

# **CGA LICENCED PREMISES**

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Area: P01597\_Swan, Rushden, NN10 0SR (1 Mile c Base: Great Britain

Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	1	0.0	81.7	0			
Proprietary Club	0	0.0	7.3	0			
Registered Club	0	0.0	28.2	0			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NN10 OSR



# **MAP OF AREA**

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Source: OS Open Data 2018







CATEGORY GROUP TYPE MAP WHAT IS ACORN?

### **ACORN CATEGORY PROFILE - HOUSEHOLDS**

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Area: P01597\_Swan, Rushden, NN10 0SR (1 Mile contour)

Base: Great E Year: 2023

Acorn Cat	egory D	escription	Area Profile	% for Area	% for Base	Index 0	100	200
<b>(</b>	1	Affluent Achievers	0	0.0	22.1	0		
Ō	2	Rising Prosperity	0	0.0	10.2	0		
0	3	Comfortable Communities	0	0.0	26.5	0		
$\bigcirc$	4	Financially Stretched	0	0.0	23.7	0		
$\bigcirc$	5	Urban Adversity	0	0.0	17.2	0		
0	6	Not Private Households	0	0.0	0.3	0		
	Graph	•						









CATEGORY GROUP TYPE MAP WHAT IS ACORN?

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0.7<sub>M</sub>

1.3%

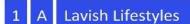
Area: P01597\_Swan, Rushden, NN10 0SR (1 Mile contour)

Base: Great Britain

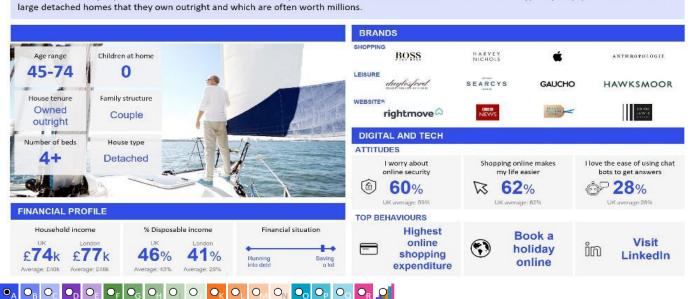
Year: 2023

n Group Des	scription	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluer	nt Achievers						
1.A	Lavish Lifestyles	0	0.0	1.1	0		
1.B	Executive Wealth	0	0.0	11.3	0		
1.C	Mature Money	0	0.0	9.6	0		
2. Rising	Prosperity						
2.D	City Sophisticates	0	0.0	3.8	0		
2.E	Career Climbers	0	0.0	6.4	0		
3. Comfo	rtable Communities						
3.F	Countryside Communities	0	0.0	5.7	0		
3.G	Successful Suburbs	0	0.0	6.0	0		
3.H	Steady Neighbourhoods	0	0.0	7.4	0		
3.1	Comfortable Seniors	0	0.0	2.9	0		
3.J	Starting Out	0	0.0	4.6	0		
4. Financi	ially Stretched						
4.K	Student Life	0	0.0	2.5	0		
4.L	Modest Means	0	0.0	8.0	0		
4.M	Striving Families	0	0.0	7.4	0		
4.N	Poorer Pensioners	0	0.0	5.8	0		
5. Urban	Adversity						
5.0	Young Hardship	0	0.0	6.3	0		
5.P	Struggling Estates	0	0.0	5.7	0		
5.Q	Difficult Circumstances	0	0.0	5.2	0		
6. Not Pri	ivate Households						
6.R	Not Private Households	0	0.0	0.3	0		
Total ho	ouseholds	0					

#### Acorn Group Pen Portrait



The most affluent people in the UK who live comfortable lifestyles with few financial concerns. These individuals are typically empty nesters, who live in







2023

Year:



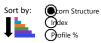
CATEGORY GROUP TYPE MAP WHAT IS ACORN?

