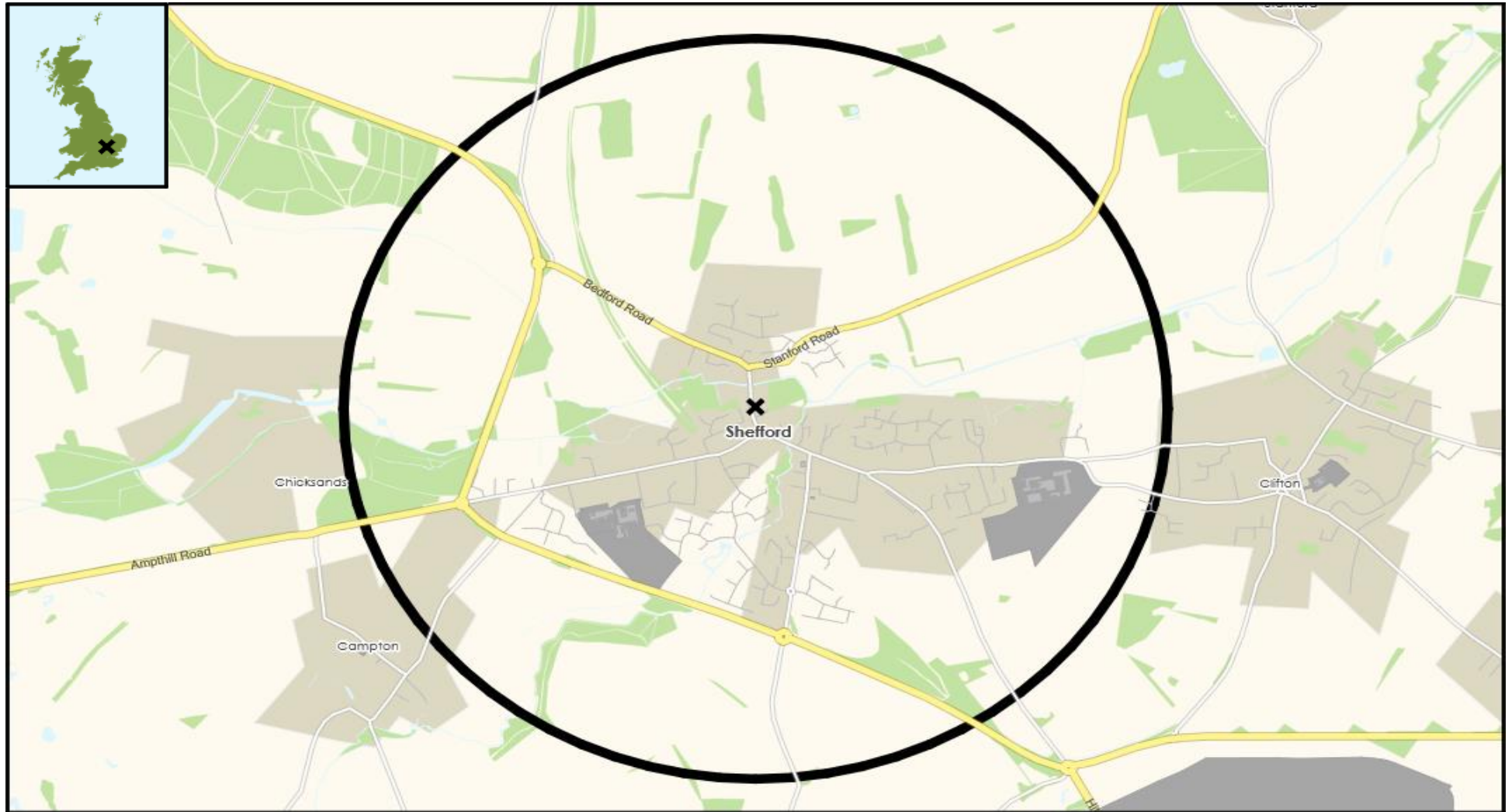


MAP OF AREA

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Source: OS Open Data 2018

Area: P03883_ White Hart, Shefford, SG17 5DH (1 Mile contour)



