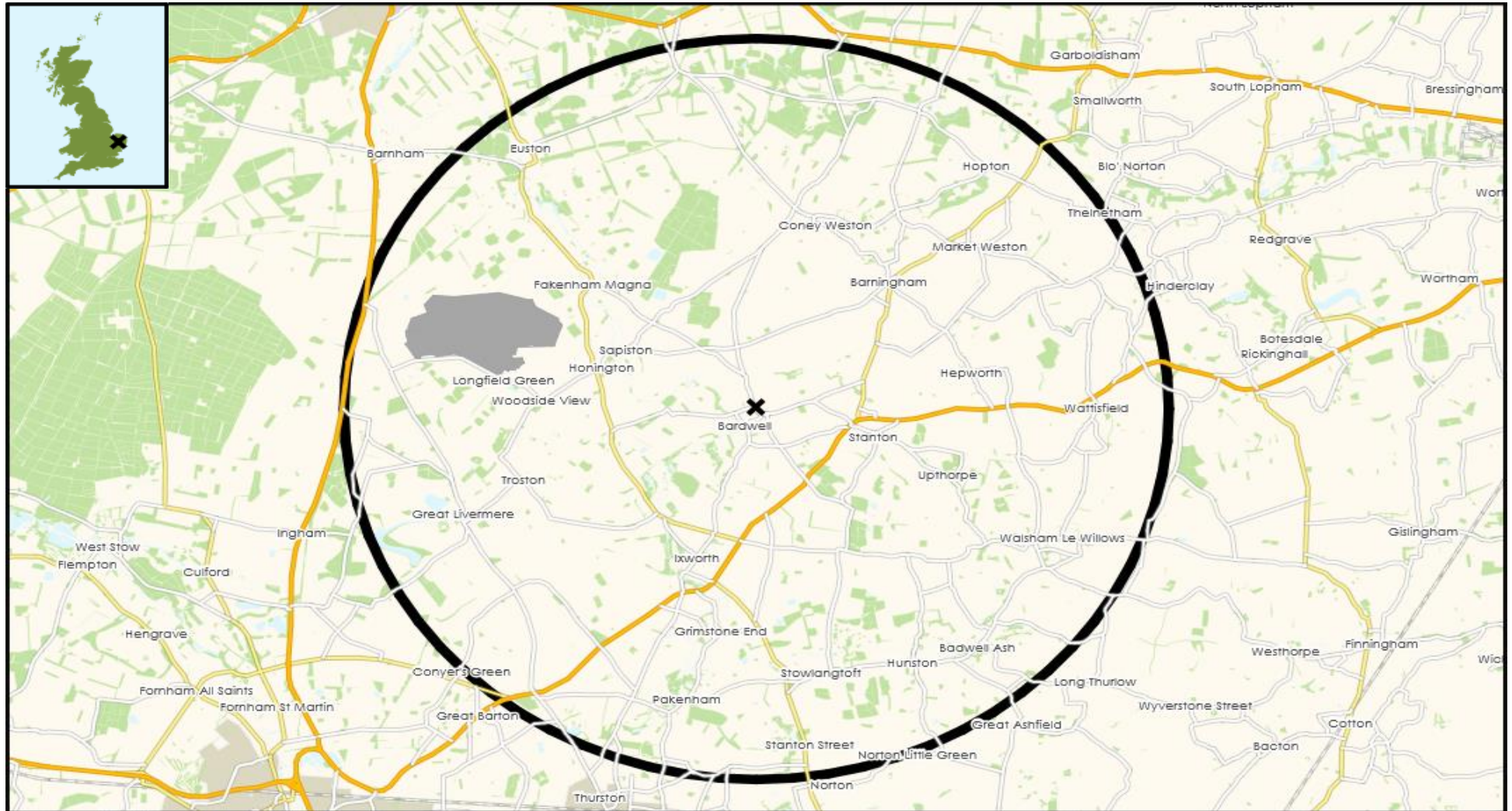


MAP OF AREA

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Source: OS Open Data 2018

Area: P03629_Dun Cow, Bardwell, IP31 1AA (5 Mile contour)

