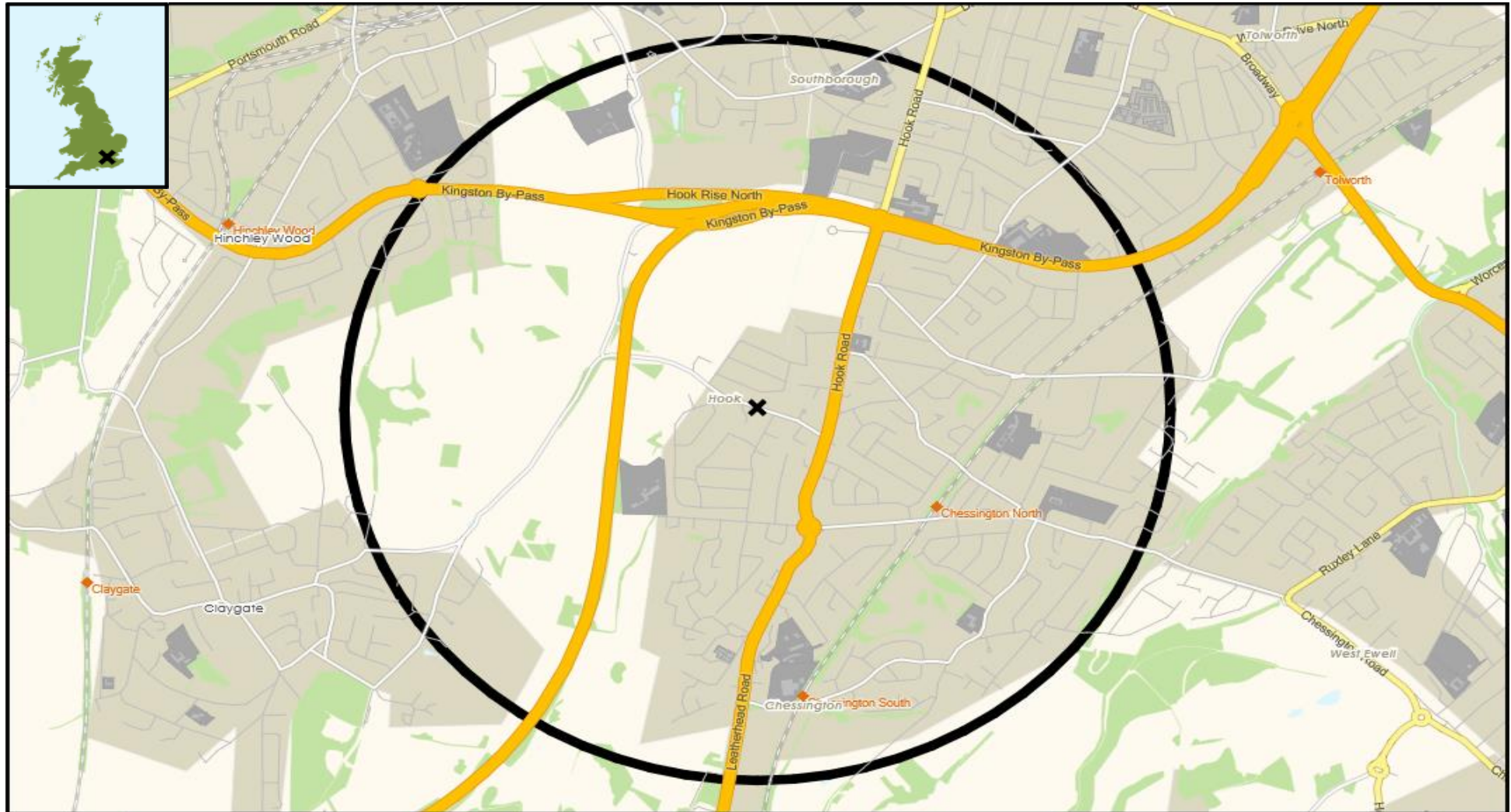


# MAP OF AREA

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Source: OS Open Data 2018

Area: P00370\_Cricketers, Chessington, KT9 1NQ (1 Mile contour)

