

# CGA LICENCED PREMISES

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Area: P02574\_Eagle, Swindon, SN6 8TF (1 Mile cor)  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	143.1	81.7	175			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	57.2	28.2	203			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Prince Of Wales	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	SN 6 8AF
Eagle	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SN 6 8TF
Barrington Arms	Independent Free	Pubs & Full On	Independent Free	SN 6 8AN
Crown	Independent Free	Pubs & Full On	Independent Free	SN 6 8AN
Shrivenham Park Golf Course	Independent Free	Registered Club	Independent Free	SN 6 8EX
Royal Military College	Independent Free	Registered Club	Independent Free	SN 6 8LA
College Farm	Marston's	Pubs & Full On	Marston's	SN 6 8TQ

# MAP OF AREA

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Source: OS Open Data 2018

Area: P02574\_Eagle, Swindon, SN6 8TF (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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**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
 1 Affluent Achievers	763	58.4	22.1	265			
 2 Rising Prosperity	318	24.3	10.2	239			
 3 Comfortable Communities	70	5.4	26.5	20			
 4 Financially Stretched	155	11.9	23.7	50			
 5 Urban Adversity	0	0.0	17.2	0			
 6 Not Private Households	0	0.0	0.3	0			
 Graph							
<b>Total households</b>	<b>1,306</b>						

### Acorn Category Pen Portrait

## 2 Rising Prosperity

Age range

# 25-44

House type

Flat or maisonette

5.0M UK Adults

9.5% of UK

Financial situation

Running into debt ← | → Saving a lot

House tenure

Privately renting

Children at home

# 0

Number of beds

# 1-2

These are generally younger, well educated, professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others will have younger children.

Acorn Groups within Category 2: Rising Prosperity

- D City Sophisticates 39%
- E Career Climbers 61%

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## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P02574\_Eagle, Swindon, SN6 8TF (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
<b>1. Affluent Achievers</b>						
1.A Lavish Lifestyles	0	0.0	1.1	0	[Bar]	
1.B Executive Wealth	404	30.9	11.3	273	[Bar]	
1.C Mature Money	359	27.5	9.6	285	[Bar]	
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	3.8	0	[Bar]	
2.E Career Climbers	318	24.3	6.4	382	[Bar]	
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	0	0.0	5.7	0	[Bar]	
3.G Successful Suburbs	51	3.9	6.0	66	[Bar]	
3.H Steady Neighbourhoods	13	1.0	7.4	13	[Bar]	
3.I Comfortable Seniors	0	0.0	2.9	0	[Bar]	
3.J Starting Out	6	0.5	4.6	10	[Bar]	
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0	[Bar]	
4.L Modest Means	49	3.8	8.0	47	[Bar]	
4.M Striving Families	75	5.7	7.4	77	[Bar]	
4.N Poorer Pensioners	31	2.4	5.8	41	[Bar]	
<b>5. Urban Adversity</b>						
5.O Young Hardship	0	0.0	6.3	0	[Bar]	
5.P Struggling Estates	0	0.0	5.7	0	[Bar]	
5.Q Difficult Circumstances	0	0.0	5.2	0	[Bar]	
<b>6. Not Private Households</b>						
6.R Not Private Households	0	0.0	0.3	0	[Bar]	
<b>Total households</b>	<b>1,306</b>					

### 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.

<b>CORE DEMOGRAPHICS</b>		<b>BRANDS</b>	
Age range <b>25-44</b>	Children at home <b>0</b>	SHOPPING COS, REISS, MOLTON BROWN	LEISURE itsu, wahaca, Pho
House tenure Privately renting	Family structure Single	WEBSITES airbnb, Spotify, ASOS, BuzzFeed	
Number of beds <b>1</b>	House type Flat or maisonette	<b>DIGITAL AND TECH</b>	
<b>FINANCIAL PROFILE</b>		<b>ATTITUDES</b>	
Household income UK: <b>£54k</b> (Average: £40k) London: <b>£54k</b> (Average: £46k)	% Disposable income UK: <b>23%</b> (Average: 43%) London: <b>20%</b> (Average: 29%)	I worry about online security <b>60%</b> (UK average: 59%)	Shopping online makes my life easier <b>68%</b> (UK average: 62%)
Financial situation Running into debt      Saving a lot		I love the ease of using chat bots to get answers <b>31%</b> (UK average: 28%)	
<b>TOP BEHAVIOURS</b>		<b>SOCIAL MEDIA</b>	
Post online ratings / reviews online		Book travel and holidays online	
		Social media: Pinterest, Insta and Twitter	



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

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Area: P02574\_Eagle, Swindon, SN6 8TF (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
<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	25	1.9	2.6	72			
1.B.5 Wealthy countryside commuters	79	6.0	2.5	245			
1.B.6 Financially comfortable families	47	3.6	2.2	162			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	138	10.6	1.5	689			
1.B.9 Well-off edge of towners	115	8.8	1.6	547			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	359	27.5	3.1	894			
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			
<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	303	23.2	2.0	1,174			
2.E.19 First time buyers in small, modern homes	15	1.1	3.4	34			
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	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
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	51	3.9	2.4	161			
<b>3.H Steady Neighbourhoods</b>							
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	13	1.0	2.3	43			
<b>3.I Comfortable Seniors</b>							
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			
<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	6	0.5	2.4	19			
<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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	49	3.8	2.6	143			
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			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	75	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	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
<b>4.N Poorer Pensioners</b>							
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	31	2.4	1.0	230			
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			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
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			
<b>5.P Struggling Estates</b>							
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			
<b>5.Q Difficult Circumstances</b>							
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			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
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			
<b>Total households</b>	<b>1,306</b>						



