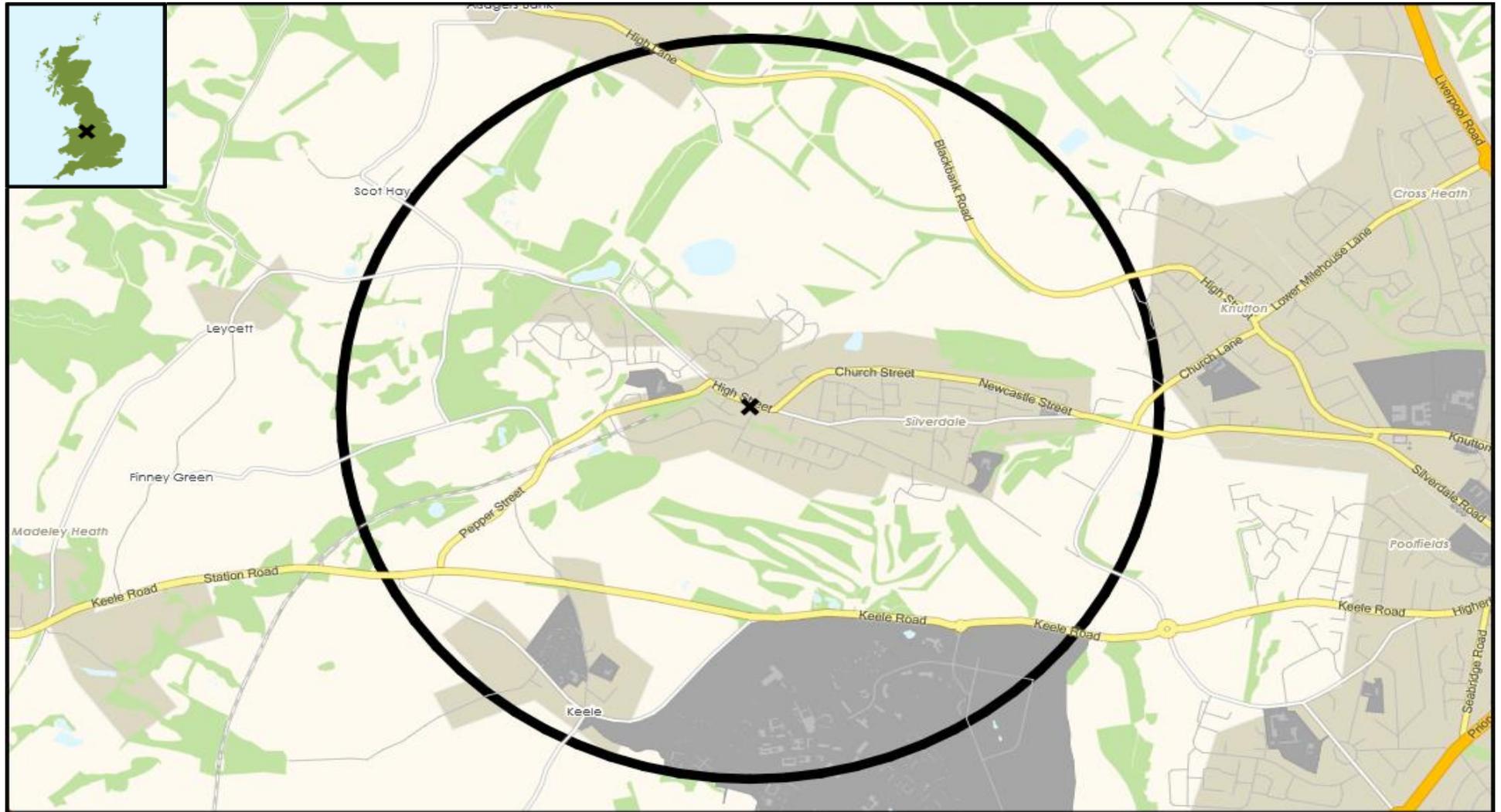


# MAP OF AREA

© 2023 CACI Limited and all other applicable third party notices can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Source: OS Open Data 2018

