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CGA LICENCED PREMISES

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Area:	P04094_Green Man, Southam, CV47 9PW (1
Base:	Great Britain
Year:	2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0 100 200
Pubs & Full On	6	226.1	81.7	**277**	
Proprietary Club	0	0.0	7.3	0	
Registered Club	0	0.0	28.2	0	
Restaurant	0	0.0	32.1	0	
Residential	0	0.0	2.7	0	

Name	Description	License Type	Owner Name	Postcode
Harvester	Independent Free	Pubs & Full On	Independent Free	CV47 9PE
Buck & Bell	Unknown	Pubs & Full On	Unknown	CV47 9PH
Green Man	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV47 9PW
Duck On The Pond	Wells & Co	Pubs & Full On	Wells & Co	CV47 9QJ
Cuttle Inn	Independent Free	Pubs & Full On	Independent Free	CV47 9QZ
Two Boats	Wells & Co	Pubs & Full On	Wells & Co	CV47 9QZ

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MAP OF AREA

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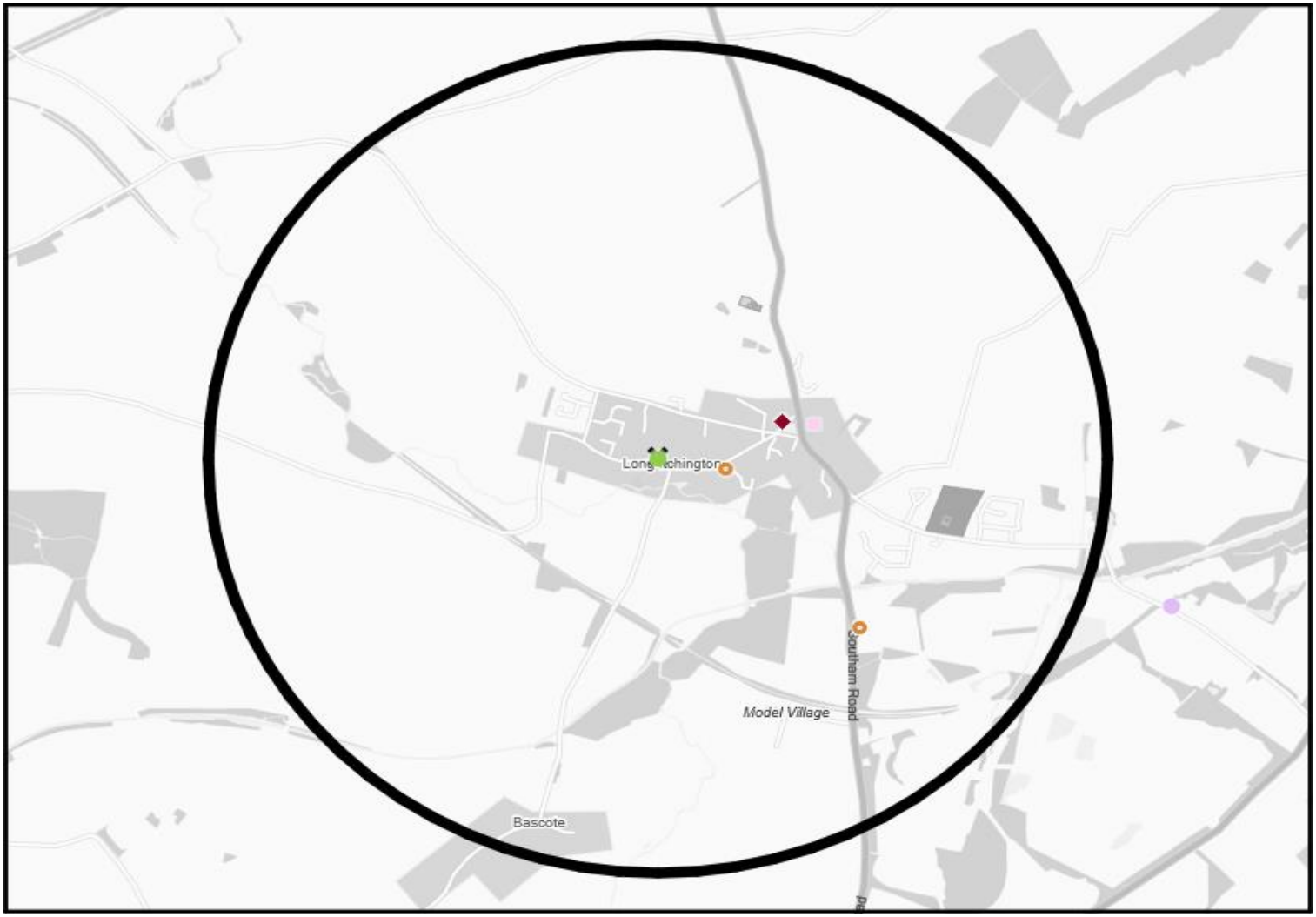
Source: OS Open Data 2018

