

CGA LICENCED PREMISES

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Area:	P04531_Nags Head Inn, Stapleton, LE9 8JN (
Base:	Great Britain
Year:	2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	1	26.3	81.7	32			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	52.5	28.2	187			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

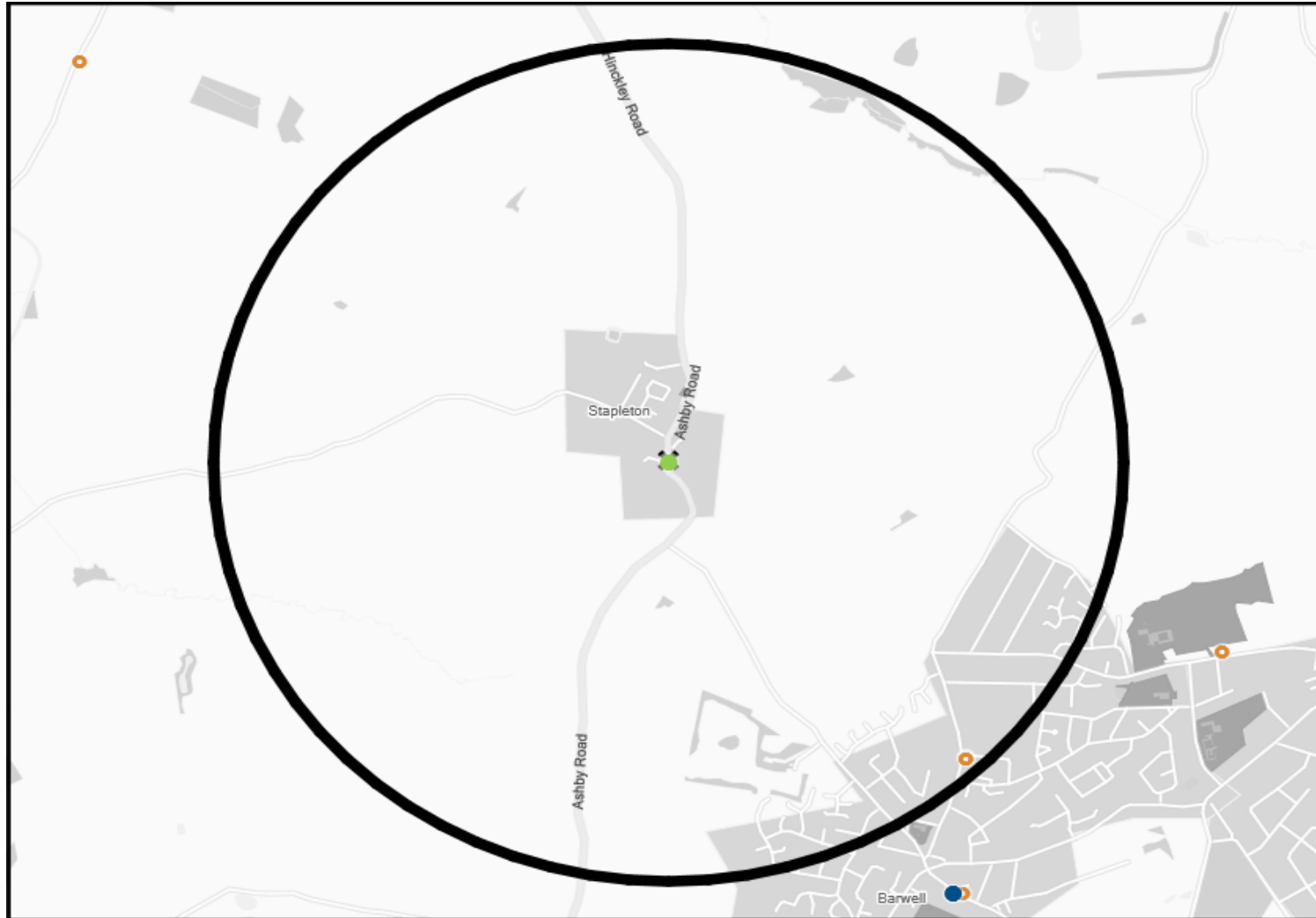
Name	Description	License Type	Owner Name	Postcode
Nags Head Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE 9 8JN
Barwell Sports Bar	Independent Free	Registered Club	Independent Free	LE 9 8FQ
Barwell Indoor Bowling Club	Independent Free	Registered Club	Independent Free	LE 9 8FQ

