

# CGA LICENCED PREMISES

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Area: P01002\_Merry Monarch, Leicester, LE3 0LP |  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	80	123.0	81.7	151			
Proprietary Club	14	21.5	7.3	295			
Registered Club	10	15.4	28.2	55			
Restaurant	47	72.2	32.1	225			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
San Carlo	San Carlo (Harnbury Holdings Ltd.)	Restaurant	San Carlo	LE 1 1DE
Tree	Wells & Co	Pubs & Full On	Star Pubs & Bars	LE 1 4JB
Mosh	Independent Free	Proprietary Club	Independent Free	LE 1 4LD
Villare	Independent Free	Pubs & Full On	Independent Free	LE 1 4LD
Richard Iii	Everards	Pubs & Full On	Everards	LE 1 4NN
Tandem	Independent Free	Restaurant	Independent Free	LE 1 4PG
Salmon	Black Country Ales	Pubs & Full On	Black Country Ales	LE 1 4QA
Cherry Tree	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE 1 4SX
Genting Casino	Genting Casino	Proprietary Club	Genting Casino	LE 1 4SX
Knight And Garter	Everards	Pubs & Full On	Everards	LE 1 5AW
Friary	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE 1 5AW
Spencers	Independent Free	Pubs & Full On	Independent Free	LE 1 5EU
Globe	Ever So Sensible Bars	Pubs & Full On	Everards	LE 1 5EU
Corn Exchange	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	LE 1 5GG
Market Tavern	Independent Free	Pubs & Full On	Independent Free	LE 1 5GG
Rutland & Derby Arms	Ssoosh Inns	Pubs & Full On	Everards	LE 1 5JN
Holiday Inn	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	LE 1 5LX
Bowling Green	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE 1 5XW
Cafe Bruxelles	Independent Free	Pubs & Full On	Independent Free	LE 1 5YP
Shanghi Moon	Independent Free	Restaurant	Independent Free	LE 1 5YP
Duffys Bar	Independent Free	Pubs & Full On	Independent Free	LE 1 6BT
Mamba Cafe Bar	Independent Free	Pubs & Full On	Independent Free	LE 1 6DN
Mercure Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	LE 1 6ES
Casa Romana	Independent Free	Restaurant	Independent Free	LE 1 6GD
Kings Head	Black Country Ales	Pubs & Full On	Black Country Ales	LE 1 6RL
Grand Union	Marston's	Pubs & Full On	Marston's	LE 1 6RL
Abbey Sports & Leisure	Independent Free	Proprietary Club	Independent Free	LE 3 5AS
Bricklayers Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE 2 7AB
Spring Jiangnan	Independent Free	Restaurant	Independent Free	LE 2 7AB
Sir Robert Peel	Everards	Pubs & Full On	Everards	LE 2 7DD
Leicester City Football Club	Independent Free	Proprietary Club	Independent Free	LE 2 7FL
Leicester Rowing Club	Independent Free	Registered Club	Independent Free	LE 2 7AU
Symphony Rooms	Independent Free	Pubs & Full On	Independent Free	LE 2 7JL
West Cotes Constitutional Club	Independent Free	Registered Club	Independent Free	LE 3 0DG
Dhaka Deli Restaurant	Independent Free	Restaurant	Independent Free	LE 3 0DL
Western Hotel	Steamin Billy Brewing Co	Pubs & Full On	Steamin Billy Brewing Co	LE 3 0GA
Westcotes Bowl & Tennis Club	Independent Free	Registered Club	Independent Free	LE 3 0LD
Merry Monarch	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE 3 0LP
Ukrainian Social Club	Independent Free	Registered Club	Independent Free	LE 3 0QD
West Leicester Conservative Club	Independent Free	Registered Club	Independent Free	LE 3 0QU
Braunstone Leisure Centre	Independent Free	Proprietary Club	Independent Free	LE 3 1JN
West End Working Mens Club & Ins	Independent Free	Registered Club	Independent Free	LE 3 1LD
Chef And Spice	Independent Free	Restaurant	Independent Free	LE 3 5PG
Leicester Indoor Bowls & Social Club	Independent Free	Registered Club	Independent Free	LE 3 5AS
Shamim Restaurant	Independent Free	Restaurant	Independent Free	LE 3 5GF
Embassy Lounge	Independent Free	Pubs & Full On	Independent Free	LE 3 5GH
Gate 66	Independent Free	Pubs & Full On	Independent Free	LE 3 5LG
Boxed	Independent Free	Proprietary Club	Independent Free	LE 3 5LH
Black Horse	Everards	Pubs & Full On	Everards	LE 3 5LT
Crows Nest	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE 3 5QW
Leicester Estonian House Club	Independent Free	Registered Club	Independent Free	LE 3 5RS
Sir Charles Napier	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE 3 6AR
Newfoundpool Working Mens Club & In:	Independent Free	Registered Club	Independent Free	LE 3 9FJ