POPULATION PROJECTIONS

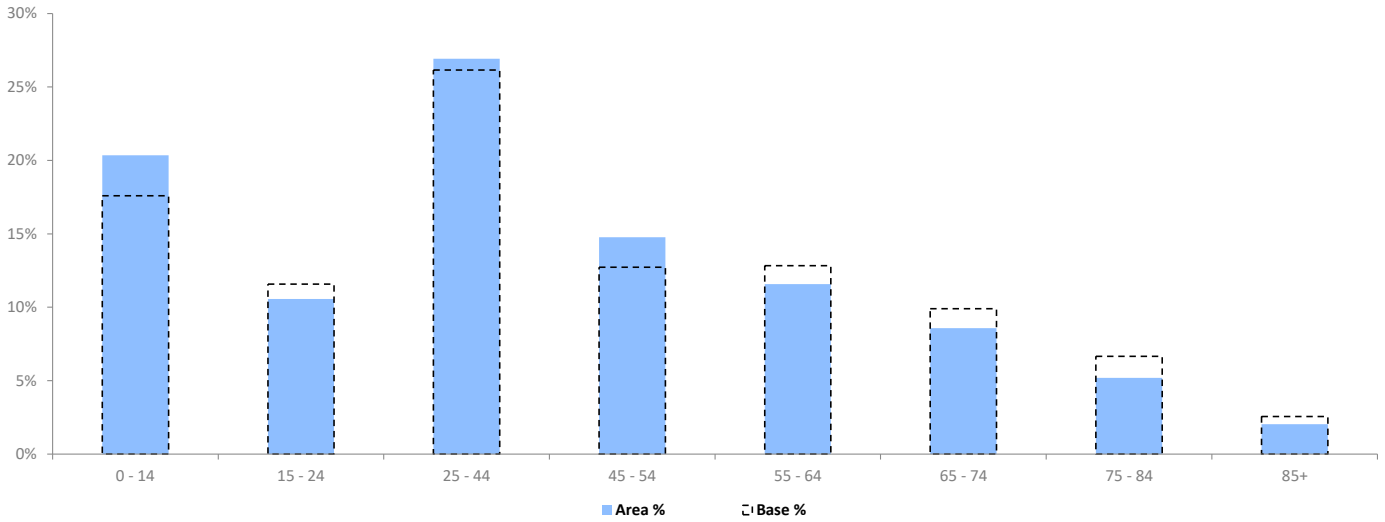
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Area: P03883_White Hart, Shefford, SG17 5DH (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,548	20.3	17.6	116			
15 - 24	804	10.6	11.6	91			
25 - 44	2,049	26.9	26.2	103			
45 - 54	1,124	14.8	12.7	116			
55 - 64	881	11.6	12.8	90			
65 - 74	652	8.6	9.9	87			
75 - 84	395	5.2	6.7	78			
85+	155	2.0	2.6	80			
Total population	7,608						



EXPENDITURE

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Area: P03883_White Hart, Shefford, SG17 5DH (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	£243,080	£76.06	£73.74	103			
2. Alcoholic beverages, tobacco and narcotics	£79,242	£24.79	£27.43	90			
3. Clothing & Footwear	£142,670	£44.64	£41.92	106			
4. Housing, water, electricity, gas and other fuels	£269,196	£84.23	£92.23	91			
5. Furnishings, equipment and routine maintenance	£134,863	£42.20	£39.49	107			
6. Health	£63,668	£19.92	£16.97	117			
7. Transport	£423,924	£132.64	£115.30	115			
8. Communication	£47,027	£14.71	£14.64	101			
9. Recreation & Culture	£346,790	£108.51	£100.48	108			
10. Education	£65,603	£20.53	£22.34	92			
11. Restaurants & Hotels	£278,427	£87.12	£82.30	106			
12. Miscellaneous goods and services	£361,652	£113.16	£104.94	108			
Total Expenditure	£2,456,141	£768.50	£731.77	105			

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.

