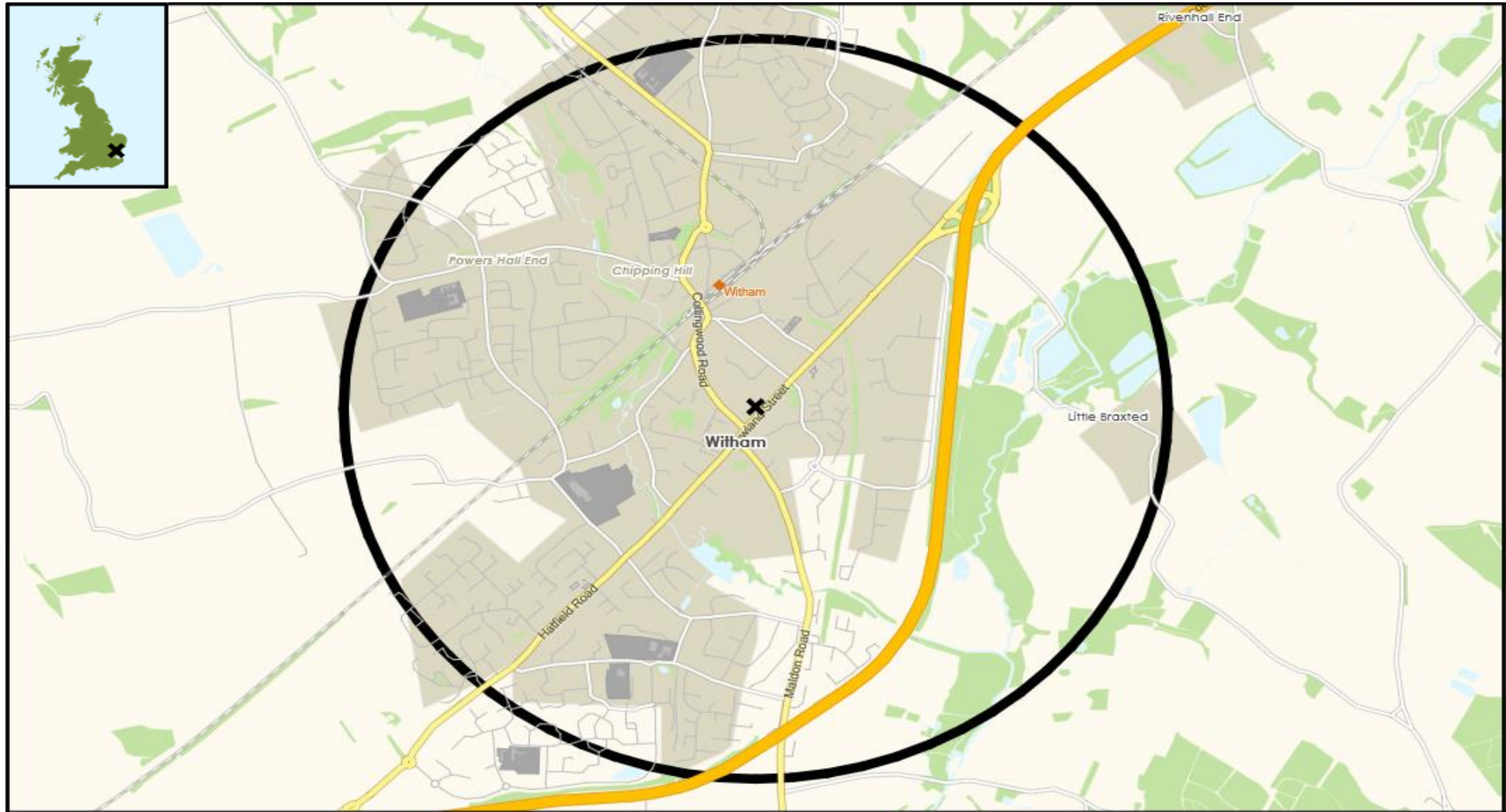


MAP OF AREA

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Source: OS Open Data 2018

Area: P03661_George, Witham, CM8 2AQ (1 Mile contour)



