

CGA LICENCED PREMISES

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Area: P03760_Pig & Whistle, Glasgow, G5 0NH (1 I
 Base: Great Britain
 Year: 2023

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|-------|---|-----|-----|
| Pubs & Full On | 111 | 280.7 | 81.7 | 344 | | | |
| Proprietary Club | 17 | 43.0 | 7.3 | 590 | | | |
| Registered Club | 4 | 10.1 | 28.2 | 36 | | | |
| Restaurant | 45 | 113.8 | 32.1 | 355 | | | |
| Residential | 0 | 0.0 | 2.7 | 0 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|----------------------------|---------------------|------------------|---------------------|----------|
| Mercure Hotel | Accor Hotels | Pubs & Full On | Accor Hotels | G 1 1DQ |
| Thundercat | Independent Free | Restaurant | Independent Free | G 1 1DT |
| Cairns Bar | Greene King | Pubs & Full On | Greene King | G 1 1EA |
| Mediterraneo | Independent Free | Pubs & Full On | Independent Free | G 1 1DW |
| Piper Whisky Bar | Independent Free | Pubs & Full On | Independent Free | G 1 1HL |
| Blackfriars | Baby Grand Group | Pubs & Full On | Baby Grand Group | G 1 1LG |
| Madha | Independent Free | Restaurant | Independent Free | G 1 1LH |
| Cafe Gandolfi | Independent Free | Restaurant | Independent Free | G 1 1NY |
| City Hall | Independent Free | Pubs & Full On | Independent Free | G 1 1NQ |
| Strathduie Bar | Greene King | Pubs & Full On | Greene King | G 1 1PG |
| Black Bull | Independent Free | Pubs & Full On | Independent Free | G 1 1PH |
| Green Gates | Independent Free | Restaurant | Independent Free | G 1 1TD |
| Delmonicas | Scotsman Group | Pubs & Full On | Scotsman Group | G 1 1TX |
| Steps Bar | Independent Free | Pubs & Full On | Independent Free | G 1 1UP |
| New Blane Valley Bar | Independent Free | Pubs & Full On | Independent Free | G 1 1UP |
| Axm | Independent Free | Proprietary Club | Independent Free | G 1 1UR |
| Maxis | Independent Free | Pubs & Full On | Independent Free | G 1 3BZ |
| Mardeo Restaurants | Independent Free | Restaurant | Independent Free | G 1 3JN |
| Imperial Bar | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | G 1 4AZ |
| Times Square | Greene King | Pubs & Full On | Greene King | G 1 4DH |
| Hootenanny | Independent Free | Pubs & Full On | Independent Free | G 1 4EE |
| Eight Ball Pool Club | Independent Free | Proprietary Club | Independent Free | G 1 4HW |
| Scotia Bar | Greene King | Pubs & Full On | Greene King | G 1 4LW |
| Classic Grand | Independent Free | Proprietary Club | Independent Free | G 1 4QD |
| Macsorleys | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | G 1 4QG |
| Chrystal Bell | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | G 1 5AA |
| Mackinnons Bar | Independent Free | Pubs & Full On | Independent Free | G 1 5AB |
| Braemar Bar | Independent Free | Pubs & Full On | Independent Free | G 1 5BX |
| Saracens Head | Independent Free | Pubs & Full On | Independent Free | G 1 5DX |
| Westering Winds | Independent Free | Pubs & Full On | Independent Free | G 1 5HY |
| Old Shipbank Inn | Independent Free | Pubs & Full On | Independent Free | G 1 5LA |
| Toll Booth Bar | Independent Free | Pubs & Full On | Independent Free | G 1 5NA |
| Sloans | Independent Free | Pubs & Full On | Independent Free | G 2 8BG |
| Bar 67 | Independent Free | Pubs & Full On | Independent Free | G 4 0TP |
| Van Winkle | Independent Free | Restaurant | Independent Free | G 4 0TR |
| Barrowland Ballroom | Independent Free | Proprietary Club | Independent Free | G 4 0TT |
| 226 Gallogate | Independent Free | Pubs & Full On | Independent Free | G 4 0TS |
| Hielan Jessie | Independent Free | Pubs & Full On | Independent Free | G 4 0TX |
| Ladywell | Independent Free | Pubs & Full On | Independent Free | G 4 0UE |
| Carlton Bar | Independent Free | Pubs & Full On | Independent Free | G 40 1AG |
| Scotsman | Rosemount Taverns | Pubs & Full On | Rosemount Taverns | G 40 1HD |
| Windsor Bar | Rosemount Taverns | Pubs & Full On | Rosemount Taverns | G 40 1NE |
| Crimson Star | Independent Free | Pubs & Full On | Independent Free | G 40 1NE |
| Londoner | Independent Free | Pubs & Full On | Independent Free | G 40 1NQ |
| Traders Tavern | Independent Free | Pubs & Full On | Independent Free | G 40 2SR |
| Squirrel Bar | Independent Free | Pubs & Full On | Independent Free | G 40 2ST |
| Dalmarnock Inn | Independent Free | Pubs & Full On | Independent Free | G 40 4LH |
| International Bar | Independent Free | Pubs & Full On | Independent Free | G 42 0PR |
| Brazen Head | Independent Free | Pubs & Full On | Independent Free | G 42 7BE |
| Penny Farthing | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | G 42 8YG |
| Hutchesontown Bowling Club | Independent Free | Registered Club | Independent Free | G 5 0AW |
| Sharkeys | Independent Free | Pubs & Full On | Independent Free | G 5 9DT |
| Pig & Whistle | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | G 5 0NH |

