

CGA LICENCED PREMISES

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Area: P04163 Stag & Pheasant, Rugby, CV21 4BW
 Base: Great Britain
 Year: 2023

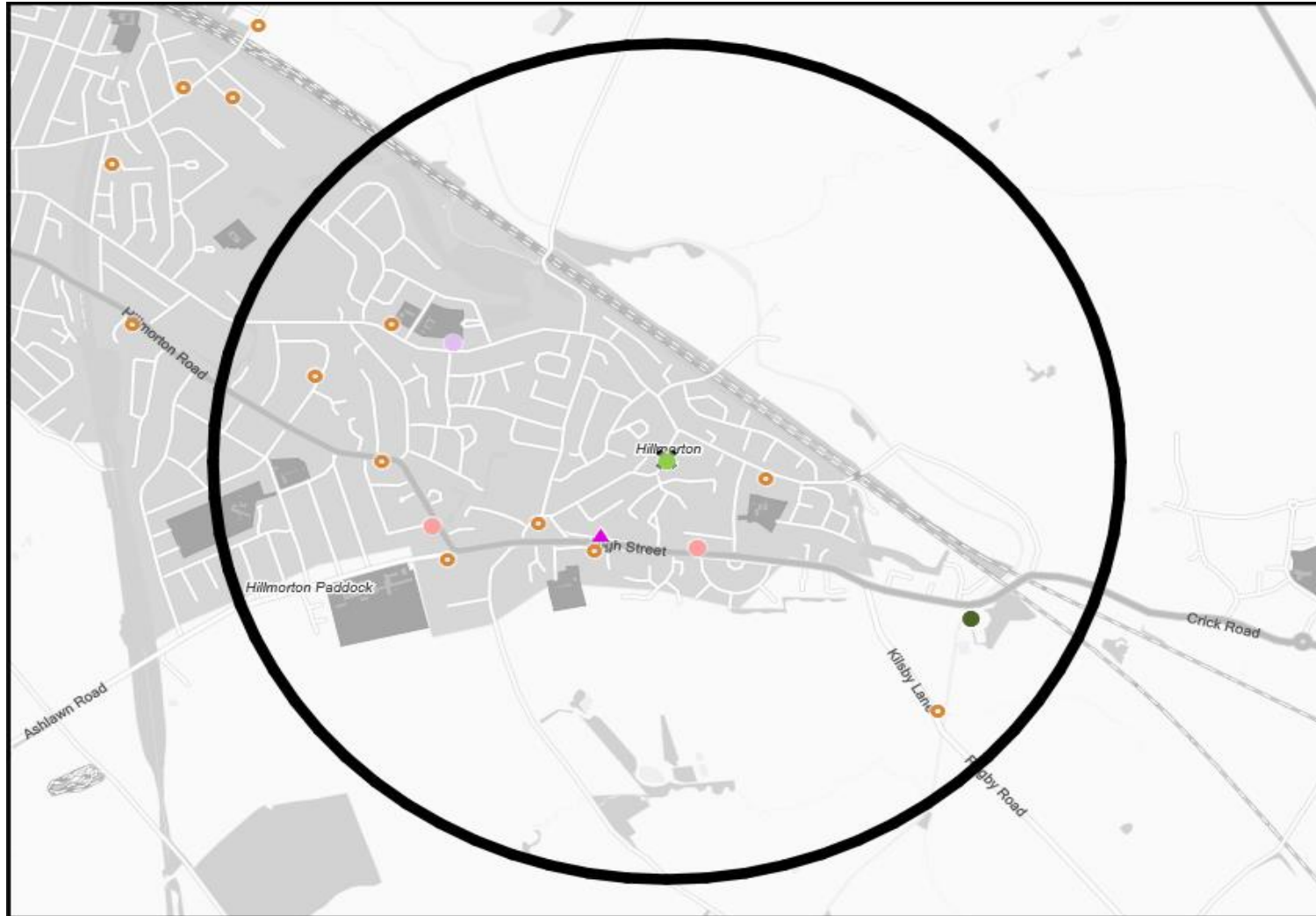
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	7	58.3	81.7	71			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	33.3	28.2	118			
Restaurant	3	25.0	32.1	78			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Hillmorton Manor Hotel	Independent Free	Pubs & Full On	Independent Free	CV21 4EE
Jolly Abbot	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV21 4AB
Stag & Pheasant	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV21 4BW
Red Lion	Wellington	Pubs & Full On	Wellington	CV21 4EG
Bell Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CV21 4HD
Waterside	Greene King	Pubs & Full On	Greene King	CV21 4PW
St Andrews Rugby Club	Independent Free	Registered Club	Independent Free	CV22 5ET
Paddox	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CV22 5EY
Hillmorton Ex-Servicemens Club	Independent Free	Registered Club	Independent Free	CV21 4EH
Jasmine Court Chinese Restaurant	Independent Free	Restaurant	Independent Free	CV21 4AA
Exotica Cuisine	Independent Free	Restaurant	Independent Free	CV21 4NU
Grange Bowling	Independent Free	Registered Club	Independent Free	CV21 3UE
Rugby Town Juniors Football Club	Independent Free	Registered Club	Independent Free	CV21 4PN
Star Fish Bar	Independent Free	Restaurant	Independent Free	CV22 5BW

