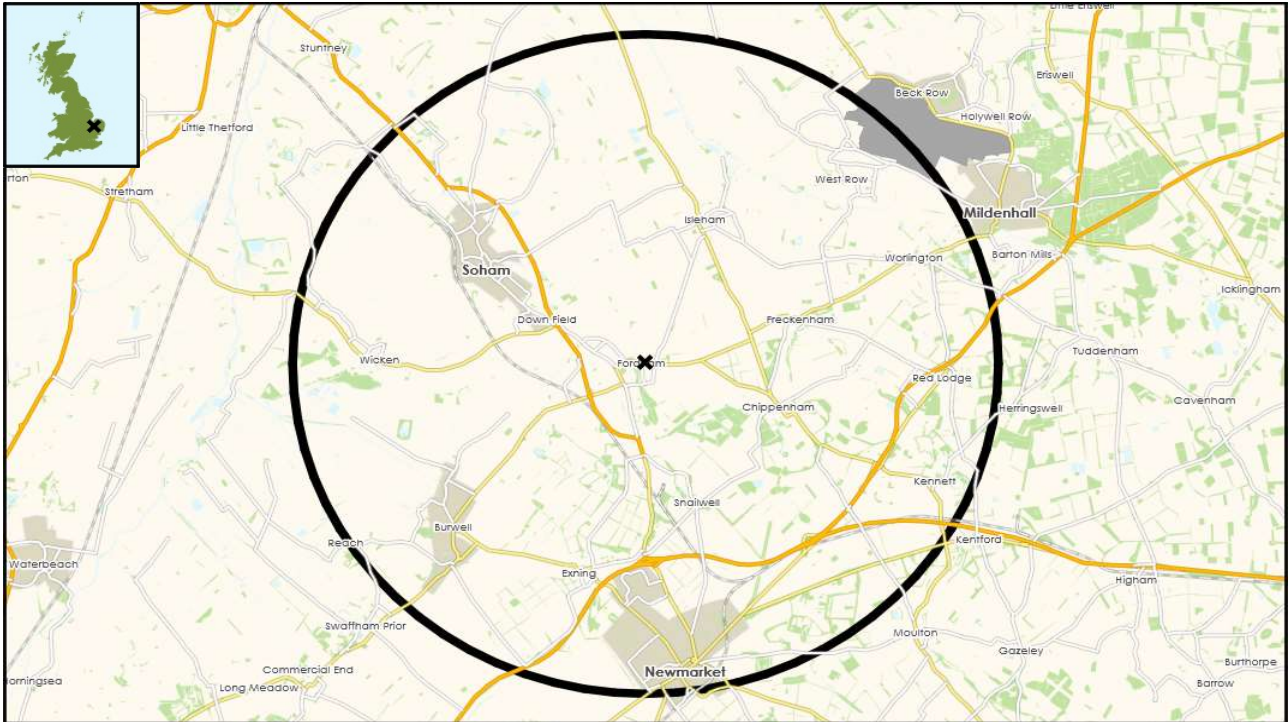


MAP OF AREA

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Source: OS Open Data 2018

Area: P03614_Crown, Fordham, CB7 5NJ (5 Mile contour)

