CACI

MAP OF AREA

Area: P03490_The Ford Green, Norton, ST6 8LS (1 Mile contour)

POPULATION PROJECTIONS

Area:	P03490_The Ford Green, Norton, ST6 8LS (1 Mile contour)
Base:	Great Britain
Year:	2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,845	18.9	17.6	**107**			
15 - 24	2,753	10.7	11.6	93			
25 - 44	6,509	25.4	26.2	97			
45 - 54	3,176	12.4	12.7	97			
55 - 64	3,263	12.7	12.8	99			
65 - 74	2,679	10.4	9.9	**106**			
75 - 84	1,877	7.3	6.7	**110**			
85+	544	2.1	2.6	83			
Total population	**25,646**						
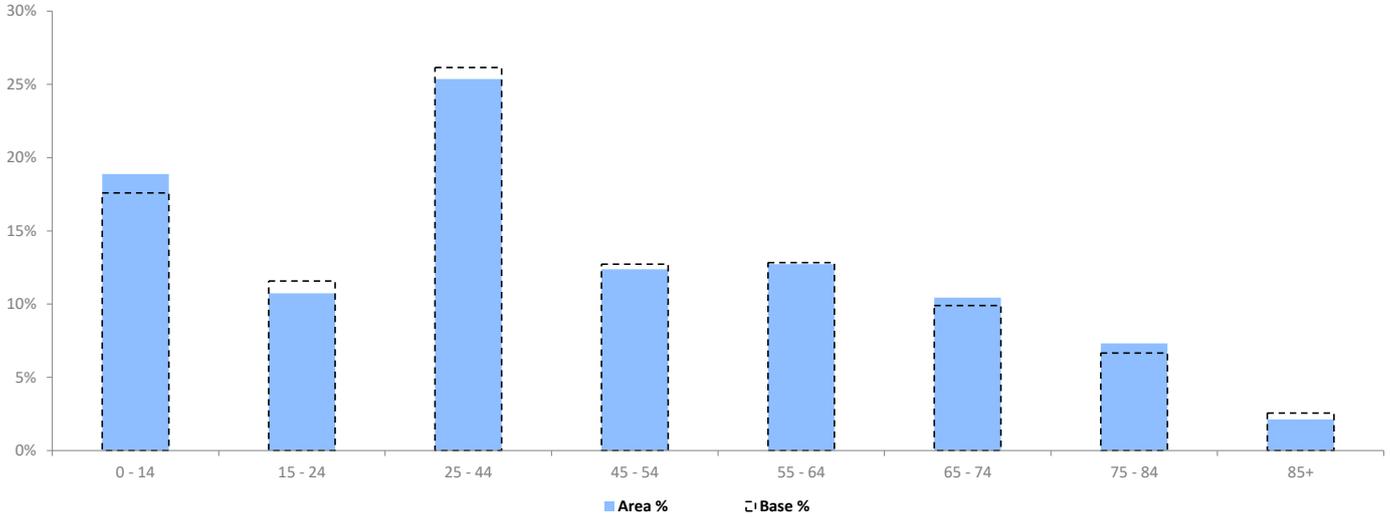
EXPENDITURE

Area: P03490_The Ford Green, Norton, ST6 8LS (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	£744,759	£65.59	£73.74	89			
2. Alcoholic beverages, tobacco and narcotics	£332,317	£29.27	£27.43	**107**			
3. Clothing & Footwear	£413,980	£36.46	£41.92	87			
4. Housing, water, electricity, gas and other fuels	£798,998	£70.37	£92.23	76			
5. Furnishings, equipment and routine maintenance	£363,613	£32.02	£39.49	81			
6. Health	£142,360	£12.54	£16.97	74			
7. Transport	£980,793	£86.38	£115.30	75			
8. Communication	£148,817	£13.11	£14.64	90			
9. Recreation & Culture	£1,005,867	£88.58	£100.48	88			
10. Education	£42,287	£3.72	£22.34	17			
11. Restaurants & Hotels	£683,918	£60.23	£82.30	73			
12. Miscellaneous goods and services	£967,854	£85.24	£104.94	81			
Total Expenditure	**£6,625,564**	**£583.49**	**£731.77**	**80**			
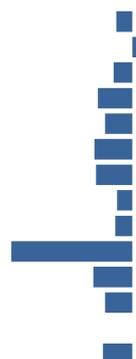
Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only.
For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

