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MAP OF AREA

Source: OS Open Data 2018

Area: P01597_Swan, Rushden, NN10 0SR (1 Mile contour)
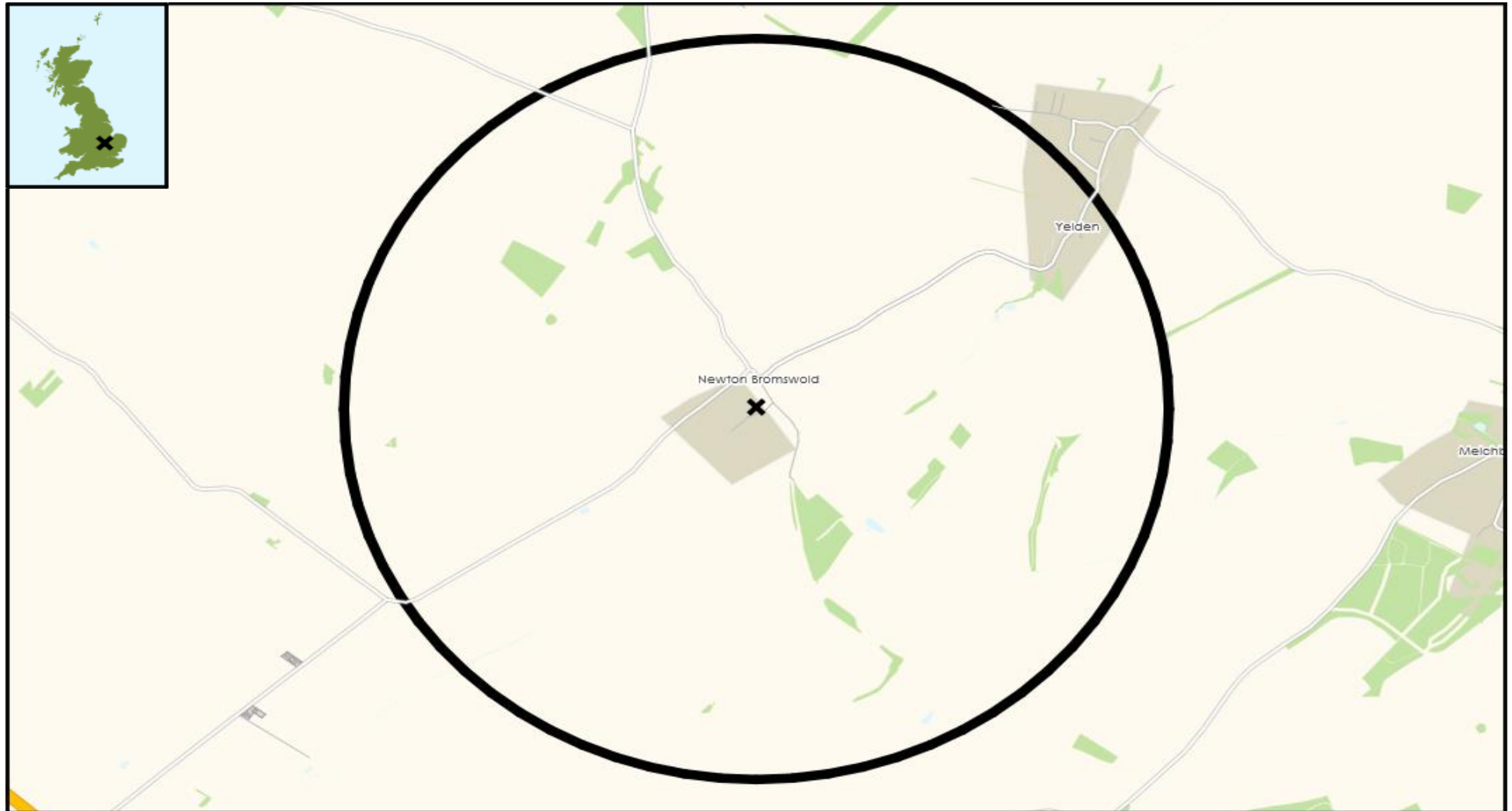
POPULATION PROJECTIONS

Area:	P01597_Swan, Rushden, NN10 0SR (1 Mile contour)			
Base:	Great Britain			
Year:	2022			

