

CGA LICENCED PREMISES

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Area: ATLT_Greyhound InnGL8 8JN (1 Mile contou
Base: Great Britain
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	134.1	84.9	158			
Proprietary Club	0	0.0	8.1	0			
Registered Club	4	59.6	29.9	200			
Restaurant	1	14.9	34.6	43			
Residential	1	14.9	3.5	429			

Name	Description	License Type	Owner Name	Postcode
Close Hotel	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	GL 8 8AQ
Snooty Fox	Independent Free	Pubs & Full On	Independent Free	GL 8 8DD
Tetbury Bowls Club	Independent Free	Registered Club	Independent Free	GL 8 8DS
Tetbury United Services Club	Independent Free	Registered Club	Independent Free	GL 8 8ES
Royal Oak Inn	Ei Group	Pubs & Full On	Ei Group	GL 8 8EY
Two Toads	Independent Free	Restaurant	Independent Free	GL 8 8JG
Blue Zucchini	Independent Free	Pubs & Full On	Independent Free	GL 8 8JG
Priory Inn	Arkells	Pubs & Full On	Arkells	GL 8 8JJ
Greyhound Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	GL 8 8JN
Number Sixty Five	Independent Free	Residential	Independent Free	GL 8 8AA
Ormonds Head Hotel	Independent Free	Pubs & Full On	Independent Free	GL 8 8AA
Tetbury Rugby Club	Independent Free	Registered Club	Independent Free	GL 8 8JN
Great Tythe Barn	Independent Free	Pubs & Full On	Independent Free	GL 8 8XA
Cafe 53 Bar	Independent Free	Pubs & Full On	Independent Free	GL 8 8AA
Tetbury Town Fc	Independent Free	Registered Club	Independent Free	GL 8 8DS

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Greyhound InnGL8 8JN (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_Greyhound InnGL8 8JN (1 Mile contour)

Base: Great Britain

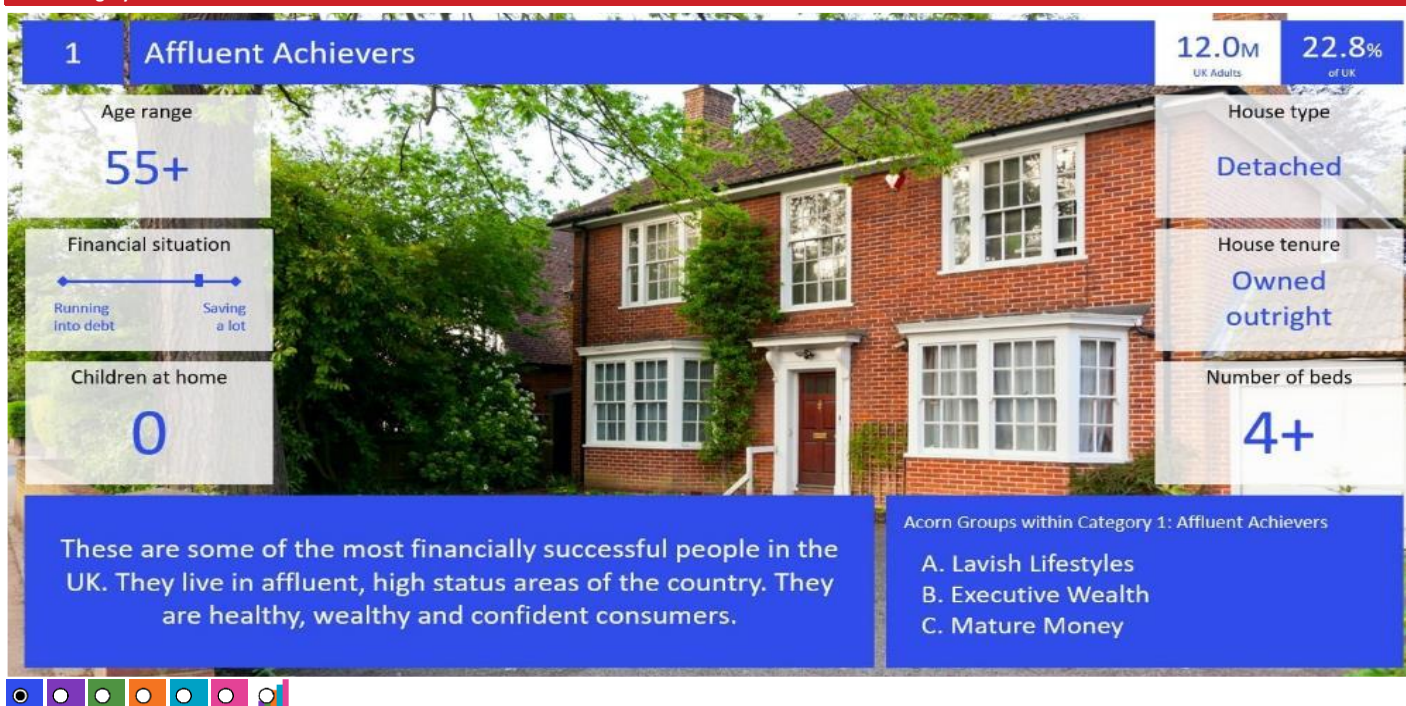
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,165	39.9	22.0	182		
2 Rising Prosperity	60	2.1	10.1	20		
3 Comfortable Communities	992	33.9	26.2	129		
4 Financially Stretched	544	18.6	23.7	78		
5 Urban Adversity	146	5.0	17.6	28		
6 Not Private Households	15	0.5	0.3	154		
Total households	2,922					