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

Area:	P03490_The Ford Green, Norton, ST6 8LS (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	1,125	10.0	22.3	45			
C1: Supervisory, clerical, jr managerial/admin/professional	2,782	24.8	30.9	80			
C2: Skilled manual workers	3,192	28.4	20.9	**136**			
DE: Semi-skilled and unskilled manual workers	4,138	36.8	26.0	**142**			
/on state benefit,unemployed, lowest grade workers							
Total household reference persons aged 16 to 64	**11,237**						
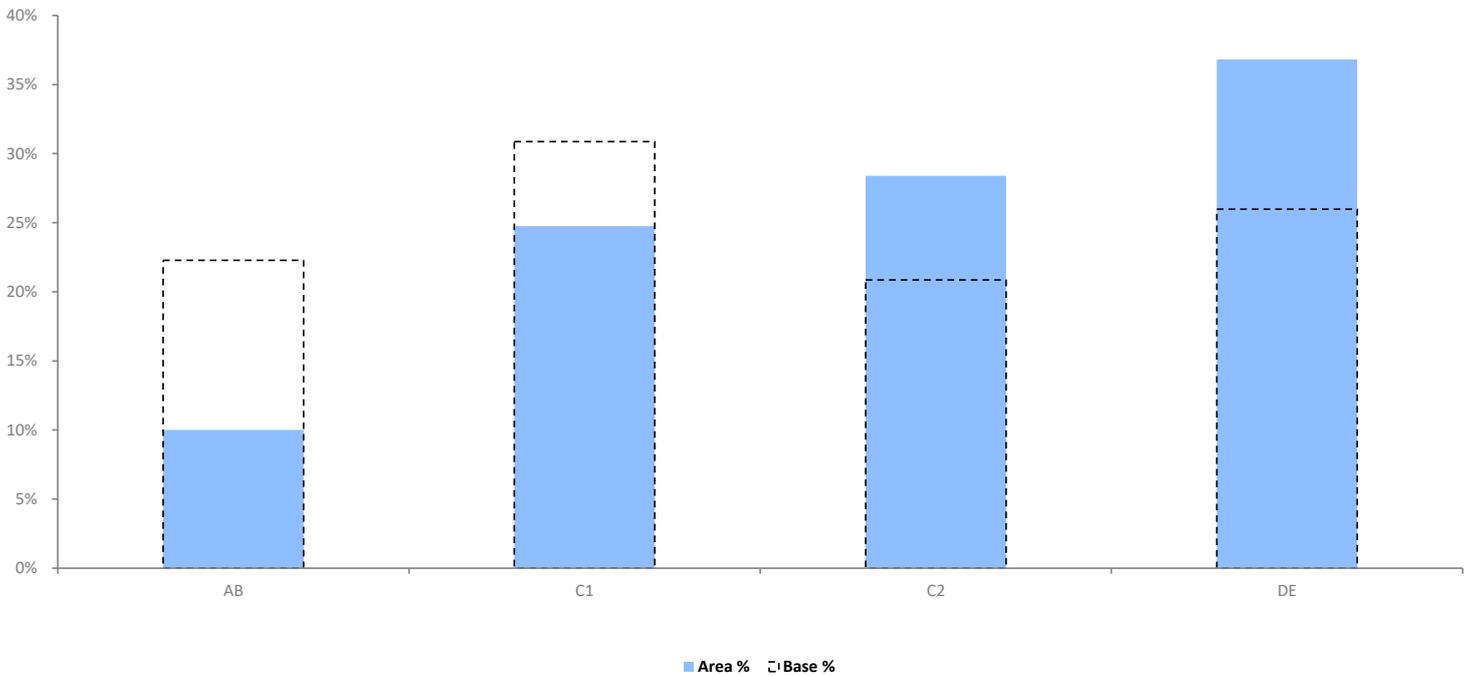
■ Area % □ Base %

