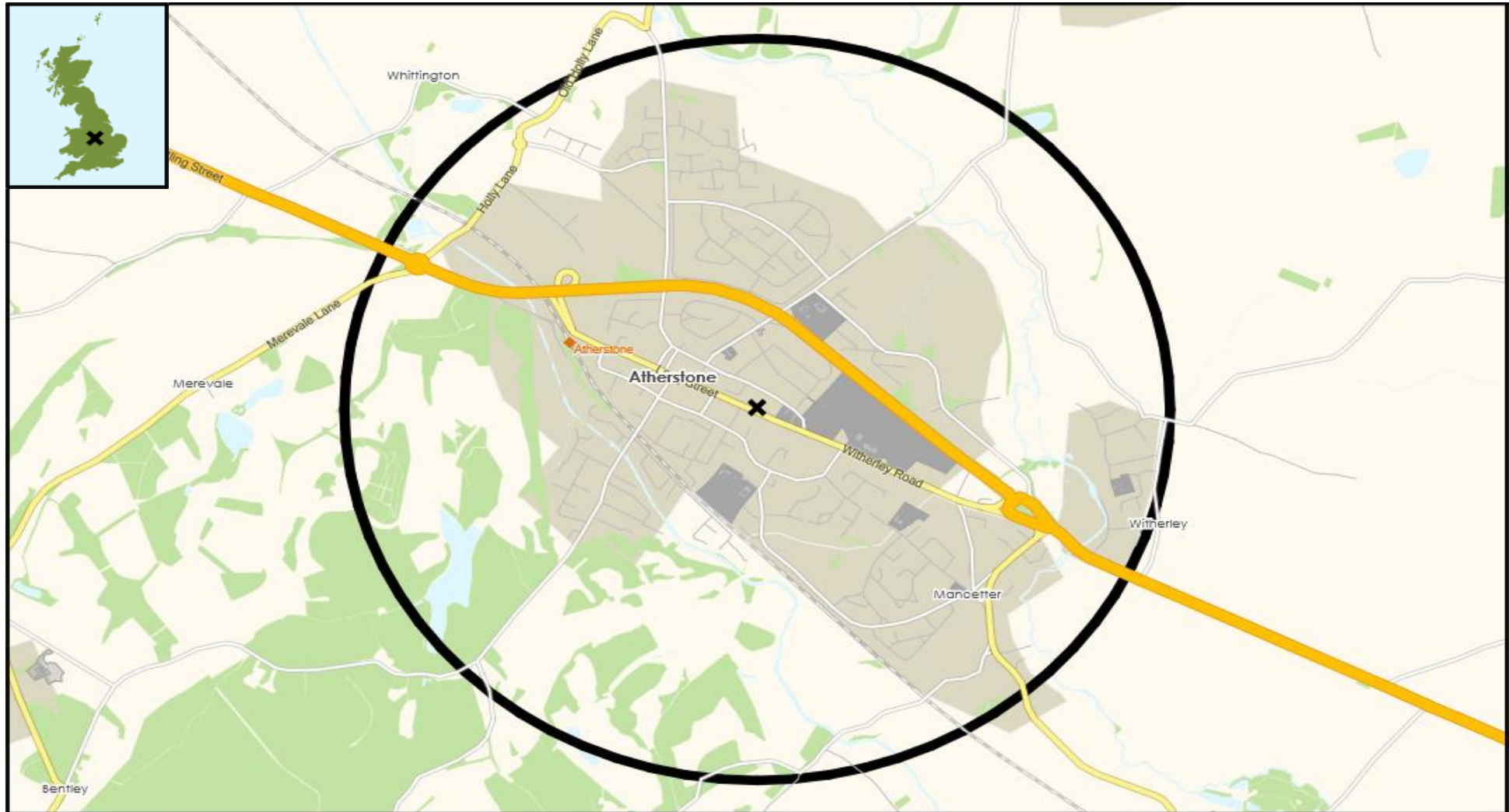


MAP OF AREA

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Source: OS Open Data 2018

Area: P02276_Black Horse, Atherstone, CV9 1AE (1 Mile contour)



