

MAP OF AREA

© 2023 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P03653_Gardeners Arms, Tostock, IP30 9PA (10 min contour)

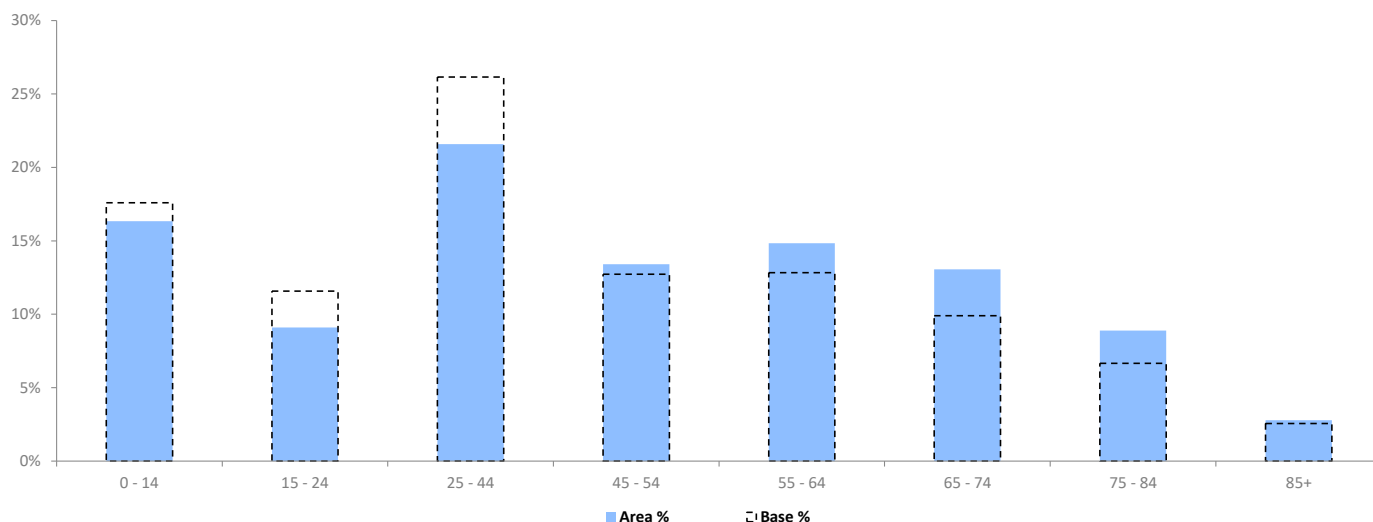


POPULATION PROJECTIONS

© 2023 CACI Limited and all other applicable third party notices (Population Estimates and Projections) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03653_Gardeners Arms, Tostock, IP30 9PA (10 min contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,544	16.3	17.6	93			
15 - 24	1,975	9.1	11.6	79			
25 - 44	4,683	21.6	26.2	83			
45 - 54	2,908	13.4	12.7	105			
55 - 64	3,217	14.8	12.8	116			
65 - 74	2,831	13.1	9.9	132			
75 - 84	1,928	8.9	6.7	133			
85+	604	2.8	2.6	109			
Total population	21,690						



EXPENDITURE

© 2023 CACI Limited and all other applicable third party notices (COICOP Expenditure) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03653_Gardeners Arms, Tostock, IP30 9PA (10 min 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
COICOP Categories							
1. Food & non-alcoholic beverages	£744,236	£80.07	£73.74	109			
2. Alcoholic beverages, tobacco and narcotics	£238,805	£25.69	£27.43	94			
3. Clothing & Footwear	£422,703	£45.48	£41.92	108			
4. Housing, water, electricity, gas and other fuels	£739,006	£79.51	£92.23	86			
5. Furnishings, equipment and routine maintenance	£426,141	£45.85	£39.49	116			
6. Health	£187,148	£20.13	£16.97	119			
7. Transport	£1,325,875	£142.64	£115.30	124			
8. Communication	£135,208	£14.55	£14.64	99			
9. Recreation & Culture	£951,030	£102.32	£100.48	102			
10. Education	£232,407	£25.00	£22.34	112			
11. Restaurants & Hotels	£816,210	£87.81	£82.30	107			
12. Miscellaneous goods and services	£1,113,782	£119.83	£104.94	114			
Total Expenditure	£7,332,549	£788.87	£731.77	108			

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.

