

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03963\_Kensington Bar, Glasgow, G51 1BE (1 Mile contour)

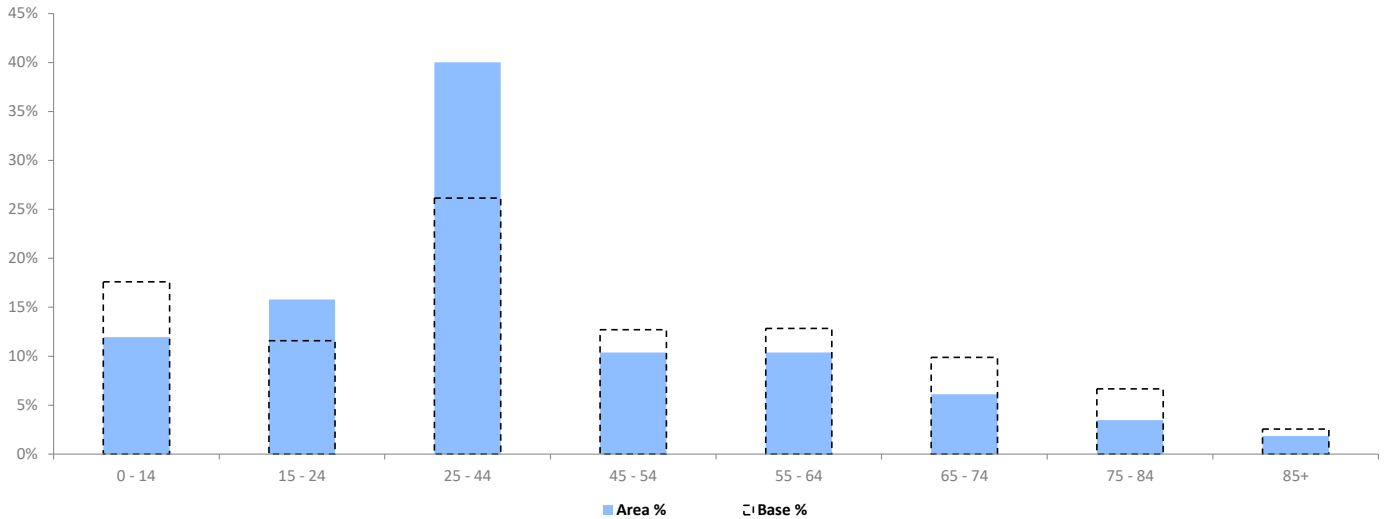


# POPULATION PROJECTIONS

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Area: P03963\_Kensington Bar, Glasgow, G51 1BE (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

|                         | Area Profile  | Area % | Base % | Index<br>av=100 | 0 | 100 | 200 |
|-------------------------|---------------|--------|--------|-----------------|---|-----|-----|
| 0 - 14                  | 3,250         | 12.0   | 17.6   | 68              |   |     |     |
| 15 - 24                 | 4,295         | 15.8   | 11.6   | <b>137</b>      |   |     |     |
| 25 - 44                 | 10,880        | 40.0   | 26.2   | <b>153</b>      |   |     |     |
| 45 - 54                 | 2,818         | 10.4   | 12.7   | 82              |   |     |     |
| 55 - 64                 | 2,820         | 10.4   | 12.8   | 81              |   |     |     |
| 65 - 74                 | 1,663         | 6.1    | 9.9    | 62              |   |     |     |
| 75 - 84                 | 947           | 3.5    | 6.7    | 52              |   |     |     |
| 85+                     | 506           | 1.9    | 2.6    | 73              |   |     |     |
| <b>Total population</b> | <b>27,179</b> |        |        |                 |   |     |     |



# EXPENDITURE

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Area: P03963\_Kensington Bar, Glasgow, G51 1BE (1 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 |
|---|-------------------|--------------------|--------------------|--------------|---|-----|-----|
| <b>COICOP Categories</b>                            |                   |                    |                    |              |   |     |     |
| 1. Food & non-alcoholic beverages                   | £814,201          | £65.68             | £73.74             | 89           |   |     |     |
| 2. Alcoholic beverages, tobacco and narcotics       | £402,301          | £32.45             | £27.43             | 118          |   |     |     |
| 3. Clothing & Footwear                              | £522,857          | £42.18             | £41.92             | 101          |   |     |     |
| 4. Housing, water, electricity, gas and other fuels | £1,043,614        | £84.18             | £92.23             | 91           |   |     |     |
| 5. Furnishings, equipment and routine maintenance   | £380,201          | £30.67             | £39.49             | 78           |   |     |     |
| 6. Health   | £142,207          | £11.47             | £16.97             | 68           |   |     |     |
| 7. Transport  | £1,571,741        | £126.78            | £115.30            | 110          |   |     |     |
| 8. Communication                                    | £174,302          | £14.06             | £14.64             | 96           |   |     |     |
| 9. Recreation & Culture                             | £1,048,860        | £84.61             | £100.48            | 84           |   |     |     |
| 10. Education                                       | £423,226          | £34.14             | £22.34             | 153          |   |     |     |
| 11. Restaurants & Hotels                            | £1,054,409        | £85.05             | £82.30             | 103          |   |     |     |
| 12. Miscellaneous goods and services                | £1,080,160        | £87.13             | £104.94            | 83           |   |     |     |
| <b>Total Expenditure</b>                            | <b>£8,658,078</b> | <b>£698.40</b>     | <b>£731.77</b>     | <b>95</b>    |   |     |     |



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.

