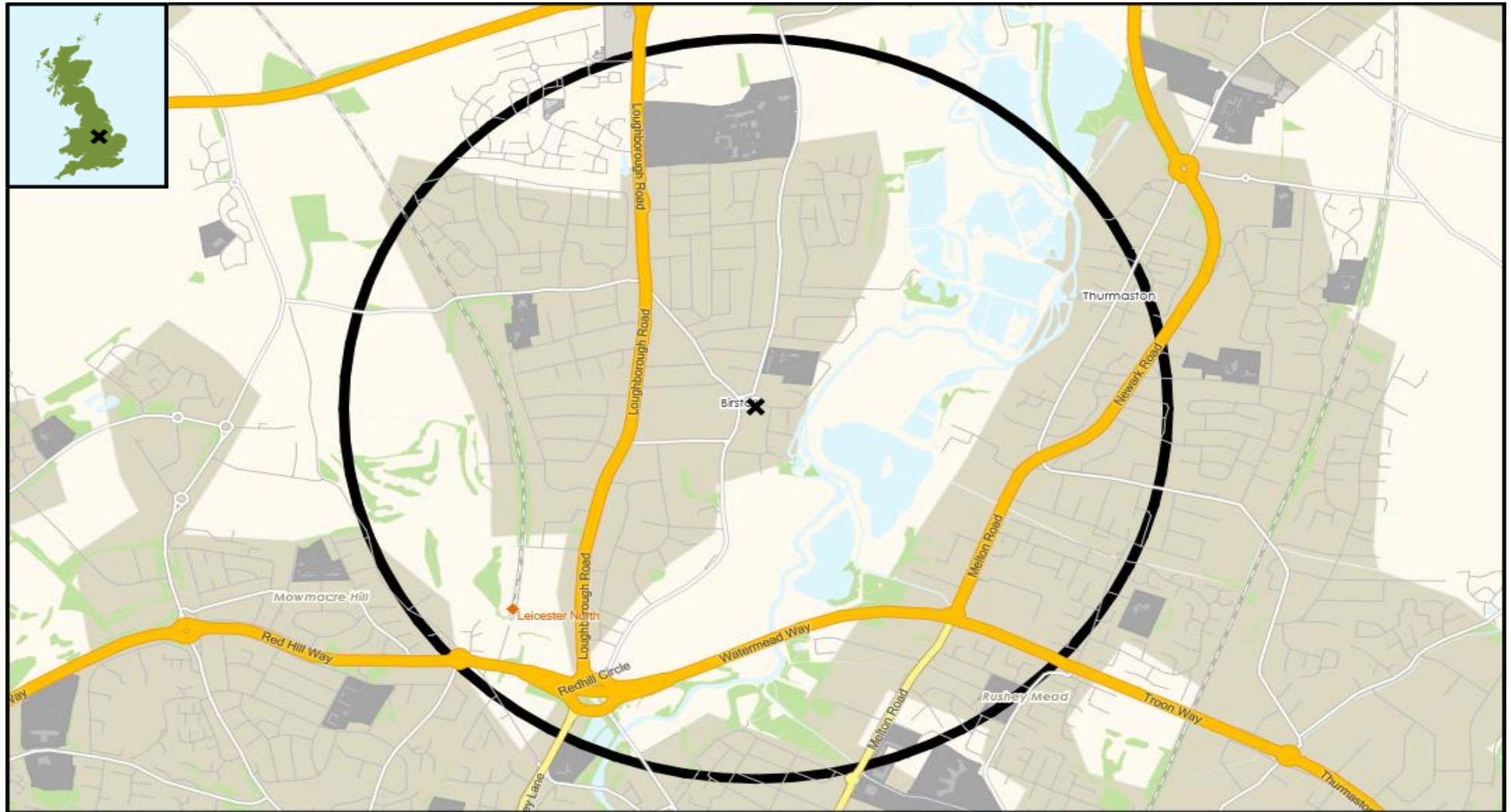


MAP OF AREA

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Source: OS Open Data 2018

Area: P04389_Old Plough, Leicester, LE4 4DP (1 Mile contour)



