

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03948_Ferrari Bar, Dundee, DD4 6SB (1 Mil)
 Base: Great Britain
 Year: 2023

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|------------|---|-----|-----|
| Pubs & Full On | 67 | 197.9 | 81.7 | 242 | | | |
| Proprietary Club | 11 | 32.5 | 7.3 | 446 | | | |
| Registered Club | 23 | 67.9 | 28.2 | 241 | | | |
| Restaurant | 23 | 67.9 | 32.1 | 212 | | | |
| Residential | 0 | 0.0 | 2.7 | 0 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|-------------------------------------|--------------------------|------------------|--------------------------|----------|
| Conroy's Basement | Independent Free | Pubs & Full On | Independent Free | DD 1 1EQ |
| Bergies | Trust Inns Limited | Pubs & Full On | Trust Inns Limited | DD 1 1HF |
| Abertay University | Independent Free | Registered Club | Independent Free | DD 1 1HG |
| Sportsterz | Independent Free | Pubs & Full On | Independent Free | DD 1 1LP |
| Church | Independent Free | Pubs & Full On | Independent Free | DD 1 1ND |
| Cosmopolitan Club | Independent Free | Registered Club | Independent Free | DD 1 1LP |
| Private Eyes | Independent Free | Proprietary Club | Independent Free | DD 1 1NA |
| Dukes Corner | Fuller Thomson | Pubs & Full On | Fuller Thomson | DD 1 5EG |
| Old Bank Bar | Greene King | Pubs & Full On | Greene King | DD 1 1RH |
| Arctic Bar | Bett Inns | Pubs & Full On | Bett Inns | DD 1 1SB |
| Barrelman | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | DD 1 2AJ |
| Caws Bar | Bett Inns | Pubs & Full On | Bett Inns | DD 1 2BE |
| Klozet | Trust Inns Limited | Pubs & Full On | Trust Inns Limited | DD 1 2EH |
| Tickety Boos | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | DD 1 2AA |
| Chopstix | Independent Free | Restaurant | Independent Free | DD 1 2EX |
| Dundee Royal Naval Association Club | Independent Free | Registered Club | Independent Free | DD 1 2JU |
| Tivoli Snooker | Independent Free | Proprietary Club | Independent Free | DD 1 2PJ |
| Lodge Camperdown Social Club | Independent Free | Registered Club | Independent Free | DD 1 2QA |
| Mexican Grill | Independent Free | Restaurant | Independent Free | DD 1 3AA |
| Pillars Bar | Independent Free | Pubs & Full On | Independent Free | DD 1 3AP |
| Wine Press | Independent Free | Pubs & Full On | Independent Free | DD 1 3DP |
| Number 57 | Independent Free | Pubs & Full On | Independent Free | DD 1 3DU |
| Bird And Bear | Independent Free | Pubs & Full On | Independent Free | DD 1 4AU |
| Malmaison Hotel | Malmaison & Hotel du Vin | Pubs & Full On | Malmaison & Hotel du Vin | DD 1 4AY |
| Six Degrees North | Six Degrees North | Pubs & Full On | Six Degrees North | DD 1 4BE |
| Ciao Sorrento | Independent Free | Restaurant | Independent Free | DD 1 4BN |
| King Of Islington | Independent Free | Pubs & Full On | Independent Free | DD 1 4BS |
| Club Bar | Trust Inns Limited | Pubs & Full On | Trust Inns Limited | DD 1 4BS |
| St Davids No78 Masonic Club | Independent Free | Registered Club | Independent Free | DD 1 4EL |
| Dundee Indoor Bowling Club | Independent Free | Registered Club | Independent Free | DD 1 5BZ |
| Dudhope Bowling Club | Independent Free | Registered Club | Independent Free | DD 3 6LF |
| Taxi Club | Independent Free | Registered Club | Independent Free | DD 3 6PG |
| Lodge Ubique No 1192 | Independent Free | Registered Club | Independent Free | DD 3 6PQ |
| Nicolls Rosebank Bakery Hill | Independent Free | Restaurant | Independent Free | DD 3 6QW |
| Cookie Bar | Iona Taverns | Pubs & Full On | Scotsman Group | DD 3 7AP |
| Ellenbank Bar | Independent Free | Pubs & Full On | Independent Free | DD 3 7BL |
| Club 83 | Independent Free | Pubs & Full On | Independent Free | DD 3 7DE |
| Bowbridge Bar | Independent Free | Proprietary Club | Independent Free | DD 3 7EY |
| Snug Bar | Bett Inns | Pubs & Full On | Bett Inns | DD 3 7EZ |
| Dundee Football Club Social Club | Independent Free | Pubs & Full On | Independent Free | DD 3 7HP |
| Shotz Pool And Snooker | Independent Free | Registered Club | Independent Free | DD 3 7RF |
| Halleys Bar | Independent Free | Proprietary Club | Independent Free | DD 3 7QA |
| Barrels | Bett Inns | Pubs & Full On | Bett Inns | DD 3 7RJ |
| Athletic Bar | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | DD 3 7RW |
| Frews Bar | Independent Free | Pubs & Full On | Independent Free | DD 3 7RX |
| Clep Bar | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | DD 3 7SD |
| Whites Bar | Bett Inns | Pubs & Full On | Bett Inns | DD 3 7SW |
| Fairmuir Social Club | Independent Free | Pubs & Full On | Independent Free | DD 3 8AH |
| North End Football Club Social Club | Independent Free | Registered Club | Independent Free | DD 3 8HL |
| Fairfield Bowling Club | Independent Free | Registered Club | Independent Free | DD 3 8HU |
| Harlequins | Independent Free | Registered Club | Independent Free | DD 3 8JG |
| Windsor Bar | Independent Free | Pubs & Full On | Independent Free | DD 4 6NS |
| | Independent Free | Pubs & Full On | Independent Free | DD 4 6QG |

