

CGA LICENCED PREMISES

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Area: P04243_Five Ways, Lanarkshire, G31 4EU (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	27	73.3	81.7	90			
Proprietary Club	4	10.9	7.3	149			
Registered Club	6	16.3	28.2	58			
Restaurant	5	13.6	32.1	42			
Residential	0	0.0	2.7	0			

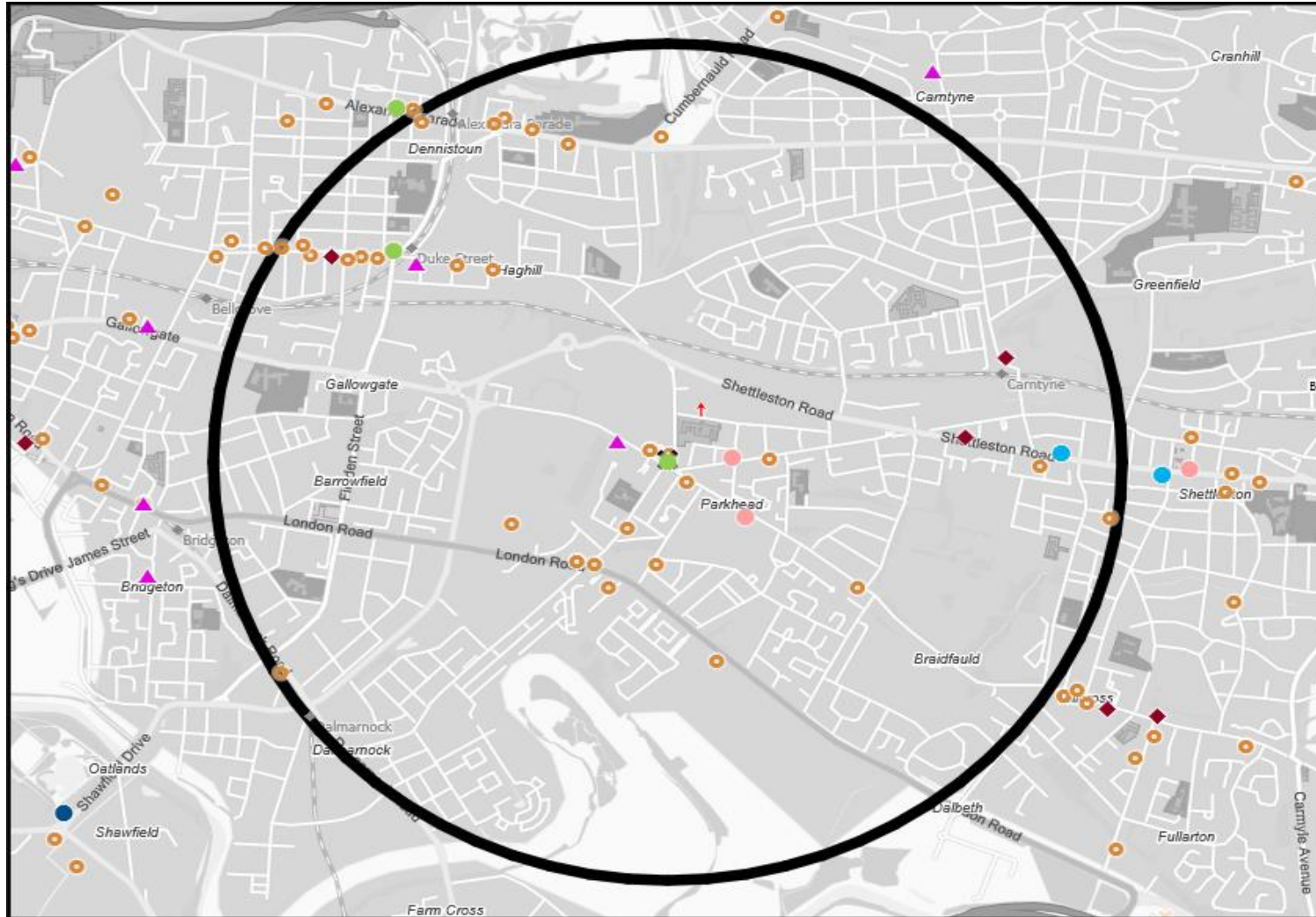
Name	Description	License Type	Owner Name	Postcode
Palais	Independent Free	Pubs & Full On	Independent Free	G 31 1DN
Calvey Club	Independent Free	Pubs & Full On	Independent Free	G 31 1JZ
Louden Tavern	Rosemount Taverns	Pubs & Full On	Rosemount Taverns	G 31 1NG
Snug	Unknown	Pubs & Full On	Unknown	G 31 1PX
Duke Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	G 31 1QA
Crown Bar	Independent Free	Pubs & Full On	Independent Free	G 31 1QF
Alexandra	Independent Free	Pubs & Full On	Independent Free	G 31 1QN
St Rollox Bowling Club	Independent Free	Registered Club	Independent Free	G 31 3LL
Poa San	Independent Free	Restaurant	Independent Free	G 31 3NN
Old Black Bull	Rosemount Taverns	Pubs & Full On	Rosemount Taverns	G 31 4DR
Five Ways	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	G 31 4EU
Anchor Bar	Independent Free	Pubs & Full On	Independent Free	G 31 4EX
Oak Bar	Independent Free	Pubs & Full On	Independent Free	G 31 4HL
Springfield Vaults	Independent Free	Pubs & Full On	Independent Free	G 31 4JY
Belvidere Bowling Club	Independent Free	Registered Club	Independent Free	G 31 4LE
Parkhead Bowling Club	Independent Free	Registered Club	Independent Free	G 31 4ND
Celtic Supporters Association Social Club	Independent Free	Registered Club	Independent Free	G 31 4QA
Tavern Bar	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	G 31 4UZ