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04163_Stag & Pheasant, Rugby, CV21 4BW (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: P04163_Stag & Pheasant, Rugby, CV21 4BW (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,357	26.4	22.1	120		
2 Rising Prosperity	111	2.2	10.2	21		
3 Comfortable Communities	2,461	47.9	26.5	181		
4 Financially Stretched	941	18.3	23.7	77		
5 Urban Adversity	234	4.6	17.2	26		
6 Not Private Households	35	0.7	0.3	198		
Total households		5,139				



Graph

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

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: P04163_Stag & Pheasant, Rugby, CV21 4BW (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	7	0.1	1.1	12			
1.B Executive Wealth	463	9.0	11.3	80			
1.C Mature Money	887	17.3	9.6	179			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	111	2.2	6.4	34			
3. Comfortable Communities							
3.F Countryside Communities	477	9.3	5.7	162			
3.G Successful Suburbs	355	6.9	6.0	116			
3.H Steady Neighbourhoods	1,239	24.1	7.4	325			
3.I Comfortable Seniors	360	7.0	2.9	245			
3.J Starting Out	30	0.6	4.6	13			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	224	4.4	8.0	55			
4.M Striving Families	312	6.1	7.4	82			
4.N Poorer Pensioners	405	7.9	5.8	137			
5. Urban Adversity							
5.O Young Hardship	53	1.0	6.3	16			
5.P Struggling Estates	8	0.2	5.7	3			
5.Q Difficult Circumstances	173	3.4	5.2	64			
6. Not Private Households							
6.R Not Private Households	35	0.7	0.3	198			
Total households	5,139						

Acorn Group Pen Portrait

3 G Successful Suburbs 3.3M UK Adults 6.2% of UK

Home-owning families living comfortably in stable areas in suburban and semi-rural locations. They mainly live in three or four bedroom detached and semi-detached homes of an average value for the locality.

CORE DEMOGRAPHICS		BRANDS	
Age range 35-64	Children at home 2	SHOPPING mamas papas ERNEST JONES CRABTREE & EVELYN Dunelm	
House tenure Mortgaged	Family structure Couple with children	LEISURE Ed's Nando's PREZZO CHOUTO	
Number of beds 4	House type Detached	WEBSITES tripadvisor GoCompare ticketmaster Money Super Market	
FINANCIAL PROFILE		DIGITAL	
Household income UK: £48k London: £51k Average: £40k Average: £46k	% Disposable income UK: 46% London: 38% Average: 43% Average: 29%	ATTITUDES	
Financial situation Running into debt saving a lot		I worry about online security 60% (UK average: 55%)	Shopping online makes my life easier 62% (UK average: 62%)
		I love the ease of using chat bots to get answers 26% (UK average: 28%)	
		TOP BEHAVIOURS	
		Owns an iPhone	Buy wine and alcohol online
			Own a videogame console



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

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Area: P04163_Stag & Pheasant, Rugby, CV21 4BW (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	7	0.1	0.9	16			
1.B Executive Wealth							
1.B.4 Asset rich families	186	3.6	2.6	137			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	117	2.3	2.2	102			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	8	0.2	1.5	10			
1.B.9 Well-off edge of towners	152	3.0	1.6	184			
1.C Mature Money							
1.C.10 Better-off villagers	284	5.5	3.1	180			
1.C.11 Settled suburbia, older people	514	10.0	2.8	355			
1.C.12 Retired and empty nesters	76	1.5	2.5	60			
1.C.13 Upmarket downsizers	13	0.3	1.3	20			
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	104	2.0	2.0	102			
2.E.19 First time buyers in small, modern homes	7	0.1	3.4	4			
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	56	1.1	1.0	108			
3.F.23 Owner occupiers in small towns and villages	421	8.2	3.2	255			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	160	3.1	2.7	115			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	195	3.8	2.4	157			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	755	14.7	3.5	424			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	484	9.4	2.3	403			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	298	5.8	2.4	245			
3.I.31 Elderly singles in purpose-built accommodation	62	1.2	0.5	248			
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	30	0.6	2.4	24			
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	137	2.7	1.4	185			
4.L.38 Semi-skilled workers in traditional neighbourhoods	80	1.6	2.6	59			
4.L.39 Fading owner occupied terraces	7	0.1	2.9	5			
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	99	1.9	1.6	121			
4.M.42 Struggling young families in post-war terraces	92	1.8	1.6	109			
4.M.43 Families in right-to-buy estates	29	0.6	2.0	28			
4.M.44 Post-war estates, limited means	92	1.8	2.2	82			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	52	1.0	0.8	129			
4.N.46 Elderly people in social rented flats	20	0.4	1.0	38			
4.N.47 Low income older people in smaller semis	239	4.7	2.2	208			
4.N.48 Pensioners and singles in social rented flats	94	1.8	1.7	107			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	27	0.5	2.2	24			
5.O.50 Struggling younger people in mixed tenure	26	0.5	1.8	28			
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	8	0.2	1.6	10			
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	13	0.3	1.8	14			
5.Q.59 Deprived areas and high-rise flats	160	3.1	2.0	158			
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	35	0.7	0.3	239			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,139						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04163_Stag & Pheasant, Rugby, CV21 4BW (1 Mile contour)



