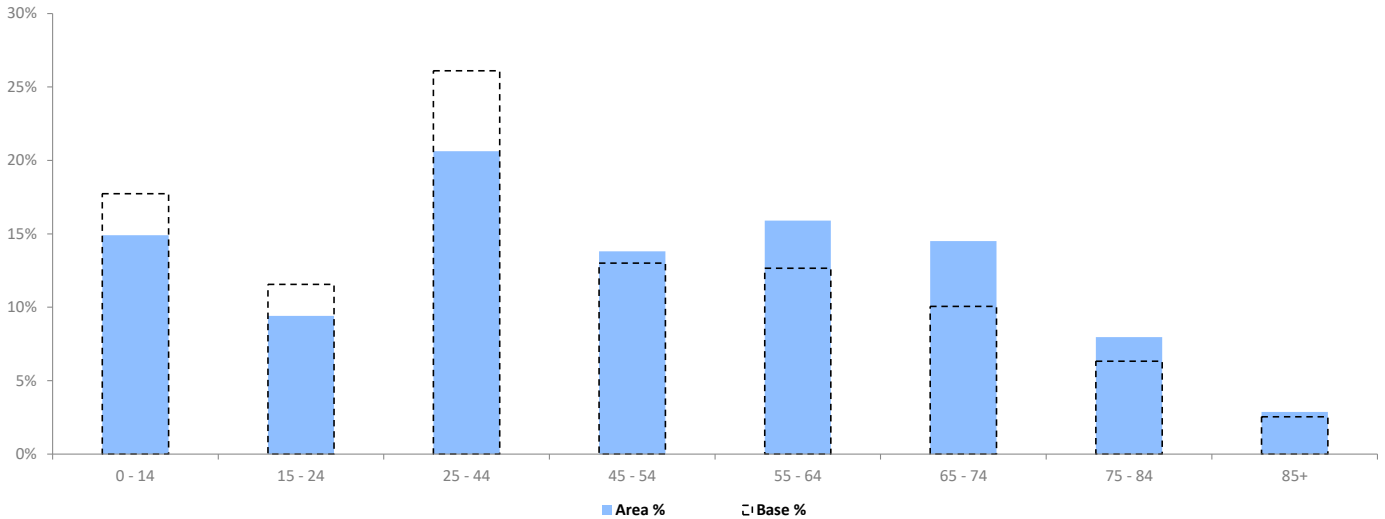


POPULATION PROJECTIONS

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Area: P04024_White Horse Inn, Brough, HU15 2UP (1 Mile contour)
 Base: Great Britain
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	635	14.9	17.7	84			
15 - 24	401	9.4	11.6	81			
25 - 44	878	20.6	26.1	79			
45 - 54	588	13.8	13.0	106			
55 - 64	677	15.9	12.7	126			
65 - 74	618	14.5	10.1	144			
75 - 84	339	8.0	6.3	126			
85+	122	2.9	2.5	113			
Total population	4,258						



CGA LICENCED PREMISES

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Area: P04024_White Horse Inn, Brough, HU15 2UF

