

# CGA LICENCED PREMISES

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Area: P03373\_Bridge Inn, Tibberton, WR9 7NQ (1 |  
 Base: Great Britain  
 Year: 2023

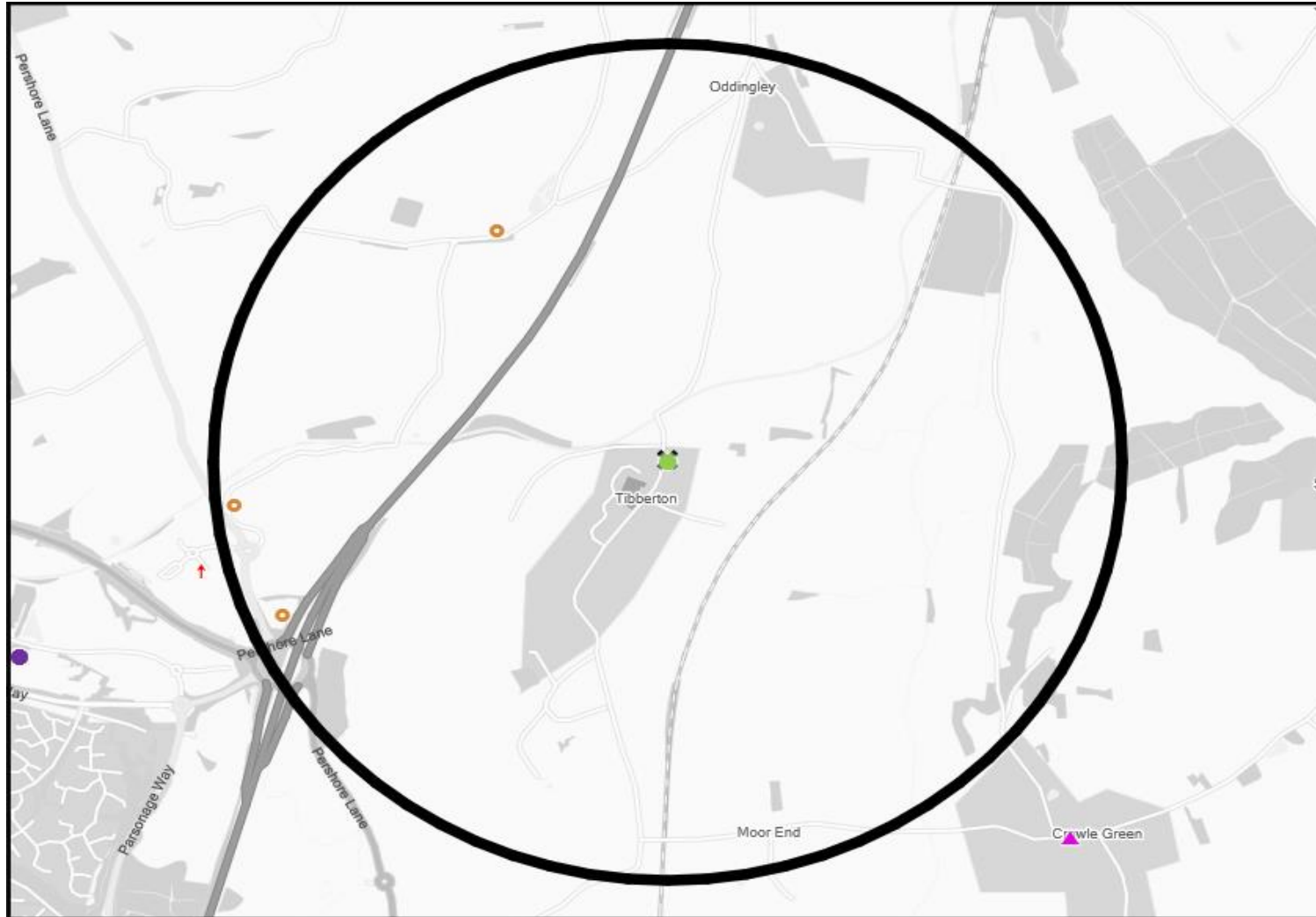
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	3	464.4	81.7	<b>569</b>			
Proprietary Club	1	154.8	7.3	<b>2125</b>			
Registered Club	1	154.8	28.2	<b>550</b>			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Pear Tree Inn & Country Hotel	Independent Free	Pubs & Full On	Independent Free	WR 3 8SY
Worcester Rugby Union Football Club	Independent Free	Proprietary Club	Independent Free	WR 4 0AA
Speed The Plough	Unknown	Pubs & Full On	Unknown	WR 9 7NQ
Bridge Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 9 7NQ
Worcester Rugby Football Club	Independent Free	Registered Club	Independent Free	WR 3 8TR

