

CGA LICENCED PREMISES

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Area:	Bulls Head, Dorking, RH4 2DY (0.50 Mile con
Base:	Great Britain
Year:	2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	14	174.5	81.7	214			
Proprietary Club	0	0.0	7.3	0			
Registered Club	3	37.4	28.2	133			
Restaurant	11	137.1	32.1	427			
Residential	0	0.0	2.7	0			

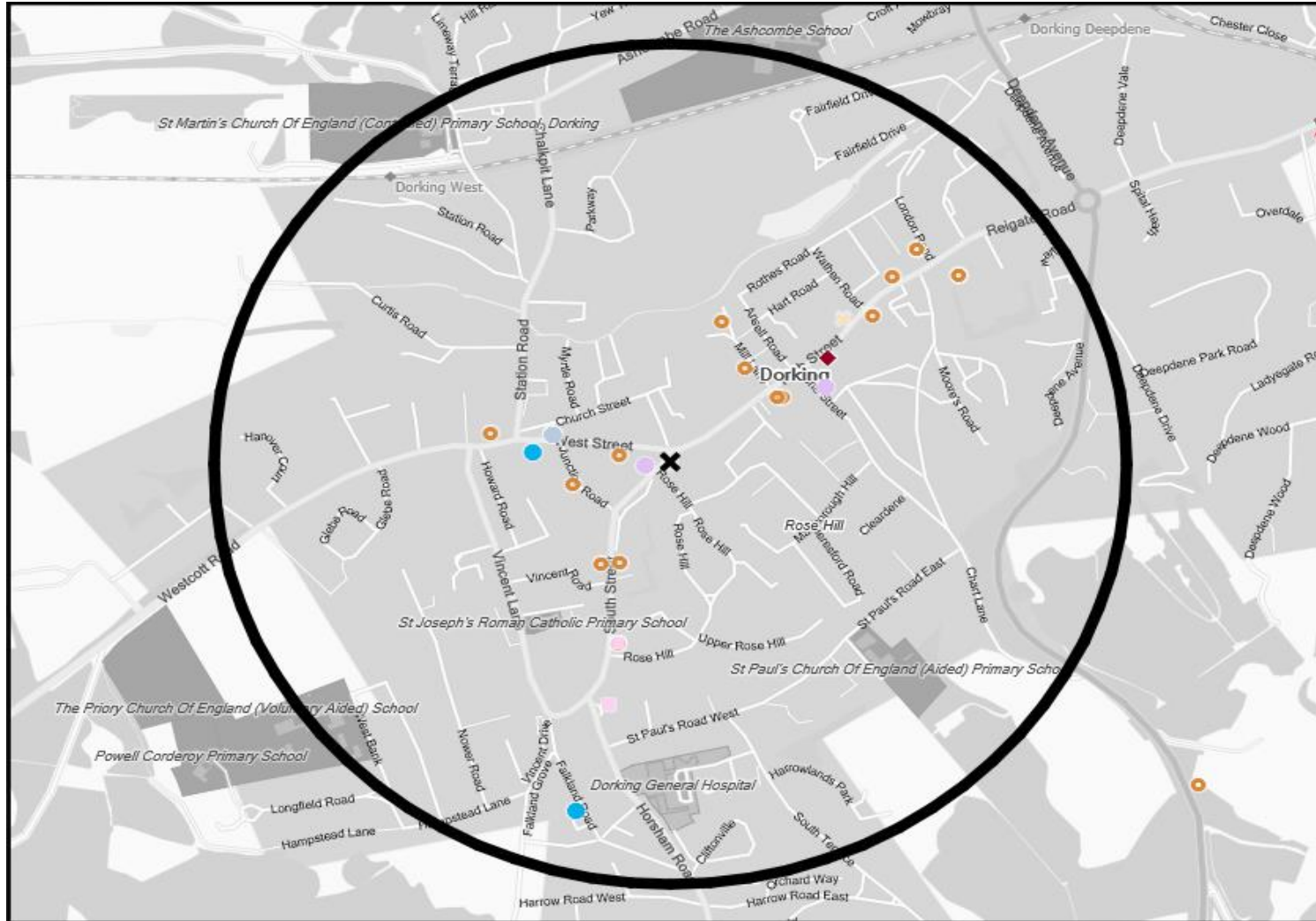
Name	Description	License Type	Owner Name	Postcode
Star	Greene King	Pubs & Full On	Greene King	RH 4 1BU
Queens Head	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	RH 4 2JS
Old House At Home	Punch Pub Company	Pubs & Full On	Punch Pub Company	RH 4 1BY
Dorking Town Football Club Social Club	Independent Free	Registered Club	Independent Free	RH 4 1DX
Sorrel	Independent Free	Restaurant	Independent Free	RH 4 2JU
Dorking White Horse Hotel	Independent Free	Pubs & Full On	Independent Free	RH 4 1BE
Arto	Independent Free	Restaurant	Independent Free	RH 4 1BG
Kings Arms	Shepherd Neame	Pubs & Full On	Shepherd Neame	RH 4 1BU
Grove House Club	Independent Free	Registered Club	Independent Free	RH 4 1BU
Dorking Bowling Club	Independent Free	Registered Club	Independent Free	RH 4 1DD
Surrey Yeoman	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	RH 4 1QR