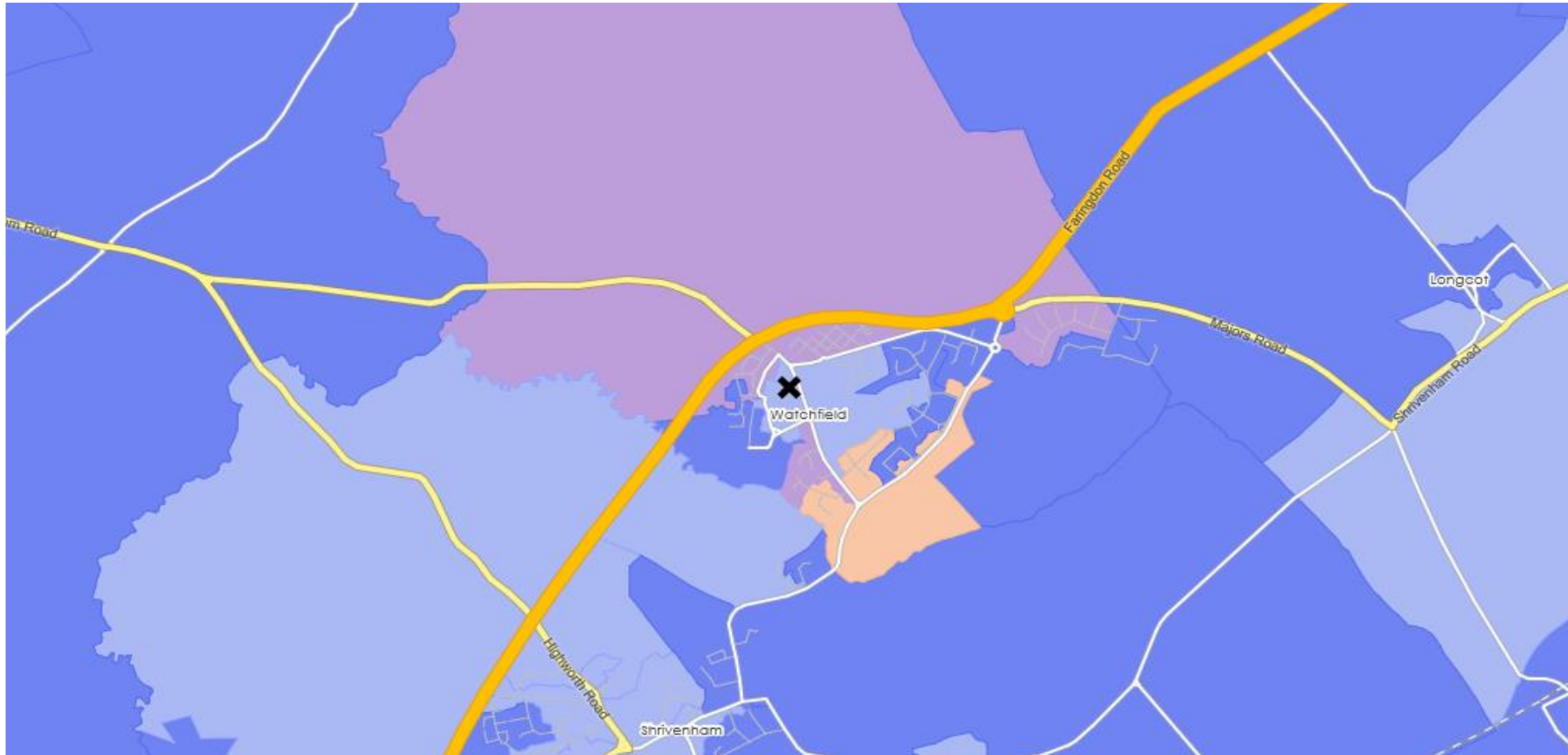
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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

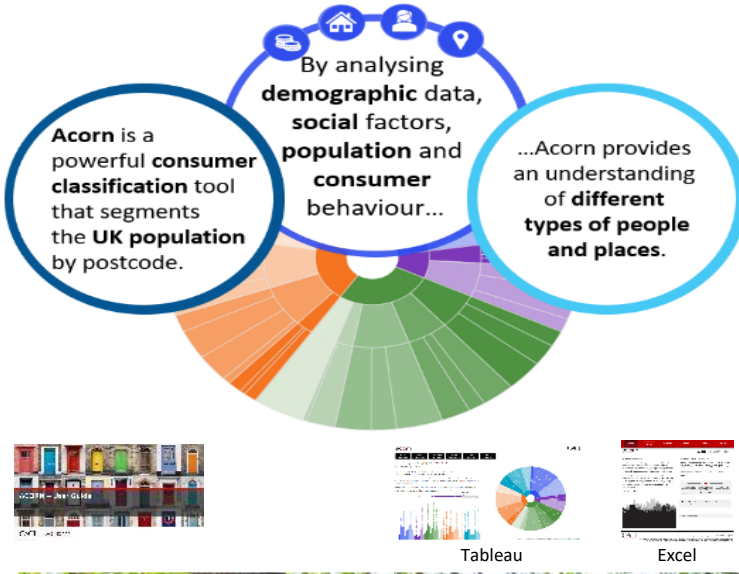
### Acorn Groups

- 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

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+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.



# MAP OF AREA

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