

CGA LICENCED PREMISES

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Area: P01351_Red Lion, Leicester, LE9 8DX (1 Mile)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	40.1	81.7	49			
Proprietary Club	0	0.0	7.3	0			
Registered Club	7	56.1	28.2	199			
Restaurant	1	8.0	32.1	25			
Residential	0	0.0	2.7	0			

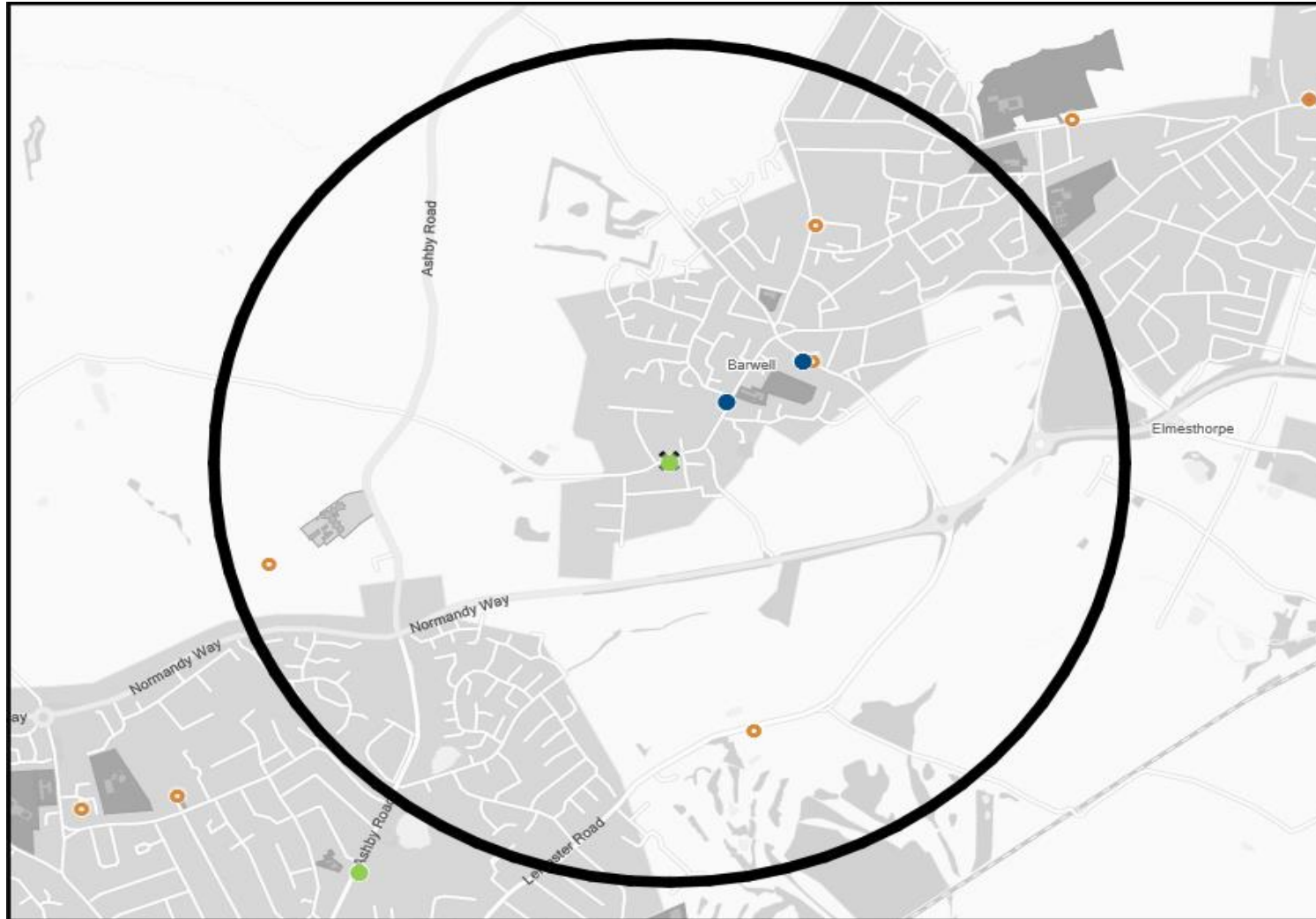
Name	Description	License Type	Owner Name	Postcode
Hinckley Town Cricket Club	Independent Free	Registered Club	Independent Free	LE10 3DR
Ashby Road Sports Club	Independent Free	Registered Club	Independent Free	LE10 3DA
Hinckley Golf Club	Independent Free	Registered Club	Independent Free	LE10 3DR
Queens Head	Marston's	Pubs & Full On	Marston's	LE 9 8DR
Cross Keys	Independent Free	Pubs & Full On	Independent Free	LE 9 8DD
Barwell & District Constitutional Club	Independent Free	Registered Club	Independent Free	LE 9 8DD
Blacksmiths Arms	Marston's	Pubs & Full On	Marston's	LE 9 8DD
Red Lion	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE 9 8DX
Barwell Sports Bar	Independent Free	Registered Club	Independent Free	LE 9 8FQ
Barwell Indoor Bowling Club	Independent Free	Registered Club	Independent Free	LE 9 8FQ
Hinckley Rugby Club	Independent Free	Registered Club	Independent Free	LE10 3DR
Topps Wine Bar	Independent Free	Pubs & Full On	Independent Free	LE 9 8DE
Barwell	Independent Free	Restaurant	Independent Free	LE 9 8DR

