

CGA LICENCED PREMISES

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Area: P00485_Duke Of Rutland, Hinckley, LE10 1Q
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	31	93.6	81.7	115			
Proprietary Club	1	3.0	7.3	41			
Registered Club	6	18.1	28.2	64			
Restaurant	10	30.2	32.1	94			
Residential	0	0.0	2.7	0			

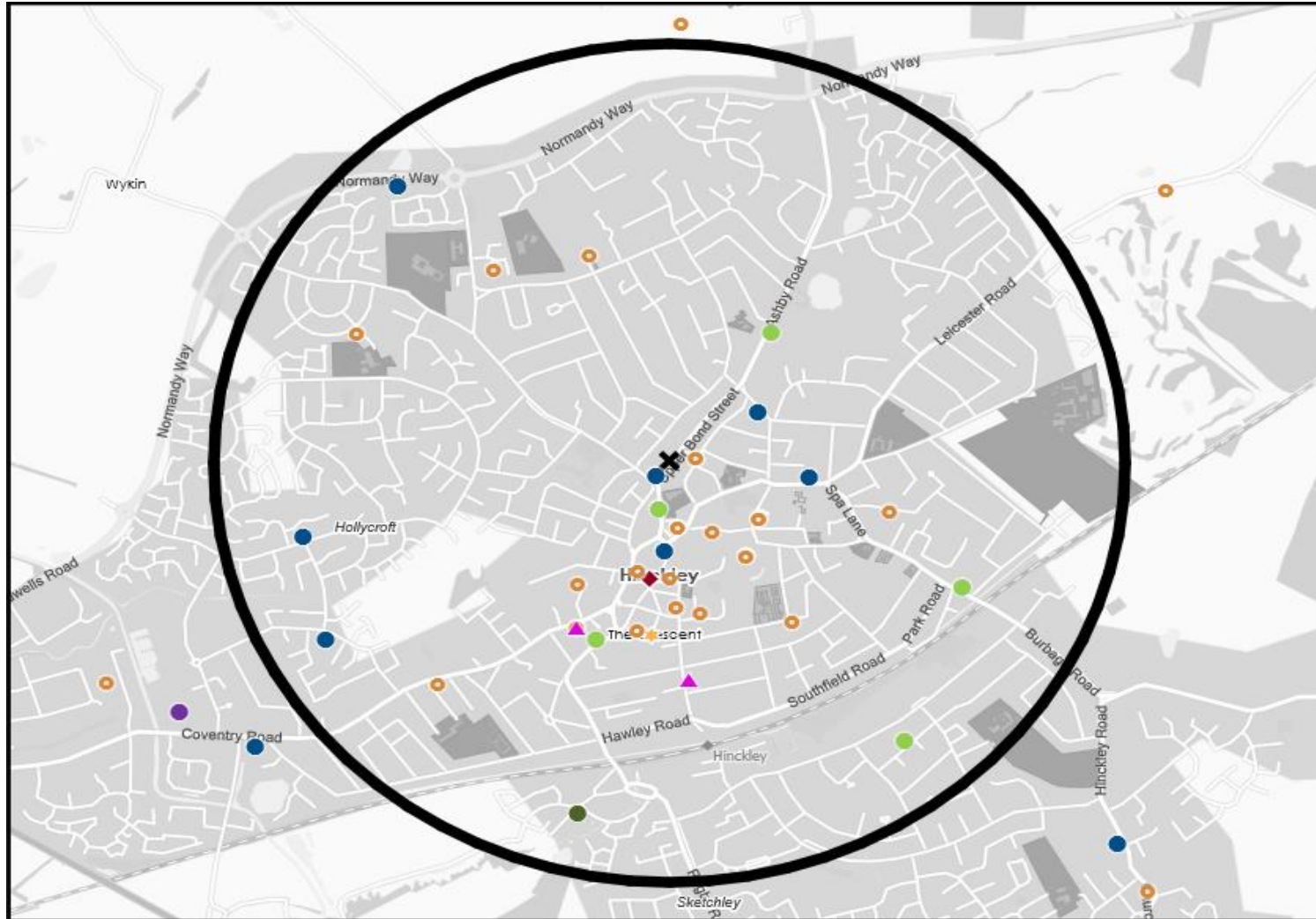
Name	Description	License Type	Owner Name	Postcode
Wykin & District Social Club	Independent Free	Registered Club	Independent Free	LE10 0EX
White Bear	Steamin Billy Brewing Co	Pubs & Full On	Steamin Billy Brewing Co	LE10 0JT
Prince Of Wales	Independent Free	Pubs & Full On	Independent Free	LE10 0JT
Balti Raj	Independent Free	Restaurant	Independent Free	LE10 0JU
Princes Feathers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 0QA
Flintlock	Marston's	Pubs & Full On	Marston's	LE10 0XP
Tin Hat	Marston's	Pubs & Full On	Marston's	LE10 0YA
Hinckley Citizens Club	Independent Free	Registered Club	Independent Free	LE10 1AE
Railway Inn	Steamin Billy Brewing Co	Pubs & Full On	Steamin Billy Brewing Co	LE10 1AP
Leeja Tandoori	Independent Free	Restaurant	Independent Free	LE10 1DA
Hinckley Masonic Hall	Independent Free	Registered Club	Independent Free	LE10 1EQ
Hinckley Bowling Club	Independent Free	Registered Club	Independent Free	LE10 1EX
Holywell	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 1HL
Greyhound Inn	Independent Free	Pubs & Full On	Independent Free	LE10 1HN
New Plough Inn	Marston's	Pubs & Full On	Marston's	LE10 1LS
Union Inn	Marston's	Pubs & Full On	Marston's	LE10 1NL
Bounty	Independent Free	Pubs & Full On	Independent Free	LE10 1NT
Weavers Arms	Marston's	Pubs & Full On	Marston's	LE10 1QE
Silchar	Independent Free	Restaurant	Independent Free	LE10 1QU
Duke Of Rutland	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 1QU
