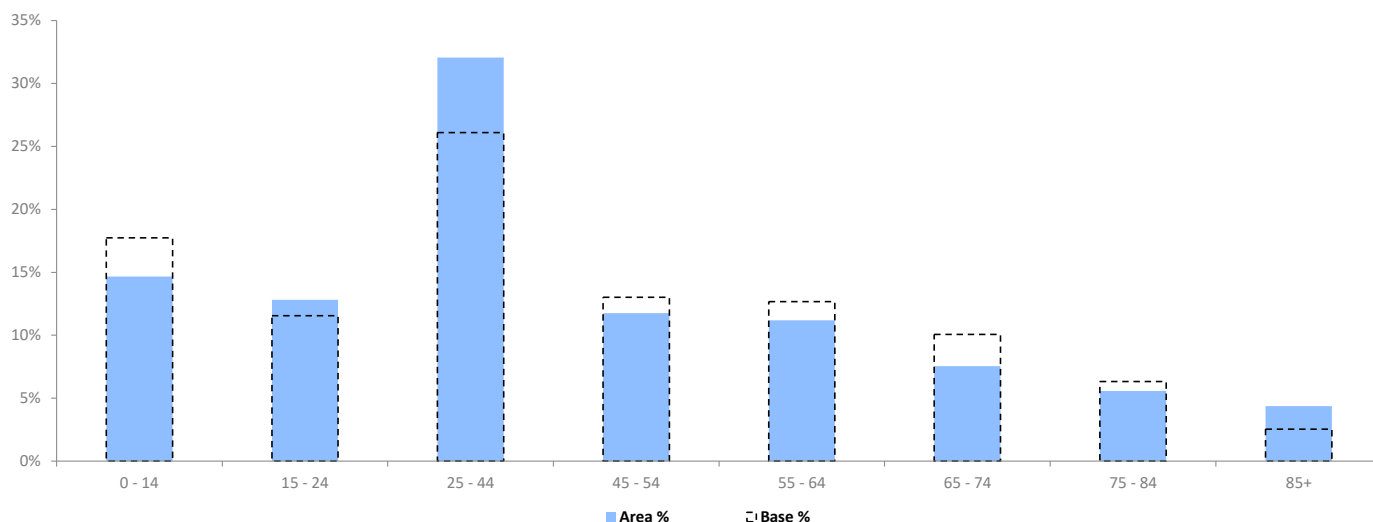


# POPULATION PROJECTIONS

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Area: P03538\_Bear, Bedford, MK40 1NN (0.50 Mile contour)  
Base: Great Britain  
Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,866	14.7	17.7	83			
15 - 24	1,631	12.8	11.6	111			
25 - 44	4,081	32.1	26.1	123			
45 - 54	1,497	11.8	13.0	90			
55 - 64	1,425	11.2	12.7	88			
65 - 74	960	7.5	10.1	75			
75 - 84	710	5.6	6.3	88			
85+	557	4.4	2.5	172			
<b>Total population</b>	<b>12,727</b>						