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03948_Ferrari Bar, Dundee, DD4 6SB (1 Mil)
 Base: Great Britain
 Year: 2023

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|------------|---|-----|-----|
| Pubs & Full On | 67 | 197.9 | 81.7 | 242 | | | |
| Proprietary Club | 11 | 32.5 | 7.3 | 446 | | | |
| Registered Club | 23 | 67.9 | 28.2 | 241 | | | |
| Restaurant | 23 | 67.9 | 32.1 | 212 | | | |
| Residential | 0 | 0.0 | 2.7 | 0 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|-----------------------------------|----------------------------|------------------|----------------------------|----------|
| Black Watch Club | Independent Free | Registered Club | Independent Free | DD 4 6RS |
| Baltimore Bar | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | DD 4 6SW |
| Stobswell Bar | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | DD 4 6TE |
| Maryfield Bowling Club | Independent Free | Registered Club | Independent Free | DD 4 7HA |
| Baxter Park Bowling Club | Independent Free | Registered Club | Independent Free | DD 4 7HD |
| Dundee High Sports Centre | Independent Free | Registered Club | Independent Free | DD 4 7HS |
| Craigie Bowling Club | Independent Free | Registered Club | Independent Free | DD 4 7JJ |
| Caird Park Golf Club | Independent Free | Registered Club | Independent Free | DD 4 9BX |
| Macdaniels | Independent Free | Pubs & Full On | Independent Free | DD 1 4AY |
| Territorial Army Centre | Independent Free | Registered Club | Independent Free | DD 4 7DL |
| Ladywell Tavern | Independent Free | Pubs & Full On | Independent Free | DD 1 1JN |
| Aura And Fat Sams | *Other Small Retail Groups | Proprietary Club | *Other Small Retail Groups | DD 1 1PU |
| Abode | Independent Free | Pubs & Full On | Independent Free | DD 1 2EX |
| Victoria Bar | Independent Free | Pubs & Full On | Independent Free | DD 1 2QW |
| Mecca Bingo | Rank | Proprietary Club | Rank | DD 1 4EH |
| High Corner | Commercial Pub Company | Pubs & Full On | Commercial Pub Company | DD 3 6PR |
| Ambassadors | Admiral Taverns Ltd | Registered Club | Admiral Taverns Ltd | DD 3 7UE |
| Strath Bar | Independent Free | Pubs & Full On | Independent Free | DD 3 8DQ |
| Tayview Hotel | Independent Free | Pubs & Full On | Independent Free | DD 4 6LD |
| Ferraris | Admiral Taverns Ltd | Restaurant | Admiral Taverns Ltd | DD 4 6SB |
| Bank Bar | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | DD 1 4BN |
| Counting House | Wetherspoons GB | Pubs & Full On | Wetherspoons GB | DD 1 1SP |
| Trades House Bar | Greene King | Pubs & Full On | Greene King | DD 1 4ET |
| Dundee Football Club | Independent Free | Proprietary Club | Independent Free | DD 3 7JW |
| Town House | Independent Free | Pubs & Full On | Independent Free | DD 1 2JD |
| Pizza Express | Hony Capital | Restaurant | Hony Capital | DD 1 1DJ |
| Skyaxe Kickboxing Centre | Independent Free | Proprietary Club | Independent Free | DD 4 6EA |
| Market Dundee | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | DD 1 2EG |
| Curry House | Independent Free | Restaurant | Independent Free | DD 4 6TE |
| Rewind | Independent Free | Pubs & Full On | Independent Free | DD 1 2EG |
| Rosss Bar | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | DD 4 6EZ |
| Glens | Independent Free | Pubs & Full On | Independent Free | DD 3 8DY |
| Rancho Pancho | Kingdom Taverns | Pubs & Full On | Kingdom Taverns | DD 1 3EJ |
| Troll Inn | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | DD 3 7NJ |
| Apex | Apex Hotels Ltd | Pubs & Full On | Apex Hotels Ltd | DD 1 3JP |
| Old Mill Snooker Club | Independent Free | Proprietary Club | Independent Free | DD 1 5EF |
| Taza | Independent Free | Restaurant | Independent Free | DD 1 3JA |
| Tony Macaroni | Tony Macaroni | Restaurant | Tony Macaroni | DD 1 4AA |
| St Peter & St Pauls Parish Centre | Independent Free | Registered Club | Independent Free | DD 3 6QN |
| Rama | Independent Free | Restaurant | Independent Free | DD 1 3DR |
| Mozza | Mozza Group Ltd | Restaurant | Mozza Group Ltd | DD 1 4AA |
| Italian | Independent Free | Restaurant | Independent Free | DD 1 3EJ |
| Express By Holiday Inn | Atlas Hotels | Pubs & Full On | Atlas Hotels | DD 1 3DR |
| Vandal | Independent Free | Restaurant | Independent Free | DD 1 3DL |
| Caird Hall | Independent Free | Pubs & Full On | Independent Free | DD 1 3BB |
| Grosvenor Casino | Rank | Proprietary Club | Rank | DD 1 1NJ |
| Porters Bar And Restaurant | Independent Free | Restaurant | Independent Free | DD 1 3JA |
| Nandos | Nandos Restaurants | Restaurant | Nandos Restaurants | DD 1 4EY |
| Cinnamon | Independent Free | Restaurant | Independent Free | DD 3 7HN |
| Beat Generator Live! | Independent Free | Pubs & Full On | Independent Free | DD 1 1PS |
| Salty Dog | Independent Free | Pubs & Full On | Independent Free | DD 1 3AP |
| Brewdog | BrewDog plc | Pubs & Full On | BrewDog plc | DD 1 2BW |
| Frankie & Bennys | Restaurant Group | Restaurant | Restaurant Group | DD 1 1UQ |

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03948_Ferrari Bar, Dundee, DD4 6SB (1 Mil)
 Base: Great Britain
 Year: 2023