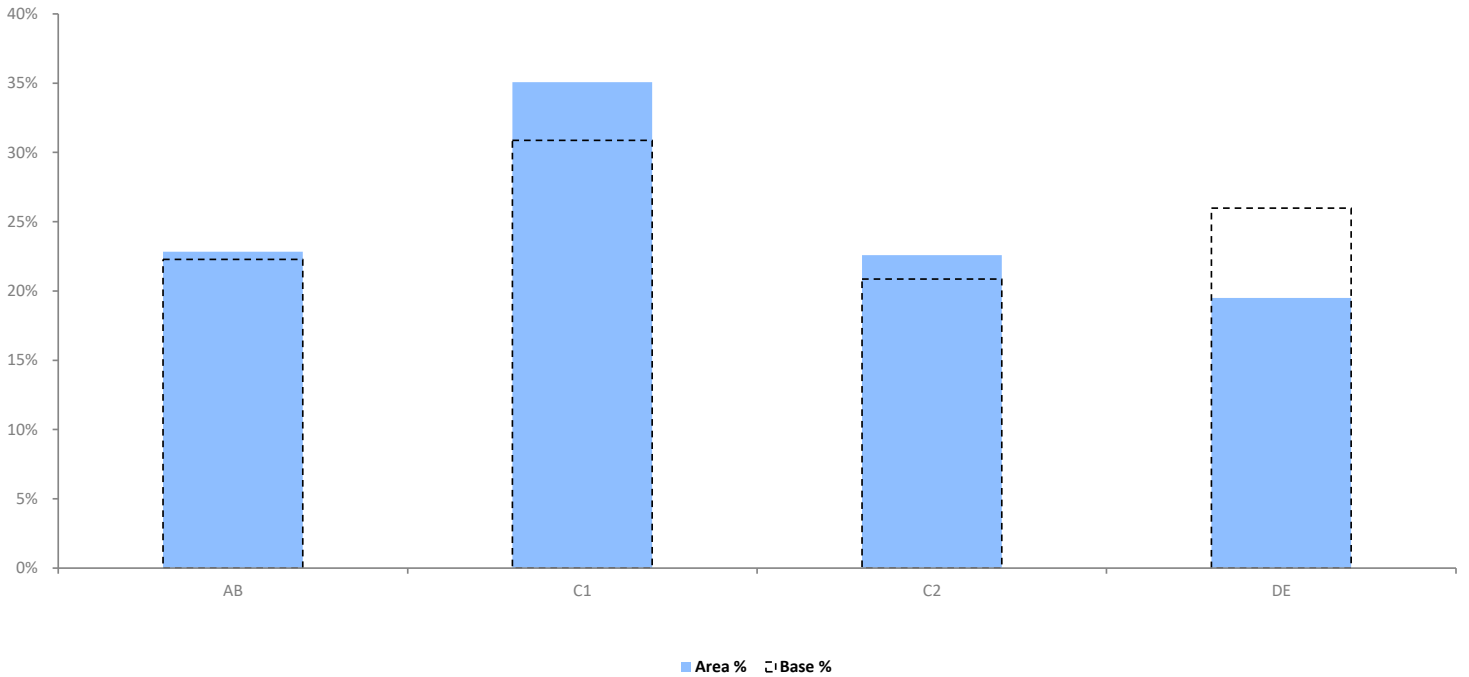
UP TO DATE DEMOGRAPHICS

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Area: P03883_White Hart, Shefford, SG17 5DH (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	730	22.8	22.3	103			
C1: Supervisory, clerical, jr managerial/admin/professional	1,121	35.1	30.9	114			
C2: Skilled manual workers	722	22.6	20.9	108			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	623	19.5	26.0	75			
Total household reference persons aged 16 to 64	3,196						



CGA LICENCED PREMISES

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Area: P03883_White Hart, Shefford, SG17 5DH (1 I

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	65.7	82.8	79			
Proprietary Club	0	0.0	7.5	0			
Registered Club	2	26.3	28.7	92			
Restaurant	3	39.4	32.5	121			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
White Hart	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SG17 5DH
Cornerstone	Punch Pub Company	Pubs & Full On	Punch Pub Company	SG17 5DD
Woolpack	Independent Free	Pubs & Full On	Independent Free	SG17 5JA
Shefford Town Memorial Association	Independent Free	Registered Club	Independent Free	SG17 5JA
Dalchini Spice	Independent Free	Restaurant	Independent Free	SG17 5DB
Bridge	Wells & Co	Pubs & Full On	Wells & Co	SG17 5DG
Shefford Tandoori Restaurant	Independent Free	Restaurant	Independent Free	SG17 5DG
Shefford Sports Club	Independent Free	Registered Club	Independent Free	SG17 5JD
Brewery Tap	B & T Brewery	Pubs & Full On	B & T Brewery	SG17 5DH
Loft	Independent Free	Restaurant	Independent Free	SG17 5DQ

MAP OF AREA

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Source: OS Open Data 2018

Area: P03883_White Hart, Shefford, SG17 5DH (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: P03883_White Hart, Shefford, SG17 5DH (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	967	30.3	22.0	138		
 2 Rising Prosperity	276	8.6	10.3	84		
 3 Comfortable Communities	979	30.6	26.3	116		
 4 Financially Stretched	606	19.0	23.7	80		
 5 Urban Adversity	356	11.1	17.4	64		
 6 Not Private Households	12	0.4	0.3	113		
 Graph						
Total households	3,196					

