

# CGA LICENCED PREMISES - LICENCES

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Area: P03712\_Macaulays, Largs, KA30 8AJ (1 Mile)  
Base: Great Britain  
Year: 2024

| Licence Type                           | Profile | Per 1000<br>Pop (Area) | Per 1000<br>Pop (Base) | Index | 0           | 100 | 200 |
|--|---------|------------------------|------------------------|-------|-------------|-----|-----|
| <b>Pubs and Bars</b>                   |         |                        |                        |       |             |     |     |
| Branded Food Pub                       | 0       | 0.0                    | 2.9                    | 0     | <div></div> |     |     |
| Cocktail Bar                           | 0       | 0.0                    | 1.4                    | 0     | <div></div> |     |     |
| Community Pub                          | 1       | 9.6                    | 26.8                   | 36    | <div></div> |     |     |
| Craft Bar                              | 0       | 0.0                    | 1.2                    | 0     | <div></div> |     |     |
| Educational Bar                        | 0       | 0.0                    | 0.9                    | 0     | <div></div> |     |     |
| Late Night Bar                         | 0       | 0.0                    | 2.0                    | 0     | <div></div> |     |     |
| Themed Bar                             | 0       | 0.0                    | 0.5                    | 0     | <div></div> |     |     |
| Themed Pub                             | 0       | 0.0                    | 0.3                    | 0     | <div></div> |     |     |
| Unbranded Food Pub                     | 0       | 0.0                    | 13.8                   | 0     | <div></div> |     |     |
| Unthemed High Street Pub               | 7       | 67.4                   | 8.9                    | 755   | <div></div> |     |     |
| Wine Bar                               | 0       | 0.0                    | 1.0                    | 0     | <div></div> |     |     |
| <b>Restaurants and Cafes</b>           |         |                        |                        |       |             |     |     |
| Bar Restaurant                         | 4       | 38.5                   | 5.0                    | 773   | <div></div> |     |     |
| Cafe/Delicatessen                      | 0       | 0.0                    | 1.8                    | 0     | <div></div> |     |     |
| Casual Dining Restaurant               | 0       | 0.0                    | 7.6                    | 0     | <div></div> |     |     |
| Restaurant                             | 2       | 19.3                   | 21.7                   | 89    | <div></div> |     |     |
| <b>Accomodation and Functions</b>      |         |                        |                        |       |             |     |     |
| Conference/Exhibition/Function/Banquet | 0       | 0.0                    | 3.6                    | 0     | <div></div> |     |     |
| Guest/Boarding House                   | 1       | 9.6                    | 2.5                    | 386   | <div></div> |     |     |
| Hotel                                  | 3       | 28.9                   | 10.8                   | 267   | <div></div> |     |     |
| <b>Sports and Community</b>            |         |                        |                        |       |             |     |     |
| Bowling Alley                          | 0       | 0.0                    | 0.3                    | 0     | <div></div> |     |     |
| Commercially Run Sports Venue/Stadium  | 0       | 0.0                    | 0.5                    | 0     | <div></div> |     |     |
| Golf Club                              | 2       | 19.3                   | 3.1                    | 615   | <div></div> |     |     |
| Local Sports Club                      | 4       | 38.5                   | 11.9                   | 325   | <div></div> |     |     |
| Snooker Club                           | 0       | 0.0                    | 0.0                    | 0     | <div></div> |     |     |
| Social Club                            | 0       | 0.0                    | 12.0                   | 0     | <div></div> |     |     |
| Spa and Country Club                   | 0       | 0.0                    | 0.2                    | 0     | <div></div> |     |     |
| Sports and Leisure Centre              | 0       | 0.0                    | 1.9                    | 0     | <div></div> |     |     |
| <b>Entertainment and Leisure</b>       |         |                        |                        |       |             |     |     |
| Arena                                  | 0       | 0.0                    | 0.0                    | 0     | <div></div> |     |     |
| Ballroom                               | 0       | 0.0                    | 0.0                    | 0     | <div></div> |     |     |
| Bingo Hall                             | 0       | 0.0                    | 0.4                    | 0     | <div></div> |     |     |
| Casino                                 | 0       | 0.0                    | 0.2                    | 0     | <div></div> |     |     |
| Cinema                                 | 0       | 0.0                    | 0.5                    | 0     | <div></div> |     |     |
| Holiday/Caravan Park                   | 0       | 0.0                    | 1.3                    | 0     | <div></div> |     |     |
| Nightclub                              | 0       | 0.0                    | 1.2                    | 0     | <div></div> |     |     |
| Street Market                          | 0       | 0.0                    | 0.0                    | 0     | <div></div> |     |     |
| Theatre                                | 0       | 0.0                    | 1.0                    | 0     | <div></div> |     |     |
| Unknown                                | 0       | 0.0                    | 0.0                    | 0     | <div></div> |     |     |

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Base: Great Britain  
Year: 2024

