

CGA LICENCED PREMISES

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Area: P04084_Fountain Inn, Stroud, GL5 1QZ (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	18	144.8	81.7	177			
Proprietary Club	3	24.1	7.3	331			
Registered Club	5	40.2	28.2	143			
Restaurant	7	56.3	32.1	175			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Fountain Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	GL 5 1QZ
Crosshands	Independent Free	Pubs & Full On	Independent Free	GL 5 1NX
Crown & Sceptre Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	GL 5 1EG
Retreat	Independent Free	Pubs & Full On	Independent Free	GL 5 1JL
Stroud Bowl	Independent Free	Proprietary Club	Independent Free	GL 5 1QA
Queen Victoria Inn	Independent Free	Pubs & Full On	Independent Free	GL 5 1QG
Raj Doot	Independent Free	Restaurant	Independent Free	GL 5 1QG
Balti Spice	Independent Free	Restaurant	Independent Free	GL 5 1QG
Stroud Conservative Club	Independent Free	Registered Club	Independent Free	GL 5 2AQ
Bowbridge Arms	Independent Free	Pubs & Full On	Independent Free	GL 5 2AY
Golden Fleece Inn	Independent Free	Pubs & Full On	Independent Free	GL 5 2HN
Clothiers Arms	Independent Free	Pubs & Full On	Independent Free	GL 5 3JJ
Subscription Rooms	Independent Free	Registered Club	Independent Free	GL 5 1AE
Prince Albert Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	GL 5 3SS
Stroud Bowling Club	Independent Free	Registered Club	Independent Free	GL 5 4AF
Stroud Masonic Hall	Independent Free	Registered Club	Independent Free	GL 5 4EP
Matchplay Snooker Club	Independent Free	Proprietary Club	Independent Free	GL 6 6NU
Old Nelson	Whitbread	Pubs & Full On	Whitbread	GL 5 4AF
Curio Lounge	Loungers	Pubs & Full On	Loungers	GL 5 3BX
Lord John	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	GL 5 3AB
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	GL 5 1RY
Stroud Rugby Club	Independent Free	Registered Club	Independent Free	GL 5 3SF
Nine	Independent Free	Restaurant	Independent Free	GL 5 2HA
Sorrento	Independent Free	Restaurant	Independent Free	GL 5 3AB
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	GL 5 4AF
Kitsch Coffee & Wine Bar	Independent Free	Pubs & Full On	Independent Free	GL 5 1AS
Anytime Fitness Stroud	Independent Free	Proprietary Club	Independent Free	GL 5 1QA
Lansdown Hall And Gallery	Independent Free	Pubs & Full On	Independent Free	GL 5 1BN
Meme	Independent Free	Pubs & Full On	Independent Free	GL 5 3DY
Corner House	Independent Free	Pubs & Full On	Independent Free	GL 5 2AD
Galgos Latino	Independent Free	Restaurant	Independent Free	GL 5 1QG
Non Solo Pasta	Independent Free	Restaurant	Independent Free	GL 5 1RR
Terra	Independent Free	Restaurant	Independent Free	GL 5 1RR

MAP OF AREA

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Source: OS Open Data 2018

Area: P04084_Fountain Inn, Stroud, GL5 1QZ (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: P04084_Fountain Inn, Stroud, GL5 1QZ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	642	11.4	22.1	52		
 2 Rising Prosperity	687	12.2	10.2	120		
 3 Comfortable Communities	2,362	42.1	26.5	159		
 4 Financially Stretched	1,194	21.3	23.7	90		
 5 Urban Adversity	694	12.4	17.2	72		
 6 Not Private Households	32	0.6	0.3	166		
 Graph						
Total households	5,611					

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: P04084_Fountain Inn, Stroud, GL5 1QZ (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	226	4.0	11.3	36			
1.C Mature Money	416	7.4	9.6	77			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	687	12.2	6.4	192			
3. Comfortable Communities							
3.F Countryside Communities	254	4.5	5.7	79			
3.G Successful Suburbs	977	17.4	6.0	292			
3.H Steady Neighbourhoods	322	5.7	7.4	77			
3.I Comfortable Seniors	211	3.8	2.9	132			
3.J Starting Out	598	10.7	4.6	234			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	338	6.0	8.0	75			
4.M Striving Families	434	7.7	7.4	104			
4.N Poorer Pensioners	422	7.5	5.8	131			
5. Urban Adversity							
5.O Young Hardship	399	7.1	6.3	114			
5.P Struggling Estates	136	2.4	5.7	43			
5.Q Difficult Circumstances	159	2.8	5.2	54			
6. Not Private Households							
6.R Not Private Households	32	0.6	0.3	166			
Total households	5,611						