POPULATION PROJECTIONS

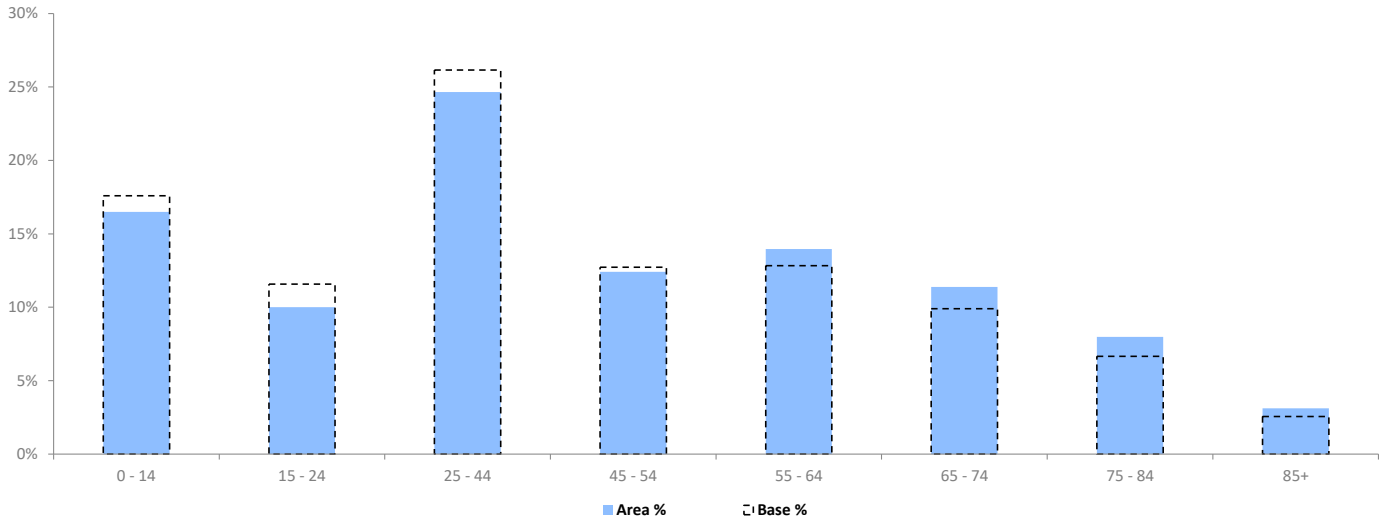
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Area: P04389_Old Plough, Leicester, LE4 4DP (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,593	16.5	17.6	94			
15 - 24	2,178	10.0	11.6	86			
25 - 44	5,369	24.7	26.2	94			
45 - 54	2,701	12.4	12.7	98			
55 - 64	3,040	14.0	12.8	109			
65 - 74	2,477	11.4	9.9	115			
75 - 84	1,737	8.0	6.7	120			
85+	677	3.1	2.6	122			
Total population	21,772						



EXPENDITURE

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Area: P04389_Old Plough, Leicester, LE4 4DP (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
COICOP Categories							
1. Food & non-alcoholic beverages	£680,147	£78.82	£73.74	107			
2. Alcoholic beverages, tobacco and narcotics	£214,546	£24.86	£27.43	91			
3. Clothing & Footwear	£410,611	£47.58	£41.92	114			
4. Housing, water, electricity, gas and other fuels	£814,330	£94.37	£92.23	102			
5. Furnishings, equipment and routine maintenance	£361,246	£41.86	£39.49	106			
6. Health	£140,544	£16.29	£16.97	96			
7. Transport	£975,141	£113.01	£115.30	98			
8. Communication	£152,548	£17.68	£14.64	121			
9. Recreation & Culture	£852,747	£98.82	£100.48	98			
10. Education	£262,801	£30.46	£22.34	136			
11. Restaurants & Hotels	£666,524	£77.24	£82.30	94			
12. Miscellaneous goods and services	£904,276	£104.80	£104.94	100			
Total Expenditure	£6,435,459	£745.79	£731.77	102			

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.

