

CGA LICENCED PREMISES

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Area: P03646_Fox, Aspenden, SG9 9PD (1 Mile cor
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	7	111.9	81.7	137			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	32.0	28.2	113			
Restaurant	2	32.0	32.1	100			
Residential	0	0.0	2.7	0			

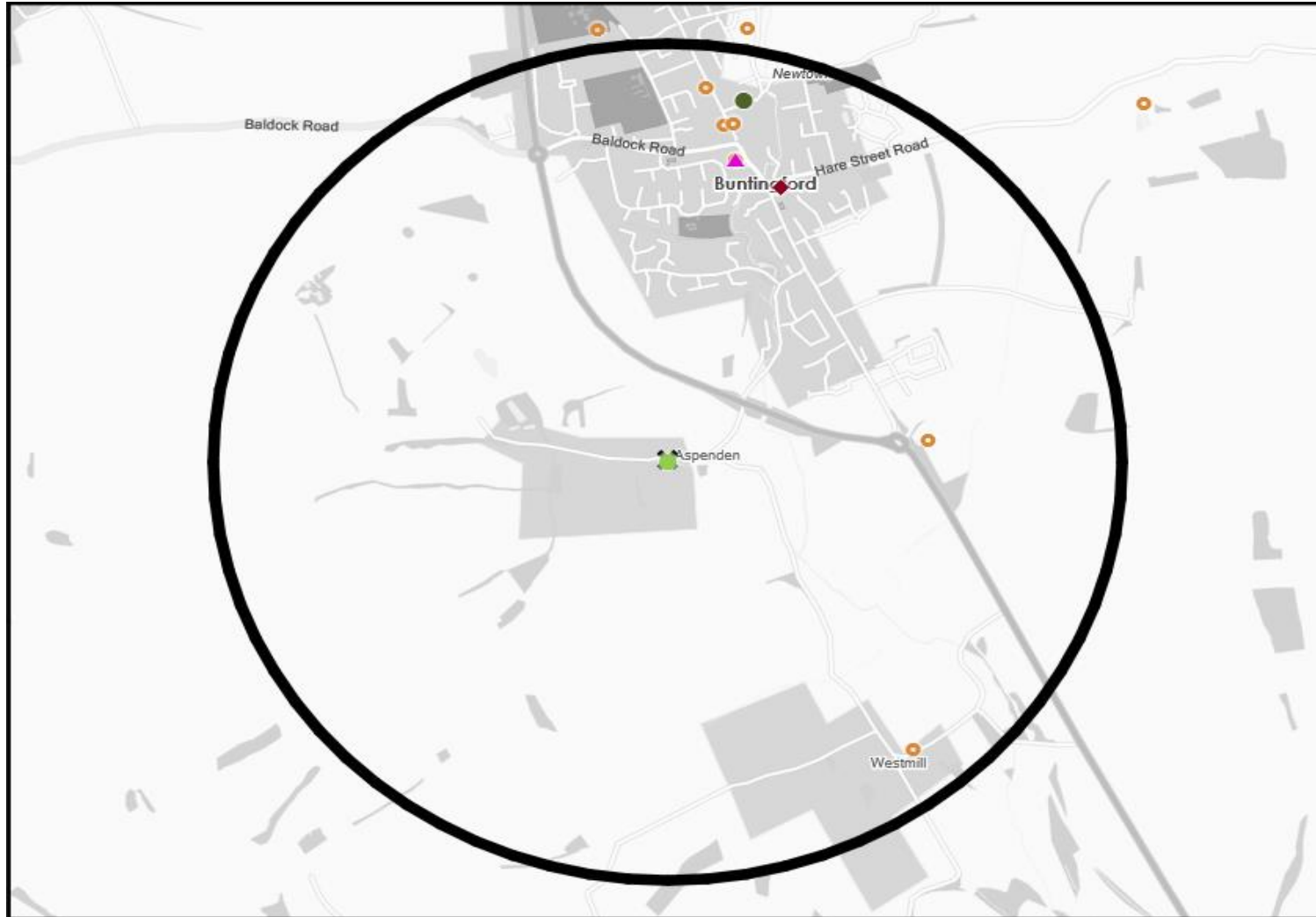
Name	Description	License Type	Owner Name	Postcode
Crown Inn	Independent Free	Pubs & Full On	Independent Free	SG 9 9AB
Viceroy Of India	Independent Free	Restaurant	Independent Free	SG 9 9AD
Black Bull	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG 9 9AB
Peppermill	Independent Free	Pubs & Full On	Independent Free	SG 9 9AQ
Fox & Duck	Greene King	Pubs & Full On	Greene King	SG 9 9AS
Buntingford & District Social Club	Independent Free	Registered Club	Independent Free	SG 9 9AS
Jolly Sailor	Unknown	Pubs & Full On	Unknown	SG 9 9HU
Sword In Hand	Independent Free	Pubs & Full On	Independent Free	SG 9 9LQ
Fox	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SG 9 9PD
Buntingford Football Club	Independent Free	Registered Club	Independent Free	SG 9 9HZ
Falcon	Independent Free	Restaurant	Independent Free	SG 9 9AE

