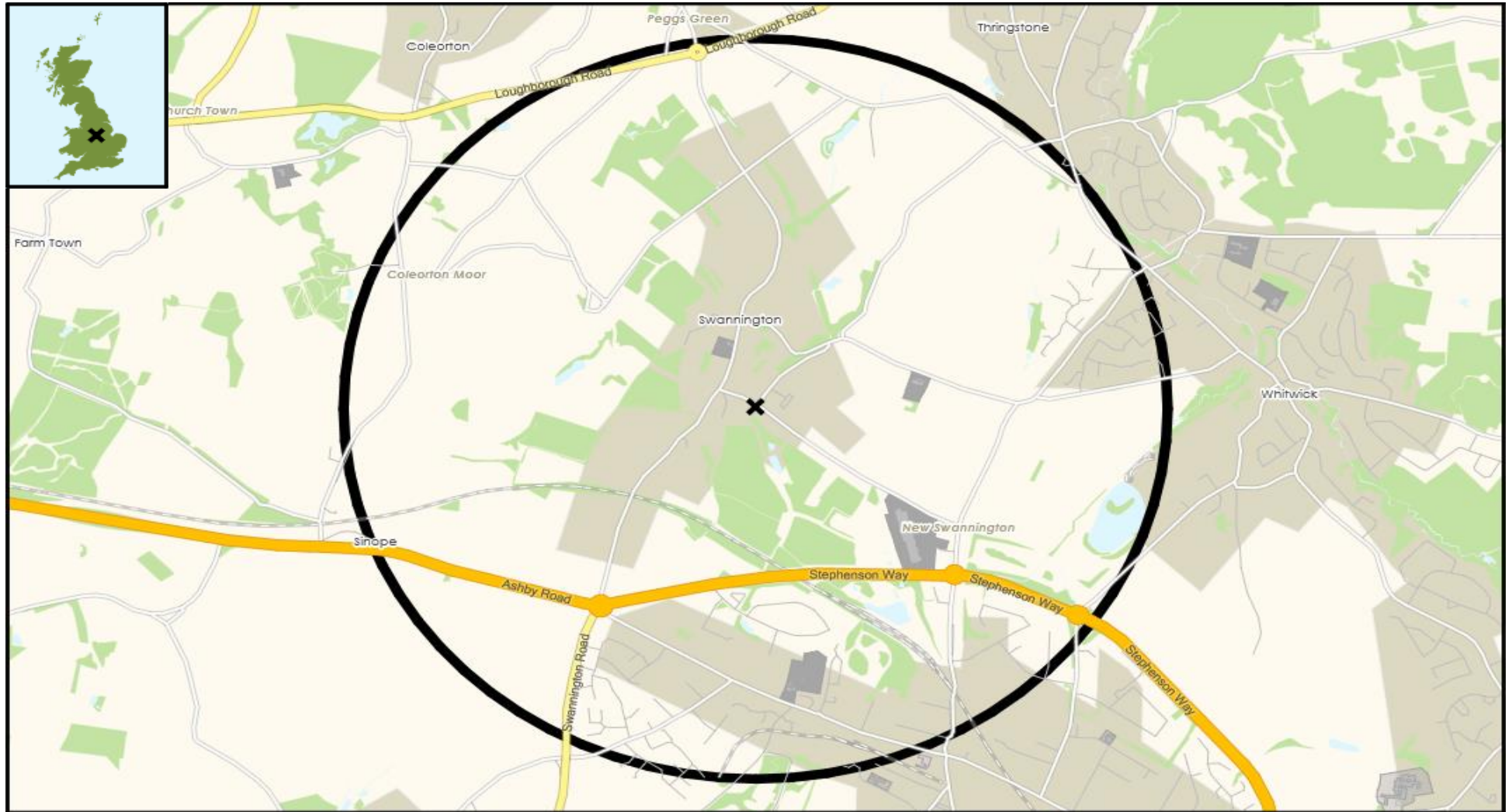


# MAP OF AREA

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Source: OS Open Data 2018

Area: P01381\_Robin Hood, Swannington, LE67 8QQ (1 Mile contour)

