

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](http://www.caci.co.uk/copyrightnotices.pdf)

Area: ATLT\_Nags Head InnLE9 8JN (15 min contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	7,384	24.4	22.0	111		
2 Rising Prosperity	712	2.3	10.1	23		
3 Comfortable Communities	12,224	40.3	26.2	154		
4 Financially Stretched	6,768	22.3	23.7	94		
5 Urban Adversity	3,199	10.6	17.6	60		
6 Not Private Households	21	0.1	0.3	21		

Graph

Total households 30,308

## 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

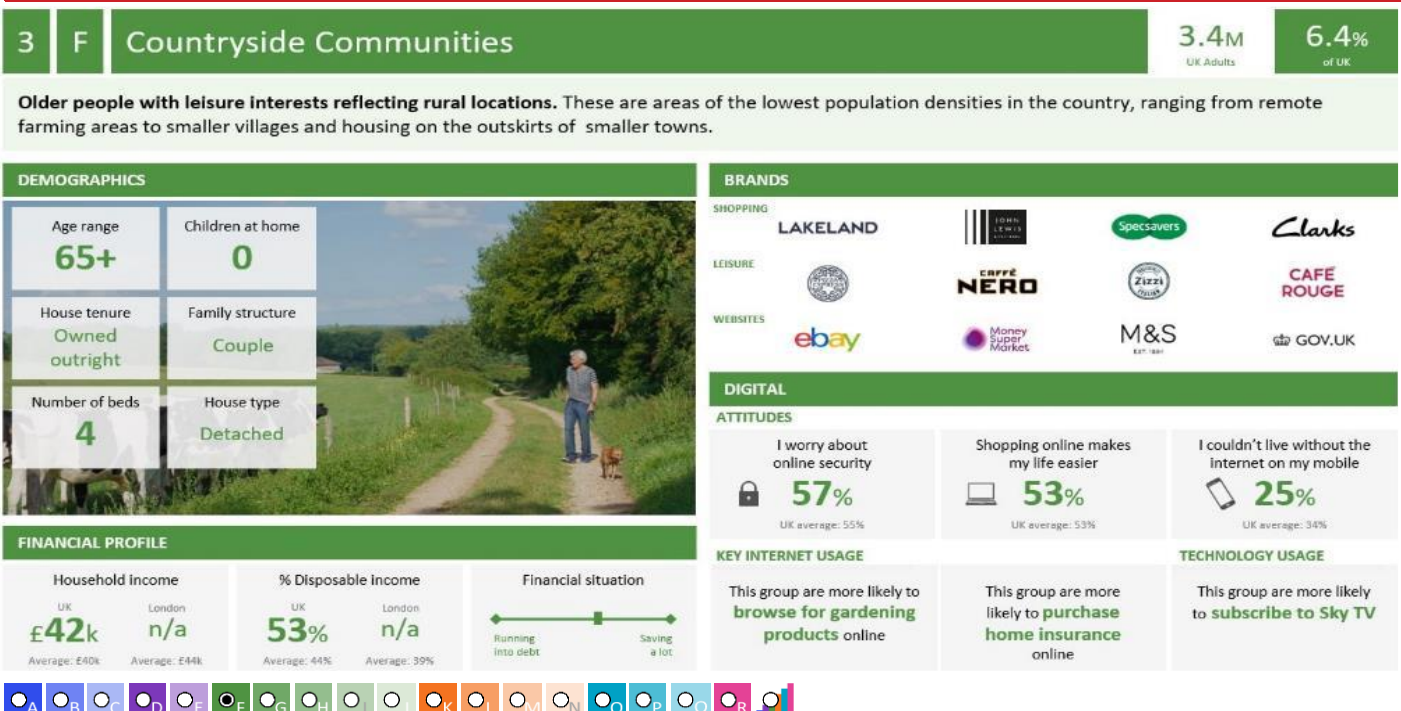
Area: ATLT\_Nags Head InnLE9 8JN (15 min contour)