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	0	0.0	17.6	0			
15 - 24	0	0.0	11.6	0			
25 - 44	0	0.0	26.2	0			
45 - 54	0	0.0	12.7	0			
55 - 64	0	0.0	12.8	0			
65 - 74	0	0.0	9.9	0			
75 - 84	0	0.0	6.7	0			
85+	0	0.0	2.6	0			
Total population		**0**					
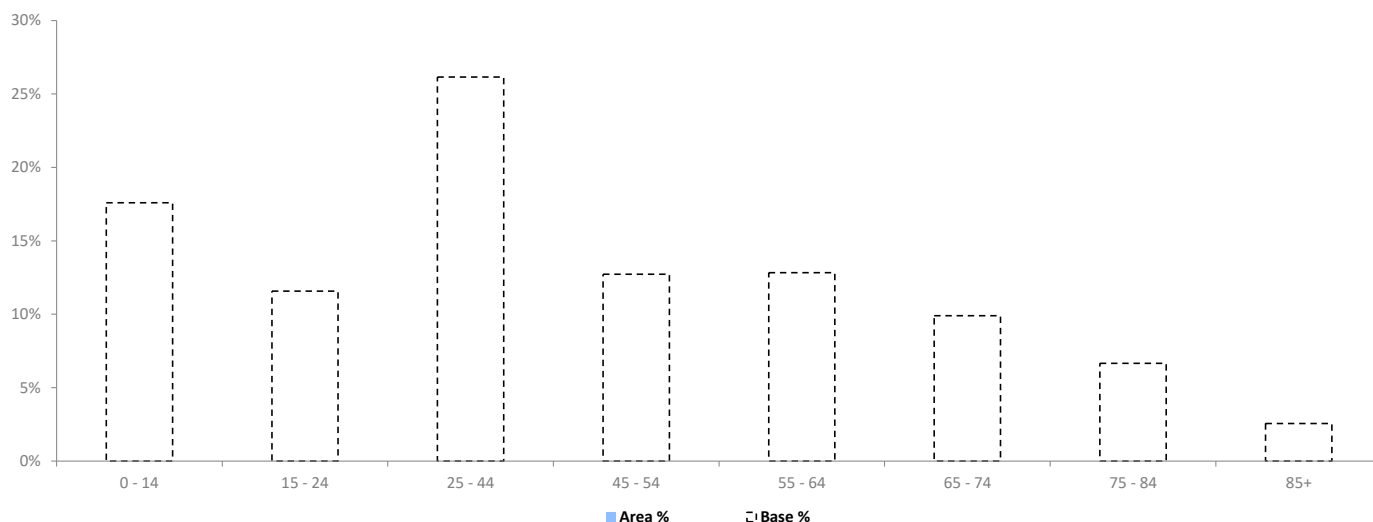
EXPENDITURE

Area:	P01597_Swan, Rushden, NN10 0SR (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	£0	£0.00	£73.74	0			
2. Alcoholic beverages, tobacco and narcotics	£0	£0.00	£27.43	0			
3. Clothing & Footwear	£0	£0.00	£41.92	0			
4. Housing, water, electricity, gas and other fuels	£0	£0.00	£92.23	0			
5. Furnishings, equipment and routine maintenance	£0	£0.00	£39.49	0			
6. Health	£0	£0.00	£16.97	0			
7. Transport	£0	£0.00	£115.30	0			
8. Communication	£0	£0.00	£14.64	0			
9. Recreation & Culture	£0	£0.00	£100.48	0			
10. Education	£0	£0.00	£22.34	0			
11. Restaurants & Hotels	£0	£0.00	£82.30	0			
12. Miscellaneous goods and services	£0	£0.00	£104.94	0			
Total Expenditure	**£0**	**£0.00**	**£731.77**	**0**			