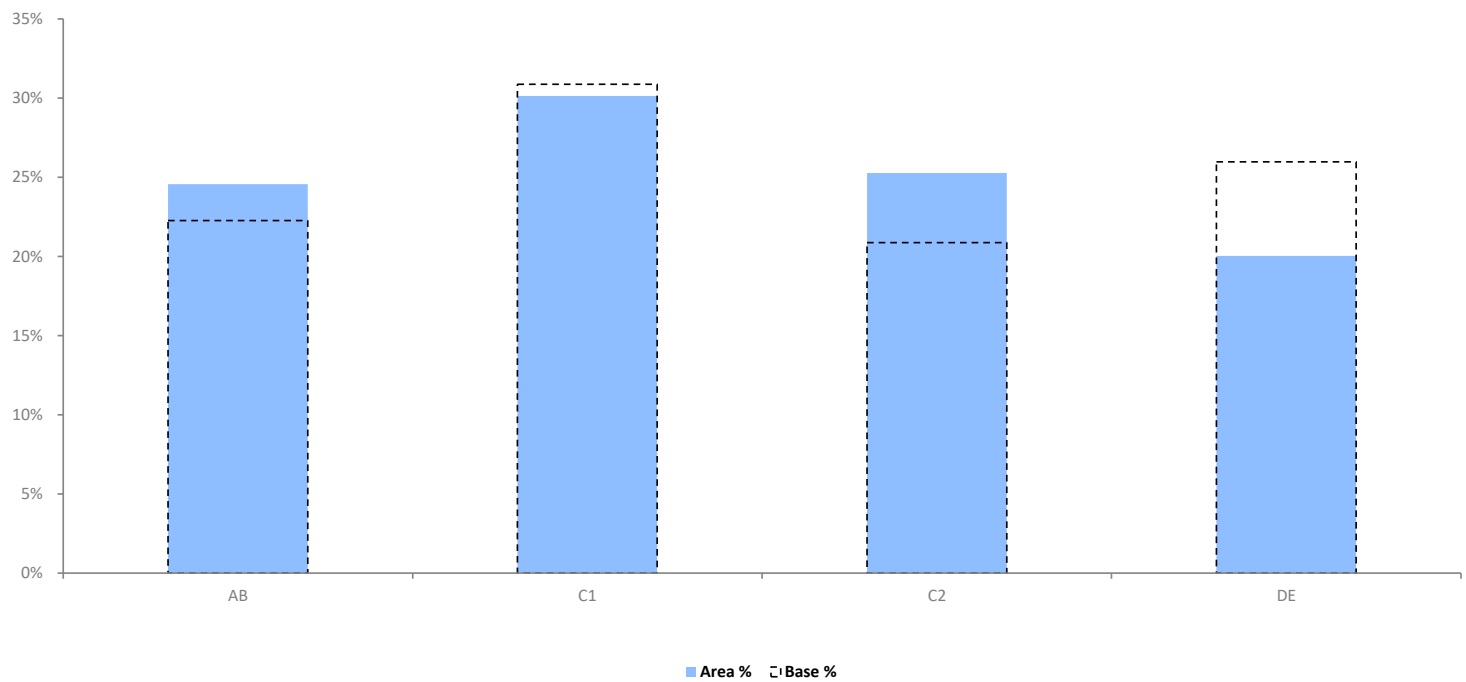
UP TO DATE DEMOGRAPHICS

© 2023 CACI Limited and all other applicable third party notices (Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

Area:	P03653_Gardeners Arms, Tostock, IP30 9PA (10 min 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	2,243	24.6	22.3	110			
C1: Supervisory, clerical, jr managerial/admin/professional	2,751	30.1	30.9	98			
C2: Skilled manual workers	2,307	25.3	20.9	121			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,829	20.0	26.0	77			
Total household reference persons aged 16 to 64	9,130						



CGA LICENCED PREMISES

© 2023 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03653_Gardeners Arms, Tostock, IP30 9PA

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	17	78.4	82.8	95			
Proprietary Club	0	0.0	7.5	0			
Registered Club	4	18.4	28.7	64			
Restaurant	0	0.0	32.5	0			
Residential	0	0.0	2.8	0			

