

MAP OF AREA

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Source: OS Open Data 2018

Area: P03689_Horseshoe, Airdrie, ML6 9AF (1 Mile contour)

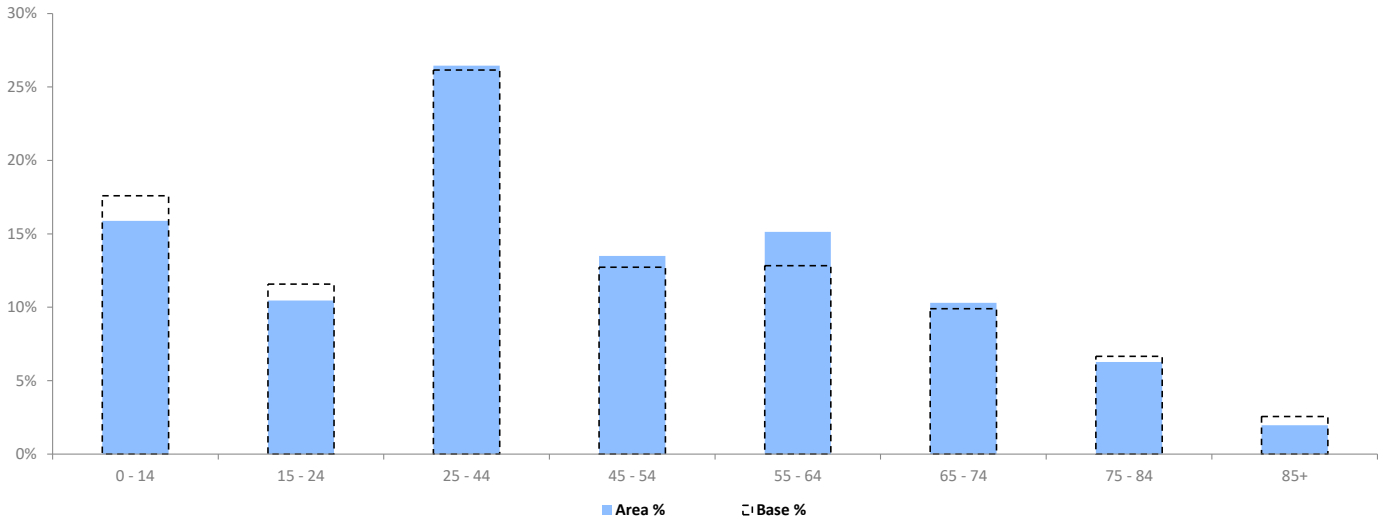


POPULATION PROJECTIONS

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Area: P03689_Horseshoe, Airdrie, ML6 9AF (1 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,426	15.9	17.6	90			
15 - 24	2,258	10.5	11.6	90			
25 - 44	5,708	26.5	26.2	101			
45 - 54	2,912	13.5	12.7	106			
55 - 64	3,265	15.1	12.8	118			
65 - 74	2,224	10.3	9.9	104			
75 - 84	1,352	6.3	6.7	94			
85+	426	2.0	2.6	77			
Total population	21,571						



EXPENDITURE

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Area: P03689_Horseshoe, Airdrie, ML6 9AF (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	£678,397	£64.72	£73.74	88			
2. Alcoholic beverages, tobacco and narcotics	£342,563	£32.68	£27.43	119			
3. Clothing & Footwear	£371,752	£35.47	£41.92	85			
4. Housing, water, electricity, gas and other fuels	£625,890	£59.71	£92.23	65			
5. Furnishings, equipment and routine maintenance	£303,544	£28.96	£39.49	73			
6. Health	£116,852	£11.15	£16.97	66			
7. Transport	£942,613	£89.93	£115.30	78			
8. Communication	£135,653	£12.94	£14.64	88			
9. Recreation & Culture	£865,116	£82.53	£100.48	82			
10. Education	£125,734	£12.00	£22.34	54			
11. Restaurants & Hotels	£659,446	£62.91	£82.30	76			
12. Miscellaneous goods and services	£872,663	£83.25	£104.94	79			
Total Expenditure	£6,040,223	£576.25	£731.77	79			

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.

