

CGA LICENCED PREMISES

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Area: P03801_Royal Oak, Huntly, AB54 8DL (1 Mile)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	82.9	81.7	101			
Proprietary Club	0	0.0	7.3	0			
Registered Club	5	103.6	28.2	368			
Restaurant	1	20.7	32.1	65			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Cafe India	Independent Free	Restaurant	Independent Free	AB54 8ES
Gordon Arms Hotel	Independent Free	Pubs & Full On	Independent Free	AB54 8AF
Castle Hotel	Independent Free	Pubs & Full On	Independent Free	AB54 4SH
Huntly Golf Club	Independent Free	Registered Club	Independent Free	AB54 4SH
Huntly Bowling Club	Independent Free	Registered Club	Independent Free	AB54 8AH
Crown Bar	Independent Free	Pubs & Full On	Independent Free	AB54 8AJ
Royal Oak	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	AB54 8DL
Huntly Ex-Servicemens Club	Independent Free	Registered Club	Independent Free	AB54 8ES
Huntly Football Social Club	Independent Free	Registered Club	Independent Free	AB54 8JE
Huntly Rugby Football Club	Independent Free	Registered Club	Independent Free	AB54 8HD

MAP OF AREA

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Source: OS Open Data 2018

Area: P03801_Royal Oak, Huntly, AB54 8DL (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: P03801_Royal Oak, Huntly, AB54 8DL (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	283	12.0	22.1	54		
 2 Rising Prosperity	10	0.4	10.2	4		
 3 Comfortable Communities	455	19.3	26.5	73		
 4 Financially Stretched	1,412	59.9	23.7	253		
 5 Urban Adversity	188	8.0	17.2	46		
 6 Not Private Households	9	0.4	0.3	111		
 Graph						
Total households	2,357					

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: P03801_Royal Oak, Huntly, AB54 8DL (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	113	4.8	11.3	42			
1.C Mature Money	170	7.2	9.6	75			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	10	0.4	6.4	7			
3. Comfortable Communities							
3.F Countryside Communities	334	14.2	5.7	247			
3.G Successful Suburbs	19	0.8	6.0	14			
3.H Steady Neighbourhoods	23	1.0	7.4	13			
3.I Comfortable Seniors	79	3.4	2.9	117			
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	542	23.0	8.0	288			
4.M Striving Families	394	16.7	7.4	224			
4.N Poorer Pensioners	476	20.2	5.8	351			
5. Urban Adversity							
5.O Young Hardship	97	4.1	6.3	66			
5.P Struggling Estates	26	1.1	5.7	19			
5.Q Difficult Circumstances	65	2.8	5.2	53			
6. Not Private Households							
6.R Not Private Households	9	0.4	0.3	111			
Total households	2,357						

Acorn Group Pen Portrait

6
Not Private Households

790k
UK Adults

1.5%
of UK

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

60 Active communal population –
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children's homes, refuges and local authority accommodation for travellers.

61 Inactive communal population –
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

62 Business areas without resident population –
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.



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

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Area: P03801_Royal Oak, Huntly, AB54 8DL (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	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	51	2.2	2.6	82			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	62	2.6	2.2	118			
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	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	10	0.4	3.1	14			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	160	6.8	2.5	276			
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	5	0.2	2.0	11			
2.E.19 First time buyers in small, modern homes	5	0.2	3.4	6			
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	47	2.0	1.5	131			
3.F.22 Older couples and families in rural areas	141	6.0	1.0	595			
3.F.23 Owner occupiers in small towns and villages	146	6.2	3.2	193			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	19	0.8	2.7	30			
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	23	1.0	3.5	28			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	79	3.4	2.4	141			
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	197	8.4	1.4	579			
4.L.38 Semi-skilled workers in traditional neighbourhoods	345	14.6	2.6	557			
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	77	3.3	1.6	205			
4.M.42 Struggling young families in post-war terraces	25	1.1	1.6	65			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	292	12.4	2.2	569			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	78	3.3	0.8	421			
4.N.46 Elderly people in social rented flats	100	4.2	1.0	412			
4.N.47 Low income older people in smaller semis	207	8.8	2.2	393			
4.N.48 Pensioners and singles in social rented flats	91	3.9	1.7	226			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	44	1.9	2.2	85			
5.O.50 Struggling younger people in mixed tenure	53	2.2	1.8	125			
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	26	1.1	1.6	69			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	50	2.1	1.5	141			
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	15	0.6	2.0	32			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	3	0.1	0.1	214			
6.R.61 Inactive communal population	6	0.3	0.3	89			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	2,357						

DOMINANT ACORN GROUP - HOUSEHOLDS

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- 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**

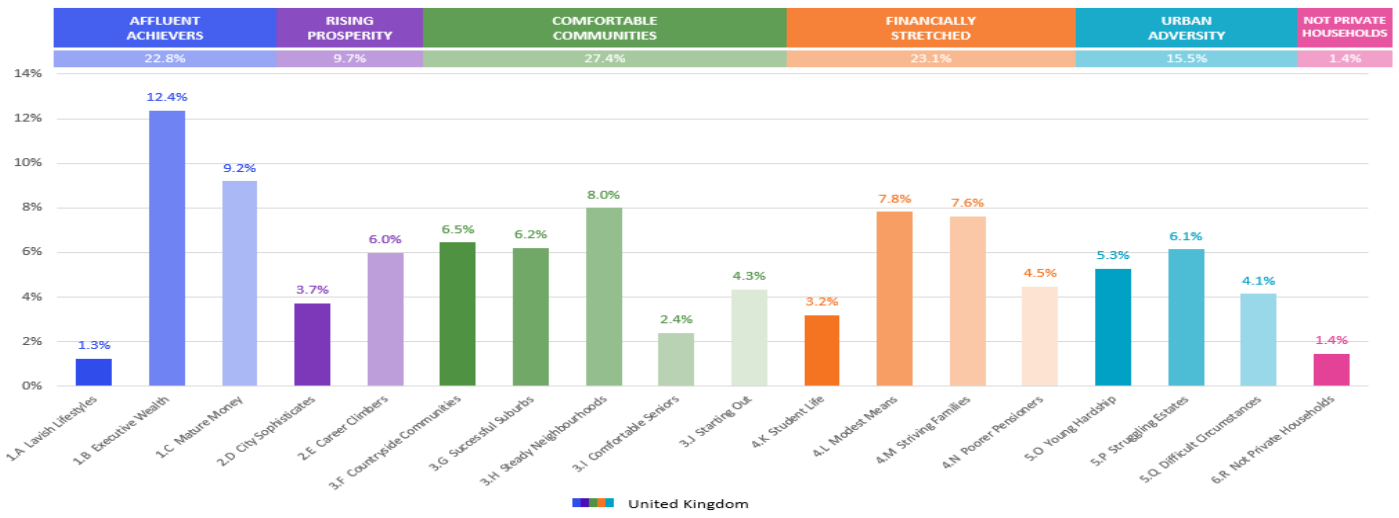
House tenure: **Owned outright**

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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