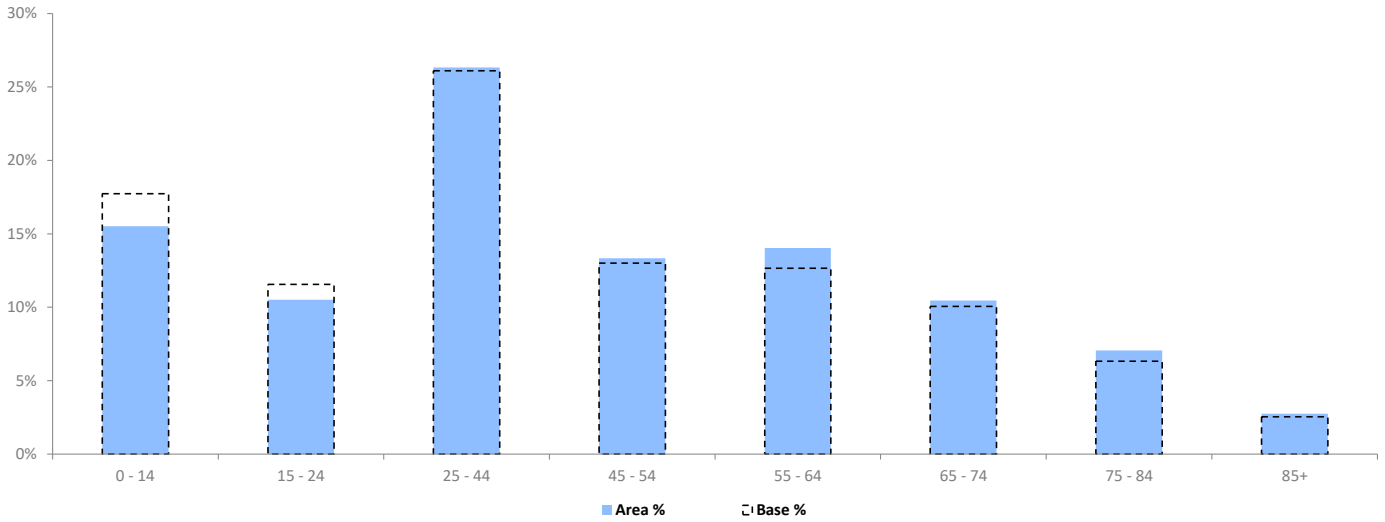


POPULATION PROJECTIONS

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Area: P04222_Anchor Bar, Stirling, FK7 OPA (1 Mile contour)
 Base: Great Britain
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,887	15.5	17.7	88			
15 - 24	1,955	10.5	11.6	91			
25 - 44	4,897	26.3	26.1	101			
45 - 54	2,481	13.3	13.0	103			
55 - 64	2,609	14.0	12.7	111			
65 - 74	1,945	10.5	10.1	104			
75 - 84	1,312	7.1	6.3	112			
85+	513	2.8	2.5	109			
Total population	18,599						



CGA LICENCED PREMISES

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Area: P04222_Anchor Bar, Stirling, FK7 0PA (1 Mile)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	7	37.6	85.9	44			
Proprietary Club	0	0.0	8.2	0			
Registered Club	4	21.5	30.1	72			
Restaurant	0	0.0	35.3	0			
Residential	0	0.0	3.5	0			