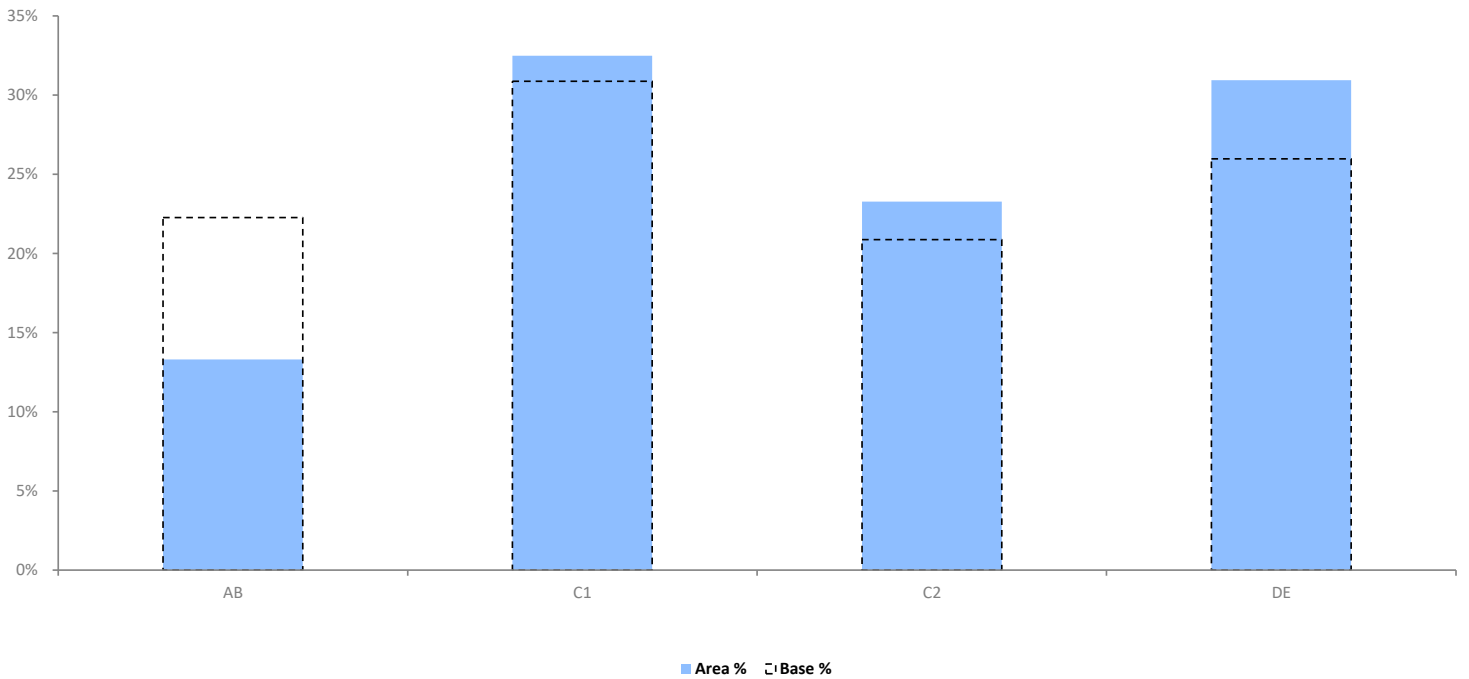
UP TO DATE DEMOGRAPHICS

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Area: P03689_Horseshoe, Airdrie, ML6 9AF (1 Mile contour)
 Base: Great Britain
 Year: 2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	1,380	13.3	22.3	60			
C1: Supervisory, clerical, jr managerial/admin/professional	3,370	32.5	30.9	105			
C2: Skilled manual workers	2,415	23.3	20.9	112			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	3,210	30.9	26.0	119			
Total household reference persons aged 16 to 64	10,375						



CGA LICENCED PREMISES

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Area: P03689_Horseshoe, Airdrie, ML6 9AF (1 Mile)
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	25	115.9	82.8	140			
Proprietary Club	5	23.2	7.5	310			
Registered Club	7	32.5	28.7	113			
Restaurant	6	27.8	32.5	86			
Residential	0	0.0	2.8	0			

