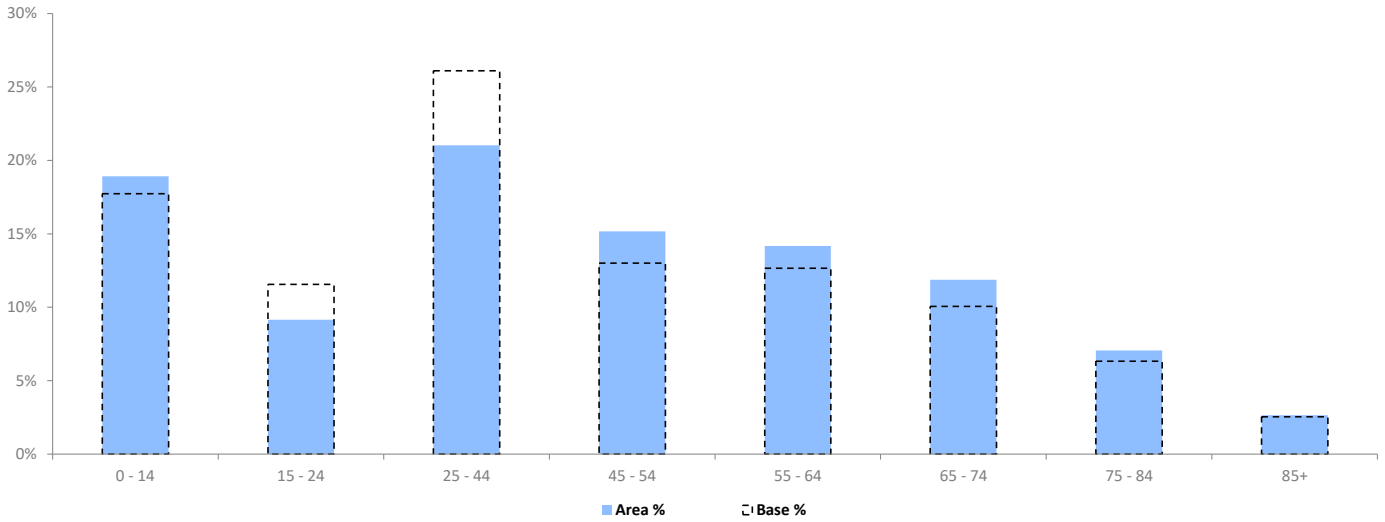


POPULATION PROJECTIONS

© 2022 CACI Limited and all other applicable third party notices (Population Estimates and Projections) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03646_Fox, Aspenden, SG9 9PD (10 min contour)
 Base: Great Britain
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,736	18.9	17.7	107			
15 - 24	1,323	9.1	11.6	79			
25 - 44	3,041	21.0	26.1	81			
45 - 54	2,194	15.2	13.0	117			
55 - 64	2,051	14.2	12.7	112			
65 - 74	1,718	11.9	10.1	118			
75 - 84	1,020	7.1	6.3	112			
85+	383	2.6	2.5	104			
Total population	14,466						



CGA LICENCED PREMISES

© 2022 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03646_Fox, Aspenden, SG9 9PD (10 min co

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	20	138.3	85.9	161			
Proprietary Club	0	0.0	8.2	0			
Registered Club	6	41.5	30.1	138			
Restaurant	2	13.8	35.3	39			
Residential	0	0.0	3.5	0			