POPULATION PROJECTIONS

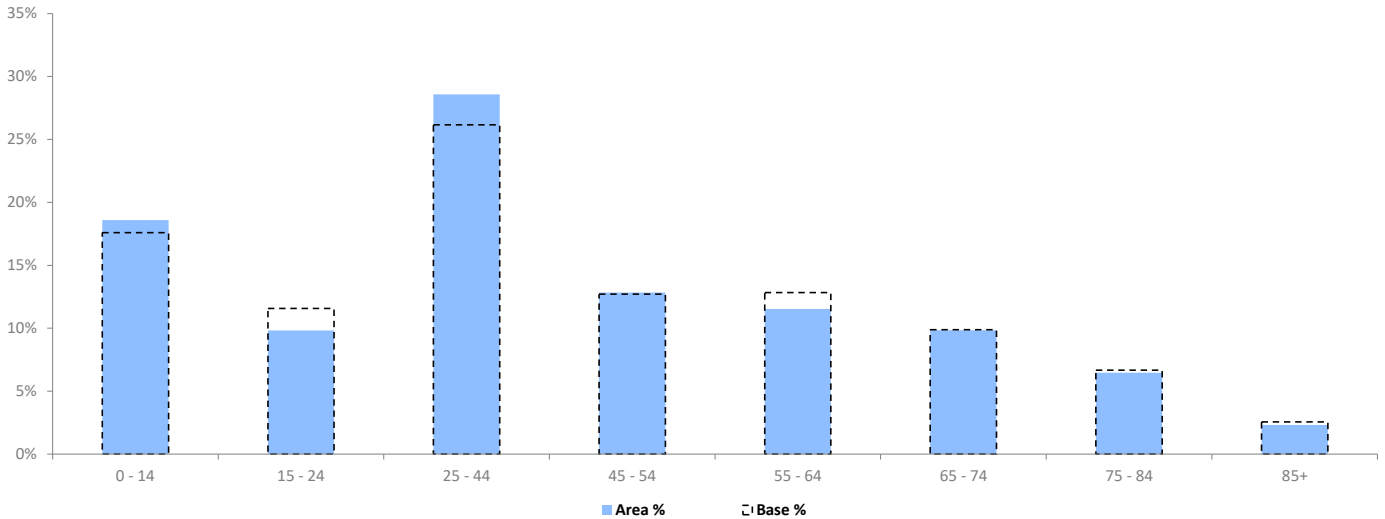
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Area: P03661_George, Witham, CM8 2AQ (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,377	18.6	17.6	106			
15 - 24	2,311	9.8	11.6	85			
25 - 44	6,726	28.6	26.2	109			
45 - 54	3,020	12.8	12.7	101			
55 - 64	2,716	11.5	12.8	90			
65 - 74	2,315	9.8	9.9	99			
75 - 84	1,520	6.5	6.7	97			
85+	547	2.3	2.6	91			
Total population	23,532						



EXPENDITURE

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Area: P03661_George, Witham, CM8 2AQ (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	£725,814	£69.46	£73.74	94			
2. Alcoholic beverages, tobacco and narcotics	£281,238	£26.91	£27.43	98			
3. Clothing & Footwear	£402,153	£38.48	£41.92	92			
4. Housing, water, electricity, gas and other fuels	£767,748	£73.47	£92.23	80			
5. Furnishings, equipment and routine maintenance	£370,328	£35.44	£39.49	90			
6. Health	£173,075	£16.56	£16.97	98			
7. Transport	£1,204,791	£115.29	£115.30	100			
8. Communication	£143,007	£13.68	£14.64	93			
9. Recreation & Culture	£942,061	£90.15	£100.48	90			
10. Education	£127,101	£12.16	£22.34	54			
11. Restaurants & Hotels	£807,252	£77.25	£82.30	94			
12. Miscellaneous goods and services	£1,118,615	£107.04	£104.94	102			
Total Expenditure	£7,063,184	£675.90	£731.77	92			

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.