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Name	Description	License Type	Owner Name	Postcode
Whitwick Constitutional Club	Independent Free	Registered Club	Independent Free	LE 1 5ET
Miyaki	Independent Free	Restaurant	Independent Free	LE 3 0PE
Firefly	Marston's	Pubs & Full On	Marston's	LE 1 5JN
Peri Experts	Independent Free	Restaurant	Independent Free	LE 1 6EJ
Waikiki	Independent Free	Proprietary Club	Independent Free	LE 1 5EH
ONeills	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	LE 1 5DR
Fat Cat Cafe Bars	Fat Cat Group	Pubs & Full On	Fat Cat Group	LE 1 6SL
Soar Point	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE 2 7BY
Distillery	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE 1 6DP
Locker Room	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE 1 6SL
Oddbar	Independent Free	Pubs & Full On	Independent Free	LE 1 5JN
Hogarths	Amber Taverns	Pubs & Full On	Amber Taverns	LE 1 5AW
Oppa Korean Restaurant	Independent Free	Restaurant	Independent Free	LE 1 5YP
High Cross	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	LE 1 4JB
Terrace	Independent Free	Pubs & Full On	Independent Free	LE 1 6GD
Basement Bar	Orange Tree Group	Pubs & Full On	Orange Tree Group	LE 1 6HH
Queen Of Bradgate	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE 1 4JB
Oasis Bar	Independent Free	Pubs & Full On	Independent Free	LE 3 0BT
Metal Monocle	Independent Free	Pubs & Full On	Independent Free	LE 3 5LH
Rileys	Weight Partners Ltd	Proprietary Club	Weight Partners Ltd	LE 2 7EE
Turkey Cafe	Independent Free	Pubs & Full On	Independent Free	LE 1 1DE
Sue Townsend Theatre	Independent Free	Pubs & Full On	Independent Free	LE 1 5TE
Audrey	Independent Free	Pubs & Full On	Independent Free	LE 1 4LD
Pho	Pho	Restaurant	Pho	LE 1 4JB
Walkabout	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE 1 6SL
Nine Cafe Bar	Independent Free	Pubs & Full On	Independent Free	LE 3 0BS
St Margarets Pastures Sports Centre	Independent Free	Proprietary Club	Independent Free	LE 1 3EA
Breeze Bar	Independent Free	Pubs & Full On	Independent Free	LE 3 0BT
Club Nach Nach	Independent Free	Proprietary Club	Independent Free	LE 1 3GD
Case Restaurant And Champagne Bar	Independent Free	Restaurant	Independent Free	LE 1 5AW
Dog House Bar	Independent Free	Pubs & Full On	Independent Free	LE 3 5LG
2 Funky Music Cafe	Independent Free	Pubs & Full On	Independent Free	LE 3 5NH
Las Iguanas	Big Table Group Ltd	Restaurant	Big Table Group Ltd	LE 1 6SL
Alino African Restaurant And Bar	Independent Free	Restaurant	Independent Free	LE 3 0LE
Grosvenor Casino	Rank	Proprietary Club	Rank	LE 1 4NN
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	LE 2 7FQ
Efes Mangal Barbeque	Independent Free	Restaurant	Independent Free	LE 3 5LG
Namaste Restaurant	Independent Free	Restaurant	Independent Free	LE 3 0TB
Le Bistrot Pierre	Le Bistrot Pierre	Restaurant	Le Bistrot Pierre	LE 1 5JN
Two-Tailed Lion	Independent Free	Pubs & Full On	Independent Free	LE 1 5JN
Giggling Squid	Giggling Squid	Restaurant	Giggling Squid	LE 1 5DF
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	LE 1 4NN
White Peacock	Independent Free	Restaurant	Independent Free	LE 1 6RJ
F Bar	Independent Free	Pubs & Full On	Independent Free	LE 2 7LA
Wagamama	Restaurant Group	Restaurant	Restaurant Group	LE 1 4SD
Gadabout	Independent Free	Pubs & Full On	Independent Free	LE 1 5FQ
Cedars	Independent Free	Restaurant	Independent Free	LE 3 0BQ
Yo Sushi	Yo! Sushi	Restaurant	Yo! Sushi	LE 1 4SD
City Rooms	Independent Free	Pubs & Full On	Independent Free	LE 1 5AW
Showcase Cinema	National Amusements Inc	Pubs & Full On	National Amusements Inc	LE 1 4SD
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	LE 1 4SD
Natterjacks	Independent Free	Pubs & Full On	Independent Free	LE 3 5LG
Turtle Bay	Turtle Bay Restaurants	Restaurant	Turtle Bay Restaurants	LE 1 4SA