Pizza Express	Hony Capital	Restaurant	Hony Capital	RH 4 1RT
Dorking Halls	Independent Free	Pubs & Full On	Independent Free	RH 4 1SG
High Island	Independent Free	Restaurant	Independent Free	RH 4 1SG
White Hart	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RH 4 2DR
Bulls Head	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	RH 4 2DY
New Dorking Cantonese	Independent Free	Restaurant	Independent Free	RH 4 2EW
Spotted Dog	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RH 4 2HQ
Cricketers Inn	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	RH 4 2JU
Falkland Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	RH 4 3AD
Cafe Rialto	Independent Free	Pubs & Full On	Independent Free	RH 4 2JX
Fountain Garden	Independent Free	Restaurant	Independent Free	RH 4 1BL
Dorking Brasserie	Independent Free	Restaurant	Independent Free	RH 4 3HB
Sang Thai Restaurant	Independent Free	Restaurant	Independent Free	RH 4 1QT
Burgundy & Black	Independent Free	Restaurant	Independent Free	RH 4 1UT
Mexicode	Independent Free	Restaurant	Independent Free	RH 4 1RQ
Roosters Kitchen	Independent Free	Restaurant	Independent Free	RH 4 1RQ
Deepdene	Independent Free	Pubs & Full On	Independent Free	RH 4 1RL

