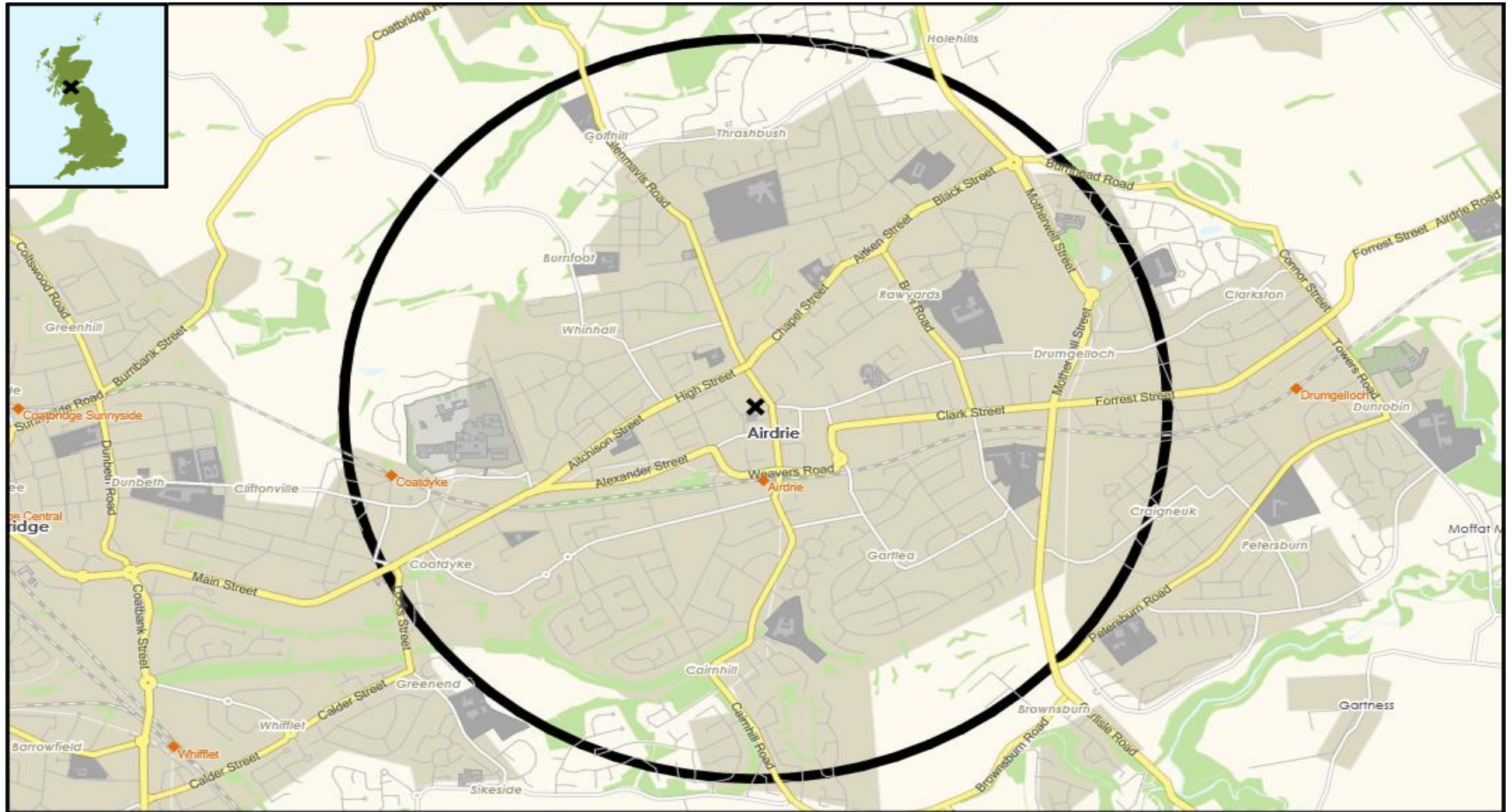


MAP OF AREA

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Source: OS Open Data 2018

Area: P03825_Staging Post, Airdrie, ML6 0AA (1 Mile contour)