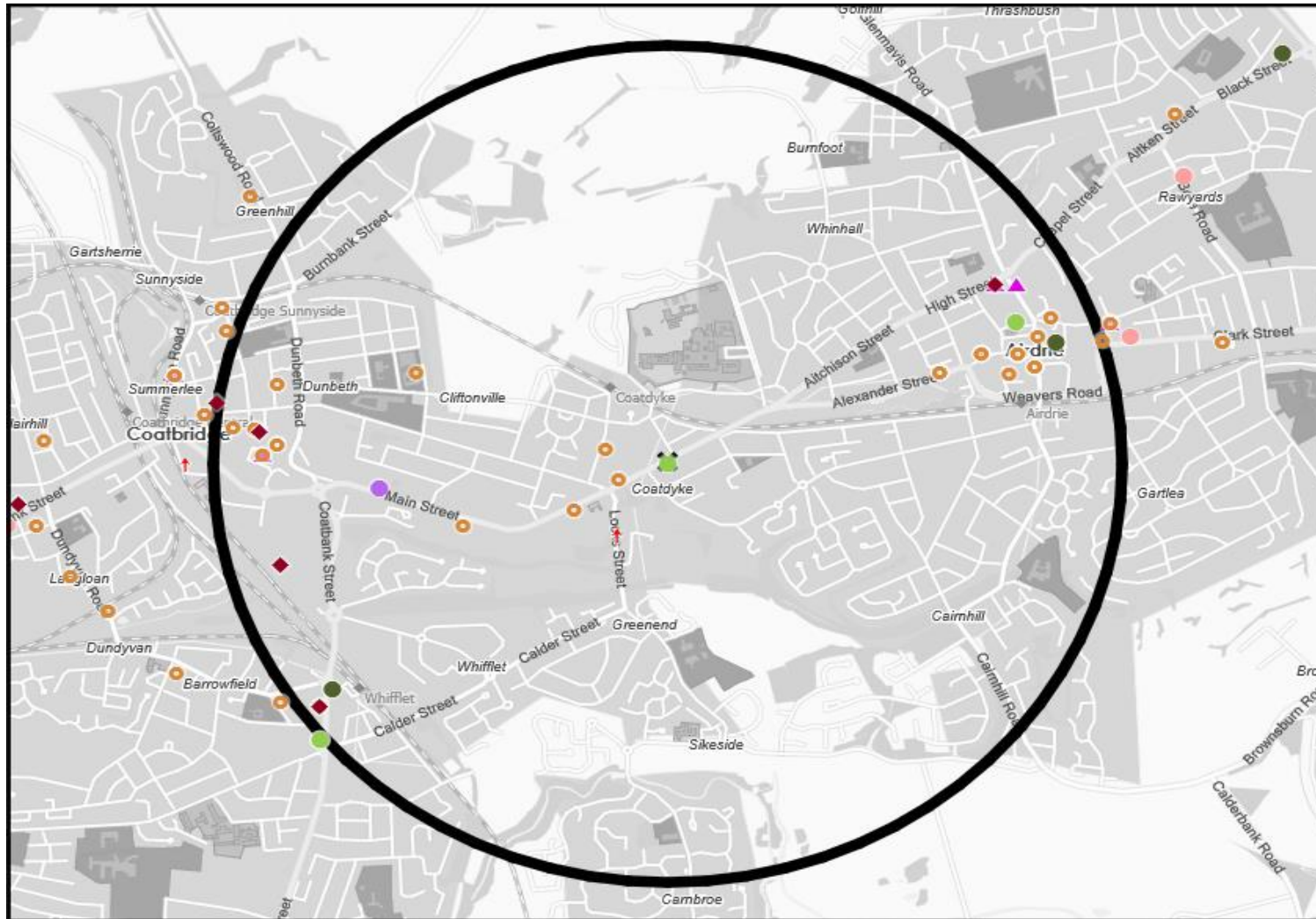
Name	Description	License Type	Owner Name	Postcode
Coatbridge Columba Club	Independent Free	Registered Club	Independent Free	ML 5 3EJ
Victoria Bowling Club	Independent Free	Registered Club	Independent Free	ML 5 3EU
Coatbridge Indoor Bowling Club	Independent Free	Registered Club	Independent Free	ML 5 3PU
Spice Of Life	Independent Free	Restaurant	Independent Free	ML 5 4EL
Airdrie Bowling Club	Independent Free	Registered Club	Independent Free	ML 6 0AN
Tudor Hotel	Independent Free	Pubs & Full On	Independent Free	ML 6 0BA
Airdrie WMSC	Independent Free	Registered Club	Independent Free	ML 6 6BN
Airdrie St John Masonic Club	Independent Free	Registered Club	Independent Free	ML 6 6BN
Broomknowe Bar	Independent Free	Pubs & Full On	Independent Free	ML 6 6BN
Sadies Bar	Independent Free	Pubs & Full On	Independent Free	ML 5 3RX
Platinum Nightclub	Independent Free	Proprietary Club	Independent Free	ML 5 3EG
Vulcan	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	ML 5 3HH
Big Owens Bar	Independent Free	Pubs & Full On	Independent Free	ML 5 3RS
Hartys	Greene King	Pubs & Full On	Greene King	ML 5 4EN
Yesterdays	Independent Free	Pubs & Full On	Independent Free	ML 6 0AH
Masons Arms	Independent Free	Pubs & Full On	Independent Free	ML 6 0AH
Stirrup Stane	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	ML 6 0DT
Whitelaws	Iona Taverns	Pubs & Full On	Scotsman Group	ML 6 6JQ
Imperial Bar	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ML 6 0AS
Horseshoe Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ML 6 9AF
Himalayan Dine In	Independent Free	Restaurant	Independent Free	ML 6 0AS