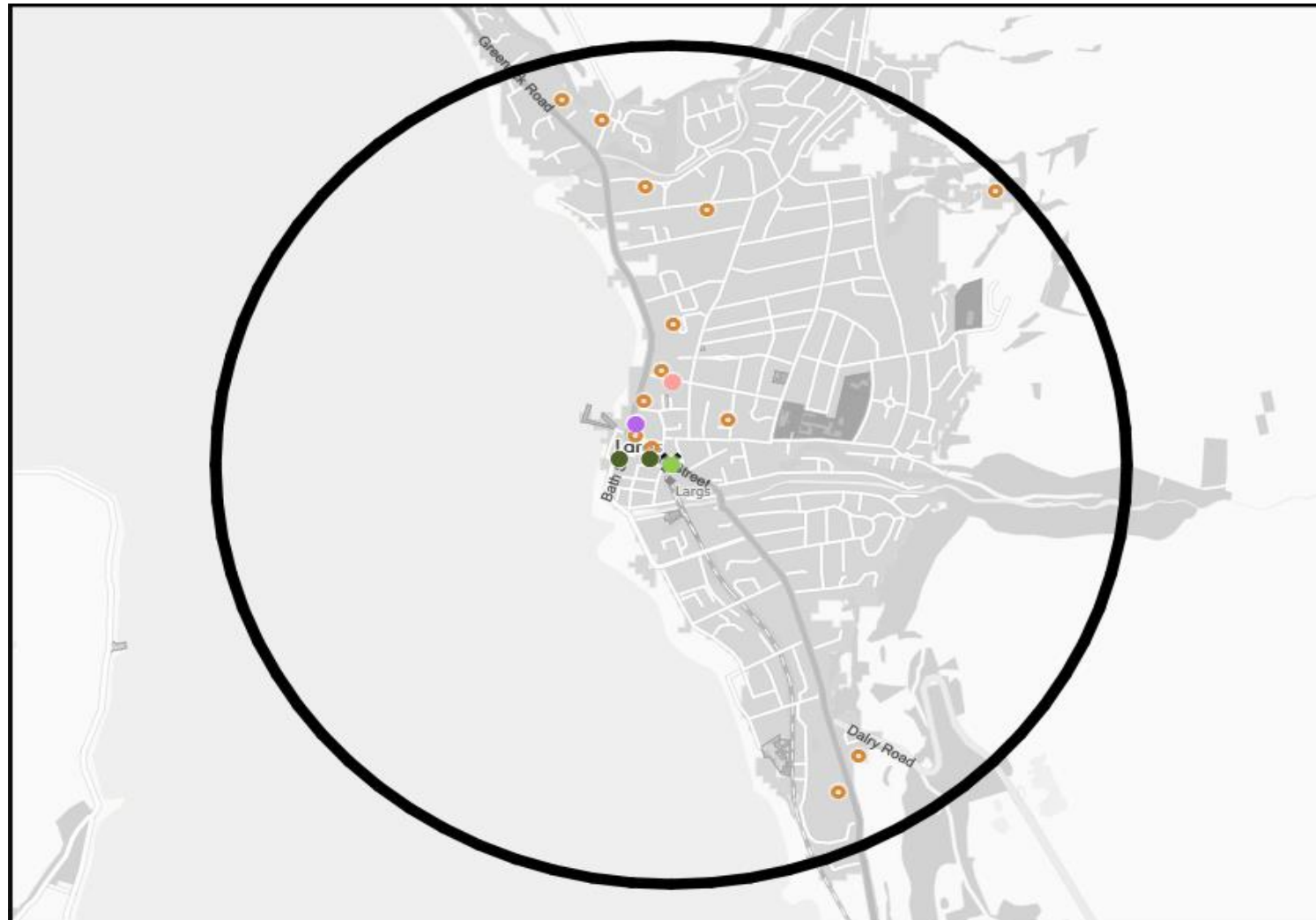
| Name                    | Description              | License Type           | Owner Name               | Postcode |
|-------------------------|--------------------------|------------------------|--------------------------|----------|
| George                  | Independent Free         | Hotel                  | Independent Free         | KA30 8AA |
| Koh I Noor              | Independent Free         | Restaurant             | Independent Free         | KA30 8AE |
| Macaulays               | Admiral Taverns Ltd      | Unthemed High Street F | Admiral Taverns Ltd      | KA30 8AJ |
| Drouthy Neebors         | Greene King              | Unthemed High Street F | Greene King              | KA30 8AL |
| Scotts                  | Buzzworks Holdings Group | Bar Restaurant         | Buzzworks Holdings Group | KA30 8AL |
| Ye Olde Anchor Inn      | Independent Free         | Unthemed High Street F | Independent Free         | KA30 8LX |
| Waterside               | Greene King              | Unthemed High Street F | Greene King              | KA30 8BL |
| Largs Golf Club         | Independent Free         | Golf Club              | Independent Free         | KA30 8EU |
| Haylie                  | Independent Free         | Guest/Boarding House   | Independent Free         | KA30 8EY |
| Tinto Tapas             | Tinto Tapas              | Bar Restaurant         | Tinto Tapas              | KA30 8LD |
| Three Reasons           | Independent Free         | Unthemed High Street F | Independent Free         | KA30 8LX |
| Room                    | Independent Free         | Bar Restaurant         | Independent Free         | KA30 8LX |
| Potters                 | Independent Free         | Local Sports Club      | Independent Free         | KA30 8LZ |
| Willowbank Hotel        | Independent Free         | Hotel                  | Independent Free         | KA30 8PG |
| Largs Bowling Club      | Independent Free         | Local Sports Club      | Independent Free         | KA30 8PT |
| Woodhouse Hotel         | Independent Free         | Community Pub          | Independent Free         | KA30 8PX |
| Routenburn Golf Club    | Independent Free         | Golf Club              | Independent Free         | KA30 8QA |
| Scottish Sports Council | Independent Free         | Local Sports Club      | Independent Free         | KA30 8RW |
| Buena Onda              | Independent Free         | Restaurant             | Independent Free         | KA30 8BL |
| Brisbane House Hotel    | Independent Free         | Hotel                  | Independent Free         | KA30 8NE |
| Halkshill Bowling Club  | Independent Free         | Local Sports Club      | Independent Free         | KA30 9AQ |
| J G Sharps              | Star Pubs & Bars         | Unthemed High Street F | Star Pubs & Bars         | KA30 8LW |
| Nardinis                | Independent Free         | Bar Restaurant         | Independent Free         | KA30 8NF |
| Paddle Steamer          | Wetherspoons GB          | Unthemed High Street F | Wetherspoons GB          | KA30 8LX |

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03712\_Macaulays, Largs, KA30 8AJ (1 Mile contour)



## KEY

### Large pub co's & bars

- Admiral Taverns Ltd
- Ei Group
- Greene King
- Marston's
- Mitchells & Butlers
- Punch Pub Company
- Shepherd Neame
- Star Pubs & Bars
- Stonegate Pub Company
- Wetherspoon
- Whitbread