POPULATION PROJECTIONS

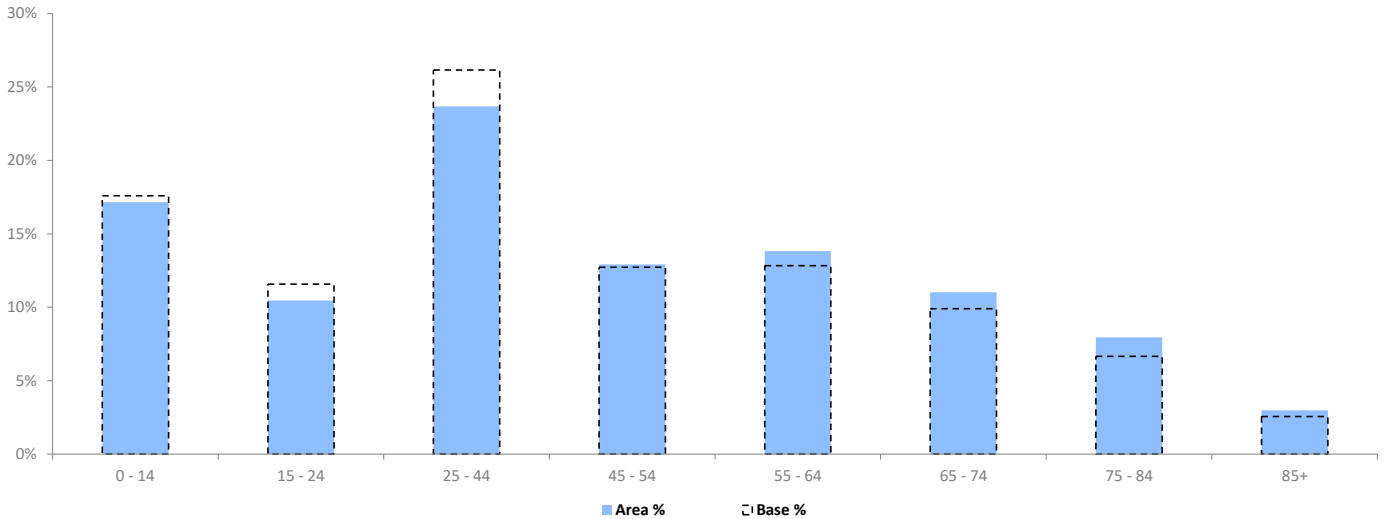
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Area: P02276_Black Horse, Atherstone, CV9 1AE (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,134	17.2	17.6	98			
15 - 24	1,300	10.5	11.6	90			
25 - 44	2,944	23.7	26.2	91			
45 - 54	1,606	12.9	12.7	102			
55 - 64	1,719	13.8	12.8	108			
65 - 74	1,370	11.0	9.9	111			
75 - 84	988	7.9	6.7	119			
85+	371	3.0	2.6	117			
Total population	12,432						



EXPENDITURE

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Area: P02276_Black Horse, Atherstone, CV9 1AE (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	£376,865	£66.90	£73.74	91			
2. Alcoholic beverages, tobacco and narcotics	£171,182	£30.39	£27.43	111			
3. Clothing & Footwear	£218,362	£38.76	£41.92	92			
4. Housing, water, electricity, gas and other fuels	£452,951	£80.41	£92.23	87			
5. Furnishings, equipment and routine maintenance	£199,258	£35.37	£39.49	90			
6. Health	£71,740	£12.74	£16.97	75			
7. Transport	£538,932	£95.67	£115.30	83			
8. Communication	£77,934	£13.84	£14.64	94			
9. Recreation & Culture	£537,512	£95.42	£100.48	95			
10. Education	£36,003	£6.39	£22.34	29			
11. Restaurants & Hotels	£374,893	£66.55	£82.30	81			
12. Miscellaneous goods and services	£520,270	£92.36	£104.94	88			
Total Expenditure	£3,575,902	£634.81	£731.77	87			



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.

