

CGA LICENCED PREMISES

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Area: P01463_Samuel Pepys, Huntingdon, PE29 3T
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	13	83.1	81.7	102			
Proprietary Club	1	6.4	7.3	88			
Registered Club	5	32.0	28.2	114			
Restaurant	5	32.0	32.1	100			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Falcon Tavern	Independent Free	Pubs & Full On	Independent Free	PE29 3NR
Huntingdon Boat Club	Independent Free	Registered Club	Independent Free	PE29 3RP
George Hotel	Greene King	Pubs & Full On	Greene King	PE29 3AB
Hinchinbrook House & Performing Arts	Independent Free	Pubs & Full On	Independent Free	PE29 3BN
Darjeeling Restaurant	Independent Free	Restaurant	Independent Free	PE29 3DN
Three Tuns	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE29 3NF
147 Snooker Centre	Independent Free	Proprietary Club	Independent Free	PE29 3PN
Montague Working Mens Club	Independent Free	Registered Club	Independent Free	PE29 3QD
Samuel Pepys	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PE29 3TF
Old Bridge Hotel	Huntsbridge Inns	Pubs & Full On	Huntsbridge Inns	PE29 3TQ
Lord Protector	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE29 1NH
Black Bull	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE29 2AQ
Comrades Club	Independent Free	Registered Club	Independent Free	PE29 2AY
Cinta	Independent Free	Restaurant	Independent Free	PE29 2BA
White Hart	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE29 2BW
Royal Oak	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE29 2HA
Leeks Restaurant	Independent Free	Restaurant	Independent Free	PE29 2HA
Market Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE29 3NJ
Huntingdon Bowls Club	Independent Free	Registered Club	Independent Free	PE29 7DA
Pizza Express	Hony Capital	Restaurant	Hony Capital	PE29 3LB
Planet Spice Indian Restaurant	Independent Free	Restaurant	Independent Free	PE29 2HA
Huntingdon Tennis Centre	Independent Free	Registered Club	Independent Free	PE29 7DA
Olmo Lounge	Loungers	Pubs & Full On	Loungers	PE29 3LG
Sandford House	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	PE29 3BD

MAP OF AREA

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 Source: OS Open Data 2018

Area: P01463_Samuel Pepys, Huntingdon, PE29 3TF (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: P01463_Samuel Pepys, Huntington, PE29 3TF (1 Mile contour)
Base: Great Britain
Year: 2023


Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	675	9.5	22.1	43		
 2 Rising Prosperity	629	8.8	10.2	87		
 3 Comfortable Communities	1,942	27.3	26.5	103		
 4 Financially Stretched	2,202	31.0	23.7	131		
 5 Urban Adversity	1,647	23.2	17.2	135		
 6 Not Private Households	16	0.2	0.3	65		
 Graph						
Total households	7,111					

Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK



Age range
25-34

Financial situation

 Running into debt Saving a lot

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: P01463_Samuel Pepys, Huntington, PE29 3TF (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	376	5.3	11.3	47			
1.C Mature Money	299	4.2	9.6	44			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	629	8.8	6.4	139			
3. Comfortable Communities							
3.F Countryside Communities	128	1.8	5.7	31			
3.G Successful Suburbs	350	4.9	6.0	83			
3.H Steady Neighbourhoods	203	2.9	7.4	39			
3.I Comfortable Seniors	443	6.2	2.9	218			
3.J Starting Out	818	11.5	4.6	253			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	518	7.3	8.0	91			
4.M Striving Families	1,244	17.5	7.4	235			
4.N Poorer Pensioners	440	6.2	5.8	107			
5. Urban Adversity							
5.O Young Hardship	808	11.4	6.3	182			
5.P Struggling Estates	443	6.2	5.7	109			
5.Q Difficult Circumstances	396	5.6	5.2	106			
6. Not Private Households							
6.R Not Private Households	16	0.2	0.3	65			
Total households	7,111						

Acorn Group Pen Portrait

5 P Struggling Estates 3.4M UK Adults 6.5% of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

CORE DEMOGRAPHICS

BRANDS

DIGITAL ATTITUDES

- I worry about online security: **56%** (UK average: 53%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

FINANCIAL PROFILE

- Household income: UK **£28k** (Average: £40k), London **£32k** (Average: £48k)
- % Disposable income: UK **30%** (Average: 43%), London **28%** (Average: 29%)
- Financial situation:

TOP BEHAVIOURS

- Watching TV / videos on YouTube
- Love to buy new gadgets and appliances
- Posts ratings / reviews online