### 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: P03712\_Macaulays, Largs, KA30 8AJ (1 Mile contour)  
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Year: 2024

| Acorn Category Description |                         | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|----------------------------|-------------------------|--------------|------------|------------|---------|-----|-----|
| 1                          | Luxury Lifestyles       | 7            | 0.1        | 3.1        | 4       |     |     |
| 2                          | Established Affluence   | 321          | 5.8        | 12.3       | 47      |     |     |
| 3                          | Thriving Neighbourhoods | 1,164        | 20.9       | 22.6       | 92      |     |     |
| 4                          | Steadfast Communities   | 1,747        | 31.3       | 25.2       | 124     |     |     |
| 5                          | Stretched Society       | 450          | 8.1        | 21.1       | 38      |     |     |
| 6                          | Low Income Living       | 1,860        | 33.4       | 15.4       | 217     |     |     |
| 7                          | Not Private Households  | 25           | 0.4        | 0.4        | 115     |     |     |
| Total households           |                         | 5,574        |            |            |         |     |     |

Acorn Category Pen Portrait

6

Low Income Living

4.4M  
UK Households

15.5%  
of UK

Predominant Housing Type

Flats

Predominant Housing Tenure

Socially rented

Savings & Investments

Very low

This category contains the most deprived areas of towns and cities across the UK, with the lowest incomes. It contains a higher proportion of single people across the age groups, socially renting their flats.

Groups within Low Income Living

S Cash-strapped Families 48%

T Constrained Pensioners 21%

U Challenging Circumstances 31%




ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03712\_Macaulays, Largs, KA30 8AJ (1 Mile contour)  
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| Acorn Group Description       | Area Profile | % for Area | % for Base | Index | 0 | 100 | 200 |
|-------------------------------|--------------|------------|------------|-------|---|-----|-----|
| 1. Luxury Lifestyles          |              |            |            |       |   |     |     |
| 1.A Exclusive Addresses       | 0            | 0.0        | 0.3        | 0     |   |     |     |
| 1.B Flourishing Capital       | 0            | 0.0        | 1.0        | 0     |   |     |     |
| 1.C Upmarket Families         | 7            | 0.1        | 1.8        | 7     |   |     |     |
| 2. Established Affluence      |              |            |            |       |   |     |     |
| 2.D Commuter Belt Wealth      | 321          | 5.8        | 9.1        | 63    |   |     |     |
| 2.E Prosperous Professionals  | 0            | 0.0        | 3.2        | 0     |   |     |     |
| 3. Thriving Neighbourhoods    |              |            |            |       |   |     |     |
| 3.F Mature Success            | 811          | 14.5       | 7.0        | 207   |   |     |     |
| 3.G Settled Suburbia          | 246          | 4.4        | 5.2        | 85    |   |     |     |
| 3.H Metropolitan Surroundings | 0            | 0.0        | 1.6        | 0     |   |     |     |
| 3.I Up-and-coming Urbanites   | 0            | 0.0        | 3.2        | 0     |   |     |     |
| 3.J Aspiring Communities      | 107          | 1.9        | 5.5        | 35    |   |     |     |
| 4. Steadfast Communities      |              |            |            |       |   |     |     |
| 4.K Semi-rural Maturity       | 552          | 9.9        | 6.7        | 147   |   |     |     |
| 4.L Traditional Homeowners    | 66           | 1.2        | 6.0        | 20    |   |     |     |
| 4.M Family Renters            | 0            | 0.0        | 4.6        | 0     |   |     |     |
| 4.N Urban Diversity           | 0            | 0.0        | 2.6        | 0     |   |     |     |
| 4.O Stable Seniors            | 1,129        | 20.3       | 5.3        | 379   |   |     |     |
| 5. Stretched Society          |              |            |            |       |   |     |     |
| 5.P Tenant Living             | 80           | 1.4        | 8.3        | 17    |   |     |     |
| 5.Q Limited Budgets           | 25           | 0.4        | 5.2        | 9     |   |     |     |
| 5.R Hard-up Households        | 345          | 6.2        | 7.6        | 81    |   |     |     |
| 6. Low Income Living          |              |            |            |       |   |     |     |
| 6.S Cash-strapped Families    | 66           | 1.2        | 7.3        | 16    |   |     |     |
| 6.T Constrained Pensioners    | 1,729        | 31.0       | 3.3        | 941   |   |     |     |
| 6.U Challenging Circumstances | 65           | 1.2        | 4.8        | 25    |   |     |     |
| 7. Not Private Households     |              |            |            |       |   |     |     |
| 7.V Not Private Households    | 25           | 0.4        | 0.4        | 115   |   |     |     |
| Total households              | 5,574        |            |            |       |   |     |     |

Acorn Group Pen Portrait



### 6T Constrained Pensioners

Struggling pensioners on low incomes in social housing.

0.9M

UK Households

3.3%

of UK

KEY ATTRIBUTES

Retired, higher proportion aged 75+, bungalows, social renting, 1-2 bedroom, lowest internet usage.

CORE DEMOGRAPHICS

More likely to be:

Age banding

65+

Level of education

Few qualifications

Household income

£24K

UK average £48K

Composition

Older single

House tenure

Social renting

Residence

Flat or bungalow

FINANCIAL SITUATION

Struggling

Making ends meet

Comfortable

Wealthy

LOCATIONS

Clydebank - Scotland

Skegness - Lincolnshire

South Shields - Tyneside

Paisley - Scotland

Llandrindod Wells - Wales

Dundee

CHANNELS

How to reach them

TV

Newspapers

Magazines

Internet usage

Low

Online activities

Below average usage for many online activities.