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P03373\_Bridge Inn, Tibberton, WR9 7NQ (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:** P03373\_Bridge Inn, Tibberton, WR9 7NQ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	224	81.5	22.1	369		
2 Rising Prosperity	5	1.8	10.2	18		
3 Comfortable Communities	46	16.7	26.5	63		
4 Financially Stretched	0	0.0	23.7	0		
5 Urban Adversity	0	0.0	17.2	0		
6 Not Private Households	0	0.0	0.3	0		
<b>Total households</b>				<b>275</b>		

### Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%  
UK Adults 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 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03373\_Bridge Inn, Tibberton, WR9 7NQ (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	120	43.6	11.3	385			
1.C Mature Money	104	37.8	9.6	392			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	5	1.8	6.4	29			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	46	16.7	6.0	281			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	0	0.0	4.6	0			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	0	0.0	8.0	0			
4.M Striving Families	0	0.0	7.4	0			
4.N Poorer Pensioners	0	0.0	5.8	0			
<b>5. Urban Adversity</b>							
5.O Young Hardship	0	0.0	6.3	0			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	0	0.0	5.2	0			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>275</b>						

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.

**CORE DEMOGRAPHICS**

Age range <b>55-74</b>	Children at home <b>0</b>
House tenure Owned outright	Family structure Couple
Number of beds <b>4</b>	House type Detached

**FINANCIAL PROFILE**

Household income UK: <b>£42k</b> London: n/a Average: £40k	% Disposable income UK: <b>51%</b> London: n/a Average: 43%	Financial situation Running into debt      Saving a lot
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**BRANDS**

SHOPPING: LAKELAND, Specsavers, Clarks

LEISURE: Caffe Nero, Zizzi, CAFE ROUGE

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

**DIGITAL ATTITUDES**

- I worry about online security: **62%** (UK average: 59%)
- Shopping online makes my life easier: **62%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **26%** (UK average: 28%)

**TOP BEHAVIOURS**

- Research sportswear or equipment online
- Buy domestic appliances online
- Wait until tech becomes cheaper before purchasing



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

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Area: P03373\_Bridge Inn, Tibberton, WR9 7NQ (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
<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	53	19.3	2.6	729			
1.B.5 Wealthy countryside commuters	67	24.4	2.5	987			
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			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	104	37.8	3.1	1,229			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	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			
<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	5	1.8	3.4	54			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<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	46	16.7	2.7	620			
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			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
<b>3.I Comfortable Seniors</b>							
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			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	0	0.0	2.4	0			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
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			
<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	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
<b>4.N Poorer Pensioners</b>							
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	1.0	0			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
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			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
5.P.53 Low income terraces	0	0.0	0.8	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	0	0.0	1.6	0			
<b>5.Q Difficult Circumstances</b>							
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			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>275</b>						