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Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	LE 1 4FP
Polonez Bar	Independent Free	Pubs & Full On	Independent Free	LE 3 0RB
Forest	Independent Free	Pubs & Full On	Independent Free	LE 3 0LE
James Cafe Bistro	Independent Free	Restaurant	Independent Free	LE 1 4SX
Mithaas	Independent Free	Restaurant	Independent Free	LE 3 0PA
Pizza Express	Hony Capital	Restaurant	Hony Capital	LE 1 4SA
2Funky Lounge	Independent Free	Proprietary Club	Independent Free	LE 3 5NH
Leicester Steakhouse	Independent Free	Restaurant	Independent Free	LE 3 0AS
1573 Bar & Grill	Independent Free	Pubs & Full On	Independent Free	LE 1 4FY
Taste Of China	Independent Free	Restaurant	Independent Free	LE 1 4FP
Harveys	Independent Free	Proprietary Club	Independent Free	LE 1 6SL
Istanbul Restaurant	Independent Free	Restaurant	Independent Free	LE 3 0LE
Bottle Garden	Independent Free	Pubs & Full On	Independent Free	LE 1 5ET
Crafty	Independent Free	Restaurant	Independent Free	LE 1 5DG
Frankie & Bennys	Restaurant Group	Restaurant	Restaurant Group	LE 1 4AN
Sardaar Restaurant	Independent Free	Restaurant	Independent Free	LE 3 0BQ
Spicy Temptations	Independent Free	Restaurant	Independent Free	LE 1 4NN
Apres Lounge	Independent Free	Pubs & Full On	Independent Free	LE 1 5YP
Pizza Punks	Punk Pizza Ltd	Restaurant	Punk Pizza Ltd	LE 1 4SA
Cosy Club	Loungers	Pubs & Full On	Loungers	LE 1 4NN
33 Cank Street	Independent Free	Pubs & Full On	Independent Free	LE 1 5GX
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	LE 1 4SA
Five Guys	Five Guys	Restaurant	Five Guys	LE 1 5EB
45 West Bottle Shop & Bar	Independent Free	Pubs & Full On	Independent Free	LE 1 5AW
Middletons Steak House	Middletons Steak House	Restaurant	Middletons Steak House	LE 1 5DB
Bodega Cantina	Bitters N Twisted	Restaurant	Bitters N Twisted	LE 1 5DF
Wyggeston House	Independent Free	Restaurant	Independent Free	LE 1 5LD
Registry	Independent Free	Pubs & Full On	Independent Free	LE 1 6BT
Sonrisa Comida Argentina	Independent Free	Restaurant	Independent Free	LE 1 5DF
Veeno	Veeno	Pubs & Full On	Veeno	LE 1 5DE
Blue Boar	Independent Free	Pubs & Full On	Independent Free	LE 1 5JN
Tonne	Independent Free	Pubs & Full On	Independent Free	LE 1 5DF
Mowgli	Mowgli	Restaurant	Mowgli	LE 1 5DF
Tamatanga	Monaman Restaurants Ltd	Restaurant	Monaman Restaurants Ltd	LE 1 4AN
Novotel	Accor Hotels	Pubs & Full On	Accor Hotels	LE 1 4JS
Treetop Adventure Golf	Discovery Adventure Golf Ltd	Pubs & Full On	Discovery Adventure Golf Ltd	LE 1 4AN
63Rd And First	Independent Free	Pubs & Full On	Independent Free	LE 1 4NN
Grande Gusto	Independent Free	Restaurant	Independent Free	LE 3 0LE
Lane 7	Lane 7	Proprietary Club	Lane 7	LE 1 4JT
Inside No 9	Independent Free	Pubs & Full On	Independent Free	LE 1 5GG
Ronnie Roos	Independent Free	Pubs & Full On	Independent Free	LE 1 5JN
Bunk	Bunk Ltd	Pubs & Full On	Bunk Ltd	LE 1 6EJ
Black Iron Social	Independent Free	Restaurant	Independent Free	LE 1 6DP
Hotel Brooklyn	Bespoke Hotel Company Ltd	Pubs & Full On	Bespoke Hotel Company Ltd	LE 2 7QS
Roxy Ballroom	Roxy Leisure Ltd	Pubs & Full On	Jones Bar Group Ltd	LE 1 1WA

