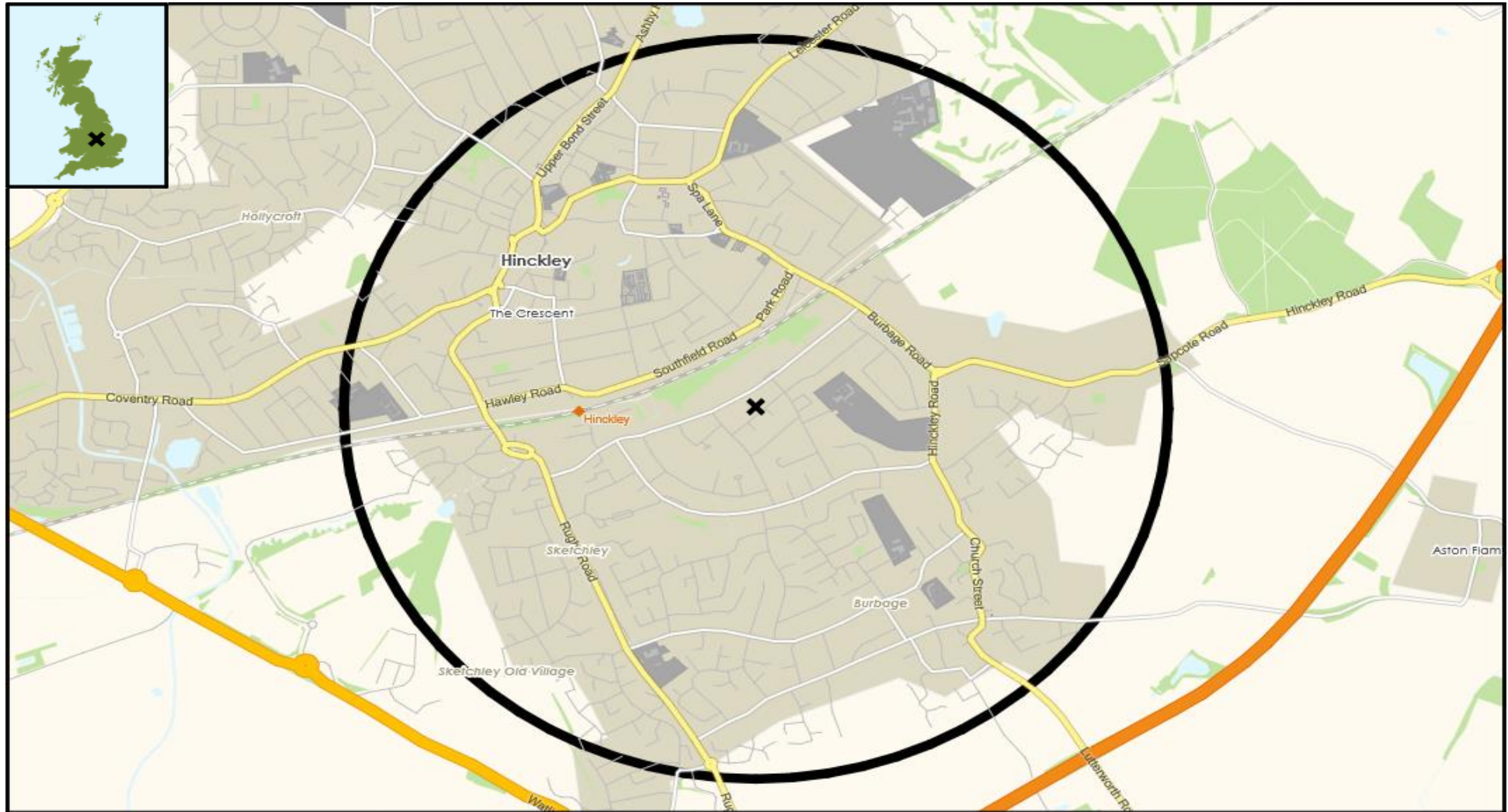


MAP OF AREA

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Source: OS Open Data 2018

Area: P04187_Woolcomber, Hinckley, LE10 2PH (1 Mile contour)

