

CGA LICENCED PREMISES

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Area: ATLT_Kings ArmsLE67 5ET (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	8	89.7	84.9	106			
Proprietary Club	1	11.2	8.1	138			
Registered Club	2	22.4	29.9	75			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

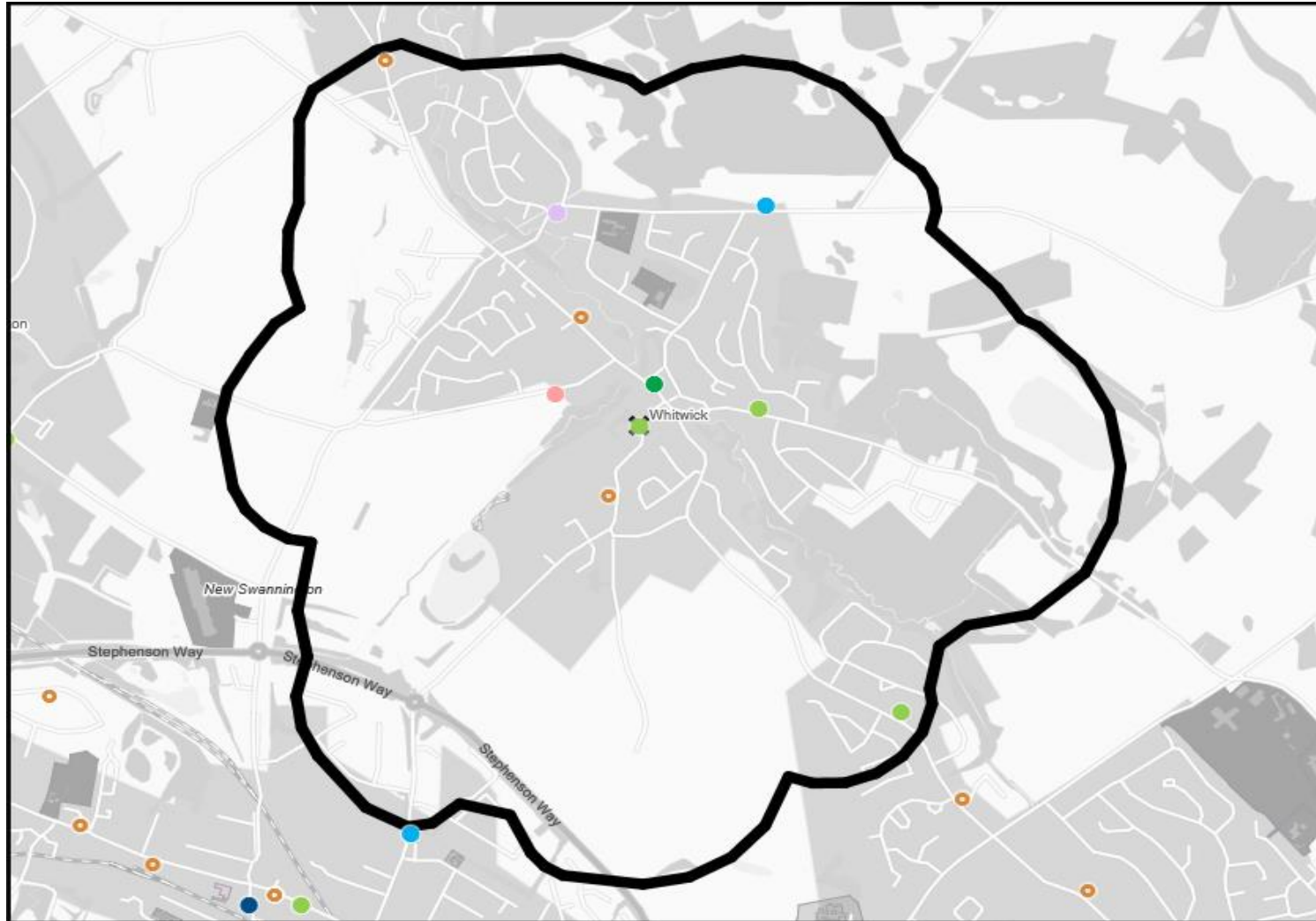
Name	Description	License Type	Owner Name	Postcode
Hermitage Leisure Centre	Independent Free	Proprietary Club	Independent Free	LE67 5EU
Kings Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE67 5ET
Three Horseshoes	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE67 5GN
Lady Jane	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE67 5PH
Hare & Hounds	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE67 5AH
Man Within Compass	Punch Pub Company	Pubs & Full On	Punch Pub Company	LE67 5AS
Black Horse	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE67 5DN
Three Crowns	Ei Group	Pubs & Full On	Ei Group	LE67 5DT
White Horse Inn	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	LE67 5DT
Whitwick North St Working Mens Club	Independent Free	Registered Club	Independent Free	LE67 5HA
Thringstone Community Centre	Independent Free	Registered Club	Independent Free	LE67 8NR