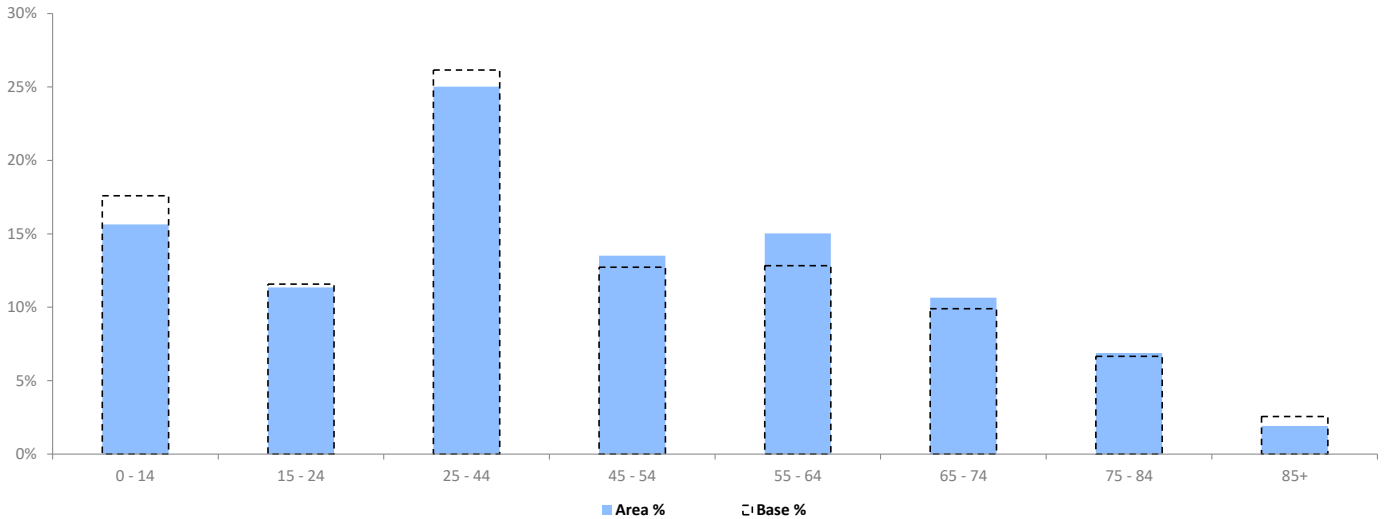


POPULATION PROJECTIONS

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Area: P03825_Staging Post, Airdrie, ML6 0AA (1 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,764	15.6	17.6	89			
15 - 24	2,731	11.4	11.6	98			
25 - 44	6,021	25.0	26.2	96			
45 - 54	3,250	13.5	12.7	106			
55 - 64	3,614	15.0	12.8	117			
65 - 74	2,564	10.7	9.9	108			
75 - 84	1,656	6.9	6.7	103			
85+	459	1.9	2.6	75			
Total population	24,059						



EXPENDITURE

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Area: P03825_Staging Post, Airdrie, ML6 0AA (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	£754,721	£66.35	£73.74	90			
2. Alcoholic beverages, tobacco and narcotics	£393,049	£34.56	£27.43	126			
3. Clothing & Footwear	£403,585	£35.48	£41.92	85			
4. Housing, water, electricity, gas and other fuels	£659,163	£57.95	£92.23	63			
5. Furnishings, equipment and routine maintenance	£330,965	£29.10	£39.49	74			
6. Health	£127,209	£11.18	£16.97	66			
7. Transport	£1,009,375	£88.74	£115.30	77			
8. Communication	£149,426	£13.14	£14.64	90			
9. Recreation & Culture	£954,486	£83.92	£100.48	84			
10. Education	£129,695	£11.40	£22.34	51			
11. Restaurants & Hotels	£705,556	£62.03	£82.30	75			
12. Miscellaneous goods and services	£954,292	£83.90	£104.94	80			
Total Expenditure	£6,571,522	£577.77	£731.77	79			

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.