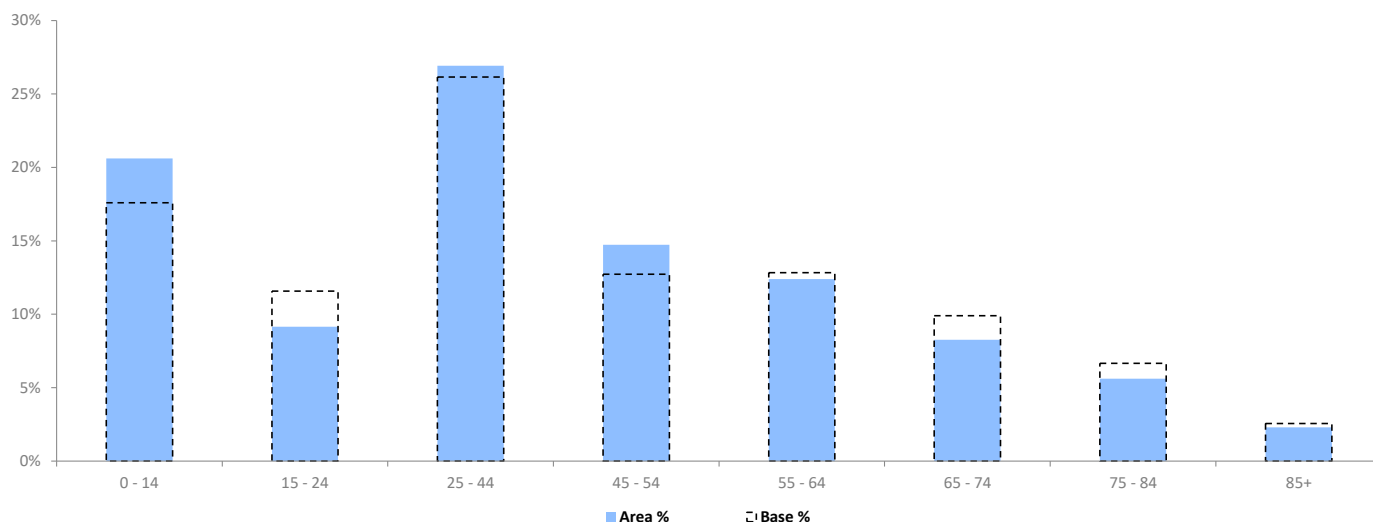


# POPULATION PROJECTIONS

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Area: P00370\_Cricketers, Chessington, KT9 1NQ (1 Mile contour)  
Base: Great Britain  
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	5,621	20.6	17.6	<b>117</b>			
15 - 24	2,494	9.1	11.6	79			
25 - 44	7,342	26.9	26.2	<b>103</b>			
45 - 54	4,017	14.7	12.7	<b>116</b>			
55 - 64	3,382	12.4	12.8	97			
65 - 74	2,255	8.3	9.9	84			
75 - 84	1,530	5.6	6.7	84			
85+	626	2.3	2.6	90			
<b>Total population</b>	<b>27,267</b>						



# EXPENDITURE

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Area: P00370\_Cricketers, Chessington, KT9 1NQ (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	£885,321	£85.11	£73.74	115			
2. Alcoholic beverages, tobacco and narcotics	£276,663	£26.60	£27.43	97			
3. Clothing & Footwear	£537,149	£51.64	£41.92	123			
4. Housing, water, electricity, gas and other fuels	£1,328,765	£127.74	£92.23	139			
5. Furnishings, equipment and routine maintenance	£540,222	£51.93	£39.49	132			
6. Health	£216,239	£20.79	£16.97	123			
7. Transport	£1,297,354	£124.72	£115.30	108			
8. Communication	£173,957	£16.72	£14.64	114			
9. Recreation & Culture	£1,224,018	£117.67	£100.48	117			
10. Education	£308,489	£29.66	£22.34	133			
11. Restaurants & Hotels	£1,034,729	£99.47	£82.30	121			
12. Miscellaneous goods and services	£1,274,644	£122.54	£104.94	117			
<b>Total Expenditure</b>	<b>£9,097,550</b>	<b>£874.60</b>	<b>£731.77</b>	<b>120</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.