MEDIA HABITS

Mirror

DAILY EXPRESS

THE SUN

Sun

Challenge

5

LIFESTYLE

Interests and hobbies  
Crossword puzzles, variety shows, listening to music, knitting/sewing

Environmental attitudes  
Generally unconcerned about climate change

Shopping behaviour  
Likely to purchase budget ranges at the supermarkets

BRANDS & PEOPLE AFFINITY

Shopping and websites  
JD-WILLIAMS Spectravox bnm Bonmarché Aldi Lidl

Food and leisure  
Iceland Morrisons Asda Harvester THE NATIONAL LOTTERY

Public figure affinities  
Rod Stewart André Rieu Royal Family  
Paul McCartney Alfie Boe Ant and Dec

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02/06/2025

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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




## ACORN TYPE PROFILE - HOUSEHOLDS

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Base: Great Britain

Year: 2024

Sort by:  Acorn Structure  
 Index  
 Profile %

| Acorn Type Description        |        |  |  | Area Profile | % for Area | % for Base | Index | 0           | 100         | 200         |
|-------------------------------|--------|--|--|--------------|------------|------------|-------|-------------|-------------|-------------|
| 1- Luxury Lifestyles          |        |  |  |              |            |            |       |             |             |             |
| 1.A Exclusive Addresses       |        |  |  |              |            |            |       |             |             |             |
|                               | 1.A.1  | High-flyers in luxury apartments and townhouses                      |  | 0            | 0.0        | 0.1        | 0     | <div></div> |             |             |
|                               | 1.A.2  | Wealthy, gentrified areas  |  | 0            | 0.0        | 0.1        | 0     | <div></div> |             |             |
|                               | 1.A.3  | Asset-rich, out-of-town older families                               |  | 0            | 0.0        | 0.1        | 0     | <div></div> |             |             |
| 1.B Flourishing Capital       |        |  |  |              |            |            |       |             |             |             |
|                               | 1.B.4  | High-end professionals in city flats                                 |  | 0            | 0.0        | 0.5        | 0     | <div></div> |             |             |
|                               | 1.B.5  | Successful young families in smart urban areas                       |  | 0            | 0.0        | 0.5        | 0     | <div></div> |             |             |
| 1.C Upmarket Families         |        |  |  |              |            |            |       |             |             |             |
|                               | 1.C.6  | Executives in expensive suburban houses                              |  | 0            | 0.0        | 1.1        | 0     | <div></div> |             |             |
|                               | 1.C.7  | Prosperous families in green-belt areas with substantial homes       |  | 7            | 0.1        | 0.8        | 16    | <div></div> |             |             |
| 2- Established Affluence      |        |  |  |              |            |            |       |             |             |             |
| 2.D Commuter Belt Wealth      |        |  |  |              |            |            |       |             |             |             |
|                               | 2.D.8  | Affluent, older homeowners   |  | 0            | 0.0        | 2.1        | 0     | <div></div> |             |             |
|                               | 2.D.9  | Families and couples in comfortable homes                            |  | 112          | 2.0        | 1.6        | 129   | <div></div> | <div></div> |             |
|                               | 2.D.10 | Well-off families in larger semis                                    |  | 40           | 0.7        | 1.1        | 64    | <div></div> | <div></div> |             |
|                               | 2.D.11 | Mature and moneyed out-of-towners                                    |  | 8            | 0.1        | 2.1        | 7     | <div></div> | <div></div> |             |
|                               | 2.D.12 | Well-to-do empty nesters in detached houses                          |  | 161          | 2.9        | 2.2        | 134   | <div></div> | <div></div> | <div></div> |
| 2.E Prosperous Professionals  |        |  |  |              |            |            |       |             |             |             |
|                               | 2.E.13 | Families in leafy suburbs  |  | 0            | 0.0        | 1.3        | 0     | <div></div> |             |             |
|                               | 2.E.14 | Upmarket young families in terraces                                  |  | 0            | 0.0        | 0.9        | 0     | <div></div> |             |             |
|                               | 2.E.15 | Educated professionals renting flats                                 |  | 0            | 0.0        | 1.0        | 0     | <div></div> |             |             |
| 3- Comfortable Communities    |        |  |  |              |            |            |       |             |             |             |
| 3.F Mature Success            |        |  |  |              |            |            |       |             |             |             |
|                               | 3.F.16 | Families and couples in detached houses                              |  | 132          | 2.4        | 2.0        | 121   |             |             | <div></div> |
|                               | 3.F.17 | Older, rural empty nesters and couples                               |  | 567          | 10.2       | 2.7        | 384   |             |             | <div></div> |
|                               | 3.F.18 | Countryside retirees in spacious houses                              |  | 9            | 0.2        | 0.1        | 190   |             |             | <div></div> |
|                               | 3.F.19 | Sophisticated couples living comfortably in detached homes           |  | 103          | 1.8        | 2.3        | 79    |             | <div></div> | <div></div> |
| 3.G Successful Suburbs        |        |  |  |              |            |            |       |             |             |             |
|                               | 3.G.20 | Mixed lifestages in semi-detached homes                              |  | 0            | 0.0        | 2.4        | 0     | <div></div> |             |             |
|                               | 3.G.21 | Mid-life suburban living   |  | 246          | 4.4        | 2.7        | 162   |             | <div></div> | <div></div> |
| 3.H Metropolitan Surroundings |        |  |  |              |            |            |       |             |             |             |
|                               | 3.H.22 | Younger families and sharers in city terraces                        |  | 0            | 0.0        | 1.0        | 0     | <div></div> |             |             |
|                               | 3.H.23 | Culturally diverse suburban families                                 |  | 0            | 0.0        | 0.7        | 0     | <div></div> |             |             |
| 3.I Up-and-coming Urbanites   |        |  |  |              |            |            |       |             |             |             |
|                               | 3.I.24 | Young professionals renting city flats                               |  | 0            | 0.0        | 1.3        | 0     | <div></div> |             |             |
|                               | 3.I.25 | Privately renting students and house sharers                         |  | 0            | 0.0        | 0.3        | 0     | <div></div> |             |             |
|                               | 3.I.26 | Younger couples and singles in flats                                 |  | 0            | 0.0        | 1.7        | 0     | <div></div> |             |             |
| 3.J Aspiring Communities      |        |  |  |              |            |            |       |             |             |             |
|                               | 3.J.27 | Professional families and couples in suburban, owner-occupied areas  |  | 46           | 0.8        | 3.2        | 25    | <div></div> | <div></div> |             |
|                               | 3.J.28 | Families and couples in terraces                                     |  | 61           | 1.1        | 2.3        | 48    | <div></div> | <div></div> |             |
| 4- Steadfast Communities      |        |  |  |              |            |            |       |             |             |             |
| 4.K Semi-rural Maturity       |        |  |  |              |            |            |       |             |             |             |
|                               | 4.K.29 | Senior home-owning couples   |  | 199          | 3.6        | 3.0        | 118   |             |             | <div></div> |
|                               | 4.K.30 | Empty nesters in owner-occupied detached homes                       |  | 276          | 5.0        | 2.5        | 200   |             |             | <div></div> |
