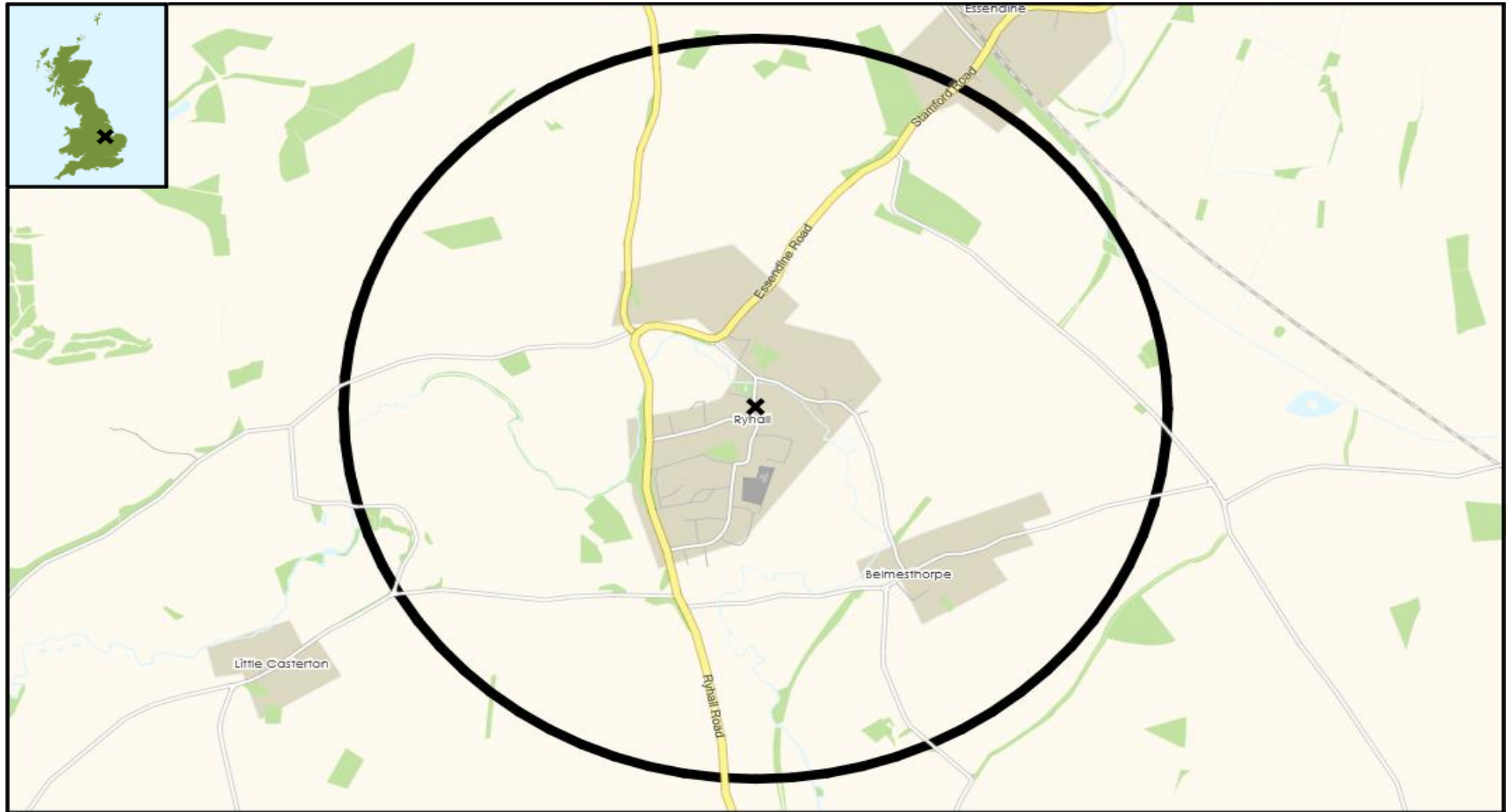


MAP OF AREA

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Source: OS Open Data 2018

Area: P04527_Millstone Inn, Ryhall, PE9 4HH (1 Mile contour)