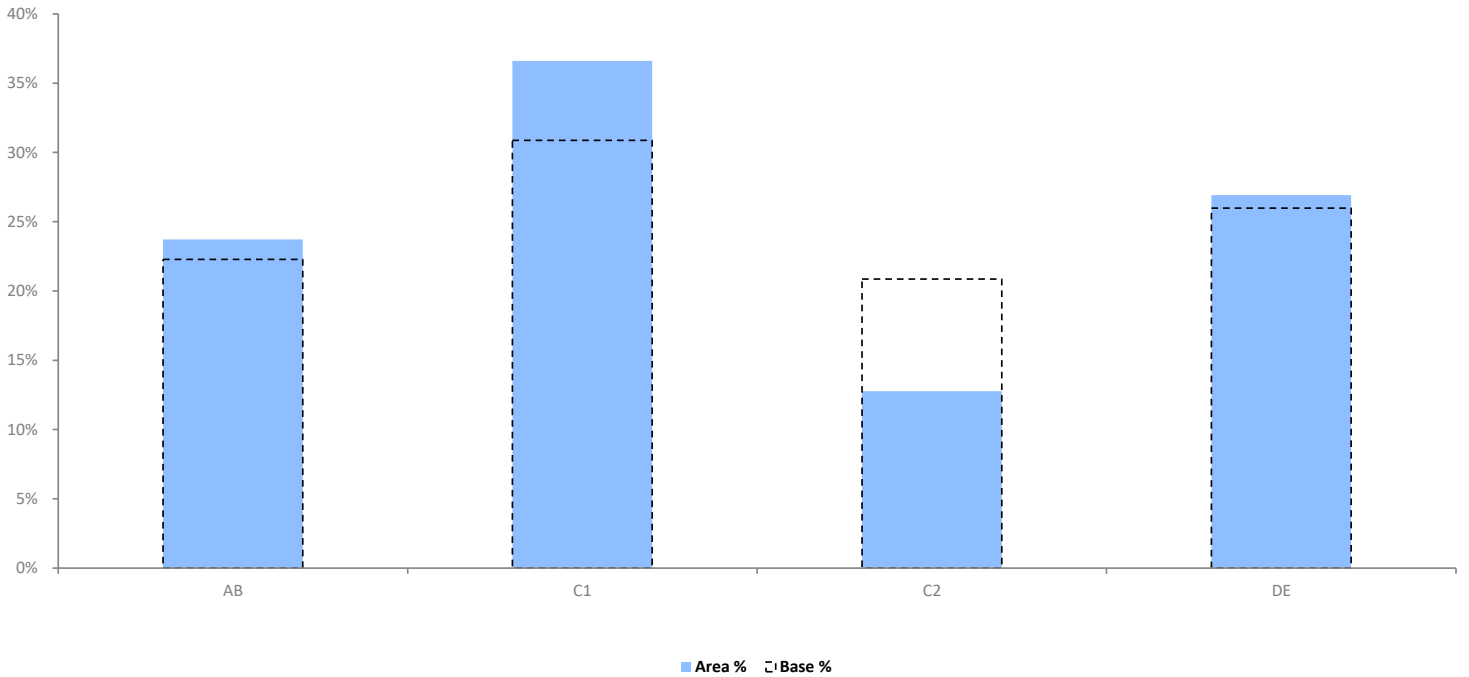
# UP TO DATE DEMOGRAPHICS

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Area: P03963\_Kensington Bar, Glasgow, G51 1BE (1 Mile contour)  
 Base: Great Britain  
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## SOCIAL GRADE

|   | Area Profile  | Area % | Base % | Index<br>av=100 | 0 | 100 | 200 |
|---|---------------|--------|--------|-----------------|---|-----|-----|
| AB: Higher or intermediate managerial/admin/professional  | 2,957         | 23.7   | 22.3   | <b>106</b>      |   |     |     |
| C1: Supervisory, clerical, jr managerial/admin/professional   | 4,564         | 36.6   | 30.9   | <b>119</b>      |   |     |     |
| C2: Skilled manual workers  | 1,593         | 12.8   | 20.9   | 61              |   |     |     |
| DE: Semi-skilled and unskilled manual workers<br>/on state benefit,unemployed, lowest grade workers | 3,356         | 26.9   | 26.0   | <b>104</b>      |   |     |     |
| <b>Total household reference persons aged 16 to 64</b>  | <b>12,470</b> |        |        |                 |   |     |     |



# CGA LICENCED PREMISES

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Area: P03963\_Kensington Bar, Glasgow, G51 1BE ( )  
 Base: Great Britain  
 Year: 2022

