

CGA LICENCED PREMISES

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Area: ATLT_Lord NelsonEH6 4DG (0.62 Mile contor)
Base: Great Britain
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	18	97.2	84.9	114			
Proprietary Club	1	5.4	8.1	66			
Registered Club	3	16.2	29.9	54			
Restaurant	6	32.4	34.6	94			
Residential	2	10.8	3.5	311			

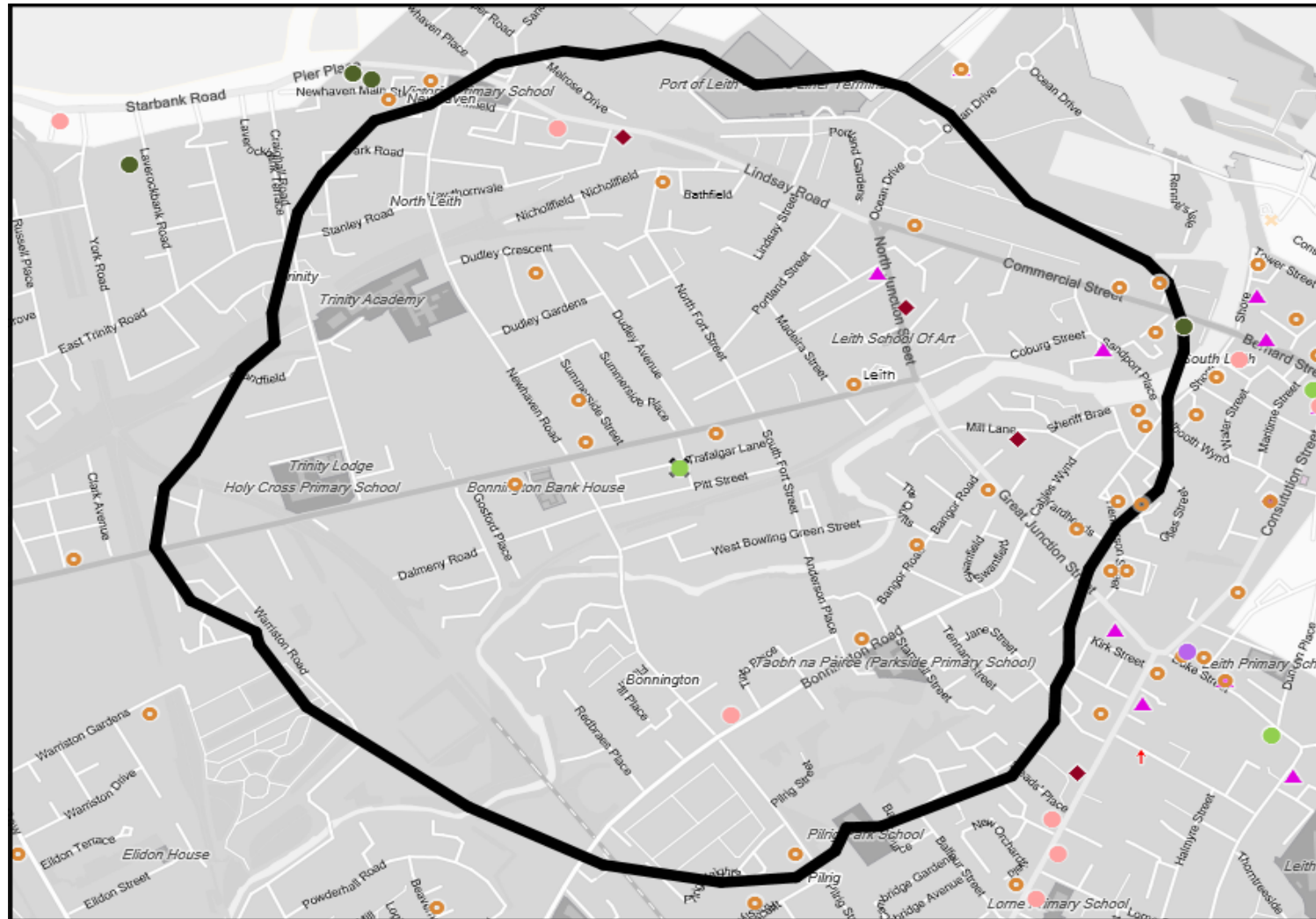
Name	Description	License Type	Owner Name	Postcode
Kcal Kitchen	Independent Free	Restaurant	Independent Free	EH 6 6ED
Lord Nelson	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	EH 6 4DG
Oceana Sports Bar	Independent Free	Proprietary Club	Independent Free	EH 6 4ET
Dreadnought	Independent Free	Pubs & Full On	Independent Free	EH 6 4HL
Basils	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	EH 6 4JF
Prom Bar	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	EH 6 4JG
Victoria Park Hotel	Independent Free	Pubs & Full On	Independent Free	EH 6 4NN
Haven Guest House	Independent Free	Residential	Independent Free	EH 6 4NS
Summerside Bowling Club	Independent Free	Registered Club	Independent Free	EH 6 4NT
Dudley Bowling Club	Independent Free	Registered Club	Independent Free	EH 6 4QP
Edinburgh House Hotel	Independent Free	Pubs & Full On	Independent Free	EH 6 5AY
Bonnington	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	EH 6 5BE
Andersons	Independent Free	Pubs & Full On	Independent Free	EH 6 6BU
Harmonium	Independent Free	Pubs & Full On	Independent Free	EH 6 6DE
Roseleaf	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	EH 6 6EW
Swanneys Bar	Unknown	Pubs & Full On	Unknown	EH 6 6HP
Vine Bar	Caledonian Heritable	Pubs & Full On	Caledonian Heritable	EH 6 6HS
Teuchters Landing	Independent Free	Pubs & Full On	Independent Free	EH 6 6LU
Kitchin LLP	Independent Free	Restaurant	Independent Free	EH 6 6LX
Britannia Spice	Independent Free	Restaurant	Independent Free	EH 6 6LB
Shebeen	Independent Free	Pubs & Full On	Independent Free	EH 6 6LU
Gladstones	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	EH 6 6TJ
Scotch Malt Whisky Society	Independent Free	Registered Club	Independent Free	EH 6 6BZ
Quay Commons	Independent Free	Pubs & Full On	Independent Free	EH 6 6LX
Domenicos	Independent Free	Restaurant	Independent Free	EH 6 6EP
Aurora	Independent Free	Restaurant	Independent Free	EH 6 5LQ
Leith Theatre	Independent Free	Pubs & Full On	Independent Free	EH 6 4AE
Harbour Restaurant	Independent Free	Restaurant	Independent Free	EH 6 5JU
Biscuit Factory	Independent Free	Pubs & Full On	Independent Free	EH 6 5NP
Royal Scotsman Train	Independent Free	Residential	Independent Free	EH 6 6RG