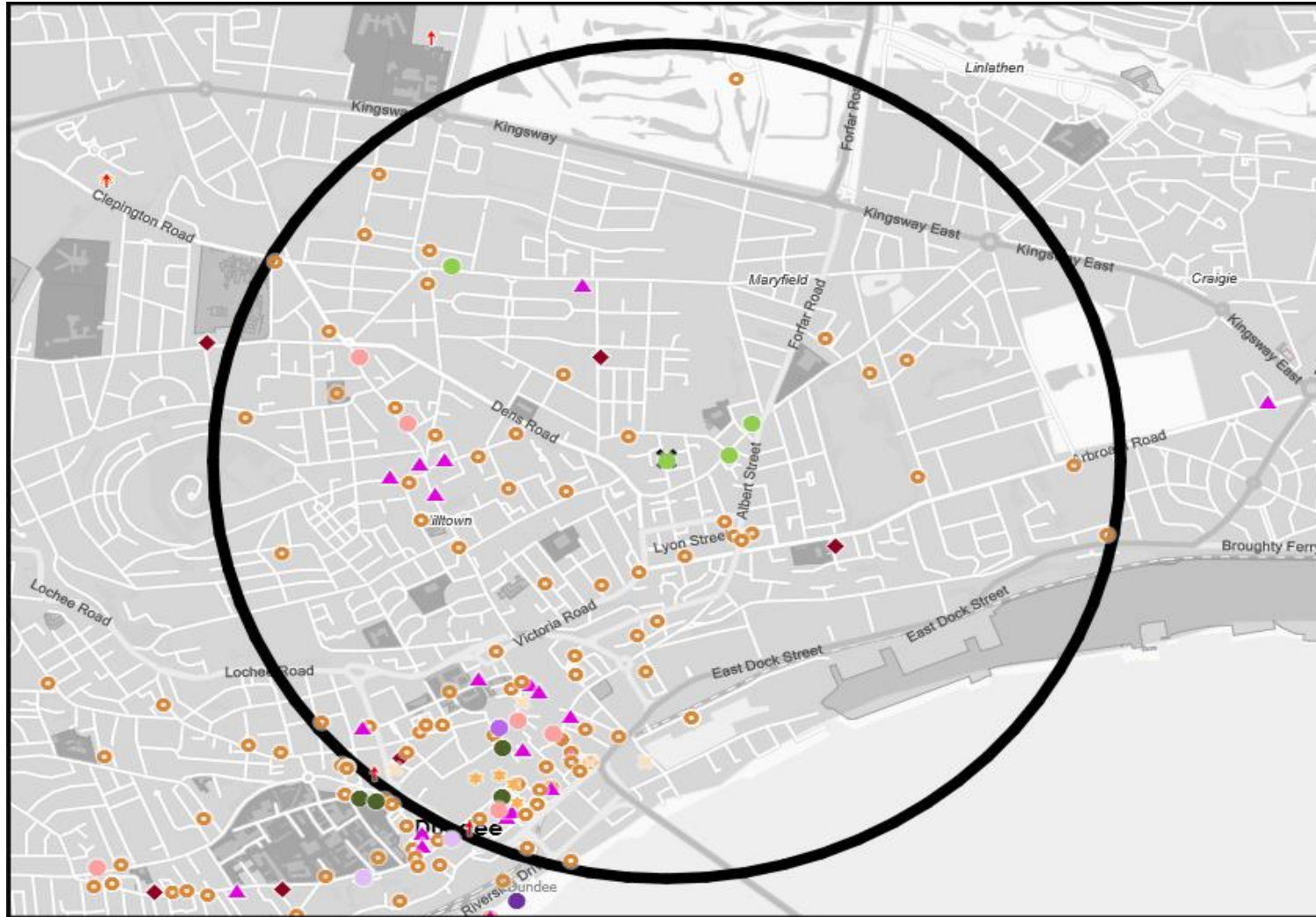
| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|------------|---|-----|-----|
| Pubs & Full On | 67 | 197.9 | 81.7 | 242 | | | |
| Proprietary Club | 11 | 32.5 | 7.3 | 446 | | | |
| Registered Club | 23 | 67.9 | 28.2 | 241 | | | |
| Restaurant | 23 | 67.9 | 32.1 | 212 | | | |
| Residential | 0 | 0.0 | 2.7 | 0 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|---------------------------------|-------------------------------|------------------|-------------------------------|----------|
| Manchurian Chinese Restaurant | Independent Free | Restaurant | Independent Free | DD 1 3DY |
| Mazaj Arabic Charcoal Grill | Independent Free | Restaurant | Independent Free | DD 1 1RT |
| Abandon Ship | Independent Free | Pubs & Full On | Independent Free | DD 1 4AU |
| Pancake Place Fruit Veg | Independent Free | Restaurant | Independent Free | DD 1 1RH |
| Five Guys | Five Guys | Restaurant | Five Guys | DD 1 1UF |
| Hampton By Hilton | Atlas Hotels | Pubs & Full On | Atlas Hotels | DD 1 1PZ |
| Baxters Function Suite | Independent Free | Pubs & Full On | Independent Free | DD 4 6NT |
| Chamber East | Independent Free | Pubs & Full On | Independent Free | DD 1 1EP |
| Hotel Indigo | InterContinental Hotels Group | Pubs & Full On | InterContinental Hotels Group | DD 4 6AD |
| Brassica | Independent Free | Pubs & Full On | Independent Free | DD 1 3AH |
| Sleeperz | Independent Free | Pubs & Full On | Independent Free | DD 1 4BF |
| St Andrews Brewing Company | St Andrews Brewing Company | Pubs & Full On | St Andrews Brewing Company | DD 1 3AH |
| Olympia | Independent Free | Proprietary Club | Independent Free | DD 1 3JU |
| Draffens | Independent Free | Pubs & Full On | Independent Free | DD 1 4ET |
| Daisy Tasker | Independent Free | Restaurant | Independent Free | DD 4 6AD |
| V&A Dundee | Independent Free | Pubs & Full On | Independent Free | DD 1 4EZ |
| Gidi Grill | Independent Free | Restaurant | Independent Free | DD 1 3JA |
| Dundee Taxi Drivers Association | Independent Free | Registered Club | Independent Free | DD 3 6PG |

MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
 Source: OS Open Data 2018

Area: P03948_Ferrari Bar, Dundee, DD4 6SB (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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03948_Ferrari Bar, Dundee, DD4 6SB (1 Mile contour)
Base: Great Britain
Year: 2023

| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|----------------------------|--------------|---------------|------------|---------|-----|-----|
| 1 Affluent Achievers | 985 | 5.4 | 22.1 | 25 | | |
| 2 Rising Prosperity | 972 | 5.4 | 10.2 | 53 | | |
| 3 Comfortable Communities | 1,271 | 7.0 | 26.5 | 27 | | |
| 4 Financially Stretched | 7,097 | 39.2 | 23.7 | 165 | | |
| 5 Urban Adversity | 7,618 | 42.1 | 17.2 | 245 | | |
| 6 Not Private Households | 153 | 0.8 | 0.3 | 246 | | |
| Total households | | 18,096 | | | | |



Graph

Acorn Category Pen Portrait

6 Not Private Households
790k
1.5%

UK Adults of UK

60 Active communal population –
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children’s homes, refuges and local authority accommodation for travellers.

61 Inactive communal population –
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

62 Business areas without resident population –
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

ACORN GROUP PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03948_Ferrari Bar, Dundee, DD4 6SB (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 | 252 | 1.4 | 11.3 | 12 | | |
| 1.C Mature Money | 733 | 4.1 | 9.6 | 42 | | |
| 2. Rising Prosperity | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 3.8 | 0 | | |
| 2.E Career Climbers | 972 | 5.4 | 6.4 | 84 | | |
| 3. Comfortable Communities | | | | | | |
| 3.F Countryside Communities | 0 | 0.0 | 5.7 | 0 | | |
| 3.G Successful Suburbs | 350 | 1.9 | 6.0 | 32 | | |
| 3.H Steady Neighbourhoods | 161 | 0.9 | 7.4 | 12 | | |
| 3.I Comfortable Seniors | 411 | 2.3 | 2.9 | 80 | | |
| 3.J Starting Out | 349 | 1.9 | 4.6 | 42 | | |
| 4. Financially Stretched | | | | | | |
| 4.K Student Life | 3,209 | 17.7 | 2.5 | 707 | | |
| 4.L Modest Means | 546 | 3.0 | 8.0 | 38 | | |
| 4.M Striving Families | 240 | 1.3 | 7.4 | 18 | | |
| 4.N Poorer Pensioners | 3,102 | 17.1 | 5.8 | 298 | | |
| 5. Urban Adversity | | | | | | |
| 5.O Young Hardship | 5,232 | 28.9 | 6.3 | 463 | | |
| 5.P Struggling Estates | 85 | 0.5 | 5.7 | 8 | | |
| 5.Q Difficult Circumstances | 2,301 | 12.7 | 5.2 | 243 | | |
| 6. Not Private Households | | | | | | |
| 6.R Not Private Households | 153 | 0.8 | 0.3 | 246 | | |
| Total households | 18,096 | | | | | |

Acorn Group Pen Portrait

1 A Lavish Lifestyles

0.7M
UK Adults

1.3%
of UK

The most affluent people in the UK who live comfortable lifestyles with few financial concerns. These individuals are typically empty nesters, who live in large detached homes that they own outright and which are often worth millions.