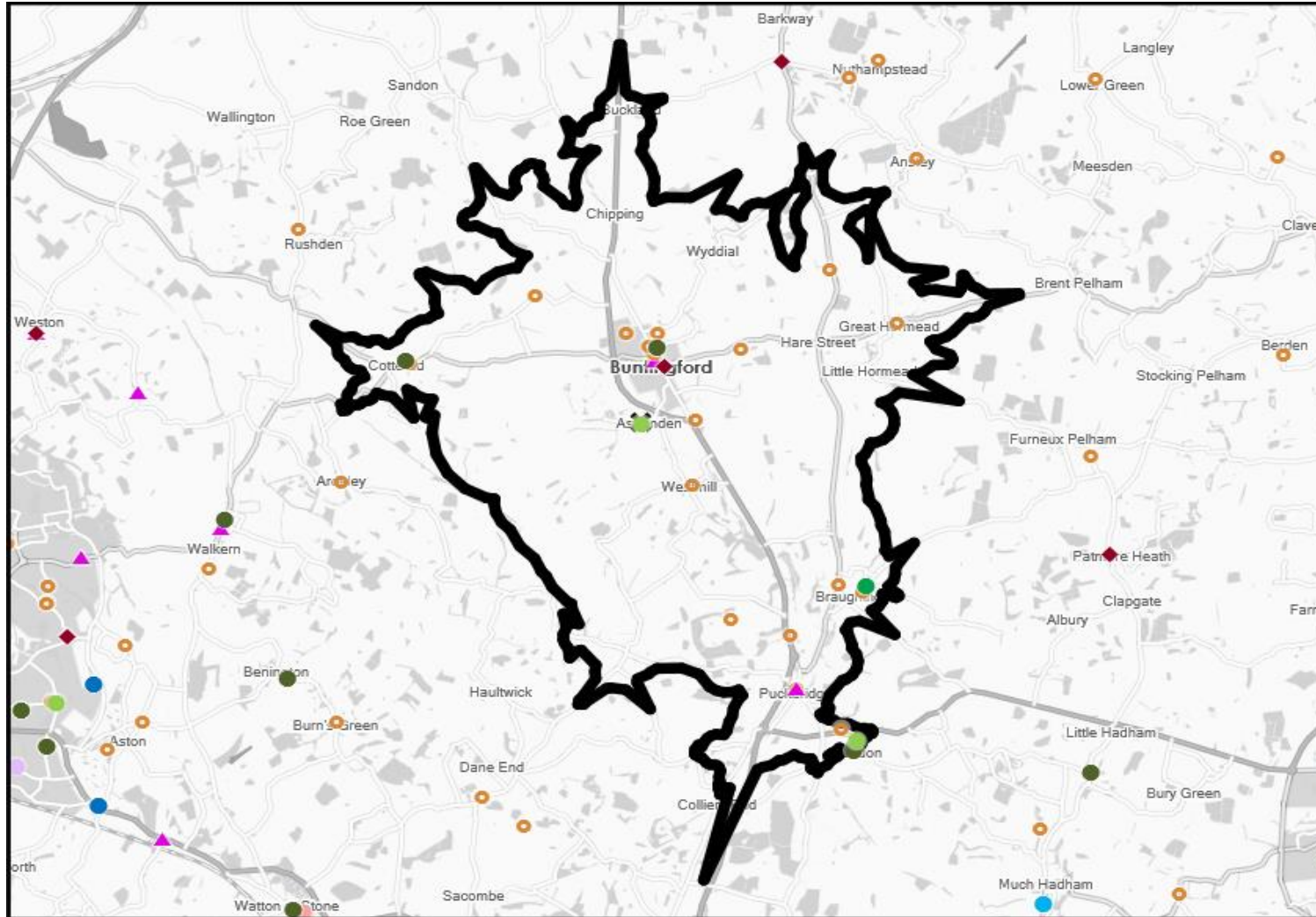
Name	Description	License Type	Owner Name	Postcode
Heron And China Garden	Independent Free	Pubs & Full On	Independent Free	SG11 1QW
Crown & Falcon	Independent Free	Pubs & Full On	Independent Free	SG11 1RN
White Hart	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG11 1RN
Golden Fleece	Independent Free	Pubs & Full On	Independent Free	SG11 2PG
Brown Bear	Independent Free	Pubs & Full On	Independent Free	SG11 2QF
Axe & Compasses	Ei Group	Pubs & Full On	Ei Group	SG11 2QR
Beehive	Independent Free	Pubs & Full On	Independent Free	SG 9 0DX
Three Tuns	Independent Free	Pubs & Full On	Independent Free	SG 9 0NT
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
Wine Bar	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
Buntingford Bowls Club	Independent Free	Registered Club	Independent Free	SG 9 9AT
Jolly Sailor	Unknown	Pubs & Full On	Unknown	SG 9 9HU
Sword In Hand	Independent Free	Pubs & Full On	Independent Free	SG 9 9LQ
East Herts Golf Club	Independent Free	Registered Club	Independent Free	SG 9 9NA
Fox	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SG 9 9PD
Bull At Cottered	Greene King	Pubs & Full On	Greene King	SG 9 9QP
Bluntswood Hall	Independent Free	Pubs & Full On	Independent Free	SG 9 9RN
Buntingford Football Club	Independent Free	Registered Club	Independent Free	SG 9 9HZ
Cottered Football Club	Independent Free	Registered Club	Independent Free	SG 9 9QW
Bell	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SG11 1LA
Pearces Farm Shop And Cafe	Independent Free	Pubs & Full On	Independent Free	SG 9 9ND
Falcon	Independent Free	Restaurant	Independent Free	SG 9 9AE
Alswick Barn	Independent Free	Pubs & Full On	Independent Free	SG 9 0AA
Buntingford Cricket Club	Independent Free	Registered Club	Independent Free	SG 9 9BT

