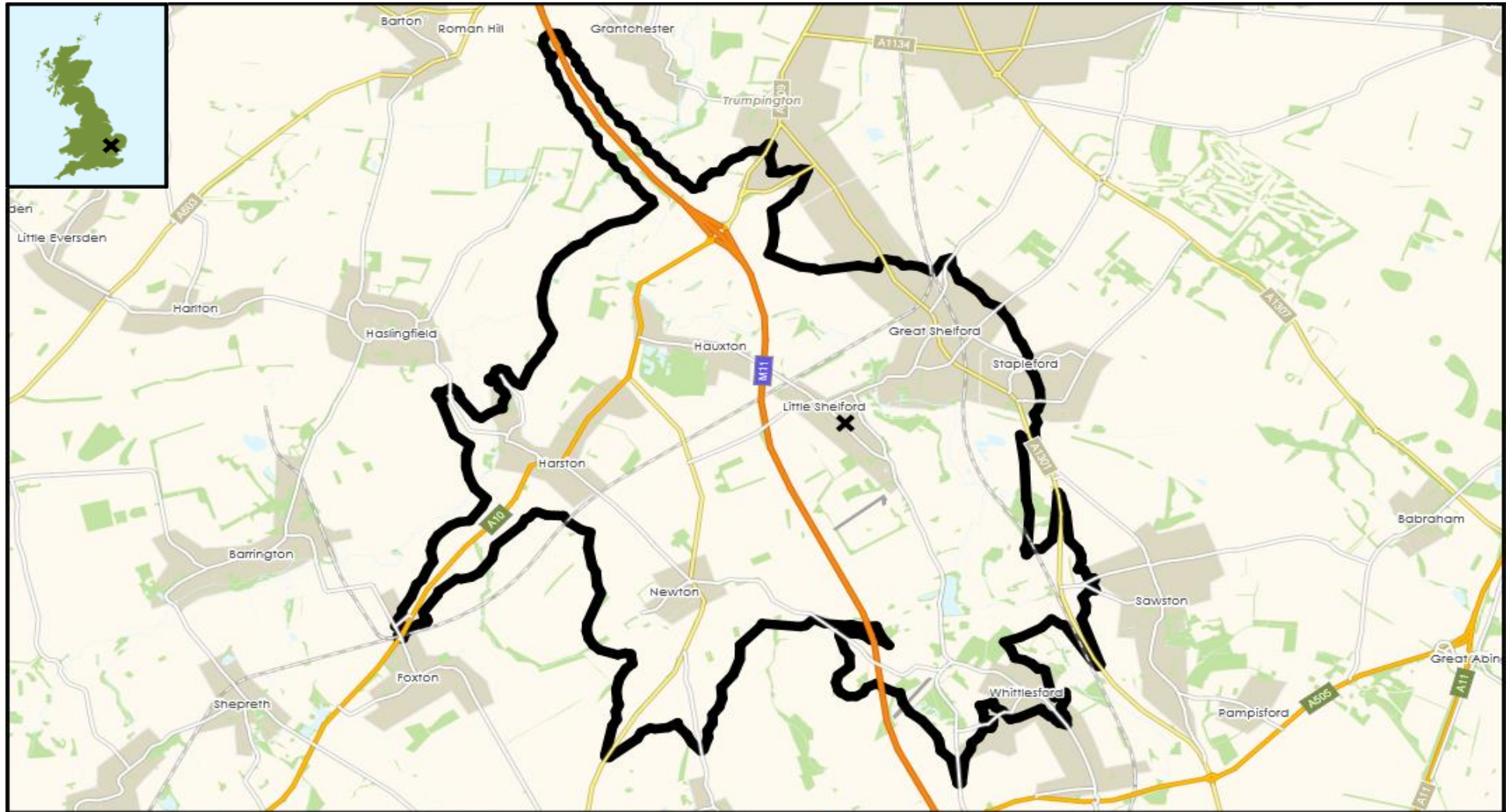


# MAP OF AREA

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Source: OS Open Data 2018

Area: P03736\_Navigator, Little Shelford, CB22 5ES (10 min contour)