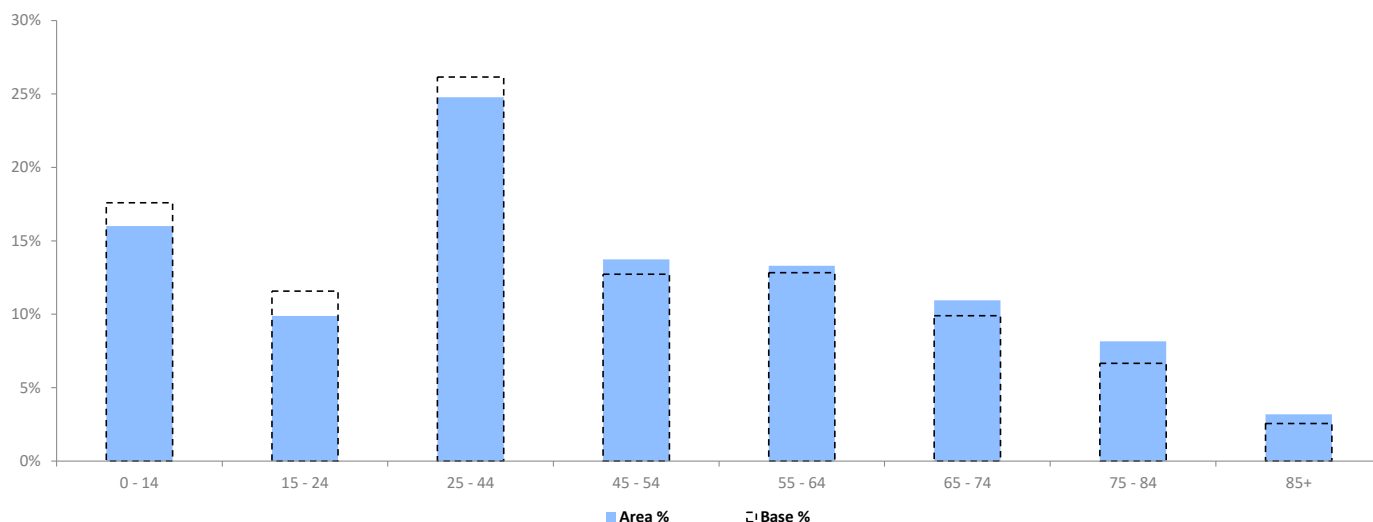


POPULATION PROJECTIONS

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Area: P04187_Woolcomber, Hinckley, LE10 2PH (1 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,238	16.0	17.6	91			
15 - 24	2,620	9.9	11.6	85			
25 - 44	6,565	24.8	26.2	95			
45 - 54	3,640	13.7	12.7	108			
55 - 64	3,522	13.3	12.8	104			
65 - 74	2,900	10.9	9.9	111			
75 - 84	2,160	8.2	6.7	122			
85+	844	3.2	2.6	125			
Total population	26,489						



EXPENDITURE

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Area: P04187_Woolcomber, Hinckley, LE10 2PH (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	£863,642	£69.87	£73.74	95			
2. Alcoholic beverages, tobacco and narcotics	£336,081	£27.19	£27.43	99			
3. Clothing & Footwear	£497,013	£40.21	£41.92	96			
4. Housing, water, electricity, gas and other fuels	£1,058,146	£85.61	£92.23	93			
5. Furnishings, equipment and routine maintenance	£493,448	£39.92	£39.49	101			
6. Health	£195,591	£15.82	£16.97	93			
7. Transport	£1,380,087	£111.66	£115.30	97			
8. Communication	£185,349	£15.00	£14.64	102			
9. Recreation & Culture	£1,193,372	£96.55	£100.48	96			
10. Education	£255,351	£20.66	£22.34	92			
11. Restaurants & Hotels	£940,710	£76.11	£82.30	92			
12. Miscellaneous goods and services	£1,245,362	£100.76	£104.94	96			
Total Expenditure	£8,644,151	£699.36	£731.77	96			

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.

