

CGA LICENCED PREMISES

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Area: P01516_Sovereign, Coventry, CV4 8DA (1 Mi)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	3	15.4	81.7	19			
Proprietary Club	1	5.1	7.3	70			
Registered Club	9	46.2	28.2	164			
Restaurant	1	5.1	32.1	16			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Sovereign	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV 4 8DA
Warwick Arts Centre	Independent Free	Registered Club	Independent Free	CV 4 7AL
Lime Tree Working Mens Club	Independent Free	Registered Club	Independent Free	CV 4 9BQ
Newlands	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CV 4 9DJ
University Of Warwick	Independent Free	Registered Club	Independent Free	CV 4 7AL
Earlsdon Rugby Club	Independent Free	Registered Club	Independent Free	CV 4 8GL
Phantom Coach	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CV 4 7BA
Coventry Lancaster Sports Club	Independent Free	Registered Club	Independent Free	CV 4 8GP
Rupali Indian Restaurant	Independent Free	Restaurant	Independent Free	CV 4 9DU
Xcel Leisure Centre	Independent Free	Proprietary Club	Independent Free	CV 4 8DY
Hereward College	Independent Free	Registered Club	Independent Free	CV 4 9SW
Place Conferences	Independent Free	Registered Club	Independent Free	CV 4 8GP
Highway Spartans Cricket Club	Independent Free	Registered Club	Independent Free	CV 4 9BY
Westwood Club	Independent Free	Registered Club	Independent Free	CV 4 8GP

MAP OF AREA

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 Source: OS Open Data 2018

Area: P01516_Sovereign, Coventry, CV4 8DA (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: P01516_Sovereign, Coventry, CV4 8DA (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	953	12.3	22.1	56		
 2 Rising Prosperity	162	2.1	10.2	21		
 3 Comfortable Communities	1,648	21.3	26.5	80		
 4 Financially Stretched	2,791	36.0	23.7	152		
 5 Urban Adversity	2,187	28.2	17.2	164		
 6 Not Private Households	3	0.0	0.3	11		
 Graph						
Total households	7,744					

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type


Flat or terraced

UK Adults

8.4M

15.9% of UK

Financial situation



House tenure

Social renting

Children at home

3+

Number of beds

1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01516_Sovereign, Coventry, CV4 8DA (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	82	1.1	1.1	96		
1.B Executive Wealth	401	5.2	11.3	46		
1.C Mature Money	470	6.1	9.6	63		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	162	2.1	6.4	33		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	51	0.7	6.0	11		
3.H Steady Neighbourhoods	847	10.9	7.4	148		
3.I Comfortable Seniors	55	0.7	2.9	25		
3.J Starting Out	695	9.0	4.6	197		
4. Financially Stretched						
4.K Student Life	180	2.3	2.5	93		
4.L Modest Means	1,087	14.0	8.0	176		
4.M Striving Families	1,067	13.8	7.4	185		
4.N Poorer Pensioners	457	5.9	5.8	102		
5. Urban Adversity						
5.O Young Hardship	393	5.1	6.3	81		
5.P Struggling Estates	271	3.5	5.7	61		
5.Q Difficult Circumstances	1,523	19.7	5.2	375		
6. Not Private Households						
6.R Not Private Households	3	0.0	0.3	11		
Total households	7,744					

Acorn Group Pen Portrait

5 P Struggling Estates 3.4M UK Adults 6.5% of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

CORE DEMOGRAPHICS

FINANCIAL PROFILE

Household income	% Disposable income	Financial situation
UK: £28k, London: £32k	UK: 30%, London: 28%	Running into debt / Saving a lot
Average: £40k	Average: 43%	
Average: £46k	Average: 29%	

BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland

LEISURE: McDonald's, KFC, GREGGS

WEBSITES: HURGEY HORSE, very, JUST EAT, sky sports

DIGITAL ATTITUDES

- I worry about online security: 56% (UK average: 53%)
- Shopping online makes my life easier: 61% (UK average: 62%)
- I love the ease of using chat bots to get answers: 29% (UK average: 28%)

TOP BEHAVIOURS

- Watching TV / videos on YouTube
- Love to buy new gadgets and appliances
- Posts ratings / reviews online