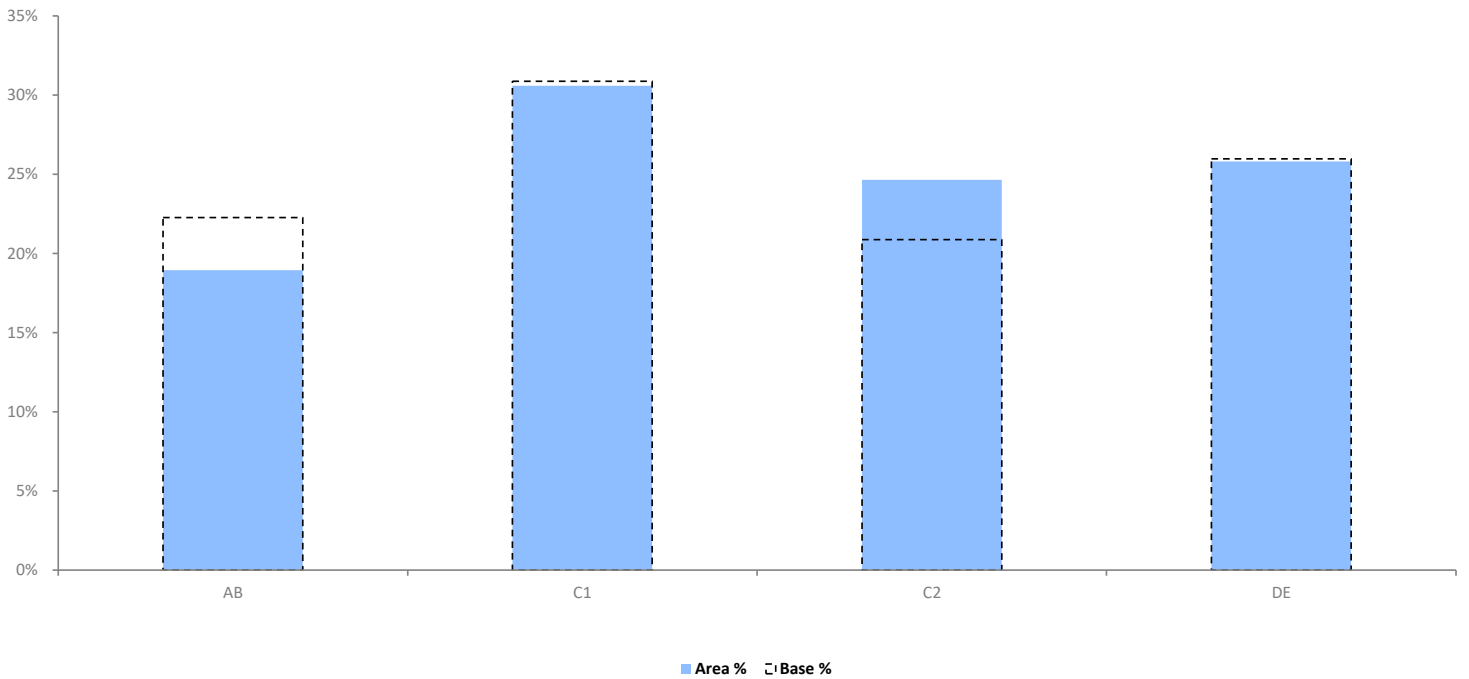
UP TO DATE DEMOGRAPHICS

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Area: P04389_Old Plough, Leicester, LE4 4DP (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	1,621	19.0	22.3	85			
C1: Supervisory, clerical, jr managerial/admin/professional	2,616	30.6	30.9	99			
C2: Skilled manual workers	2,109	24.7	20.9	118			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	2,208	25.8	26.0	99			
Total household reference persons aged 16 to 64	8,554						



CGA LICENCED PREMISES

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Area: P04389_Old Plough, Leicester, LE4 4DP (1 M)
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	7	32.2	82.8	39			
Proprietary Club	0	0.0	7.5	0			
Registered Club	9	41.3	28.7	144			
Restaurant	3	13.8	32.5	42			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Owl & The Pussycat	Punch Pub Company	Pubs & Full On	Punch Pub Company	LE 4 7SL
Top House	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	LE 4 8BE
Harrow Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE 4 8EB
Belgrave Bowling Club	Independent Free	Registered Club	Independent Free	LE 4 2QG
Birstall Golf Club	Independent Free	Registered Club	Independent Free	LE 4 3BB
Old Plough	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE 4 4DP
Royal British Legion Club	Independent Free	Registered Club	Independent Free	LE 4 4DQ
Earl Of Stamford	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE 4 4DQ
Birstall Bowling Club	Independent Free	Registered Club	Independent Free	LE 4 4EA
White Horse	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	LE 4 4EF
Birstall Social Club	Independent Free	Registered Club	Independent Free	LE 4 4JS
Fosse Way Hotel	Independent Free	Pubs & Full On	Independent Free	LE 4 7SN
Thurmaston Conservative Club	Independent Free	Registered Club	Independent Free	LE 4 8BD
Royal British Legion Club	Independent Free	Registered Club	Independent Free	LE 4 8EB
Thurmaston Prog Working Mens Club &	Independent Free	Registered Club	Independent Free	LE 4 8EE
Coop Sports & Social Club	Independent Free	Registered Club	Independent Free	LE 4 4DE
Aroma Spice	Independent Free	Restaurant	Independent Free	LE 4 4DX
Feast India	Independent Free	Restaurant	Independent Free	LE 4 7PA
Dinning Room	Independent Free	Restaurant	Independent Free	LE 4 4GL

