

CGA LICENCED PREMISES

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Area: P04113_London Road Inn, Calne, SN11 0AD
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	26	63.1	81.7	77			
Proprietary Club	3	7.3	7.3	100			
Registered Club	6	14.6	28.2	52			
Restaurant	3	7.3	32.1	23			
Residential	0	0.0	2.7	0			

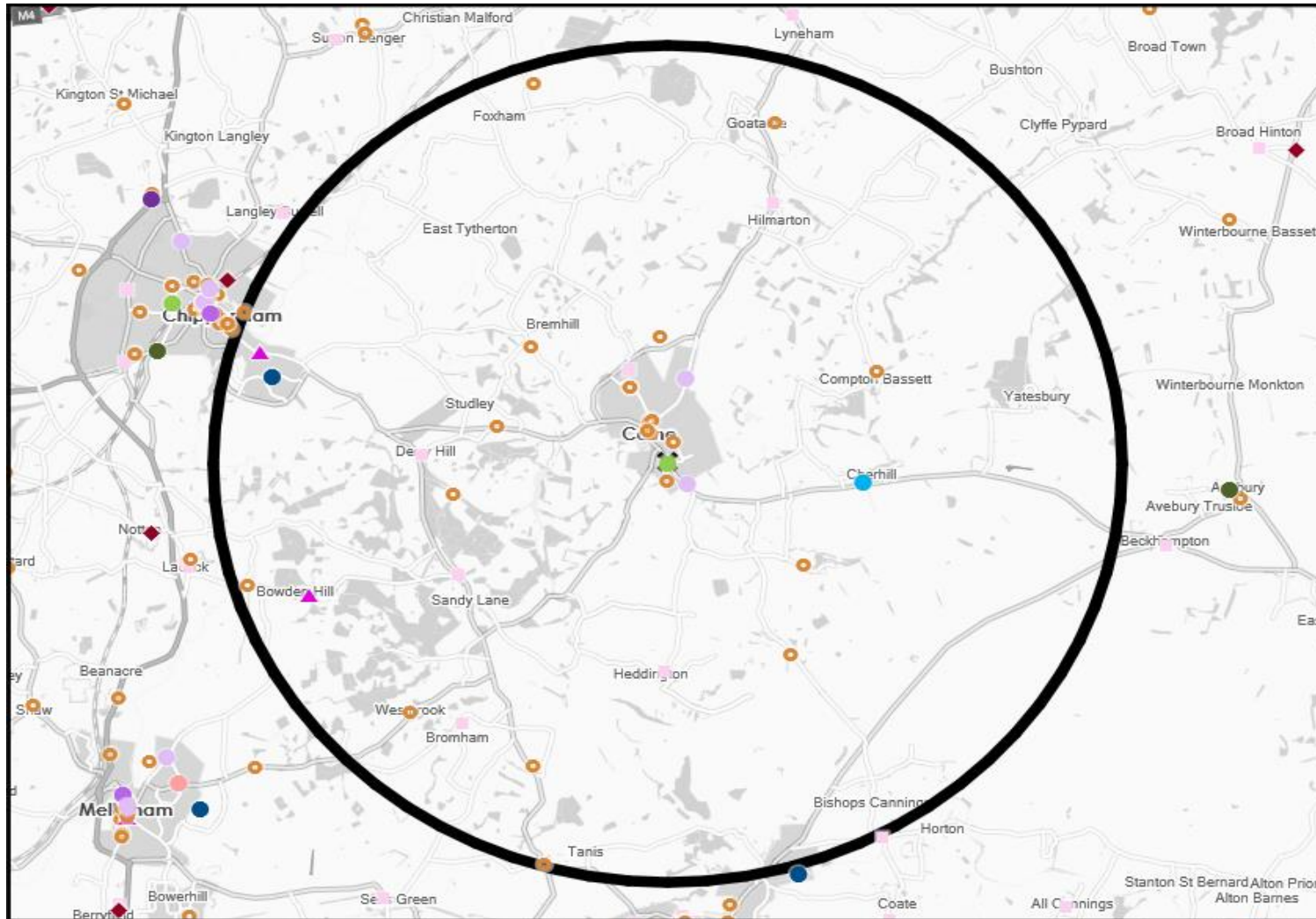
Name	Description	License Type	Owner Name	Postcode
Old Lane	Marston's	Pubs & Full On	Marston's	SN15 3SY
Crown	Red Oak Taverns	Pubs & Full On	Red Oak Taverns	SN10 2JZ
North Wilts Golf Club	Independent Free	Registered Club	Independent Free	SN10 2LP
George & Dragon	Independent Free	Pubs & Full On	Independent Free	SN10 2PN
Jenny Wren	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	SN11 9DF
London Road Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SN11 0AD
Wheatsheaf	Red Oak Taverns	Pubs & Full On	Red Oak Taverns	SN11 0DB
Lansdowne Arms Hotel	Arkells	Pubs & Full On	Arkells	SN11 0EH
Ivy Inn	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	SN11 0PL
Calne Liberal Club	Independent Free	Registered Club	Independent Free	SN11 8AB
Talbot Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SN11 0AR
Bug & Spider	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SN11 8AW
Calne Recreation Club	Independent Free	Registered Club	Independent Free	SN11 8DX
White Horse Inn	Independent Free	Pubs & Full On	Independent Free	SN11 8RG
Duke Hotel	Arkells	Pubs & Full On	Arkells	SN11 8SD
Black Horse	Punch Pub Company	Pubs & Full On	Punch Pub Company	SN11 8UT