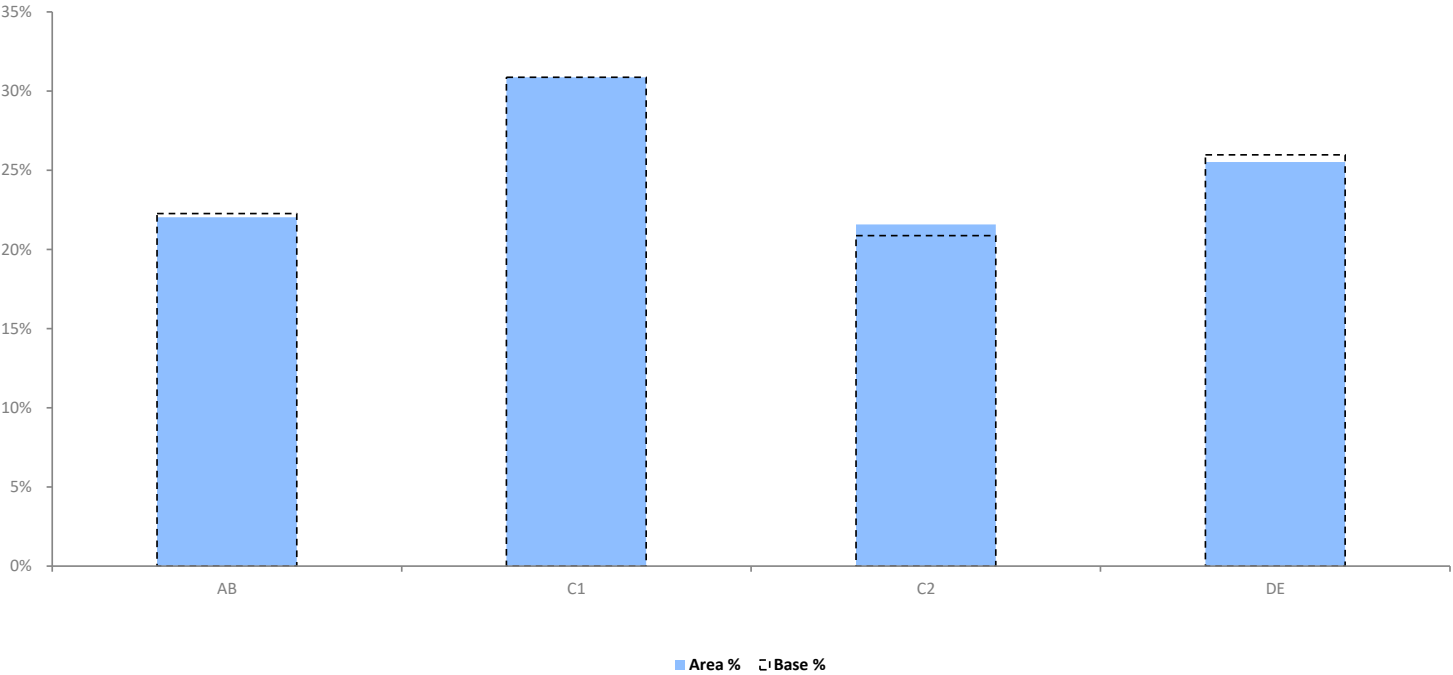
UP TO DATE DEMOGRAPHICS

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Area:	P04187_Woolcomber, Hinckley, LE10 2PH (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	2,711	22.0	22.3	99			
C1: Supervisory, clerical, jr managerial/admin/professional	3,798	30.9	30.9	100			
C2: Skilled manual workers	2,655	21.6	20.9	103			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	3,141	25.5	26.0	98			
Total household reference persons aged 16 to 64	12,305						