Area: P04094_Green Man, Southam, CV47 9PW (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

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ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P04094_Green Man, Southam, CV47 9PW (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0 100 200
1	Affluent Achievers	666	60.3	22.1	**273**
2	Rising Prosperity	6	0.5	10.2	5
3	Comfortable Communities	146	13.2	26.5	50
4	Financially Stretched	269	24.4	23.7	**103**
5	Urban Adversity	17	1.5	17.2	9
6	Not Private Households	0	0.0	0.3	0
	Graph				
	Total households	**1,104**			

Acorn Category Pen Portrait

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ACORN GROUP PROFILE - HOUSEHOLDS

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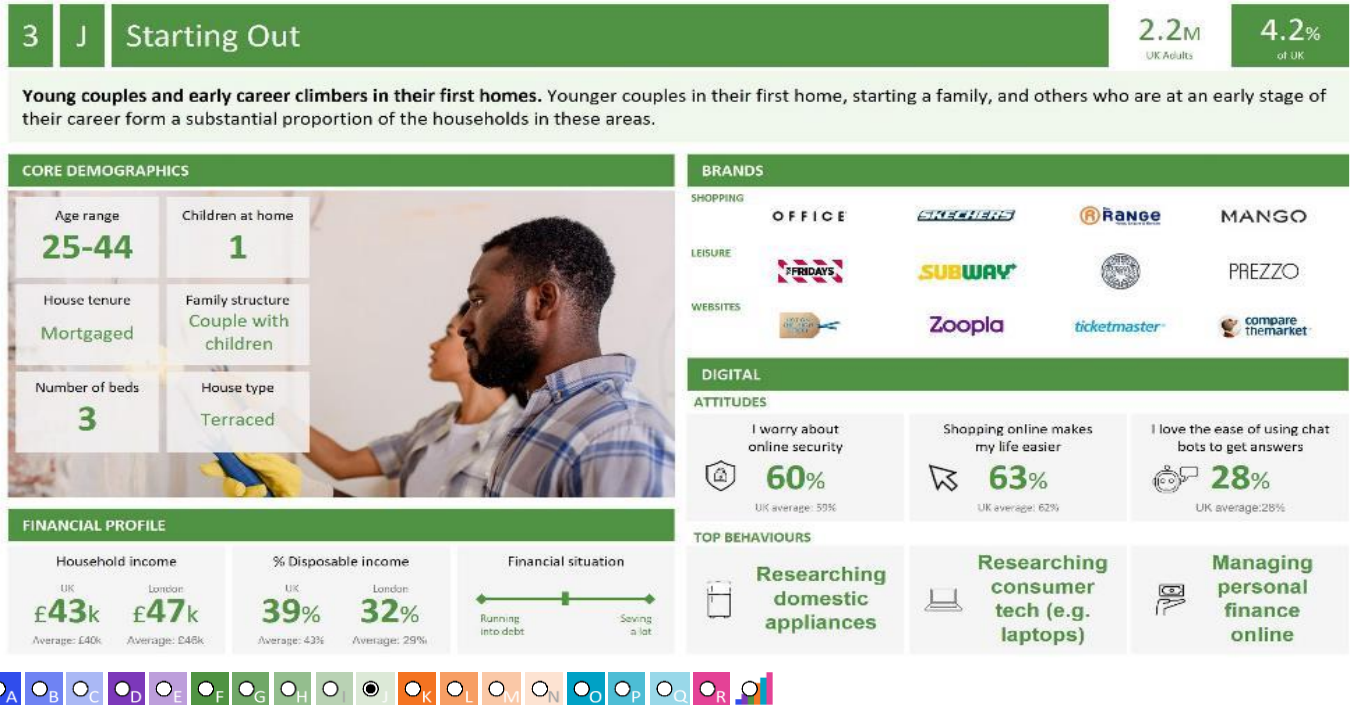
Area: P04094_Green Man, Southam, CV47 9PW (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Group Description		Area Profile	% for Area	% for Base	Index 0 100 200
1. Affluent Achievers					
1.A	Lavish Lifestyles	0	0.0	1.1	0
1.B	Executive Wealth	354	32.1	11.3	**283**
1.C	Mature Money	312	28.3	9.6	**293**
2. Rising Prosperity					
2.D	City Sophisticates	0	0.0	3.8	0
2.E	Career Climbers	6	0.5	6.4	9
3. Comfortable Communities					
3.F	Countryside Communities	46	4.2	5.7	73
3.G	Successful Suburbs	99	9.0	6.0	**151**
3.H	Steady Neighbourhoods	1	0.1	7.4	1
3.I	Comfortable Seniors	0	0.0	2.9	0
3.J	Starting Out	0	0.0	4.6	0
4. Financially Stretched					
4.K	Student Life	0	0.0	2.5	0
4.L	Modest Means	22	2.0	8.0	25
4.M	Striving Families	186	16.8	7.4	**226**
4.N	Poorer Pensioners	61	5.5	5.8	96
5. Urban Adversity					
5.O	Young Hardship	0	0.0	6.3	0
5.P	Struggling Estates	0	0.0	5.7	0
5.Q	Difficult Circumstances	17	1.5	5.2	29
6. Not Private Households					
6.R	Not Private Households	0	0.0	0.3	0
	Total households	**1,104**			