# DOMINANT ACORN GROUP - HOUSEHOLDS

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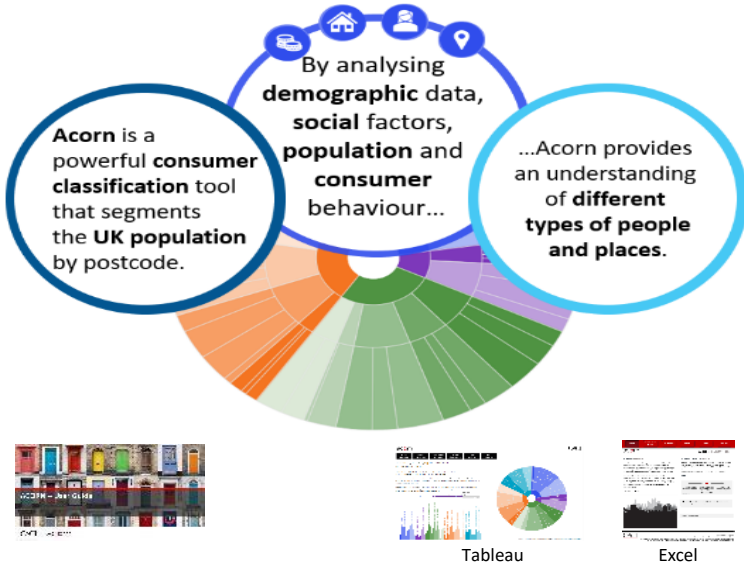
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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	<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
4. Financially Stretched	<input type="radio"/>	K. Student Life	34-36
	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
5. Urban Adversity	<input type="radio"/>	O. Young Hardship	49-51
	<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**

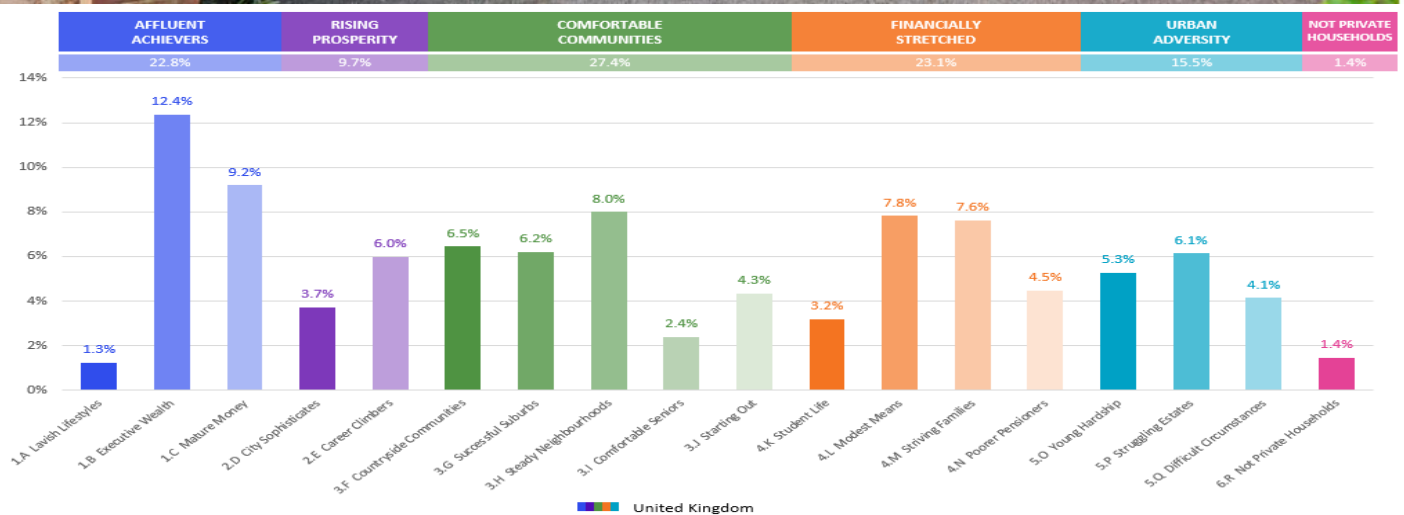
House tenure: **Owned outright**

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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