CGA LICENCED PREMISES

Area:	P04308_Bell, Bedford, MK45 3AD (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	1	149.7	81.7	183	
Proprietary Club	0	0.0	7.3	0	
Registered Club	1	149.7	28.2	532	
Restaurant	0	0.0	32.1	0	
Residential	0	0.0	2.7	0	

Name	Description	License Type	Owner Name	Postcode
Bell	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	MK45 3AD
Cotton End Social Club	Independent Free	Registered Club	Independent Free	MK45 3AA

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Area: P04308_Bell, Bedford, MK45 3AD (1 Mile contour)
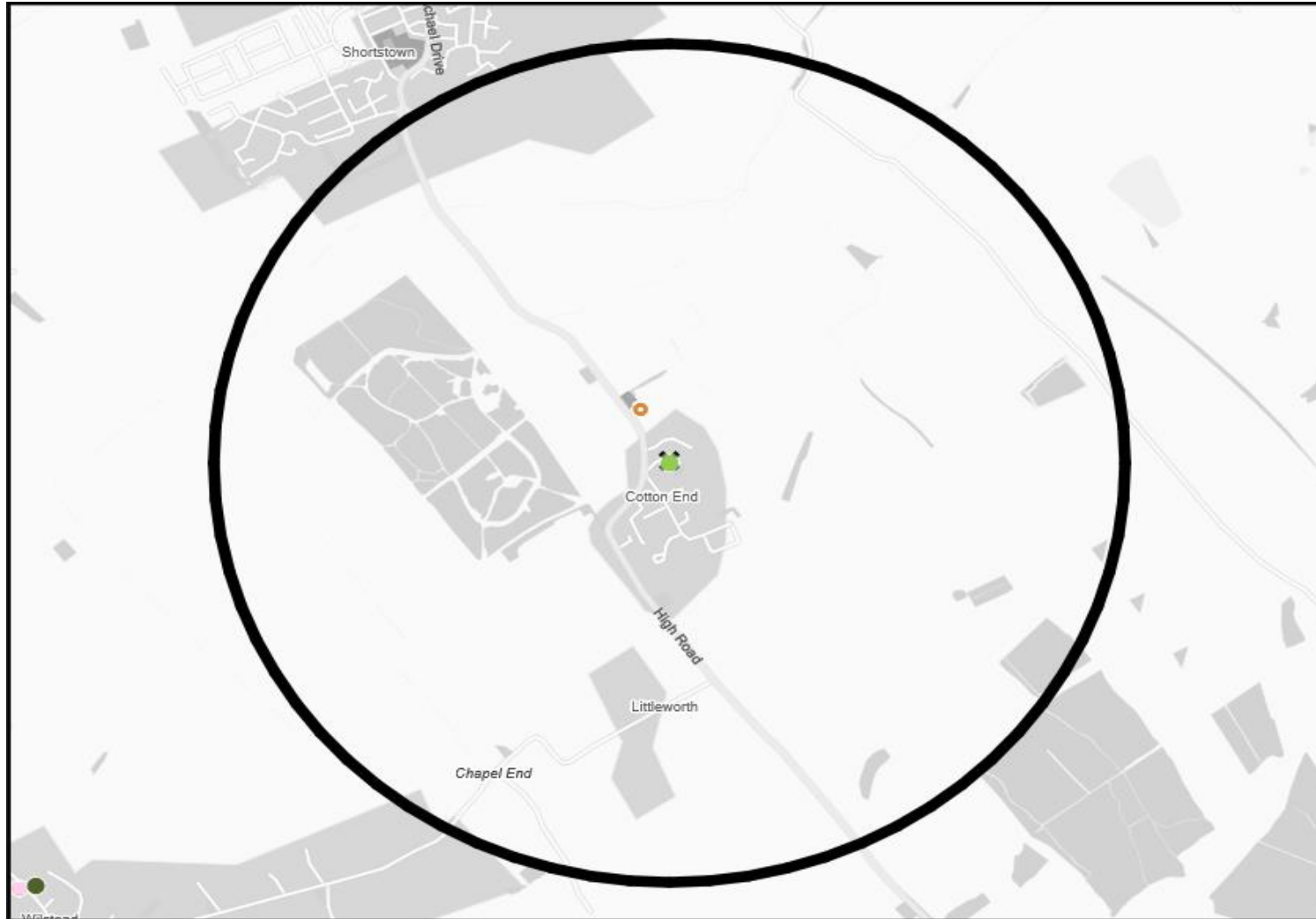
KEY

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

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ACORN CATEGORY PROFILE - HOUSEHOLDS