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Kings ArmsLE67 SET (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

- ✕ Hotels

Restaurants

- ★ Restaurants

Leisure

- ↑ Leisure

Independent

- Independent

Other

- ◆ Other

- ✕ Site Location
- Boundary

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Kings ArmsLE67 5ET (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	406	10.4	22.0	47			
2 Rising Prosperity	97	2.5	10.1	24			
3 Comfortable Communities	2,432	62.3	26.2	237			
4 Financially Stretched	840	21.5	23.7	91			
5 Urban Adversity	130	3.3	17.6	19			
6 Not Private Households	0	0.0	0.3	0			

Graph

Total households 3,905

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Kings ArmsLE67 5ET (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	149	3.8	11.2	34			
1.C Mature Money	257	6.6	9.6	68			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	97	2.5	6.2	40			
3. Comfortable Communities							
3.F Countryside Communities	663	17.0	5.7	296			
3.G Successful Suburbs	484	12.4	5.9	211			
3.H Steady Neighbourhoods	364	9.3	7.4	127			
3.I Comfortable Seniors	587	15.0	2.9	518			
3.J Starting Out	334	8.6	4.3	197			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	491	12.6	7.9	159			
4.M Striving Families	161	4.1	7.5	55			
4.N Poorer Pensioners	188	4.8	5.9	81			
5. Urban Adversity							
5.O Young Hardship	130	3.3	6.1	54			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	0	0.0	5.3	0			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	3,905						

Acorn Group Pen Portrait

3

F

Countryside Communities

3.4M
UK Adults

6.4%
of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

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: £42k, London: n/a

Average: £40k, Average: £44k

% Disposable Income

UK: 53%, London: n/a

Average: 44%, Average: 39%

Financial situation

Running into debt to Saving a lot

BRANDS

SHOPPING

LAKELAND, M&S, Specsavers, Clarks

LEISURE

ebay, Caffe Nero, Zizzi, CAFE ROUGE

WEBSITES

Money Super Market, M&S, GOV.UK

DIGITAL

ATTITUDES

I worry about online security

57%

UK average: 55%

Shopping online makes my life easier

53%

UK average: 53%

I couldn't live without the internet on my mobile

25%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to browse for gardening products online

TECHNOLOGY USAGE

This group are more likely to purchase home insurance online

This group are more likely to subscribe to Sky TV

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_Kings ArmsLE67 SET (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	9	0.2	2.6	9			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	139	3.6	2.2	162			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	1	0.0	1.5	2			
	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	0	0.0	2.9	0			
	1.C.12 Retired and empty nesters	257	6.6	2.5	265			
	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	97	2.5	1.9	132			
	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			
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	10	0.3	1.1	24			
	3.F.23 Owner occupiers in small towns and villages	653	16.7	3.2	527			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	435	11.1	2.6	422			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	49	1.3	2.4	52			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	208	5.3	3.4	155			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	156	4.0	2.3	171			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	587	15.0	2.4	623			
	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	9	0.2	2.1	11			
	3.J.33 Smaller houses and starter homes	325	8.3	2.3	370			
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	21	0.5	1.4	38			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	377	9.7	2.6	367			
	4.L.39 Fading owner occupied terraces	93	2.4	2.9	83			
	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	12	0.3	1.6	19			
	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	149	3.8	2.1	184			
	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	0	0.0	0.8	0			
	4.N.46 Elderly people in social rented flats	23	0.6	1.1	54			
	4.N.47 Low income older people in smaller semis	122	3.1	2.3	137			
	4.N.48 Pensioners and singles in social rented flats	43	1.1	1.8	62			
5. Urban Adversity								
5.O Young Hardship								
	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	130	3.3	1.7	191			
	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	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			
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	0	0.0	1.8	0			
	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	0	0.0	0.3	0			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		3,905						