Hinckley Concordia Theatre	Independent Free	Pubs & Full On	Independent Free	LE10 1RE
Hinckley Working Mens Club	Independent Free	Registered Club	Independent Free	LE10 1RE
Queens Head	Independent Free	Pubs & Full On	Independent Free	LE10 1RJ
Black Horse	Marston's	Pubs & Full On	Marston's	LE10 1RJ
Ashby Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 1SL
Woolcomber	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 2PH
Bar Sub Zero	Independent Free	Proprietary Club	Independent Free	LE10 1RD
Crafty Baron Hinckley	Elmesthorpe Brewery Co	Pubs & Full On	Elmesthorpe Brewery Co	LE10 0AZ
Milestone	Marston's	Pubs & Full On	Marston's	LE10 0GL
Revival	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LE10 0AZ
Inferno	Independent Free	Pubs & Full On	Independent Free	LE10 1NL
Meeting Centre	Independent Free	Pubs & Full On	Independent Free	LE10 0LQ
Gurkha	Independent Free	Restaurant	Independent Free	LE10 1DA
Jackies	Independent Free	Registered Club	Independent Free	LE10 0DZ
7H Spices	Independent Free	Restaurant	Independent Free	LE10 0JT
Sumac	Independent Free	Restaurant	Independent Free	LE10 0BL
Bangla Pride	Independent Free	Restaurant	Independent Free	LE10 1HN
Hansom Cab	Greene King	Pubs & Full On	Greene King	LE10 2LL
Elbow Room Ale & Cider House	Independent Free	Pubs & Full On	Independent Free	LE10 1AW
Pestle & Mortar	Independent Free	Pubs & Full On	Independent Free	LE10 1DA
Prezzo	Prezzo plc	Restaurant	Prezzo plc	LE10 0QQ
Tarro Lounge	Loungers	Pubs & Full On	Loungers	LE10 0QQ
Wildwood	Tasty	Restaurant	Tasty	LE10 0QQ
Stockwells	Independent Free	Pubs & Full On	Independent Free	LE10 1HN
Factory	Independent Free	Pubs & Full On	Independent Free	LE10 1QH
Carters Lounge	Independent Free	Pubs & Full On	Independent Free	LE10 0QL
Brunchin With Carters	Independent Free	Restaurant	Independent Free	LE10 0QJ
Speakeasy At 48	Independent Free	Pubs & Full On	Independent Free	LE10 1QH

