

# CGA LICENCED PREMISES

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Area: P03469\_Royal Oak, Kings Bromley, DE13 7Hz  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	1	92.4	81.7	<b>113</b>			
Proprietary Club	0	0.0	7.3	0			
Registered Club	1	92.4	28.2	<b>328</b>			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

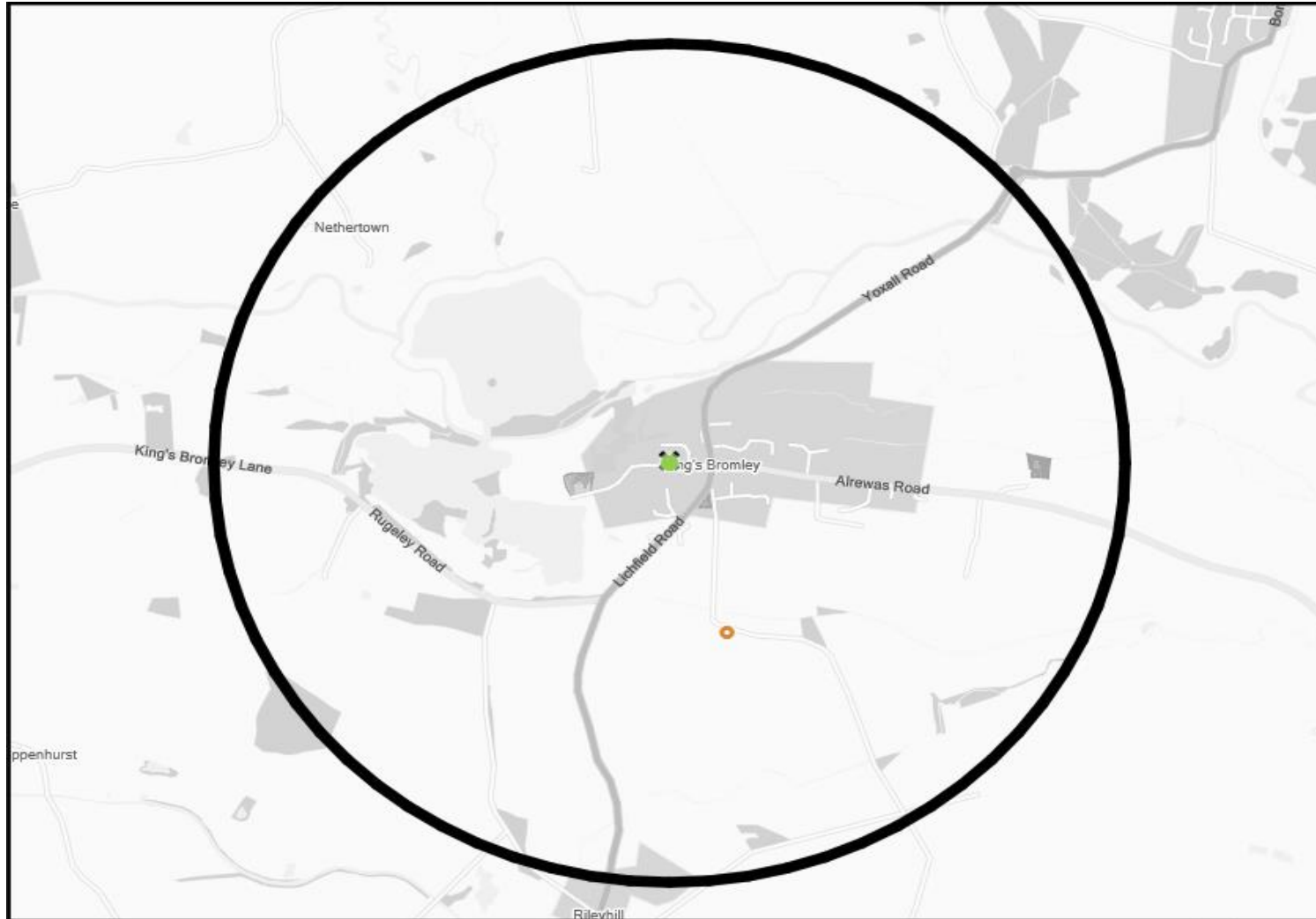
Name	Description	License Type	Owner Name	Postcode
Royal Oak	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE13 7HZ
Kings Bromley Cricket Club	Independent Free	Registered Club	Independent Free	DE13 7JF

