

CGA LICENCED PREMISES

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Area: P04494_Fleur de Lis Hotel, Stoke sub Hamdc

Base: Great Britain

Year: 2023

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|------------|---|-----|-----|
| Pubs & Full On | 3 | 111.5 | 81.7 | 136 | | | |
| Proprietary Club | 0 | 0.0 | 7.3 | 0 | | | |
| Registered Club | 1 | 37.2 | 28.2 | 132 | | | |
| Restaurant | 0 | 0.0 | 32.1 | 0 | | | |
| Residential | 0 | 0.0 | 2.7 | 0 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|-------------------------|---------------------|-----------------|-----------------------|----------|
| Fleur De Lis | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | TA14 6PU |
| Prince Of Wales | Independent Free | Pubs & Full On | Independent Free | TA14 6RW |
| Stoke Working Mens Club | Independent Free | Registered Club | Independent Free | TA14 6PP |
| Lord Nelson | Wadworth & Co Ltd | Pubs & Full On | Wadworth & Co Limited | TA14 6SP |

MAP OF AREA

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Source: OS Open Data 2018

Area: P04494_Fleur de Lis Hotel, Stoke sub Hamdon, TA14 6PU (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: P04494_Fleur de Lis Hotel, Stoke sub Hamdon, TA14 6PU (1 Mile contour)
Base: Great Britain
Year: 2023

| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|---|--------------|------------|------------|---------|---|-----|
|  1 Affluent Achievers | 246 | 20.7 | 22.1 | 94 |  | |
|  2 Rising Prosperity | 68 | 5.7 | 10.2 | 56 |  | |
|  3 Comfortable Communities | 492 | 41.3 | 26.5 | 156 |  | |
|  4 Financially Stretched | 367 | 30.8 | 23.7 | 130 |  | |
|  5 Urban Adversity | 17 | 1.4 | 17.2 | 8 |  | |
|  6 Not Private Households | 0 | 0.0 | 0.3 | 0 |  | |
|  Graph | | | | | | |
| Total households | 1,190 | | | | | |

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: P04494_Fleur de Lis Hotel, Stoke sub Hamdon, TA14 6PU (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 | 82 | 6.9 | 11.3 | 61 | | | |
| 1.C Mature Money | 164 | 13.8 | 9.6 | 143 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 3.8 | 0 | | | |
| 2.E Career Climbers | 68 | 5.7 | 6.4 | 90 | | | |
| 3. Comfortable Communities | | | | | | | |
| 3.F Countryside Communities | 215 | 18.1 | 5.7 | 315 | | | |
| 3.G Successful Suburbs | 277 | 23.3 | 6.0 | 391 | | | |
| 3.H Steady Neighbourhoods | 0 | 0.0 | 7.4 | 0 | | | |
| 3.I Comfortable Seniors | 0 | 0.0 | 2.9 | 0 | | | |
| 3.J Starting Out | 0 | 0.0 | 4.6 | 0 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | 0 | 0.0 | 2.5 | 0 | | | |
| 4.L Modest Means | 80 | 6.7 | 8.0 | 84 | | | |
| 4.M Striving Families | 241 | 20.3 | 7.4 | 272 | | | |
| 4.N Poorer Pensioners | 46 | 3.9 | 5.8 | 67 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | 0 | 0.0 | 6.3 | 0 | | | |
| 5.P Struggling Estates | 17 | 1.4 | 5.7 | 25 | | | |
| 5.Q Difficult Circumstances | 0 | 0.0 | 5.2 | 0 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | 0 | 0.0 | 0.3 | 0 | | | |
| Total households | 1,190 | | | | | | |

Acorn Group Pen Portrait

3 J Starting Out 2.2M UK Adults 4.2% of UK

Young couples and early career climbers in their first homes. Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

CORE DEMOGRAPHICS

| | |
|----------------------------------|---|
| Age range 25-44 | Children at home 1 |
| House tenure Mortgaged | Family structure Couple with children |
| Number of beds 3 | House type Terraced |