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: P03883_White Hart, Shefford, SG17 5DH (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	699	21.9	11.2	195			
1.C Mature Money	268	8.4	9.6	87			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	276	8.6	6.3	138			
3. Comfortable Communities							
3.F Countryside Communities	71	2.2	5.7	39			
3.G Successful Suburbs	818	25.6	5.9	434			
3.H Steady Neighbourhoods	77	2.4	7.4	33			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	13	0.4	4.4	9			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	71	2.2	7.9	28			
4.M Striving Families	280	8.8	7.5	117			
4.N Poorer Pensioners	255	8.0	5.8	137			
5. Urban Adversity							
5.O Young Hardship	82	2.6	6.2	41			
5.P Struggling Estates	50	1.6	5.9	26			
5.Q Difficult Circumstances	224	7.0	5.3	132			
6. Not Private Households							
6.R Not Private Households	12	0.4	0.3	113			
Total households	3,196						

Acorn Group Pen Portrait

3 G Successful Suburbs 3.3M UK Adults 6.2% of UK

Home-owning families living comfortably in stable areas in suburban and semi-rural locations. They mainly live in three or four bedroom detached and semi-detached homes of an average value for the locality.

CORE DEMOGRAPHICS		BRANDS	
Age range 35-64	Children at home 2	SHOPPING mamas papas ERNEST JONES CRABTREE & EVELYN Dunelm	LEISURE Ed's Nando's PREZZO CHOUTO
House tenure Mortgaged	Family structure Couple with children	WEBSITES tripadvisor GoCompare ticketmaster Money Super Market	DIGITAL
Number of beds 4	House type Detached	ATTITUDES	I worry about online security 60% (UK average: 55%)
FINANCIAL PROFILE		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%)
Household income UK: £48k London: £51k Average: £40k Average: £46k	% Disposable income UK: 46% London: 38% Average: 43% Average: 29%	Financial situation Running into debt Saving a lot	TOP BEHAVIOURS
		Owns an iPhone	Buy wine and alcohol online
			Own a videogame console



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

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Area: P03883_White Hart, Shefford, SG17 5DH (1 Mile contour)
 Base: Great Britain
 Year: 2022

