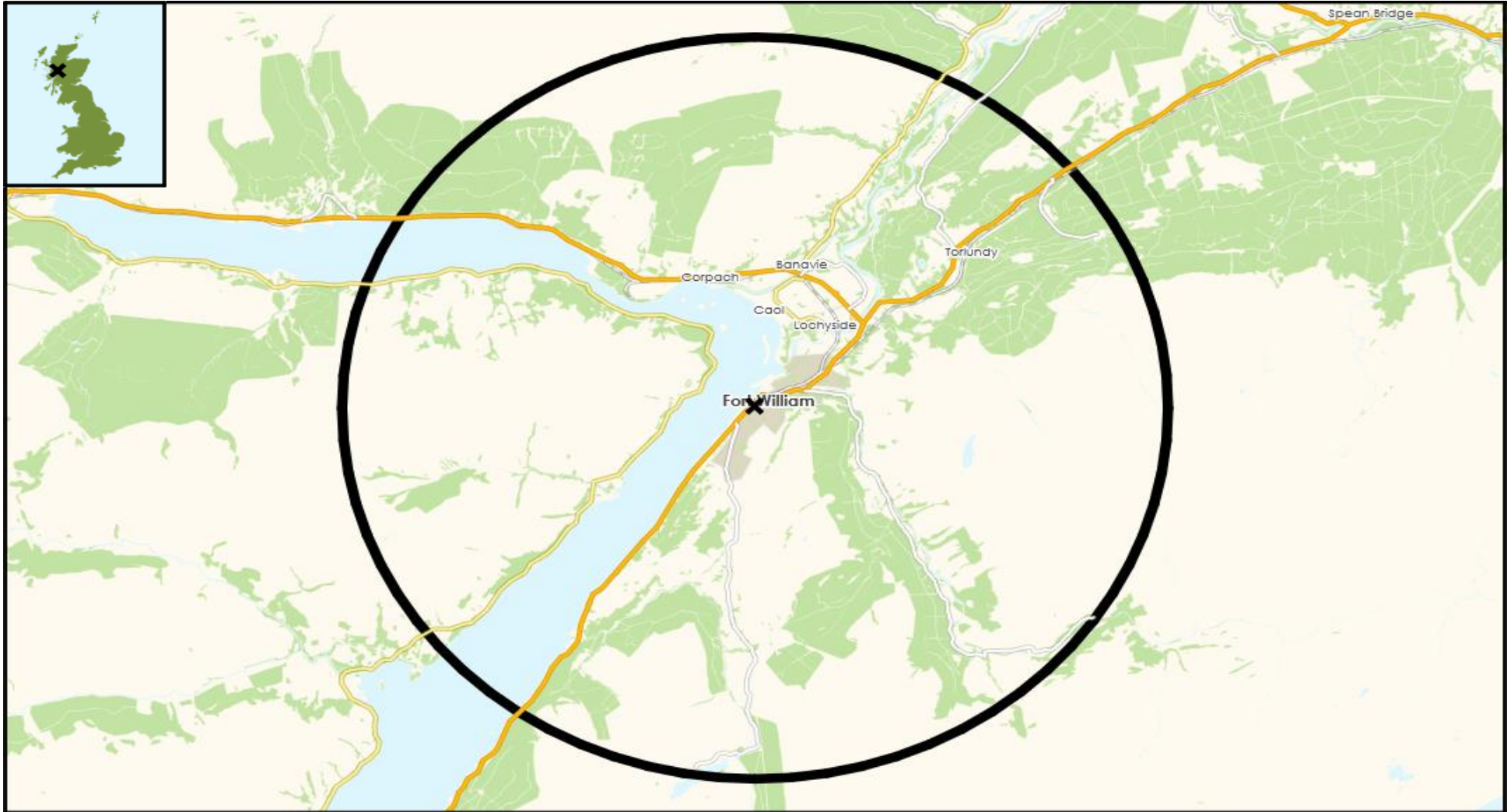


MAP OF AREA

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Source: OS Open Data 2018

Area: P03720_Maryburgh Inn, Fort William, PH33 6AT (5 Mile contour)