Calne Leisure Centre	Independent Free	Proprietary Club	Independent Free	SN11 0SP
North Star Club	Independent Free	Registered Club	Independent Free	SN11 9EE
Calne Town Football Club	Independent Free	Registered Club	Independent Free	SN11 9EE
Dumb Post	Independent Free	Pubs & Full On	Independent Free	SN11 9JZ
Black Dog Inn	Independent Free	Pubs & Full On	Independent Free	SN11 9LX
Lansdowne Arms	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	SN11 9NS
Haveli India	Independent Free	Restaurant	Independent Free	SN15 2DF
Westbrook	Independent Free	Pubs & Full On	Independent Free	SN15 2EE
Rising Sun	Wickwar	Pubs & Full On	Wickwar	SN15 2PP
Bell	Independent Free	Pubs & Full On	Independent Free	SN15 2PJ
George Inn	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	SN15 2PX
Pack Horse	Leisuretime Inns	Pubs & Full On	Leisuretime Inns	SN15 3BA
Olympiad Leisure Centre	Independent Free	Proprietary Club	Independent Free	SN15 3PE
Foxham Inn	Independent Free	Pubs & Full On	Independent Free	SN15 4NQ
Goatacre Sports & Social Club	Independent Free	Registered Club	Independent Free	SN11 9JA
Bowood	Independent Free	Proprietary Club	Independent Free	SN11 9PQ
Spice Of Bengal	Independent Free	Restaurant	Independent Free	SN11 0BZ
Greyhound	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	SN15 2HA
Wellington Barn	Independent Free	Pubs & Full On	Independent Free	SN11 8PY
Beversbrook Sports Facility	Independent Free	Pubs & Full On	Independent Free	SN11 9FL
Calne Town Hall	Independent Free	Pubs & Full On	Independent Free	SN11 0EN
Antica Roma	Independent Free	Restaurant	Independent Free	SN11 0BH