MAP OF AREA

© 2022 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P03646_Fox, Aspenden, SG9 9PD (10 min 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

© 2022 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03646_Fox, Aspenden, SG9 9PD (10 min contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	3,019	51.4	22.0	234		
 2 Rising Prosperity	285	4.9	10.1	48		
 3 Comfortable Communities	1,480	25.2	26.2	96		
 4 Financially Stretched	993	16.9	23.7	71		
 5 Urban Adversity	76	1.3	17.6	7		
 6 Not Private Households	20	0.3	0.3	102		
 Graph						
Total households	5,873					

Acorn Category Pen Portrait

1 Affluent Achievers

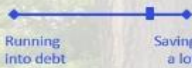
Age range

55+

House type

Detached

Financial situation



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
- B. Executive Wealth
- C. Mature Money



ACORN GROUP PROFILE - HOUSEHOLDS

© 2022 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03646_Fox, Aspenden, SG9 9PD (10 min contour)
 Base: Great Britain
 Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluent Achievers						
1.A Lavish Lifestyles	49	0.8	1.1	75		
1.B Executive Wealth	1,437	24.5	11.2	218		
1.C Mature Money	1,533	26.1	9.6	271		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	285	4.9	6.2	79		
3. Comfortable Communities						
3.F Countryside Communities	99	1.7	5.7	29		
3.G Successful Suburbs	911	15.5	5.9	264		
3.H Steady Neighbourhoods	465	7.9	7.4	108		
3.I Comfortable Seniors	5	0.1	2.9	3		
3.J Starting Out	0	0.0	4.3	0		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	227	3.9	7.9	49		
4.M Striving Families	676	11.5	7.5	153		
4.N Poorer Pensioners	90	1.5	5.9	26		
5. Urban Adversity						
5.O Young Hardship	0	0.0	6.1	0		
5.P Struggling Estates	6	0.1	6.1	2		
5.Q Difficult Circumstances	70	1.2	5.3	22		
6. Not Private Households						
6.R Not Private Households	20	0.3	0.3	102		
Total households	5,873					

Acorn Group Pen Portrait

1 C Mature Money 4.9M UK Adults 9.3% of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

DEMOGRAPHICS

Age range 65+	Children at home 0
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached

FINANCIAL PROFILE

Household Income UK: £46k London: £50k Average: £40k Average: £44k	% Disposable Income UK: 54% London: 51% Average: 44% Average: 39%	Financial situation Running into debt Saving a lot
--	---	--

