

CGA LICENCED PREMISES

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Area: P03824 Stag Bar, Dumfries, DG1 2PA (1 Mile)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	40	241.9	81.7	296			
Proprietary Club	5	30.2	7.3	415			
Registered Club	10	60.5	28.2	215			
Restaurant	10	60.5	32.1	188			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Deja Vu	Independent Free	Pubs & Full On	Independent Free	DG 1 1BZ
Pleuchie's Howff	Independent Free	Pubs & Full On	Independent Free	DG 1 3EW
Tam O Shanter Inn	Independent Free	Pubs & Full On	Independent Free	DG 1 1BH
Dumfries Masonic Club	Independent Free	Registered Club	Independent Free	DG 1 1EJ
Fleshers Arms	Kingdom Taverns	Pubs & Full On	Kingdom Taverns	DG 1 1HJ
Dumfries Sports Club	Independent Free	Registered Club	Independent Free	DG 1 1JW
Casa Mia	Independent Free	Restaurant	Independent Free	DG 1 1JW
Dumfries & County Golf Club	Independent Free	Registered Club	Independent Free	DG 1 1JX
Aberdour Hotel	Unknown	Pubs & Full On	Unknown	DG 1 1LW
Dumfries Bowling Club	Independent Free	Registered Club	Independent Free	DG 1 1LN
Station Hotel	Independent Free	Pubs & Full On	Independent Free	DG 1 1LT
Hill Hotel	Independent Free	Pubs & Full On	Independent Free	DG 1 1LZ
Marchmount Bowling Club	Independent Free	Registered Club	Independent Free	DG 1 1NJ
Cavens Arms	Independent Free	Pubs & Full On	Independent Free	DG 1 2AH
Rose Of India Restaurant	Independent Free	Restaurant	Independent Free	DG 1 2AH
Hole In The Wall	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DG 1 2BA
Queensberry	Unknown	Pubs & Full On	Unknown	DG 1 2BT
Barrel	Independent Free	Pubs & Full On	Independent Free	DG 1 2BU
Dickies Bar	Independent Free	Pubs & Full On	Independent Free	DG 1 2BY
Slipstream	Independent Free	Pubs & Full On	Independent Free	DG 1 2DA
Cairndale Hotel	Independent Free	Pubs & Full On	Independent Free	DG 1 2DF
Dumfries & District Railway Club	Independent Free	Registered Club	Independent Free	DG 1 2DR
Theatre Royal	Independent Free	Pubs & Full On	Independent Free	DG 1 2JH
Globe Inn	Independent Free	Pubs & Full On	Independent Free	DG 1 2JA
Gala Bingo	Gala Group	Proprietary Club	Gala Group	DG 1 2JJ
Daksh	Independent Free	Restaurant	Independent Free	DG 1 2JW
Stag Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DG 1 2PA
La Dolce Vita	Independent Free	Restaurant	Independent Free	DG 1 2PB
Albert Club	Independent Free	Registered Club	Independent Free	DG 1 2PJ
Lantern	Independent Free	Pubs & Full On	Independent Free	DG 1 2PP
Ship Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DG 1 2PY
Greenes Sports Bar	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DG 1 2QB
Normandy	Independent Free	Pubs & Full On	Independent Free	DG 2 7DF
White Hart Hotel	Independent Free	Pubs & Full On	Independent Free	DG 1 2RP
Douglas Arms	Independent Free	Pubs & Full On	Independent Free	DG 1 2RQ
Coach & Horses Inn	Independent Free	Pubs & Full On	Independent Free	DG 1 2RS
Ye Old Friars Vaults	Independent Free	Pubs & Full On	Independent Free	DG 1 2RL
New Oriental Chinese Restaurant	Independent Free	Restaurant	Independent Free	DG 1 2RL
Victoria Inn	Independent Free	Pubs & Full On	Independent Free	DG 1 2RQ
Sands Snooker Club	Independent Free	Proprietary Club	Independent Free	DG 1 2RX
Riveside	Independent Free	Pubs & Full On	Independent Free	DG 1 2RY
Pizzeria Il Fiume	Independent Free	Restaurant	Independent Free	DG 1 2RY
Brunos Restaurant	Independent Free	Restaurant	Independent Free	DG 1 3BE
Caledonian	Independent Free	Pubs & Full On	Independent Free	DG 1 3EG
Salutation Inn	Independent Free	Pubs & Full On	Independent Free	DG 2 7AA
Devorgilla Lounge	Independent Free	Pubs & Full On	Independent Free	DG 2 7AD
Globe Inn	Independent Free	Pubs & Full On	Independent Free	DG 2 7AB
Edenbank Hotel	Independent Free	Pubs & Full On	Independent Free	DG 2 7AH
Troqueer Arms	Independent Free	Pubs & Full On	Independent Free	DG 2 7DF
Dumfries Rugby Club	Independent Free	Registered Club	Independent Free	DG 2 7LU
Spread Eagle Bar	Independent Free	Pubs & Full On	Independent Free	DG 2 7TL
Maxwellton Bowling Club	Independent Free	Registered Club	Independent Free	DG 2 9DL
Chancers	Independent Free	Proprietary Club	Independent Free	DG 1 1ET

