

CGA LICENCED PREMISES

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Area:	P00542_Falcon Inn, Felixstowe, IP11 9DS (1 I
Base:	Great Britain
Year:	2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	8	41.4	81.7	51			
Proprietary Club	3	15.5	7.3	213			
Registered Club	6	31.1	28.2	110			
Restaurant	8	41.4	32.1	129			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Cafe Bencotto	Independent Free	Pubs & Full On	Independent Free	IP11 7AB
Sam Moi	Independent Free	Restaurant	Independent Free	IP11 7AU
Blue Nan	Independent Free	Restaurant	Independent Free	IP11 7AX
Saigon	Independent Free	Restaurant	Independent Free	IP11 7AX
Palace Felixstowe Bingo & Cinema	Independent Free	Proprietary Club	Independent Free	IP11 7BY
Anatolia	Independent Free	Restaurant	Independent Free	IP11 7DB
Hotel Elizabeth Orwell	Elizabeth Hotels	Pubs & Full On	Elizabeth Hotels	IP11 7DX
Grosvenor	Greene King	Pubs & Full On	Greene King	IP11 7HA
Felixstowe Bowls Club	Independent Free	Registered Club	Independent Free	IP11 7PB
Brook Hotel	Independent Free	Pubs & Full On	Independent Free	IP11 7PF
Alex	Independent Free	Restaurant	Independent Free	IP11 2AF
One29	Independent Free	Pubs & Full On	Independent Free	IP11 2AQ
Felixstowe Trades & Labour Club	Independent Free	Registered Club	Independent Free	IP11 9BB
Falcon Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP11 9DS
Felixstowe & Walton United Football Club	Independent Free	Registered Club	Independent Free	IP11 9HT
Felixstowe Hockey Club	Independent Free	Registered Club	Independent Free	IP11 9EF
Conservative Club	Independent Free	Registered Club	Independent Free	IP11 9JB
Owl And Pussycat	Greene King	Pubs & Full On	Greene King	IP11 2XD
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	IP11 2AN
Band Box	Independent Free	Proprietary Club	Independent Free	IP11 7DG
Bombay Nite	Independent Free	Restaurant	Independent Free	IP11 9DZ
Hachette Bistro	Independent Free	Restaurant	Independent Free	IP11 2AQ
Palace Bingo Club	Palatial Leisure	Proprietary Club	Palatial Leisure	IP11 7NL
Felixstowe Rugby Union Football Club	Independent Free	Registered Club	Independent Free	IP11 7RL
Prezzo	Prezzo plc	Restaurant	Prezzo plc	IP11 7BL

# MAP OF AREA

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Source: OS Open Data 2018

Area: P00542\_Falcon Inn, Felixstowe, IP11 9DS (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: P00542\_Falcon Inn, Felixstowe, IP11 9DS (1 Mile contour)  
Base: Great Britain  
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
	1 Affluent Achievers	1,863	21.0	22.1	95		<div></div>	
	2 Rising Prosperity	79	0.9	10.2	9	<div></div>		
	3 Comfortable Communities	2,734	30.8	26.5	116		<div></div>	
	4 Financially Stretched	2,906	32.8	23.7	138		<div></div>	
	5 Urban Adversity	1,220	13.7	17.2	80		<div></div>	
	6 Not Private Households	71	0.8	0.3	233		<div></div>	
 Graph								
Total households		8,873						

Acorn Category Pen Portrait

4

Financially Stretched

12.2M

23.1%

UK Adults

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%



ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00542\_Falcon Inn, Felixstowe, IP11 9DS (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	<div></div>		
1.B	Executive Wealth	415	4.7	11.3	41	<div></div>		
1.C	Mature Money	1,448	16.3	9.6	169	<div></div>		
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	3.8	0	<div></div>		
2.E	Career Climbers	79	0.9	6.4	14	<div></div>		
3. Comfortable Communities								
3.F	Countryside Communities	352	4.0	5.7	69	<div></div>		
3.G	Successful Suburbs	768	8.7	6.0	145	<div></div>		
3.H	Steady Neighbourhoods	750	8.5	7.4	114	<div></div>		
3.I	Comfortable Seniors	483	5.4	2.9	191	<div></div>		
3.J	Starting Out	381	4.3	4.6	94	<div></div>		
4. Financially Stretched								
4.K	Student Life	0	0.0	2.5	0	<div></div>		
4.L	Modest Means	1,290	14.5	8.0	182	<div></div>		
4.M	Striving Families	748	8.4	7.4	113	<div></div>		
4.N	Poorer Pensioners	868	9.8	5.8	170	<div></div>		
5. Urban Adversity								
5.O	Young Hardship	611	6.9	6.3	110	<div></div>		
5.P	Struggling Estates	186	2.1	5.7	37	<div></div>		
5.Q	Difficult Circumstances	423	4.8	5.2	91	<div></div>		
6. Not Private Households								
6.R	Not Private Households	71	0.8	0.3	233	<div></div>		
Total households		8,873						