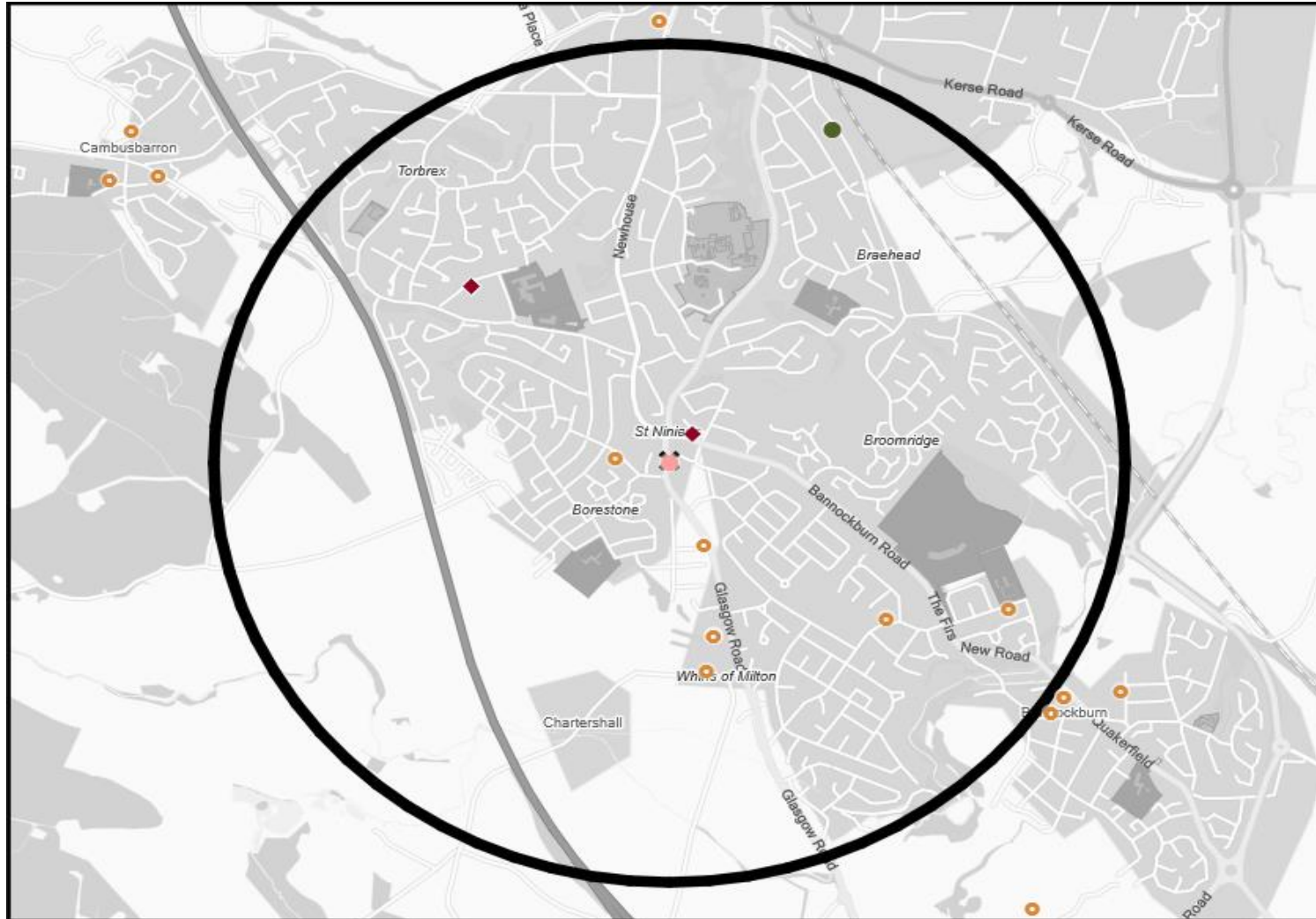
Name	Description	License Type	Owner Name	Postcode
Anchor Bar	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	FK 7 0PA
Borestone Bar	Unknown	Pubs & Full On	Unknown	FK 7 0BP
St Modans Sports & Social Club	Independent Free	Registered Club	Independent Free	FK 7 0EH
Bannockburn Miners Welfare & Social C	Independent Free	Registered Club	Independent Free	FK 7 0HZ
King Robert Hotel	Independent Free	Pubs & Full On	Independent Free	FK 7 0LJ
1314 Inn	Independent Free	Pubs & Full On	Independent Free	FK 7 0LJ
Borestone Bowling Club	Independent Free	Registered Club	Independent Free	FK 7 0LL
Holly Bank	Independent Free	Pubs & Full On	Independent Free	FK 7 0PH
Linden Inn	Greene King	Pubs & Full On	Greene King	FK 7 7PX
Torbrex Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	FK 7 9HD
Stirling Civil Defence Social Club	Independent Free	Registered Club	Independent Free	FK 7 9BP

MAP OF AREA

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Source: OS Open Data 2018

Area: P04222_Anchor Bar, Stirling, FK7 0PA (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: P04222_Anchor Bar, Stirling, FK7 OPA (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,113	24.8	22.0	113		
2 Rising Prosperity	311	3.7	10.1	36		
3 Comfortable Communities	1,250	14.7	26.2	56		
4 Financially Stretched	3,991	46.8	23.7	197		
5 Urban Adversity	854	10.0	17.6	57		
6 Not Private Households	0	0.0	0.3	0		
Total households	8,519					