Charter	Independent Free	Pubs & Full On	Independent Free	G 31 4XX
Okanes Bar	Independent Free	Pubs & Full On	Independent Free	G 31 5BS
Prince Charlie	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	G 31 5EU
Thistle Tavern	Independent Free	Pubs & Full On	Independent Free	G 31 5QG
Westburn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	G 32 6AS
Shettleston Bowling Club	Independent Free	Registered Club	Independent Free	G 32 7AB
Palaceum	Independent Free	Pubs & Full On	Independent Free	G 32 7DN
Sheddens Bar	Unknown	Pubs & Full On	Unknown	G 32 7EL
Town Tavern	Punch Pub Company	Pubs & Full On	Punch Pub Company	G 32 7NR
Vogue Bingo & Social Club	Independent Free	Proprietary Club	Independent Free	G 33 2ES
Real Mccoy	Independent Free	Pubs & Full On	Independent Free	G 40 3HW
Dalmarnock Inn	Independent Free	Pubs & Full On	Independent Free	G 40 4LH
Bristol Bar	Independent Free	Restaurant	Independent Free	G 31 1JX
Reidvale Neighbourhood Centre	Independent Free	Registered Club	Independent Free	G 31 1QW
Snooker Scene	Independent Free	Proprietary Club	Independent Free	G 31 4XD
Celtic Football Club	Independent Free	Proprietary Club	Independent Free	G 40 3RE
Mecca Bingo	Rank	Proprietary Club	Rank	G 31 5NZ
Cafe Spice	Independent Free	Restaurant	Independent Free	G 31 3LP
Lea-Rig	Independent Free	Pubs & Full On	Independent Free	G 31 3LN
Celinos	Independent Free	Restaurant	Independent Free	G 31 3BT
Coias Cafe	Independent Free	Pubs & Full On	Independent Free	G 31 1RD
Apocom African Restaurant	Independent Free	Restaurant	Independent Free	G 31 4EX
Turnstile Bar	Independent Free	Pubs & Full On	Independent Free	G 40 3HW
Loveable Rogue	Independent Free	Pubs & Full On	Independent Free	G 31 2LJ

