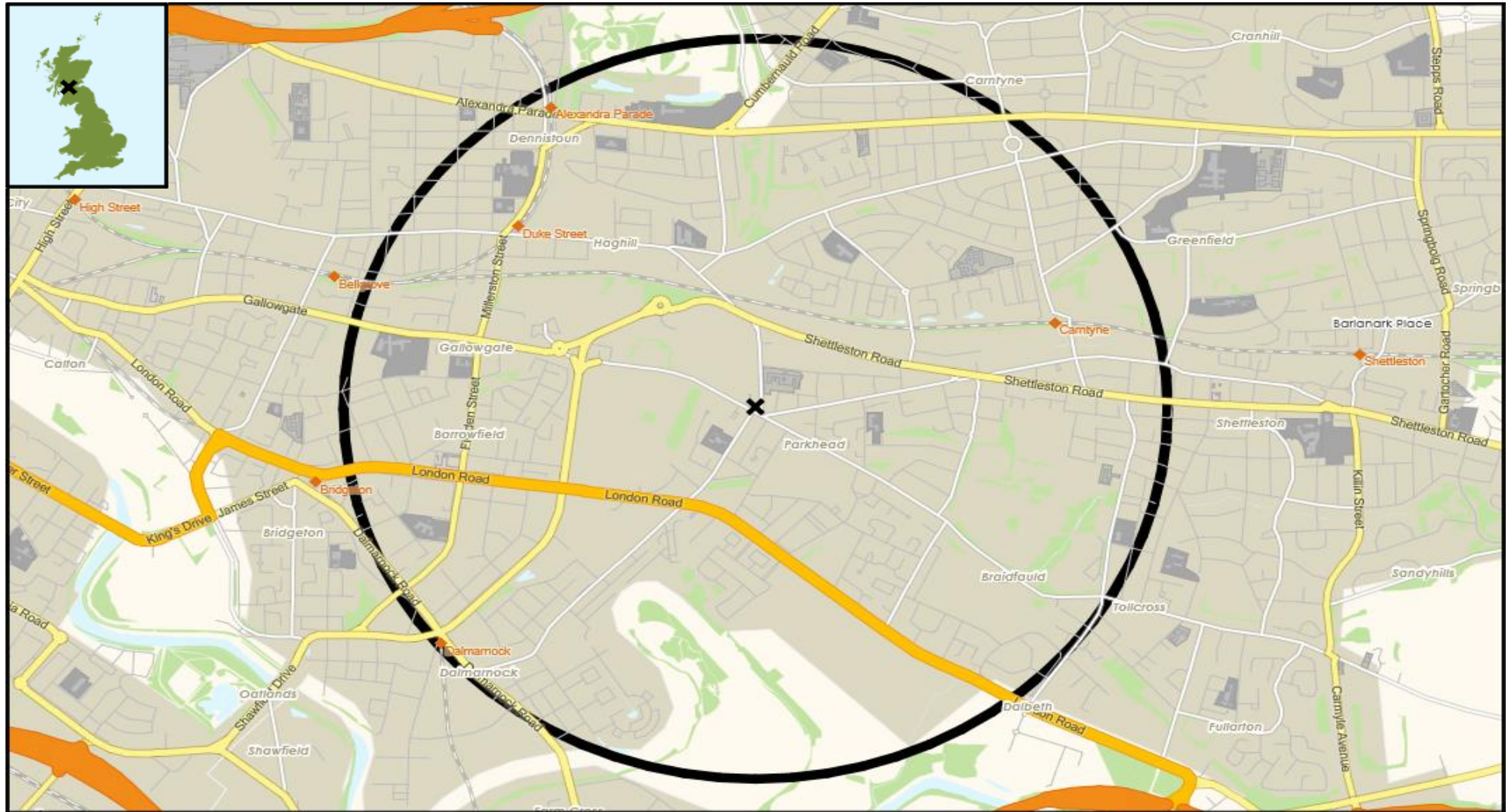


MAP OF AREA

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Source: OS Open Data 2018

Area: P04243_Five Ways, Lanarkshire, G31 4EU (1 Mile contour)