BRANDS

SHOPPING: OFFICE, KEENERS, Range, MANGO

LEISURE: FRIDAYS, SUBWAY, PREZZO

WEBSITES: Zoopla, ticketmaster, comparethemarket

DIGITAL

ATTITUDES

- I worry about online security: **60%** (UK average: 55%)
- Shopping online makes my life easier: **63%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **28%** (UK average: 28%)

FINANCIAL PROFILE

| | | |
|--|---|--|
| Household income UK: £43k (Average: £40k) London: £47k (Average: £48k) | % Disposable income UK: 39% (Average: 43%) London: 32% (Average: 29%) | Financial situation Running into debt Saving a lot |
|--|---|--|

TOP BEHAVIOURS

- Researching domestic appliances
- Researching consumer tech (e.g. laptops)
- Managing personal finance online



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

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04494_Fleur de Lis Hotel, Stoke sub Hamdon, TA14 6PU (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 | 7 | 0.6 | 2.6 | 22 | | | |
| 1.B.5 Wealthy countryside commuters | 75 | 6.3 | 2.5 | 255 | | | |
| 1.B.6 Financially comfortable families | 0 | 0.0 | 2.2 | 0 | | | |
| 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 | 0 | 0.0 | 1.6 | 0 | | | |
| 1.C Mature Money | | | | | | | |
| 1.C.10 Better-off villagers | 149 | 12.5 | 3.1 | 407 | | | |
| 1.C.11 Settled suburbia, older people | 0 | 0.0 | 2.8 | 0 | | | |
| 1.C.12 Retired and empty nesters | 15 | 1.3 | 2.5 | 51 | | | |
| 1.C.13 Upmarket downsizers | 0 | 0.0 | 1.3 | 0 | | | |
| 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 | 0.8 | 2.0 | 38 | | | |
| 2.E.19 First time buyers in small, modern homes | 59 | 5.0 | 3.4 | 146 | | | |
| 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 | 20 | 1.7 | 1.5 | 111 | | | |
| 3.F.22 Older couples and families in rural areas | 9 | 0.8 | 1.0 | 75 | | | |
| 3.F.23 Owner occupiers in small towns and villages | 186 | 15.6 | 3.2 | 487 | | | |
| 3.G Successful Suburbs | | | | | | | |
| 3.G.24 Comfortably-off families in modern housing | 0 | 0.0 | 2.7 | 0 | | | |
| 3.G.25 Larger family homes, multi-ethnic areas | 0 | 0.0 | 0.8 | 0 | | | |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 277 | 23.3 | 2.4 | 960 | | | |
| 3.H Steady Neighbourhoods | | | | | | | |
| 3.H.27 Suburban semis, conventional attitudes | 0 | 0.0 | 3.5 | 0 | | | |
| 3.H.28 Owner occupied terraces, average income | 0 | 0.0 | 1.6 | 0 | | | |
| 3.H.29 Established suburbs, older families | 0 | 0.0 | 2.3 | 0 | | | |
| 3.I Comfortable Seniors | | | | | | | |
| 3.I.30 Older people, neat and tidy neighbourhoods | 0 | 0.0 | 2.4 | 0 | | | |
| 3.I.31 Elderly singles in purpose-built accommodation | 0 | 0.0 | 0.5 | 0 | | | |
| 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 | 0 | 0.0 | 2.4 | 0 | | | |
| 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 | 0 | 0.0 | 1.4 | 0 | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 61 | 5.1 | 2.6 | 195 | | | |
| 4.L.39 Fading owner occupied terraces | 19 | 1.6 | 2.9 | 55 | | | |
| 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 | 201 | 16.9 | 1.6 | 1,059 | | | |
| 4.M.42 Struggling young families in post-war terraces | 40 | 3.4 | 1.6 | 205 | | | |
| 4.M.43 Families in right-to-buy estates | 0 | 0.0 | 2.0 | 0 | | | |
| 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 | 20 | 1.7 | 0.8 | 214 | | | |
| 4.N.46 Elderly people in social rented flats | 26 | 2.2 | 1.0 | 212 | | | |
| 4.N.47 Low income older people in smaller semis | 0 | 0.0 | 2.2 | 0 | | | |
| 4.N.48 Pensioners and singles in social rented flats | 0 | 0.0 | 1.7 | 0 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | | | | | | | |
| 5.O.49 Young families in low cost private flats | 0 | 0.0 | 2.2 | 0 | | | |
| 5.O.50 Struggling younger people in mixed tenure | 0 | 0.0 | 1.8 | 0 | | | |
| 5.O.51 Young people in small, low cost terraces | 0 | 0.0 | 2.3 | 0 | | | |
| 5.P Struggling Estates | | | | | | | |
| 5.P.52 Poorer families, many children, terraced housing | 17 | 1.4 | 1.6 | 91 | | | |
| 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 | 0 | 0.0 | 1.6 | 0 | | | |
| 5.Q Difficult Circumstances | | | | | | | |
| 5.Q.57 Social rented flats, families and single parents | 0 | 0.0 | 1.5 | 0 | | | |
| 5.Q.58 Singles and young families, some receiving benefits | 0 | 0.0 | 1.8 | 0 | | | |
| 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 | 1,190 | | | | | | |

