

CGA LICENCED PREMISES

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Area: P04553_Red Lion, Derby, DE65 6FL (1 Mile c
 Base: Great Britain
 Year: 2023

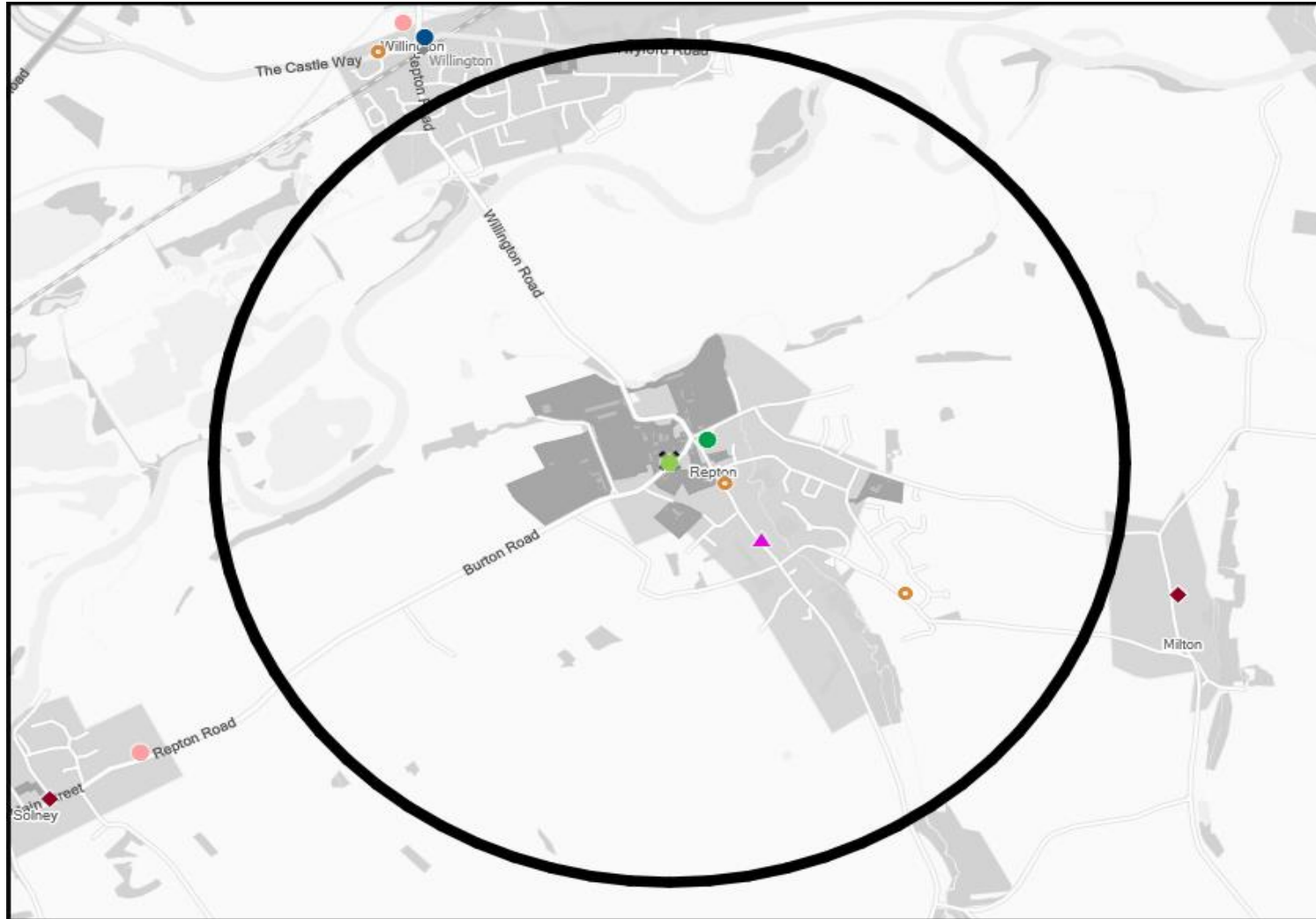
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	89.0	81.7	109			
Proprietary Club	0	0.0	7.3	0			
Registered Club	1	22.2	28.2	79			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Red Lion	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE65 6FL
Boot Inn	Ei Group	Pubs & Full On	Ei Group	DE65 6FT
Royal British Legion Club	Independent Free	Registered Club	Independent Free	DE65 6GD
Bulls Head	Chilled Pubs	Pubs & Full On	Chilled Pubs	DE65 6GF
Mount Pleasant Inn	Independent Free	Pubs & Full On	Independent Free	DE65 6GQ

