

# CGA LICENCED PREMISES

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Area: P01716\_Walnut, Stowmarket, IP14 1NE (1 M)  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	11	55.2	81.7	68			
Proprietary Club	2	10.0	7.3	<b>138</b>			
Registered Club	5	25.1	28.2	89			
Restaurant	3	15.1	32.1	47			
Residential	0	0.0	2.7	0			

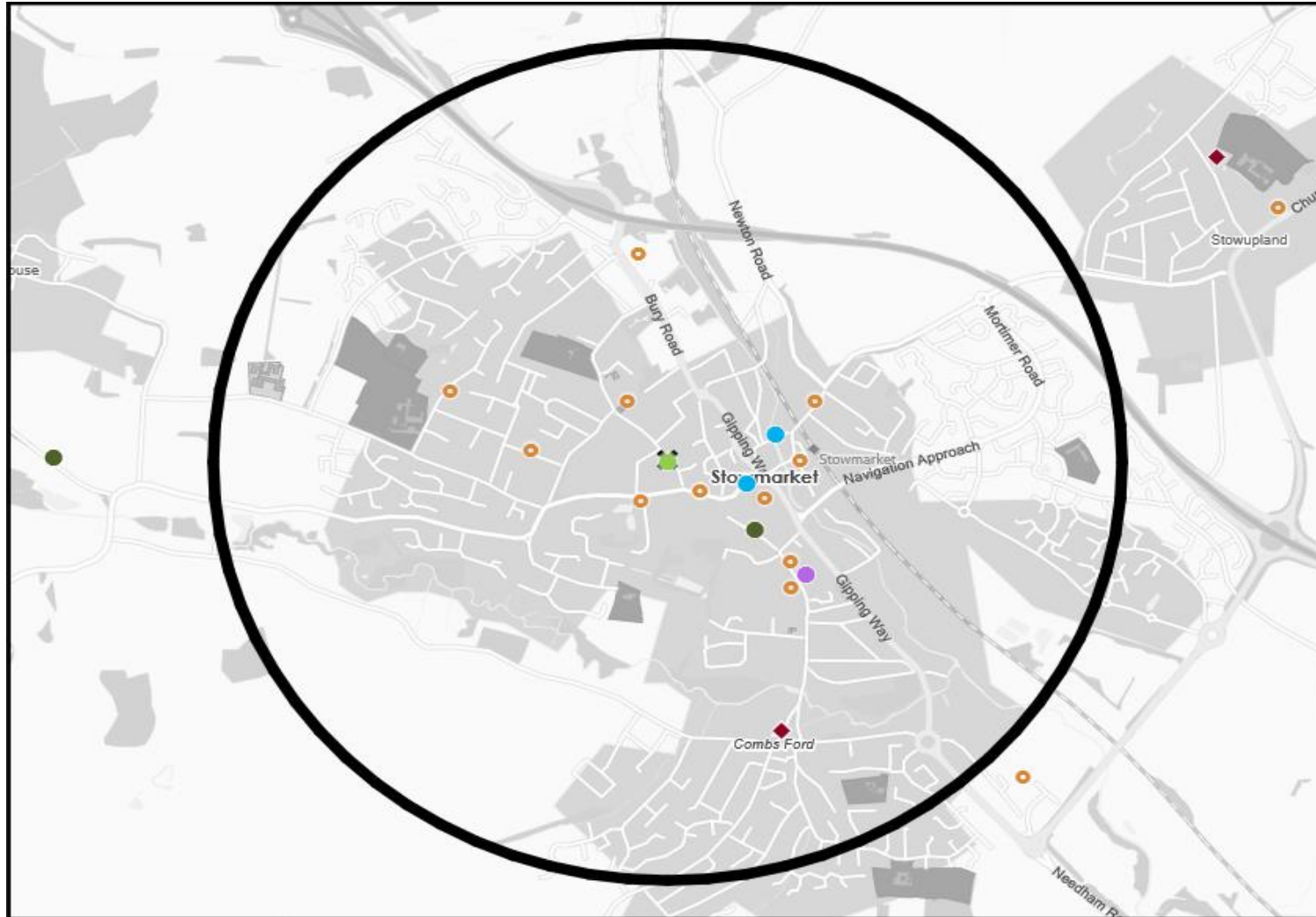
Name	Description	License Type	Owner Name	Postcode
Regal Theatre	Independent Free	Pubs & Full On	Independent Free	IP14 1AY
Oak	Greene King	Pubs & Full On	Greene King	IP14 1AH
Queens Head	Punch Pub Company	Pubs & Full On	Punch Pub Company	IP14 1EF
Pickerell	Punch Pub Company	Pubs & Full On	Punch Pub Company	IP14 1EQ
Stowmarket Community Sports And Soc	Independent Free	Registered Club	Independent Free	IP14 1JS
Stowmarket Football Club	Independent Free	Registered Club	Independent Free	IP14 1JQ
Chilton Fields Sports Club	Independent Free	Registered Club	Independent Free	IP14 1LB
Mid Suffolk Sports Centre	Independent Free	Proprietary Club	Independent Free	IP14 1LH
Walnut Tree	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP14 1NE
Royal British Legion Club	Independent Free	Registered Club	Independent Free	IP14 1PH
Radhuni	Independent Free	Restaurant	Independent Free	IP14 1PH
Rookery Bowling Club	Independent Free	Registered Club	Independent Free	IP14 1PN
Magpie	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	IP14 2AP
Little Wellington	Independent Free	Pubs & Full On	Independent Free	IP14 5AG
Gladstone Arms	Unknown	Pubs & Full On	Unknown	IP14 2AP
Maltings	Independent Free	Pubs & Full On	Independent Free	IP14 1EF
Chinese Chequers	Independent Free	Restaurant	Independent Free	IP14 1BA
Carbon	Independent Free	Proprietary Club	Independent Free	IP14 1RQ
Willow Tree	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	IP14 1BB
John Peel Centre For Creative Arts	Independent Free	Pubs & Full On	Independent Free	IP14 1ET
Mill	Independent Free	Restaurant	Independent Free	IP14 1EF