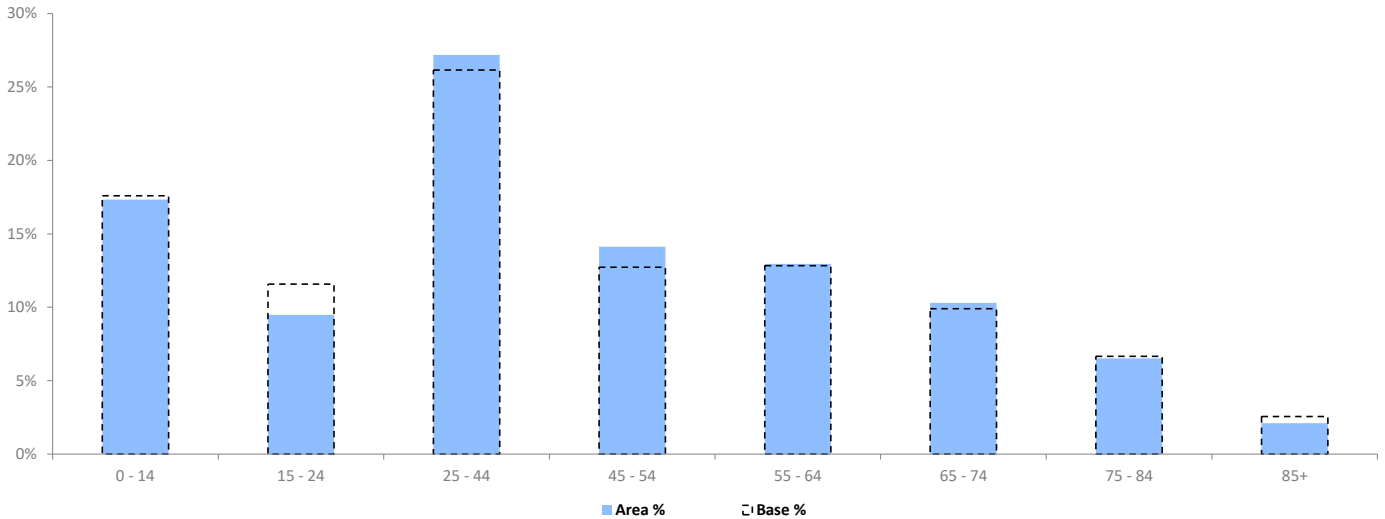


# POPULATION PROJECTIONS

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Area: P01381\_Robin Hood, Swannington, LE67 8QQ (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,173	17.3	17.6	99			
15 - 24	642	9.5	11.6	82			
25 - 44	1,839	27.2	26.2	104			
45 - 54	955	14.1	12.7	111			
55 - 64	876	12.9	12.8	101			
65 - 74	697	10.3	9.9	104			
75 - 84	441	6.5	6.7	98			
85+	143	2.1	2.6	83			
<b>Total population</b>	<b>6,766</b>						



# EXPENDITURE

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Area: P01381\_Robin Hood, Swannington, LE67 8QQ (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
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£208,574	£75.52	£73.74	102			
2. Alcoholic beverages, tobacco and narcotics	£80,590	£29.18	£27.43	106			
3. Clothing & Footwear	£122,985	£44.53	£41.92	106			
4. Housing, water, electricity, gas and other fuels	£243,366	£88.11	£92.23	96			
5. Furnishings, equipment and routine maintenance	£118,626	£42.95	£39.49	109			
6. Health	£46,952	£17.00	£16.97	100			
7. Transport	£337,115	£122.05	£115.30	106			
8. Communication	£45,948	£16.64	£14.64	114			
9. Recreation & Culture	£304,679	£110.31	£100.48	110			
10. Education	£47,434	£17.17	£22.34	77			
11. Restaurants & Hotels	£217,906	£78.89	£82.30	96			
12. Miscellaneous goods and services	£307,091	£111.18	£104.94	106			
<b>Total Expenditure</b>	<b>£2,081,266</b>	<b>£753.54</b>	<b>£731.77</b>	<b>103</b>			

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.

