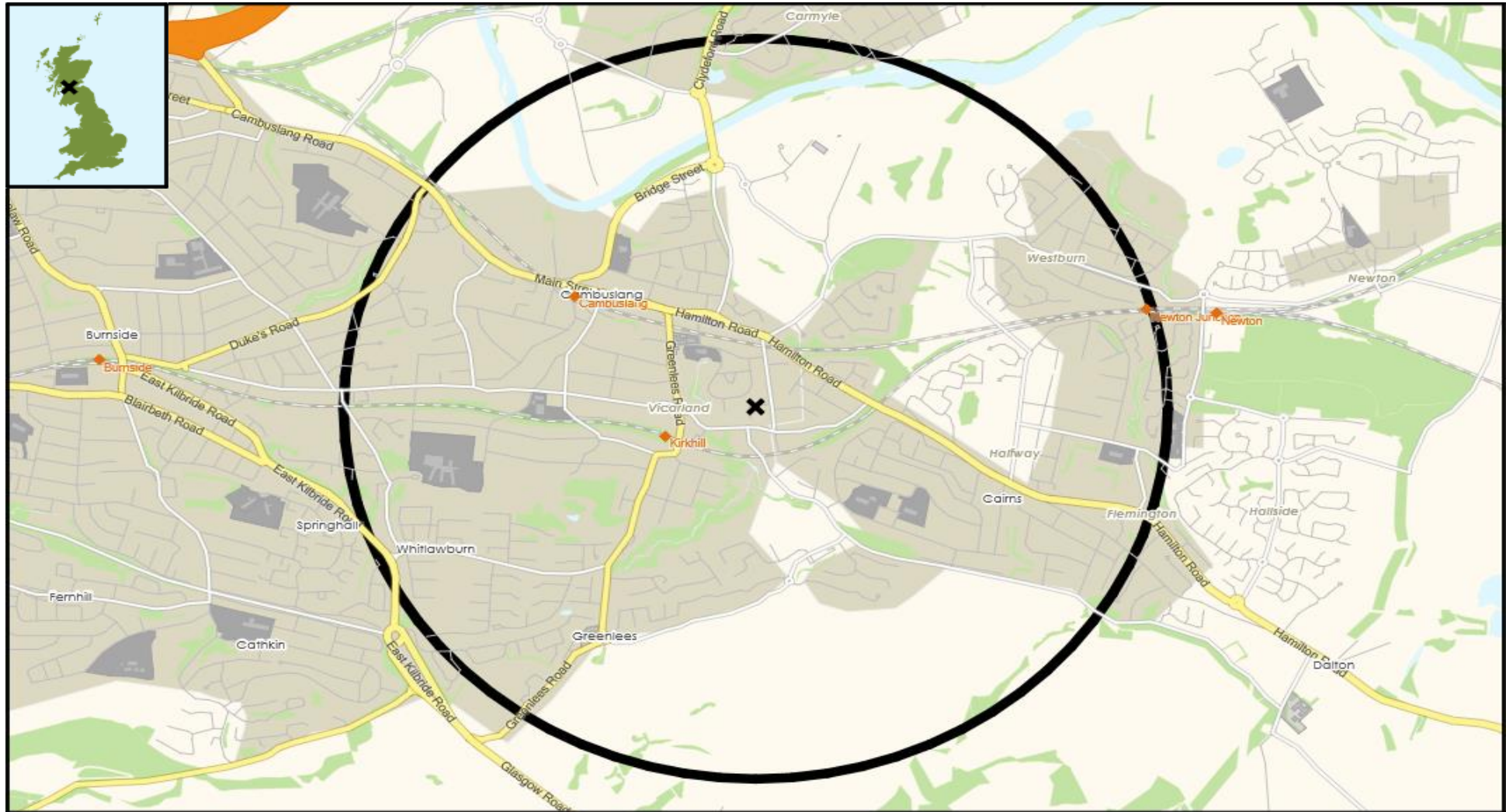


# MAP OF AREA

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Source: OS Open Data 2018

Area: P04369\_Kirkhill Bar, Glasgow, G72 8LH (1 Mile contour)