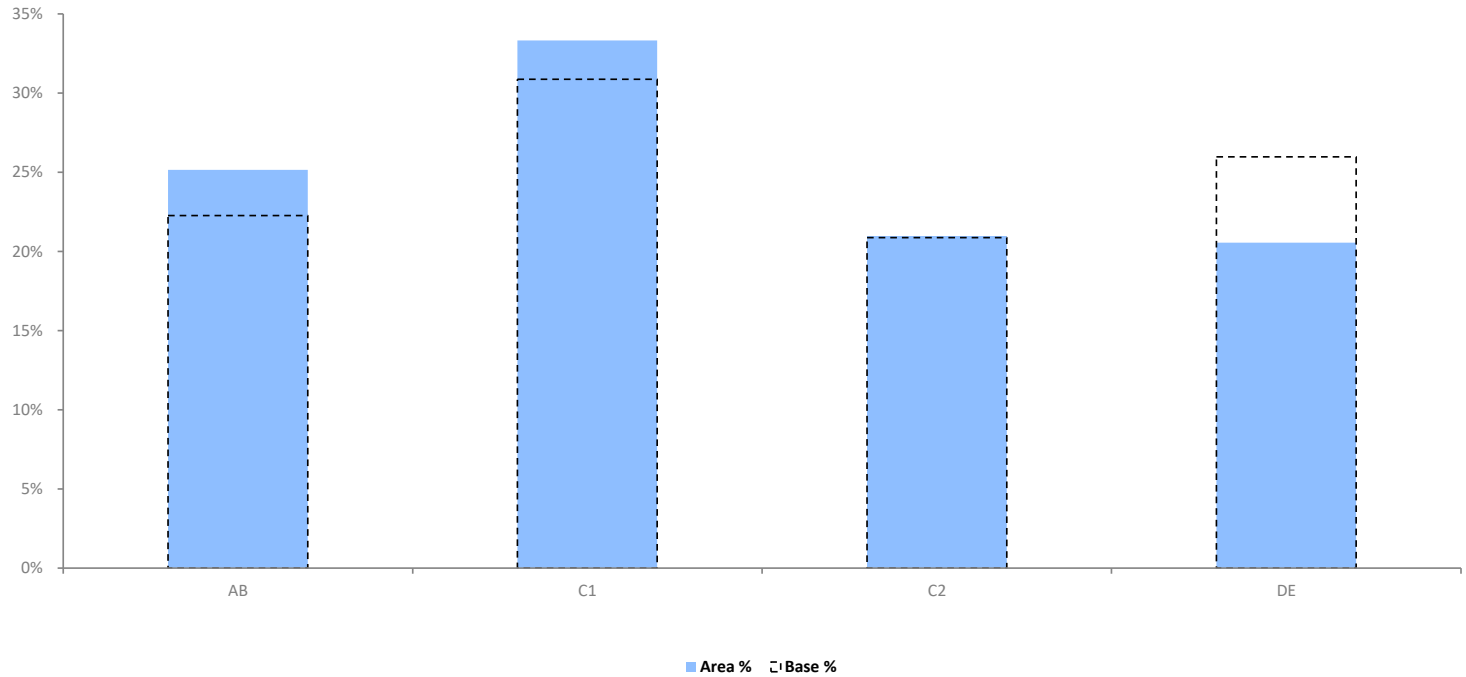
UP TO DATE DEMOGRAPHICS

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Area:	P00370_Cricketers, Chessington, KT9 1NQ (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	2,612	25.2	22.3	113			
C1: Supervisory, clerical, jr managerial/admin/professional	3,461	33.3	30.9	108			
C2: Skilled manual workers	2,177	21.0	20.9	100			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	2,134	20.6	26.0	79			
Total household reference persons aged 16 to 64	10,384						