POPULATION PROJECTIONS

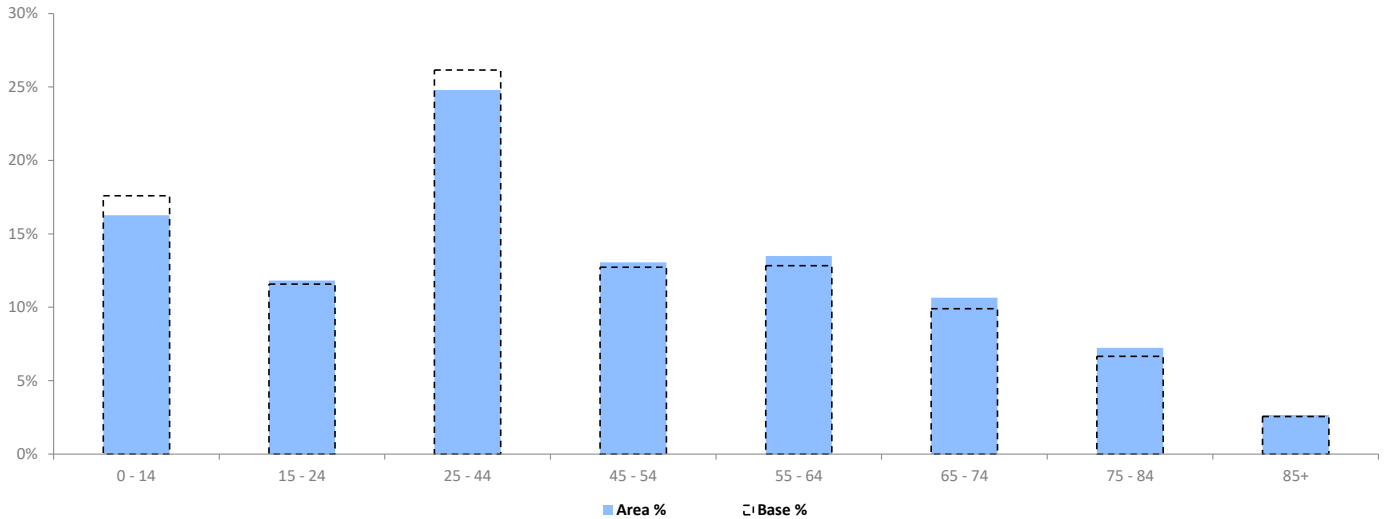
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Area: P03720_Maryburgh Inn, Fort William, PH33 6AT (5 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,759	16.3	17.6	92			
15 - 24	1,278	11.8	11.6	102			
25 - 44	2,681	24.8	26.2	95			
45 - 54	1,413	13.1	12.7	103			
55 - 64	1,460	13.5	12.8	105			
65 - 74	1,152	10.7	9.9	108			
75 - 84	783	7.2	6.7	109			
85+	289	2.7	2.6	104			
Total population	10,815						



EXPENDITURE

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Area: P03720_Maryburgh Inn, Fort William, PH33 6AT (5 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	£349,028	£71.32	£73.74	97			
2. Alcoholic beverages, tobacco and narcotics	£167,095	£34.14	£27.43	124			
3. Clothing & Footwear	£184,742	£37.75	£41.92	90			
4. Housing, water, electricity, gas and other fuels	£308,098	£62.95	£92.23	68			
5. Furnishings, equipment and routine maintenance	£172,674	£35.28	£39.49	89			
6. Health	£59,206	£12.10	£16.97	71			
7. Transport	£482,796	£98.65	£115.30	86			
8. Communication	£65,469	£13.38	£14.64	91			
9. Recreation & Culture	£454,123	£92.79	£100.48	92			
10. Education	£68,156	£13.93	£22.34	62			
11. Restaurants & Hotels	£320,282	£65.44	£82.30	80			
12. Miscellaneous goods and services	£434,974	£88.88	£104.94	85			
Total Expenditure	£3,066,642	£626.61	£731.77	86			



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.

