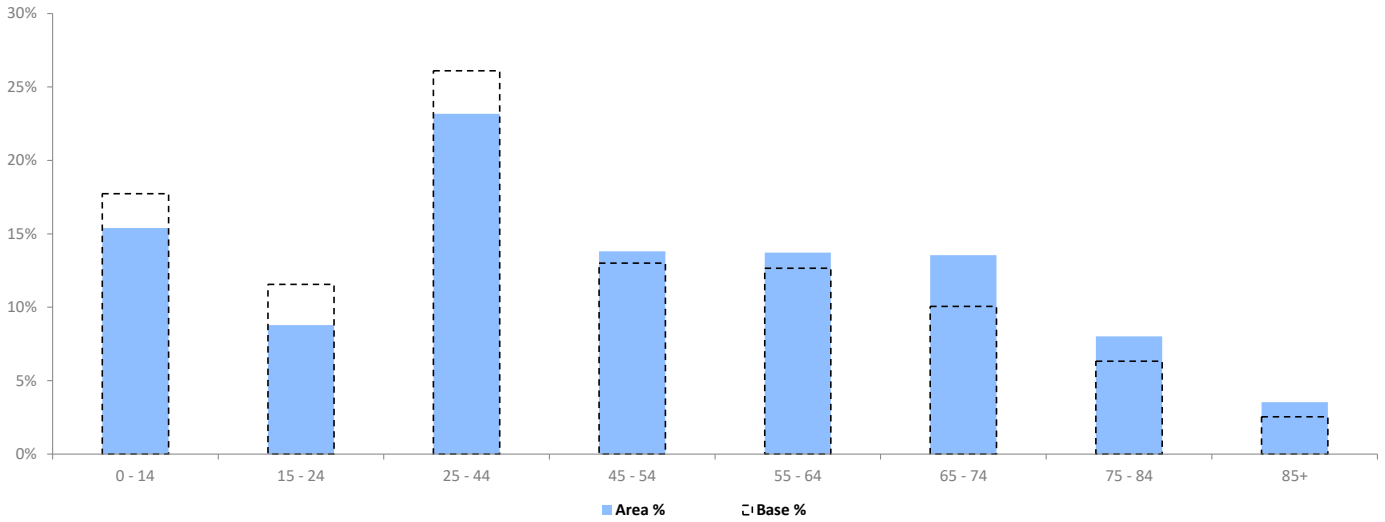


POPULATION PROJECTIONS

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Area: P04466_Britannia Inn, Brigg, DN20 8BS (1 Mile contour)
 Base: Great Britain
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,018	15.4	17.7	87			
15 - 24	581	8.8	11.6	76			
25 - 44	1,532	23.2	26.1	89			
45 - 54	913	13.8	13.0	106			
55 - 64	907	13.7	12.7	108			
65 - 74	896	13.6	10.1	135			
75 - 84	530	8.0	6.3	127			
85+	234	3.5	2.5	139			
Total population	6,611						



CGA LICENCED PREMISES

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Area: P04466_Britannia Inn, Brigg, DN20 8BS (1 Mi)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	8	121.0	85.9	141			
Proprietary Club	1	15.1	8.2	184			
Registered Club	3	45.4	30.1	151			
Restaurant	7	105.9	35.3	300			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Britannia Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DN20 8BS
Dying Gladiator	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DN20 8EF
Exchange Coach House Inn	Independent Free	Pubs & Full On	Independent Free	DN20 8EJ
Brigg Servicemens Club	Independent Free	Registered Club	Independent Free	DN20 8EX
Woolpack	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DN20 8HA
Black Bull	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DN20 8JH
White Horse	Wetherspoons GB	Pubs & Full On	Wetherspoon	DN20 8JR
La Finca	Independent Free	Restaurant	Independent Free	DN20 8LD
Lord Nelson	Old Mill Brewery	Pubs & Full On	Old Mill Brewery	DN20 8LD
Le Raj	Independent Free	Restaurant	Independent Free	DN20 8LD
Mumbai Lounge	Independent Free	Restaurant	Independent Free	DN20 8JD
Glanford Boat Club	Independent Free	Registered Club	Independent Free	DN20 8NQ
Brigg Town Football Club	Independent Free	Registered Club	Independent Free	DN20 8PG
Glanford Leisure Centre	Independent Free	Proprietary Club	Independent Free	DN20 9JU
China Royal Restaurant	Independent Free	Restaurant	Independent Free	DN20 8LN
Yarborough Hunt	Independent Free	Pubs & Full On	Independent Free	DN20 8NS
Bengal Spice	Independent Free	Restaurant	Independent Free	DN20 8JH
Vineyard	Independent Free	Restaurant	Independent Free	DN20 9HE
Yellowbelly Pizza	Independent Free	Restaurant	Independent Free	DN20 8LD