BRANDS

SHOPPING: LAKELAND, LAURA ASHLEY, J. MALONE, W. WATSON
LEISURE: BROWNS, NESPRESSO, COFFEE NERO
WEBSITES: amazon, MoneySavingExpert.com, M&S, BBC NEWS

DIGITAL ATTITUDES

I worry about online security 58% UK average: 55%	Shopping online makes my life easier 52% UK average: 53%	I couldn't live without the internet on my mobile 26% UK average: 34%
--	---	--

KEY INTERNET USAGE **TECHNOLOGY USAGE**

This group are more likely to research home insurance online	This group are more likely to purchase event tickets online	This group are more likely to own a tablet
---	--	---



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

ACORN TYPE PROFILE - HOUSEHOLDS

© 2022 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03646_Fox, Aspenden, SG9 9PD (10 min 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
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	4	0.1	0.1	80			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	45	0.8	0.9	88			
1.B Executive Wealth							
1.B.4 Asset rich families	181	3.1	2.6	118			
1.B.5 Wealthy countryside commuters	914	15.6	2.4	646			
1.B.6 Financially comfortable families	125	2.1	2.2	97			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	10	0.2	1.5	11			
1.B.9 Well-off edge of towners	207	3.5	1.6	218			
1.C Mature Money							
1.C.10 Better-off villagers	1,467	25.0	3.0	837			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	66	1.1	1.3	86			
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	138	2.3	1.9	125			
2.E.19 First time buyers in small, modern homes	147	2.5	3.3	76			
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	13	0.2	1.5	15			
3.F.22 Older couples and families in rural areas	0	0.0	1.1	0			
3.F.23 Owner occupiers in small towns and villages	86	1.5	3.2	46			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	34	0.6	2.6	22			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	877	14.9	2.4	616			
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	465	7.9	2.3	340			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	5	0.1	2.4	4			
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	1.7	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	30	0.5	1.4	36			
4.L.38 Semi-skilled workers in traditional neighbourhoods	167	2.8	2.6	108			
4.L.39 Fading owner occupied terraces	30	0.5	2.9	18			
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	676	11.5	1.6	721			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.7	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	75	1.3	0.8	163			
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	15	0.3	2.3	11			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.8	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.1	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.7	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	0.9	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	6	0.1	1.6	6			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	70	1.2	1.5	78			
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	20	0.3	0.3	124			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,873						