MAP OF AREA

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Source: OS Open Data 2018

Area: P04243_Five Ways, Lanarkshire, G31 4EU (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: P04243_Five Ways, Lanarkshire, G31 4EU (1 Mile contour)
 Base: Great Britain
 Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	79	0.4	22.1	2		
2 Rising Prosperity	1,580	8.3	10.2	82		
3 Comfortable Communities	986	5.2	26.5	20		
4 Financially Stretched	5,867	30.9	23.7	130		
5 Urban Adversity	10,426	54.9	17.2	319		
6 Not Private Households	44	0.2	0.3	67		
Total households		18,982				



Graph

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: P04243_Five Ways, Lanarkshire, G31 4EU (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	57	0.3	11.3	3			
1.C Mature Money	22	0.1	9.6	1			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	1,580	8.3	6.4	131			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	0	0.0	6.0	0			
3.H Steady Neighbourhoods	30	0.2	7.4	2			
3.I Comfortable Seniors	72	0.4	2.9	13			
3.J Starting Out	884	4.7	4.6	102			
4. Financially Stretched							
4.K Student Life	1,642	8.7	2.5	345			
4.L Modest Means	613	3.2	8.0	40			
4.M Striving Families	432	2.3	7.4	31			
4.N Poorer Pensioners	3,180	16.8	5.8	291			
5. Urban Adversity							
5.O Young Hardship	2,976	15.7	6.3	251			
5.P Struggling Estates	193	1.0	5.7	18			
5.Q Difficult Circumstances	7,257	38.2	5.2	730			
6. Not Private Households							
6.R Not Private Households	44	0.2	0.3	67			
Total households	18,982						

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 SUN

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

Running into debt!

Saving a lot



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

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Area: P04243_Five Ways, Lanarkshire, G31 4EU (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

