

CGA LICENCED PREMISES

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Area: P03433_Limekilns, Burbage, LE10 3ED (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	6	60.4	81.7	74			
Proprietary Club	0	0.0	7.3	0			
Registered Club	1	10.1	28.2	36			
Restaurant	1	10.1	32.1	31			
Residential	0	0.0	2.7	0			

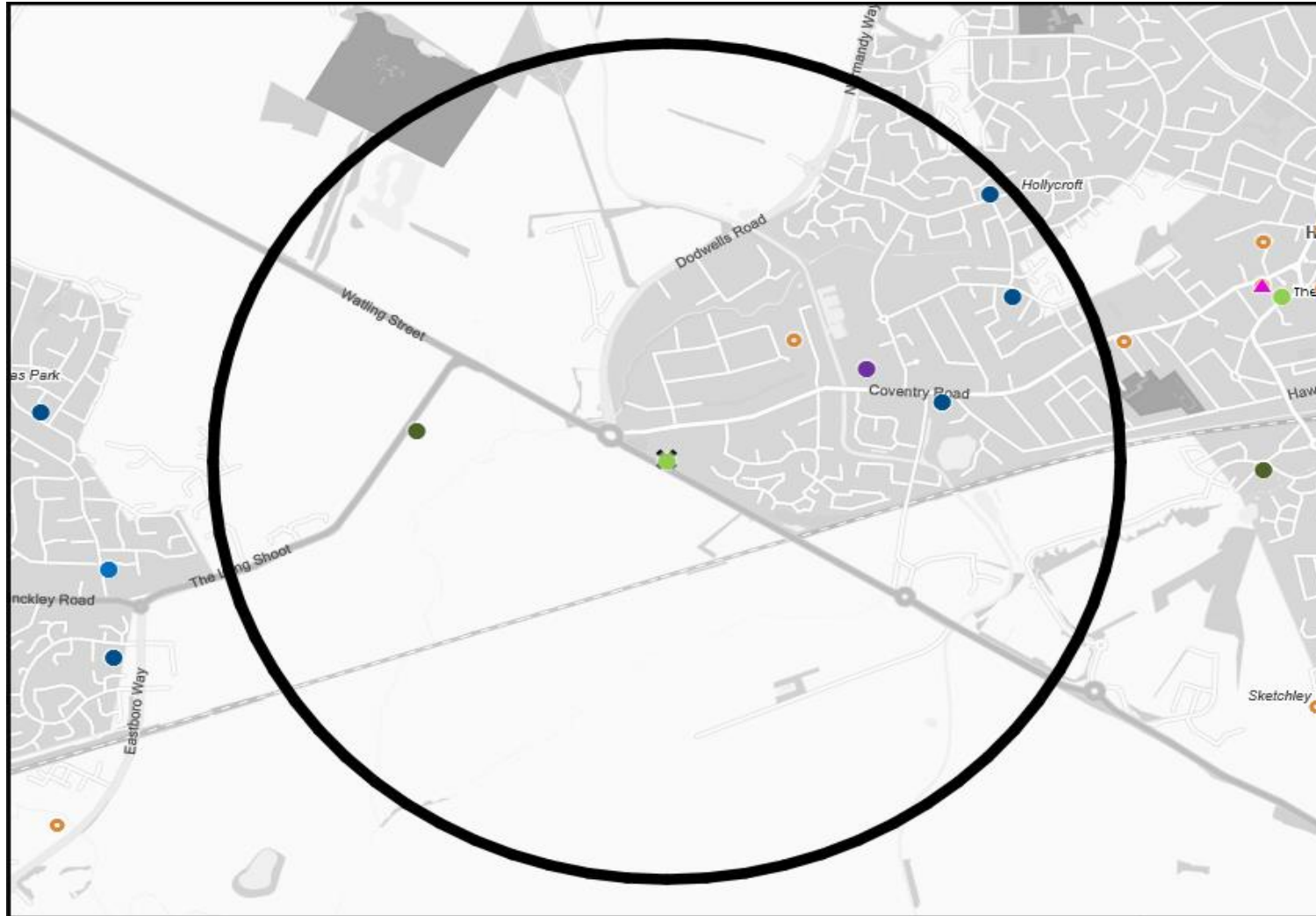
Name	Description	License Type	Owner Name	Postcode
Longshoot	Greene King	Pubs & Full On	Greene King	CV11 6JH
Wharf Inn	Marston's	Pubs & Full On	Marston's	LE10 0NQ
Flintlock	Marston's	Pubs & Full On	Marston's	LE10 0XP
Tin Hat	Marston's	Pubs & Full On	Marston's	LE10 0YA
Lime Kilns	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 3ED
Hinckley Squash Club	Independent Free	Registered Club	Independent Free	LE10 3BE
Marina	Whitbread	Pubs & Full On	Whitbread	LE10 0NB
Simla	Independent Free	Restaurant	Independent Free	LE10 0NQ