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| Name | Description | License Type | Owner Name | Postcode |
|---|----------------------------|------------------|----------------------------|----------|
| Sholeh | Independent Free | Restaurant | Independent Free | G 5 8EJ |
| Star Bar | Independent Free | Pubs & Full On | Independent Free | G 5 9RN |
| West Of Scotland Indoor Bowling Club | Independent Free | Registered Club | Independent Free | G 73 1SZ |
| Babbity Bowster | Independent Free | Pubs & Full On | Independent Free | G 1 1PE |
| Pavement | Independent Free | Pubs & Full On | Independent Free | G 1 1SH |
| Bacchus | Independent Free | Pubs & Full On | Independent Free | G 1 1UR |
| Rab Has | Independent Free | Pubs & Full On | Independent Free | G 1 1UT |
| Mikaku | Independent Free | Restaurant | Independent Free | G 1 3EF |
| Pipeworks | Independent Free | Pubs & Full On | Independent Free | G 1 4HU |
| Mint & Lime | Independent Free | Pubs & Full On | Independent Free | G 1 4QD |
| Sub Club | Independent Free | Proprietary Club | Independent Free | G 1 4QD |
| Victoria | Independent Free | Pubs & Full On | Independent Free | G 1 5HZ |
| Tron Theatre | Independent Free | Pubs & Full On | Independent Free | G 1 5HB |
| Hoops Bar | Independent Free | Pubs & Full On | Independent Free | G 4 0TR |
| Seven Ways | Iona Taverns | Pubs & Full On | Scotsman Group | G 40 1NE |
| Lynch's Bar | Independent Free | Pubs & Full On | Independent Free | G 40 1PA |
| Drover | Rosemount Taverns | Pubs & Full On | Rosemount Taverns | G 40 2DX |
| Wee Mans Bar | Independent Free | Pubs & Full On | Independent Free | G 40 2DY |
| Lauriston Bar | Independent Free | Pubs & Full On | Independent Free | G 5 9HU |
| Glasgow College Of Nautical Studs Assoc | Independent Free | Registered Club | Independent Free | G 5 9XB |
| Singl-End | Independent Free | Restaurant | Independent Free | G 1 1HP |
| Home | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | G 1 1NY |
| Osteria Del Tempo Perso | *Other Small Retail Groups | Restaurant | *Other Small Retail Groups | G 1 1HP |
| ONeills | Mitchells & Butlers | Pubs & Full On | Mitchells & Butlers | G 1 1NY |
| Nonna Said | Independent Free | Restaurant | Independent Free | G 1 1LD |
| Premier Inn | Whitbread Hotels | Pubs & Full On | Whitbread | G 1 1YU |
| Crystal Palace | Wetherspoons GB | Pubs & Full On | Wetherspoons GB | G 1 4QD |
| Gandoli Fish | Independent Free | Restaurant | Independent Free | G 1 1NY |
| Clutha Vaults | Independent Free | Pubs & Full On | Independent Free | G 1 4SP |
| Corinthian | Scotsman Group | Proprietary Club | Scotsman Group | G 1 1DA |
| Pizza Hut | Pizza Hut UK Ltd | Restaurant | Pizza Hut UK Ltd | G 2 8BU |
| Ichiban | Independent Free | Restaurant | Independent Free | G 1 3DS |
| Swadish Modern Indian Cuisine | Independent Free | Restaurant | Independent Free | G 1 1HA |
| Brunswick Hotel | Independent Free | Pubs & Full On | Independent Free | G 1 1TF |
| Mcchuills | Baby Grand Group | Pubs & Full On | Baby Grand Group | G 1 1NL |
| 13Th Note Cafe | Independent Free | Pubs & Full On | Independent Free | G 1 5QT |
| Audio | Independent Free | Proprietary Club | Independent Free | G 1 4PP |
| Citizens Theatre | Independent Free | Pubs & Full On | Independent Free | G 5 9DS |
| Bar 91 | Independent Free | Pubs & Full On | Independent Free | G 1 1NP |
| Merchant Pride | Independent Free | Pubs & Full On | Independent Free | G 1 1LD |
| Dakhin | Independent Free | Restaurant | Independent Free | G 1 1NP |
| Premier Inn | Whitbread Hotels | Pubs & Full On | Whitbread | G 5 0TW |
| Arta | Scotsman Group | Proprietary Club | Scotsman Group | G 1 1NY |
| Polo Lounge | Scotsman Group | Proprietary Club | Scotsman Group | G 1 1UZ |
| Bowlarama | Independent Free | Proprietary Club | Independent Free | G 1 1UL |
| Bar Soba | Camerons | Pubs & Full On | Camerons | G 1 1NY |
| Italian Kitchen | Independent Free | Restaurant | Independent Free | G 1 1EX |
| Gate | Independent Free | Pubs & Full On | Independent Free | G 4 0TP |
| Underground | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | G 1 1JQ |
| Press Bar | Independent Free | Pubs & Full On | Independent Free | G 1 1RU |
| Metropolitan | Independent Free | Pubs & Full On | Independent Free | G 1 1NP |
| Committee Room 9 | Scotsman Group | Pubs & Full On | Scotsman Group | G 1 1JQ |
| Mono | *Other Small Retail Groups | Restaurant | *Other Small Retail Groups | G 1 5RB |