CGA LICENCED PREMISES

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Area: P04187_Woolcomber, Hinckley, LE10 2PH (1)

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	31	117.0	82.8	141			
Proprietary Club	1	3.8	7.5	51			
Registered Club	6	22.7	28.7	79			
Restaurant	10	37.8	32.5	116			
Residential	0	0.0	2.8	0			

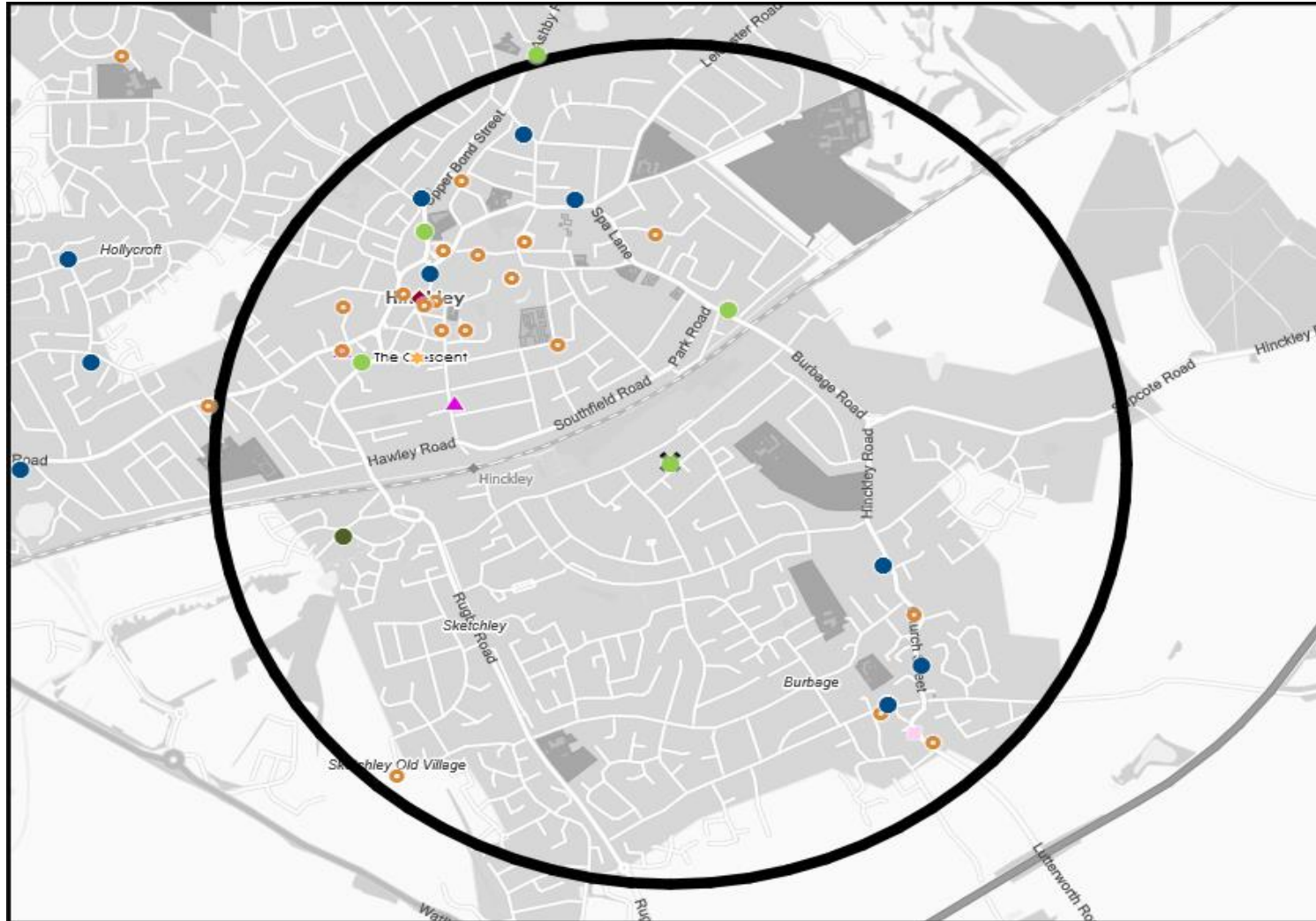
Name	Description	License Type	Owner Name	Postcode
White Bear	Steamin Billy Brewing Co	Pubs & Full On	Steamin Billy Brewing Co	LE10 0JT
Prince Of Wales	Independent Free	Pubs & Full On	Independent Free	LE10 0JT
Princes Feathers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 0QA
Hinckley Citizens Club	Independent Free	Registered Club	Independent Free	LE10 1AE
Railway Inn	Steamin Billy Brewing Co	Pubs & Full On	Steamin Billy Brewing Co	LE10 1AP
Leeja Tandoori	Independent Free	Restaurant	Independent Free	LE10 1DA
Hinckley Masonic Hall	Independent Free	Registered Club	Independent Free	LE10 1EQ
Hinckley Bowling Club	Independent Free	Registered Club	Independent Free	LE10 1EX
Holywell	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 1HL
Greyhound Inn	Independent Free	Pubs & Full On	Independent Free	LE10 1HN
New Plough Inn	Marston's	Pubs & Full On	Marston's	LE10 1LS
Union Inn	Marston's	Pubs & Full On	Marston's	LE10 1NL
Bounty	Independent Free	Pubs & Full On	Independent Free	LE10 1NT
Weavers Arms	Marston's	Pubs & Full On	Marston's	LE10 1QE
Silchar	Independent Free	Restaurant	Independent Free	LE10 1QU
Duke Of Rutland	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 1QU
Hinckley Concordia Theatre	Independent Free	Pubs & Full On	Independent Free	LE10 1RE
Hinckley Working Mens Club	Independent Free	Registered Club	Independent Free	LE10 1RE
Queens Head	Independent Free	Pubs & Full On	Independent Free	LE10 1RJ
Black Horse	Marston's	Pubs & Full On	Marston's	LE10 1RJ