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04553_Red Lion, Derby, DE65 6FL (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**
 - ✕ Hotels
- Restaurants**
 - ★ Restaurants
- Leisure**
 - ▲ Leisure
- Independent**
 - Independent
- Other**
 - ◆ Other
- Site Location**
 - ✕ Site Location
- Boundary**
 - Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P04553_Red Lion, Derby, DE65 6FL (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	961	54.5	22.1	247		
2 Rising Prosperity	76	4.3	10.2	42		
3 Comfortable Communities	545	30.9	26.5	117		
4 Financially Stretched	180	10.2	23.7	43		
5 Urban Adversity	0	0.0	17.2	0		
6 Not Private Households	0	0.0	0.3	0		
Total households				1,762		

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: P04553_Red Lion, Derby, DE65 6FL (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	5	0.3	1.1	26		
1.B Executive Wealth	455	25.8	11.3	228		
1.C Mature Money	501	28.4	9.6	295		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	76	4.3	6.4	68		
3. Comfortable Communities						
3.F Countryside Communities	276	15.7	5.7	273		
3.G Successful Suburbs	184	10.4	6.0	175		
3.H Steady Neighbourhoods	57	3.2	7.4	44		
3.I Comfortable Seniors	28	1.6	2.9	56		
3.J Starting Out	0	0.0	4.6	0		
4. Financially Stretched						
4.K Student Life	45	2.6	2.5	102		
4.L Modest Means	45	2.6	8.0	32		
4.M Striving Families	70	4.0	7.4	53		
4.N Poorer Pensioners	20	1.1	5.8	20		
5. Urban Adversity						
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		
6. Not Private Households						
6.R Not Private Households	0	0.0	0.3	0		
Total households	1,762					

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.

CORE DEMOGRAPHICS		BRANDS	
Age range 25-44	Children at home 0	SHOPPING COS, REISS, MOLTON BROWN	LEISURE itsu, wahaca, Pho
House tenure Privately renting	Family structure Single	WEBSITES airbnb, Spotify, ASOS, BuzzFeed	
Number of beds 1	House type Flat or maisonette	DIGITAL AND TECH	
FINANCIAL PROFILE		ATTITUDES	
Household income UK: £54k (Average: £40k) London: £54k (Average: £48k)	% Disposable income UK: 23% (Average: 43%) London: 20% (Average: 29%)	I worry about online security 60% (UK average: 59%)	Shopping online makes my life easier 68% (UK average: 62%)
Financial situation Running into debt Saving a lot		I love the ease of using chat bots to get answers 31% (UK average: 28%)	
TOP BEHAVIOURS		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: P04553_Red Lion, Derby, DE65 6FL (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	5	0.3	0.9	33			
1.B Executive Wealth							
1.B.4 Asset rich families	91	5.2	2.6	195			
1.B.5 Wealthy countryside commuters	243	13.8	2.5	558			
1.B.6 Financially comfortable families	106	6.0	2.2	271			
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	15	0.9	1.6	53			
1.C Mature Money							
1.C.10 Better-off villagers	374	21.2	3.1	690			
1.C.11 Settled suburbia, older people	45	2.6	2.8	91			
1.C.12 Retired and empty nesters	82	4.7	2.5	189			
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	12	0.7	2.0	34			
2.E.19 First time buyers in small, modern homes	64	3.6	3.4	107			
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	28	1.6	1.0	158			
3.F.23 Owner occupiers in small towns and villages	248	14.1	3.2	438			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	44	2.5	2.7	93			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	140	7.9	2.4	328			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	38	2.2	3.5	62			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	19	1.1	2.3	46			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	28	1.6	2.4	67			
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	45	2.6	0.3	763			
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	12	0.7	2.6	26			
4.L.39 Fading owner occupied terraces	33	1.9	2.9	64			
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	70	4.0	1.6	249			
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	20	1.1	1.0	110			
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			
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	0	0.0	1.6	0			
5.Q Difficult Circumstances							
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			
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	1,762						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04553_Red Lion, Derby, DE65 6FL (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

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults

22.8% of UK

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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