

POPULATION PROJECTIONS

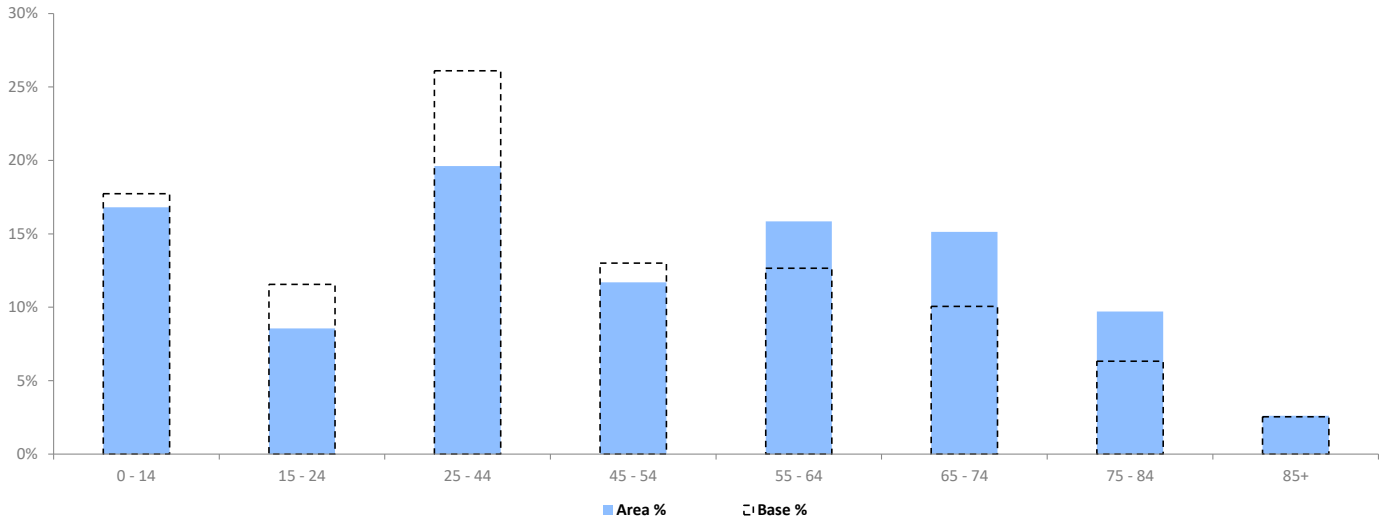
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Area: P03405_Gainsborough, Dorchester, DT9 5BB (1 Mile contour)

Base: Great Britain

Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	514	16.8	17.7	95			
15 - 24	262	8.6	11.6	74			
25 - 44	600	19.6	26.1	75			
45 - 54	358	11.7	13.0	90			
55 - 64	485	15.9	12.7	125			
65 - 74	463	15.1	10.1	150			
75 - 84	297	9.7	6.3	154			
85+	80	2.6	2.5	103			
Total population	3,059						



CGA LICENCED PREMISES

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Area: P03405_Gainsborough, Dorchester, DT9 5BE
 Base: Great Britain
 Year: 2021