MAP OF AREA

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Source: OS Open Data 2018

Area: P03433_Limekilns, Burbage, LE10 3ED (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: P03433_Limekilns, Burbage, LE10 3ED (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	369	8.7	22.1	39		
 2 Rising Prosperity	547	12.8	10.2	126		
 3 Comfortable Communities	2,394	56.2	26.5	212		
 4 Financially Stretched	583	13.7	23.7	58		
 5 Urban Adversity	366	8.6	17.2	50		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
Total households	4,259					

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: P03433_Limekilns, Burbage, LE10 3ED (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	348	8.2	11.3	72			
1.C Mature Money	21	0.5	9.6	5			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	547	12.8	6.4	202			
3. Comfortable Communities							
3.F Countryside Communities	31	0.7	5.7	13			
3.G Successful Suburbs	520	12.2	6.0	205			
3.H Steady Neighbourhoods	1,442	33.9	7.4	457			
3.I Comfortable Seniors	1	0.0	2.9	1			
3.J Starting Out	400	9.4	4.6	206			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	317	7.4	8.0	93			
4.M Striving Families	125	2.9	7.4	39			
4.N Poorer Pensioners	141	3.3	5.8	57			
5. Urban Adversity							
5.O Young Hardship	13	0.3	6.3	5			
5.P Struggling Estates	124	2.9	5.7	51			
5.Q Difficult Circumstances	229	5.4	5.2	103			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	4,259						

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**
 % Disposable income: UK **45%**, London **32%**
 Financial situation: **Running into debts** (Running into debt) to **Saving a lot** (Saving a lot)

BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK
 LEISURE: Hammy Ramen, 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: P03433_Limekilns, Burbage, LE10 3ED (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	18	0.4	2.6	16			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	282	6.6	2.2	298			
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	48	1.1	1.6	70			
1.C Mature Money							
1.C.10 Better-off villagers	21	0.5	3.1	16			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
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	499	11.7	2.0	593			
2.E.19 First time buyers in small, modern homes	48	1.1	3.4	33			
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	31	0.7	3.2	23			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	453	10.6	2.7	394			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	67	1.6	2.4	65			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	759	17.8	3.5	514			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	683	16.0	2.3	686			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	1	0.0	2.4	1			
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	400	9.4	2.4	391			
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	5	0.1	1.4	8			
4.L.38 Semi-skilled workers in traditional neighbourhoods	279	6.6	2.6	249			
4.L.39 Fading owner occupied terraces	33	0.8	2.9	27			
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	94	2.2	1.6	138			
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	31	0.7	2.0	36			
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	28	0.7	0.8	84			
4.N.46 Elderly people in social rented flats	65	1.5	1.0	148			
4.N.47 Low income older people in smaller semis	6	0.1	2.2	6			
4.N.48 Pensioners and singles in social rented flats	42	1.0	1.7	58			
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	13	0.3	1.8	17			
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	66	1.5	1.6	99			
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	58	1.4	1.6	85			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	21	0.5	1.5	33			
5.Q.58 Singles and young families, some receiving benefits	106	2.5	1.8	141			
5.Q.59 Deprived areas and high-rise flats	102	2.4	2.0	122			
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	4,259						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03433_Limekilns, Burbage, LE10 3ED (1 Mile contour)