CGA LICENCED PREMISES

Area: P03490_The Ford Green, Norton, ST6 8LS (1
Base: Great Britain
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	13	50.7	82.8	61			
Proprietary Club	0	0.0	7.5	0			
Registered Club	5	19.5	28.7	68			
Restaurant	0	0.0	32.5	0			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Horn & Trumpet	Marston's	Pubs & Full On	Marston's	ST 6 8XP
Berwick Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 1 6JU
Millrace	Marston's	Pubs & Full On	Marston's	ST 2 7DU
Foxley Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 2 7EH
Moorland Inn	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	ST 6 1JP
Barrel	Independent Free	Pubs & Full On	Independent Free	ST 6 1NT
Forresters	Amber Taverns	Pubs & Full On	Amber Taverns	ST 6 1NT
Kings Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 6 1NT
Smallthorne Pioneer Working Mens Club	Independent Free	Registered Club	Independent Free	ST 6 1PP
Norton Cricketminers Welfare Club	Independent Free	Registered Club	Independent Free	ST 6 1QF
Green Star	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 6 1SF
Smallthorne Victory Club	Independent Free	Registered Club	Independent Free	ST 6 1RE
Talbot Inn	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	ST 6 7NG
Bradeley	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 6 7NU
Norton Working Mens Club	Independent Free	Registered Club	Independent Free	ST 6 8HZ
Nortonball Green Community Centre	Independent Free	Registered Club	Independent Free	ST 6 8JW
Ford Green	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 6 8LS
Foaming Quart	Marston's	Pubs & Full On	Marston's	ST 6 8PD

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MAP OF AREA

Source: OS Open Data 2018

Area: P03490_The Ford Green, Norton, ST6 8LS (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

CACI

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

ACORN CATEGORY PROFILE - HOUSEHOLDS

Area: P03490_The Ford Green, Norton, ST6 8LS (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description			Area Profile	% for Area	% for Base	Index 0	100	200
	1	Affluent Achievers	574	5.1	22.0	23		
	2	Rising Prosperity	506	4.5	10.3	44		
	3	Comfortable Communities	3,830	34.1	26.3	**130**		
	4	Financially Stretched	3,300	29.4	23.7	**124**		
	5	Urban Adversity	3,027	26.9	17.4	**155**		
	6	Not Private Households	0	0.0	0.3	0		
		Graph						
		Total households	**11,237**					

Acorn Category Pen Portrait

| 3 | Comfortable Communities | 14.4M UK Adults | 27.2% of UK |

Age range
35-64

House type
Semi-detached or detached

Financial situation
Running into debt — Saving a lot

House tenure
Owned outright or mortgaged

Children at home
0-2

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

Area: P03490_The Ford Green, Norton, ST6 8LS (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	0	0.0	1.1	0		
1.B	Executive Wealth	263	2.3	11.2	21		
1.C	Mature Money	311	2.8	9.6	29		
2. Rising Prosperity							
2.D	City Sophisticates	0	0.0	4.0	0		
2.E	Career Climbers	506	4.5	6.3	72		
3. Comfortable Communities							
3.F	Countryside Communities	68	0.6	5.7	11		
3.G	Successful Suburbs	313	2.8	5.9	47		
3.H	Steady Neighbourhoods	2,180	19.4	7.4	**264**		
3.I	Comfortable Seniors	968	8.6	2.9	**300**		
3.J	Starting Out	301	2.7	4.4	60		
4. Financially Stretched							
4.K	Student Life	0	0.0	2.5	0		
4.L	Modest Means	778	6.9	7.9	87		
4.M	Striving Families	1,147	10.2	7.5	**137**		
4.N	Poorer Pensioners	1,375	12.2	5.8	**210**		
5. Urban Adversity							
5.O	Young Hardship	1,212	10.8	6.2	**174**		
5.P	Struggling Estates	1,215	10.8	5.9	**183**		
5.Q	Difficult Circumstances	600	5.3	5.3	**101**		
6. Not Private Households							
6.R	Not Private Households	0	0.0	0.3	0		
	Total households	**11,237**					

