

CGA LICENCED PREMISES

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Area: P01275_Purple Emperor, Harlow, CM20 3EH
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	12	37.7	81.7	46			
Proprietary Club	1	3.1	7.3	43			
Registered Club	7	22.0	28.2	78			
Restaurant	4	12.6	32.1	39			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Cookhouse & Potters Arms	Whitbread	Pubs & Full On	Whitbread	CM17 9TD
Crown	Greene King	Pubs & Full On	Greene King	CM17 0AQ
Chequers	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CM17 0AH
Phoenix	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	CM18 6EN
Tye Green Indoor Bowls Club	Independent Free	Registered Club	Independent Free	CM18 6LT
Pak Lock Chinese Restaurant	Independent Free	Restaurant	Independent Free	CM18 6NZ
Harlow Rugby Club	Independent Free	Registered Club	Independent Free	CM20 3FD
White Admiral	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM20 2NB
Our Lady Of Fatima Club	Independent Free	Registered Club	Independent Free	CM20 2NS
Greyhound	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CM20 2QD
Moot House Social Club	Independent Free	Registered Club	Independent Free	CM20 3AG
Jps Snooker Centre	Independent Free	Proprietary Club	Independent Free	CM20 3AP
Belash Indian Restaurant	Independent Free	Restaurant	Independent Free	CM20 3AP
Essex Skipper	Unknown	Pubs & Full On	Unknown	CM20 3AS
Small Copper	Independent Free	Pubs & Full On	Independent Free	CM20 3DE
Purple Emperor	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM20 3EH
Heart And Club	Independent Free	Pubs & Full On	Independent Free	CM20 3NG
Great Parndon Community Centre	Independent Free	Registered Club	Independent Free	CM18 6JY
Garden Of India	Independent Free	Restaurant	Independent Free	CM18 6PA
Tales Of India	Independent Free	Restaurant	Independent Free	CM20 3AN
Skylight Brasserie	Independent Free	Registered Club	Independent Free	CM20 3LH
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	CM20 1NB
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	CM17 9TD
Tye Green Cricket Club	Independent Free	Registered Club	Independent Free	CM18 6DF

MAP OF AREA

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Source: OS Open Data 2018

Area: P01275_Purple Emperor, Harlow, CM20 3EH (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: P01275_Purple Emperor, Harlow, CM20 3EH (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	385	3.0	22.1	13		
2 Rising Prosperity	950	7.3	10.2	72		
3 Comfortable Communities	1,428	11.0	26.5	41		
4 Financially Stretched	6,758	51.9	23.7	219		
5 Urban Adversity	3,504	26.9	17.2	156		
6 Not Private Households	1	0.0	0.3	2		
Total households		13,026				

Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK

Age range
25-34

Financial situation

Children at home
3+

House type
Flat or terraced

House tenure
Social renting

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: P01275_Purple Emperor, Harlow, CM20 3EH (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	372	2.9	11.3	25			
1.C Mature Money	13	0.1	9.6	1			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	950	7.3	6.4	114			
3. Comfortable Communities							
3.F Countryside Communities	6	0.0	5.7	1			
3.G Successful Suburbs	177	1.4	6.0	23			
3.H Steady Neighbourhoods	531	4.1	7.4	55			
3.I Comfortable Seniors	9	0.1	2.9	2			
3.J Starting Out	705	5.4	4.6	119			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	531	4.1	8.0	51			
4.M Striving Families	5,647	43.4	7.4	582			
4.N Poorer Pensioners	580	4.5	5.8	77			
5. Urban Adversity							
5.O Young Hardship	366	2.8	6.3	45			
5.P Struggling Estates	435	3.3	5.7	59			
5.Q Difficult Circumstances	2,703	20.8	5.2	396			
6. Not Private Households							
6.R Not Private Households	1	0.0	0.3	2			
Total households	13,026						

Acorn Group Pen Portrait

4
M
Striving Families

4.1M
7.8%

UK Adults 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.

CORE 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

BRANDS

SHOPPING 	PRIMARK	PEACOCKS	sav ers
LEISURE 			
WEBSITES 			

FINANCIAL PROFILE

Household income UK: £33k London: £38k <small>Average: £10k Average: £16k</small>	% Disposable income UK: 41% London: 35% <small>Average: 43% Average: 29%</small>	Financial situation
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DIGITAL ATTITUDES

I worry about online security 58% <small>UK average: 59%</small>	Shopping online makes my life easier 60% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 29% <small>UK average: 28%</small>
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TOP BEHAVIOURS