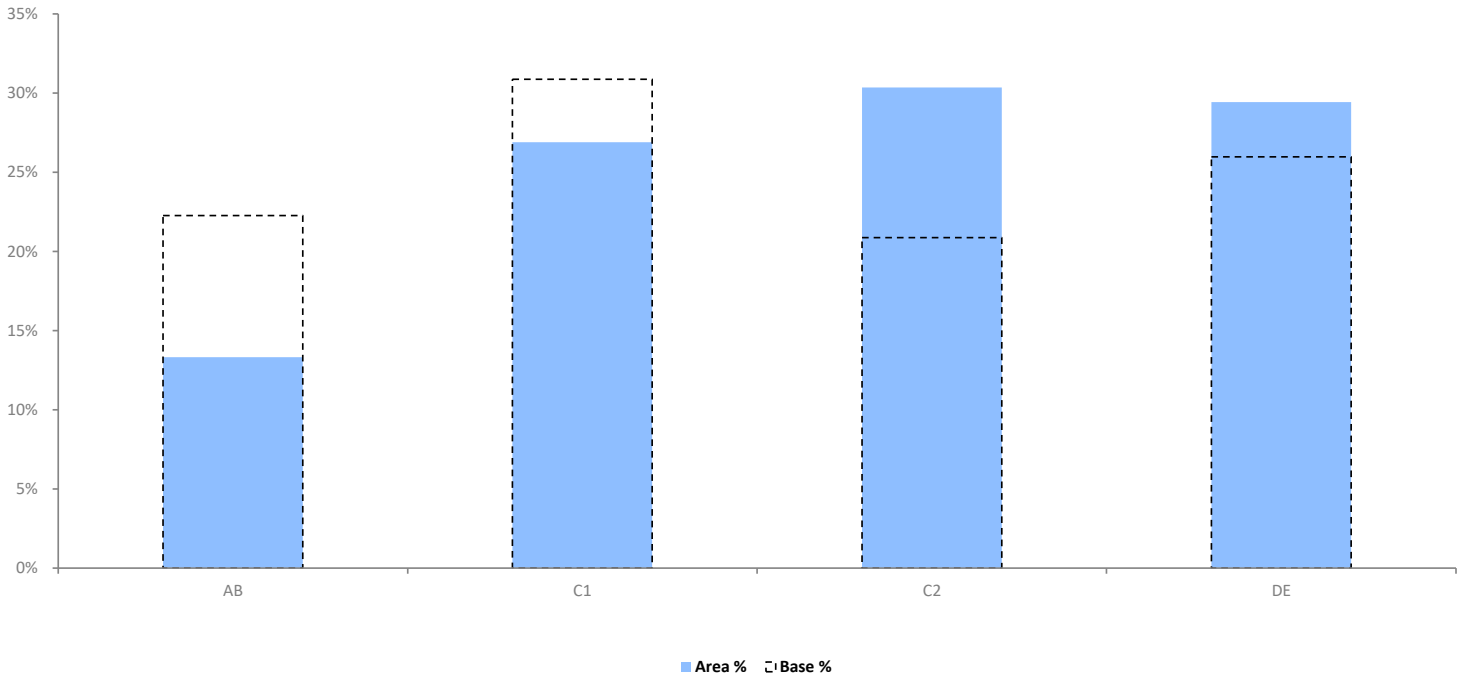
UP TO DATE DEMOGRAPHICS

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Area: P03720_Maryburgh Inn, Fort William, PH33 6AT (5 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	654	13.3	22.3	60			
C1: Supervisory, clerical, jr managerial/admin/professional	1,320	26.9	30.9	87			
C2: Skilled manual workers	1,490	30.4	20.9	145			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,445	29.4	26.0	113			
Total household reference persons aged 16 to 64	4,909						



CGA LICENCED PREMISES

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Area: P03720_Maryburgh Inn, Fort William, PH33
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	33	305.1	82.8	368			
Proprietary Club	3	27.7	7.5	371			
Registered Club	7	64.7	28.7	225			
Restaurant	7	64.7	32.5	199			
Residential	6	55.5	2.8	1998			