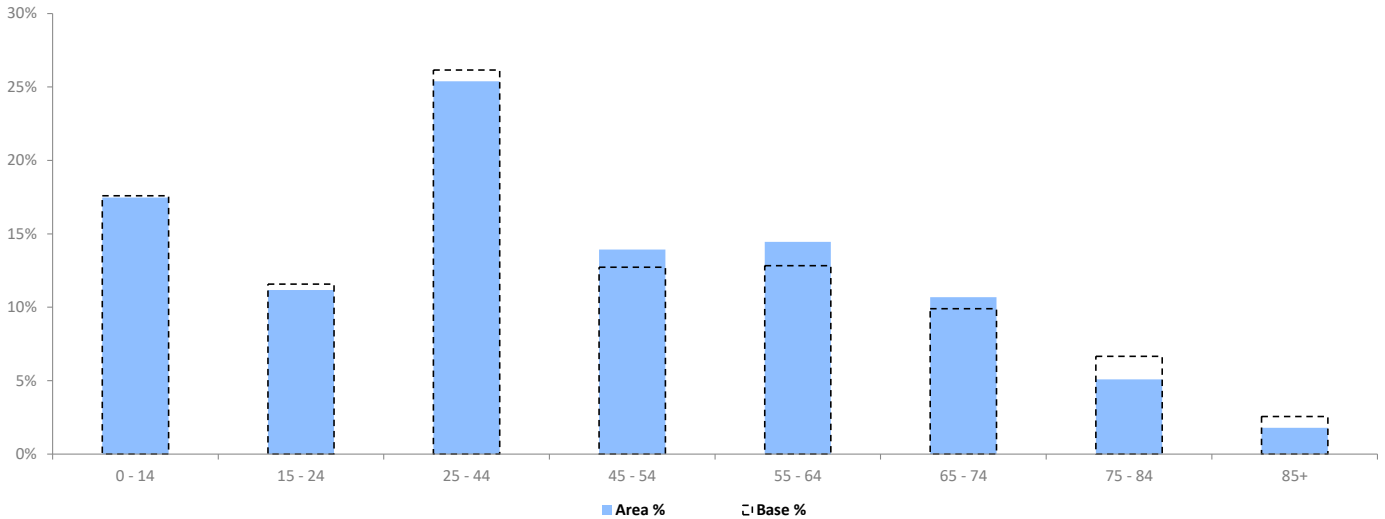


# POPULATION PROJECTIONS

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Area: P04369\_Kirkhill Bar, Glasgow, G72 8LH (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,649	17.5	17.6	99			
15 - 24	2,334	11.2	11.6	97			
25 - 44	5,300	25.4	26.2	97			
45 - 54	2,908	13.9	12.7	<b>110</b>			
55 - 64	3,018	14.5	12.8	<b>113</b>			
65 - 74	2,230	10.7	9.9	<b>108</b>			
75 - 84	1,061	5.1	6.7	76			
85+	376	1.8	2.6	70			
<b>Total population</b>	<b>20,876</b>						



# EXPENDITURE

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Area: P04369\_Kirkhill Bar, Glasgow, G72 8LH (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	£667,835	£70.01	£73.74	95			
2. Alcoholic beverages, tobacco and narcotics	£297,387	£31.18	£27.43	114			
3. Clothing & Footwear	£378,453	£39.67	£41.92	95			
4. Housing, water, electricity, gas and other fuels	£586,491	£61.48	£92.23	67			
5. Furnishings, equipment and routine maintenance	£316,858	£33.22	£39.49	84			
6. Health	£121,379	£12.72	£16.97	75			
7. Transport	£968,854	£101.57	£115.30	88			
8. Communication	£129,296	£13.55	£14.64	93			
9. Recreation & Culture	£875,638	£91.80	£100.48	91			
10. Education	£179,184	£18.78	£22.34	84			
11. Restaurants & Hotels	£667,178	£69.94	£82.30	85			
12. Miscellaneous goods and services	£878,426	£92.09	£104.94	88			
<b>Total Expenditure</b>	<b>£6,066,981</b>	<b>£636.02</b>	<b>£731.77</b>	<b>87</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.