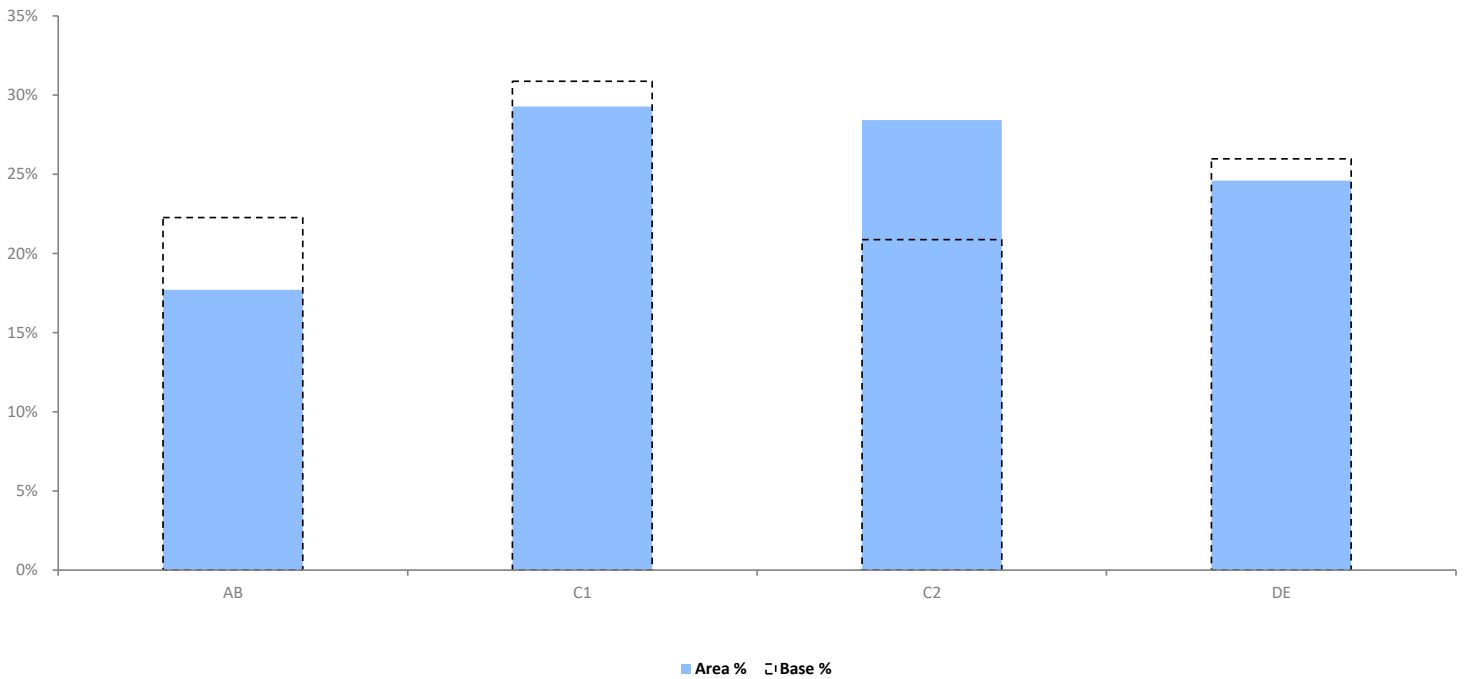
# UP TO DATE DEMOGRAPHICS

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Area: P01381\_Robin Hood, Swannington, LE67 8QQ (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	510	17.7	22.3	79			
C1: Supervisory, clerical, jr managerial/admin/professional	844	29.3	30.9	95			
C2: Skilled manual workers	819	28.4	20.9	<b>136</b>			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	709	24.6	26.0	95			
<b>Total household reference persons aged 16 to 64</b>	<b>2,882</b>						