# CGA LICENCED PREMISES

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Area: P00370\_Cricketers, Chessington, KT9 1NQ (1)  
Base: Great Britain  
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	7	25.7	82.8	31			
Proprietary Club	2	7.3	7.5	98			
Registered Club	7	25.7	28.7	89			
Restaurant	4	14.7	32.5	45			
Residential	0	0.0	2.8	0			

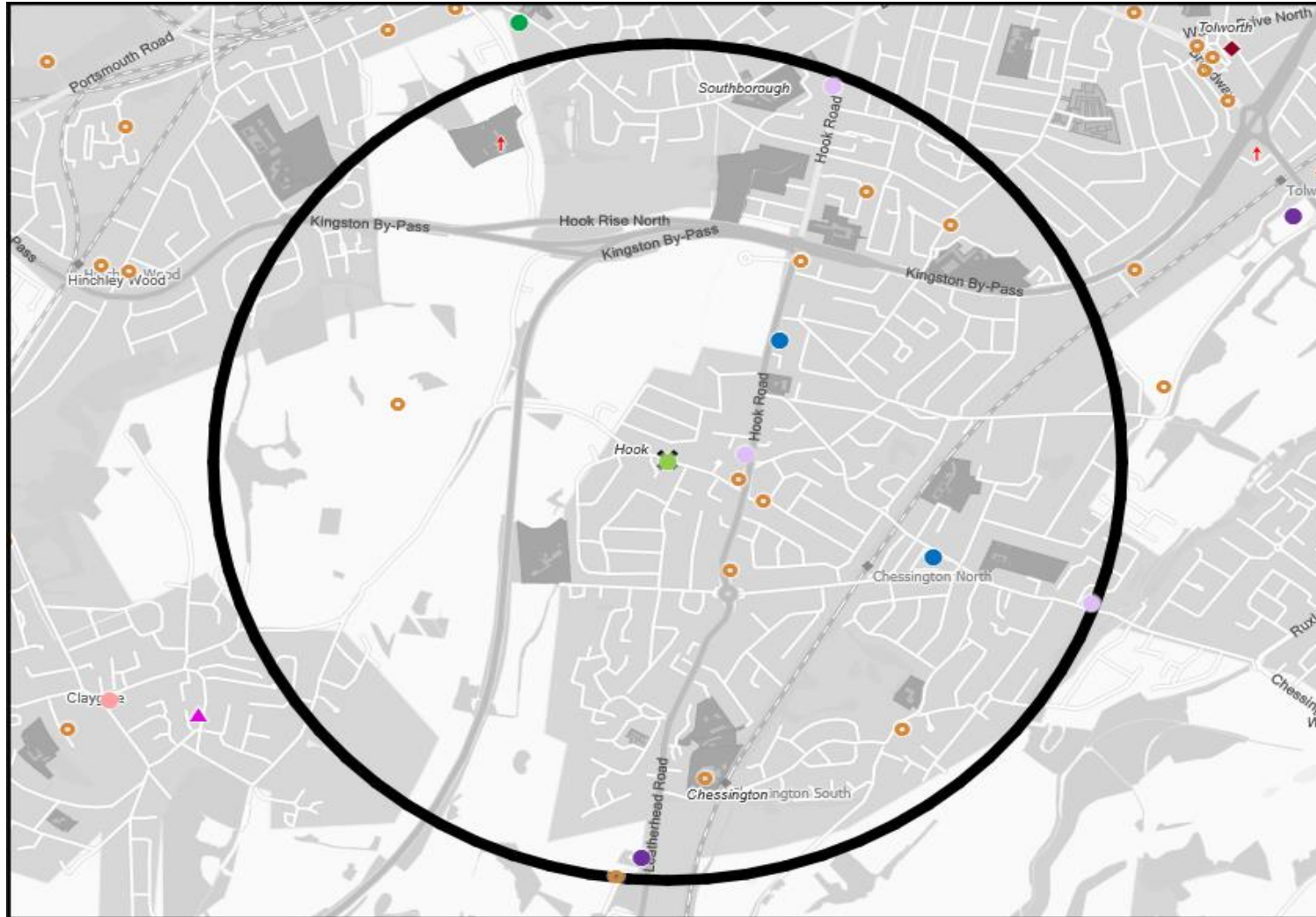
Name	Description	License Type	Owner Name	Postcode
Lucky Rover	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	KT 9 1NY
William Bourne	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	KT 9 2BQ
Maypole	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	KT 6 5BH
Squires	Squires Garden Centres	Restaurant	Squires Garden Centres	KT 6 5HN
Tolworth Recreation Centre	Independent Free	Proprietary Club	Independent Free	KT 6 7LQ
Rhodrons Club	Independent Free	Registered Club	Independent Free	KT 9 1BA
North Star	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	KT 9 1EQ
Chessington Oak	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	KT 9 1HX
Cricketers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	KT 9 1NQ
Surbiton Golf Club	Independent Free	Registered Club	Independent Free	KT 9 1UG
Royal British Legion Club	Independent Free	Registered Club	Independent Free	KT 9 2DR
Monkey Puzzle	Whitbread	Pubs & Full On	Whitbread	KT 9 2NB
Kingston Rugby Club	Independent Free	Registered Club	Independent Free	KT 9 1QW
Chessington Sports Centre	Independent Free	Proprietary Club	Independent Free	KT 9 2JS
Chessington Cricket Club	Independent Free	Registered Club	Independent Free	KT 9 2ND
Red Rose Of Chessington	Independent Free	Restaurant	Independent Free	KT 9 1NU
Saffron Summer	Independent Free	Restaurant	Independent Free	KT 9 1DR
Regent Chinese	Independent Free	Restaurant	Independent Free	KT 9 1DR
Chessington Bowling Club	Independent Free	Registered Club	Independent Free	KT 9 2DR
1St Hook Scout Group	Independent Free	Registered Club	Independent Free	KT 6 5AJ