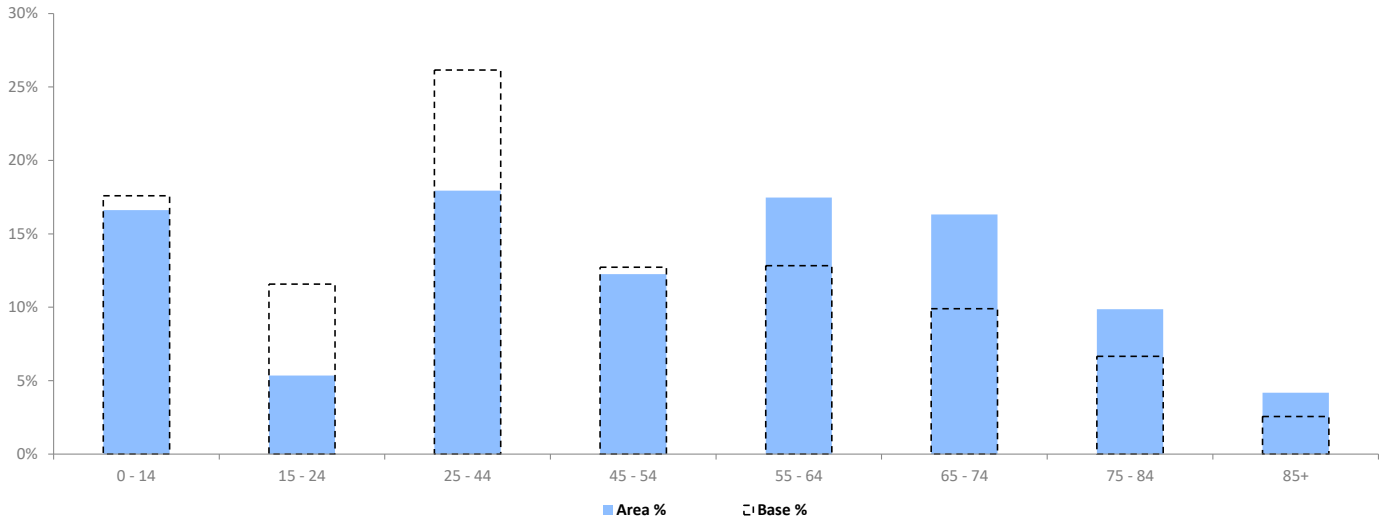
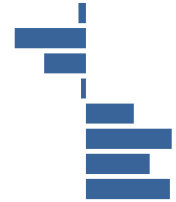


POPULATION PROJECTIONS

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Area: P04527_Millstone Inn, Ryhall, PE9 4HH (1 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	286	16.6	17.6	94			
15 - 24	92	5.3	11.6	46			
25 - 44	309	17.9	26.2	69			
45 - 54	211	12.3	12.7	96			
55 - 64	301	17.5	12.8	136			
65 - 74	281	16.3	9.9	165			
75 - 84	170	9.9	6.7	148			
85+	72	4.2	2.6	163			
Total population	1,722						



EXPENDITURE

© 2023 CACI Limited and all other applicable third party notices (COICOP Expenditure) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04527_Millstone Inn, Ryhall, PE9 4HH (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	£58,723	£73.96	£73.74	100			
2. Alcoholic beverages, tobacco and narcotics	£21,397	£26.95	£27.43	98			
3. Clothing & Footwear	£31,418	£39.57	£41.92	94			
4. Housing, water, electricity, gas and other fuels	£66,377	£83.60	£92.23	91			
5. Furnishings, equipment and routine maintenance	£35,248	£44.39	£39.49	112			
6. Health	£14,439	£18.19	£16.97	107			
7. Transport	£93,041	£117.18	£115.30	102			
8. Communication	£11,934	£15.03	£14.64	103			
9. Recreation & Culture	£85,919	£108.21	£100.48	108			
10. Education	£20,204	£25.45	£22.34	114			
11. Restaurants & Hotels	£62,606	£78.85	£82.30	96			
12. Miscellaneous goods and services	£83,762	£105.49	£104.94	101			
Total Expenditure	£585,067	£736.86	£731.77	101			

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.