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P01002\_Merry Monarch, Leicester, LE3 0LP (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:** P01002\_Merry Monarch, Leicester, LE3 0LP (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,054	4.4	22.1	20		
2 Rising Prosperity	1,006	4.2	10.2	42		
3 Comfortable Communities	3,772	15.9	26.5	60		
4 Financially Stretched	7,539	31.7	23.7	134		
5 Urban Adversity	10,078	42.4	17.2	247		
6 Not Private Households	325	1.4	0.3	397		
<b>Total households</b>				<b>23,774</b>		

#### Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% 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 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

# ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P01002\_Merry Monarch, Leicester, LE3 0LP (1 Mile contour)  
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**Year:** 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	388	1.6	11.3	14			
1.C Mature Money	666	2.8	9.6	29			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	90	0.4	3.8	10			
2.E Career Climbers	916	3.9	6.4	60			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	314	1.3	6.0	22			
3.H Steady Neighbourhoods	1,093	4.6	7.4	62			
3.I Comfortable Seniors	40	0.2	2.9	6			
3.J Starting Out	2,325	9.8	4.6	215			
<b>4. Financially Stretched</b>							
4.K Student Life	6,379	26.8	2.5	1,070			
4.L Modest Means	185	0.8	8.0	10			
4.M Striving Families	814	3.4	7.4	46			
4.N Poorer Pensioners	161	0.7	5.8	12			
<b>5. Urban Adversity</b>							
5.O Young Hardship	6,026	25.3	6.3	406			
5.P Struggling Estates	2,572	10.8	5.7	190			
5.Q Difficult Circumstances	1,480	6.2	5.2	119			
<b>6. Not Private Households</b>							
6.R Not Private Households	325	1.4	0.3	397			
<b>Total households</b>	<b>23,774</b>						

## Acorn Group Pen Portrait

**5 P Struggling Estates**      3.4M UK Adults      6.5% of UK

**Large, low income families surviving with benefits.** These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

### CORE DEMOGRAPHICS

Age range <b>18-34</b>	Children at home <b>3+</b>
House tenure <b>Social renting</b>	Family structure <b>Single parent</b>
Number of beds <b>3</b>	House type <b>Terraced</b>

### BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland
LEISURE: McDonald's, KFC, GREGGS
WEBSITES: HURGEY HORSE, very, JUST EAT, sky sports

### DIGITAL ATTITUDES

I worry about online security <b>56%</b> (UK average: 53%)	Shopping online makes my life easier <b>61%</b> (UK average: 62%)	I love the ease of using chat bots to get answers <b>29%</b> (UK average: 28%)
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### FINANCIAL PROFILE

Household income UK: <b>£28k</b> (Average: £40k) London: <b>£32k</b> (Average: £48k)	% Disposable income UK: <b>30%</b> (Average: 43%) London: <b>28%</b> (Average: 29%)	Financial situation Running into debt      Saving a lot
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### TOP BEHAVIOURS

Watching TV / videos on YouTube	Love to buy new gadgets and appliances	Posts ratings / reviews online
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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## ACORN TYPE PROFILE - HOUSEHOLDS

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Sort by:  Acorn Structure  
 Index  
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
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	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	33	0.1	2.6	5			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	15	0.1	2.2	3			
1.B.7 Affluent professionals	6	0.0	0.9	3			
1.B.8 Prosperous suburban families	303	1.3	1.5	83			
1.B.9 Well-off edge of towners	31	0.1	1.6	8			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	641	2.7	2.8	96			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	25	0.1	1.3	8			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
2.D.14 Townhouse cosmopolitans	0	0.0	0.7	0			
2.D.15 Younger professionals in smaller flats	90	0.4	1.5	26			
2.D.16 Metropolitan professionals	0	0.0	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	736	3.1	3.4	91			
2.E.20 Mixed metropolitan areas	180	0.8	1.0	75			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
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	1.0	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	50	0.2	2.7	8			
3.G.25 Larger family homes, multi-ethnic areas	264	1.1	0.8	133			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	789	3.3	3.5	96			
3.H.28 Owner occupied terraces, average income	264	1.1	1.6	69			
3.H.29 Established suburbs, older families	40	0.2	2.3	7			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	40	0.2	2.4	7			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	2,170	9.1	2.2	424			
3.J.33 Smaller houses and starter homes	155	0.7	2.4	27			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	1,491	6.3	0.3	1,872			
4.K.35 Term-time terraces	769	3.2	0.2	1,299			
4.K.36 Educated young people in flats and tenements	4,119	17.3	1.9	901			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	80	0.3	1.4	23			
4.L.38 Semi-skilled workers in traditional neighbourhoods	94	0.4	2.6	15			
4.L.39 Fading owner occupied terraces	11	0.0	2.9	2			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	150	0.6	1.6	38			
4.M.43 Families in right-to-buy estates	635	2.7	2.0	131			
4.M.44 Post-war estates, limited means	29	0.1	2.2	6			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	28	0.1	0.8	15			
4.N.46 Elderly people in social rented flats	35	0.1	1.0	14			
4.N.47 Low income older people in smaller semis	34	0.1	2.2	6			
4.N.48 Pensioners and singles in social rented flats	64	0.3	1.7	16			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	628	2.6	2.2	121			
5.O.50 Struggling younger people in mixed tenure	833	3.5	1.8	195			
5.O.51 Young people in small, low cost terraces	4,565	19.2	2.3	848			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	409	1.7	1.6	110			
5.P.53 Low income terraces	169	0.7	0.8	86			
5.P.54 Multi-ethnic, purpose-built estates	476	2.0	1.0	205			
5.P.55 Deprived and ethnically diverse in flats	125	0.5	0.7	71			
5.P.56 Low income large families in social rented semis	1,393	5.9	1.6	366			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	7	0.0	1.5	2			
5.Q.58 Singles and young families, some receiving benefits	526	2.2	1.8	126			
5.Q.59 Deprived areas and high-rise flats	947	4.0	2.0	202			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	68	0.3	0.1	481			
6.R.61 Inactive communal population	257	1.1	0.3	380			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>23,774</b>						