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.
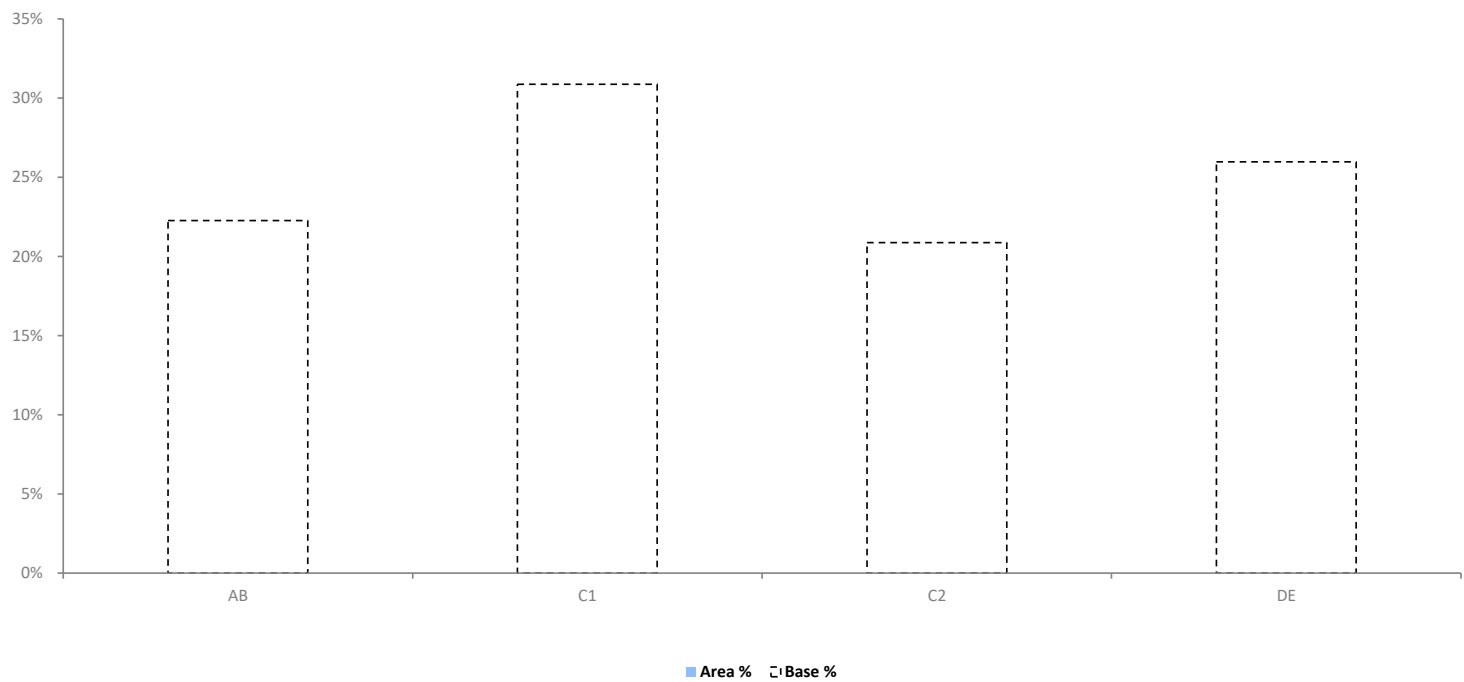
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Area:	P01597_Swan, Rushden, NN10 0SR (1 Mile contour)
Base:	Great Britain
Year:	2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	0	0.0	22.3	0			
C1: Supervisory, clerical, jr managerial/admin/professional	0	0.0	30.9	0			
C2: Skilled manual workers	0	0.0	20.9	0			
DE: Semi-skilled and unskilled manual workers	0	0.0	26.0	0			
/on state benefit,unemployed, lowest grade workers							
Total household reference persons aged 16 to 64	**0**						

■ Area % ⬚ Base %

CGA LICENCED PREMISES

Area: P01597_Swan, Rushden, NN10 0SR (1 Mile c
Base: Great Britain
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	1	0.0	82.8	0			
Proprietary Club	0	0.0	7.5	0			
Registered Club	0	0.0	28.7	0			
Restaurant	0	0.0	32.5	0			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NN10 0SR