MAP OF AREA

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Source: OS Open Data 2018

Area: P00485_Duke Of Rutland, Hinckley, LE10 1QN (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: P00485_Duke Of Rutland, Hinckley, LE10 1QN (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,580	17.0	22.1	77		
2 Rising Prosperity	380	2.5	10.2	25		
3 Comfortable Communities	6,072	39.9	26.5	151		
4 Financially Stretched	2,700	17.8	23.7	75		
5 Urban Adversity	3,463	22.8	17.2	133		
6 Not Private Households	7	0.0	0.3	13		
Graph						
Total households	15,202					

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

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 Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00485_Duke Of Rutland, Hinckley, LE10 1QN (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	11	0.1	1.1	7			
1.B Executive Wealth	1,543	10.1	11.3	90			
1.C Mature Money	1,026	6.7	9.6	70			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	380	2.5	6.4	39			
3. Comfortable Communities							
3.F Countryside Communities	80	0.5	5.7	9			
3.G Successful Suburbs	2,052	13.5	6.0	227			
3.H Steady Neighbourhoods	2,051	13.5	7.4	182			
3.I Comfortable Seniors	674	4.4	2.9	155			
3.J Starting Out	1,215	8.0	4.6	176			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,331	8.8	8.0	110			
4.M Striving Families	477	3.1	7.4	42			
4.N Poorer Pensioners	892	5.9	5.8	102			
5. Urban Adversity							
5.O Young Hardship	2,153	14.2	6.3	227			
5.P Struggling Estates	739	4.9	5.7	85			
5.Q Difficult Circumstances	571	3.8	5.2	72			
6. Not Private Households							
6.R Not Private Households	7	0.0	0.3	13			
Total households	15,202						

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: CB&J, flying tiger, H&M, KIKO

LEISURE: Ed's, TORTILLA, McDonald's, Y&Y

WEBSITES: COSO, Spotify, JUST EAT, BuzzFeed

DIGITAL ATTITUDES

- I worry about online security: **58%** (UK average: 28%)
- Shopping online makes my life easier: **68%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **44%** (UK average: 28%)

FINANCIAL PROFILE

- Household income: UK **£33k**, London **£36k** (Average: £40k, Average: £46k)
- % Disposable income: UK **26%**, London **16%** (Average: 43%, Average: 29%)
- Financial situation: **Running into debt** to **Saving a lot**

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?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00485_Duke Of Rutland, Hinckley, LE10 1QN (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

