

MAP OF AREA

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Source: OS Open Data 2018

Area: P03549_Black Abbott, Montrose, DD10 9DW (1 Mile contour)



POPULATION PROJECTIONS

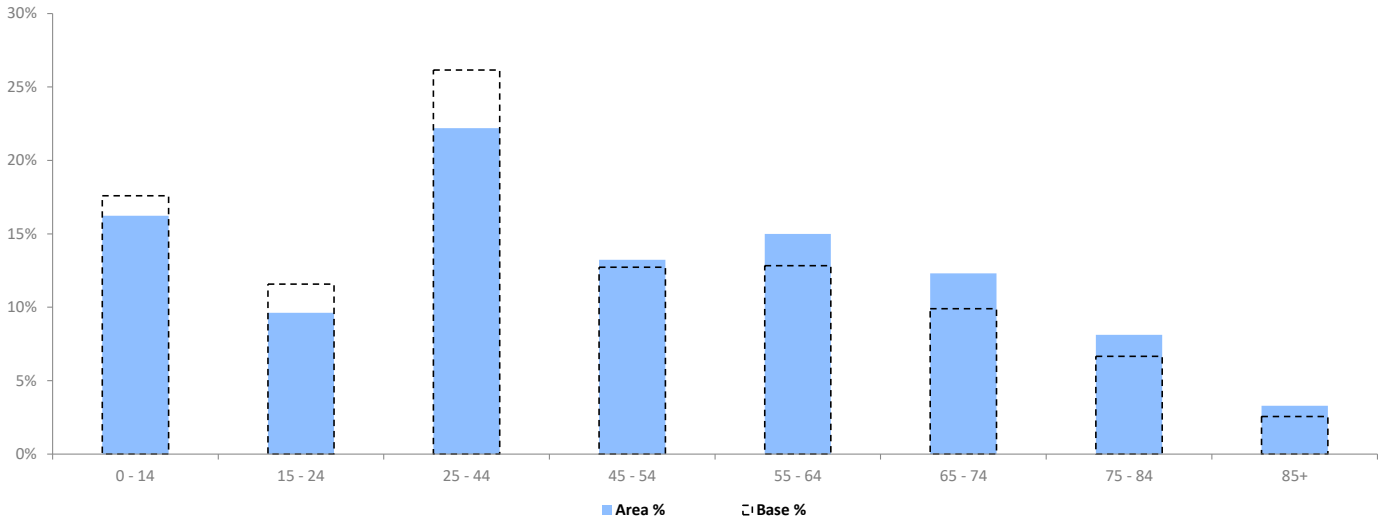
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Area: P03549_Black Abbott, Montrose, DD10 9DW (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,211	16.2	17.6	92			
15 - 24	718	9.6	11.6	83			
25 - 44	1,657	22.2	26.2	85			
45 - 54	987	13.2	12.7	104			
55 - 64	1,119	15.0	12.8	117			
65 - 74	918	12.3	9.9	124			
75 - 84	606	8.1	6.7	122			
85+	246	3.3	2.6	129			
Total population	7,462						



EXPENDITURE

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Area: P03549_Black Abbott, Montrose, DD10 9DW (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	£247,496	£68.79	£73.74	93			
2. Alcoholic beverages, tobacco and narcotics	£113,095	£31.43	£27.43	115			
3. Clothing & Footwear	£136,363	£37.90	£41.92	90			
4. Housing, water, electricity, gas and other fuels	£222,948	£61.96	£92.23	67			
5. Furnishings, equipment and routine maintenance	£127,747	£35.50	£39.49	90			
6. Health	£43,920	£12.21	£16.97	72			
7. Transport	£343,184	£95.38	£115.30	83			
8. Communication	£46,214	£12.84	£14.64	88			
9. Recreation & Culture	£326,355	£90.70	£100.48	90			
10. Education	£45,376	£12.61	£22.34	56			
11. Restaurants & Hotels	£238,927	£66.41	£82.30	81			
12. Miscellaneous goods and services	£313,831	£87.22	£104.94	83			
Total Expenditure	£2,205,456	£612.97	£731.77	84			



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.