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04094_Green Man, Southam, CV47 9PW (1 Mile contour)
Base: Great Britain
Year: 2023

Sort by: Acorn Structure / Index / Profile %

Acorn Type Description			Area Profile	% for Area	% for Base	Index
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	20	1.8	2.6	69
	1.B.5	Wealthy countryside commuters	226	20.5	2.5	**829**
	1.B.6	Financially comfortable families	16	1.4	2.2	65
	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	92	8.3	1.6	**518**
1.C Mature Money						
	1.C.10	Better-off villagers	291	26.4	3.1	**857**
	1.C.11	Settled suburbia, older people	0	0.0	2.8	0
	1.C.12	Retired and empty nesters	21	1.9	2.5	77
	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	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	6	0.5	2.0	28
	2.E.19	First time buyers in small, modern homes	0	0.0	3.4	0
	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	13	1.2	1.0	**117**
	3.F.23	Owner occupiers in small towns and villages	33	3.0	3.2	93
3.G Successful Suburbs						
	3.G.24	Comfortably-off families in modern housing	6	0.5	2.7	20
	3.G.25	Larger family homes, multi-ethnic areas	0	0.0	0.8	0
	3.G.26	Semi-professional families, owner occupied neighbourhoods	93	8.4	2.4	**348**
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	0	0.0	1.6	0
	3.H.29	Established suburbs, older families	1	0.1	2.3	4
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	0	0.0	2.2	0
	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	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	0	0.0	1.4	0
	4.L.38	Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0
	4.L.39	Fading owner occupied terraces	22	2.0	2.9	68
	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	186	16.8	1.6	**1,056**
	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	0	0.0	2.0	0
	4.M.44	Post-war estates, limited means	0	0.0	2.2	0
4.N Poorer Pensioners						
	4.N.45	Pensioners in social housing, semis and terraces	17	1.5	0.8	**196**
	4.N.46	Elderly people in social rented flats	0	0.0	1.0	0
	4.N.47	Low income older people in smaller semis	44	4.0	2.2	**178**
	4.N.48	Pensioners and singles in social rented flats	0	0.0	1.7	0
5. Urban Adversity						
5.O Young Hardship						
	5.O.49	Young families in low cost private flats	0	0.0	2.2	0
	5.O.50	Struggling younger people in mixed tenure	0	0.0	1.8	0
	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	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	0	0.0	1.6	0
5.Q Difficult Circumstances						
	5.Q.57	Social rented flats, families and single parents	17	1.5	1.5	**102**
	5.Q.58	Singles and young families, some receiving benefits	0	0.0	1.8	0
	5.Q.59	Deprived areas and high-rise flats	0	0.0	2.0	0
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	**1,104**			

