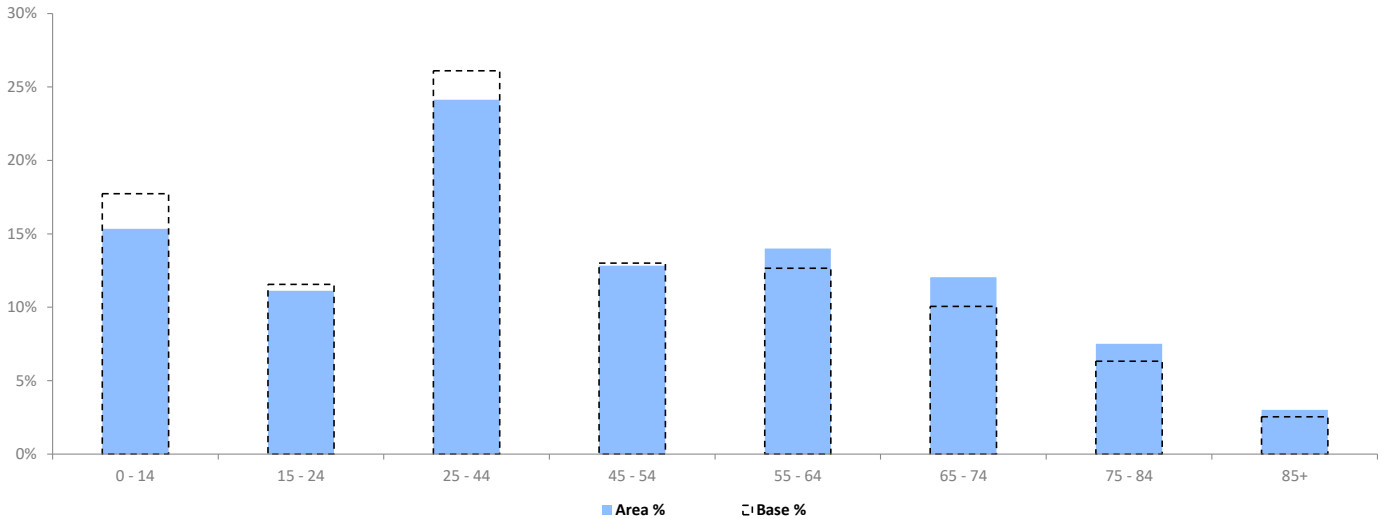


POPULATION PROJECTIONS

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Area: P03766_Portcullis, Arbroath, DD11 5AP (5 Mile contour)
 Base: Great Britain
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,136	15.4	17.7	87			
15 - 24	2,995	11.1	11.6	96			
25 - 44	6,502	24.1	26.1	92			
45 - 54	3,455	12.8	13.0	99			
55 - 64	3,774	14.0	12.7	111			
65 - 74	3,245	12.0	10.1	120			
75 - 84	2,024	7.5	6.3	119			
85+	810	3.0	2.5	118			
Total population	26,941						



CGA LICENCED PREMISES

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Area: P03766_Portcullis, Arbroath, DD11 5AP (5 M)
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	32	118.8	85.9	138			
Proprietary Club	5	18.6	8.2	226			
Registered Club	12	44.5	30.1	148			
Restaurant	6	22.3	35.3	63			
Residential	1	3.7	3.5	105			