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

FINANCIAL PROFILE

Household income

UK  
£33k

London  
£36k

Average: £10k

Average: £16k

% Disposable income

UK  
26%

London  
16%

Average: 13%

Average: 23%

Financial situation

Running into debt

Saving a lot

BRANDS

SHOPPING

Ed's

Ed's

Ed's

Ed's

LEISURE

Ed's

Ed's

Ed's

Ed's

WEBSITES

Ed's

Ed's

Ed's

Ed's

DIGITAL

ATTITUDES

I worry about online security

58%

UK average: 49%

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%

TOP BEHAVIOURS

Love to buy new gadgets and appliances

Research beauty online

Social media: Snapchat, YouTube and TikTok

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

S

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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00542\_Falcon Inn, Felixstowe, IP11 9DS (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
<b>1. Affluent Achievers</b>								
<b>1.A Lavish Lifestyles</b>								
	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			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	304	3.4	2.6	130			
	1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
	1.B.6 Financially comfortable families	84	0.9	2.2	43			
	1.B.7 Affluent professionals	20	0.2	0.9	26			
	1.B.8 Prosperous suburban families	5	0.1	1.5	4			
	1.B.9 Well-off edge of towners	2	0.0	1.6	1			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	118	1.3	3.1	43			
	1.C.11 Settled suburbia, older people	79	0.9	2.8	32			
	1.C.12 Retired and empty nesters	700	7.9	2.5	320			
	1.C.13 Upmarket downsizers	551	6.2	1.3	480			
<b>2. Rising Prosperity</b>								
<b>2.D City Sophisticates</b>								
	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			
<b>2.E Career Climbers</b>								
	2.E.18 Career driven young families	64	0.7	2.0	37			
	2.E.19 First time buyers in small, modern homes	15	0.2	3.4	5			
	2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>								
<b>3.F Countryside Communities</b>								
	3.F.21 Farms and cottages	0	0.0	1.5	0			
	3.F.22 Older couples and families in rural areas	30	0.3	1.0	34			
	3.F.23 Owner occupiers in small towns and villages	322	3.6	3.2	113			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	672	7.6	2.7	281			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	96	1.1	2.4	45			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	324	3.7	3.5	105			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	426	4.8	2.3	205			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	404	4.6	2.4	192			
	3.I.31 Elderly singles in purpose-built accommodation	79	0.9	0.5	183			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
	3.J.33 Smaller houses and starter homes	381	4.3	2.4	179			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	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			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	386	4.4	1.4	301			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	718	8.1	2.6	308			
	4.L.39 Fading owner occupied terraces	186	2.1	2.9	72			
	4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>								
	4.M.41 Labouring semi-rural estates	31	0.3	1.6	22			
	4.M.42 Struggling young families in post-war terraces	174	2.0	1.6	120			
	4.M.43 Families in right-to-buy estates	248	2.8	2.0	137			
	4.M.44 Post-war estates, limited means	295	3.3	2.2	153			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	344	3.9	0.8	493			
	4.N.46 Elderly people in social rented flats	113	1.3	1.0	124			
	4.N.47 Low income older people in smaller semis	343	3.9	2.2	173			
	4.N.48 Pensioners and singles in social rented flats	68	0.8	1.7	45			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	225	2.5	2.2	116			
	5.O.50 Struggling younger people in mixed tenure	249	2.8	1.8	156			
	5.O.51 Young people in small, low cost terraces	137	1.5	2.3	68			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	124	1.4	1.6	89			
	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	62	0.7	1.6	44			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	69	0.8	1.5	52			
	5.Q.58 Singles and young families, some receiving benefits	323	3.6	1.8	207			
	5.Q.59 Deprived areas and high-rise flats	31	0.3	2.0	18			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	6	0.1	0.1	114			
	6.R.61 Inactive communal population	65	0.7	0.3	257			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>8,873</b>						

