

CGA LICENCED PREMISES

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Area: P04580_Wooden Walls of Old England, Nort
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	106.1	81.7	130			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	23.6	28.2	84			
Restaurant	1	11.8	32.1	37			
Residential	0	0.0	2.7	0			

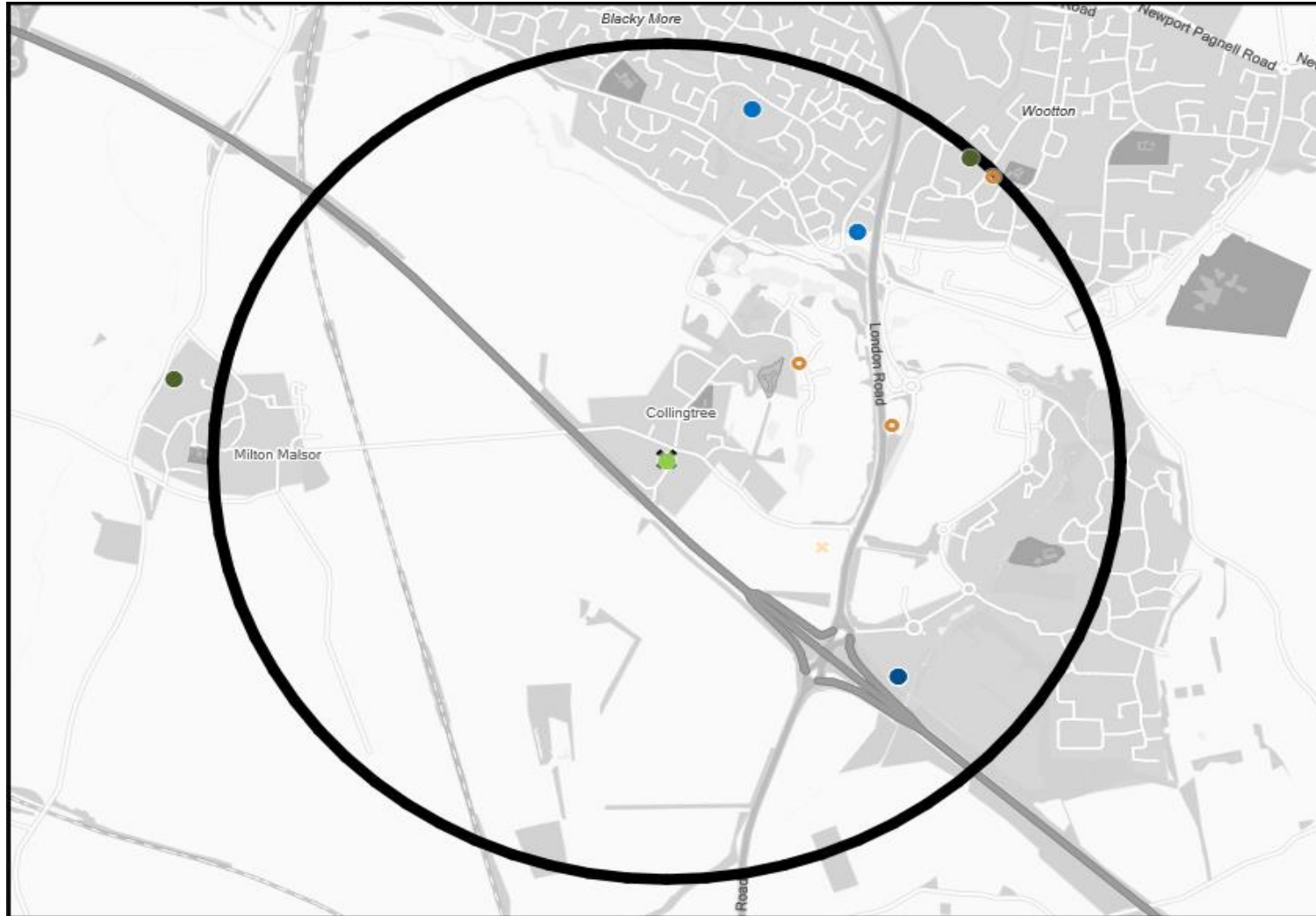
Name	Description	License Type	Owner Name	Postcode
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NN 4 0TG
Wootton Working Mens Club	Independent Free	Registered Club	Independent Free	NN 4 6LW
Yeoman Of England	Greene King	Pubs & Full On	Greene King	NN 4 6LP
Hilton Hotel	Hilton Group	Pubs & Full On	Hilton Group	NN 4 0XW
Collingtree	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NN 4 0UE
Wooden Walls Of Old England	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NN 4 0NE
Collingtree Park Golf Course	Independent Free	Registered Club	Independent Free	NN 4 0XN
Grange Park	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NN 4 5EZ
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	NN 4 5EZ
Wig And Walnut	Marston's	Pubs & Full On	Marston's	NN 4 5EZ
Campanile Hotel	Campanile Hotels	Pubs & Full On	Campanile Hotels	NN 4 5EZ
Hamburger Heaven 81	Independent Free	Restaurant	Independent Free	NN 4 0LY