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

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Area: P01463_Samuel Pepys, Huntington, PE29 3TF (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	135	1.9	2.6	72			
1.B.5 Wealthy countryside commuters	8	0.1	2.5	5			
1.B.6 Financially comfortable families	225	3.2	2.2	142			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	1	0.0	1.5	1			
1.B.9 Well-off edge of towners	7	0.1	1.6	6			
1.C Mature Money							
1.C.10 Better-off villagers	116	1.6	3.1	53			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	135	1.9	2.5	77			
1.C.13 Upmarket downsizers	48	0.7	1.3	52			
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	110	1.5	2.0	78			
2.E.19 First time buyers in small, modern homes	519	7.3	3.4	215			
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	128	1.8	3.2	56			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	218	3.1	2.7	114			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	132	1.9	2.4	77			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	59	0.8	3.5	24			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	144	2.0	2.3	87			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	142	2.0	2.4	84			
3.I.31 Elderly singles in purpose-built accommodation	301	4.2	0.5	872			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	298	4.2	2.2	195			
3.J.33 Smaller houses and starter homes	520	7.3	2.4	305			
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	284	4.0	1.4	277			
4.L.38 Semi-skilled workers in traditional neighbourhoods	110	1.5	2.6	59			
4.L.39 Fading owner occupied terraces	124	1.7	2.9	60			
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	83	1.2	1.6	73			
4.M.42 Struggling young families in post-war terraces	627	8.8	1.6	538			
4.M.43 Families in right-to-buy estates	222	3.1	2.0	153			
4.M.44 Post-war estates, limited means	312	4.4	2.2	202			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	68	1.0	0.8	122			
4.N.46 Elderly people in social rented flats	40	0.6	1.0	55			
4.N.47 Low income older people in smaller semis	332	4.7	2.2	209			
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	540	7.6	2.2	347			
5.O.50 Struggling younger people in mixed tenure	164	2.3	1.8	128			
5.O.51 Young people in small, low cost terraces	104	1.5	2.3	65			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	282	4.0	1.6	254			
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	161	2.3	1.6	141			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	82	1.2	1.5	76			
5.Q.58 Singles and young families, some receiving benefits	271	3.8	1.8	216			
5.Q.59 Deprived areas and high-rise flats	43	0.6	2.0	31			
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	16	0.2	0.3	79			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,111						

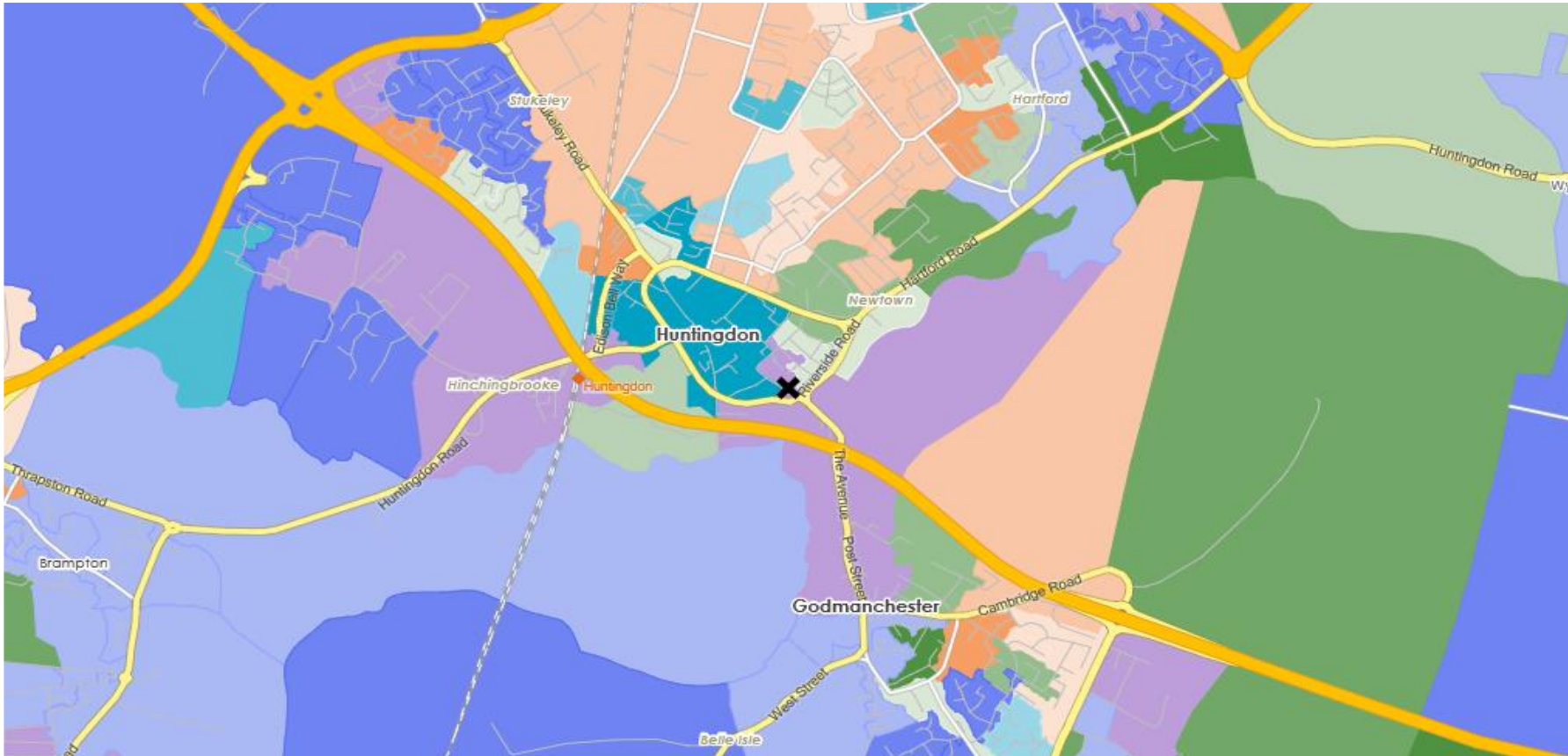
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01463_Samuel Pepys, Huntingdon, PE29 3TF (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
3. Comfortable Communities	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
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

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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