

CGA LICENCED PREMISES

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Area: P04172_Trafalgar Public House, Aldershot, C
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	21	76.3	81.7	93			
Proprietary Club	4	14.5	7.3	199			
Registered Club	6	21.8	28.2	77			
Restaurant	8	29.1	32.1	91			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Willem Park	Whitbread	Pubs & Full On	Whitbread	GU11 1SQ
Palace	Independent Free	Pubs & Full On	Independent Free	GU11 1BA
Queens Hotel	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	GU11 1BH
Buzz Bingo	Gala Group	Proprietary Club	Gala Group	GU11 1DJ
George	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GU11 1DX
Trafalgar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	GU11 1HA
Funky End	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	GU11 1HT
Queen Victoria	Unknown	Pubs & Full On	Unknown	GU11 1JW
O Zone	Independent Free	Restaurant	Independent Free	GU11 1JQ
Excelsior Club	Independent Free	Registered Club	Independent Free	GU11 1ND
Alexandra Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GU11 3NP
Aldershot Football Club Vice Pres Club	Independent Free	Registered Club	Independent Free	GU11 1TW
Crimea	Punch Pub Company	Pubs & Full On	Punch Pub Company	GU11 1UE
Alpine Snowsports Centre	Independent Free	Proprietary Club	Independent Free	GU11 2DD
Garden Gate	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	GU11 3BT
Tiffanys	Independent Free	Proprietary Club	Independent Free	GU11 3DY
Duke Of York	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GU11 3NF
Imperial Standard	Independent Free	Pubs & Full On	Independent Free	GU11 3PL
Red Lion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GU12 4EZ
Golden Lion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GU12 4LU
Mytighar	Independent Free	Pubs & Full On	Independent Free	GU12 4NU
Running Stream	Greene King	Pubs & Full On	Greene King	GU 9 9HE
Word Of Mouth	Independent Free	Proprietary Club	Independent Free	GU11 1BH
Aldershot Traction Club	Independent Free	Registered Club	Independent Free	GU11 3NE
Temptations	Unknown	Pubs & Full On	Unknown	GU11 1JX
Westy Bar	Independent Free	Pubs & Full On	Independent Free	GU11 3JD
Nirmaya Rodhighar	Independent Free	Restaurant	Independent Free	GU11 1JE
Paprika	Independent Free	Restaurant	Independent Free	GU11 3NS
Potters International Hotel	Independent Free	Pubs & Full On	Independent Free	GU11 2ET
Aldershot Cricket Club	Independent Free	Registered Club	Independent Free	GU12 4RN
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	GU11 1NY
Wavell Barracks	Independent Free	Registered Club	Independent Free	GU11 2PW
Pizza Express	Hony Capital	Restaurant	Hony Capital	GU11 1WF
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	GU11 1NX
St Omer Barracks	Independent Free	Registered Club	Independent Free	GU11 2BG
Nanglo	Independent Free	Restaurant	Independent Free	GU11 3DY
Malinggo	Independent Free	Restaurant	Independent Free	GU11 1BA
Countrymans	Independent Free	Restaurant	Independent Free	GU11 1BA
Empire	Independent Free	Pubs & Full On	Independent Free	GU11 1DJ

MAP OF AREA

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Source: OS Open Data 2018

Area: P04172_Trafalgar Public House, Aldershot, GU11 1HA (1 Mile contour)
















KEY

- Large pub co's & bars**
- Admiral Taverns Ltd (Light Green Circle)
- Ei Group (Green Circle)
- Greene King (Dark Green Circle)
- Marston's (Dark Blue Circle)
- Mitchells & Butlers (Blue Circle)
- Punch Pub Company (Light Blue Circle)
- Stonegate Pub Company (Light Blue Circle)
- Star Pubs & Bars (Pink Circle)
- Wetherspoon (Purple Circle)
- Whitbread (Purple Circle)
- Shepherd Neame (Dark Purple Circle)
- Small to medium pub co's & bars**
- Family Brewers with pubs (Pink Square)
- Hotels (Orange X)
- Restaurants (Yellow Star)
- Leisure (Red Arrow)
- Independent (Orange Circle)
- Other (Red Diamond)
- Site Location (Black X)
- Boundary (Black Square)