Name	Description	License Type	Owner Name	Postcode
Lochy	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PH33 7BA
Grog & Gruel	Independent Free	Pubs & Full On	Independent Free	PH33 6AD
Great Glen	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	PH33 6AD
Geographer	Independent Free	Restaurant	Independent Free	PH33 6AD
Maryburgh Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PH33 6AT
Alexandra Hotel	Strathmore Hotels	Pubs & Full On	Strathmore Hotels	PH33 6BA
Nevis Bank Hotel	Independent Free	Pubs & Full On	Independent Free	PH33 6EN
Ben Nevis Bar	Milton Pubs and Taverns	Pubs & Full On	Milton Pubs and Taverns	PH33 6DG
Volunteer Arms	Independent Free	Pubs & Full On	Independent Free	PH33 6DH
Crofter Bar	Independent Free	Pubs & Full On	Independent Free	PH33 6DH
Fort William Masonic Hall	Independent Free	Registered Club	Independent Free	PH33 6DH
Imperial Hotel	Sher Gill Enterprises Ltd	Pubs & Full On	Sher Gill Enterprises Ltd	PH33 6DW
Spice Tandoori	Independent Free	Restaurant	Independent Free	PH33 6EA
West End Hotel	Independent Free	Pubs & Full On	Independent Free	PH33 6ED
Guisachan Guest House	Independent Free	Residential	Independent Free	PH33 6HB
Fort William District Railway Social Club	Independent Free	Registered Club	Independent Free	PH33 6LY
Highland Hotel	Independent Free	Pubs & Full On	Independent Free	PH33 6QY
Caledonian Hotel	Shearings Hotels	Pubs & Full On	CHG (Coach Holidays Group)	PH33 6RW
Cruachan Hotel	Independent Free	Pubs & Full On	Independent Free	PH33 6RQ
Innseagan Hotel	Independent Free	Pubs & Full On	Independent Free	PH33 6RW
Clan Macduff Motel	Independent Free	Residential	Independent Free	PH33 6RW
Factors House	Independent Free	Restaurant	Independent Free	PH33 6SN
Fort William Golf Club	Independent Free	Registered Club	Independent Free	PH33 6SN
Inverlochy Castle Hotel	Independent Free	Pubs & Full On	Independent Free	PH33 6SN
Ben Nevis Hotel	Strathmore Hotels	Pubs & Full On	Strathmore Hotels	PH33 6TG
Caol Community Centre	Independent Free	Registered Club	Independent Free	PH33 7DS
Corpach Hotel	Independent Free	Pubs & Full On	Independent Free	PH33 7JJ
Moorings Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PH33 7LY
Glen Nevis Caravan Camp	Independent Free	Proprietary Club	Independent Free	PH33 6SX
Loch lall	Whitbread	Pubs & Full On	Whitbread	PH33 6AN
Crannog Seafood Restaurant	Independent Free	Restaurant	Independent Free	PH33 6DB
Croit Anna Hotel	Leisureplex Hotels	Pubs & Full On	Leisureplex Hotels	PH33 6RR
Snowgoose Bar & Restaurant	Independent Free	Pubs & Full On	Independent Free	PH33 6SW
Lochhaber Rugby Club	Independent Free	Registered Club	Independent Free	PH33 7LX
Ben Nevis Inn	Independent Free	Pubs & Full On	Independent Free	PH33 6TE
Tradewinds	Independent Free	Pubs & Full On	Independent Free	PH33 7JG
Ossians	Independent Free	Pubs & Full On	Independent Free	PH33 6DH
Nevis Cente	Independent Free	Proprietary Club	Independent Free	PH33 6AN
Fort William Shinty Social Club	Independent Free	Registered Club	Independent Free	PH33 6AN
Stables Cafe Bar	Independent Free	Pubs & Full On	Independent Free	PH33 6AY
Garrison West	Independent Free	Pubs & Full On	Independent Free	PH33 6AJ
Roobarb	Independent Free	Proprietary Club	Independent Free	PH33 6EA
Tavern	Independent Free	Pubs & Full On	Independent Free	PH33 6AD
Skipinnish Ceilidh House	Independent Free	Pubs & Full On	Independent Free	PH33 6DP
Lime Tree	Independent Free	Restaurant	Independent Free	PH33 6RQ
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	PH33 6DX
Fassfern Guest House	Independent Free	Residential	Independent Free	PH33 6RQ
Berkeley House	Independent Free	Residential	Independent Free	PH33 6BT
Cafe Mango	Independent Free	Restaurant	Independent Free	PH33 6AT
Glen Nevis Youth Hostel	Scottish Youth Hostels Association	Residential	Scottish Youth Hostels Associatio	PH33 6SY
Glen Nevis Restaurant And Bar	Independent Free	Restaurant	Independent Free	PH33 6SX
Fort William Football Club	Independent Free	Registered Club	Independent Free	PH33 6TE
Bank Street Lodge	Independent Free	Residential	Independent Free	PH33 6AY