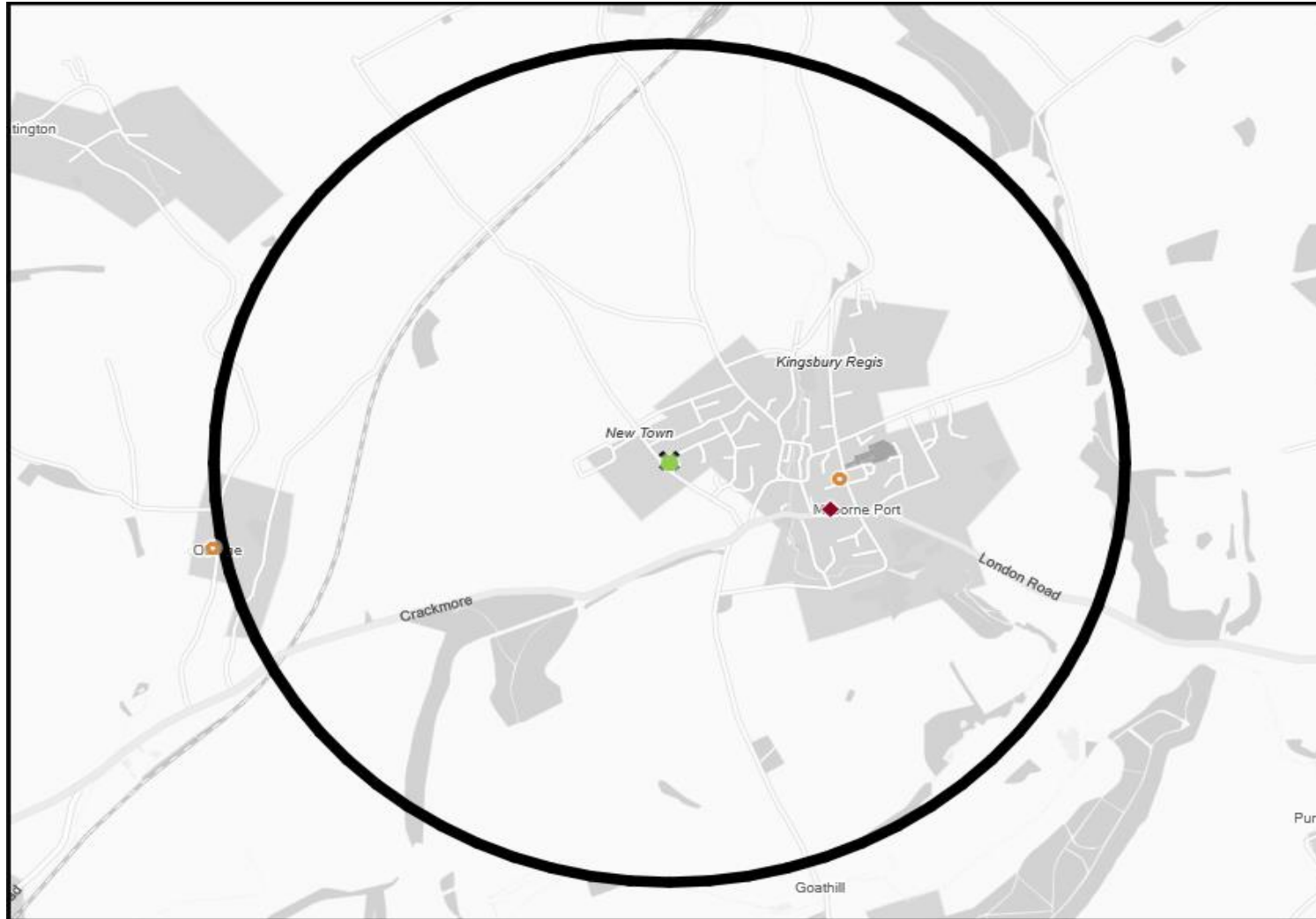
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	2	65.4	85.9	76			
Proprietary Club	0	0.0	8.2	0			
Registered Club	1	32.7	30.1	109			
Restaurant	0	0.0	35.3	0			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Tippling Philosopher	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DT 9 5AQ
Gainsborough Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DT 9 5BB
Milborne Port Sports And Social Club	Independent Free	Registered Club	Independent Free	DT 9 5EW

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03405_Gainsborough, Dorchester, DT9 5BB (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: P03405_Gainsborough, Dorchester, DT9 5BB (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	294	21.1	22.0	96		
 2 Rising Prosperity	2	0.1	10.1	1		
 3 Comfortable Communities	723	51.9	26.2	198		
 4 Financially Stretched	320	23.0	23.7	97		
 5 Urban Adversity	53	3.8	17.6	22		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
Total households	1,392					