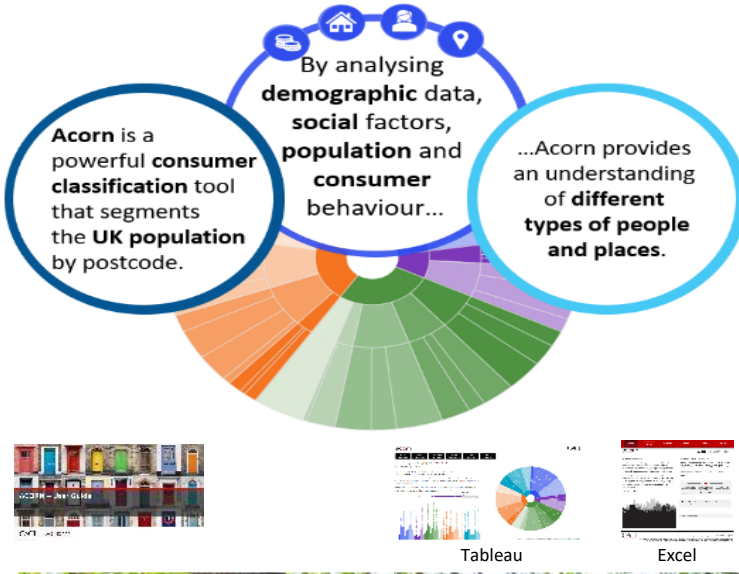


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

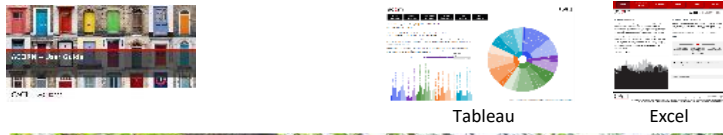
ACORN - WHAT IS IT?

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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
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



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**

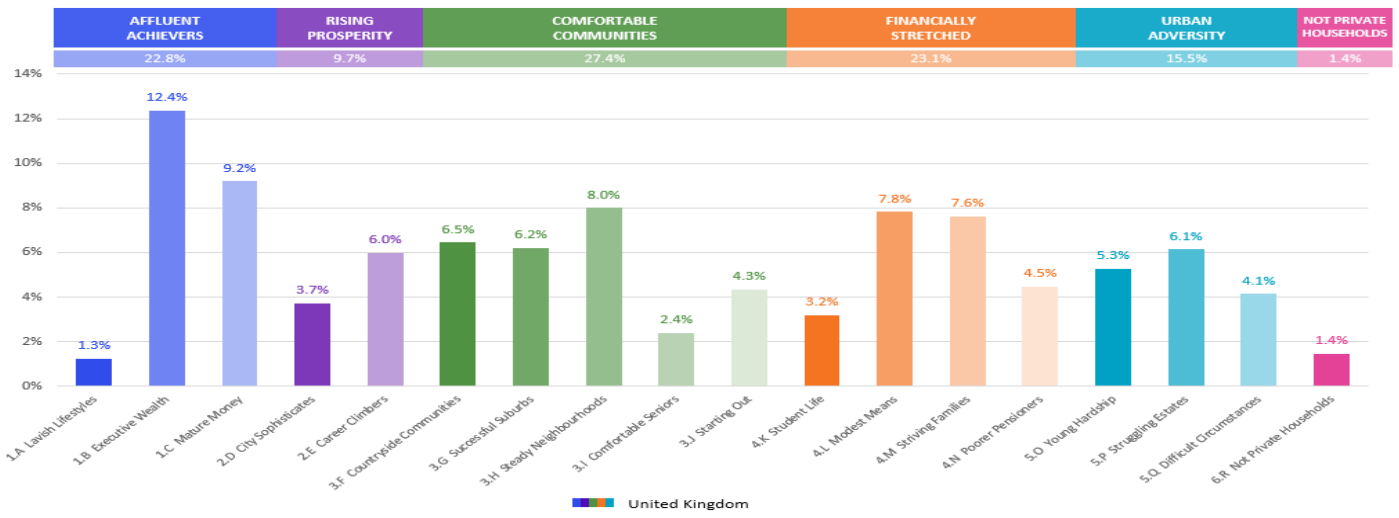
House tenure: **Owned outright**

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%



MAP OF AREA

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