

# MAP OF AREA

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Source: OS Open Data 2018

Area: P00876\_Kings Head, Loughborough, LE12 5PE (1 Mile contour)

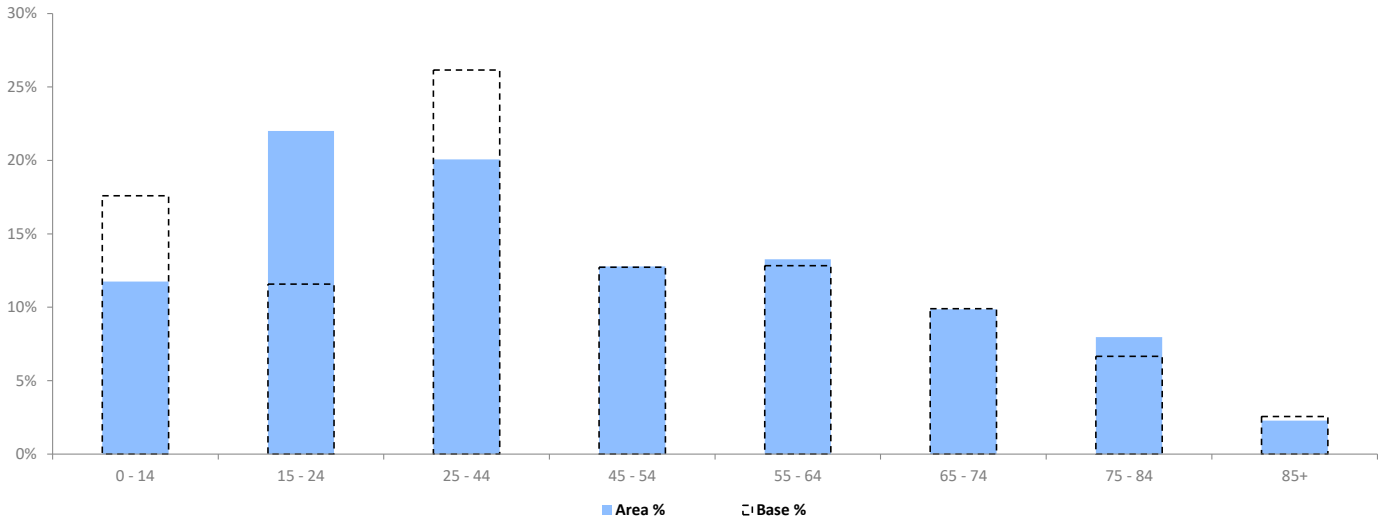
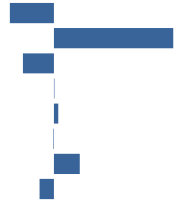


# POPULATION PROJECTIONS

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Area: P00876\_Kings Head, Loughborough, LE12 5PE (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	242	11.8	17.6	67			
15 - 24	453	22.0	11.6	<b>190</b>			
25 - 44	413	20.1	26.2	77			
45 - 54	263	12.8	12.7	100			
55 - 64	273	13.3	12.8	<b>103</b>			
65 - 74	203	9.9	9.9	100			
75 - 84	164	8.0	6.7	<b>120</b>			
85+	47	2.3	2.6	89			
<b>Total population</b>	<b>2,058</b>						



# EXPENDITURE

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Area: P00876\_Kings Head, Loughborough, LE12 5PE (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

## EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£67,105	£106.52	£73.74	144			
2. Alcoholic beverages, tobacco and narcotics	£21,490	£34.11	£27.43	124			
3. Clothing & Footwear	£36,782	£58.38	£41.92	139			
4. Housing, water, electricity, gas and other fuels	£78,485	£124.58	£92.23	135			
5. Furnishings, equipment and routine maintenance	£38,600	£61.27	£39.49	155			
6. Health	£17,246	£27.37	£16.97	161			
7. Transport	£113,231	£179.73	£115.30	156			
8. Communication	£15,049	£23.89	£14.64	163			
9. Recreation & Culture	£102,829	£163.22	£100.48	162			
10. Education	£59,220	£94.00	£22.34	421			
11. Restaurants & Hotels	£75,957	£120.57	£82.30	146			
12. Miscellaneous goods and services	£95,309	£151.28	£104.94	144			
<b>Total Expenditure</b>	<b>£721,303</b>	<b>£1,144.92</b>	<b>£731.77</b>	<b>156</b>			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.