## CGA LICENCED PREMISES

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Area: P03538\_Bear, Bedford, MK40 1NN (0.50 Mil)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	40	314.3	85.9	366			
Proprietary Club	6	47.1	8.2	574			
Registered Club	10	78.6	30.1	261			
Restaurant	37	290.7	35.3	823			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Pen & Cob	Independent Free	Restaurant	Independent Free	MK40 1RW
George & Dragon	Greene King	Pubs & Full On	Greene King	MK40 3EU
Flower Pot	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	MK40 2RB
Keys	Unknown	Pubs & Full On	Unknown	MK40 1RZ
Astons	Independent Free	Proprietary Club	Independent Free	MK40 1SP
Barley Mow	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	MK40 1EZ
Ship Inn	Wells & Co	Pubs & Full On	Wells & Co	MK40 2QH
Tavistock	Independent Free	Pubs & Full On	Independent Free	MK40 2SB
Mill Hotel	Wells & Co	Pubs & Full On	Wells & Co	MK40 3HD
Chef Beijing	Independent Free	Restaurant	Independent Free	MK40 3NU
Grafton Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	MK40 1DN
Bedford United Trade Union Club	Independent Free	Registered Club	Independent Free	MK40 1JA
Polish Club	Independent Free	Registered Club	Independent Free	MK40 1JB
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	MK40 1RN
Rose	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	MK40 1RY
La Fontana Pizzeria	Independent Free	Restaurant	Independent Free	MK40 1AL
Bedford Corn Exchange	Independent Free	Pubs & Full On	Independent Free	MK40 1SL
Standard	Independent Free	Pubs & Full On	Independent Free	MK40 1SP
Balloon	Unknown	Pubs & Full On	Unknown	MK40 2ET
North End Working Mens Club	Independent Free	Registered Club	Independent Free	MK41 7TW
Wellington Arms	B & T Brewery	Pubs & Full On	B & T Brewery	MK40 2IX
Pizza Express	Hony Capital	Restaurant	Hony Capital	MK40 2NN
Three Rooms	Independent Free	Restaurant	Independent Free	MK40 2NR
Esquires Night Club	Independent Free	Proprietary Club	Independent Free	MK40 2QG
Magna Tandoori Restaurant	Independent Free	Restaurant	Independent Free	MK40 2RD
Alamin Restaurant	Independent Free	Restaurant	Independent Free	MK40 2RF
Foresters Arms	Wells & Co	Pubs & Full On	Wells & Co	MK40 2SF
New Bombay	Independent Free	Restaurant	Independent Free	MK40 2SR
Bedford United Services Association Club	Independent Free	Registered Club	Independent Free	MK40 2TH
Sky Buffet	Independent Free	Restaurant	Independent Free	MK40 2TJ
De Parys Hotel	Wells & Co	Pubs & Full On	Wells & Co	MK40 2UA
Bedford Club	Independent Free	Registered Club	Independent Free	MK40 2TX
Executive Snooker Club	Independent Free	Proprietary Club	Independent Free	MK40 3HZ
Three Cups	Greene King	Pubs & Full On	Greene King	MK40 3JR
Ship	Greene King	Pubs & Full On	Greene King	MK40 3JB
Castle	Wells & Co	Pubs & Full On	Wells & Co	MK40 3JR
Bedford Rugby Club	Independent Free	Registered Club	Independent Free	MK40 3NE
Bedford Borough Bowling Club	Independent Free	Registered Club	Independent Free	MK40 3NF
Radhuni Embankment Restaurant	Independent Free	Restaurant	Independent Free	MK40 3PD
Skyline Restaurant	Independent Free	Registered Club	Independent Free	MK42 9AH
Kings Arms	Greene King	Pubs & Full On	Greene King	MK42 0AS
Bedford Centre Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	MK42 0AR
Islands Greek	Independent Free	Restaurant	Independent Free	MK42 0AS
Bear	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	MK40 1NN
Star Rowing Club	Independent Free	Registered Club	Independent Free	MK40 1QS
Peking Palace	Independent Free	Restaurant	Independent Free	MK42 0AH
Bedford Rowing Club	Independent Free	Registered Club	Independent Free	MK42 0AX
Wodka Live Bar	Independent Free	Pubs & Full On	Independent Free	MK40 1SL
Pilgrims Progress	Wetherspoons GB	Pubs & Full On	Wetherspoon	MK40 1QB
Boujee Bar & Grill	Independent Free	Restaurant	Independent Free	MK40 1NN
Indian Summer	Independent Free	Restaurant	Independent Free	MK40 2RR
Bar Citrus	Wells & Co	Pubs & Full On	Wells & Co	MK40 1LA
Brewhouse And Kitchen	Brewhouse and Kitchen	Pubs & Full On	Brewhouse and Kitchen	MK40 1NU