# MAP OF AREA

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Source: OS Open Data 2018

Area: P01716\_Walnut, Stowmarket, IP14 1NE (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:** P01716\_Walnut, Stowmarket, IP14 1NE (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	818	9.3	22.1	42		
 2 Rising Prosperity	1,142	13.0	10.2	128		
 3 Comfortable Communities	3,152	35.8	26.5	135		
 4 Financially Stretched	2,567	29.2	23.7	123		
 5 Urban Adversity	1,053	12.0	17.2	70		
 6 Not Private Households	61	0.7	0.3	202		
 Graph						
<b>Total households</b>	<b>8,793</b>					

### 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:** P01716\_Walnut, Stowmarket, IP14 1NE (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			
1.B Executive Wealth	353	4.0	11.3	35			
1.C Mature Money	465	5.3	9.6	55			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	1,142	13.0	6.4	204			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	403	4.6	5.7	80			
3.G Successful Suburbs	1,058	12.0	6.0	202			
3.H Steady Neighbourhoods	538	6.1	7.4	83			
3.I Comfortable Seniors	778	8.8	2.9	310			
3.J Starting Out	375	4.3	4.6	94			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,457	16.6	8.0	208			
4.M Striving Families	458	5.2	7.4	70			
4.N Poorer Pensioners	652	7.4	5.8	129			
<b>5. Urban Adversity</b>							
5.O Young Hardship	564	6.4	6.3	103			
5.P Struggling Estates	329	3.7	5.7	66			
5.Q Difficult Circumstances	160	1.8	5.2	35			
<b>6. Not Private Households</b>							
6.R Not Private Households	61	0.7	0.3	202			
<b>Total households</b>	<b>8,793</b>						

## 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 <b>25-44</b>	Children at home <b>1</b>
House tenure <b>Mortgaged</b>	Family structure <b>Couple with children</b>
Number of beds <b>3</b>	House type <b>Terraced</b>

### FINANCIAL PROFILE

Household income UK: <b>£43k</b> London: <b>£47k</b> <small>Average: £40k    Average: £48k</small>	% Disposable income UK: <b>39%</b> London: <b>32%</b> <small>Average: 43%    Average: 29%</small>	Financial situation <b>Running into debt</b> → <b>Saving a lot</b>
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### BRANDS

SHOPPING: OFFICE, KEENERS, Range, MANGO

LEISURE: FRIDAYS, SUBWAY, PREZZO

WEBSITES: Zoopla, ticketmaster, comparethemarket

### DIGITAL

ATTITUDES

I worry about online security <b>60%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>63%</b> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers <b>28%</b> <small>UK average: 28%</small>
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### TOP BEHAVIOURS

Researching domestic appliances	Researching consumer tech (e.g. laptops)	Managing personal finance online
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01716\_Walnut, Stowmarket, IP14 1NE (1 Mile contour)  
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Sort by:  Corn 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	10	0.1	2.6	4			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	270	3.1	2.2	138			
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	73	0.8	1.6	52			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	16	0.2	3.1	6			
1.C.11 Settled suburbia, older people	5	0.1	2.8	2			
1.C.12 Retired and empty nesters	358	4.1	2.5	165			
1.C.13 Upmarket downsizers	86	1.0	1.3	76			
<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	1,051	12.0	2.0	605			
2.E.19 First time buyers in small, modern homes	91	1.0	3.4	31			
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	15	0.2	1.0	17			
3.F.23 Owner occupiers in small towns and villages	388	4.4	3.2	137			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	543	6.2	2.7	229			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	515	5.9	2.4	242			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	289	3.3	3.5	95			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	249	2.8	2.3	121			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	633	7.2	2.4	304			
3.I.31 Elderly singles in purpose-built accommodation	145	1.6	0.5	340			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	17	0.2	2.2	9			
3.J.33 Smaller houses and starter homes	358	4.1	2.4	170			
<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	331	3.8	1.4	261			
4.L.38 Semi-skilled workers in traditional neighbourhoods	640	7.3	2.6	277			
4.L.39 Fading owner occupied terraces	486	5.5	2.9	189			
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	215	2.4	1.6	153			
4.M.42 Struggling young families in post-war terraces	78	0.9	1.6	54			
4.M.43 Families in right-to-buy estates	147	1.7	2.0	82			
4.M.44 Post-war estates, limited means	18	0.2	2.2	9			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	127	1.4	0.8	184			
4.N.46 Elderly people in social rented flats	93	1.1	1.0	103			
4.N.47 Low income older people in smaller semis	285	3.2	2.2	145			
4.N.48 Pensioners and singles in social rented flats	147	1.7	1.7	98			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	246	2.8	2.2	128			
5.O.50 Struggling younger people in mixed tenure	170	1.9	1.8	107			
5.O.51 Young people in small, low cost terraces	148	1.7	2.3	74			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	106	1.2	1.6	77			
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	223	2.5	1.6	158			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	87	1.0	1.5	66			
5.Q.58 Singles and young families, some receiving benefits	73	0.8	1.8	47			
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	61	0.7	0.3	244			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>8,793</b>						

