

CGA LICENCED PREMISES

© 2021 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_Jack in a BoxS12 4RP (1 Mile contour)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	6	39.1	84.9	46			
Proprietary Club	0	0.0	8.1	0			
Registered Club	3	19.6	29.9	65			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Hollinsend Cricket Club	Independent Free	Registered Club	Independent Free	S 12 4WR
Noahs Ark	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 12 2AL
Sherwood	Greene King	Pubs & Full On	Greene King	S 12 4WG
Golden Plover	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 12 4HE
Sportsman Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	S 12 4LA
Frechville Community Association Sport:	Independent Free	Registered Club	Independent Free	S 12 4RP
Jack In A Box	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	S 12 4RP
Birley Hotel	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	S 12 4WB
Woodhouse Westend WM Club & Institi	Independent Free	Registered Club	Independent Free	S 13 7ES

MAP OF AREA

© 2021 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: ATLT_Jack in a BoxS12 4RP (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

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_Jack in a BoxS12 4RP (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	123	1.9	22.0	8		
2 Rising Prosperity	0	0.0	10.1	0		
3 Comfortable Communities	2,323	35.1	26.2	134		
4 Financially Stretched	3,531	53.3	23.7	225		
5 Urban Adversity	624	9.4	17.6	53		
6 Not Private Households	26	0.4	0.3	118		
Total households				6,627		

Acorn Category Pen Portrait

4 Financially Stretched 12.1M UK Adults 23.0% 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

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 Groups within Category 4: Financially Stretched

- K Student Life 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%

ACORN GROUP PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_Jack in a BoxS12 4RP (1 Mile contour)
Base: Great Britain
Year: 2021

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	69	1.0	11.2	9			
1.C Mature Money	54	0.8	9.6	8			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	0	0.0	6.2	0			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	245	3.7	5.9	63			
3.H Steady Neighbourhoods	1,653	24.9	7.4	339			
3.I Comfortable Seniors	16	0.2	2.9	8			
3.J Starting Out	409	6.2	4.3	142			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	336	5.1	7.9	64			
4.M Striving Families	1,112	16.8	7.5	222			
4.N Poorer Pensioners	2,083	31.4	5.9	532			
5. Urban Adversity							
5.O Young Hardship	131	2.0	6.1	32			
5.P Struggling Estates	129	1.9	6.1	32			
5.Q Difficult Circumstances	364	5.5	5.3	103			
6. Not Private Households							
6.R Not Private Households	26	0.4	0.3	118			
Total households	6,627						

Acorn Group Pen Portrait

4 N Poorer Pensioners 2.4M UK Adults 4.6% of UK

Older people and pensioners, the majority of whom live in social housing. The majority are renting social housing but there are a few who own their home or rent privately. Properties are mainly flats or maisonettes, but there will be some smaller bungalows or semi-detached houses.

DEMOGRAPHICS

Age range 65+	Children at home 0
House tenure Social renting	Family structure Single
Number of beds 1	House type Flat or maisonette

BRANDS

SHOPPING: The Works, Poundland, btm, Iceland

LEISURE: GREGGS, Harry Potter, Harvester

WEBSITES: NHS, GOV.UK, Argos, MECCA

DIGITAL ATTITUDES

I worry about online security 53% <small>UK average: 55%</small>	Shopping online makes my life easier 44% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 29% <small>UK average: 34%</small>
---	--	---

FINANCIAL PROFILE

Household Income UK: £20k (Average: £40k) London: £17k (Average: £44k)	% Disposable Income UK: 41% (Average: 44%) London: 41% (Average: 39%)	Financial situation Running into debt Saving a lot
--	---	--

KEY INTERNET USAGE

Whilst internet usage is below average, this group may **research utilities online**

TECHNOLOGY USAGE

Whilst internet usage is below average, this group may **purchase electrical appliances online**

This group are more likely to **subscribe to Sky TV**

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

ACORN TYPE PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_Jack in a BoxS12 4RP (1 Mile contour)
 Base: Great Britain
 Year: 2021

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	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	69	1.0	2.2	47			
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	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	27	0.4	2.9	14			
1.C.12 Retired and empty nesters	27	0.4	2.5	16			
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	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	0	0.0	1.9	0			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
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	1.1	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	245	3.7	2.6	140			
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			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,466	22.1	3.4	643			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	187	2.8	2.3	121			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	16	0.2	2.4	10			
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	95	1.4	2.1	68			
3.J.33 Smaller houses and starter homes	314	4.7	2.3	210			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	0	0.0	1.7	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	43	0.6	1.4	46			
4.L.38 Semi-skilled workers in traditional neighbourhoods	205	3.1	2.6	118			
4.L.39 Fading owner occupied terraces	88	1.3	2.9	46			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	103	1.6	1.7	93			
4.M.43 Families in right-to-buy estates	873	13.2	2.1	634			
4.M.44 Post-war estates, limited means	136	2.1	2.2	93			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	103	1.6	0.8	198			
4.N.46 Elderly people in social rented flats	47	0.7	1.1	65			
4.N.47 Low income older people in smaller semis	1,576	23.8	2.3	1,046			
4.N.48 Pensioners and singles in social rented flats	357	5.4	1.8	305			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	18	0.3	2.1	13			
5.O.50 Struggling younger people in mixed tenure	6	0.1	1.7	5			
5.O.51 Young people in small, low cost terraces	107	1.6	2.3	72			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	23	0.3	1.6	21			
5.P.53 Low income terraces	0	0.0	0.9	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
5.P.56 Low income large families in social rented semis	106	1.6	1.6	97			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	1	0.0	1.5	1			
5.Q.58 Singles and young families, some receiving benefits	225	3.4	1.8	189			
5.Q.59 Deprived areas and high-rise flats	138	2.1	2.0	102			
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	26	0.4	0.3	143			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	6,627						