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|------------------------|-----------------------------|------------------|-----------------------------|----------|
| Zizzi | Azzurri Group Ltd | Restaurant | Azzurri Group Ltd | G 1 3JN |
| Qua | Independent Free | Restaurant | Independent Free | G 1 1EX |
| O2 Academy | Academy Music Group | Proprietary Club | Academy Music Group | G 5 9NT |
| Jurys Inn | Jurys Inn Group | Pubs & Full On | Jurys Inn Group | G 1 4QG |
| Kool Ba | Independent Free | Restaurant | Independent Free | G 1 1NP |
| Dhabba | Independent Free | Restaurant | Independent Free | G 1 1LE |
| Euro Hostel | Independent Free | Pubs & Full On | Independent Free | G 1 4NR |
| Riding Room | Scotsman Group | Proprietary Club | Scotsman Group | G 1 1TX |
| October | Scotsman Group | Restaurant | Scotsman Group | G 1 3JN |
| Grosvenor Casino | Rank | Proprietary Club | Rank | G 1 1UL |
| Boteco Do Brasil | Independent Free | Restaurant | Independent Free | G 1 5EP |
| Maggie Mays | Independent Free | Pubs & Full On | Independent Free | G 1 5EP |
| Express By Holiday Inn | Atlas Hotels | Pubs & Full On | Atlas Hotels | G 1 4LW |
| Avant Garde | Independent Free | Pubs & Full On | Independent Free | G 1 5QT |
| Beer Cafe | Independent Free | Pubs & Full On | Independent Free | G 1 1NP |
| Mharsanta | Independent Free | Restaurant | Independent Free | G 1 1LG |
| Super Bario | Independent Free | Pubs & Full On | Independent Free | G 1 5QZ |
| Spanish Butcher | Independent Free | Restaurant | Independent Free | G 1 1DT |
| Italian Caffe | Independent Free | Restaurant | Independent Free | G 1 1NY |
| Berits & Brown | Independent Free | Pubs & Full On | Independent Free | G 1 1SS |
| Venue | Independent Free | Registered Club | Independent Free | G 1 1XH |
| Art De Caf | Independent Free | Restaurant | Independent Free | G 1 1DW |
| Citation | Independent Free | Pubs & Full On | Independent Free | G 1 1HD |
| Ristorante Amore | Independent Free | Restaurant | Independent Free | G 1 1QA |
| Ny American Grill | Independent Free | Restaurant | Independent Free | G 1 3JN |
| Sky Bar & Restuarant | Independent Free | Restaurant | Independent Free | G 1 1NY |
| Speakeasy | Scotsman Group | Pubs & Full On | Scotsman Group | G 1 1JQ |
| Wild Cabaret & Graces | Independent Free | Proprietary Club | Independent Free | G 1 1LD |
| Nandos | Nandos Restaurants | Restaurant | Nandos Restaurants | G 1 4BW |
| Barca Tapas Bar | Independent Free | Restaurant | Independent Free | G 1 3JN |
| Village Curry House | Independent Free | Restaurant | Independent Free | G 5 8DZ |
| Merchant Steakhouse | Independent Free | Restaurant | Independent Free | G 1 1EX |
| Sapporo | Sapporo Teppanyaki | Restaurant | Sapporo Teppanyaki | G 1 1HA |
| Trades Hall | Independent Free | Pubs & Full On | Independent Free | G 1 1UH |
| Emirates Arena | Independent Free | Proprietary Club | Independent Free | G 4 0QW |
| Vinyl Bar | Independent Free | Pubs & Full On | Independent Free | G 1 5NB |
| Katies | Independent Free | Proprietary Club | Independent Free | G 1 1HP |
| Brutti Compadres | Independent Free | Pubs & Full On | Independent Free | G 1 1TS |
| Tribeca | Independent Free | Restaurant | Independent Free | G 1 1NX |
| Fraser Suites Glasgow | Independent Free | Pubs & Full On | Independent Free | G 1 1LH |
| Gallery | Independent Free | Pubs & Full On | Independent Free | G 1 1TF |
| A'challtainn | Independent Free | Pubs & Full On | Independent Free | G 40 2SB |
| Travelodge | Dubai International Capital | Pubs & Full On | Dubai International Capital | G 1 3DN |
| Ibis Styles | Accor Hotels | Pubs & Full On | Accor Hotels | G 1 1DT |
| Saint Luke's | Independent Free | Pubs & Full On | Independent Free | G 40 2JZ |
| Spiritualist | Signature Pubs Ltd | Pubs & Full On | Signature Pubs Ltd | G 1 1DT |
| Brewdog | BrewDog plc | Pubs & Full On | BrewDog plc | G 1 1SN |
| Soulsa Cafe | Independent Free | Pubs & Full On | Independent Free | G 1 1UH |
| Paesano Pizza | Independent Free | Restaurant | Independent Free | G 1 1DT |
| Bucks Bar | *Other Small Retail Groups | Restaurant | *Other Small Retail Groups | G 1 5EP |
| Al Sultan | Independent Free | Restaurant | Independent Free | G 5 9JB |
| Kavali | Independent Free | Proprietary Club | Independent Free | G 1 1NX |
| Eda Turkish Restaurant | Independent Free | Restaurant | Independent Free | G 1 1NL |

