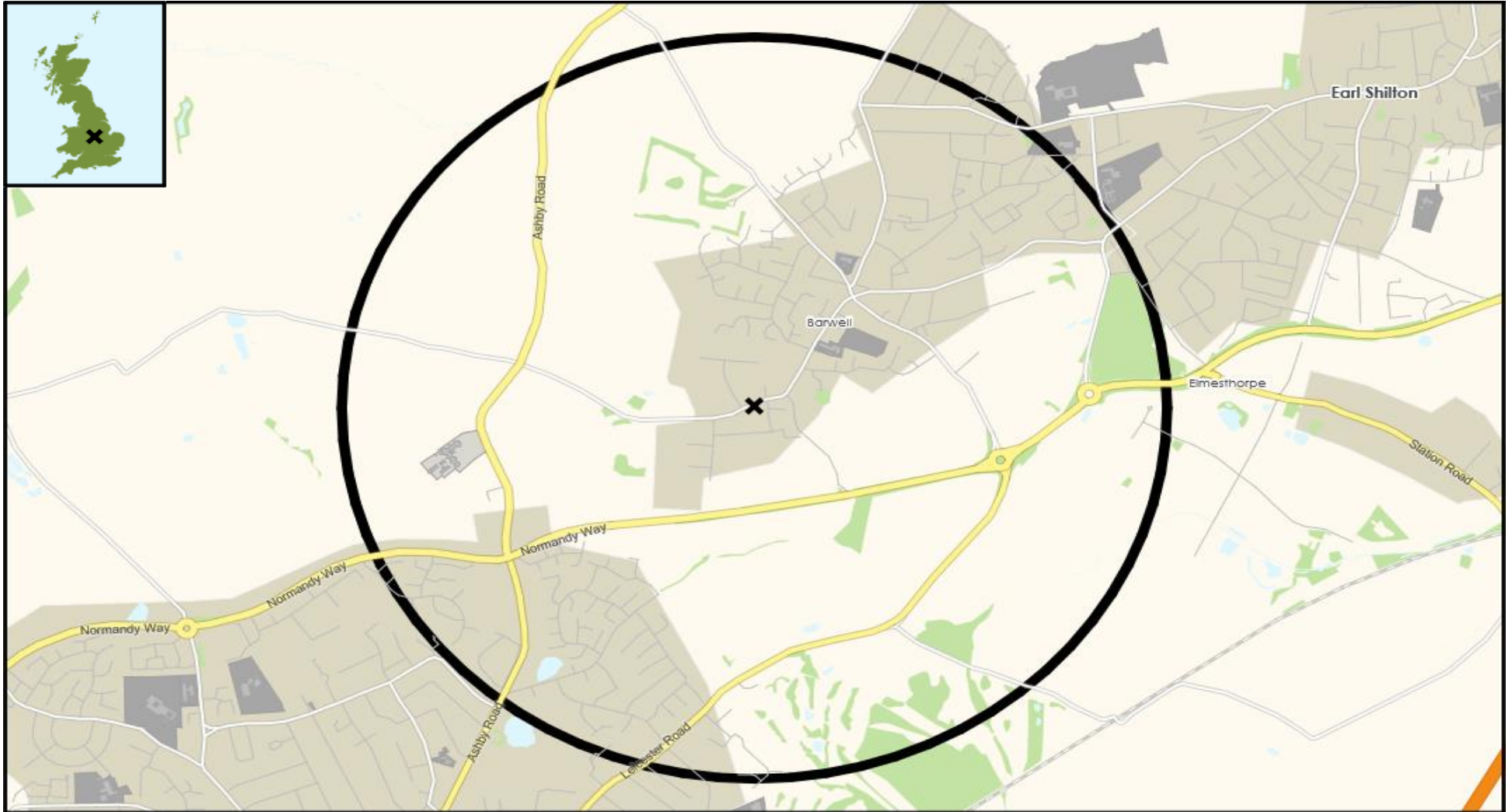


MAP OF AREA

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Source: OS Open Data 2018

Area: P01351_Red Lion, Leicester, LE9 8DX (1 Mile contour)