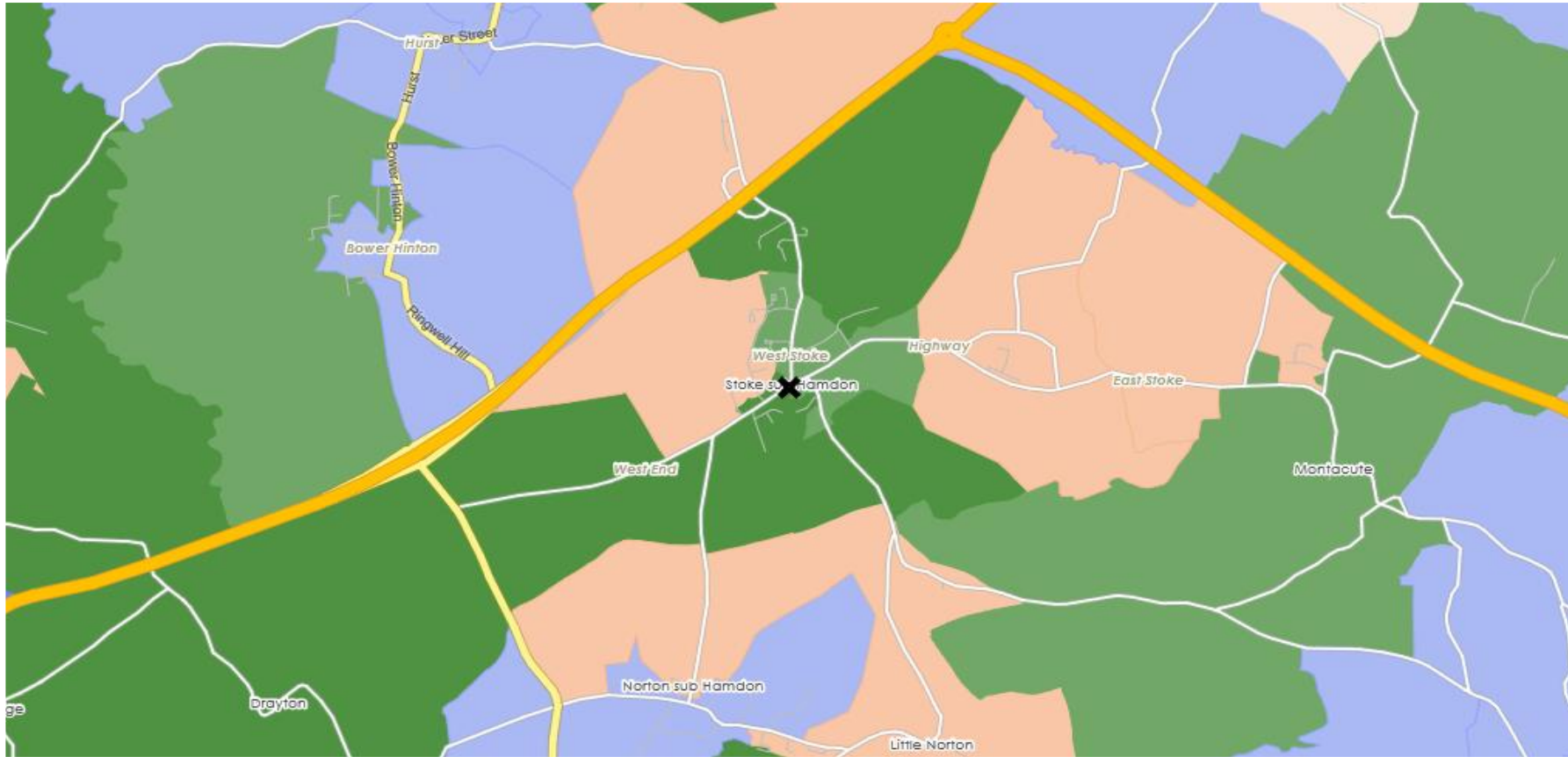
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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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 |
| 3. Comfortable Communities | G. Successful Suburbs | 24-26 |
| | H. Steady Neighbourhoods | 27-29 |
| | I. Comfortable Seniors | 30-31 |
| | J. Starting Out | 32-33 |
| 4. Financially Stretched | K. Student Life | 34-36 |
| | L. Modest Means | 37-40 |
| | M. Striving Families | 41-44 |
| | N. Poorer Pensioners | 45-48 |
| 5. Urban Adversity | O. Young Hardship | 49-51 |
| | P. Struggling Estates | 52-56 |
| | Q. Difficult Circumstances | 57-59 |
| 6. Not Private Households | R. Not Private Households | 60-62 |