# POPULATION PROJECTIONS

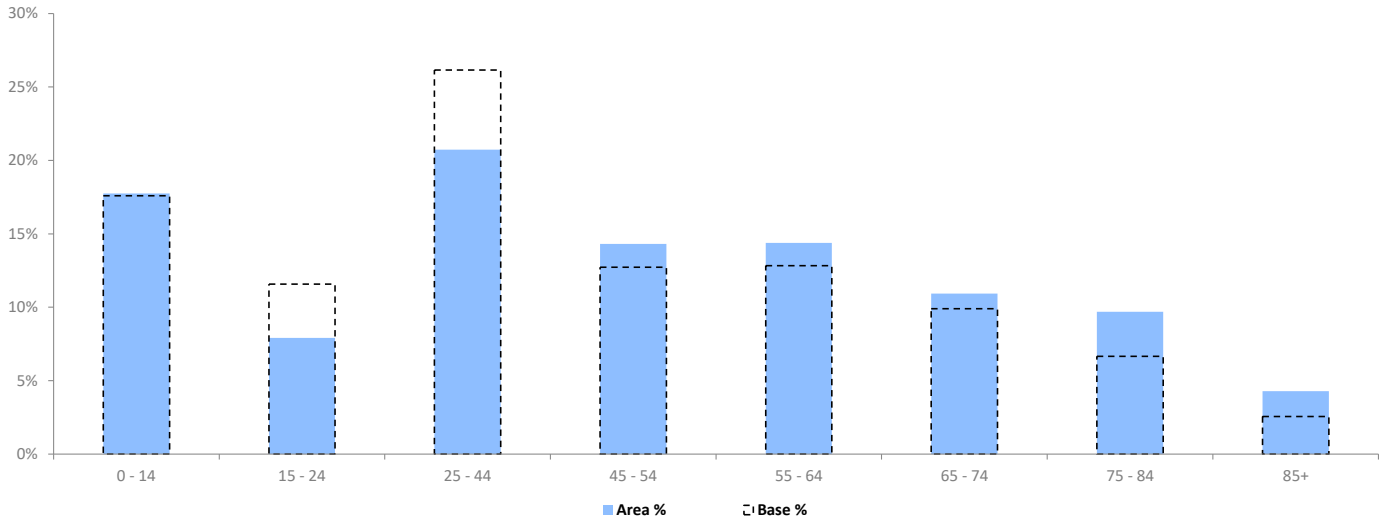
© 2023 CACI Limited and all other applicable third party notices (Population Estimates and Projections) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P03736\_Navigator, Little Shelford, CB22 5ES (10 min contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,708	17.8	17.6	101			
15 - 24	761	7.9	11.6	68			
25 - 44	1,995	20.7	26.2	79			
45 - 54	1,377	14.3	12.7	113			
55 - 64	1,383	14.4	12.8	112			
65 - 74	1,051	10.9	9.9	110			
75 - 84	932	9.7	6.7	145			
85+	412	4.3	2.6	167			
<b>Total population</b>	<b>9,619</b>						



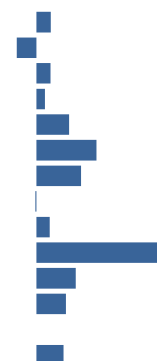
# EXPENDITURE

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Area: P03736\_Navigator, Little Shelford, CB22 5ES (10 min 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	£335,175	£81.02	£73.74	<b>110</b>			
2. Alcoholic beverages, tobacco and narcotics	£97,985	£23.68	£27.43	86			
3. Clothing & Footwear	£190,155	£45.96	£41.92	<b>110</b>			
4. Housing, water, electricity, gas and other fuels	£403,480	£97.53	£92.23	<b>106</b>			
5. Furnishings, equipment and routine maintenance	£200,061	£48.36	£39.49	<b>122</b>			
6. Health	£99,243	£23.99	£16.97	<b>141</b>			
7. Transport	£624,350	£150.92	£115.30	<b>131</b>			
8. Communication	£60,080	£14.52	£14.64	99			
9. Recreation & Culture	£453,505	£109.62	£100.48	<b>109</b>			
10. Education	£172,139	£41.61	£22.34	<b>186</b>			
11. Restaurants & Hotels	£433,050	£104.68	£82.30	<b>127</b>			
12. Miscellaneous goods and services	£522,465	£126.29	£104.94	<b>120</b>			
<b>Total Expenditure</b>	<b>£3,591,687</b>	<b>£868.19</b>	<b>£731.77</b>	<b>119</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.

