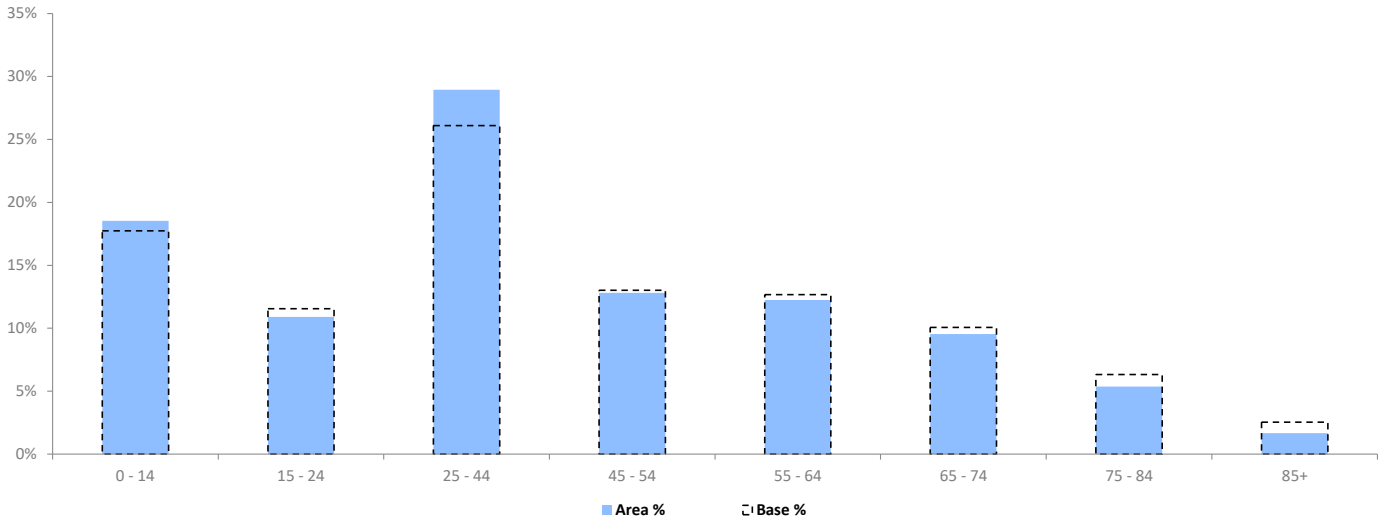


# POPULATION PROJECTIONS

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Area: P04350\_Hare & Hounds, Nuneaton, CV10 7JA (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	5,101	18.5	17.7	<b>104</b>			
15 - 24	3,004	10.9	11.6	94			
25 - 44	7,970	28.9	26.1	<b>111</b>			
45 - 54	3,528	12.8	13.0	98			
55 - 64	3,374	12.3	12.7	97			
65 - 74	2,628	9.5	10.1	95			
75 - 84	1,476	5.4	6.3	85			
85+	457	1.7	2.5	65			
<b>Total population</b>	<b>27,538</b>						



# CGA LICENCED PREMISES

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Area: P04350\_Hare & Hounds, Nuneaton, CV10 7J.  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	17	61.7	85.9	72			
Proprietary Club	1	3.6	8.2	44			
Registered Club	8	29.1	30.1	97			
Restaurant	7	25.4	35.3	72			
Residential	1	3.6	3.5	103			