Age range
45-74

Children at home
0

House tenure
Owned outright

Family structure
Couple

Number of beds
4+

House type
Detached

BRANDS

SHOPPING: BOSS, HARVEY NICHOLS, APPLE, ANTHROPOLOGIE

LEISURE: duffelport, SEARCYS, GAUCHO, HAWKSMOOR

WEBSITES: rightmove, BBC NEWS, THE MAIL ON SUNDAY

DIGITAL AND TECH

ATTITUDES

I worry about online security

60%

UK average: 59%

Shopping online makes my life easier

62%

UK average: 62%

I love the ease of using chat bots to get answers

28%

UK average: 28%

TOP BEHAVIOURS

Highest online shopping expenditure

Book a holiday online

Visit LinkedIn



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

ACORN TYPE PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03948_Ferrari Bar, Dundee, DD4 6SB (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

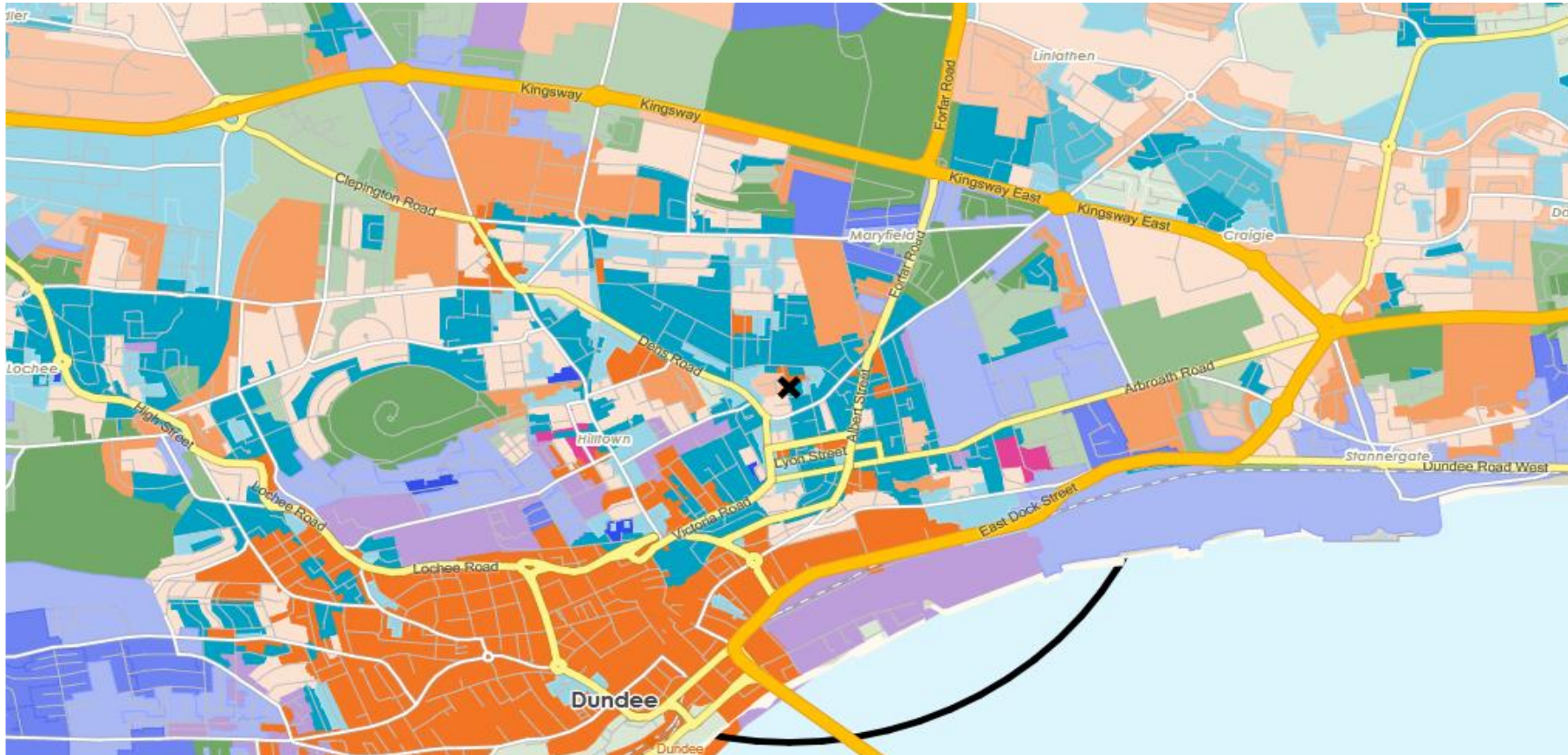
| Acorn Type Description | Area Profile | % for Area | % for Base | Index | 0 | 100 | 200 |
|--|---------------|------------|------------|-------|---|-----|-----|
| 1. Affluent Achievers | | | | | | | |
| 1.A Lavish Lifestyles | | | | | | | |
| 1.A.1 Exclusive enclaves | 0 | 0.0 | 0.1 | 0 | | | |
| 1.A.2 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 | 34 | 0.2 | 2.6 | 7 | | | |
| 1.B.5 Wealthy countryside commuters | 0 | 0.0 | 2.5 | 0 | | | |
| 1.B.6 Financially comfortable families | 10 | 0.1 | 2.2 | 2 | | | |
| 1.B.7 Affluent professionals | 15 | 0.1 | 0.9 | 10 | | | |
| 1.B.8 Prosperous suburban families | 137 | 0.8 | 1.5 | 49 | | | |
| 1.B.9 Well-off edge of towners | 56 | 0.3 | 1.6 | 19 | | | |
| 1.C Mature Money | | | | | | | |
| 1.C.10 Better-off villagers | 0 | 0.0 | 3.1 | 0 | | | |
| 1.C.11 Settled suburbia, older people | 441 | 2.4 | 2.8 | 87 | | | |
| 1.C.12 Retired and empty nesters | 82 | 0.5 | 2.5 | 18 | | | |
| 1.C.13 Upmarket downsizers | 210 | 1.2 | 1.3 | 90 | | | |
| 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 | 9 | 0.0 | 2.0 | 3 | | | |
| 2.E.19 First time buyers in small, modern homes | 952 | 5.3 | 3.4 | 155 | | | |
| 2.E.20 Mixed metropolitan areas | 11 | 0.1 | 1.0 | 6 | | | |
| 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 | 0 | 0.0 | 3.2 | 0 | | | |
| 3.G Successful Suburbs | | | | | | | |
| 3.G.24 Comfortably-off families in modern housing | 307 | 1.7 | 2.7 | 63 | | | |
| 3.G.25 Larger family homes, multi-ethnic areas | 12 | 0.1 | 0.8 | 8 | | | |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 31 | 0.2 | 2.4 | 7 | | | |
| 3.H Steady Neighbourhoods | | | | | | | |
| 3.H.27 Suburban semis, conventional attitudes | 104 | 0.6 | 3.5 | 17 | | | |
| 3.H.28 Owner occupied terraces, average income | 30 | 0.2 | 1.6 | 10 | | | |
| 3.H.29 Established suburbs, older families | 27 | 0.1 | 2.3 | 6 | | | |