MAP OF AREA

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Source: OS Open Data 2018

Area: P04113_London Road Inn, Calne, SN11 0AD (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: P04113_London Road Inn, Calne, SN11 0AD (5 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	4,923	28.9	22.1	131		
	2 Rising Prosperity	2,134	12.5	10.2	123		
	3 Comfortable Communities	5,068	29.7	26.5	112		
	4 Financially Stretched	3,731	21.9	23.7	92		
	5 Urban Adversity	1,155	6.8	17.2	39		
	6 Not Private Households	50	0.3	0.3	85		
	Graph						
Total households		17,061					

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%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04113_London Road Inn, Calne, SN11 0AD (5 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	<div></div>		
1.B	Executive Wealth	3,100	18.2	11.3	160	<div></div>		
1.C	Mature Money	1,823	10.7	9.6	111	<div></div>		
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	3.8	0	<div></div>		
2.E	Career Climbers	2,134	12.5	6.4	196	<div></div>		
3. Comfortable Communities								
3.F	Countryside Communities	1,047	6.1	5.7	107	<div></div>		
3.G	Successful Suburbs	1,386	8.1	6.0	136	<div></div>		
3.H	Steady Neighbourhoods	1,081	6.3	7.4	86	<div></div>		
3.I	Comfortable Seniors	268	1.6	2.9	55	<div></div>		
3.J	Starting Out	1,286	7.5	4.6	166	<div></div>		
4. Financially Stretched								
4.K	Student Life	20	0.1	2.5	5	<div></div>		
4.L	Modest Means	1,523	8.9	8.0	112	<div></div>		
4.M	Striving Families	1,478	8.7	7.4	116	<div></div>		
4.N	Poorer Pensioners	710	4.2	5.8	72	<div></div>		
5. Urban Adversity								
5.O	Young Hardship	461	2.7	6.3	43	<div></div>		
5.P	Struggling Estates	408	2.4	5.7	42	<div></div>		
5.Q	Difficult Circumstances	286	1.7	5.2	32	<div></div>		
6. Not Private Households								
6.R	Not Private Households	50	0.3	0.3	85	<div></div>		
Total households		17,061						

Acorn Group Pen Portrait

3

J

Starting Out

2.2M
UK Adults

4.2%
of UK

Young couples and early career climbers in their first homes. Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

CORE DEMOGRAPHICS

Age range

25-44

Children at home

1

House tenure

Mortgaged

Family structure

Couple with children

Number of beds

3

House type

Terraced

FINANCIAL PROFILE

Household income

UK: £43k
London: £47k
Average: £40k / Average: £46k

% Disposable income

UK: 39%
London: 32%
Average: 43% / Average: 29%

Financial situation

Running into debt / Saving a lot

BRANDS

SHOPPING

OFFICE / SKECHERS / Range / MANGO

LEISURE

FRIDAYS / SUBWAY / PREZZO

WEBSITES

zoopla / ticketmaster / comparethemarket

DIGITAL

ATTITUDES

I worry about online security

60%
UK average: 55%

Shopping online makes my life easier

63%
UK average: 62%

I love the ease of using chat bots to get answers

28%
UK average: 28%

TOP BEHAVIOURS

Researching domestic appliances

Researching consumer tech (e.g. laptops)

Managing personal finance online

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

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01/05/2024

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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04113_London Road Inn, Calne, SN11 0AD (5 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	596	3.5	2.6	132			
	1.B.5 Wealthy countryside commuters	718	4.2	2.5	170			
	1.B.6 Financially comfortable families	1,135	6.7	2.2	299			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	0	0.0	1.5	0			
	1.B.9 Well-off edge of towners	651	3.8	1.6	237			
1.C Mature Money								
	1.C.10 Better-off villagers	1,256	7.4	3.1	239			
	1.C.11 Settled suburbia, older people	137	0.8	2.8	29			
	1.C.12 Retired and empty nesters	413	2.4	2.5	98			
	1.C.13 Upmarket downsizers	17	0.1	1.3	8			
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	0.7	0			
	2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers								
	2.E.18 Career driven young families	1,815	10.6	2.0	538			
	2.E.19 First time buyers in small, modern homes	319	1.9	3.4	55			
	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	276	1.6	1.5	106			
	3.F.22 Older couples and families in rural areas	228	1.3	1.0	133			
	3.F.23 Owner occupiers in small towns and villages	543	3.2	3.2	99			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	326	1.9	2.7	71			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	1,060	6.2	2.4	256			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	252	1.5	3.5	43			
	3.H.28 Owner occupied terraces, average income	14	0.1	1.6	5			
	3.H.29 Established suburbs, older families	815	4.8	2.3	204			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	231	1.4	2.4	57			
	3.I.31 Elderly singles in purpose-built accommodation	37	0.2	0.5	45			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	336	2.0	2.2	92			
	3.J.33 Smaller houses and starter homes	950	5.6	2.4	232			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	20	0.1	0.3	35			
	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	162	0.9	1.4	66			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	576	3.4	2.6	128			
	4.L.39 Fading owner occupied terraces	785	4.6	2.9	158			
	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	638	3.7	1.6	234			
	4.M.42 Struggling young families in post-war terraces	486	2.8	1.6	174			
	4.M.43 Families in right-to-buy estates	134	0.8	2.0	39			
	4.M.44 Post-war estates, limited means	220	1.3	2.2	59			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	119	0.7	0.8	89			
	4.N.46 Elderly people in social rented flats	105	0.6	1.0	60			
	4.N.47 Low income older people in smaller semis	150	0.9	2.2	39			
	4.N.48 Pensioners and singles in social rented flats	336	2.0	1.7	115			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	110	0.6	2.2	29			
	5.O.50 Struggling younger people in mixed tenure	351	2.1	1.8	114			
	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	209	1.2	1.6	78			
	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	199	1.2	1.6	73			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	121	0.7	1.5	47			
	5.Q.58 Singles and young families, some receiving benefits	142	0.8	1.8	47			
	5.Q.59 Deprived areas and high-rise flats	23	0.1	2.0	7			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	19	0.1	0.1	187			
	6.R.61 Inactive communal population	31	0.2	0.3	64			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		17,061						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04113_London Road Inn, Calne, SN11 0AD (5 Mile contour)