Moderate internet use	Below average social media use – apart from TikTok	Use of Direct.Gov website
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A
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01275_Purple Emperor, Harlow, CM20 3EH (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	0.1	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	166	1.3	2.2	57			
1.B.7 Affluent professionals	8	0.1	0.9	7			
1.B.8 Prosperous suburban families	147	1.1	1.5	74			
1.B.9 Well-off edge of towners	51	0.4	1.6	24			
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	13	0.1	1.3	8			
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	378	2.9	2.0	147			
2.E.19 First time buyers in small, modern homes	571	4.4	3.4	129			
2.E.20 Mixed metropolitan areas	1	0.0	1.0	1			
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	6	0.0	3.2	1			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	74	0.6	2.7	21			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	103	0.8	2.4	33			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	31	0.2	3.5	7			
3.H.28 Owner occupied terraces, average income	392	3.0	1.6	188			
3.H.29 Established suburbs, older families	108	0.8	2.3	35			
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	9	0.1	0.5	14			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	233	1.8	2.2	83			
3.J.33 Smaller houses and starter homes	472	3.6	2.4	151			
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	253	1.9	1.4	135			
4.L.38 Semi-skilled workers in traditional neighbourhoods	91	0.7	2.6	27			
4.L.39 Fading owner occupied terraces	187	1.4	2.9	49			
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	112	0.9	1.6	54			
4.M.42 Struggling young families in post-war terraces	3,931	30.2	1.6	1,840			
4.M.43 Families in right-to-buy estates	73	0.6	2.0	27			
4.M.44 Post-war estates, limited means	1,531	11.8	2.2	540			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	106	0.8	0.8	103			
4.N.46 Elderly people in social rented flats	134	1.0	1.0	100			
4.N.47 Low income older people in smaller semis	68	0.5	2.2	23			
4.N.48 Pensioners and singles in social rented flats	272	2.1	1.7	122			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	198	1.5	2.2	70			
5.O.50 Struggling younger people in mixed tenure	143	1.1	1.8	61			
5.O.51 Young people in small, low cost terraces	25	0.2	2.3	8			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	273	2.1	1.6	134			
5.P.53 Low income terraces	29	0.2	0.8	27			
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	133	1.0	1.6	64			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	1,555	11.9	1.5	791			
5.Q.58 Singles and young families, some receiving benefits	574	4.4	1.8	250			
5.Q.59 Deprived areas and high-rise flats	574	4.4	2.0	224			
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	1	0.0	0.3	3			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	13,026						

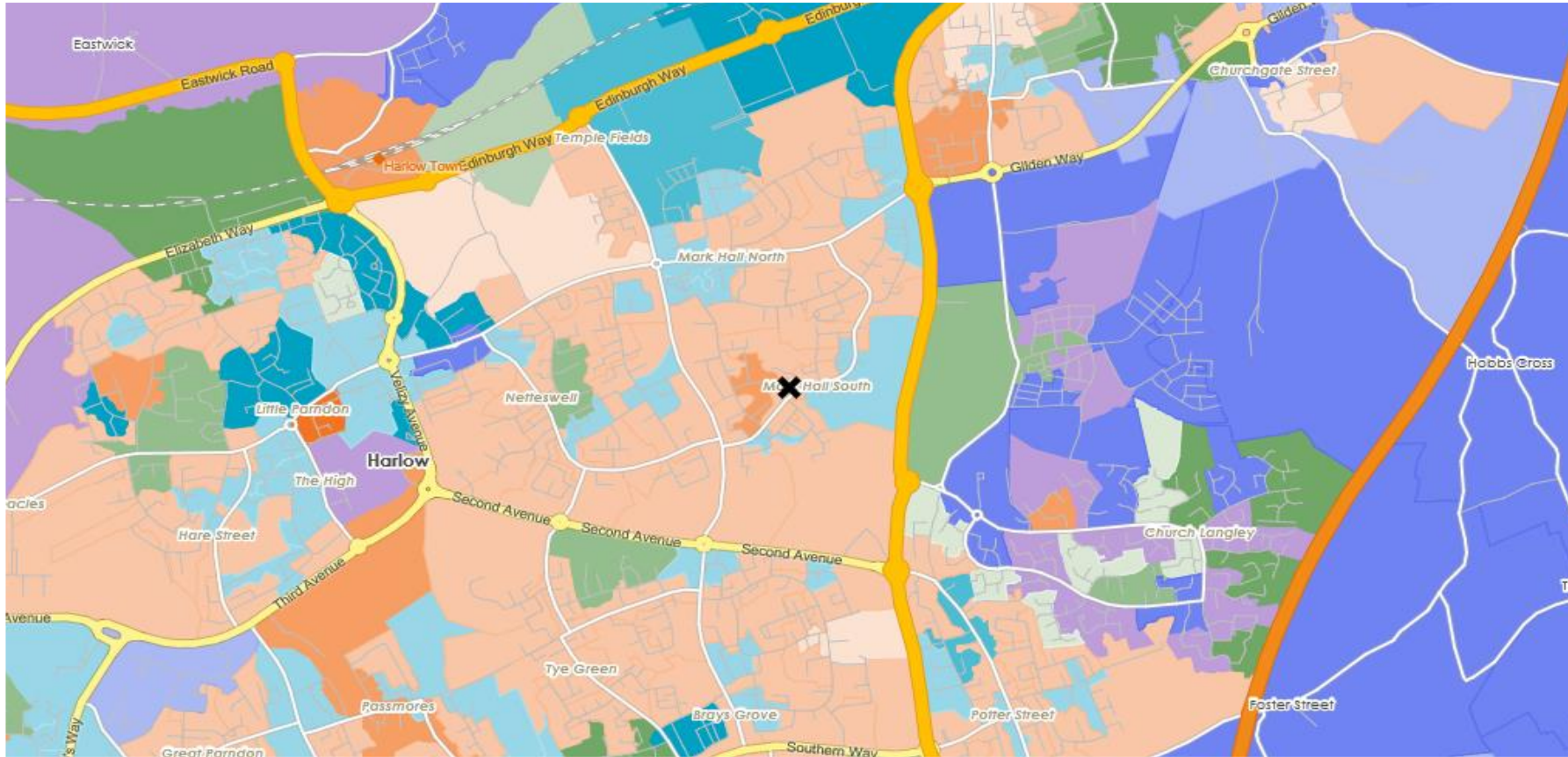
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01275_Purple Emperor, Harlow, CM20 3EH (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
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
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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