CGA LICENCED PREMISES

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Area: P03720_Maryburgh Inn, Fort William, PH33
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	33	305.1	82.8	368			
Proprietary Club	3	27.7	7.5	371			
Registered Club	7	64.7	28.7	225			
Restaurant	7	64.7	32.5	199			
Residential	6	55.5	2.8	1998			

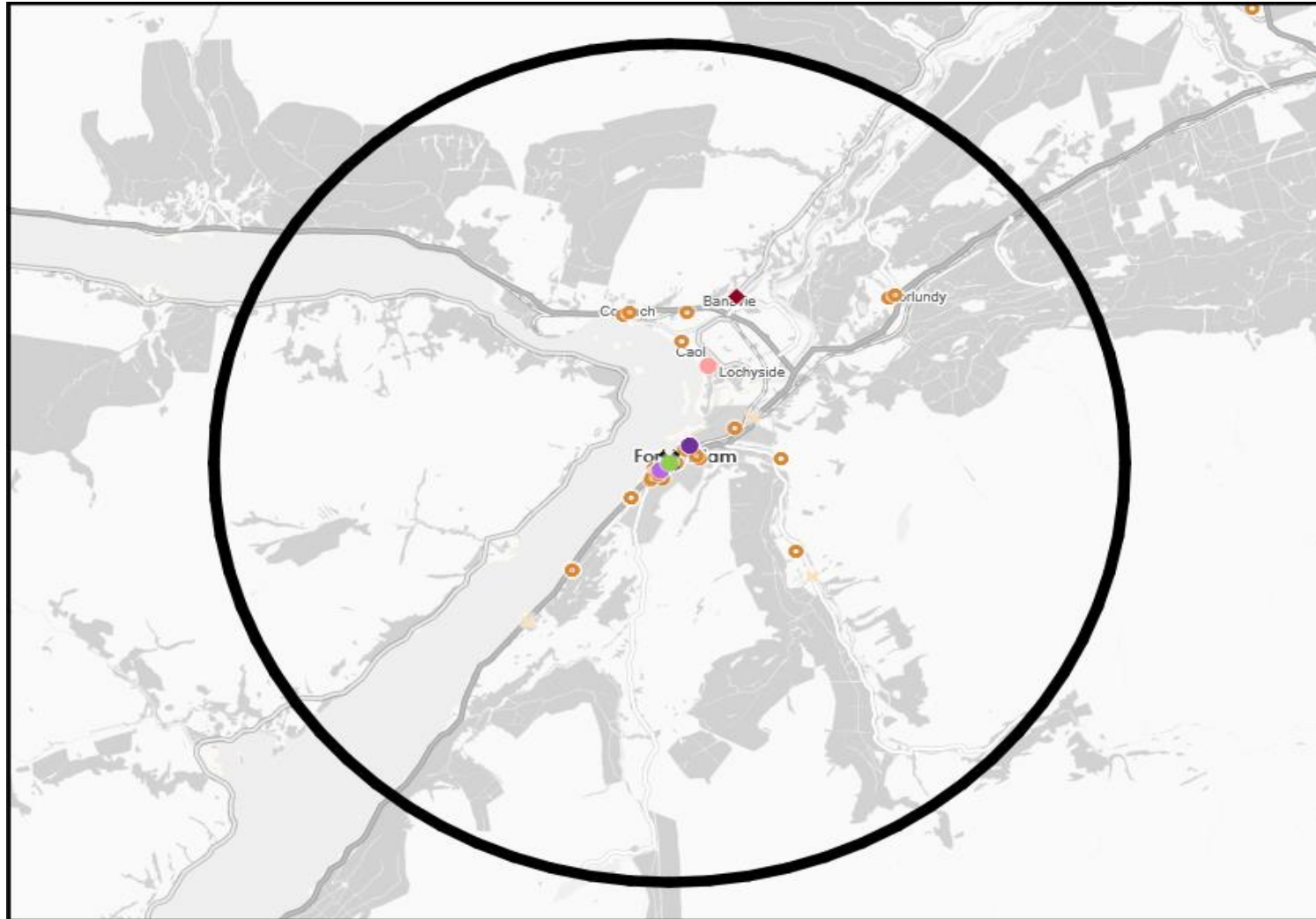
Name	Description	License Type	Owner Name	Postcode
Sunny Bar	Independent Free	Pubs & Full On	Independent Free	PH33 6DP
Garrison Hotel	Independent Free	Pubs & Full On	Independent Free	PH33 6EE
Black Isle	Independent Free	Pubs & Full On	Independent Free	PH33 6DY