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	17	0.1	1.1	5			
1.B Executive Wealth	4,028	13.3	11.2	118			
1.C Mature Money	3,339	11.0	9.6	114			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	712	2.3	6.2	38			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	4,052	13.4	5.7	233			
3.G Successful Suburbs	3,080	10.2	5.9	173			
3.H Steady Neighbourhoods	2,226	7.3	7.4	100			
3.I Comfortable Seniors	1,291	4.3	2.9	147			
3.J Starting Out	1,575	5.2	4.3	120			
<b>4. Financially Stretched</b>							
4.K Student Life	34	0.1	2.4	5			
4.L Modest Means	2,912	9.6	7.9	121			
4.M Striving Families	1,848	6.1	7.5	81			
4.N Poorer Pensioners	1,974	6.5	5.9	110			
<b>5. Urban Adversity</b>							
5.O Young Hardship	1,502	5.0	6.1	81			
5.P Struggling Estates	1,225	4.0	6.1	66			
5.Q Difficult Circumstances	472	1.6	5.3	29			
<b>6. Not Private Households</b>							
6.R Not Private Households	21	0.1	0.3	21			
Total households		30,308					

## Acorn Group Pen Portrait



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](http://www.caci.co.uk/copyrightnotices.pdf)

Area: ATLT\_Nags Head InnLE9 8JN (15 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
<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	17	0.1	0.9	6			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	1,071	3.5	2.6	135			
	1.B.5 Wealthy countryside commuters	1,303	4.3	2.4	178			
	1.B.6 Financially comfortable families	1,487	4.9	2.2	223			
	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	167	0.6	1.6	34			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	1,832	6.0	3.0	203			
	1.C.11 Settled suburbia, older people	222	0.7	2.9	26			
	1.C.12 Retired and empty nesters	1,194	3.9	2.5	159			
	1.C.13 Upmarket downsizers	91	0.3	1.3	23			
<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	682	2.3	1.9	120			
	2.E.19 First time buyers in small, modern homes	30	0.1	3.3	3			
	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	375	1.2	1.5	83			
	3.F.22 Older couples and families in rural areas	246	0.8	1.1	76			
	3.F.23 Owner occupiers in small towns and villages	3,431	11.3	3.2	357			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	2,479	8.2	2.6	310			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	601	2.0	2.4	82			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	1,319	4.4	3.4	126			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	907	3.0	2.3	128			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	1,243	4.1	2.4	170			
	3.I.31 Elderly singles in purpose-built accommodation	48	0.2	0.5	32			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	164	0.5	2.1	26			
	3.J.33 Smaller houses and starter homes	1,411	4.7	2.3	207			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	4.K.34 Student flats and halls of residence	34	0.1	0.4	31			
	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	201	0.7	1.4	47			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	2,014	6.6	2.6	253			
	4.L.39 Fading owner occupied terraces	697	2.3	2.9	80			
	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	1,187	3.9	1.6	245			
	4.M.42 Struggling young families in post-war terraces	140	0.5	1.7	28			
	4.M.43 Families in right-to-buy estates	327	1.1	2.1	52			
	4.M.44 Post-war estates, limited means	194	0.6	2.2	29			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	362	1.2	0.8	152			
	4.N.46 Elderly people in social rented flats	89	0.3	1.1	27			
	4.N.47 Low income older people in smaller semis	1,197	3.9	2.3	174			
	4.N.48 Pensioners and singles in social rented flats	326	1.1	1.8	61			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	535	1.8	2.1	82			
	5.O.50 Struggling younger people in mixed tenure	514	1.7	1.7	97			
	5.O.51 Young people in small, low cost terraces	453	1.5	2.3	66			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	271	0.9	1.6	55			
	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	954	3.1	1.6	191			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	210	0.7	1.5	46			
	5.Q.58 Singles and young families, some receiving benefits	72	0.2	1.8	13			
	5.Q.59 Deprived areas and high-rise flats	190	0.6	2.0	31			
<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	21	0.1	0.3	25			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>30,308</b>						