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

Age range **35-64**

Children at home **2**

House tenure **Mortgaged**

Family structure **Couple with children**

Number of beds **3**

House type **Semi-detached**

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 ←——————→ Saving a lot

BRANDS

SHOPPING: RADLEY LONDON, schuh, FATFACE, Joules

LEISURE: las 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%

TOP BEHAVIOURS

Research days out online

Watch TV via set-top box

Owns a tablet

ACORN TYPE PROFILE - HOUSEHOLDS

Area: P03490_The Ford Green, Norton, ST6 8LS (1 Mile 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	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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	263	2.3	2.2	107			
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	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	2.8	0			
1.C.12 Retired and empty nesters	311	2.8	2.5	112			
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	266	2.4	1.9	123			
2.E.19 First time buyers in small, modern homes	240	2.1	3.3	64			
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	68	0.6	3.2	19			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	257	2.3	2.7	86			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	56	0.5	2.4	21			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	2,076	18.5	3.4	537			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	104	0.9	2.3	40			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	968	8.6	2.4	361			
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	32	0.3	2.1	13			
3.J.33 Smaller houses and starter homes	269	2.4	2.3	103			
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	22	0.2	1.4	14			
4.L.38 Semi-skilled workers in traditional neighbourhoods	432	3.8	2.6	146			
4.L.39 Fading owner occupied terraces	324	2.9	2.9	99			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	48	0.4	1.6	26			
4.M.43 Families in right-to-buy estates	405	3.6	2.1	176			
4.M.44 Post-war estates, limited means	694	6.2	2.2	282			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	208	1.9	0.8	236			
4.N.46 Elderly people in social rented flats	249	2.2	1.1	209			
4.N.47 Low income older people in smaller semis	826	7.4	2.3	326			
4.N.48 Pensioners and singles in social rented flats	92	0.8	1.7	47			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	93	0.8	2.2	38			
5.O.50 Struggling younger people in mixed tenure	161	1.4	1.8	81			
5.O.51 Young people in small, low cost terraces	958	8.5	2.3	377			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	94	0.8	1.6	53			
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	1,121	10.0	1.6	618			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	31	0.3	1.5	18			
5.Q.58 Singles and young families, some receiving benefits	478	4.3	1.8	239			
5.Q.59 Deprived areas and high-rise flats	91	0.8	2.0	40			
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	11,237						

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P03490_The Ford Green, Norton, ST6 8LS (1 Mile contour)

Source: OS Open Data 2018
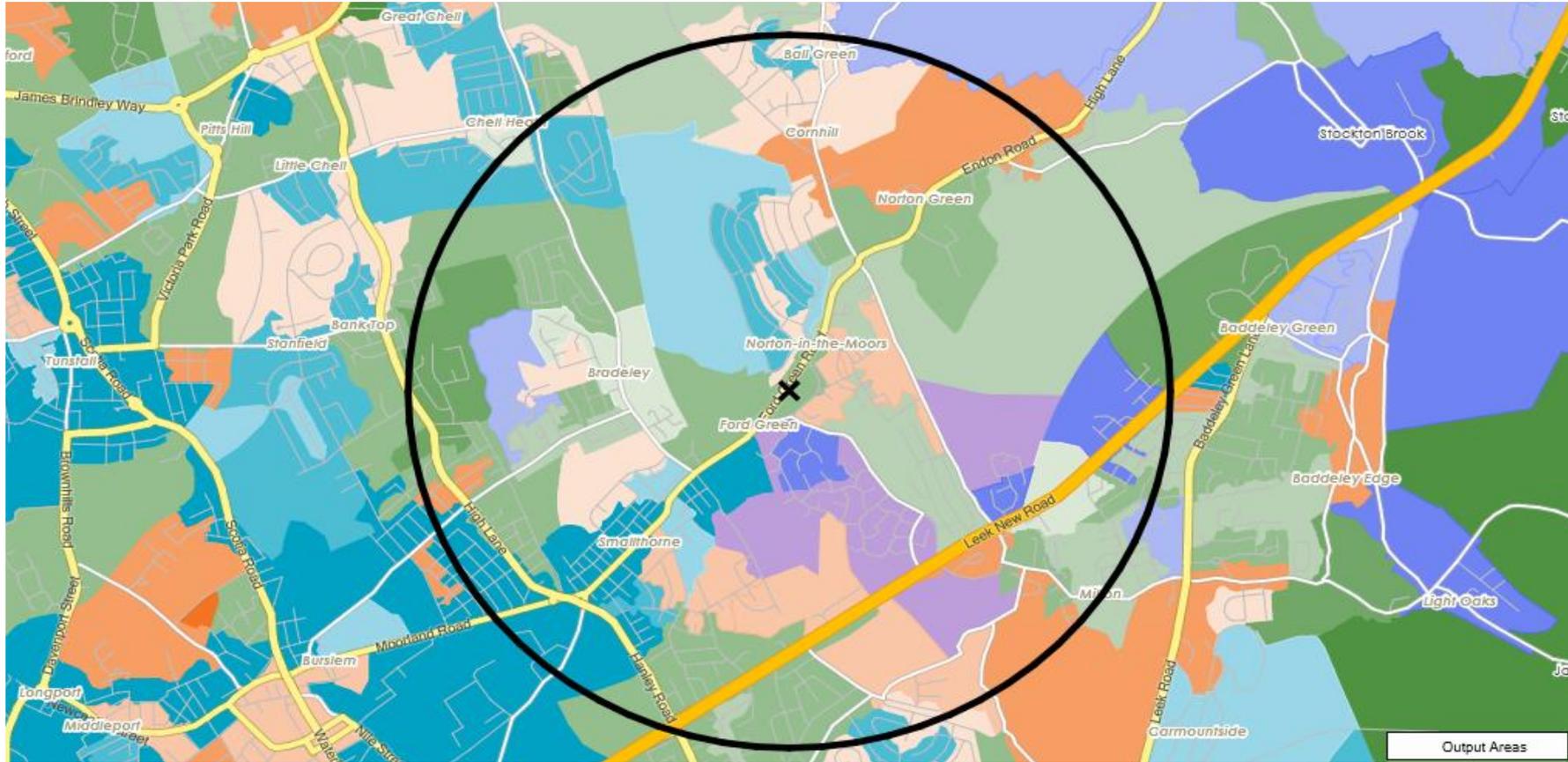
Dominant Acorn Category
% Affluent Achievers
% Rising Prosperity
% Comfortable Communities
% Financially Stretched
% Urban Adversity
Dominant Acorn Group