|                               | 4.K.31 | Comfortable, home-owning families and empty nesters                  |  | 60           | 1.1        | 0.7        | 160   |             |             | <div></div> |
|                               | 4.K.32 | Older comfortable families and couples in detached, rural properties |  | 17           | 0.3        | 0.5        | 62    |             | <div></div> | <div></div> |
|                               | 4.K.33 | Retirees in semi-detached and detached properties                    |  | 0            | 0.0        | 0.1        | 0     | <div></div> | <div></div> | <div></div> |
| 4.L Traditional Homeowners    |        |  |  |              |            |            |       |             |             |             |
|                               | 4.L.34 | Older owner-occupier households in semis                             |  | 66           | 1.2        | 3.0        | 39    | <div></div> | <div></div> | <div></div> |
|                               | 4.L.35 | Settled communities, semi-detached properties                        |  | 0            | 0.0        | 2.9        | 0     | <div></div> | <div></div> | <div></div> |
| 4.M Family Renters            |        |  |  |              |            |            |       |             |             |             |
|                               | 4.M.36 | Cost-conscious families in terraces                                  |  | 0            | 0.0        | 2.2        | 0     | <div></div> | <div></div> | <div></div> |
|                               | 4.M.37 | Restricted residents, socially renting                               |  | 0            | 0.0        | 2.4        | 0     | <div></div> | <div></div> | <div></div> |
| 4.N Urban Diversity           |        |  |  |              |            |            |       |             |             |             |
|                               | 4.N.38 | Younger families, multi-occupancy and rented households              |  | 0            | 0.0        | 1.0        | 0     | <div></div> | <div></div> | <div></div> |
|                               | 4.N.39 | Diverse communities in smaller semis and terraces                    |  | 0            | 0.0        | 0.7        | 0     | <div></div> | <div></div> | <div></div> |
|                               | 4.N.40 | Young families, limited means in terraced metropolitan areas         |  | 0            | 0.0        | 0.9        | 0     | <div></div> | <div></div> | <div></div> |
| 4.O Stable Seniors            |        |  |  |              |            |            |       |             |             |             |
|                               | 4.O.41 | Living on modest means in terraces                                   |  | 501          | 9.0        | 2.7        | 328   |             |             | <div></div> |
|                               | 4.O.42 | Retired homeowners in semi-detached and detached houses              |  | 489          | 8.8        | 1.6        | 545   |             |             | <div></div> |
|                               | 4.O.43 | Older couples living in detached houses, rural communities           |  | 139          | 2.5        | 1.0        | 251   |             |             | <div></div> |
| 5- Stretched Society          |        |  |  |              |            |            |       |             |             |             |
| 5.P Tenant Living             |        |  |  |              |            |            |       |             |             |             |
|                               | 5.P.44 | Urban, aspiring flat dwellers  |  | 0            | 0.0        | 1.4        | 0     | <div></div> | <div></div> | <div></div> |
|                               | 5.P.45 | Privately renting squeezed professionals in flats                    |  | 0            | 0.0        | 2.9        | 0     | <div></div> | <div></div> | <div></div> |
|                               | 5.P.46 | Sharers and students in private rentals                              |  | 0            | 0.0        | 1.0        | 0     | <div></div> | <div></div> | <div></div> |
|                               | 5.P.47 | Singles and couples in rented flats                                  |  | 80           | 1.4        | 3.0        | 47    | <div></div> | <div></div> | <div></div> |
| 5.Q Limited Budgets           |        |  |  |              |            |            |       |             |             |             |
|                               | 5.Q.48 | Routine occupations, socially renting families in semis              |  | 0            | 0.0        | 3.3        | 0     | <div></div> | <div></div> | <div></div> |
|                               | 5.Q.49 | Socially renting single adult households                             |  | 25           | 0.4        | 1.9        | 23    | <div></div> | <div></div> | <div></div> |
| 5.R Hard-up Households        |        |  |  |              |            |            |       |             |             |             |
|                               | 5.R.50 | Single-parent families in terraced housing                           |  | 0            | 0.0        | 3.2        | 0     | <div></div> | <div></div> | <div></div> |
|                               | 5.R.51 | Older, single-person households on the outskirts of town             |  | 345          | 6.2        | 2.3        | 266   | <div></div> | <div></div> | <div></div> |
|                               | 5.R.52 | Socially renting families in terraces                                |  | 0            | 0.0        | 2.0        | 0     | <div></div> | <div></div> | <div></div> |
| 6- Low Income Living          |        |  |  |              |            |            |       |             |             |             |
| 6.S Cash-strapped Families    |        |  |  |              |            |            |       |             |             |             |
|                               | 6.S.53 | Diverse families and sharers in flats                                |  | 0            | 0.0        | 1.7        | 0     | <div></div> | <div></div> | <div></div> |
|                               | 6.S.54 | Young families in socially rented semis                              |  | 57           | 1.0        | 1.9        | 55    | <div></div> | <div></div> | <div></div> |
|                               | 6.S.55 | Families in low-value terraced housing                               |  | 9            | 0.2        | 3.0        | 5     | <div></div> | <div></div> | <div></div> |
|                               | 6.S.56 | Diverse young families in rented terraces and flats                  |  | 0            | 0.0        | 0.8        | 0     | <div></div> | <div></div> | <div></div> |
| 6.T Constrained Pensioners    |        |  |  |              |            |            |       |             |             |             |
|                               | 6.T.57 | Older renters in flats and tenements                                 |  | 1,729        | 31.0       | 2.0        | 1,559 | <div></div> | <div></div> | <div></div> |
|                               | 6.T.58 | Poorer pensioners in semis   |  | 0            | 0.0        | 1.3        | 0     | <div></div> | <div></div> | <div></div> |
| 6.U Challenging Circumstances |        |  |  |              |            |            |       |             |             |             |
|                               | 6.U.59 | Students and sharers in multi-occupancy flats                        |  | 0            | 0.0        | 0.2        | 0     | <div></div> | <div></div> | <div></div> |
|                               | 6.U.60 | Socially renting single adult households in flats                    |  | 0            | 0.0        | 0.9        | 0     | <div></div> | <div></div> | <div></div> |
|                               | 6.U.61 | Socially rented flats, singles and pensioners                        |  | 65           | 1.2        | 3.6        | 32    | <div></div> | <div></div> | <div></div> |
| 7- Not Private Households     |        |  |  |              |            |            |       |             |             |             |
| 7.V Not Private Households    |        |  |  |              |            |            |       |             |             |             |
|                               | 7.V.62 | Students in halls of residence                                       |  | 0            | 0.0        | 0.1        | 0     | <div></div> | <div></div> | <div></div> |
|                               | 7.V.63 | Active communal populations  |  | 0            | 0.0        | 0.0        | 0     | <div></div> | <div></div> | <div></div> |
|                               | 7.V.64 | Inactive communal populations  |  | 25           | 0.4        | 0.2        | 214   | <div></div> | <div></div> | <div></div> |
|                               | 7.V.65 | Non-residential postcodes  |  | 0            | 0.0        | 0.0        | 0     | <div></div> | <div></div> | <div></div> |
| Total households              |        |  |  | 5,574        |            |            |       |             |             |             |



