CGA LICENCED PREMISES

Area:	P03555_Black Horse, Foxton, LE16 7RD (1 M
Base:	Great Britain
Year:	2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	2	156.3	81.7	**191**			
Proprietary Club	0	0.0	7.3	0			
Registered Club	0	0.0	28.2	0			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Black Horse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE16 7RD
Foxton Locks Inn	Independent Free	Pubs & Full On	Independent Free	LE16 7RA

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MAP OF AREA

Source: OS Open Data 2018

Area: P03555_Black Horse, Foxton, LE16 7RD (1 Mile contour)
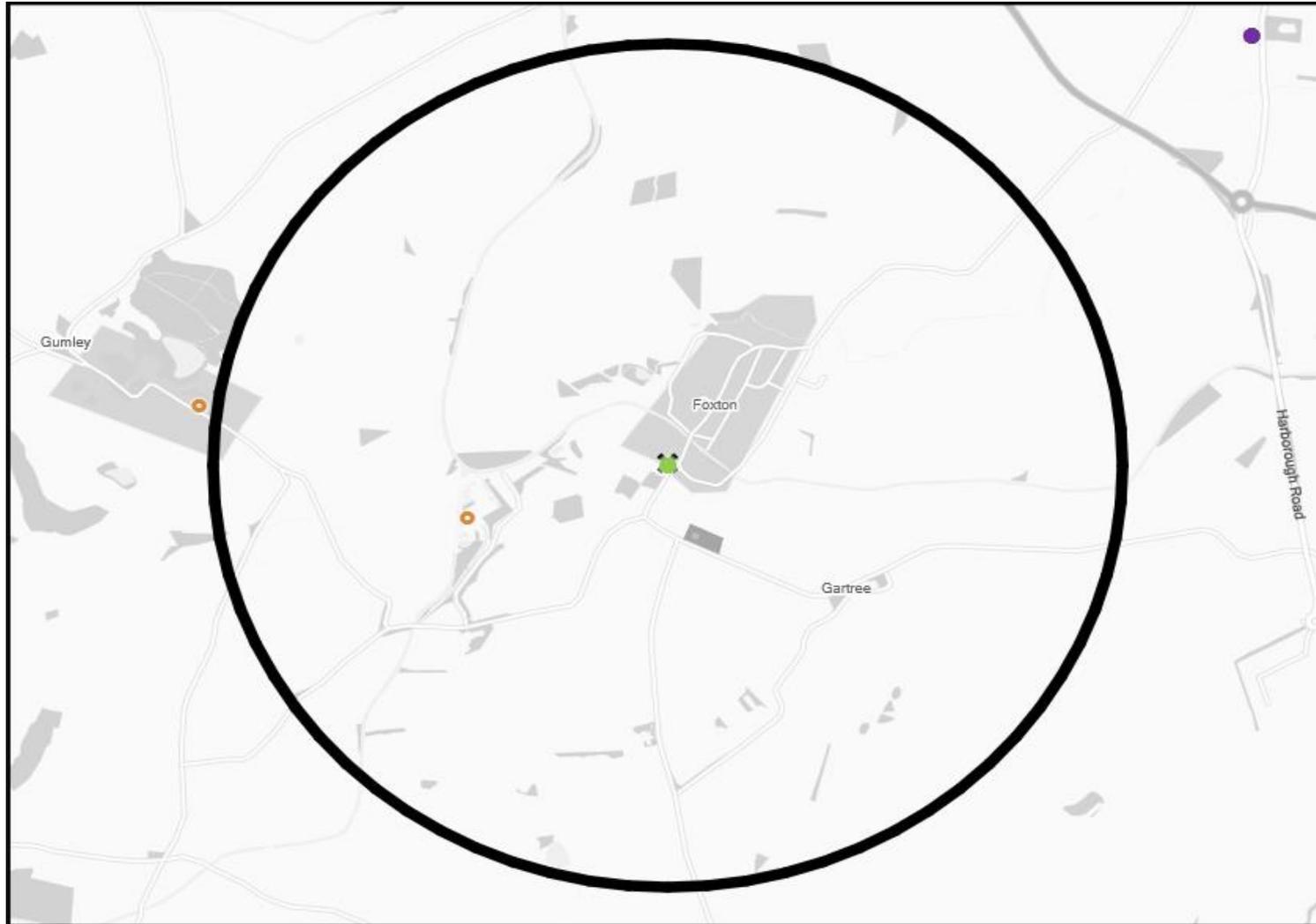
KEY