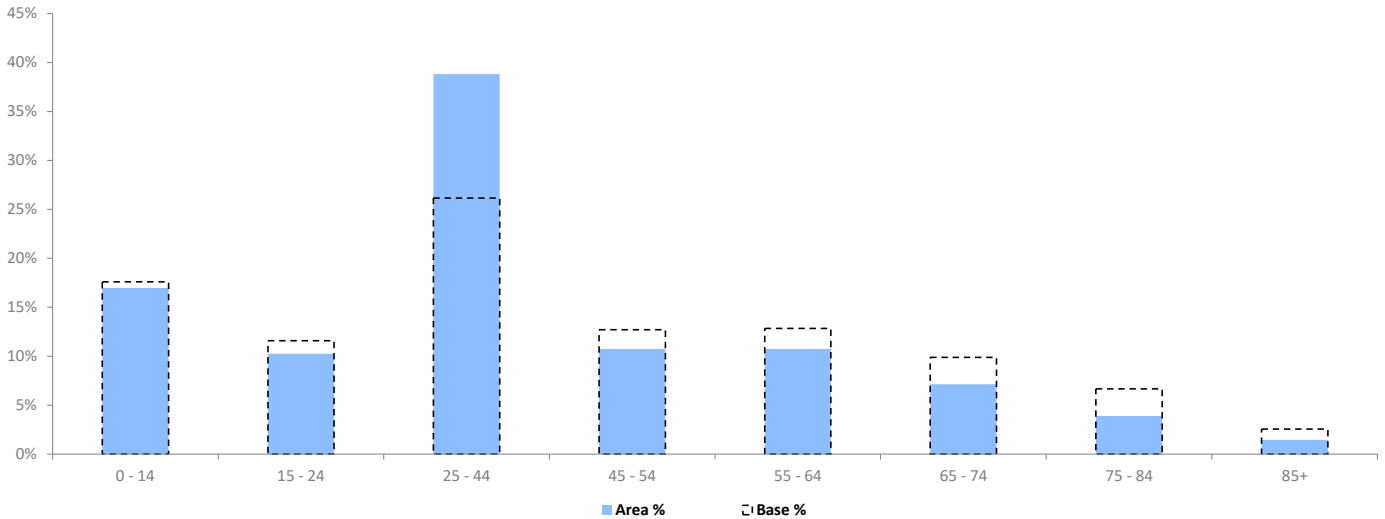


POPULATION PROJECTIONS

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Area: P04243_Five Ways, Lanarkshire, G31 4EU (1 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,248	17.0	17.6	97			
15 - 24	3,771	10.3	11.6	89			
25 - 44	14,281	38.8	26.2	148			
45 - 54	3,949	10.7	12.7	84			
55 - 64	3,950	10.7	12.8	84			
65 - 74	2,624	7.1	9.9	72			
75 - 84	1,428	3.9	6.7	58			
85+	536	1.5	2.6	57			
Total population	36,787						



EXPENDITURE

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Area: P04243_Five Ways, Lanarkshire, G31 4EU (1 Mile contour)
 Base: Great Britain
 Year: 2022

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£1,007,617	£53.68	£73.74	73			
2. Alcoholic beverages, tobacco and narcotics	£649,638	£34.61	£27.43	126			
3. Clothing & Footwear	£518,023	£27.60	£41.92	66			
4. Housing, water, electricity, gas and other fuels	£1,034,608	£55.12	£92.23	60			
5. Furnishings, equipment and routine maintenance	£394,839	£21.03	£39.49	53			
6. Health	£152,475	£8.12	£16.97	48			
7. Transport	£1,306,055	£69.58	£115.30	60			
8. Communication	£219,686	£11.70	£14.64	80			
9. Recreation & Culture	£1,170,841	£62.37	£100.48	62			
10. Education	£180,312	£9.61	£22.34	43			
11. Restaurants & Hotels	£975,843	£51.99	£82.30	63			
12. Miscellaneous goods and services	£1,218,617	£64.92	£104.94	62			
Total Expenditure	£8,828,554	£470.33	£731.77	64			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.