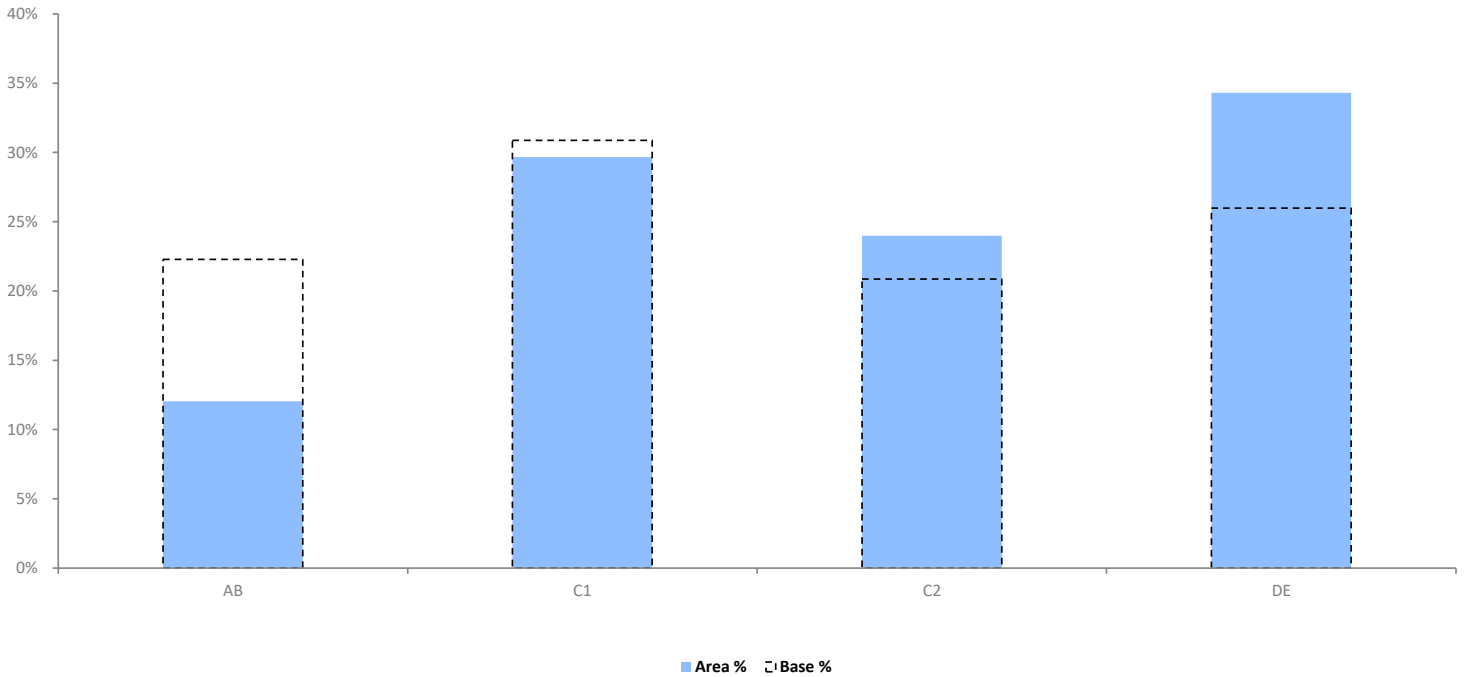
UP TO DATE DEMOGRAPHICS

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Area: P03825_Staging Post, Airdrie, ML6 0AA (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	1,355	12.0	22.3	54			
C1: Supervisory, clerical, jr managerial/admin/professional	3,336	29.7	30.9	96			
C2: Skilled manual workers	2,697	24.0	20.9	115			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	3,858	34.3	26.0	132			
Total household reference persons aged 16 to 64	11,246						



CGA LICENCED PREMISES

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Area: P03825_Staging Post, Airdrie, ML6 0AA (1 M)
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	19	79.0	82.8	95			
Proprietary Club	2	8.3	7.5	111			
Registered Club	10	41.6	28.7	145			
Restaurant	5	20.8	32.5	64			
Residential	0	0.0	2.8	0			

