

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?


ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_PloughGL1 4JT (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	71	0.6	22.0	3		
2 Rising Prosperity	701	5.9	10.1	58		
3 Comfortable Communities	2,047	17.2	26.2	66		
4 Financially Stretched	3,188	26.8	23.7	113		
5 Urban Adversity	5,828	49.0	17.6	278		
6 Not Private Households	70	0.6	0.3	176		
 Graph						
Total households		11,905				

Acorn Category Pen Portrait



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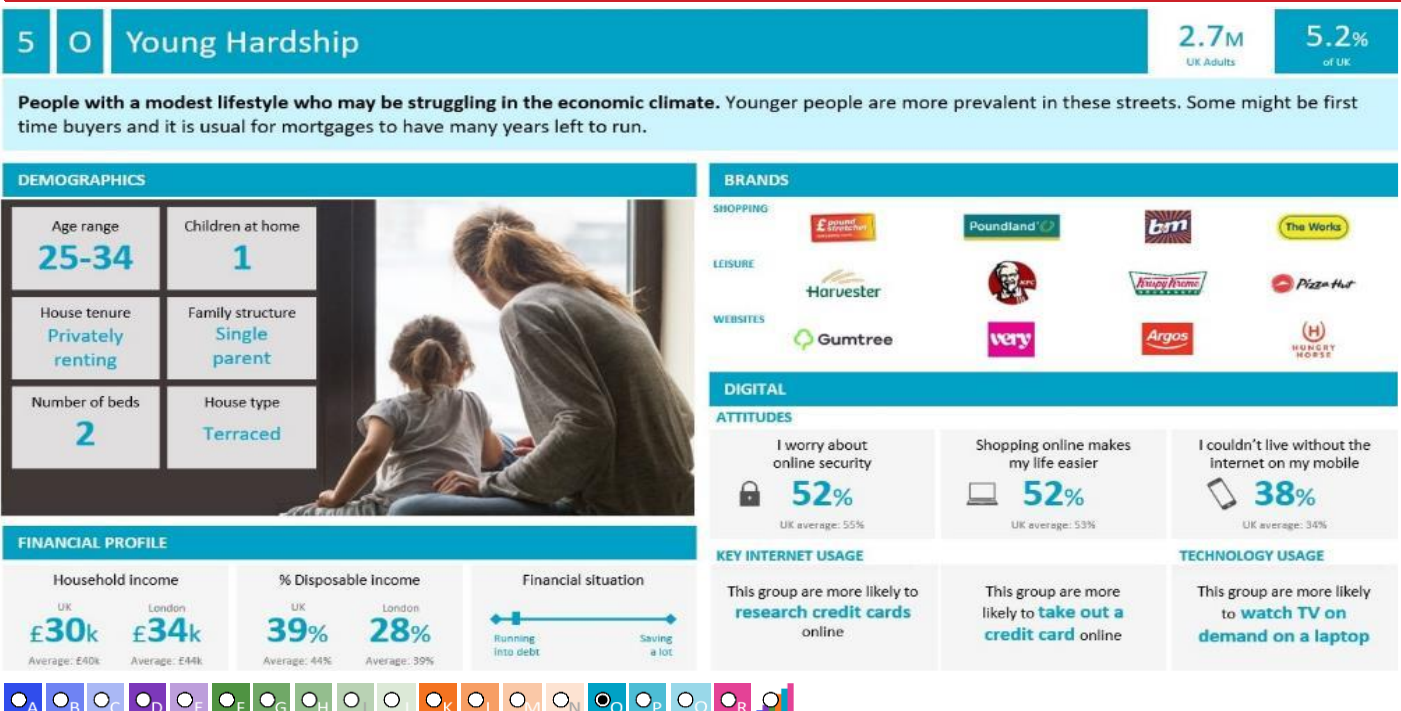
Area: ATLT_PloughGL1 4JT (1 Mile contour)