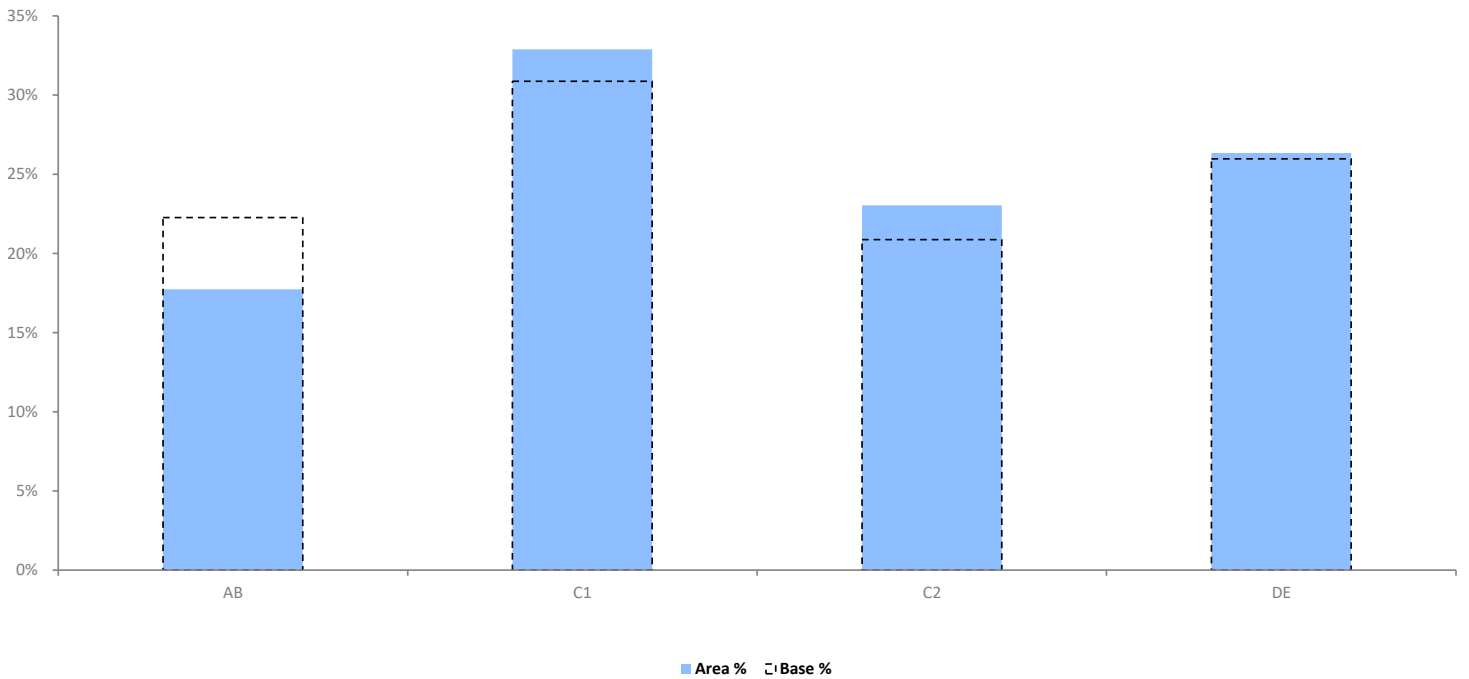
UP TO DATE DEMOGRAPHICS

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Area: P03661_George, Witham, CM8 2AQ (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	1,857	17.7	22.3	80			
C1: Supervisory, clerical, jr managerial/admin/professional	3,445	32.9	30.9	107			
C2: Skilled manual workers	2,413	23.0	20.9	110			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	2,759	26.3	26.0	101			
Total household reference persons aged 16 to 64	10,474						