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DOMINANT ACORN GROUP - HOUSEHOLDS

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Area: P04094_Green Man, Southam, CV47 9PW (1 Mile contour)

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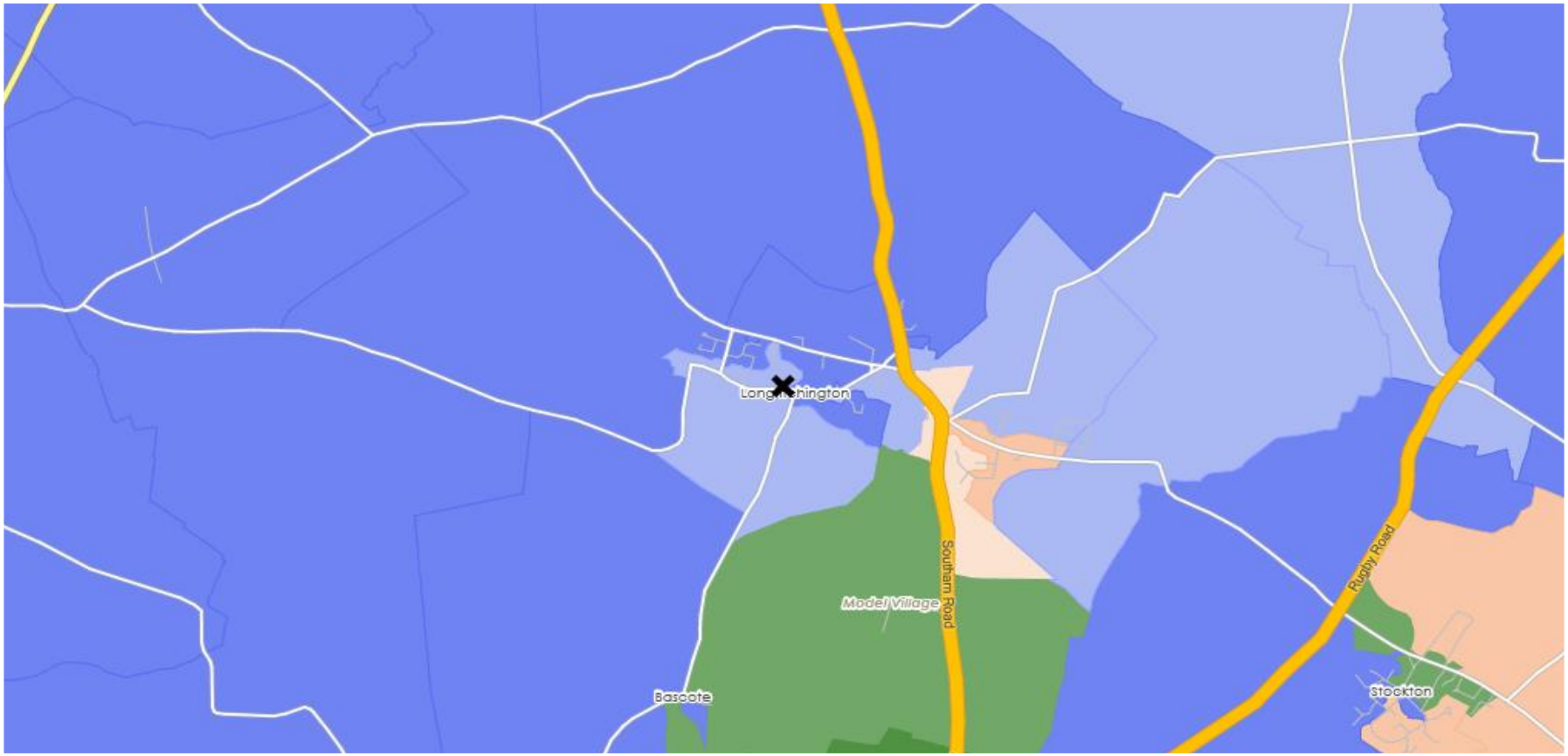