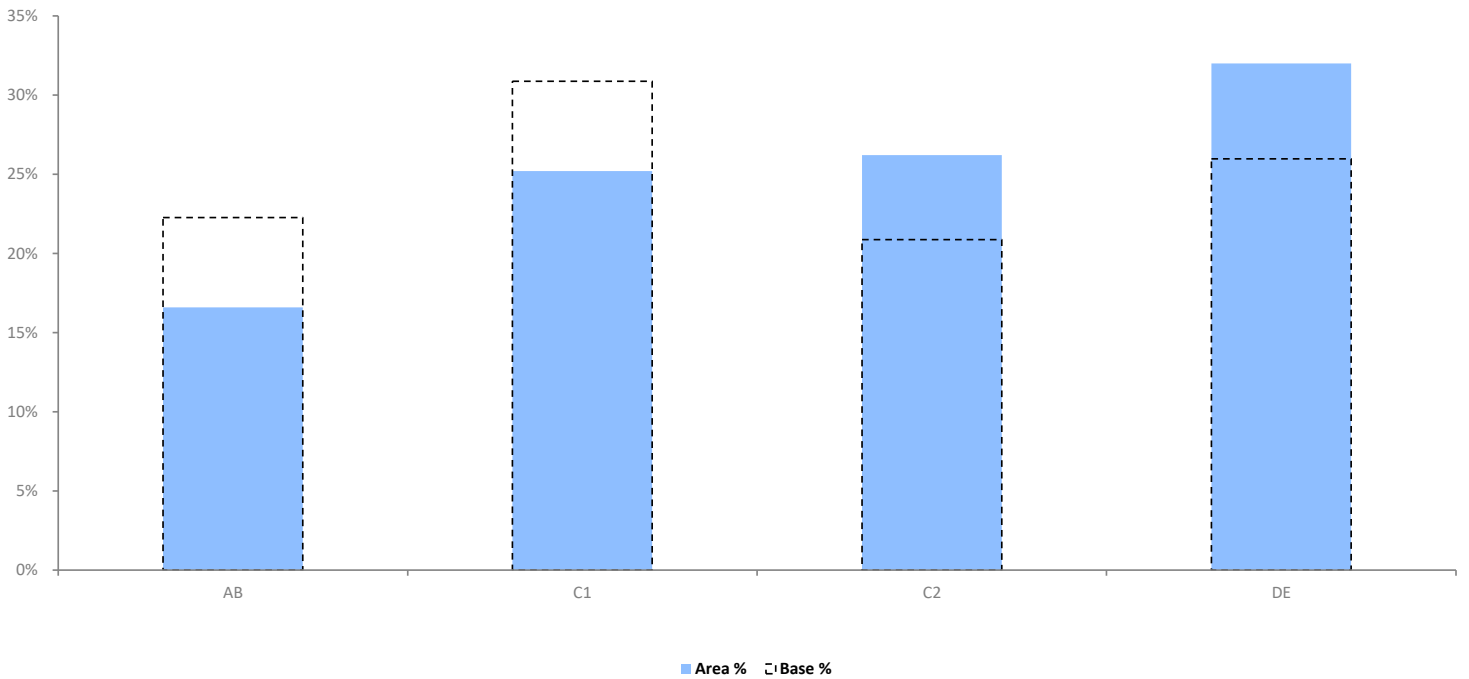
UP TO DATE DEMOGRAPHICS

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Area: P02276_Black Horse, Atherstone, CV9 1AE (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	920	16.6	22.3	75			
C1: Supervisory, clerical, jr managerial/admin/professional	1,397	25.2	30.9	82			
C2: Skilled manual workers	1,452	26.2	20.9	126			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,773	32.0	26.0	123			
Total household reference persons aged 16 to 64	5,542						



CGA LICENCED PREMISES

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Area: P02276_Black Horse, Atherstone, CV9 1AE (1)

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	17	136.7	82.8	165			
Proprietary Club	0	0.0	7.5	0			
Registered Club	7	56.3	28.7	196			
Restaurant	1	8.0	32.5	25			
Residential	2	16.1	2.8	579			