Tableau

Excel

1 Affluent Achievers

12.1M 22.8%
UK Adults of UK

Age range

55+

House type

Detached

Financial situation

Running into debt ← → Saving a lot

House tenure

Owned outright

Children at home

0

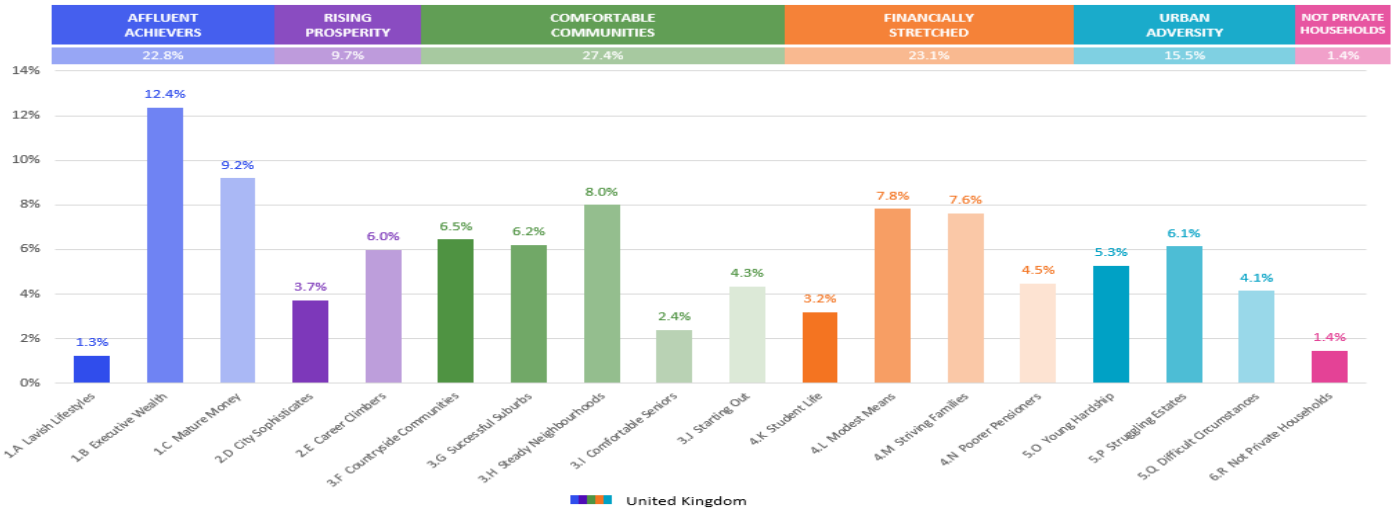
Number of beds

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%



MAP OF AREA

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