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	7	0.1	1.1	5			
1.B Executive Wealth	35	0.3	11.2	3			
1.C Mature Money	29	0.2	9.6	3			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	701	5.9	6.2	95			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	250	2.1	5.9	36			
3.H Steady Neighbourhoods	1,203	10.1	7.4	137			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	594	5.0	4.3	115			
4. Financially Stretched							
4.K Student Life	212	1.8	2.4	75			
4.L Modest Means	1,322	11.1	7.9	140			
4.M Striving Families	1,242	10.4	7.5	138			
4.N Poorer Pensioners	412	3.5	5.9	59			
5. Urban Adversity							
5.O Young Hardship	4,544	38.2	6.1	621			
5.P Struggling Estates	683	5.7	6.1	94			
5.Q Difficult Circumstances	601	5.0	5.3	94			
6. Not Private Households							
6.R Not Private Households	70	0.6	0.3	176			
Total households	11,905						

Acorn Group Pen Portrait



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Area: ATLT_PloughGL1 4JT (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	7	0.1	0.9	7			
1.B Executive Wealth								
	1.B.4 Asset rich families	3	0.0	2.6	1			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	30	0.3	2.2	11			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	2	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	0	0.0	2.9	0			
	1.C.12 Retired and empty nesters	4	0.0	2.5	1			
	1.C.13 Upmarket downsizers	25	0.2	1.3	16			
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	0	0.0	1.9	0			
	2.E.19 First time buyers in small, modern homes	698	5.9	3.3	179			
	2.E.20 Mixed metropolitan areas	3	0.0	1.0	2			
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	110	0.9	2.6	35			
	3.G.25 Larger family homes, multi-ethnic areas	140	1.2	0.8	143			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	874	7.3	3.4	213			
	3.H.28 Owner occupied terraces, average income	3	0.0	1.6	2			
	3.H.29 Established suburbs, older families	326	2.7	2.3	118			
3.I Comfortable Seniors								
	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			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	284	2.4	2.1	114			
	3.J.33 Smaller houses and starter homes	310	2.6	2.3	116			
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	212	1.8	1.7	103			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	120	1.0	1.4	72			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	295	2.5	2.6	94			
	4.L.39 Fading owner occupied terraces	326	2.7	2.9	95			
	4.L.40 High occupancy terraces, culturally diverse family areas	581	4.9	1.0	489			
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	95	0.8	1.7	48			
	4.M.43 Families in right-to-buy estates	1,075	9.0	2.1	435			
	4.M.44 Post-war estates, limited means	72	0.6	2.2	27			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	40	0.3	0.8	43			
	4.N.46 Elderly people in social rented flats	132	1.1	1.1	102			
	4.N.47 Low income older people in smaller semis	65	0.5	2.3	24			
	4.N.48 Pensioners and singles in social rented flats	175	1.5	1.8	83			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	1,755	14.7	2.1	687			
	5.O.50 Struggling younger people in mixed tenure	1,102	9.3	1.7	530			
	5.O.51 Young people in small, low cost terraces	1,687	14.2	2.3	629			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	94	0.8	1.6	49			
	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	589	4.9	1.6	300			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	147	1.2	1.5	81			
	5.Q.58 Singles and young families, some receiving benefits	136	1.1	1.8	64			
	5.Q.59 Deprived areas and high-rise flats	318	2.7	2.0	131			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	8	0.1	0.1	115			
	6.R.61 Inactive communal population	62	0.5	0.3	189			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		11,905						