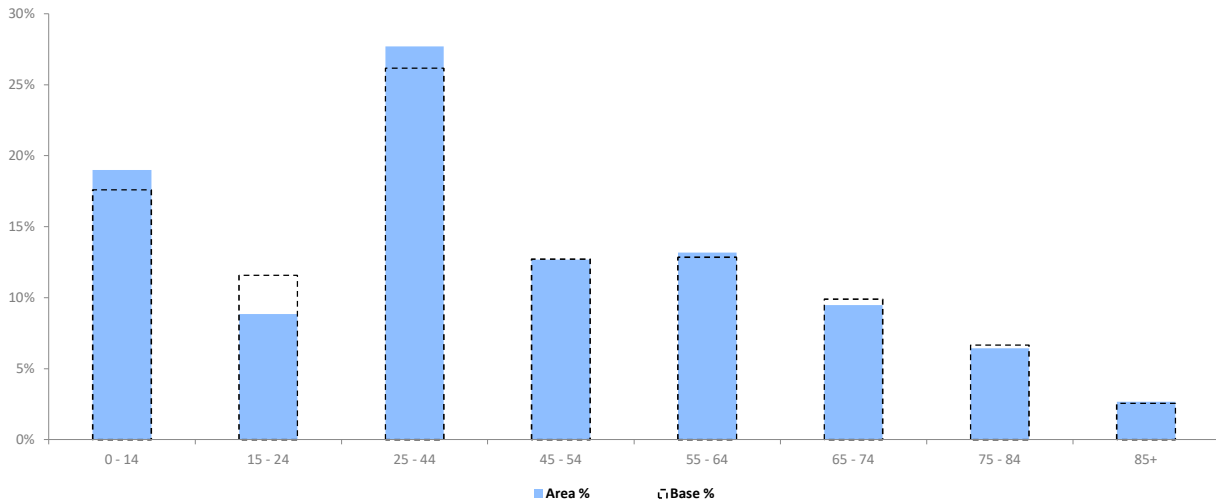


POPULATION PROJECTIONS

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Area: P03614_Crown, Fordham, CB7 5NJ (5 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	10,240	19.0	17.6	108			
15 - 24	4,766	8.8	11.6	76			
25 - 44	14,938	27.7	26.2	106			
45 - 54	6,843	12.7	12.7	100			
55 - 64	7,100	13.2	12.8	103			
65 - 74	5,102	9.5	9.9	96			
75 - 84	3,473	6.4	6.7	97			
85+	1,449	2.7	2.6	105			
Total population	53,911						



EXPENDITURE

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Area: P03614_Crown, Fordham, CB7 5NJ (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	£1,699,892	£72.74	£73.74	99			
2. Alcoholic beverages, tobacco and narcotics	£633,059	£27.09	£27.43	99			
3. Clothing & Footwear	£954,897	£40.86	£41.92	97			
4. Housing, water, electricity, gas and other fuels	£1,886,706	£80.73	£92.23	88			
5. Furnishings, equipment and routine maintenance	£888,572	£38.02	£39.49	96			
6. Health	£390,523	£16.71	£16.97	98			
7. Transport	£2,983,275	£127.65	£115.30	111			
8. Communication	£337,509	£14.44	£14.64	99			
9. Recreation & Culture	£2,200,931	£94.18	£100.48	94			
10. Education	£486,192	£20.80	£22.34	93			
11. Restaurants & Hotels	£1,859,516	£79.57	£82.30	97			
12. Miscellaneous goods and services	£2,550,181	£109.12	£104.94	104			
Total Expenditure	£16,871,253	£721.92	£731.77	99			

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.