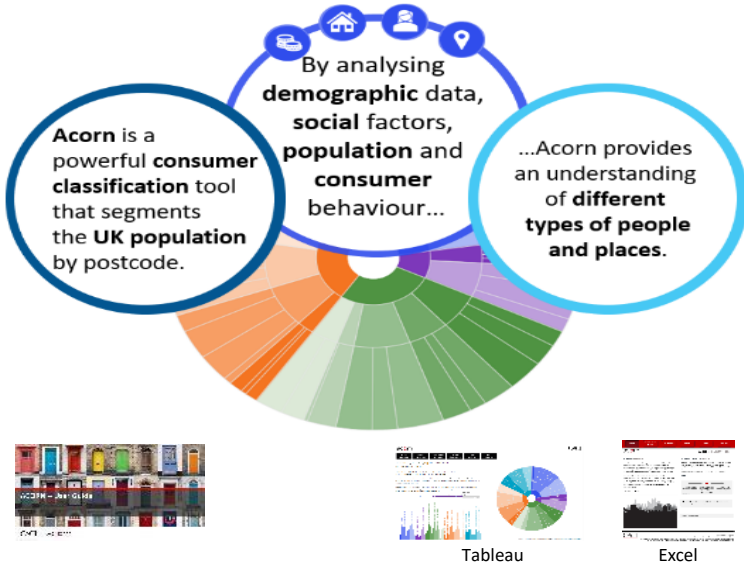
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
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
	● K. Student Life	34-36
4. Financially Stretched	● L. Modest Means	37-40
	● M. Striving Families	41-44
	● N. Poorer Pensioners	45-48
	● O. Young Hardship	49-51
5. Urban Adversity	● 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**

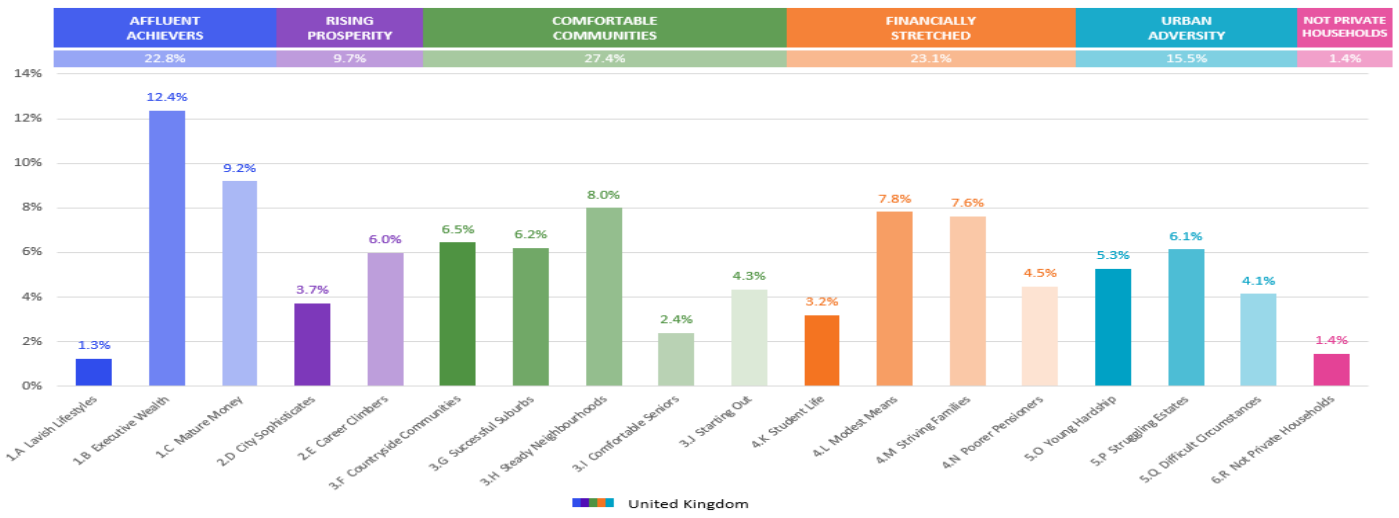
House tenure: **Owned outright**

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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Source: OS Open Data 2018

