

POPULATION PROJECTIONS

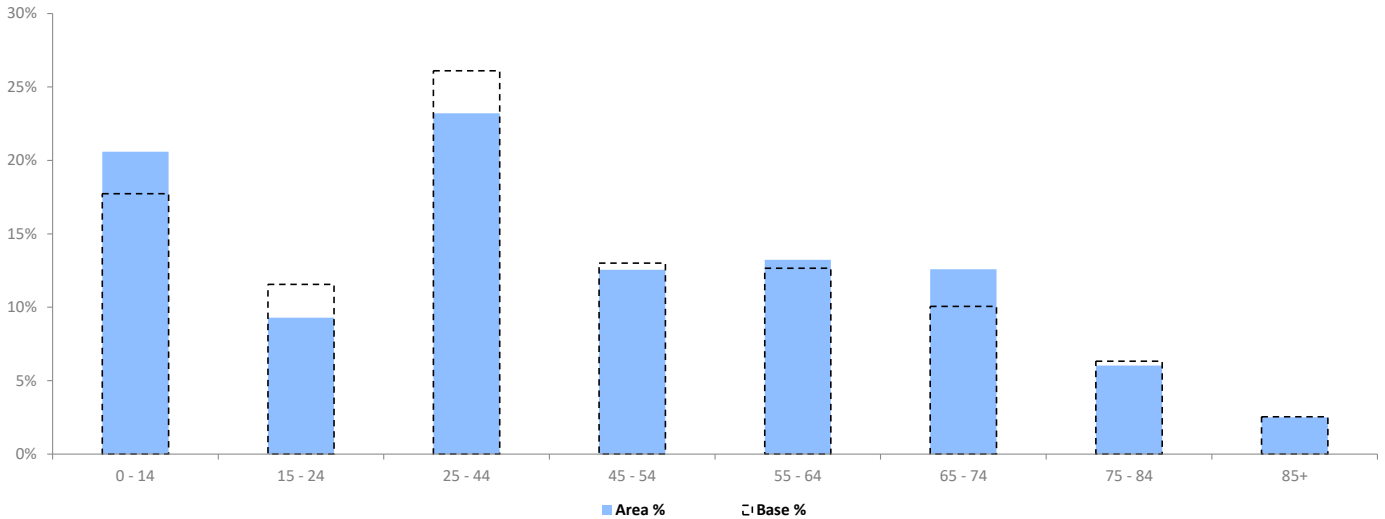
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Area: P04158_Silver Ball, St. Columb, TR9 6RL (1 Mile contour)

Base: Great Britain

Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	836	20.6	17.7	116			
15 - 24	377	9.3	11.6	80			
25 - 44	942	23.2	26.1	89			
45 - 54	510	12.6	13.0	97			
55 - 64	537	13.2	12.7	104			
65 - 74	511	12.6	10.1	125			
75 - 84	245	6.0	6.3	95			
85+	102	2.5	2.5	99			
Total population	4,060						



CGA LICENCED PREMISES

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Area: P04158_Silver Ball, St. Columb, TR9 6RL (1 M)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	98.5	85.9	115			
Proprietary Club	2	49.3	8.2	600			
Registered Club	0	0.0	30.1	0			
Restaurant	1	24.6	35.3	70			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Trekenning Manor Tourist Park	Independent Free	Proprietary Club	Independent Free	TR 8 4JF
Ring Of Bells	Independent Free	Pubs & Full On	Independent Free	TR 9 6AT
Coaching Inn	Independent Free	Pubs & Full On	Independent Free	TR 9 6AT
Silver Ball	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TR 9 6RL
Red Lion	Independent Free	Pubs & Full On	Independent Free	TR 9 6AL
Southleigh Manor	Independent Free	Proprietary Club	Independent Free	TR 9 6HY
Ring O Bells	Independent Free	Restaurant	Independent Free	TR 9 6SZ