MAP OF AREA

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Source: OS Open Data 2018

Area: P04531_Nags Head Inn, Stapleton, LE9 8JN (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: P04531_Nags Head Inn, Stapleton, LE9 8JN (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
	1 Affluent Achievers	213	13.2	22.1	60		<div></div>	
	2 Rising Prosperity	10	0.6	10.2	6	<div></div>		
	3 Comfortable Communities	875	54.1	26.5	204		<div></div>	
	4 Financially Stretched	419	25.9	23.7	109		<div></div>	
	5 Urban Adversity	101	6.2	17.2	36	<div></div>		
	6 Not Private Households	0	0.0	0.3	0	<div></div>		
 Graph								
Total households		1,618						

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%



ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04531_Nags Head Inn, Stapleton, LE9 8JN (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	131	8.1	11.3	71			
1.C Mature Money	82	5.1	9.6	53			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	10	0.6	6.4	10			
3. Comfortable Communities							
3.F Countryside Communities	118	7.3	5.7	127			
3.G Successful Suburbs	131	8.1	6.0	136			
3.H Steady Neighbourhoods	352	21.8	7.4	294			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	274	16.9	4.6	372			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	165	10.2	8.0	128			
4.M Striving Families	146	9.0	7.4	121			
4.N Poorer Pensioners	108	6.7	5.8	116			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.3	0			
5.P Struggling Estates	101	6.2	5.7	109			
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	1,618						

Acorn Group Pen Portrait

4

L

Modest Means

4.1M
UK Results

7.7%
of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

CORE DEMOGRAPHICS

Age range

25-44

Children at home

3+

House tenure

Privately renting

Family structure

Single parent

Number of beds

3

House type

Terraced

FINANCIAL PROFILE

Household income

UK: £35k
London: £42k
Average: £10k / Average: £16k

% Disposable income

UK: 45%
London: 32%
Average: 43% / Average: 29%

Financial situation

Running into debt

Saving a lot

BRANDS

SHOPPING

The Works, M&Co, Range, NEW LOOK

LEISURE

Harry Ramsden, KFC, Frankie & Benny's, GREGGS

WEBSITES

ebay, sky, Argos, LAD BIBLE

DIGITAL

ATTITUDES

I worry about online security

58%
UK average: 58%

Shopping online makes my life easier

61%
UK average: 62%

I love the ease of using chat bots to get answers

32%
UK average: 28%

TOP BEHAVIOURS

Moderate internet usage

Uploads original content on social media

TV catch up via ITV hub

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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?


ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04531_Nags Head Inn, Stapleton, LE9 8JN (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	22	1.4	2.6	51			
	1.B.5 Wealthy countryside commuters	5	0.3	2.5	13			
	1.B.6 Financially comfortable families	81	5.0	2.2	225			
	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	23	1.4	1.6	88			
1.C Mature Money								
	1.C.10 Better-off villagers	22	1.4	3.1	44			
	1.C.11 Settled suburbia, older people	37	2.3	2.8	81			
	1.C.12 Retired and empty nesters	23	1.4	2.5	58			
	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	10	0.6	2.0	31			
	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	7	0.4	1.5	28			
	3.F.22 Older couples and families in rural areas	53	3.3	1.0	326			
	3.F.23 Owner occupiers in small towns and villages	58	3.6	3.2	112			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	131	8.1	2.7	300			
	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	335	20.7	3.5	597			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	17	1.1	2.3	45			
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	274	16.9	2.4	706			
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	108	6.7	2.6	254			
	4.L.39 Fading owner occupied terraces	57	3.5	2.9	121			
	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	93	5.7	1.6	360			
	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	53	3.3	2.0	161			
	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	108	6.7	2.2	299			
	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	101	6.2	1.6	390			
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		1,618						