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

Area: P03555_Black Horse, Foxton, LE16 7RD (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
1	Affluent Achievers	200	70.9	22.1	**321**		
2	Rising Prosperity	0	0.0	10.2	0		
3	Comfortable Communities	61	21.6	26.5	82		
4	Financially Stretched	21	7.4	23.7	31		
5	Urban Adversity	0	0.0	17.2	0		
6	Not Private Households	0	0.0	0.3	0		
Graph							
Total households		**282**					

Acorn Category Pen Portrait

4 — Financially Stretched — 12.2M UK Adults — 23.1% of UK

Age range: **All ages**

House type: **Semi-detached or terraced**

Financial situation: Running into debt — Saving a lot

House tenure: **Social renting**

Children at home: **Mixed**

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%

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

ACORN GROUP PROFILE - HOUSEHOLDS

Area: P03555_Black Horse, Foxton, LE16 7RD (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	127	45.0	11.3	397			
1.C	Mature Money	73	25.9	9.6	268			
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	3.8	0			
2.E	Career Climbers	0	0.0	6.4	0			
3. Comfortable Communities								
3.F	Countryside Communities	29	10.3	5.7	179			
3.G	Successful Suburbs	0	0.0	6.0	0			
3.H	Steady Neighbourhoods	32	11.3	7.4	153			
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	0	0.0	8.0	0			
4.M	Striving Families	21	7.4	7.4	100			
4.N	Poorer Pensioners	0	0.0	5.8	0			
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		**282**						

Acorn Group Pen Portrait

2 D City Sophisticates — 1.9M UK Adults — 3.7% of UK

Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend. These affluent younger people generally rent flats in major towns and cities. Whilst incomes are well above average, their level of disposable income is restricted due to high rents.

CORE DEMOGRAPHICS

Age range: 25-44
Children at home: 0
House tenure: Privately renting
Family structure: Single
Number of beds: 1
House type: Flat or maisonette

FINANCIAL PROFILE

Household income: UK £54k, London £54k (Average: UK £40k, London £46k)
% Disposable income: UK 23%, London 20% (Average: UK 43%, London 29%)
Financial situation: Running into debt — Saving a lot

BRANDS

SHOPPING: Tommy Hilfiger, COS, REISS, MOLTON BROWN
LEISURE: YO! Sushi, itsu, wahaca, Pho
WEBSITES: airbnb, Spotify, ASOS, BuzzFeed

DIGITAL AND TECH

ATTITUDES:
- I worry about online security: 60% (UK average: 59%)
- Shopping online makes my life easier: 68% (UK average: 62%)
- I love the ease of using chat bots to get answers: 31% (UK average: 28%)

TOP BEHAVIOURS:
- Post online ratings / reviews online
- Book travel and holidays online
- Social media: Pinterest, Insta and Twitter

A B C D E F G H I J K L M N O P Q R

ACORN TYPE PROFILE - HOUSEHOLDS

Area: P03555_Black Horse, Foxton, LE16 7RD (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	0	0.0	0.9	0	
1.B	Executive Wealth						
	1.B.4	Asset rich families	43	15.2	2.6	**577**	
	1.B.5	Wealthy countryside commuters	61	21.6	2.5	**876**	
	1.B.6	Financially comfortable families	21	7.4	2.2	**335**	
	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	2	0.7	1.6	44	
1.C	Mature Money						
	1.C.10	Better-off villagers	73	25.9	3.1	**841**	
	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	0	0.0	2.0	0	
	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	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	29	10.3	3.2	**320**	
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	0	0.0	2.4	0	
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	32	11.3	2.3	**485**	
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	0	0.0	2.6	0	
	4.L.39	Fading owner occupied terraces	0	0.0	2.9	0	
	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	21	7.4	1.6	**467**	
	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	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	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		**282**				

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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P03555_Black Horse, Foxton, LE16 7RD (1 Mile contour)
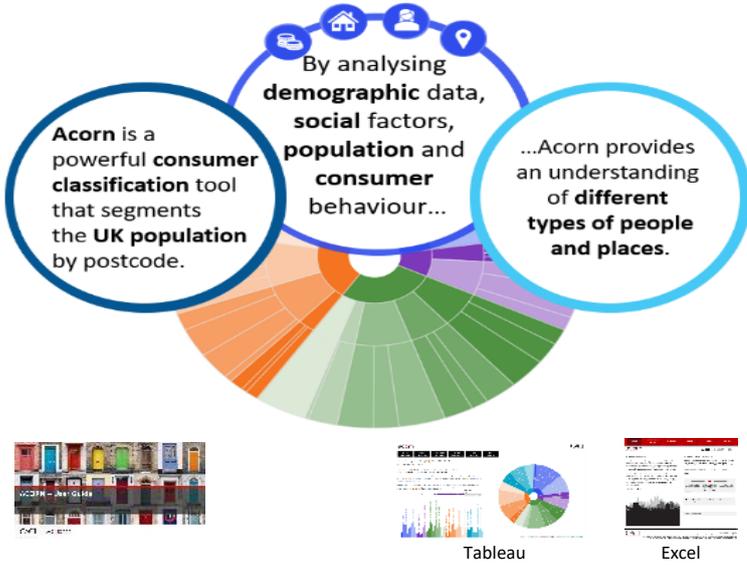
Source: OS Open Data 2018

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

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ACORN - WHAT IS IT?

