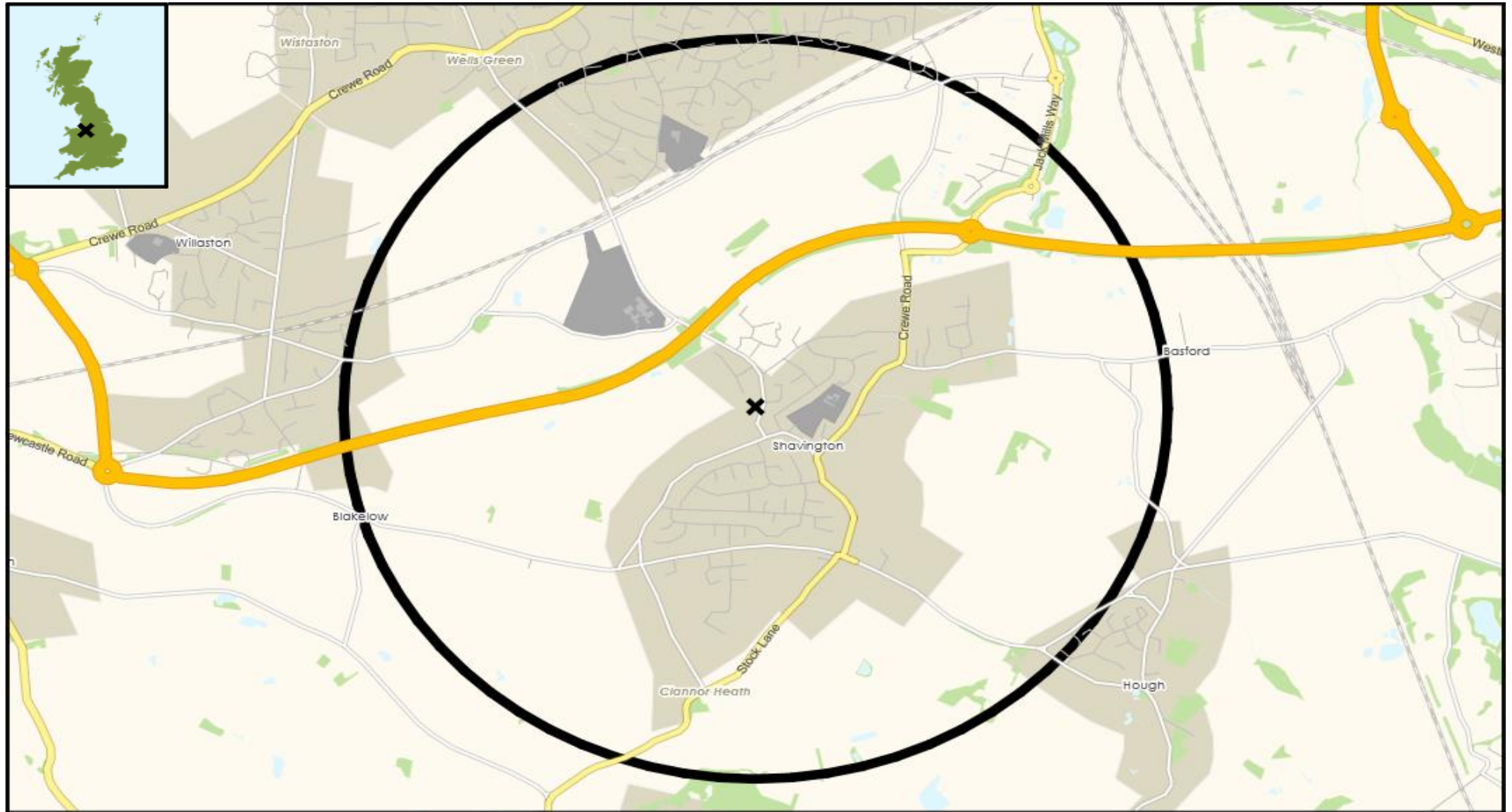


MAP OF AREA

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Source: OS Open Data 2018

Area: P03504_Vine, Shavington, CW2 5DT (1 Mile contour)



