

CGA LICENCED PREMISES

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Area: P01008_Mikado Pheasant, Kettering, NN15
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	68.3	81.7	84			
Proprietary Club	2	13.7	7.3	187			
Registered Club	5	34.1	28.2	121			
Restaurant	2	13.7	32.1	43			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Wayfarers Hotel	Everards	Pubs & Full On	Everards	NN15 6DX
Mikado Pheasant	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NN15 6JS
Kettering Rugby Club & Sports Assctn	Independent Free	Registered Club	Independent Free	NN15 6NT
Piper	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN15 6PS
Kettering Golf Club	Independent Free	Registered Club	Independent Free	NN15 6XA
Kettering Argyll Working Mens Club & In	Independent Free	Registered Club	Independent Free	NN15 7HG
Kettering Lodge Bowling Club	Independent Free	Registered Club	Independent Free	NN15 7JU
Kettering Park Hotel & Spa	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	NN15 6XT
Park House	Marston's	Pubs & Full On	Marston's	NN15 6XE
Kettering Leisure Village	Independent Free	Proprietary Club	Independent Free	NN15 6PB
Hobsons Choice	Greene King	Pubs & Full On	Greene King	NN15 6XS
Pytchley Golf Lodge	Independent Free	Registered Club	Independent Free	NN14 1EY
Corn Market Hall	Independent Free	Pubs & Full On	Independent Free	NN15 7QA
Balance Health Club	Independent Free	Proprietary Club	Independent Free	NN15 6PB
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	NN15 6YA
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	NN15 6YA
Odeon	Odeon Cinema Holdings	Pubs & Full On	Odeon Cinema Holdings	NN15 6XS
Blitz Tea Room & Jazz Lounge	Independent Free	Pubs & Full On	Independent Free	NN16 0AY
Kafe Bloc	Independent Free	Pubs & Full On	Independent Free	NN16 0AN

MAP OF AREA

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Source: OS Open Data 2018

Area: P01008_Mikado Pheasant, Kettering, NN15 6JS (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: P01008_Mikado Pheasant, Kettering, NN15 6JS (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,043	16.2	22.1	73		
 2 Rising Prosperity	395	6.1	10.2	60		
 3 Comfortable Communities	2,849	44.3	26.5	167		
 4 Financially Stretched	1,266	19.7	23.7	83		
 5 Urban Adversity	878	13.6	17.2	79		
 6 Not Private Households	2	0.0	0.3	9		
 Graph						
Total households	6,433					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% 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

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

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 GROUP PROFILE - HOUSEHOLDS

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Area: P01008_Mikado Pheasant, Kettering, NN15 6JS (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	634	9.9	11.3	87			
1.C Mature Money	409	6.4	9.6	66			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	395	6.1	6.4	96			
3. Comfortable Communities							
3.F Countryside Communities	18	0.3	5.7	5			
3.G Successful Suburbs	553	8.6	6.0	144			
3.H Steady Neighbourhoods	1,128	17.5	7.4	237			
3.I Comfortable Seniors	426	6.6	2.9	232			
3.J Starting Out	724	11.3	4.6	247			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	444	6.9	8.0	86			
4.M Striving Families	296	4.6	7.4	62			
4.N Poorer Pensioners	526	8.2	5.8	142			
5. Urban Adversity							
5.O Young Hardship	239	3.7	6.3	59			
5.P Struggling Estates	161	2.5	5.7	44			
5.Q Difficult Circumstances	478	7.4	5.2	142			
6. Not Private Households							
6.R Not Private Households	2	0.0	0.3	9			
Total households	6,433						

Acorn Group Pen Portrait

4 L Modest Means 4.1M UK Adults 7.7% of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

CORE DEMOGRAPHICS

Age range: **25-44**
 Children at home: **3+**
 House tenure: **Privately renting**
 Family structure: **Single parent**
 Number of beds: **3**
 House type: **Terraced**

FINANCIAL PROFILE

Household income: UK **£35k** (Average: £10k), London **£42k** (Average: £16k)
 % Disposable income: UK **45%** (Average: 43%), London **32%** (Average: 28%)
 Financial situation: **Running into debts** (Running into debts to Saving a lot)

BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK
 LEISURE: Hammy Ramen, KFC, Frankie & Benny's, GREGGS
 WEBSITES: ebay, sky, Argos, LAD BIBLE

DIGITAL

ATTITUDES

I worry about online security: **58%** (UK average: 58%)
 Shopping online makes my life easier: **61%** (UK average: 62%)
 I love the ease of using chat bots to get answers: **32%** (UK average: 28%)

