

CGA LICENCED PREMISES

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Area: P03875_Wheatsheaf, Kirkcaldy, KY1 1RW (1)
 Base: Great Britain
 Year: 2023

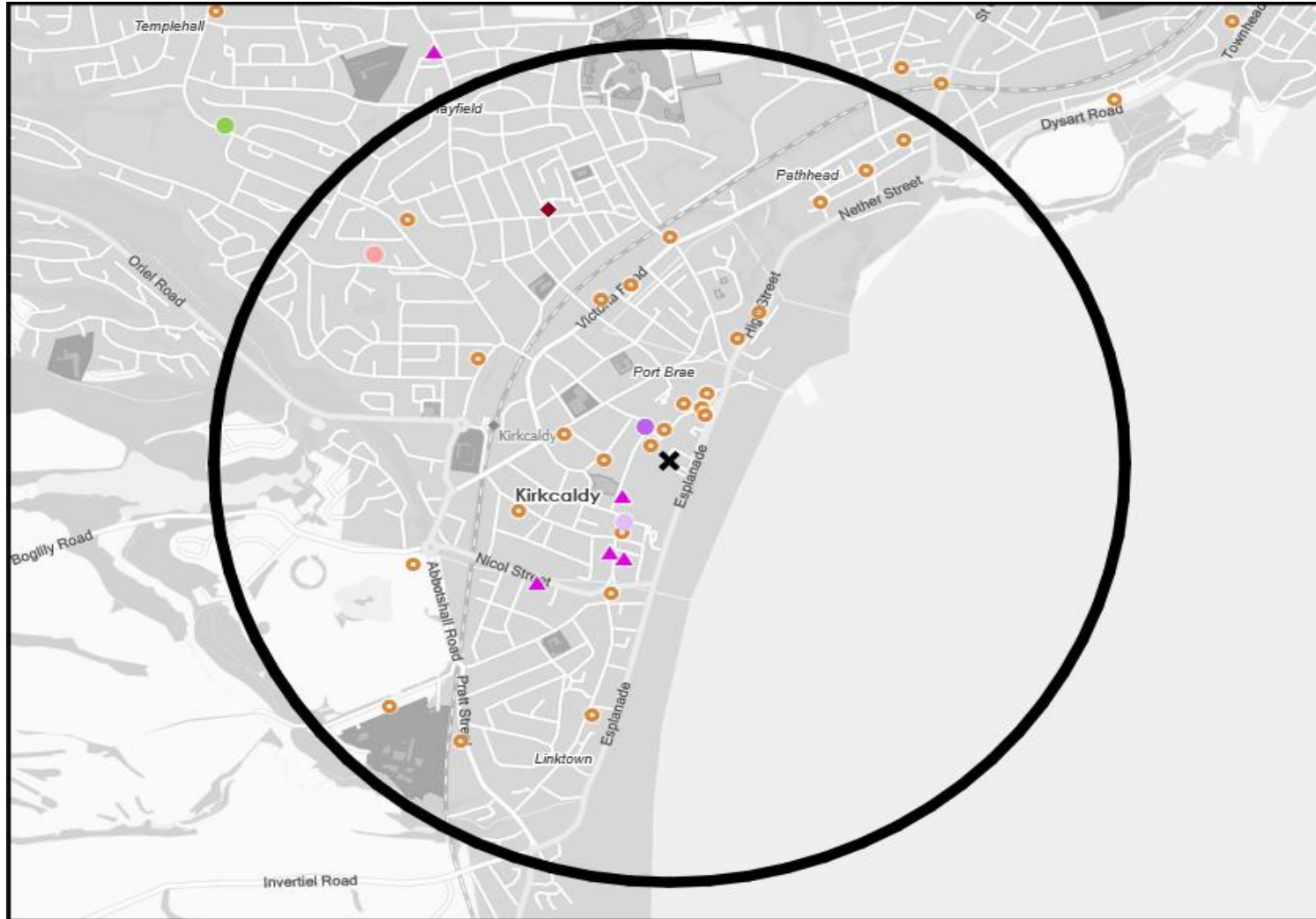
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	21	145.1	81.7	178			
Proprietary Club	2	13.8	7.3	190			
Registered Club	6	41.5	28.2	147			
Restaurant	8	55.3	32.1	172			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Windsor Hotel	Independent Free	Pubs & Full On	Independent Free	KY 1 1DR
Victoria Hotel	Independent Free	Pubs & Full On	Independent Free	KY 1 1DS
Styx Snooker Club	Independent Free	Proprietary Club	Independent Free	KY 1 1DS
Wynd	Independent Free	Pubs & Full On	Independent Free	KY 1 1EH
Kirkcaldy United Services Institute	Independent Free	Registered Club	Independent Free	KY 1 1ET
Prince	Independent Free	Restaurant	Independent Free	KY 1 1JF
Cafe Continental	Independent Free	Pubs & Full On	Independent Free	KY 1 1BB
Heritage	Independent Free	Pubs & Full On	Independent Free	KY 1 1JL
Betty Nicols	Independent Free	Restaurant	Independent Free	KY 1 1JL
Amritsar Restaurant	Independent Free	Restaurant	Independent Free	KY 1 1LB
Penny Farthing	Kingdom Taverns	Pubs & Full On	Kingdom Taverns	KY 1 1LL
Duchess Of Kirkcaldy	Independent Free	Pubs & Full On	Independent Free	KY 1 1RP
Novar Bar	Kingdom Taverns	Pubs & Full On	Kingdom Taverns	KY 1 1NY
Estuary	Independent Free	Pubs & Full On	Independent Free	KY 1 1QR
Society	Independent Free	Pubs & Full On	Independent Free	KY 1 1RN
Raith Rovers Football Club	Independent Free	Proprietary Club	Independent Free	KY 1 1SA
Kirkcaldy Bowling Club	Independent Free	Registered Club	Independent Free	KY 1 1UR
Bogarts	Independent Free	Pubs & Full On	Independent Free	KY 1 2NS
Feuars Arms	Independent Free	Pubs & Full On	Independent Free	KY 1 2PH
Path Tavern	Independent Free	Pubs & Full On	Independent Free	KY 1 2PE
Giovanis	Independent Free	Restaurant	Independent Free	KY 1 2QN
La Gondola	Independent Free	Restaurant	Independent Free	KY 1 2SG
Harbour Bar	Independent Free	Pubs & Full On	Independent Free	KY 1 2SN
Weavers	Unknown	Pubs & Full On	Unknown	KY 2 5JZ
Kirkcaldy Golf Club	Independent Free	Registered Club	Independent Free	KY 2 5LT
Kirkcaldy Rugby Club	Independent Free	Registered Club	Independent Free	KY 2 5LZ
Kirkcaldy Masonic Hall Trust	Independent Free	Registered Club	Independent Free	KY 2 5PS
Steadings	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	KY 2 5RB
Polish Ex-Servicemens Club	Independent Free	Registered Club	Independent Free	KY 2 5TA
Robert Nairn	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	KY 1 1EH
Annapurna Gurkhas	Independent Free	Restaurant	Independent Free	KY 1 1LB
Pane E Vino Ristorante	Independent Free	Restaurant	Independent Free	KY 1 1ED
Oconnells	Kingdom Taverns	Pubs & Full On	Kingdom Taverns	KY 1 1LU
Exchequer	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	KY 1 1NB
Koku Sushi	Independent Free	Restaurant	Independent Free	KY 1 1JD
Kings Theatre	Independent Free	Pubs & Full On	Independent Free	KY 1 1HR
Montagues	Amber Taverns	Pubs & Full On	Amber Taverns	KY 1 1LW