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

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Area: P01516_Sovereign, Coventry, CV4 8DA (1 Mile contour)
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 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	82	1.1	0.9	123			
1.B Executive Wealth							
1.B.4 Asset rich families	43	0.6	2.6	21			
1.B.5 Wealthy countryside commuters	44	0.6	2.5	23			
1.B.6 Financially comfortable families	64	0.8	2.2	37			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	70	0.9	1.5	59			
1.B.9 Well-off edge of towners	180	2.3	1.6	144			
1.C Mature Money							
1.C.10 Better-off villagers	288	3.7	3.1	121			
1.C.11 Settled suburbia, older people	121	1.6	2.8	55			
1.C.12 Retired and empty nesters	46	0.6	2.5	24			
1.C.13 Upmarket downsizers	15	0.2	1.3	15			
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	10	0.1	2.0	7			
2.E.19 First time buyers in small, modern homes	152	2.0	3.4	58			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	42	0.5	2.7	20			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	9	0.1	2.4	5			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	412	5.3	3.5	153			
3.H.28 Owner occupied terraces, average income	270	3.5	1.6	218			
3.H.29 Established suburbs, older families	165	2.1	2.3	91			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	55	0.7	2.4	30			
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	534	6.9	2.2	320			
3.J.33 Smaller houses and starter homes	161	2.1	2.4	87			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	1	0.0	0.3	4			
4.K.35 Term-time terraces	179	2.3	0.2	928			
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	79	1.0	1.4	71			
4.L.38 Semi-skilled workers in traditional neighbourhoods	94	1.2	2.6	46			
4.L.39 Fading owner occupied terraces	914	11.8	2.9	404			
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	38	0.5	1.6	31			
4.M.42 Struggling young families in post-war terraces	195	2.5	1.6	154			
4.M.43 Families in right-to-buy estates	724	9.3	2.0	459			
4.M.44 Post-war estates, limited means	110	1.4	2.2	65			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	78	1.0	0.8	128			
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	81	1.0	2.2	47			
4.N.48 Pensioners and singles in social rented flats	298	3.8	1.7	225			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	101	1.3	2.2	60			
5.O.50 Struggling younger people in mixed tenure	150	1.9	1.8	108			
5.O.51 Young people in small, low cost terraces	142	1.8	2.3	81			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
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	271	3.5	1.6	219			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	774	10.0	1.5	663			
5.Q.58 Singles and young families, some receiving benefits	226	2.9	1.8	166			
5.Q.59 Deprived areas and high-rise flats	523	6.8	2.0	343			
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	3	0.0	0.3	14			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,744						

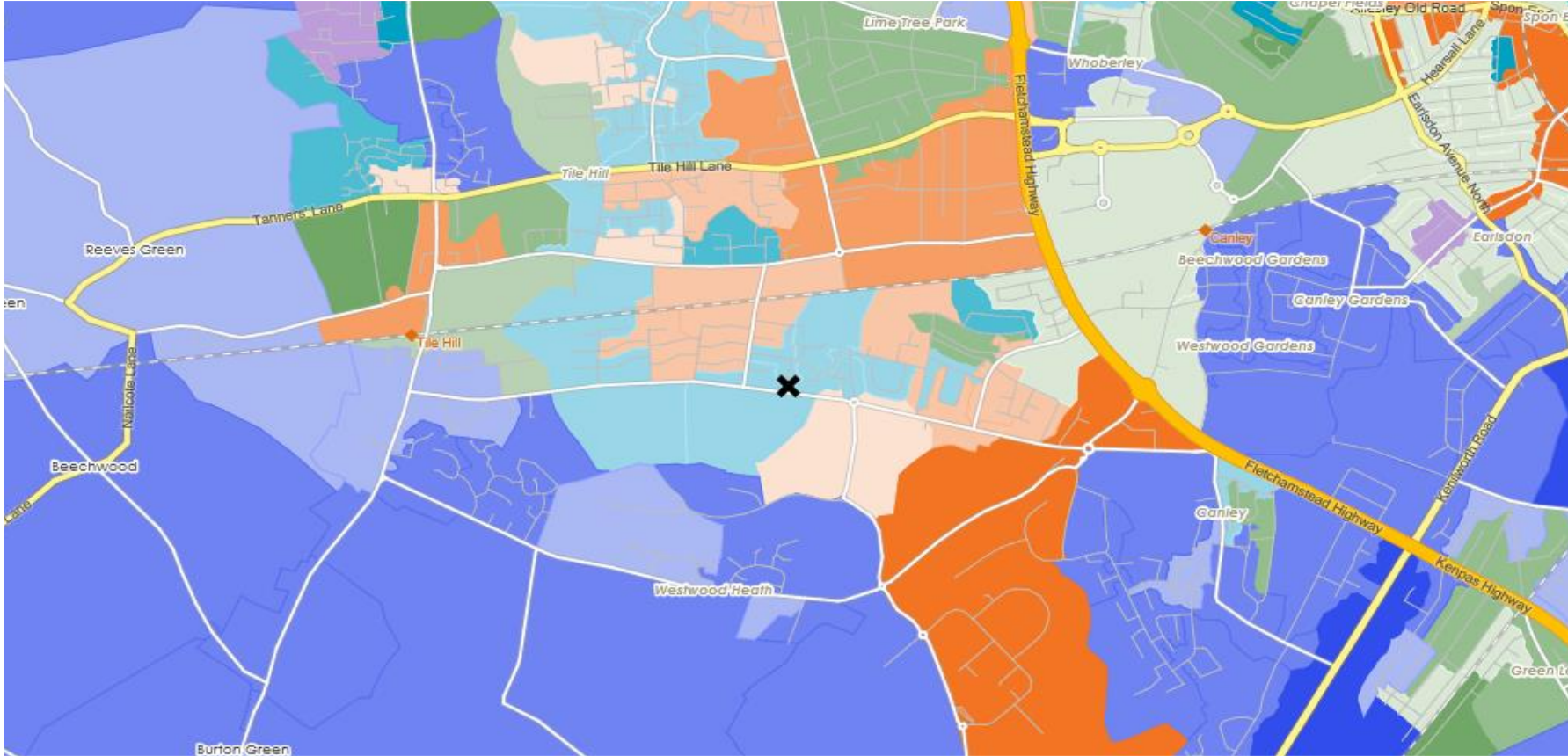
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01516_Sovereign, Coventry, CV4 8DA (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
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**

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%



MAP OF AREA

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