Buzz Bingo	Gala Group	Proprietary Club	Gala Group	ML 5 3SQ
Culdesac Bar	Independent Free	Pubs & Full On	Independent Free	ML 5 3EJ
Treasury	Greene King	Pubs & Full On	Greene King	ML 6 6AB
Argyle Bar	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ML 5 3EL
Staging Post	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ML 6 0AA
Robert Hamilton	Independent Free	Pubs & Full On	Independent Free	ML 6 6AF
Tipsy Cow	Independent Free	Restaurant	Independent Free	ML 6 0BA
Auld House	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ML 5 4EL
West End Bar	Independent Free	Pubs & Full On	Independent Free	ML 6 0BA
Razias	Independent Free	Restaurant	Independent Free	ML 6 0AH
Mondo Hotel	Independent Free	Pubs & Full On	Independent Free	ML 5 3BJ
Cellar Bar	Independent Free	Pubs & Full On	Independent Free	ML 6 0AS
Albion Rovers Football Club	Independent Free	Proprietary Club	Independent Free	ML 5 3RB
Cue Here	Independent Free	Proprietary Club	Independent Free	ML 6 6AH
Taste Of China	Independent Free	Restaurant	Independent Free	ML 5 3EH
Club 3000	Fraser Capital Management Ltd	Proprietary Club	Fraser Capital Management Ltd	ML 5 3RT
Coatbridge College	Independent Free	Registered Club	Independent Free	ML 5 3LS
Burger 7	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	ML 6 0DT
Airdrie Town Hall	Independent Free	Pubs & Full On	Independent Free	ML 6 0AS
Merlins Coatbridge	Independent Free	Pubs & Full On	Independent Free	ML 5 3EG
Old Post Office	Amber Taverns	Pubs & Full On	Amber Taverns	ML 5 3BJ
Innishmohr	Independent Free	Pubs & Full On	Independent Free	ML 5 3BJ

