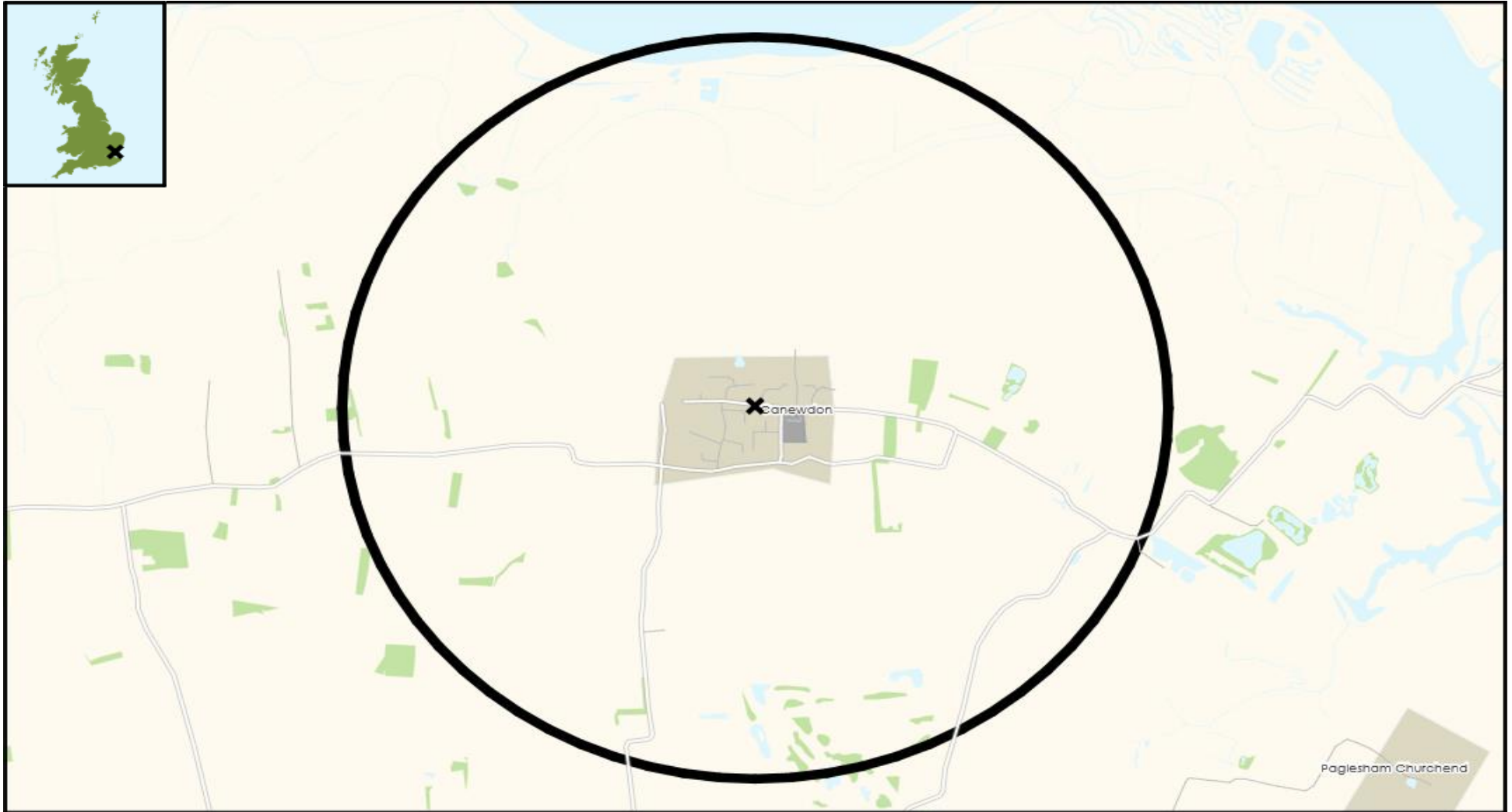


# MAP OF AREA

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Source: OS Open Data 2018

Area: P04032\_Anchor Inn, Rochford, SS4 3QA (1 Mile contour)