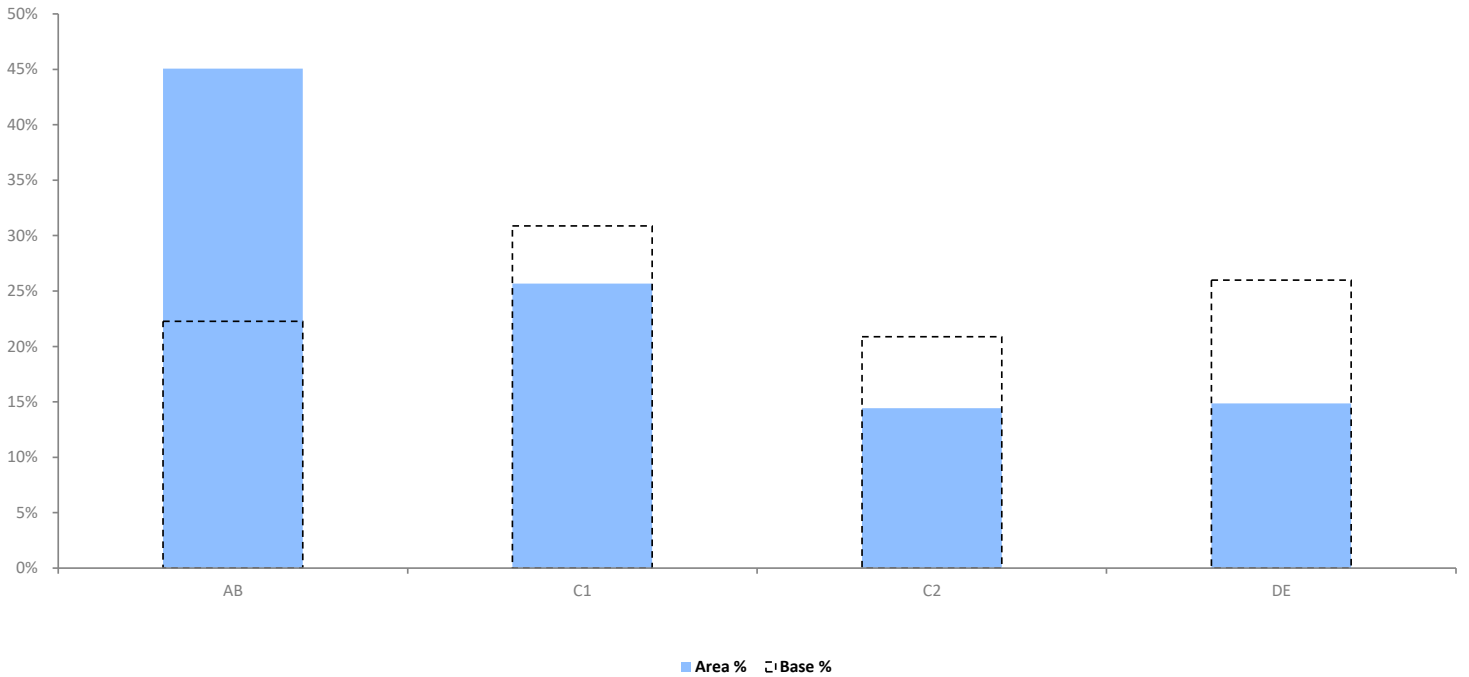
# UP TO DATE DEMOGRAPHICS

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Area: P03736\_Navigator, Little Shelford, CB22 5ES (10 min 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	1,897	45.1	22.3	<b>202</b>			
C1: Supervisory, clerical, jr managerial/admin/professional	1,080	25.7	30.9	<b>83</b>			
C2: Skilled manual workers	607	14.4	20.9	<b>69</b>			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	625	14.8	26.0	<b>57</b>			
<b>Total household reference persons aged 16 to 64</b>	<b>4,209</b>						



# CGA LICENCED PREMISES

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Area: P03736\_Navigator, Little Shelford, CB22 5ES  
 Base: Great Britain  
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	93.6	82.8	<b>113</b>			
Proprietary Club	0	0.0	7.5	0			
Registered Club	2	20.8	28.7	72			
Restaurant	2	20.8	32.5	64			
Residential	0	0.0	2.8	0			