MAP OF AREA

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Source: OS Open Data 2018

Area: P01351_Red Lion, Leicester, LE9 8DX (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: P01351_Red Lion, Leicester, LE9 8DX (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,301	23.3	22.1	105		
2 Rising Prosperity	20	0.4	10.2	4		
3 Comfortable Communities	2,323	41.6	26.5	157		
4 Financially Stretched	1,349	24.1	23.7	102		
5 Urban Adversity	596	10.7	17.2	62		
6 Not Private Households	0	0.0	0.3	0		
Total households	5,589					



Graph

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

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 Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01351_Red Lion, Leicester, LE9 8DX (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	831	14.9	11.3	131			
1.C Mature Money	470	8.4	9.6	87			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	20	0.4	6.4	6			
3. Comfortable Communities							
3.F Countryside Communities	327	5.9	5.7	102			
3.G Successful Suburbs	707	12.6	6.0	212			
3.H Steady Neighbourhoods	631	11.3	7.4	152			
3.I Comfortable Seniors	315	5.6	2.9	197			
3.J Starting Out	343	6.1	4.6	135			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	742	13.3	8.0	166			
4.M Striving Families	208	3.7	7.4	50			
4.N Poorer Pensioners	399	7.1	5.8	124			
5. Urban Adversity							
5.O Young Hardship	317	5.7	6.3	91			
5.P Struggling Estates	132	2.4	5.7	41			
5.Q Difficult Circumstances	147	2.6	5.2	50			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	5,589						

Acorn Group Pen Portrait

4 L Modest Means **4.1M** UK Adults **7.7%** of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

CORE DEMOGRAPHICS



- Age range: **25-44**
- Children at home: **3+**
- House tenure: **Privately renting**
- Family structure: **Single parent**
- Number of beds: **3**
- House type: **Terraced**

FINANCIAL PROFILE

- Household income: UK **£35k**, London **£42k**
Average: £10k / Average: £16k
- % Disposable income: UK **45%**, London **32%**
Average: 43% / Average: 28%
- Financial situation: **Running into debts** to **Saving a lot**

BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK

LEISURE: Hamptons, KFC, Frankie & Benny's, GREGGS

WEBSITES: ebay, sky, Argos, LAD BIBLE

DIGITAL

ATTITUDES

- I worry about online security: **58%** (UK average: 58%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **32%** (UK average: 28%)

TOP BEHAVIOURS

- Moderate internet usage**
- Uploads original content on social media**
- TV catch up via ITV hub**