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## DOMINANT ACORN CATEGORY - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03712\_Macaulays, Largs, KA30 8AJ (1 Mile contour)



- Dominant Acorn Category
- % Luxury Lifestyles
- % Established Affluence
- % Thriving Neighbourhoods
- % Steadfast Communities
- % Stretched Society
- % Low Income Living
- Dominant Acorn Group

## Acorn Categories

- 1. Luxury Lifestyles
- 2. Established Affluence
- 3. Thriving Neighbourhoods
- 4. Steadfast Communities
- 5. Stretched Society
- 6. Low Income Living
- 7. Not Private Households

Area Boundary

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN - WHAT IS IT?



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### WHAT IS ACORN?

Acorn is the leading geodemographic segmentation of residential neighbourhoods in the UK. It classifies each postcode in the country into one of 7 categories, 22 groups and 65 types that give a distinctive picture of the kinds of people who live in an area.

Acorn is a powerful targeting tool that combines geography with demographics and lifestyle information, and the places where people live with their underlying characteristics and behaviour, to create a tool for understanding the different types of people in different areas throughout the country. It provides a detailed understanding of the people who interact with your organisation and helps you learn about their relationship with you. This knowledge gives you the opportunity to target, acquire and develop profitable customer relationships and improve service delivery.

### ACORN STRUCTURE

| CATEGORY                   | GROUP                          | TYPE  |
|----------------------------|--------------------------------|-------|
| 1. Luxury Lifestyles       | 1.A. Exclusive Addresses       | 1-3   |
|                            | 1.B. Flourishing Capital       | 4-5   |
|                            | 1.C. Upmarket Families         | 6-7   |
| 2. Established Affluence   | 2.D. Commuter-Belt Wealth      | 8-12  |
|                            | 2.E. Prosperous Professionals  | 13-15 |
| 3. Thriving Neighbourhoods | 3.F. Mature Success            | 16-19 |
|                            | 3.G. Settled Suburbia          | 20-21 |
|                            | 3.H. Metropolitan Surroundings | 22-23 |
|                            | 3.I. Up-and-Coming Urbanites   | 24-26 |
|                            | 3.J. Aspiring Communities      | 27-28 |
| 4. Steadfast Communities   | 4.K. Semi-Rural Maturity       | 29-33 |
|                            | 4.L. Traditional Homeowners    | 34-35 |
|                            | 4.M. Family Renters            | 36-37 |
|                            | 4.N. Urban Diversity           | 38-40 |
|                            | 4.O. Stable Seniors            | 41-43 |
| 5. Stretched Society       | 5.P. Tenant Living             | 44-47 |
|                            | 5.Q. Limited Budgets           | 48-49 |
|                            | 5.R. Hard-Up Households        | 50-52 |
| 6. Low Income Living       | 6.S. Cash-Strapped Families    | 53-56 |
|                            | 6.T. Constrained Pensioners    | 57-58 |
|                            | 6.U. Challenging Circumstances | 59-61 |
| 7. Not Private Households  | 7.V. Not Private Households    | 62-65 |

### ADDITIONAL INFORMATION



For more information, click here to visit the website:

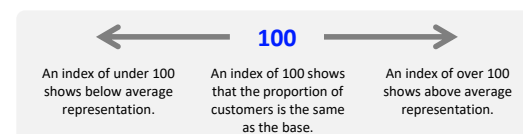
### INTERPRETING THE REPORT

The Acorn Detailed Report helps you understand the underlying demographics and lifestyle attributes of your catchment by comparing them to the GB/UK average.