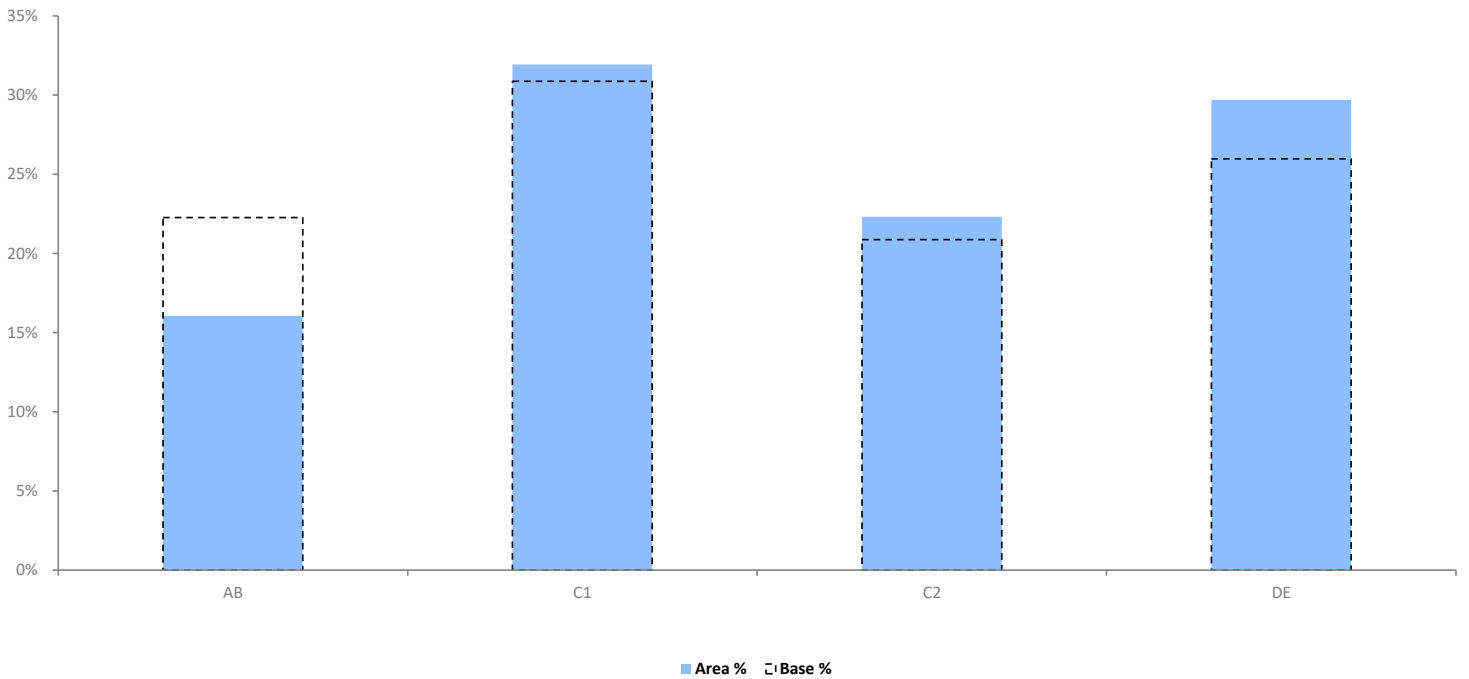
# UP TO DATE DEMOGRAPHICS

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Area: P04369\_Kirkhill Bar, Glasgow, G72 8LH (1 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	1,531	16.1	22.3	72			
C1: Supervisory, clerical, jr managerial/admin/professional	3,045	31.9	30.9	<b>103</b>			
C2: Skilled manual workers	2,128	22.3	20.9	<b>107</b>			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	2,831	29.7	26.0	<b>114</b>			
<b>Total household reference persons aged 16 to 64</b>	<b>9,535</b>						