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Base: Great Britain

Year: 2021

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Registered Club	10	78.6	30.1	<b>261</b>			
Restaurant	37	290.7	35.3	<b>823</b>			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Slug And Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	MK40 1RZ
Choudhury	Independent Free	Restaurant	Independent Free	MK40 2TH
Grand Indian Tandoori Restaurant	Independent Free	Restaurant	Independent Free	MK40 2RB
Royal Gurkha	Independent Free	Restaurant	Independent Free	MK40 2RD
Empire	Independent Free	Proprietary Club	Independent Free	MK40 3EU
Tavistock Snooker	Independent Free	Proprietary Club	Independent Free	MK40 2RR
Rice	Independent Free	Restaurant	Independent Free	MK40 3JG
Siam Heaven Thai Restaurant	Independent Free	Restaurant	Independent Free	MK40 2TH
Bangkok Thai Restaurant	Independent Free	Restaurant	Independent Free	MK40 2RP
Eatalia	Independent Free	Restaurant	Independent Free	MK40 1NN
Vogue	Independent Free	Pubs & Full On	Independent Free	MK40 1RZ
Faces Bar And Lounge	Independent Free	Pubs & Full On	Independent Free	MK40 1NT
Harko Oriental Buffet	Independent Free	Restaurant	Independent Free	MK40 1LD
Auction Room	Independent Free	Pubs & Full On	Independent Free	MK40 3HR
Cappuccino Bar	Independent Free	Restaurant	Independent Free	MK40 3JR
Pizzeria Santaniello	Independent Free	Restaurant	Independent Free	MK40 3JR
Man Do Restaurant	Independent Free	Restaurant	Independent Free	MK40 1DW
Amici	Independent Free	Restaurant	Independent Free	MK40 2PN
Carumbar	Independent Free	Restaurant	Independent Free	MK40 3HS
Fatcap Smokehouse	Independent Free	Restaurant	Independent Free	MK40 3NT
Baja	Independent Free	Restaurant	Independent Free	MK40 3NT
Embankment Hotel	Peach Pub Company	Pubs & Full On	Wells & Co	MK40 3PD
Firecracker	Independent Free	Restaurant	Independent Free	MK40 3US
Thali And Tandoor	Independent Free	Restaurant	Independent Free	MK40 3HD
Higgins Bedford	Independent Free	Pubs & Full On	Independent Free	MK40 3XD
Herd	Independent Free	Pubs & Full On	Independent Free	MK40 3JG
Quarry Theatre	Independent Free	Pubs & Full On	Independent Free	MK40 2NN
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	MK40 1AS
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	MK40 1NY
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	MK40 1AS
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	MK40 1AS
Albero Lounge	Loungers	Pubs & Full On	Loungers	MK40 1AY
Wagamama	Restaurant Group	Restaurant	Restaurant Group	MK40 1AS
Bear And Tales	Independent Free	Pubs & Full On	Independent Free	MK40 3JT
Central Square	Independent Free	Pubs & Full On	Independent Free	MK40 1LD
Lane	Independent Free	Pubs & Full On	Independent Free	MK40 3NT
Blue Glass	Independent Free	Restaurant	Independent Free	MK40 2PN
3 St Peters Street	Independent Free	Proprietary Club	Independent Free	MK40 2PN
Bridges Espresso Bar	Independent Free	Restaurant	Independent Free	MK40 1AR
Naughty Pizza	Independent Free	Restaurant	Independent Free	MK40 1AR

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03538\_Bear, Bedford, MK40 1NN (0.50 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