CATEGORY

GROUP

TYPE

MAP

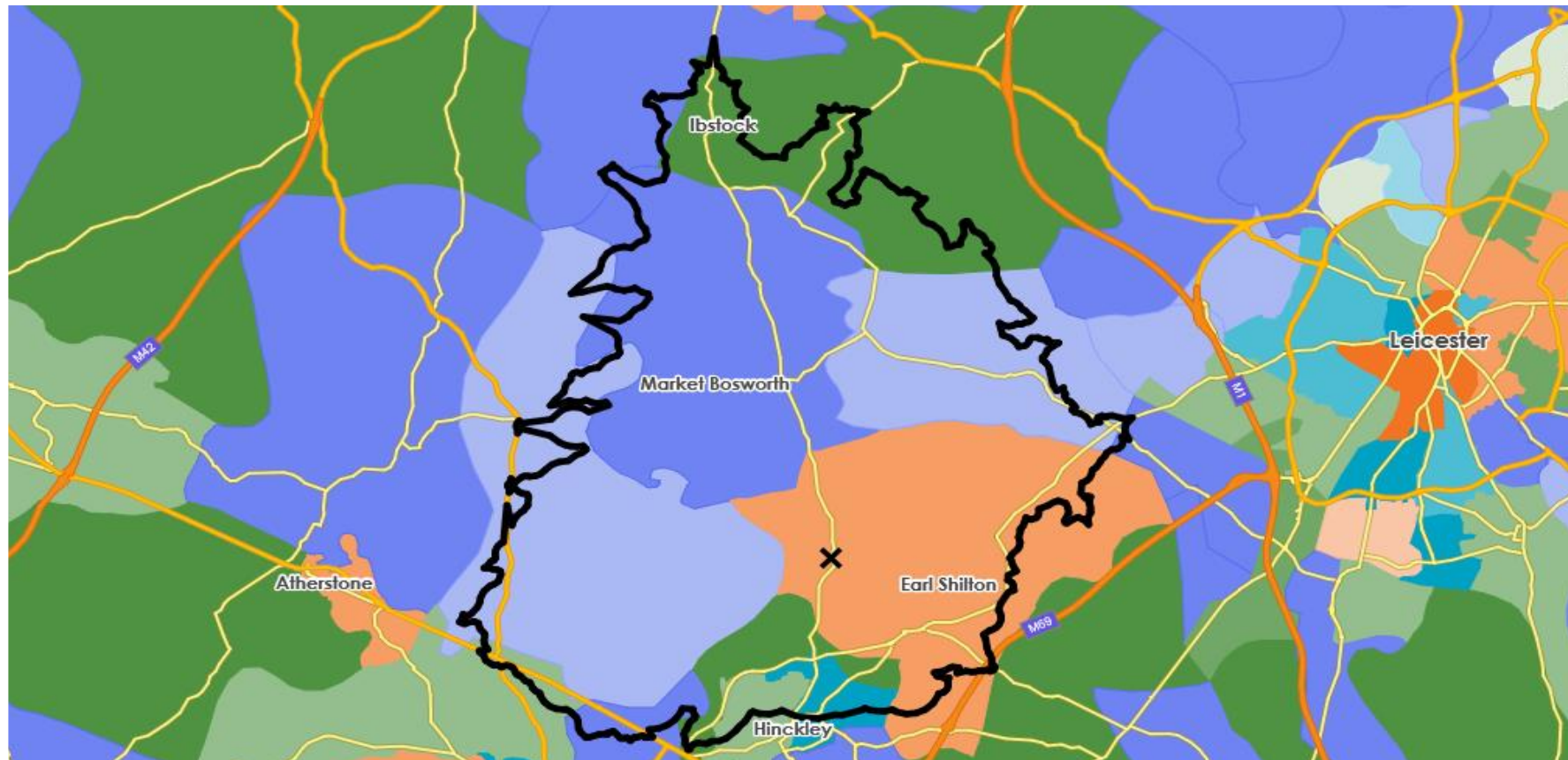
WHAT IS ACORN?

