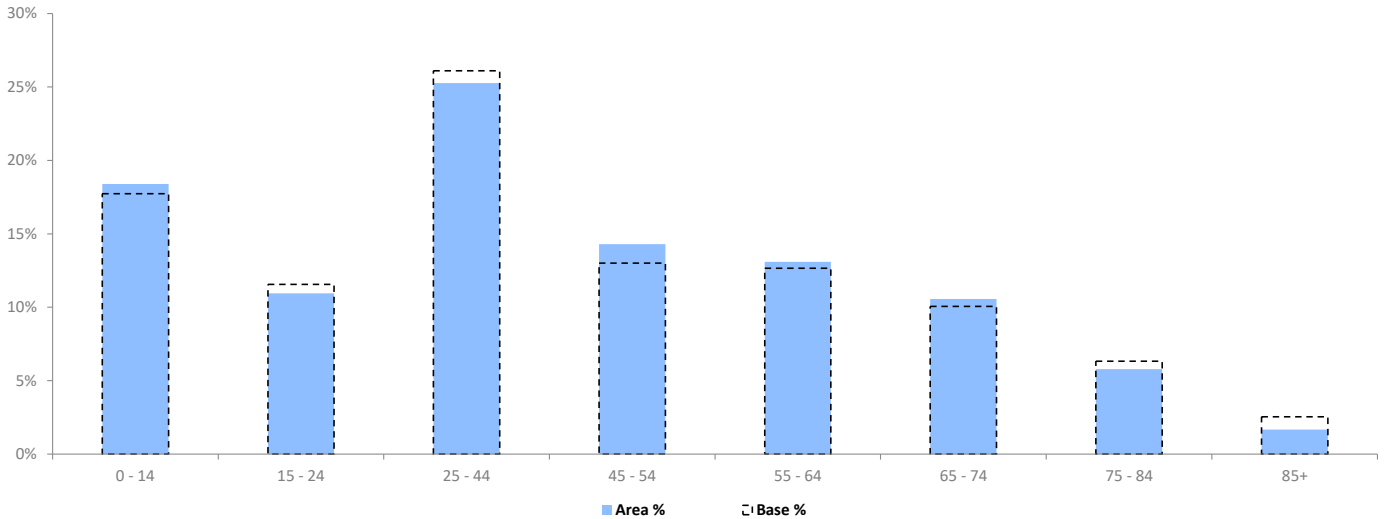


# POPULATION PROJECTIONS

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Area: P04517\_Lamb, Nr Burton upon Trent, DE11 0TW (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,810	18.4	17.7	<b>104</b>			
15 - 24	1,673	10.9	11.6	95			
25 - 44	3,860	25.3	26.1	97			
45 - 54	2,186	14.3	13.0	<b>110</b>			
55 - 64	2,000	13.1	12.7	<b>103</b>			
65 - 74	1,614	10.6	10.1	<b>105</b>			
75 - 84	883	5.8	6.3	91			
85+	255	1.7	2.5	66			
<b>Total population</b>	<b>15,281</b>						



# CGA LICENCED PREMISES

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Area: P04517\_Lamb, Nr Burton upon Trent, DE11 (

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	11	72.0	85.9	84			
Proprietary Club	0	0.0	8.2	0			
Registered Club	2	13.1	30.1	44			
Restaurant	1	6.5	35.3	19			
Residential	0	0.0	3.5	0			