MAP OF AREA

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Source: OS Open Data 2018

Area: Bulls Head, Dorking, RH4 2DY (0.50 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: Bulls Head, Dorking, RH4 2DY (0.50 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	1,257	34.0	22.1	154	<div></div>	<div></div>
	2 Rising Prosperity	935	25.3	10.2	248	<div></div>	<div></div>
	3 Comfortable Communities	891	24.1	26.5	91	<div></div>	<div></div>
	4 Financially Stretched	511	13.8	23.7	58	<div></div>	<div></div>
	5 Urban Adversity	66	1.8	17.2	10	<div></div>	<div></div>
	6 Not Private Households	36	1.0	0.3	283	<div></div>	<div></div>
 Graph							
Total households		3,696					

Acorn Category Pen Portrait

3

Comfortable Communities

14.4M
UK Adults

27.2%
of UK

Age range

35-64

House type

Semi-detached or detached

Financial situation

Running into debt

Saving a lot

House tenure

Owned outright or mortgaged

Children at home

0-2

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%

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: Bulls Head, Dorking, RH4 2DY (0.50 Mile contour)

Base: Great Britain

Year: 2023

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	598	16.2	11.3	143			
1.C Mature Money	659	17.8	9.6	185			
2. Rising Prosperity							
2.D City Sophisticates	13	0.4	3.8	9			
2.E Career Climbers	922	24.9	6.4	391			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	439	11.9	6.0	200			
3.H Steady Neighbourhoods	142	3.8	7.4	52			
3.I Comfortable Seniors	54	1.5	2.9	51			
3.J Starting Out	256	6.9	4.6	152			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	7	0.2	8.0	2			
4.M Striving Families	150	4.1	7.4	54			
4.N Poorer Pensioners	354	9.6	5.8	166			
5. Urban Adversity							
5.O Young Hardship	22	0.6	6.3	10			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	44	1.2	5.2	23			
6. Not Private Households							
6.R Not Private Households	36	1.0	0.3	283			
Total households							
3,696							

Acorn Group Pen Portrait

2 D City Sophisticates

1.9M
UK Adults3.7%
of UK

Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend. These affluent younger people generally rent flats in major towns and cities. Whilst incomes are well above average, their level of disposable income is restricted due to high rents.

CORE DEMOGRAPHICS



FINANCIAL PROFILE



BRANDS



DIGITAL AND TECH



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: Bulls Head, Dorking, RH4 2DY (0.50 Mile contour)

Base: Great Britain

Year: 2023

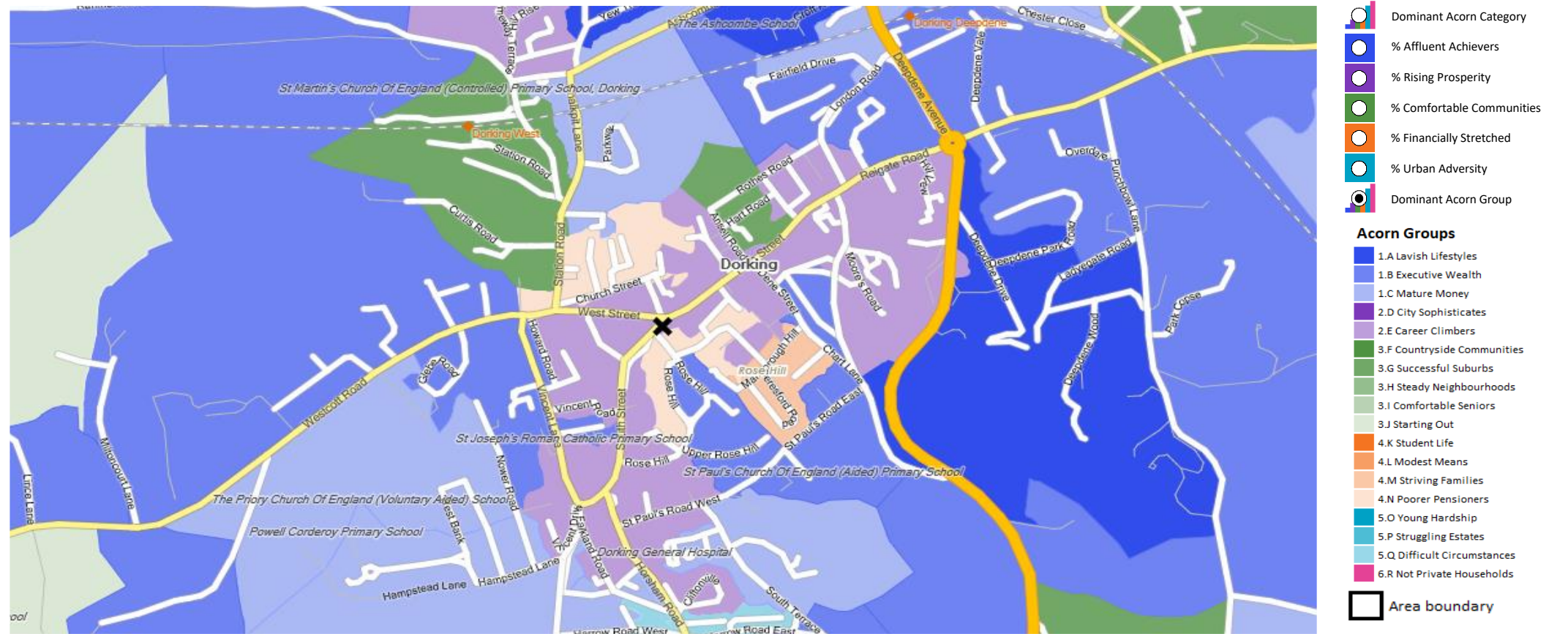
Sort by:  Acorn Structure
 Index
 Profile %