| 3.I Comfortable Seniors | | | | | | | |
| 3.I.30 Older people, neat and tidy neighbourhoods | 185 | 1.0 | 2.4 | 43 | | | |
| 3.I.31 Elderly singles in purpose-built accommodation | 226 | 1.2 | 0.5 | 257 | | | |
| 3.J Starting Out | | | | | | | |
| 3.J.32 Educated families in terraces, young children | 149 | 0.8 | 2.2 | 38 | | | |
| 3.J.33 Smaller houses and starter homes | 200 | 1.1 | 2.4 | 46 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | | | | | | | |
| 4.K.34 Student flats and halls of residence | 901 | 5.0 | 0.3 | 1,487 | | | |
| 4.K.35 Term-time terraces | 26 | 0.1 | 0.2 | 58 | | | |
| 4.K.36 Educated young people in flats and tenements | 2,282 | 12.6 | 1.9 | 656 | | | |
| 4.L Modest Means | | | | | | | |
| 4.L.37 Low cost flats in suburban areas | 396 | 2.2 | 1.4 | 152 | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 19 | 0.1 | 2.6 | 4 | | | |
| 4.L.39 Fading owner occupied terraces | 131 | 0.7 | 2.9 | 25 | | | |
| 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 | 0 | 0.0 | 1.6 | 0 | | | |
| 4.M.42 Struggling young families in post-war terraces | 36 | 0.2 | 1.6 | 12 | | | |
| 4.M.43 Families in right-to-buy estates | 77 | 0.4 | 2.0 | 21 | | | |
| 4.M.44 Post-war estates, limited means | 127 | 0.7 | 2.2 | 32 | | | |
| 4.N Poorer Pensioners | | | | | | | |
| 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 | 518 | 2.9 | 1.0 | 278 | | | |
| 4.N.47 Low income older people in smaller semis | 20 | 0.1 | 2.2 | 5 | | | |
| 4.N.48 Pensioners and singles in social rented flats | 2,564 | 14.2 | 1.7 | 830 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | | | | | | | |
| 5.O.49 Young families in low cost private flats | 4,523 | 25.0 | 2.2 | 1,143 | | | |
| 5.O.50 Struggling younger people in mixed tenure | 613 | 3.4 | 1.8 | 188 | | | |
| 5.O.51 Young people in small, low cost terraces | 96 | 0.5 | 2.3 | 23 | | | |
| 5.P Struggling Estates | | | | | | | |
| 5.P.52 Poorer families, many children, terraced housing | 30 | 0.2 | 1.6 | 11 | | | |
| 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 | 55 | 0.3 | 1.6 | 19 | | | |
| 5.Q Difficult Circumstances | | | | | | | |
| 5.Q.57 Social rented flats, families and single parents | 241 | 1.3 | 1.5 | 88 | | | |
| 5.Q.58 Singles and young families, some receiving benefits | 44 | 0.2 | 1.8 | 14 | | | |
| 5.Q.59 Deprived areas and high-rise flats | 2,016 | 11.1 | 2.0 | 566 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | | | | | | | |
| 6.R.60 Active communal population | 4 | 0.0 | 0.1 | 37 | | | |
| 6.R.61 Inactive communal population | 149 | 0.8 | 0.3 | 289 | | | |
| 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | 18,096 | | | | | | |