Name	Description	License Type	Owner Name	Postcode
Fishermans Inn	Independent Free	Pubs & Full On	Independent Free	DD11 1AN
Webster Memorial Theatre	Independent Free	Pubs & Full On	Independent Free	DD11 1AW
Newgate Bowling Club	Independent Free	Registered Club	Independent Free	DD11 1BL
Commercial Inn	Independent Free	Pubs & Full On	Independent Free	DD11 1BB
Old Brew House	Unknown	Pubs & Full On	Unknown	DD11 1BH
Newgate Bar	Independent Free	Pubs & Full On	Independent Free	DD11 1BZ
Pageant	Rosemount Taverns	Pubs & Full On	Rosemount Taverns	DD11 1DX
Abbey Inn	Independent Free	Pubs & Full On	Independent Free	DD11 1EU
Abbey Bowling Club	Independent Free	Registered Club	Independent Free	DD11 1HQ
Burns Bar	Independent Free	Pubs & Full On	Independent Free	DD11 1JD
St Thomas Bar	Independent Free	Pubs & Full On	Independent Free	DD11 1JP
Lorne Bar	Independent Free	Pubs & Full On	Independent Free	DD11 1NA
Central Bar	Independent Free	Pubs & Full On	Independent Free	DD11 1NF
Saffron Indian Cuisine	Independent Free	Restaurant	Independent Free	DD11 1NW
Millgate Bar	Independent Free	Pubs & Full On	Independent Free	DD11 1PQ
Arbroath Football Club Supporters Club	Independent Free	Registered Club	Independent Free	DD11 1QJ
Tutties Neuk Inn	Independent Free	Pubs & Full On	Independent Free	DD11 1QJ
Arbroath Bowling Club	Independent Free	Registered Club	Independent Free	DD11 1QU
Bar 1320	Independent Free	Pubs & Full On	Independent Free	DD11 1RF
Royal Thai	Independent Free	Restaurant	Independent Free	DD11 1RF
Anchor Bar	Independent Free	Pubs & Full On	Independent Free	DD11 1RF
Arbroath Golf Club	Independent Free	Registered Club	Independent Free	DD11 2PE
Lochlands Bar	Independent Free	Pubs & Full On	Independent Free	DD11 3AB
West Port Bar	Unknown	Pubs & Full On	Unknown	DD11 3AE
Station Hotel	Independent Free	Pubs & Full On	Independent Free	DD11 3AF
Royal British Legion Club	Independent Free	Registered Club	Independent Free	DD11 3AP
Arbroath District Indoor Bowl Club	Independent Free	Registered Club	Independent Free	DD11 3DY
Rams Heid Bar	Independent Free	Pubs & Full On	Independent Free	DD11 3ES
Arbroath United Cricket Club	Independent Free	Registered Club	Independent Free	DD11 3EW
Rosely Country House Hotel	Independent Free	Pubs & Full On	Independent Free	DD11 3RB
Corner Bar	Independent Free	Pubs & Full On	Independent Free	DD11 4DH
Portcullis	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DD11 5AP
Cliffburn Hotel	Independent Free	Pubs & Full On	Independent Free	DD11 5BT
Meadowbank Inn	Independent Free	Pubs & Full On	Independent Free	DD11 5RA
Gordons Restaurant with Rooms	Independent Free	Residential	Independent Free	DD11 5RN
Seaton Estate	Independent Free	Pubs & Full On	Independent Free	DD11 5SE
But N Ben	Independent Free	Restaurant	Independent Free	DD11 5SQ
Rm Condor Arbroath Angus	Independent Free	Registered Club	Independent Free	DD11 3SJ
De Vito's	Independent Free	Pubs & Full On	Independent Free	DD11 1NN
Buzz Bingo	Gala Group	Proprietary Club	Gala Group	DD11 1DP
Crown Parks Seaton Estate Holiday Villa	Independent Free	Proprietary Club	Independent Free	DD11 5SE
Red Lion Caravan Park	Independent Free	Proprietary Club	Independent Free	DD11 2PT
Corn Exchange	Wetherspoons GB	Pubs & Full On	Wetherspoon	DD11 1HR
Panmure Lodge	Independent Free	Registered Club	Independent Free	DD11 1AQ
Townhouse Hotel	Greene King	Pubs & Full On	Greene King	DD11 1DP
Old Boatyard	Independent Free	Restaurant	Independent Free	DD11 1PS
Sugar & Spice	Independent Free	Pubs & Full On	Independent Free	DD11 1BE
Coast	Independent Free	Proprietary Club	Independent Free	DD11 1HT
Webmors	Independent Free	Pubs & Full On	Independent Free	DD11 1AW
Letham Grange Golf Club	Independent Free	Registered Club	Independent Free	DD11 4RL
Smithies	Independent Free	Pubs & Full On	Independent Free	DD11 1RG
Azzurro Restaurant	Independent Free	Restaurant	Independent Free	DD11 1AN
Shotz Pool & Snooker Club	Independent Free	Proprietary Club	Independent Free	DD11 1XA

CGA LICENCED PREMISES

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Area: P03766_Portcullis, Arbroath, DD11 5AP (5 M)
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	32	118.8	85.9	138			
Proprietary Club	5	18.6	8.2	226			
Registered Club	12	44.5	30.1	148			
Restaurant	6	22.3	35.3	63			
Residential	1	3.7	3.5	105			

Name	Description	License Type	Owner Name	Postcode
Lochlands Bowling Club	Independent Free	Registered Club	Independent Free	DD11 3DT
Buick Social Club	Independent Free	Pubs & Full On	Independent Free	DD11 3AB
Copper Oven	Independent Free	Restaurant	Independent Free	DD11 1HX

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03766_Portcullis, Arbroath, DD11 5AP (5 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: P03766_Portcullis, Arbroath, DD11 5AP (5 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,692	13.2	22.0	60		
2 Rising Prosperity	294	2.3	10.1	23		
3 Comfortable Communities	2,717	21.2	26.2	81		
4 Financially Stretched	5,202	40.6	23.7	171		
5 Urban Adversity	2,807	21.9	17.6	124		
6 Not Private Households	115	0.9	0.3	269		
Total households				12,827		