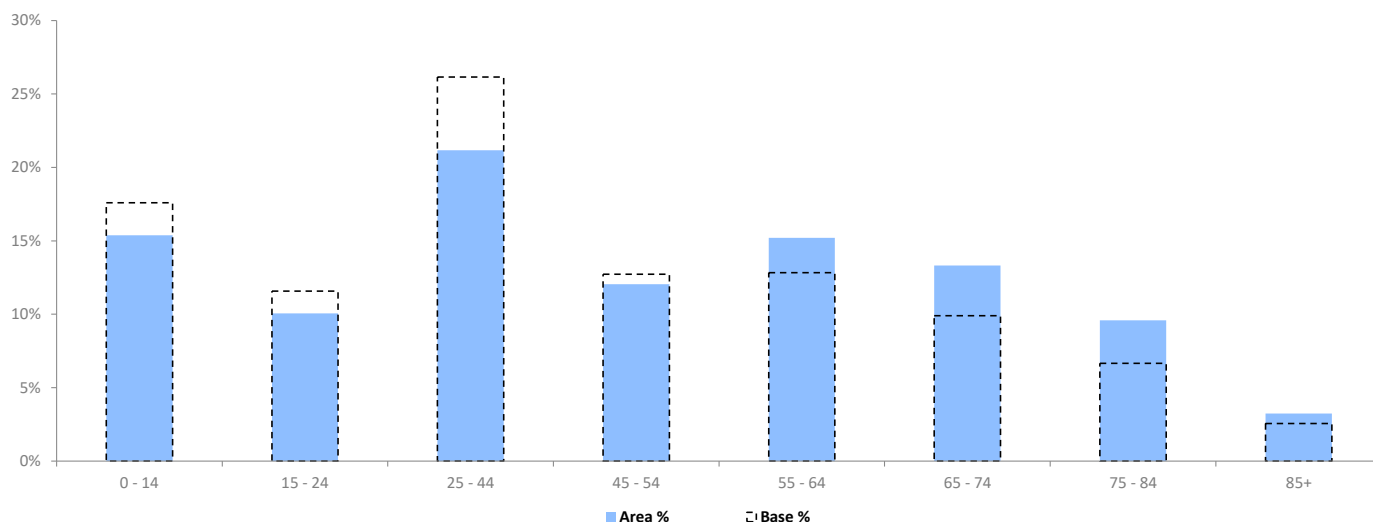


POPULATION PROJECTIONS

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Area: P03629_Dun Cow, Bardwell, IP31 1AA (5 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,497	15.4	17.6	87			
15 - 24	1,632	10.1	11.6	87			
25 - 44	3,436	21.2	26.2	81			
45 - 54	1,956	12.1	12.7	95			
55 - 64	2,467	15.2	12.8	118			
65 - 74	2,163	13.3	9.9	135			
75 - 84	1,555	9.6	6.7	144			
85+	525	3.2	2.6	126			
Total population	16,231						



EXPENDITURE

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Area: P03629_Dun Cow, Bardwell, IP31 1AA (5 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	£549,822	£84.82	£73.74	115			
2. Alcoholic beverages, tobacco and narcotics	£179,823	£27.74	£27.43	101			
3. Clothing & Footwear	£304,349	£46.95	£41.92	112			
4. Housing, water, electricity, gas and other fuels	£580,336	£89.53	£92.23	97			
5. Furnishings, equipment and routine maintenance	£307,697	£47.47	£39.49	120			
6. Health	£135,943	£20.97	£16.97	124			
7. Transport	£971,250	£149.84	£115.30	130			
8. Communication	£100,174	£15.45	£14.64	106			
9. Recreation & Culture	£712,182	£109.87	£100.48	109			
10. Education	£177,237	£27.34	£22.34	122			
11. Restaurants & Hotels	£576,163	£88.89	£82.30	108			
12. Miscellaneous goods and services	£799,265	£123.31	£104.94	118			
Total Expenditure	£5,394,240	£832.19	£731.77	114			

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.