# MAP OF AREA

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Source: OS Open Data 2018

Area: P00370\_Cricketers, Chessington, KT9 1NQ (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



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P00370\_Cricketers, Chessington, KT9 1NQ (1 Mile contour)

Base: Great Britain

Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,474	23.8	22.0	108		
2 Rising Prosperity	1,297	12.5	10.3	121		
3 Comfortable Communities	4,162	40.1	26.3	152		
4 Financially Stretched	1,293	12.5	23.7	53		
5 Urban Adversity	1,138	11.0	17.4	63		
6 Not Private Households	20	0.2	0.3	58		
Graph						
Total households		10,384				

## Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00370\_Cricketers, Chessington, KT9 1NQ (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	380	3.7	1.1	331		
1.B Executive Wealth	1,056	10.2	11.2	90		
1.C Mature Money	1,038	10.0	9.6	104		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	65	0.6	4.0	16		
2.E Career Climbers	1,232	11.9	6.3	189		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	493	4.7	5.9	81		
3.H Steady Neighbourhoods	3,026	29.1	7.4	396		
3.I Comfortable Seniors	81	0.8	2.9	27		
3.J Starting Out	562	5.4	4.4	122		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	256	2.5	7.9	31		
4.M Striving Families	874	8.4	7.5	113		
4.N Poorer Pensioners	163	1.6	5.8	27		
<b>5. Urban Adversity</b>						
5.O Young Hardship	139	1.3	6.2	22		
5.P Struggling Estates	190	1.8	5.9	31		
5.Q Difficult Circumstances	809	7.8	5.3	147		
<b>6. Not Private Households</b>						
6.R Not Private Households	20	0.2	0.3	58		
<b>Total households</b>	<b>10,384</b>					