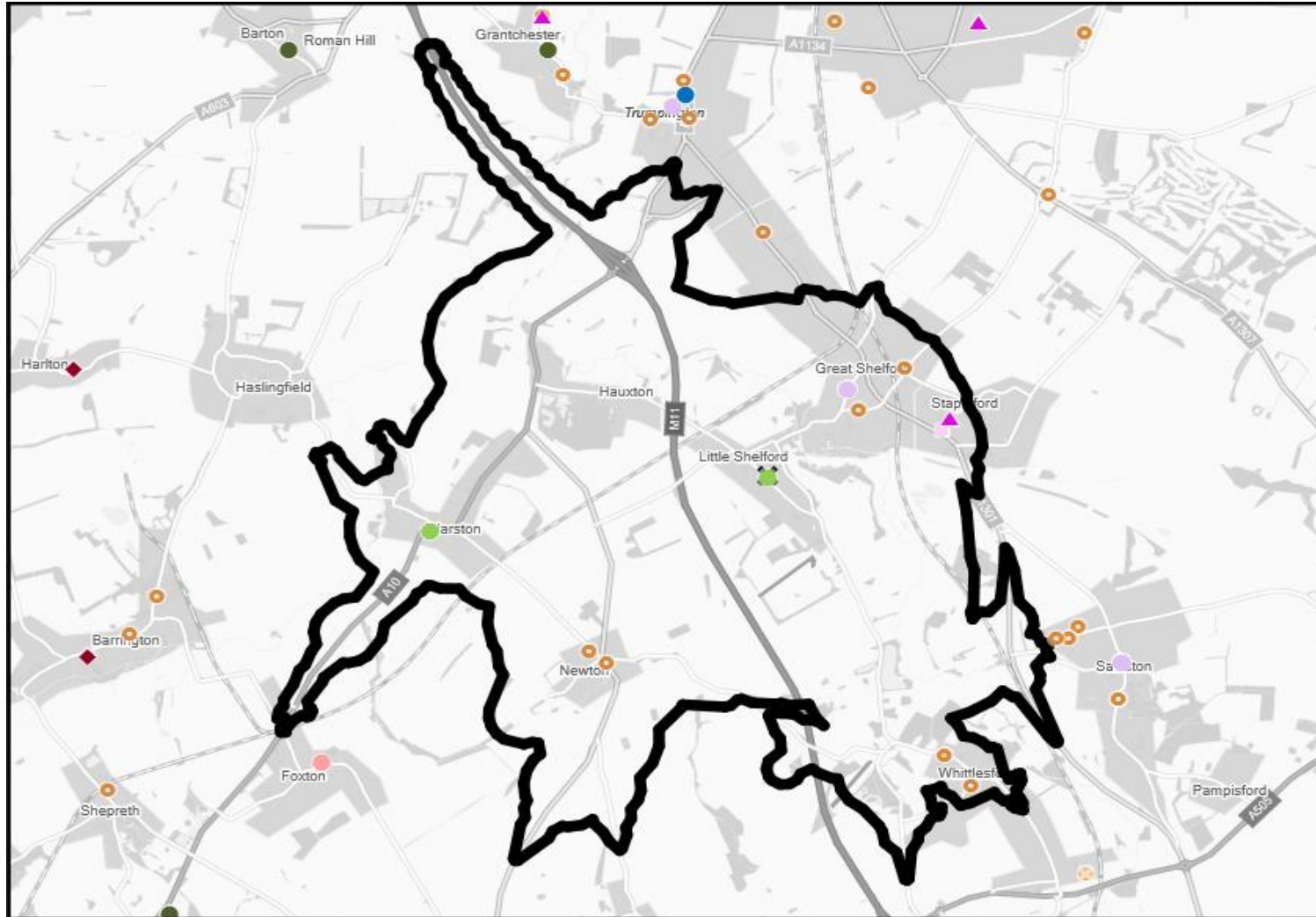
Name	Description	License Type	Owner Name	Postcode
Tickell Arms	Cambcuisine	Pubs & Full On	Cambcuisine	CB22 4NZ
Plough	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CB22 5EH
Square & Compasses	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CB22 5EH
Queens Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CB22 7NH
Whittleford Social Club	Independent Free	Registered Club	Independent Free	CB22 4LT
Bees In The Wall	Independent Free	Pubs & Full On	Independent Free	CB22 4NZ
Rose	Illustrious Pub Company	Pubs & Full On	Wells & Co	CB22 5DG
Three Horseshoes	Wellington	Pubs & Full On	Wellington	CB22 5DS
Newton Sports & Social Club	Independent Free	Registered Club	Independent Free	CB22 7PA
Queens Head	Independent Free	Pubs & Full On	Independent Free	CB22 7PG
Navigator	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CB22 5ES
Zara	Independent Free	Restaurant	Independent Free	CB22 5AX
Forum House	Independent Free	Restaurant	Independent Free	CB22 5LZ

