

acorn

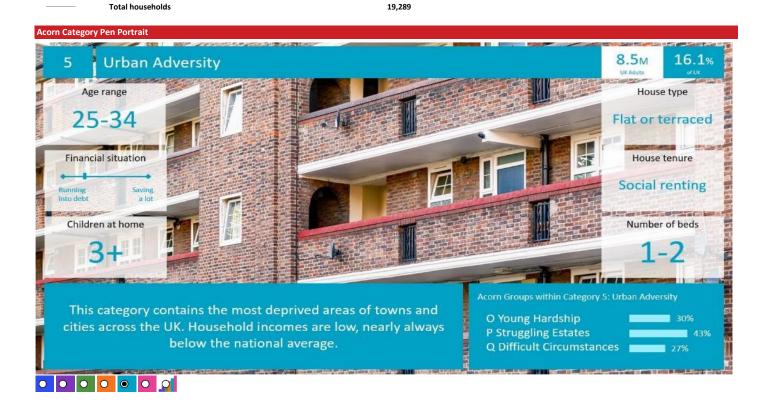
CATEGORY **GROUP** TYPE MAP WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

ATLT_Merry MonarchLE3 0LP (1 Mile contour) Area: Great Britain

Base: 2021 Year:

Acorn Cat	egory D	escription	Area Profile	% for Area	% for Base	Index 0	100	200
0	1	Affluent Achievers	647	3.4	22.0	15		
O	2	Rising Prosperity	680	3.5	10.1	35		
	3	Comfortable Communities	3,379	17.5	26.2	67		
\bigcirc	4	Financially Stretched	6,372	33.0	23.7	139		
(5	Urban Adversity	7,887	40.9	17.6	232		
0	6	Not Private Households	324	1.7	0.3	504		
O	Graph	h						









CATEGORY GROUP TYPE MAP WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Merry MonarchLE3 0LP (1 Mile contour)

Base: Great Britain

Base: Great E Year: 2021

Total households

Group De	scription	Area Profile	% for Area	% for Base	Index 0	100	
1. Afflue	nt Achievers						
1.A	Lavish Lifestyles	0	0.0	1.1	0		
1.B	Executive Wealth	216	1.1	11.2	10		
1.C	Mature Money	431	2.2	9.6	23		
2. Rising	Prosperity						
2.D	City Sophisticates	57	0.3	4.0	7		
2.E	Career Climbers	623	3.2	6.2	52		
3. Comfo	ortable Communities						
3.F	Countryside Communities	0	0.0	5.7	0		
3.G	Successful Suburbs	233	1.2	5.9	21		
3.H	Steady Neighbourhoods	873	4.5	7.4	62		
3.1	Comfortable Seniors	39	0.2	2.9	7		
3.J	Starting Out	2,234	11.6	4.3	266		
4. Financ	ially Stretched						
4.K	Student Life	5,668	29.4	2.4	1,245		
4.L	Modest Means	191	1.0	7.9	13		
4.M	Striving Families	429	2.2	7.5	29		
4.N	Poorer Pensioners	84	0.4	5.9	7		
5. Urban	Adversity						
5.0	Young Hardship	5,846	30.3	6.1	493		
5.P	Struggling Estates	1,024	5.3	6.1	87		
5.Q	Difficult Circumstances	1,017	5.3	5.3	99		
6. Not Pr	ivate Households						
6.R	Not Private Households	324	1.7	0.3	504		

Acorn Group Pen Portrait

5 O Young Hardship

2.7M
UK Adults

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.