Graph

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Greyhound InnGL8 8JN (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	2	0.1	1.1	6			
1.B Executive Wealth	498	17.0	11.2	152			
1.C Mature Money	665	22.8	9.6	236			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	60	2.1	6.2	33			
3. Comfortable Communities							
3.F Countryside Communities	252	8.6	5.7	150			
3.G Successful Suburbs	532	18.2	5.9	309			
3.H Steady Neighbourhoods	65	2.2	7.4	30			
3.I Comfortable Seniors	83	2.8	2.9	98			
3.J Starting Out	60	2.1	4.3	47			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	15	0.5	7.9	6			
4.M Striving Families	318	10.9	7.5	144			
4.N Poorer Pensioners	211	7.2	5.9	122			
5. Urban Adversity							
5.O Young Hardship	14	0.5	6.1	8			
5.P Struggling Estates	112	3.8	6.1	63			
5.Q Difficult Circumstances	20	0.7	5.3	13			
6. Not Private Households							
6.R Not Private Households	15	0.5	0.3	154			
Total households	2,922						

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

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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?


ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Greyhound InnGL8 8JN (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	2	0.1	0.9	8			
1.B Executive Wealth								
	1.B.4 Asset rich families	314	10.7	2.6	411			
	1.B.5 Wealthy countryside commuters	89	3.0	2.4	126			
	1.B.6 Financially comfortable families	49	1.7	2.2	76			
	1.B.7 Affluent professionals	4	0.1	0.9	16			
	1.B.8 Prosperous suburban families	0	0.0	1.5	0			
	1.B.9 Well-off edge of towners	42	1.4	1.6	89			
1.C Mature Money								
	1.C.10 Better-off villagers	410	14.0	3.0	470			
	1.C.11 Settled suburbia, older people	9	0.3	2.9	11			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	246	8.4	1.3	646			
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	30	1.0	1.9	55			
	2.E.19 First time buyers in small, modern homes	30	1.0	3.3	31			
	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	87	3.0	1.5	199			
	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	165	5.6	3.2	178			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	14	0.5	2.6	18			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	518	17.7	2.4	731			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	8	0.3	3.4	8			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	57	2.0	2.3	84			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	55	1.9	2.4	78			
	3.I.31 Elderly singles in purpose-built accommodation	28	1.0	0.5	195			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
	3.J.33 Smaller houses and starter homes	60	2.1	2.3	91			
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	15	0.5	1.4	36			
	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	318	10.9	1.6	682			
	4.M.42 Struggling young families in post-war terraces	0	0.0	1.7	0			
	4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
	4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	71	2.4	0.8	310			
	4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
	4.N.47 Low income older people in smaller semis	114	3.9	2.3	172			
	4.N.48 Pensioners and singles in social rented flats	26	0.9	1.8	50			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	14	0.5	2.1	22			
	5.O.50 Struggling younger people in mixed tenure	0	0.0	1.7	0			
	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	22	0.8	1.6	46			
	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	90	3.1	1.6	187			
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	20	0.7	1.8	38			
	5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
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	15	0.5	0.3	187			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		2,922						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Greyhound InnGL8 8JN (1 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?

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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