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03736\_Navigator, Little Shelford, CB22 5ES (10 min 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:** P03736\_Navigator, Little Shelford, CB22 5ES (10 min contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	3,287	78.1	22.0	356		
 2 Rising Prosperity	87	2.1	10.3	20		
 3 Comfortable Communities	373	8.9	26.3	34		
 4 Financially Stretched	462	11.0	23.7	46		
 5 Urban Adversity	0	0.0	17.4	0		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
<b>Total households</b>	<b>4,209</b>					

### Acorn Category Pen Portrait

## 1 Affluent Achievers

Age range

# 55+

House type

# Detached

UK Adults

# 12.1M

of UK

# 22.8%

Financial situation

Running into debt

←

Saving a lot

House tenure

# Owned outright

Children at home

# 0

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%

# ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P03736\_Navigator, Little Shelford, CB22 5ES (10 min 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	243	5.8	1.1	522		
1.B Executive Wealth	1,658	39.4	11.2	350		
1.C Mature Money	1,386	32.9	9.6	342		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	87	2.1	6.3	33		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	45	1.1	5.7	19		
3.G Successful Suburbs	147	3.5	5.9	59		
3.H Steady Neighbourhoods	0	0.0	7.4	0		
3.I Comfortable Seniors	58	1.4	2.9	48		
3.J Starting Out	123	2.9	4.4	66		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	0	0.0	7.9	0		
4.M Striving Families	286	6.8	7.5	91		
4.N Poorer Pensioners	176	4.2	5.8	72		
<b>5. Urban Adversity</b>						
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		
<b>6. Not Private Households</b>						
6.R Not Private Households	0	0.0	0.3	0		
<b>Total households</b>	<b>4,209</b>					

## Acorn Group Pen Portrait

1 B Executive Wealth

6.5M  
UK Adults

12.3%  
of UK

**High income people, successfully combining jobs and families.** These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

### CORE DEMOGRAPHICS

Age range <b>45-64</b>	Children at home <b>2</b>
House tenure <b>Owned outright</b>	Family structure <b>Couple</b>
Number of beds <b>4</b>	House type <b>Detached</b>

### FINANCIAL PROFILE

Household income UK: <b>£59k</b> <small>Average: £70k</small> London: <b>£63k</b> <small>Average: £146k</small>	% Disposable income UK: <b>46%</b> <small>Average: 43%</small> London: <b>40%</b> <small>Average: 29%</small>	Financial situation 
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### BRANDS

SHOPPING: *Cath Kidston*, THE WHITE COMPANY, JOHN LEWIS, Russell & Bromley

LEISURE: M&S PURE FOODS, \*PRET A MANGER\*, WHOLE FOODS, wahaca

WEBSITES: DEER SPORT, rightmove, M&S, MoneySavingExpert.com

### DIGITAL AND TECH

#### ATTITUDES

I worry about online security <b>62%</b> <small>UK average: 59%</small>	Shopping online makes my life easier <b>65%</b> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers <b>28%</b> <small>UK average: 28%</small>
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#### TOP BEHAVIOURS

**Own an iPhone**

**Research holidays online**

**Purchase financial products online**



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

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Area: P03736\_Navigator, Little Shelford, CB22 5ES (10 min 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	243	5.8	0.9	670			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	554	13.2	2.6	501			
1.B.5 Wealthy countryside commuters	788	18.7	2.4	767			
1.B.6 Financially comfortable families	68	1.6	2.2	74			
1.B.7 Affluent professionals	84	2.0	0.8	236			
1.B.8 Prosperous suburban families	135	3.2	1.5	210			
1.B.9 Well-off edge of towners	29	0.7	1.6	43			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	1,179	28.0	3.0	924			
1.C.11 Settled suburbia, older people	17	0.4	2.8	14			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	190	4.5	1.3	349			
<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	27	0.6	1.9	33			
2.E.19 First time buyers in small, modern homes	60	1.4	3.3	43			
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	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	45	1.1	3.2	33			
<b>3.G Successful Suburbs</b>							
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	147	3.5	2.4	145			
<b>3.H Steady Neighbourhoods</b>							
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			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	58	1.4	2.4	58			
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	40	1.0	2.1	45			
3.J.33 Smaller houses and starter homes	83	2.0	2.3	85			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
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			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	259	6.2	1.6	389			
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	27	0.6	2.2	29			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	115	2.7	0.8	348			
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	61	1.4	1.7	84			
<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	0	0.0	1.8	0			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
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			
<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	0	0.0	1.8	0			
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>4,209</b>						