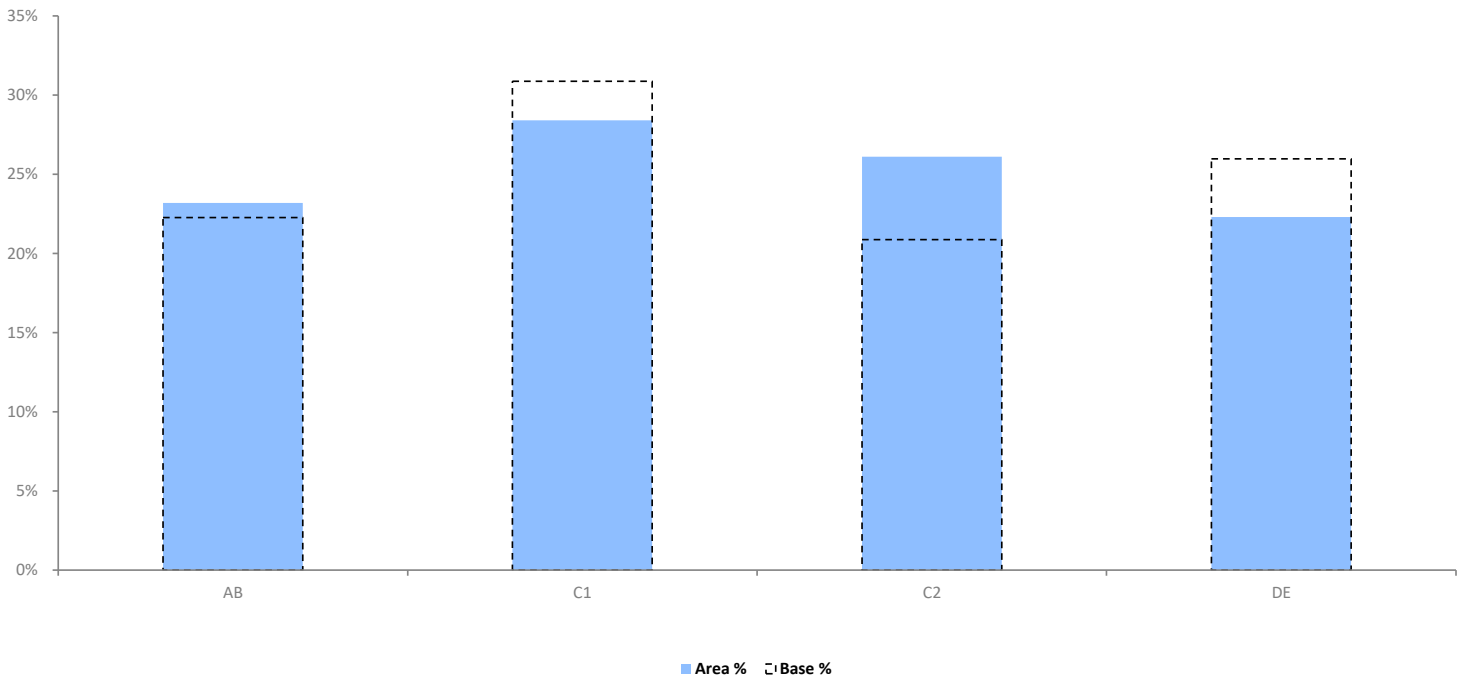
UP TO DATE DEMOGRAPHICS

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Area: P04527_Millstone Inn, Ryhall, PE9 4HH (1 Mile contour)
 Base: Great Britain
 Year: 2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB:	Higher or intermediate managerial/admin/professional	182	23.2	22.3	104		
C1:	Supervisory, clerical, jr managerial/admin/professional	223	28.4	30.9	92		
C2:	Skilled manual workers	205	26.1	20.9	125		
DE:	Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	175	22.3	26.0	86		
Total household reference persons aged 16 to 64		785					



CGA LICENCED PREMISES

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Area: P04527_Millstone Inn, Ryhall, PE9 4HH (1 Mi
 Base: Great Britain
 Year: 2022