19,289



5.2%



acorn

CATEGORY GROUP TYPE MAP WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

Area: ATLT_Merry MonarchLE3 0LP (1 Mile contour)

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Base: Great Britain

Sort by: Corn Structure Index
Profile %

ar: 2021							Pofile %
orn Type Description			Area Profile	% for Area %	6 for Base	Index	0 100
Affluent Achievers 1.A Lavish Lifestyles							
LIA LUVISII LIICSCYICS	1.A.1 1.A.2	Exclusive enclaves Metropolitan money	0	0.0 0.0	0.1 0.2	0	
	1.A.2 1.A.3	Large house luxury	0	0.0	0.2	0	
1.B Executive Wealth	1.B.4	Asset rich families	0	0.0	2.6	0	
	1.B.5 1.B.6	Wealthy countryside commuters Financially comfortable families	0 14	0.0 0.1	2.4 2.2	0 3	
	1.B.7	Affluent professionals Prosperous suburban families	0	0.0	0.9	0	
	1.B.8 1.B.9	Well-off edge of towners	202 0	1.0 0.0	1.5 1.6	68 0	
I.C Mature Money	1.C.10	Better-off villagers	0	0.0	3.0	0	
	1.C.11 1.C.12	Settled suburbia, older people Retired and empty nesters	406 0	2.1 0.0	2.9 2.5	74 0	_
Piston Proceeding	1.C.12	Upmarket downsizers	25	0.1	1.3	10	
Rising Prosperity D City Sophisticates			_			_	
	2.D.15		0 0	0.0 0.0	0.7 1.5	0 0	
		Metropolitan professionals Socialising young renters	0 57	0.0 0.3	0.8 1.0	0 29	
2.E Career Climbers		Career driven young families	0	0.0	1.9	0	
	2.E.19	First time buyers in small, modern homes Mixed metropolitan areas	436	2.3	3.3	69	
Comfortable Communities	2.E.20	Mixeu metropolitan areas	187	1.0	1.0	95	
3.F Countryside Communities		Farms and cottages	0	0.0	1.5	0	
	3.F.22 3.F.23	Older couples and families in rural areas Owner occupiers in small towns and villages	0	0.0 0.0	1.1 3.2	0 0	
.G Successful Suburbs		Comfortably-off families in modern housing	79	0.4	2.6	16	
	3.G.25	Larger family homes, multi-ethnic areas	154	0.8	0.8	97	
.H Steady Neighbourhoods		Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0	
	3.H.27 3.H.28	Suburban semis, conventional attitudes Owner occupied terraces, average income	602 233	3.1 1.2	3.4 1.6	91 76	-
3.I Comfortable Seniors	3.H.29		38	0.2	2.3	8	
3.1 Comortable Semors	3.1.30	Older people, neat and tidy neighbourhoods	39	0.2	2.4	8	
3.J Starting Out	3.1.31	Elderly singles in purpose-built accommodation	0	0.0	0.5	0	
	3.J.32 3.J.33	Educated families in terraces, young children Smaller houses and starter homes	2,080 154	10.8 0.8	2.1 2.3	515 35	
Financially Stretched I.K Student Life							
	4.K.34 4.K.35	Student flats and halls of residence Term-time terraces	1,323 613	6.9 3.2	0.4 0.3	1,879 1,229	
I I Madast Massa	4.K.36	Educated young people in flats and tenements	3,732	19.3	1.7	1,114	
I.L Modest Means	4.L.37	Low cost flats in suburban areas	77	0.4	1.4	28	
	4.L.38 4.L.39	Semi-skilled workers in traditional neighbourhoods Fading owner occupied terraces	103 11	0.5 0.1	2.6 2.9	20 2	
.M Striving Families	4.L.40	High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0	
ivi striving runnies		Labouring semi-rural estates Struggling young families in post-war terraces	0	0.0	1.6	0	
	4.M.43	Families in right-to-buy estates	108 321	0.6 1.7	1.7 2.1	33 80	_
.N Poorer Pensioners		Post-war estates, limited means	0	0.0	2.2	0	
		Pensioners in social housing, semis and terraces Elderly people in social rented flats	30 0	0.2 0.0	0.8 1.1	20 0	
	4.N.47	Low income older people in smaller semis Pensioners and singles in social rented flats	0 54	0.0 0.3	2.3 1.8	0 16	
Urban Adversity O Young Hardship	4.14.40	rensioners and singles in social rented hats	34	0.5	1.0	10	
.O foung narusnip		Young families in low cost private flats	549	2.8	2.1	133	
		Struggling younger people in mixed tenure Young people in small, low cost terraces	806 4,491	4.2 23.3	1.7 2.3	239 1,033	
.P Struggling Estates	5.P.52	Poorer families, many children, terraced housing	212	1.1	1.6	68	_
		Low income terraces	156 51	0.8	0.9 1.2	93 23	
	5.P.55	Deprived and ethnically diverse in flats	134	0.3 0.7	0.8	86	
.Q Difficult Circumstances		Low income large families in social rented semis	471	2.4	1.6	148	
		Social rented flats, families and single parents Singles and young families, some receiving benefits	7 293	0.0 1.5	1.5 1.8	2 85	
Not Private Households		Deprived areas and high-rise flats	717	3.7	2.0	183	
S.R Not Private Households	C D CC	Astino agrammal agraphica		0.3	2.4	F70	
	6.R.61	Active communal population Inactive communal population	65 259	0.3 1.3	0.1 0.3	579 488	
	6.R.62	Business areas without resident population	0	0	0	0	
		Total households	19,289				