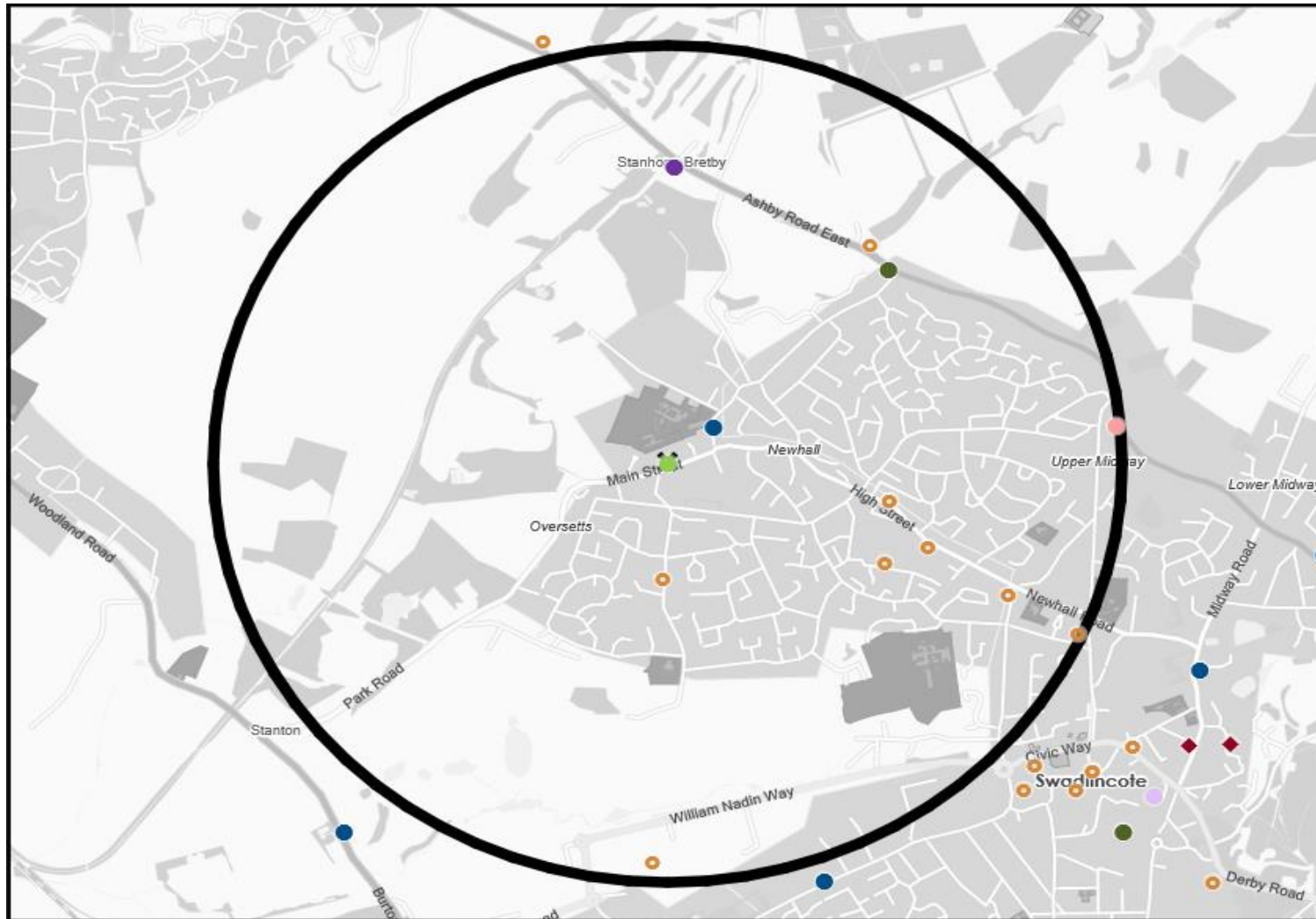
Name	Description	License Type	Owner Name	Postcode
Springfield	Independent Free	Pubs & Full On	Independent Free	DE11 0AX
Wheel Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE11 0DH
Royal Oak	Independent Free	Pubs & Full On	Independent Free	DE11 0HP
Newhall Labour Club	Independent Free	Registered Club	Independent Free	DE11 0HP
Freehold Tavern	Marston's	Pubs & Full On	Marston's	DE11 0LH
Swadlincote Catholic Social Club	Independent Free	Registered Club	Independent Free	DE11 0PF
Jolly Colliers	Independent Free	Pubs & Full On	Independent Free	DE11 0QN
Crown Inn	Independent Free	Pubs & Full On	Independent Free	DE11 0SN
Lamb	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE11 0TW
Stanhope Arms	Whitbread	Pubs & Full On	Whitbread	DE15 0PU
Chesterfield Arms	Greene King	Pubs & Full On	Greene King	DE15 0QA
Keepers Cottage Lodge	Independent Free	Pubs & Full On	Independent Free	DE15 0QG
Anchor Inn	Independent Free	Pubs & Full On	Independent Free	DE11 0EA
Mulberry Cafe Sdc	Independent Free	Restaurant	Independent Free	DE11 0BB

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04517\_Lamb, Nr Burton upon Trent, DE11 0TW (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:** P04517\_Lamb, Nr Burton upon Trent, DE11 0TW (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	762	11.7	22.0	53		
2 Rising Prosperity	45	0.7	10.1	7		
3 Comfortable Communities	2,741	42.0	26.2	160		
4 Financially Stretched	2,044	31.4	23.7	132		
5 Urban Adversity	927	14.2	17.6	81		
6 Not Private Households	0	0.0	0.3	0		
<b>Total households</b>		<b>6,519</b>				



- 1 Affluent Achievers
- 2 Rising Prosperity
- 3 Comfortable Communities
- 4 Financially Stretched
- 5 Urban Adversity
- 6 Not Private Households