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: P04084_Fountain Inn, Stroud, GL5 1QZ (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	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	98	1.7	2.6	66			
1.B.5 Wealthy countryside commuters	21	0.4	2.5	15			
1.B.6 Financially comfortable families	38	0.7	2.2	30			
1.B.7 Affluent professionals	24	0.4	0.9	50			
1.B.8 Prosperous suburban families	11	0.2	1.5	13			
1.B.9 Well-off edge of towners	34	0.6	1.6	38			
1.C Mature Money							
1.C.10 Better-off villagers	122	2.2	3.1	71			
1.C.11 Settled suburbia, older people	219	3.9	2.8	139			
1.C.12 Retired and empty nesters	23	0.4	2.5	17			
1.C.13 Upmarket downsizers	52	0.9	1.3	72			
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	198	3.5	2.0	179			
2.E.19 First time buyers in small, modern homes	489	8.7	3.4	257			
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	254	4.5	3.2	141			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	304	5.4	2.7	201			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	673	12.0	2.4	495			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	150	2.7	3.5	77			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	172	3.1	2.3	131			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	130	2.3	2.4	98			
3.I.31 Elderly singles in purpose-built accommodation	81	1.4	0.5	297			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	221	3.9	2.2	183			
3.J.33 Smaller houses and starter homes	377	6.7	2.4	280			
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	216	3.8	1.4	267			
4.L.38 Semi-skilled workers in traditional neighbourhoods	60	1.1	2.6	41			
4.L.39 Fading owner occupied terraces	62	1.1	2.9	38			
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	206	3.7	1.6	230			
4.M.42 Struggling young families in post-war terraces	203	3.6	1.6	221			
4.M.43 Families in right-to-buy estates	17	0.3	2.0	15			
4.M.44 Post-war estates, limited means	8	0.1	2.2	7			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	34	0.6	0.8	77			
4.N.46 Elderly people in social rented flats	82	1.5	1.0	142			
4.N.47 Low income older people in smaller semis	106	1.9	2.2	85			
4.N.48 Pensioners and singles in social rented flats	200	3.6	1.7	209			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	322	5.7	2.2	262			
5.O.50 Struggling younger people in mixed tenure	77	1.4	1.8	76			
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	43	0.8	1.6	49			
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	93	1.7	1.6	104			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	104	1.9	1.5	123			
5.Q.58 Singles and young families, some receiving benefits	45	0.8	1.8	46			
5.Q.59 Deprived areas and high-rise flats	10	0.2	2.0	9			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	19	0.3	0.1	570			
6.R.61 Inactive communal population	13	0.2	0.3	81			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,611						