POPULATION PROJECTIONS

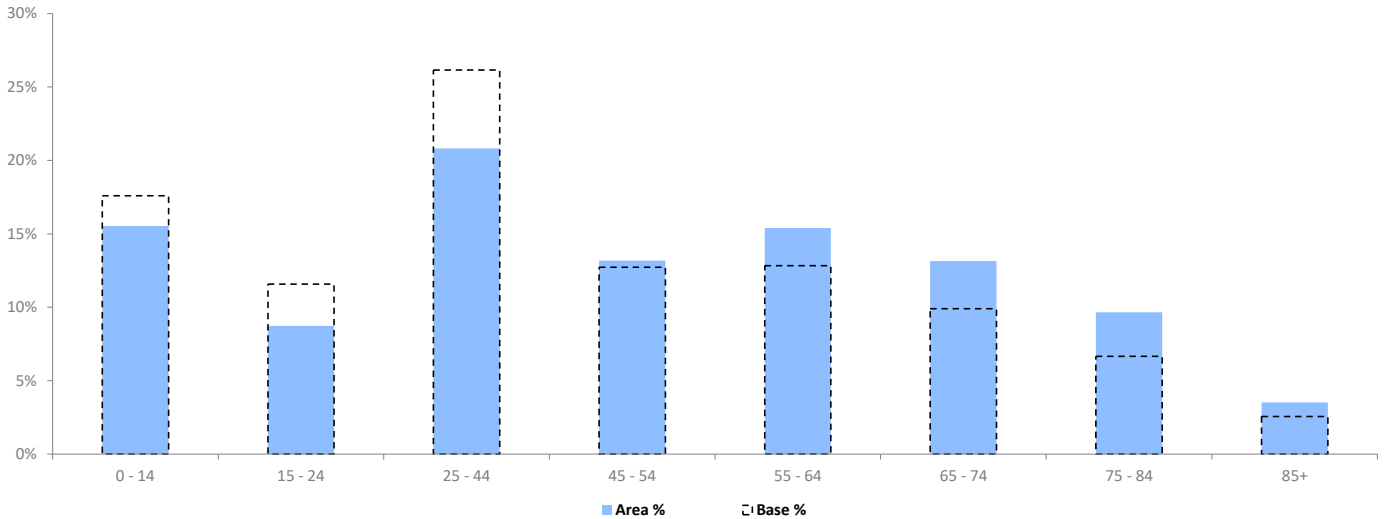
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Area: P03504_Vine, Shavington, CW2 5DT (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,190	15.5	17.6	88			
15 - 24	669	8.7	11.6	75			
25 - 44	1,594	20.8	26.2	80			
45 - 54	1,009	13.2	12.7	104			
55 - 64	1,179	15.4	12.8	120			
65 - 74	1,006	13.1	9.9	133			
75 - 84	740	9.7	6.7	145			
85+	269	3.5	2.6	137			
Total population	7,656						



EXPENDITURE

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Area: P03504_Vine, Shavington, CW2 5DT (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	£250,818	£75.71	£73.74	103			
2. Alcoholic beverages, tobacco and narcotics	£87,750	£26.49	£27.43	97			
3. Clothing & Footwear	£156,878	£47.35	£41.92	113			
4. Housing, water, electricity, gas and other fuels	£298,135	£89.99	£92.23	98			
5. Furnishings, equipment and routine maintenance	£160,895	£48.56	£39.49	123			
6. Health	£64,329	£19.42	£16.97	114			
7. Transport	£418,291	£126.26	£115.30	110			
8. Communication	£46,519	£14.04	£14.64	96			
9. Recreation & Culture	£369,906	£111.65	£100.48	111			
10. Education	£36,674	£11.07	£22.34	50			
11. Restaurants & Hotels	£300,603	£90.73	£82.30	110			
12. Miscellaneous goods and services	£375,989	£113.49	£104.94	108			
Total Expenditure	£2,566,787	£774.76	£731.77	106			



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.

