

CGA LICENCED PREMISES

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Area: P00252_Mermaid, Sherborne, DT9 4JD (1 Mi)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	11	115.3	81.7	141			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	41.9	28.2	149			
Restaurant	4	41.9	32.1	131			
Residential	1	10.5	2.7	392			

Name	Description	License Type	Owner Name	Postcode
Skippers	Red Oak Taverns	Pubs & Full On	Red Oak Taverns	DT 9 3HE
Cross Keys	Independent Free	Pubs & Full On	Independent Free	DT 9 3BJ
Three Wishes	Independent Free	Restaurant	Independent Free	DT 9 3BJ
Eastbury Hotel	Independent Free	Pubs & Full On	Independent Free	DT 9 3BY
Raf Association Slessor Club	Independent Free	Registered Club	Independent Free	DT 9 3BY
Eastbury House	Independent Free	Residential	Independent Free	DT 9 3BZ
Britannia	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DT 9 3EH
Weavers Sports & Social Club	Independent Free	Registered Club	Independent Free	DT 9 3EL
George Hotel	Marston's	Pubs & Full On	Marston's	DT 9 3JD
Plume Of Feathers	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	DT 9 3LN
Half Moon Hotel	Marston's	Pubs & Full On	Marston's	DT 9 3LN
Sherborne Masonic Club	Independent Free	Registered Club	Independent Free	DT 9 3NL
Digby Tap	Independent Free	Pubs & Full On	Independent Free	DT 9 3NS
Olivers	Independent Free	Restaurant	Independent Free	DT 9 3PU
White Hart	Red Oak Taverns	Pubs & Full On	Red Oak Taverns	DT 9 3PX
Carpenters Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DT 9 4JD
West End Community Centre	Independent Free	Registered Club	Independent Free	DT 9 6AU
Green	Independent Free	Restaurant	Independent Free	DT 9 3HY
Tamburino Gold	Independent Free	Restaurant	Independent Free	DT 9 3NW
Sherborne Castle	Independent Free	Pubs & Full On	Independent Free	DT 9 5NR

MAP OF AREA

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Source: OS Open Data 2018

Area: P00252_Mermaid, Sherborne, DT9 4JD (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

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Area: P00252_Mermaid, Sherborne, DT9 4JD (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,387	31.6	22.1	143		
 2 Rising Prosperity	107	2.4	10.2	24		
 3 Comfortable Communities	1,665	37.9	26.5	143		
 4 Financially Stretched	920	21.0	23.7	88		
 5 Urban Adversity	279	6.4	17.2	37		
 6 Not Private Households	31	0.7	0.3	205		
 Graph						
Total households	4,389					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% of UK

Age range
All ages

Financial situation
Running into debt Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00252_Mermaid, Sherborne, DT9 4JD (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	2	0.0	1.1	4			
1.B Executive Wealth	220	5.0	11.3	44			
1.C Mature Money	1,165	26.5	9.6	275			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	107	2.4	6.4	38			
3. Comfortable Communities							
3.F Countryside Communities	199	4.5	5.7	79			
3.G Successful Suburbs	832	19.0	6.0	318			
3.H Steady Neighbourhoods	15	0.3	7.4	5			
3.I Comfortable Seniors	411	9.4	2.9	328			
3.J Starting Out	208	4.7	4.6	104			
4. Financially Stretched							
4.K Student Life	22	0.5	2.5	20			
4.L Modest Means	253	5.8	8.0	72			
4.M Striving Families	366	8.3	7.4	112			
4.N Poorer Pensioners	279	6.4	5.8	110			
5. Urban Adversity							
5.O Young Hardship	16	0.4	6.3	6			
5.P Struggling Estates	120	2.7	5.7	48			
5.Q Difficult Circumstances	143	3.3	5.2	62			
6. Not Private Households							
6.R Not Private Households	31	0.7	0.3	205			
Total households	4,389						

Acorn Group Pen Portrait

3 J Starting Out 2.2M UK Adults 4.2% of UK

Young couples and early career climbers in their first homes. Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Mortgaged	Family structure Couple with children
Number of beds 3	House type Terraced

FINANCIAL PROFILE

Household income UK: £43k London: £47k Average: £40k Average: £48k	% Disposable income UK: 39% London: 32% Average: 43% Average: 29%	Financial situation Running into debt Saving a lot
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BRANDS

SHOPPING: OFFICE, KEENERS, Range, MANGO

LEISURE: FRIDAYS, SUBWAY, PREZZO

WEBSITES: Zoopla, ticketmaster, comparethemarket

DIGITAL

ATTITUDES

I worry about online security 60% (UK average: 55%)	Shopping online makes my life easier 63% (UK average: 62%)	I love the ease of using chat bots to get answers 28% (UK average: 28%)
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TOP BEHAVIOURS