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MAP OF AREA

Area: P01597_Swan, Rushden, NN10 0SR (1 Mile contour)
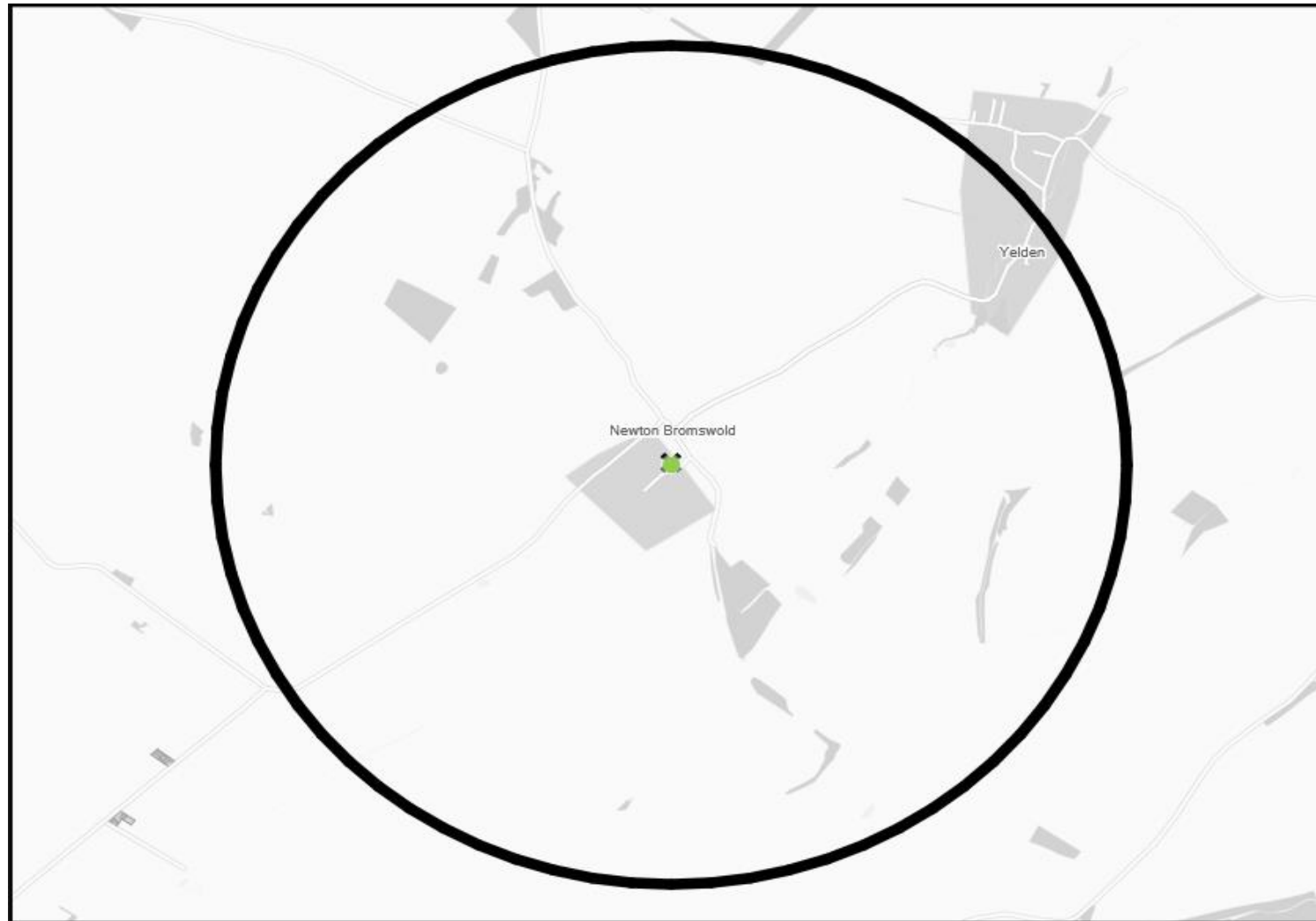
KEY

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

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

ACORN CATEGORY PROFILE - HOUSEHOLDS

Area: P01597_Swan, Rushden, NN10 0SR (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	0	0.0	22.0	0		
2 Rising Prosperity	0	0.0	10.3	0		
3 Comfortable Communities	0	0.0	26.3	0		
4 Financially Stretched	0	0.0	23.7	0		
5 Urban Adversity	0	0.0	17.4	0		
6 Not Private Households	0	0.0	0.3	0		
Graph						
Total households			**0**			

Acorn Category Pen Portrait

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%

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ACORN GROUP PROFILE - HOUSEHOLDS