MAP OF AREA

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Source: OS Open Data 2018

Area: P03720_Maryburgh Inn, Fort William, PH33 6AT (5 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: P03720_Maryburgh Inn, Fort William, PH33 6AT (5 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	407	8.3	22.0	38		
2 Rising Prosperity	86	1.8	10.3	17		
3 Comfortable Communities	1,220	24.9	26.3	95		
4 Financially Stretched	2,543	51.8	23.7	218		
5 Urban Adversity	628	12.8	17.4	73		
6 Not Private Households	25	0.5	0.3	153		
Total households	4,909					

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: P03720_Maryburgh Inn, Fort William, PH33 6AT (5 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	81	1.7	11.2	15		
1.C Mature Money	326	6.6	9.6	69		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	86	1.8	6.3	28		
3. Comfortable Communities						
3.F Countryside Communities	918	18.7	5.7	326		
3.G Successful Suburbs	125	2.5	5.9	43		
3.H Steady Neighbourhoods	51	1.0	7.4	14		
3.I Comfortable Seniors	15	0.3	2.9	11		
3.J Starting Out	111	2.3	4.4	51		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	711	14.5	7.9	182		
4.M Striving Families	1,386	28.2	7.5	378		
4.N Poorer Pensioners	446	9.1	5.8	156		
5. Urban Adversity						
5.O Young Hardship	232	4.7	6.2	76		
5.P Struggling Estates	166	3.4	5.9	57		
5.Q Difficult Circumstances	230	4.7	5.3	89		
6. Not Private Households						
6.R Not Private Households	25	0.5	0.3	153		
Total households	4,909					

Acorn Group Pen Portrait

4
M
Striving Families


4.1M
UK Adults

7.8%
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 savers

LEISURE: HURRY KING MCDONALD'S GREGGS

WEBSITES: sky very hotukdeals

ATTITUDES

I worry about online security
58%
UK average: 59%

Shopping online makes my life easier
60%
UK average: 62%

I love the ease of using chat bots to get answers
29%
UK average: 28%

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
---	--	-------------------------

TOP BEHAVIOURS

Moderate internet use

Below average social media use – apart from TikTok

Use of Direct.Gov website

A B C D E F G H I J K L M N O P Q R

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

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Area: P03720_Maryburgh Inn, Fort William, PH33 6AT (5 Mile contour)
 Base: Great Britain
 Year: 2022