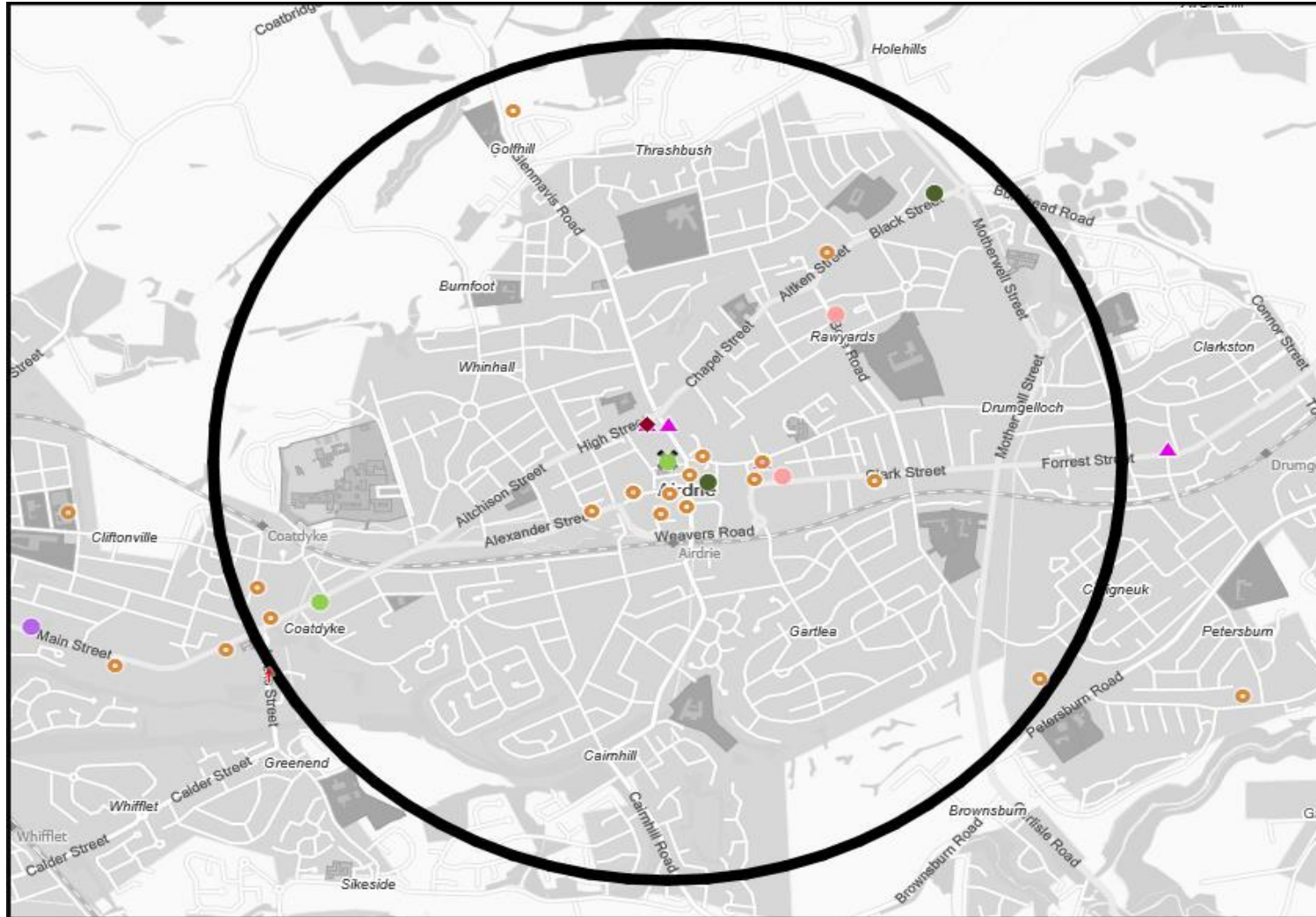
Name	Description	License Type	Owner Name	Postcode
Coatbridge Indoor Bowling Club	Independent Free	Registered Club	Independent Free	ML 5 3PU
Airdrie Bowling Club	Independent Free	Registered Club	Independent Free	ML 6 0AN
Tudor Hotel	Independent Free	Pubs & Full On	Independent Free	ML 6 0BA
Airdrie Golf Club	Independent Free	Registered Club	Independent Free	ML 6 0PQ
Airdrie No 1 District Orange Social Club	Independent Free	Registered Club	Independent Free	ML 6 6AL
Hartys Function Suite	Independent Free	Registered Club	Independent Free	ML 6 6AW
Airdrie WMSC	Independent Free	Registered Club	Independent Free	ML 6 6BN
Airdrie St John Masonic Club	Independent Free	Registered Club	Independent Free	ML 6 6BN
Broomknowe Bar	Independent Free	Pubs & Full On	Independent Free	ML 6 6BN
Bluebell Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ML 6 6DE
Airdrie Service Club	Independent Free	Registered Club	Independent Free	ML 6 6LT
Fourways	Greene King	Pubs & Full On	Greene King	ML 6 6LX
Operative Lodge Of Airdrie No203	Independent Free	Registered Club	Independent Free	ML 6 6DW
Sadies Bar	Independent Free	Pubs & Full On	Independent Free	ML 5 3RX
Yesterdays	Independent Free	Pubs & Full On	Independent Free	ML 6 0AH
Masons Arms	Independent Free	Pubs & Full On	Independent Free	ML 6 0AH
Stirrup Stane	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	ML 6 0DT