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: P03405_Gainsborough, Dorchester, DT9 5BB (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	32	2.3	11.2	20			
1.C Mature Money	262	18.8	9.6	196			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	2	0.1	6.2	2			
3. Comfortable Communities							
3.F Countryside Communities	340	24.4	5.7	426			
3.G Successful Suburbs	275	19.8	5.9	336			
3.H Steady Neighbourhoods	9	0.6	7.4	9			
3.I Comfortable Seniors	39	2.8	2.9	96			
3.J Starting Out	60	4.3	4.3	99			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	82	5.9	7.9	74			
4.M Striving Families	166	11.9	7.5	158			
4.N Poorer Pensioners	72	5.2	5.9	88			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.1	0			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	53	3.8	5.3	71			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	1,392						


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



BRANDS

SHOPPING LAKELAND	EDDA & WOODS	speckysavers	Clarks
LEISURE THE GOLF CLUB	CAFFE NERO	Zizzi	CAFE ROUGE
WEBSITES ebay	Money Super Market	M&S	GOV.UK

DIGITAL ATTITUDES

I worry about online security 57% <small>UK average: 55%</small>	Shopping online makes my life easier 53% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 25% <small>UK average: 34%</small>
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<h4>KEY INTERNET USAGE</h4> <p>This group are more likely to browse for gardening products online</p>	<h4>TECHNOLOGY USAGE</h4> <p>This group are more likely to purchase home insurance online</p>	<h4>TECHNOLOGY USAGE</h4> <p>This group are more likely to subscribe to Sky TV</p>
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FINANCIAL PROFILE

Household Income UK £42k London n/a <small>Average: £40k Average: £44k</small>	% Disposable Income UK 53% London n/a <small>Average: 44% Average: 39%</small>	Financial situation
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A B C D E F G H I J K L M N O P Q R

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

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Area: P03405_Gainsborough, Dorchester, DT9 5BB (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
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	2.2	2.4	92			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
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	1	0.1	1.6	4			
1.C Mature Money							
1.C.10 Better-off villagers	172	12.4	3.0	414			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	90	6.5	2.5	260			
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	2	0.1	1.9	8			
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	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	24	1.7	1.1	162			
3.F.23 Owner occupiers in small towns and villages	316	22.7	3.2	715			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	6	0.4	2.6	16			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	269	19.3	2.4	797			
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	9	0.6	2.3	28			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	39	2.8	2.4	116			
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	60	4.3	2.3	191			
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	41	2.9	1.4	209			
4.L.38 Semi-skilled workers in traditional neighbourhoods	41	2.9	2.6	112			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	166	11.9	1.6	747			
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	34	2.4	0.8	312			
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	38	2.7	2.3	120			
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	0	0.0	1.6	0			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	39	2.8	1.5	184			
5.Q.58 Singles and young families, some receiving benefits	14	1.0	1.8	56			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	1,392						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03405_Gainsborough, Dorchester, DT9 5BB (1 Mile contour)



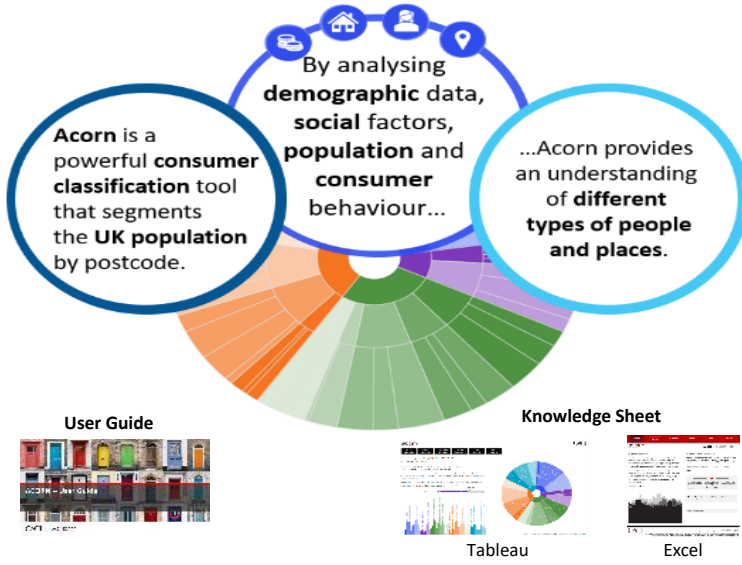
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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 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

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