Sort by: Acorn Structure
 Index
 Profile %

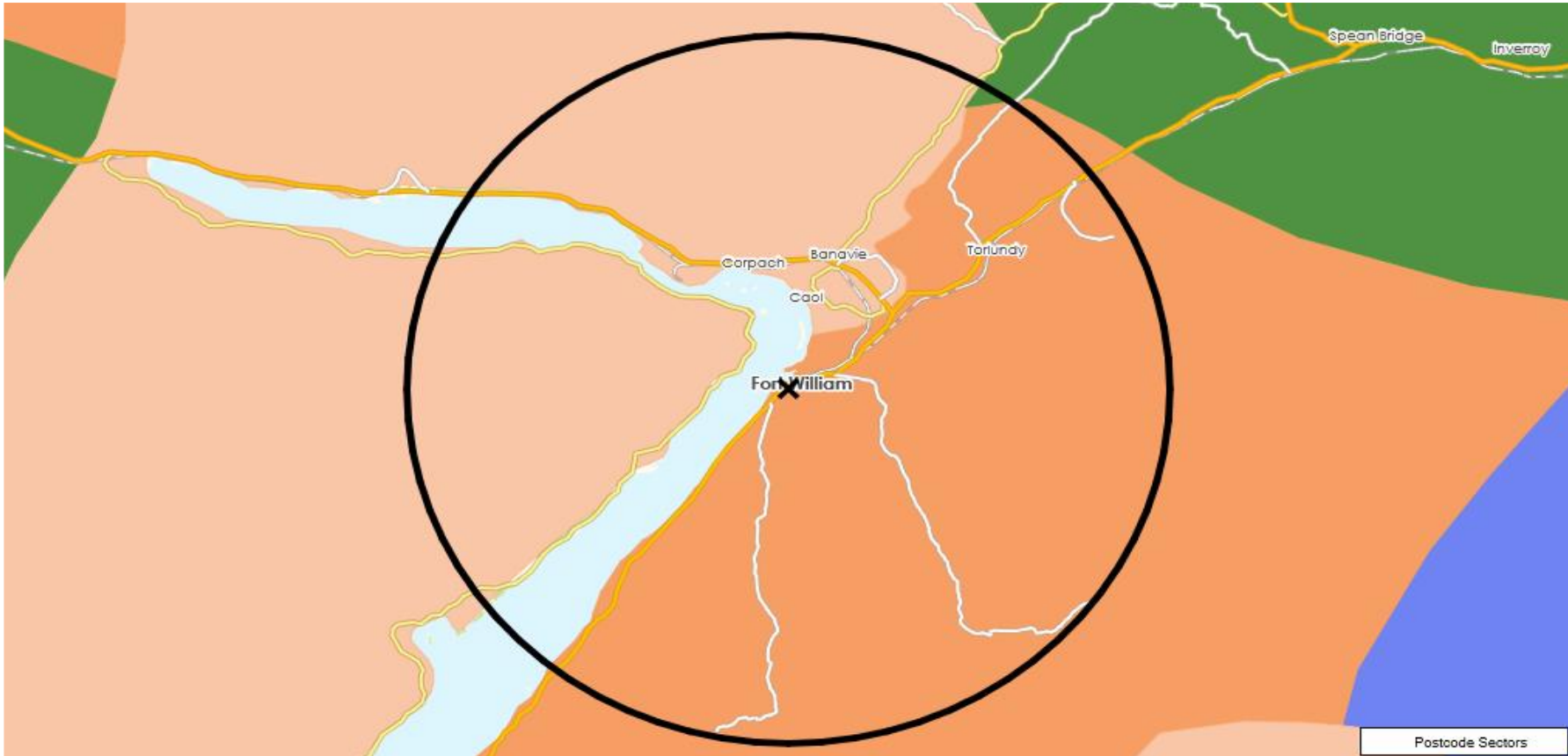
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	65	1.3	2.6	50			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	16	0.3	2.2	15			
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	106	2.2	3.0	71			
1.C.11 Settled suburbia, older people	17	0.3	2.8	12			
1.C.12 Retired and empty nesters	165	3.4	2.5	136			
1.C.13 Upmarket downsizers	38	0.8	1.3	60			
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	86	1.8	1.9	91			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
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	54	1.1	1.5	73			
3.F.22 Older couples and families in rural areas	304	6.2	1.0	599			
3.F.23 Owner occupiers in small towns and villages	560	11.4	3.2	357			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	87	1.8	2.7	67			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	38	0.8	2.4	32			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	51	1.0	3.4	30			
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	15	0.3	2.4	13			
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	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	111	2.3	2.3	97			
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	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	333	6.8	1.4	474			
4.L.38 Semi-skilled workers in traditional neighbourhoods	286	5.8	2.6	222			
4.L.39 Fading owner occupied terraces	92	1.9	2.9	65			
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	68	1.4	1.6	87			
4.M.42 Struggling young families in post-war terraces	125	2.5	1.6	155			
4.M.43 Families in right-to-buy estates	46	0.9	2.1	46			
4.M.44 Post-war estates, limited means	1,147	23.4	2.2	1,066			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	42	0.9	0.8	109			
4.N.46 Elderly people in social rented flats	55	1.1	1.1	106			
4.N.47 Low income older people in smaller semis	232	4.7	2.3	209			
4.N.48 Pensioners and singles in social rented flats	117	2.4	1.7	138			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	169	3.4	2.2	159			
5.O.50 Struggling younger people in mixed tenure	63	1.3	1.8	72			
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	144	2.9	1.6	186			
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	0	0.0	0.8	0			
5.P.56 Low income large families in social rented semis	22	0.4	1.6	28			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	72	1.5	1.5	97			
5.Q.58 Singles and young families, some receiving benefits	115	2.3	1.8	132			
5.Q.59 Deprived areas and high-rise flats	43	0.9	2.0	44			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	5	0.1	0.1	174			
6.R.61 Inactive communal population	20	0.4	0.3	149			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,909						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03720_Maryburgh Inn, Fort William, PH33 6AT (5 Mile contour)