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	0.1	0			
	1.A.3	Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth									
	1.B.4	Asset rich families	85	2.3	2.6	87			
	1.B.5	Wealthy countryside commuters	76	2.1	2.5	83			
	1.B.6	Financially comfortable families	0	0.0	2.2	0			
	1.B.7	Affluent professionals	82	2.2	0.9	260			
	1.B.8	Prosperous suburban families	323	8.7	1.5	570			
	1.B.9	Well-off edge of towners	32	0.9	1.6	54			
1.C Mature Money									
	1.C.10	Better-off villagers	252	6.8	3.1	222			
	1.C.11	Settled suburbia, older people	151	4.1	2.8	145			
	1.C.12	Retired and empty nesters	0	0.0	2.5	0			
	1.C.13	Upmarket downsizers	256	6.9	1.3	536			
2. Rising Prosperity									
2.D City Sophisticates									
	2.D.14	Townhouse cosmopolitans	13	0.4	0.7	50			
	2.D.15	Younger professionals in smaller flats	0	0.0	1.5	0			
	2.D.16	Metropolitan professionals	0	0.0	0.7	0			
	2.D.17	Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers									
	2.E.18	Career driven young families	41	1.1	2.0	56			
	2.E.19	First time buyers in small, modern homes	881	23.8	3.4	703			
	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	0	0.0	3.2	0			
3.G Successful Suburbs									
	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	439	11.9	2.4	490			
3.H Steady Neighbourhoods									
	3.H.27	Suburban semis, conventional attitudes	0	0.0	3.5	0			
	3.H.28	Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29	Established suburbs, older families	142	3.8	2.3	164			
3.I Comfortable Seniors									
	3.I.30	Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
	3.I.31	Elderly singles in purpose-built accommodation	54	1.5	0.5	301			
3.J Starting Out									
	3.J.32	Educated families in terraces, young children	243	6.6	2.2	306			
	3.J.33	Smaller houses and starter homes	13	0.4	2.4	15			
4. Financially Stretched									
4.K Student Life									
	4.K.34	Student flats and halls of residence	0	0.0	0.3	0			
	4.K.35	Term-time terraces	0	0.0	0.2	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	2	0.1	1.4	4			
	4.L.38	Semi-skilled workers in traditional neighbourhoods	5	0.1	2.6	5			
	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			
4.M Striving Families									
	4.M.41	Labouring semi-rural estates	66	1.8	1.6	112			
	4.M.42	Struggling young families in post-war terraces	84	2.3	1.6	139			
	4.M.43	Families in right-to-buy estates	0	0.0	2.0	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	0.7	0.8	89			
	4.N.46	Elderly people in social rented flats	201	5.4	1.0	528			
	4.N.47	Low income older people in smaller semis	0	0.0	2.2	0			
	4.N.48	Pensioners and singles in social rented flats	127	3.4	1.7	201			
5. Urban Adversity									
5.O Young Hardship									
	5.O.49	Young families in low cost private flats	7	0.2	2.2	9			
	5.O.50	Struggling younger people in mixed tenure	15	0.4	1.8	23			
	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	1.0	0			
	5.P.55	Deprived and ethnically diverse in flats	0	0.0	0.7	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	22	0.6	1.8	34			
	5.Q.59	Deprived areas and high-rise flats	22	0.6	2.0	30			
6. Not Private Households									
6.R Not Private Households									
	6.R.60	Active communal population	7	0.2	0.1	319			
	6.R.61	Inactive communal population	29	0.8	0.3	276			
	6.R.62	Business areas without resident population	0	0	0	0			
Total households			3,696						