Cross Keys	Marston's	Pubs & Full On	Marston's	LE10 2AF
Anchor Inn	Marston's	Pubs & Full On	Marston's	LE10 2DA
Burbage & District Constitutional Club	Independent Free	Registered Club	Independent Free	LE10 2DE
Chequers	Wells & Co	Pubs & Full On	Wells & Co	LE10 2DN
Sycamores Inn	Marston's	Pubs & Full On	Marston's	LE10 2EF
Woolcomber	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 2PH
Burbage Liberal Club	Independent Free	Registered Club	Independent Free	LE10 2DJ
Red Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE10 2EF
Sketchley Grange Hotel	Independent Free	Pubs & Full On	Independent Free	LE10 3HU
Bar Sub Zero	Independent Free	Proprietary Club	Independent Free	LE10 1RD
Crafty Baron Hinckley	Elmesthorpe Brewery Co	Pubs & Full On	Elmesthorpe Brewery Co	LE10 0AZ
Windsor Tiffin	Independent Free	Restaurant	Independent Free	LE10 2EE
Revival	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LE10 0AZ
Inferno	Independent Free	Pubs & Full On	Independent Free	LE10 1NL
Meeting Centre	Independent Free	Pubs & Full On	Independent Free	LE10 0LQ
Gurkha	Independent Free	Restaurant	Independent Free	LE10 1DA
7H Spices	Independent Free	Restaurant	Independent Free	LE10 0JT
Petite Chouette	Independent Free	Restaurant	Independent Free	LE10 0BB
Sumac	Independent Free	Restaurant	Independent Free	LE10 0BL
Bangla Pride	Independent Free	Restaurant	Independent Free	LE10 1HN
Hansom Cab	Greene King	Pubs & Full On	Greene King	LE10 2LL
Elbow Room Ale & Cider House	Independent Free	Pubs & Full On	Independent Free	LE10 1AW
Pestle & Mortar	Independent Free	Pubs & Full On	Independent Free	LE10 1DA
Prezzo	Prezzo plc	Restaurant	Prezzo plc	LE10 0QQ
Tarro Lounge	Loungers	Pubs & Full On	Loungers	LE10 0QQ
Wildwood	Tasty	Restaurant	Tasty	LE10 0QQ
Stockwells	Independent Free	Pubs & Full On	Independent Free	LE10 1HN
Factory	Independent Free	Pubs & Full On	Independent Free	LE10 1QH