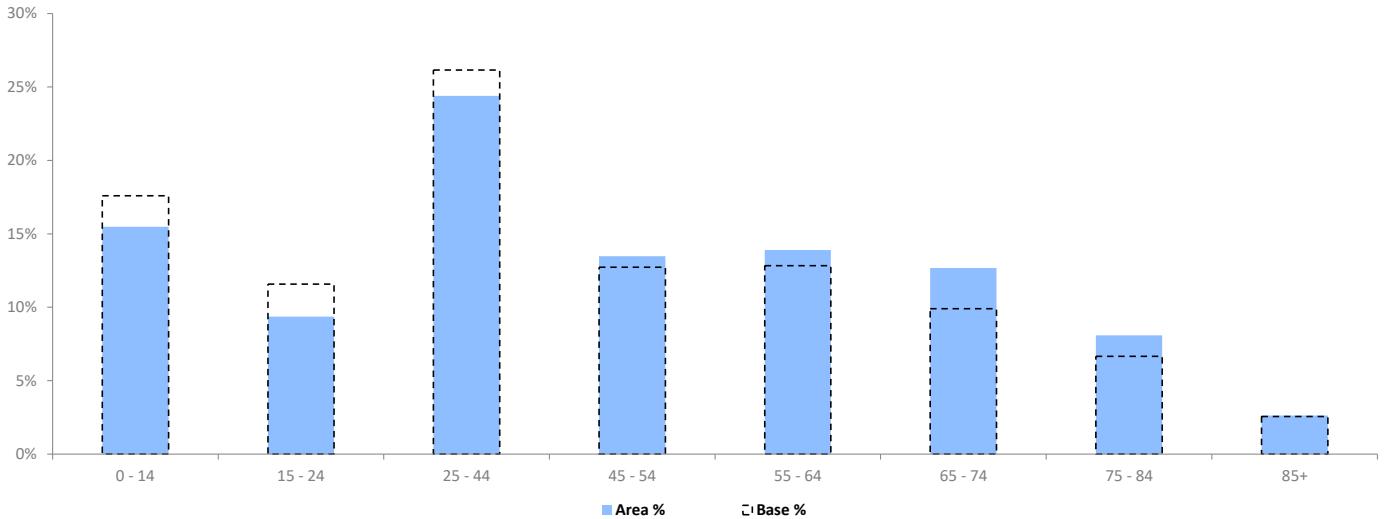


POPULATION PROJECTIONS

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Area: P01351_Red Lion, Leicester, LE9 8DX (1 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,850	15.5	17.6	88			
15 - 24	1,118	9.4	11.6	81			
25 - 44	2,913	24.4	26.2	93			
45 - 54	1,609	13.5	12.7	106			
55 - 64	1,659	13.9	12.8	108			
65 - 74	1,514	12.7	9.9	128			
75 - 84	966	8.1	6.7	121			
85+	314	2.6	2.6	103			
Total population	11,943						



EXPENDITURE

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Area: P01351_Red Lion, Leicester, LE9 8DX (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
COICOP Categories							
1. Food & non-alcoholic beverages	£385,520	£71.75	£73.74	97			
2. Alcoholic beverages, tobacco and narcotics	£159,120	£29.61	£27.43	108			
3. Clothing & Footwear	£220,991	£41.13	£41.92	98			
4. Housing, water, electricity, gas and other fuels	£444,294	£82.69	£92.23	90			
5. Furnishings, equipment and routine maintenance	£220,287	£41.00	£39.49	104			
6. Health	£84,149	£15.66	£16.97	92			
7. Transport	£592,768	£110.32	£115.30	96			
8. Communication	£82,614	£15.38	£14.64	105			
9. Recreation & Culture	£546,880	£101.78	£100.48	101			
10. Education	£70,029	£13.03	£22.34	58			
11. Restaurants & Hotels	£390,979	£72.77	£82.30	88			
12. Miscellaneous goods and services	£545,170	£101.46	£104.94	97			
Total Expenditure	£3,742,800	£696.59	£731.77	95			

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.