TOP BEHAVIOURS

Moderate internet usage, Uploads original content on social media, TV catch up via ITV hub



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

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Area: P01008_Mikado Pheasant, Kettering, NN15 6JS (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

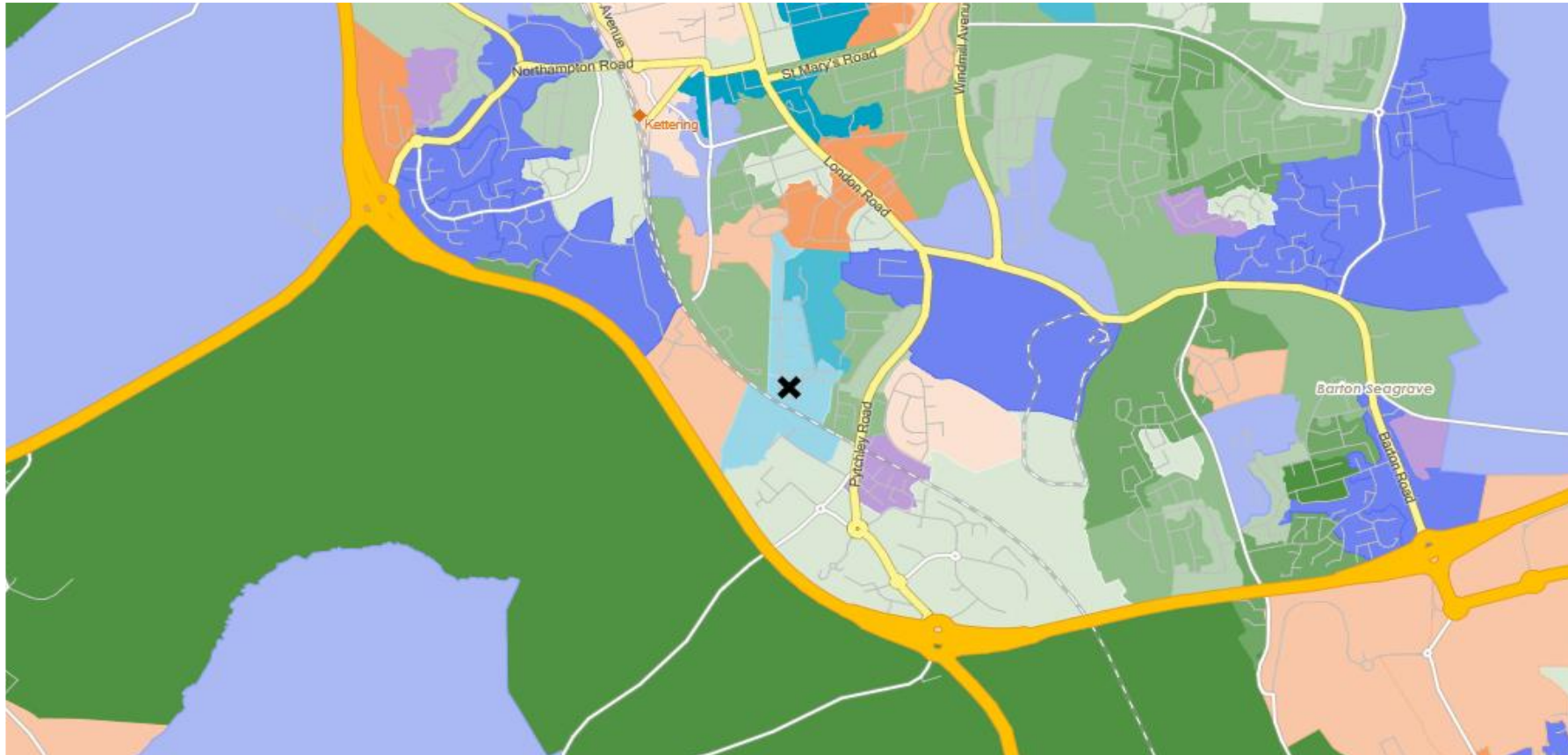
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	107	1.7	2.6	63			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	394	6.1	2.2	276			
1.B.7 Affluent professionals	14	0.2	0.9	26			
1.B.8 Prosperous suburban families	29	0.5	1.5	29			
1.B.9 Well-off edge of towners	90	1.4	1.6	87			
1.C Mature Money							
1.C.10 Better-off villagers	27	0.4	3.1	14			
1.C.11 Settled suburbia, older people	245	3.8	2.8	135			
1.C.12 Retired and empty nesters	72	1.1	2.5	45			
1.C.13 Upmarket downsizers	65	1.0	1.3	78			
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	308	4.8	2.0	242			
2.E.19 First time buyers in small, modern homes	87	1.4	3.4	40			
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	18	0.3	3.2	9			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	389	6.0	2.7	224			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	164	2.5	2.4	105			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	948	14.7	3.5	425			
3.H.28 Owner occupied terraces, average income	115	1.8	1.6	112			
3.H.29 Established suburbs, older families	65	1.0	2.3	43			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	364	5.7	2.4	239			
3.I.31 Elderly singles in purpose-built accommodation	62	1.0	0.5	198			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	236	3.7	2.2	170			
3.J.33 Smaller houses and starter homes	488	7.6	2.4	316			
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	136	2.1	1.4	147			
4.L.38 Semi-skilled workers in traditional neighbourhoods	91	1.4	2.6	54			
4.L.39 Fading owner occupied terraces	217	3.4	2.9	116			
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	23	0.4	1.6	22			
4.M.42 Struggling young families in post-war terraces	128	2.0	1.6	121			
4.M.43 Families in right-to-buy estates	76	1.2	2.0	58			
4.M.44 Post-war estates, limited means	69	1.1	2.2	49			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	8	0.1	0.8	16			
4.N.46 Elderly people in social rented flats	26	0.4	1.0	39			
4.N.47 Low income older people in smaller semis	183	2.8	2.2	127			
4.N.48 Pensioners and singles in social rented flats	309	4.8	1.7	281			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	146	2.3	2.2	104			
5.O.50 Struggling younger people in mixed tenure	93	1.4	1.8	80			
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	49	0.8	1.6	49			
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	112	1.7	1.6	109			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	185	2.9	1.5	191			
5.Q.58 Singles and young families, some receiving benefits	90	1.4	1.8	79			
5.Q.59 Deprived areas and high-rise flats	203	3.2	2.0	160			
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	2	0.0	0.3	11			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	6,433						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01008_Mikado Pheasant, Kettering, NN15 6JS (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