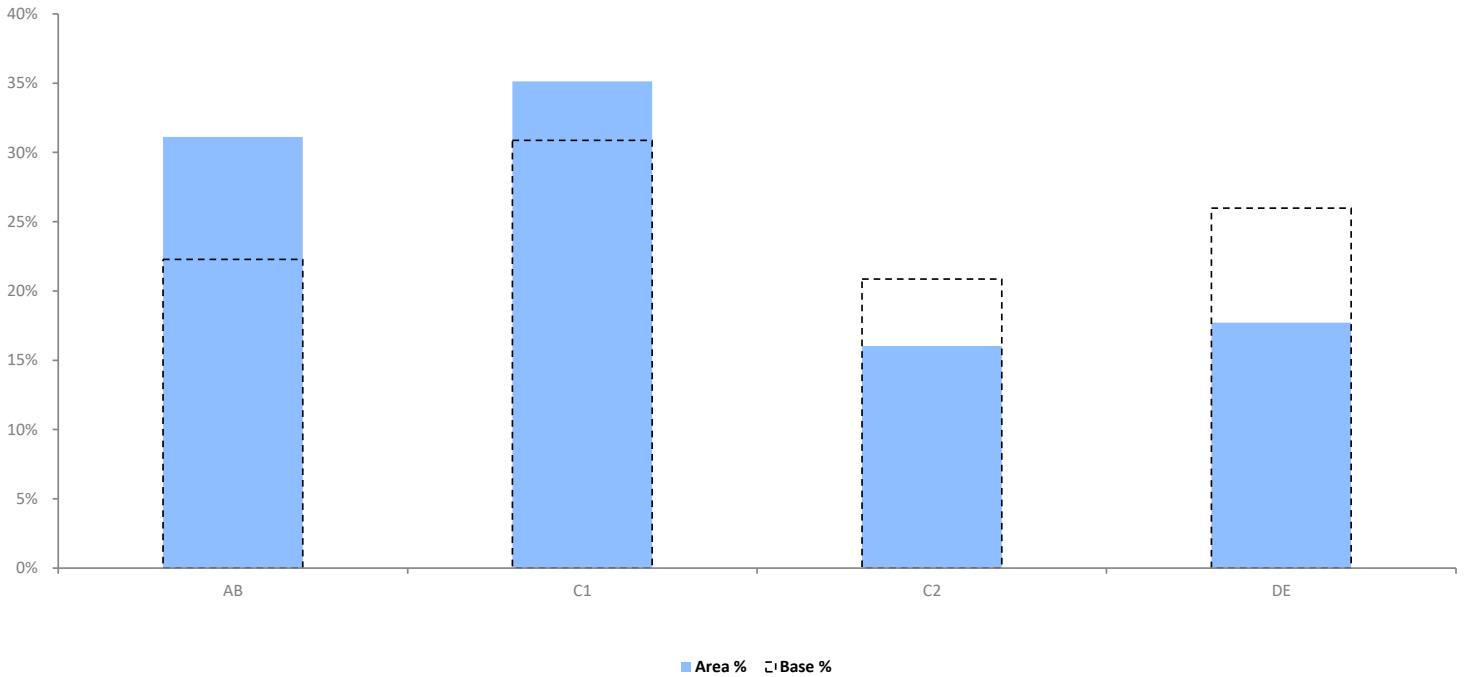
# UP TO DATE DEMOGRAPHICS

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Area: P00876\_Kings Head, Loughborough, LE12 5PE (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

## SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	202	31.1	22.3	<b>140</b>			
C1: Supervisory, clerical, jr managerial/admin/professional	228	35.1	30.9	<b>114</b>			
C2: Skilled manual workers	104	16.0	20.9	77			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	115	17.7	26.0	68			
<b>Total household reference persons aged 16 to 64</b>	<b>649</b>						



# CGA LICENCED PREMISES

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Area: P00876\_Kings Head, Loughborough, LE12 5P  
 Base: Great Britain  
 Year: 2022