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: P04222_Anchor Bar, Stirling, FK7 OPA (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	29	0.3	1.1	31		
1.B Executive Wealth	1,188	13.9	11.2	124		
1.C Mature Money	896	10.5	9.6	109		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	311	3.7	6.2	59		
3. Comfortable Communities						
3.F Countryside Communities	14	0.2	5.7	3		
3.G Successful Suburbs	307	3.6	5.9	61		
3.H Steady Neighbourhoods	310	3.6	7.4	49		
3.I Comfortable Seniors	374	4.4	2.9	151		
3.J Starting Out	245	2.9	4.3	66		
4. Financially Stretched						
4.K Student Life	18	0.2	2.4	9		
4.L Modest Means	1,550	18.2	7.9	230		
4.M Striving Families	1,569	18.4	7.5	244		
4.N Poorer Pensioners	854	10.0	5.9	170		
5. Urban Adversity						
5.O Young Hardship	446	5.2	6.1	85		
5.P Struggling Estates	188	2.2	6.1	36		
5.Q Difficult Circumstances	220	2.6	5.3	48		
6. Not Private Households						
6.R Not Private Households	0	0.0	0.3	0		
Total households	8,519					

Acorn Group Pen Portrait

4 M Striving Families 4.1M UK Adults 7.8% of UK

Struggling families on limited incomes in urban areas. These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

DEMOGRAPHICS

Age range 25-44	Children at home 3+
House tenure Social renting	Family structure Single parent
Number of beds 3	House type Semi-detached or terraced



BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL

I worry about online security 54% <small>UK average: 55%</small>	Shopping online makes my life easier 49% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 32% <small>UK average: 34%</small>
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<h4>KEY INTERNET USAGE</h4> <p>Whilst internet usage is below average, this group are more likely to browse for computer games online</p>	<h4>TECHNOLOGY USAGE</h4> <p>Whilst internet usage is below average, this group are more likely to purchase toys online</p>
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FINANCIAL PROFILE

Household Income UK: £32k London: £37k <small>Average: £40k Average: £44k</small>	% Disposable Income UK: 41% London: 37% <small>Average: 44% Average: 39%</small>	Financial situation
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04222_Anchor Bar, Stirling, FK7 OPA (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	29	0.3	0.9	39			
1.B Executive Wealth							
1.B.4 Asset rich families	372	4.4	2.6	167			
1.B.5 Wealthy countryside commuters	45	0.5	2.4	22			
1.B.6 Financially comfortable families	468	5.5	2.2	250			
1.B.7 Affluent professionals	150	1.8	0.9	207			
1.B.8 Prosperous suburban families	88	1.0	1.5	67			
1.B.9 Well-off edge of towners	65	0.8	1.6	47			
1.C Mature Money							
1.C.10 Better-off villagers	149	1.7	3.0	59			
1.C.11 Settled suburbia, older people	186	2.2	2.9	76			
1.C.12 Retired and empty nesters	125	1.5	2.5	59			
1.C.13 Upmarket downsizers	436	5.1	1.3	393			
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	239	2.8	1.9	149			
2.E.19 First time buyers in small, modern homes	72	0.8	3.3	26			
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	14	0.2	3.2	5			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	160	1.9	2.6	71			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	147	1.7	2.4	71			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	170	2.0	3.4	58			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	140	1.6	2.3	71			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	286	3.4	2.4	139			
3.I.31 Elderly singles in purpose-built accommodation	88	1.0	0.5	211			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	245	2.9	2.3	128			
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	18	0.2	1.7	12			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	541	6.4	1.4	451			
4.L.38 Semi-skilled workers in traditional neighbourhoods	603	7.1	2.6	269			
4.L.39 Fading owner occupied terraces	406	4.8	2.9	165			
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	183	2.1	1.7	128			
4.M.43 Families in right-to-buy estates	228	2.7	2.1	129			
4.M.44 Post-war estates, limited means	1,158	13.6	2.2	618			
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	51	0.6	1.1	55			
4.N.47 Low income older people in smaller semis	410	4.8	2.3	212			
4.N.48 Pensioners and singles in social rented flats	393	4.6	1.8	261			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	324	3.8	2.1	177			
5.O.50 Struggling younger people in mixed tenure	122	1.4	1.7	82			
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	114	1.3	1.6	82			
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	74	0.9	1.6	53			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	80	0.9	1.5	62			
5.Q.58 Singles and young families, some receiving benefits	58	0.7	1.8	38			
5.Q.59 Deprived areas and high-rise flats	82	1.0	2.0	47			
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	8,519						

