

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03621_Dewdrop Inn, Hathern, LE12 5HY (1)
 Base: Great Britain
 Year: 2023

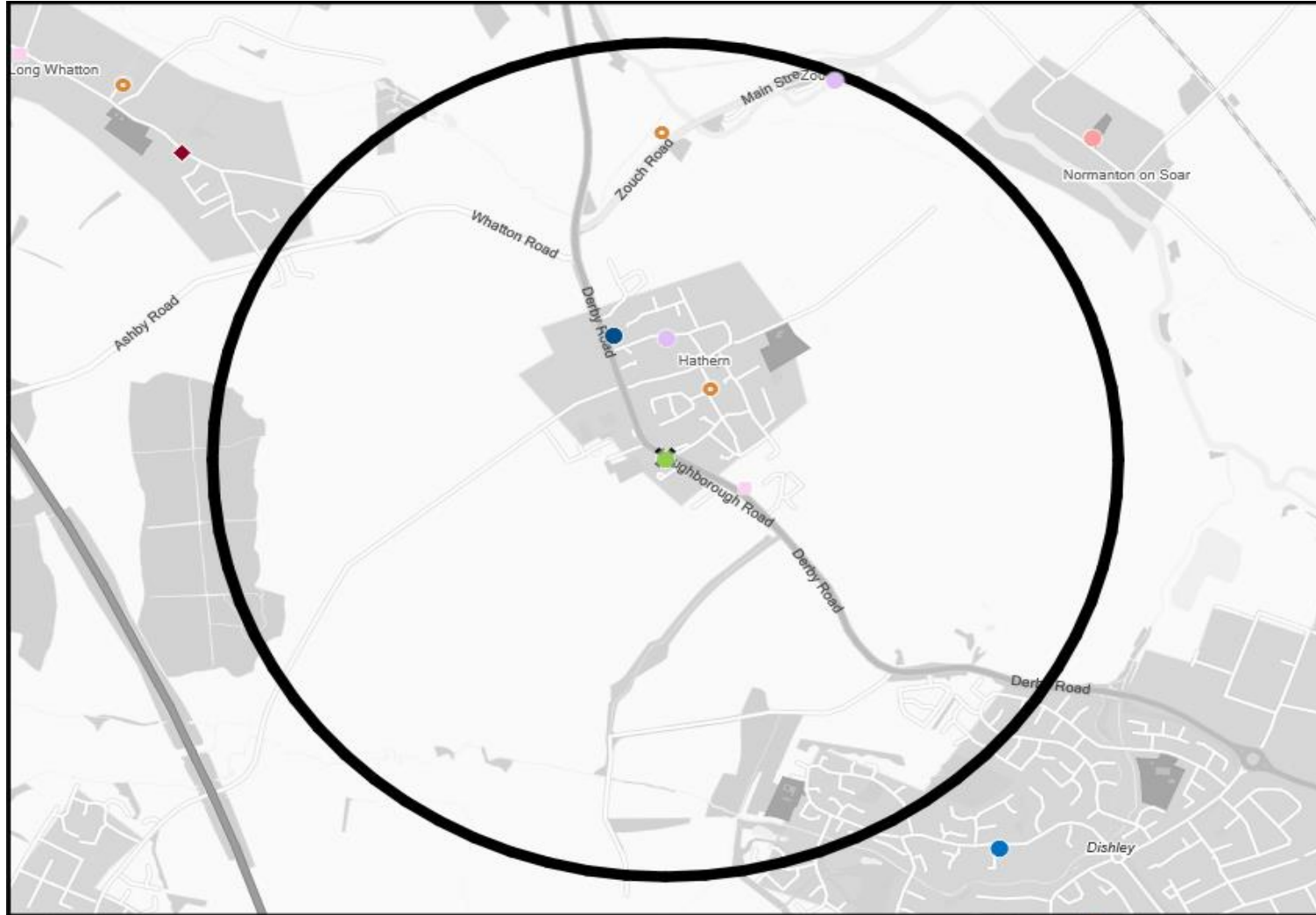
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	126.1	81.7	154			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	50.4	28.2	179			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Loughborough Boat Club	Independent Free	Registered Club	Independent Free	LE12 5JN
Rose & Crown	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE12 5EQ
Hathern Liberal Wm	Independent Free	Registered Club	Independent Free	LE12 5HS
Dewdrop Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE12 5HY
Kings Arms	Marston's	Pubs & Full On	Marston's	LE12 5LD
Anchor Inn	Everards	Pubs & Full On	Everards	LE12 5JB
Three Crowns	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE12 5LN

MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
 Source: OS Open Data 2018

Area: P03621_Dewdrop Inn, Hathern, LE12 5HY (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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03621_Dewdrop Inn, Hathern, LE12 5HY (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	298	17.4	22.1	79		
2 Rising Prosperity	263	15.4	10.2	151		
3 Comfortable Communities	950	55.5	26.5	209		
4 Financially Stretched	132	7.7	23.7	33		
5 Urban Adversity	69	4.0	17.2	23		
6 Not Private Households	0	0.0	0.3	0		
Total households		1,712				

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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03621_Dewdrop Inn, Hathern, LE12 5HY (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	135	7.9	11.3	70			
1.C Mature Money	163	9.5	9.6	99			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	263	15.4	6.4	241			
3. Comfortable Communities							
3.F Countryside Communities	483	28.2	5.7	492			
3.G Successful Suburbs	299	17.5	6.0	293			
3.H Steady Neighbourhoods	19	1.1	7.4	15			
3.I Comfortable Seniors	21	1.2	2.9	43			
3.J Starting Out	128	7.5	4.6	164			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	18	1.1	8.0	13			
4.M Striving Families	89	5.2	7.4	70			
4.N Poorer Pensioners	25	1.5	5.8	25			
5. Urban Adversity							
5.O Young Hardship	30	1.8	6.3	28			
5.P Struggling Estates	39	2.3	5.7	40			
5.Q Difficult Circumstances	0	0.0	5.2	0			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	1,712						

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 <small>Average: £40k Average: £48k</small>	% Disposable income UK: 39% London: 32% <small>Average: 43% Average: 29%</small>	Financial situation
---	--	-------------------------

BRANDS

SHOPPING: OFFICE, KEENERS, Range, MANGO

LEISURE: FRIDAYS, SUBWAY, PREZZO

WEBSITES: Zoopla, ticketmaster, comparethemarket

DIGITAL

ATTITUDES

I worry about online security 60% <small>UK average: 55%</small>	Shopping online makes my life easier 63% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 28% <small>UK average: 28%</small>
---	--	---

TOP BEHAVIOURS

Researching domestic appliances	Researching consumer tech (e.g. laptops)	Managing personal finance online
---------------------------------	--	----------------------------------



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

ACORN TYPE PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03621_Dewdrop Inn, Hathern, LE12 5HY (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	6	0.4	2.6	13			
1.B.5 Wealthy countryside commuters	31	1.8	2.5	73			
1.B.6 Financially comfortable families	98	5.7	2.2	258			
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	114	6.7	3.1	216			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	49	2.9	2.5	116			
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	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	151	8.8	2.0	446			
2.E.19 First time buyers in small, modern homes	112	6.5	3.4	193			
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	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	483	28.2	3.2	879			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	161	9.4	2.7	349			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	138	8.1	2.4	333			
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	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	19	1.1	2.3	47			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	21	1.2	2.4	52			
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	2.2	0			
3.J.33 Smaller houses and starter homes	128	7.5	2.4	312			
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	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	18	1.1	2.9	36			
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	47	2.7	1.6	172			
4.M.42 Struggling young families in post-war terraces	10	0.6	1.6	36			
4.M.43 Families in right-to-buy estates	32	1.9	2.0	92			
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	1.0	0			
4.N.47 Low income older people in smaller semis	25	1.5	2.2	65			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
5. Urban Adversity							
5.O Young Hardship							
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	30	1.8	1.8	97			
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	0.8	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	39	2.3	1.6	142			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	1,712						