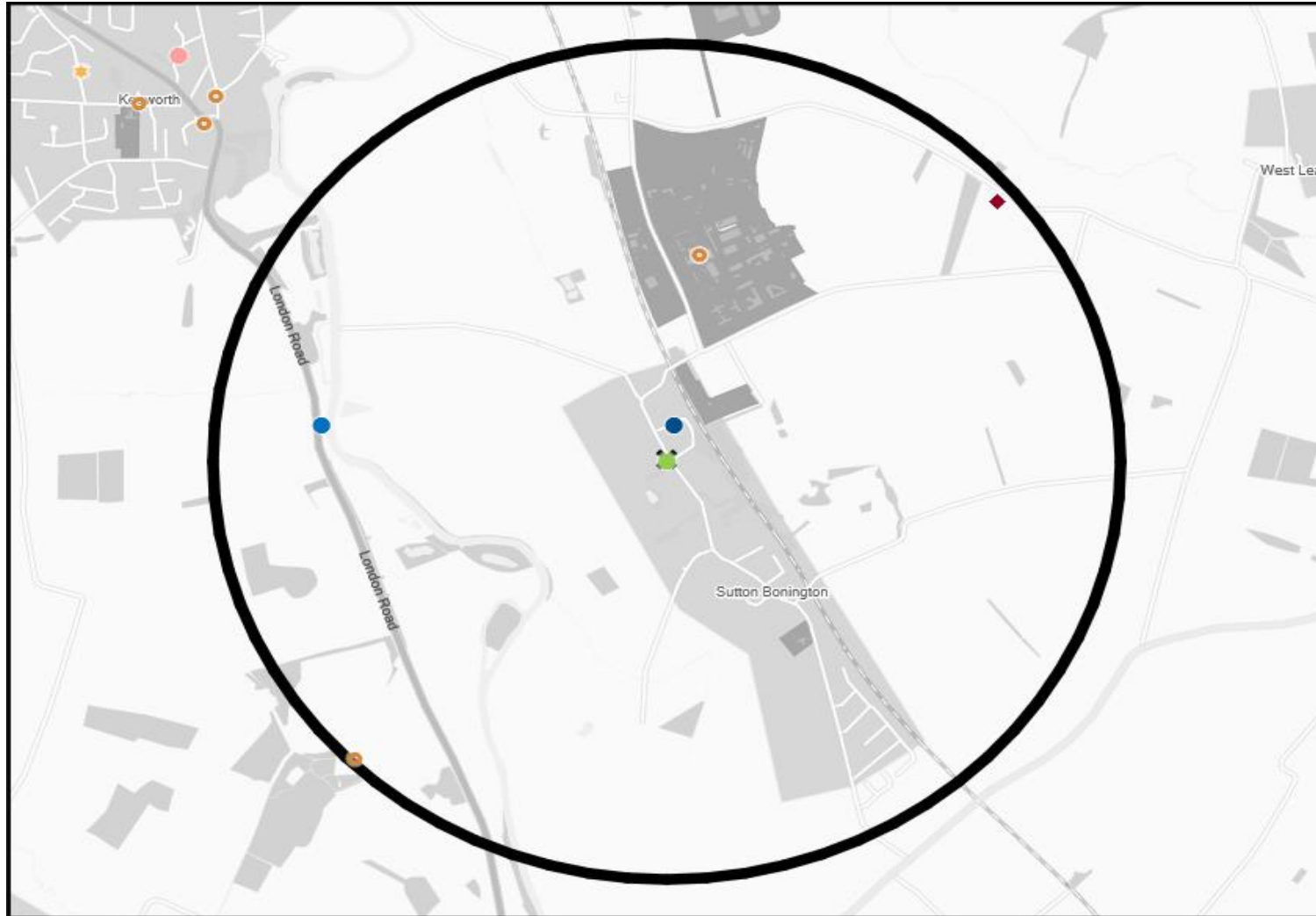
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	243.0	82.8	<b>293</b>			
Proprietary Club	0	0.0	7.5	0			
Registered Club	2	97.2	28.7	<b>338</b>			
Restaurant	0	0.0	32.5	0			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Otter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	DE74 2EY
Anchor Inn	Marston's	Pubs & Full On	Marston's	LE12 5PA
Sutton Bonington Hall	Independent Free	Registered Club	Independent Free	LE12 5RD
Star	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LE12 5RQ
Kings Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE12 5PE
Bonington Campus	Independent Free	Registered Club	Independent Free	LE12 5RD
Whatton House And Gardens	Independent Free	Pubs & Full On	Independent Free	LE12 5BG

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P00876\_Kings Head, Loughborough, LE12 5PE (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:** P00876\_Kings Head, Loughborough, LE12 5PE (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	463	71.3	22.0	325		
 2 Rising Prosperity	86	13.3	10.3	129		
 3 Comfortable Communities	48	7.4	26.3	28		
 4 Financially Stretched	52	8.0	23.7	34		
 5 Urban Adversity	0	0.0	17.4	0		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
<b>Total households</b>	<b>649</b>					

### Acorn Category Pen Portrait

## 1 Affluent Achievers

Age range

# 55+

House type

# Detached

UK Adults

# 12.1M

of UK

# 22.8%

Financial situation

Running into debt

←

→

Saving a lot

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 6%
- B. Executive Wealth 54%
- C. Mature Money 40%

# ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P00876\_Kings Head, Loughborough, LE12 5PE (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