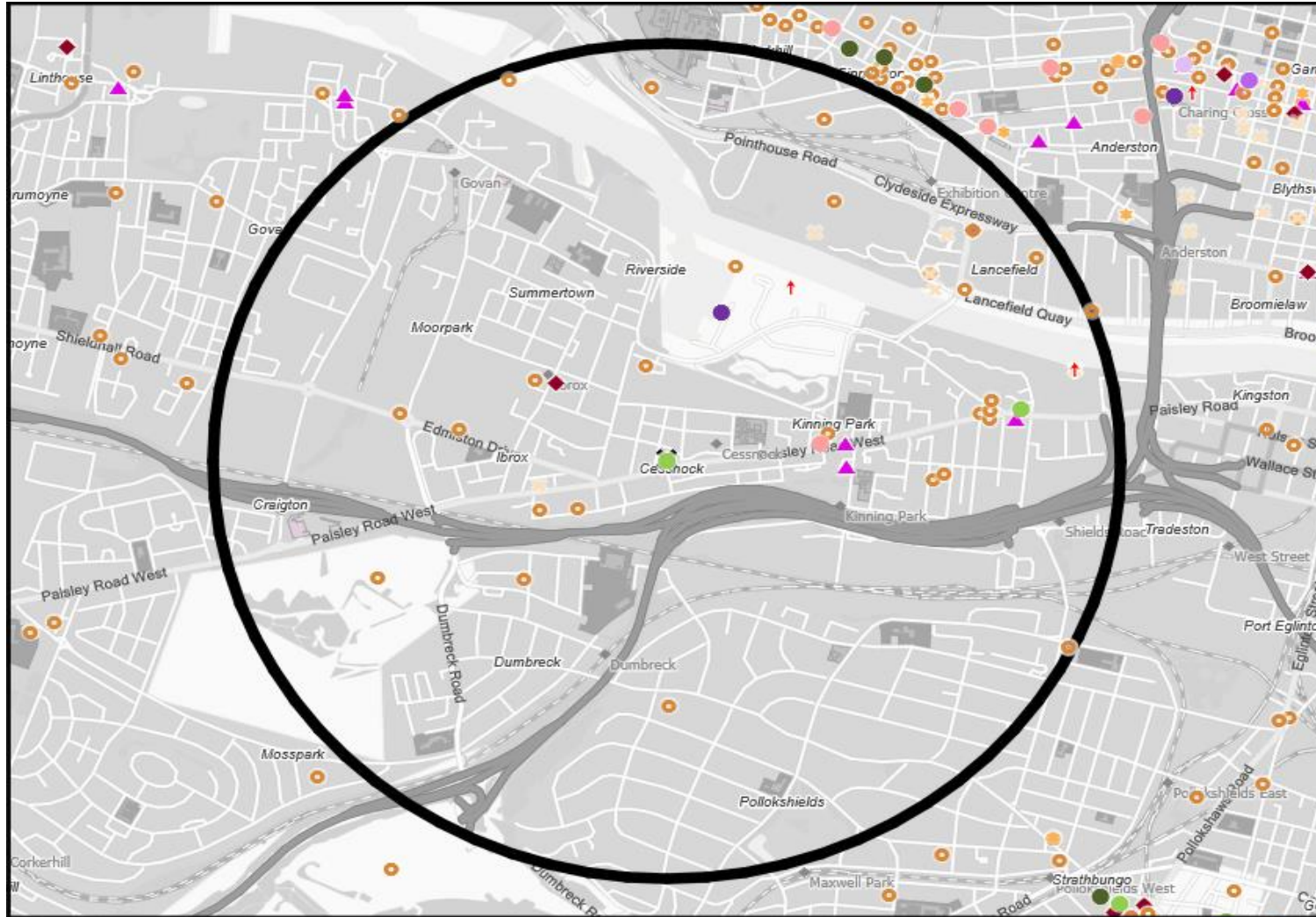
| Licence Type     | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|-------|---|-----|-----|
| Pubs & Full On   | 31      | 114.1               | 82.8                | 138   |   |     |     |
| Proprietary Club | 5       | 18.4                | 7.5                 | 246   |   |     |     |
| Registered Club  | 9       | 33.1                | 28.7                | 115   |   |     |     |
| Restaurant       | 7       | 25.8                | 32.5                | 79    |   |     |     |
| Residential      | 0       | 0.0                 | 2.8                 | 0     |   |     |     |