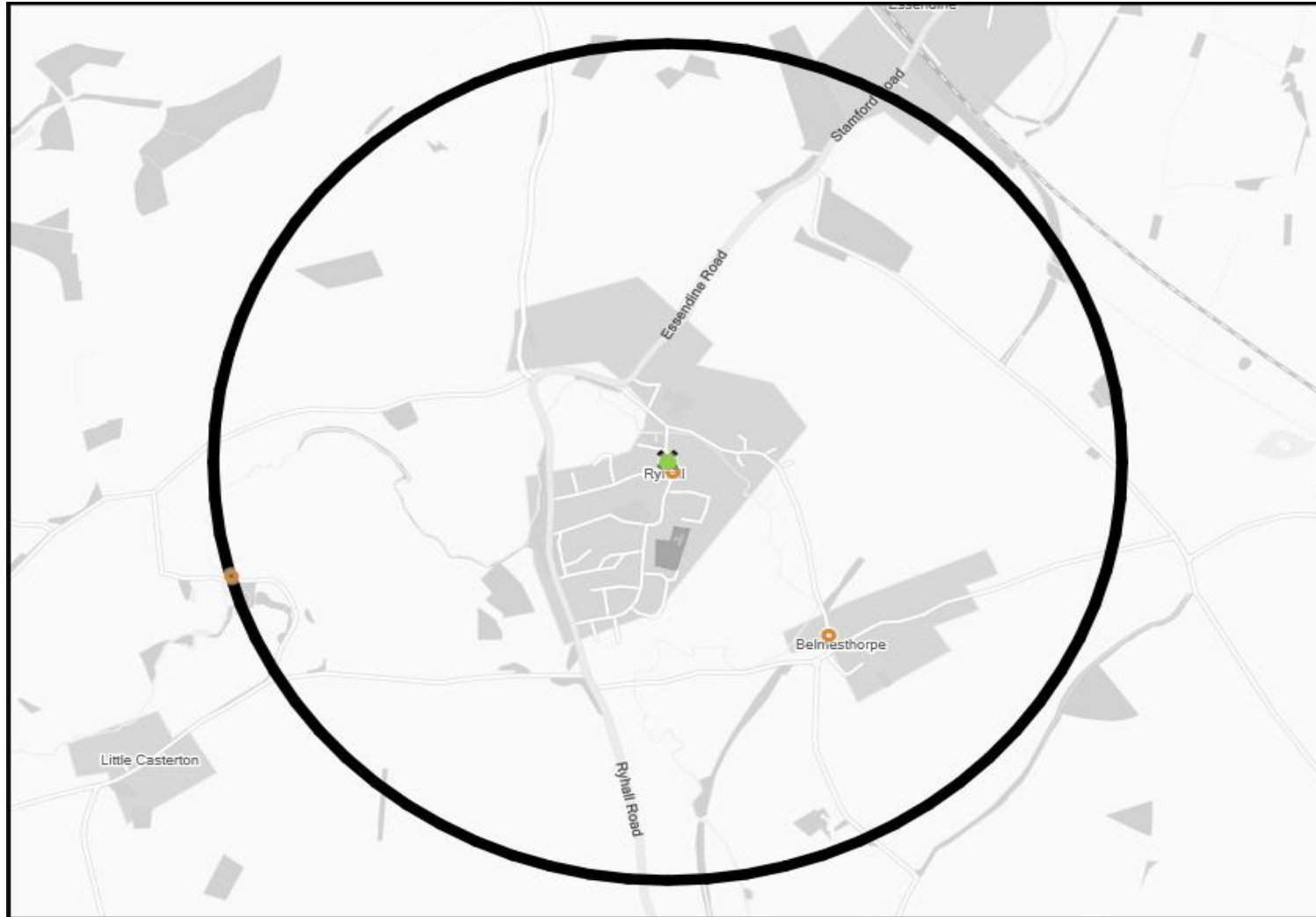
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	232.3	82.8	280			
Proprietary Club	0	0.0	7.5	0			
Registered Club	0	0.0	28.7	0			
Restaurant	0	0.0	32.5	0			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Stamford Theatre Club	Independent Free	Pubs & Full On	Independent Free	PE 9 4BH
Millstone Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PE 9 4HH
Green Dragon	Independent Free	Pubs & Full On	Independent Free	PE 9 4HJ
Blue Bell	Independent Free	Pubs & Full On	Independent Free	PE 9 4JG