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

Acorn Groups

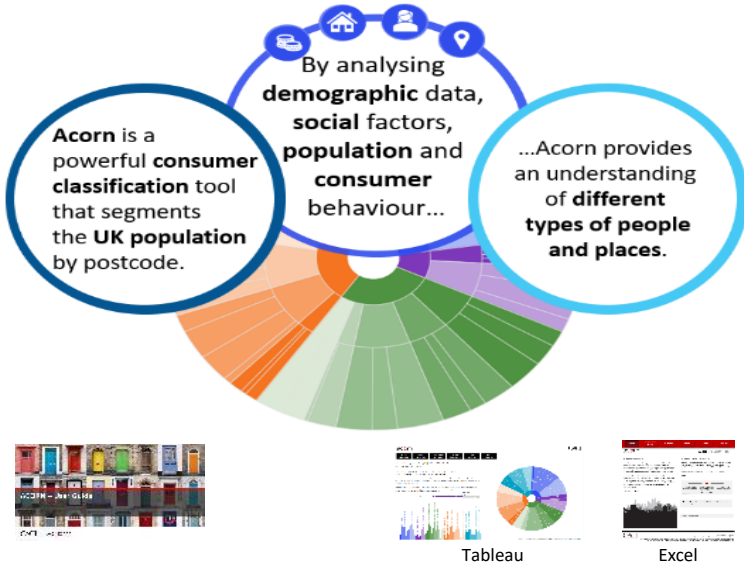
- 1.A Lavish Lifestyles
- 1.B Executive Wealth
- 1.C Mature Money
- 2.D City Sophisticates
- 2.E Career Climbers
- 3.F Countryside Communities
- 3.G Successful Suburbs
- 3.H Steady Neighbourhoods
- 3.I Comfortable Seniors
- 3.J Starting Out
- 4.K Student Life
- 4.L Modest Means
- 4.M Striving Families
- 4.N Poorer Pensioners
- 5.O Young Hardship
- 5.P Struggling Estates
- 5.Q Difficult Circumstances
- 6.R Not Private Households

Area boundary

Postcode Sectors

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		

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%