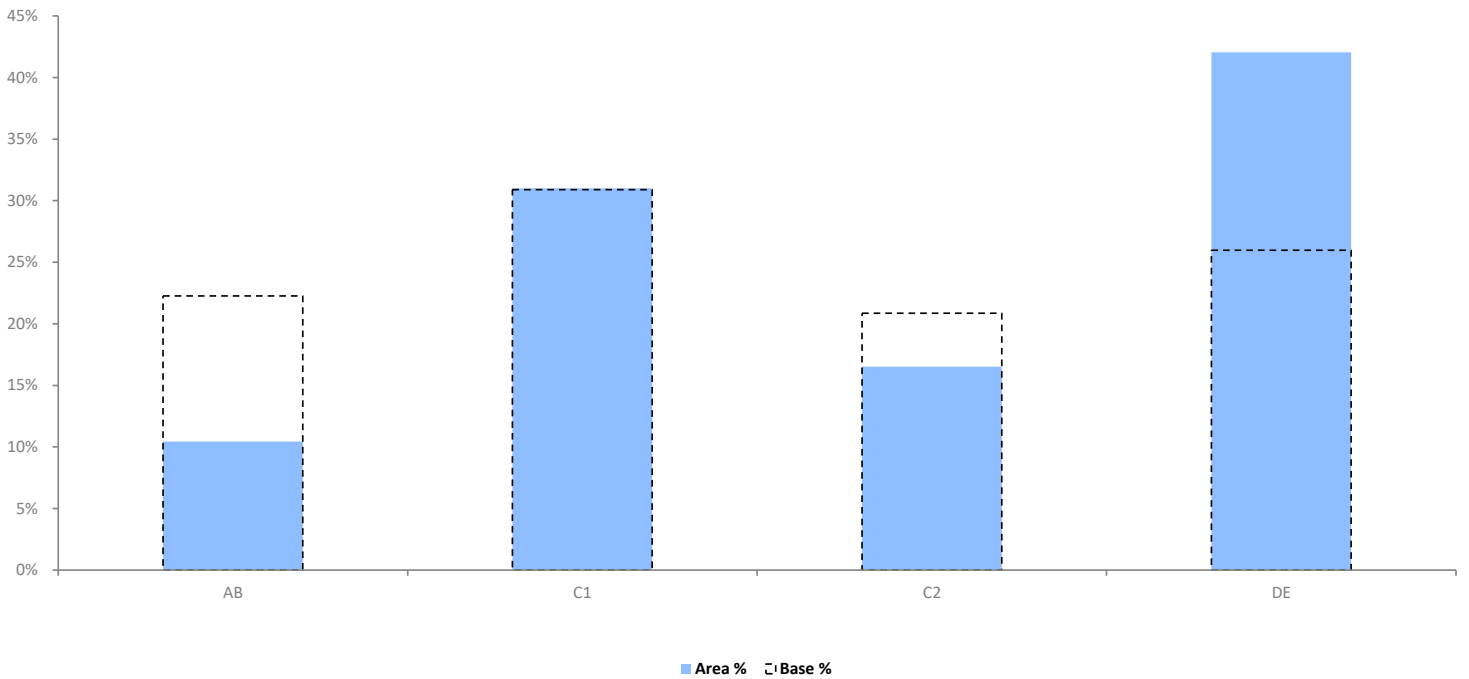
UP TO DATE DEMOGRAPHICS

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Area: P04243_Five Ways, Lanarkshire, G31 4EU (1 Mile contour)
 Base: Great Britain
 Year: 2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	1,961	10.4	22.3	47			
C1: Supervisory, clerical, jr managerial/admin/professional	5,822	31.0	30.9	100			
C2: Skilled manual workers	3,102	16.5	20.9	79			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	7,894	42.0	26.0	162			
Total household reference persons aged 16 to 64	18,779						



CGA LICENCED PREMISES

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Area: P04243_Five Ways, Lanarkshire, G31 4EU (1)
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	26	70.7	82.8	85			
Proprietary Club	4	10.9	7.5	146			
Registered Club	6	16.3	28.7	57			
Restaurant	5	13.6	32.5	42			
Residential	0	0.0	2.8	0			