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04527_Millstone Inn, Ryhall, PE9 4HH (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: P04527_Millstone Inn, Ryhall, PE9 4HH (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	333	42.4	22.0	193		
2 Rising Prosperity	8	1.0	10.3	10		
3 Comfortable Communities	310	39.5	26.3	150		
4 Financially Stretched	134	17.1	23.7	72		
5 Urban Adversity	0	0.0	17.4	0		
6 Not Private Households	0	0.0	0.3	0		
Total households				785		

Acorn Category Pen Portrait

1 Affluent Achievers

Age range

55+

House type

Detached

UK Adults

12.1M

of UK

22.8%

Financial situation

Running into debt Saving a lot

House tenure

Owned outright

Children at home

0

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%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04527_Millstone Inn, Ryhall, PE9 4HH (1 Mile contour)
Base: Great Britain
Year: 2022

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	135	17.2	11.2	153			
1.C Mature Money	198	25.2	9.6	262			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	8	1.0	6.3	16			
3. Comfortable Communities							
3.F Countryside Communities	306	39.0	5.7	679			
3.G Successful Suburbs	4	0.5	5.9	9			
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	4.4	0			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	0	0.0	7.9	0			
4.M Striving Families	25	3.2	7.5	43			
4.N Poorer Pensioners	109	13.9	5.8	238			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.2	0			
5.P Struggling Estates	0	0.0	5.9	0			
5.Q Difficult Circumstances	0	0.0	5.3	0			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	785						

Acorn Group Pen Portrait

3 F Countryside Communities
3.4M UK Adults
6.4% of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

CORE DEMOGRAPHICS

Age range 55-74	Children at home 0
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached

BRANDS

SHOPPING: LAKELAND, Specsavers, Clarks

LEISURE: Caffe Nero, Zizzi, CAFE ROUGE

WEBSITES: ebay, Money Super Market, M&S, GOV.UK

FINANCIAL PROFILE

Household income £42k <small>UK Average: £40k London Average: £46k</small>	% Disposable income 51% <small>UK Average: 43% London Average: 29%</small>	Financial situation Running into debt to Saving a lot
---	---	--

DIGITAL ATTITUDES

I worry about online security 62% <small>UK average: 59%</small>	Shopping online makes my life easier 62% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 26% <small>UK average: 28%</small>
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TOP BEHAVIOURS

- Research sportswear or equipment online
- Buy domestic appliances online
- Wait until tech becomes cheaper before purchasing



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

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Area: P04527_Millstone Inn, Ryhall, PE9 4HH (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	82	10.4	2.6	398			
1.B.5 Wealthy countryside commuters	41	5.2	2.4	214			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	12	1.5	1.6	95			
1.C Mature Money							
1.C.10 Better-off villagers	108	13.8	3.0	454			
1.C.11 Settled suburbia, older people	18	2.3	2.8	81			
1.C.12 Retired and empty nesters	72	9.2	2.5	372			
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	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	8	1.0	1.9	53			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
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	27	3.4	1.5	228			
3.F.22 Older couples and families in rural areas	43	5.5	1.0	530			
3.F.23 Owner occupiers in small towns and villages	236	30.1	3.2	940			
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	4	0.5	2.4	21			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	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			
3.I Comfortable Seniors							
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			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
4.K.35 Term-time terraces	0	0.0	0.3	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	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			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	25	3.2	1.6	201			
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	2.1	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	10	1.3	0.8	162			
4.N.46 Elderly people in social rented flats	26	3.3	1.1	313			
4.N.47 Low income older people in smaller semis	73	9.3	2.3	412			
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	1.1	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	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	785						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04527_Millstone Inn, Ryhall, PE9 4HH (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

Output Areas

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

12.1M UK Adults 22.8% of UK

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+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.