## 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](http://www.caci.co.uk/copyrightnotices.pdf)

Source: OS Open Data 2018

Area: ATLT\_Nags Head InnLE9 8JN (15 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

CATEGORY

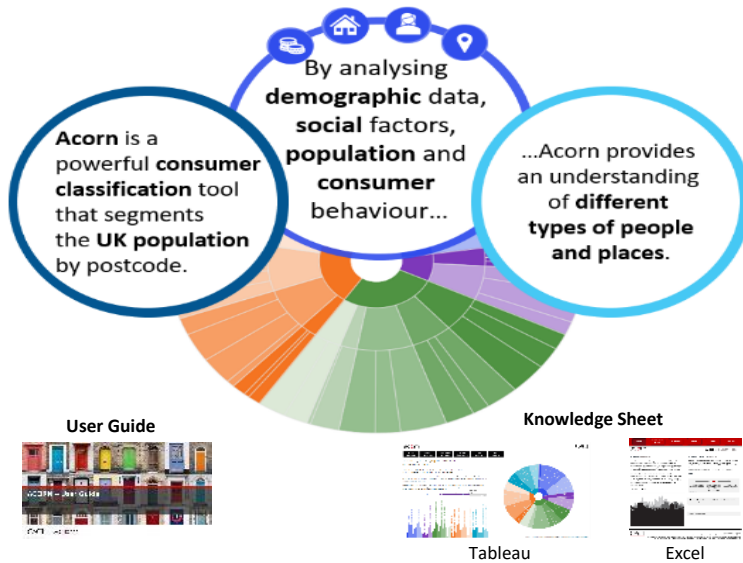
GROUP

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](http://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
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+

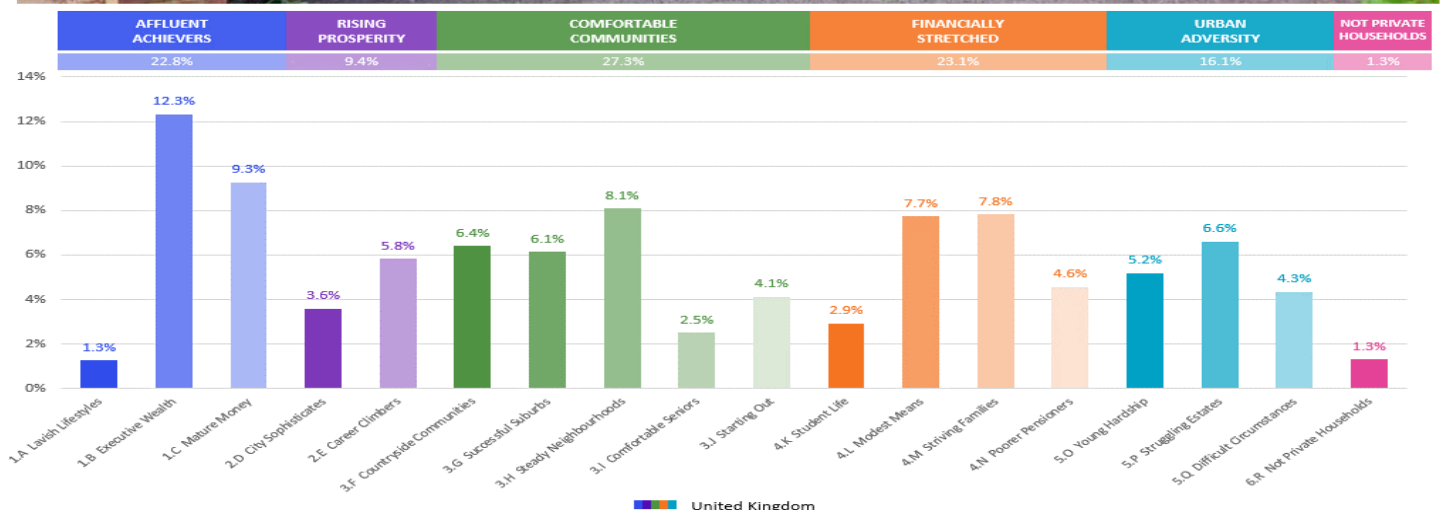
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles

B. Executive Wealth

C. Mature Money



## CGA LICENCED PREMISES

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

Area: ATLT\_Nags Head InnLE9 8JN (15 min contour)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	53	77.0	84.9	91			
Proprietary Club	1	1.5	8.1	18			
Registered Club	23	33.4	29.9	112			
Restaurant	7	10.2	34.6	29			
Residential	2	2.9	3.5	84			