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03875_Wheatsheaf, Kirkcaldy, KY1 1RW (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: P03875_Wheatsheaf, Kirkcaldy, KY1 1RW (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,367	17.4	22.1	79		
 2 Rising Prosperity	458	5.8	10.2	57		
 3 Comfortable Communities	576	7.3	26.5	28		
 4 Financially Stretched	2,642	33.6	23.7	142		
 5 Urban Adversity	2,769	35.3	17.2	205		
 6 Not Private Households	42	0.5	0.3	155		
 Graph						
Total households	7,854					

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type


Flat or terraced

8.4M UK Adults

15.9%

of UK

Financial situation



House tenure

Social renting

Children at home

3+

Number of beds

1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03875_Wheatsheaf, Kirkcaldy, KY1 1RW (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	10	0.1	1.1	12			
1.B Executive Wealth	383	4.9	11.3	43			
1.C Mature Money	974	12.4	9.6	129			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	458	5.8	6.4	92			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	123	1.6	6.0	26			
3.H Steady Neighbourhoods	64	0.8	7.4	11			
3.I Comfortable Seniors	312	4.0	2.9	139			
3.J Starting Out	77	1.0	4.6	22			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	763	9.7	8.0	122			
4.M Striving Families	288	3.7	7.4	49			
4.N Poorer Pensioners	1,591	20.3	5.8	352			
5. Urban Adversity							
5.O Young Hardship	2,108	26.8	6.3	429			
5.P Struggling Estates	55	0.7	5.7	12			
5.Q Difficult Circumstances	606	7.7	5.2	147			
6. Not Private Households							
6.R Not Private Households	42	0.5	0.3	155			
Total households	7,854						