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Area: P03689_Horseshoe, Airdrie, ML6 9AF (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: P03689_Horseshoe, Airdrie, ML6 9AF (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	942	9.1	22.0	41		
 2 Rising Prosperity	490	4.7	10.3	46		
 3 Comfortable Communities	2,097	20.2	26.3	77		
 4 Financially Stretched	3,775	36.4	23.7	153		
 5 Urban Adversity	3,068	29.6	17.4	170		
 6 Not Private Households	3	0.0	0.3	9		
 Graph						
Total households	10,375					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% of UK

Age range
All ages

Financial situation
Running into debt Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

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 GROUP PROFILE - HOUSEHOLDS

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Area: P03689_Horseshoe, Airdrie, ML6 9AF (1 Mile contour)
Base: Great Britain
Year: 2022

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	543	5.2	11.2	47		
1.C Mature Money	399	3.8	9.6	40		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	490	4.7	6.3	75		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	166	1.6	5.9	27		
3.H Steady Neighbourhoods	1,084	10.4	7.4	142		
3.I Comfortable Seniors	135	1.3	2.9	45		
3.J Starting Out	712	6.9	4.4	154		
4. Financially Stretched						
4.K Student Life	57	0.5	2.5	22		
4.L Modest Means	1,497	14.4	7.9	181		
4.M Striving Families	785	7.6	7.5	101		
4.N Poorer Pensioners	1,436	13.8	5.8	238		
5. Urban Adversity						
5.O Young Hardship	933	9.0	6.2	145		
5.P Struggling Estates	60	0.6	5.9	10		
5.Q Difficult Circumstances	2,075	20.0	5.3	378		
6. Not Private Households						
6.R Not Private Households	3	0.0	0.3	9		
Total households	10,375					

Acorn Group Pen Portrait

5
Q
Difficult Circumstances

2.3M
UK Adults

4.3%
of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Social renting	Family structure Single parent
Number of beds 1	House type Flat or maisonette

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL

ATTITUDES

I worry about online security

56%

UK average: 58%

Shopping online makes my life easier

59%

UK average: 62%

I love the ease of using chat bots to get answers

29%

UK average: 28%

TOP BEHAVIOURS

Around 1 in 5 won't have used the internet recently

Below average social media use – apart from TikTok and Snapchat

Watching TV / videos on YouTube



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

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Area: P03689_Horseshoe, Airdrie, ML6 9AF (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	50	0.5	2.6	18			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	317	3.1	2.2	139			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	41	0.4	1.5	26			
1.B.9 Well-off edge of towners	135	1.3	1.6	81			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	302	2.9	2.8	103			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	97	0.9	1.3	72			
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	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	286	2.8	1.9	144			
2.E.19 First time buyers in small, modern homes	204	2.0	3.3	59			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	86	0.8	2.7	31			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	80	0.8	2.4	32			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	629	6.1	3.4	176			
3.H.28 Owner occupied terraces, average income	3	0.0	1.6	2			
3.H.29 Established suburbs, older families	452	4.4	2.3	187			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	135	1.3	2.4	55			
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	23	0.2	2.1	10			
3.J.33 Smaller houses and starter homes	689	6.6	2.3	286			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	57	0.5	1.9	30			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	1,030	9.9	1.4	693			
4.L.38 Semi-skilled workers in traditional neighbourhoods	220	2.1	2.6	81			
4.L.39 Fading owner occupied terraces	247	2.4	2.9	82			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	7	0.1	1.6	4			
4.M.43 Families in right-to-buy estates	227	2.2	2.1	107			
4.M.44 Post-war estates, limited means	551	5.3	2.2	242			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	43	0.4	0.8	53			
4.N.46 Elderly people in social rented flats	230	2.2	1.1	209			
4.N.47 Low income older people in smaller semis	121	1.2	2.3	52			
4.N.48 Pensioners and singles in social rented flats	1,042	10.0	1.7	582			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	851	8.2	2.2	379			
5.O.50 Struggling younger people in mixed tenure	82	0.8	1.8	45			
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	31	0.3	1.6	19			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
5.P.56 Low income large families in social rented semis	29	0.3	1.6	17			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	695	6.7	1.5	443			
5.Q.58 Singles and young families, some receiving benefits	104	1.0	1.8	56			
5.Q.59 Deprived areas and high-rise flats	1,276	12.3	2.0	614			
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	3	0.0	0.3	11			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	10,375						