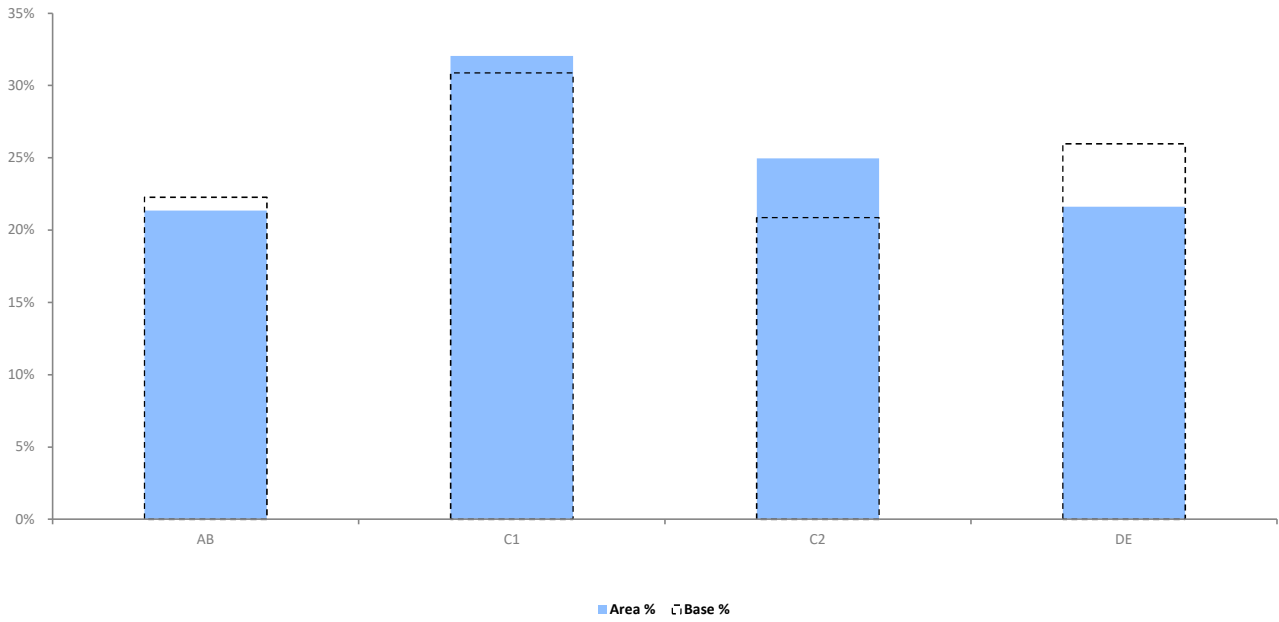
UP TO DATE DEMOGRAPHICS

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Area: P03614_Crown, Fordham, CB7 5NJ (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	4,930	21.4	22.3	96			
C1: Supervisory, clerical, jr managerial/admin/professional	7,402	32.1	30.9	104			
C2: Skilled manual workers	5,762	25.0	20.9	120			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	4,992	21.6	26.0	83			
Total household reference persons aged 16 to 64	23,086						



CGA LICENCED PREMISES

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Area: P03614_Crown, Fordham, CB7 5NJ (5 Mile c
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	47	87.2	82.8	105			
Proprietary Club	4	7.4	7.5	99			
Registered Club	19	35.2	28.7	123			
Restaurant	14	26.0	32.5	80			
Residential	2	3.7	2.8	134			