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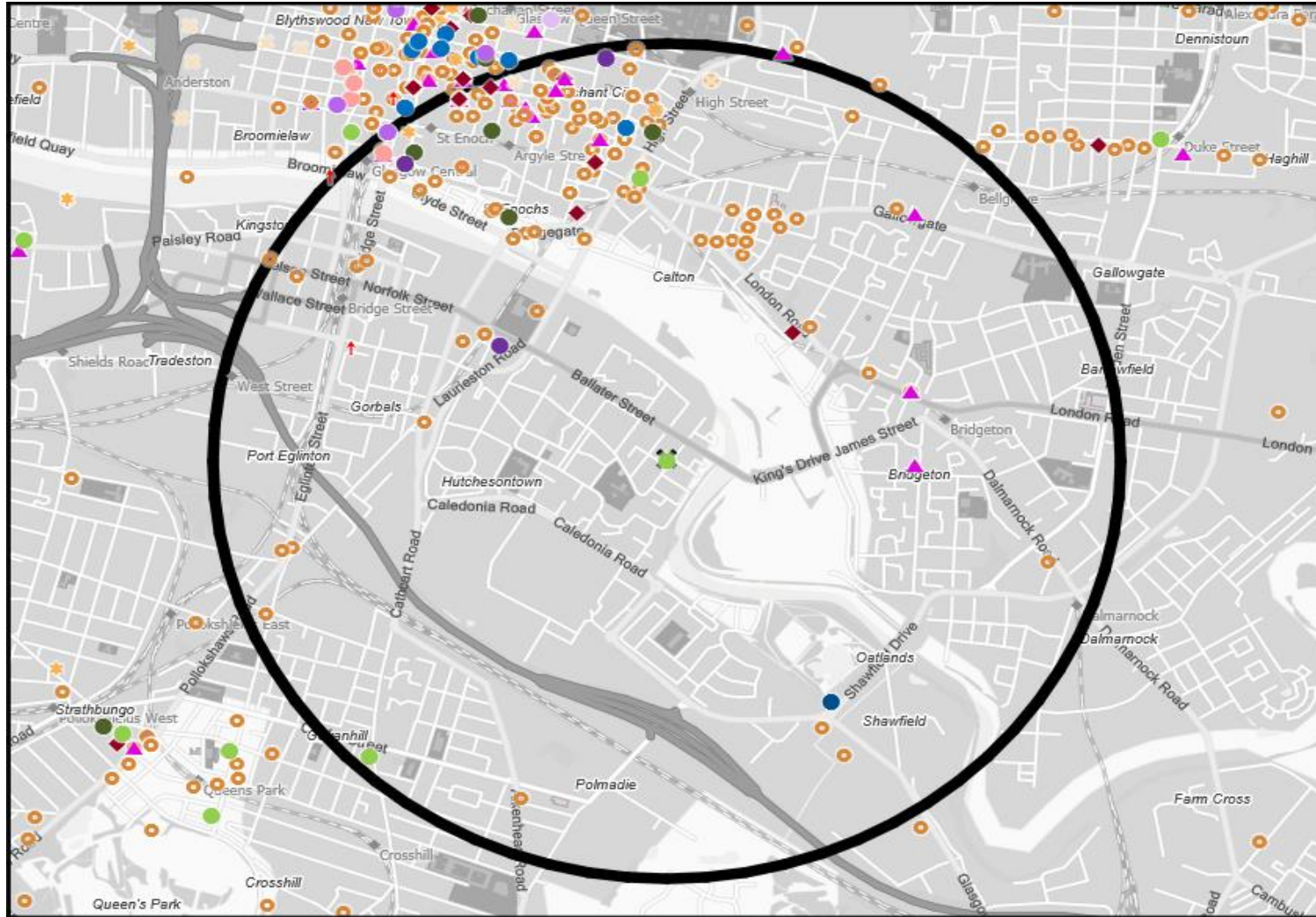
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| Name | Description | License Type | Owner Name | Postcode |
|---------------------------------|------------------------|----------------|------------------------|----------|
| Nq64 | NQ64 Arcade Bars Ltd | Pubs & Full On | NQ64 Arcade Bars Ltd | G 1 1LG |
| Horn Of Africa Restaurant & Bar | Independent Free | Restaurant | Independent Free | G 5 9RP |
| Jenny Burn | Marston's | Pubs & Full On | Marston's | G 5 0BJ |
| Everyman Cinema | Everyman Media Group | Pubs & Full On | Everyman Media Group | G 1 3JN |
| Moxy | Marriott International | Pubs & Full On | Marriott International | G 4 0QW |
| Marble Global Buffet | Independent Free | Restaurant | Independent Free | G 1 3DS |
| Gin71 | Independent Free | Restaurant | Independent Free | G 1 1TN |
| Bar Vini | Independent Free | Restaurant | Independent Free | G 42 7AA |
| Connollys Irish Bar | Independent Free | Pubs & Full On | Independent Free | G 1 1NX |
| Vue | Omers Private Equity | Pubs & Full On | Omers Private Equity | G 1 4BW |
| Bar And Block | Whitbread | Pubs & Full On | Whitbread | G 1 4AZ |
| West On The Green | West Beer | Pubs & Full On | West Beer | G 40 1AW |
| Sportsterz | Independent Free | Pubs & Full On | Independent Free | G 1 1UL |
| Butterfly Lounge | Independent Free | Pubs & Full On | Independent Free | G 1 1TY |
| Boom Battle Bar | BBB UK Trading Ltd | Pubs & Full On | BBB UK Trading Ltd | G 1 4BW |
| Clayton Hotel | Dalata UK Ltd | Pubs & Full On | Dalata UK Ltd | G 1 4AR |
| Virgin Hotel Glasgow | Independent Free | Pubs & Full On | Independent Free | G 1 4JH |
| Level X | Independent Free | Pubs & Full On | Independent Free | G 1 4BW |