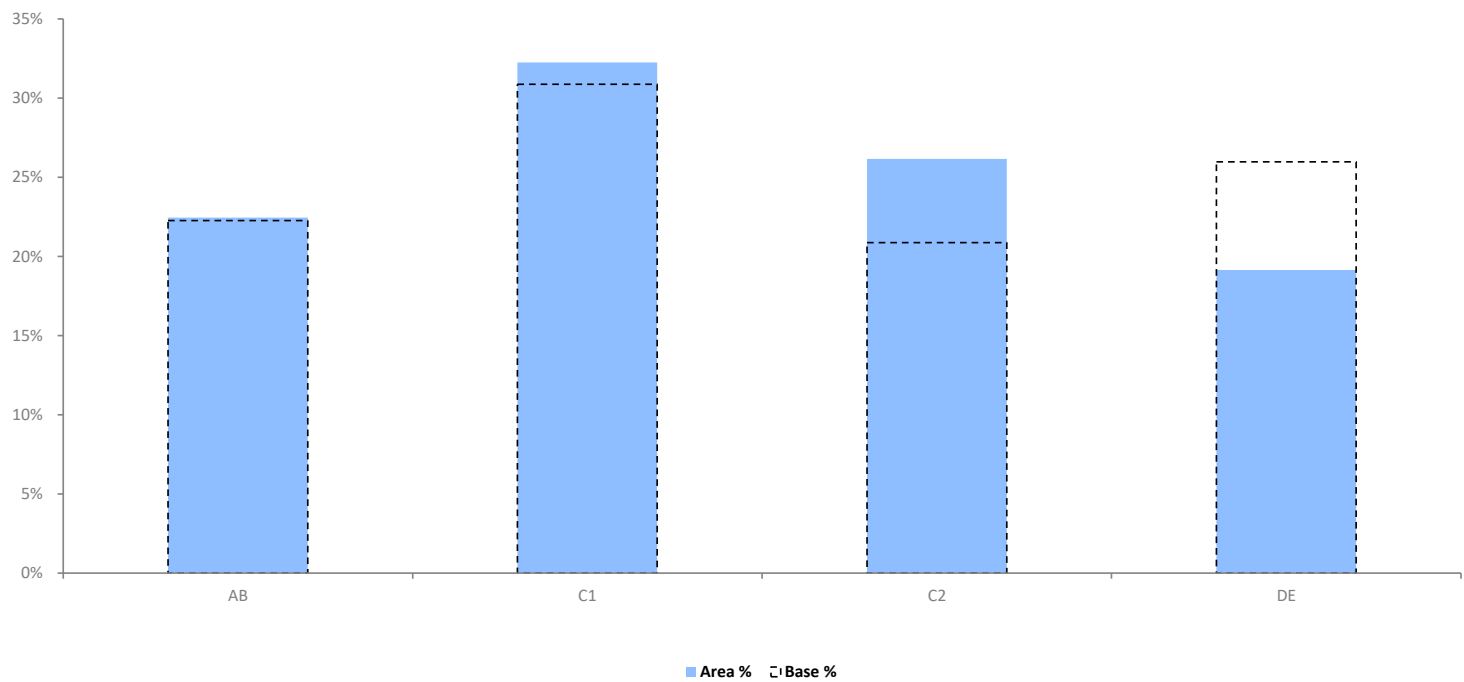
UP TO DATE DEMOGRAPHICS

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Area:	P03629_Dun Cow, Bardwell, IP31 1AA (5 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	1,443	22.4	22.3	101			
C1: Supervisory, clerical, jr managerial/admin/professional	2,073	32.2	30.9	104			
C2: Skilled manual workers	1,681	26.2	20.9	125			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,231	19.2	26.0	74			
Total household reference persons aged 16 to 64	6,428						



CGA LICENCED PREMISES

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Area: P03629_Dun Cow, Bardwell, IP31 1AA (5 Mil
Base: Great Britain
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	15	92.4	82.8	112			
Proprietary Club	1	6.2	7.5	83			
Registered Club	3	18.5	28.7	64			
Restaurant	2	12.3	32.5	38			
Residential	0	0.0	2.8	0			