Name	Description	License Type	Owner Name	Postcode
Dykes End	Independent Free	Pubs & Full On	Independent Free	CB25 0JD
Burwell House Res Centre	Independent Free	Residential	Independent Free	CB25 0DU
Fox Inn	Independent Free	Pubs & Full On	Independent Free	CB25 0DU
Burwell Community Sports Centre	Independent Free	Proprietary Club	Independent Free	CB25 0DD
Five Bells	Greene King	Pubs & Full On	Greene King	CB25 0HD
Brook Entertainment	Independent Free	Pubs & Full On	Independent Free	CB 7 5AD
Carpenters Arms	Independent Free	Pubs & Full On	Independent Free	CB 7 5AE
Cherry Tree	Greene King	Pubs & Full On	Greene King	CB 7 5AH
Fountain	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CB 7 5DS
Soham Town Rangers Football Club	Independent Free	Registered Club	Independent Free	CB 7 5EQ
Ship	Greene King	Pubs & Full On	Greene King	CB 7 5HD
Ross Peers Sports Centre	Independent Free	Proprietary Club	Independent Free	CB 7 5HP
Soham Comrades Club	Independent Free	Registered Club	Independent Free	CB 7 5JG
Chequers	Punch Pub Company	Pubs & Full On	Punch Pub Company	CB 7 5NG
White Pheasant	Independent Free	Pubs & Full On	Independent Free	CB 7 5LQ
Crown	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CB 7 5NJ
Royal British Legion Club	Independent Free	Registered Club	Independent Free	CB 7 5NJ
Chippenham Bowls Club	Independent Free	Registered Club	Independent Free	CB 7 5PT
Tharp Arms	Greene King	Pubs & Full On	Greene King	CB 7 5PR
Rising Sun	Independent Free	Pubs & Full On	Independent Free	CB 7 5RT
Griffin	Independent Free	Pubs & Full On	Independent Free	CB 7 5RX
Merry Monk	Independent Free	Pubs & Full On	Independent Free	CB 7 5SB
Maids Head	Independent Free	Pubs & Full On	Independent Free	CB 7 5XR
Newmarket Sports Centre	Independent Free	Proprietary Club	Independent Free	CB 8 0EA
Cherry Tree	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	CB 8 0EL
Newmarket Lawn Tennis Club	Independent Free	Registered Club	Independent Free	CB 8 0NQ
Cadogan Hotel	Independent Free	Pubs & Full On	Independent Free	CB 8 7AA
Studland Park Sports Club	Independent Free	Registered Club	Independent Free	CB 8 7RX
Bedford Lodge Hotel	Independent Free	Pubs & Full On	Independent Free	CB 8 7BX
White Horse	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CB 8 7EH
Rosery Country House Hotel	Independent Free	Residential	Independent Free	CB 8 7EH
White Swan	Wellington	Pubs & Full On	Wellington	CB 8 7EW
Wheatsheaf	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CB 8 7HA
George & Dragon	Independent Free	Pubs & Full On	Independent Free	CB 8 7LX
New Wellington	Greene King	Pubs & Full On	Greene King	CB 8 8AD
Cheveley Road Club	Independent Free	Registered Club	Independent Free	CB 8 8AD
Newmarket Cricket Club	Independent Free	Registered Club	Independent Free	CB 8 8BT
Montaz	Independent Free	Restaurant	Independent Free	CB 8 8DN
Three Horseshoes	Punch Pub Company	Pubs & Full On	Punch Pub Company	CB 8 8DU
Heath Court Hotel	Independent Free	Pubs & Full On	Independent Free	CB 8 8DY
Bushel	Greene King	Pubs & Full On	Greene King	CB 8 8EE
Newmarket Foresters Social Club	Independent Free	Registered Club	Independent Free	CB 8 8EN
Kings	Independent Free	Restaurant	Independent Free	CB 8 8EN
Symposium	Independent Free	Restaurant	Independent Free	CB 8 8EQ
Unique	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CB 8 8EW
Prince Of Wales	Punch Pub Company	Pubs & Full On	Punch Pub Company	CB 8 8HF
National Horse Racing Museum	Independent Free	Pubs & Full On	Independent Free	CB 8 8JH
Jockey Club Rooms	Independent Free	Proprietary Club	Independent Free	CB 8 8JL
White Hart	Marston's	Pubs & Full On	Marston's	CB 8 8JP
Prezzo	Prezzo plc	Restaurant	Prezzo plc	CB 8 8LT
Crown Rooms Newmarket	Unknown	Pubs & Full On	Unknown	CB 8 8LB
Golden Lion	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CB 8 8LB
Bull	Greene King	Pubs & Full On	Greene King	CB 8 8LB
Waggon And Horses	Greene King	Pubs & Full On	Greene King	CB 8 8LB
Wildwood	Tasty	Restaurant	Tasty	CB 8 8LX
New Astley Institute	Independent Free	Registered Club	Independent Free	CB 8 8NT
Newmarket Avenue Bowls Club	Independent Free	Registered Club	Independent Free	CB 8 9AY
Masonic Club	Independent Free	Registered Club	Independent Free	CB 8 9AE
Fountain Restaurant	Independent Free	Restaurant	Independent Free	CB 8 9AP
Khobkhun Thai Restaurant	Independent Free	Restaurant	Independent Free	CB 8 9AQ