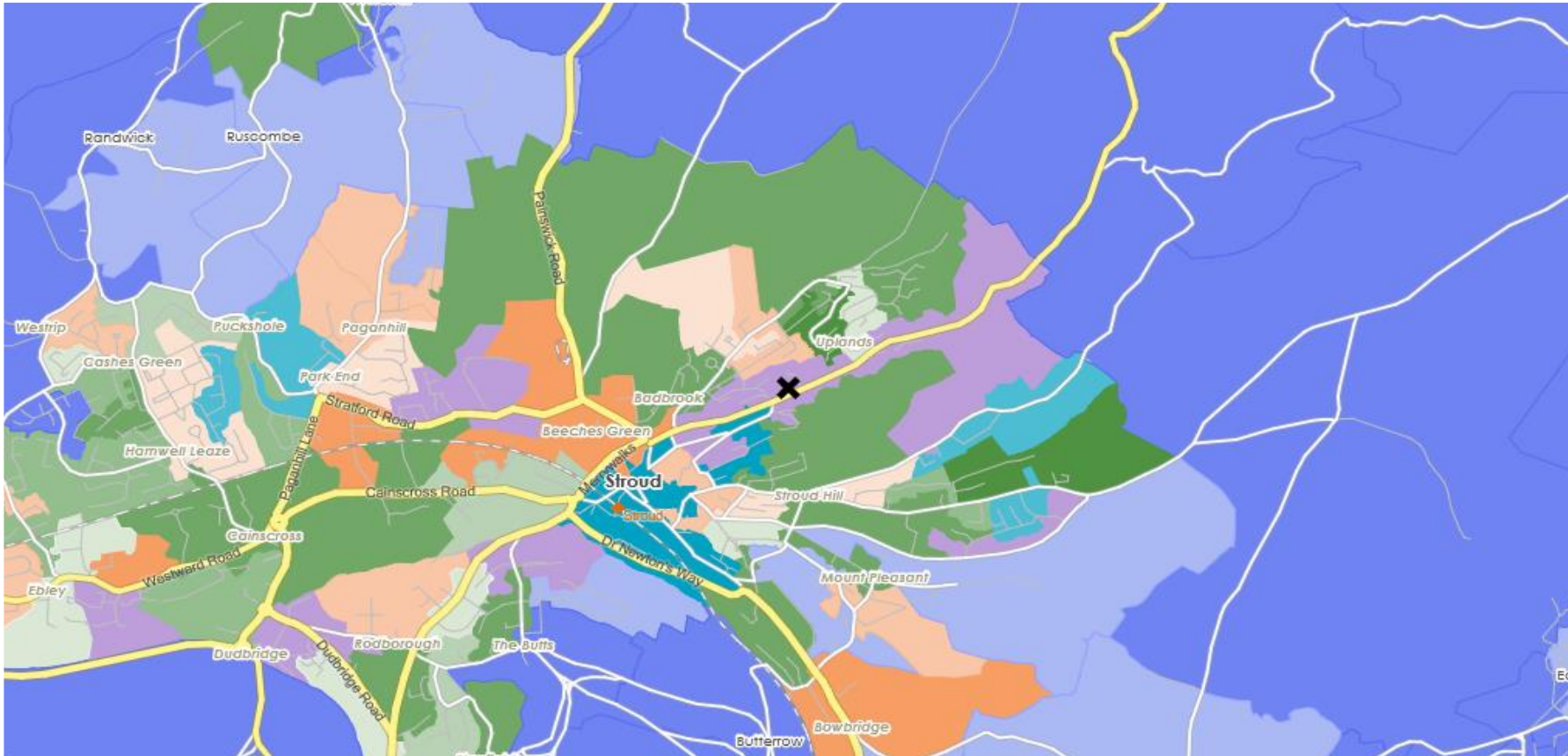
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04084_Fountain Inn, Stroud, GL5 1QZ (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	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
	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
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

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

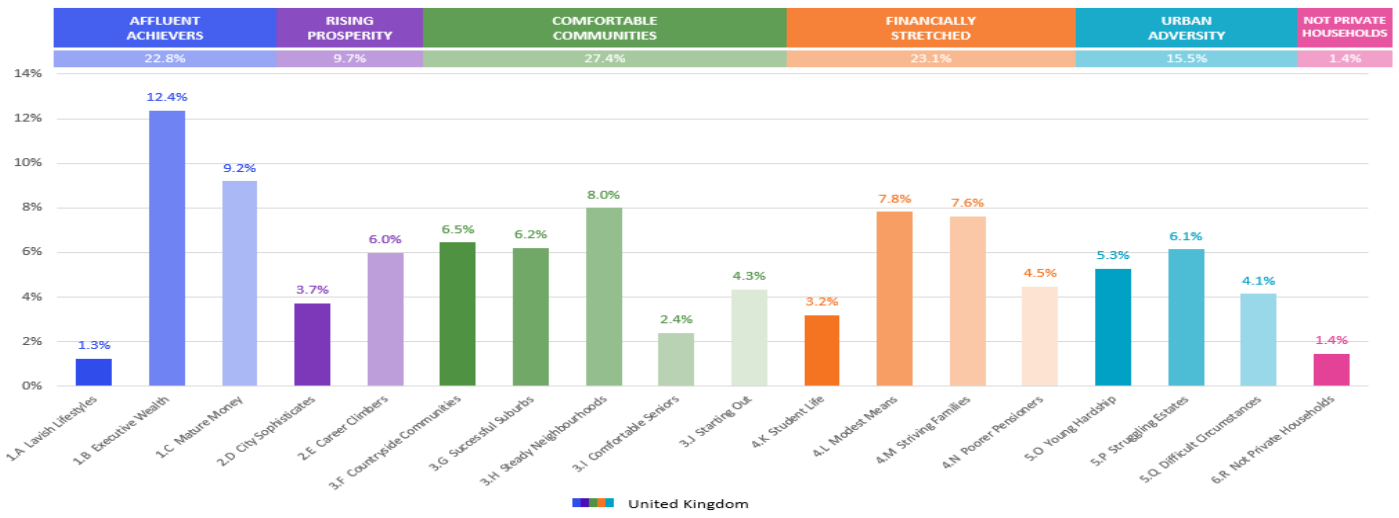
House tenure: Owned outright

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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