Area: P04201\_Bush, Newcastle under Lyme, ST5 6JZ (1 Mile contour)

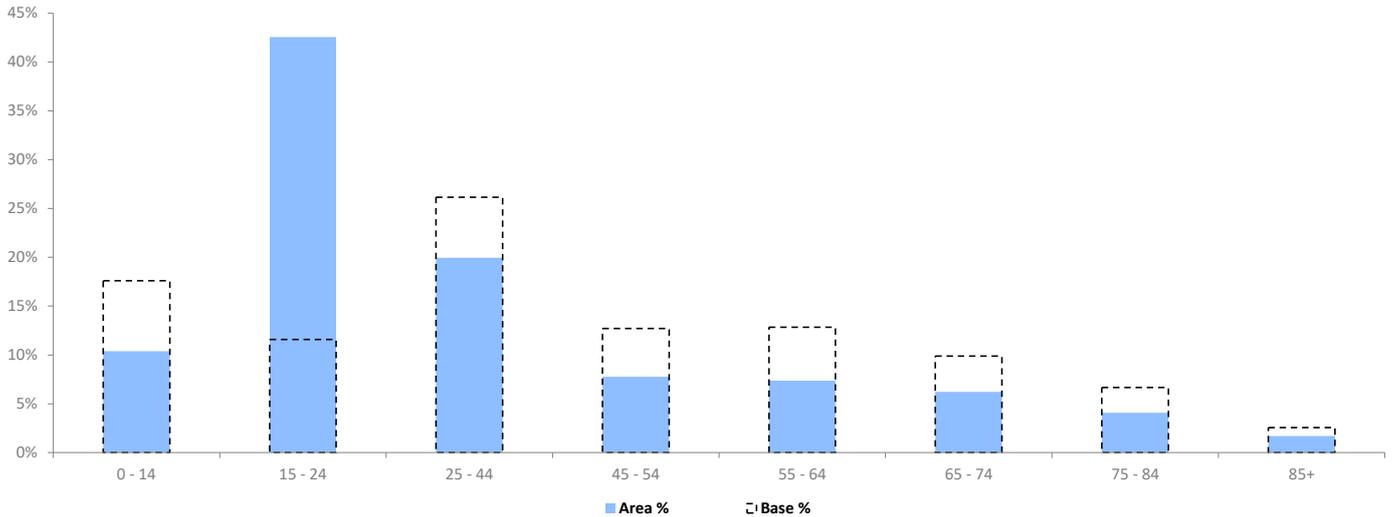


# POPULATION PROJECTIONS

© 2023 CACI Limited and all other applicable third party notices (Population Estimates and Projections) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P04201\_Bush, Newcastle under Lyme, ST5 6JZ (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,097	10.4	17.6	59			
15 - 24	4,498	42.6	11.6	<b>368</b>			
25 - 44	2,110	20.0	26.2	76			
45 - 54	820	7.8	12.7	61			
55 - 64	778	7.4	12.8	57			
65 - 74	657	6.2	9.9	63			
75 - 84	430	4.1	6.7	61			
85+	180	1.7	2.6	67			
<b>Total population</b>	<b>10,570</b>						



# EXPENDITURE

© 2023 CACI Limited and all other applicable third party notices (COICOP Expenditure) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P04201\_Bush, Newcastle under Lyme, ST5 6JZ (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
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£308,440	£102.30	£73.74	139			
2. Alcoholic beverages, tobacco and narcotics	£105,312	£34.93	£27.43	127			
3. Clothing & Footwear	£166,700	£55.29	£41.92	132			
4. Housing, water, electricity, gas and other fuels	£282,513	£93.70	£92.23	102			
5. Furnishings, equipment and routine maintenance	£159,938	£53.05	£39.49	134			
6. Health	£70,915	£23.52	£16.97	139			
7. Transport	£497,541	£165.02	£115.30	143			
8. Communication	£62,457	£20.72	£14.64	141			
9. Recreation & Culture	£439,377	£145.73	£100.48	145			
10. Education	£138,814	£46.04	£22.34	206			
11. Restaurants & Hotels	£314,302	£104.25	£82.30	127			
12. Miscellaneous goods and services	£412,637	£136.86	£104.94	130			
<b>Total Expenditure</b>	<b>£2,958,946</b>	<b>£981.41</b>	<b>£731.77</b>	<b>134</b>			

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.