| Name                                    | Description                   | License Type     | Owner Name                    | Postcode |
|---|-------------------------------|------------------|-------------------------------|----------|
| University Of Glasgow Staff Bowling Clu | Independent Free              | Registered Club  | Independent Free              | G 3 8NL  |
| St Vincent Bowling Club                 | Independent Free              | Registered Club  | Independent Free              | G 3 8NL  |
| Scottish Exhibition & Conference Centre | Independent Free              | Pubs & Full On   | Independent Free              | G 3 8YW  |
| Bellrock                                | Trust Inns Limited            | Pubs & Full On   | Trust Inns Limited            | G 41 1AQ |
| Malaga Tapas                            | Independent Free              | Restaurant       | Independent Free              | G 41 1PD |
| Sherbrooke Castle Hotel                 | Independent Free              | Pubs & Full On   | Independent Free              | G 41 4PG |
| Rolls-Royce Foremens Club               | Independent Free              | Registered Club  | Independent Free              | G 41 5DF |
| Quayside                                | Admiral Taverns Ltd           | Pubs & Full On   | Admiral Taverns Ltd           | G 5 8RE  |
| Union Bar                               | Rosemount Taverns             | Pubs & Full On   | Rosemount Taverns             | G 5 8RJ  |
| Park Bar                                | Star Pubs & Bars              | Pubs & Full On   | Star Pubs & Bars              | G 51 1BE |
| Kensington Bar                          | Admiral Taverns Ltd           | Pubs & Full On   | Admiral Taverns Ltd           | G 51 1BE |
| District Bar                            | Star Pubs & Bars              | Pubs & Full On   | Star Pubs & Bars              | G 51 1BS |
| Grapes Bar                              | Iona Taverns                  | Pubs & Full On   | Scotsman Group                | G 51 1BU |
| Blue Star Social Club                   | Independent Free              | Registered Club  | Independent Free              | G 51 1DP |
| Viceroy Bar                             | Independent Free              | Pubs & Full On   | Independent Free              | G 51 1LB |
| La Fiorentina                           | Independent Free              | Restaurant       | Independent Free              | G 51 1LE |
| Old Toll Bar                            | Independent Free              | Pubs & Full On   | Independent Free              | G 51 1LF |
| Neptune Social Club                     | Independent Free              | Registered Club  | Independent Free              | G 51 1QP |
| Louden Tavern                           | *Other Small Retail Groups    | Pubs & Full On   | *Other Small Retail Groups    | G 51 2SL |
| Wee Rangers Club                        | Independent Free              | Registered Club  | Independent Free              | G 51 2YU |
| Tradeston Ex-Servicemens Club           | Independent Free              | Registered Club  | Independent Free              | G 41 5BY |
| Crowne Plaza                            | InterContinental Hotels Group | Pubs & Full On   | InterContinental Hotels Group | G 3 8QT  |
| Glasgow Rangers Football Club           | Independent Free              | Proprietary Club | Independent Free              | G 51 2XD |
| Grand Old Oprey                         | Independent Free              | Pubs & Full On   | Independent Free              | G 51 1HS |
| Go Glasgow                              | Compass Hotels Ltd            | Pubs & Full On   | Compass Hotels Ltd            | G 51 1RN |
| Bellahouston Bowling Club               | Independent Free              | Registered Club  | Independent Free              | G 41 5BW |
| Nuffield Health Fitness & Wellbeing Cen | Cannons Group Ltd             | Proprietary Club | Cannons Group Ltd             | G 3 8HB  |
| Cranside Kitchen                        | Independent Free              | Restaurant       | Independent Free              | G 3 8HL  |
| Hilton Garden Inn Hotel                 | Hilton Group                  | Pubs & Full On   | Hilton Group                  | G 3 8HN  |
| Campanile Hotel                         | Campanile Hotels              | Pubs & Full On   | Campanile Hotels              | G 3 8HL  |
| Mecca Bingo                             | Rank                          | Proprietary Club | Rank                          | G 5 8NP  |
| Odeon                                   | Odeon Cinema Holdings         | Pubs & Full On   | Odeon Cinema Holdings         | G 5 8NP  |
| India Quay                              | Independent Free              | Restaurant       | Independent Free              | G 3 8HE  |
| Nandos                                  | Nandos Restaurants            | Restaurant       | Nandos Restaurants            | G 5 8NP  |
| House For Art Lovers                    | Independent Free              | Restaurant       | Independent Free              | G 41 5BW |
| Alea                                    | Caesars Entertainment UK Ltd  | Proprietary Club | Caesars Entertainment UK Ltd  | G 5 8NP  |
| Ibis Budget                             | Accor Hotels                  | Pubs & Full On   | Accor Hotels                  | G 5 8NP  |
| Hollywood Bowl                          | Original Bowling Company      | Proprietary Club | Original Bowling Company      | G 5 8NP  |
| Cafe at Riverside                       | Independent Free              | Pubs & Full On   | Independent Free              | G 3 8RS  |
| Studio Warehouse Swg3                   | Independent Free              | Pubs & Full On   | Independent Free              | G 3 8QG  |
| Wonder World                            | Independent Free              | Pubs & Full On   | Independent Free              | G 41 1EE |
| Premier Inn                             | Whitbread Hotels              | Pubs & Full On   | Whitbread                     | G 51 1DZ |
| Village                                 | KSL Capital Partners          | Pubs & Full On   | KSL Capital Partners          | G 51 1DA |
| Corkerhill 1426 Social Club             | Independent Free              | Registered Club  | Independent Free              | G 51 2UZ |
| Big Feed                                | Independent Free              | Pubs & Full On   | Independent Free              | G 51 2SE |
| Khyber                                  | Independent Free              | Restaurant       | Independent Free              | G 41 1PD |
| Radisson Red                            | Radisson Hotels & Resorts     | Pubs & Full On   | Radisson Hotels & Resorts     | G 3 8HL  |
| Fore Play Crazy Golf                    | Independent Free              | Pubs & Full On   | Independent Free              | G 41 1EJ |
| Glasgow Science Centre                  | Independent Free              | Pubs & Full On   | Independent Free              | G 51 1EA |
| Golf Fang Glasgow                       | Independent Free              | Pubs & Full On   | Independent Free              | G 3 8JD  |
| Courtyard Glasgow Sec                   | Marriott International        | Pubs & Full On   | Marriott International        | G 3 8GS  |
| Moxy Glasgow Sec                        | Independent Free              | Pubs & Full On   | Independent Free              | G 3 8HB  |