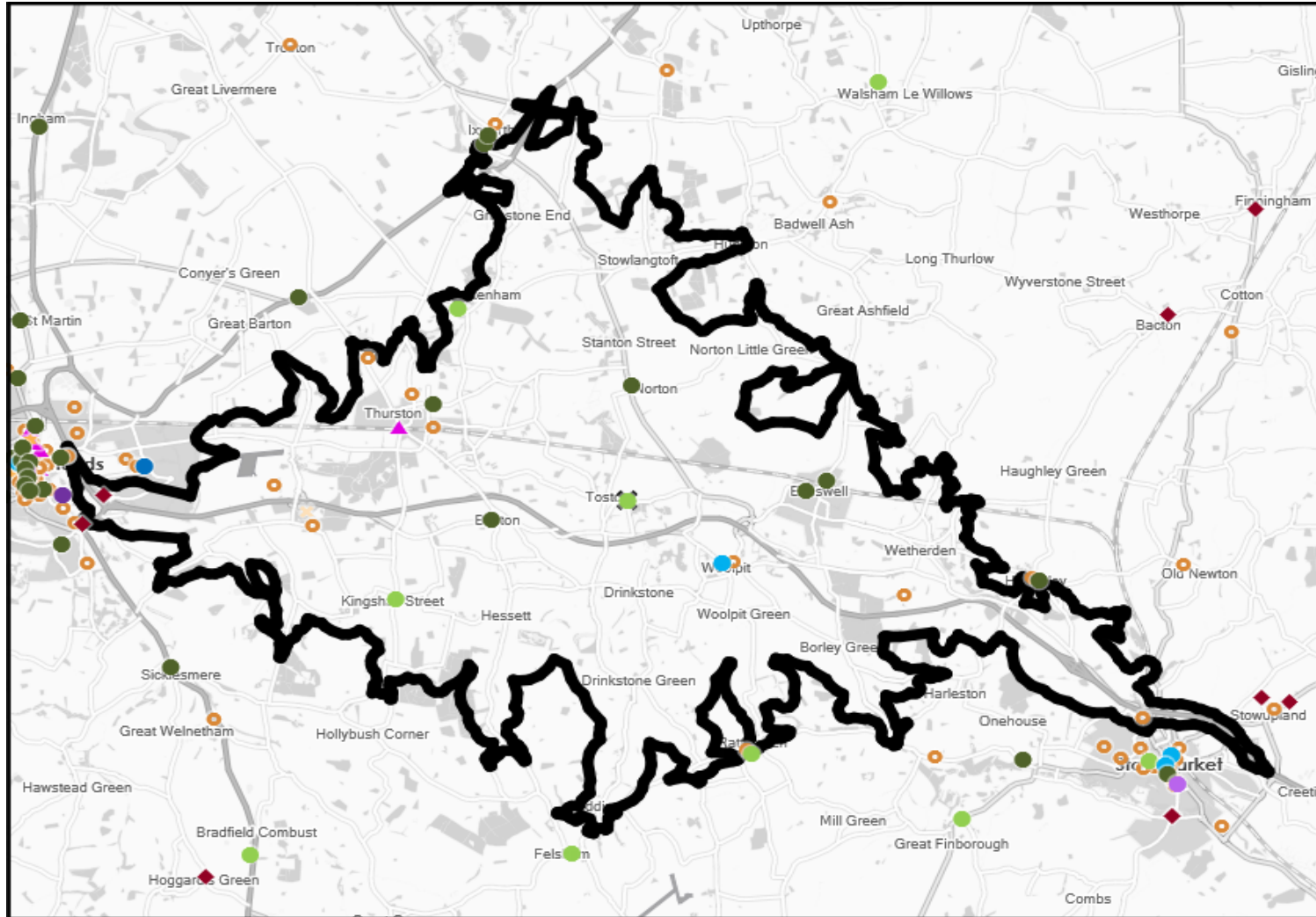
Name	Description	License Type	Owner Name	Postcode
Stowmarket Football Club	Independent Free	Registered Club	Independent Free	IP14 1JQ
White Horse	Greene King	Pubs & Full On	Greene King	IP30 9AB
Railway Tavern	Greene King	Pubs & Full On	Greene King	IP30 9EE
Fox	Greene King	Pubs & Full On	Greene King	IP30 9HD
Ravenwood Hall Country Hotel & Restau	Ravenwood Hall Group	Pubs & Full On	Ravenwood Hall Group	IP30 9JA
Bennett Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP30 9LH
Gardeners Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP30 9PA
Bull	Punch Pub Company	Pubs & Full On	Punch Pub Company	IP30 9SA
Pykkerell Inn	Greene King	Pubs & Full On	Greene King	IP31 2HH
Fox	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP31 2JU
Dog	Greene King	Pubs & Full On	Greene King	IP31 3LP
Grange Hotel	Independent Free	Pubs & Full On	Independent Free	IP31 3PQ
Victoria	Greene King	Pubs & Full On	Greene King	IP31 3QH
Fox & Hounds	Wellington	Pubs & Full On	Wellington	IP31 3QT
Dragonfly Hotel	Unknown	Pubs & Full On	Unknown	IP32 7DZ
New Green Social Club	Independent Free	Registered Club	Independent Free	IP31 3RS
Haughley Park Barn	Independent Free	Pubs & Full On	Independent Free	IP14 3JY
Woolpit Cricket Club	Independent Free	Registered Club	Independent Free	IP30 9QP
Thurston Rugby Club	Independent Free	Registered Club	Independent Free	IP31 3QE
Infusions And Ice Cafe	Independent Free	Pubs & Full On	Independent Free	IP30 9ND
Blackthorpe Barn Weddings	Independent Free	Pubs & Full On	Independent Free	IP30 9JG