Il Capo	Rosemount Taverns	Restaurant	Rosemount Taverns	ML 6 6AW
Boars Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ML 6 6HU
Whitelaws	Iona Taverns	Pubs & Full On	Scotsman Group	ML 6 6JQ
Imperial Bar	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ML 6 0AS
Horseshoe Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ML 6 9AF
Himalayan Dine In	Independent Free	Restaurant	Independent Free	ML 6 0AS
Treasury	Greene King	Pubs & Full On	Greene King	ML 6 6AB
Staging Post	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ML 6 0AA
Robert Hamilton	Independent Free	Pubs & Full On	Independent Free	ML 6 6AF
Tipsy Cow	Independent Free	Restaurant	Independent Free	ML 6 0BA
Albert Bar	Independent Free	Pubs & Full On	Independent Free	ML 6 6DW
St Margarets Hall	Independent Free	Registered Club	Independent Free	ML 6 6AW
West End Bar	Independent Free	Pubs & Full On	Independent Free	ML 6 0BA
Razias	Independent Free	Restaurant	Independent Free	ML 6 0AH
Cellar Bar	Independent Free	Pubs & Full On	Independent Free	ML 6 0AS
Cue Here	Independent Free	Proprietary Club	Independent Free	ML 6 6AH
Airdre Football Club & Conference Centre	Independent Free	Proprietary Club	Independent Free	ML 6 8QZ
Burger 7	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	ML 6 0DT
Airdrie Town Hall	Independent Free	Pubs & Full On	Independent Free	ML 6 0AS