CATEGORY GROUP TYPE MAP WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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ATLT_Merry MonarchLE3 0LP (1 Mile contour) Source: OS Open Data 2018 Area: Dominant Acorn Category 0 % Affluent Achievers 0 % Rising Prosperity % Comfortable Communities % Financially Stretched % Urban Adversity Dominant Acorn Group **Acorn Groups** 1.A Lavish Lifestyles 1.B Executive Wealth Leicester 1.C Mature Money 2.D City Sophisticates 2.E Career Climbers Hinckley Road 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 5.0 Young Hardship 5.P Struggling Estates 5.Q Difficult Circumstances 6.R Not Private Households Area boundary

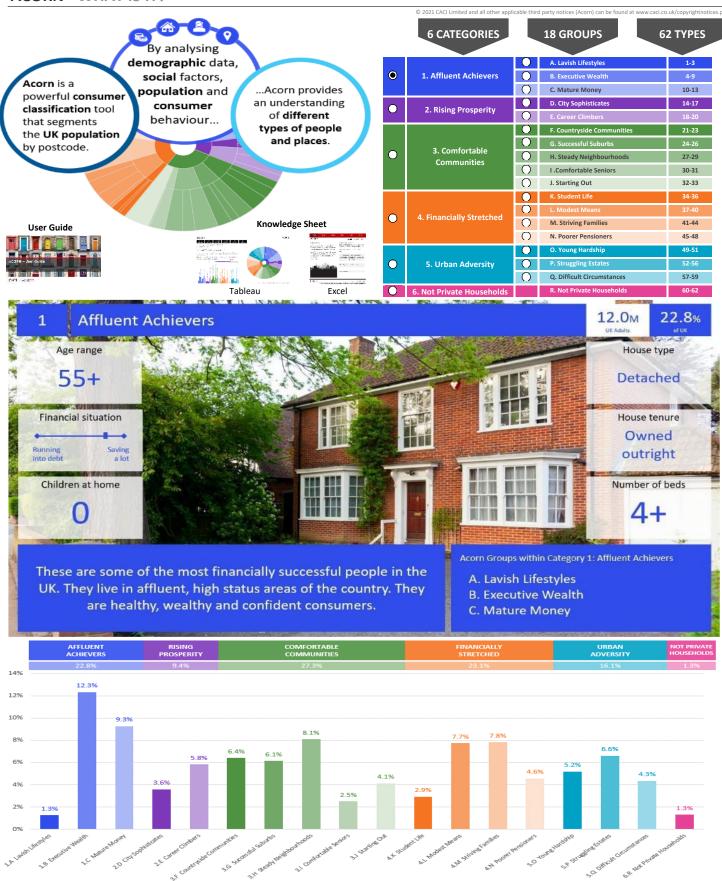






CATEGORY GROUP TYPE MAP WHAT IS ACORN?

ACORN - WHAT IS IT?