MAP OF AREA

© 2023 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P03653_Gardeners Arms, Tostock, IP30 9PA (10 min 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

- ✕ Hotels

Restaurants

- ★ Restaurants

Leisure

- ▲ Leisure

Independent

- Independent

Other

- ◆ Other

Site Location

- ✕ Site Location








Boundary

- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03653_Gardeners Arms, Tostock, IP30 9PA (10 min contour)
Base: Great Britain
Year: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	3,737	40.9	22.0	186		
	2 Rising Prosperity	866	9.5	10.3	92		
	3 Comfortable Communities	3,269	35.8	26.3	136		
	4 Financially Stretched	985	10.8	23.7	45		
	5 Urban Adversity	268	2.9	17.4	17		
	6 Not Private Households	5	0.1	0.3	16		
 Graph							
Total households		9,130					

Acorn Category Pen Portrait

1

Affluent Achievers

12.1M
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

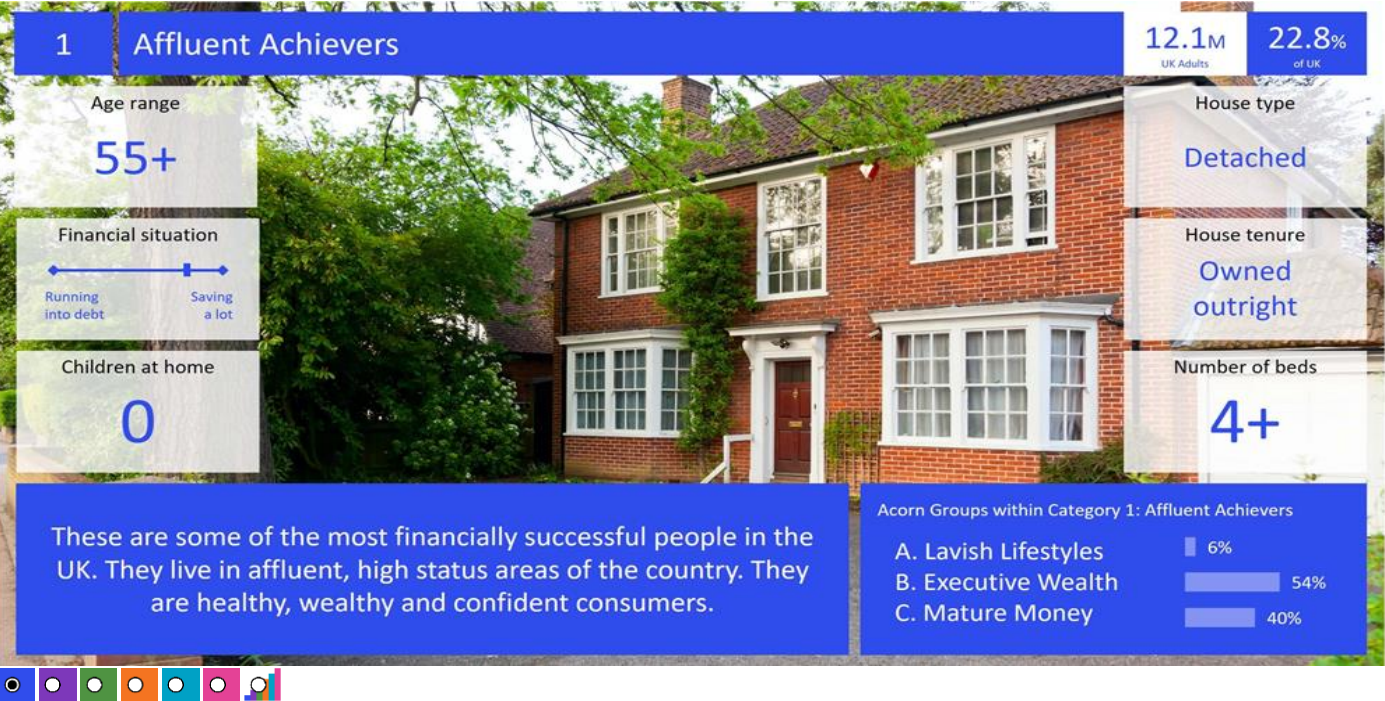
6%

B. Executive Wealth

54%

C. Mature Money

40%



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

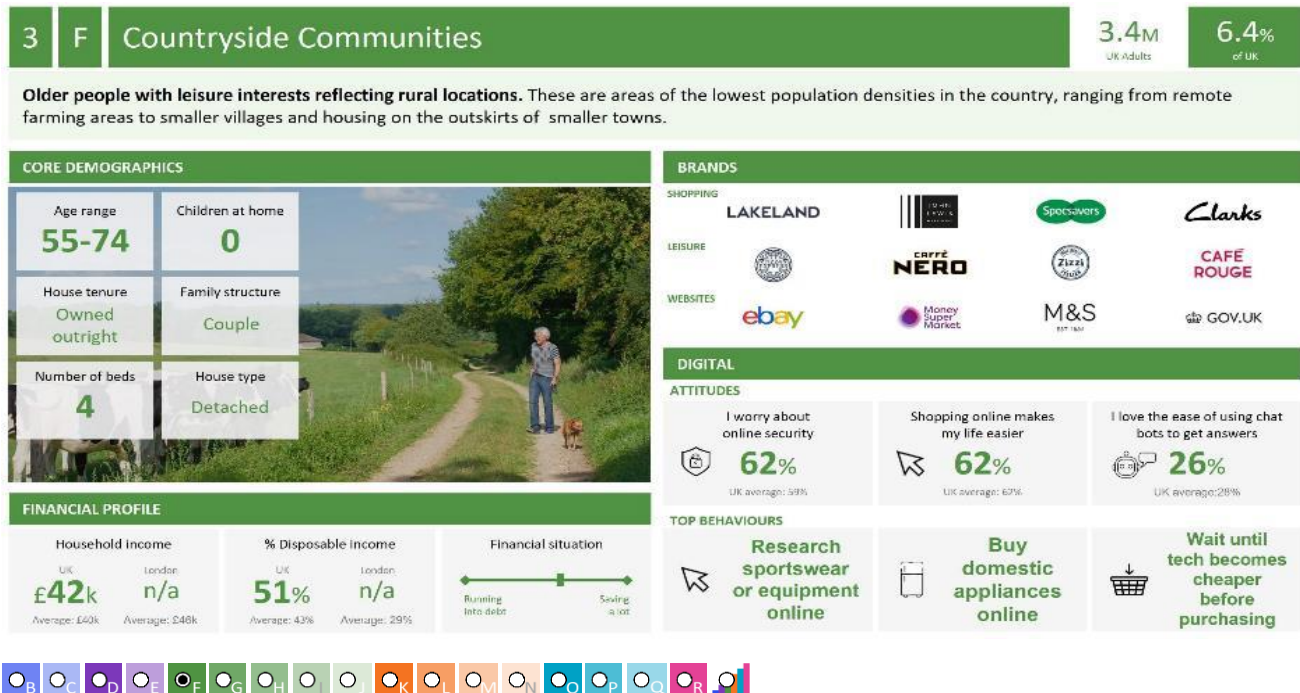
Area: P03653_Gardeners Arms, Tostock, IP30 9PA (10 min contour)

