

CGA LICENCED PREMISES

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Area: ATLT_Grapes InnPR3 2BH (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	3	183.4	84.9	216			
Proprietary Club	0	0.0	8.1	0			
Registered Club	2	122.2	29.9	409			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Stags Head Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PR 3 2AU
Goosnargh Village Hall	Independent Free	Registered Club	Independent Free	PR 3 2AU
Grapes Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 3 2BH
Whittingham Hospital Staff Social Club	Independent Free	Registered Club	Independent Free	PR 3 2JE
Tap And Tales	Independent Free	Pubs & Full On	Independent Free	PR 3 2AU

MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT_Grapes InnPR3 2BH (1 Mile contour)



- KEY**
- Large pub co's & bars
 - Admiral Taverns Ltd (Light Green Circle)
 - Ei Group (Green Circle)
 - Greene King (Dark Green Circle)
 - Marston's (Dark Blue Circle)
 - Mitchells & Butlers (Blue Circle)
 - Punch Pub Company (Light Blue Circle)
 - Stonegate Pub Company (Light Blue Circle)
 - Star Pubs & Bars (Red Circle)
 - Wetherspoon (Purple Circle)
 - Whitbread (Purple Circle)
 - Shepherd Neame (Purple Circle)
 - Small to medium pub co's & bars (Pink Triangle)
 - Family Brewers with pubs (Pink Square)
 - Hotels (Orange X)
 - Restaurants (Yellow Star)
 - Leisure (Red Arrow)
 - Independent (Orange Circle)
 - Other (Red Diamond)
 - Site Location (Black X)
 - Boundary (Black Line)

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Grapes InnPR3 2BH (1 Mile contour)
 Base: Great Britain
 Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	228	34.4	22.0	157		
2 Rising Prosperity	4	0.6	10.1	6		
3 Comfortable Communities	346	52.2	26.2	199		
4 Financially Stretched	68	10.3	23.7	43		
5 Urban Adversity	7	1.1	17.6	6		
6 Not Private Households	10	1.5	0.3	453		
Total households	663					

Acorn Category Pen Portrait

3 Comfortable Communities 14.4M UK Adults 27.3% of UK

Age range
35-64

Financial situation
Running into debt ← → Saving a lot

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Grapes InnPR3 2BH (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	64	9.7	11.2	86			
1.C Mature Money	164	24.7	9.6	257			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	4	0.6	6.2	10			
3. Comfortable Communities							
3.F Countryside Communities	209	31.5	5.7	550			
3.G Successful Suburbs	86	13.0	5.9	220			
3.H Steady Neighbourhoods	51	7.7	7.4	105			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	0	0.0	4.3	0			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	0	0.0	7.9	0			
4.M Striving Families	68	10.3	7.5	136			
4.N Poorer Pensioners	0	0.0	5.9	0			
5. Urban Adversity							
5.O Young Hardship	7	1.1	6.1	17			
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	10	1.5	0.3	453			
Total households	663						


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



BRANDS

SHOPPING: LAKELAND, Specsavers, Clarks

LEISURE: Caffe Nero, Zizzi, Cafe Rouge

WEBSITES: ebay, Money Super Market, M&S, GOV.UK

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**

This group are more likely to **purchase home insurance online**

TECHNOLOGY USAGE

This group are more likely to **subscribe to Sky TV**

FINANCIAL PROFILE

Household Income UK: £42k <small>Average: £40k</small>	London: n/a <small>Average: £44k</small>
% Disposable Income UK: 53% <small>Average: 44%</small>	London: n/a <small>Average: 39%</small>

Financial situation:

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Grapes InnPR3 2BH (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn Structure
 Index
 Profile %