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Area: P03614_Crown, Fordham, CB7 5NJ (5 Mile c
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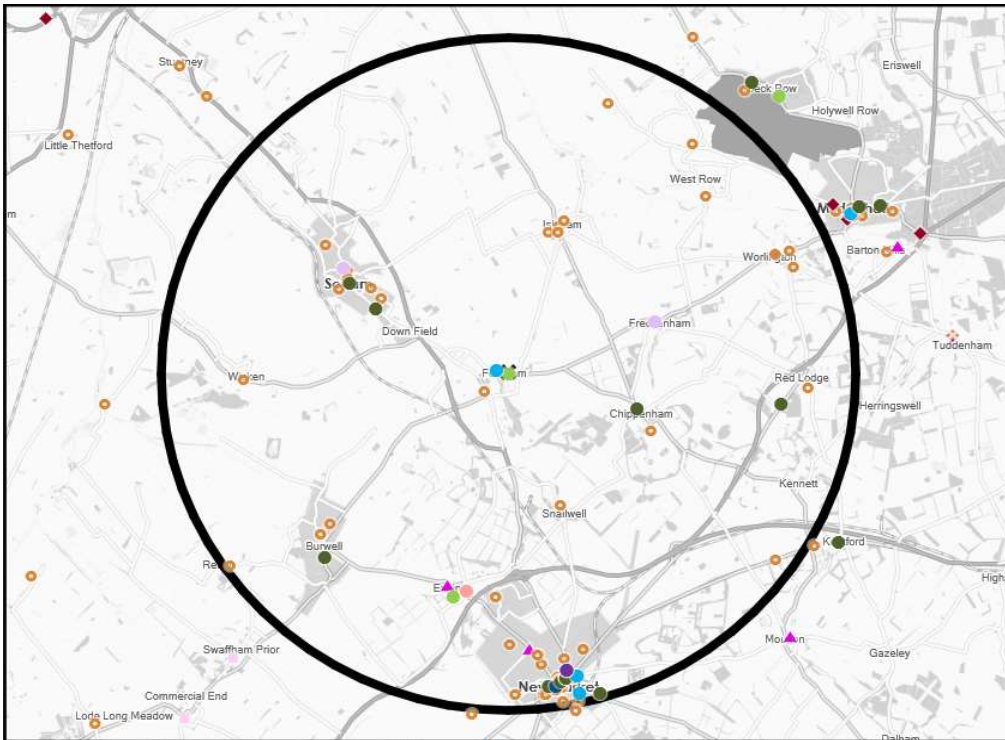
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	47	87.2	82.8	105			
Proprietary Club	4	7.4	7.5	99			
Registered Club	19	35.2	28.7	123			
Restaurant	14	26.0	32.5	80			
Residential	2	3.7	2.8	134			

Name	Description	License Type	Owner Name	Postcode
Yard	Greene King	Pubs & Full On	Greene King	CB 8 9AW
Golden Boar	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	IP28 8HZ
Red Lodge Steakhouse And Bar	Greene King	Pubs & Full On	Greene King	IP28 8LB
Judes Ferry	Independent Free	Pubs & Full On	Independent Free	IP28 8PT
West Row Bowling Club	Independent Free	Registered Club	Independent Free	IP28 8QE
Mildenhall Speedway Club	Independent Free	Registered Club	Independent Free	IP28 8QU
Walnut Tree	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	IP28 8RU
Worlington Hall Hotel	Independent Free	Pubs & Full On	Independent Free	IP28 8RX
Royal Worlington & Newmarket Golf Cl	Independent Free	Registered Club	Independent Free	IP28 8SD
Comrades Club	Independent Free	Registered Club	Independent Free	CB 7 5RY
Gallery	Independent Free	Pubs & Full On	Independent Free	CB 8 8JH
Exning Road Working Mens Club	Independent Free	Registered Club	Independent Free	CB 8 0AB
Pizza Express	Hony Capital	Restaurant	Hony Capital	CB 8 8NA
Ali Taj	Independent Free	Restaurant	Independent Free	CB 7 5DS
Red Lodge Millenium Centre	Independent Free	Pubs & Full On	Independent Free	IP28 8JN
El Guaca Mexican Grill	Independent Free	Restaurant	Independent Free	CB 8 8LT
Worlington Cricket Club	Independent Free	Registered Club	Independent Free	IP28 8RU
Lancer	Independent Free	Restaurant	Independent Free	CB 8 8LB
Ormonde	Whitbread	Pubs & Full On	Whitbread	CB 8 8NY
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	CB 8 8NY
Newmarket Rugby Union Football Club	Independent Free	Registered Club	Independent Free	CB 8 0DJ
Pantry	Independent Free	Restaurant	Independent Free	CB 8 8EQ
A Tasca Cafe	Independent Free	Pubs & Full On	Independent Free	CB 7 5HE
Coyotes	Independent Free	Restaurant	Independent Free	CB 8 8LB
Mangiare	Independent Free	Restaurant	Independent Free	CB 8 8LT
Lanwades Hall	Independent Free	Pubs & Full On	Independent Free	CB 8 7UA