## **ACORN TYPE PROFILE - HOUSEHOLDS**

P01597\_Swan, Rushden, NN10 0SR (1 Mile contour) Area:

Base:

Great Britain



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Acorn Type Description  Affluent Achievers  1.A Lavish Lifestyles  1.B Executive Wealth	1.A.1 1.A.2 1.A.3 1.B.4 1.B.5 1.B.6	Exclusive enclaves Metropolitan money Large house luxury	Area Profile 9	6 for Area	% for Base	Index	0 100 200
1.A Lavish Lifestyles	1.A.2 1.A.3 1.B.4 1.B.5	Metropolitan money		0.0			
4. F	1.A.2 1.A.3 1.B.4 1.B.5	Metropolitan money		0.0			
	1.B.5		0	0.0 0.0	0.1 0.1 0.9	0 0 0	
	1.B.7 1.B.8 1.B.9	Asset rich families Wealthy countryside commuters Financially comfortable families Affluent professionals Prosperous suburban families Well-off edge of towners	0 0 0 0 0	0.0 0.0 0.0 0.0 0.0 0.0	2.6 2.5 2.2 0.9 1.5 1.6	0 0 0 0	
1.C Mature Money	1.C.12	Better-off villagers Settled suburbia, older people Retired and empty nesters Upmarket downsizers	0 0 0 0	0.0 0.0 0.0 0.0	3.1 2.8 2.5 1.3	0 0 0	
2.D City Sophisticates	2544						
	2.D.15 2.D.16	Townhouse cosmopolitans Younger professionals in smaller flats Metropolitan professionals Socialising young renters	0 0 0 0	0.0 0.0 0.0 0.0	0.7 1.5 0.7 1.0	0 0 0 0	
2.E Career Climbers	2.E.19	Career driven young families First time buyers in small, modern homes Mixed metropolitan areas	0 0 0	0.0 0.0 0.0	2.0 3.4 1.0	0 0 0	
Comfortable Communities 3.F Countryside Communities	2 5 24	E-manufacture.		0.0	4.5		
3.G Successful Suburbs	3.F.21 3.F.22 3.F.23	Farms and cottages Older couples and families in rural areas Owner occupiers in small towns and villages	0 0 0	0.0 0.0 0.0	1.5 1.0 3.2	0 0 0	
3.H Steady Neighbourhoods	3.G.25	Comfortably-off families in modern housing Larger family homes, multi-ethnic areas Semi-professional families, owner occupied neighbourhoods	0 0 0	0.0 0.0 0.0	2.7 0.8 2.4	0 0 0	
	3.H.27 3.H.28 3.H.29	Suburban semis, conventional attitudes Owner occupied terraces, average income Established suburbs, older families	0 0 0	0.0 0.0 0.0	3.5 1.6 2.3	0 0 0	
3.I Comfortable Seniors 3.J Starting Out	3.I.30 3.I.31	Older people, neat and tidy neighbourhoods Elderly singles in purpose-built accommodation	0	0.0 0.0	2.4 0.5	0	
on our mag out	3.J.32 3.J.33	Educated families in terraces, young children Smaller houses and starter homes	0	0.0 0.0	2.2 2.4	0 0	
Financially Stretched 4.K Student Life							
4.L Modest Means	4.K.34 4.K.35 4.K.36	Student flats and halls of residence Term-time terraces Educated young people in flats and tenements	0 0 0	0.0 0.0 0.0	0.3 0.2 1.9	0 0 0	
	4.L.37 4.L.38 4.L.39 4.L.40	Low cost flats in suburban areas Semi-skilled workers in traditional neighbourhoods Fading owner occupied terraces High occupancy terraces, culturally diverse family areas	0 0 0 0	0.0 0.0 0.0 0.0	1.4 2.6 2.9 1.0	0 0 0	
4.M Striving Families	4.M.42 4.M.43	Labouring semi-rural estates Struggling young families in post-war terraces Families in right-to-buy estates Post-war estates, limited means	0 0 0 0	0.0 0.0 0.0 0.0	1.6 1.6 2.0 2.2	0 0 0	
4.N Poorer Pensioners	4.N.46 4.N.47	Pensioners in social housing, semis and terraces Elderly people in social rented flats Low income older people in smaller semis Pensioners and singles in social rented flats	0 0 0 0	0.0 0.0 0.0 0.0	0.8 1.0 2.2 1.7	0 0 0	
Urban Adversity 5.0 Young Hardship			_			_	
5.P Struggling Estates	5.0.50	Young families in low cost private flats Struggling younger people in mixed tenure Young people in small, low cost terraces	0 0 0	0.0 0.0 0.0	2.2 1.8 2.3	0 0 0	
	5.P.54 5.P.55	Poorer families, many children, terraced housing Low income terraces Multi-ethnic, purpose-built estates Deprived and ethnically diverse in flats Low income large families in social rented semis	0 0 0 0	0.0 0.0 0.0 0.0 0.0	1.6 0.8 1.0 0.7 1.6	0 0 0 0	
5.Q Difficult Circumstances	5.Q.58	Social rented flats, families and single parents Singles and young families, some receiving benefits Deprived areas and high-rise flats	0 0 0	0.0 0.0 0.0	1.5 1.8 2.0	0 0 0	
Not Private Households 6.R Not Private Households							
	6.R.61	Active communal population Inactive communal population Business areas without resident population	0 0 0	0.0 0.0 0	0.1 0.3 0	0 0 0	
		Total households	0				