Area: P01597_Swan, Rushden, NN10 0SR (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	0	0.0	11.2	0		
1.C	Mature Money	0	0.0	9.6	0		
2. Rising Prosperity							
2.D	City Sophisticates	0	0.0	4.0	0		
2.E	Career Climbers	0	0.0	6.3	0		
3. Comfortable Communities							
3.F	Countryside Communities	0	0.0	5.7	0		
3.G	Successful Suburbs	0	0.0	5.9	0		
3.H	Steady Neighbourhoods	0	0.0	7.4	0		
3.I	Comfortable Seniors	0	0.0	2.9	0		
3.J	Starting Out	0	0.0	4.4	0		
4. Financially Stretched							
4.K	Student Life	0	0.0	2.5	0		
4.L	Modest Means	0	0.0	7.9	0		
4.M	Striving Families	0	0.0	7.5	0		
4.N	Poorer Pensioners	0	0.0	5.8	0		
5. Urban Adversity							
5.O	Young Hardship	0	0.0	6.2	0		
5.P	Struggling Estates	0	0.0	5.9	0		
5.Q	Difficult Circumstances	0	0.0	5.3	0		
6. Not Private Households							
6.R	Not Private Households	0	0.0	0.3	0		
Total households		0					

Acorn Group Pen Portrait

1 A Lavish Lifestyles

0.7M UK Adults   1.3% of UK

The most affluent people in the UK who live comfortable lifestyles with few financial concerns. These individuals are typically empty nesters, who live in large detached homes that they own outright and which are often worth millions.

Age range **45-74**
Children at home **0**
House tenure **Owned outright**
Family structure **Couple**
Number of beds **4+**
House type **Detached**

BRANDS

SHOPPING: BOSS, HARVEY NICHOLS, Apple, ANTHROPOLOGIE

LEISURE: daylesford, SEARCYS, GAUCHO, HAWKSMOOR

WEBSITES: rightmove, BBC NEWS, John Lewis

DIGITAL AND TECH

ATTITUDES

I worry about online security **60%** UK average: 59%

Shopping online makes my life easier **62%** UK average: 62%

I love the ease of using chat bots to get answers **28%** UK average: 28%

TOP BEHAVIOURS

Highest online shopping expenditure
Book a holiday online
Visit LinkedIn

FINANCIAL PROFILE

Household income
UK £74k / London £77k
Average: £40k / Average: £46k

% Disposable income
UK 46% / London 41%
Average: 43% / Average: 29%

Financial situation
Running into debt ———— Saving a lot

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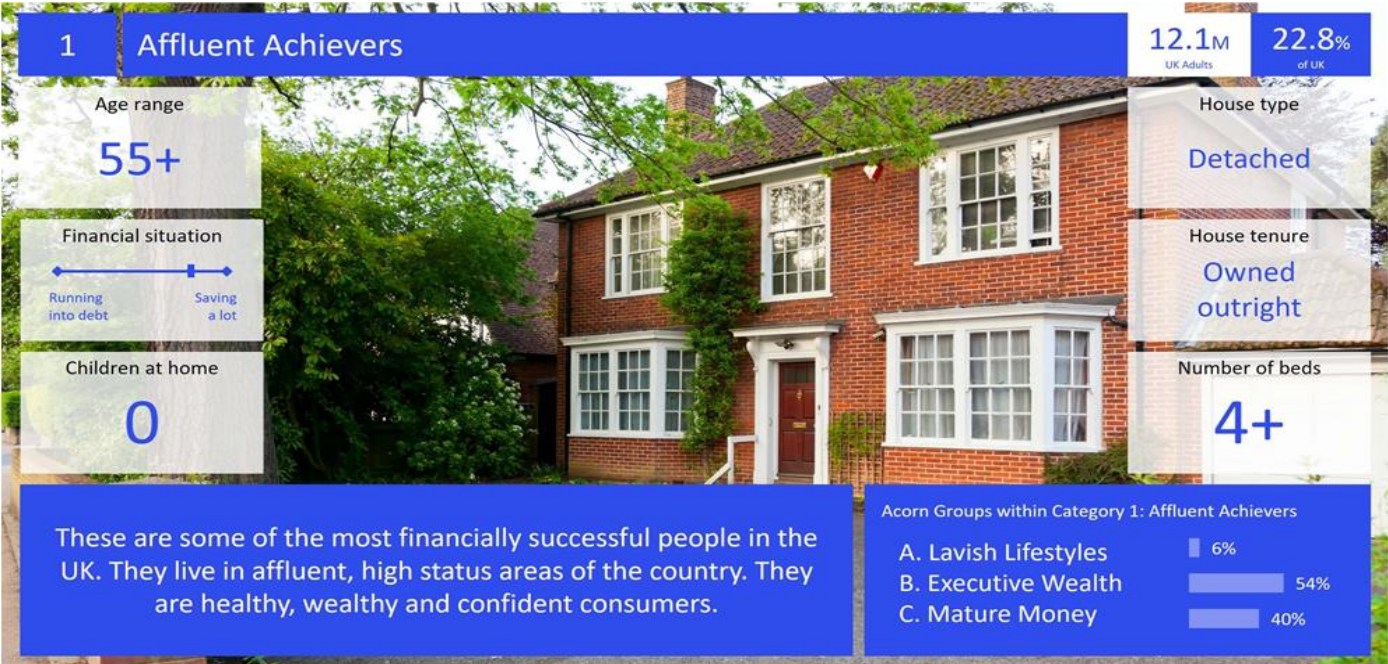| CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