#### AREA PROFILE

Total figures exclude business addresses without residential population

#### INDEX

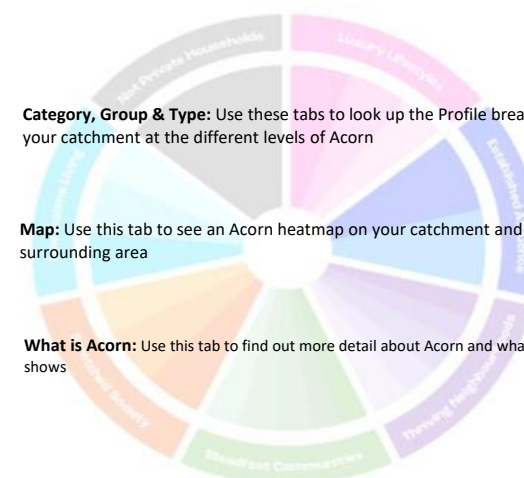


#### PERCENTAGE

**% for Area:** Calculates the percentages of each category, group or type for the catchment

**% for Base:** Calculates the percentages of each category, group or type for the base catchment

### REPORT INFORMATION



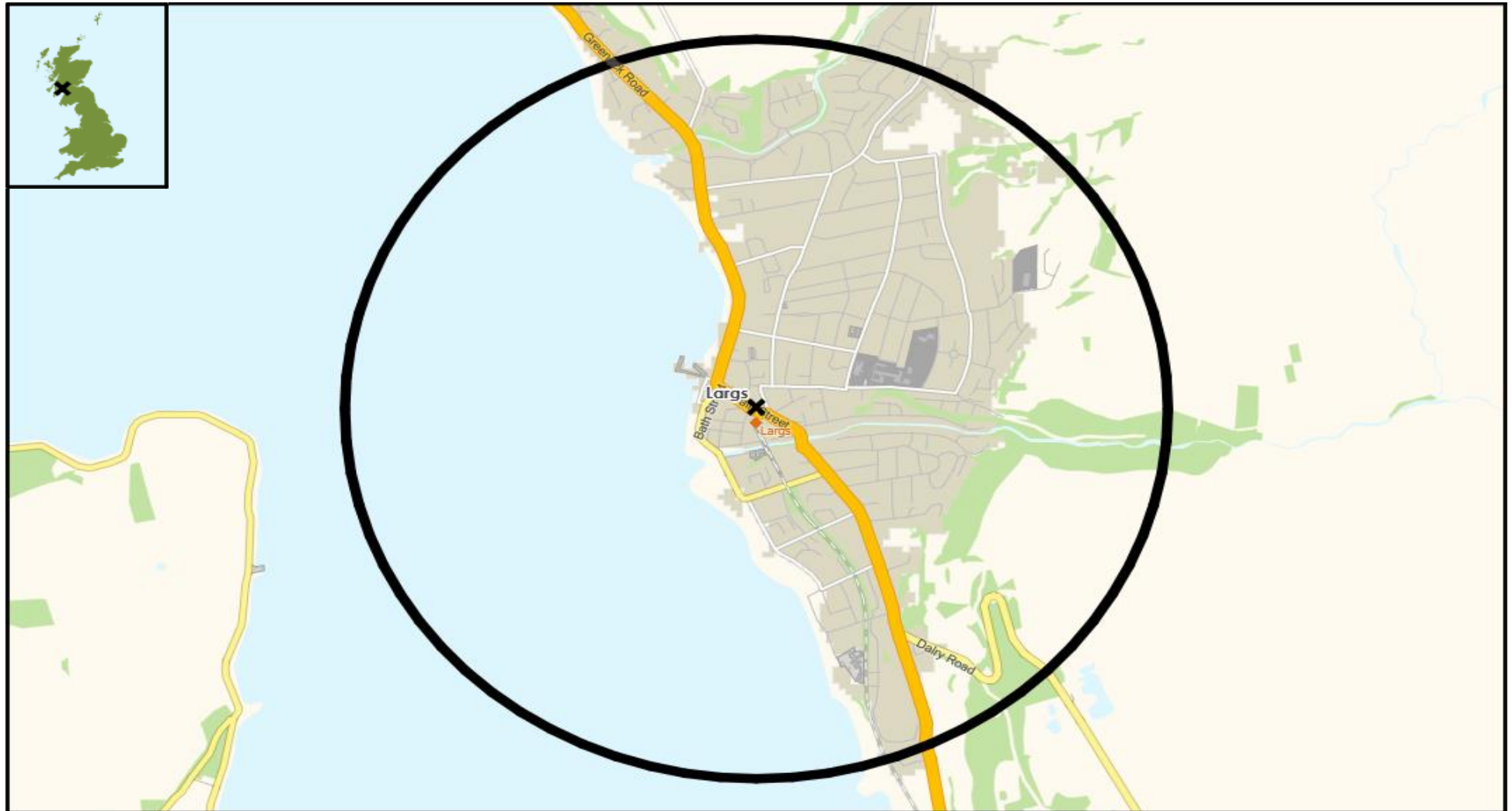


# MAP OF AREA

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Source: OS Open Data 2018

Area: P03712\_Macaulays, Largs, KA30 8AJ (1 Mile contour)