Name	Description	License Type	Owner Name	Postcode
Royal Red Gate Inn	Marston's	Pubs & Full On	Marston's	CV10 0RY
Dog & Hedgehog	Independent Free	Pubs & Full On	Independent Free	CV13 6JB
Bosworth Hall Hotel	Britannia Hotels	Pubs & Full On	Britannia Hotels	CV13 0LP
Red Lion	Independent Free	Pubs & Full On	Independent Free	CV13 0DZ
Manor Barn	Independent Free	Residential	Independent Free	CV13 6JX
Black Horse	Independent Free	Pubs & Full On	Independent Free	CV13 0LF
Royal Arms	Independent Free	Pubs & Full On	Independent Free	CV13 0AG
Hercules Coaching Inn & Ashbys	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CV13 0AG
Market Bosworth Rugby Club	Independent Free	Registered Club	Independent Free	CV13 0BA
Gate Hangs Well	Independent Free	Pubs & Full On	Independent Free	CV13 0DB
Three Tuns	Punch Pub Company	Pubs & Full On	Punch Pub Company	CV13 0EJ
Barlestone St Giles Association Football	Independent Free	Registered Club	Independent Free	CV13 0EP
Gate Inn	Marston's	Pubs & Full On	Marston's	CV13 0HS
Dixie Arms Hotel	Marston's	Pubs & Full On	Marston's	CV13 0JW
Softleys Wine Bar	Independent Free	Pubs & Full On	Independent Free	CV13 0LE
Ye Olde Red Lion	Marston's	Pubs & Full On	Marston's	CV13 0LL
George & Dragon	Save Investments	Pubs & Full On	Save Investments	CV13 6EZ
Three Horseshoes	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV13 6HE
White Swan	Everards	Pubs & Full On	Everards	CV13 6HE
Ambion Court Hotel	Independent Free	Pubs & Full On	Independent Free	CV13 6JB
Hinckley Town Cricket Club	Independent Free	Registered Club	Independent Free	LE10 3DR
Wykin & District Social Club	Independent Free	Registered Club	Independent Free	LE10 0EX
Flintlock	Marston's	Pubs & Full On	Marston's	LE10 0XP
New Plough Inn	Marston's	Pubs & Full On	Marston's	LE10 1LS
Weavers Arms	Marston's	Pubs & Full On	Marston's	LE10 1QE
Queens Head	Independent Free	Pubs & Full On	Independent Free	LE10 1RJ
Black Horse	Marston's	Pubs & Full On	Marston's	LE10 1RJ
Ashby Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 1SL
Ashby Road Sports Club	Independent Free	Registered Club	Independent Free	LE10 3DA
Hinckley Golf Club	Independent Free	Registered Club	Independent Free	LE10 3DR
Bulls Head	Everards	Pubs & Full On	Everards	LE 9 9JE
Ibstock Town Cricket Club	Independent Free	Registered Club	Independent Free	LE67 6NN
Bagworth Working Mens Club	Independent Free	Registered Club	Independent Free	LE67 1BJ
Ibstock Miners Welfare S & Sc	Independent Free	Registered Club	Independent Free	LE67 6HN
Waggon & Horses	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE67 6LA
Whimsey Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LE67 6LH
Ram Inn	Unknown	Pubs & Full On	Unknown	LE67 6LG
Boot	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE67 6NH
Nags Head Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE 9 8JN
Jubilee Inn	Marston's	Pubs & Full On	Marston's	LE 9 9NP
Dog & Gun	Marston's	Pubs & Full On	Marston's	LE 9 7DQ
Ashfields	Independent Free	Restaurant	Independent Free	LE 9 7DG
Earl Shilton Sports Club	Independent Free	Registered Club	Independent Free	LE 9 7DS
Earl Shilton Constitutional Club	Independent Free	Registered Club	Independent Free	LE 9 7GE
Red Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE 9 7LQ
Lord Nelson	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LE 9 7ND
Travellers Inn	Independent Free	Pubs & Full On	Independent Free	LE 9 7ND
Heath Lane Academy	Independent Free	Registered Club	Independent Free	LE 9 7PD
Mallory Park Racing Circuit	Independent Free	Proprietary Club	Independent Free	LE 9 7QE
Litle India	Independent Free	Restaurant	Independent Free	LE 9 7RE
Wentworth Arms	Greene King	Pubs & Full On	Greene King	LE 9 7SG
Queens Head	Marston's	Pubs & Full On	Marston's	LE 9 8DR
Cross Keys	Independent Free	Pubs & Full On	Independent Free	LE 9 8DD