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03469\_Royal Oak, Kings Bromley, DE13 7HZ (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:** P03469\_Royal Oak, Kings Bromley, DE13 7HZ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	346	79.7	22.1	361		
 2 Rising Prosperity	0	0.0	10.2	0		
 3 Comfortable Communities	40	9.2	26.5	35		
 4 Financially Stretched	31	7.1	23.7	30		
 5 Urban Adversity	0	0.0	17.2	0		
 6 Not Private Households	17	3.9	0.3	1,138		
 Graph						
<b>Total households</b>	<b>434</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%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03469\_Royal Oak, Kings Bromley, DE13 7HZ (1 Mile contour)  
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 Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
<b>1. Affluent Achievers</b>						
1.A Lavish Lifestyles	17	3.9	1.1	357		
1.B Executive Wealth	271	62.4	11.3	551		
1.C Mature Money	58	13.4	9.6	138		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	0	0.0	6.4	0		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	40	9.2	5.7	161		
3.G Successful Suburbs	0	0.0	6.0	0		
3.H Steady Neighbourhoods	0	0.0	7.4	0		
3.I Comfortable Seniors	0	0.0	2.9	0		
3.J Starting Out	0	0.0	4.6	0		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	0	0.0	8.0	0		
4.M Striving Families	16	3.7	7.4	49		
4.N Poorer Pensioners	15	3.5	5.8	60		
<b>5. Urban Adversity</b>						
5.O Young Hardship	0	0.0	6.3	0		
5.P Struggling Estates	0	0.0	5.7	0		
5.Q Difficult Circumstances	0	0.0	5.2	0		
<b>6. Not Private Households</b>						
6.R Not Private Households	17	3.9	0.3	1,138		
<b>Total households</b>	<b>434</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 	REISS
House tenure Privately renting	Family structure Single	LEISURE 	MOLTON BROWN
Number of beds <b>1</b>	House type Flat or maisonette	WEBSITES 	Pho
<b>FINANCIAL PROFILE</b>		<b>DIGITAL AND TECH</b>	
Household income UK: <b>£54k</b> London: <b>£54k</b>	% Disposable income UK: <b>23%</b> London: <b>20%</b>	<b>ATTITUDES</b>	
Financial situation Running into debt      Saving a lot		I worry about online security <b>60%</b> UK average: 59%	Shopping online makes my life easier <b>68%</b> UK average: 62%
		I love the ease of using chat bots to get answers <b>31%</b> UK average: 28%	
		<b>TOP BEHAVIOURS</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: P03469\_Royal Oak, Kings Bromley, DE13 7HZ (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
<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	17	3.9	0.9	457			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	128	29.5	2.6	1,116			
1.B.5 Wealthy countryside commuters	141	32.5	2.5	1,316			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
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	2	0.5	1.6	29			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	58	13.4	3.1	434			
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	0	0.0	2.0	0			
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			
<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	40	9.2	1.0	917			
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	0	0.0	2.4	0			
<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	0	0.0	2.3	0			
<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	0	0.0	2.4	0			
<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	0	0.0	2.6	0			
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	16	3.7	1.6	231			
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	15	3.5	0.8	439			
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	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	17	3.9	0.3	1,376			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>434</b>						