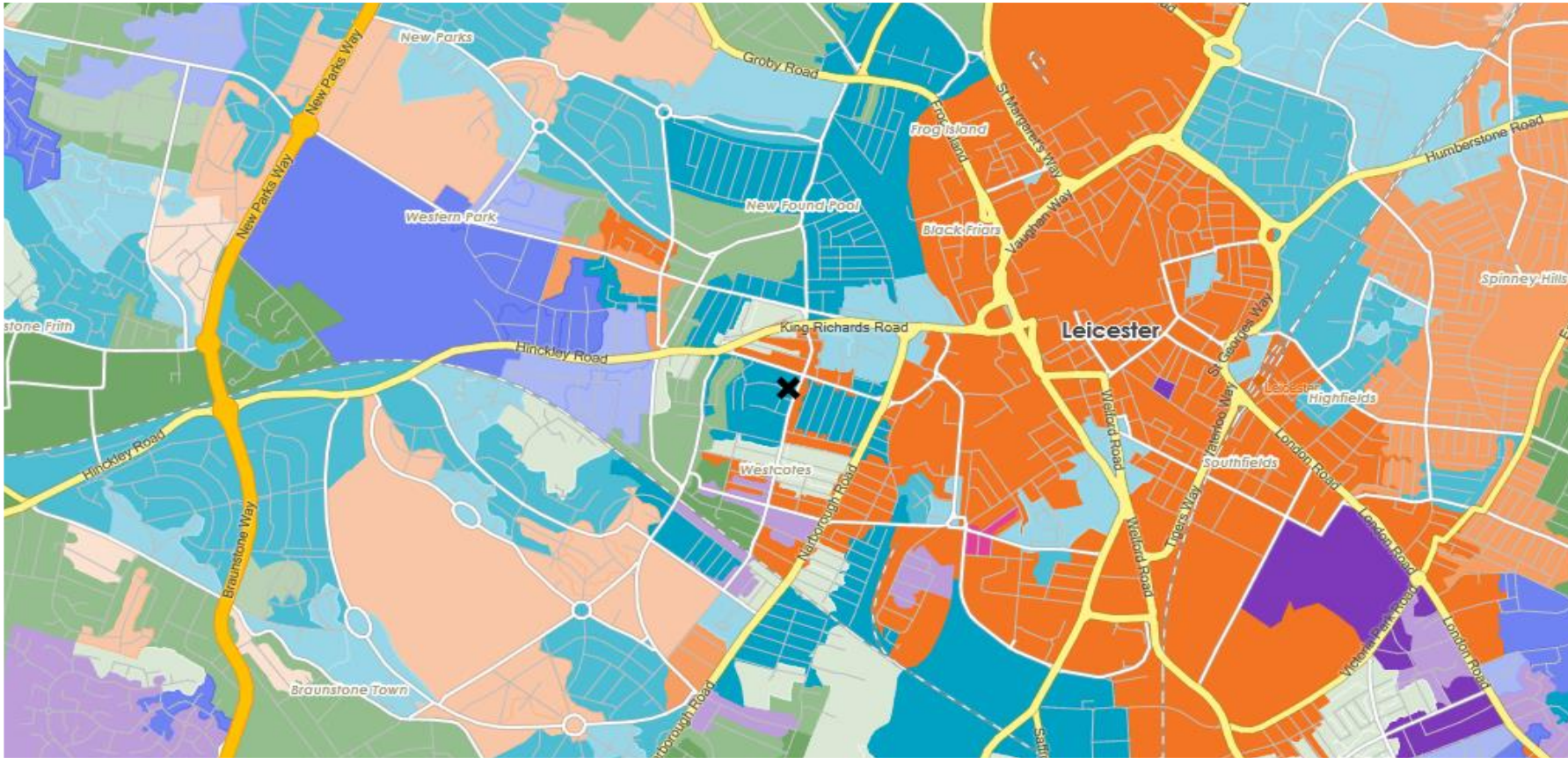
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01002\_Merry Monarch, Leicester, LE3 0LP (1 Mile contour)