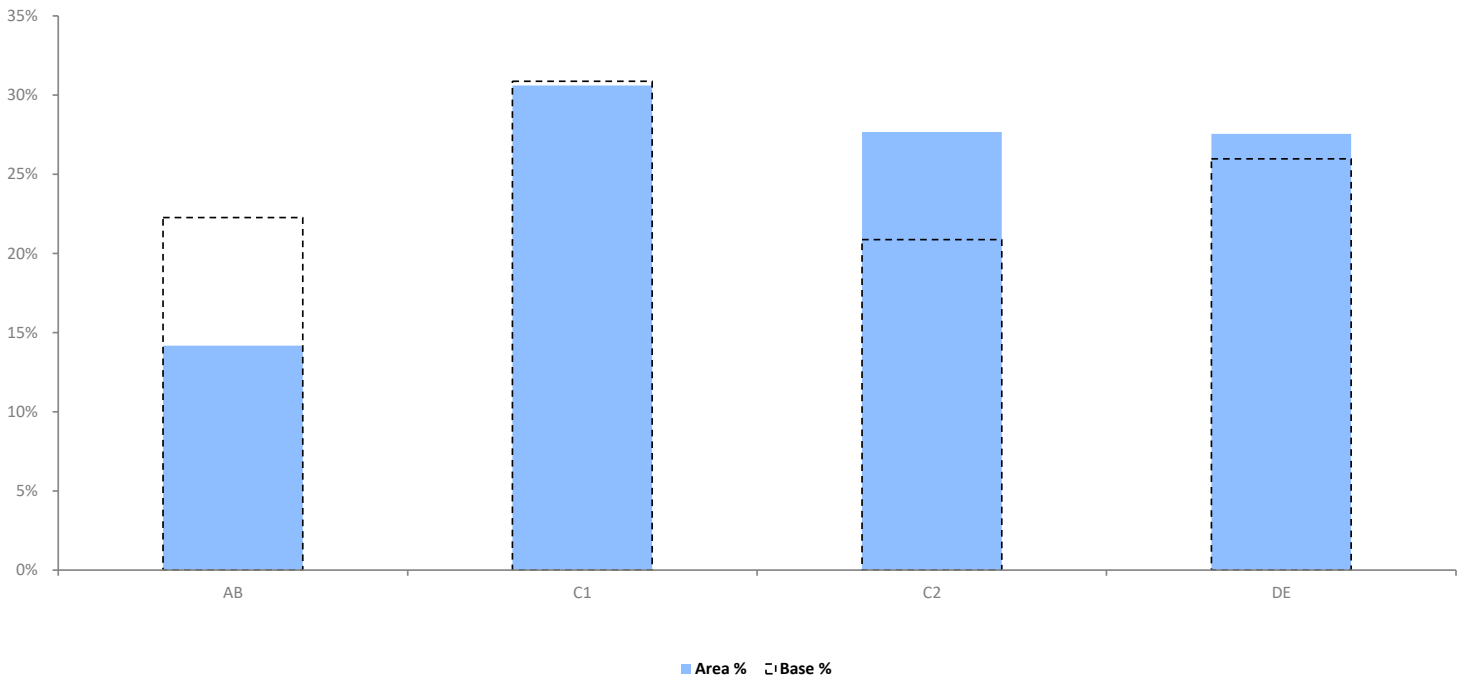
UP TO DATE DEMOGRAPHICS

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Area: P03549_Black Abbott, Montrose, DD10 9DW (1 Mile contour)
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 Year: 2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	509	14.2	22.3	64			
C1: Supervisory, clerical, jr managerial/admin/professional	1,099	30.6	30.9	99			
C2: Skilled manual workers	993	27.7	20.9	133			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	989	27.5	26.0	106			
Total household reference persons aged 16 to 64	3,590						



CGA LICENCED PREMISES

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Area: P03549_Black Abbott, Montrose, DD10 9DW
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	6	80.4	82.8	97			
Proprietary Club	0	0.0	7.5	0			
Registered Club	1	13.4	28.7	47			
Restaurant	1	13.4	32.5	41			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Golf Inn	Independent Free	Pubs & Full On	Independent Free	DD10 8NP
Black Horse Inn	Independent Free	Pubs & Full On	Independent Free	DD10 8JY
Montrose Bowling Club	Independent Free	Registered Club	Independent Free	DD10 8LN
Northern Vaults	Independent Free	Pubs & Full On	Independent Free	DD10 8TJ
Black Abbot	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DD10 9DW
Peking Palace Restaurant	Independent Free	Restaurant	Independent Free	DD10 9EB
Hillside Hotel	Independent Free	Pubs & Full On	Independent Free	DD10 9HE
Lochside Bar	Independent Free	Pubs & Full On	Independent Free	DD10 8TG

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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: P03549_Black Abbott, Montrose, DD10 9DW (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	553	15.4	22.0	70		
 2 Rising Prosperity	70	1.9	10.3	19		
 3 Comfortable Communities	805	22.4	26.3	85		
 4 Financially Stretched	1,831	51.0	23.7	215		
 5 Urban Adversity	322	9.0	17.4	52		
 6 Not Private Households	9	0.3	0.3	75		
 Graph						
Total households	3,590					