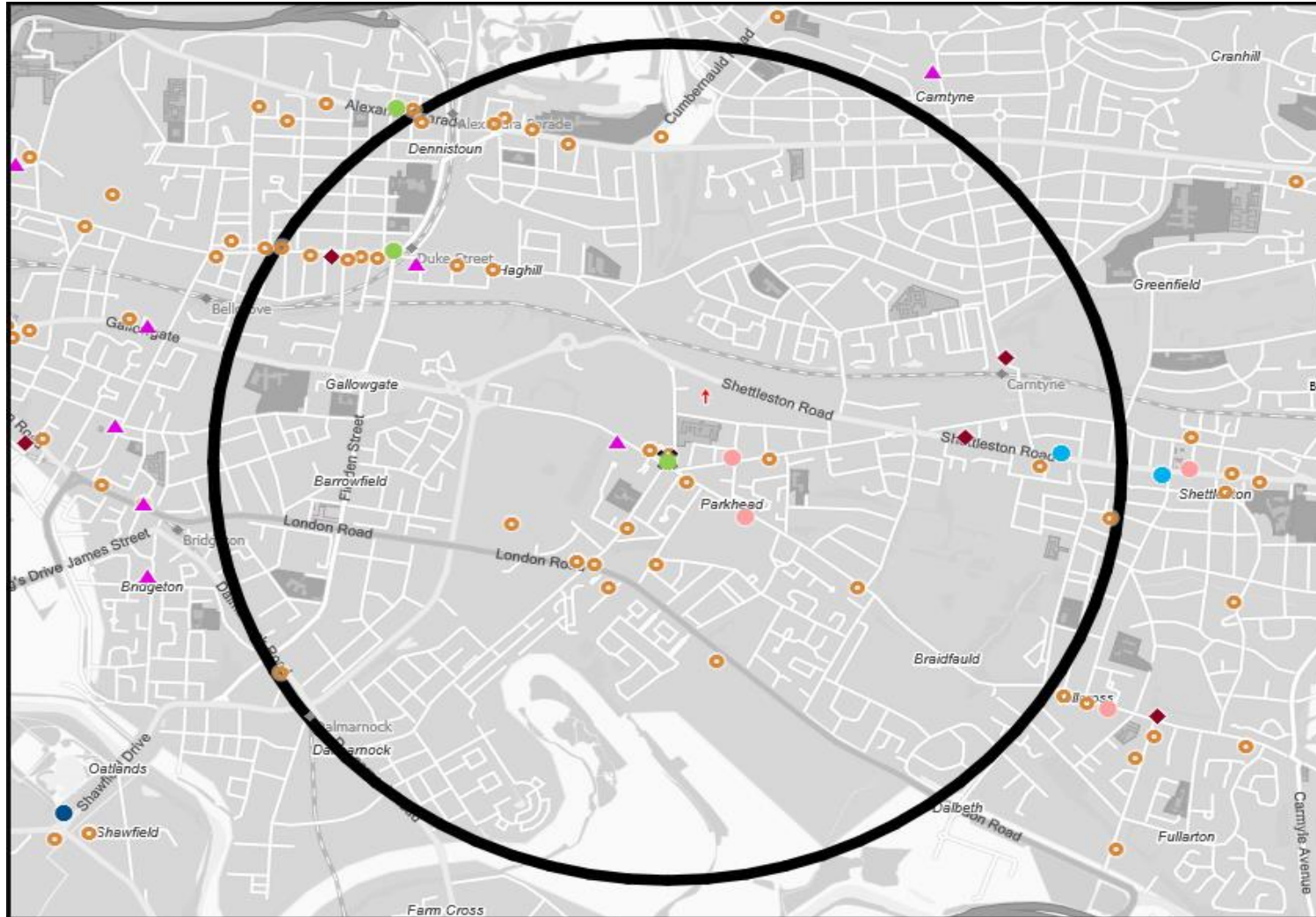
Name	Description	License Type	Owner Name	Postcode
Palais	Independent Free	Pubs & Full On	Independent Free	G 31 1DN
Calvey Club	Independent Free	Pubs & Full On	Independent Free	G 31 1JZ
Louden Tavern	Rosemount Taverns	Pubs & Full On	Rosemount Taverns	G 31 1NG
Snug	Unknown	Pubs & Full On	Unknown	G 31 1PX
Duke Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	G 31 1QA
Crown Bar	Independent Free	Pubs & Full On	Independent Free	G 31 1QF
Alexandra	Independent Free	Pubs & Full On	Independent Free	G 31 1QN
St Rollox Bowling Club	Independent Free	Registered Club	Independent Free	G 31 3LL
Poa San	Independent Free	Restaurant	Independent Free	G 31 3NN
Old Black Bull	Rosemount Taverns	Pubs & Full On	Rosemount Taverns	G 31 4DR
Five Ways	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	G 31 4EU
Anchor Bar	Independent Free	Pubs & Full On	Independent Free	G 31 4EX
Oak Bar	Independent Free	Pubs & Full On	Independent Free	G 31 4HL
Springfield Vaults	Independent Free	Pubs & Full On	Independent Free	G 31 4JY
Belvidere Bowling Club	Independent Free	Registered Club	Independent Free	G 31 4LE
Parkhead Bowling Club	Independent Free	Registered Club	Independent Free	G 31 4ND
Celtic Supporters Association Social Club	Independent Free	Registered Club	Independent Free	G 31 4QA
Tavern Bar	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	G 31 4UZ
Charter	Independent Free	Pubs & Full On	Independent Free	G 31 4XX
Okanes Bar	Independent Free	Pubs & Full On	Independent Free	G 31 5BS
Prince Charlie	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	G 31 5EU
Thistle Tavern	Independent Free	Pubs & Full On	Independent Free	G 31 5QG
Westburn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	G 32 6AS
Shettleston Bowling Club	Independent Free	Registered Club	Independent Free	G 32 7AB
Palaceum	Independent Free	Pubs & Full On	Independent Free	G 32 7DN
Sheddens Bar	Unknown	Pubs & Full On	Unknown	G 32 7EL
Town Tavern	Punch Pub Company	Pubs & Full On	Punch Pub Company	G 32 7NR
Vogue Bingo & Social Club	Independent Free	Proprietary Club	Independent Free	G 33 2ES
Real Mccoy	Independent Free	Pubs & Full On	Independent Free	G 40 3HW
Dalmarnock Inn	Independent Free	Pubs & Full On	Independent Free	G 40 4LH
Bristol Bar	Independent Free	Restaurant	Independent Free	G 31 1JX
Reidvale Neighbourhood Centre	Independent Free	Registered Club	Independent Free	G 31 1QW
Snooker Scene	Independent Free	Proprietary Club	Independent Free	G 31 4XD
Celtic Football Club	Independent Free	Proprietary Club	Independent Free	G 40 3RE
Mecca Bingo	Rank	Proprietary Club	Rank	G 31 5NZ
Cafe Spice	Independent Free	Restaurant	Independent Free	G 31 3LP
Lea-Rig	Independent Free	Pubs & Full On	Independent Free	G 31 3LN
Celinos	Independent Free	Restaurant	Independent Free	G 31 3BT
Coias Cafe	Independent Free	Pubs & Full On	Independent Free	G 31 1RD
Apocom African Restaurant	Independent Free	Restaurant	Independent Free	G 31 4EX
Turnstile Bar	Independent Free	Pubs & Full On	Independent Free	G 40 3HW