Name	Description	License Type	Owner Name	Postcode
Wheat Sheaf	Independent Free	Pubs & Full On	Independent Free	CV 9 1AY
Bar 93	Independent Free	Pubs & Full On	Independent Free	CV 9 1BB
Red Lion	Independent Free	Pubs & Full On	Independent Free	CV 9 1BB
Kings Head	Punch Pub Company	Pubs & Full On	Punch Pub Company	CV 9 2PA
Hat & Beaver Inn	Independent Free	Pubs & Full On	Independent Free	CV 9 1AF
Old Swan	Marston's	Pubs & Full On	Marston's	CV 9 1AH
Black Horse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV 9 1AE
Atherstone Unionist Club	Independent Free	Registered Club	Independent Free	CV 9 1AD
Clock	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV 9 1AU
Raj Mahal	Independent Free	Restaurant	Independent Free	CV 9 1AZ
Market Tavern	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CV 9 1ET
Legion	Independent Free	Pubs & Full On	Independent Free	CV 9 1ET
Chapel House	Independent Free	Residential	Independent Free	CV 9 1EY
New Swan Inn	Unknown	Pubs & Full On	Unknown	CV 9 1HA
Atherstone Cricket & Rugby Club	Independent Free	Registered Club	Independent Free	CV 9 1LX
Blue Boar Inn	Independent Free	Pubs & Full On	Independent Free	CV 9 1NE
Angel	Independent Free	Pubs & Full On	Independent Free	CV 9 1HA
Atherstone Golf Club	Independent Free	Registered Club	Independent Free	CV 9 2RL
Blue Lion	Independent Free	Pubs & Full On	Independent Free	CV 9 3NA
Witherley United Football Club	Independent Free	Registered Club	Independent Free	CV 9 3NA
Atherstone Town Football Club	Independent Free	Registered Club	Independent Free	CV 9 3AD
Atherstone Memorial Hall	Independent Free	Registered Club	Independent Free	CV 9 1AX
Wine Bar	Independent Free	Pubs & Full On	Independent Free	CV 9 1HA
Maid Of The Mill	Independent Free	Pubs & Full On	Independent Free	CV 9 2AJ
Grove Sports & Social Club	Independent Free	Registered Club	Independent Free	CV 9 1ES
Old House Bed And Breakfast	Independent Free	Residential	Independent Free	CV 9 1RD
Maya Bar & Restaurant	Independent Free	Pubs & Full On	Independent Free	CV 9 3AD

MAP OF AREA

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Source: OS Open Data 2018

Area: P02276_Black Horse, Atherstone, CV9 1AE (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: P02276_Black Horse, Atherstone, CV9 1AE (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	926	16.7	22.0	76		
2 Rising Prosperity	26	0.5	10.3	5		
3 Comfortable Communities	1,388	25.0	26.3	95		
4 Financially Stretched	2,263	40.8	23.7	172		
5 Urban Adversity	910	16.4	17.4	94		
6 Not Private Households	29	0.5	0.3	157		
Total households	5,542					

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: P02276_Black Horse, Atherstone, CV9 1AE (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	7	0.1	1.1	11			
1.B Executive Wealth	495	8.9	11.2	79			
1.C Mature Money	424	7.7	9.6	80			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	26	0.5	6.3	7			
3. Comfortable Communities							
3.F Countryside Communities	463	8.4	5.7	146			
3.G Successful Suburbs	281	5.1	5.9	86			
3.H Steady Neighbourhoods	182	3.3	7.4	45			
3.I Comfortable Seniors	206	3.7	2.9	130			
3.J Starting Out	256	4.6	4.4	104			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,244	22.4	7.9	282			
4.M Striving Families	620	11.2	7.5	150			
4.N Poorer Pensioners	399	7.2	5.8	124			
5. Urban Adversity							
5.O Young Hardship	519	9.4	6.2	151			
5.P Struggling Estates	271	4.9	5.9	83			
5.Q Difficult Circumstances	120	2.2	5.3	41			
6. Not Private Households							
6.R Not Private Households	29	0.5	0.3	157			
Total households	5,542						

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**

FINANCIAL PROFILE

Household income: UK **£35k** (Average: £10k), London **£42k** (Average: £16k)
 % Disposable income: UK **45%** (Average: 43%), London **32%** (Average: 28%)
 Financial situation: **Running into debts** (Scale from Running into debts to Saving a lot)

BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK
 LEISURE: Hammy Ramen, 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: P02276_Black Horse, Atherstone, CV9 1AE (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	7	0.1	0.9	15			
1.B Executive Wealth							
1.B.4 Asset rich families	238	4.3	2.6	164			
1.B.5 Wealthy countryside commuters	24	0.4	2.4	18			
1.B.6 Financially comfortable families	174	3.1	2.2	143			
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	59	1.1	1.6	66			
1.C Mature Money							
1.C.10 Better-off villagers	83	1.5	3.0	49			
1.C.11 Settled suburbia, older people	36	0.6	2.8	23			
1.C.12 Retired and empty nesters	197	3.6	2.5	144			
1.C.13 Upmarket downsizers	108	1.9	1.3	151			
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	13	0.2	1.9	12			
2.E.19 First time buyers in small, modern homes	13	0.2	3.3	7			
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	37	0.7	1.0	65			
3.F.23 Owner occupiers in small towns and villages	426	7.7	3.2	240			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	267	4.8	2.7	181			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	14	0.3	2.4	10			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	152	2.7	3.4	80			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	30	0.5	2.3	23			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	138	2.5	2.4	104			
3.I.31 Elderly singles in purpose-built accommodation	68	1.2	0.5	254			
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	256	4.6	2.3	199			
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	79	1.4	1.4	100			
4.L.38 Semi-skilled workers in traditional neighbourhoods	726	13.1	2.6	498			
4.L.39 Fading owner occupied terraces	439	7.9	2.9	273			
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	40	0.7	1.6	46			
4.M.42 Struggling young families in post-war terraces	132	2.4	1.6	145			
4.M.43 Families in right-to-buy estates	256	4.6	2.1	225			
4.M.44 Post-war estates, limited means	192	3.5	2.2	158			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	41	0.7	0.8	94			
4.N.46 Elderly people in social rented flats	48	0.9	1.1	82			
4.N.47 Low income older people in smaller semis	214	3.9	2.3	171			
4.N.48 Pensioners and singles in social rented flats	96	1.7	1.7	100			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	382	6.9	2.2	318			
5.O.50 Struggling younger people in mixed tenure	120	2.2	1.8	122			
5.O.51 Young people in small, low cost terraces	17	0.3	2.3	14			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	78	1.4	1.6	89			
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	193	3.5	1.6	216			
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	120	2.2	2.0	108			
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	29	0.5	0.3	191			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,542						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P02276_Black Horse, Atherstone, CV9 1AE (1 Mile contour)



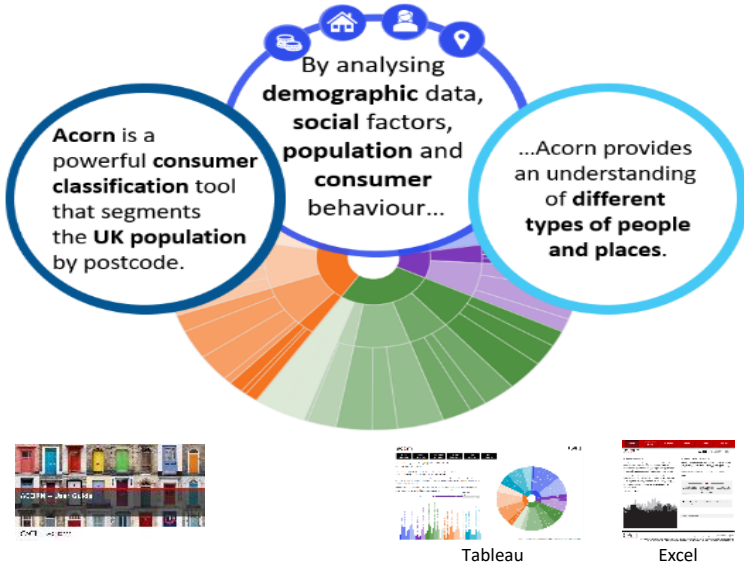
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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	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%