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

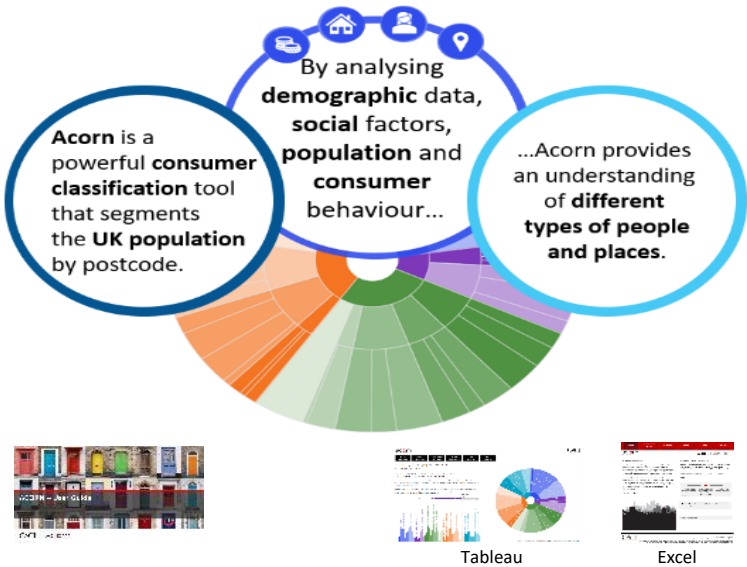
Acorn Groups

- 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

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+

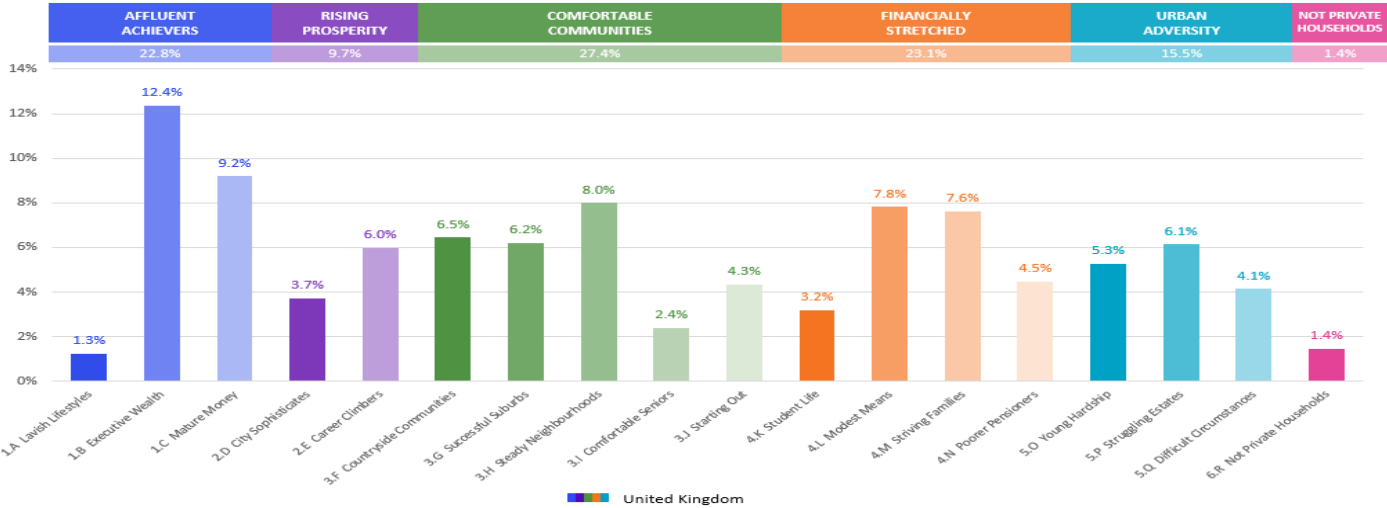
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles 6%