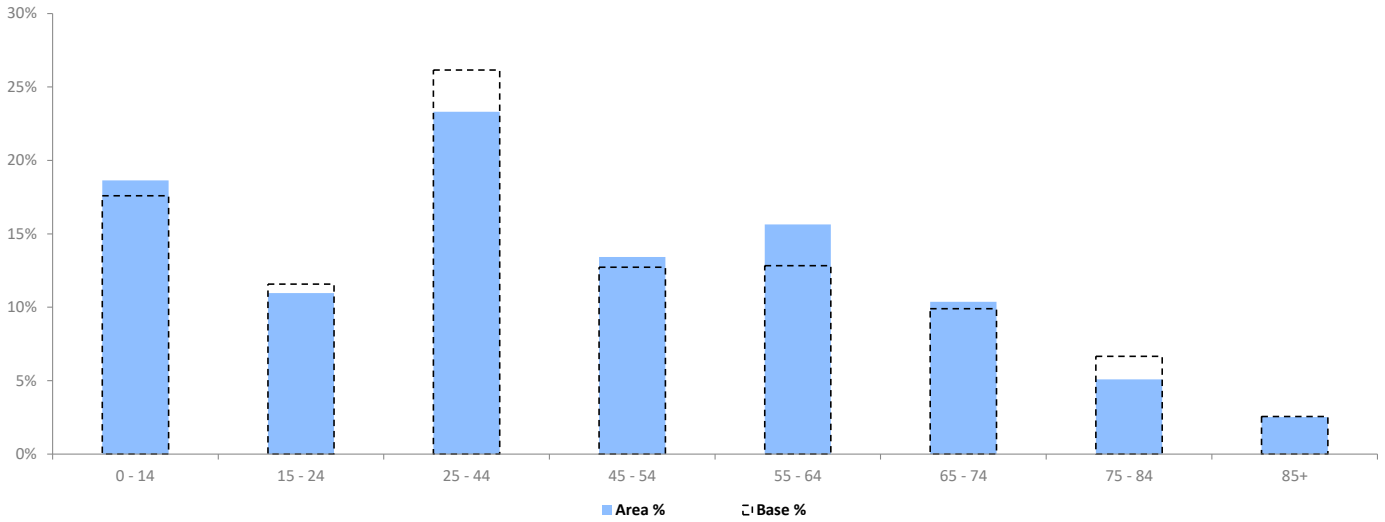


# POPULATION PROJECTIONS

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Area: P04032\_Anchor Inn, Rochford, SS4 3QA (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	311	18.6	17.6	<b>106</b>			
15 - 24	183	11.0	11.6	95			
25 - 44	389	23.3	26.2	89			
45 - 54	224	13.4	12.7	<b>106</b>			
55 - 64	261	15.6	12.8	<b>122</b>			
65 - 74	173	10.4	9.9	<b>105</b>			
75 - 84	85	5.1	6.7	77			
85+	42	2.5	2.6	98			
<b>Total population</b>	<b>1,668</b>						



# EXPENDITURE

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Area: P04032\_Anchor Inn, Rochford, SS4 3QA (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	£54,013	£86.84	£73.74	<b>118</b>			
2. Alcoholic beverages, tobacco and narcotics	£17,386	£27.95	£27.43	<b>102</b>			
3. Clothing & Footwear	£32,491	£52.24	£41.92	<b>125</b>			
4. Housing, water, electricity, gas and other fuels	£61,985	£99.65	£92.23	<b>108</b>			
5. Furnishings, equipment and routine maintenance	£32,719	£52.60	£39.49	<b>133</b>			
6. Health	£15,645	£25.15	£16.97	<b>148</b>			
7. Transport	£97,865	£157.34	£115.30	<b>136</b>			
8. Communication	£9,509	£15.29	£14.64	<b>104</b>			
9. Recreation & Culture	£81,428	£130.91	£100.48	<b>130</b>			
10. Education	£13,915	£22.37	£22.34	<b>100</b>			
11. Restaurants & Hotels	£59,956	£96.39	£82.30	<b>117</b>			
12. Miscellaneous goods and services	£85,614	£137.64	£104.94	<b>131</b>			
<b>Total Expenditure</b>	<b>£562,526</b>	<b>£904.38</b>	<b>£731.77</b>	<b>124</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.