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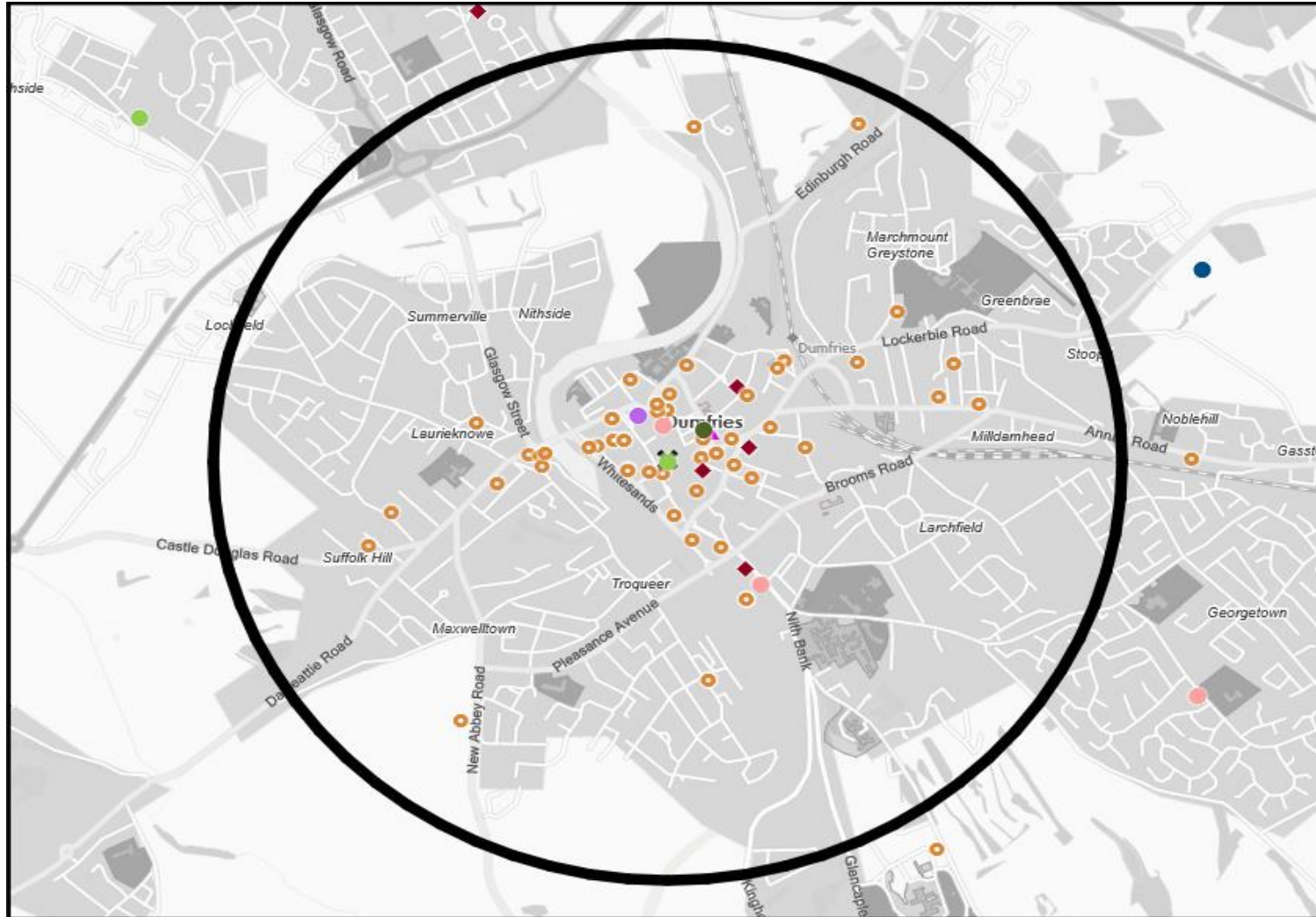
Name	Description	License Type	Owner Name	Postcode
Dumfries & Galloway Golf Club	Independent Free	Registered Club	Independent Free	DG 2 7NY
Worlds End	Independent Free	Pubs & Full On	Independent Free	DG 1 2RR
Robert The Bruce	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	DG 1 1DJ
Venue	Independent Free	Proprietary Club	Independent Free	DG 1 1BW
Waverley Hotel	Independent Free	Pubs & Full On	Independent Free	DG 1 1LX
Pearl Palace	Independent Free	Restaurant	Independent Free	DG 1 1DJ
Corner Eatery	Independent Free	Restaurant	Independent Free	DG 1 2NX
Granary	Greene King	Pubs & Full On	Greene King	DG 1 1HN
Dumfries Ice Bowl	Independent Free	Proprietary Club	Independent Free	DG 2 9AN
Ndolge	Independent Free	Pubs & Full On	Independent Free	DG 1 1BS
Imperial	Independent Free	Restaurant	Independent Free	DG 1 1BU
Bank	Independent Free	Pubs & Full On	Independent Free	DG 1 2RS