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03760_Pig & Whistle, Glasgow, G5 0NH (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: P03760_Pig & Whistle, Glasgow, G5 0NH (1 Mile contour)
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| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|----------------------------|---------------|------------|------------|---------|-----|-----|
| 1 Affluent Achievers | 22 | 0.1 | 22.1 | 0 | | |
| 2 Rising Prosperity | 4,620 | 21.8 | 10.2 | 214 | | |
| 3 Comfortable Communities | 299 | 1.4 | 26.5 | 5 | | |
| 4 Financially Stretched | 7,768 | 36.7 | 23.7 | 155 | | |
| 5 Urban Adversity | 8,428 | 39.8 | 17.2 | 232 | | |
| 6 Not Private Households | 25 | 0.1 | 0.3 | 34 | | |
| Total households | 21,162 | | | | | |

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

UK Adults

8.4M

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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|-----------------------------------|---------------|------------|------------|-------|---|-----|-----|
| 1. Affluent Achievers | | | | | | | |
| 1.A Lavish Lifestyles | 0 | 0.0 | 1.1 | 0 | | | |
| 1.B Executive Wealth | 22 | 0.1 | 11.3 | 1 | | | |
| 1.C Mature Money | 0 | 0.0 | 9.6 | 0 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | 601 | 2.8 | 3.8 | 75 | | | |
| 2.E Career Climbers | 4,019 | 19.0 | 6.4 | 298 | | | |
| 3. Comfortable Communities | | | | | | | |
| 3.F Countryside Communities | 0 | 0.0 | 5.7 | 0 | | | |
| 3.G Successful Suburbs | 0 | 0.0 | 6.0 | 0 | | | |
| 3.H Steady Neighbourhoods | 8 | 0.0 | 7.4 | 1 | | | |
| 3.I Comfortable Seniors | 0 | 0.0 | 2.9 | 0 | | | |
| 3.J Starting Out | 291 | 1.4 | 4.6 | 30 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | 5,118 | 24.2 | 2.5 | 965 | | | |
| 4.L Modest Means | 64 | 0.3 | 8.0 | 4 | | | |
| 4.M Striving Families | 313 | 1.5 | 7.4 | 20 | | | |
| 4.N Poorer Pensioners | 2,273 | 10.7 | 5.8 | 187 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | 1,855 | 8.8 | 6.3 | 140 | | | |
| 5.P Struggling Estates | 320 | 1.5 | 5.7 | 27 | | | |
| 5.Q Difficult Circumstances | 6,253 | 29.5 | 5.2 | 564 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | 25 | 0.1 | 0.3 | 34 | | | |
| Total households | 21,162 | | | | | | |

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

FINANCIAL PROFILE

Household income: UK £28k, London £32k (Averages: £40k, £48k)

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

Financial situation: Running into debt to Saving a lot

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%)

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? |
|----------|-------|------|-----|----------------|
|----------|-------|------|-----|----------------|

ACORN TYPE PROFILE - HOUSEHOLDS

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Sort by: Corn Structure
 Index
 Profile %