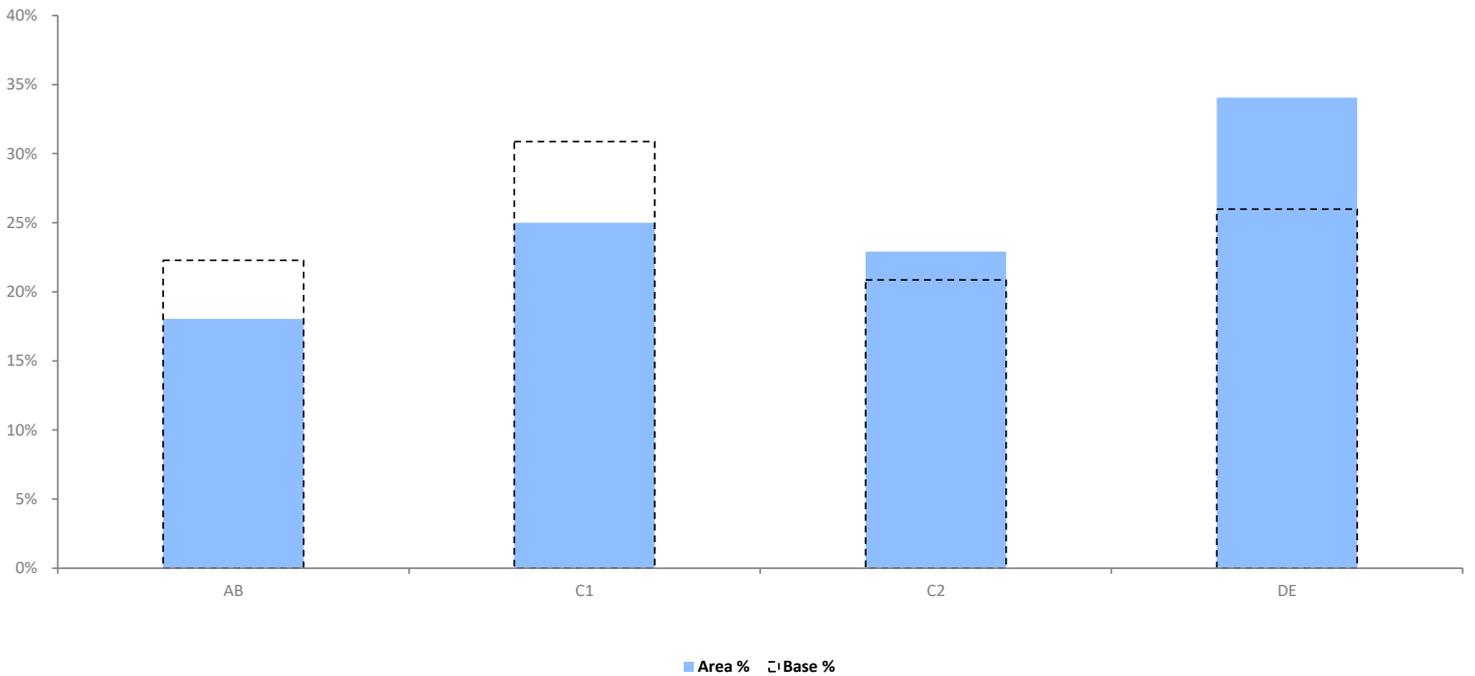
# UP TO DATE DEMOGRAPHICS

© 2023 CACI Limited and all other applicable third party notices (Up to Date Demographics) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P04201\_Bush, Newcastle under Lyme, ST5 6JZ (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	544	18.0	22.3	81			
C1: Supervisory, clerical, jr managerial/admin/professional	754	25.0	30.9	81			
C2: Skilled manual workers	691	22.9	20.9	110			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,027	34.1	26.0	131			
<b>Total household reference persons aged 16 to 64</b>	<b>3,016</b>						