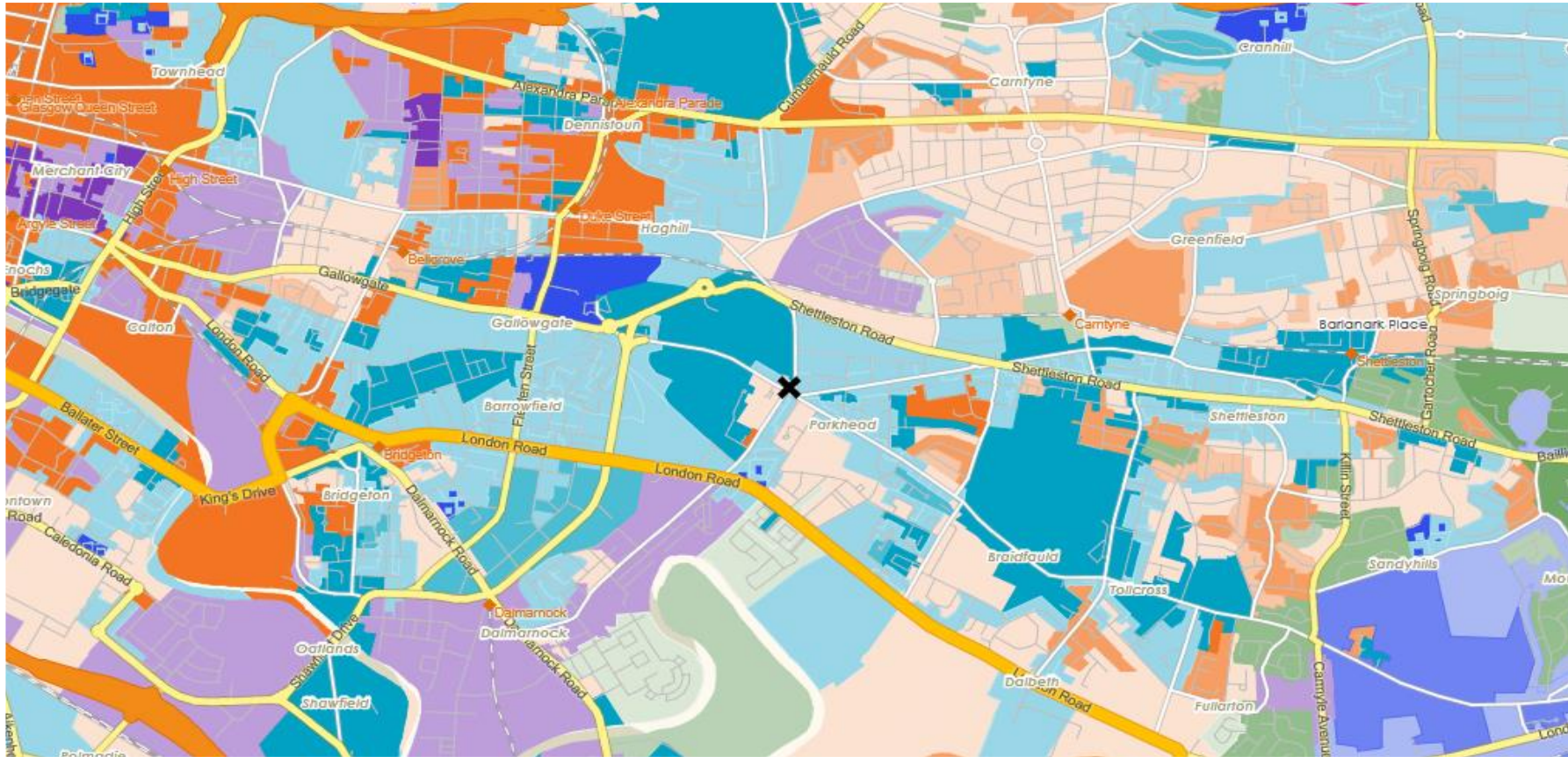
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	57	0.3	2.2	14			
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	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	13	0.1	2.8	2			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	9	0.0	1.3	4			
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	133	0.7	2.0	35			
2.E.19 First time buyers in small, modern homes	1,447	7.6	3.4	225			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
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			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	18	0.1	3.5	3			
3.H.28 Owner occupied terraces, average income	12	0.1	1.6	4			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	72	0.4	2.4	16			
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	717	3.8	2.2	176			
3.J.33 Smaller houses and starter homes	167	0.9	2.4	37			
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	1,642	8.7	1.9	450			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	352	1.9	1.4	129			
4.L.38 Semi-skilled workers in traditional neighbourhoods	113	0.6	2.6	23			
4.L.39 Fading owner occupied terraces	148	0.8	2.9	27			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	63	0.3	1.6	20			
4.M.43 Families in right-to-buy estates	251	1.3	2.0	65			
4.M.44 Post-war estates, limited means	118	0.6	2.2	29			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	177	0.9	0.8	118			
4.N.46 Elderly people in social rented flats	181	1.0	1.0	92			
4.N.47 Low income older people in smaller semis	216	1.1	2.2	51			
4.N.48 Pensioners and singles in social rented flats	2,606	13.7	1.7	804			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	2,233	11.8	2.2	538			
5.O.50 Struggling younger people in mixed tenure	636	3.4	1.8	186			
5.O.51 Young people in small, low cost terraces	107	0.6	2.3	25			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	83	0.4	1.6	28			
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	110	0.6	1.6	36			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	1,365	7.2	1.5	477			
5.Q.58 Singles and young families, some receiving benefits	821	4.3	1.8	246			
5.Q.59 Deprived areas and high-rise flats	5,071	26.7	2.0	1,356			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	5	0.0	0.1	44			
6.R.61 Inactive communal population	39	0.2	0.3	72			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	18,982						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04243_Five Ways, Lanarkshire, G31 4EU (1 Mile contour)



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

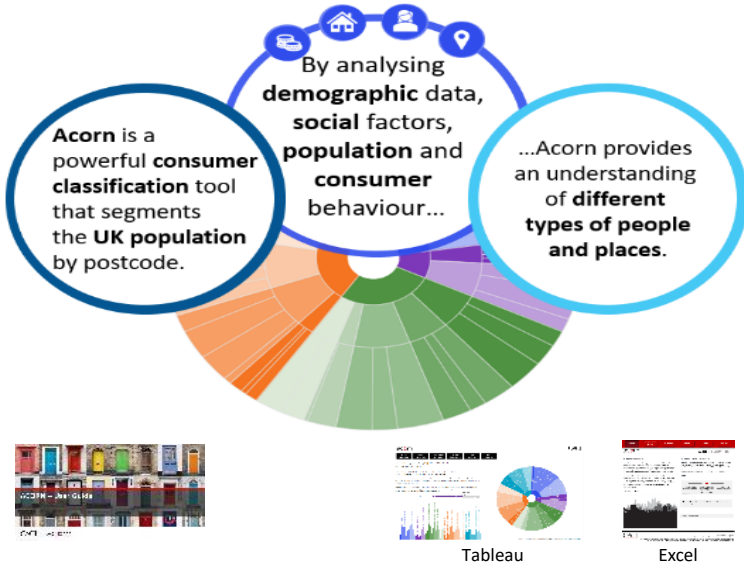
Acorn Groups

- 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
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**