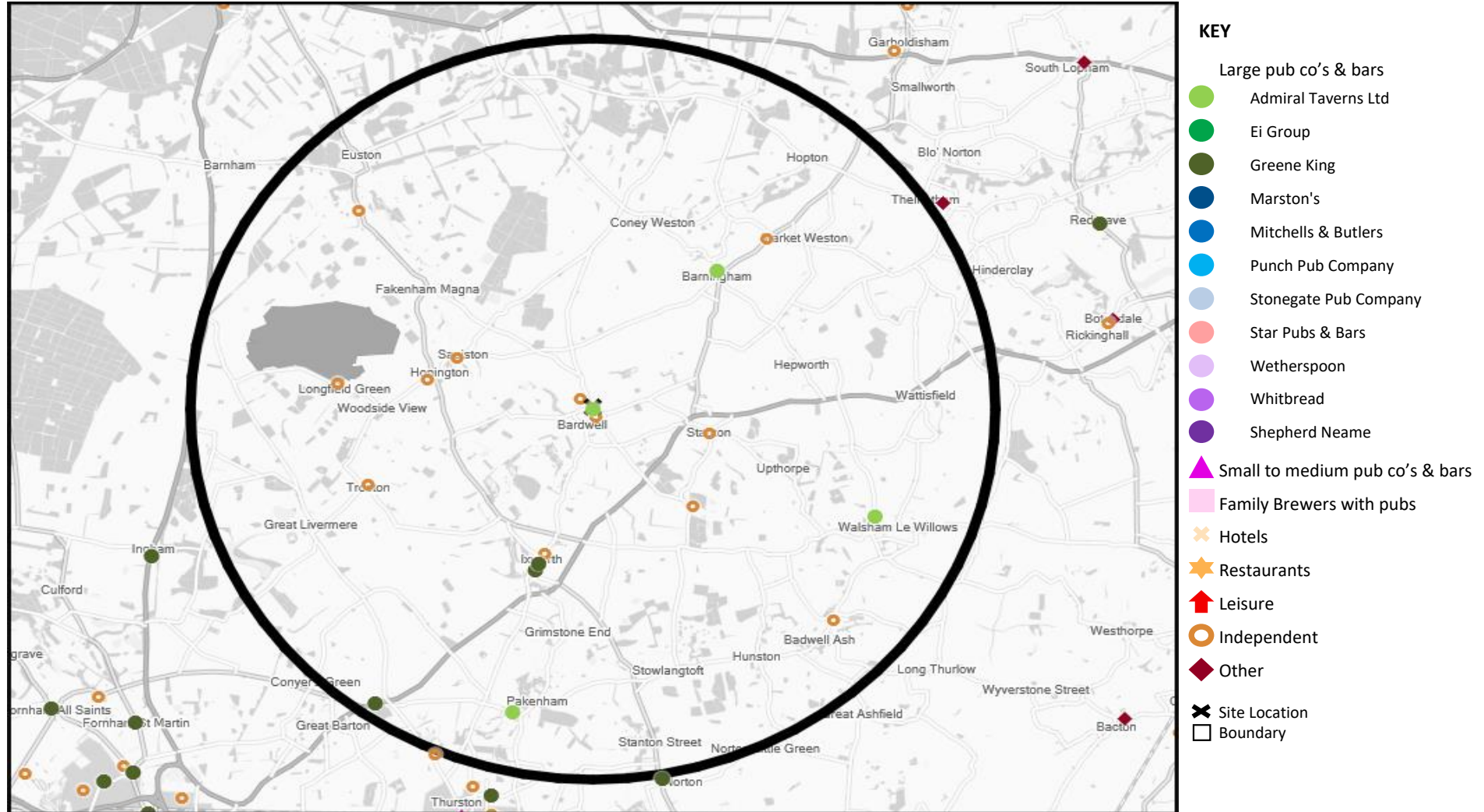
Name	Description	License Type	Owner Name	Postcode
Mill Inn	Independent Free	Pubs & Full On	Independent Free	IP22 2PD
Dun Cow	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP31 1AA
Six Bells	Independent Free	Pubs & Full On	Independent Free	IP31 1AW
Royal George	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP31 1DD
Swan Inn	FB Taverns Ltd	Pubs & Full On	FB Taverns Ltd	IP31 1DN
Bull	Independent Free	Pubs & Full On	Independent Free	IP31 1ET
Fox	Independent Free	Pubs & Full On	Independent Free	IP31 1RD
Cock Inn	Independent Free	Pubs & Full On	Independent Free	IP31 2BP
Pykkerell Inn	Greene King	Pubs & Full On	Greene King	IP31 2HH
Greyhound	Greene King	Pubs & Full On	Greene King	IP31 2HJ
Theobalds	Independent Free	Restaurant	Independent Free	IP31 2HN
Fox	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP31 2JU
Bunbury Arms	Greene King	Pubs & Full On	Greene King	IP31 2NX
Six Bells	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP31 3AH
Walsham Le Willows Sports Club	Independent Free	Registered Club	Independent Free	IP31 3AH
White Horse	Independent Free	Pubs & Full On	Independent Free	IP31 3DP
Raf Honington	Independent Free	Registered Club	Independent Free	IP31 1EE
Honington & Sapiston Village Hall	Independent Free	Registered Club	Independent Free	IP31 1RR
Leaping Hare	Independent Free	Restaurant	Independent Free	IP31 2DW
Euston Hall	Independent Free	Pubs & Full On	Independent Free	IP24 2QP
Bardwell Sports & Community Club	Independent Free	Proprietary Club	Independent Free	IP31 1AE