# CGA LICENCED PREMISES

© 2023 CACI Limited and all other applicable third party notices (CGA) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P04201\_Bush, Newcastle under Lyme, ST5 6

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	6	56.8	82.8	69			
Proprietary Club	0	0.0	7.5	0			
Registered Club	7	66.2	28.7	<b>231</b>			
Restaurant	0	0.0	32.5	0			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Silverdale & District Working Mens Club	Independent Free	Registered Club	Independent Free	ST 5 6LY
Crown Inn	Joule's Brewery	Pubs & Full On	Joule's Brewery	ST 5 6JG
Roebuck Inn	Independent Free	Pubs & Full On	Independent Free	ST 5 6JH
Silverdale Conservative Club	Independent Free	Registered Club	Independent Free	ST 5 6JH
Bush	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 5 6JZ
Vine Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 5 6LX
Silverdale Cricket Club	Independent Free	Registered Club	Independent Free	ST 5 6QF
Sneyd Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 5 5AD
Keele University	Independent Free	Registered Club	Independent Free	ST 5 5BG
Keele Golf Centre	Independent Free	Registered Club	Independent Free	ST 5 5AB
Horwood	Independent Free	Registered Club	Independent Free	ST 5 5DY
Silverdale Athletic Club	Independent Free	Registered Club	Independent Free	ST 5 6TA
Courtyard By Marriott	Marriott International	Pubs & Full On	Marriott International	ST 5 5NU

# MAP OF AREA

© 2023 CACI Limited and all other applicable third party notices (CGA) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Source: OS Open Data 2018

Area: P04201\_Bush, Newcastle under Lyme, ST5 6JZ (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

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

**Area:** P04201\_Bush, Newcastle under Lyme, ST5 6JZ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	514	17.0	22.0	78		
 2 Rising Prosperity	113	3.7	10.3	36		
 3 Comfortable Communities	631	20.9	26.3	80		
 4 Financially Stretched	1,676	55.6	23.7	<b>234</b>		
 5 Urban Adversity	82	2.7	17.4	16		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
<b>Total households</b>	<b>3,016</b>					

### 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

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04201\_Bush, Newcastle under Lyme, ST5 6JZ (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	240	8.0	11.2	71			
1.C Mature Money	274	9.1	9.6	94			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	113	3.7	6.3	60			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	69	2.3	5.7	40			
3.G Successful Suburbs	144	4.8	5.9	81			
3.H Steady Neighbourhoods	188	6.2	7.4	85			
3.I Comfortable Seniors	139	4.6	2.9	161			
3.J Starting Out	91	3.0	4.4	68			
<b>4. Financially Stretched</b>							
4.K Student Life	14	0.5	2.5	19			
4.L Modest Means	591	19.6	7.9	246			
4.M Striving Families	372	12.3	7.5	165			
4.N Poorer Pensioners	699	23.2	5.8	398			
<b>5. Urban Adversity</b>							
5.O Young Hardship	42	1.4	6.2	22			
5.P Struggling Estates	22	0.7	5.9	12			
5.Q Difficult Circumstances	18	0.6	5.3	11			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>3,016</b>						

Acorn Group Pen Portrait

**4 N Poorer Pensioners**      2.4M UK Adults      4.5% of UK

Older people and pensioners, the majority of whom live in social housing. The majority are renting social housing but there are a few who own their home or rent privately. Properties are mainly flats or maisonettes, but there will be some smaller bungalows or semi-detached houses.