MAP OF AREA

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Source: OS Open Data 2018

Area: P04243_Five Ways, Lanarkshire, G31 4EU (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: P04243_Five Ways, Lanarkshire, G31 4EU (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	75	0.4	22.0	2		
2 Rising Prosperity	1,644	8.8	10.3	85		
3 Comfortable Communities	930	5.0	26.3	19		
4 Financially Stretched	5,872	31.3	23.7	132		
5 Urban Adversity	10,217	54.4	17.4	313		
6 Not Private Households	41	0.2	0.3	66		
Total households	18,779					

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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Area: P04243_Five Ways, Lanarkshire, G31 4EU (1 Mile contour)
Base: Great Britain
Year: 2022

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	52	0.3	11.2	2			
1.C Mature Money	23	0.1	9.6	1			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	1,644	8.8	6.3	139			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	0	0.0	5.9	0			
3.H Steady Neighbourhoods	30	0.2	7.4	2			
3.I Comfortable Seniors	47	0.3	2.9	9			
3.J Starting Out	853	4.5	4.4	102			
4. Financially Stretched							
4.K Student Life	1,727	9.2	2.5	372			
4.L Modest Means	635	3.4	7.9	43			
4.M Striving Families	438	2.3	7.5	31			
4.N Poorer Pensioners	3,072	16.4	5.8	281			
5. Urban Adversity							
5.O Young Hardship	2,819	15.0	6.2	242			
5.P Struggling Estates	175	0.9	5.9	16			
5.Q Difficult Circumstances	7,223	38.5	5.3	727			
6. Not Private Households							
6.R Not Private Households	41	0.2	0.3	66			
Total households	18,779						