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03614_Crown, Fordham, CB7 5NJ (5 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: P03614_Crown, Fordham, CB7 5NJ (5 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	4,227	18.3	22.0	83		
2 Rising Prosperity	1,894	8.2	10.3	80		
3 Comfortable Communities	10,018	43.4	26.3	165		
4 Financially Stretched	5,100	22.1	23.7	93		
5 Urban Adversity	1,813	7.9	17.4	45		
6 Not Private Households	34	0.1	0.3	44		
Graph						
Total households	23,086					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

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: P03614_Crown, Fordham, CB7 5NJ (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	9	0.0	1.1	4		
1.B Executive Wealth	1,760	7.6	11.2	68		
1.C Mature Money	2,458	10.6	9.6	111		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	1,894	8.2	6.3	131		
3. Comfortable Communities						
3.F Countryside Communities	4,514	19.6	5.7	341		
3.G Successful Suburbs	2,442	10.6	5.9	179		
3.H Steady Neighbourhoods	810	3.5	7.4	48		
3.I Comfortable Seniors	545	2.4	2.9	82		
3.J Starting Out	1,707	7.4	4.4	166		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	2,451	10.6	7.9	134		
4.M Striving Families	1,472	6.4	7.5	85		
4.N Poorer Pensioners	1,177	5.1	5.8	87		
5. Urban Adversity						
5.O Young Hardship	826	3.6	6.2	58		
5.P Struggling Estates	366	1.6	5.9	27		
5.Q Difficult Circumstances	621	2.7	5.3	51		
6. Not Private Households						
6.R Not Private Households	34	0.1	0.3	44		
Total households	23,086					

Acorn Group Pen Portrait

3 F Countryside Communities
3.4M UK Adults
6.4% of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

CORE DEMOGRAPHICS

Age range 55-74	Children at home 0
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached

FINANCIAL PROFILE

Household income UK: £42k Average: £49k	London: n/a Average: £48k	% Disposable income UK: 51% Average: 42%	London: n/a Average: 29%
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Financial situation:
Running into debt
Spending a lot

BRANDS

SHOPPING: LAKELAND, M&S, Spacovers, Clarks

LEISURE: CAFE NERO, Zizzi, CAFE ROUGE

WEBSITES: ebay, Money Super Markets, M&S, GOV.UK

DIGITAL

ATTITUDES

I worry about online security 62% UK average: 53%	Shopping online makes my life easier 62% UK average: 67%	I love the ease of using chat bots to get answers 26% UK average: 28%
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TOP BEHAVIOURS

- Research sportswear or equipment online
- Buy domestic appliances online
- Wait until tech becomes cheaper before purchasing



ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03614_Crown, Fordham, CB7 5NJ (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	9	0.0	0.9	5			
1.B Executive Wealth							
1.B.4 Asset rich families	323	1.4	2.6	53			
1.B.5 Wealthy countryside commuters	417	1.8	2.4	74			
1.B.6 Financially comfortable families	737	3.2	2.2	145			
1.B.7 Affluent professionals	60	0.3	0.8	31			
1.B.8 Prosperous suburban families	4	0.0	1.5	1			
1.B.9 Well-off edge of towners	219	0.9	1.6	59			
1.C Mature Money							
1.C.10 Better-off villagers	1,383	6.0	3.0	198			
1.C.11 Settled suburbia, older people	59	0.3	2.8	9			
1.C.12 Retired and empty nesters	505	2.2	2.5	89			
1.C.13 Upmarket downsizers	511	2.2	1.3	171			
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	1,520	6.6	1.9	343			
2.E.19 First time buyers in small, modern homes	374	1.6	3.3	49			
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	324	1.4	1.5	93			
3.F.22 Older couples and families in rural areas	1,307	5.7	1.0	548			
3.F.23 Owner occupiers in small towns and villages	2,883	12.5	3.2	391			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	883	3.8	2.7	144			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	1,559	6.8	2.4	280			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	124	0.5	3.4	16			
3.H.28 Owner occupied terraces, average income	43	0.2	1.6	12			
3.H.29 Established suburbs, older families	643	2.8	2.3	120			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	442	1.9	2.4	80			
3.I.31 Elderly singles in purpose-built accommodation	103	0.4	0.5	92			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	395	1.7	2.1	81			
3.J.33 Smaller houses and starter homes	1,312	5.7	2.3	245			
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	540	2.3	1.4	163			
4.L.38 Semi-skilled workers in traditional neighbourhoods	1,124	4.9	2.6	185			
4.L.39 Fading owner occupied terraces	787	3.4	2.9	118			
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	777	3.4	1.6	213			
4.M.42 Struggling young families in post-war terraces	218	0.9	1.6	57			
4.M.43 Families in right-to-buy estates	212	0.9	2.1	45			
4.M.44 Post-war estates, limited means	265	1.1	2.2	52			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	156	0.7	0.8	86			
4.N.46 Elderly people in social rented flats	105	0.5	1.1	43			
4.N.47 Low income older people in smaller semis	571	2.5	2.3	110			
4.N.48 Pensioners and singles in social rented flats	345	1.5	1.7	87			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	333	1.4	2.2	67			
5.O.50 Struggling younger people in mixed tenure	299	1.3	1.8	73			
5.O.51 Young people in small, low cost terraces	194	0.8	2.3	37			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	103	0.4	1.6	28			
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	263	1.1	1.6	71			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	318	1.4	1.5	91			
5.Q.58 Singles and young families, some receiving benefits	127	0.6	1.8	31			
5.Q.59 Deprived areas and high-rise flats	176	0.8	2.0	38			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	14	0.1	0.1	103			
6.R.61 Inactive communal population	20	0.1	0.3	32			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	23,086						

DOMINANT ACORN GROUP - HOUSEHOLDS

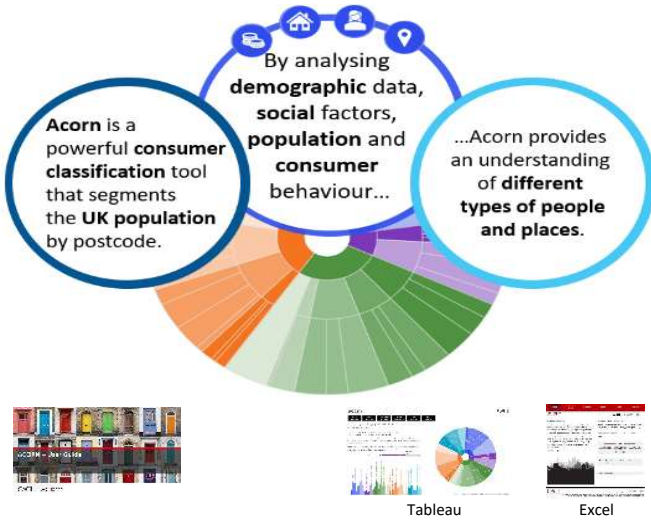
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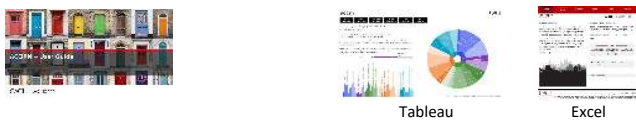


ACORN - WHAT IS IT?

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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			
	K. Student Life	34-36			
4. Financially Stretched	L. Modest Means	37-40			
	M. Striving Families	41-44			
	N. Poorer Pensioners	45-48			
	O. Young Hardship	49-51			
5. Urban Adversity	P. Struggling Estates	52-56			
	Q. Difficult Circumstances	57-59			
	R. Not Private Households	60-62			



1 Affluent Achievers

12.1M
UK Adults
 22.8%
of UK

Age range

55+

House type

Detached

Financial situation

Running into debt ← → Saving a lot

House tenure

Owned outright

Children at home

0

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%