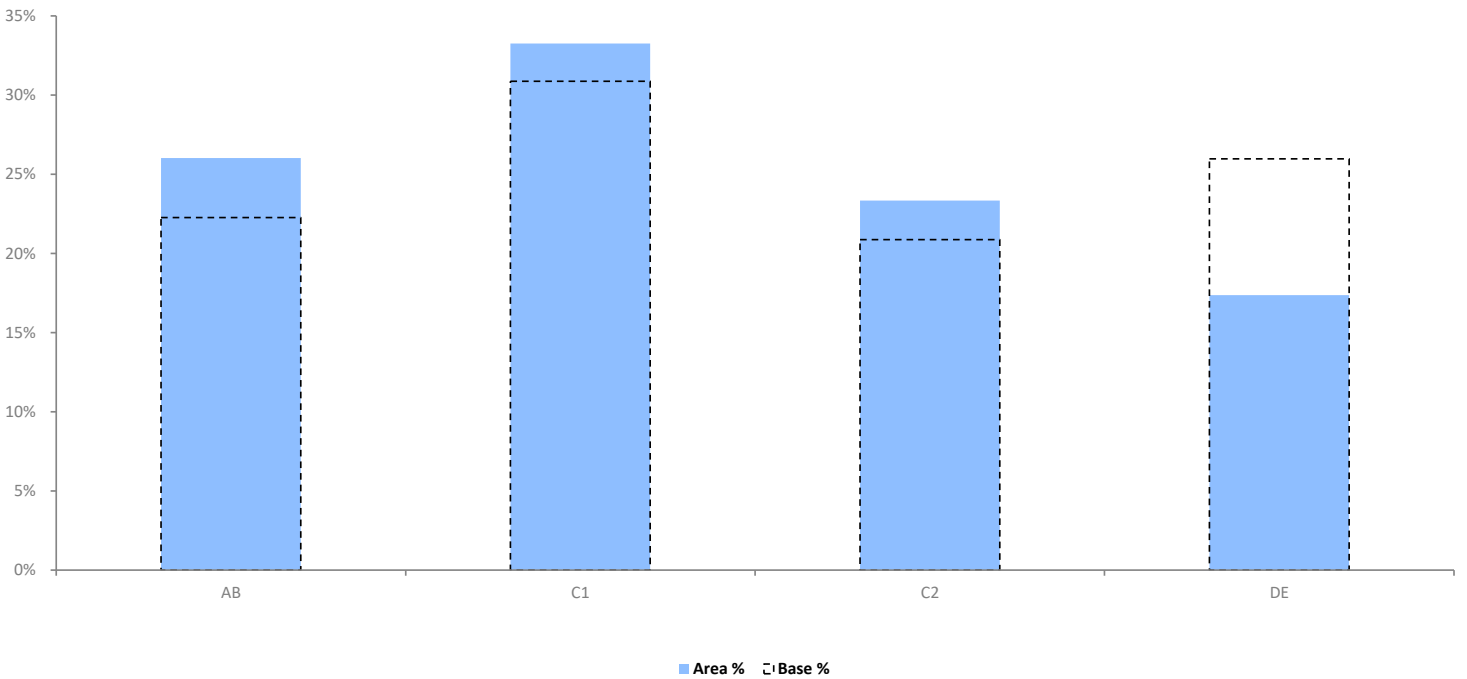
UP TO DATE DEMOGRAPHICS

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Area: P03504_Vine, Shavington, CW2 5DT (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	893	26.0	22.3	117			
C1: Supervisory, clerical, jr managerial/admin/professional	1,141	33.3	30.9	108			
C2: Skilled manual workers	801	23.3	20.9	112			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	596	17.4	26.0	67			
Total household reference persons aged 16 to 64	3,431						



CGA LICENCED PREMISES

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Area: P03504_Vine, Shavington, CW2 5DT (1 Mile)
 Base: Great Britain
 Year: 2022