# CGA LICENCED PREMISES

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Area: P01381\_Robin Hood, Swannington, LE67 8Q

Base: Great Britain

Year: 2022

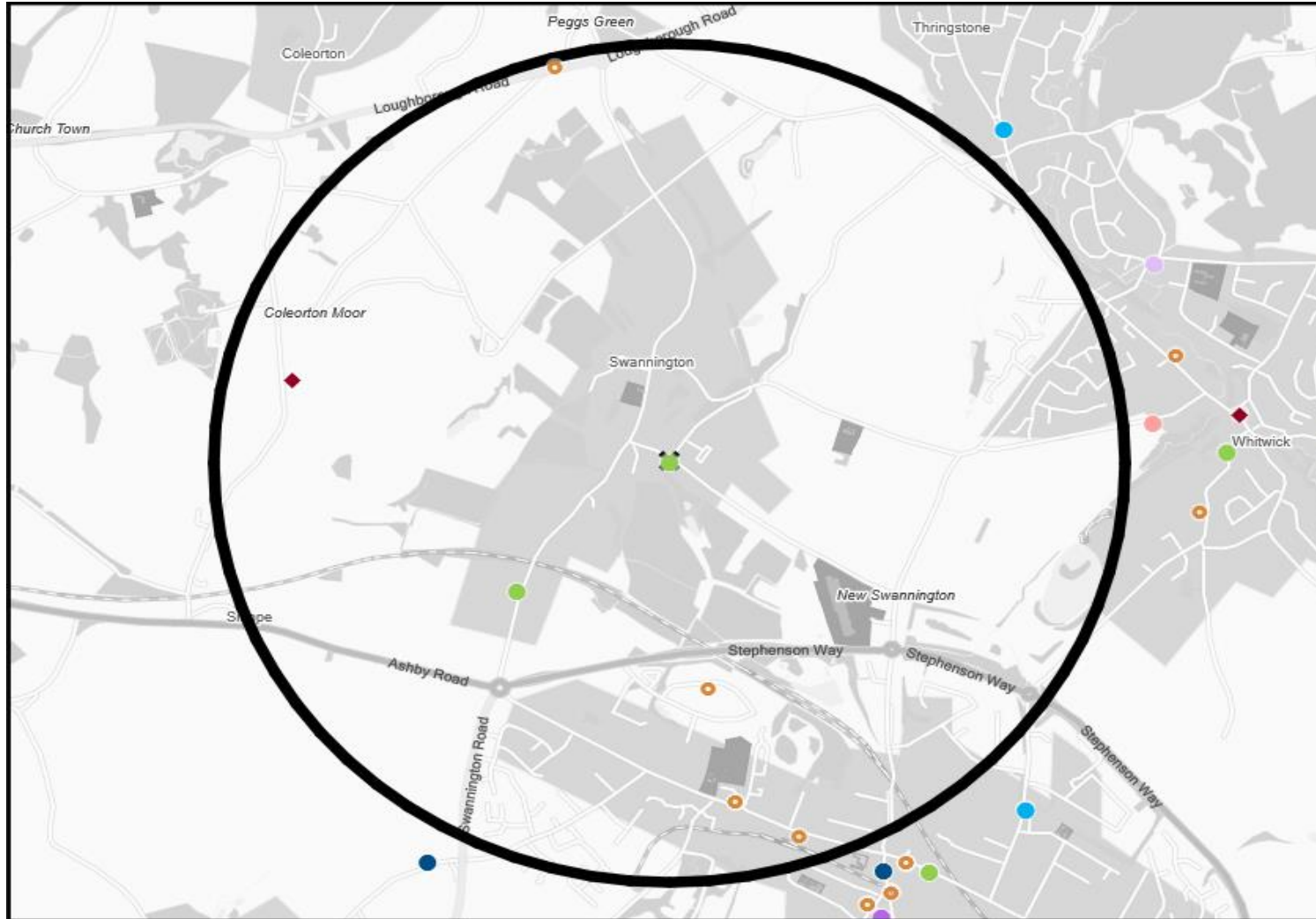
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	73.9	82.8	89			
Proprietary Club	2	29.6	7.5	<b>396</b>			
Registered Club	1	14.8	28.7	51			
Restaurant	0	0.0	32.5	0			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
West End Snooker & Social Clubs	Independent Free	Proprietary Club	Independent Free	LE67 3LB
Kings Arms	Unknown	Pubs & Full On	Unknown	LE67 8GD
George Inn	Independent Free	Pubs & Full On	Independent Free	LE67 8HF
Station Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE67 8RE
Working Mens Club	Independent Free	Registered Club	Independent Free	LE67 3LB
Robin Hood	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE67 8QQ
Century Theatre	Independent Free	Pubs & Full On	Independent Free	LE67 3LN
Stealth Black Belt Academy	Independent Free	Proprietary Club	Independent Free	LE67 3HF