## Acorn Group Pen Portrait

## 3 H Steady Neighbourhoods

4.2M  
UK Adults8.0%  
of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

## CORE DEMOGRAPHICS



## FINANCIAL PROFILE



## BRANDS



## DIGITAL



## TOP BEHAVIOURS





CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00370\_Cricketers, Chessington, KT9 1NQ (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
<b>1. Affluent Achievers</b>								
<b>1.A Lavish Lifestyles</b>								
	1.A.1 Exclusive enclaves	22	0.2	0.1	227			
	1.A.2 Metropolitan money	0	0.0	0.2	0			
	1.A.3 Large house luxury	358	3.4	0.9	400			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	111	1.1	2.6	41			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	87	0.8	2.2	38			
	1.B.7 Affluent professionals	171	1.6	0.8	195			
	1.B.8 Prosperous suburban families	420	4.0	1.5	265			
	1.B.9 Well-off edge of towners	267	2.6	1.6	160			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	6	0.1	3.0	2			
	1.C.11 Settled suburbia, older people	986	9.5	2.8	336			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	46	0.4	1.3	34			
<b>2. Rising Prosperity</b>								
<b>2.D City Sophisticates</b>								
	2.D.14 Townhouse cosmopolitans	65	0.6	0.7	90			
	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	160	1.5	1.9	80			
	2.E.19 First time buyers in small, modern homes	1,043	10.0	3.3	301			
	2.E.20 Mixed metropolitan areas	29	0.3	1.0	27			
<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	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	163	1.6	2.7	59			
	3.G.25 Larger family homes, multi-ethnic areas	57	0.5	0.8	67			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	273	2.6	2.4	109			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	99	1.0	3.4	28			
	3.H.28 Owner occupied terraces, average income	1,854	17.9	1.6	1,123			
	3.H.29 Established suburbs, older families	1,073	10.3	2.3	444			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	15	0.1	2.4	6			
	3.I.31 Elderly singles in purpose-built accommodation	66	0.6	0.5	131			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	334	3.2	2.1	152			
	3.J.33 Smaller houses and starter homes	228	2.2	2.3	95			
<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	256	2.5	1.4	172			
	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	150	1.4	1.6	91			
	4.M.42 Struggling young families in post-war terraces	354	3.4	1.6	207			
	4.M.43 Families in right-to-buy estates	370	3.6	2.1	174			
	4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
<b>4.N Poorer Pensioners</b>								
	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	147	1.4	1.1	134			
	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	16	0.2	1.7	9			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	67	0.6	2.2	30			
	5.O.50 Struggling younger people in mixed tenure	72	0.7	1.8	39			
	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	131	1.3	0.8	150			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	0			
	5.P.55 Deprived and ethnically diverse in flats	22	0.2	0.8	27			
	5.P.56 Low income large families in social rented semis	37	0.4	1.6	22			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	764	7.4	1.5	487			
	5.Q.58 Singles and young families, some receiving benefits	8	0.1	1.8	4			
	5.Q.59 Deprived areas and high-rise flats	37	0.4	2.0	18			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	20	0.2	0.1	328			
	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>10,384</b>						