Base: Great Britain

Year: 2022

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	6	0.1	1.1	6			
1.B Executive Wealth	2,086	22.8	11.2	203			
1.C Mature Money	1,645	18.0	9.6	187			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	866	9.5	6.3	151			
3. Comfortable Communities							
3.F Countryside Communities	2,131	23.3	5.7	407			
3.G Successful Suburbs	739	8.1	5.9	137			
3.H Steady Neighbourhoods	162	1.8	7.4	24			
3.I Comfortable Seniors	59	0.6	2.9	23			
3.J Starting Out	178	1.9	4.4	44			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	44	0.5	7.9	6			
4.M Striving Families	663	7.3	7.5	97			
4.N Poorer Pensioners	278	3.0	5.8	52			
5. Urban Adversity							
5.O Young Hardship	76	0.8	6.2	13			
5.P Struggling Estates	161	1.8	5.9	30			
5.Q Difficult Circumstances	31	0.3	5.3	6			
6. Not Private Households							
6.R Not Private Households	5	0.1	0.3	16			
Total households	9,130						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03653_Gardeners Arms, Tostock, IP30 9PA (10 min contour)

Base: Great Britain

Year: 2022

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	2	0.0	0.1	23			
	1.A.2 Metropolitan money	0	0.0	0.2	0			
	1.A.3 Large house luxury	4	0.0	0.9	5			
1.B Executive Wealth								
	1.B.4 Asset rich families	418	4.6	2.6	174			
	1.B.5 Wealthy countryside commuters	1,035	11.3	2.4	465			
	1.B.6 Financially comfortable families	454	5.0	2.2	226			
	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	179	2.0	1.6	122			
1.C Mature Money								
	1.C.10 Better-off villagers	1,236	13.5	3.0	447			
	1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
	1.C.12 Retired and empty nesters	381	4.2	2.5	169			
	1.C.13 Upmarket downsizers	28	0.3	1.3	24			
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	807	8.8	1.9	461			
	2.E.19 First time buyers in small, modern homes	59	0.6	3.3	19			
	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	246	2.7	1.5	179			
	3.F.22 Older couples and families in rural areas	824	9.0	1.0	873			
	3.F.23 Owner occupiers in small towns and villages	1,061	11.6	3.2	364			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	311	3.4	2.7	128			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	428	4.7	2.4	194			
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	162	1.8	2.3	76			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	32	0.4	2.4	15			
	3.I.31 Elderly singles in purpose-built accommodation	27	0.3	0.5	61			
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	178	1.9	2.3	84			
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	1.9	0			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	15	0.2	1.4	11			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	29	0.3	2.6	12			
	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	636	7.0	1.6	440			
	4.M.42 Struggling young families in post-war terraces	27	0.3	1.6	18			
	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	97	1.1	0.8	135			
	4.N.46 Elderly people in social rented flats	25	0.3	1.1	26			
	4.N.47 Low income older people in smaller semis	156	1.7	2.3	76			
	4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	76	0.8	2.2	38			
	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			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	96	1.1	1.6	67			
	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	65	0.7	1.6	44			
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	31	0.3	1.8	19			
	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	1	0.0	0.1	19			
	6.R.61 Inactive communal population	4	0.0	0.3	16			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		9,130						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P03653_Gardeners Arms, Tostock, IP30 9PA (10 min contour)

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018



CATEGORY

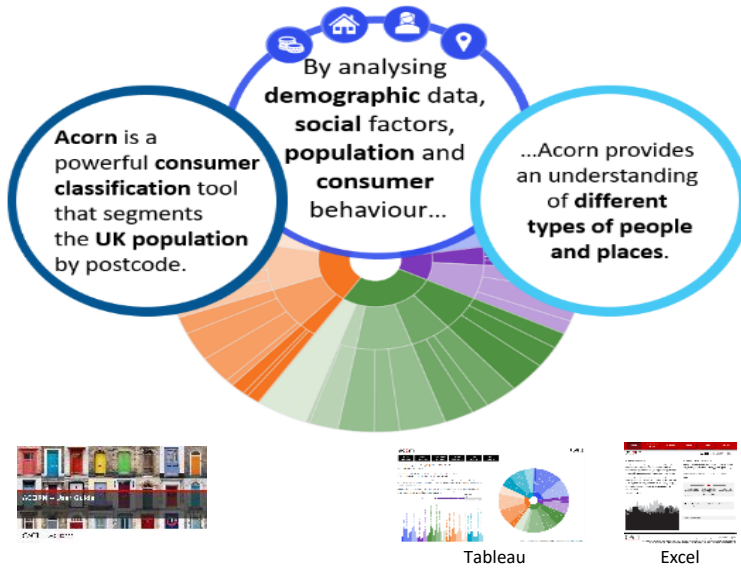
GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

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		