MAP OF AREA

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Source: OS Open Data 2018

Area: P03824_Stag Bar, Dumfries, DG1 2PA (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: P03824_Stag Bar, Dumfries, DG1 2PA (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,760	21.1	22.1	95		
 2 Rising Prosperity	16	0.2	10.2	2		
 3 Comfortable Communities	1,362	16.3	26.5	61		
 4 Financially Stretched	2,911	34.8	23.7	147		
 5 Urban Adversity	2,264	27.1	17.2	158		
 6 Not Private Households	45	0.5	0.3	156		
 Graph						
Total households	8,358					

Acorn Category Pen Portrait

6 Not Private Households
790k
1.5%

UK Adults of UK










60 Active communal population –
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children’s homes, refuges and local authority accommodation for travellers.

61 Inactive communal population –
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

62 Business areas without resident population –
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03824_Stag Bar, Dumfries, DG1 2PA (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	440	5.3	11.3	46			
1.C Mature Money	1,320	15.8	9.6	164			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	16	0.2	6.4	3			
3. Comfortable Communities							
3.F Countryside Communities	228	2.7	5.7	48			
3.G Successful Suburbs	226	2.7	6.0	45			
3.H Steady Neighbourhoods	261	3.1	7.4	42			
3.I Comfortable Seniors	539	6.4	2.9	226			
3.J Starting Out	108	1.3	4.6	28			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,159	13.9	8.0	174			
4.M Striving Families	331	4.0	7.4	53			
4.N Poorer Pensioners	1,421	17.0	5.8	295			
5. Urban Adversity							
5.O Young Hardship	1,519	18.2	6.3	291			
5.P Struggling Estates	82	1.0	5.7	17			
5.Q Difficult Circumstances	663	7.9	5.2	151			
6. Not Private Households							
6.R Not Private Households	45	0.5	0.3	156			
Total households	8,358						