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

Output Areas

CACI

acorn

ACORN - WHAT IS IT?

By analysing **demographic** data, **social** factors, **population** and **consumer** behaviour...

Acorn is a powerful **consumer classification** tool that segments the **UK population** by postcode.

...Acorn provides an understanding of **different types of people and places.**

ACORN – User Guide
CACI

Tableau

Excel
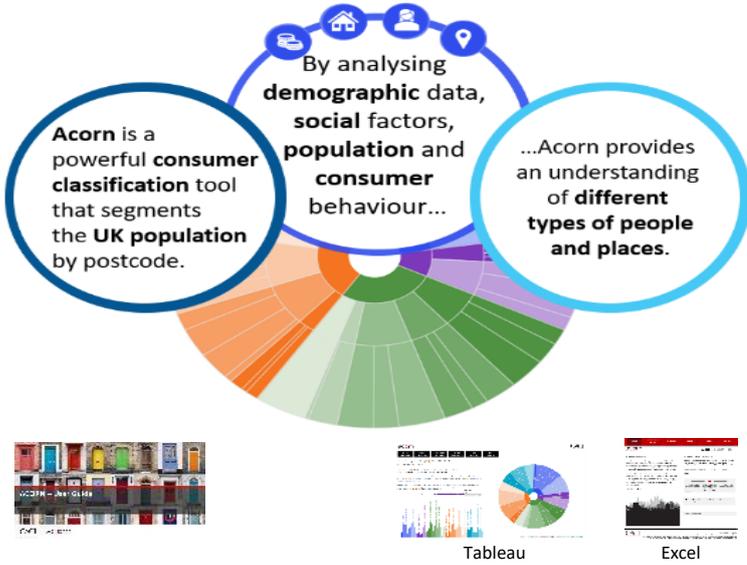
### 6 CATEGORIES | 18 GROUPS | 62 TYPES

Category	Group	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
3. Comfortable Communities	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
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

12.1M 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%

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY	NOT PRIVATE HOUSEHOLDS
22.8%	9.7%	27.4%	23.1%	15.5%	1.4%

Chart values:
- 1.A Lavish Lifestyles: 1.3%
- 1.B Executive Wealth: 12.4%
- 1.C Mature Money: 9.2%
- 2.D City Sophisticates: 3.7%
- 2.E Career Climbers: 6.0%
- 3.F Countryside Communities: 6.5%
- 3.G Successful Suburbs: 6.2%
- 3.H Steady Neighbourhoods: 8.0%
- 3.I Comfortable Seniors: 2.4%
- 3.J Starting Out: 4.3%
- 4.K Student Life: 3.2%
- 4.L Modest Means: 7.8%
- 4.M Striving Families: 7.6%
- 4.N Poorer Pensioners: 4.5%
- 5.O Young Hardship: 5.3%
- 5.P Struggling Estates: 6.1%
- 5.Q Difficult Circumstances: 4.1%
- 6.R Not Private Households: 1.4%

United Kingdom