Sort by: Acorn Structure
 Index
 Profile %

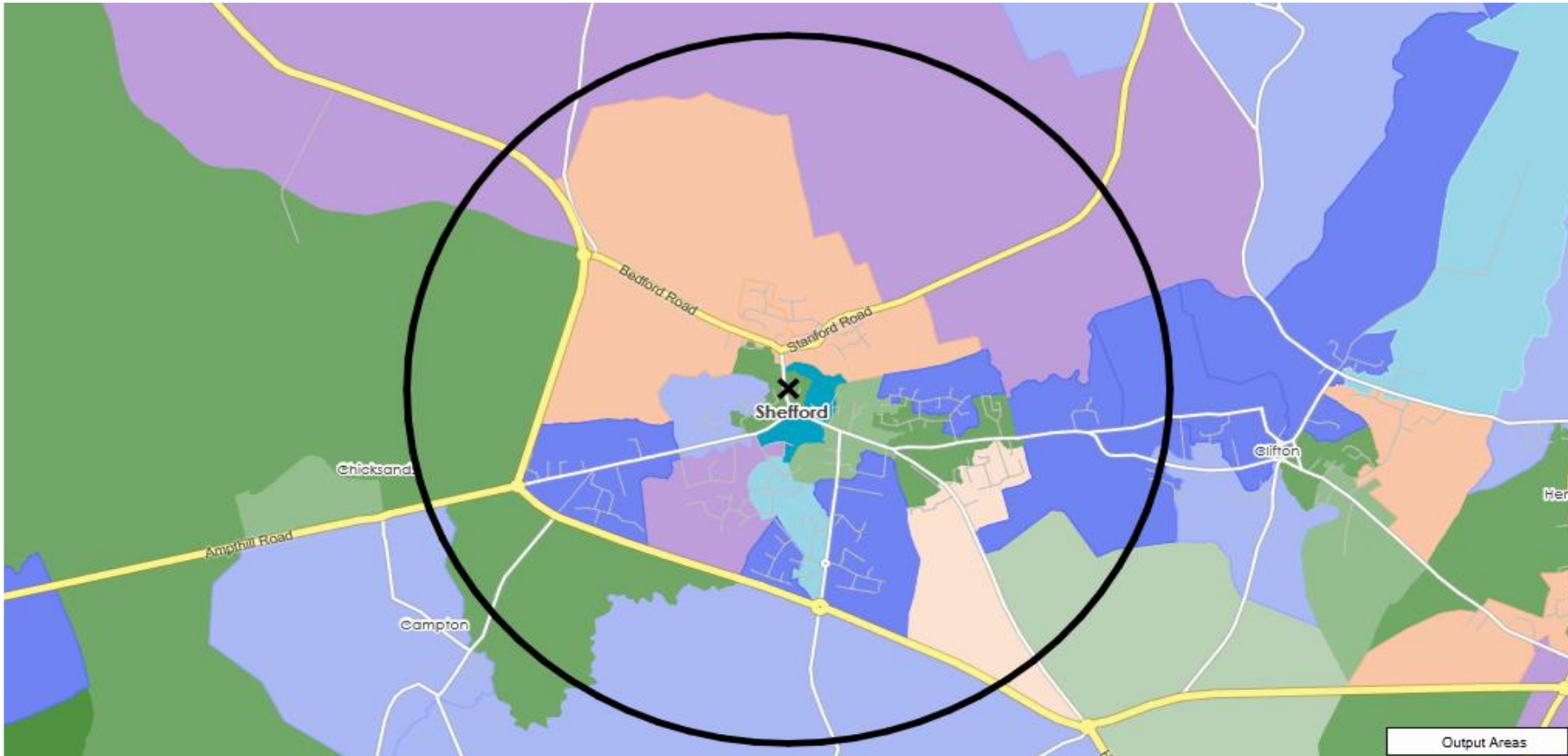
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	294	9.2	2.6	350			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	210	6.6	2.2	299			
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	195	6.1	1.6	380			
1.C Mature Money							
1.C.10 Better-off villagers	254	7.9	3.0	262			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	14	0.4	1.3	34			
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	238	7.4	1.9	388			
2.E.19 First time buyers in small, modern homes	38	1.2	3.3	36			
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	71	2.2	3.2	69			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	137	4.3	2.7	161			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	681	21.3	2.4	883			
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	77	2.4	2.3	104			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
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	13	0.4	2.3	18			
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	31	1.0	1.4	68			
4.L.38 Semi-skilled workers in traditional neighbourhoods	40	1.3	2.6	48			
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	246	7.7	1.6	486			
4.M.42 Struggling young families in post-war terraces	34	1.1	1.6	65			
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	42	1.3	0.8	167			
4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
4.N.47 Low income older people in smaller semis	54	1.7	2.3	75			
4.N.48 Pensioners and singles in social rented flats	159	5.0	1.7	288			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	82	2.6	2.2	119			
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	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	50	1.6	1.6	97			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	176	5.5	1.5	364			
5.Q.58 Singles and young families, some receiving benefits	27	0.8	1.8	48			
5.Q.59 Deprived areas and high-rise flats	21	0.7	2.0	33			
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	12	0.4	0.3	137			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,196						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03883_White Hart, Shefford, SG17 5DH (1 Mile contour)



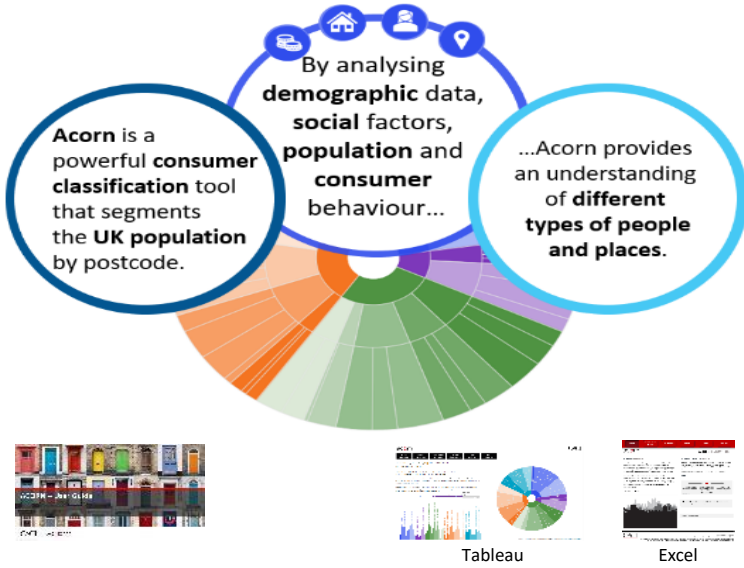
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

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.

