

CGA LICENCED PREMISES

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Area: P04442_White Hart, Radstock, BA3 2HQ (1 N)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	52.1	81.7	64			
Proprietary Club	0	0.0	7.3	0			
Registered Club	11	63.7	28.2	226			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Midsomer Norton Social Club	Independent Free	Registered Club	Independent Free	BA 3 2QD
Norwest Bowling Club	Independent Free	Registered Club	Independent Free	BA 3 4AY
Haydon Que And Social Club	Independent Free	Registered Club	Independent Free	BA 3 2DQ
Mallards	Independent Free	Pubs & Full On	Independent Free	BA 3 2DR
White Hart	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BA 3 2HQ
Midsomer Norton Cricket Club	Independent Free	Registered Club	Independent Free	BA 3 2JE
Crossways Tavern	Punch Pub Company	Pubs & Full On	Punch Pub Company	BA 3 2JH
Masonic Lodge No 3 573	Independent Free	Registered Club	Independent Free	BA 3 2JN
Welton Rovers Football Club	Independent Free	Registered Club	Independent Free	BA 3 2QD
Dolphin	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	BA 3 2TL
Westhill Gardens Sport	Independent Free	Registered Club	Independent Free	BA 3 3TE
Best Western Plus Centurion Hotel	Independent Free	Pubs & Full On	Independent Free	BA 3 4BD
White Post Inn	Independent Free	Pubs & Full On	Independent Free	BA 3 4QA
Midsomer Norton Rugby Club	Independent Free	Registered Club	Independent Free	BA 3 4RW
Mardon Flexible Sports & Social Club	Independent Free	Registered Club	Independent Free	BA 3 4NL
Riverside 2000	Independent Free	Pubs & Full On	Independent Free	BA 3 2DA
Fat Sams	Independent Free	Pubs & Full On	Independent Free	BA 3 2DA
Fosseway Golf Club	Independent Free	Registered Club	Independent Free	BA 3 4BD
Midsomer Norton Rugby Football Club	Independent Free	Registered Club	Independent Free	BA 3 2UE
Palladium Electric	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	BA 3 2DA

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P04442_White Hart, Radstock, BA3 2HQ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	951	13.8	22.1	63		
2 Rising Prosperity	375	5.5	10.2	54		
3 Comfortable Communities	3,261	47.5	26.5	179		
4 Financially Stretched	1,967	28.6	23.7	121		
5 Urban Adversity	303	4.4	17.2	26		
6 Not Private Households	12	0.2	0.3	51		
Graph						
Total households	6,869					

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

Acorn Groups within Category 4: Financially Stretched

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

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 GROUP PROFILE - HOUSEHOLDS

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Area: P04442_White Hart, Radstock, BA3 2HQ (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	0	0.0	1.1	0			
1.B Executive Wealth	632	9.2	11.3	81			
1.C Mature Money	319	4.6	9.6	48			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	375	5.5	6.4	86			
3. Comfortable Communities							
3.F Countryside Communities	334	4.9	5.7	85			
3.G Successful Suburbs	911	13.3	6.0	223			
3.H Steady Neighbourhoods	1,231	17.9	7.4	242			
3.I Comfortable Seniors	342	5.0	2.9	174			
3.J Starting Out	443	6.4	4.6	142			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	911	13.3	8.0	166			
4.M Striving Families	677	9.9	7.4	132			
4.N Poorer Pensioners	379	5.5	5.8	96			
5. Urban Adversity							
5.O Young Hardship	183	2.7	6.3	43			
5.P Struggling Estates	34	0.5	5.7	9			
5.Q Difficult Circumstances	86	1.3	5.2	24			
6. Not Private Households							
6.R Not Private Households	12	0.2	0.3	51			
Total households	6,869						

Acorn Group Pen Portrait

5
O
Young Hardship

2.7M
UK Adults

5.2%
of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Privately renting	Family structure Single parent
Number of beds 2	House type Terraced