Dominant Acorn Category
% Affluent Achievers
% Rising Prosperity
% Comfortable Communities
% Financially Stretched
% Urban Adversity
Dominant Acorn Group

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

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ACORN - WHAT IS IT?

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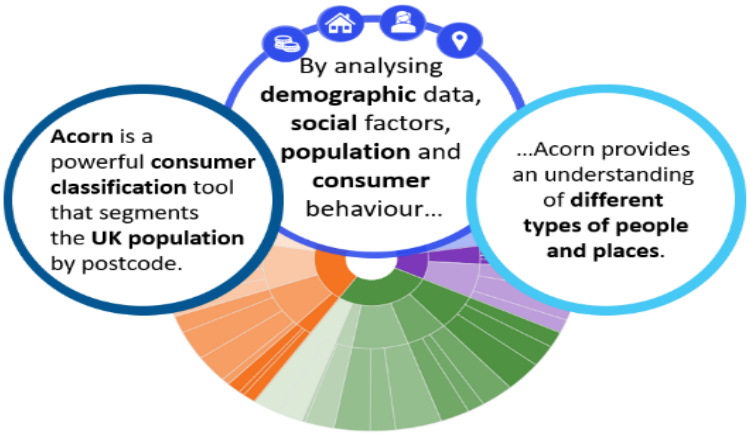
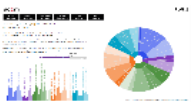
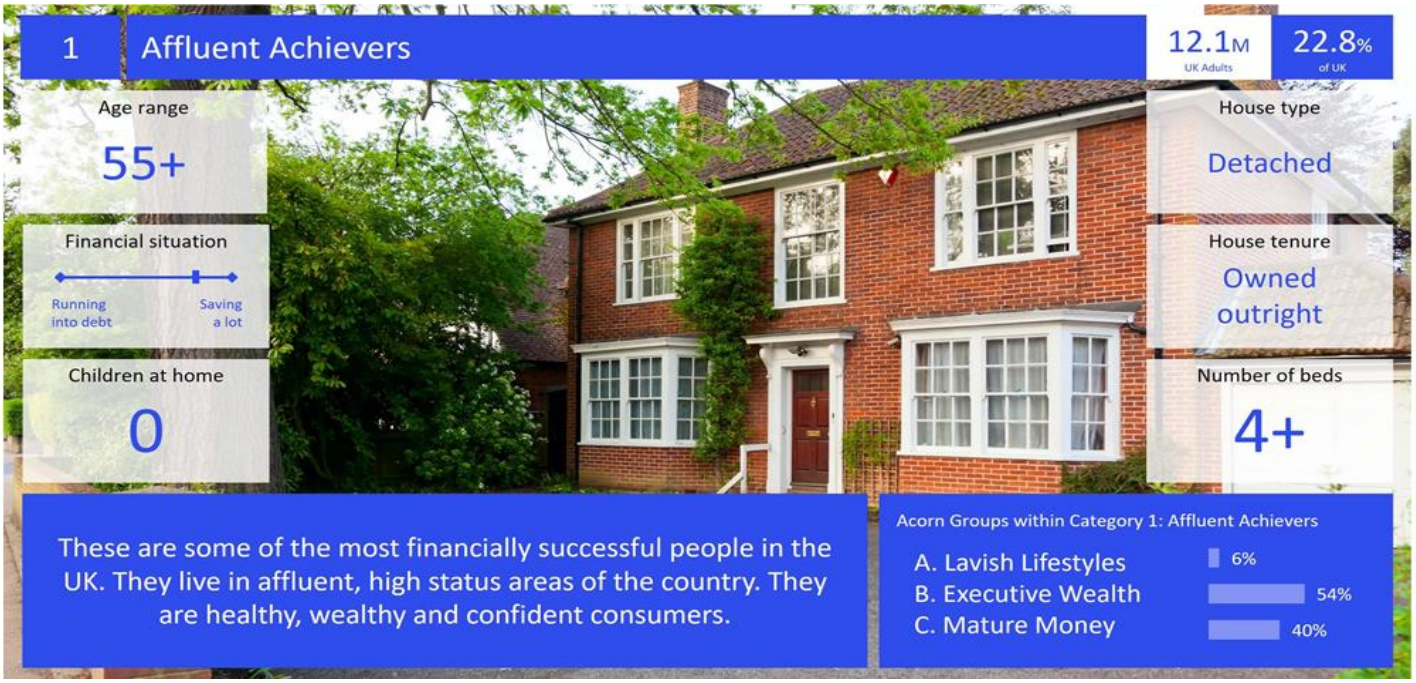