United Kingdom



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Area: ATLT_Merry MonarchLE3 0LP (1 Mile contou

Base: Great Britain 2021 Year:

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
2.1.05.110	74	405.5	24.0	450			
Pubs & Full On	71	135.5	84.9	160			
Proprietary Club	6	11.5	8.1	141			
Registered Club	9	17.2	29.9	58			
Restaurant	37	70.6	34.6	204			
Residential	0	0.0	3.5	0			

				Postcode
Tree	Wells & Co	Pubs & Full On	Star Pubs & Bars	LE 1 4JB
Mosh	Independent Free	Proprietary Club	Independent Free	LE 1 4LD
Villare	Independent Free	Pubs & Full On	Independent Free	LE 1 4LD
Richard Iii	Everards	Pubs & Full On	Everards	LE 1 4NN
Tandem	Independent Free	Restaurant	Independent Free	LE 1 4PG
Knight And Garter	Everards	Pubs & Full On	Everards	LE 1 5AW
Friary	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE 1 5AW
Spencers	Independent Free	Pubs & Full On	Independent Free	LE 1 5EU
Globe	Ever So Sensible Bars	Pubs & Full On	Everards	LE 1 5EU
Corn Exchange	Wetherspoon	Pubs & Full On	Wetherspoon	LE 1 5GG
Market Tavern	Independent Free	Pubs & Full On	Independent Free	LE 1 5GG
Rutland & Derby Arms	Ssoosh Inns	Pubs & Full On	Everards	LE 1 5JN
Holiday Inn	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	LE 1 5LX
Swan & Rushes	Independent Free	Pubs & Full On	Independent Free	LE 15LX
Bowling Green	•	Pubs & Full On	•	LE 1 5VVK
Cafe Bruxelles	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	
	Independent Free		Independent Free	LE 1 5YP
Shanghi Moon	Independent Free	Restaurant	Independent Free	LE 1 5YP
Duffys Bar	Independent Free	Pubs & Full On	Independent Free	LE 1 6BT
Sir Robert Peel	Everards	Pubs & Full On	Everards	LE 2 7DD
Leicester Rowing Club	Independent Free	Registered Club	Independent Free	LE 2 7AU
West Cotes Constitutional Club	Independent Free	Registered Club	Independent Free	LE 3 ODG
Dhaka Deli Restaurant	Independent Free	Restaurant	Independent Free	LE 3 ODL
Western Hotel	Steamin Billy Brewing Co	Pubs & Full On	Steamin Billy Brewing Co	LE 3 OGA
Westcotes Bowl & Tennis Club	Independent Free	Registered Club	Independent Free	LE 3 OLD
Merry Monarch	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE 3 OLP
Ukranian Social Club	Independent Free	Registered Club	Independent Free	LE 3 OQD
West Leicester Conservative Club	Independent Free	Registered Club	Independent Free	LE 3 OQU
West End Working Mens Club & Ins	Independent Free	Registered Club	Independent Free	LE 3 1LD
Chef And Spice	Independent Free	Restaurant	Independent Free	LE 3 5PG
Shamim Restaurant	Independent Free	Restaurant	Independent Free	LE 3 5GF
Gate 66	Independent Free	Pubs & Full On	Independent Free	LE 3 5LG
Boxed	Independent Free	Proprietary Club	Independent Free	LE 3 5LH
Black Horse	Everards	Pubs & Full On	Everards	LE 3 5LT
Crows Nest	Everards	Pubs & Full On	Everards	LE 3 5QW
Leicester Estonian House Club	Independent Free	Registered Club	Independent Free	LE 3 5RS
Sir Charles Napier	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE 3 6AR
Newfoundpool Working Mens Club & In	n:Independent Free	Registered Club	Independent Free	LE 3 9FJ
Whitwick Constitutional Club	Independent Free	Registered Club	Independent Free	LE 1 5ET
Miyaki	Independent Free	Restaurant	Independent Free	LE 3 OPE
Firefly	Marston's	Pubs & Full On	Marston's	LE 1 5JN
ONeills	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	LE 1 5DR
Soar Point	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE 2 7BY
Oddbar	Independent Free	Pubs & Full On	Independent Free	LE 1 5JN
Hogarths	Amber Taverns	Pubs & Full On	Amber Taverns	LE 1 5AW
Oppa Korean Restaurant	Independent Free	Restaurant	Independent Free	LE 1 5YP
High Cross	Wetherspoon	Pubs & Full On	Wetherspoon	LE 1 4JB
Queen Of Bradgate	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE 1 4JB
Brewdog	BrewDog plc	Pubs & Full On	BrewDog plc	LE 1 5RA
Oasis Bar	Independent Free	Pubs & Full On	Independent Free	LE 3 OBT
Metal Monocle	Independent Free	Pubs & Full On	Independent Free	LE 3 5LH
Rileys	Weight Partners Ltd	Proprietary Club	Weight Partners Ltd	LE 2 7EE
North Bar And Kitchen	Independent Free	Pubs & Full On	Independent Free	LE 3 ORB
	•	Pubs & Full On	Unknown	LE 2 7DP