Graph

### Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%  
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 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04517\_Lamb, Nr Burton upon Trent, DE11 0TW (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	548	8.4	11.2	75			
1.C Mature Money	214	3.3	9.6	34			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	45	0.7	6.2	11			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	394	6.0	5.7	105			
3.G Successful Suburbs	365	5.6	5.9	95			
3.H Steady Neighbourhoods	1,239	19.0	7.4	258			
3.I Comfortable Seniors	261	4.0	2.9	138			
3.J Starting Out	482	7.4	4.3	170			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	840	12.9	7.9	163			
4.M Striving Families	516	7.9	7.5	105			
4.N Poorer Pensioners	688	10.6	5.9	179			
<b>5. Urban Adversity</b>							
5.O Young Hardship	136	2.1	6.1	34			
5.P Struggling Estates	652	10.0	6.1	164			
5.Q Difficult Circumstances	139	2.1	5.3	40			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>6,519</b>						

Acorn Group Pen Portrait

**3 H Steady Neighbourhoods**      4.3M UK Adults      8.1% of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

**DEMOGRAPHICS**

Age range <b>35-54</b>	Children at home <b>2</b>
House tenure <b>Mortgaged</b>	Family structure <b>Couple with children</b>
Number of beds <b>3</b>	House type <b>Semi-detached</b>

**BRANDS**

SHOPPING: RADLEY LONDON, schuh, FATFACE, Joules
LEISURE: IGUANAS, Pizza Hut, Bella Italia, Zizzi
WEBSITES: Quidco, THE NATIONAL LOTTERY, Groupon, sky

**DIGITAL ATTITUDES**

I worry about online security <b>56%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>54%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>33%</b> <small>UK average: 34%</small>
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**KEY INTERNET USAGE**      **TECHNOLOGY USAGE**

This group are more likely to <b>research days out online</b>	This group are more likely to <b>purchase home insurance online</b>	This group are more likely to <b>watch TV on demand through their TV set</b>
---	---	--

**FINANCIAL PROFILE**

Household Income UK: <b>£45k</b> (Average: £40k) London: <b>£50k</b> (Average: £44k)	% Disposable Income UK: <b>47%</b> (Average: 44%) London: <b>42%</b> (Average: 39%)	Financial situation 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: P04517\_Lamb, Nr Burton upon Trent, DE11 0TW (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Corn Structure  
 Index  
 Profile %