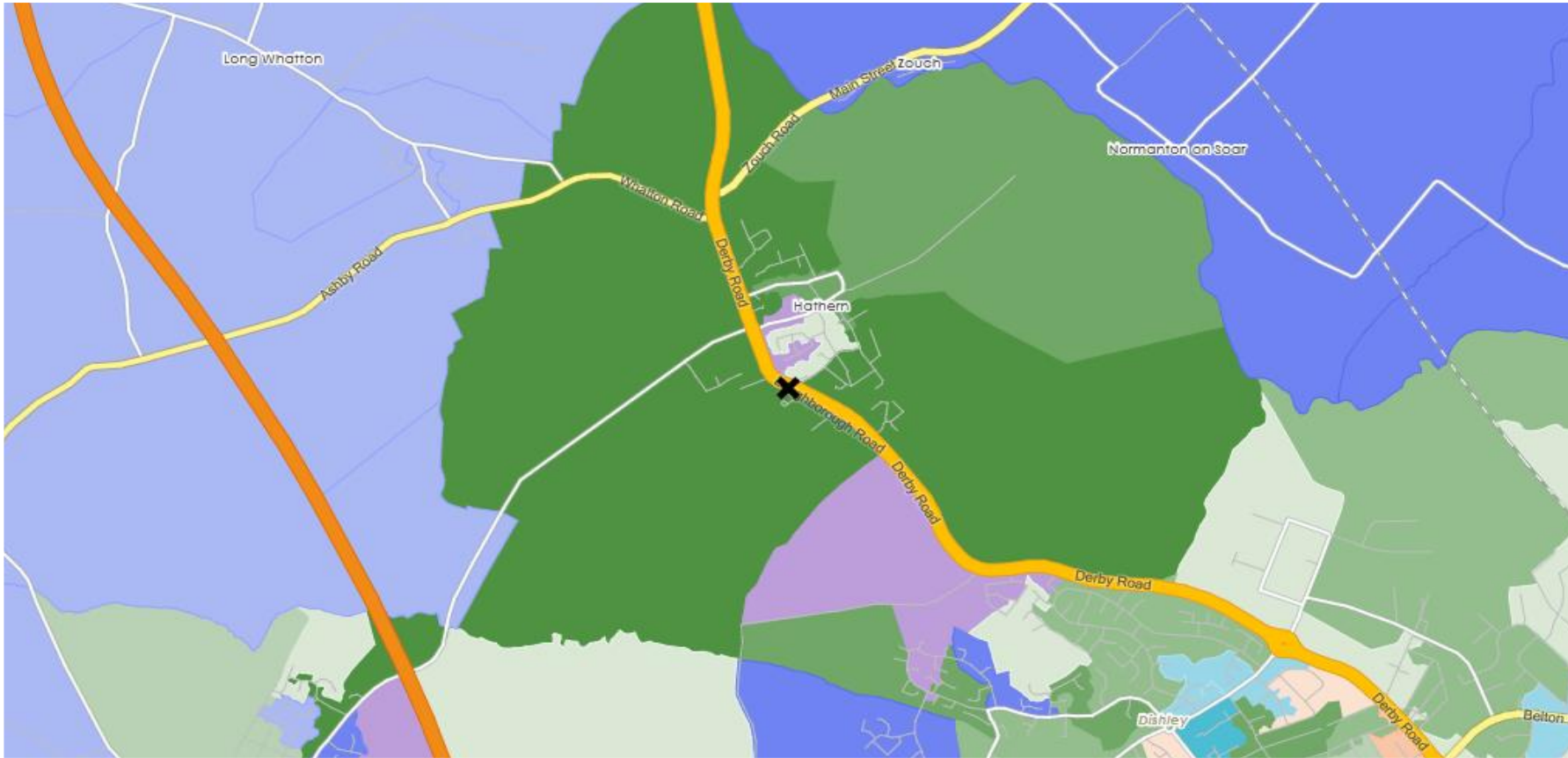
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P03621_Dewdrop Inn, Hathern, LE12 5HY (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?

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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

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

© 2024 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P03621_Dewdrop Inn, Hathern, LE12 5HY (1 Mile contour)