DOMINANT ACORN GROUP - HOUSEHOLDS

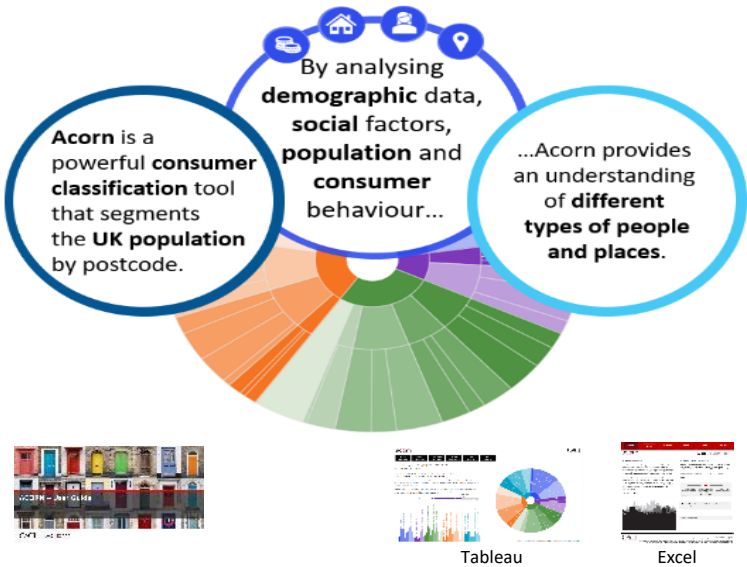
Area: Bulls Head, Dorking, RH4 2DY (0.50 Mile contour)

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Source: OS Open Data 2018



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
		R. Not Private Households	60-62

1

Affluent Achievers

12.1M

22.8%

UK Adults

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+

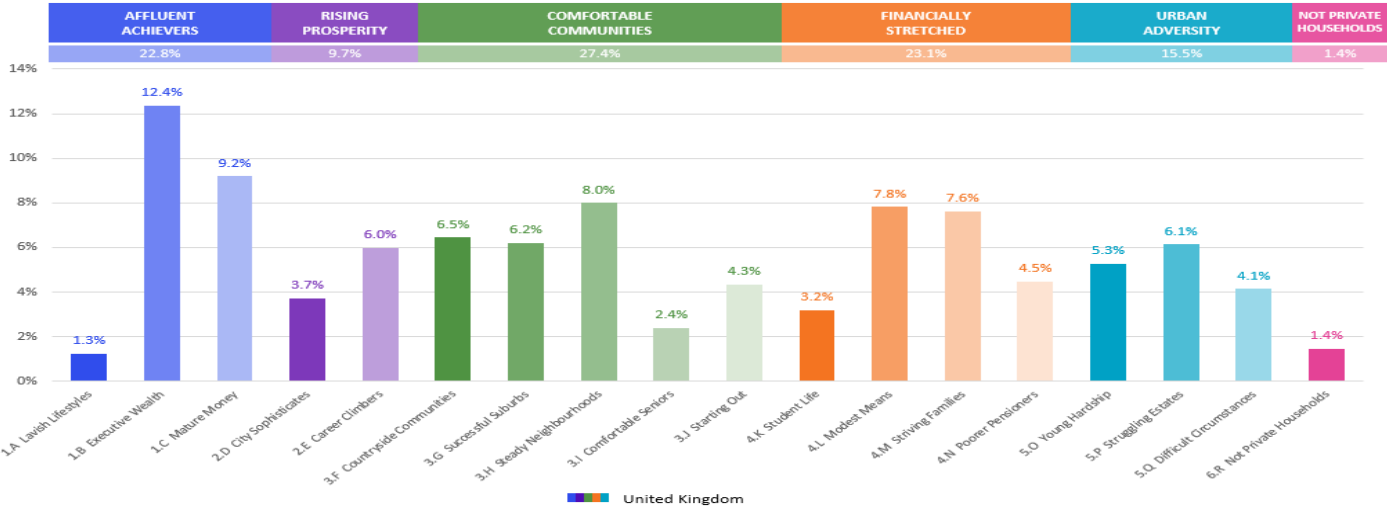
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles 6%