# CGA LICENCED PREMISES

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Area: P04369\_Kirkhill Bar, Glasgow, G72 8LH (1 Mi)  
 Base: Great Britain  
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	13	62.3	82.8	75			
Proprietary Club	1	4.8	7.5	64			
Registered Club	14	67.1	28.7	<b>234</b>			
Restaurant	2	9.6	32.5	29			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Auld Boathouse	Independent Free	Pubs & Full On	Independent Free	G 32 8EG
Sweepers	Independent Free	Pubs & Full On	Independent Free	G 72 7EB
Finlays	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	G 72 7EG
Ritz Bar	Independent Free	Pubs & Full On	Independent Free	G 72 7EL
Sefton Bar	Independent Free	Pubs & Full On	Independent Free	G 72 7EP
John Fairweather	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	G 72 7EP
Cheers	Independent Free	Pubs & Full On	Independent Free	G 72 7EP
Coulotte Steakhouse	Independent Free	Restaurant	Independent Free	G 72 7EP
Cambuslang Golf Club	Independent Free	Registered Club	Independent Free	G 72 7NA
Tudor Inn	Independent Free	Pubs & Full On	Independent Free	G 72 7PF
Sun Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	G 72 7PG
Halfway & District Bowling	Independent Free	Registered Club	Independent Free	G 72 7QG
Cambuslang Miners Welfare Social Club	Independent Free	Registered Club	Independent Free	G 72 7QY
Cambuslang Bowling Club	Independent Free	Registered Club	Independent Free	G 72 8AE
Kirkhill Bowling Club	Independent Free	Registered Club	Independent Free	G 72 8DG
Cambuslang Rugby & Sports Club	Independent Free	Registered Club	Independent Free	G 72 8HG
Lodge Kirkhill 1230	Independent Free	Registered Club	Independent Free	G 72 8HP
Holepark Social Club	Independent Free	Registered Club	Independent Free	G 72 8HP
Whitefield Bowling & Recreation Club	Independent Free	Registered Club	Independent Free	G 72 8LB
Kirkhill Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	G 72 8LH
Kirkhill Golf Club	Independent Free	Registered Club	Independent Free	G 72 8YN
Carmyle Bowling Club	Independent Free	Registered Club	Independent Free	G 32 8EG
Black Bull	Independent Free	Pubs & Full On	Independent Free	G 72 7EN
Renfrew Ferry	Independent Free	Proprietary Club	Independent Free	G 72 7QT
Clock	Unknown	Pubs & Full On	Unknown	G 72 7EJ
Lawburn Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	G 72 8PE
Eastfield Comm Centre	Independent Free	Registered Club	Independent Free	G 72 7BA
Cinnamon Club	Independent Free	Restaurant	Independent Free	G 72 7EG
Cambuslang Football Club	Independent Free	Registered Club	Independent Free	G 72 7EB
Kirkhill Lawn Tennis Club	Independent Free	Registered Club	Independent Free	G 72 8NT

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P04369\_Kirkhill Bar, Glasgow, G72 8LH (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:** P04369\_Kirkhill Bar, Glasgow, G72 8LH (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	2,187	22.9	22.0	104		
 2 Rising Prosperity	355	3.7	10.3	36		
 3 Comfortable Communities	1,585	16.6	26.3	63		
 4 Financially Stretched	3,193	33.5	23.7	141		
 5 Urban Adversity	2,176	22.8	17.4	131		
 6 Not Private Households	39	0.4	0.3	123		
 Graph						
<b>Total households</b>	<b>9,535</b>					

#### 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: P04369\_Kirkhill Bar, Glasgow, G72 8LH (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	41	0.4	1.1	39			
1.B Executive Wealth	1,712	18.0	11.2	160			
1.C Mature Money	434	4.6	9.6	47			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	355	3.7	6.3	59			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	263	2.8	5.9	47			
3.H Steady Neighbourhoods	683	7.2	7.4	97			
3.I Comfortable Seniors	183	1.9	2.9	67			
3.J Starting Out	456	4.8	4.4	108			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	998	10.5	7.9	132			
4.M Striving Families	451	4.7	7.5	63			
4.N Poorer Pensioners	1,744	18.3	5.8	314			
<b>5. Urban Adversity</b>							
5.O Young Hardship	698	7.3	6.2	118			
5.P Struggling Estates	330	3.5	5.9	58			
5.Q Difficult Circumstances	1,148	12.0	5.3	228			
<b>6. Not Private Households</b>							
6.R Not Private Households	39	0.4	0.3	123			
<b>Total households</b>	<b>9,535</b>						

Acorn Group Pen Portrait

**4 N Poorer Pensioners**      2.4M UK Adults      4.5% of UK

Older people and pensioners, the majority of whom live in social housing. The majority are renting social housing but there are a few who own their home or rent privately. Properties are mainly flats or maisonettes, but there will be some smaller bungalows or semi-detached houses.