CATEGORY

GROUP

TYPE

MAP

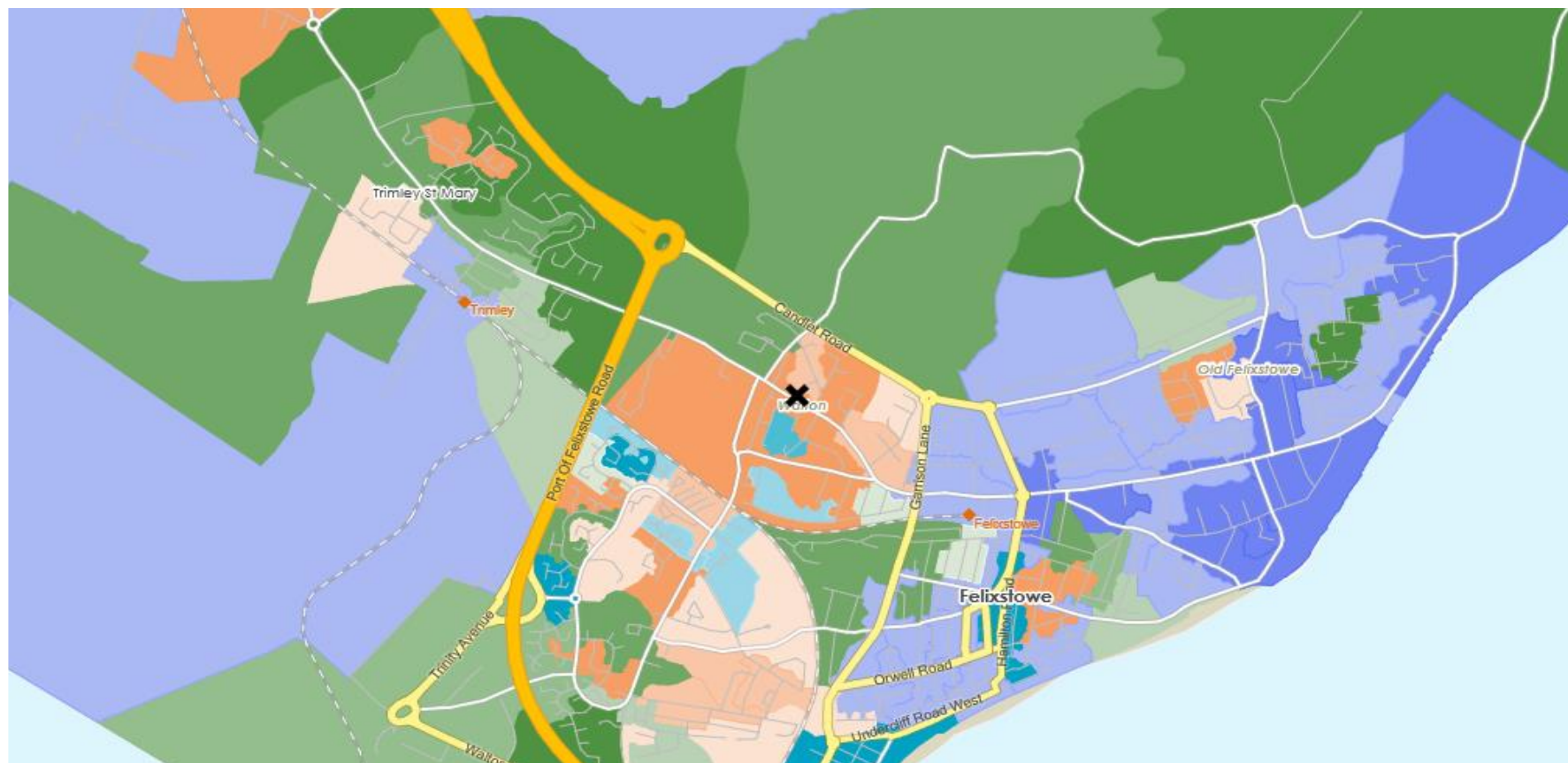
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P00542\_Falcon Inn, Felixstowe, IP11 9DS (1 Mile contour)