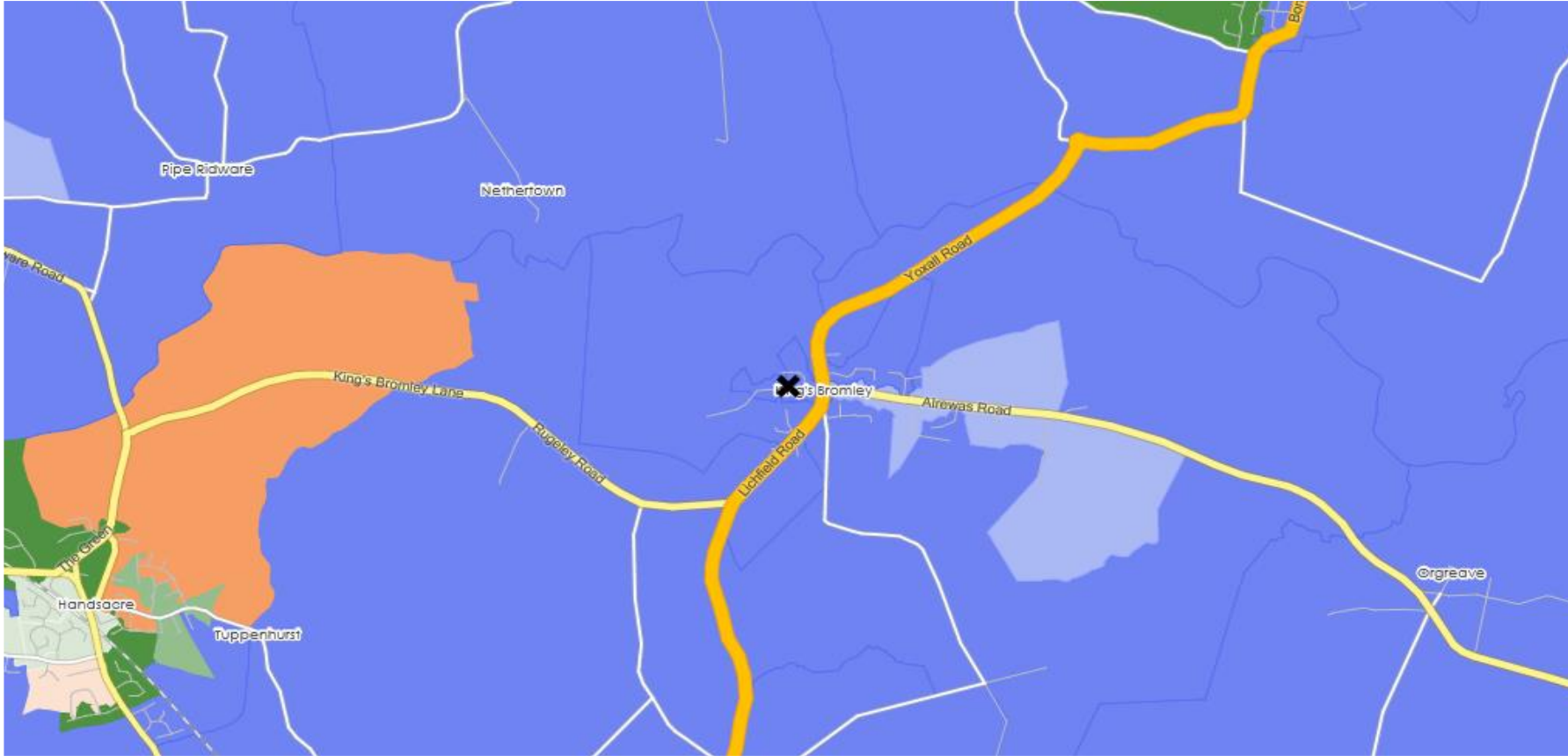
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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