MAP OF AREA

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Source: OS Open Data 2018

Area: P04466_Britannia Inn, Brigg, DN20 8BS (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: P04466_Britannia Inn, Brigg, DN20 8BS (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	535	18.3	22.0	83		
2 Rising Prosperity	71	2.4	10.1	24		
3 Comfortable Communities	1,081	37.0	26.2	141		
4 Financially Stretched	939	32.1	23.7	135		
5 Urban Adversity	281	9.6	17.6	55		
6 Not Private Households	17	0.6	0.3	174		
Total households		2,924				



Graph

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%
UK Adults of UK

Age range
35-64

Financial situation

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%



ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04466_Britannia Inn, Brigg, DN20 8BS (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	0	0.0	1.1	0			
1.B Executive Wealth	183	6.3	11.2	56			
1.C Mature Money	352	12.0	9.6	125			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	71	2.4	6.2	39			
3. Comfortable Communities							
3.F Countryside Communities	510	17.4	5.7	304			
3.G Successful Suburbs	338	11.6	5.9	196			
3.H Steady Neighbourhoods	14	0.5	7.4	7			
3.I Comfortable Seniors	82	2.8	2.9	97			
3.J Starting Out	137	4.7	4.3	108			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	231	7.9	7.9	100			
4.M Striving Families	352	12.0	7.5	160			
4.N Poorer Pensioners	356	12.2	5.9	206			
5. Urban Adversity							
5.O Young Hardship	150	5.1	6.1	83			
5.P Struggling Estates	91	3.1	6.1	51			
5.Q Difficult Circumstances	40	1.4	5.3	26			
6. Not Private Households							
6.R Not Private Households	17	0.6	0.3	174			
Total households	2,924						


Acorn Group Pen Portrait

3 F Countryside Communities 3.4M UK Adults 6.4% of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

DEMOGRAPHICS

Age range 65+	Children at home 0
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached



BRANDS

SHOPPING: LAKELAND, Specsavers, Clarks

LEISURE: CAFE NERO, Zizzi, CAFE ROUGE

WEBSITES: ebay, Money Super Market, M&S, GOV.UK

ATTITUDES

I worry about online security
57%
UK average: 55%

Shopping online makes my life easier
53%
UK average: 53%

I couldn't live without the internet on my mobile
25%
UK average: 34%

FINANCIAL PROFILE

Household Income £42k <small>UK Average: £40k</small>	% Disposable Income 53% <small>UK Average: 44%</small>
London n/a <small>Average: £44k</small>	London n/a <small>Average: 39%</small>

Financial situation:


KEY INTERNET USAGE

This group are more likely to **browse for gardening products online**

TECHNOLOGY USAGE

This group are more likely to **purchase home insurance 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: P04466_Britannia Inn, Brigg, DN20 8BS (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
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	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	48	1.6	2.6	63			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	130	4.4	2.2	202			
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	5	0.2	1.6	11			
1.C Mature Money							
1.C.10 Better-off villagers	34	1.2	3.0	39			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	270	9.2	2.5	372			
1.C.13 Upmarket downsizers	48	1.6	1.3	126			
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	71	2.4	1.9	129			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	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	124	4.2	1.1	398			
3.F.23 Owner occupiers in small towns and villages	386	13.2	3.2	416			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	231	7.9	2.6	299			
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	3.7	2.4	151			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	10	0.3	3.4	10			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	4	0.1	2.3	6			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	52	1.8	2.4	74			
3.I.31 Elderly singles in purpose-built accommodation	30	1.0	0.5	209			
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	137	4.7	2.3	208			
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	0	0.0	1.7	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	38	1.3	1.4	92			
4.L.38 Semi-skilled workers in traditional neighbourhoods	73	2.5	2.6	95			
4.L.39 Fading owner occupied terraces	120	4.1	2.9	142			
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	128	4.4	1.6	274			
4.M.42 Struggling young families in post-war terraces	42	1.4	1.7	86			
4.M.43 Families in right-to-buy estates	151	5.2	2.1	249			
4.M.44 Post-war estates, limited means	31	1.1	2.2	48			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	63	2.2	0.8	275			
4.N.46 Elderly people in social rented flats	27	0.9	1.1	85			
4.N.47 Low income older people in smaller semis	245	8.4	2.3	368			
4.N.48 Pensioners and singles in social rented flats	21	0.7	1.8	41			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	45	1.5	2.1	72			
5.O.50 Struggling younger people in mixed tenure	90	3.1	1.7	176			
5.O.51 Young people in small, low cost terraces	15	0.5	2.3	23			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	83	2.8	1.6	175			
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	8	0.3	1.6	17			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	7	0.2	1.5	16			
5.Q.58 Singles and young families, some receiving benefits	7	0.2	1.8	13			
5.Q.59 Deprived areas and high-rise flats	26	0.9	2.0	44			
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	17	0.6	0.3	211			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	2,924						