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

## **DOMINANT ACORN GROUP - HOUSEHOLDS**

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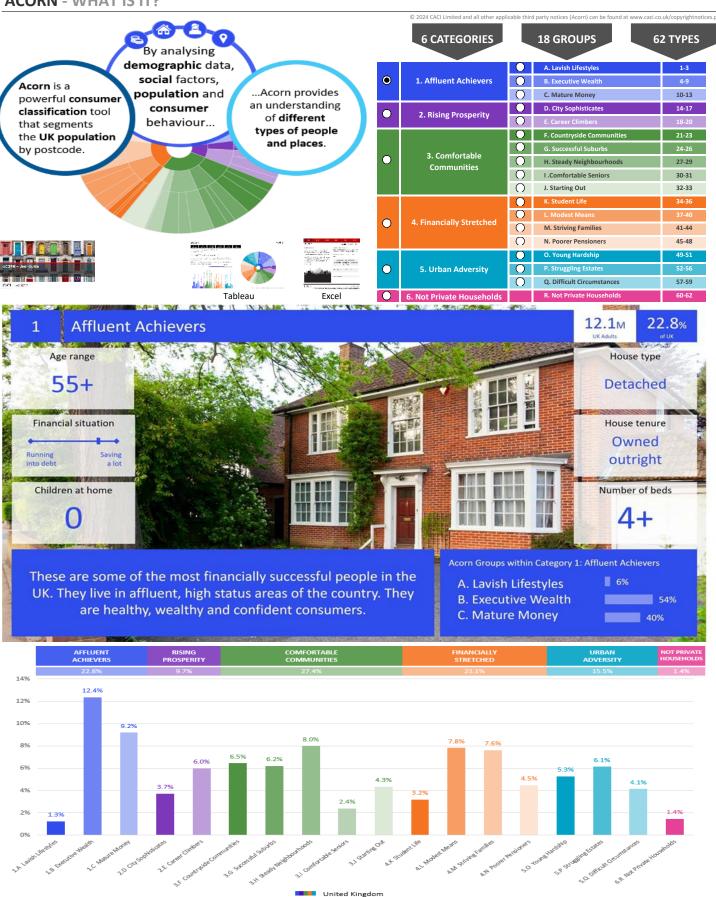






CATEGORY GROUP TYPE MAP WHAT IS ACORN?

### **ACORN - WHAT IS IT?**





# **MAP OF AREA**

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Area: P01597\_Swan, Rushden, NN10 0SR (1 Mile contour) Newton Bromswold