MAP OF AREA

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Source: OS Open Data 2018

Area: P04187_Woolcomber, Hinckley, LE10 2PH (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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P04187_Woolcomber, Hinckley, LE10 2PH (1 Mile contour)

Base: Great Britain

Year: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	3,084	25.1	22.0	114		
	2 Rising Prosperity	455	3.7	10.3	36		
	3 Comfortable Communities	4,406	35.8	26.3	136		
	4 Financially Stretched	1,739	14.1	23.7	60		
	5 Urban Adversity	2,597	21.1	17.4	121		
	6 Not Private Households	24	0.2	0.3	59		
 Graph							
Total households		12,305					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04187_Woolcomber, Hinckley, LE10 2PH (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	11	0.1	1.1	8		
1.B Executive Wealth	1,811	14.7	11.2	131		
1.C Mature Money	1,262	10.3	9.6	107		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	455	3.7	6.3	59		
3. Comfortable Communities						
3.F Countryside Communities	106	0.9	5.7	15		
3.G Successful Suburbs	1,741	14.1	5.9	240		
3.H Steady Neighbourhoods	1,179	9.6	7.4	130		
3.I Comfortable Seniors	520	4.2	2.9	147		
3.J Starting Out	860	7.0	4.4	157		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	693	5.6	7.9	71		
4.M Striving Families	238	1.9	7.5	26		
4.N Poorer Pensioners	808	6.6	5.8	113		
5. Urban Adversity						
5.O Young Hardship	2,036	16.5	6.2	267		
5.P Struggling Estates	347	2.8	5.9	48		
5.Q Difficult Circumstances	214	1.7	5.3	33		
6. Not Private Households						
6.R Not Private Households	24	0.2	0.3	59		
Total households	12,305					

Acorn Group Pen Portrait

5 O Young Hardship

2.7M
UK Adults5.2%
of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Privately renting	Family structure Single parent
Number of beds 2	House type Terraced

FINANCIAL PROFILE

Household income UK £30k Averages: £40k	Household income London £35k Averages: £48k	% Disposable income UK 38% Averages: 43%	% Disposable income London 26% Averages: 29%	Financial situation
---	---	--	--	-------------------------

BRANDS

SHOPPING 	LEISURE 	WEBSITES
--------------	-------------	--------------

DIGITAL

ATTITUDES I worry about online security 56% UK average: 59%	Shopping online makes my life easier 61% UK average: 62%	I love the ease of using chat bots to get answers 29% UK average: 28%
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TOP BEHAVIOURS