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P01381\_Robin Hood, Swannington, LE67 8QQ (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:** P01381\_Robin Hood, Swannington, LE67 8QQ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	383	13.3	22.0	61		
2 Rising Prosperity	239	8.3	10.3	81		
3 Comfortable Communities	1,266	43.9	26.3	167		
4 Financially Stretched	947	32.9	23.7	139		
5 Urban Adversity	47	1.6	17.4	9		
6 Not Private Households	0	0.0	0.3	0		
<b>Total households</b>	<b>2,882</b>					

#### Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%  
UK Adults of UK

**Age range**  
35-64

**Financial situation**

Running into debt ←→ Saving a lot

**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:** P01381\_Robin Hood, Swannington, LE67 8QQ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

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	239	8.3	11.2	74			
1.C Mature Money	144	5.0	9.6	52			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	239	8.3	6.3	132			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	465	16.1	5.7	281			
3.G Successful Suburbs	379	13.2	5.9	223			
3.H Steady Neighbourhoods	125	4.3	7.4	59			
3.I Comfortable Seniors	29	1.0	2.9	35			
3.J Starting Out	268	9.3	4.4	209			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	665	23.1	7.9	290			
4.M Striving Families	282	9.8	7.5	131			
4.N Poorer Pensioners	0	0.0	5.8	0			
<b>5. Urban Adversity</b>							
5.O Young Hardship	0	0.0	6.2	0			
5.P Struggling Estates	0	0.0	5.9	0			
5.Q Difficult Circumstances	47	1.6	5.3	31			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>2,882</b>						

### Acorn Group Pen Portrait

**4 L Modest Means**      **4.1M** UK Adults      **7.7%** of UK

**Younger families in smaller homes with below average incomes.** Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

**CORE DEMOGRAPHICS**



- Age range: **25-44**
- Children at home: **3+**
- House tenure: **Privately renting**
- Family structure: **Single parent**
- Number of beds: **3**
- House type: **Terraced**

**FINANCIAL PROFILE**

- Household income: UK **£35k**, London **£42k** (Average: £10k / £16k)
- % Disposable income: UK **45%**, London **32%** (Average: 43% / 28%)
- Financial situation: **Running into debts** (Scale from Running into debts to Saving a lot)

**BRANDS**

SHOPPING: The Works, M&Co, Range, NEW LOOK

LEISURE: Hamptons, KFC, Frankie & Benny's, GREGGS

WEBSITES: ebay, sky, Argos, LAD BIBLE

**DIGITAL**

**ATTITUDES**

- I worry about online security: **58%** (UK average: 58%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **32%** (UK average: 28%)