- ◆ Other

- ✕ Site Location
- Boundary



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














## ACORN CATEGORY PROFILE - HOUSEHOLDS

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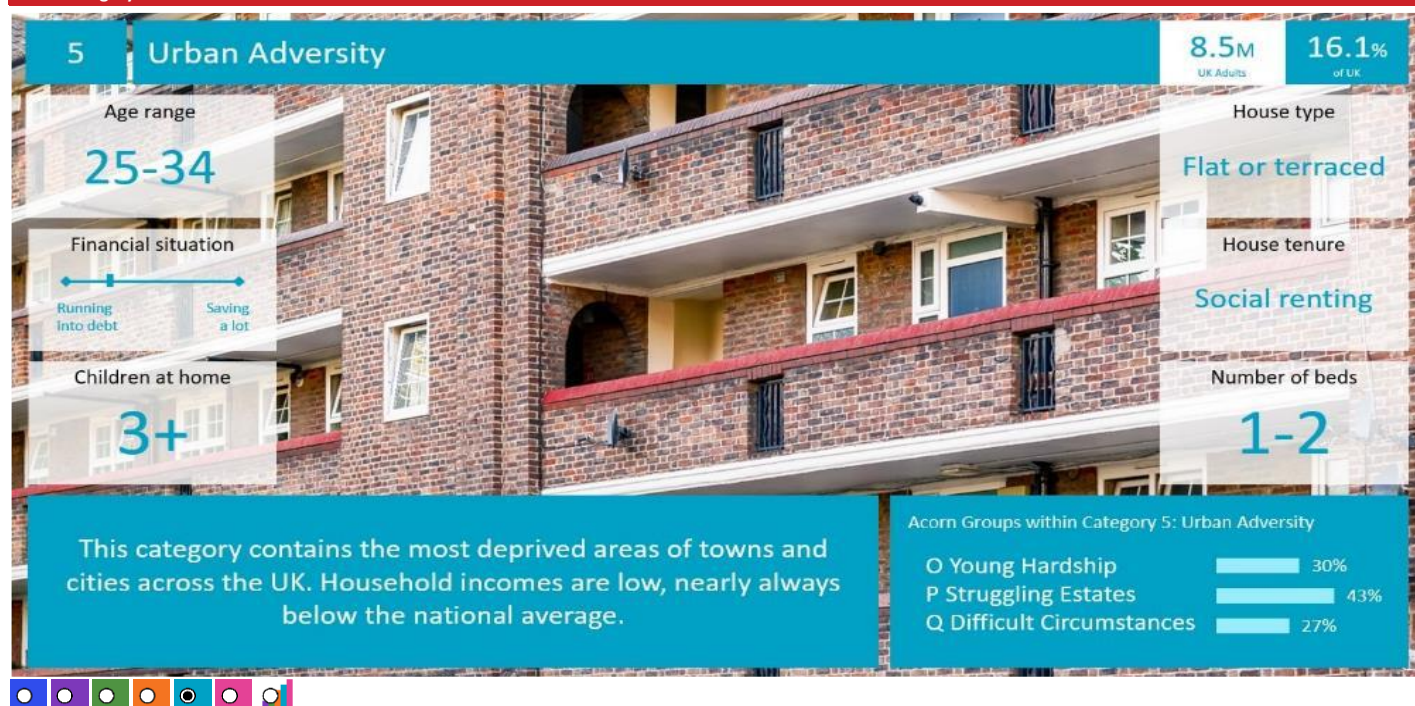
Area: P03538\_Bear, Bedford, MK40 1NN (0.50 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	463	7.9	22.0	36		
	2 Rising Prosperity	807	13.7	10.1	135		
	3 Comfortable Communities	764	13.0	26.2	49		
	4 Financially Stretched	1,685	28.6	23.7	120		
	5 Urban Adversity	2,059	34.9	17.6	198		
	6 Not Private Households	118	2.0	0.3	600		
 Graph							
Total households		5,896					

## Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03538\_Bear, Bedford, MK40 1NN (0.50 Mile contour)

Base: Great Britain

Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	289	4.9	11.2	44			
1.C Mature Money	174	3.0	9.6	31			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	22	0.4	4.0	9			
2.E Career Climbers	785	13.3	6.2	215			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	98	1.7	5.9	28			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	105	1.8	2.9	61			
3.J Starting Out	561	9.5	4.3	219			
<b>4. Financially Stretched</b>							
4.K Student Life	1,155	19.6	2.4	830			
4.L Modest Means	139	2.4	7.9	30			
4.M Striving Families	7	0.1	7.5	2			
4.N Poorer Pensioners	384	6.5	5.9	110			
<b>5. Urban Adversity</b>							
5.O Young Hardship	1,144	19.4	6.1	316			
5.P Struggling Estates	12	0.2	6.1	3			
5.Q Difficult Circumstances	903	15.3	5.3	286			
<b>6. Not Private Households</b>							
6.R Not Private Households	118	2.0	0.3	600			
<b>Total households</b>	<b>5,896</b>						

## Acorn Group Pen Portrait

4 K Student Life

1.5M

UK Adults

2.9%

of UK

Students and young people with little income living in halls of residence or shared houses. These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