B. Executive Wealth 54%

C. Mature Money 40%

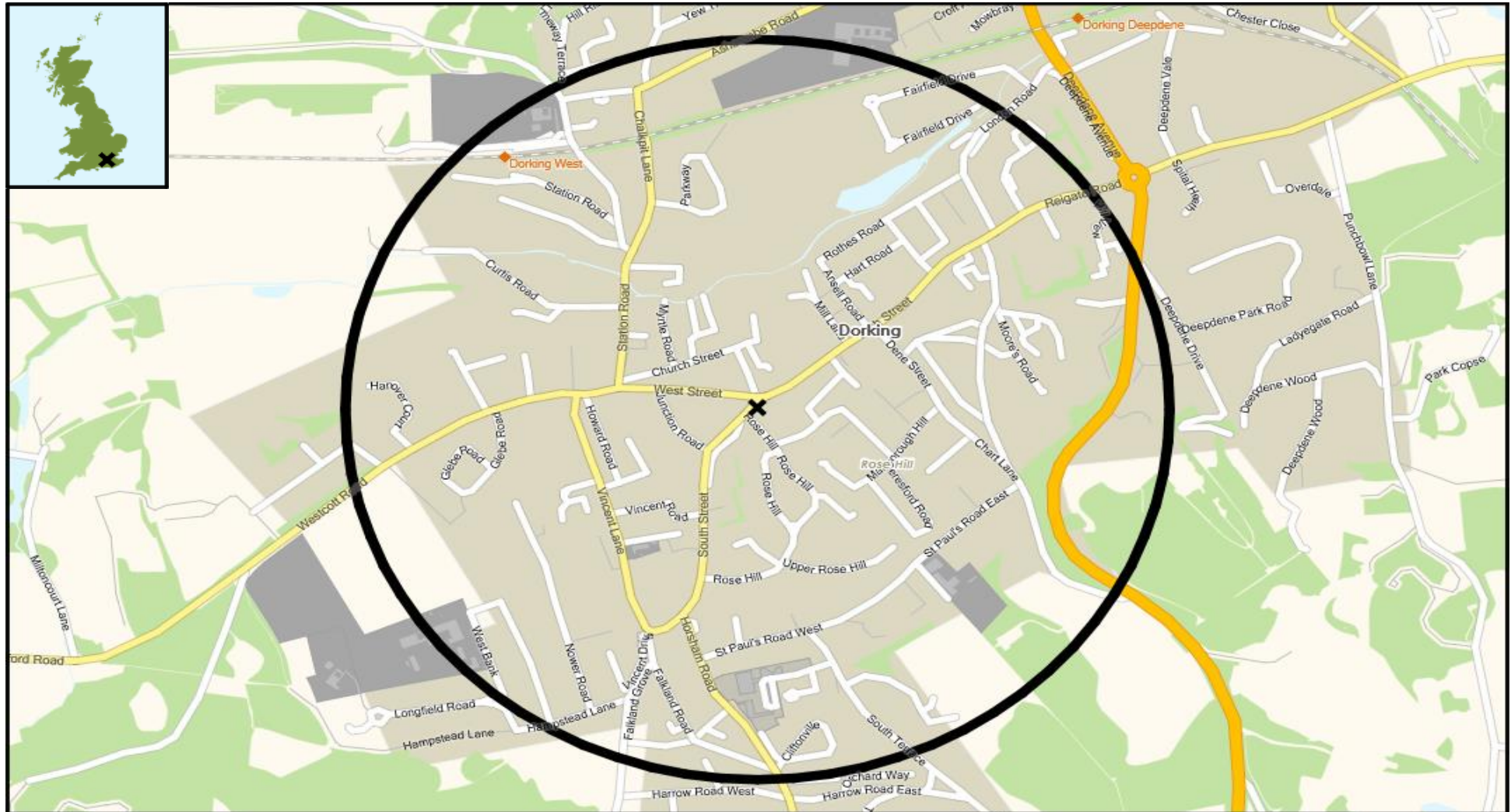


MAP OF AREA

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Area: Bulls Head, Dorking, RH4 2DY (0.50 Mile contour)