Wait until tech becomes cheaper before purchasing	Take part in online groups / forums	Research beauty online
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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04187_Woolcomber, Hinckley, LE10 2PH (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	11	0.1	0.9	10			
1.B Executive Wealth								
	1.B.4 Asset rich families	936	7.6	2.6	290			
	1.B.5 Wealthy countryside commuters	18	0.1	2.4	6			
	1.B.6 Financially comfortable families	254	2.1	2.2	94			
	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	603	4.9	1.6	305			
1.C Mature Money								
	1.C.10 Better-off villagers	135	1.1	3.0	36			
	1.C.11 Settled suburbia, older people	343	2.8	2.8	99			
	1.C.12 Retired and empty nesters	670	5.4	2.5	221			
	1.C.13 Upmarket downsizers	114	0.9	1.3	72			
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	275	2.2	1.9	117			
	2.E.19 First time buyers in small, modern homes	180	1.5	3.3	44			
	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	106	0.9	3.2	27			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	1,530	12.4	2.7	467			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	211	1.7	2.4	71			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	901	7.3	3.4	213			
	3.H.28 Owner occupied terraces, average income	1	0.0	1.6	1			
	3.H.29 Established suburbs, older families	277	2.3	2.3	97			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	520	4.2	2.4	177			
	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	419	3.4	2.1	160			
	3.J.33 Smaller houses and starter homes	441	3.6	2.3	155			
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	44	0.4	1.4	25			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	451	3.7	2.6	139			
	4.L.39 Fading owner occupied terraces	198	1.6	2.9	55			
	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	60	0.5	1.6	31			
	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	118	1.0	2.1	47			
	4.M.44 Post-war estates, limited means	60	0.5	2.2	22			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	161	1.3	0.8	167			
	4.N.46 Elderly people in social rented flats	118	1.0	1.1	91			
	4.N.47 Low income older people in smaller semis	219	1.8	2.3	79			
	4.N.48 Pensioners and singles in social rented flats	310	2.5	1.7	146			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	652	5.3	2.2	245			
	5.O.50 Struggling younger people in mixed tenure	644	5.2	1.8	296			
	5.O.51 Young people in small, low cost terraces	740	6.0	2.3	266			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	11	0.1	1.6	6			
	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	336	2.7	1.6	169			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	27	0.2	1.5	15			
	5.Q.58 Singles and young families, some receiving benefits	156	1.3	1.8	71			
	5.Q.59 Deprived areas and high-rise flats	31	0.3	2.0	13			
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	24	0.2	0.3	71			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		12,305						