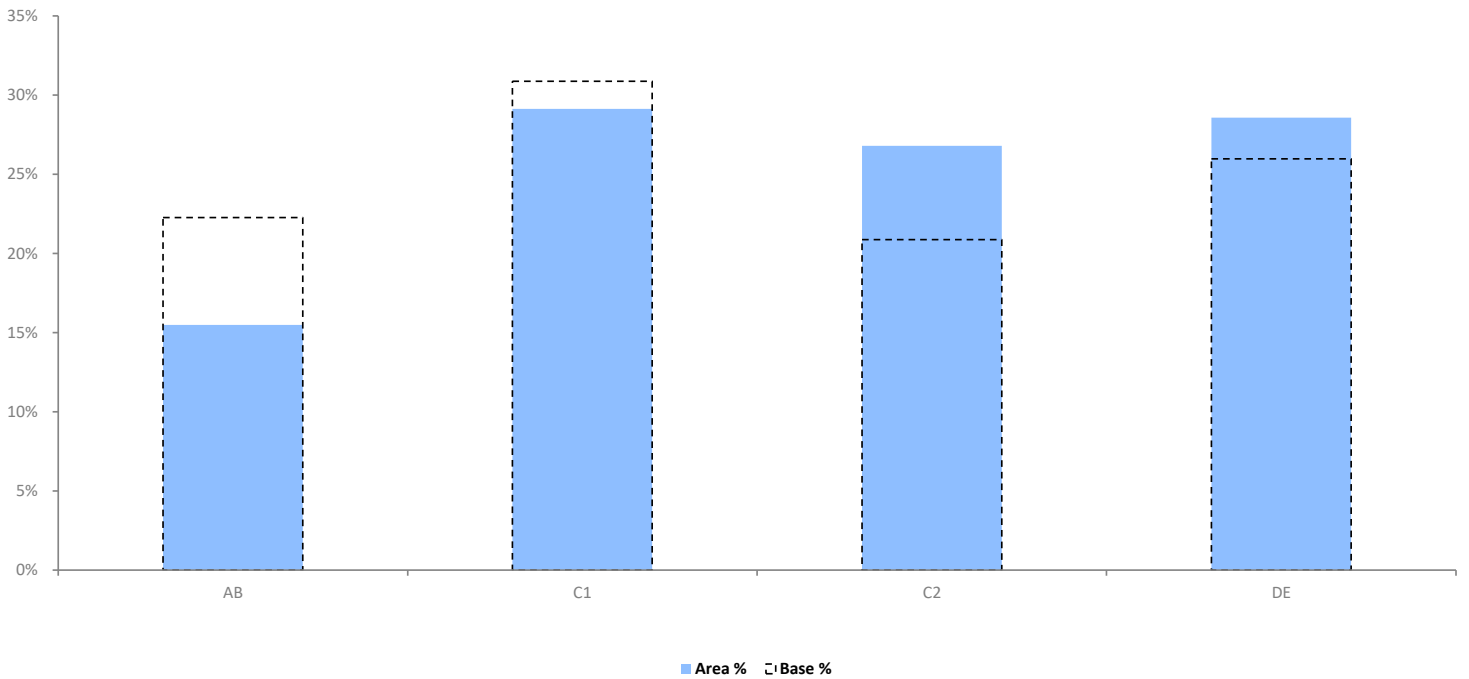
UP TO DATE DEMOGRAPHICS

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Area: P01351_Red Lion, Leicester, LE9 8DX (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	831	15.5	22.3	70			
C1: Supervisory, clerical, jr managerial/admin/professional	1,563	29.1	30.9	94			
C2: Skilled manual workers	1,438	26.8	20.9	128			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,533	28.6	26.0	110			
Total household reference persons aged 16 to 64	5,365						



CGA LICENCED PREMISES

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Area: P01351_Red Lion, Leicester, LE9 8DX (1 Mile)

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	41.9	82.8	51			
Proprietary Club	0	0.0	7.5	0			
Registered Club	7	58.6	28.7	204			
Restaurant	1	8.4	32.5	26			
Residential	0	0.0	2.8	0			