MAP OF AREA

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Source: OS Open Data 2018

Area: P03646_Fox, Aspenden, SG9 9PD (1 Mile contour)



KEY

- Large pub co's & bars**
 - Admiral Taverns Ltd (Light Green Circle)
 - Ei Group (Green Circle)
 - Greene King (Dark Green Circle)
 - Marston's (Dark Blue Circle)
 - Mitchells & Butlers (Blue Circle)
 - Punch Pub Company (Light Blue Circle)
 - Stonegate Pub Company (Light Blue Circle)
 - Star Pubs & Bars (Pink Circle)
 - Wetherspoon (Light Purple Circle)
 - Whitbread (Purple Circle)
 - Shepherd Neame (Dark Purple Circle)
- Small to medium pub co's & bars**
 - Family Brewers with pubs (Pink Square)
- Hotels (Orange X)
- Restaurants (Yellow Star)
- Leisure (Red Arrow)
- Independent (Orange Circle)
- Other (Red Diamond)
- Site Location (Black X)
- Boundary (Black Square)

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P03646_Fox, Aspenden, SG9 9PD (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,401	55.3	22.1	251		
2 Rising Prosperity	115	4.5	10.2	45		
3 Comfortable Communities	565	22.3	26.5	84		
4 Financially Stretched	444	17.5	23.7	74		
5 Urban Adversity	6	0.2	17.2	1		
6 Not Private Households	2	0.1	0.3	23		
Total households		2,533				

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M UK Adults 27.2% 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: P03646_Fox, Aspenden, SG9 9PD (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	3	0.1	1.1	11	[Bar chart]	
1.B Executive Wealth	728	28.7	11.3	254	[Bar chart]	
1.C Mature Money	670	26.5	9.6	274	[Bar chart]	
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0	[Bar chart]	
2.E Career Climbers	115	4.5	6.4	71	[Bar chart]	
3. Comfortable Communities						
3.F Countryside Communities	56	2.2	5.7	39	[Bar chart]	
3.G Successful Suburbs	297	11.7	6.0	197	[Bar chart]	
3.H Steady Neighbourhoods	207	8.2	7.4	110	[Bar chart]	
3.I Comfortable Seniors	5	0.2	2.9	7	[Bar chart]	
3.J Starting Out	0	0.0	4.6	0	[Bar chart]	
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0	[Bar chart]	
4.L Modest Means	151	6.0	8.0	75	[Bar chart]	
4.M Striving Families	229	9.0	7.4	121	[Bar chart]	
4.N Poorer Pensioners	64	2.5	5.8	44	[Bar chart]	
5. Urban Adversity						
5.O Young Hardship	0	0.0	6.3	0	[Bar chart]	
5.P Struggling Estates	6	0.2	5.7	4	[Bar chart]	
5.Q Difficult Circumstances	0	0.0	5.2	0	[Bar chart]	
6. Not Private Households						
6.R Not Private Households	2	0.1	0.3	23	[Bar chart]	
Total households	2,533					

Acorn Group Pen Portrait

2 D City Sophisticates 1.9M UK Adults 3.7% of UK

Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend. These affluent younger people generally rent flats in major towns and cities. Whilst incomes are well above average, their level of disposable income is restricted due to high rents.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 0
House tenure Privately renting	Family structure Single
Number of beds 1	House type Flat or maisonette