Acorn Group Pen Portrait

1 A Lavish Lifestyles

0.7M
UK Adults

1.3%
of UK

The most affluent people in the UK who live comfortable lifestyles with few financial concerns. These individuals are typically empty nesters, who live in large detached homes that they own outright and which are often worth millions.

Age range
45-74

Children at home
0

House tenure
Owned outright

Family structure
Couple

Number of beds
4+

House type
Detached

BRANDS

SHOPPING: BOSS, HARVEY NICHOLS, APPLE, ANTHROPOLOGIE

LEISURE: duffelport, SEARCYS, GAUCHO, HAWKSMOOR

WEBSITES: rightmove, BBC NEWS, THE MAIL ON SUNDAY

DIGITAL AND TECH

ATTITUDES

I worry about online security

60%

UK average: 59%

Shopping online makes my life easier

62%

UK average: 62%

I love the ease of using chat bots to get answers

28%

UK average: 28%

TOP BEHAVIOURS

Highest online shopping expenditure

Book a holiday online

Visit LinkedIn

◉ 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: P03824_Stag Bar, Dumfries, DG1 2PA (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

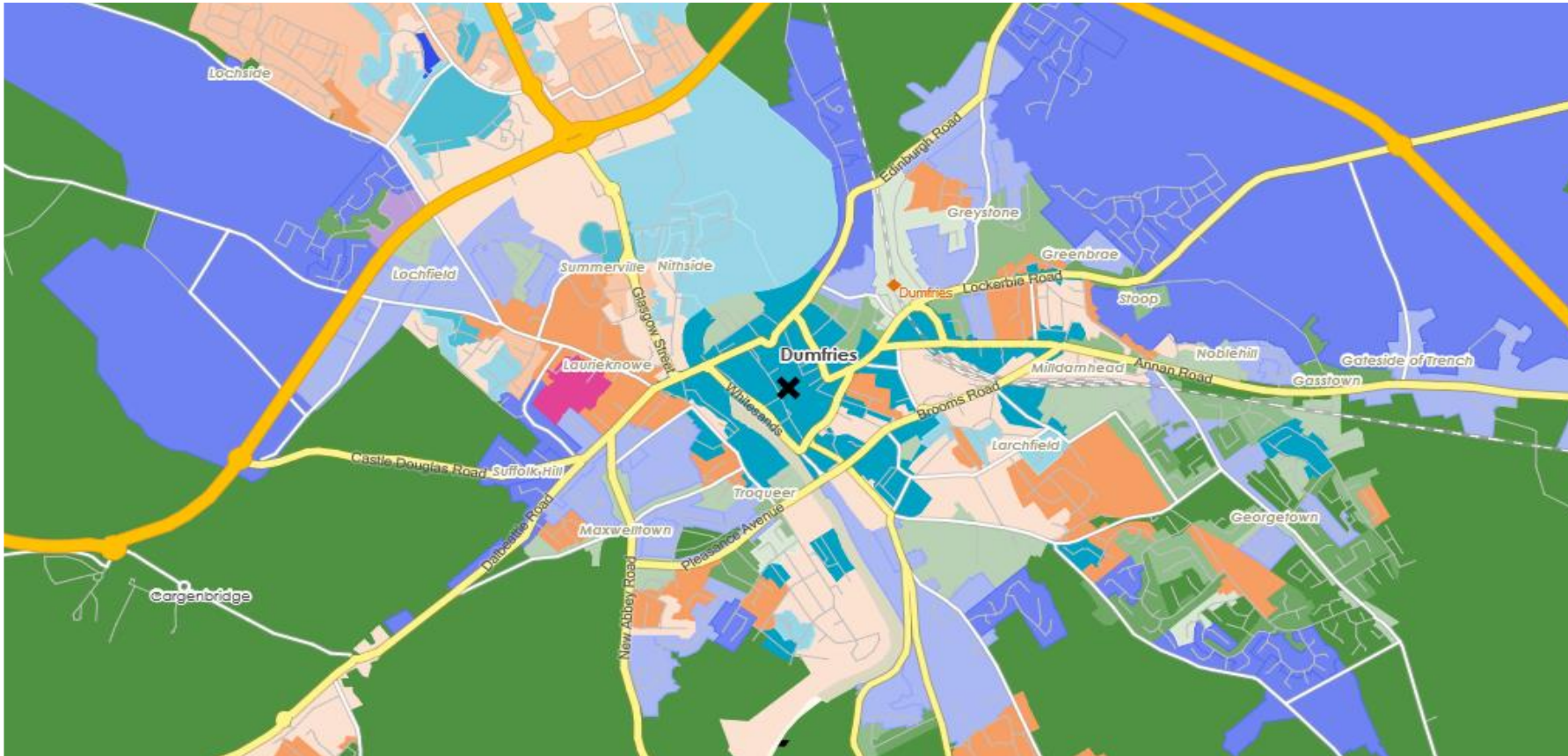
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	314	3.8	2.6	142			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	78	0.9	2.2	42			
1.B.7 Affluent professionals	23	0.3	0.9	32			
1.B.8 Prosperous suburban families	10	0.1	1.5	8			
1.B.9 Well-off edge of towners	15	0.2	1.6	11			
1.C Mature Money							
1.C.10 Better-off villagers	233	2.8	3.1	91			
1.C.11 Settled suburbia, older people	432	5.2	2.8	183			
1.C.12 Retired and empty nesters	550	6.6	2.5	267			
1.C.13 Upmarket downsizers	105	1.3	1.3	97			
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	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	16	0.2	3.4	6			
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	228	2.7	3.2	85			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	195	2.3	2.7	87			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	31	0.4	2.4	15			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	190	2.3	3.5	66			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	71	0.8	2.3	36			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	399	4.8	2.4	201			