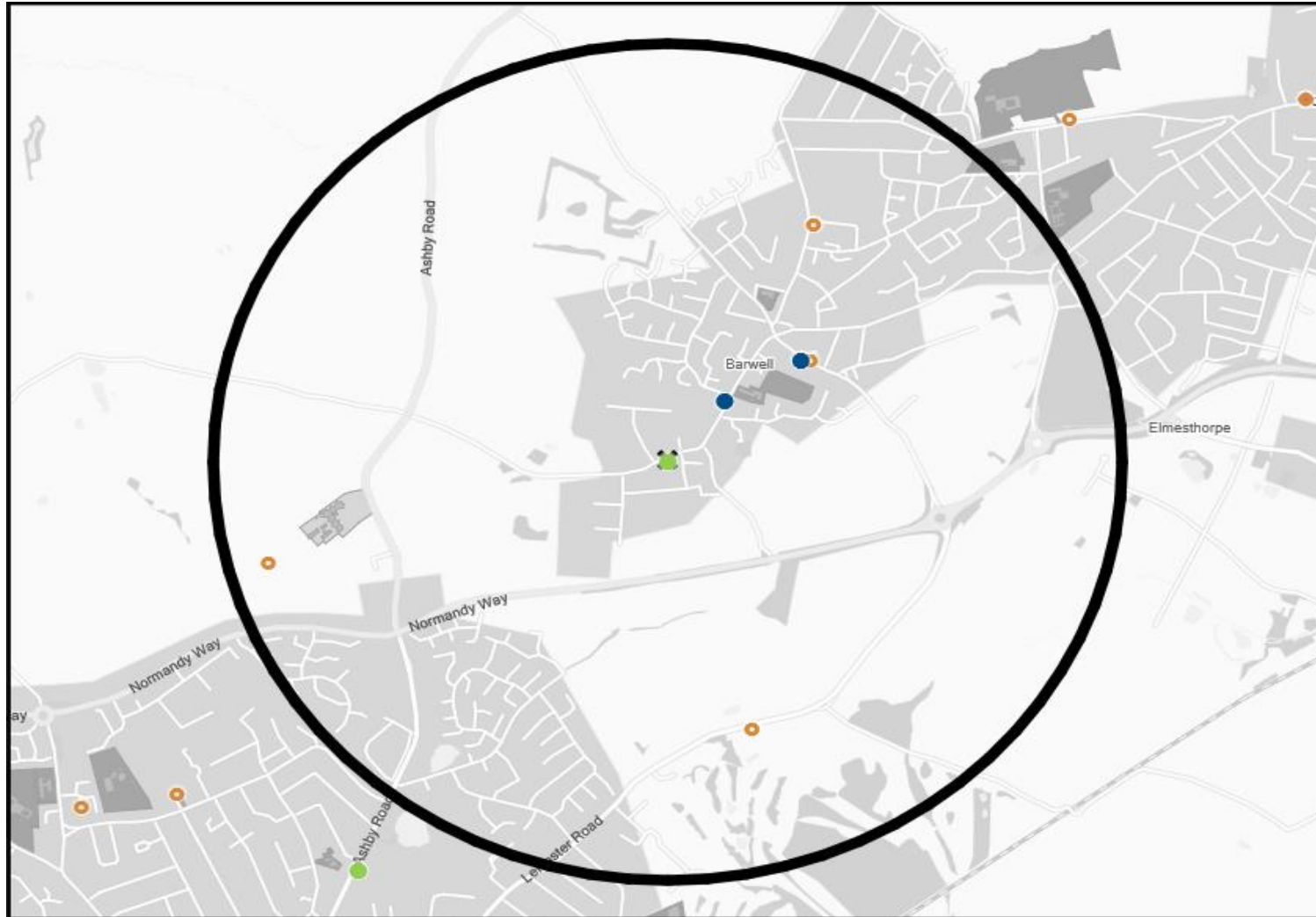
Name	Description	License Type	Owner Name	Postcode
Hinckley Town Cricket Club	Independent Free	Registered Club	Independent Free	LE10 3DR
Ashby Road Sports Club	Independent Free	Registered Club	Independent Free	LE10 3DA
Hinckley Golf Club	Independent Free	Registered Club	Independent Free	LE10 3DR
Queens 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
Spice House	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: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,157	21.6	22.0	98		
2 Rising Prosperity	1	0.0	10.3	0		
3 Comfortable Communities	2,289	42.7	26.3	162		
4 Financially Stretched	1,329	24.8	23.7	104		
5 Urban Adversity	589	11.0	17.4	63		
6 Not Private Households	0	0.0	0.3	0		
Total households	5,365					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

Running into debt Saving a lot

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01351_Red Lion, Leicester, LE9 8DX (1 Mile contour)
Base: Great Britain
Year: 2022