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P04172_Trafalgar Public House, Aldershot, GU11 1HA (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,310	11.6	22.1	53		
 2 Rising Prosperity	1,371	12.1	10.2	119		
 3 Comfortable Communities	4,224	37.4	26.5	141		
 4 Financially Stretched	1,766	15.6	23.7	66		
 5 Urban Adversity	2,564	22.7	17.2	132		
 6 Not Private Households	55	0.5	0.3	142		
 Graph						
Total households	11,290					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

Running into debt ←→ Saving a lot

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%



ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04172_Trafalgar Public House, Aldershot, GU11 1HA (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	1,046	9.3	11.3	82		
1.C Mature Money	264	2.3	9.6	24		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	1,371	12.1	6.4	191		
3. Comfortable Communities						
3.F Countryside Communities	34	0.3	5.7	5		
3.G Successful Suburbs	585	5.2	6.0	87		
3.H Steady Neighbourhoods	1,672	14.8	7.4	200		
3.I Comfortable Seniors	275	2.4	2.9	85		
3.J Starting Out	1,658	14.7	4.6	323		
4. Financially Stretched						
4.K Student Life	143	1.3	2.5	51		
4.L Modest Means	548	4.9	8.0	61		
4.M Striving Families	782	6.9	7.4	93		
4.N Poorer Pensioners	293	2.6	5.8	45		
5. Urban Adversity						
5.O Young Hardship	1,981	17.5	6.3	281		
5.P Struggling Estates	35	0.3	5.7	5		
5.Q Difficult Circumstances	548	4.9	5.2	93		
6. Not Private Households						
6.R Not Private Households	55	0.5	0.3	142		
Total households	11,290					