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04158_Silver Ball, St. Columb, TR9 6RL (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: P04158_Silver Ball, St. Columb, TR9 6RL (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	59	3.5	22.0	16		
2 Rising Prosperity	18	1.1	10.1	11		
3 Comfortable Communities	804	48.2	26.2	184		
4 Financially Stretched	634	38.0	23.7	160		
5 Urban Adversity	152	9.1	17.6	52		
6 Not Private Households	0	0.0	0.3	0		
Total households		1,667				

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: P04158_Silver Ball, St. Columb, TR9 6RL (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	36	2.2	11.2	19			
1.C Mature Money	23	1.4	9.6	14			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	18	1.1	6.2	17			
3. Comfortable Communities							
3.F Countryside Communities	512	30.7	5.7	536			
3.G Successful Suburbs	143	8.6	5.9	146			
3.H Steady Neighbourhoods	39	2.3	7.4	32			
3.I Comfortable Seniors	101	6.1	2.9	209			
3.J Starting Out	9	0.5	4.3	12			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	232	13.9	7.9	176			
4.M Striving Families	218	13.1	7.5	173			
4.N Poorer Pensioners	184	11.0	5.9	187			
5. Urban Adversity							
5.O Young Hardship	34	2.0	6.1	33			
5.P Struggling Estates	112	6.7	6.1	110			
5.Q Difficult Circumstances	6	0.4	5.3	7			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	1,667						


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 Running into debt Saving a lot
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BRANDS

SHOPPING: LAKELAND, Specsavers, Clarks

LEISURE: CAFE 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%
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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: P04158_Silver Ball, St. Columb, TR9 6RL (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	2	0.1	2.6	5			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	34	2.0	2.2	93			
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	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	23	1.4	2.5	56			
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	18	1.1	1.9	57			
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	114	6.8	1.1	642			
3.F.23 Owner occupiers in small towns and villages	398	23.9	3.2	752			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	46	2.8	2.6	105			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	97	5.8	2.4	240			
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	39	2.3	2.3	100			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	101	6.1	2.4	251			
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	9	0.5	2.3	24			
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	72	4.3	1.4	307			
4.L.38 Semi-skilled workers in traditional neighbourhoods	132	7.9	2.6	301			
4.L.39 Fading owner occupied terraces	28	1.7	2.9	58			
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	208	12.5	1.6	782			
4.M.42 Struggling young families in post-war terraces	10	0.6	1.7	36			
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	64	3.8	0.8	490			
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	120	7.2	2.3	317			
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	34	2.0	1.7	117			
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	104	6.2	1.6	384			
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	8	0.5	1.6	29			
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	6	0.4	1.8	20			
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	1,667						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04158_Silver Ball, St. Columb, TR9 6RL (1 Mile contour)



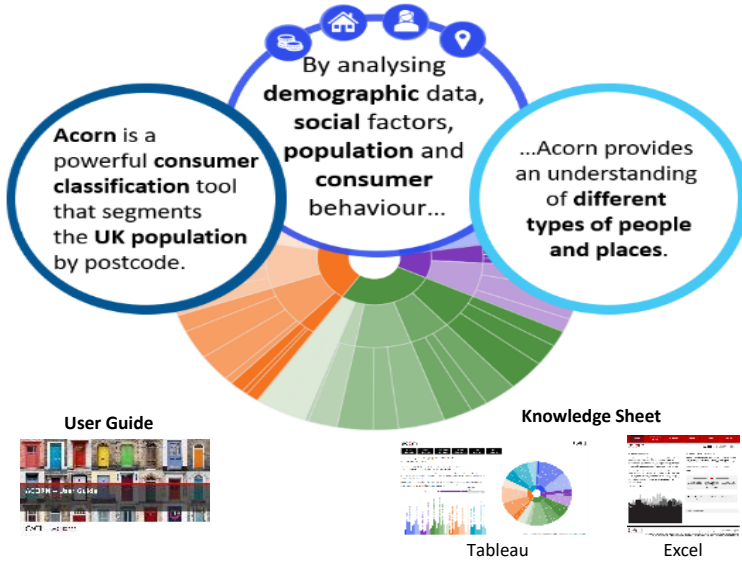
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	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