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

Acorn Groups within Category 4: Financially Stretched

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

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 GROUP PROFILE - HOUSEHOLDS

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Area: P03549_Black Abbott, Montrose, DD10 9DW (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	269	7.5	11.2	67			
1.C Mature Money	284	7.9	9.6	82			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	70	1.9	6.3	31			
3. Comfortable Communities							
3.F Countryside Communities	260	7.2	5.7	126			
3.G Successful Suburbs	287	8.0	5.9	136			
3.H Steady Neighbourhoods	30	0.8	7.4	11			
3.I Comfortable Seniors	181	5.0	2.9	176			
3.J Starting Out	47	1.3	4.4	29			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	633	17.6	7.9	222			
4.M Striving Families	618	17.2	7.5	230			
4.N Poorer Pensioners	580	16.2	5.8	277			
5. Urban Adversity							
5.O Young Hardship	135	3.8	6.2	61			
5.P Struggling Estates	58	1.6	5.9	27			
5.Q Difficult Circumstances	129	3.6	5.3	68			
6. Not Private Households							
6.R Not Private Households	9	0.3	0.3	75			
Total households	3,590						

Acorn Group Pen Portrait

4 L Modest Means 4.1M of UK 7.7% of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

CORE DEMOGRAPHICS



Age range: **25-44**
 Children at home: **3+**
 House tenure: **Privately renting**
 Family structure: **Single parent**
 Number of beds: **3**
 House type: **Terraced**

BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK
 LEISURE: Hamptons, KFC, Frankie & Benny's, GREGGS
 WEBSITES: ebay, sky, Argos, LAD BIBLE

DIGITAL

ATTITUDES

- I worry about online security: **58%** (UK average: 58%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **32%** (UK average: 28%)

TOP BEHAVIOURS

- Moderate internet usage
- Uploads original content on social media
- TV catch up via ITV hub



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

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Area: P03549_Black Abbott, Montrose, DD10 9DW (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	88	2.5	2.6	93			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	181	5.0	2.2	229			
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	284	7.9	2.5	320			
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	70	1.9	1.9	102			
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	86	2.4	1.0	232			
3.F.23 Owner occupiers in small towns and villages	174	4.8	3.2	152			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	277	7.7	2.7	290			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	10	0.3	2.4	12			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	30	0.8	3.4	24			
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	181	5.0	2.4	212			
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	47	1.3	2.3	56			
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	164	4.6	1.4	319			
4.L.38 Semi-skilled workers in traditional neighbourhoods	271	7.5	2.6	287			
4.L.39 Fading owner occupied terraces	198	5.5	2.9	190			
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	58	1.6	1.6	102			
4.M.42 Struggling young families in post-war terraces	57	1.6	1.6	97			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	503	14.0	2.2	639			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	27	0.8	0.8	96			
4.N.46 Elderly people in social rented flats	71	2.0	1.1	187			
4.N.47 Low income older people in smaller semis	127	3.5	2.3	157			
4.N.48 Pensioners and singles in social rented flats	355	9.9	1.7	573			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	122	3.4	2.2	157			
5.O.50 Struggling younger people in mixed tenure	13	0.4	1.8	20			
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	1.6	1.6	102			
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	73	2.0	1.8	114			
5.Q.59 Deprived areas and high-rise flats	56	1.6	2.0	78			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	6	0.2	0.1	285			
6.R.61 Inactive communal population	3	0.1	0.3	30			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,590						