CATEGORY

GROUP

TYPE

MAP

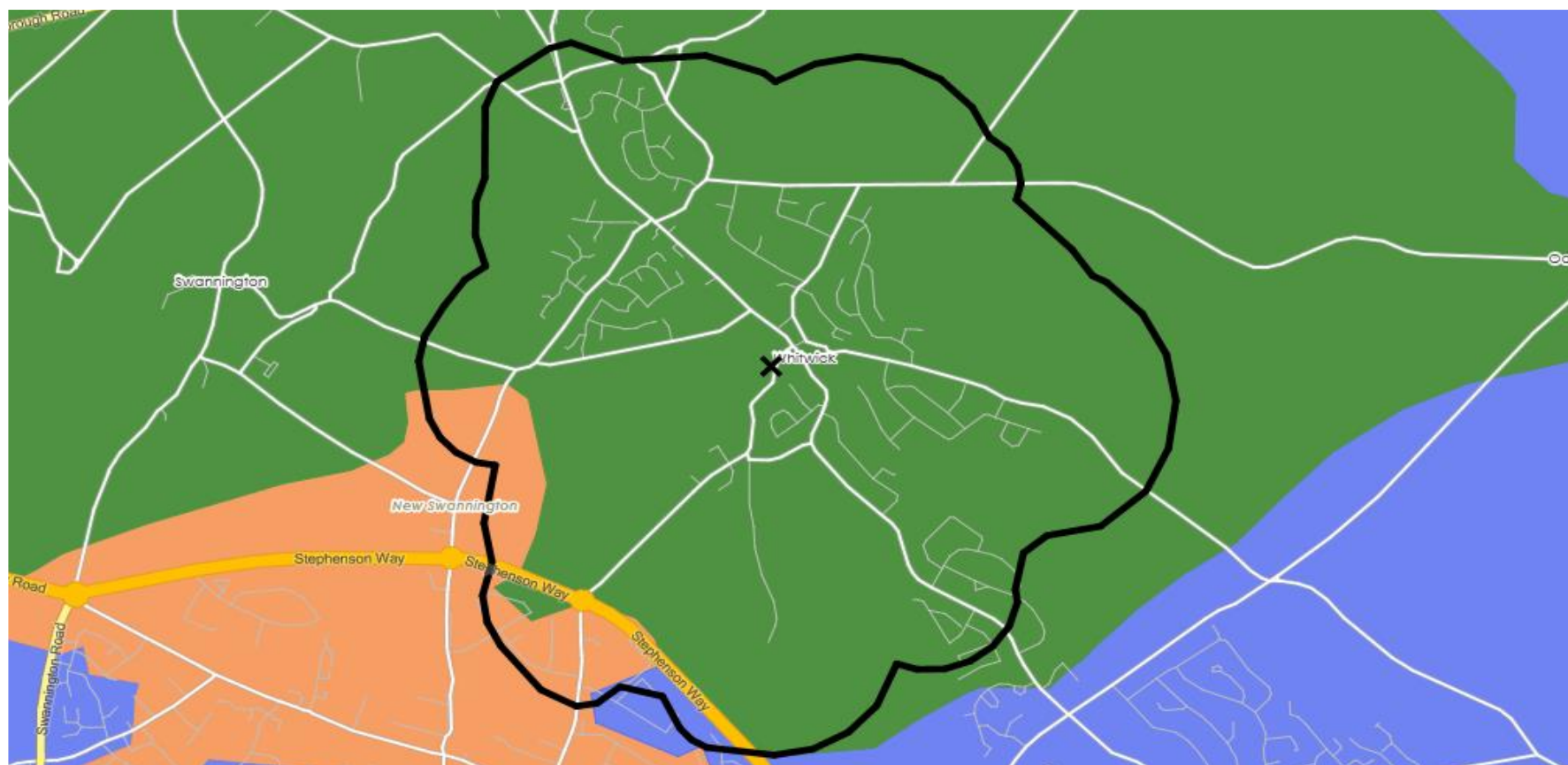
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Kings ArmsLE67 5ET (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