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	744	13.9	11.2	123			
1.C Mature Money	413	7.7	9.6	80			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	1	0.0	6.3	0			
3. Comfortable Communities							
3.F Countryside Communities	331	6.2	5.7	108			
3.G Successful Suburbs	603	11.2	5.9	191			
3.H Steady Neighbourhoods	702	13.1	7.4	178			
3.I Comfortable Seniors	316	5.9	2.9	205			
3.J Starting Out	337	6.3	4.4	141			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	747	13.9	7.9	175			
4.M Striving Families	181	3.4	7.5	45			
4.N Poorer Pensioners	401	7.5	5.8	128			
5. Urban Adversity							
5.O Young Hardship	305	5.7	6.2	92			
5.P Struggling Estates	135	2.5	5.9	43			
5.Q Difficult Circumstances	149	2.8	5.3	52			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	5,365						

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		BRANDS	
Age range 25-44	Children at home 3+	SHOPPING: M&Co NEW LOOK LEISURE: WEBSITES:	
House tenure Privately renting	Family structure Single parent	DIGITAL	
Number of beds 3	House type Terraced	ATTITUDES	
FINANCIAL PROFILE		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%)	
Household income UK: £35k (Average: £10k) London: £42k (Average: £16k)	% Disposable income UK: 45% (Average: 43%) London: 32% (Average: 28%)	TOP BEHAVIOURS	
Financial situation:		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: 2022

Sort by: Acorn Structure
 Index
 Profile %

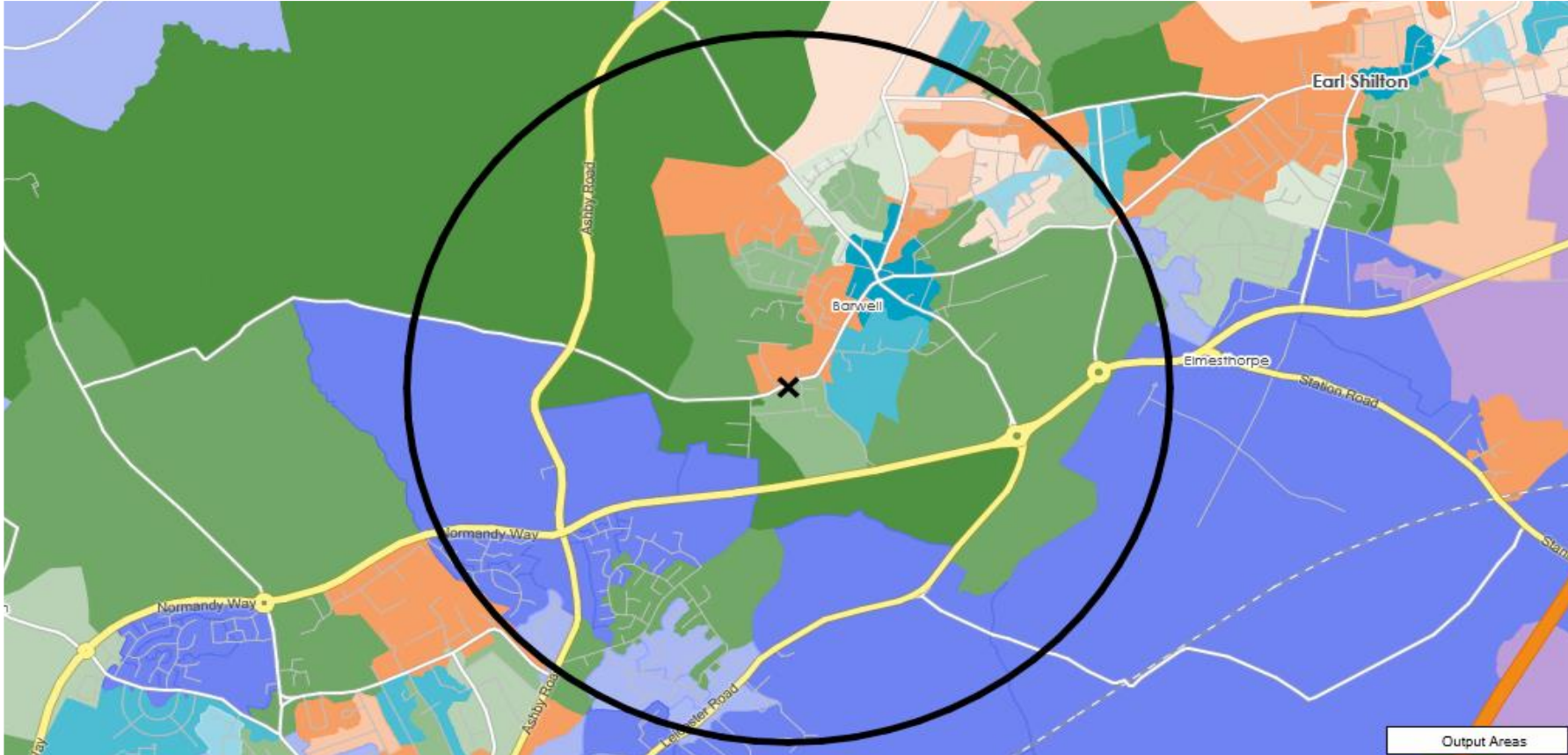
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	181	3.4	2.6	129			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	514	9.6	2.2	436			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	49	0.9	1.6	57			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	44	0.8	2.8	29			
1.C.12 Retired and empty nesters	354	6.6	2.5	267			
1.C.13 Upmarket downsizers	15	0.3	1.3	22			
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	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	1	0.0	1.9	1			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
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	331	6.2	3.2	193			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	560	10.4	2.7	392			
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	33			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	581	10.8	3.4	315			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	121	2.3	2.3	97			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	266	5.0	2.4	208			
3.I.31 Elderly singles in purpose-built accommodation	50	0.9	0.5	193			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	337	6.3	2.3	271			
4. Financially Stretched							
4.K Student Life							
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			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	19	0.4	1.4	25			
4.L.38 Semi-skilled workers in traditional neighbourhoods	488	9.1	2.6	346			
4.L.39 Fading owner occupied terraces	240	4.5	2.9	154			
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	70	1.3	1.6	82			
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	111	2.1	2.1	101			
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	52	1.0	0.8	124			
4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
4.N.47 Low income older people in smaller semis	237	4.4	2.3	196			
4.N.48 Pensioners and singles in social rented flats	112	2.1	1.7	121			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	78	1.5	2.2	67			
5.O.50 Struggling younger people in mixed tenure	114	2.1	1.8	120			
5.O.51 Young people in small, low cost terraces	113	2.1	2.3	93			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	57	1.1	1.6	67			
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	78	1.5	1.6	90			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	76	1.4	1.5	94			
5.Q.58 Singles and young families, some receiving benefits	73	1.4	1.8	77			
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	5,365						