CATEGORY

GROUP

TYPE

MAP

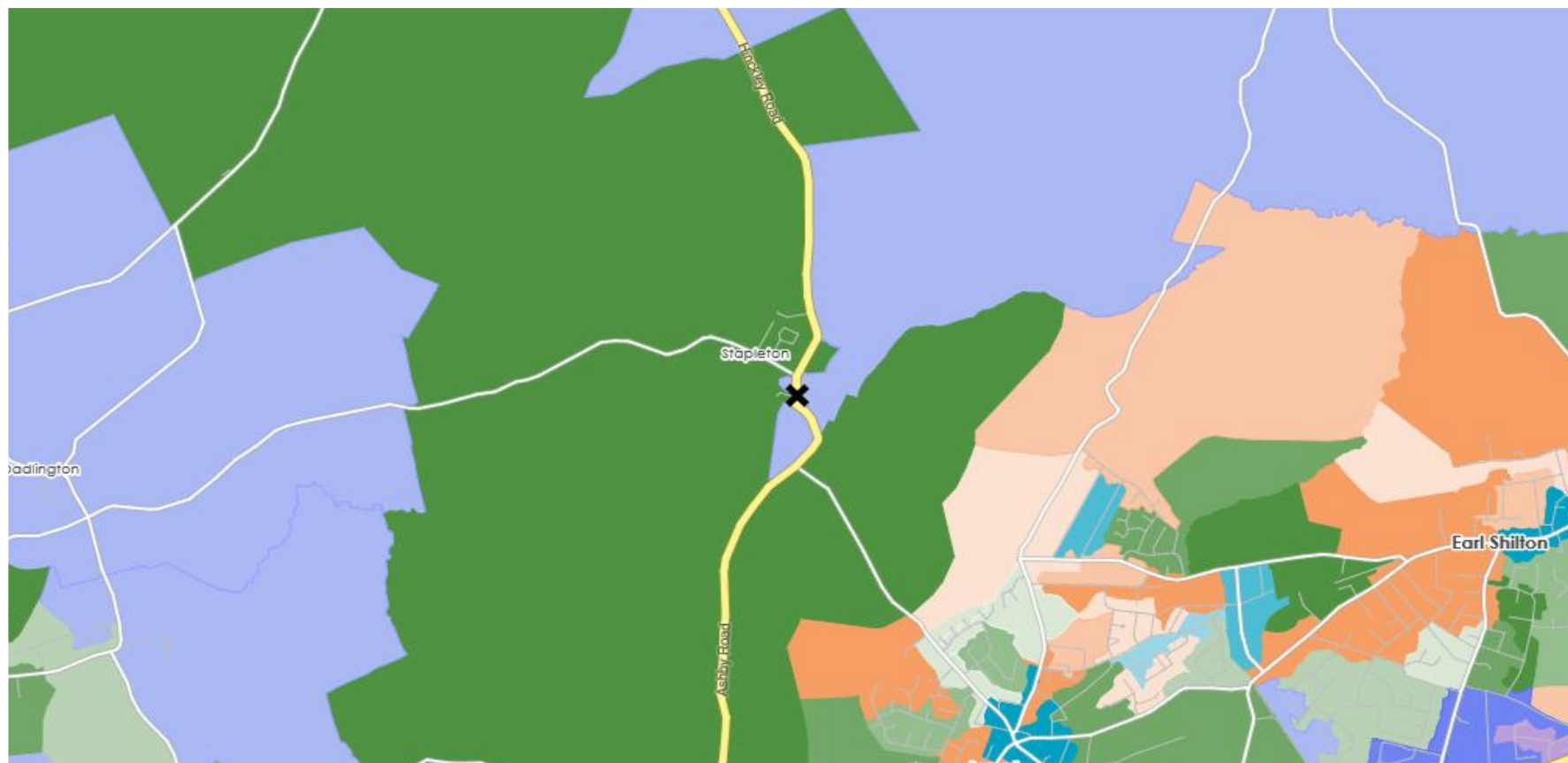
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04531_Nags Head Inn, Stapleton, LE9 8JN (1 Mile contour)