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Area: P03963\_Kensington Bar, Glasgow, G51 1BE (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:** P03963\_Kensington Bar, Glasgow, G51 1BE (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0       | 100 | 200 |
|----------------------------|--------------|------------|------------|---------------|-----|-----|
| 1 Affluent Achievers       | 1,616        | 13.0       | 22.0       | 59            |     |     |
| 2 Rising Prosperity        | 2,980        | 23.9       | 10.3       | 232           |     |     |
| 3 Comfortable Communities  | 330          | 2.6        | 26.3       | 10            |     |     |
| 4 Financially Stretched    | 3,624        | 29.1       | 23.7       | 123           |     |     |
| 5 Urban Adversity          | 3,793        | 30.4       | 17.4       | 175           |     |     |
| 6 Not Private Households   | 127          | 1.0        | 0.3        | 306           |     |     |
| <b>Total households</b>    |              |            |            | <b>12,470</b> |     |     |

### 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: P03963\_Kensington Bar, Glasgow, G51 1BE (1 Mile contour)  
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| Acorn Group Description           | Area Profile  | % for Area | % for Base | Index 0 | 100 | 200 |
|-----------------------------------|---------------|------------|------------|---------|-----|-----|
| <b>1. Affluent Achievers</b>      |               |            |            |         |     |     |
| 1.A Lavish Lifestyles             | 290           | 2.3        | 1.1        | 210     |     |     |
| 1.B Executive Wealth              | 968           | 7.8        | 11.2       | 69      |     |     |
| 1.C Mature Money                  | 358           | 2.9        | 9.6        | 30      |     |     |
| <b>2. Rising Prosperity</b>       |               |            |            |         |     |     |
| 2.D City Sophisticates            | 666           | 5.3        | 4.0        | 133     |     |     |
| 2.E Career Climbers               | 2,314         | 18.6       | 6.3        | 295     |     |     |
| <b>3. Comfortable Communities</b> |               |            |            |         |     |     |
| 3.F Countryside Communities       | 0             | 0.0        | 5.7        | 0       |     |     |
| 3.G Successful Suburbs            | 134           | 1.1        | 5.9        | 18      |     |     |
| 3.H Steady Neighbourhoods         | 87            | 0.7        | 7.4        | 9       |     |     |
| 3.I Comfortable Seniors           | 21            | 0.2        | 2.9        | 6       |     |     |
| 3.J Starting Out                  | 88            | 0.7        | 4.4        | 16      |     |     |
| <b>4. Financially Stretched</b>   |               |            |            |         |     |     |
| 4.K Student Life                  | 2,213         | 17.7       | 2.5        | 718     |     |     |
| 4.L Modest Means                  | 85            | 0.7        | 7.9        | 9       |     |     |
| 4.M Striving Families             | 21            | 0.2        | 7.5        | 2       |     |     |
| 4.N Poorer Pensioners             | 1,305         | 10.5       | 5.8        | 180     |     |     |
| <b>5. Urban Adversity</b>         |               |            |            |         |     |     |
| 5.O Young Hardship                | 1,686         | 13.5       | 6.2        | 218     |     |     |
| 5.P Struggling Estates            | 13            | 0.1        | 5.9        | 2       |     |     |
| 5.Q Difficult Circumstances       | 2,094         | 16.8       | 5.3        | 317     |     |     |
| <b>6. Not Private Households</b>  |               |            |            |         |     |     |
| 6.R Not Private Households        | 127           | 1.0        | 0.3        | 306     |     |     |
| <b>Total households</b>           | <b>12,470</b> |            |            |         |     |     |

Acorn Group Pen Portrait

**2 E Career Climbers**      3.1M UK Adults      5.8% of UK

Younger singles and couples, some with young children, living in more urban locations. They live in flats, apartments and smaller houses, which they will be renting. They will have started saving what they can in order to put down a deposit on a house in the future.

**CORE DEMOGRAPHICS**

Age range: **25-44**

Children at home: **1**

House tenure: Privately renting

Family structure: Couple with children

Number of beds: **1-2**

House type: Flat or maisonette

**FINANCIAL PROFILE**

Household income: UK **£47k** (Average: £40k), London **£45k** (Average: £48k)

% Disposable income: UK **35%** (Average: 43%), London **24%** (Average: 29%)

Financial situation:

**BRANDS**

SHOPPING: M&S, FRENCH CONNECTION, ALDO, TED BAKER

LEISURE: wasabi, wagamama, FRANCO MANCA, IGUANAS

WEBSITES: Expedia, Zoopla, CLEVA, ASDA

**DIGITAL AND TECH**

ATTITUDES: I worry about online security **59%** (UK average: 53%), Shopping online makes my life easier **68%** (UK average: 62%), I love the ease of using chat bots to get answers **32%** (UK average: 28%)