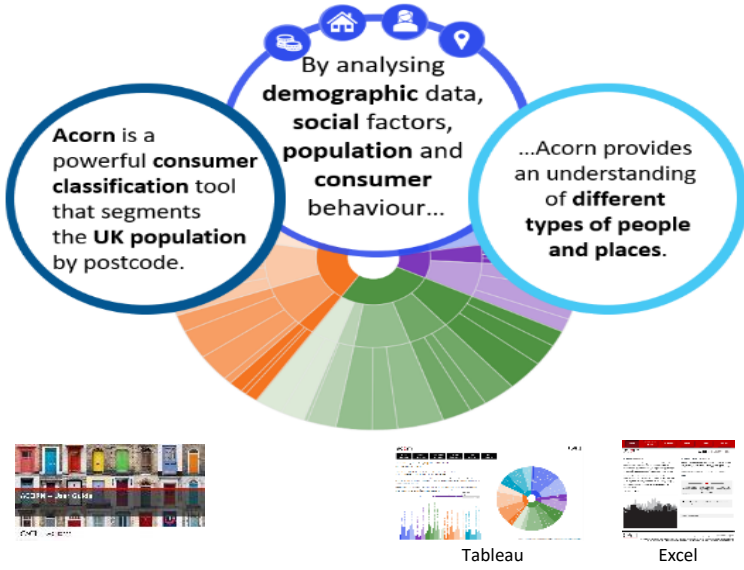
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	R. Not Private Households	60-62

**1 Affluent Achievers**

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

House type: **Detached**

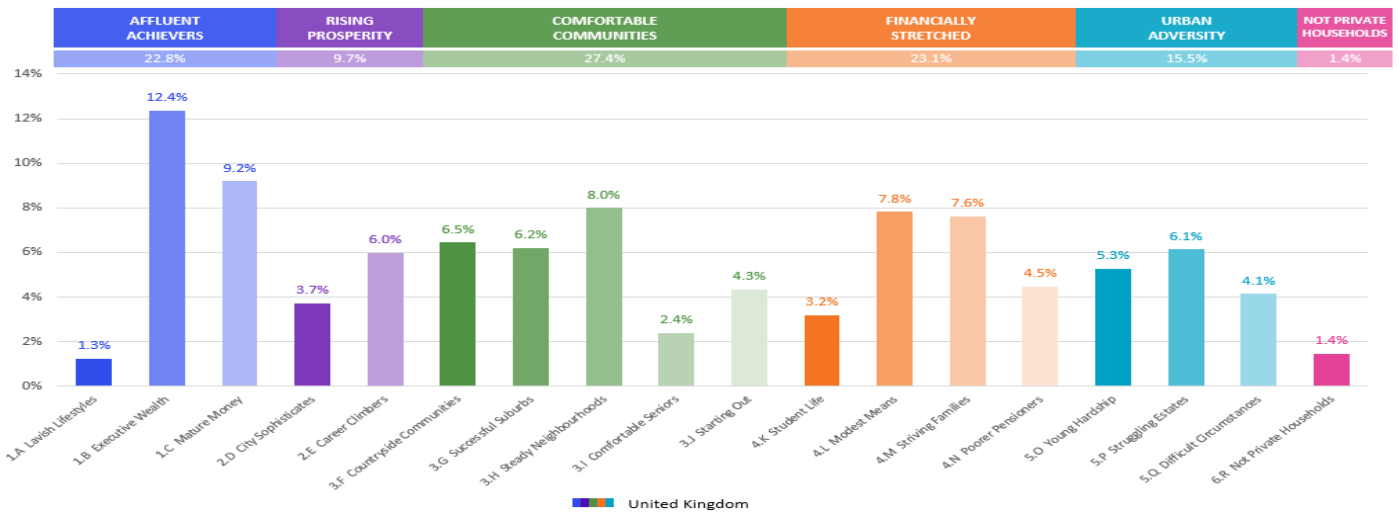
House tenure: **Owned outright**

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



# MAP OF AREA

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Area: P01002\_Merry Monarch, Leicester, LE3 0LP (1 Mile contour)