3.I.31 Elderly singles in purpose-built accommodation	140	1.7	0.5	345			
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	108	1.3	2.4	54			
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	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	431	5.2	1.4	357			
4.L.38 Semi-skilled workers in traditional neighbourhoods	588	7.0	2.6	268			
4.L.39 Fading owner occupied terraces	140	1.7	2.9	57			
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	13	0.2	1.6	10			
4.M.42 Struggling young families in post-war terraces	9	0.1	1.6	7			
4.M.43 Families in right-to-buy estates	42	0.5	2.0	25			
4.M.44 Post-war estates, limited means	267	3.2	2.2	147			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	8	0.1	0.8	12			
4.N.46 Elderly people in social rented flats	114	1.4	1.0	132			
4.N.47 Low income older people in smaller semis	349	4.2	2.2	187			
4.N.48 Pensioners and singles in social rented flats	950	11.4	1.7	666			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,214	14.5	2.2	664			
5.O.50 Struggling younger people in mixed tenure	287	3.4	1.8	191			
5.O.51 Young people in small, low cost terraces	18	0.2	2.3	10			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	75	0.9	1.6	57			
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	7	0.1	1.6	5			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	423	5.1	1.5	335			
5.Q.58 Singles and young families, some receiving benefits	21	0.3	1.8	14			
5.Q.59 Deprived areas and high-rise flats	219	2.6	2.0	133			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	6	0.1	0.1	121			
6.R.61 Inactive communal population	39	0.5	0.3	164			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	8,358						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03824_Stag Bar, Dumfries, DG1 2PA (1 Mile contour)



