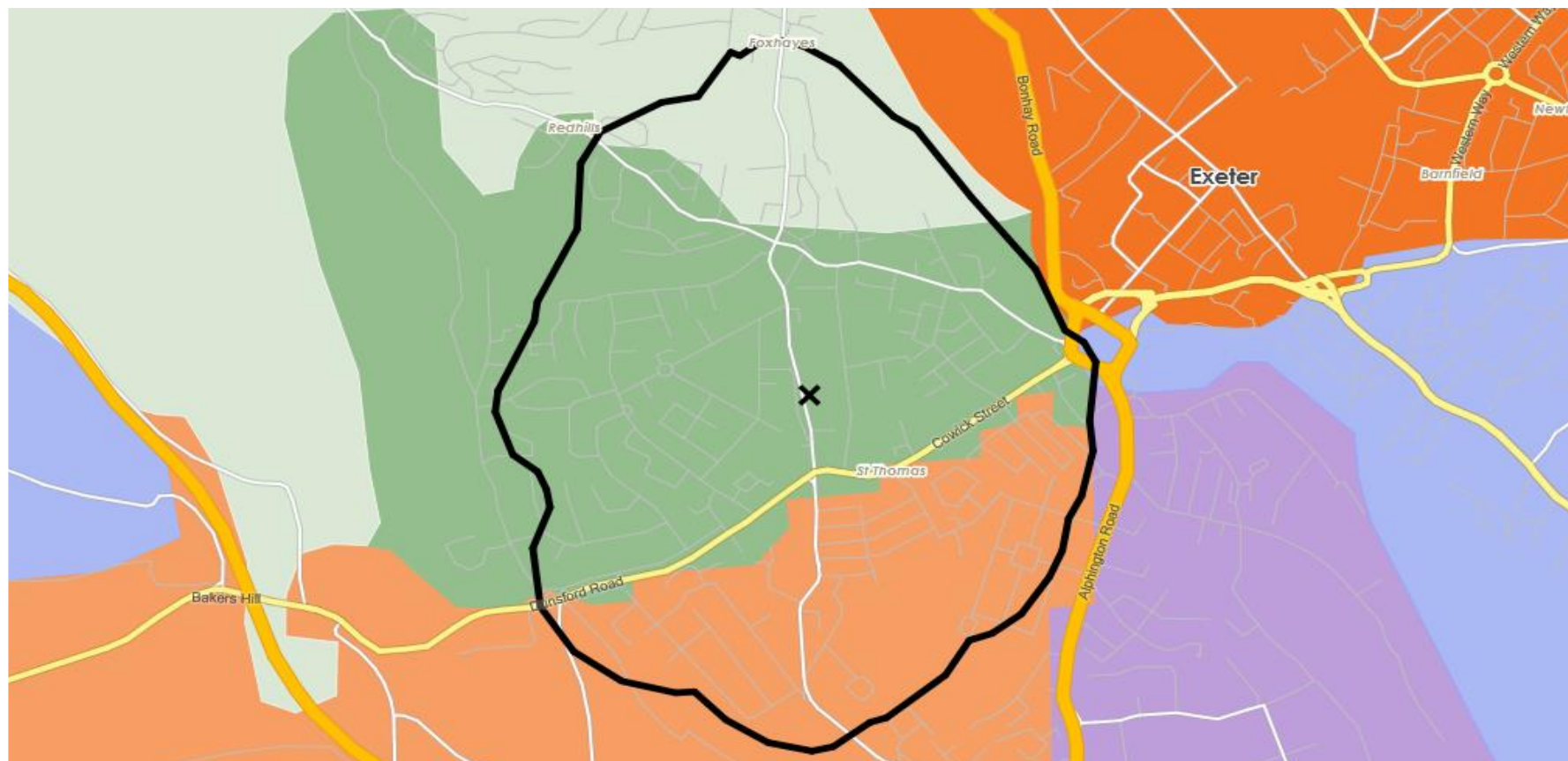
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2021 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: ATLT_Green GablesEX4 1JH (0.62 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

CATEGORY

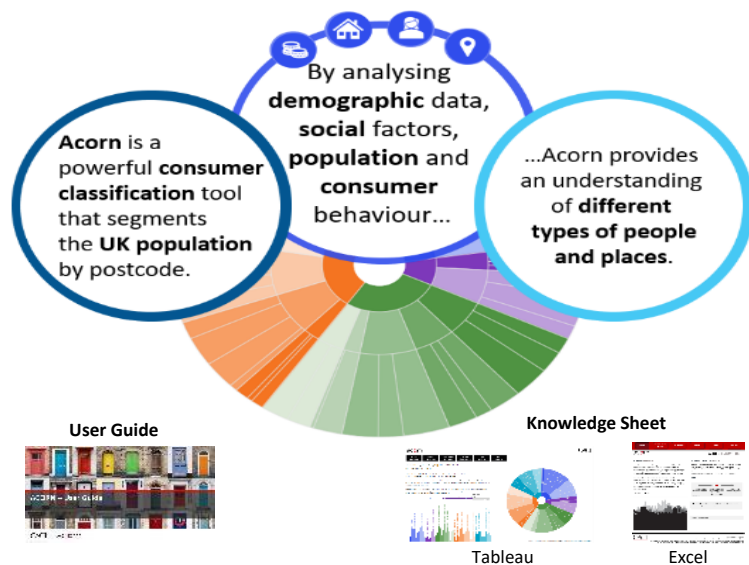
GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?

© 2021 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
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

22.8%

UK Adults

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