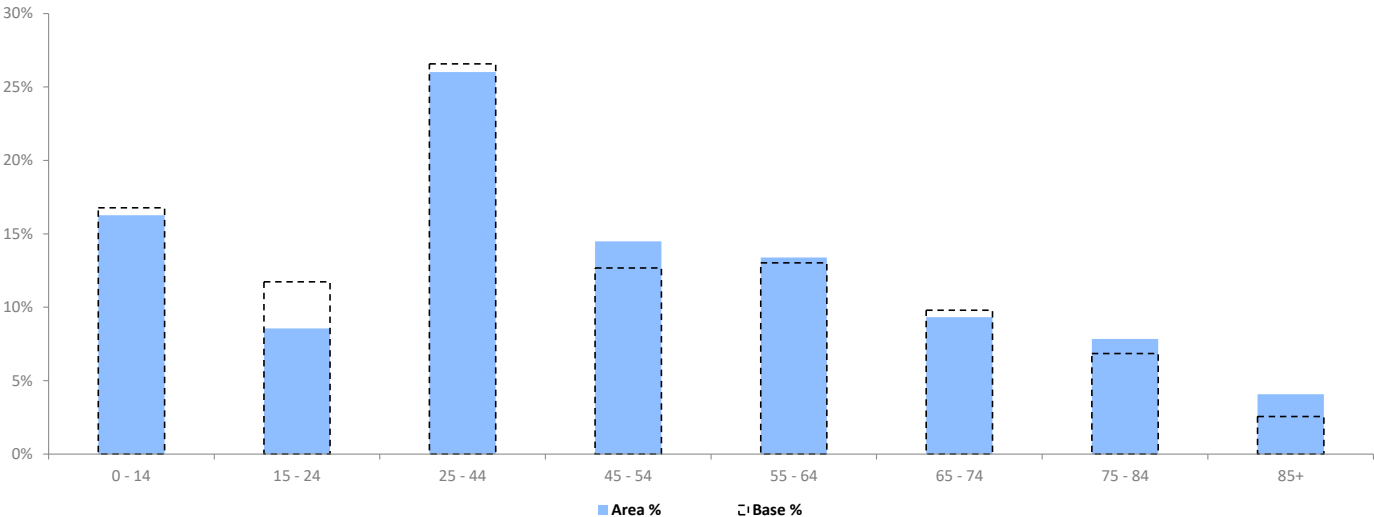


POPULATION PROJECTIONS

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Area:	Bulls Head, Dorking, RH4 2DY (0.50 Mile contour)
Base:	Great Britain
Year:	2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,306	16.3	16.8	97			
15 - 24	687	8.6	11.7	73			
25 - 44	2,087	26.0	26.6	98			
45 - 54	1,163	14.5	12.7	114			
55 - 64	1,075	13.4	13.0	103			
65 - 74	749	9.3	9.8	95			
75 - 84	630	7.9	6.9	114			
85+	327	4.1	2.6	160			
Total population	8,024						



EXPENDITURE

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Area:	Bulls Head, Dorking, RH4 2DY (0.50 Mile contour)
Base:	Great Britain
Year:	2023

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	£247,163	£68.75	£66.95	103			
2. Alcoholic beverages, tobacco and narcotics	£100,043	£27.83	£28.12	99			
3. Clothing & Footwear	£78,241	£21.76	£22.40	97			
4. Housing, water, electricity, gas and other fuels	£439,268	£122.19	£107.19	114			
5. Furnishings, equipment and routine maintenance	£147,878	£41.13	£36.85	112			
6. Health	£59,435	£16.53	£13.48	123			
7. Transport	£559,540	£155.64	£134.74	116			
8. Communication	£58,221	£16.19	£15.74	103			
9. Recreation & Culture	£280,876	£78.13	£64.16	122			
10. Education	£76,258	£21.21	£22.26	95			
11. Restaurants & Hotels	£266,013	£74.00	£67.11	110			
12. Miscellaneous goods and services	£448,817	£124.84	£109.86	114			
Total Expenditure	£2,761,753	£768.22	£688.85	112			

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.