Acorn Group Pen Portrait

5 Q Difficult Circumstances 2.3M UK Adults 4.3% of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Social renting	Family structure Single parent
Number of beds 1	House type Flat or maisonette

FINANCIAL PROFILE

Household income UK: £20k London: £25k <small>Average: £40k Average: £46k</small>	% Disposable income UK: 34% London: 29% <small>Average: 43% Average: 29%</small>	Financial situation
---	--	-------------------------

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL

ATTITUDES

- I worry about online security: **56%** (UK average: 58%)
- Shopping online makes my life easier: **59%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

TOP BEHAVIOURS

- Around 1 in 5 won't have used the internet recently
- Below average social media use – apart from TikTok and Snapchat
- Watching TV / videos on YouTube



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

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Area: P04243_Five Ways, Lanarkshire, G31 4EU (1 Mile contour)
 Base: Great Britain
 Year: 2022

Sort by: Acorn Structure
 Index
 Profile %

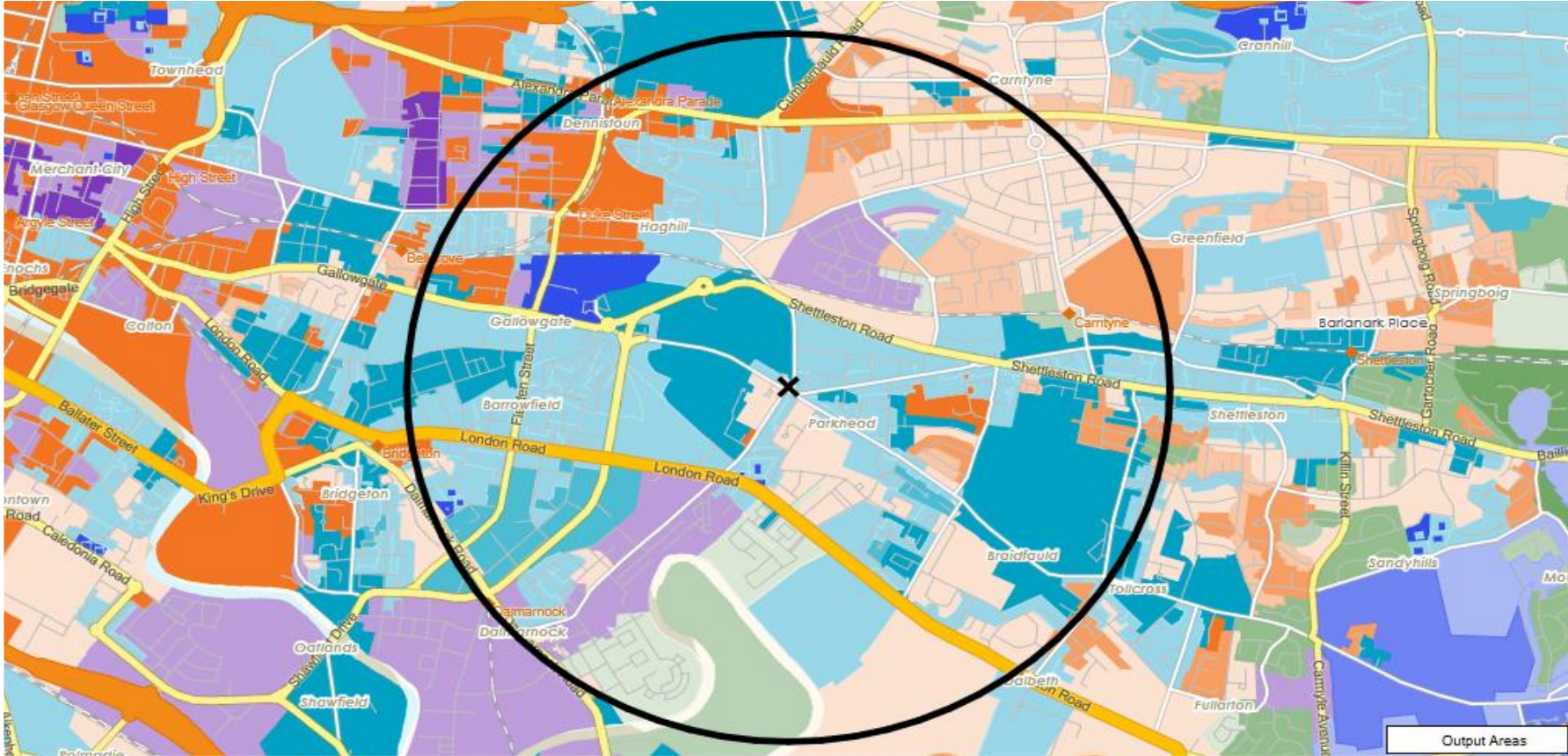
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	52	0.3	2.2	13			
1.B.7 Affluent professionals	0	0.0	0.8	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	3.0	0			
1.C.11 Settled suburbia, older people	13	0.1	2.8	2			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	10	0.1	1.3	4			
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	122	0.6	1.9	34			
2.E.19 First time buyers in small, modern homes	1,522	8.1	3.3	243			
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	18	0.1	3.4	3			
3.H.28 Owner occupied terraces, average income	12	0.1	1.6	4			
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	47	0.3	2.4	11			
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	696	3.7	2.1	175			
3.J.33 Smaller houses and starter homes	157	0.8	2.3	36			
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	1,727	9.2	1.9	496			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	376	2.0	1.4	140			
4.L.38 Semi-skilled workers in traditional neighbourhoods	115	0.6	2.6	23			
4.L.39 Fading owner occupied terraces	144	0.8	2.9	26			
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	61	0.3	1.6	20			
4.M.43 Families in right-to-buy estates	265	1.4	2.1	69			
4.M.44 Post-war estates, limited means	112	0.6	2.2	27			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	170	0.9	0.8	115			
4.N.46 Elderly people in social rented flats	175	0.9	1.1	88			
4.N.47 Low income older people in smaller semis	207	1.1	2.3	49			
4.N.48 Pensioners and singles in social rented flats	2,520	13.4	1.7	777			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	2,108	11.2	2.2	519			
5.O.50 Struggling younger people in mixed tenure	607	3.2	1.8	183			
5.O.51 Young people in small, low cost terraces	104	0.6	2.3	24			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	76	0.4	1.6	26			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	0			
5.P.55 Deprived and ethnically diverse in flats	10	0.1	0.8	7			
5.P.56 Low income large families in social rented semis	89	0.5	1.6	29			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	1,403	7.5	1.5	494			
5.Q.58 Singles and young families, some receiving benefits	836	4.5	1.8	250			
5.Q.59 Deprived areas and high-rise flats	4,984	26.5	2.0	1,326			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	2	0.0	0.1	18			
6.R.61 Inactive communal population	39	0.2	0.3	76			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	18,779						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04243_Five Ways, Lanarkshire, G31 4EU (1 Mile contour)