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MAP

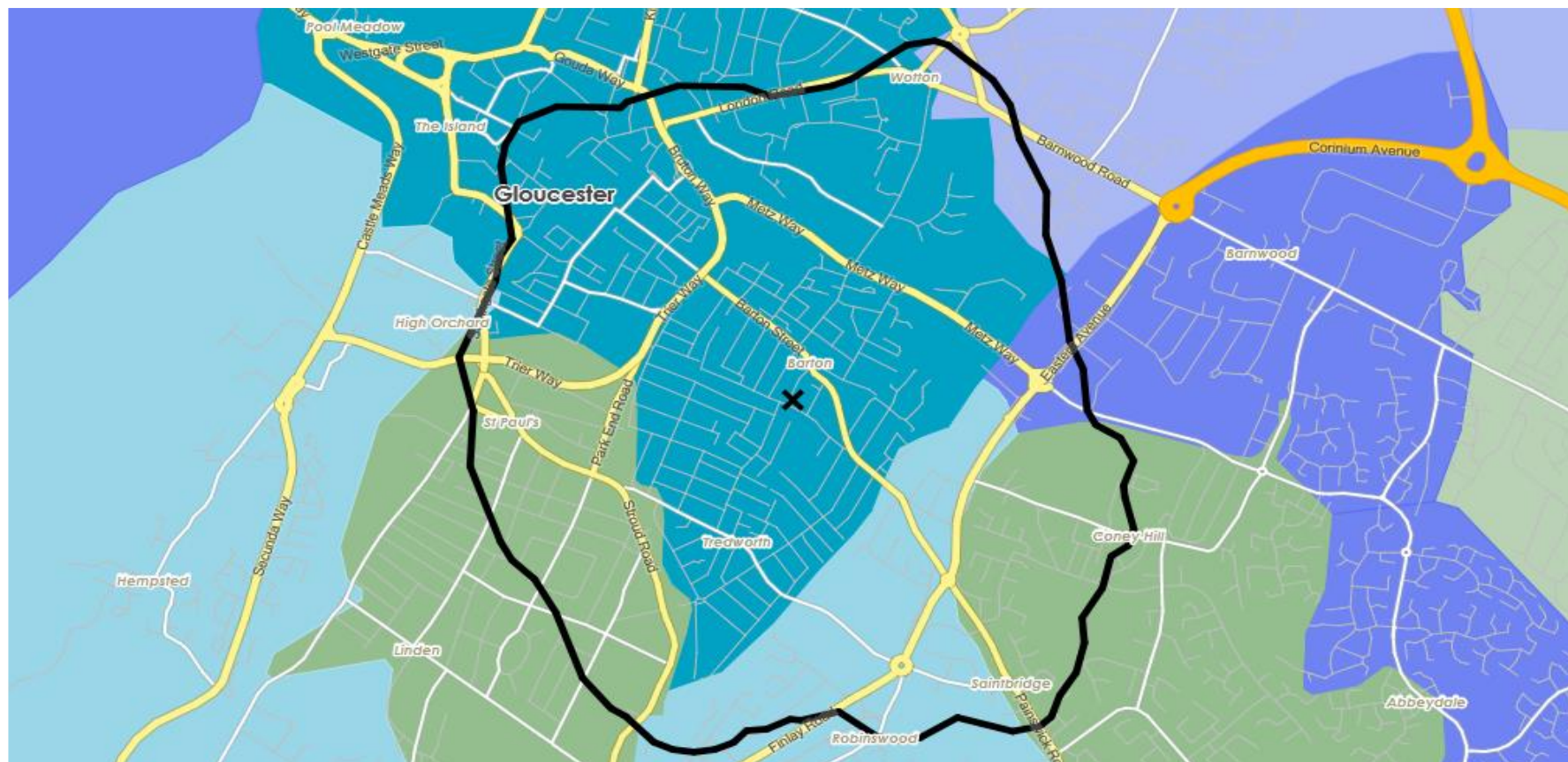
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_PloughGL1 4JT (1 Mile contour)