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Lord NelsonEH6 4DG (0.62 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_Lord NelsonEH6 4DG (0.62 Mile contour)

Base: Great Britain

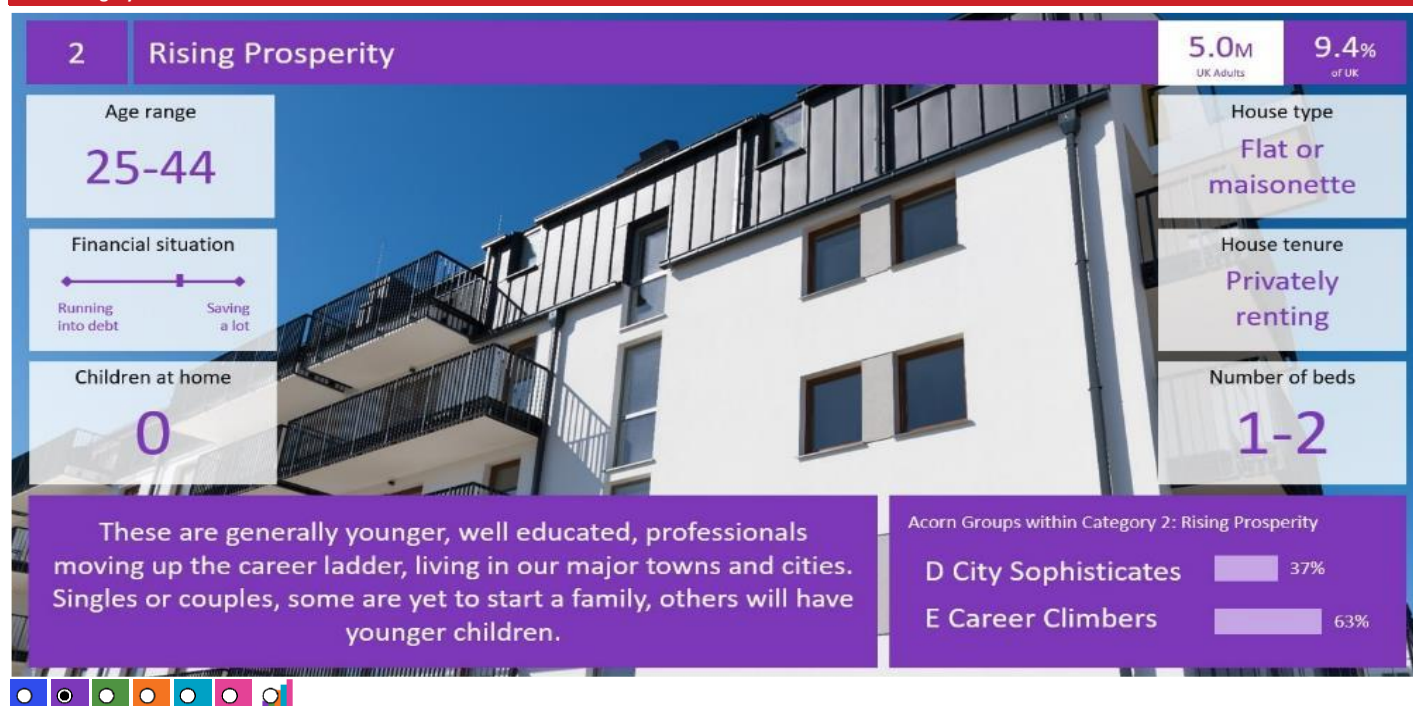
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	861	8.9	22.0	40			
2 Rising Prosperity	4,268	44.1	10.1	434			
3 Comfortable Communities	302	3.1	26.2	12			
4 Financially Stretched	2,282	23.6	23.7	99			
5 Urban Adversity	1,942	20.0	17.6	114			
6 Not Private Households	33	0.3	0.3	102			
Total households		9,688					