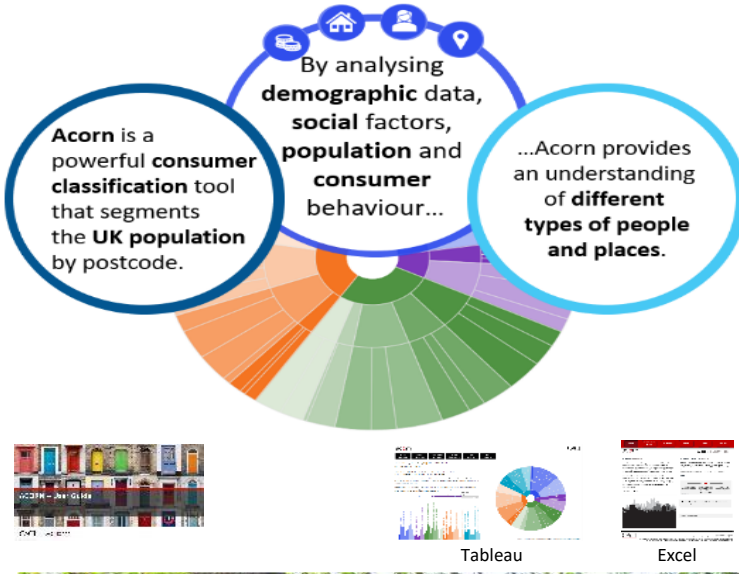
**Acorn Groups**

- 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

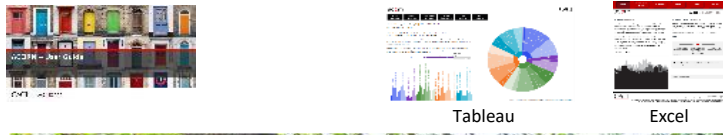
ACORN - WHAT IS IT?

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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**

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

House type: **Detached**

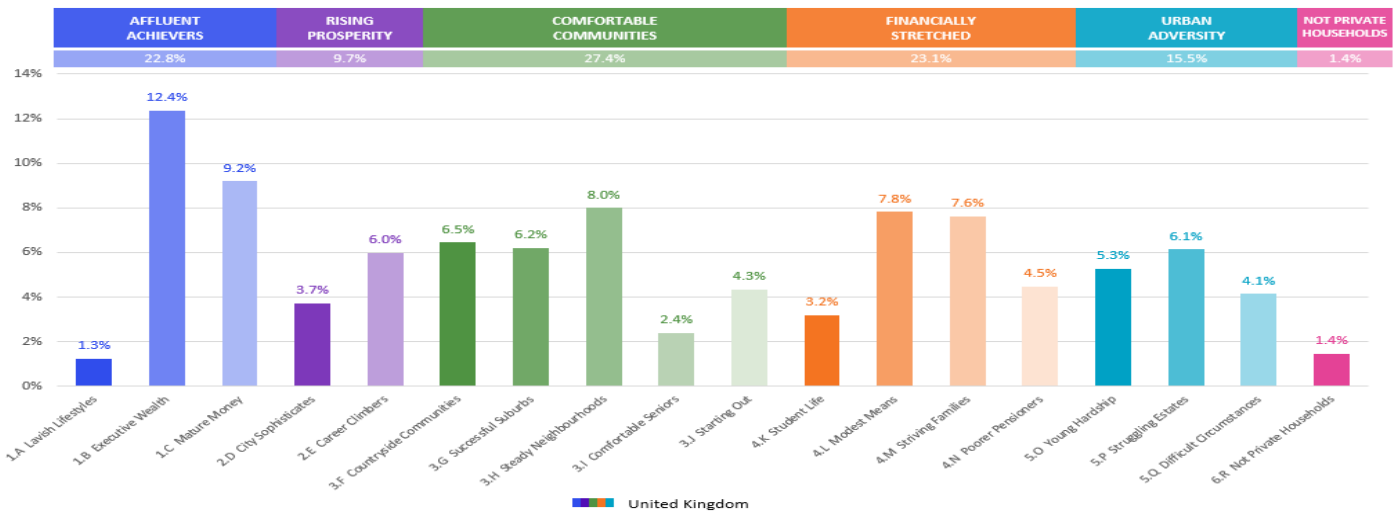
House tenure: **Owned outright**

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%



# MAP OF AREA

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