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Source: OS Open Data 2018



CATEGORY

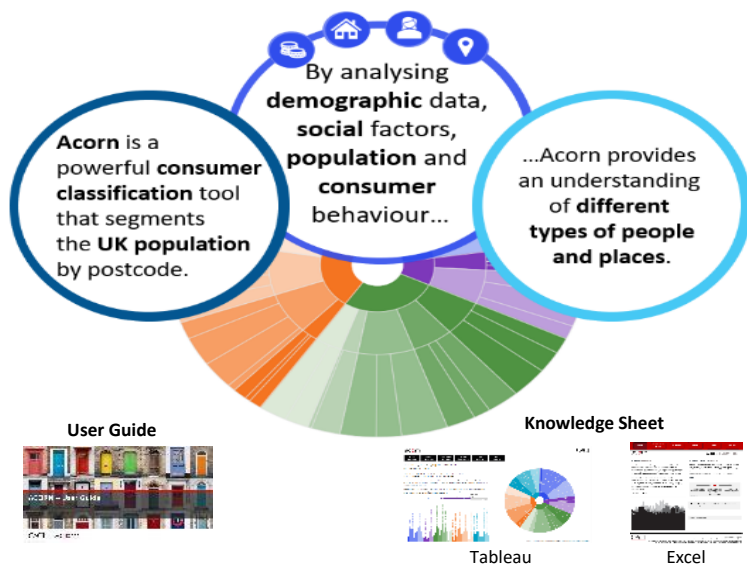
GROUP

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MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?

