

# CGA LICENCED PREMISES

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Area: ATLT\_Half MoonDL16 7JL (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	2	141.6	84.9	<b>167</b>			
Proprietary Club	0	0.0	8.1	0			
Registered Club	0	0.0	29.9	0			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

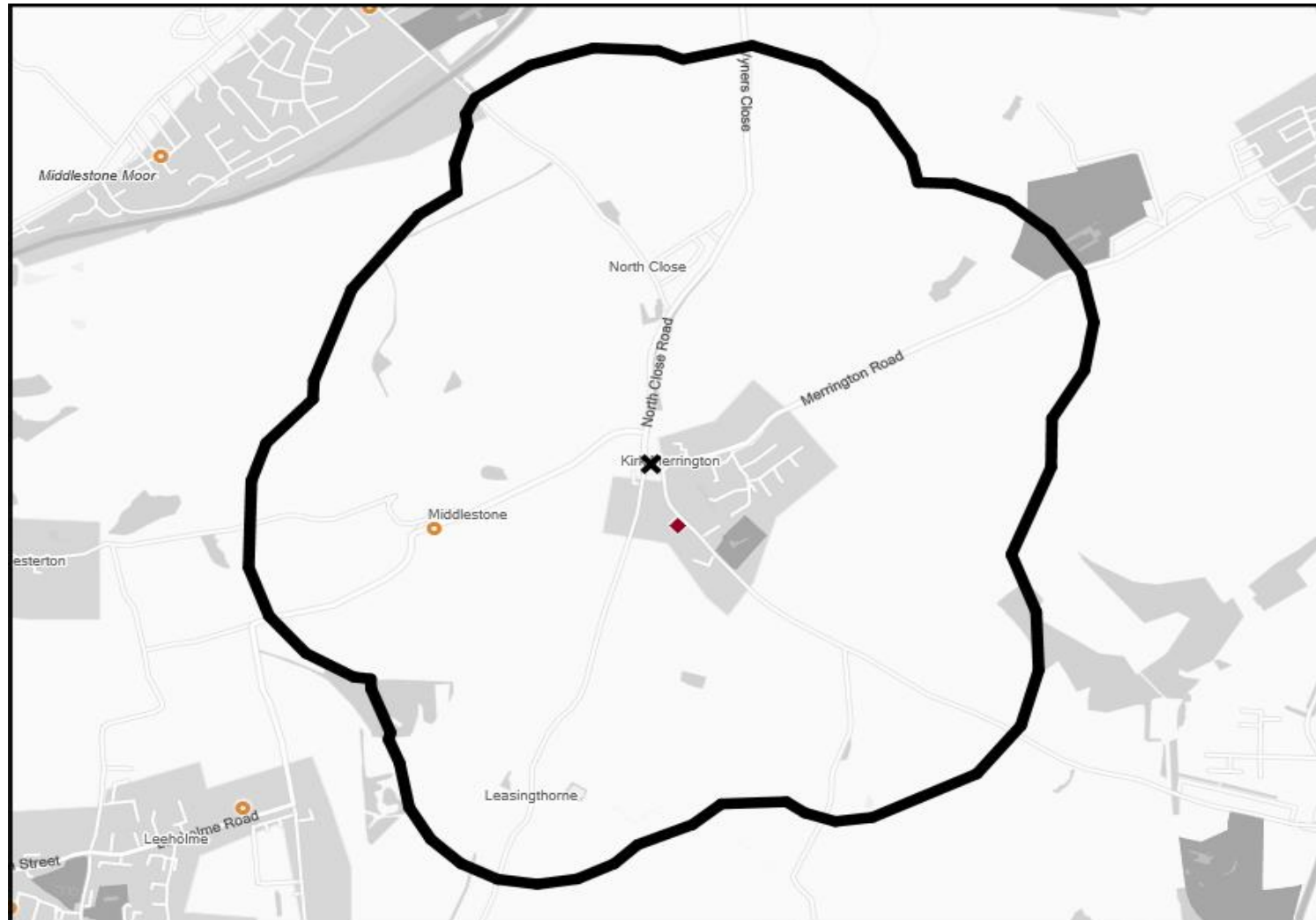
Name	Description	License Type	Owner Name	Postcode
Ship Inn	Independent Free	Pubs & Full On	Independent Free	DL14 8AB
Village Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DL16 7JG

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_Half MoonDL16 7JL (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\_Half MoonDL16 7JL (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	191	30.3	22.0	138			
2 Rising Prosperity	17	2.7	10.1	27			
3 Comfortable Communities	193	30.6	26.2	117			
4 Financially Stretched	230	36.5	23.7	154			
5 Urban Adversity	0	0.0	17.6	0			
6 Not Private Households	0	0.0	0.3	0			
Total households							
631							