**CORE DEMOGRAPHICS**

Age range <b>65+</b>	Children at home <b>0</b>
House tenure <b>Social renting</b>	Family structure <b>Single</b>
Number of beds <b>1</b>	House type <b>Flat or maisonette</b>

**FINANCIAL PROFILE**

Household income UK: <b>£21k</b> London: <b>£19k</b> Average: £40k / Average: £46k	% Disposable income UK: <b>42%</b> London: <b>35%</b> Average: 43% / Average: 29%	Financial situation 
---	--	-------------------------

**BRANDS**

SHOPPING: The Works, Poundland, bm, Iceland

LEISURE: GREGGS, Harry Ramsden, Harvester

WEBSITES: NHS, GOV.UK, Argos, MECCA

**DIGITAL ATTITUDES**

- I worry about online security: **56%** (UK average: 58%)
- Shopping online makes my life easier: **57%** (UK average: 52%)
- I love the ease of using chat bots to get answers: **24%** (UK average: 28%)

**TOP BEHAVIOURS**

- 1 in 4 have never used the internet
- Least likely of all groups to own a tablet or smartphone
- Around half will use Facebook (probably with some help)





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

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Area: P04369\_Kirkhill Bar, Glasgow, G72 8LH (1 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
<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	0	0.0	0.2	0			
1.A.3 Large house luxury	41	0.4	0.9	50			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	36	0.4	2.6	14			
1.B.5 Wealthy countryside commuters	3	0.0	2.4	1			
1.B.6 Financially comfortable families	560	5.9	2.2	267			
1.B.7 Affluent professionals	127	1.3	0.8	157			
1.B.8 Prosperous suburban families	524	5.5	1.5	360			
1.B.9 Well-off edge of towners	462	4.8	1.6	301			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	6	0.1	3.0	2			
1.C.11 Settled suburbia, older people	263	2.8	2.8	98			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	165	1.7	1.3	134			
<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	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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	141	1.5	1.9	77			
2.E.19 First time buyers in small, modern homes	214	2.2	3.3	67			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<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	126	1.3	2.7	50			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	137	1.4	2.4	60			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	212	2.2	3.4	65			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	471	4.9	2.3	212			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	183	1.9	2.4	81			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	102	1.1	2.1	50			
3.J.33 Smaller houses and starter homes	354	3.7	2.3	160			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	476	5.0	1.4	349			
4.L.38 Semi-skilled workers in traditional neighbourhoods	159	1.7	2.6	63			
4.L.39 Fading owner occupied terraces	363	3.8	2.9	131			
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	5	0.1	1.6	3			
4.M.42 Struggling young families in post-war terraces	24	0.3	1.6	15			
4.M.43 Families in right-to-buy estates	153	1.6	2.1	78			
4.M.44 Post-war estates, limited means	269	2.8	2.2	129			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	269	2.8	1.1	266			
4.N.47 Low income older people in smaller semis	470	4.9	2.3	218			
4.N.48 Pensioners and singles in social rented flats	1,005	10.5	1.7	611			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	498	5.2	2.2	241			
5.O.50 Struggling younger people in mixed tenure	137	1.4	1.8	81			
5.O.51 Young people in small, low cost terraces	63	0.7	2.3	29			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	60	0.6	1.6	40			
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	270	2.8	1.6	175			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	276	2.9	1.5	192			
5.Q.58 Singles and young families, some receiving benefits	123	1.3	1.8	73			
5.Q.59 Deprived areas and high-rise flats	749	7.9	2.0	392			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	39	0.4	0.3	149			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>9,535</b>						