**TOP BEHAVIOURS**: Buy domestic appliances online, Reads blogs online, Loves to buy new gadgets and tech





|          |       |      |     |                |
|----------|-------|------|-----|----------------|
| CATEGORY | GROUP | TYPE | MAP | WHAT IS ACORN? |
|----------|-------|------|-----|----------------|

## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03963\_Kensington Bar, Glasgow, G51 1BE (1 Mile contour)  
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Sort by:  Corn Structure  
 Index  
 Profile %

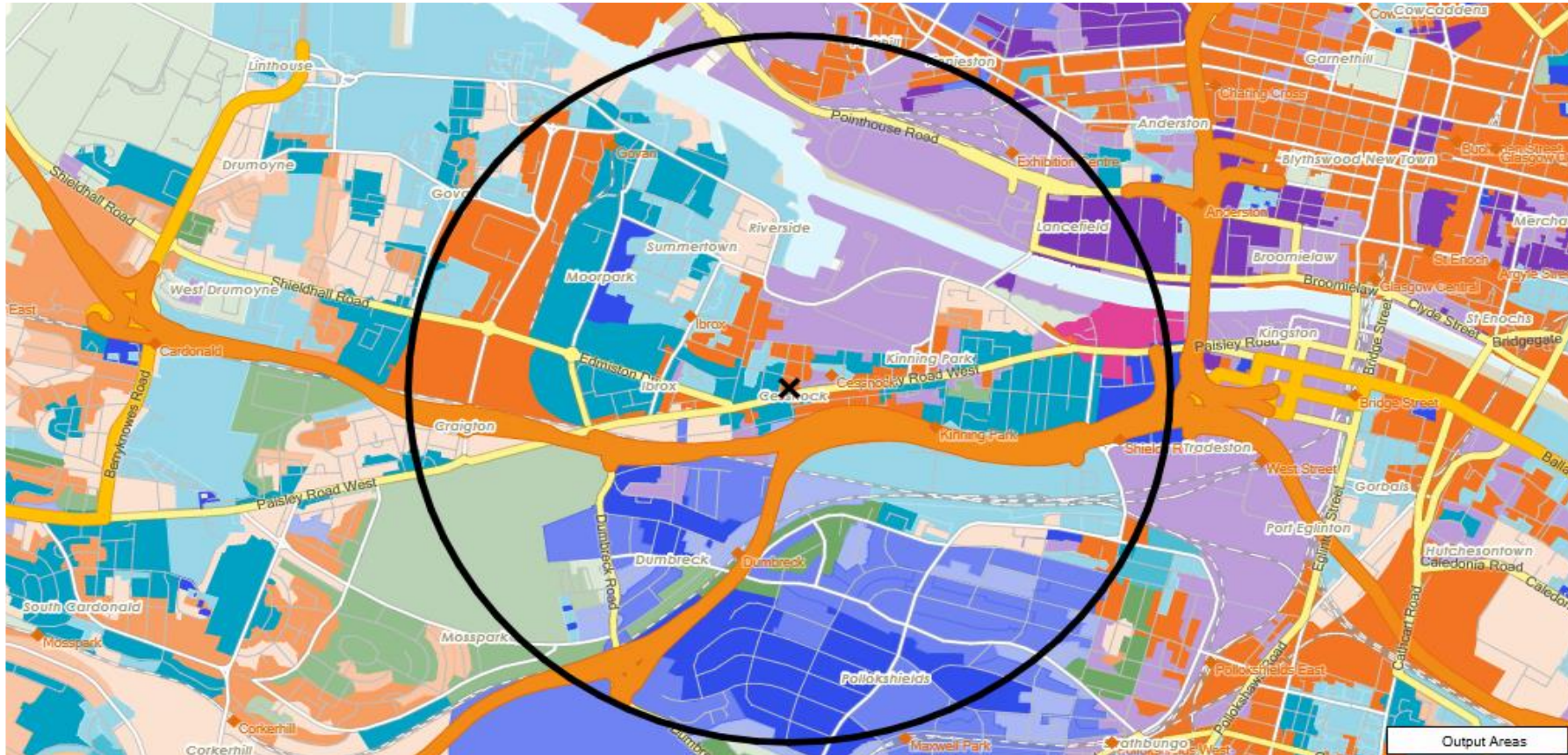
| Acorn Type Description   | Area Profile  | % for Area | % for Base | Index | 0 | 100 | 200 |
|--|---------------|------------|------------|-------|---|-----|-----|
| <b>1. Affluent Achievers</b>                                     |               |            |            |       |   |     |     |
| <b>1.A Lavish Lifestyles</b>                                     |               |            |            |       |   |     |     |
| 1.A.1 Exclusive enclaves   | 0             | 0.0        | 0.1        | 0     |   |     |     |
| 1.A.2 Metropolitan money   | 37            | 0.3        | 0.2        | 197   |   |     |     |
| 1.A.3 Large house luxury   | 253           | 2.0        | 0.9        | 235   |   |     |     |
| <b>1.B Executive Wealth</b>                                      |               |            |            |       |   |     |     |
| 1.B.4 Asset rich families  | 2             | 0.0        | 2.6        | 1     |   |     |     |
| 1.B.5 Wealthy countryside commuters                              | 0             | 0.0        | 2.4        | 0     |   |     |     |
| 1.B.6 Financially comfortable families                           | 0             | 0.0        | 2.2        | 0     |   |     |     |
| 1.B.7 Affluent professionals                                     | 776           | 6.2        | 0.8        | 736   |   |     |     |
| 1.B.8 Prosperous suburban families                               | 154           | 1.2        | 1.5        | 81    |   |     |     |
| 1.B.9 Well-off edge of towners                                   | 36            | 0.3        | 1.6        | 18    |   |     |     |
| <b>1.C Mature Money</b>  |               |            |            |       |   |     |     |
| 1.C.10 Better-off villagers                                      | 0             | 0.0        | 3.0        | 0     |   |     |     |
| 1.C.11 Settled suburbia, older people                            | 78            | 0.6        | 2.8        | 22    |   |     |     |
| 1.C.12 Retired and empty nesters                                 | 9             | 0.1        | 2.5        | 3     |   |     |     |
| 1.C.13 Upmarket downsizers                                       | 271           | 2.2        | 1.3        | 168   |   |     |     |
| <b>2. Rising Prosperity</b>                                      |               |            |            |       |   |     |     |
| <b>2.D City Sophisticates</b>                                    |               |            |            |       |   |     |     |
| 2.D.14 Townhouse cosmopolitans                                   | 0             | 0.0        | 0.7        | 0     |   |     |     |
| 2.D.15 Younger professionals in smaller flats                    | 666           | 5.3        | 1.5        | 352   |   |     |     |
| 2.D.16 Metropolitan professionals                                | 0             | 0.0        | 0.8        | 0     |   |     |     |
| 2.D.17 Socialising young renters                                 | 0             | 0.0        | 1.0        | 0     |   |     |     |
| <b>2.E Career Climbers</b>                                       |               |            |            |       |   |     |     |
| 2.E.18 Career driven young families                              | 0             | 0.0        | 1.9        | 0     |   |     |     |
| 2.E.19 First time buyers in small, modern homes                  | 2,292         | 18.4       | 3.3        | 550   |   |     |     |
| 2.E.20 Mixed metropolitan areas                                  | 22            | 0.2        | 1.0        | 17    |   |     |     |
| <b>3. Comfortable Communities</b>                                |               |            |            |       |   |     |     |
| <b>3.F Countryside Communities</b>                               |               |            |            |       |   |     |     |
| 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               | 0             | 0.0        | 3.2        | 0     |   |     |     |
| <b>3.G Successful Suburbs</b>                                    |               |            |            |       |   |     |     |
| 3.G.24 Comfortably-off families in modern housing                | 6             | 0.0        | 2.7        | 2     |   |     |     |
| 3.G.25 Larger family homes, multi-ethnic areas                   | 127           | 1.0        | 0.8        | 125   |   |     |     |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 1             | 0.0        | 2.4        | 0     |   |     |     |
| <b>3.H Steady Neighbourhoods</b>                                 |               |            |            |       |   |     |     |
| 3.H.27 Suburban semis, conventional attitudes                    | 38            | 0.3        | 3.4        | 9     |   |     |     |
| 3.H.28 Owner occupied terraces, average income                   | 49            | 0.4        | 1.6        | 25    |   |     |     |
| 3.H.29 Established suburbs, older families                       | 0             | 0.0        | 2.3        | 0     |   |     |     |