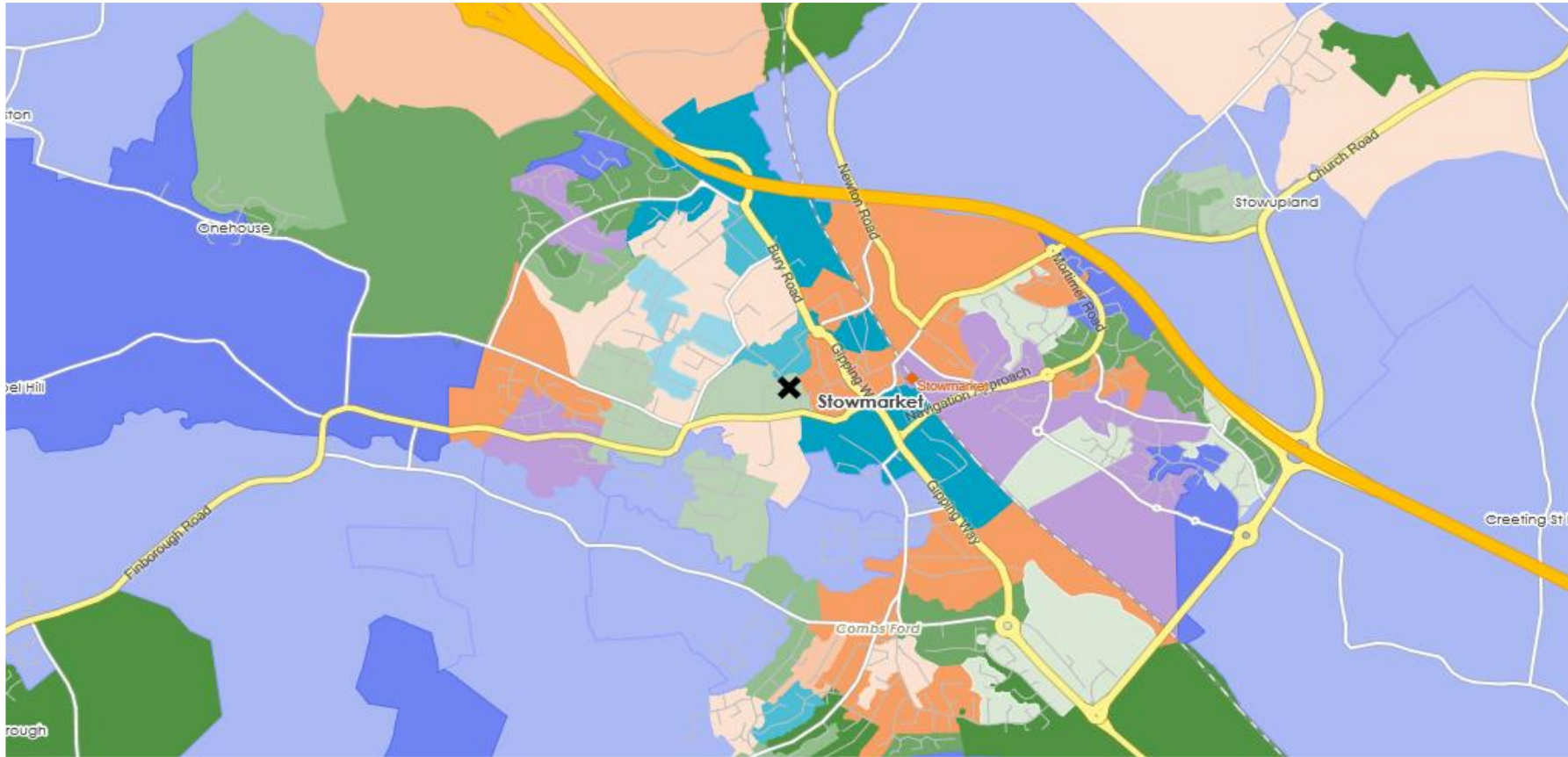
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01716\_Walnut, Stowmarket, IP14 1NE (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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
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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