Acorn Group Pen Portrait

5 P Struggling Estates 3.4M UK Adults 6.5% of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

CORE DEMOGRAPHICS

BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland

LEISURE: McDonald's, KFC, GREGGS

WEBSITES: HURGEY HORSE, very, JUST EAT, sky sports

DIGITAL ATTITUDES

I worry about online security: **56%** (UK average: 53%)

Shopping online makes my life easier: **61%** (UK average: 62%)

I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

FINANCIAL PROFILE

Household income: UK **£28k** (Average: £40k), London **£32k** (Average: £46k)

% Disposable income: UK **30%** (Average: 43%), London **28%** (Average: 29%)

Financial situation:

TOP BEHAVIOURS

Watching TV / videos on YouTube

Love to buy new gadgets and appliances

Posts ratings / reviews online



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

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Area: P03875_Wheatshaf, Kirkcaldy, KY1 1RW (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	10	0.1	0.9	15			
1.B Executive Wealth							
1.B.4 Asset rich families	274	3.5	2.6	132			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	38	0.5	2.2	22			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	71	0.9	1.5	59			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	116	1.5	3.1	48			
1.C.11 Settled suburbia, older people	180	2.3	2.8	81			
1.C.12 Retired and empty nesters	166	2.1	2.5	86			
1.C.13 Upmarket downsizers	512	6.5	1.3	504			
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	2	0.0	2.0	1			
2.E.19 First time buyers in small, modern homes	456	5.8	3.4	171			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	16	0.2	2.7	8			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	107	1.4	2.4	56			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	37	0.5	3.5	14			
3.H.28 Owner occupied terraces, average income	6	0.1	1.6	5			
3.H.29 Established suburbs, older families	21	0.3	2.3	11			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	139	1.8	2.4	75			
3.I.31 Elderly singles in purpose-built accommodation	173	2.2	0.5	454			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	26	0.3	2.2	15			
3.J.33 Smaller houses and starter homes	51	0.6	2.4	27			
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	668	8.5	1.4	589			
4.L.38 Semi-skilled workers in traditional neighbourhoods	95	1.2	2.6	46			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	99	1.3	2.0	62			
4.M.44 Post-war estates, limited means	189	2.4	2.2	111			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	21	0.3	0.8	34			
4.N.46 Elderly people in social rented flats	338	4.3	1.0	417			
4.N.47 Low income older people in smaller semis	109	1.4	2.2	62			
4.N.48 Pensioners and singles in social rented flats	1,123	14.3	1.7	838			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,871	23.8	2.2	1,089			
5.O.50 Struggling younger people in mixed tenure	214	2.7	1.8	151			
5.O.51 Young people in small, low cost terraces	23	0.3	2.3	13			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
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	55	0.7	1.6	44			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	313	4.0	1.5	264			
5.Q.58 Singles and young families, some receiving benefits	56	0.7	1.8	40			
5.Q.59 Deprived areas and high-rise flats	237	3.0	2.0	153			
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	42	0.5	0.3	188			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,854						