CGA LICENCED PREMISES

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Area: P03661_George, Witham, CM8 2AQ (1 Mile)
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	14	59.5	82.8	72			
Proprietary Club	2	8.5	7.5	114			
Registered Club	9	38.2	28.7	133			
Restaurant	5	21.2	32.5	65			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
White Hart Hotel	Greene King	Pubs & Full On	Greene King	CM 8 2AF
Red Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CM 8 2AF
Battesford Court	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CM 8 1AH
Swan	Greene King	Pubs & Full On	Greene King	CM 8 1BE
Rafa Witham	Independent Free	Registered Club	Independent Free	CM 8 1BX
Jack & Jenny	Brakspear	Pubs & Full On	Brakspear	CM 8 1EE
Masonic Hall	Independent Free	Registered Club	Independent Free	CM 8 1HN
Witham Town Football Club	Independent Free	Registered Club	Independent Free	CM 8 1UN
Witham Rugby Club	Independent Free	Registered Club	Independent Free	CM 8 1UN
Crofters Brasserie	Independent Free	Pubs & Full On	Independent Free	CM 8 2AA
Lians	Independent Free	Restaurant	Independent Free	CM 8 2AF
Ifraaz	Independent Free	Restaurant	Independent Free	CM 8 1BA
George	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 8 2AQ
Stepfield Snooker Club	Independent Free	Proprietary Club	Independent Free	CM 8 2DD
Railway	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CM 8 2DE
Witham Bowls Club	Independent Free	Registered Club	Independent Free	CM 8 2DY
Spring Lodge Community Asscn	Independent Free	Registered Club	Independent Free	CM 8 2HE
Woolpack	Independent Free	Pubs & Full On	Independent Free	CM 8 2JP
Little Elms	Independent Free	Pubs & Full On	Independent Free	CM 8 2LX
Cherry Tree	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CM 8 2NW
Benton Hall Golf Club	Independent Free	Registered Club	Independent Free	CM 8 3LH
Stepfield Snooker Club	Independent Free	Proprietary Club	Independent Free	CM 8 3TH
Rivenhall Oakes Golf Club	Independent Free	Registered Club	Independent Free	CM 8 2PS
White Horse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 8 2JL
Witham Cricket Club	Independent Free	Registered Club	Independent Free	CM 8 1HN
Thai Cottage	Independent Free	Restaurant	Independent Free	CM 8 1BE
Prezzo	Prezzo plc	Restaurant	Prezzo plc	CM 8 1AH
Sir Charlie Lockram	Independent Free	Pubs & Full On	Independent Free	CM 8 2BJ
El Pulpo	Independent Free	Restaurant	Independent Free	CM 8 2AF
Valero Lounge	Loungers	Pubs & Full On	Loungers	CM 8 2BE

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03661_George, Witham, CM8 2AQ (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: P03661_George, Witham, CM8 2AQ (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	558	5.3	22.0	24		
 2 Rising Prosperity	886	8.5	10.3	82		
 3 Comfortable Communities	3,501	33.4	26.3	127		
 4 Financially Stretched	4,387	41.9	23.7	177		
 5 Urban Adversity	1,130	10.8	17.4	62		
 6 Not Private Households	12	0.1	0.3	34		
 Graph						
Total households	10,474					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults **23.1%** of UK

Age range
All ages

Financial situation
Running into debt ← → Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%



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

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Area: P03661_George, Witham, CM8 2AQ (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	324	3.1	11.2	28		
1.C Mature Money	234	2.2	9.6	23		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	886	8.5	6.3	135		
3. Comfortable Communities						
3.F Countryside Communities	85	0.8	5.7	14		
3.G Successful Suburbs	1,164	11.1	5.9	189		
3.H Steady Neighbourhoods	776	7.4	7.4	101		
3.I Comfortable Seniors	542	5.2	2.9	180		
3.J Starting Out	934	8.9	4.4	201		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	898	8.6	7.9	108		
4.M Striving Families	2,712	25.9	7.5	347		
4.N Poorer Pensioners	777	7.4	5.8	127		
5. Urban Adversity						
5.O Young Hardship	744	7.1	6.2	115		
5.P Struggling Estates	119	1.1	5.9	19		
5.Q Difficult Circumstances	267	2.5	5.3	48		
6. Not Private Households						
6.R Not Private Households	12	0.1	0.3	34		
Total households	10,474					

Acorn Group Pen Portrait

4 M

Striving Families

4.1M

UK Adults

7.8%

of UK

Struggling families on limited incomes in urban areas. These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 3+
House tenure Social renting	Family structure Single parent
Number of beds 3	House type Semi-detached or terraced

BRANDS

SHOPPING				
LEISURE				
WEBSITES				

DIGITAL

I worry about online security 58% <small>UK average: 59%</small>	Shopping online makes my life easier 60% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 29% <small>UK average: 28%</small>
---	--	---

FINANCIAL PROFILE

Household income UK: £33k London: £38k <small>Average: £10k Average: £16k</small>	% Disposable income UK: 41% London: 35% <small>Average: 43% Average: 29%</small>	Financial situation
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TOP BEHAVIOURS