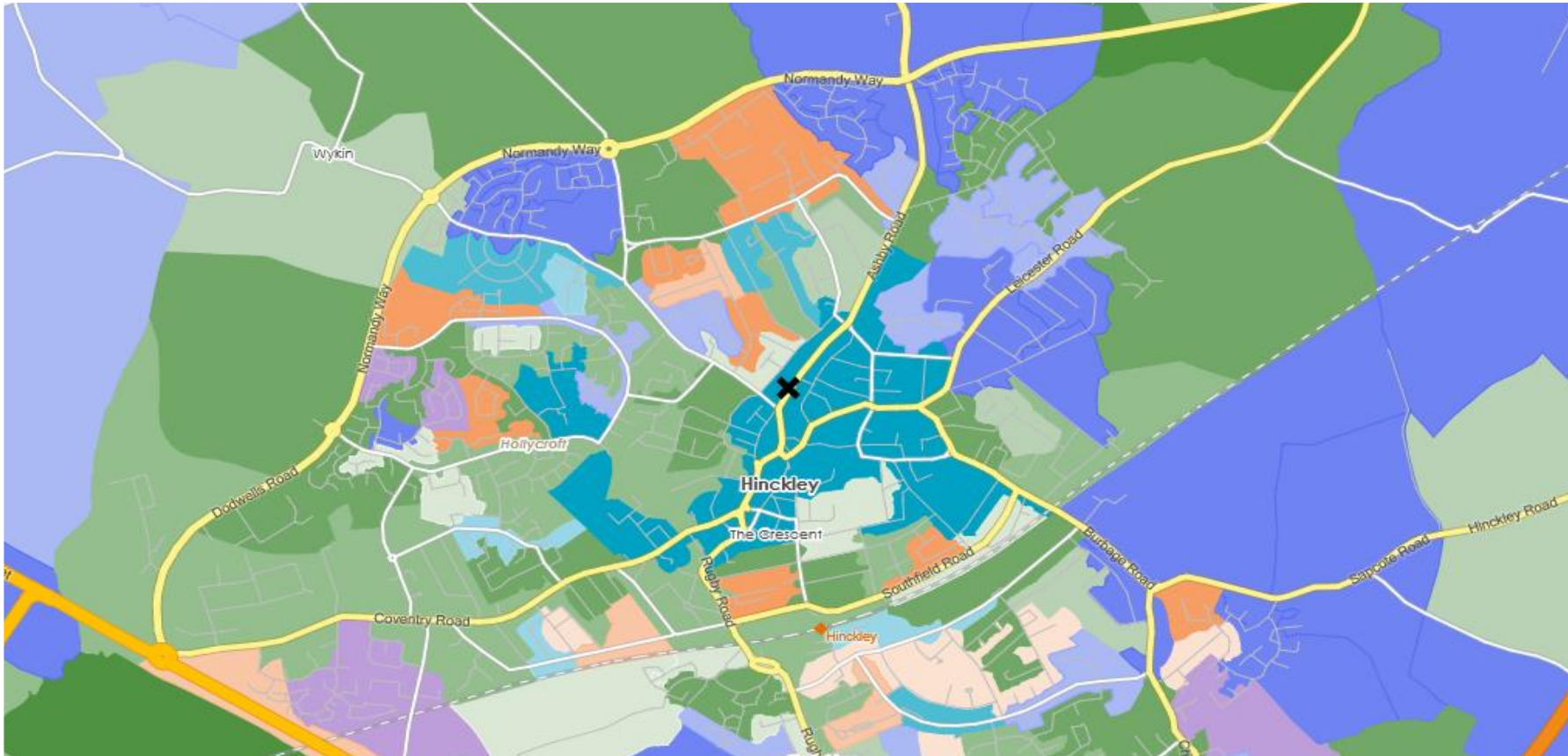
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	11	0.1	0.9	8			
1.B Executive Wealth							
1.B.4 Asset rich families	595	3.9	2.6	148			
1.B.5 Wealthy countryside commuters	18	0.1	2.5	5			
1.B.6 Financially comfortable families	808	5.3	2.2	239			
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	122	0.8	1.6	50			
1.C Mature Money							
1.C.10 Better-off villagers	69	0.5	3.1	15			
1.C.11 Settled suburbia, older people	273	1.8	2.8	64			
1.C.12 Retired and empty nesters	633	4.2	2.5	169			
1.C.13 Upmarket downsizers	51	0.3	1.3	26			
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	273	1.8	2.0	91			
2.E.19 First time buyers in small, modern homes	107	0.7	3.4	21			
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	80	0.5	3.2	16			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	1,965	12.9	2.7	479			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	87	0.6	2.4	24			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,437	9.5	3.5	273			
3.H.28 Owner occupied terraces, average income	1	0.0	1.6	0			
3.H.29 Established suburbs, older families	613	4.0	2.3	172			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	624	4.1	2.4	173			
3.I.31 Elderly singles in purpose-built accommodation	50	0.3	0.5	68			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	396	2.6	2.2	121			
3.J.33 Smaller houses and starter homes	819	5.4	2.4	224			
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	51	0.3	1.4	23			
4.L.38 Semi-skilled workers in traditional neighbourhoods	994	6.5	2.6	249			
4.L.39 Fading owner occupied terraces	286	1.9	2.9	64			
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	97	0.6	1.6	40			
4.M.42 Struggling young families in post-war terraces	107	0.7	1.6	43			
4.M.43 Families in right-to-buy estates	211	1.4	2.0	68			
4.M.44 Post-war estates, limited means	62	0.4	2.2	19			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	167	1.1	0.8	140			
4.N.46 Elderly people in social rented flats	128	0.8	1.0	82			
4.N.47 Low income older people in smaller semis	315	2.1	2.2	93			
4.N.48 Pensioners and singles in social rented flats	282	1.9	1.7	109			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	802	5.3	2.2	241			
5.O.50 Struggling younger people in mixed tenure	612	4.0	1.8	224			
5.O.51 Young people in small, low cost terraces	739	4.9	2.3	215			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	245	1.6	1.6	103			
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	494	3.2	1.6	203			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	48	0.3	1.5	21			
5.Q.58 Singles and young families, some receiving benefits	244	1.6	1.8	91			
5.Q.59 Deprived areas and high-rise flats	279	1.8	2.0	93			
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	7	0.0	0.3	16			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	15,202						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00485_Duke Of Rutland, Hinckley, LE10 1QN (1 Mile contour)