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

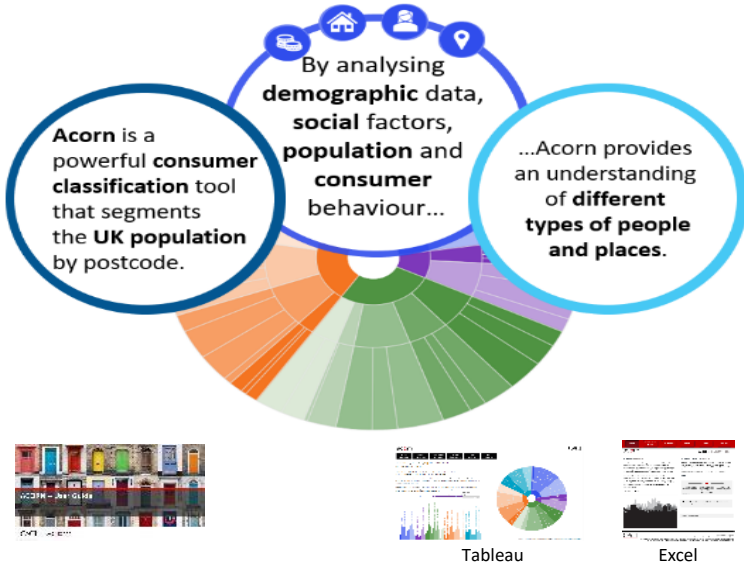
- Acorn Groups**
- 1.A Lavish Lifestyles
 - 1.B Executive Wealth
 - 1.C Mature Money
 - 2.D City Sophisticates
 - 2.E Career Climbers
 - 3.F Countryside Communities
 - 3.G Successful Suburbs
 - 3.H Steady Neighbourhoods
 - 3.I Comfortable Seniors
 - 3.J Starting Out
 - 4.K Student Life
 - 4.L Modest 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

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
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
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%