BRANDS

SHOPPING	ASDA	COS	REISS	MOLTON BROWN
LEISURE	321	itsu	wahaca	Pho
WEBSITES	airbnb	Spotify	ASOS	BuzzFeed

DIGITAL AND TECH

ATTITUDES	I worry about online security 60% UK average: 59%	Shopping online makes my life easier 68% UK average: 62%	I love the ease of using chat bots to get answers 31% UK average: 28%
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TOP BEHAVIOURS

Post online ratings / reviews online	Book travel and holidays online	Social media: Pinterest, Insta and Twitter
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03646_Fox, Aspenden, SG9 9PD (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	3	0.1	0.9	14			
1.B Executive Wealth							
1.B.4 Asset rich families	382	15.1	2.6	571			
1.B.5 Wealthy countryside commuters	210	8.3	2.5	336			
1.B.6 Financially comfortable families	76	3.0	2.2	135			
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	60	2.4	1.6	147			
1.C Mature Money							
1.C.10 Better-off villagers	559	22.1	3.1	717			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	111	4.4	1.3	339			
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	53	2.1	2.0	106			
2.E.19 First time buyers in small, modern homes	62	2.4	3.4	72			
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	56	2.2	3.2	69			
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	297	11.7	2.4	484			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	207	8.2	2.3	349			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	5	0.2	2.4	8			
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	2.2	0			
3.J.33 Smaller houses and starter homes	0	0.0	2.4	0			
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	27	1.1	1.4	74			
4.L.38 Semi-skilled workers in traditional neighbourhoods	94	3.7	2.6	141			
4.L.39 Fading owner occupied terraces	30	1.2	2.9	41			
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	210	8.3	1.6	520			
4.M.42 Struggling young families in post-war terraces	19	0.8	1.6	46			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	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	64	2.5	0.8	321			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
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	1.0	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	6	0.2	1.6	15			
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	2	0.1	0.3	28			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	2,533						

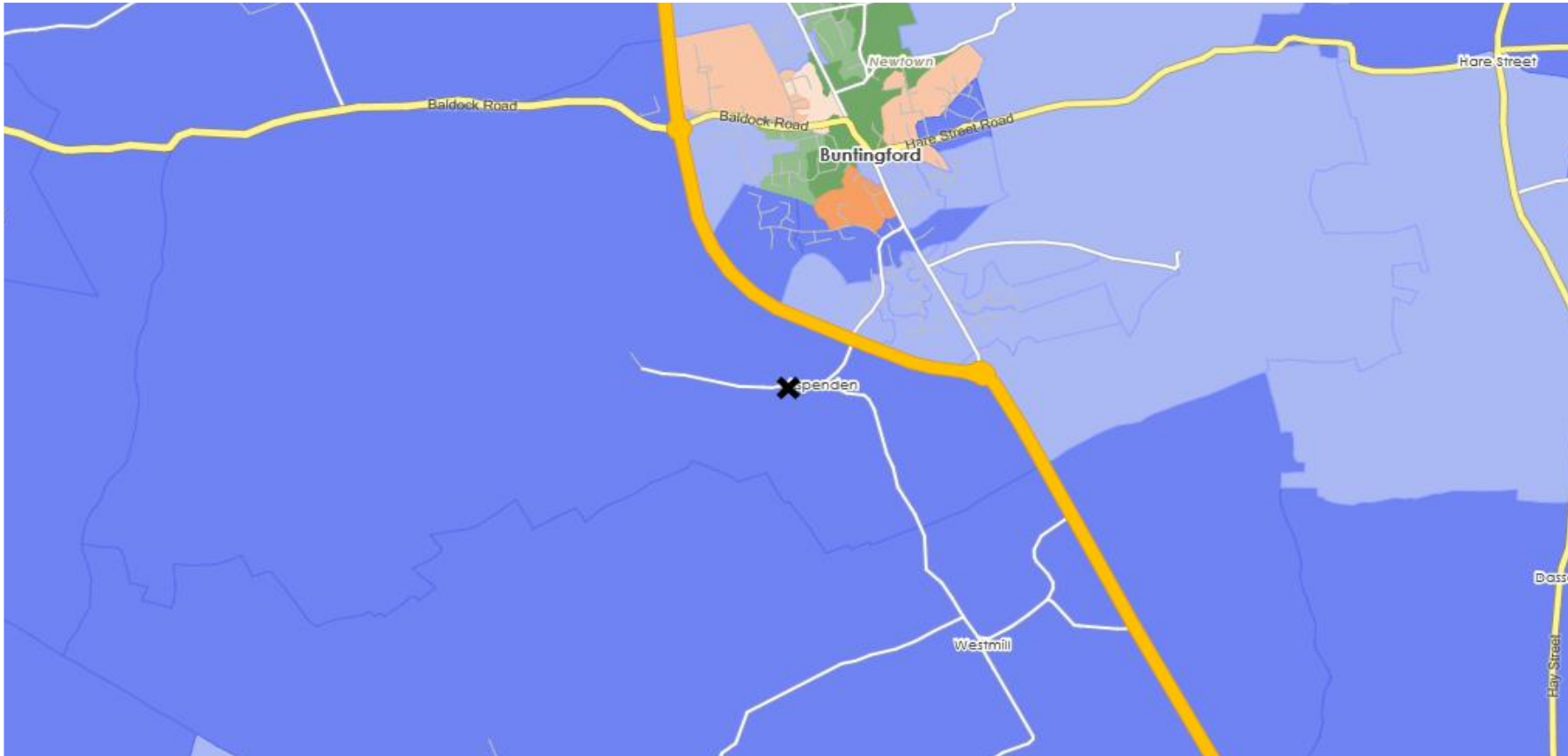
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03646_Fox, Aspenden, SG9 9PD (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