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P03948_Ferrari Bar, Dundee, DD4 6SB (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?

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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

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

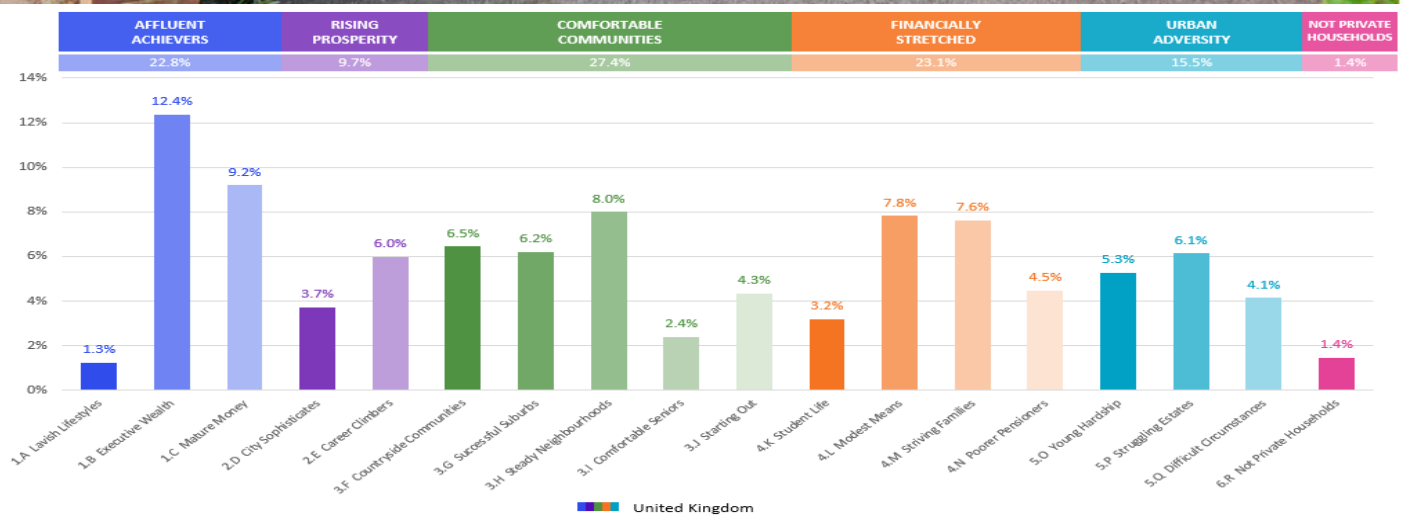
House tenure: Owned outright

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

© 2024 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P03948_Ferrari Bar, Dundee, DD4 6SB (1 Mile contour)