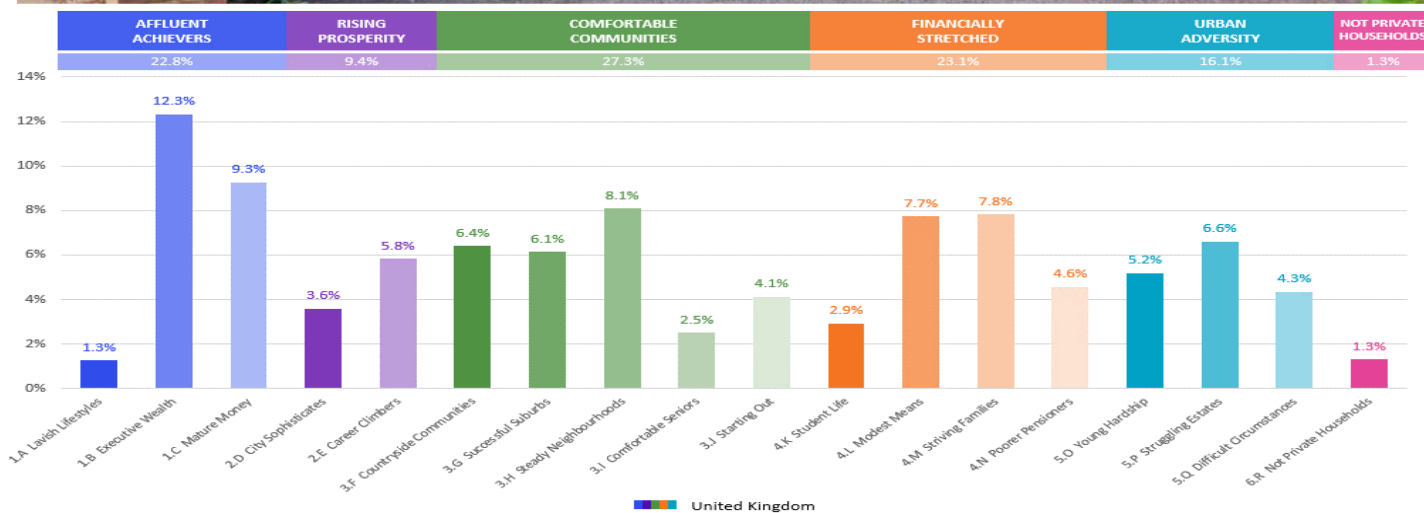
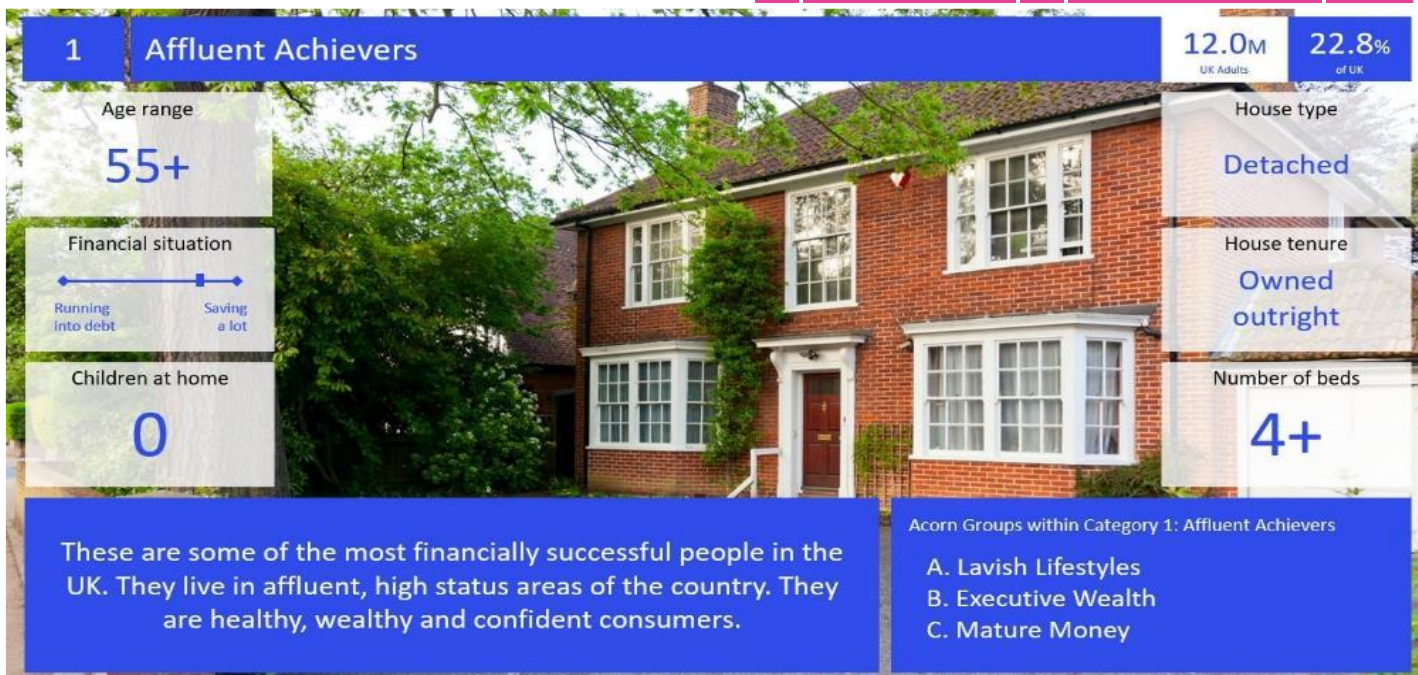
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6 CATEGORIES

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



CGA LICENCED PREMISES

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Area: ATLT_PloughGL1 4JT (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	26	90.2	84.9	106			
Proprietary Club	5	17.3	8.1	213			
Registered Club	9	31.2	29.9	104			
Restaurant	10	34.7	34.6	100			
Residential	0	0.0	3.5	0			