Moderate internet use	Below average social media use – apart from TikTok	Use of Direct.Gov website
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A
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03661_George, Witham, CM8 2AQ (1 Mile contour)
 Base: Great Britain
 Year: 2022

Sort by: Acorn Structure
 Index
 Profile %

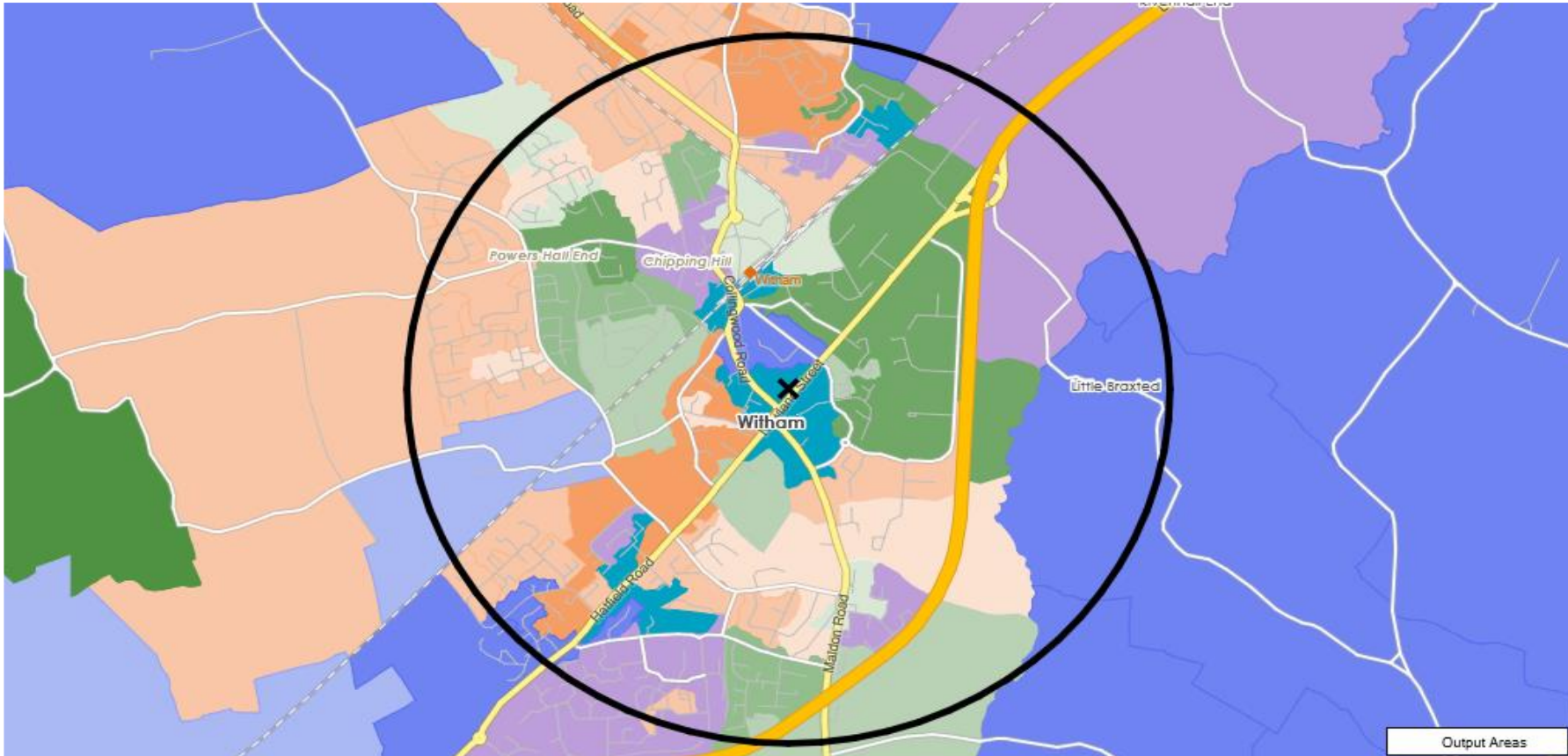
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	180	1.7	2.6	65			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	121	1.2	2.2	53			
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	23	0.2	1.6	14			
1.C Mature Money							
1.C.10 Better-off villagers	43	0.4	3.0	14			
1.C.11 Settled suburbia, older people	129	1.2	2.8	44			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	62	0.6	1.3	46			
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	458	4.4	1.9	228			
2.E.19 First time buyers in small, modern homes	428	4.1	3.3	122			
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	2	0.0	1.0	2			
3.F.23 Owner occupiers in small towns and villages	83	0.8	3.2	25			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	491	4.7	2.7	176			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	673	6.4	2.4	266			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	260	2.5	3.4	72			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	516	4.9	2.3	212			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	337	3.2	2.4	135			
3.I.31 Elderly singles in purpose-built accommodation	205	2.0	0.5	404			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	199	1.9	2.1	89			
3.J.33 Smaller houses and starter homes	735	7.0	2.3	303			
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	296	2.8	1.4	197			
4.L.38 Semi-skilled workers in traditional neighbourhoods	360	3.4	2.6	131			
4.L.39 Fading owner occupied terraces	242	2.3	2.9	80			
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	281	2.7	1.6	169			
4.M.42 Struggling young families in post-war terraces	1,809	17.3	1.6	1,051			
4.M.43 Families in right-to-buy estates	134	1.3	2.1	62			
4.M.44 Post-war estates, limited means	488	4.7	2.2	213			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	181	1.7	0.8	220			
4.N.46 Elderly people in social rented flats	157	1.5	1.1	142			
4.N.47 Low income older people in smaller semis	219	2.1	2.3	93			
4.N.48 Pensioners and singles in social rented flats	220	2.1	1.7	122			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	566	5.4	2.2	250			
5.O.50 Struggling younger people in mixed tenure	178	1.7	1.8	96			
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	58	0.6	1.6	35			
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	61	0.6	1.6	36			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	153	1.5	1.5	97			
5.Q.58 Singles and young families, some receiving benefits	87	0.8	1.8	47			
5.Q.59 Deprived areas and high-rise flats	27	0.3	2.0	13			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	3	0.0	0.1	49			
6.R.61 Inactive communal population	9	0.1	0.3	31			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	10,474						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03661_George, Witham, CM8 2AQ (1 Mile contour)