Graph

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Lord NelsonEH6 4DG (0.62 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	29	0.3	1.1	27			
1.B Executive Wealth	451	4.7	11.2	41			
1.C Mature Money	381	3.9	9.6	41			
2. Rising Prosperity							
2.D City Sophisticates	456	4.7	4.0	119			
2.E Career Climbers	3,812	39.3	6.2	637			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	0	0.0	5.9	0			
3.H Steady Neighbourhoods	108	1.1	7.4	15			
3.I Comfortable Seniors	85	0.9	2.9	30			
3.J Starting Out	109	1.1	4.3	26			
4. Financially Stretched							
4.K Student Life	1,949	20.1	2.4	853			
4.L Modest Means	85	0.9	7.9	11			
4.M Striving Families	0	0.0	7.5	0			
4.N Poorer Pensioners	248	2.6	5.9	43			
5. Urban Adversity							
5.O Young Hardship	949	9.8	6.1	159			
5.P Struggling Estates	36	0.4	6.1	6			
5.Q Difficult Circumstances	957	9.9	5.3	185			
6. Not Private Households							
6.R Not Private Households	33	0.3	0.3	102			
Total households	9,688						

Acorn Group Pen Portrait

2

E

Career Climbers

3.1M
UK Adults

5.8%
of UK

Younger singles and couples, some with young children, living in more urban locations. They live in flats, apartments and smaller houses, which they will be renting. They will have started saving what they can in order to put down a deposit on a house in the future.

DEMOGRAPHICS

Age range

25-44

Children at home

1

House tenure

Privately renting

Family structure

Couple with children

Number of beds

1-2

House type

Flat or maisonette

FINANCIAL PROFILE

Household Income

UK: £47k, London: £44k

Average: £40k, Average: £44k

% Disposable Income

UK: 36%, London: 32%

Average: 44%, Average: 39%

Financial situation

Running into debt to Saving a lot

BRANDS

SHOPPING

M&S, FRENCH CONNECTION, ALDO, TED BAKER

LEISURE

Wagamama, FRANCO MANCA, Iguanias

WEBSITES

Expedia, Zoopla, eBay, IMDb

DIGITAL

ATTITUDES

I worry about online security

55%

UK average: 55%

Shopping online makes my life easier

64%

UK average: 53%

I couldn't live without the internet on my mobile

44%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to research mortgages online