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

I worry about online security 56% <small>UK average: 59%</small>	Shopping online makes my life easier 61% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 29% <small>UK average: 28%</small>
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FINANCIAL PROFILE

Household income £30k <small>UK Average: £40k</small>	London £35k <small>Average: £48k</small>	% Disposable income 38% <small>UK Average: 43%</small>	London 26% <small>Average: 29%</small>
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Financial situation:

TOP BEHAVIOURS

Wait until tech becomes cheaper before purchasing	Take part in online groups / forums	Research beauty 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: P04442_White Hart, Radstock, BA3 2HQ (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	28	0.4	2.6	15			
1.B.5 Wealthy countryside commuters	6	0.1	2.5	4			
1.B.6 Financially comfortable families	555	8.1	2.2	364			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	2	0.0	1.5	2			
1.B.9 Well-off edge of towners	41	0.6	1.6	37			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	67	1.0	2.8	35			
1.C.12 Retired and empty nesters	244	3.6	2.5	144			
1.C.13 Upmarket downsizers	8	0.1	1.3	9			
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	366	5.3	2.0	270			
2.E.19 First time buyers in small, modern homes	9	0.1	3.4	4			
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	74	1.1	1.0	107			
3.F.23 Owner occupiers in small towns and villages	260	3.8	3.2	118			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	602	8.8	2.7	325			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	309	4.5	2.4	186			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	508	7.4	3.5	213			
3.H.28 Owner occupied terraces, average income	5	0.1	1.6	5			
3.H.29 Established suburbs, older families	718	10.5	2.3	447			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	273	4.0	2.4	168			
3.I.31 Elderly singles in purpose-built accommodation	69	1.0	0.5	207			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	443	6.4	2.4	269			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
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	247	3.6	1.4	249			
4.L.38 Semi-skilled workers in traditional neighbourhoods	293	4.3	2.6	162			
4.L.39 Fading owner occupied terraces	371	5.4	2.9	185			
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	182	2.6	1.6	166			
4.M.42 Struggling young families in post-war terraces	202	2.9	1.6	179			
4.M.43 Families in right-to-buy estates	280	4.1	2.0	200			
4.M.44 Post-war estates, limited means	13	0.2	2.2	9			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	102	1.5	0.8	189			
4.N.46 Elderly people in social rented flats	14	0.2	1.0	20			
4.N.47 Low income older people in smaller semis	159	2.3	2.2	104			
4.N.48 Pensioners and singles in social rented flats	104	1.5	1.7	89			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	110	1.6	2.2	73			
5.O.50 Struggling younger people in mixed tenure	73	1.1	1.8	59			
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	19	0.3	1.6	18			
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	15	0.2	1.6	14			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	86	1.3	1.5	83			
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	12	0.2	0.3	61			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	6,869						