B. Executive Wealth 54%

C. Mature Money 40%

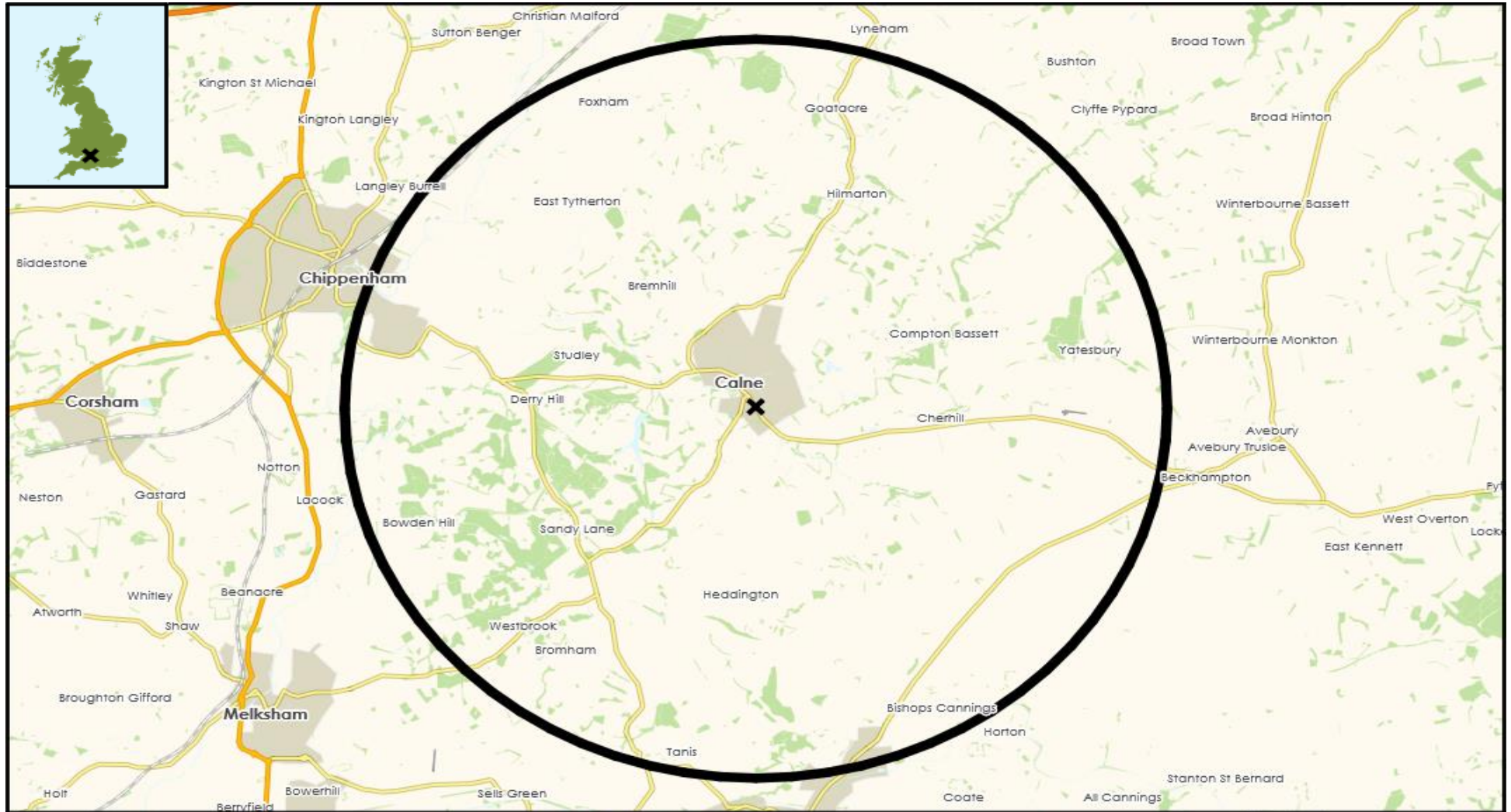


MAP OF AREA

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Area: P04113_London Road Inn, Calne, SN11 0AD (5 Mile contour)