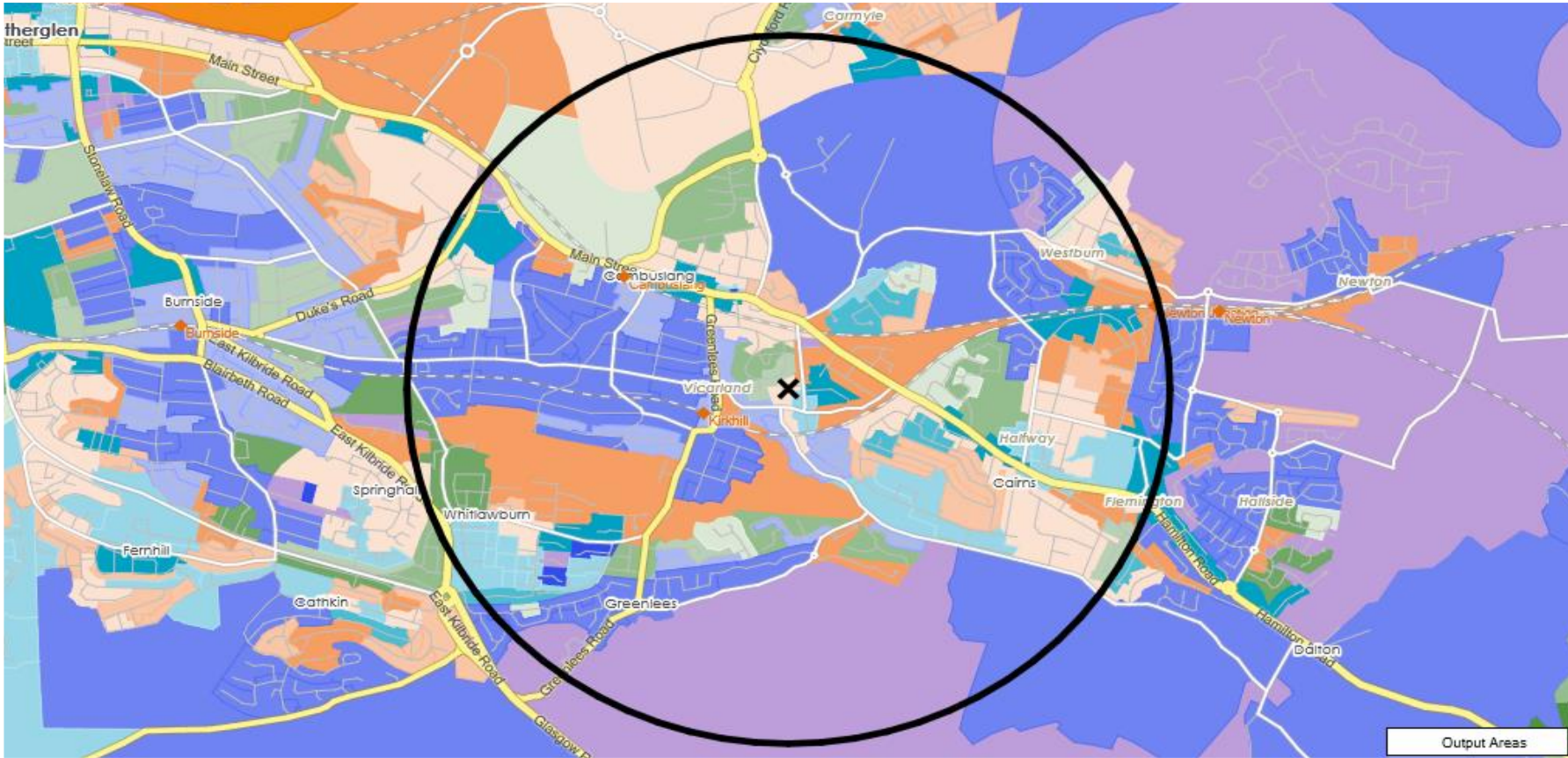
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04369\_Kirkhill Bar, Glasgow, G72 8LH (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		



Tableau

Excel

**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%