MAP OF AREA

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Source: OS Open Data 2018

Area: P03825_Staging Post, Airdrie, ML6 0AA (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: P03825_Staging Post, Airdrie, ML6 0AA (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	959	8.5	22.0	39		
2 Rising Prosperity	351	3.1	10.3	30		
3 Comfortable Communities	1,754	15.6	26.3	59		
4 Financially Stretched	5,600	49.8	23.7	210		
5 Urban Adversity	2,560	22.8	17.4	131		
6 Not Private Households	22	0.2	0.3	59		
Total households	11,246					



Graph

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

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 Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03825_Staging Post, Airdrie, ML6 0AA (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	487	4.3	11.2	39		
1.C Mature Money	472	4.2	9.6	44		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	351	3.1	6.3	50		
3. Comfortable Communities						
3.F Countryside Communities	94	0.8	5.7	15		
3.G Successful Suburbs	309	2.7	5.9	47		
3.H Steady Neighbourhoods	743	6.6	7.4	90		
3.I Comfortable Seniors	228	2.0	2.9	71		
3.J Starting Out	380	3.4	4.4	76		
4. Financially Stretched						
4.K Student Life	57	0.5	2.5	21		
4.L Modest Means	1,486	13.2	7.9	166		
4.M Striving Families	1,655	14.7	7.5	197		
4.N Poorer Pensioners	2,402	21.4	5.8	367		
5. Urban Adversity						
5.O Young Hardship	438	3.9	6.2	63		
5.P Struggling Estates	180	1.6	5.9	27		
5.Q Difficult Circumstances	1,942	17.3	5.3	326		
6. Not Private Households						
6.R Not Private Households	22	0.2	0.3	59		
Total households	11,246					

Acorn Group Pen Portrait

4 N Poorer Pensioners 2.4M UK Adults 4.5% of UK

Older people and pensioners, the majority of whom live in social housing. The majority are renting social housing but there are a few who own their home or rent privately. Properties are mainly flats or maisonettes, but there will be some smaller bungalows or semi-detached houses.

CORE DEMOGRAPHICS

Age range 65+	Children at home 0
House tenure Social renting	Family structure Single
Number of beds 1	House type Flat or maisonette

FINANCIAL PROFILE

Household income UK: £21k London: £19k Average: £40k Average: £46k	% Disposable income UK: 42% London: 35% Average: 43% Average: 29%	Financial situation
--	---	-------------------------

BRANDS

SHOPPING: The Works, Poundland, bm, Iceland

LEISURE: GREGGS, Harry Ramsden, Harvester

WEBSITES: NHS, GOV.UK, Argos, MECCA

DIGITAL ATTITUDES

I worry about online security 56% UK average: 58%	Shopping online makes my life easier 57% UK average: 52%	I love the ease of using chat bots to get answers 24% UK average: 28%
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TOP BEHAVIOURS

1 in 4 have never used the internet	Least likely of all groups to own a tablet or smartphone	Around half will use Facebook (probably with some help)
--	---	--



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

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Area: P03825_Staging Post, Airdrie, ML6 0AA (1 Mile contour)
 Base: Great Britain
 Year: 2022

