

CGA LICENCED PREMISES

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

Area: ATLT_ClarendonM40 8QB (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	4	28.0	84.9	33			
Proprietary Club	1	7.0	8.1	86			
Registered Club	0	0.0	29.9	0			
Restaurant	1	7.0	34.6	20			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Valley	Independent Free	Pubs & Full On	Independent Free	M 40 7TD
Shiredale	Independent Free	Pubs & Full On	Independent Free	M 9 5UR
Holiday Inn	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	M 40 2BS
Vermilion & Cinnabar	Independent Free	Restaurant	Independent Free	M 40 8AD
Hendham House Hotel	Independent Free	Pubs & Full On	Independent Free	M 9 5XS
Goals	Goals Soccer Centres	Proprietary Club	Goals Soccer Centres	M 8 0RY

MAP OF AREA

© 2021 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
 Source: OS Open Data 2018

Area: ATLT_ClarendonM40 8QB (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

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

Area: ATLT_ClarendonM40 8QB (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	0	0.0	22.0	0		
2 Rising Prosperity	7	0.1	10.1	1		
3 Comfortable Communities	284	4.6	26.2	17		
4 Financially Stretched	657	10.6	23.7	45		
5 Urban Adversity	5,237	84.6	17.6	481		
6 Not Private Households	5	0.1	0.3	24		
Total households	6,190					

Acorn Category Pen Portrait

5 Urban Adversity
8.5M UK Adults
16.1% of UK

Age range
25-34

Financial situation

Children at home
3+

House type
Flat or terraced

House tenure
Social renting

Number of beds
1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 30%
- P Struggling Estates 43%
- Q Difficult Circumstances 27%

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_ClarendonM40 8QB (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	0	0.0	11.2	0			
1.C Mature Money	0	0.0	9.6	0			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	7	0.1	6.2	2			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	14	0.2	5.9	4			
3.H Steady Neighbourhoods	16	0.3	7.4	4			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	254	4.1	4.3	94			
4. Financially Stretched							
4.K Student Life	48	0.8	2.4	33			
4.L Modest Means	73	1.2	7.9	15			
4.M Striving Families	316	5.1	7.5	68			
4.N Poorer Pensioners	220	3.6	5.9	60			
5. Urban Adversity							
5.O Young Hardship	1,659	26.8	6.1	436			
5.P Struggling Estates	917	14.8	6.1	242			
5.Q Difficult Circumstances	2,661	43.0	5.3	804			
6. Not Private Households							
6.R Not Private Households	5	0.1	0.3	24			
Total households	6,190						

Acorn Group Pen Portrait

5 Q Difficult Circumstances 2.3M UK Adults 4.3% of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

DEMOGRAPHICS

Age range 25-34	Children at home 1
House tenure Social renting	Family structure Single parent
Number of beds 1	House type Flat or maisonette

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

I worry about online security 52% <small>UK average: 55%</small>	Shopping online makes my life easier 48% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 36% <small>UK average: 34%</small>
---	--	---

FINANCIAL PROFILE

Household Income UK: £20k (Average: £40k) London: £23k (Average: £44k)	% Disposable Income UK: 31% (Average: 44%) London: 27% (Average: 39%)	Financial situation
--	---	-------------------------

KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **browse for video games** online

TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to **take out a loan** online

This group are less likely to **use contactless payments**

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

Area: ATLT_ClarendonM40 8QB (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn 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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
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	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	0	0.0	2.5	0			
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	0	0.0	1.9	0			
2.E.19 First time buyers in small, modern homes	7	0.1	3.3	3			
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	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	14	0.2	2.6	9			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
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	0	0.0	3.4	0			
3.H.28 Owner occupied terraces, average income	16	0.3	1.6	16			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
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	199	3.2	2.1	153			
3.J.33 Smaller houses and starter homes	55	0.9	2.3	39			
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	48	0.8	1.7	45			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	8	0.1	1.4	9			
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	65	1.1	1.0	105			
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	11	0.2	1.7	11			
4.M.43 Families in right-to-buy estates	130	2.1	2.1	101			
4.M.44 Post-war estates, limited means	175	2.8	2.2	129			
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	82	1.3	1.1	122			
4.N.47 Low income older people in smaller semis	8	0.1	2.3	6			
4.N.48 Pensioners and singles in social rented flats	130	2.1	1.8	119			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	50	0.8	2.1	38			
5.O.50 Struggling younger people in mixed tenure	272	4.4	1.7	252			
5.O.51 Young people in small, low cost terraces	1,337	21.6	2.3	959			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	833	13.5	1.6	829			
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	84	1.4	1.6	82			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	136	2.2	1.5	145			
5.Q.58 Singles and young families, some receiving benefits	1,549	25.0	1.8	1,396			
5.Q.59 Deprived areas and high-rise flats	976	15.8	2.0	775			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	1	0.0	0.1	28			
6.R.61 Inactive communal population	4	0.1	0.3	23			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	6,190						

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
 Source: OS Open Data 2018

Area: ATLT_ClarendonM40 8QB (1 Mile contour)



- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

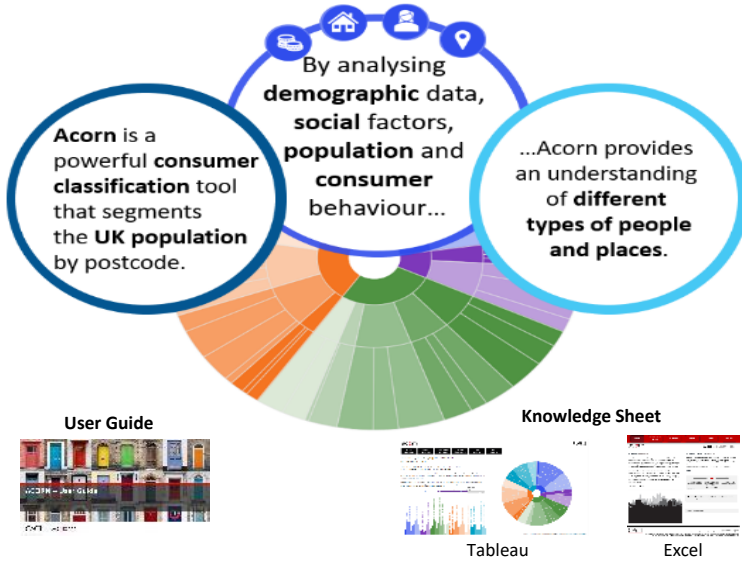
Acorn Groups

- 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

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



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
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

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