**TOP BEHAVIOURS**

- Moderate internet usage
- Uploads original content on social media
- TV catch up via ITV hub





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

### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01381\_Robin Hood, Swannington, LE67 8QQ (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

Sort by:  Acorn Structure  
 Index  
 Profile %

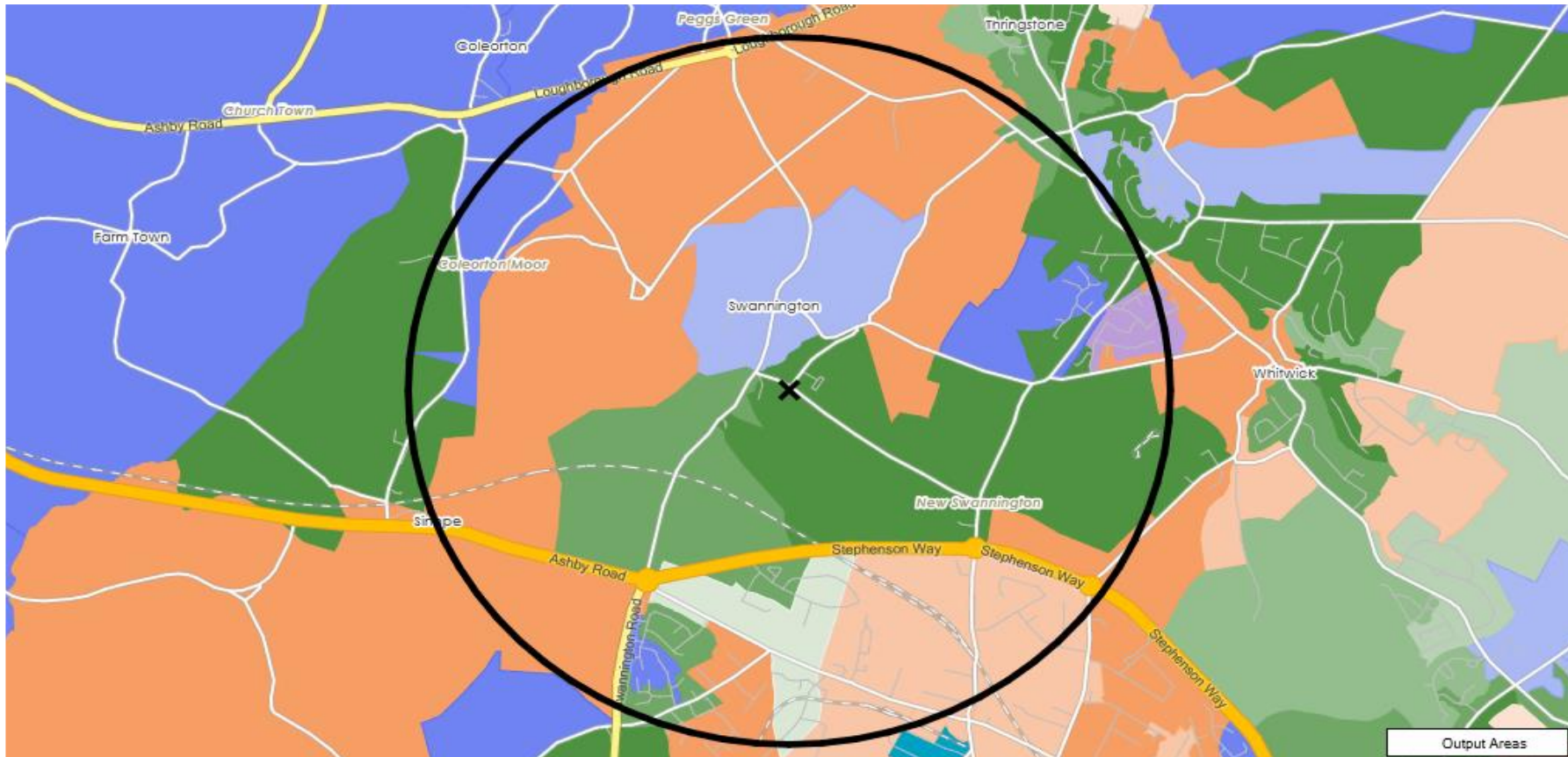
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	7	0.2	2.6	9			
1.B.5 Wealthy countryside commuters	40	1.4	2.4	57			
1.B.6 Financially comfortable families	191	6.6	2.2	302			
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	1	0.0	1.6	2			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	111	3.9	3.0	127			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	33	1.1	2.5	46			
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	239	8.3	1.9	433			
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	44	1.5	1.0	148			
3.F.23 Owner occupiers in small towns and villages	421	14.6	3.2	457			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	225	7.8	2.7	293			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	154	5.3	2.4	221			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	27	0.9	3.4	27			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	98	3.4	2.3	146			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	29	1.0	2.4	42			
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	268	9.3	2.3	401			
<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	1.9	0			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	84	2.9	1.4	204			
4.L.38 Semi-skilled workers in traditional neighbourhoods	452	15.7	2.6	596			
4.L.39 Fading owner occupied terraces	129	4.5	2.9	154			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	212	7.4	1.6	448			
4.M.43 Families in right-to-buy estates	58	2.0	2.1	98			
4.M.44 Post-war estates, limited means	12	0.4	2.2	19			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
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	0	0.0	2.3	0			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
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			
<b>5.P Struggling Estates</b>							
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			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	35	1.2	1.5	80			
5.Q.58 Singles and young families, some receiving benefits	12	0.4	1.8	23			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<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>2,882</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01381\_Robin Hood, Swannington, LE67 8QQ (1 Mile contour)