**CORE DEMOGRAPHICS**

Age range <b>65+</b>	Children at home <b>0</b>
House tenure <b>Social renting</b>	Family structure <b>Single</b>
Number of beds <b>1</b>	House type <b>Flat or maisonette</b>

**FINANCIAL PROFILE**

Household income UK: <b>£21k</b> London: <b>£19k</b> Average: £40k    Average: £46k	% Disposable income UK: <b>42%</b> London: <b>35%</b> Average: 43%    Average: 29%	Financial situation 
--	---	-------------------------

**BRANDS**

SHOPPING: The Works, Poundland, bm, Iceland

LEISURE: GREGGS, Harry Ramsden, Harvester

WEBSITES: NHS, GOV.UK, Argos, MECCA

**DIGITAL ATTITUDES**

- I worry about online security: **56%** (UK average: 59%)
- Shopping online makes my life easier: **57%** (UK average: 52%)
- I love the ease of using chat bots to get answers: **24%** (UK average: 28%)

**TOP BEHAVIOURS**

- 1 in 4 have never used the internet**
- Least likely of all groups to own a tablet or smartphone**
- Around half will use Facebook (probably with some help)**



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

## ACORN TYPE PROFILE - HOUSEHOLDS

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P04201\_Bush, Newcastle under Lyme, ST5 6JZ (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

Sort by:  Corn Structure  
 Index  
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
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			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	44	1.5	2.6	56			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	190	6.3	2.2	287			
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	6	0.2	1.6	12			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	85	2.8	3.0	93			
1.C.11 Settled suburbia, older people	23	0.8	2.8	27			
1.C.12 Retired and empty nesters	142	4.7	2.5	191			
1.C.13 Upmarket downsizers	24	0.8	1.3	62			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	72	2.4	1.9	125			
2.E.19 First time buyers in small, modern homes	41	1.4	3.3	41			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
3.F.21 Farms and cottages	8	0.3	1.5	18			
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	61	2.0	3.2	63			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	89	3.0	2.7	111			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	55	1.8	2.4	76			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	188	6.2	3.4	181			
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			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	139	4.6	2.4	193			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	91	3.0	2.3	130			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	14	0.5	0.4	132			
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	6	0.2	1.4	14			
4.L.38 Semi-skilled workers in traditional neighbourhoods	210	7.0	2.6	265			
4.L.39 Fading owner occupied terraces	375	12.4	2.9	429			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	21	0.7	1.6	44			
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	265	8.8	2.1	428			
4.M.44 Post-war estates, limited means	86	2.9	2.2	130			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	71	2.4	0.8	300			
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	540	17.9	2.3	793			
4.N.48 Pensioners and singles in social rented flats	88	2.9	1.7	169			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
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	21	0.7	1.8	39			
5.O.51 Young people in small, low cost terraces	21	0.7	2.3	31			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	7	0.2	1.6	15			
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	15	0.5	1.6	31			
<b>5.Q Difficult Circumstances</b>							
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	18	0.6	1.8	34			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
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			
<b>Total households</b>	<b>3,016</b>						