Graph

## Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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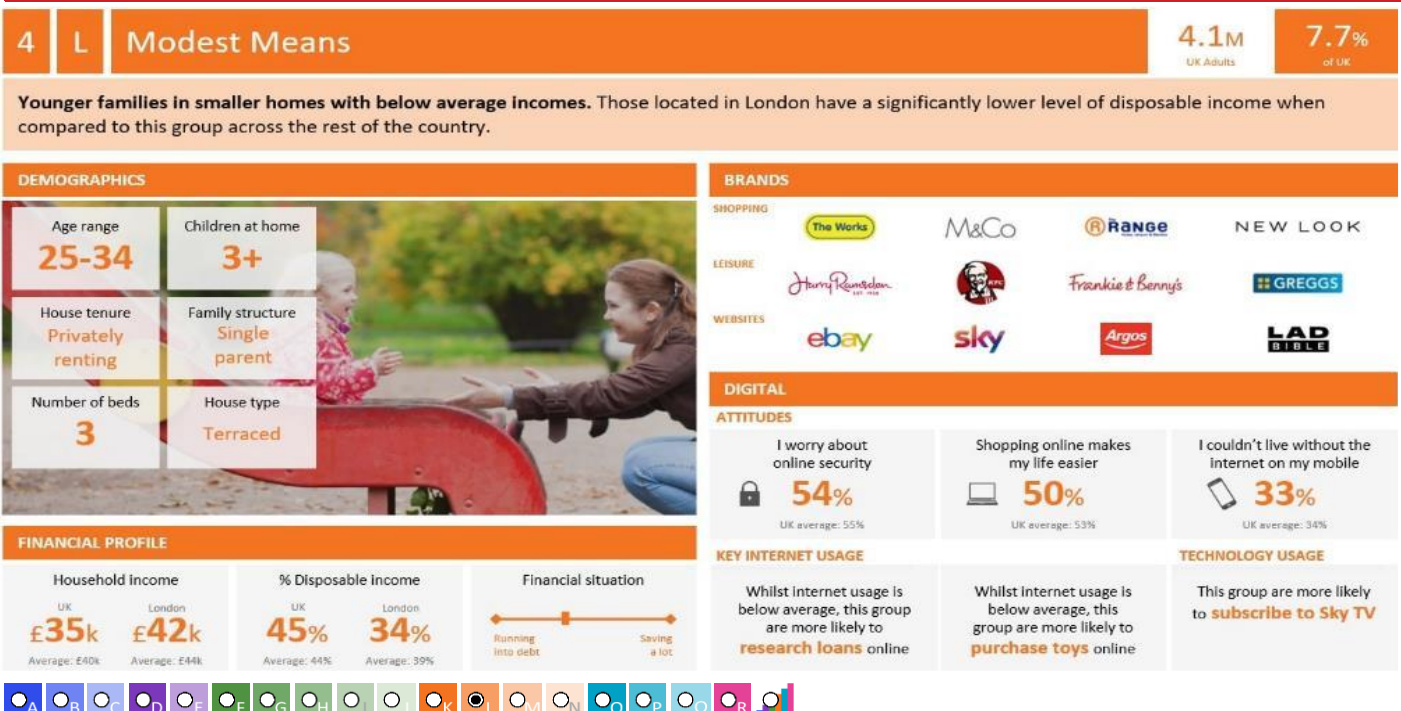
Area: ATLT\_Half MoonDL16 7JL (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	72	11.4	11.2	102			
1.C Mature Money	119	18.9	9.6	196			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	17	2.7	6.2	44			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	75	11.9	5.7	207			
3.G Successful Suburbs	118	18.7	5.9	318			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	0	0.0	4.3	0			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	188	29.8	7.9	376			
4.M Striving Families	42	6.7	7.5	88			
4.N Poorer Pensioners	0	0.0	5.9	0			
<b>5. Urban Adversity</b>							
5.O Young Hardship	0	0.0	6.1	0			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	0	0.0	5.3	0			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>631</b>						

## Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?


## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Half MoonDL16 7JL (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	0	0.0	2.6	0			
	1.B.5 Wealthy countryside commuters	7	1.1	2.4	46			
	1.B.6 Financially comfortable families	57	9.0	2.2	410			
	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	8	1.3	1.6	78			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	108	17.1	3.0	574			
	1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12 Retired and empty nesters	11	1.7	2.5	70			
	1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	17	2.7	1.9	143			
	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	0.5	1.5	32			
	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	72	11.4	3.2	360			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	52	8.2	2.6	312			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	66	10.5	2.4	431			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	0	0.0	2.3	0			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
	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	0	0.0	2.3	0			
<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	0	0.0	1.4	0			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	82	13.0	2.6	495			
	4.L.39 Fading owner occupied terraces	106	16.8	2.9	583			
	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	42	6.7	1.6	417			
	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			
<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	0	0.0	1.1	0			
	4.N.47 Low income older people in smaller semis	0	0.0	2.3	0			
	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	0	0.0	2.1	0			
	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			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
	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	0	0.0	1.5	0			
	5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
	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	0	0.0	0.3	0			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>631</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

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