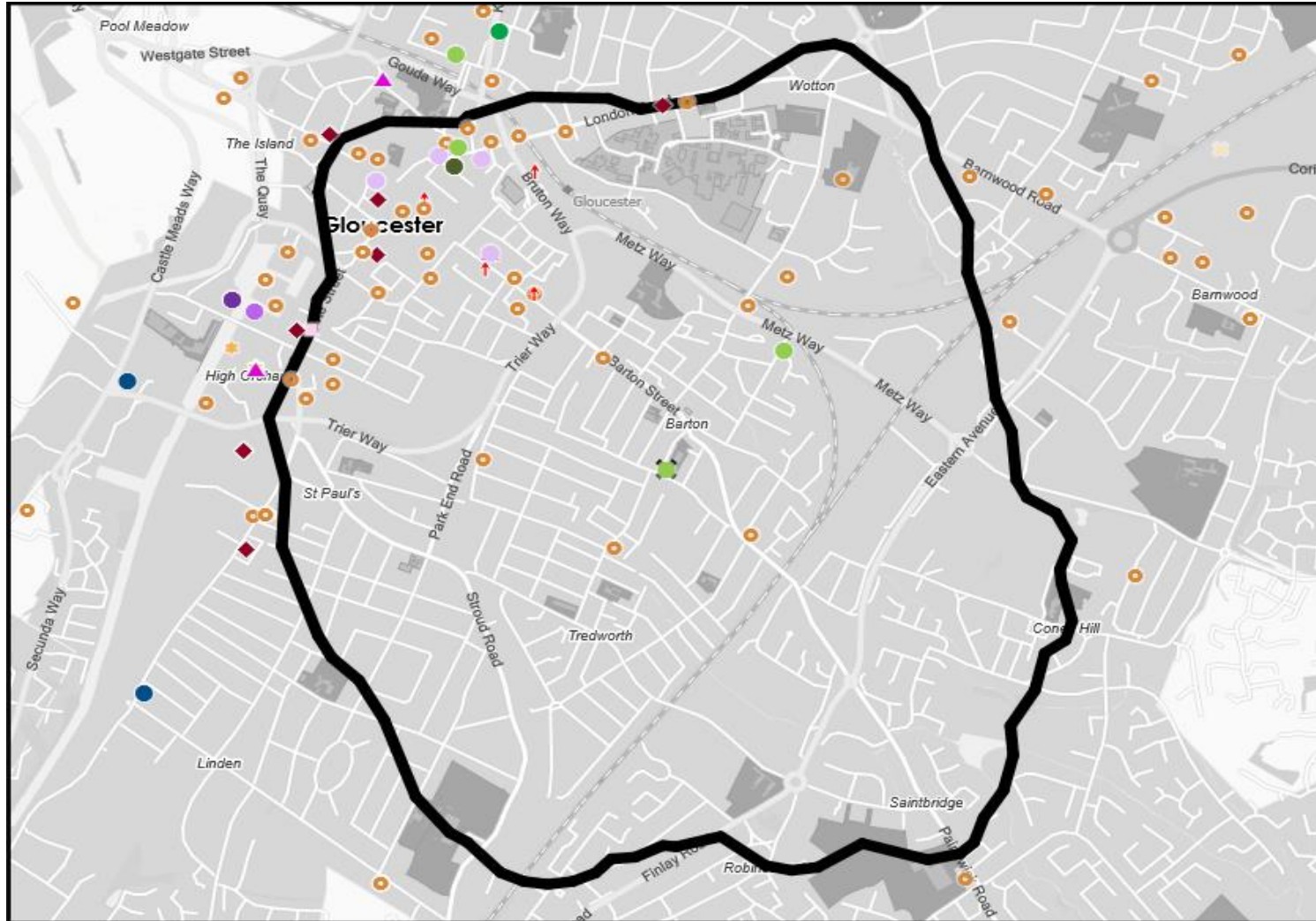
Name	Description	License Type	Owner Name	Postcode
Regal	Wetherspoon	Pubs & Full On	Wetherspoon	GL 1 1RP
Fever	Stonegate Pub Company	Proprietary Club	Stonegate Pub Company	GL 1 1PN
Butlers	Independent Free	Pubs & Full On	Independent Free	GL 1 1PY
Encore	Independent Free	Pubs & Full On	Independent Free	GL 1 1QB
Guildhall Bar	Independent Free	Pubs & Full On	Independent Free	GL 1 1NS
Mecca Bingo	Rank	Proprietary Club	Rank	GL 1 1QN
New Inn	Dominion Hospitality	Pubs & Full On	Dominion Hospitality	GL 1 1SF
Northend Vaults	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GL 1 1SL
Cafe Rene	Unknown	Pubs & Full On	Unknown	GL 1 1TS
Gloucester City & Spa Bowling Club	Independent Free	Registered Club	Independent Free	GL 1 1UZ
Aroma Indian	Independent Free	Restaurant	Independent Free	GL 1 1TX
Topolys Restaurant	Independent Free	Restaurant	Independent Free	GL 1 1TX
Whitesmiths Arms	Arkells	Pubs & Full On	Arkells	GL 1 1UR
Gloucester Sports Club	Independent Free	Registered Club	Independent Free	GL 1 1UY
Imperial Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	GL 1 2AG
Abbey	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GL 1 2AJ
Ye Olde Fish Shoppe & Restaurant	Independent Free	Restaurant	Independent Free	GL 1 2BB
New County Hotel	Independent Free	Pubs & Full On	Independent Free	GL 1 2DR
Golden Cross	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	GL 1 2DR
Cross Keys Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	GL 1 2HQ
Cumfy Pew Restaurant	Independent Free	Restaurant	Independent Free	GL 1 2NE
Seasons Restaurant	Independent Free	Restaurant	Independent Free	GL 1 2NJ
Sword Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GL 1 2NW
Fountain Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GL 1 2NW
Connoisseur Tandoori Restaurant	Independent Free	Restaurant	Independent Free	GL 1 3NR
Gloucester Old Boys Rugby Club	Independent Free	Registered Club	Independent Free	GL 1 3PX