MAP OF AREA

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Source: OS Open Data 2018

Area: P04389_Old Plough, Leicester, LE4 4DP (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: P04389_Old Plough, Leicester, LE4 4DP (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,541	18.0	22.0	82		
2 Rising Prosperity	300	3.5	10.3	34		
3 Comfortable Communities	5,221	61.0	26.3	232		
4 Financially Stretched	1,241	14.5	23.7	61		
5 Urban Adversity	235	2.7	17.4	16		
6 Not Private Households	16	0.2	0.3	56		
Total households	8,554					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
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 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04389_Old Plough, Leicester, LE4 4DP (1 Mile 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	14	0.2	1.1	15		
1.B Executive Wealth	493	5.8	11.2	51		
1.C Mature Money	1,034	12.1	9.6	126		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	300	3.5	6.3	56		
3. Comfortable Communities						
3.F Countryside Communities	35	0.4	5.7	7		
3.G Successful Suburbs	1,706	19.9	5.9	338		
3.H Steady Neighbourhoods	2,551	29.8	7.4	405		
3.I Comfortable Seniors	738	8.6	2.9	301		
3.J Starting Out	191	2.2	4.4	50		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	498	5.8	7.9	73		
4.M Striving Families	257	3.0	7.5	40		
4.N Poorer Pensioners	486	5.7	5.8	98		
5. Urban Adversity						
5.O Young Hardship	85	1.0	6.2	16		
5.P Struggling Estates	20	0.2	5.9	4		
5.Q Difficult Circumstances	130	1.5	5.3	29		
6. Not Private Households						
6.R Not Private Households	16	0.2	0.3	56		
Total households	8,554					

Acorn Group Pen Portrait

3 H Steady Neighbourhoods 4.2M UK Adults 8.0% of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

CORE DEMOGRAPHICS

BRANDS

SHOPPING: RADLEY LONDON, schuh, FATFACE, Joules

LEISURE: IGUANAS, Pizza-Hut, Bella Italia, Zizzi

WEBSITES: Quidco, THE NATIONAL LOTTERY, GROUPON, sky

DIGITAL

ATTITUDES

- I worry about online security: 59% (UK average: 59%)
- Shopping online makes my life easier: 62% (UK average: 62%)
- I love the ease of using chat bots to get answers: 26% (UK average: 28%)

FINANCIAL PROFILE

Household income: UK £45k (Average: £40k), London £50k (Average: £46k)

% Disposable income: UK 46% (Average: 43%), London 38% (Average: 29%)

Financial situation: Running into debt to Saving a lot

TOP BEHAVIOURS

- Research days out online
- Watch TV via set-top box
- Owens a tablet

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

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Area: P04389_Old Plough, Leicester, LE4 4DP (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	14	0.2	0.9	19			
1.B Executive Wealth							
1.B.4 Asset rich families	174	2.0	2.6	77			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	99	1.2	2.2	53			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	50	0.6	1.5	38			
1.B.9 Well-off edge of towners	170	2.0	1.6	124			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	748	8.7	2.8	310			
1.C.12 Retired and empty nesters	239	2.8	2.5	113			
1.C.13 Upmarket downsizers	47	0.5	1.3	43			
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	234	2.7	1.9	143			
2.E.19 First time buyers in small, modern homes	66	0.8	3.3	23			
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	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	35	0.4	3.2	13			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	669	7.8	2.7	294			
3.G.25 Larger family homes, multi-ethnic areas	881	10.3	0.8	1,261			
3.G.26 Semi-professional families, owner occupied neighbourhoods	156	1.8	2.4	76			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,545	18.1	3.4	525			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	1,006	11.8	2.3	506			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	738	8.6	2.4	362			
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	191	2.2	2.3	96			
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	97	1.1	1.4	79			
4.L.38 Semi-skilled workers in traditional neighbourhoods	208	2.4	2.6	92			
4.L.39 Fading owner occupied terraces	36	0.4	2.9	15			
4.L.40 High occupancy terraces, culturally diverse family areas	157	1.8	1.0	186			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	28	0.3	1.6	21			
4.M.42 Struggling younger families in post-war terraces	22	0.3	1.6	16			
4.M.43 Families in right-to-buy estates	188	2.2	2.1	107			
4.M.44 Post-war estates, limited means	19	0.2	2.2	10			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	61	0.7	0.8	91			
4.N.46 Elderly people in social rented flats	100	1.2	1.1	110			
4.N.47 Low income older people in smaller semis	97	1.1	2.3	50			
4.N.48 Pensioners and singles in social rented flats	228	2.7	1.7	154			
5. Urban Adversity							
5.O Young Hardship							
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	73	0.9	1.8	48			
5.O.51 Young people in small, low cost terraces	12	0.1	2.3	6			
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	0.8	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	20	0.2	1.6	14			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	82	1.0	1.5	63			
5.Q.58 Singles and young families, some receiving benefits	10	0.1	1.8	7			
5.Q.59 Deprived areas and high-rise flats	38	0.4	2.0	22			
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	16	0.2	0.3	68			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	8,554						