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%

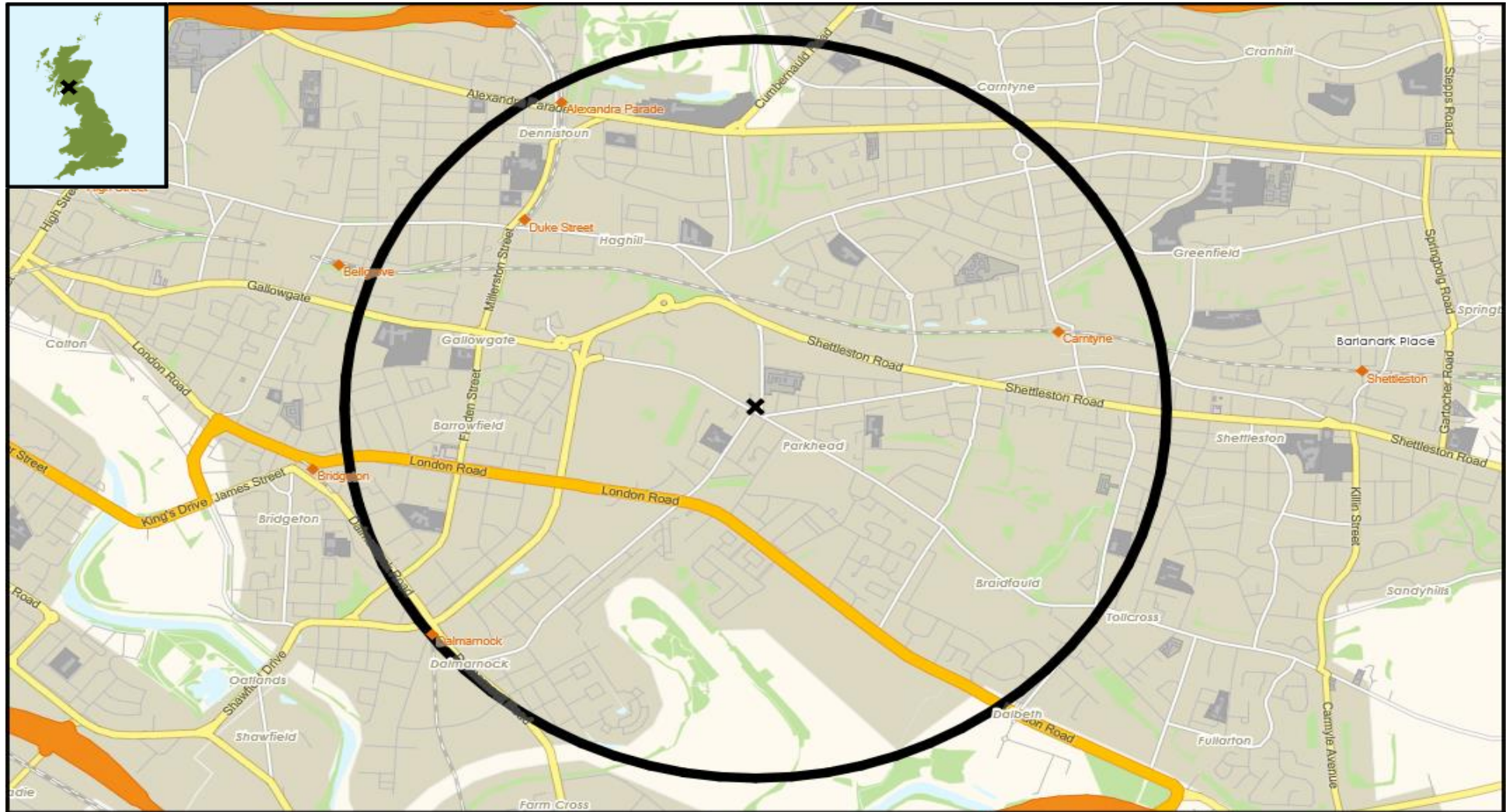


MAP OF AREA

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Source: OS Open Data 2018

Area: P04243_Five Ways, Lanarkshire, G31 4EU (1 Mile contour)

