

CGA LICENCED PREMISES

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Area: P04402_Rawdon Arms, Swadlincote, DE12 6
 Base: Great Britain
 Year: 2023

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|------------|---|-----|-----|
| Pubs & Full On | 4 | 76.6 | 81.7 | 94 | | | |
| Proprietary Club | 1 | 19.1 | 7.3 | 263 | | | |
| Registered Club | 1 | 19.1 | 28.2 | 68 | | | |
| Restaurant | 3 | 57.4 | 32.1 | 179 | | | |
| Residential | 0 | 0.0 | 2.7 | 0 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|-----------------------------|--------------------------|------------------|--------------------------|----------|
| Moirs Miners Welfare Scheme | Independent Free | Registered Club | Independent Free | DE12 6BP |
| Rawdon Arms | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | DE12 6AL |
| Railway Inn | Independent Free | Pubs & Full On | Independent Free | DE12 6DJ |
| Halfway House | Independent Free | Pubs & Full On | Independent Free | DE12 7PX |
| Forest Holidays Cabins | Independent Free | Proprietary Club | Independent Free | DE12 6BA |
| Yha National Forest | Youth Hostel Association | Pubs & Full On | Youth Hostel Association | DE12 6BD |
| Olive Tree Restaurant | Independent Free | Restaurant | Independent Free | DE12 6GA |
| Lakeside Tearooms | Independent Free | Restaurant | Independent Free | DE12 6BW |
| Eden Bistro | Independent Free | Restaurant | Independent Free | DE12 6DQ |

MAP OF AREA

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Source: OS Open Data 2018

Area: P04402_Rawdon Arms, Swadlincote, DE12 6AL (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: P04402_Rawdon Arms, Swadlincote, DE12 6AL (1 Mile contour)
Base: Great Britain
Year: 2023

| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|----------------------------|--------------|------------|------------|---------|-----|-----|
| 1 Affluent Achievers | 612 | 28.8 | 22.1 | 130 | | |
| 2 Rising Prosperity | 34 | 1.6 | 10.2 | 16 | | |
| 3 Comfortable Communities | 1,088 | 51.2 | 26.5 | 193 | | |
| 4 Financially Stretched | 391 | 18.4 | 23.7 | 78 | | |
| 5 Urban Adversity | 0 | 0.0 | 17.2 | 0 | | |
| 6 Not Private Households | 0 | 0.0 | 0.3 | 0 | | |
| Total households | 2,125 | | | | | |

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: P04402_Rawdon Arms, Swadlincote, DE12 6AL (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 | 446 | 21.0 | 11.3 | 185 | | | |
| 1.C Mature Money | 166 | 7.8 | 9.6 | 81 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 3.8 | 0 | | | |
| 2.E Career Climbers | 34 | 1.6 | 6.4 | 25 | | | |
| 3. Comfortable Communities | | | | | | | |
| 3.F Countryside Communities | 927 | 43.6 | 5.7 | 761 | | | |
| 3.G Successful Suburbs | 135 | 6.4 | 6.0 | 107 | | | |
| 3.H Steady Neighbourhoods | 3 | 0.1 | 7.4 | 2 | | | |
| 3.I Comfortable Seniors | 3 | 0.1 | 2.9 | 5 | | | |
| 3.J Starting Out | 20 | 0.9 | 4.6 | 21 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | 0 | 0.0 | 2.5 | 0 | | | |
| 4.L Modest Means | 267 | 12.6 | 8.0 | 157 | | | |
| 4.M Striving Families | 79 | 3.7 | 7.4 | 50 | | | |
| 4.N Poorer Pensioners | 45 | 2.1 | 5.8 | 37 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | 0 | 0.0 | 6.3 | 0 | | | |
| 5.P Struggling Estates | 0 | 0.0 | 5.7 | 0 | | | |
| 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 | 2,125 | | | | | | |

Acorn Group Pen Portrait

4 K Student Life 1.6M UK Adults 3.0% of UK

Students and young people with little income living in halls of residence or shared houses. These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