CATEGORY

GROUP

TYPE

MAP

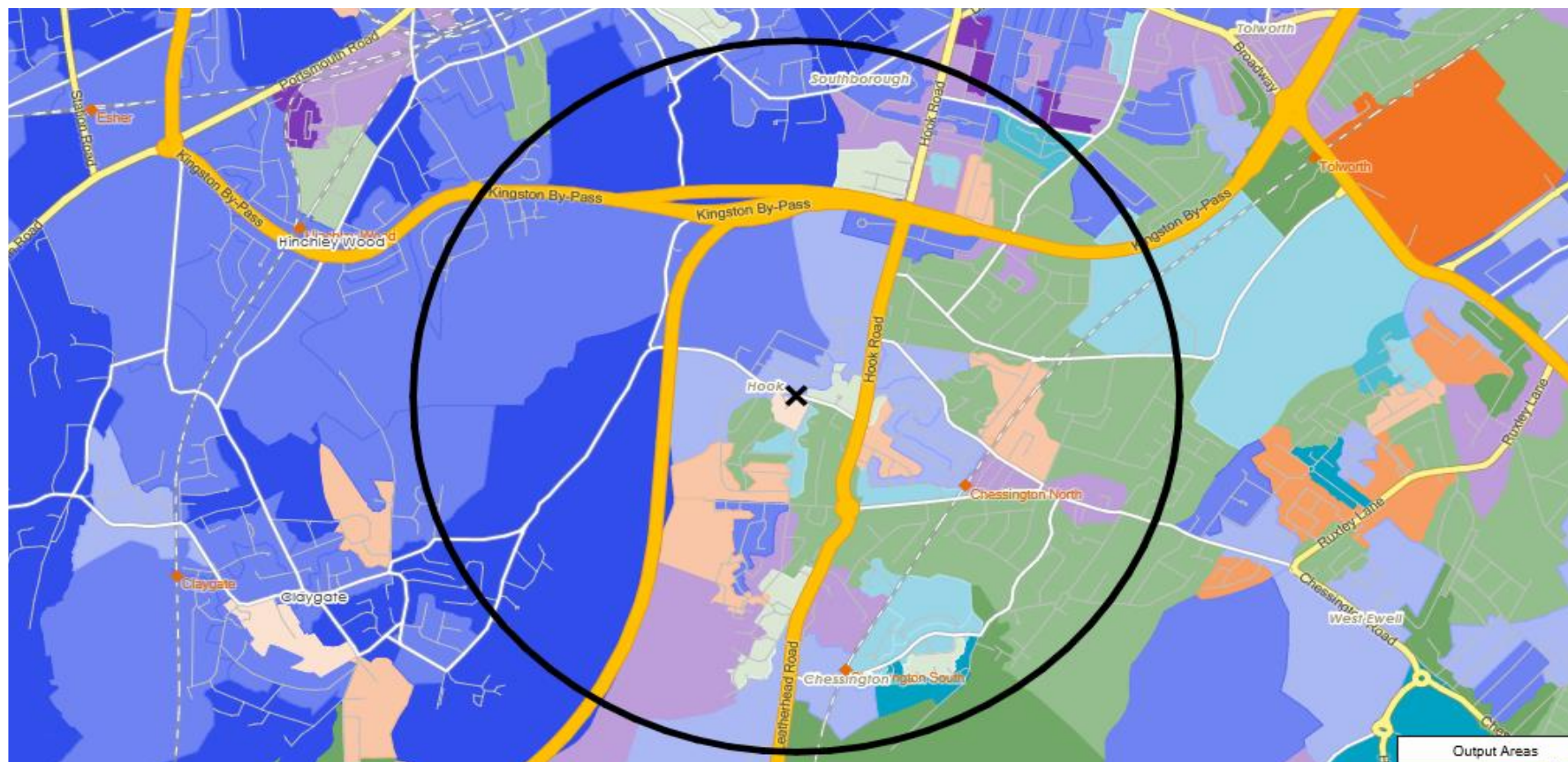
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P00370\_Cricketers, Chessington, KT9 1NQ (1 Mile contour)

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Source: OS Open Data 2018



- 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



CATEGORY

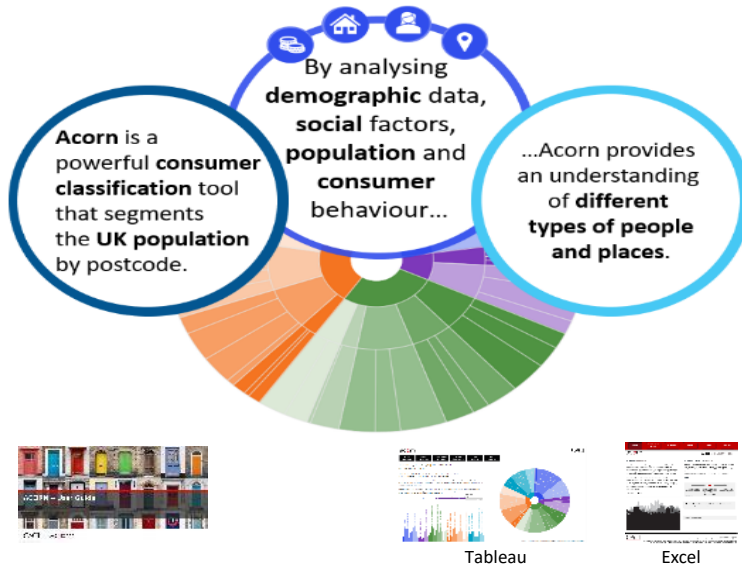
GROUP

TYPE

MAP

WHAT IS ACORN?

## 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		