By analysing **demographic** data, **social** factors, **population** and **consumer** behaviour...

Acorn is a powerful **consumer classification** tool that segments the **UK population** by postcode.

...Acorn provides an understanding of **different types of people and places.**

ACORN - User Guide

Tableau

Excel

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
3. Comfortable Communities	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
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

12.1M UK Adults   **22.8%** of UK

Age range
55+

Financial situation
Running into debt — Saving a lot
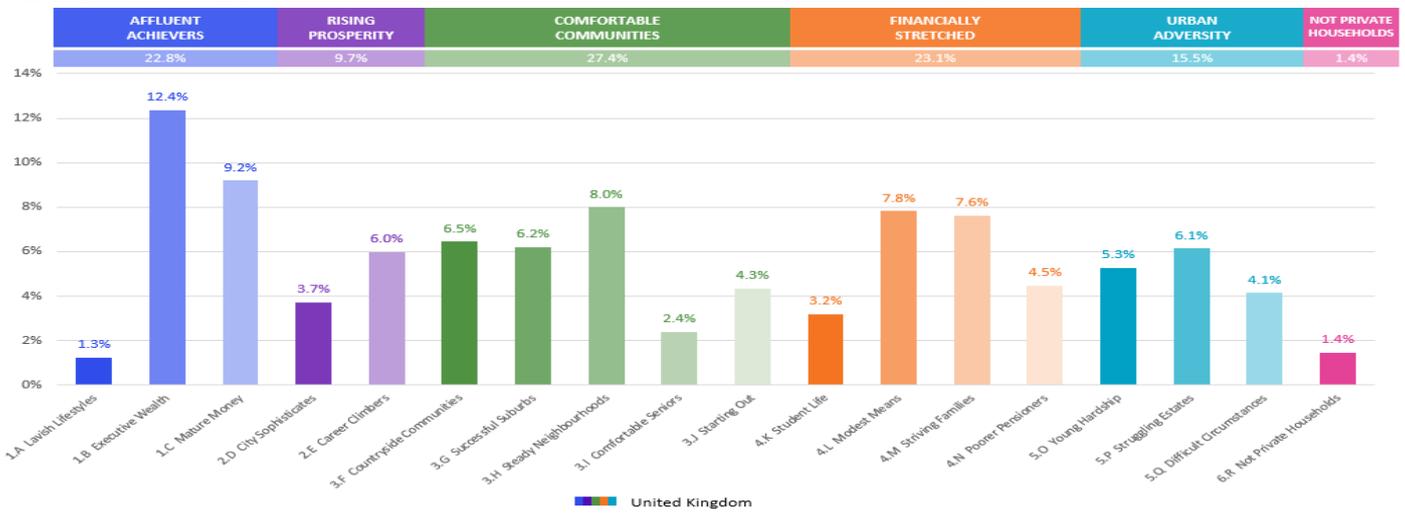
Children at home
0

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%

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY	NOT PRIVATE HOUSEHOLDS
22.8%	9.7%	27.4%	23.1%	15.5%	1.4%

Bar chart values:
- 1.A Lavish Lifestyles: 1.3%
- 1.B Executive Wealth: 12.4%
- 1.C Mature Money: 9.2%
- 2.D City Sophisticates: 3.7%
- 2.E Career Climbers: 6.0%
- 3.F Countryside Communities: 6.5%
- 3.G Successful Suburbs: 6.2%
- 3.H Steady Neighbourhoods: 8.0%
- 3.I Comfortable Seniors: 2.4%
- 3.J Starting Out: 4.3%
- 4.K Student Life: 3.2%
- 4.L Modest Means: 7.8%
- 4.M Striving Families: 7.6%
- 4.N Poorer Pensioners: 4.5%
- 5.O Young Hardship: 5.3%
- 5.P Struggling Estates: 6.1%
- 5.Q Difficult Circumstances: 4.1%
- 6.R Not Private Households: 1.4%

United Kingdom

MAP OF AREA

Area: P03555_Black Horse, Foxton, LE16 7RD (1 Mile contour)