Base: Great Britain

Year: 2021

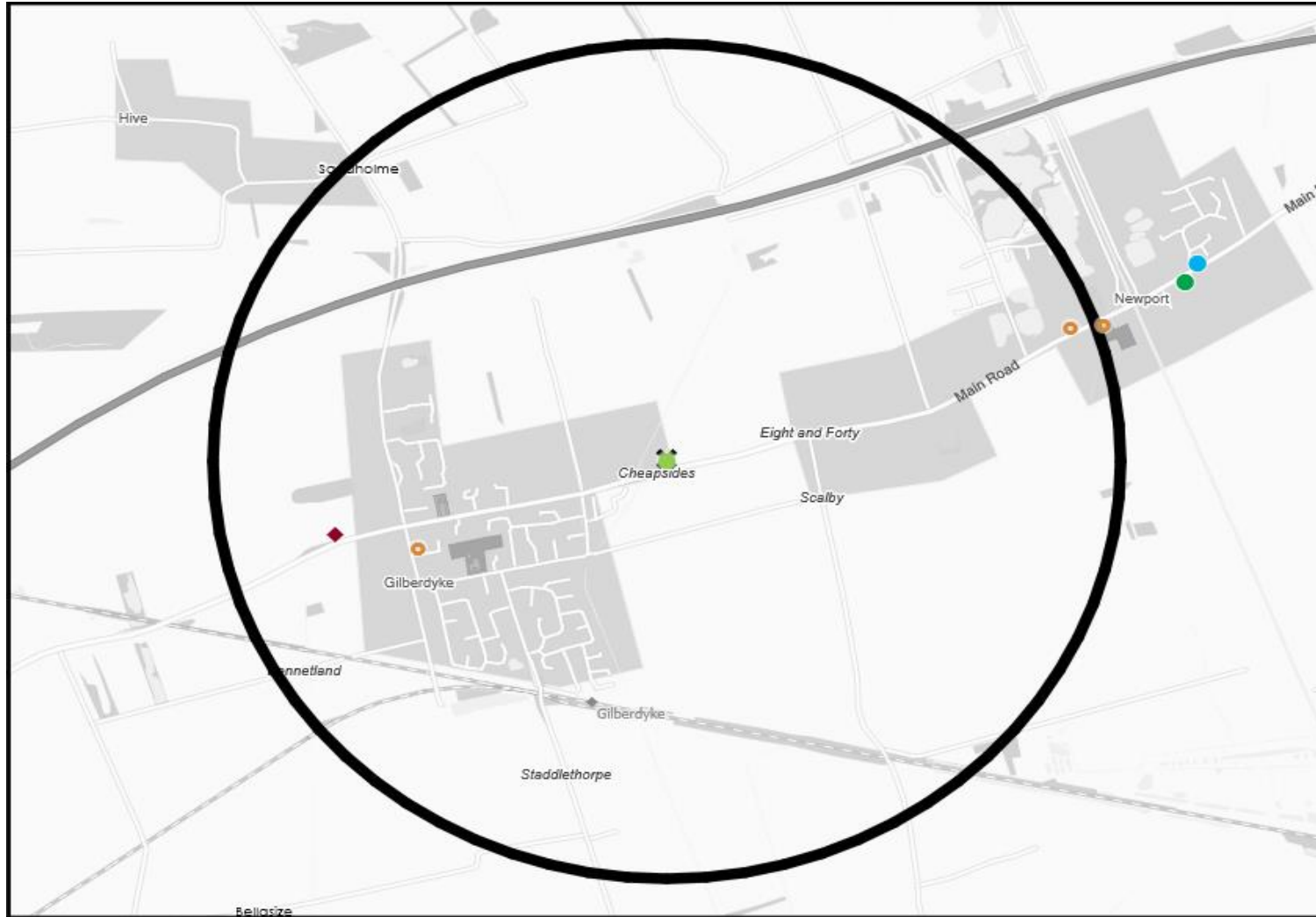
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	3	70.5	85.9	82			
Proprietary Club	0	0.0	8.2	0			
Registered Club	1	23.5	30.1	78			
Restaurant	0	0.0	35.3	0			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Cross Keys	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HU15 2SP
White Horse Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HU15 2UP
Crown & Anchor	Independent Free	Pubs & Full On	Independent Free	HU15 2PR
Gilberdyke Memorial Hall	Independent Free	Registered Club	Independent Free	HU15 2UG

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04024_White Horse Inn, Brough, HU15 2UP (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: P04024_White Horse Inn, Brough, HU15 2UP (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	127	7.0	22.0	32		
2 Rising Prosperity	0	0.0	10.1	0		
3 Comfortable Communities	1,320	72.3	26.2	276		
4 Financially Stretched	334	18.3	23.7	77		
5 Urban Adversity	22	1.2	17.6	7		
6 Not Private Households	22	1.2	0.3	362		
Total households	1,825					

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: P04024_White Horse Inn, Brough, HU15 2UP (1 Mile 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	0	0.0	1.1	0			
1.B Executive Wealth	103	5.6	11.2	50			
1.C Mature Money	24	1.3	9.6	14			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	0	0.0	6.2	0			
3. Comfortable Communities							
3.F Countryside Communities	946	51.8	5.7	904			
3.G Successful Suburbs	39	2.1	5.9	36			
3.H Steady Neighbourhoods	207	11.3	7.4	154			
3.I Comfortable Seniors	128	7.0	2.9	242			
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	119	6.5	7.9	82			
4.M Striving Families	81	4.4	7.5	59			
4.N Poorer Pensioners	134	7.3	5.9	124			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.1	0			
5.P Struggling Estates	22	1.2	6.1	20			
5.Q Difficult Circumstances	0	0.0	5.3	0			
6. Not Private Households							
6.R Not Private Households	22	1.2	0.3	362			
Total households	1,825						

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.