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

**Acorn Groups**

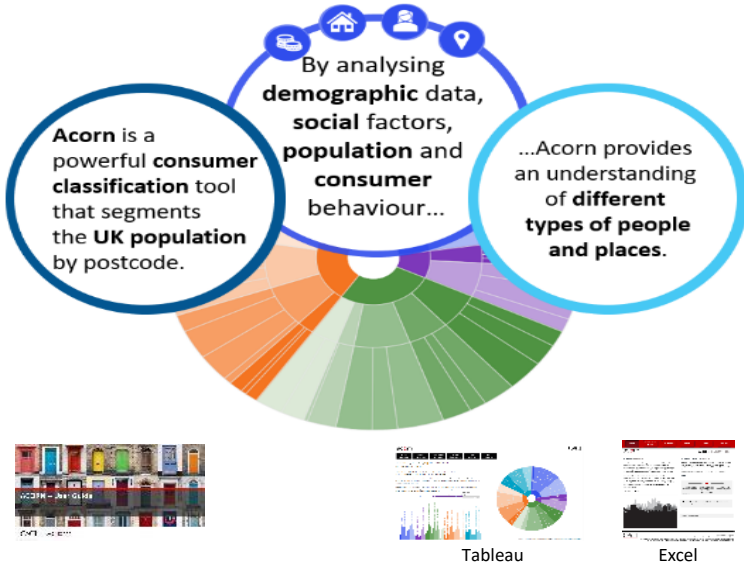
- 1.A Lavish Lifestyles
- 1.B Executive Wealth
- 1.C Mature Money
- 2.D City Sophisticates
- 2.E Career Climbers
- 3.F Countryside Communities
- 3.G Successful Suburbs
- 3.H Steady Neighbourhoods
- 3.I Comfortable Seniors
- 3.J Starting Out
- 4.K Student Life
- 4.L Modest Means
- 4.M Striving Families
- 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	<input 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**

**12.1M** 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%