MAP OF AREA

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Source: OS Open Data 2018

Area: P03629_Dun Cow, Bardwell, IP31 1AA (5 Mile contour)



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P03629_Dun Cow, Bardwell, IP31 1AA (5 Mile contour)

Base: Great Britain

Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,726	26.9	22.0	122		
2 Rising Prosperity	232	3.6	10.3	35		
3 Comfortable Communities	3,778	58.8	26.3	224		
4 Financially Stretched	664	10.3	23.7	44		
5 Urban Adversity	16	0.2	17.4	1		
6 Not Private Households	12	0.2	0.3	56		

Graph

Total households 6,428

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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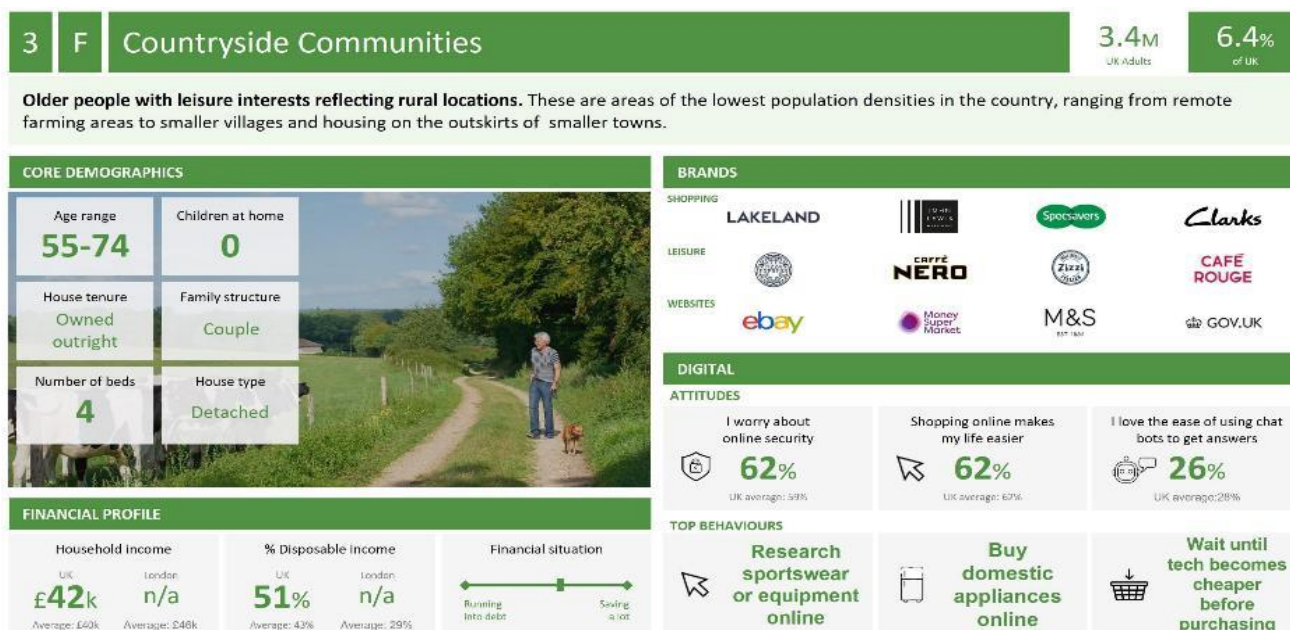
Area: P03629_Dun Cow, Bardwell, IP31 1AA (5 Mile contour)