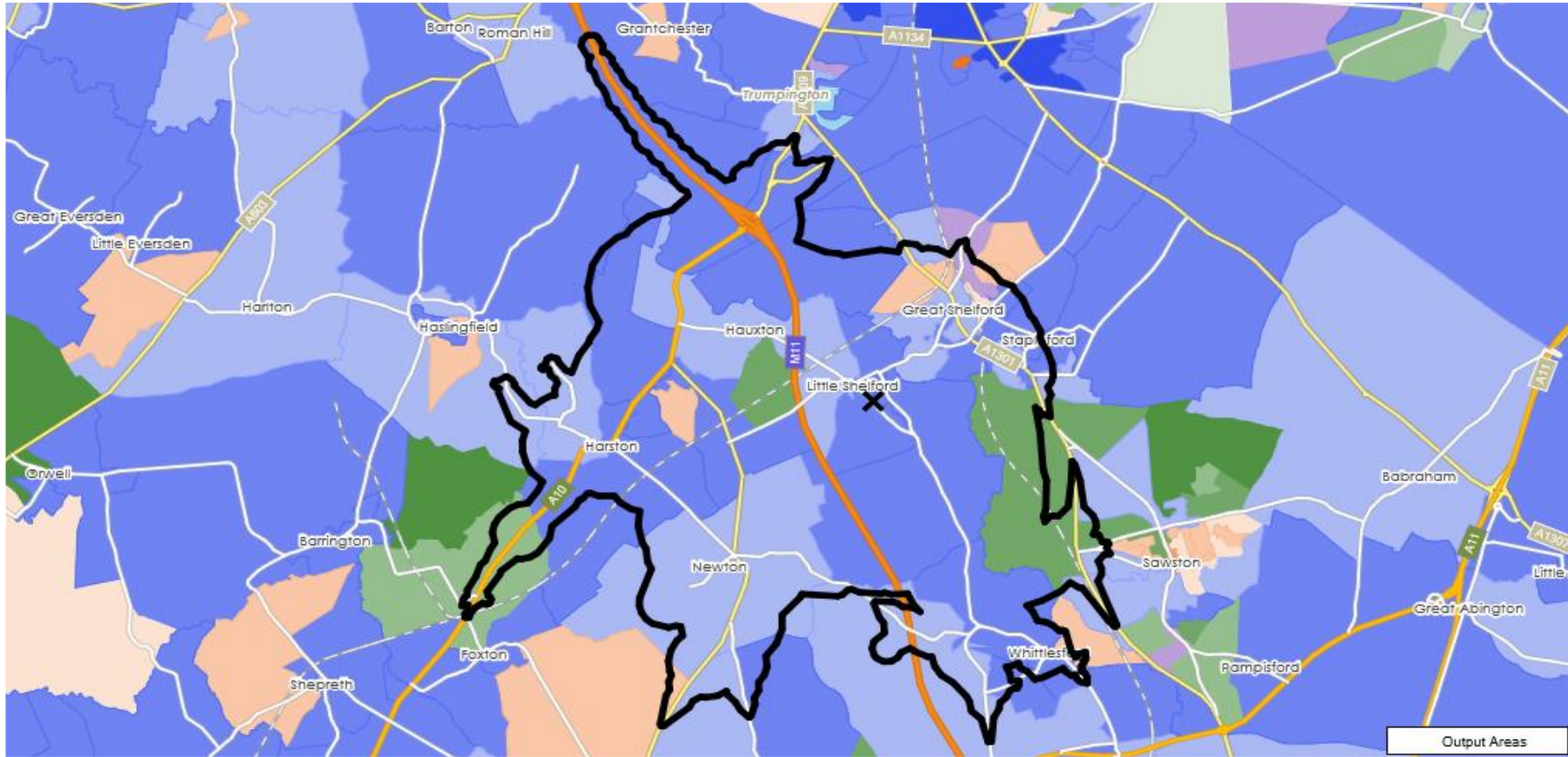
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03736\_Navigator, Little Shelford, CB22 5ES (10 min 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

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.