Sort by: Acorn Structure
 Index
 Profile %

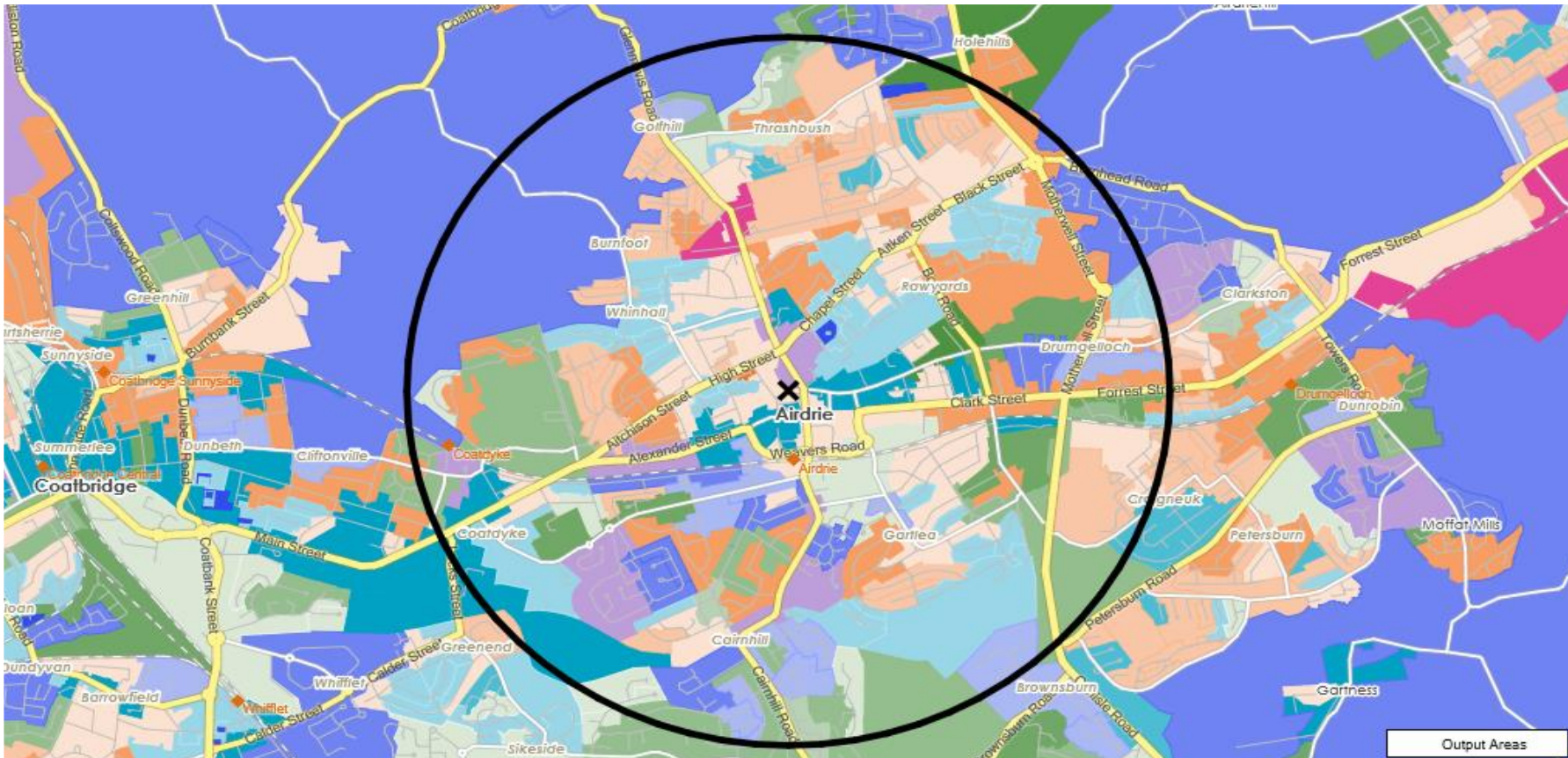
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	86	0.8	2.6	29			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	248	2.2	2.2	100			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	18	0.2	1.5	10			
1.B.9 Well-off edge of towners	135	1.2	1.6	75			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	330	2.9	2.8	104			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	142	1.3	1.3	98			
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	172	1.5	1.9	80			
2.E.19 First time buyers in small, modern homes	179	1.6	3.3	48			
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	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	94	0.8	3.2	26			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	200	1.8	2.7	67			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	109	1.0	2.4	40			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	585	5.2	3.4	151			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	158	1.4	2.3	60			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	228	2.0	2.4	85			
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	380	3.4	2.3	146			
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	57	0.5	1.9	27			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	845	7.5	1.4	525			
4.L.38 Semi-skilled workers in traditional neighbourhoods	282	2.5	2.6	95			
4.L.39 Fading owner occupied terraces	359	3.2	2.9	110			
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	6	0.1	1.6	3			
4.M.42 Struggling young families in post-war terraces	174	1.5	1.6	94			
4.M.43 Families in right-to-buy estates	288	2.6	2.1	125			
4.M.44 Post-war estates, limited means	1,187	10.6	2.2	482			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	17	0.2	0.8	19			
4.N.46 Elderly people in social rented flats	281	2.5	1.1	236			
4.N.47 Low income older people in smaller semis	264	2.3	2.3	104			
4.N.48 Pensioners and singles in social rented flats	1,840	16.4	1.7	948			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	300	2.7	2.2	123			
5.O.50 Struggling younger people in mixed tenure	138	1.2	1.8	69			
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	145	1.3	1.6	82			
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	35	0.3	1.6	19			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	963	8.6	1.5	567			
5.Q.58 Singles and young families, some receiving benefits	120	1.1	1.8	60			
5.Q.59 Deprived areas and high-rise flats	859	7.6	2.0	382			
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	22	0.2	0.3	71			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	11,246						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03825_Staging Post, Airdrie, ML6 0AA (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
3. Comfortable Communities	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
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

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%