Graph

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: P03766_Portcullis, Arbroath, DD11 5AP (5 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	765	6.0	11.2	53			
1.C Mature Money	927	7.2	9.6	75			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	294	2.3	6.2	37			
3. Comfortable Communities							
3.F Countryside Communities	1,419	11.1	5.7	193			
3.G Successful Suburbs	422	3.3	5.9	56			
3.H Steady Neighbourhoods	350	2.7	7.4	37			
3.I Comfortable Seniors	412	3.2	2.9	111			
3.J Starting Out	114	0.9	4.3	20			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,278	10.0	7.9	126			
4.M Striving Families	2,239	17.5	7.5	231			
4.N Poorer Pensioners	1,685	13.1	5.9	222			
5. Urban Adversity							
5.O Young Hardship	1,404	10.9	6.1	178			
5.P Struggling Estates	93	0.7	6.1	12			
5.Q Difficult Circumstances	1,310	10.2	5.3	191			
6. Not Private Households							
6.R Not Private Households	115	0.9	0.3	269			
Total households	12,827						

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



FINANCIAL PROFILE

Household Income UK: £32k London: £37k Average: £40k Average: £44k	% Disposable Income UK: 41% London: 37% Average: 44% Average: 39%	Financial situation Running into debt Saving a lot
--	---	--

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL

I worry about online security 54% UK average: 55%	Shopping online makes my life easier 49% UK average: 53%	I couldn't live without the internet on my mobile 32% UK average: 34%
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KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **browse for computer games** online

TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to **purchase toys** online

This group are more likely to **watch TV on demand on a mobile**

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

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Area: P03766_Portcullis, Arbroath, DD11 5AP (5 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Acorn Structure
 Index
 Profile %