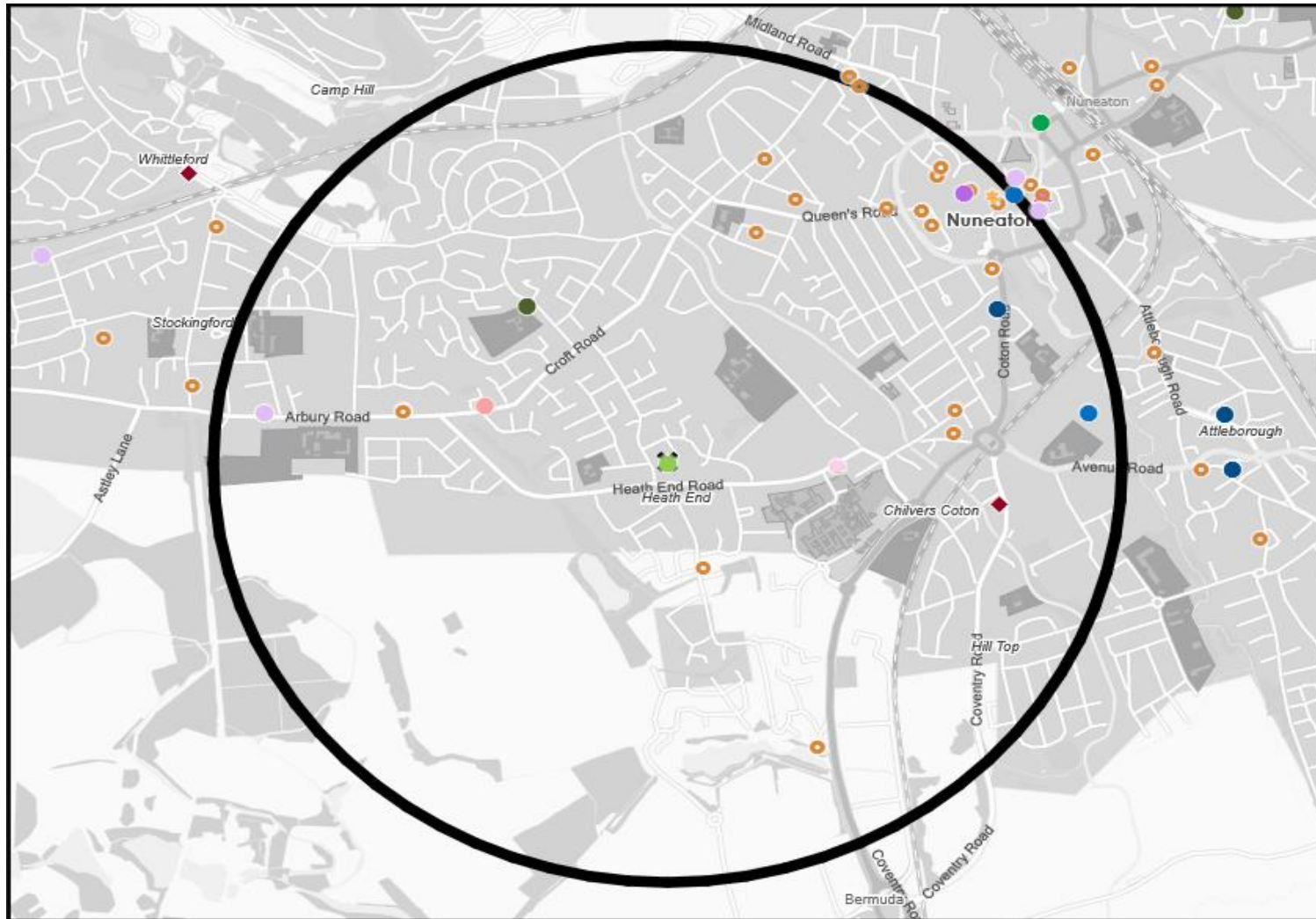
Name	Description	License Type	Owner Name	Postcode
Hearty Goodfellow	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV10 7NQ
White Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CV10 7DZ
Hare & Hounds	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV10 7JA
Griff & Coton Smin Club	Independent Free	Registered Club	Independent Free	CV10 7JQ
Cjs	Independent Free	Restaurant	Independent Free	CV10 7NJ
Stockingford Sports & Labour Club	Independent Free	Registered Club	Independent Free	CV10 7NJ
Royal Oak	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV10 7NQ
Sunnyside Inn	Greene King	Pubs & Full On	Greene King	CV10 8ER
George Eliot	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CV11 4DZ
Arches	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CV11 4NL
Blue Bear	Independent Free	Pubs & Full On	Independent Free	CV11 5BP
India Red	Independent Free	Pubs & Full On	Independent Free	CV11 5BT
Abbey Grange	Independent Free	Residential	Independent Free	CV11 5HQ
Queens Hall	Independent Free	Proprietary Club	Independent Free	CV11 5LA
Bentley Road Sports & Social Club	Independent Free	Registered Club	Independent Free	CV11 5LR
Fife St Working Mens Club & Institute	Independent Free	Registered Club	Independent Free	CV11 5PW
Nuneaton Co-Op Sports Club	Independent Free	Registered Club	Independent Free	CV11 5QJ
Chilvers Coton Liberal Club	Independent Free	Registered Club	Independent Free	CV11 5SQ
Gurkha Corner	Independent Free	Pubs & Full On	Independent Free	CV11 5TJ
Rose Inn	Marston's	Pubs & Full On	Marston's	CV11 5TW
Chilvers Coton Conservative Club	Independent Free	Registered Club	Independent Free	CV11 5UD
Ego	Ego Restaurants	Restaurant	Mitchells & Butlers	CV11 4LX
Felix Holt	Wetherspoons GB	Pubs & Full On	Wetherspoon	CV11 5BS
Thai Tham	Independent Free	Restaurant	Independent Free	CV11 5TJ
Horsehoes	Everards	Pubs & Full On	Everards	CV10 7JQ
Tracey's Cafe	Independent Free	Pubs & Full On	Independent Free	CV10 7DA
Crossed Khukris	Independent Free	Restaurant	Independent Free	CV11 5BX
Anthony's	Independent Free	Restaurant	Independent Free	CV11 5JX
Amid Palace	Independent Free	Restaurant	Independent Free	CV10 7DA
Bermuda Phoenix Centre	Independent Free	Pubs & Full On	Independent Free	CV10 7HU
Hatters Space Community Centre	Independent Free	Registered Club	Independent Free	CV11 5DN
Lord Hop	Independent Free	Pubs & Full On	Independent Free	CV11 5JX
Time Cafe And Bar	Independent Free	Restaurant	Independent Free	CV11 4EA
Piero Lounge	Loungers	Pubs & Full On	Loungers	CV11 4EG