Area: P04163_Stag & Pheasant, Rugby, CV21 4BW (1 Mile contour)



POPULATION PROJECTIONS

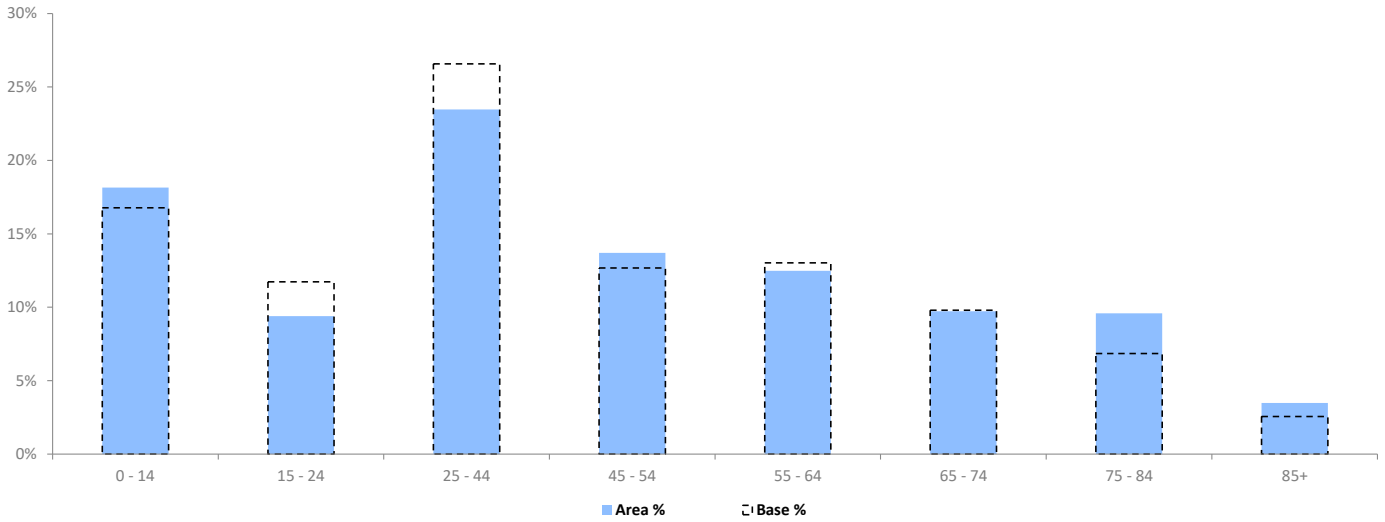
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Area: P04163_Stag & Pheasant, Rugby, CV21 4BW (1 Mile contour)

Base: Great Britain

Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,179	18.2	16.8	108			
15 - 24	1,128	9.4	11.7	80			
25 - 44	2,816	23.5	26.6	88			
45 - 54	1,644	13.7	12.7	108			
55 - 64	1,497	12.5	13.0	96			
65 - 74	1,167	9.7	9.8	99			
75 - 84	1,150	9.6	6.9	140			
85+	418	3.5	2.6	137			
Total population	11,999						



EXPENDITURE

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Area: P04163_Stag & Pheasant, Rugby, CV21 4BW (1 Mile contour)
 Base: Great Britain
 Year: 2023

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£314,891	£64.49	£66.95	96			
2. Alcoholic beverages, tobacco and narcotics	£130,398	£26.70	£28.12	95			
3. Clothing & Footwear	£111,261	£22.79	£22.40	102			
4. Housing, water, electricity, gas and other fuels	£476,791	£97.64	£107.19	91			
5. Furnishings, equipment and routine maintenance	£176,577	£36.16	£36.85	98			
6. Health	£60,259	£12.34	£13.48	92			
7. Transport	£600,721	£123.02	£134.74	91			
8. Communication	£77,791	£15.93	£15.74	101			
9. Recreation & Culture	£320,387	£65.61	£64.16	102			
10. Education	£53,308	£10.92	£22.26	49			
11. Restaurants & Hotels	£310,567	£63.60	£67.11	95			
12. Miscellaneous goods and services	£527,171	£107.96	£109.86	98			
Total Expenditure	£3,160,121	£647.17	£688.85	94			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.