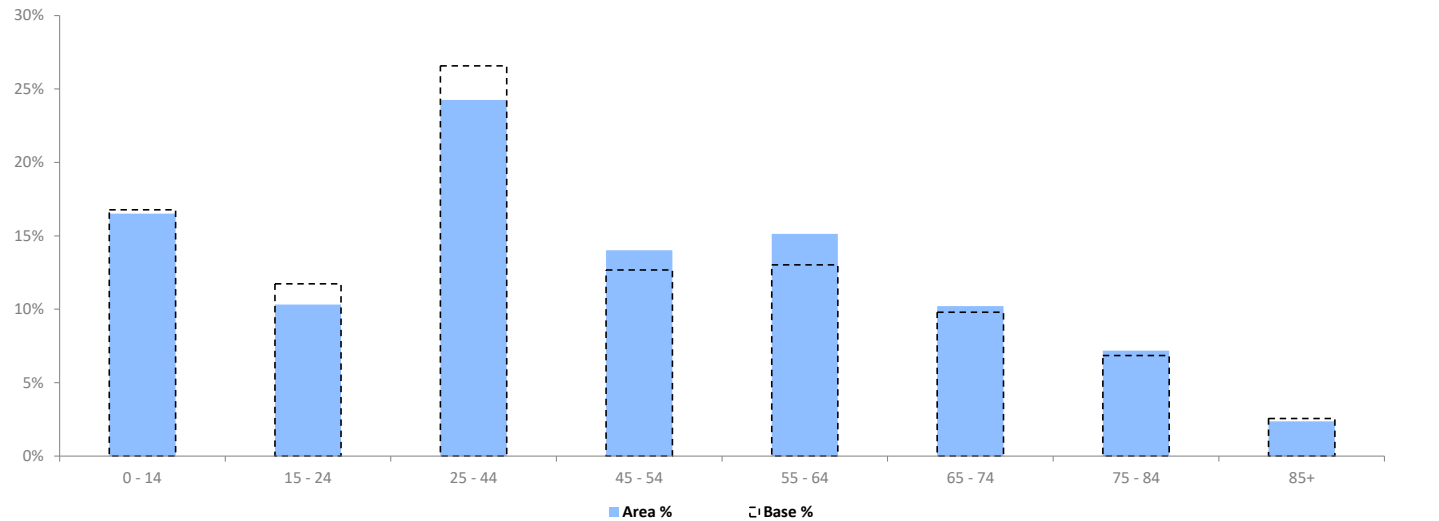


POPULATION PROJECTIONS

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Area:	P04113_London Road Inn, Calne, SN11 0AD (5 Mile contour)
Base:	Great Britain
Year:	2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,809	16.5	16.8	98			
15 - 24	4,256	10.3	11.7	88			
25 - 44	10,003	24.3	26.6	91			
45 - 54	5,780	14.0	12.7	111			
55 - 64	6,238	15.1	13.0	116			
65 - 74	4,213	10.2	9.8	104			
75 - 84	2,961	7.2	6.9	105			
85+	973	2.4	2.6	92			
Total population	41,233						



EXPENDITURE

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Area:	P04113_London Road Inn, Calne, SN11 0AD (5 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	£1,213,212	£70.48	£66.95	105			
2. Alcoholic beverages, tobacco and narcotics	£450,043	£26.15	£28.12	93			
3. Clothing & Footwear	£365,991	£21.26	£22.40	95			
4. Housing, water, electricity, gas and other fuels	£1,808,062	£105.04	£107.19	98			
5. Furnishings, equipment and routine maintenance	£649,891	£37.76	£36.85	102			
6. Health	£263,322	£15.30	£13.48	114			
7. Transport	£2,524,715	£146.67	£134.74	109			
8. Communication	£266,487	£15.48	£15.74	98			
9. Recreation & Culture	£1,154,772	£67.09	£64.16	105			
10. Education	£326,349	£18.96	£22.26	85			
11. Restaurants & Hotels	£1,148,548	£66.73	£67.11	99			
12. Miscellaneous goods and services	£2,141,493	£124.41	£109.86	113			
Total Expenditure	£12,312,885	£715.32	£688.85	104			

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.