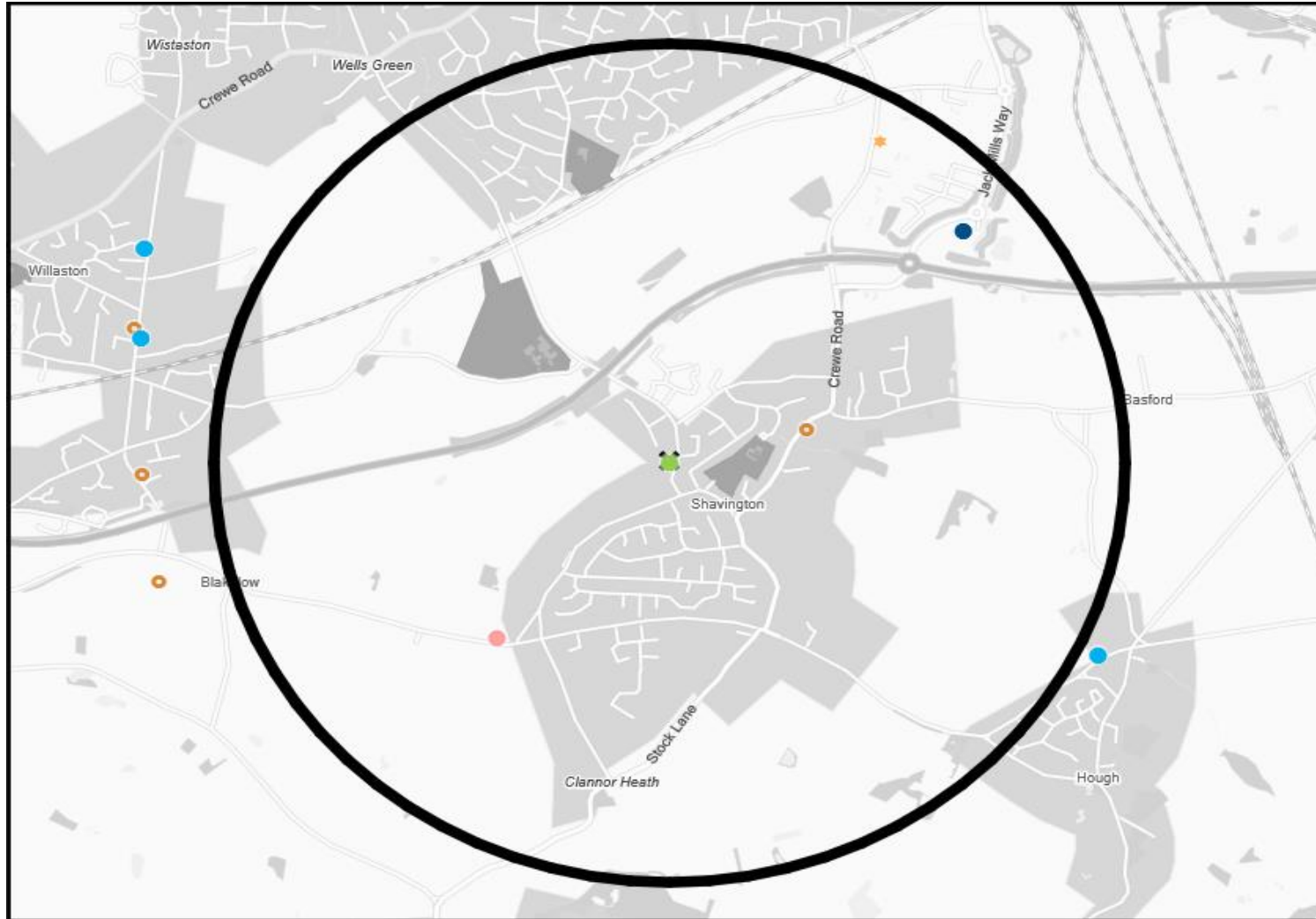
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	3	39.2	82.8	47			
Proprietary Club	0	0.0	7.5	0			
Registered Club	1	13.1	28.7	45			
Restaurant	1	13.1	32.5	40			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Hickory's Smokehouse	Hickory's Smokehouse Ltd	Restaurant	Hickory's Smokehouse Ltd	CW 2 5AF
Shavington Social Club	Independent Free	Registered Club	Independent Free	CW 2 5DL
Vine Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CW 2 5DT
Elephant	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CW 2 5DZ
Station Pilot	Marston's	Pubs & Full On	Marston's	CW 2 5UZ

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03504_Vine, Shavington, CW2 5DT (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: P03504_Vine, Shavington, CW2 5DT (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,339	39.0	22.0	178		
2 Rising Prosperity	124	3.6	10.3	35		
3 Comfortable Communities	1,673	48.8	26.3	185		
4 Financially Stretched	295	8.6	23.7	36		
5 Urban Adversity	0	0.0	17.4	0		
6 Not Private Households	0	0.0	0.3	0		
Total households		3,431				