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

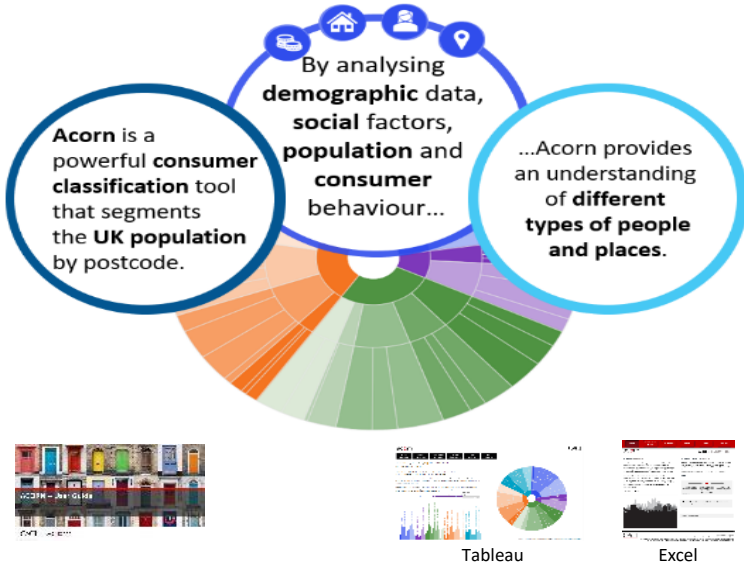
Acorn Groups

- 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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
4. Financially Stretched	<input type="radio"/>	K. Student Life	34-36
	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
5. Urban Adversity	<input type="radio"/>	O. Young Hardship	49-51
	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	R. Not Private Households	60-62

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

House type: **Detached**

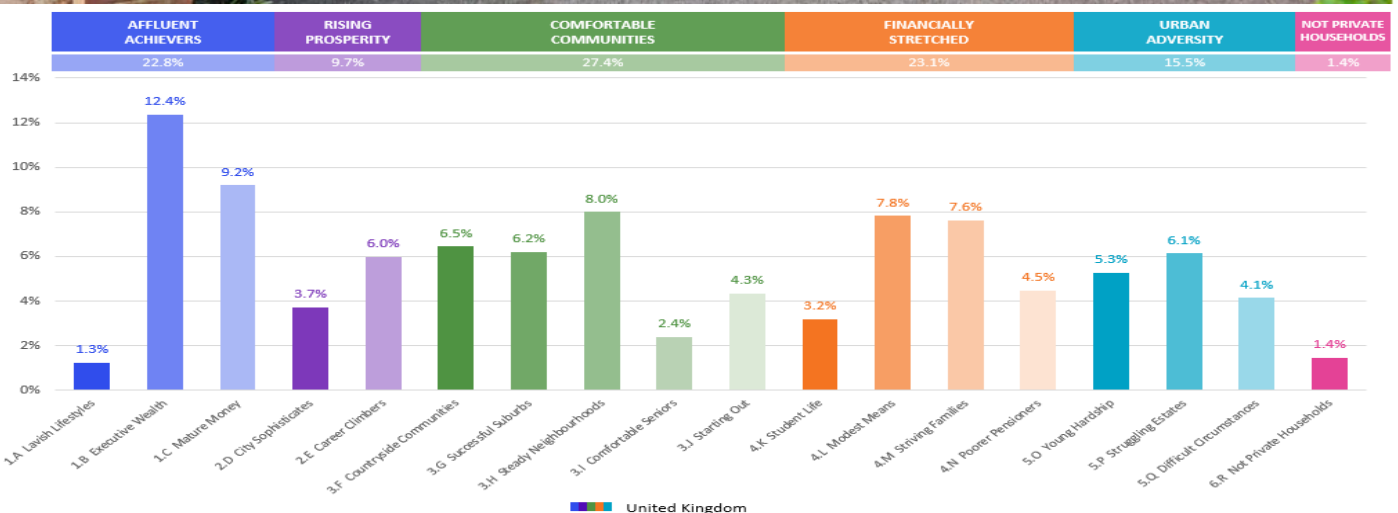
House tenure: **Owned outright**

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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Area: P00485_Duke Of Rutland, Hinckley, LE10 1QN (1 Mile contour)