# CGA LICENCED PREMISES

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

Area: ATLT\_Nags Head InnLE9 8JN (15 min contour)  
Base: Great Britain  
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	53	77.0	84.9	91			
Proprietary Club	1	1.5	8.1	18			
Registered Club	23	33.4	29.9	<b>112</b>			
Restaurant	7	10.2	34.6	29			
Residential	2	2.9	3.5	84			

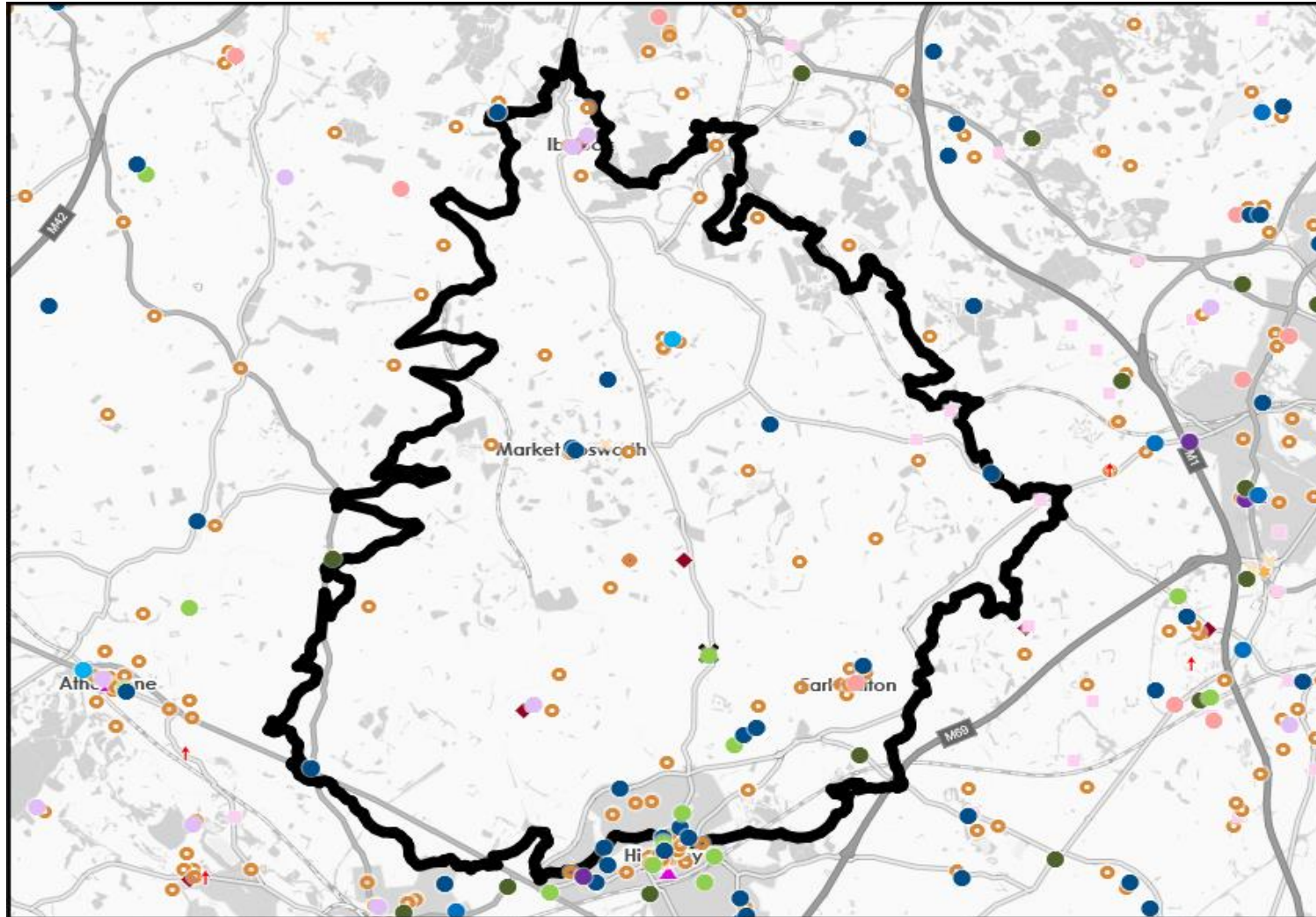
Name	Description	License Type	Owner Name	Postcode
Barwell & District Constitutional Club	Independent Free	Registered Club	Independent Free	LE 9 8DD
Blacksmiths Arms	Marston's	Pubs & Full On	Marston's	LE 9 8DD
Red Lion	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE 9 8DX
Barwell Sports Bar	Independent Free	Registered Club	Independent Free	LE 9 8FQ
Barwell Indoor Bowling Club	Independent Free	Registered Club	Independent Free	LE 9 8FQ
Lancaster Arms	Everards	Pubs & Full On	Everards	LE 9 9FP
Blue Bell	Everards	Pubs & Full On	Everards	LE 9 9JF
Pesto	Pesto	Restaurant	Marston's	LE 9 9JJ
Windmill Inn	Independent Free	Pubs & Full On	Independent Free	LE 9 9LE
Newbold Verdon Working Mens Club	Independent Free	Registered Club	Independent Free	LE 9 9NP
Stoke Golding Liberal	Independent Free	Registered Club	Independent Free	CV13 6DZ
Hinckley Rugby Club	Independent Free	Registered Club	Independent Free	LE10 3DR
Crown Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE67 2QP
Milestone	Marston's	Pubs & Full On	Marston's	LE10 0GL
Topps Wine Bar	Independent Free	Pubs & Full On	Independent Free	LE 9 8DE
Queens Head	Marston's	Pubs & Full On	Marston's	LE67 2QP