This group are more likely to purchase airline tickets online

TECHNOLOGY USAGE

This group are more likely to own a smartwatch, fitness band or payment band

A

B

C

D

E

F

G

H

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J

K

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N

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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Lord NelsonEH6 4DG (0.62 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	29	0.3	0.9	34			
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	433	4.5	0.9	526			
	1.B.8 Prosperous suburban families	18	0.2	1.5	12			
	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	381	3.9	1.3	302			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	256	2.6	0.7	376			
	2.D.15 Younger professionals in smaller flats	155	1.6	1.5	109			
	2.D.16 Metropolitan professionals	0	0.0	0.8	0			
	2.D.17 Socialising young renters	45	0.5	1.0	46			
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	3,705	38.2	3.3	1,167			
	2.E.20 Mixed metropolitan areas	107	1.1	1.0	108			
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	0	0.0	2.6	0			
	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	108	1.1	1.6	70			
	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	85	0.9	0.5	179			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	109	1.1	2.1	54			
	3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
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	1,949	20.1	1.7	1,159			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	85	0.9	1.4	62			
	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	0	0.0	1.0	0			
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	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			
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	49	0.5	1.1	47			
	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	199	2.1	1.8	116			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	822	8.5	2.1	395			
	5.O.50 Struggling younger people in mixed tenure	102	1.1	1.7	60			
	5.O.51 Young people in small, low cost terraces	25	0.3	2.3	11			
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	36	0.4	0.9	43			
	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	71	0.7	1.5	48			
	5.Q.58 Singles and young families, some receiving benefits	74	0.8	1.8	43			
	5.Q.59 Deprived areas and high-rise flats	812	8.4	2.0	412			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	3	0.0	0.1	53			
	6.R.61 Inactive communal population	30	0.3	0.3	113			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		9,688						

CATEGORY

GROUP

TYPE

MAP

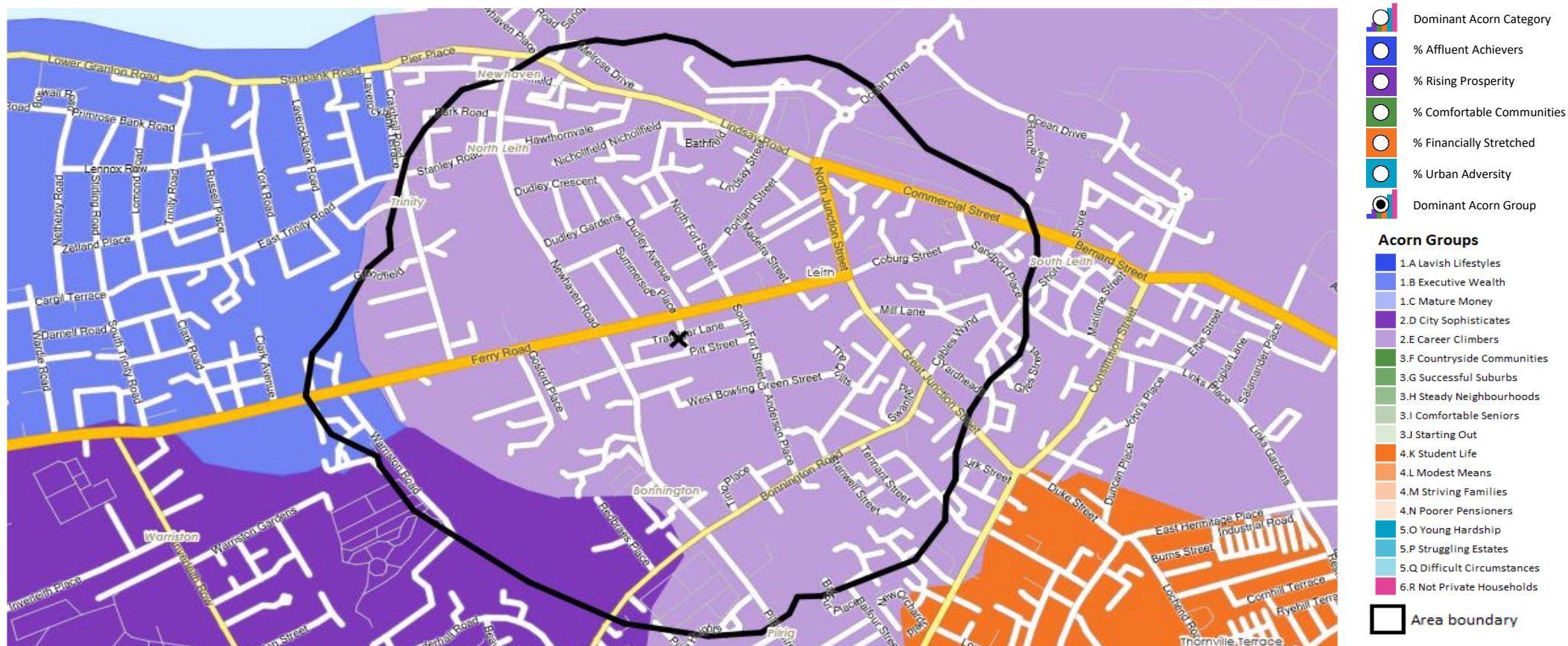
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_Lord NelsonEH6 4DG (0.62 Mile contour)

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Source: OS Open Data 2018



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