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ATLT_Merry MonarchLE3 0LP (1 Mile contou Area:

Great Britain 2021 Base: Year:

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	71	135.5	84.9	160			
Proprietary Club	6	11.5	8.1	141			
Registered Club	9	17.2	29.9	58			
Restaurant	37	70.6	34.6	204			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Sue Townsend Theatre	Independent Free	Pubs & Full On	Independent Free	LE 1 5TE
Audrey	Independent Free	Pubs & Full On	Independent Free	LE 1 4LD
Pho	Pho	Restaurant	Pho	LE 1 4JB
Nine Cafe Bar	Independent Free	Pubs & Full On	Independent Free	LE 3 OBS
Black Ice Wine Bar	Independent Free	Pubs & Full On	Independent Free	LE 3 OBT
West End Brewery	Independent Free	Pubs & Full On	Independent Free	LE 3 5LG
Case Restaurant And Champagne Bar	Independent Free	Restaurant	Independent Free	LE 1 5AW
Dog House Bar	Independent Free	Pubs & Full On	Independent Free	LE 3 5LG
2 Funky Music Cafe	Independent Free	Pubs & Full On	Independent Free	LE 3 5NH
Alino African Restaurant And Bar	Independent Free	Restaurant	Independent Free	LE 3 OLE
Grosvenor Casino	Rank	Proprietary Club	Rank	LE 1 4NN
Efes Mangal Barbeque	Independent Free	Restaurant	Independent Free	LE 3 5LG
Namaste Restaurant	Independent Free	Restaurant	Independent Free	LE 3 OTB
Giggling Squid	Giggling Squid	Restaurant	Giggling Squid	LE 1 5DF
Travelodge	Dubai International Capital	Pubs & Full On Pubs & Full On	Dubai International Capital	LE 1 4NN
Madeira A Vista F Bar	Independent Free		Independent Free	LE 3 5GF
	Independent Free	Pubs & Full On	Independent Free	LE 2 7LA LE 1 4SD
Wagamama Gadabout	Restaurant Group Independent Free	Restaurant Pubs & Full On	Restaurant Group Independent Free	LE 1 45D LE 1 5FQ
Cedars	Independent Free	Restaurant	Independent Free	LE 3 OBQ
Yo Sushi	Yo! Sushi	Restaurant	Yo! Sushi	LE 1 4SD
Terracotta Oriental Buffet	Independent Free	Restaurant	Independent Free	LE 1 49F
City Rooms	Independent Free	Pubs & Full On	Independent Free	LE 1 5AW
Showcase Cinema	National Amusements Inc	Pubs & Full On	National Amusements Inc	LE 1 4SD
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	LE 1 4SD
Natterjacks	Independent Free	Pubs & Full On	Independent Free	LE 3 5LG
Turtle Bay	Turtle Bay Restaurants	Restaurant	Turtle Bay Restaurants	LE 1 4SA
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	LE 1 4FP
Auditorium	Independent Free	Pubs & Full On	Independent Free	LE 1 5GF
Polonez Bar	Independent Free	Pubs & Full On	Independent Free	LE 3 ORB
Forest	Independent Free	Pubs & Full On	Independent Free	LE 3 OLE
Mittas	Independent Free	Restaurant	Independent Free	LE 3 OPA
Lost Bar	Independent Free	Pubs & Full On	Independent Free	LE 3 OPB
Pizza Express	Hony Capital	Restaurant	Hony Capital	LE 1 4SA
2Funky Lounge	Independent Free	Proprietary Club	Independent Free	LE 3 5NH
Leicester Steakhouse	Independent Free	Restaurant	Independent Free	LE 3 OAS
1573 Bar & Grill	Independent Free	Pubs & Full On	Independent Free	LE 1 4FY
Taste Of China	Independent Free	Restaurant	Independent Free	LE 1 4FP
Cookie Jar	Independent Free	Pubs & Full On	Independent Free	LE 1 5YP
Istanbul Restaurant	Independent Free	Restaurant	Independent Free	LE 3 OLE
Bottle Garden	Independent Free	Pubs & Full On	Independent Free	LE 1 5ET
Bankers Club	Independent Free	Pubs & Full On	Independent Free	LE 1 5RA
Frankie & Bennys	Restaurant Group	Restaurant	Restaurant Group	LE 1 4AN
Sardaar Restaurant	Independent Free	Restaurant	Independent Free	LE 3 OBQ
Spicy Temptations	Independent Free	Restaurant	Independent Free	LE 1 4NN
Apres Lounge	Independent Free	Pubs & Full On	Independent Free	LE 1 5YP
Mod Pizza	MOD Pizza LLC	Restaurant	MOD Pizza LLC	LE 1 4SA
Cosy Club	Loungers	Pubs & Full On	Loungers	LE 1 4NN
33 Cank Street	Independent Free	Pubs & Full On	Independent Free	LE 1 5GX
Bills	Bills Restaurants	Pubs & Full On	Bills Restaurants	LE 1 4AN
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	LE 1 4SA
45 West Bottle Shop & Bar	Independent Free	Pubs & Full On	Independent Free	LE 1 5AW
Middletons Steak House	Middletons Steak House	Restaurant	Middletons Steak House	LE 1 5DB