Pinewood Lodge	Independent Free	Residential	Independent Free	LE67 6PD
Ellis Town Football Club	Independent Free	Registered Club	Independent Free	LE67 1GD
Woodlands Nursery & Garden Centre	Unknown	Restaurant	Unknown	LE 9 8JE
Badgers Mount	Independent Free	Pubs & Full On	Independent Free	LE 9 7SG
Jackies	Independent Free	Registered Club	Independent Free	LE10 0DZ
Caterpillar Sports And Social Club	Independent Free	Registered Club	Independent Free	LE 9 9JU
Barlestone Bowling Club	Independent Free	Registered Club	Independent Free	CV13 0JE
Cinnamon Tree	Independent Free	Restaurant	Independent Free	LE67 1GE
Sutton Wharf Cafe Bar	Independent Free	Pubs & Full On	Independent Free	CV13 0AL
Cafe Kouts	Independent Free	Pubs & Full On	Independent Free	CV13 6PD
Spice House	Independent Free	Restaurant	Independent Free	LE 9 8DR
Bistro	Independent Free	Restaurant	Independent Free	LE67 6LG
Barlestone Bowls Club	Independent Free	Registered Club	Independent Free	CV13 0HU
Shilton Vaults	Independent Free	Pubs & Full On	Independent Free	LE 9 7NT
Kirkby House	Independent Free	Pubs & Full On	Independent Free	LE 9 7QE
Factory	Independent Free	Pubs & Full On	Independent Free	LE10 1QH
Carters Lounge	Independent Free	Pubs & Full On	Independent Free	LE10 0QL

# MAP OF AREA

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

Source: OS Open Data 2018

Area: ATLT\_Nags Head InnLE9 8JN (15 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

- ✕ Hotels

### Restaurants

- ★ Restaurants

### Leisure

- ↑ Leisure

### Independent

- Independent

### Other

- ◆ Other

### Site Location

- ✕ Site Location

### Boundary

- Boundary