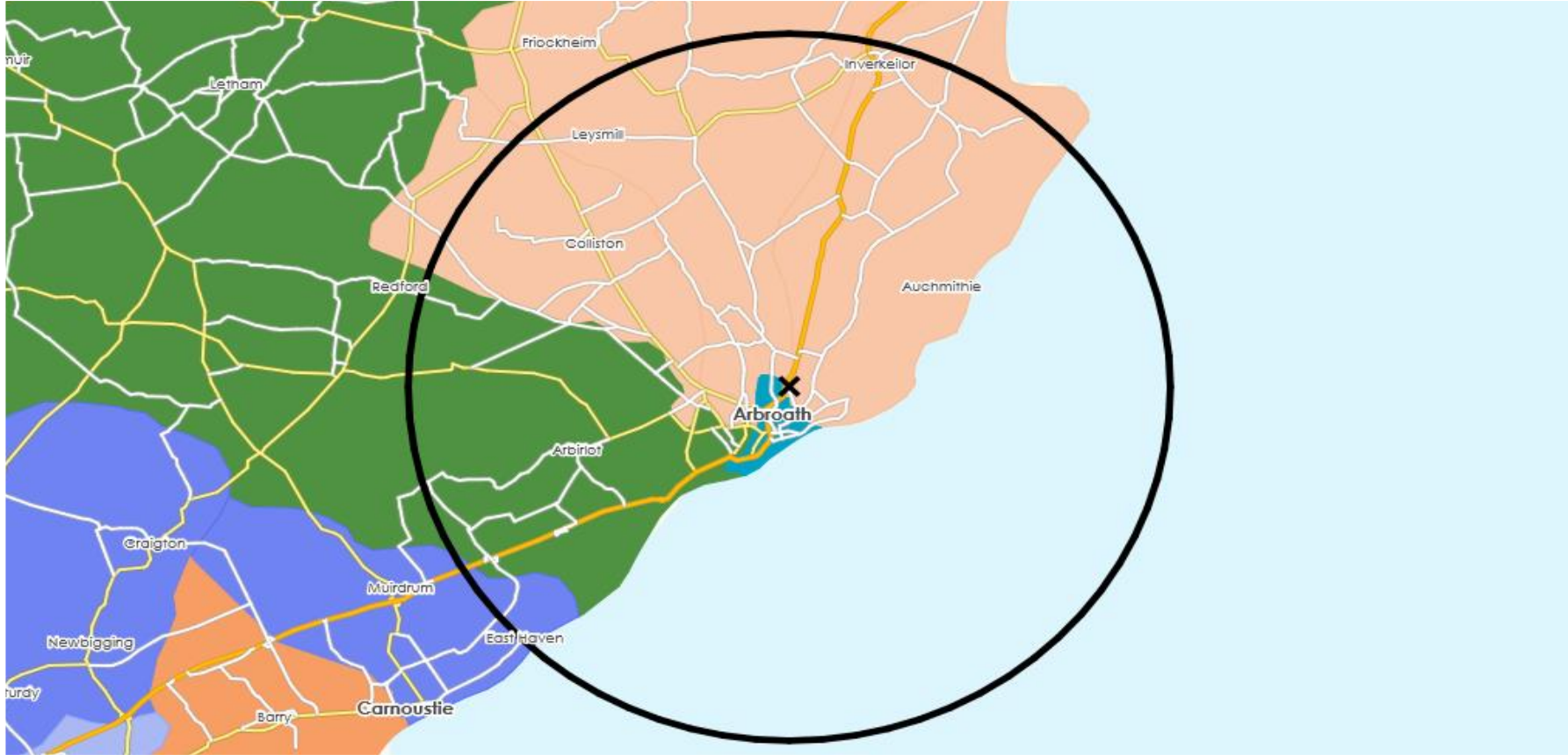
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	180	1.4	2.6	54			
1.B.5 Wealthy countryside commuters	96	0.7	2.4	31			
1.B.6 Financially comfortable families	429	3.3	2.2	152			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	5	0.0	1.5	3			
1.B.9 Well-off edge of towners	55	0.4	1.6	27			
1.C Mature Money							
1.C.10 Better-off villagers	109	0.8	3.0	28			
1.C.11 Settled suburbia, older people	157	1.2	2.9	43			
1.C.12 Retired and empty nesters	523	4.1	2.5	164			
1.C.13 Upmarket downsizers	138	1.1	1.3	83			
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	270	2.1	1.9	112			
2.E.19 First time buyers in small, modern homes	24	0.2	3.3	6			
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	670	5.2	1.5	349			
3.F.22 Older couples and families in rural areas	127	1.0	1.1	93			
3.F.23 Owner occupiers in small towns and villages	622	4.8	3.2	153			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	288	2.2	2.6	85			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	134	1.0	2.4	43			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	212	1.7	3.4	48			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	138	1.1	2.3	46			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	381	3.0	2.4	123			
3.I.31 Elderly singles in purpose-built accommodation	31	0.2	0.5	49			
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	114	0.9	2.3	39			
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	316	2.5	1.4	175			
4.L.38 Semi-skilled workers in traditional neighbourhoods	283	2.2	2.6	84			
4.L.39 Fading owner occupied terraces	679	5.3	2.9	184			
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	95	0.7	1.6	46			
4.M.42 Struggling young families in post-war terraces	210	1.6	1.7	98			
4.M.43 Families in right-to-buy estates	167	1.3	2.1	63			
4.M.44 Post-war estates, limited means	1,767	13.8	2.2	626			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	204	1.6	0.8	203			
4.N.46 Elderly people in social rented flats	147	1.1	1.1	106			
4.N.47 Low income older people in smaller semis	308	2.4	2.3	106			
4.N.48 Pensioners and singles in social rented flats	1,026	8.0	1.8	453			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	992	7.7	2.1	360			
5.O.50 Struggling younger people in mixed tenure	412	3.2	1.7	184			
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	57	0.4	1.6	27			
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	36	0.3	1.6	17			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	815	6.4	1.5	418			
5.Q.58 Singles and young families, some receiving benefits	130	1.0	1.8	57			
5.Q.59 Deprived areas and high-rise flats	365	2.8	2.0	140			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	21	0.2	0.1	281			
6.R.61 Inactive communal population	94	0.7	0.3	266			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	12,827						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: P03766_Portcullis, Arbroath, DD11 5AP (5 Mile contour)



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

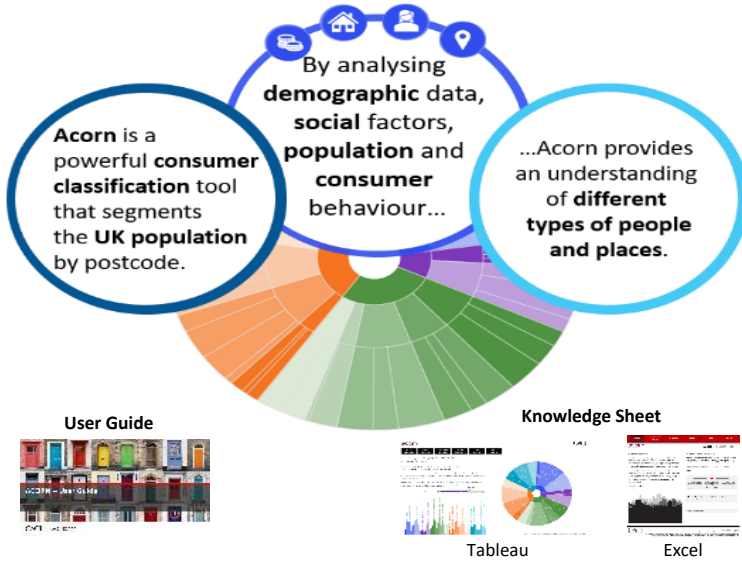
Acorn Groups

- 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 checked="" 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