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04350\_Hare & Hounds, Nuneaton, CV10 7JA (1 Mile contour)
















**KEY**

- Large pub co's & bars**
- Admiral Taverns Ltd (Green circle)
- Ei Group (Light Green circle)
- Greene King (Dark Green circle)
- Marston's (Dark Blue circle)
- Mitchells & Butlers (Blue circle)
- Punch Pub Company (Light Blue circle)
- Stonegate Pub Company (Light Blue circle)
- Star Pubs & Bars (Pink circle)
- Wetherspoon (Purple circle)
- Whitbread (Light Purple circle)
- Shepherd Neame (Dark Purple circle)
- Small to medium pub co's & bars**
- Family Brewers with pubs (Pink square)
- Hotels (Orange X)
- Restaurants (Orange Star)
- Leisure (Red Arrow)
- Independent (Orange Circle)
- Other (Red Diamond)
- Site Location (Black X)
- Boundary (Black Square)

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** P04350\_Hare & Hounds, Nuneaton, CV10 7JA (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	359	3.0	22.0	14		
 2 Rising Prosperity	404	3.4	10.1	33		
 3 Comfortable Communities	3,047	25.4	26.2	97		
 4 Financially Stretched	4,108	34.3	23.7	145		
 5 Urban Adversity	4,014	33.5	17.6	190		
 6 Not Private Households	41	0.3	0.3	103		
 Graph						
<b>Total households</b>	<b>11,973</b>					

### 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

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**Area:** P04350\_Hare & Hounds, Nuneaton, CV10 7JA (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

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	219	1.8	11.2	16		
1.C Mature Money	140	1.2	9.6	12		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	404	3.4	6.2	55		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	6	0.1	5.7	1		
3.G Successful Suburbs	677	5.7	5.9	96		
3.H Steady Neighbourhoods	1,660	13.9	7.4	189		
3.I Comfortable Seniors	71	0.6	2.9	20		
3.J Starting Out	633	5.3	4.3	122		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	2,649	22.1	7.9	280		
4.M Striving Families	740	6.2	7.5	82		
4.N Poorer Pensioners	719	6.0	5.9	102		
<b>5. Urban Adversity</b>						
5.O Young Hardship	2,372	19.8	6.1	322		
5.P Struggling Estates	761	6.4	6.1	104		
5.Q Difficult Circumstances	881	7.4	5.3	138		
<b>6. Not Private Households</b>						
6.R Not Private Households	41	0.3	0.3	103		
<b>Total households</b>	<b>11,973</b>					

### Acorn Group Pen Portrait

**4 L Modest Means**      **4.1M** UK Adults      **7.7%** of UK

**Younger families in smaller homes with below average incomes.** Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

#### DEMOGRAPHICS

Age range <b>25-34</b>	Children at home <b>3+</b>
House tenure <b>Privately renting</b>	Family structure <b>Single parent</b>
Number of beds <b>3</b>	House type <b>Terraced</b>

#### BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK

LEISURE: Harry Ramsden, KFC, Frankie & Benny's, GREGGS

WEBSITES: ebay, sky, Argos, LAD BIBLE

#### DIGITAL ATTITUDES

I worry about online security <b>54%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>50%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>33%</b> <small>UK average: 34%</small>
---	--	---

#### FINANCIAL PROFILE

Household Income UK: <b>£35k</b> (Average: £40k) London: <b>£42k</b> (Average: £44k)	% Disposable Income UK: <b>45%</b> (Average: 44%) London: <b>34%</b> (Average: 39%)	Financial situation Running into debt      Saving a lot
--	---	--

#### KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **research loans online**

#### TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to **purchase toys online**

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

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

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Area: P04350\_Hare & Hounds, Nuneaton, CV10 7JA (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

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	0.2	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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	137	1.1	2.2	52			
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	82	0.7	1.6	42			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	111	0.9	2.9	32			
1.C.12 Retired and empty nesters	17	0.1	2.5	6			
1.C.13 Upmarket downsizers	12	0.1	1.3	8			
<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	0.8	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	160	1.3	1.9	71			
2.E.19 First time buyers in small, modern homes	244	2.0	3.3	62			
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	1.1	0			
3.F.23 Owner occupiers in small towns and villages	6	0.1	3.2	2			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	587	4.9	2.6	186			
3.G.25 Larger family homes, multi-ethnic areas	62	0.5	0.8	63			
3.G.26 Semi-professional families, owner occupied neighbourhoods	28	0.2	2.4	10			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	1,501	12.5	3.4	364			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	159	1.3	2.3	57			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	71	0.6	2.4	25			
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	62	0.5	2.1	25			
3.J.33 Smaller houses and starter homes	571	4.8	2.3	212			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	190	1.6	1.4	113			
4.L.38 Semi-skilled workers in traditional neighbourhoods	906	7.6	2.6	288			
4.L.39 Fading owner occupied terraces	984	8.2	2.9	285			
4.L.40 High occupancy terraces, culturally diverse family areas	569	4.8	1.0	476			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	31	0.3	1.6	16			
4.M.42 Struggling young families in post-war terraces	145	1.2	1.7	72			
4.M.43 Families in right-to-buy estates	468	3.9	2.1	188			
4.M.44 Post-war estates, limited means	96	0.8	2.2	36			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	25	0.2	0.8	27			
4.N.46 Elderly people in social rented flats	382	3.2	1.1	294			
4.N.47 Low income older people in smaller semis	43	0.4	2.3	16			
4.N.48 Pensioners and singles in social rented flats	269	2.2	1.8	127			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	348	2.9	2.1	135			
5.O.50 Struggling younger people in mixed tenure	922	7.7	1.7	441			
5.O.51 Young people in small, low cost terraces	1,102	9.2	2.3	408			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	421	3.5	1.6	216			
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	340	2.8	1.6	172			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	28	0.2	1.5	15			
5.Q.58 Singles and young families, some receiving benefits	154	1.3	1.8	72			
5.Q.59 Deprived areas and high-rise flats	699	5.8	2.0	287			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	3	0.0	0.1	43			
6.R.61 Inactive communal population	38	0.3	0.3	115			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>11,973</b>						

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

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04350\_Hare & Hounds, Nuneaton, CV10 7JA (1 Mile contour)



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

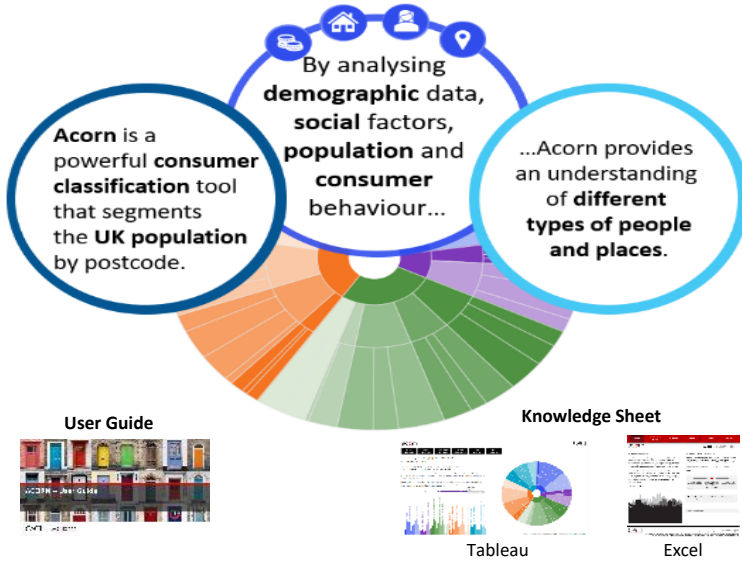
**Acorn Groups**

- 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** 12.0M UK Adults    22.8% of UK

Age range

**55+**

Financial situation

Running into debt ← → Saving a lot

House type

**Detached**

House tenure

**Owned outright**

Children at home

**0**

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