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	774	12.0	11.2	107			
1.C	Mature Money	952	14.8	9.6	154			
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	4.0	0			
2.E	Career Climbers	232	3.6	6.3	57			
3. Comfortable Communities								
3.F	Countryside Communities	3,076	47.9	5.7	834			
3.G	Successful Suburbs	238	3.7	5.9	63			
3.H	Steady Neighbourhoods	125	1.9	7.4	26			
3.I	Comfortable Seniors	293	4.6	2.9	159			
3.J	Starting Out	46	0.7	4.4	16			
4. Financially Stretched								
4.K	Student Life	0	0.0	2.5	0			
4.L	Modest Means	97	1.5	7.9	19			
4.M	Striving Families	287	4.5	7.5	60			
4.N	Poorer Pensioners	280	4.4	5.8	75			
5. Urban Adversity								
5.O	Young Hardship	0	0.0	6.2	0			
5.P	Struggling Estates	16	0.2	5.9	4			
5.Q	Difficult Circumstances	0	0.0	5.3	0			
6. Not Private Households								
6.R	Not Private Households	12	0.2	0.3	56			
Total households		6,428						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03629_Dun Cow, Bardwell, IP31 1AA (5 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	0	0.0	0.9	0			
1.B Executive Wealth								
	1.B.4 Asset rich families	102	1.6	2.6	60			
	1.B.5 Wealthy countryside commuters	360	5.6	2.4	229			
	1.B.6 Financially comfortable families	201	3.1	2.2	142			
	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	111	1.7	1.6	107			
1.C Mature Money								
	1.C.10 Better-off villagers	706	11.0	3.0	362			
	1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
	1.C.12 Retired and empty nesters	237	3.7	2.5	149			
	1.C.13 Upmarket downsizers	9	0.1	1.3	11			
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	232	3.6	1.9	188			
	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	490	7.6	1.5	506			
	3.F.22 Older couples and families in rural areas	1,288	20.0	1.0	1,939			
	3.F.23 Owner occupiers in small towns and villages	1,298	20.2	3.2	632			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	40	0.6	2.7	23			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	198	3.1	2.4	128			
3.H Steady Neighbourhoods								
	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	125	1.9	2.3	84			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	268	4.2	2.4	175			
	3.I.31 Elderly singles in purpose-built accommodation	25	0.4	0.5	80			
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	46	0.7	2.3	31			
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	53	0.8	2.6	31			
	4.L.39 Fading owner occupied terraces	44	0.7	2.9	24			
	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	287	4.5	1.6	282			
	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	0	0.0	2.2	0			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	26	0.4	0.8	52			
	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	254	4.0	2.3	175			
	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	16	0.2	1.6	15			
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	12	0.2	0.3	68			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		6,428						