Acorn Group Pen Portrait

5
P

Struggling Estates

3.4M
UK Adults

6.5%
of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

CORE DEMOGRAPHICS

Age range

18-34

Children at home

3+

House tenure

Social renting

Family structure

Single parent

Number of beds

3

House type

Terraced

FINANCIAL PROFILE

Household income

UK
£28k
Average: £40k

London
£32k
Average: £48k

% Disposable income

UK
30%
Average: 43%

London
28%
Average: 29%

Financial situation

←
Running into debt

→
Saving a lot

BRANDS

SHOPPING

LEISURE

WEBSITES

DIGITAL

ATTITUDES

I worry about online security

56%

UK average: 59%

Shopping online makes my life easier

61%

UK average: 62%

I love the ease of using chat bots to get answers

29%

UK average: 28%

TOP BEHAVIOURS

Watching TV / videos on YouTube

Love to buy new gadgets and appliances

Posts ratings / reviews online

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R

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

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Area: P04172_Trafalgar Public House, Aldershot, GU11 1HA (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn 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	77	0.7	2.6	26			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	421	3.7	2.2	168			
1.B.7 Affluent professionals	3	0.0	0.9	3			
1.B.8 Prosperous suburban families	413	3.7	1.5	238			
1.B.9 Well-off edge of towners	132	1.2	1.6	73			
1.C Mature Money							
1.C.10 Better-off villagers	4	0.0	3.1	1			
1.C.11 Settled suburbia, older people	223	2.0	2.8	70			
1.C.12 Retired and empty nesters	10	0.1	2.5	4			
1.C.13 Upmarket downsizers	27	0.2	1.3	18			
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	197	1.7	2.0	88			
2.E.19 First time buyers in small, modern homes	1,174	10.4	3.4	306			
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	34	0.3	3.2	9			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	402	3.6	2.7	132			
3.G.25 Larger family homes, multi-ethnic areas	81	0.7	0.8	86			
3.G.26 Semi-professional families, owner occupied neighbourhoods	102	0.9	2.4	37			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	38	0.3	3.5	10			
3.H.28 Owner occupied terraces, average income	386	3.4	1.6	213			
3.H.29 Established suburbs, older families	1,248	11.1	2.3	473			
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	275	2.4	0.5	502			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	607	5.4	2.2	250			
3.J.33 Smaller houses and starter homes	1,051	9.3	2.4	388			
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	143	1.3	1.9	66			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	408	3.6	1.4	250			
4.L.38 Semi-skilled workers in traditional neighbourhoods	61	0.5	2.6	21			
4.L.39 Fading owner occupied terraces	79	0.7	2.9	24			
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	29	0.3	1.6	16			
4.M.42 Struggling young families in post-war terraces	599	5.3	1.6	324			
4.M.43 Families in right-to-buy estates	39	0.3	2.0	17			
4.M.44 Post-war estates, limited means	115	1.0	2.2	47			
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	194	1.7	1.0	167			
4.N.47 Low income older people in smaller semis	7	0.1	2.2	3			
4.N.48 Pensioners and singles in social rented flats	92	0.8	1.7	48			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,344	11.9	2.2	544			
5.O.50 Struggling younger people in mixed tenure	637	5.6	1.8	314			
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	6	0.1	0.7	7			
5.P.56 Low income large families in social rented semis	29	0.3	1.6	16			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	194	1.7	1.5	114			
5.Q.58 Singles and young families, some receiving benefits	5	0.0	1.8	3			
5.Q.59 Deprived areas and high-rise flats	349	3.1	2.0	157			
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	55	0.5	0.3	171			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	11,290						

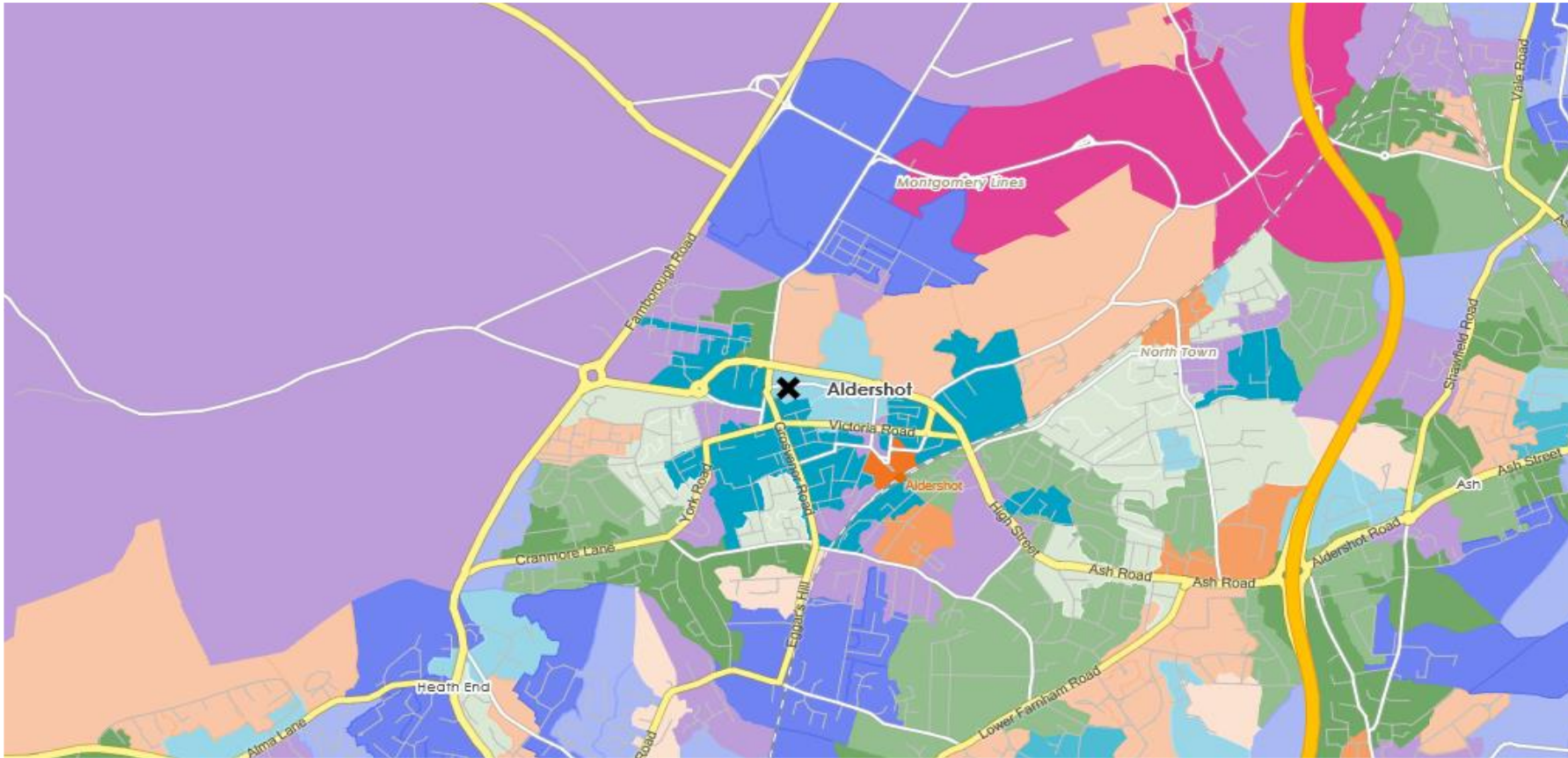
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04172_Trafalgar Public House, Aldershot, GU11 1HA (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
	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