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

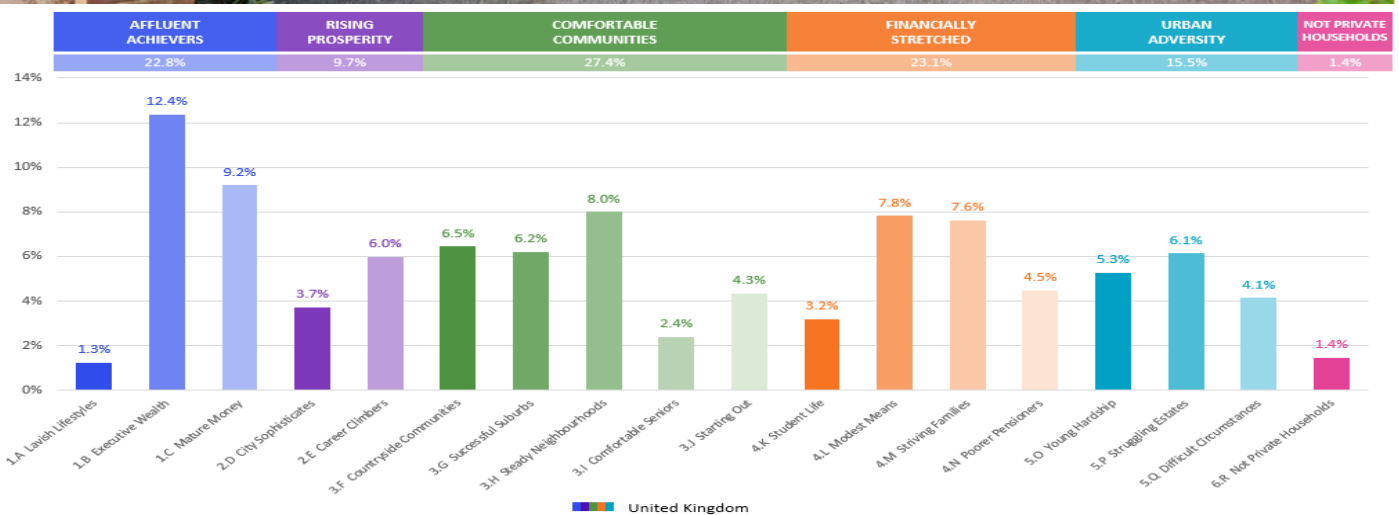
House tenure: Owned outright

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.



MAP OF AREA

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