CATEGORY

GROUP

TYPE

MAP

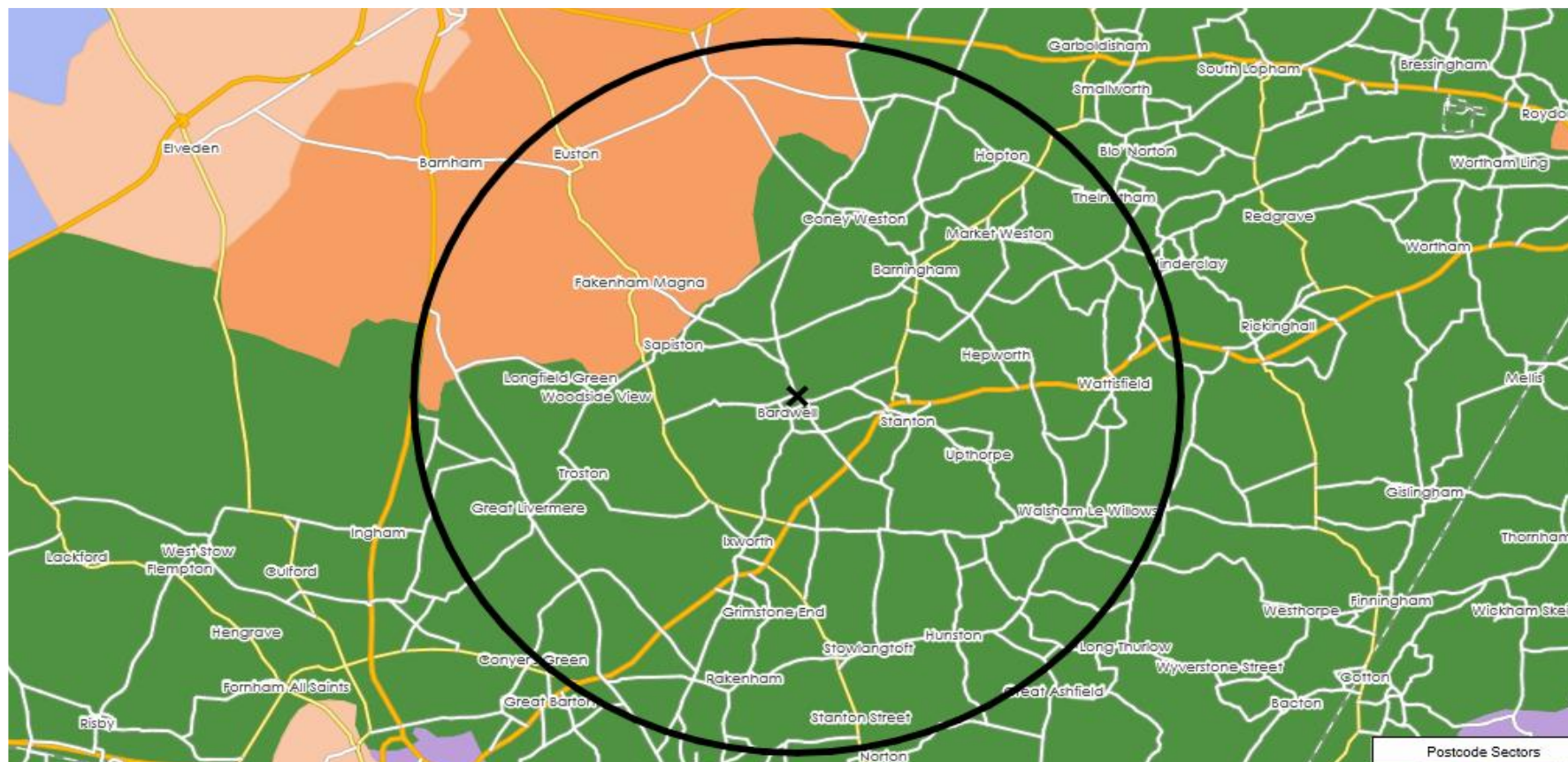
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P03629_Dun Cow, Bardwell, IP31 1AA (5 Mile contour)

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Source: OS Open Data 2018



CATEGORY

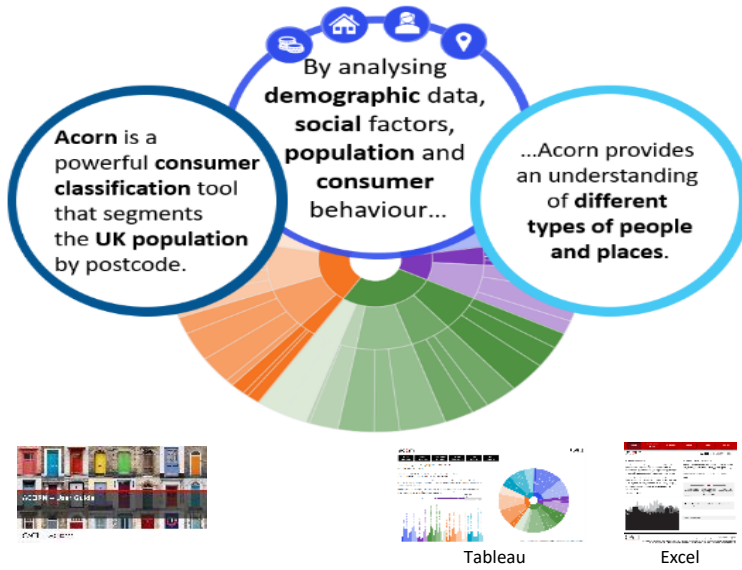
GROUP

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		

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+

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%