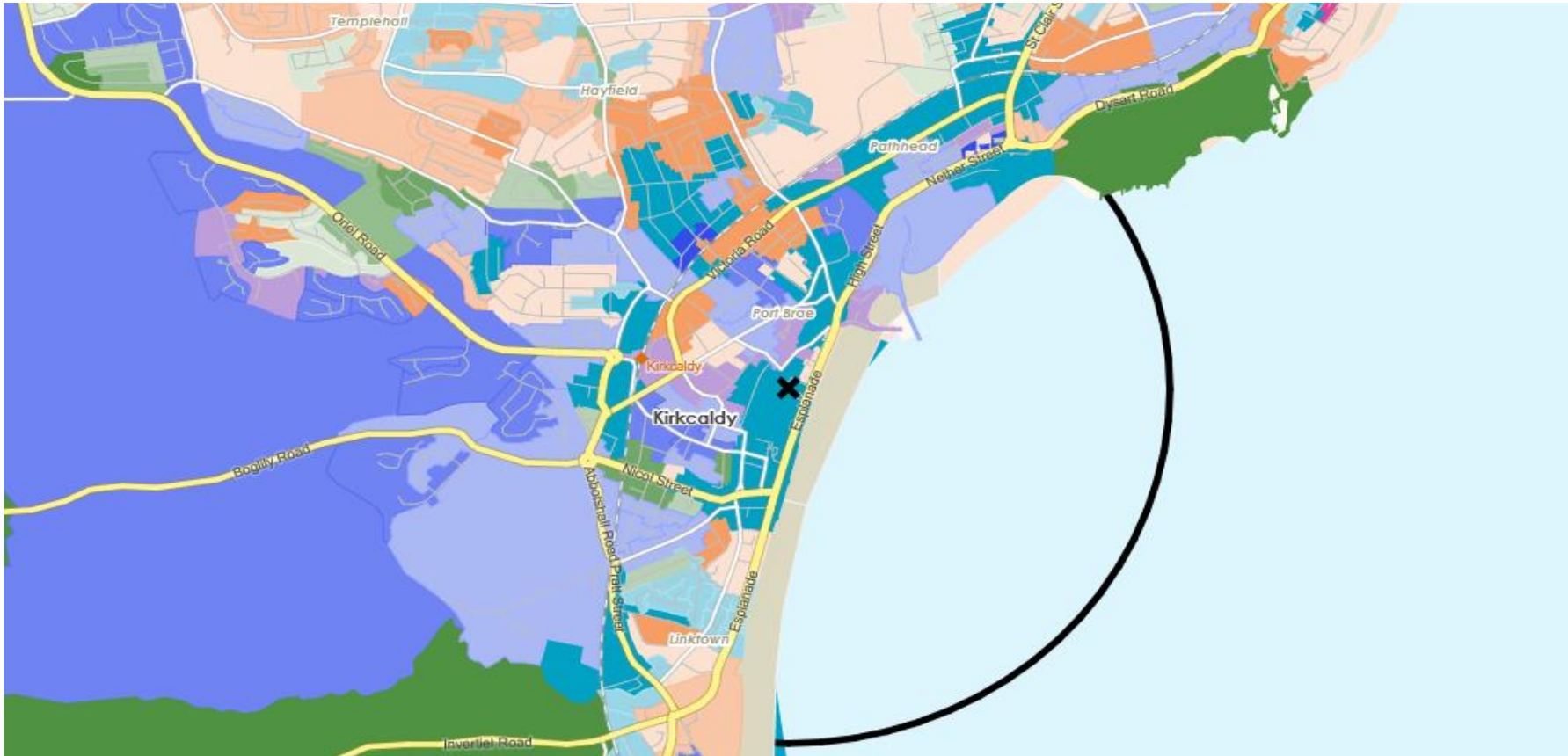
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03875_Wheatsheaf, Kirkcaldy, KY1 1RW (1 Mile contour)



Dominant Acorn Category

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

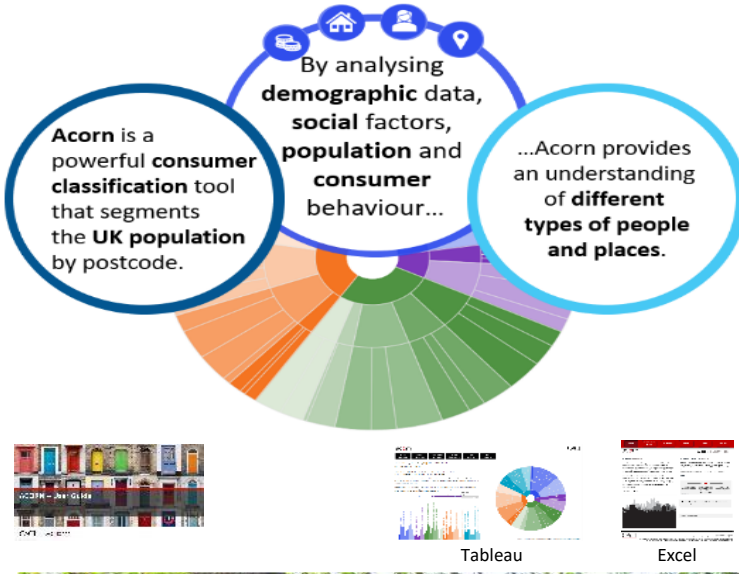
Acorn Groups

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

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults 22.8% of UK

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: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%



MAP OF AREA

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