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

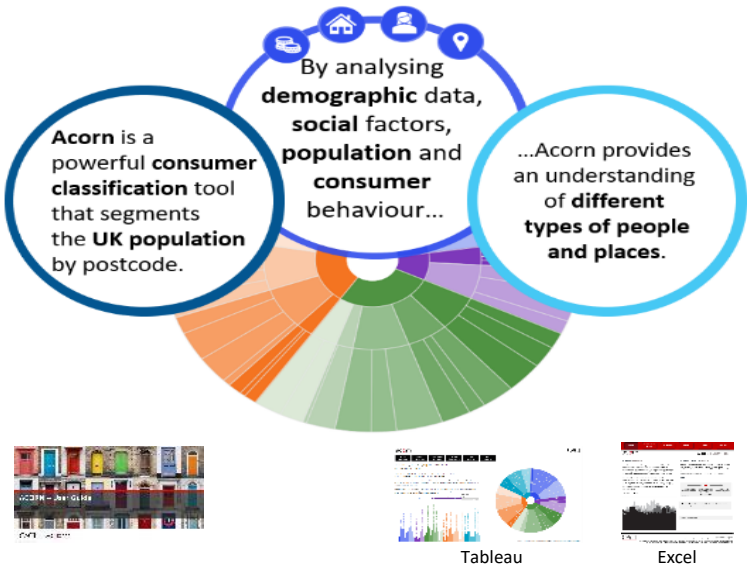
Acorn Groups

- 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		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+

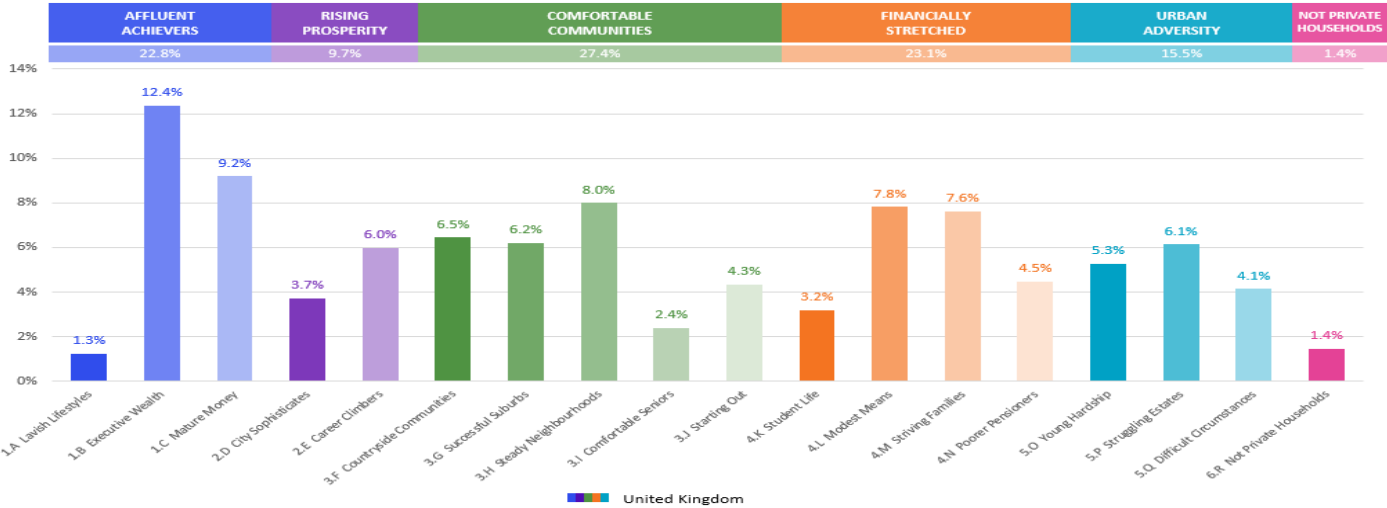
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles 6%