MAP OF AREA

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Source: OS Open Data 2018

Area: P04580_Wooden Walls of Old England, Northampton, NN4 0NE (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: P04580_Wooden Walls of Old England, Northampton, NN4 ONE (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,418	42.7	22.1	193		
2 Rising Prosperity	862	25.9	10.2	255		
3 Comfortable Communities	773	23.3	26.5	88		
4 Financially Stretched	224	6.7	23.7	28		
5 Urban Adversity	45	1.4	17.2	8		
6 Not Private Households	0	0.0	0.3	0		
Total households				3,322		



Graph

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M UK Adults 27.2% 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 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04580_Wooden Walls of Old England, Northampton, NN4 ONE (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	77	2.3	1.1	211	[Bar chart]	
1.B Executive Wealth	1,143	34.4	11.3	304	[Bar chart]	
1.C Mature Money	198	6.0	9.6	62	[Bar chart]	
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0	[Bar chart]	
2.E Career Climbers	862	25.9	6.4	407	[Bar chart]	
3. Comfortable Communities						
3.F Countryside Communities	93	2.8	5.7	49	[Bar chart]	
3.G Successful Suburbs	171	5.1	6.0	86	[Bar chart]	
3.H Steady Neighbourhoods	0	0.0	7.4	0	[Bar chart]	
3.I Comfortable Seniors	93	2.8	2.9	98	[Bar chart]	
3.J Starting Out	416	12.5	4.6	275	[Bar chart]	
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0	[Bar chart]	
4.L Modest Means	46	1.4	8.0	17	[Bar chart]	
4.M Striving Families	143	4.3	7.4	58	[Bar chart]	
4.N Poorer Pensioners	35	1.1	5.8	18	[Bar chart]	
5. Urban Adversity						
5.O Young Hardship	34	1.0	6.3	16	[Bar chart]	
5.P Struggling Estates	11	0.3	5.7	6	[Bar chart]	
5.Q Difficult Circumstances	0	0.0	5.2	0	[Bar chart]	
6. Not Private Households						
6.R Not Private Households	0	0.0	0.3	0	[Bar chart]	
Total households	3,322					

Acorn Group Pen Portrait

2 D City Sophisticates 1.9M UK Adults 3.7% of UK

Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend. These affluent younger people generally rent flats in major towns and cities. Whilst incomes are well above average, their level of disposable income is restricted due to high rents.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 0
House tenure Privately renting	Family structure Single
Number of beds 1	House type Flat or maisonette

BRANDS

SHOPPING: COS, REISS, MOLTON BROWN

LEISURE: itsu, wahaca, Pho

WEBSITES: airbnb, Spotify, ASOS, BuzzFeed

DIGITAL AND TECH

ATTITUDES

- I worry about online security: **60%** (UK average: 59%)
- Shopping online makes my life easier: **68%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **31%** (UK average: 28%)

TOP BEHAVIOURS

- Post online ratings / reviews online
- Book travel and holidays online
- Social media: Pinterest, Insta and Twitter



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

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Area: P04580_Wooden Walls of Old England, Northampton, NN4 ONE (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