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	179	27.6	11.2	245			
1.C Mature Money	284	43.8	9.6	455			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	86	13.3	6.3	211			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	48	7.4	5.7	129			
3.G Successful Suburbs	0	0.0	5.9	0			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	0	0.0	4.4	0			
<b>4. Financially Stretched</b>							
4.K Student Life	1	0.2	2.5	6			
4.L Modest Means	0	0.0	7.9	0			
4.M Striving Families	51	7.9	7.5	105			
4.N Poorer Pensioners	0	0.0	5.8	0			
<b>5. Urban Adversity</b>							
5.O Young Hardship	0	0.0	6.2	0			
5.P Struggling Estates	0	0.0	5.9	0			
5.Q Difficult Circumstances	0	0.0	5.3	0			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>649</b>						

## Acorn Group Pen Portrait

1
C

Mature Money

4.9M  
UK Adults

9.2%  
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.

### CORE DEMOGRAPHICS

Age range <b>55+</b>	Children at home <b>0</b>
House tenure <b>Owned outright</b>	Family structure <b>Couple</b>
Number of beds <b>4</b>	House type <b>Detached</b>

### BRANDS

<b>SHOPPING</b>	<b>LAKELAND</b>	LAURA ASHLEY	JA MULLER	W
<b>LEISURE</b>	BROWNS	NESPRESSO	M&S	CARRÉ NERO
<b>WEBSITES</b>	goodfood	MoneySavingExpert.com	M&S	BBC NEWS

### DIGITAL AND TECH

#### ATTITUDES

I worry about online security <span style="font-size: 24px; font-weight: bold;">62%</span> <small>UK average: 59%</small>	Shopping online makes my life easier <span style="font-size: 24px; font-weight: bold;">59%</span> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers <span style="font-size: 24px; font-weight: bold;">26%</span> <small>UK average: 28%</small>
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#### TOP BEHAVIOURS

Use BBC iPlayer	Own a tablet	Buy wine and alcohol online
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### FINANCIAL PROFILE

Household income <small>UK</small> <b>£47k</b> <small>London</small> <b>£51k</b> <small>Average: £10k</small> <small>Average: £16k</small>	% Disposable income <small>UK</small> <b>51%</b> <small>London</small> <b>44%</b> <small>Average: 43%</small> <small>Average: 29%</small>	Financial situation 
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ABCDEFGHIJKLMNOPQR



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

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Area: P00876\_Kings Head, Loughborough, LE12 5PE (1 Mile contour)  
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Sort by:  Corn Structure  
 Index  
 Profile %