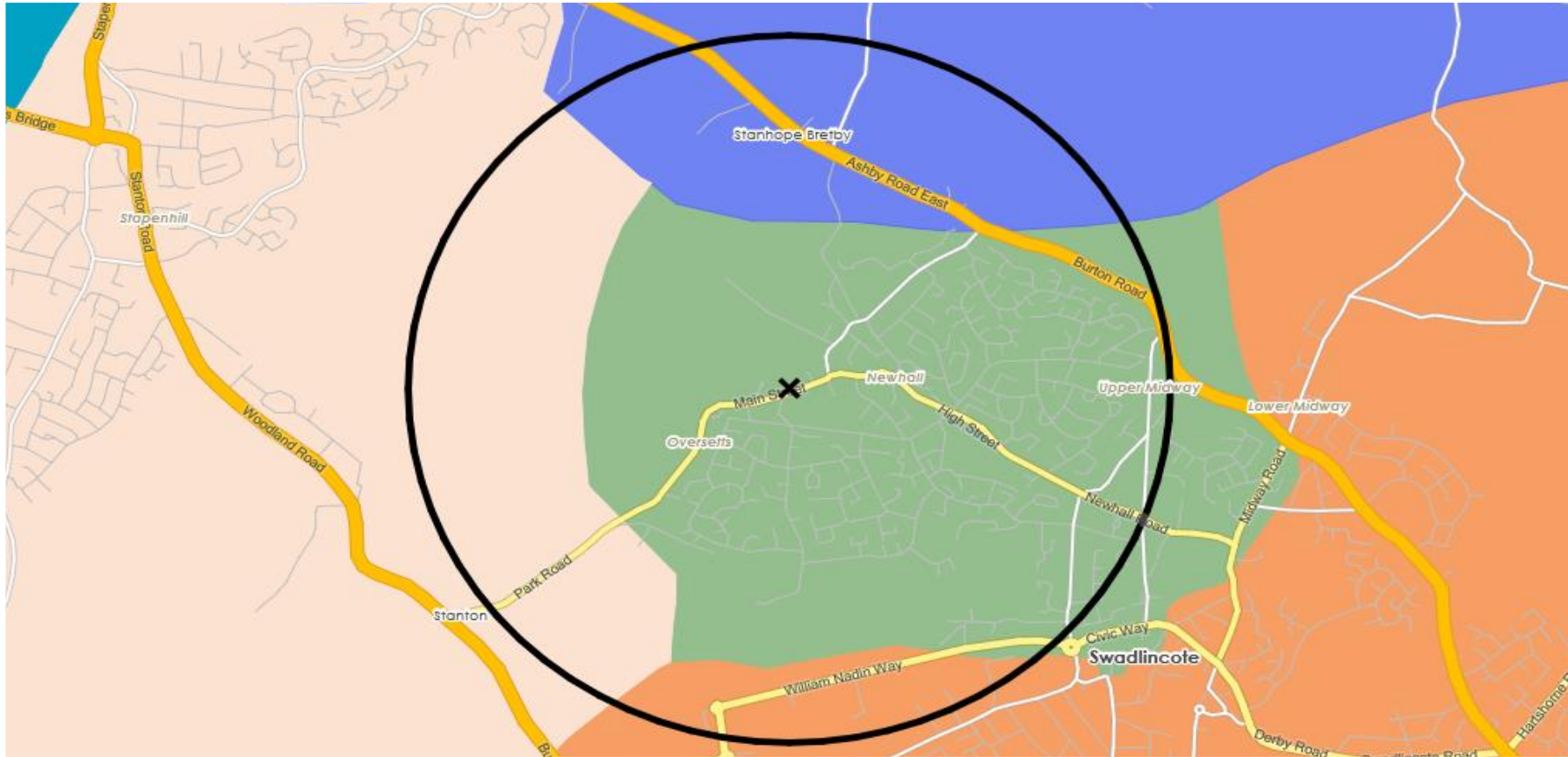
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	29	0.4	2.6	17			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	519	8.0	2.2	362			
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			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	1	0.0	3.0	1			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	213	3.3	2.5	132			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	45	0.7	1.9	37			
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			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
3.F.21 Farms and cottages	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	42	0.6	1.1	60			
3.F.23 Owner occupiers in small towns and villages	352	5.4	3.2	170			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	365	5.6	2.6	212			
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			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	1,099	16.9	3.4	490			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	140	2.1	2.3	92			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	261	4.0	2.4	166			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	482	7.4	2.3	328			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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	1.7	0			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	25	0.4	1.4	27			
4.L.38 Semi-skilled workers in traditional neighbourhoods	752	11.5	2.6	439			
4.L.39 Fading owner occupied terraces	63	1.0	2.9	34			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	16	0.2	1.6	15			
4.M.42 Struggling young families in post-war terraces	83	1.3	1.7	76			
4.M.43 Families in right-to-buy estates	352	5.4	2.1	260			
4.M.44 Post-war estates, limited means	65	1.0	2.2	45			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	129	2.0	0.8	252			
4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
4.N.47 Low income older people in smaller semis	454	7.0	2.3	306			
4.N.48 Pensioners and singles in social rented flats	105	1.6	1.8	91			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	41	0.6	2.1	29			
5.O.50 Struggling younger people in mixed tenure	50	0.8	1.7	44			
5.O.51 Young people in small, low cost terraces	45	0.7	2.3	31			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	356	5.5	1.6	336			
5.P.53 Low income terraces	0	0.0	0.9	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	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	296	4.5	1.6	275			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	36	0.6	1.5	36			
5.Q.58 Singles and young families, some receiving benefits	33	0.5	1.8	28			
5.Q.59 Deprived areas and high-rise flats	70	1.1	2.0	53			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
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			
<b>Total households</b>	<b>6,519</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04517\_Lamb, Nr Burton upon Trent, DE11 0TW (1 Mile contour)



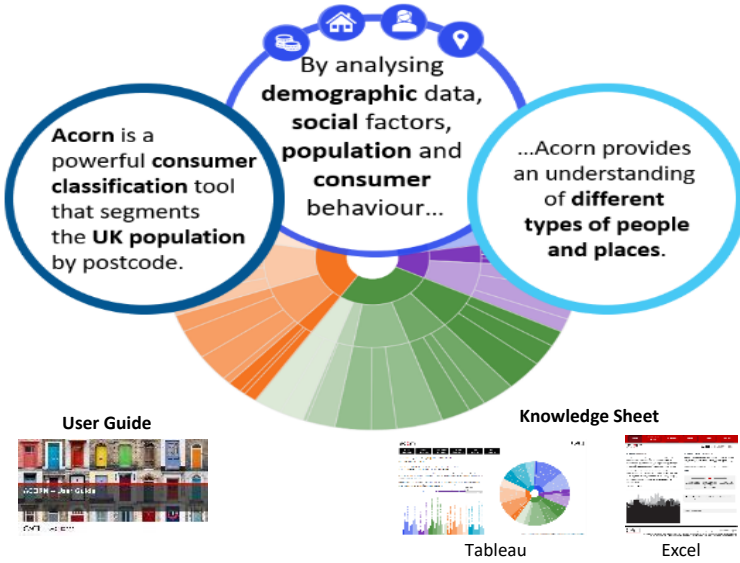
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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	<input checked="" type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	R. Not Private Households	60-62

## 1 Affluent Achievers

Age range: **55+**

Financial situation: **Running into debt** ← **Saving a lot**

Children at home: **0**

**12.0M** 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
- B. Executive Wealth
- C. Mature Money