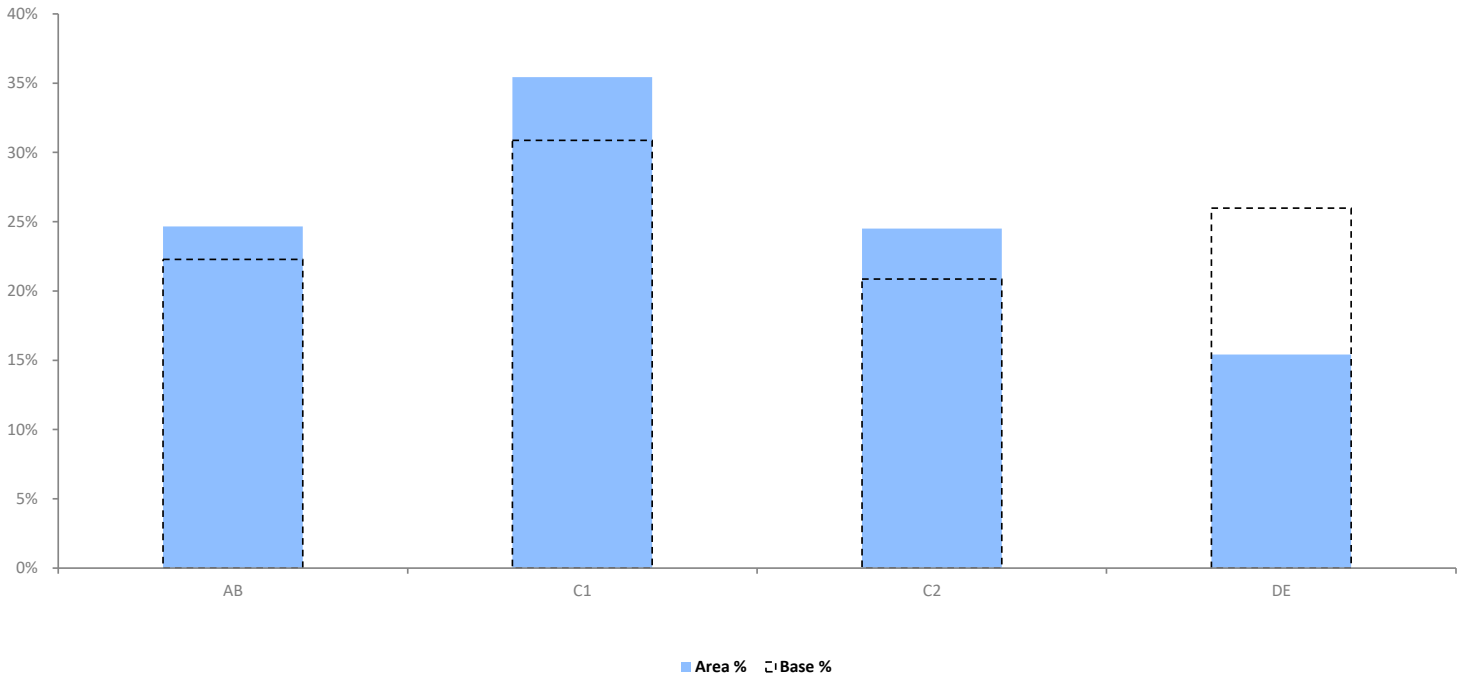
# UP TO DATE DEMOGRAPHICS

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Area: P04032\_Anchor Inn, Rochford, SS4 3QA (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	160	24.7	22.3	<b>111</b>			
C1: Supervisory, clerical, jr managerial/admin/professional	230	35.4	30.9	<b>115</b>			
C2: Skilled manual workers	159	24.5	20.9	<b>117</b>			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	100	15.4	26.0	59			
<b>Total household reference persons aged 16 to 64</b>	<b>649</b>						



# CGA LICENCED PREMISES

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Area: P04032\_Anchor Inn, Rochford, SS4 3QA (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	1	60.0	82.8	72			
Proprietary Club	0	0.0	7.5	0			
Registered Club	0	0.0	28.7	0			
Restaurant	0	0.0	32.5	0			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Anchor Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SS 4 3QA

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04032\_Anchor Inn, Rochford, SS4 3QA (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:** P04032\_Anchor Inn, Rochford, SS4 3QA (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	271	41.8	22.0	190		
2 Rising Prosperity	9	1.4	10.3	13		
3 Comfortable Communities	357	55.0	26.3	209		
4 Financially Stretched	12	1.8	23.7	8		
5 Urban Adversity	0	0.0	17.4	0		
6 Not Private Households	0	0.0	0.3	0		
<b>Total households</b>	<b>649</b>					