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Restaurant	37	70.6	34.6	204			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Bodega Cantina	Bitters N Twisted	Restaurant	Bitters N Twisted	LE 1 5DF
Wyggeston House	Independent Free	Restaurant	Independent Free	LE 1 5LD
Registry	Independent Free	Pubs & Full On	Independent Free	LE 1 6BT
Sonrisa Comida Argentina	Independent Free	Restaurant	Independent Free	LE 1 5DF
Veeno	Veeno	Pubs & Full On	Veeno	LE 1 5DE
Spirits Bar	Independent Free	Pubs & Full On	Independent Free	LE 1 5AW
Blue Boar	Independent Free	Pubs & Full On	Independent Free	LE 1 5JN
Tonne	Independent Free	Pubs & Full On	Independent Free	LE 1 5DF
Mowgli	Mowgli	Restaurant	Mowgli	LE 1 5DF
Tamatanga	Monaman Restaurants Ltd	Restaurant	Monaman Restaurants Ltd	LE 1 4AN
Novotel	Accor Hotels	Pubs & Full On	Accor Hotels	LE 1 4JS
Treetop Adventure Golf	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LE 1 4AN
63Rd And First	Independent Free	Pubs & Full On	Independent Free	LE 1 4NN
Grande Gusto	Independent Free	Restaurant	Independent Free	LE 3 OLE
Lane 7	Lane 7	Proprietary Club	Lane 7	LE 1 4JT
Inside No 9	Independent Free	Pubs & Full On	Independent Free	LE 1 5GG
Ronnie Roos	Independent Free	Pubs & Full On	Independent Free	LE 1 5JN



MAP OF AREA

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