Area: P04308_Bell, Bedford, MK45 3AD (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description			Area Profile	% for Area	% for Base	Index 0	100	200
	1	Affluent Achievers	30	11.1	22.1	50		
	2	Rising Prosperity	2	0.7	10.2	7		
	3	Comfortable Communities	113	41.9	26.5	158		
	4	Financially Stretched	106	39.3	23.7	166		
	5	Urban Adversity	19	7.0	17.2	41		
	6	Not Private Households	0	0.0	0.3	0		
	Graph							
	Total households		**270**					

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%

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

ACORN GROUP PROFILE - HOUSEHOLDS

Area: P04308_Bell, Bedford, MK45 3AD (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	5	1.9	11.3	16		
1.C	Mature Money	25	9.3	9.6	96		
2. Rising Prosperity							
2.D	City Sophisticates	0	0.0	3.8	0		
2.E	Career Climbers	2	0.7	6.4	12		
3. Comfortable Communities							
3.F	Countryside Communities	77	28.5	5.7	**497**		
3.G	Successful Suburbs	30	11.1	6.0	**187**		
3.H	Steady Neighbourhoods	6	2.2	7.4	30		
3.I	Comfortable Seniors	0	0.0	2.9	0		
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	23	8.5	8.0	**107**		
4.M	Striving Families	55	20.4	7.4	**273**		
4.N	Poorer Pensioners	28	10.4	5.8	**180**		
5. Urban Adversity							
5.O	Young Hardship	0	0.0	6.3	0		
5.P	Struggling Estates	9	3.3	5.7	58		
5.Q	Difficult Circumstances	10	3.7	5.2	71		
6. Not Private Households							
6.R	Not Private Households	0	0.0	0.3	0		
	Total households	**270**					

Acorn Group Pen Portrait

3 J Starting Out — 2.2M UK Adults — 4.2% of UK

Young couples and early career climbers in their first homes. Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

CORE DEMOGRAPHICS

Age range: 25-44
Children at home: 1
House tenure: Mortgaged
Family structure: Couple with children
Number of beds: 3
House type: Terraced

BRANDS

SHOPPING: OFFICE, SKECHERS, Range, MANGO
LEISURE: FRIDAYS, SUBWAY, PREZZO
WEBSITES: Zoopla, ticketmaster, compare the market

DIGITAL

ATTITUDES

I worry about online security: 60% (UK average: 50%)
Shopping online makes my life easier: 63% (UK average: 62%)
I love the ease of using chat bots to get answers: 28% (UK average: 28%)

TOP BEHAVIOURS

Researching domestic appliances
Researching consumer tech (e.g. laptops)
Managing personal finance online

FINANCIAL PROFILE

Household income: UK £43k, London £47k (Average: £40k / £46k)
% Disposable income: UK 39%, London 32% (Average: 43% / 29%)
Financial situation: Running into debt — Saving a lot

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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

Area: P04308_Bell, Bedford, MK45 3AD (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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	5	1.9	2.2	83			
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	25	9.3	3.1	301			
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			
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	2	0.7	2.0	37			
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	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	77	28.5	3.2	888			
3.G Successful Suburbs							
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	30	11.1	2.4	458			
3.H Steady Neighbourhoods							
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	6	2.2	2.3	95			
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	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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
4.L.39 Fading owner occupied terraces	23	8.5	2.9	292			
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	55	20.4	1.6	1,277			
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			
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	28	10.4	2.2	464			
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	9	3.3	1.6	208			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	10	3.7	1.5	246			
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	**270**						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P04308_Bell, Bedford, MK45 3AD (1 Mile contour)

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

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ACORN - WHAT IS IT?

Acorn is a powerful **consumer classification** tool that segments the **UK population** by postcode.

By analysing **demographic** data, **social** factors, **population** and **consumer behaviour**...

...Acorn provides an understanding of **different types of people and places**.

Tableau

Excel

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 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+

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%

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY	NOT PRIVATE HOUSEHOLDS
22.8%	9.7%	27.4%	23.1%	15.5%	1.4%

- 1.A Lavish Lifestyles — 1.3%
- 1.B Executive Wealth — 12.4%
- 1.C Mature Money — 9.2%
- 2.D City Sophisticates — 3.7%
- 2.E Career Climbers — 6.0%
- 3.F Countryside Communities — 6.5%
- 3.G Successful Suburbs — 6.2%
- 3.H Steady Neighbourhoods — 8.0%
- 3.I Comfortable Seniors — 2.4%
- 3.J Starting Out — 4.3%
- 4.K Student Life — 3.2%
- 4.L Modest Means — 7.8%
- 4.M Striving Families — 7.6%
- 4.N Poorer Pensioners — 4.5%
- 5.O Young Hardship — 5.3%
- 5.P Struggling Estates — 6.1%
- 5.Q Difficult Circumstances — 4.1%
- 6.R Not Private Households — 1.4%

United Kingdom

MAP OF AREA

Area: P04308_Bell, Bedford, MK45 3AD (1 Mile contour)