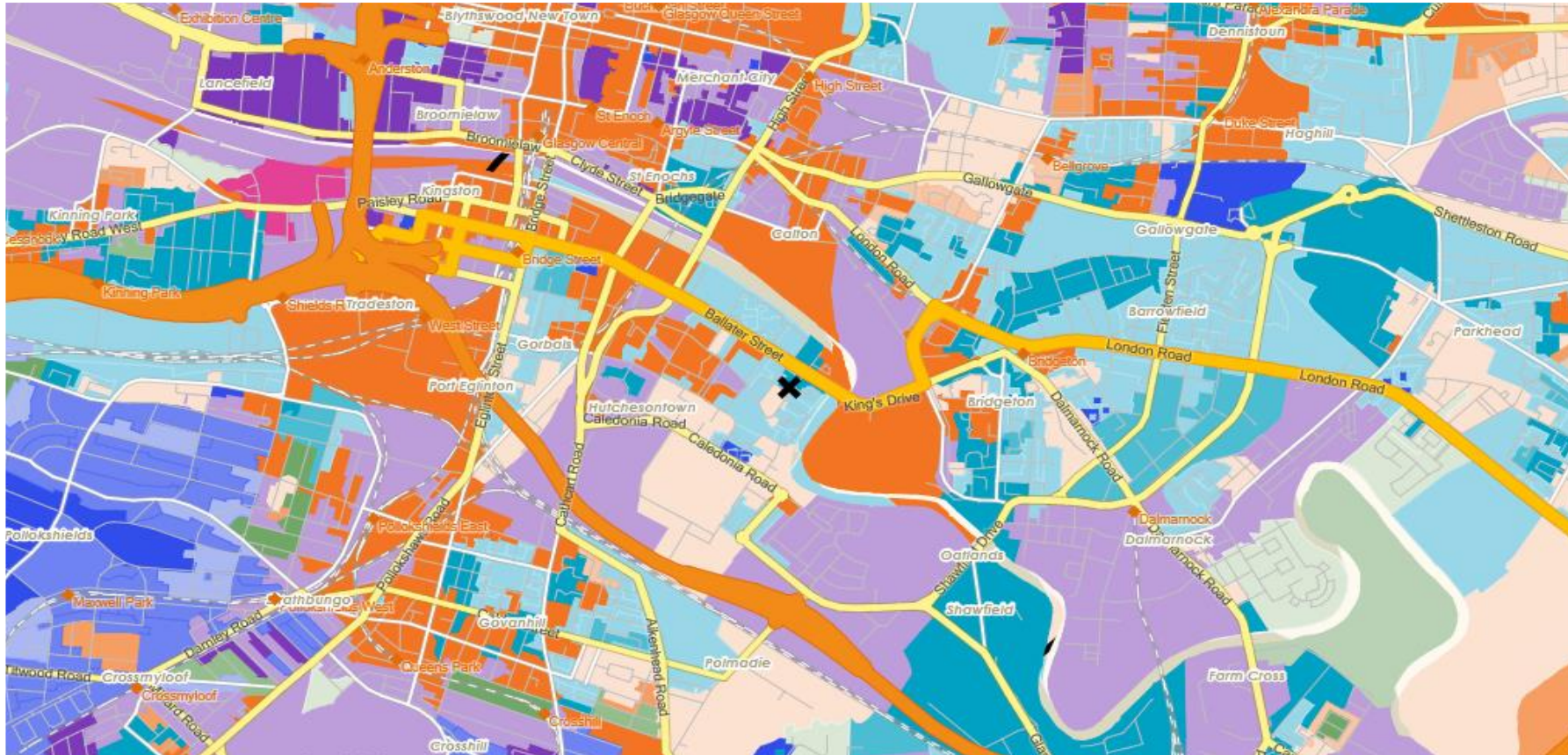
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|--|---------------|------------|------------|-------|---|-----|-----|
| 1. Affluent Achievers | | | | | | | |
| 1.A Lavish Lifestyles | | | | | | | |
| 1.A.1 Exclusive enclaves | 0 | 0.0 | 0.1 | 0 | | | |
| 1.A.2 Metropolitan money | 0 | 0.0 | 0.1 | 0 | | | |
| 1.A.3 Large house luxury | 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 | 2.5 | 0 | | | |
| 1.B.6 Financially comfortable families | 22 | 0.1 | 2.2 | 5 | | | |
| 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 | 3.1 | 0 | | | |
| 1.C.11 Settled suburbia, older people | 0 | 0.0 | 2.8 | 0 | | | |
| 1.C.12 Retired and empty nesters | 0 | 0.0 | 2.5 | 0 | | | |
| 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 | 601 | 2.8 | 1.5 | 195 | | | |
| 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 | 14 | 0.1 | 2.0 | 3 | | | |
| 2.E.19 First time buyers in small, modern homes | 4,005 | 18.9 | 3.4 | 558 | | | |
| 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 | 0 | 0.0 | 2.7 | 0 | | | |
| 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 | 0 | 0.0 | 3.5 | 0 | | | |
| 3.H.28 Owner occupied terraces, average income | 8 | 0.0 | 1.6 | 2 | | | |
| 3.H.29 Established suburbs, older families | 0 | 0.0 | 2.3 | 0 | | | |
| 3.I Comfortable Seniors | | | | | | | |
| 3.I.30 Older people, neat and tidy neighbourhoods | 0 | 0.0 | 2.4 | 0 | | | |
| 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 | 291 | 1.4 | 2.2 | 64 | | | |
| 3.J.33 Smaller houses and starter homes | 0 | 0.0 | 2.4 | 0 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | | | | | | | |
| 4.K.34 Student flats and halls of residence | 417 | 2.0 | 0.3 | 588 | | | |
| 4.K.35 Term-time terraces | 0 | 0.0 | 0.2 | 0 | | | |
| 4.K.36 Educated young people in flats and tenements | 4,701 | 22.2 | 1.9 | 1,155 | | | |
| 4.L Modest Means | | | | | | | |
| 4.L.37 Low cost flats in suburban areas | 31 | 0.1 | 1.4 | 10 | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 25 | 0.1 | 2.6 | 4 | | | |