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

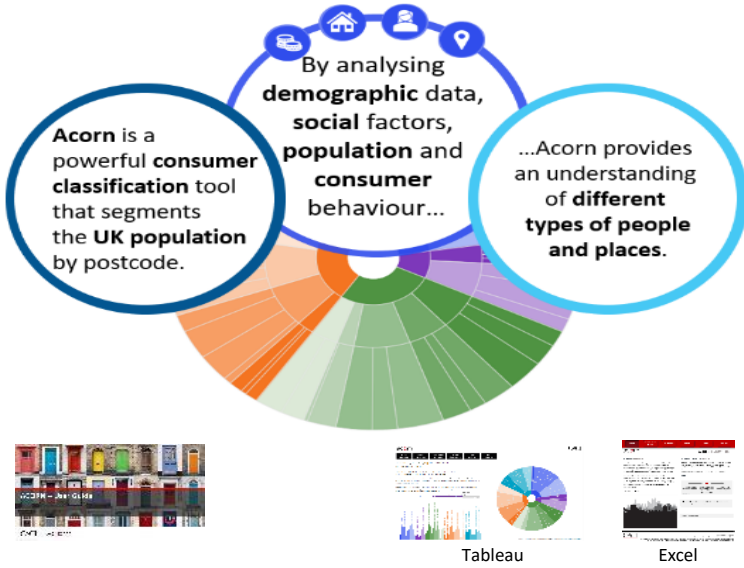
- Acorn Groups**
- 1.A Lavish Lifestyles
 - 1.B Executive Wealth
 - 1.C Mature Money
 - 2.D City Sophisticates
 - 2.E Career Climbers
 - 3.F Countryside Communities
 - 3.G Successful Suburbs
 - 3.H Steady Neighbourhoods
 - 3.I Comfortable Seniors
 - 3.J Starting Out
 - 4.K Student Life
 - 4.L Modest 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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
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%