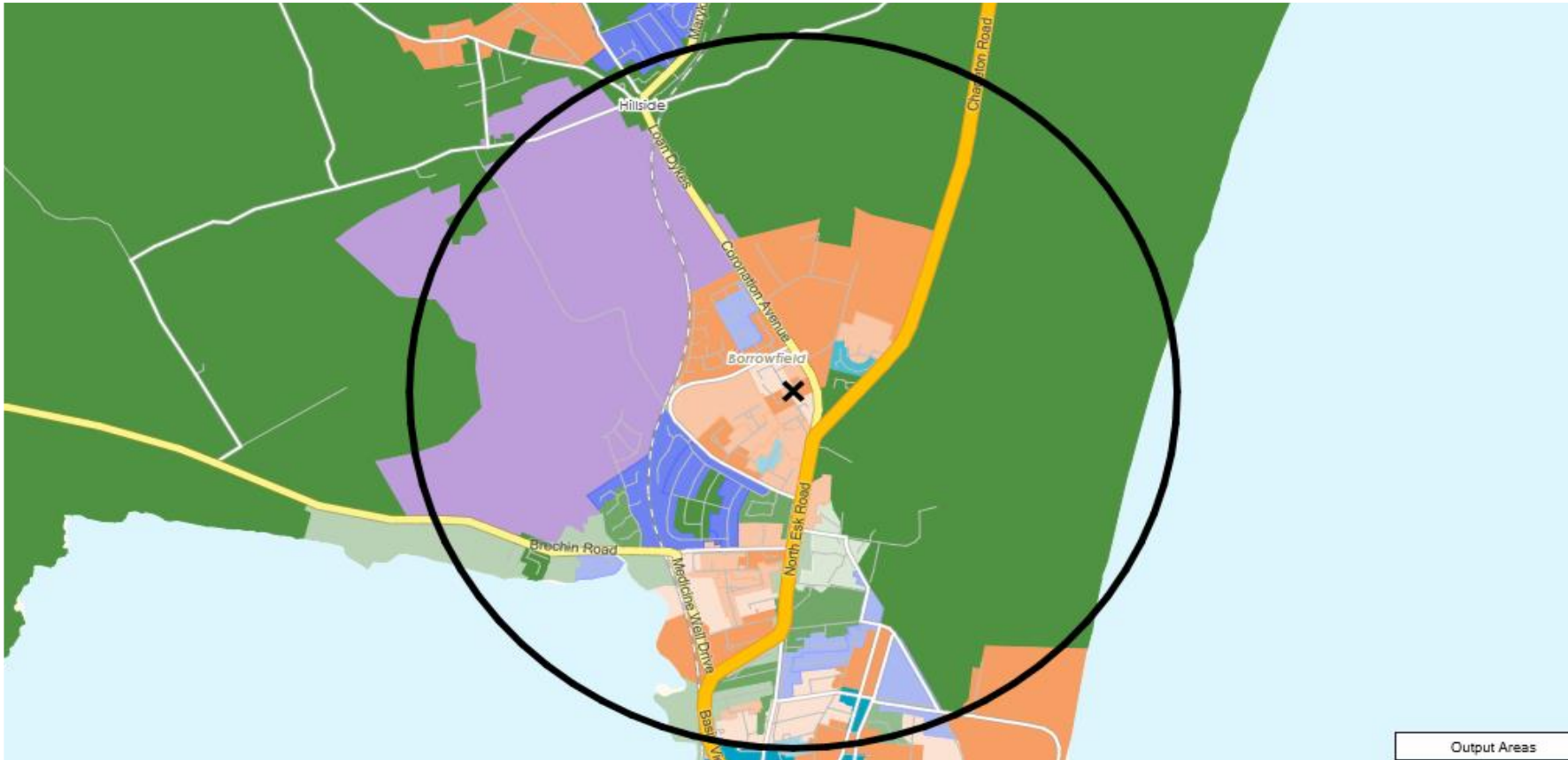
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03549_Black Abbott, Montrose, DD10 9DW (1 Mile contour)



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

Acorn Groups

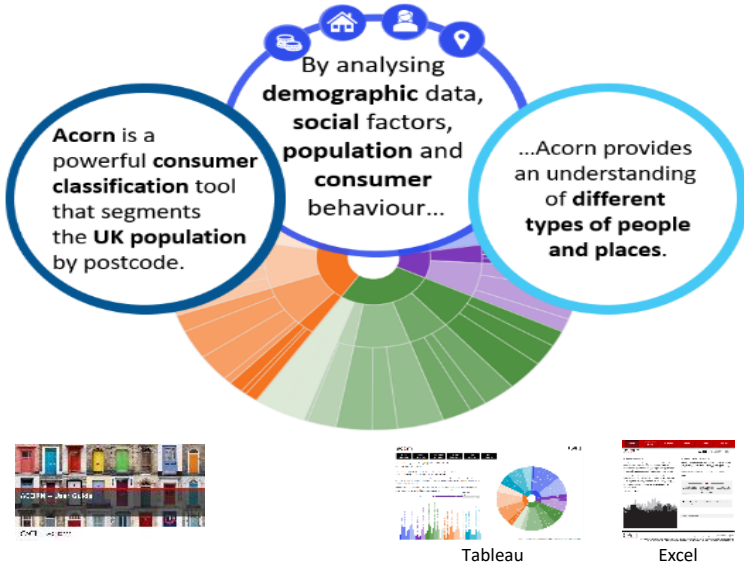
- 1.A Lavish Lifestyles
- 1.B Executive Wealth
- 1.C Mature Money
- 2.D City Sophisticates
- 2.E Career Climbers
- 3.F Countryside Communities
- 3.G Successful Suburbs
- 3.H Steady Neighbourhoods
- 3.I Comfortable Seniors
- 3.J Starting Out
- 4.K Student Life
- 4.L Modest Means
- 4.M Striving Families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