B. Executive Wealth 54%

C. Mature Money 40%

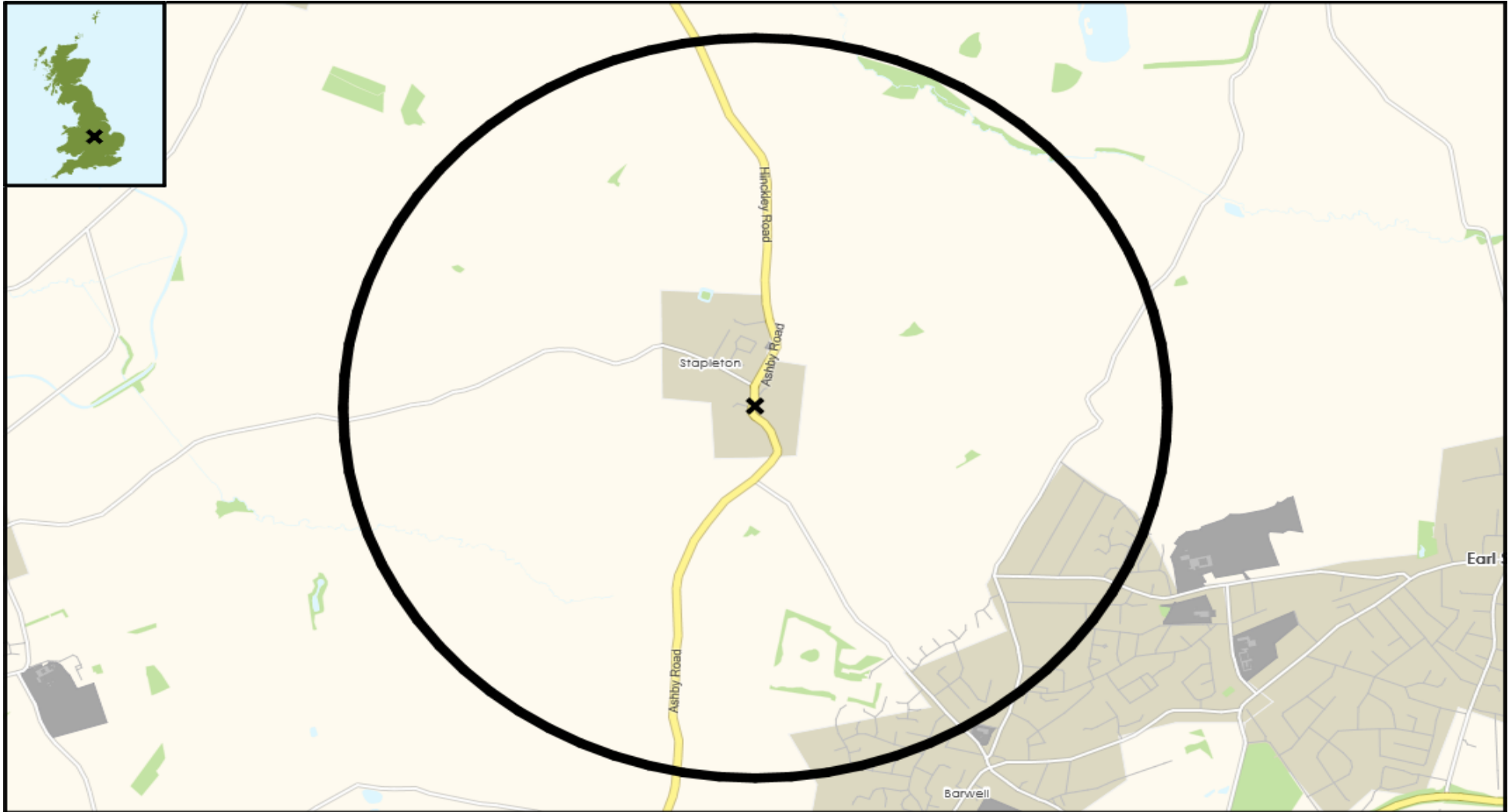


MAP OF AREA

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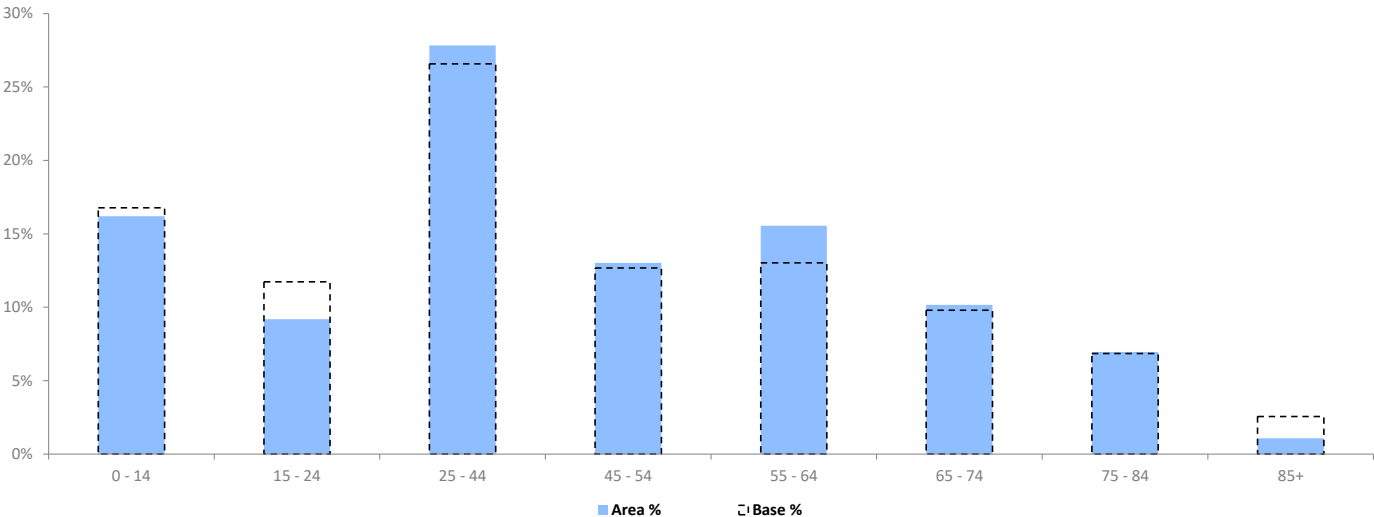


POPULATION PROJECTIONS

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Area:	P04531_Nags Head Inn, Stapleton, LE9 8JN (1 Mile contour)
Base:	Great Britain
Year:	2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	617	16.2	16.8	97			
15 - 24	350	9.2	11.7	78			
25 - 44	1,060	27.8	26.6	105			
45 - 54	496	13.0	12.7	103			
55 - 64	592	15.5	13.0	119			
65 - 74	387	10.2	9.8	104			
75 - 84	265	7.0	6.9	101			
85+	41	1.1	2.6	42			
Total population	3,808						



EXPENDITURE

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Area:	P04531_Nags Head Inn, Stapleton, LE9 8JN (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
COICOP Categories							
1. Food & non-alcoholic beverages	£109,135	£64.01	£66.95	96			
2. Alcoholic beverages, tobacco and narcotics	£54,592	£32.02	£28.12	114			
3. Clothing & Footwear	£34,518	£20.24	£22.40	90			
4. Housing, water, electricity, gas and other fuels	£149,665	£87.78	£107.19	82			
5. Furnishings, equipment and routine maintenance	£61,899	£36.30	£36.85	99			
6. Health	£19,609	£11.50	£13.48	85			
7. Transport	£215,385	£126.33	£134.74	94			
8. Communication	£28,288	£16.59	£15.74	105			
9. Recreation & Culture	£111,688	£65.51	£64.16	102			
10. Education	£14,531	£8.52	£22.26	38			
11. Restaurants & Hotels	£93,481	£54.83	£67.11	82			
12. Miscellaneous goods and services	£179,154	£105.08	£109.86	96			
Total Expenditure	£1,071,944	£628.71	£688.85	91			

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.