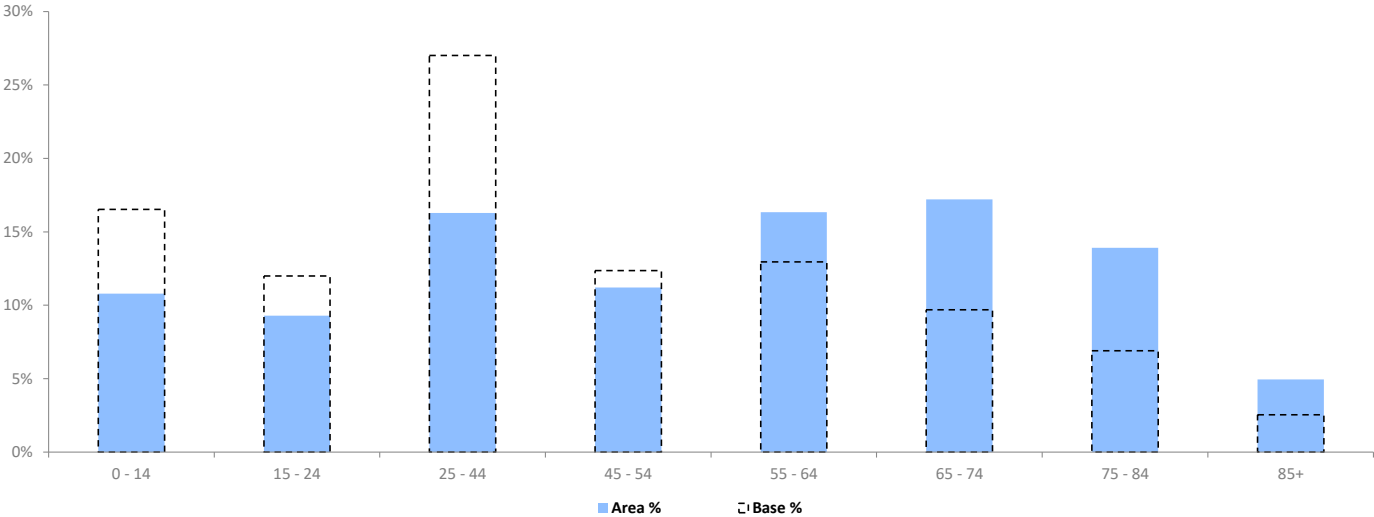


# POPULATION PROJECTIONS

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|       |  |
|-------|--|
| Area: | P03712_Macaulays, Largs, KA30 8AJ (1 Mile contour) |
| Base: | Great Britain                                      |
| Year: | 2024   |

|                  | Area Profile | Area % | Base % | Index<br>av=100 | 0 | 100 | 200 |
|------------------|--------------|--------|--------|-----------------|---|-----|-----|
| 0 - 14           | 1,121        | 10.8   | 16.5   | 65              |   |     |     |
| 15 - 24          | 965          | 9.3    | 12.0   | 77              |   |     |     |
| 25 - 44          | 1,690        | 16.3   | 27.0   | 60              |   |     |     |
| 45 - 54          | 1,163        | 11.2   | 12.4   | 91              |   |     |     |
| 55 - 64          | 1,695        | 16.3   | 13.0   | 126             |   |     |     |
| 65 - 74          | 1,786        | 17.2   | 9.7    | 178             |   |     |     |
| 75 - 84          | 1,445        | 13.9   | 6.9    | 202             |   |     |     |
| 85+              | 514          | 5.0    | 2.5    | 195             |   |     |     |
| Total population | 10,379       |        |        |                 |   |     |     |



EXPENDITURE

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|       |  |
|-------|--|
| Area: | P03712_Macaulays, Largs, KA30 8AJ (1 Mile contour) |
| Base: | Great Britain                                      |
| Year: | 2024   |

EXPENDITURE ESTIMATES PER WEEK

|   | Area Spend        | Area spend<br>per hhs | Base spend<br>per hhs | Index<br>av=100 | 0 | 100 | 200 |
|---|-------------------|-----------------------|-----------------------|-----------------|---|-----|-----|
| <b>COICOP Categories</b>                            |                   |                       |                       |                 |   |     |     |
| 1. Food & non-alcoholic beverages                   | £460,034          | £82.53                | £92.53                | 89              |   |     |     |
| 2. Alcoholic beverages, tobacco and narcotics       | £151,836          | £27.24                | £29.81                | 91              |   |     |     |
| 3. Clothing & Footwear                              | £203,022          | £36.42                | £44.48                | 82              |   |     |     |
| 4. Housing, water, electricity, gas and other fuels | £452,459          | £81.17                | £106.80               | 76              |   |     |     |
| 5. Furnishings, equipment and routine maintenance   | £247,876          | £44.47                | £52.65                | 84              |   |     |     |
| 6. Health   | £86,858           | £15.58                | £21.84                | 71              |   |     |     |
| 7. Transport  | £594,061          | £106.58               | £125.67               | 85              |   |     |     |
| 8. Communication                                    | £84,342           | £15.13                | £19.03                | 80              |   |     |     |
| 9. Recreation & Culture                             | £455,699          | £81.75                | £98.79                | 83              |   |     |     |
| 10. Education                                       | £77,136           | £13.84                | £21.71                | 64              |   |     |     |
| 11. Restaurants & Hotels                            | £471,712          | £84.63                | £103.11               | 82              |   |     |     |
| 12. Miscellaneous goods and services                | £638,205          | £114.50               | £135.92               | 84              |   |     |     |
| <b>Total Expenditure</b>                            | <b>£3,923,240</b> | <b>£703.85</b>        | <b>£852.33</b>        | <b>83</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.

CENSUS DEMOGRAPHICS

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|       |  |
|-------|--|
| Area: | P03712_Macaulays, Largs, KA30 8AJ (1 Mile contour) |
| Base: | Great Britain                                      |
| Year: | 2021   |

NS-SOCIO ECONOMIC CLASSIFICATION

|   | Area Profile | Area % | Base % | Index<br>av=100 | 0 | 100 | 200 |
|---|--------------|--------|--------|-----------------|---|-----|-----|
| 1. Higher managerial, administrative and professional | 780          | 10.3   | 12.7   | 81              |   |     |     |
| 2. Lower managerial, administrative and professional  | 1,814        | 24.0   | 19.9   | 121             |   |     |     |
| 3. Intermediate                                       | 1,080        | 14.3   | 11.5   | 124             |   |     |     |
| 4. Small employers and own account workers            | 666          | 8.8    | 10.3   | 85              |   |     |     |
| 5. Lower supervisory and technical                    | 623          | 8.3    | 5.6    | 147             |   |     |     |
| 6. Semi-routine                                       | 1,113        | 14.7   | 11.7   | 126             |   |     |     |
| 7. Routine  | 705          | 9.3    | 12.1   | 77              |   |     |     |
| Never worked and long-term unemployed                 | 279          | 3.7    | 8.2    | 45              |   |     |     |
| Full-time students                                    | 489          | 6.5    | 7.8    | 83              |   |     |     |
| Total population                                      | 7,549        |        |        |                 |   |     |     |