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Source: OS Open Data 2018



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

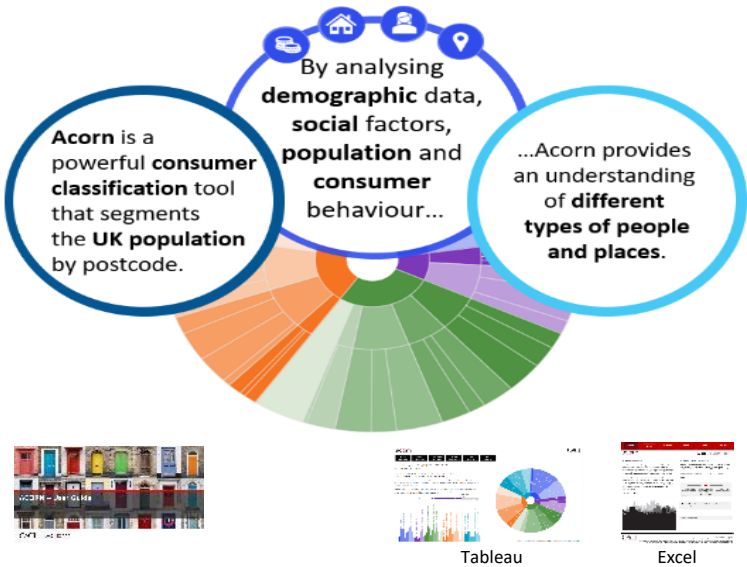
## Acorn Groups

- 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

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
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

22.8%

UK Adults

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+

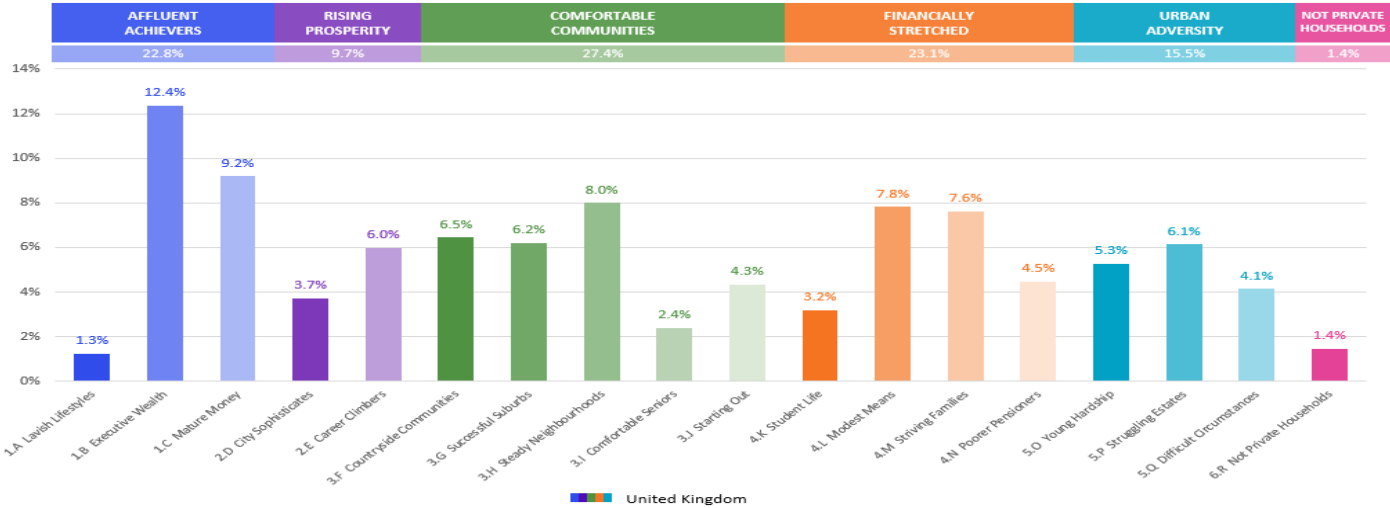
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles 6%