## DEMOGRAPHICS



## FINANCIAL PROFILE



## BRANDS



## DIGITAL



## KEY INTERNET USAGE

This group are more likely to browse for event tickets online

## TECHNOLOGY USAGE

This group are more likely to purchase travel tickets online

This group are more likely to watch TV on demand on a laptop



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03538\_Bear, Bedford, MK40 1NN (0.50 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
<b>1. Affluent Achievers</b>								
<b>1.A Lavish Lifestyles</b>								
	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			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	0	0.0	2.6	0			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	0	0.0	2.2	0			
	1.B.7 Affluent professionals	238	4.0	0.9	475			
	1.B.8 Prosperous suburban families	51	0.9	1.5	56			
	1.B.9 Well-off edge of towners	0	0.0	1.6	0			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	36	0.6	2.9	21			
	1.C.12 Retired and empty nesters	6	0.1	2.5	4			
	1.C.13 Upmarket downsizers	132	2.2	1.3	172			
<b>2. Rising Prosperity</b>								
<b>2.D City Sophisticates</b>								
	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	22	0.4	1.0	37			
<b>2.E Career Climbers</b>								
	2.E.18 Career driven young families	0	0.0	1.9	0			
	2.E.19 First time buyers in small, modern homes	748	12.7	3.3	387			
	2.E.20 Mixed metropolitan areas	37	0.6	1.0	62			
<b>3. Comfortable Communities</b>								
<b>3.F Countryside Communities</b>								
	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	1.1	0			
	3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	0	0.0	2.6	0			
	3.G.25 Larger family homes, multi-ethnic areas	98	1.7	0.8	203			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
<b>3.H Steady Neighbourhoods</b>								
	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	0	0.0	2.3	0			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
	3.I.31 Elderly singles in purpose-built accommodation	105	1.8	0.5	363			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	542	9.2	2.1	439			
	3.J.33 Smaller houses and starter homes	19	0.3	2.3	14			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	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	1,155	19.6	1.7	1,128			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	49	0.8	1.4	59			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
	4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
	4.L.40 High occupancy terraces, culturally diverse family areas	90	1.5	1.0	153			
<b>4.M Striving Families</b>								
	4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
	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	7	0.1	2.2	5			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	29	0.5	0.8	63			
	4.N.46 Elderly people in social rented flats	350	5.9	1.1	547			
	4.N.47 Low income older people in smaller semis	0	0.0	2.3	0			
	4.N.48 Pensioners and singles in social rented flats	5	0.1	1.8	5			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	845	14.3	2.1	668			
	5.O.50 Struggling younger people in mixed tenure	278	4.7	1.7	270			
	5.O.51 Young people in small, low cost terraces	21	0.4	2.3	16			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
	5.P.53 Low income terraces	7	0.1	0.9	14			
	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	5	0.1	1.6	5			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	107	1.8	1.5	119			
	5.Q.58 Singles and young families, some receiving benefits	68	1.2	1.8	64			
	5.Q.59 Deprived areas and high-rise flats	728	12.3	2.0	607			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	0	0.0	0.1	0			
	6.R.61 Inactive communal population	118	2.0	0.3	727			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>5,896</b>						



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P03538\_Bear, Bedford, MK40 1NN (0.50 Mile contour)

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Source: OS Open Data 2018



- 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



CATEGORY

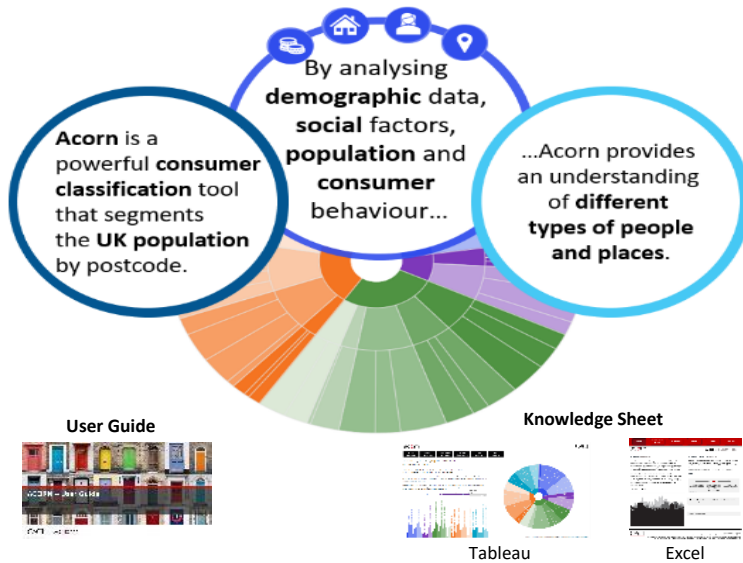
GROUP

TYPE

MAP

WHAT IS ACORN?

## 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
3. Comfortable Communities	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

12.0M 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