| 4.L.39 Fading owner occupied terraces | 8 | 0.0 | 2.9 | 1 | | | |
| 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 | 57 | 0.3 | 1.6 | 16 | | | |
| 4.M.43 Families in right-to-buy estates | 15 | 0.1 | 2.0 | 3 | | | |
| 4.M.44 Post-war estates, limited means | 241 | 1.1 | 2.2 | 52 | | | |
| 4.N Poorer Pensioners | | | | | | | |
| 4.N.45 Pensioners in social housing, semis and terraces | 130 | 0.6 | 0.8 | 78 | | | |
| 4.N.46 Elderly people in social rented flats | 218 | 1.0 | 1.0 | 100 | | | |
| 4.N.47 Low income older people in smaller semis | 7 | 0.0 | 2.2 | 1 | | | |
| 4.N.48 Pensioners and singles in social rented flats | 1,918 | 9.1 | 1.7 | 531 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | | | | | | | |
| 5.O.49 Young families in low cost private flats | 1,124 | 5.3 | 2.2 | 243 | | | |
| 5.O.50 Struggling younger people in mixed tenure | 536 | 2.5 | 1.8 | 141 | | | |
| 5.O.51 Young people in small, low cost terraces | 195 | 0.9 | 2.3 | 41 | | | |
| 5.P Struggling Estates | | | | | | | |
| 5.P.52 Poorer families, many children, terraced housing | 132 | 0.6 | 1.6 | 40 | | | |
| 5.P.53 Low income terraces | 30 | 0.1 | 0.8 | 17 | | | |
| 5.P.54 Multi-ethnic, purpose-built estates | 71 | 0.3 | 1.0 | 34 | | | |
| 5.P.55 Deprived and ethnically diverse in flats | 82 | 0.4 | 0.7 | 52 | | | |
| 5.P.56 Low income large families in social rented semis | 5 | 0.0 | 1.6 | 1 | | | |
| 5.Q Difficult Circumstances | | | | | | | |
| 5.Q.57 Social rented flats, families and single parents | 882 | 4.2 | 1.5 | 276 | | | |
| 5.Q.58 Singles and young families, some receiving benefits | 187 | 0.9 | 1.8 | 50 | | | |
| 5.Q.59 Deprived areas and high-rise flats | 5,184 | 24.5 | 2.0 | 1,244 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | | | | | | | |
| 6.R.60 Active communal population | 1 | 0.0 | 0.1 | 8 | | | |
| 6.R.61 Inactive communal population | 24 | 0.1 | 0.3 | 40 | | | |
| 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | 21,162 | | | | | | |