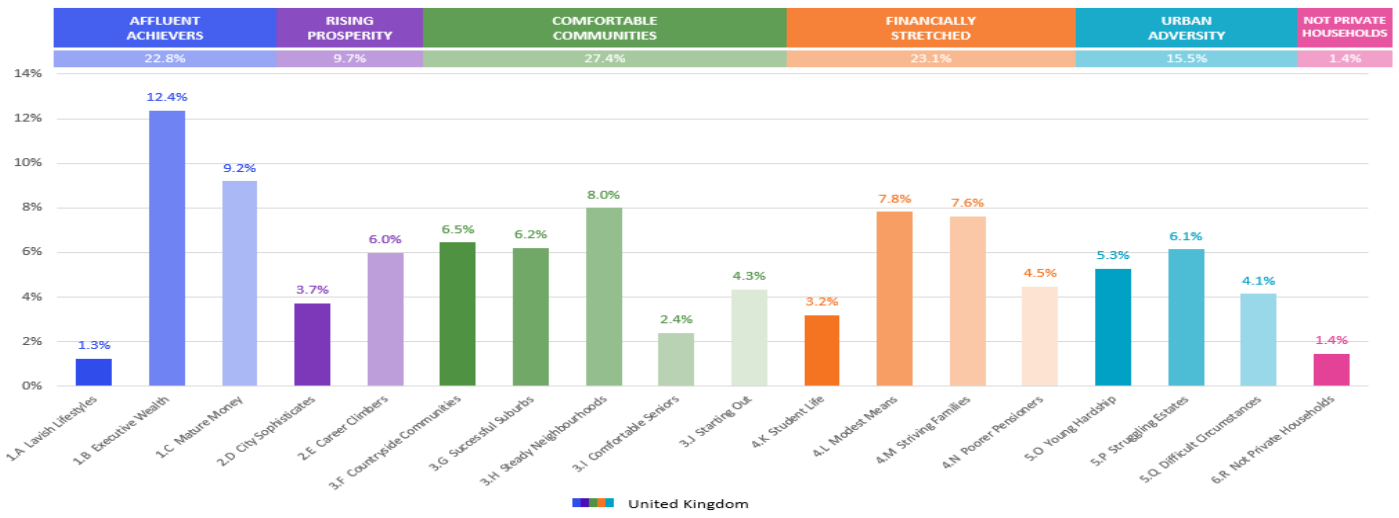
House tenure: Owned outright

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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