| <b>3.I Comfortable Seniors</b>                                   |               |            |            |       |   |     |     |
| 3.I.30 Older people, neat and tidy neighbourhoods                | 5             | 0.0        | 2.4        | 2     |   |     |     |
| 3.I.31 Elderly singles in purpose-built accommodation            | 16            | 0.1        | 0.5        | 27    |   |     |     |
| <b>3.J Starting Out</b>  |               |            |            |       |   |     |     |
| 3.J.32 Educated families in terraces, young children             | 35            | 0.3        | 2.1        | 13    |   |     |     |
| 3.J.33 Smaller houses and starter homes                          | 53            | 0.4        | 2.3        | 18    |   |     |     |
| <b>4. Financially Stretched</b>                                  |               |            |            |       |   |     |     |
| <b>4.K Student Life</b>  |               |            |            |       |   |     |     |
| 4.K.34 Student flats and halls of residence                      | 333           | 2.7        | 0.4        | 758   |   |     |     |
| 4.K.35 Term-time terraces  | 0             | 0.0        | 0.3        | 0     |   |     |     |
| 4.K.36 Educated young people in flats and tenements              | 1,880         | 15.1       | 1.9        | 813   |   |     |     |
| <b>4.L Modest Means</b>  |               |            |            |       |   |     |     |
| 4.L.37 Low cost flats in suburban areas                          | 50            | 0.4        | 1.4        | 28    |   |     |     |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods        | 35            | 0.3        | 2.6        | 11    |   |     |     |
| 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     |   |     |     |
| <b>4.M Striving Families</b>                                     |               |            |            |       |   |     |     |
| 4.M.41 Labouring semi-rural estates                              | 0             | 0.0        | 1.6        | 0     |   |     |     |
| 4.M.42 Struggling young families in post-war terraces            | 0             | 0.0        | 1.6        | 0     |   |     |     |
| 4.M.43 Families in right-to-buy estates                          | 0             | 0.0        | 2.1        | 0     |   |     |     |
| 4.M.44 Post-war estates, limited means                           | 21            | 0.2        | 2.2        | 8     |   |     |     |
| <b>4.N Poorer Pensioners</b>                                     |               |            |            |       |   |     |     |
| 4.N.45 Pensioners in social housing, semis and terraces          | 45            | 0.4        | 0.8        | 46    |   |     |     |
| 4.N.46 Elderly people in social rented flats                     | 86            | 0.7        | 1.1        | 65    |   |     |     |
| 4.N.47 Low income older people in smaller semis                  | 0             | 0.0        | 2.3        | 0     |   |     |     |
| 4.N.48 Pensioners and singles in social rented flats             | 1,174         | 9.4        | 1.7        | 545   |   |     |     |
| <b>5. Urban Adversity</b>  |               |            |            |       |   |     |     |
| <b>5.O Young Hardship</b>  |               |            |            |       |   |     |     |
| 5.O.49 Young families in low cost private flats                  | 1,125         | 9.0        | 2.2        | 417   |   |     |     |
| 5.O.50 Struggling younger people in mixed tenure                 | 359           | 2.9        | 1.8        | 163   |   |     |     |
| 5.O.51 Young people in small, low cost terraces                  | 202           | 1.6        | 2.3        | 72    |   |     |     |
| <b>5.P Struggling Estates</b>                                    |               |            |            |       |   |     |     |
| 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        | 1.1        | 0     |   |     |     |
| 5.P.55 Deprived and ethnically diverse in flats                  | 13            | 0.1        | 0.8        | 13    |   |     |     |
| 5.P.56 Low income large families in social rented semis          | 0             | 0.0        | 1.6        | 0     |   |     |     |
| <b>5.Q Difficult Circumstances</b>                               |               |            |            |       |   |     |     |
| 5.Q.57 Social rented flats, families and single parents          | 528           | 4.2        | 1.5        | 280   |   |     |     |
| 5.Q.58 Singles and young families, some receiving benefits       | 109           | 0.9        | 1.8        | 49    |   |     |     |
| 5.Q.59 Deprived areas and high-rise flats                        | 1,457         | 11.7       | 2.0        | 584   |   |     |     |
| <b>6. Not Private Households</b>                                 |               |            |            |       |   |     |     |
| <b>6.R Not Private Households</b>                                |               |            |            |       |   |     |     |
| 6.R.60 Active communal population                                | 45            | 0.4        | 0.1        | 615   |   |     |     |
| 6.R.61 Inactive communal population                              | 82            | 0.7        | 0.3        | 240   |   |     |     |
| 6.R.62 Business areas without resident population                | 0             | 0          | 0          | 0     |   |     |     |
| <b>Total households</b>  | <b>12,470</b> |            |            |       |   |     |     |