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

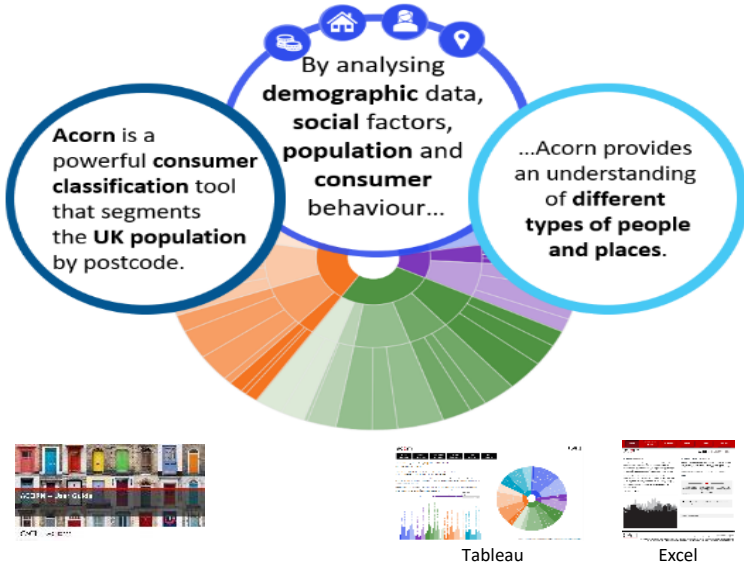
Acorn Groups

- 1.A Lush 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
3. Comfortable Communities	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
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

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**

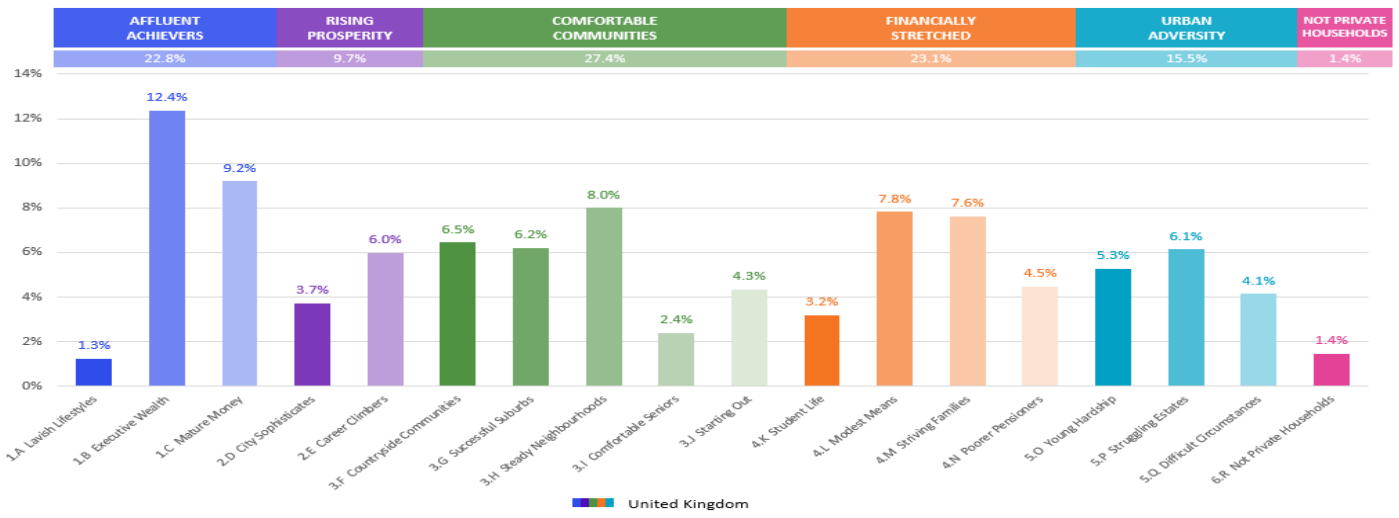
House tenure: **Owned outright**

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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