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 £42k London n/a Average: £40k Average: £44k	% Disposable Income UK 53% London n/a Average: 44% Average: 39%	Financial situation
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BRANDS

SHOPPING: LAKELAND, Specsavers, Clarks

LEISURE: Caffe Nero, Zizzi, CAFE ROUGE

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

DIGITAL

ATTITUDES

- I worry about online security: **57%** (UK average: 55%)
- Shopping online makes my life easier: **53%** (UK average: 53%)
- I couldn't live without the internet on my mobile: **25%** (UK average: 34%)

KEY INTERNET USAGE

This group are more likely to **browse for gardening products online**

TECHNOLOGY USAGE

This group are more likely to **purchase home insurance online**

This group are more likely to **subscribe to Sky TV**

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

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Area: P04024_White Horse Inn, Brough, HU15 2UP (1 Mile contour)
 Base: Great Britain
 Year: 2021

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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	31	1.7	2.4	71			
1.B.6 Financially comfortable families	65	3.6	2.2	162			
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	7	0.4	1.6	24			
1.C Mature Money							
1.C.10 Better-off villagers	11	0.6	3.0	20			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	13	0.7	2.5	29			
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	0	0.0	1.9	0			
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	65	3.6	1.5	238			
3.F.22 Older couples and families in rural areas	248	13.6	1.1	1,276			
3.F.23 Owner occupiers in small towns and villages	633	34.7	3.2	1,093			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	6	0.3	2.6	12			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	33	1.8	2.4	75			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	76	4.2	3.4	121			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	131	7.2	2.3	308			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	128	7.0	2.4	291			
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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	22	1.2	2.6	46			
4.L.39 Fading owner occupied terraces	97	5.3	2.9	185			
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	54	3.0	1.6	185			
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	27	1.5	2.2	67			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	34	1.9	0.8	238			
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	100	5.5	2.3	241			
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	22	1.2	1.6	73			
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	22	1.2	0.3	438			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	1,825						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: P04024_White Horse Inn, Brough, HU15 2UP (1 Mile contour)



Dominant Acorn Category

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

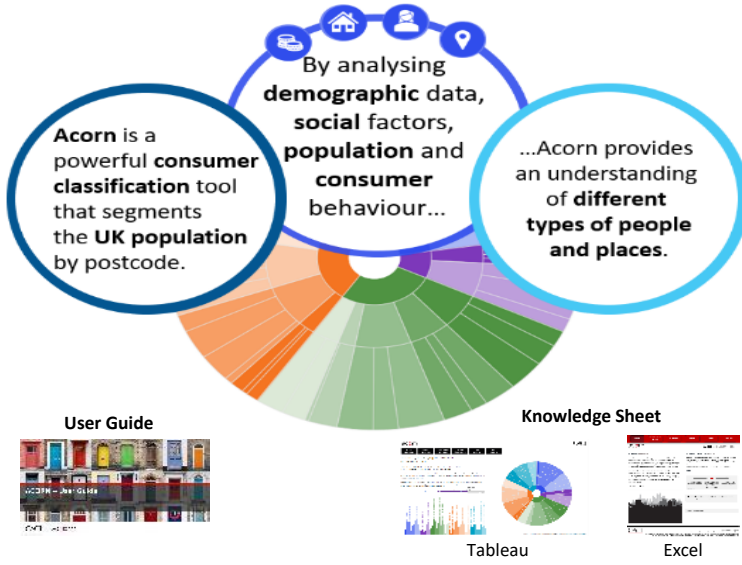
Acorn Groups

- 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
	<input type="radio"/>	R. Not Private Households	60-62

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