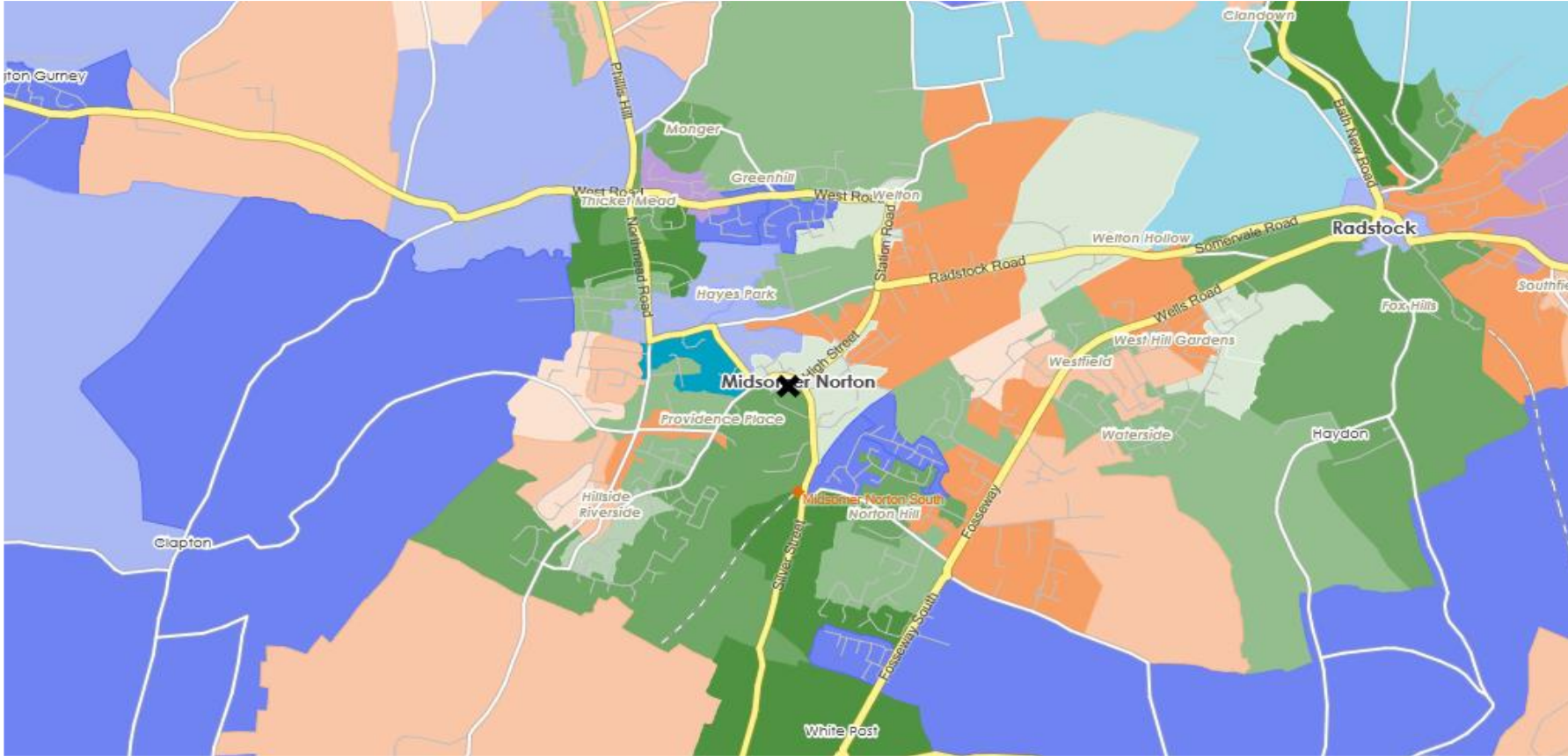
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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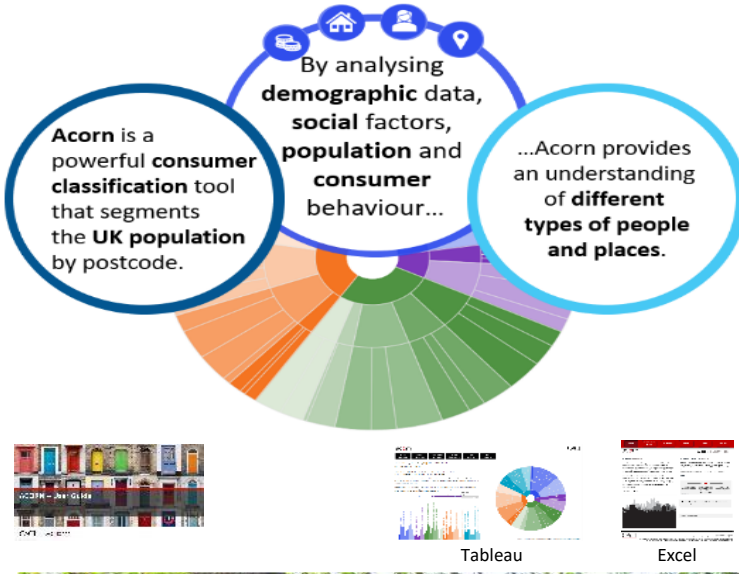
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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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