### 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: P04032\_Anchor Inn, Rochford, SS4 3QA (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	0	0.0	1.1	0			
1.B Executive Wealth	82	12.6	11.2	112			
1.C Mature Money	189	29.1	9.6	303			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	9	1.4	6.3	22			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	169	26.0	5.7	454			
3.G Successful Suburbs	89	13.7	5.9	233			
3.H Steady Neighbourhoods	99	15.3	7.4	207			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	0	0.0	4.4	0			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	6	0.9	7.9	12			
4.M Striving Families	6	0.9	7.5	12			
4.N Poorer Pensioners	0	0.0	5.8	0			
<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>649</b>						

Acorn Group Pen Portrait

1 C Mature Money

4.9M

UK Adults

9.2%

of UK

**Older, affluent people with the money and time to enjoy life.** These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

**CORE DEMOGRAPHICS**

Age range <b>55+</b>	Children at home <b>0</b>
House tenure <b>Owned outright</b>	Family structure <b>Couple</b>
Number of beds <b>4</b>	House type <b>Detached</b>

**BRANDS**

<b>SHOPPING</b> LAKELAND      LAURA ASHLEY      J. M. WOOD      W. WATSON
<b>LEISURE</b> BROWNS      NESPRESSO      M&S      CARRE NERO
<b>WEBSITES</b> goodfood      MoneySavingExpert.com      M&S EST. 688      BBC NEWS

**DIGITAL AND TECH**

**ATTITUDES**

I worry about online security  <b>62%</b> <small>UK average: 59%</small>	Shopping online makes my life easier  <b>59%</b> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers  <b>26%</b> <small>UK average: 28%</small>
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**TOP BEHAVIOURS**

 <b>Use BBC iPlayer</b>	 <b>Own a tablet</b>	 <b>Buy wine and alcohol online</b>
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04032\_Anchor Inn, Rochford, SS4 3QA (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	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			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	36	5.5	2.4	227			
1.B.6 Financially comfortable families	43	6.6	2.2	302			
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	3	0.5	1.6	29			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	158	24.3	3.0	803			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	2	0.3	2.5	12			
1.C.13 Upmarket downsizers	29	4.5	1.3	346			
<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	9	1.4	1.9	72			
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			
<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	95	14.6	1.0	1,416			
3.F.23 Owner occupiers in small towns and villages	74	11.4	3.2	357			
<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	89	13.7	2.4	568			
<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	99	15.3	2.3	656			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
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	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
<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	6	0.9	1.4	65			
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	6	0.9	1.6	58			
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			
<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	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	0	0.0	1.7	0			
<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>649</b>						

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

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04032\_Anchor Inn, Rochford, SS4 3QA (1 Mile contour)



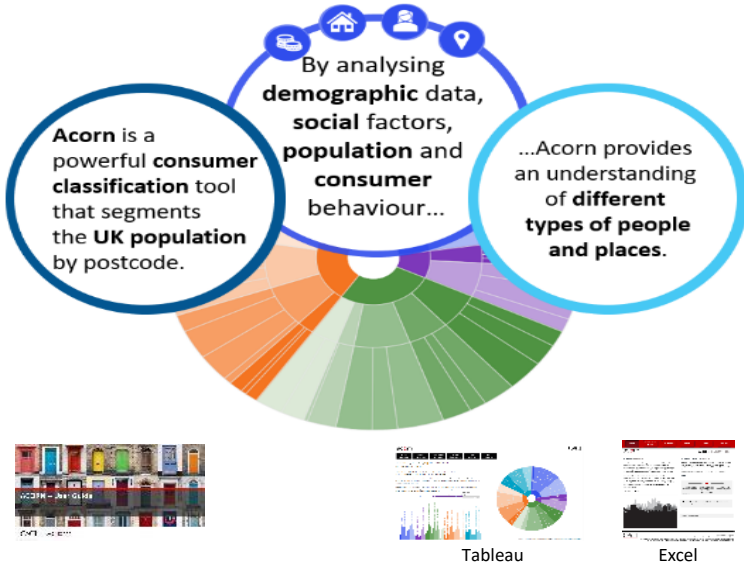
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	F. Countryside Communities	21-23
3. Comfortable Communities	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%