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

Running into debt ←→ Saving a lot

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03504_Vine, Shavington, CW2 5DT (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	971	28.3	11.2	252			
1.C Mature Money	368	10.7	9.6	112			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	124	3.6	6.3	58			
3. Comfortable Communities							
3.F Countryside Communities	752	21.9	5.7	382			
3.G Successful Suburbs	230	6.7	5.9	114			
3.H Steady Neighbourhoods	174	5.1	7.4	69			
3.I Comfortable Seniors	482	14.0	2.9	490			
3.J Starting Out	35	1.0	4.4	23			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	149	4.3	7.9	55			
4.M Striving Families	70	2.0	7.5	27			
4.N Poorer Pensioners	76	2.2	5.8	38			
5. Urban Adversity							
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			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	3,431						

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 45-64	Children at home 2
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached



FINANCIAL PROFILE

Household income UK: £59k London: £63k <small>Average: £10k Average: £16k</small>	% Disposable income UK: 46% London: 40% <small>Average: 43% Average: 29%</small>	Financial situation Running into debt Saving a lot
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BRANDS

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

LEISURE: *Wags & Paws*, *PRET A MANGER*, WHOLE FOODS, *wahaca*

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

DIGITAL AND TECH

ATTITUDES

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

Own an iPhone	Research holidays online	Purchase financial products online
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03504_Vine, Shavington, CW2 5DT (1 Mile contour)
 Base: Great Britain
 Year: 2022

Sort by: Corn Structure
 Index
 Profile %

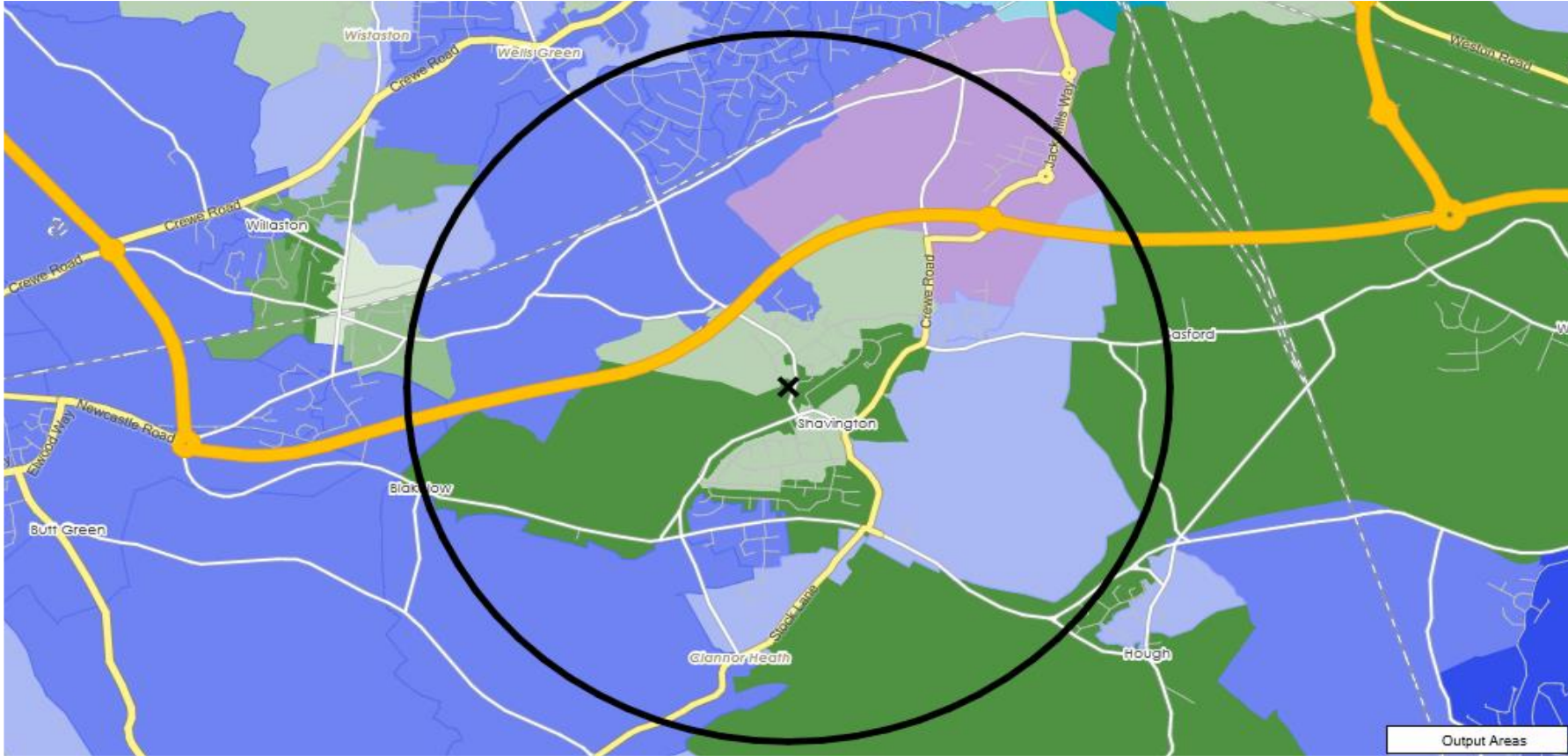
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	464	13.5	2.6	515			
1.B.5 Wealthy countryside commuters	76	2.2	2.4	91			
1.B.6 Financially comfortable families	292	8.5	2.2	387			
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	139	4.1	1.6	252			
1.C Mature Money							
1.C.10 Better-off villagers	143	4.2	3.0	138			
1.C.11 Settled suburbia, older people	154	4.5	2.8	159			
1.C.12 Retired and empty nesters	63	1.8	2.5	74			
1.C.13 Upmarket downsizers	8	0.2	1.3	18			
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	124	3.6	1.9	189			
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	21	0.6	1.0	59			
3.F.23 Owner occupiers in small towns and villages	731	21.3	3.2	666			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	230	6.7	2.7	252			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	59	1.7	3.4	50			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	115	3.4	2.3	144			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	482	14.0	2.4	589			
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	35	1.0	2.3	44			
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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	106	3.1	2.6	117			
4.L.39 Fading owner occupied terraces	43	1.3	2.9	43			
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	55	1.6	1.6	101			
4.M.42 Struggling young families in post-war terraces	15	0.4	1.6	27			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	30	0.9	0.8	111			
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	46	1.3	2.3	59			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
5. Urban Adversity							
5.O Young Hardship							
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			
5.P Struggling Estates							
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			
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	0	0.0	2.0	0			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,431						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03504_Vine, Shavington, CW2 5DT (1 Mile contour)