B. Executive Wealth 54%

C. Mature Money 40%





# MAP OF AREA

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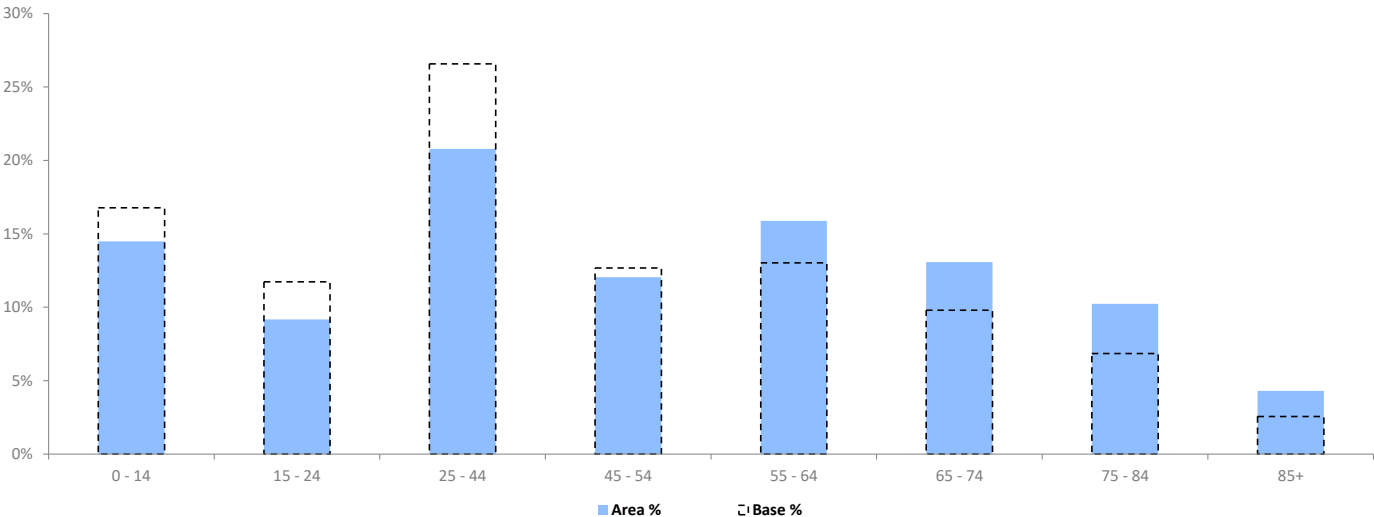


POPULATION PROJECTIONS

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Area:	P00542_Falcon Inn, Felixstowe, IP11 9DS (1 Mile contour)
Base:	Great Britain
Year:	2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,798	14.5	16.8	86			
15 - 24	1,772	9.2	11.7	78			
25 - 44	4,016	20.8	26.6	78			
45 - 54	2,326	12.0	12.7	95			
55 - 64	3,070	15.9	13.0	122			
65 - 74	2,528	13.1	9.8	133			
75 - 84	1,978	10.2	6.9	149			
85+	832	4.3	2.6	169			
Total population	19,320						



EXPENDITURE

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Area:	P00542_Falcon Inn, Felixstowe, IP11 9DS (1 Mile contour)
Base:	Great Britain
Year:	2023

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£577,106	£64.25	£66.95	96			
2. Alcoholic beverages, tobacco and narcotics	£247,892	£27.60	£28.12	98			
3. Clothing & Footwear	£181,784	£20.24	£22.40	90			
4. Housing, water, electricity, gas and other fuels	£739,590	£82.34	£107.19	77			
5. Furnishings, equipment and routine maintenance	£303,591	£33.80	£36.85	92			
6. Health	£125,130	£13.93	£13.48	103			
7. Transport	£1,195,727	£133.12	£134.74	99			
8. Communication	£126,275	£14.06	£15.74	89			
9. Recreation & Culture	£417,120	£46.44	£64.16	72			
10. Education	£135,984	£15.14	£22.26	68			
11. Restaurants & Hotels	£548,991	£61.12	£67.11	91			
12. Miscellaneous goods and services	£988,108	£110.01	£109.86	100			
<b>Total Expenditure</b>	<b>£5,587,296</b>	<b>£622.05</b>	<b>£688.85</b>	<b>90</b>			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.