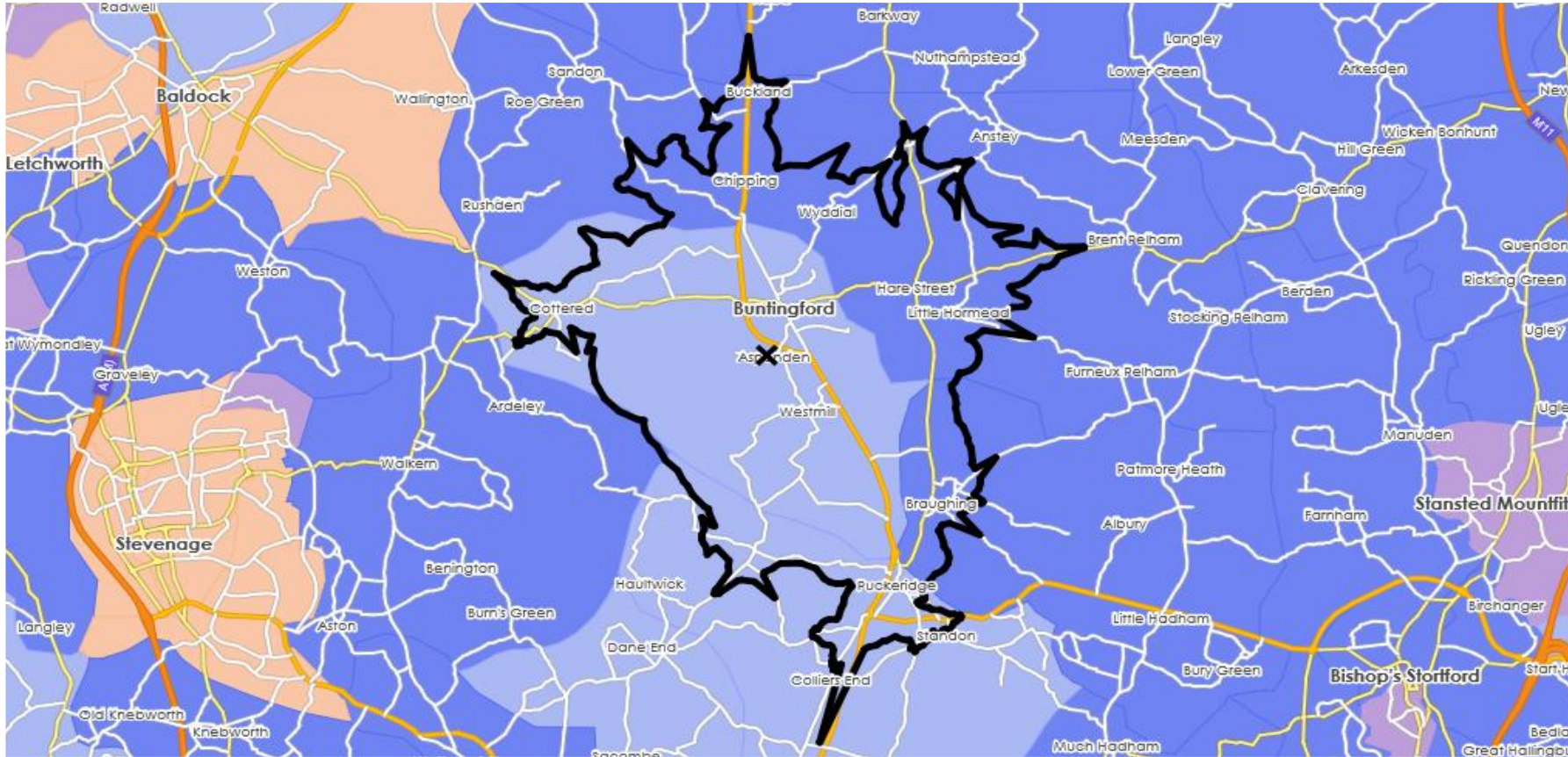
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2022 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P03646_Fox, Aspenden, SG9 9PD (10 min contour)



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

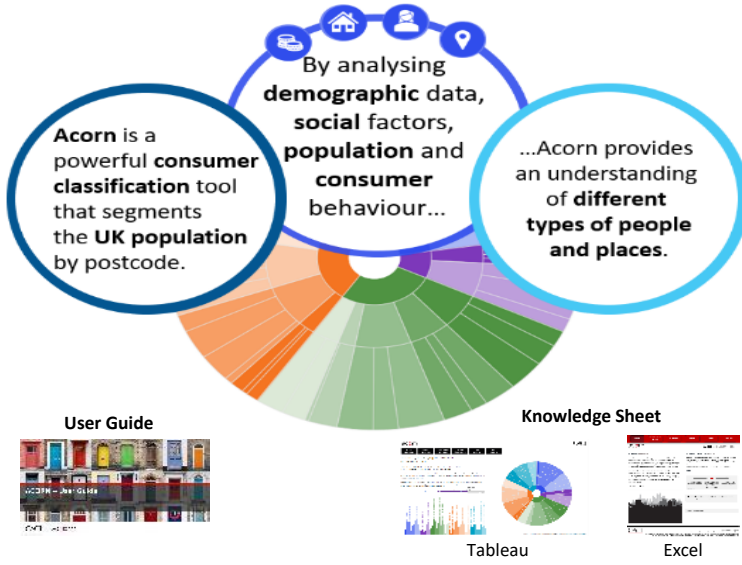
Acorn Groups

- 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?

© 2022 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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

12.0M 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+

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