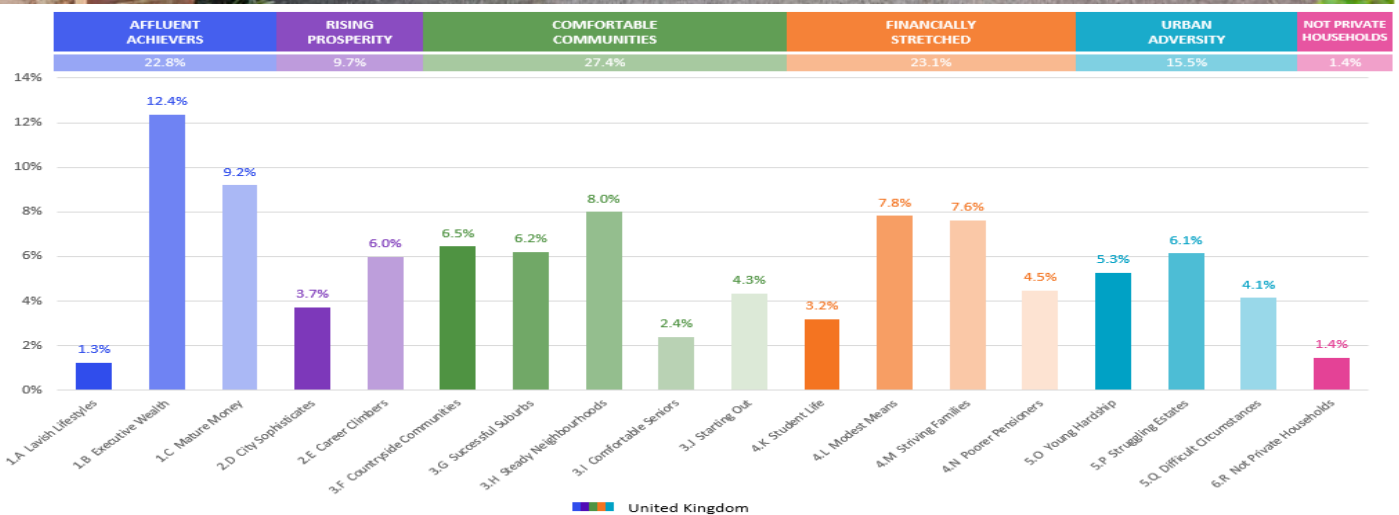
House tenure: Owned outright

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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