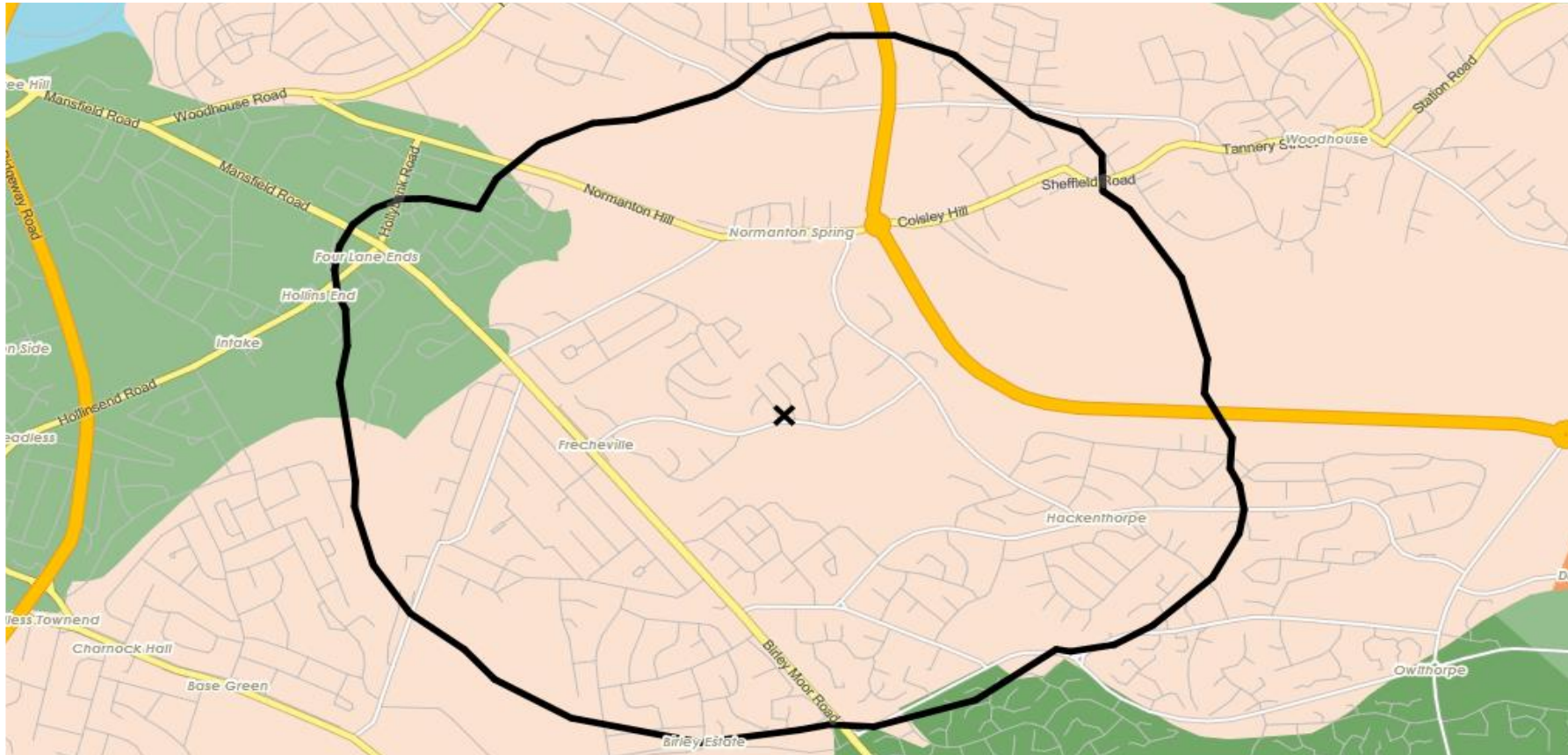
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2021 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: ATLT_Jack in a BoxS12 4RP (1 Mile contour)



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

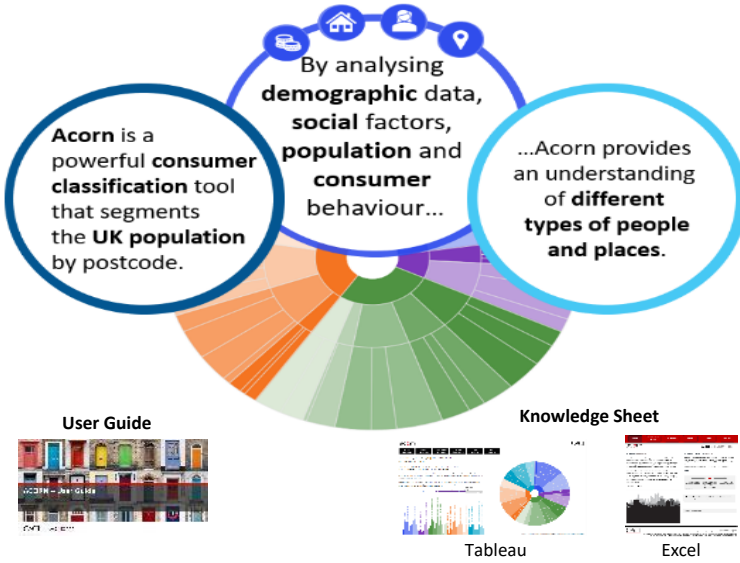
Acorn Groups

- 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?

© 2021 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
	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

12.0M 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+

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
- B. Executive Wealth
- C. Mature Money