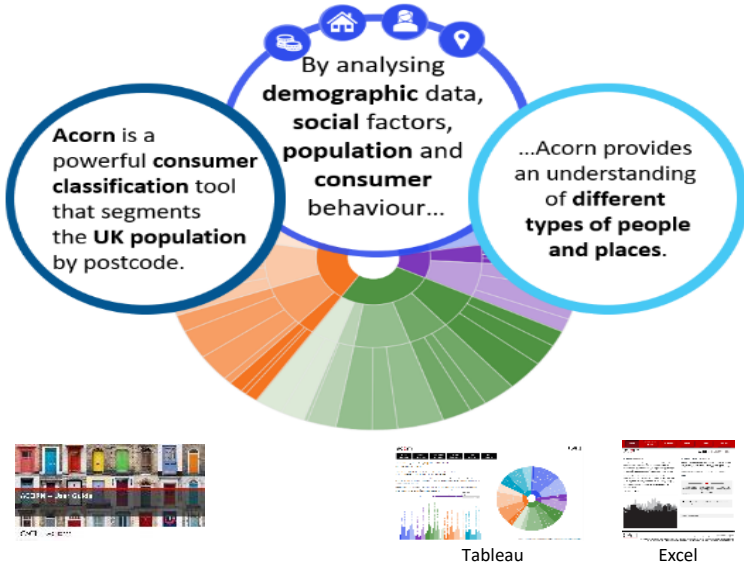
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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		



Tableau

Excel

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%