CORE DEMOGRAPHICS

| | |
|------------------------------------------|-----------------------------------------|
| Age range 18-24 | Children at home 0 |
| House tenure Privately renting | Family structure Single |
| Number of beds 4+ | House type Flat or maisonette |

BRANDS

| | | | |
|-----------|--|--|--|
| SHOPPING: | | | |
| LEISURE: | | | |
| WEBSITES: | | | |

DIGITAL ATTITUDES

| | | |
|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| I worry about online security 58% <small>UK average: 48%</small> | Shopping online makes my life easier 68% <small>UK average: 62%</small> | I love the ease of using chat bots to get answers 44% <small>UK average: 28%</small> |
|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|

FINANCIAL PROFILE

| | | | | |
|--------------------------------------------------------------------|-------------------------------------------------------|---------------------------------------------------------------------|-----------------------------------------------------|-------------------------|
| Household income £33k <small>UK Average: £40k</small> | London £36k <small>Average: £46k</small> | % Disposable income 26% <small>UK Average: 43%</small> | London 16% <small>Average: 29%</small> | Financial situation |
|--------------------------------------------------------------------|-------------------------------------------------------|---------------------------------------------------------------------|-----------------------------------------------------|-------------------------|

TOP BEHAVIOURS

| | | |
|-----------------------------------------------|-------------------------------|---------------------------------------------------|
| Love to buy new gadgets and appliances | Research beauty online | Social media: Snapchat, YouTube and TikTok |
|-----------------------------------------------|-------------------------------|---------------------------------------------------|



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

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04402_Rawdon Arms, Swadlincote, DE12 6AL (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 | 26 | 1.2 | 2.6 | 46 | | | |
| 1.B.5 Wealthy countryside commuters | 10 | 0.5 | 2.5 | 19 | | | |
| 1.B.6 Financially comfortable families | 248 | 11.7 | 2.2 | 525 | | | |
| 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 | 162 | 7.6 | 1.6 | 474 | | | |
| 1.C Mature Money | | | | | | | |
| 1.C.10 Better-off villagers | 166 | 7.8 | 3.1 | 254 | | | |
| 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 | 34 | 1.6 | 2.0 | 81 | | | |
| 2.E.19 First time buyers in small, modern homes | 0 | 0.0 | 3.4 | 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 | 17 | 0.8 | 1.5 | 53 | | | |
| 3.F.22 Older couples and families in rural areas | 154 | 7.2 | 1.0 | 721 | | | |
| 3.F.23 Owner occupiers in small towns and villages | 756 | 35.6 | 3.2 | 1,108 | | | |
| 3.G Successful Suburbs | | | | | | | |
| 3.G.24 Comfortably-off families in modern housing | 16 | 0.8 | 2.7 | 28 | | | |
| 3.G.25 Larger family homes, multi-ethnic areas | 0 | 0.0 | 0.8 | 0 | | | |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 119 | 5.6 | 2.4 | 231 | | | |
| 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 | 3 | 0.1 | 2.3 | 6 | | | |
| 3.I Comfortable Seniors | | | | | | | |
| 3.I.30 Older people, neat and tidy neighbourhoods | 3 | 0.1 | 2.4 | 6 | | | |
| 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 | 20 | 0.9 | 2.4 | 39 | | | |
| 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 | 46 | 2.2 | 1.4 | 150 | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 122 | 5.7 | 2.6 | 218 | | | |
| 4.L.39 Fading owner occupied terraces | 99 | 4.7 | 2.9 | 160 | | | |
| 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 | 79 | 3.7 | 1.6 | 233 | | | |
| 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 | 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 | 0 | 0.0 | 0.8 | 0 | | | |
| 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 | 45 | 2.1 | 2.2 | 95 | | | |
| 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 | 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 | 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 | 2,125 | | | | | | |

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04402_Rawdon Arms, Swadlincote, DE12 6AL (1 Mile contour)



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

- Acorn Groups**
- 1.A Lush 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**

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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