Researching domestic appliances	Researching consumer tech (e.g. laptops)	Managing personal finance online
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00252_Mermaid, Sherborne, DT9 4JD (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	0.1	0			
1.A.3 Large house luxury	2	0.0	0.9	5			
1.B Executive Wealth							
1.B.4 Asset rich families	110	2.5	2.6	95			
1.B.5 Wealthy countryside commuters	19	0.4	2.5	18			
1.B.6 Financially comfortable families	43	1.0	2.2	44			
1.B.7 Affluent professionals	26	0.6	0.9	69			
1.B.8 Prosperous suburban families	22	0.5	1.5	33			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	286	6.5	3.1	212			
1.C.11 Settled suburbia, older people	36	0.8	2.8	29			
1.C.12 Retired and empty nesters	381	8.7	2.5	352			
1.C.13 Upmarket downsizers	462	10.5	1.3	814			
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	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	87	2.0	2.0	100			
2.E.19 First time buyers in small, modern homes	20	0.5	3.4	13			
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	27	0.6	1.5	40			
3.F.22 Older couples and families in rural areas	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	172	3.9	3.2	122			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	145	3.3	2.7	122			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	687	15.7	2.4	646			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	2	0.0	1.6	3			
3.H.29 Established suburbs, older families	13	0.3	2.3	13			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	330	7.5	2.4	317			
3.I.31 Elderly singles in purpose-built accommodation	81	1.8	0.5	380			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	208	4.7	2.2	220			
3.J.33 Smaller houses and starter homes	0	0.0	2.4	0			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	22	0.5	0.3	150			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	19	0.4	1.4	30			
4.L.38 Semi-skilled workers in traditional neighbourhoods	191	4.4	2.6	166			
4.L.39 Fading owner occupied terraces	43	1.0	2.9	34			
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	129	2.9	1.6	184			
4.M.42 Struggling young families in post-war terraces	91	2.1	1.6	126			
4.M.43 Families in right-to-buy estates	22	0.5	2.0	25			
4.M.44 Post-war estates, limited means	124	2.8	2.2	130			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	91	2.1	0.8	263			
4.N.46 Elderly people in social rented flats	140	3.2	1.0	309			
4.N.47 Low income older people in smaller semis	47	1.1	2.2	48			
4.N.48 Pensioners and singles in social rented flats	1	0.0	1.7	1			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	16	0.4	2.2	17			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	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	74	1.7	1.6	108			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.7	0			
5.P.56 Low income large families in social rented semis	46	1.0	1.6	65			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	57	1.3	1.5	86			
5.Q.58 Singles and young families, some receiving benefits	86	2.0	1.8	111			
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	1	0.0	0.1	38			
6.R.61 Inactive communal population	30	0.7	0.3	240			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,389						

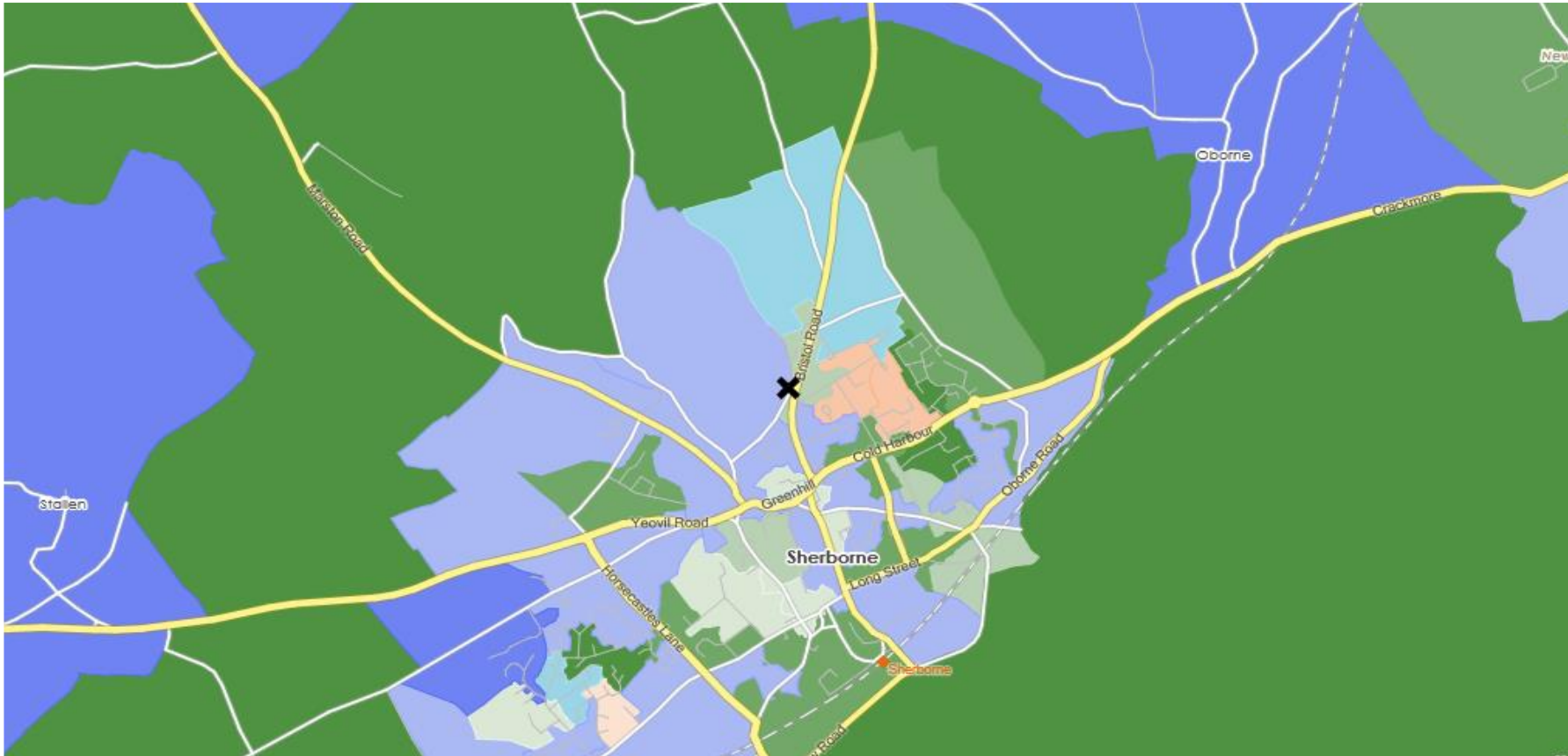
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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- 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

12.1M 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+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.



MAP OF AREA

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