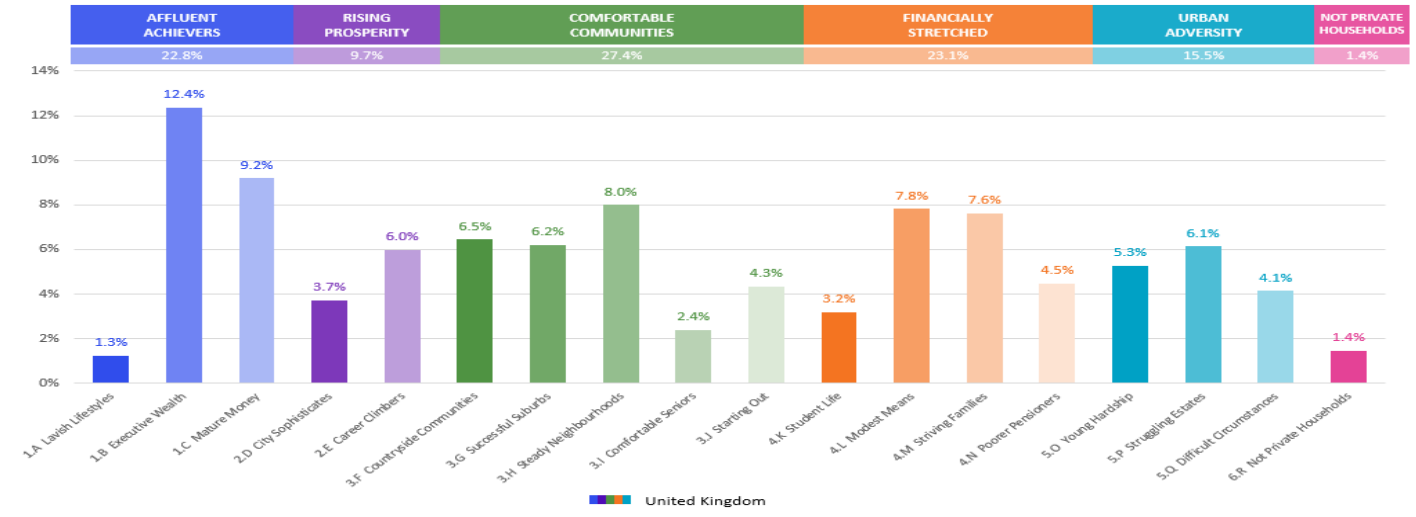


Tableau

Excel

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





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MAP OF AREA