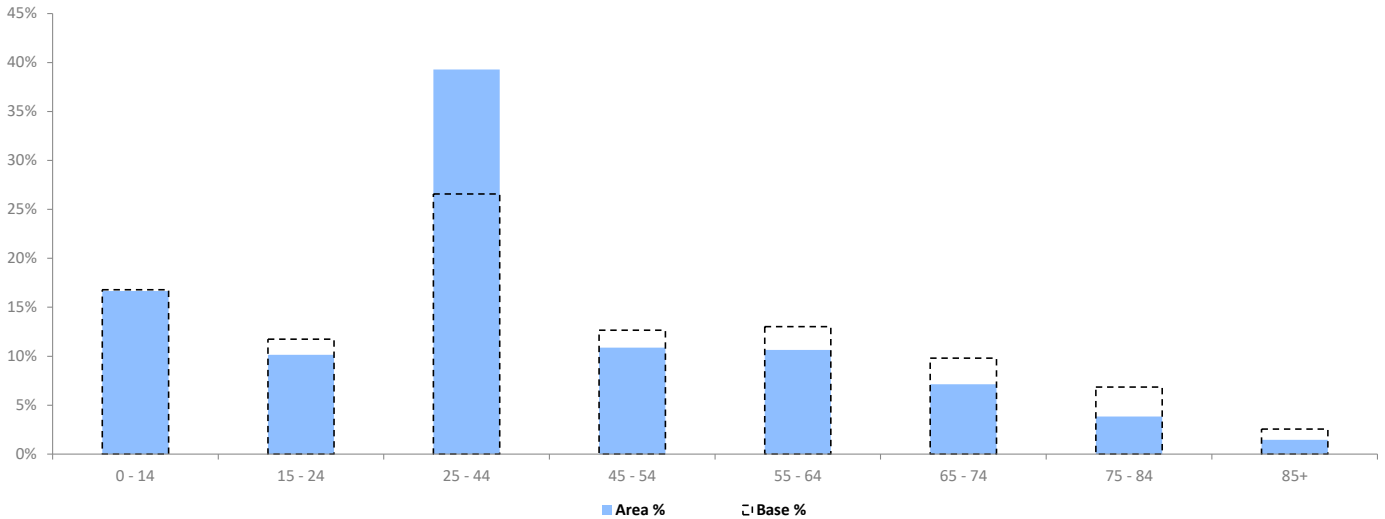


POPULATION PROJECTIONS

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Area: P04243_Five Ways, Lanarkshire, G31 4EU (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,136	16.6	16.8	99			
15 - 24	3,740	10.1	11.7	86			
25 - 44	14,483	39.3	26.6	148			
45 - 54	4,005	10.9	12.7	86			
55 - 64	3,919	10.6	13.0	82			
65 - 74	2,628	7.1	9.8	73			
75 - 84	1,411	3.8	6.9	56			
85+	534	1.4	2.6	57			
Total population	36,856						



EXPENDITURE

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Area: P04243_Five Ways, Lanarkshire, G31 4EU (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	£1,018,388	£50.72	£66.95	76			
2. Alcoholic beverages, tobacco and narcotics	£754,827	£37.59	£28.12	134			
3. Clothing & Footwear	£296,634	£14.77	£22.40	66			
4. Housing, water, electricity, gas and other fuels	£1,247,919	£62.15	£107.19	58			
5. Furnishings, equipment and routine maintenance	£400,566	£19.95	£36.85	54			
6. Health	£125,564	£6.25	£13.48	46			
7. Transport	£1,488,018	£74.10	£134.74	55			
8. Communication	£242,384	£12.07	£15.74	77			
9. Recreation & Culture	£724,562	£36.08	£64.16	56			
10. Education	£154,815	£7.71	£22.26	35			
11. Restaurants & Hotels	£780,948	£38.89	£67.11	58			
12. Miscellaneous goods and services	£1,310,071	£65.24	£109.86	59			
Total Expenditure	£8,544,697	£425.53	£688.85	62			



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.