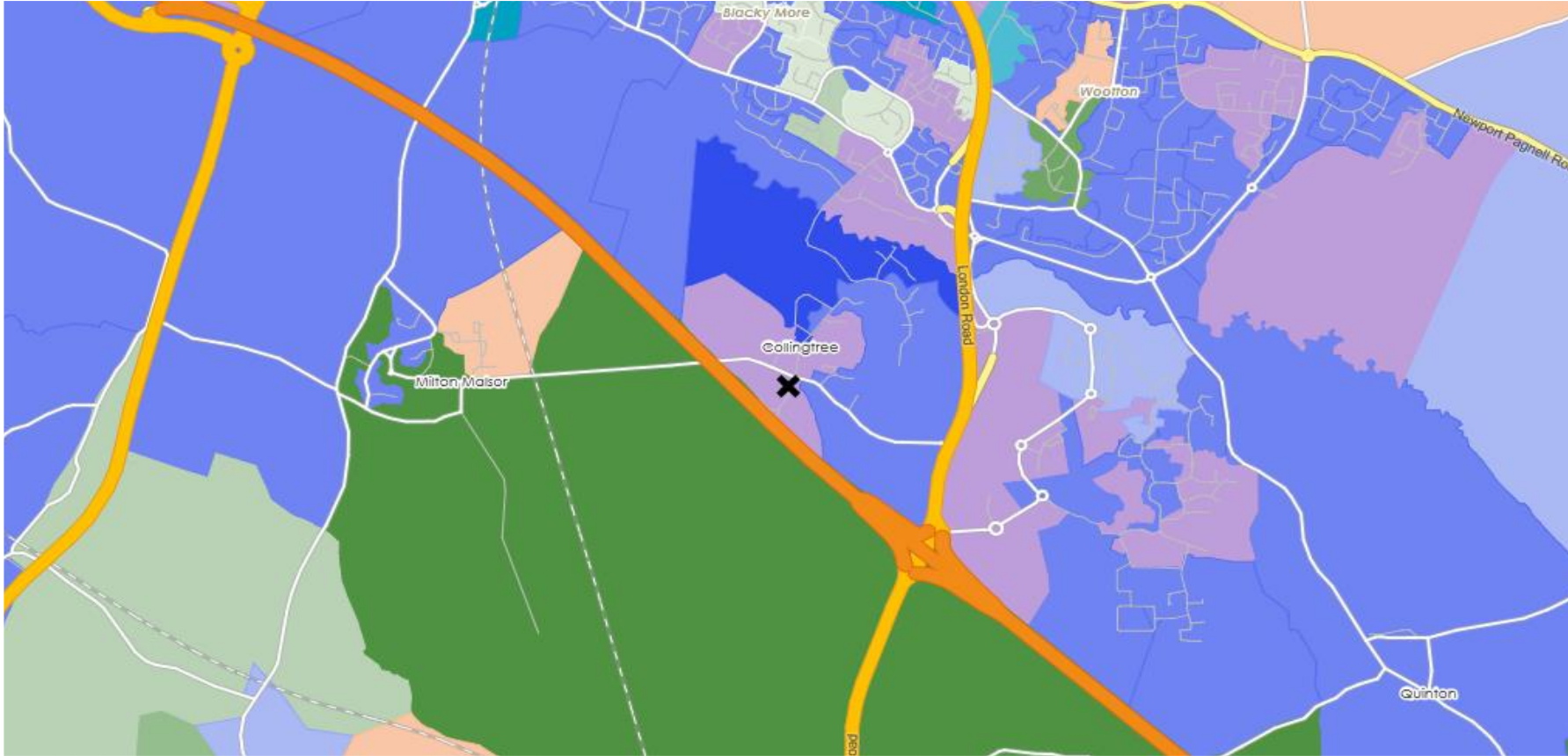
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	77	2.3	0.9	270			
1.B Executive Wealth							
1.B.4 Asset rich families	33	1.0	2.6	38			
1.B.5 Wealthy countryside commuters	25	0.8	2.5	30			
1.B.6 Financially comfortable families	630	19.0	2.2	853			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	12	0.4	1.5	24			
1.B.9 Well-off edge of towners	443	13.3	1.6	829			
1.C Mature Money							
1.C.10 Better-off villagers	82	2.5	3.1	80			
1.C.11 Settled suburbia, older people	22	0.7	2.8	24			
1.C.12 Retired and empty nesters	21	0.6	2.5	26			
1.C.13 Upmarket downsizers	73	2.2	1.3	170			
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	561	16.9	2.0	855			
2.E.19 First time buyers in small, modern homes	301	9.1	3.4	267			
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	93	2.8	3.2	87			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	86	2.6	2.7	96			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	85	2.6	2.4	106			
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	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	33	1.0	2.4	42			
3.I.31 Elderly singles in purpose-built accommodation	60	1.8	0.5	372			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	150	4.5	2.2	210			
3.J.33 Smaller houses and starter homes	266	8.0	2.4	334			
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	28	0.8	1.4	58			
4.L.38 Semi-skilled workers in traditional neighbourhoods	18	0.5	2.6	21			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	3.4	1.6	211			
4.M.42 Struggling young families in post-war terraces	31	0.9	1.6	57			
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	35	1.1	0.8	134			
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	0	0.0	2.2	0			
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	34	1.0	1.8	57			
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	11	0.3	1.6	21			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
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	3,322						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04580_Wooden Walls of Old England, Northampton, NN4 0NE (1 Mile contour)