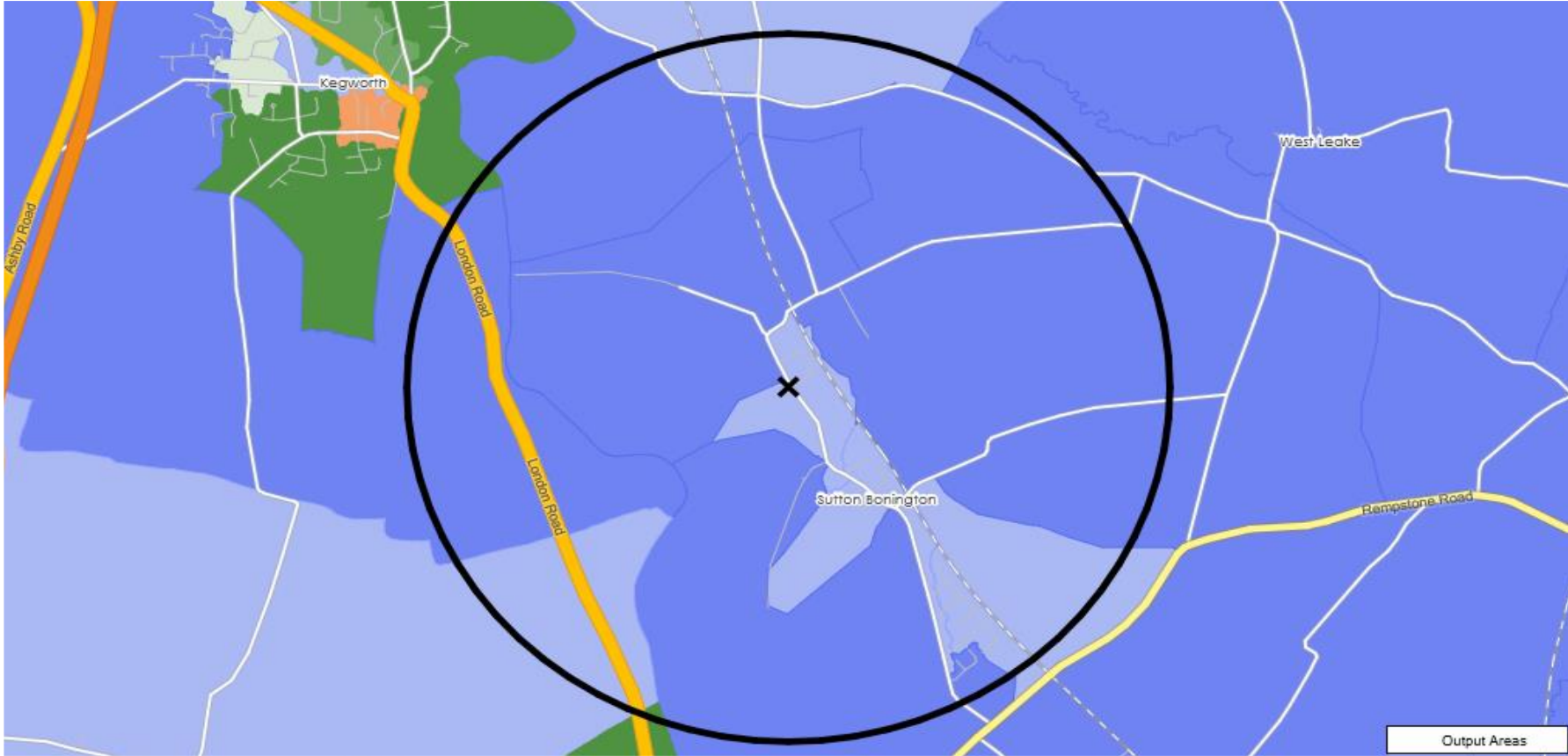
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	60	9.2	2.6	352			
1.B.5 Wealthy countryside commuters	52	8.0	2.4	328			
1.B.6 Financially comfortable families	38	5.9	2.2	266			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	29	4.5	1.6	278			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	205	31.6	3.0	1,042			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	79	12.2	2.5	493			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	0	0.0	1.0	0			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	73	11.2	1.9	587			
2.E.19 First time buyers in small, modern homes	13	2.0	3.3	60			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<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	36	5.5	1.0	537			
3.F.23 Owner occupiers in small towns and villages	12	1.8	3.2	58			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
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	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
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			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	1	0.2	0.4	44			
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	1.9	0			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	0	0.0	1.4	0			
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	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	51	7.9	1.6	496			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	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			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
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	0	0.0	2.3	0			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	0			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<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	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	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			
<b>5.Q Difficult Circumstances</b>							
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			
<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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>649</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00876\_Kings Head, Loughborough, LE12 5PE (1 Mile contour)



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

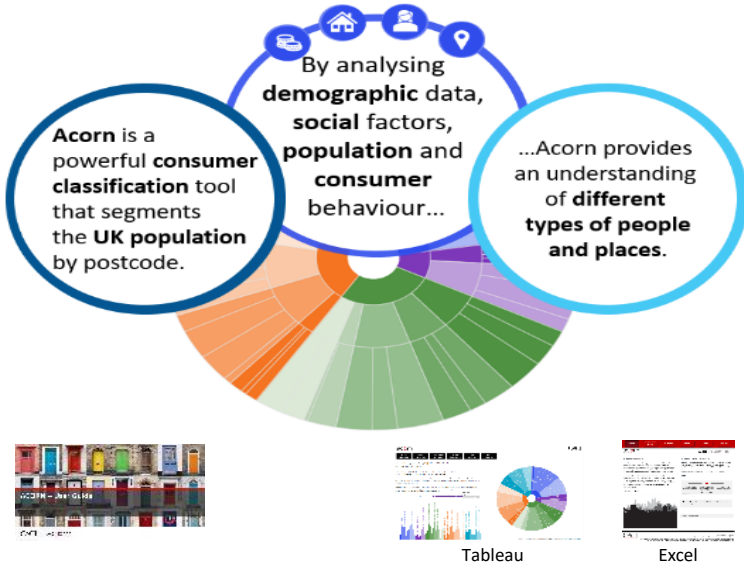
- Acorn Groups**
- 1.A Lavish Lifestyles
  - 1.B Executive Wealth
  - 1.C Mature Money
  - 2.D City Sophisticates
  - 2.E Career Climbers
  - 3.F Countryside Communities
  - 3.G Successful Suburbs
  - 3.H Steady Neighbourhoods
  - 3.I Comfortable Seniors
  - 3.J Starting Out
  - 4.K Student Life
  - 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

Output Areas

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**

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

**12.1M** UK Adults

**22.8%** of UK

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: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