CATEGORY

GROUP

TYPE

MAP

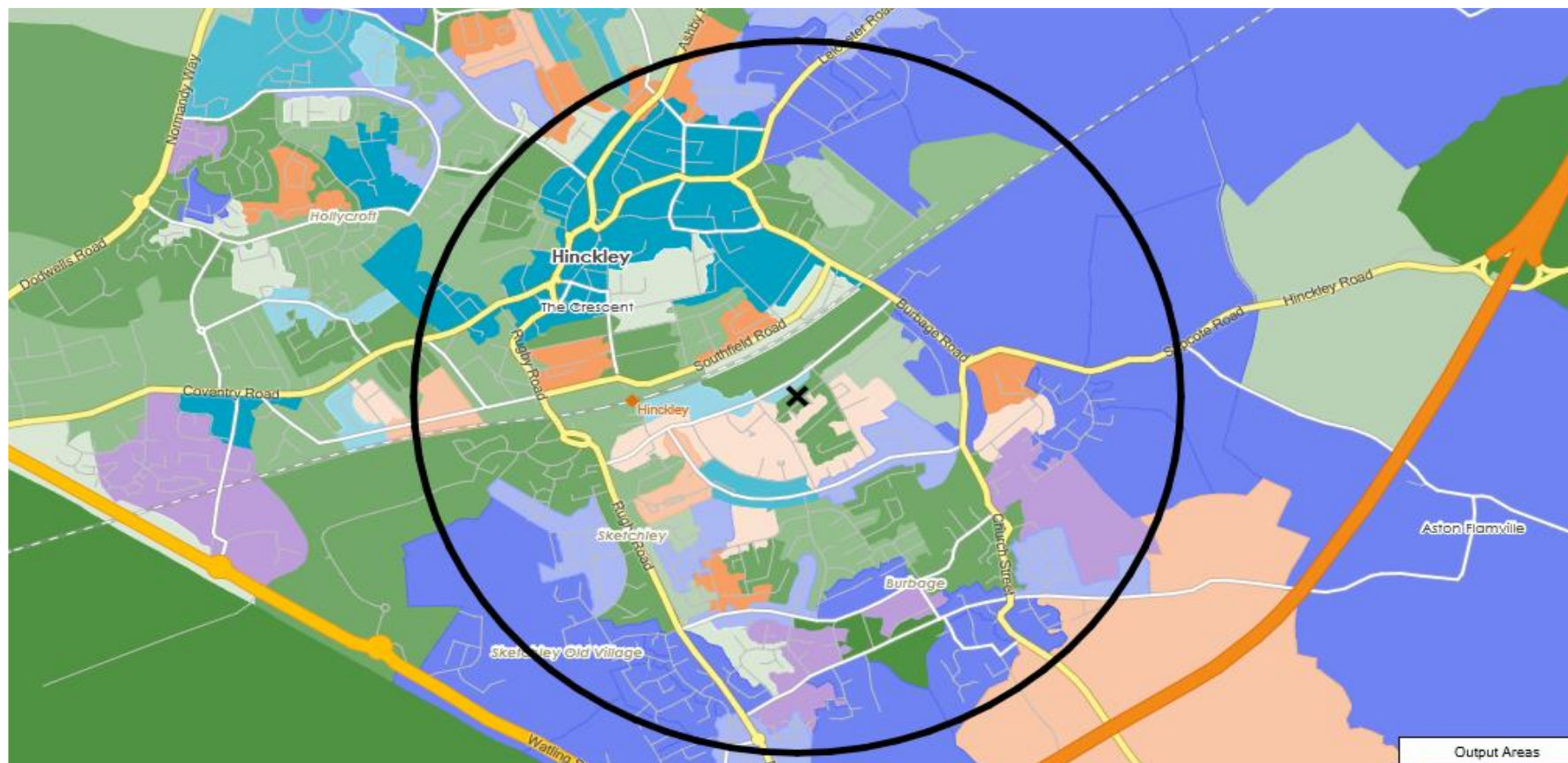
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P04187_Woolcomber, Hinckley, LE10 2PH (1 Mile contour)

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Source: OS Open Data 2018



CATEGORY

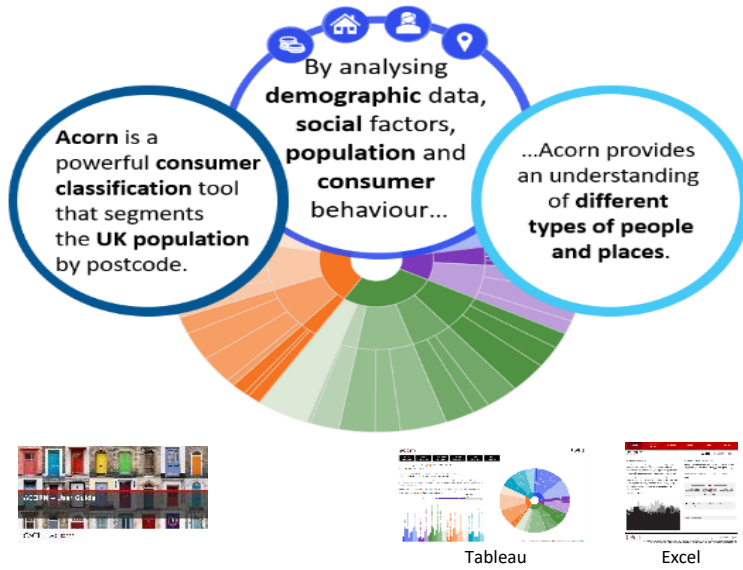
GROUP

TYPE

MAP

WHAT IS ACORN?

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
3. Comfortable Communities	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