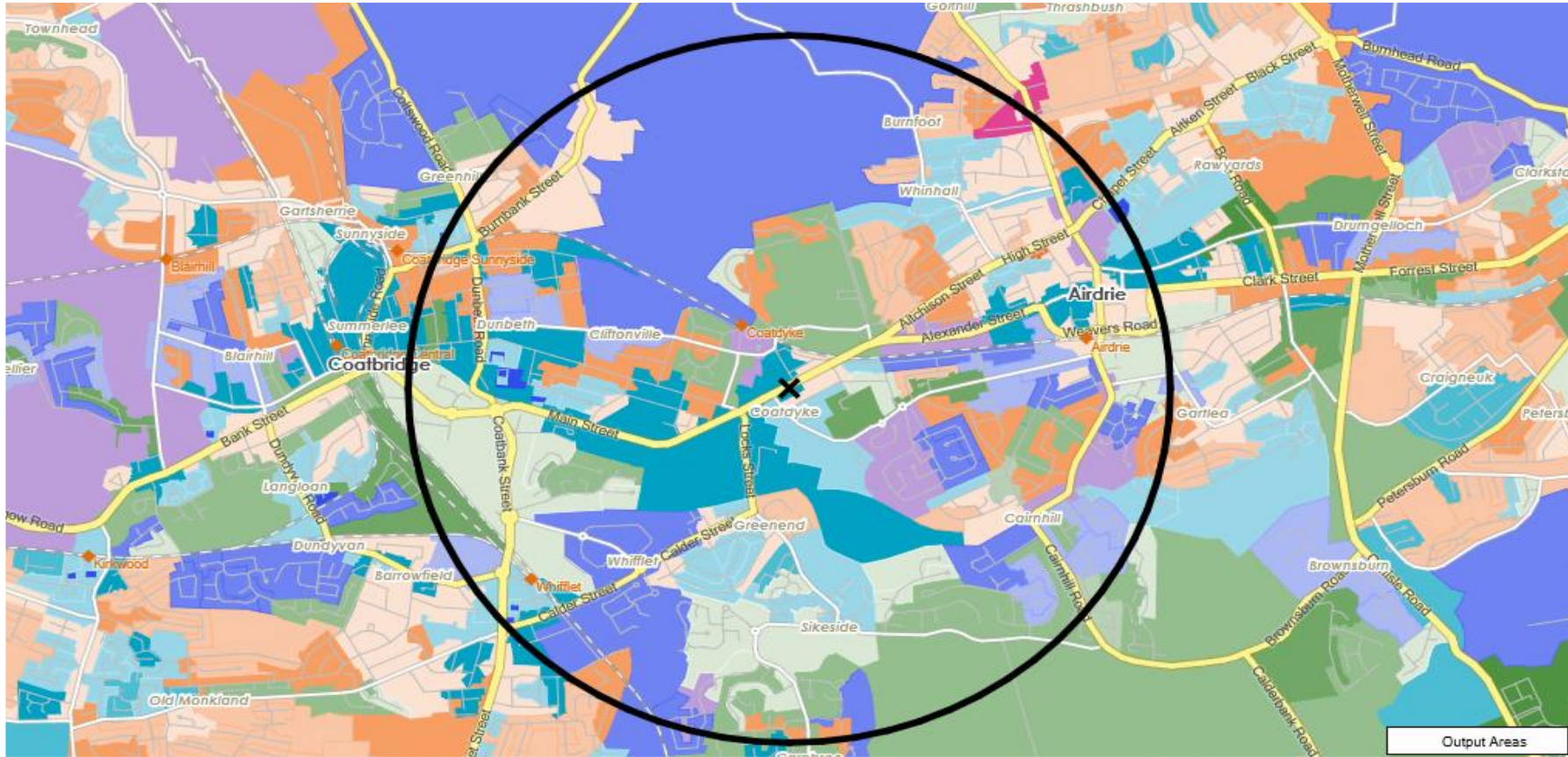
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03689_Horseshoe, Airdrie, ML6 9AF (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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	R. Not Private Households	60-62

1 Affluent Achievers

12.1M 22.8%
UK Adults of UK

Age range

55+

House type

Detached

Financial situation

↔

Running into debt Saving a lot

House tenure

Owned outright

Children at home

0

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%