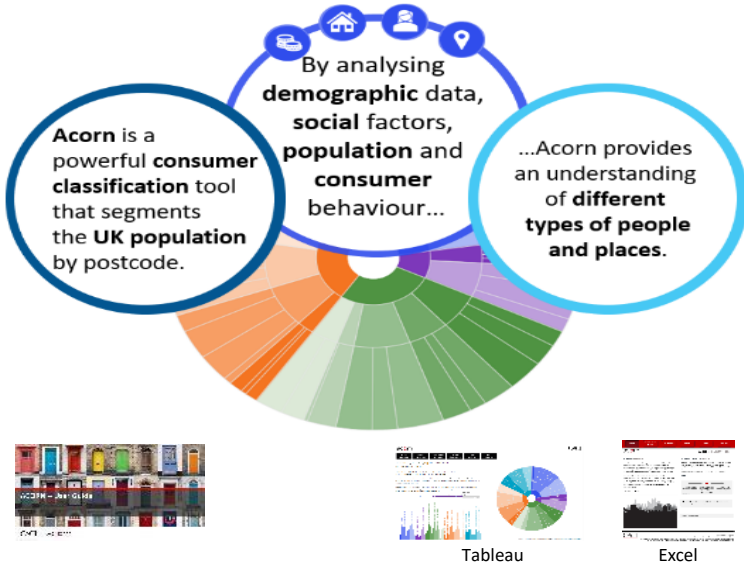
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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		



Tableau

Excel

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

House type: **Detached**

House tenure: **Owned outright**

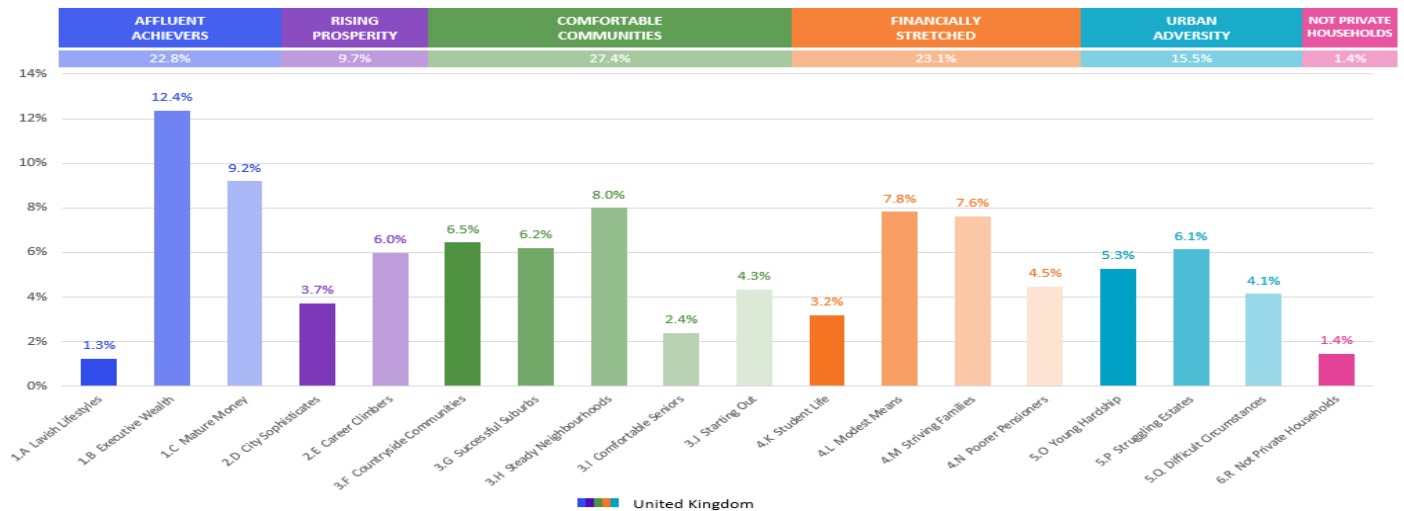
Number of beds: **4+**

12.1M UK Adults 22.8% of UK

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%



MAP OF AREA

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