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03760_Pig & Whistle, Glasgow, G5 0NH (1 Mile contour)



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

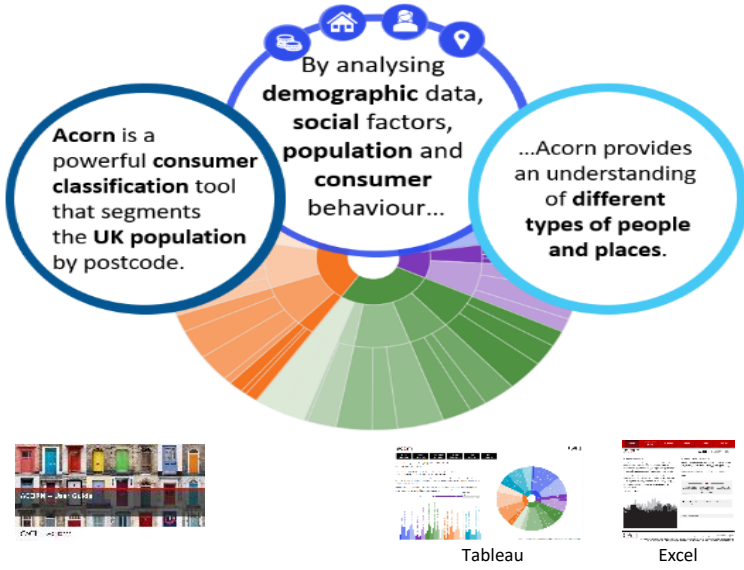
Acorn Groups

- 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

12.1M UK Adults 22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

House type: Detached

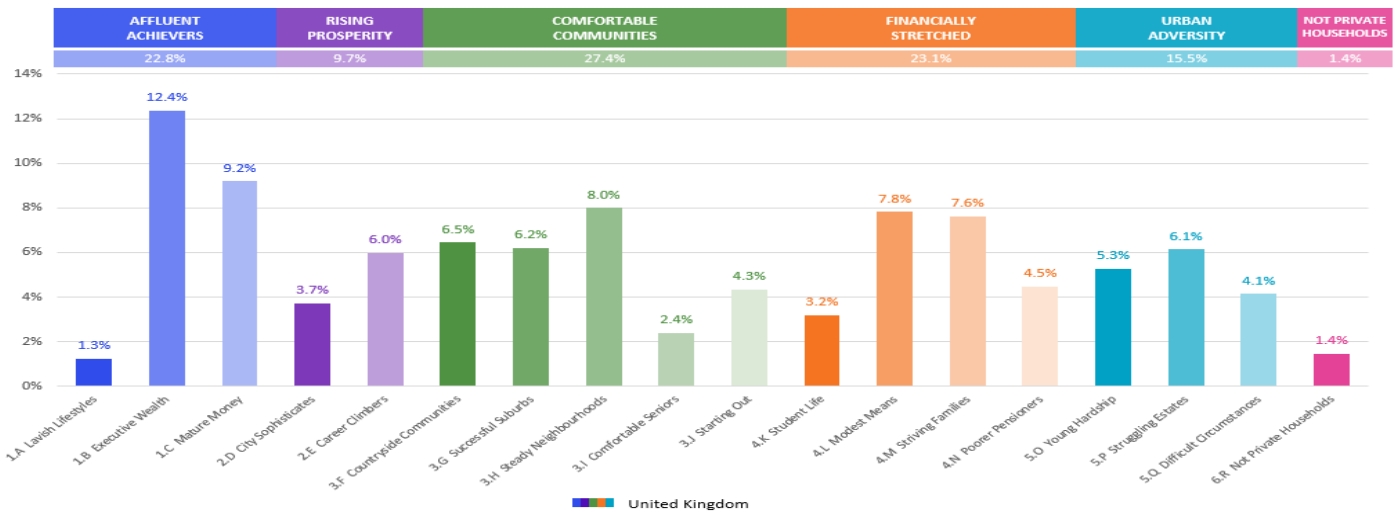
House tenure: Owned outright

Number of beds: 4+

Acorn Groups within Category 1: Affluent Achievers

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

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.



MAP OF AREA

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