Area: P01597_Swan, Rushden, NN10 0SR (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	0	0.0	2.2	0			
	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	0	0.0	2.5	0			
	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	0	0.0	1.9	0			
	2.E.19	First time buyers in small, modern homes	0	0.0	3.3	0			
	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	0	0.0	3.2	0			
3.G	**Successful Suburbs**								
	3.G.24	Comfortably-off families in modern housing	0	0.0	2.7	0			
	3.G.25	Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26	Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
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	0	0.0	2.3	0			
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	0	0.0	2.3	0			
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	0	0.0	1.4	0			
	4.L.38	Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
	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	0	0.0	1.6	0			
	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	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	0	0.0	0.8	0			
	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	0	0.0	2.3	0			
	4.N.48	Pensioners and singles in social rented flats	0	0.0	1.7	0			
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	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	0	0.0	1.6	0			
5.Q	**Difficult Circumstances**								
	5.Q.57	Social rented flats, families and single parents	0	0.0	1.5	0			
	5.Q.58	Singles and young families, some receiving benefits	0	0.0	1.8	0			
	5.Q.59	Deprived areas and high-rise flats	0	0.0	2.0	0			
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	0						

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P01597_Swan, Rushden, NN10 0SR (1 Mile contour)

Source: OS Open Data 2018

Legend:

- 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

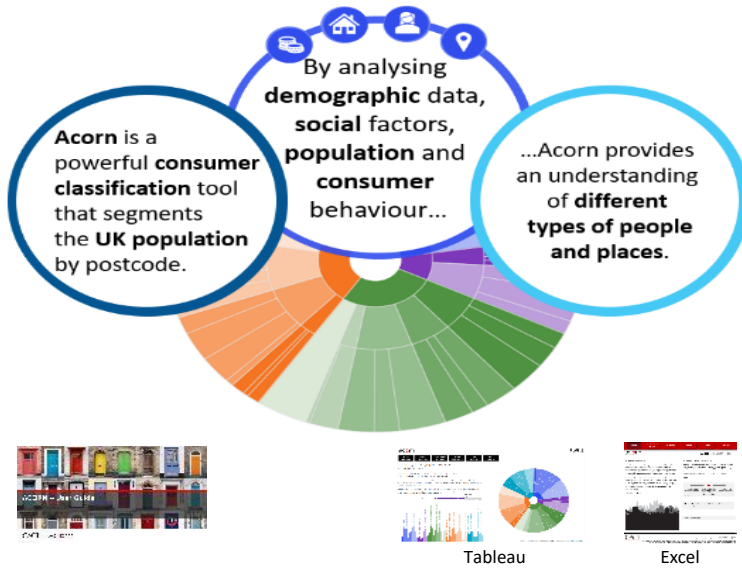Output Areas

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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.**

Tableau   Excel

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
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%

Type	%
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