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03963\_Kensington Bar, Glasgow, G51 1BE (1 Mile contour)



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

**Acorn Groups**

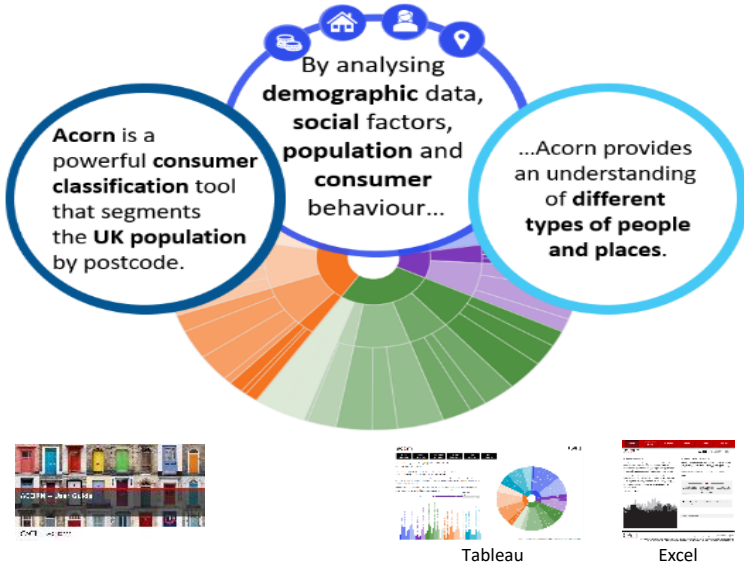
- 1.A Lavish Lifestyles
- 1.B Executive Wealth
- 1.C Mature Money
- 2.D City Sophisticates
- 2.E Career Climbers
- 3.F Countryside Communities
- 3.G Successful Suburbs
- 3.H Steady Neighbourhoods
- 3.I Comfortable Seniors
- 3.J Starting Out
- 4.K Student Life
- 4.L Modest Means
- 4.M Striving Families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

Area boundary

Output Areas

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**

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%