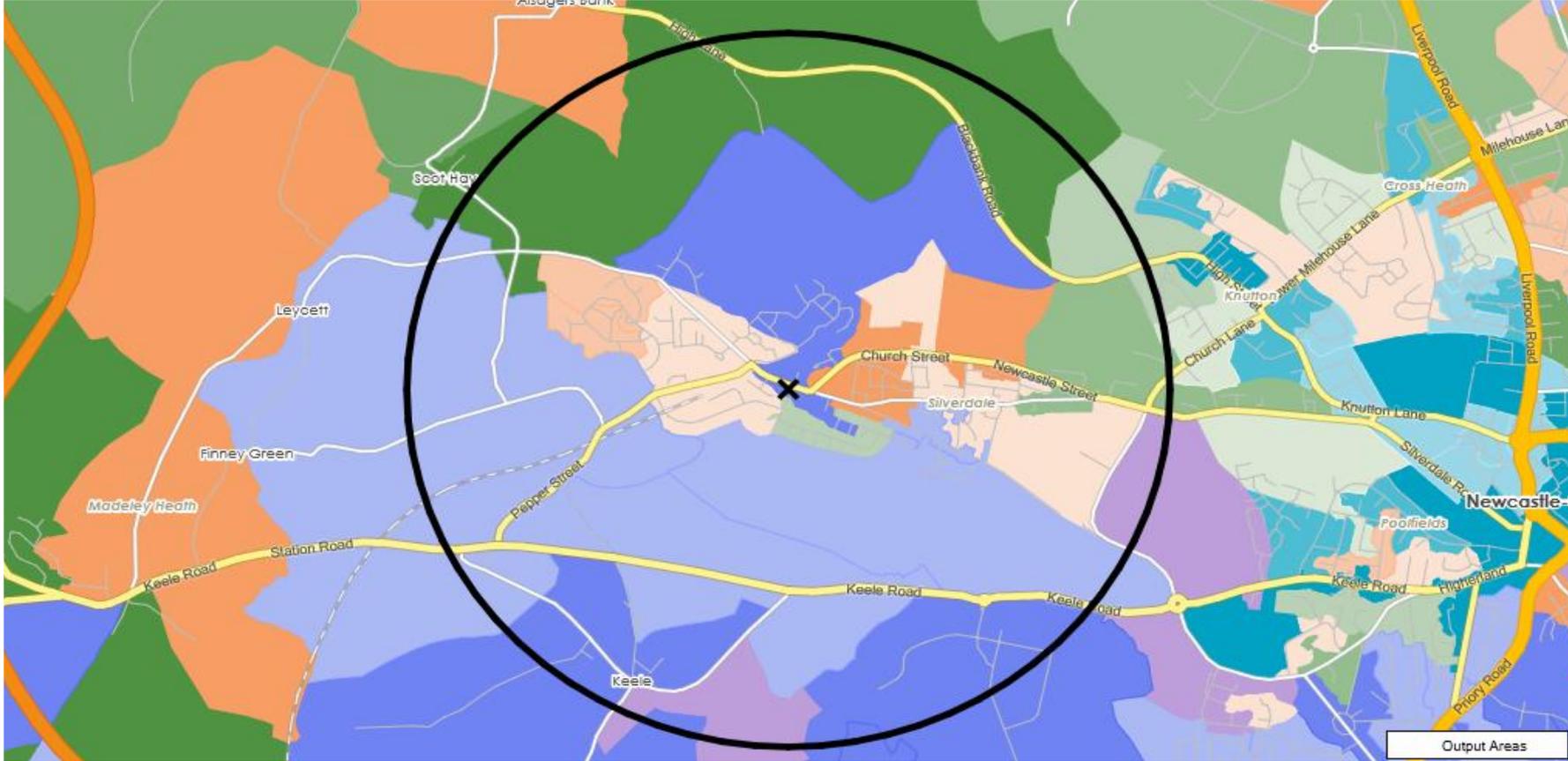
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Source: OS Open Data 2018

Area: P04201\_Bush, Newcastle under Lyme, ST5 6JZ (1 Mile contour)



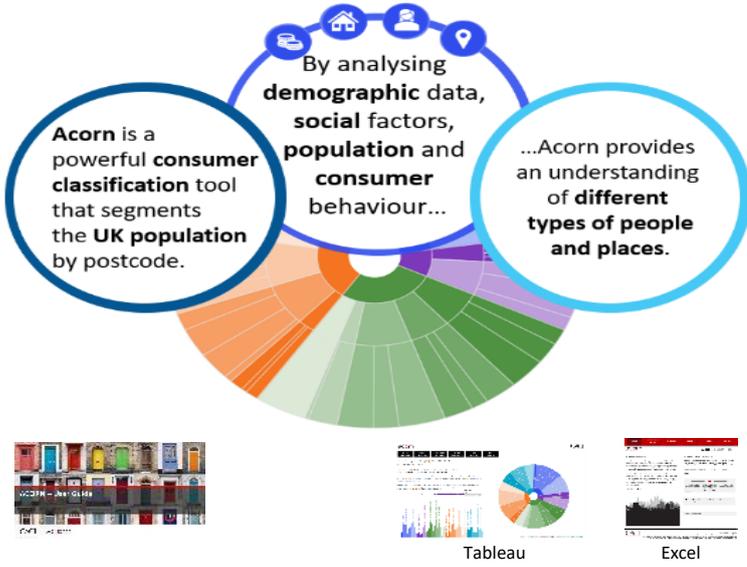
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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?

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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**

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%