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

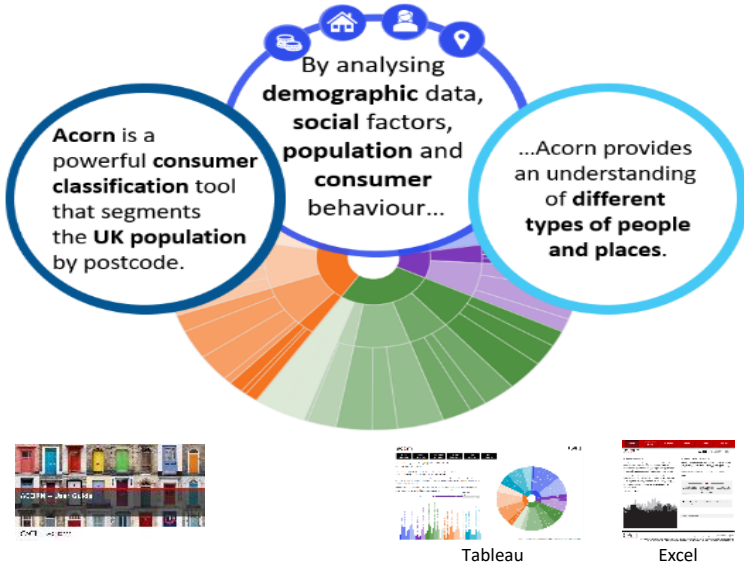
- Acorn Groups**
- 1.A Lavish Lifestyles
 - 1.B Executive Wealth
 - 1.C Mature Money
 - 2.D City Sophisticates
 - 2.E Career Climbers
 - 3.F Countryside Communities
 - 3.G Successful Suburbs
 - 3.H Steady Neighbourhoods
 - 3.I Comfortable Seniors
 - 3.J Starting Out
 - 4.K Student Life
 - 4.L Modest 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

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.