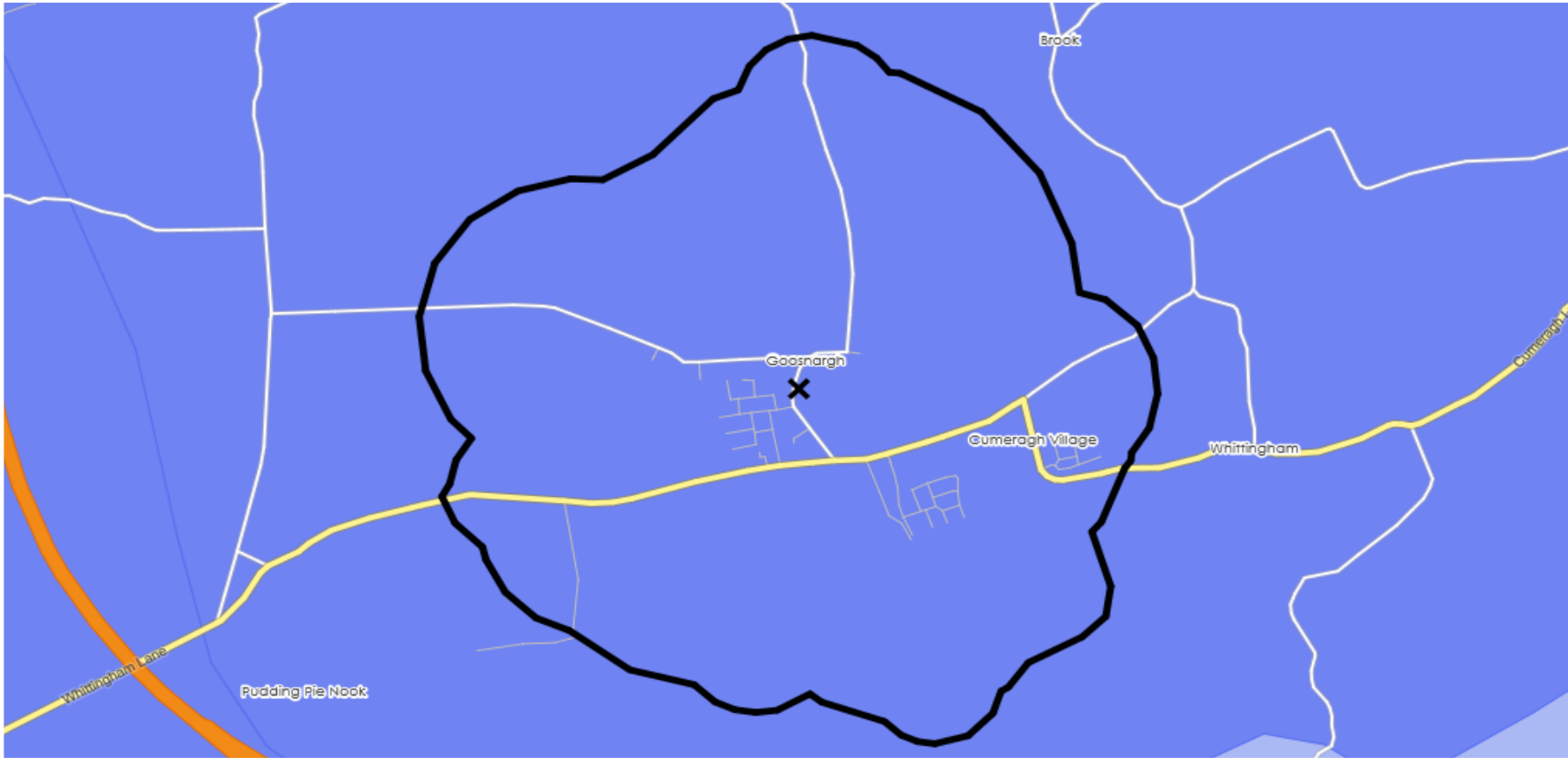
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	64	9.7	2.4	401			
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	155	23.4	3.0	783			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	9	1.4	2.5	55			
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	4	0.6	1.9	32			
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	29	4.4	1.5	292			
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	180	27.1	3.2	856			
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	86	13.0	2.4	535			
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	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	51	7.7	2.3	330			
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	0	0.0	2.1	0			
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	0	0.0	1.7	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	0	0.0	1.4	0			
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	68	10.3	1.6	643			
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	0	0.0	1.1	0			
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	0	0.0	1.8	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	7	1.1	2.1	49			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.7	0			
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	10	1.5	0.3	548			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	663						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Grapes InnPR3 2BH (1 Mile contour)



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

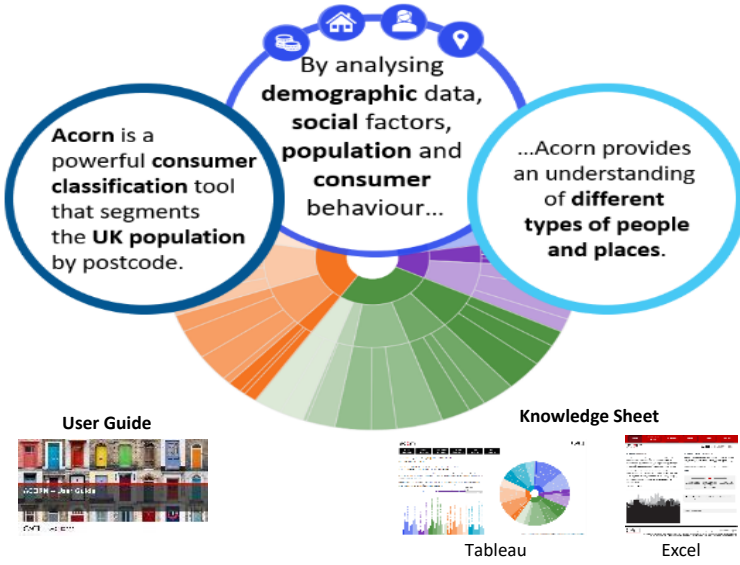
Acorn Groups

- 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?

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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

House type

Detached

House tenure

Owned outright

Children at home

0

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