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

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Area: P01351_Red Lion, Leicester, LE9 8DX (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	182	3.3	2.6	123			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	541	9.7	2.2	435			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	108	1.9	1.6	120			
1.C Mature Money							
1.C.10 Better-off villagers	3	0.1	3.1	2			
1.C.11 Settled suburbia, older people	79	1.4	2.8	50			
1.C.12 Retired and empty nesters	353	6.3	2.5	256			
1.C.13 Upmarket downsizers	35	0.6	1.3	48			
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	8	0.1	2.0	7			
2.E.19 First time buyers in small, modern homes	12	0.2	3.4	6			
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	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	327	5.9	3.2	182			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	664	11.9	2.7	441			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	43	0.8	2.4	32			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	511	9.1	3.5	264			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	120	2.1	2.3	92			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	265	4.7	2.4	200			
3.I.31 Elderly singles in purpose-built accommodation	50	0.9	0.5	184			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	343	6.1	2.4	256			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
4.K.35 Term-time terraces	0	0.0	0.2	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	18	0.3	1.4	22			
4.L.38 Semi-skilled workers in traditional neighbourhoods	484	8.7	2.6	329			
4.L.39 Fading owner occupied terraces	240	4.3	2.9	147			
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	69	1.2	1.6	77			
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	139	2.5	2.0	122			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	51	0.9	0.8	116			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	237	4.2	2.2	190			
4.N.48 Pensioners and singles in social rented flats	111	2.0	1.7	116			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	91	1.6	2.2	74			
5.O.50 Struggling younger people in mixed tenure	113	2.0	1.8	112			
5.O.51 Young people in small, low cost terraces	113	2.0	2.3	89			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	55	1.0	1.6	63			
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	77	1.4	1.6	86			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	75	1.3	1.5	89			
5.Q.58 Singles and young families, some receiving benefits	72	1.3	1.8	73			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,589						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01351_Red Lion, Leicester, LE9 8DX (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?

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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

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

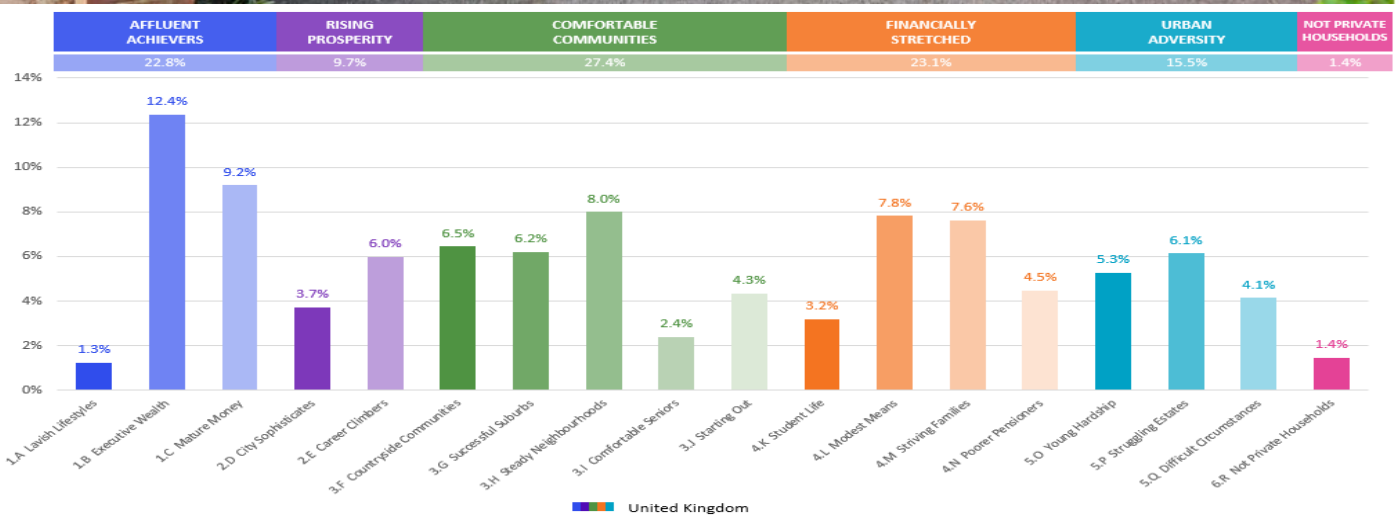
House tenure: Owned outright

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

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