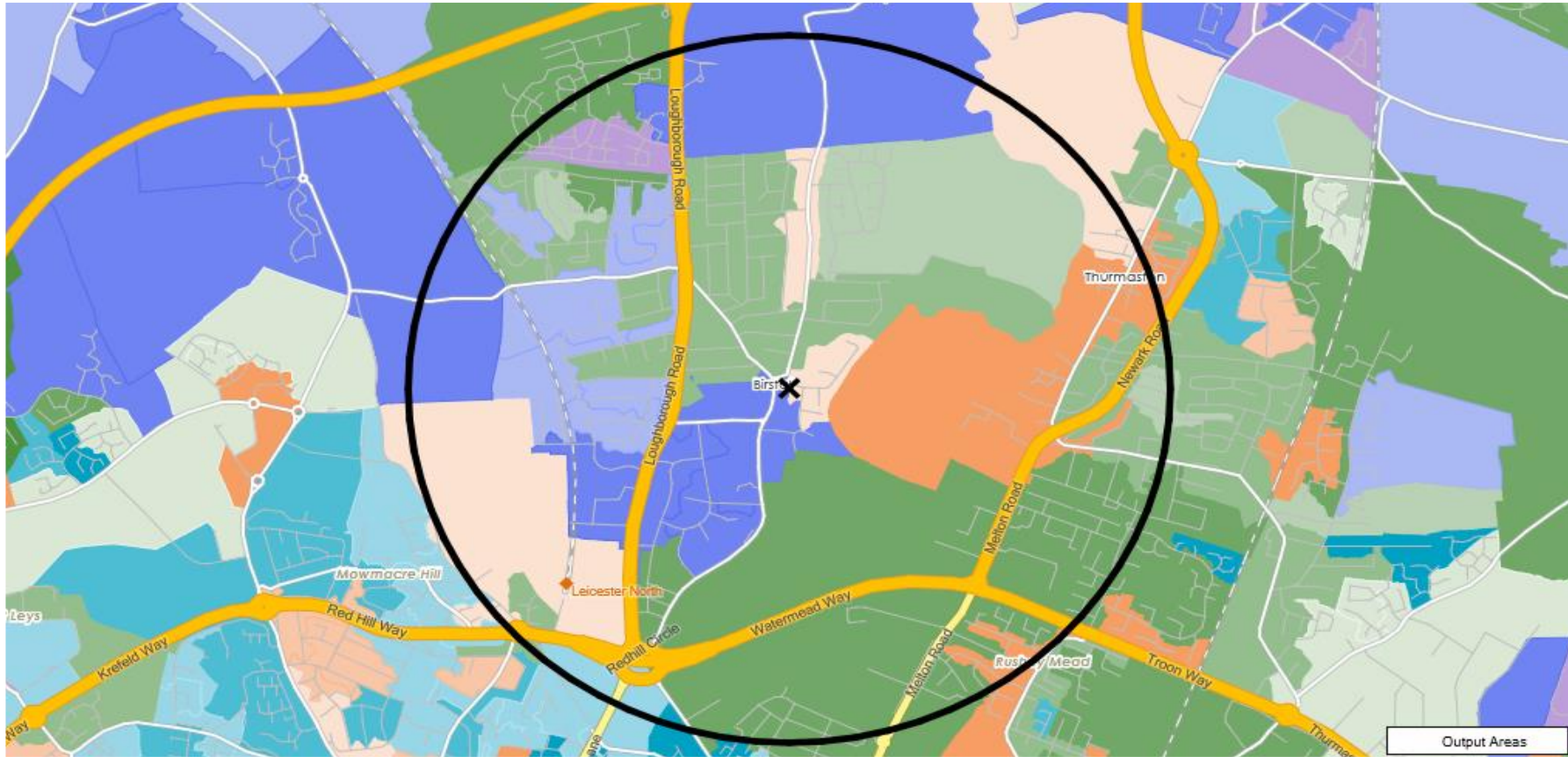
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04389_Old Plough, Leicester, LE4 4DP (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	<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

12.1M 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+

Acorn Groups within Category 1: Affluent Achievers

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

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.