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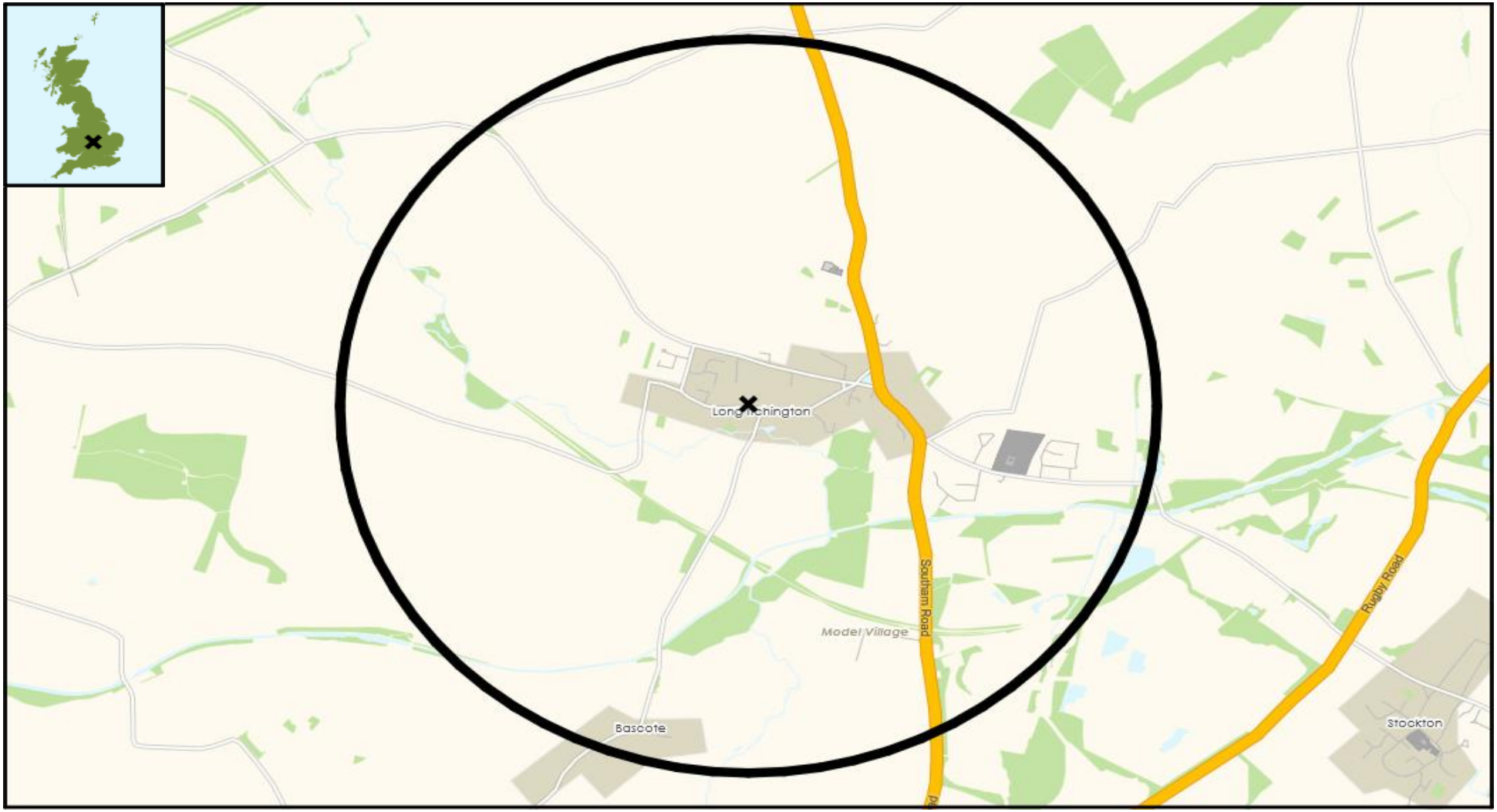

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