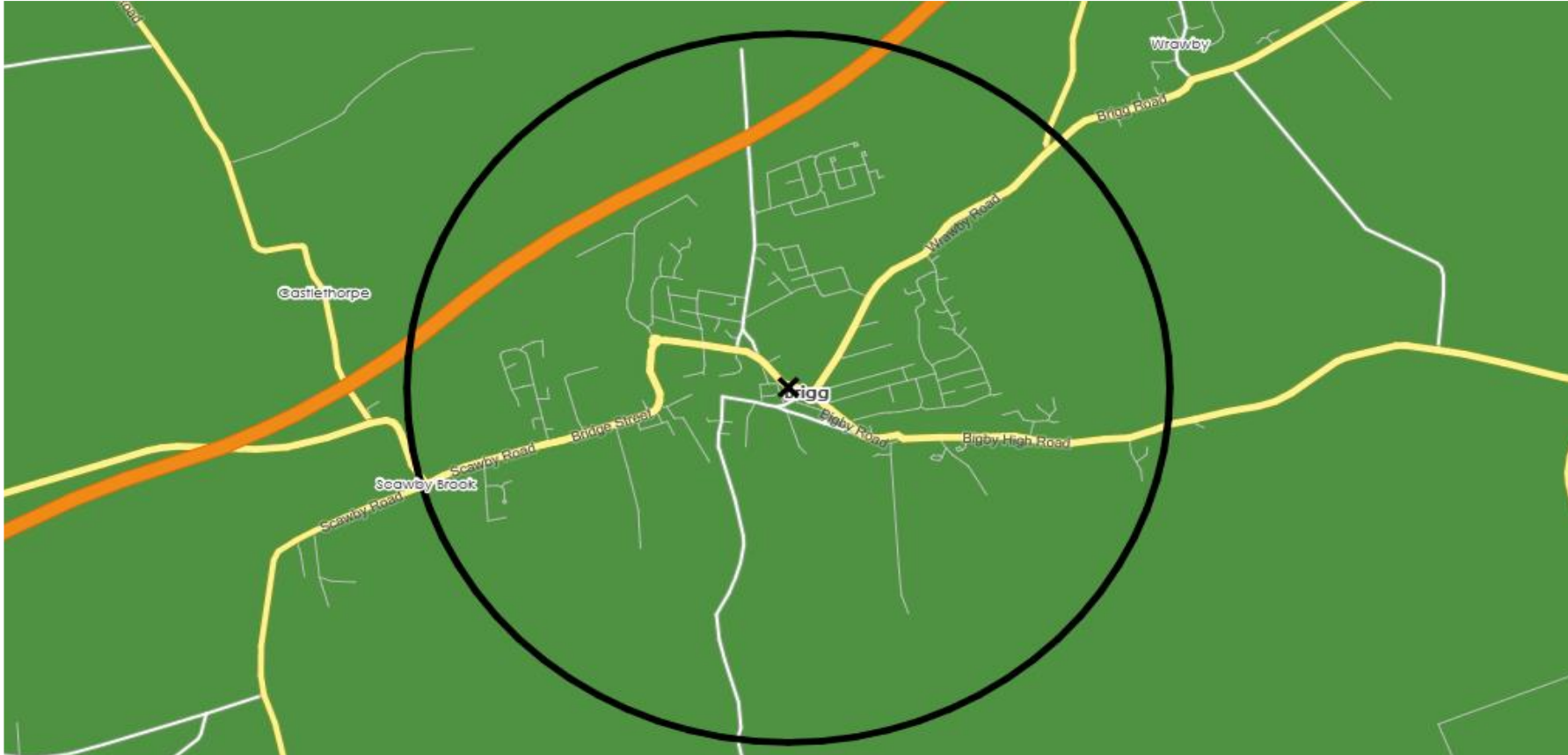
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04466_Britannia Inn, Brigg, DN20 8BS (1 Mile contour)



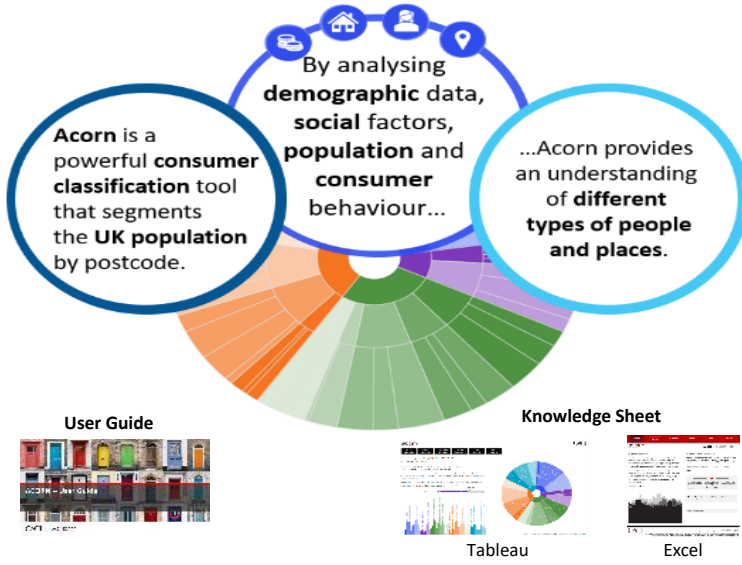
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	O. Young Hardship	49-51
4. Financially Stretched	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