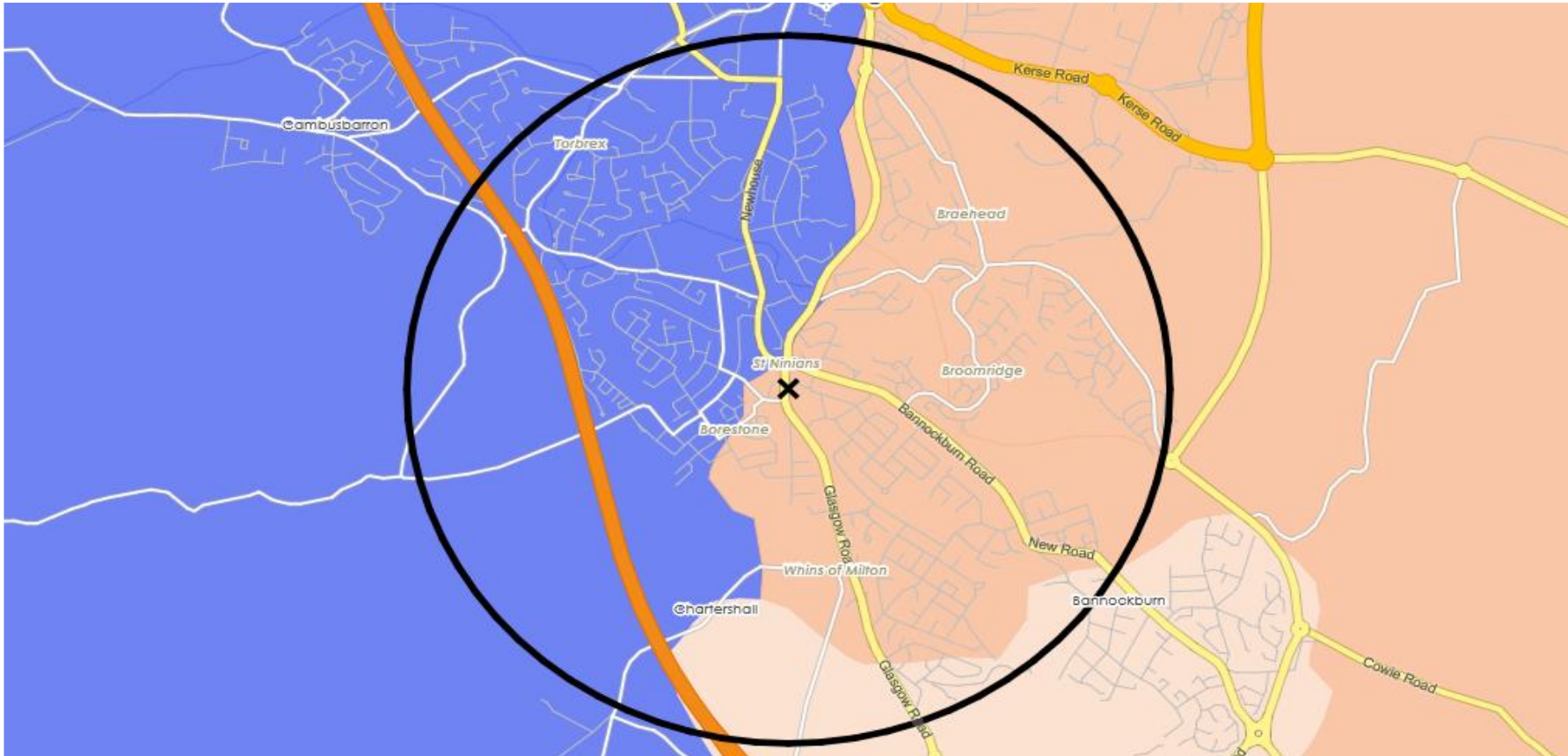
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04222_Anchor Bar, Stirling, FK7 OPA (1 Mile contour)



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

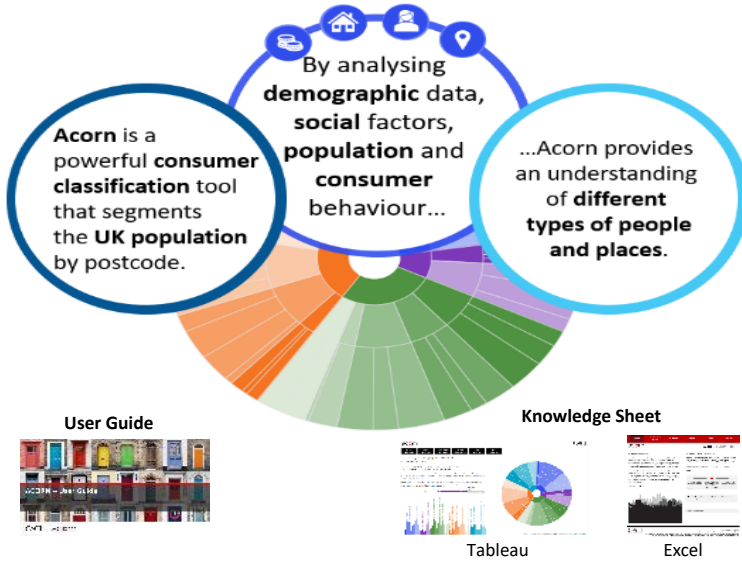
Acorn Groups

- 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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
	<input type="radio"/>	R. Not Private Households	60-62

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