Gloucester & District Irish Society	Independent Free	Registered Club	Independent Free	GL 1 3QA
Plough Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	GL 1 4JT
Great Western	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	GL 1 4BU
One Eyed Jacks	Independent Free	Pubs & Full On	Independent Free	GL 1 4EN
St James Mens Club	Independent Free	Registered Club	Independent Free	GL 1 4LJ
Treddy	Independent Free	Pubs & Full On	Independent Free	GL 1 4SY
Ukrainian Association	Independent Free	Registered Club	Independent Free	GL 1 4UL
Atik	Rekom UK	Proprietary Club	Rekom UK	GL 1 1QB
St Peters Parish Social Club	Independent Free	Registered Club	Independent Free	GL 1 3EX
Edward Hotel	Independent Free	Pubs & Full On	Independent Free	GL 1 3PG
Station Hotel	Dominion Hospitality	Pubs & Full On	Dominion Hospitality	GL 1 1DG
Jax	Independent Free	Proprietary Club	Independent Free	GL 1 1HG
Olympus Theatre	Independent Free	Pubs & Full On	Independent Free	GL 1 1QX
Baker Street	Independent Free	Pubs & Full On	Independent Free	GL 1 2EZ
Tiger's Eye	Independent Free	Restaurant	Independent Free	GL 1 1TG
Doctors	Amber Taverns	Pubs & Full On	Amber Taverns	GL 1 1PN
Warehouse Climbing Centre	Independent Free	Proprietary Club	Independent Free	GL 1 1HY
Blossom Chinese Restaurant	Independent Free	Restaurant	Independent Free	GL 1 1XE
Hilltop	Independent Free	Restaurant	Independent Free	GL 1 3AJ
Gloucester Conservative Cub	Independent Free	Registered Club	Independent Free	GL 1 1TH
Chambers	Greene King	Pubs & Full On	Greene King	GL 1 1RP
Blue Thai Kitchen	Independent Free	Restaurant	Independent Free	GL 1 1RP
Sebz	Independent Free	Pubs & Full On	Independent Free	GL 1 2AA
Colwell Centre For Arts & Education	Independent Free	Registered Club	Independent Free	GL 1 4AD

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_PloughGL1 4JT (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

- ✕ Site Location

Boundary

- Boundary