

CGA LICENCED PREMISES

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Area: P03714_Maltings, Ware, SG12 0AD (5 Mile c
Base: Great Britain
Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	91	89.6	81.7	110			
Proprietary Club	6	5.9	7.3	81			
Registered Club	24	23.6	28.2	84			
Restaurant	41	40.4	32.1	126			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
White Hart	Greene King	Pubs & Full On	Greene King	CM19 5EA
New Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CM19 5EE
Roydon Marina Village	Independent Free	Proprietary Club	Independent Free	CM19 5EJ
Broxbourne Sports Club	Independent Free	Registered Club	Independent Free	EN10 7BA
White Bear	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	EN10 7BN
Highland Restaurant	Independent Free	Restaurant	Independent Free	EN10 7HY
Fish & Eels	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	EN11 0AY
Rye House	Greene King	Pubs & Full On	Greene King	EN11 0EH
Rye Park Conservative Club	Independent Free	Registered Club	Independent Free	EN11 0JD
Hoddesdon & Rye Park United Servic	Independent Free	Registered Club	Independent Free	EN11 0JR
Broxbourne Civic Hall	Independent Free	Registered Club	Independent Free	EN11 8BE
Hoddesdon & Broxbourne Conservative	Independent Free	Registered Club	Independent Free	EN11 8ET
Bell	Unknown	Pubs & Full On	Unknown	EN11 8HP
King William IV	Independent Free	Pubs & Full On	Independent Free	EN11 8NQ
Hoddesdon Lawn Tennis Club	Independent Free	Registered Club	Independent Free	EN11 8NS
Hoddesdon Town Cricket Club	Independent Free	Registered Club	Independent Free	EN11 8QQ
High Leigh Conference Centre	Independent Free	Pubs & Full On	Independent Free	EN11 8SG
A Taste Of China	Independent Free	Restaurant	Independent Free	EN11 8SX
Golden Lion	Punch Pub Company	Pubs & Full On	Punch Pub Company	EN11 8SX
Saffron	Independent Free	Restaurant	Independent Free	EN11 8SX
Marconato	Independent Free	Restaurant	Independent Free	EN11 8TA
White Swan	Greene King	Pubs & Full On	Greene King	EN11 8TN
Star	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	EN11 8TN
Sun	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	EN11 8TS
Raj Mahal Indian Restaurant	Independent Free	Restaurant	Independent Free	EN11 9DU
Fox & Hounds	Independent Free	Pubs & Full On	Independent Free	SG12 8NH
Brewery Tap	Greene King	Pubs & Full On	Greene King	SG12 9AD
Spread Eagle	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG12 9HP
Maltings	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SG12 0AD
Ware Football Club	Independent Free	Registered Club	Independent Free	SG12 0AJ
Allenbury Sports & Social Club	Independent Free	Registered Club	Independent Free	SG12 0DJ
Woodman	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SG12 0HF
Boot	Independent Free	Pubs & Full On	Independent Free	SG12 0LH
Robin Hood & Littlejohn	Unknown	Pubs & Full On	Unknown	SG12 0HN
Whitehill Golf Centre	Independent Free	Proprietary Club	Independent Free	SG12 0JS
Wodson Park	Independent Free	Pubs & Full On	Independent Free	SG12 0RB
Maltons	Punch Pub Company	Pubs & Full On	Punch Pub Company	SG12 0ST
Angel	Punch Pub Company	Pubs & Full On	Punch Pub Company	SG12 7AQ
Rifle Volunteer	Greene King	Pubs & Full On	Greene King	SG12 7LY
Crooked Billet	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SG12 7NL
Fanhams Hall Hotel	EH Venues	Pubs & Full On	EH Venues	SG12 7PZ
Chequers Inn	Independent Free	Pubs & Full On	Independent Free	SG12 7QY
Red Lion	Punch Pub Company	Pubs & Full On	Punch Pub Company	SG12 8AA
Taste Of Raj	Independent Free	Restaurant	Independent Free	SG12 8AA
Village Club	Independent Free	Registered Club	Independent Free	SG12 8AB
Oak	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	SG12 8AG
Lee & Stort Cruising Club	Independent Free	Registered Club	Independent Free	SG12 8DR
Jolly Fisherman	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG12 8DH
St Margaretsbury Sports & Social Club	Independent Free	Registered Club	Independent Free	SG12 8EH
Amwell Tandoori	Independent Free	Restaurant	Independent Free	SG12 9BX
Crown	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SG12 8NZ
Snug Bar	Snug Bar	Pubs & Full On	Stonegate Pub Company	SG12 9BY
Saracens Head	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG12 9BS

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Registered Club	24	23.6	28.2	84			
Restaurant	41	40.4	32.1	126			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Sala Thai	Independent Free	Restaurant	Independent Free	SG12 9BY
Casa Lua	Independent Free	Restaurant	Independent Free	SG12 9DA
Old Bulls Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SG12 9DZ
Ware Tandoori Restaurant	Independent Free	Restaurant	Independent Free	SG12 9DZ
Punch House	Greene King	Pubs & Full On	Greene King	SG12 9EE
Kings Mead	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG12 9LE
Royal Oak	Independent Free	Pubs & Full On	Independent Free	SG12 9LP
Hertford Rugby Club	Independent Free	Registered Club	Independent Free	SG12 9NZ
Waggon & Horses	Punch Pub Company	Pubs & Full On	Punch Pub Company	SG12 9RQ
George Iv	Independent Free	Pubs & Full On	Independent Free	SG12 9SW
Great Eastern Tavern	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG13 7BS
Saracens Head	Punch Pub Company	Pubs & Full On	Punch Pub Company	SG13 7EB
Haileybury Employees Social Club	Independent Free	Registered Club	Independent Free	SG13 7NU
Galley Hall	Independent Free	Pubs & Full On	Independent Free	SG13 7NY
Goat	Greene King	Pubs & Full On	Greene King	SG13 7RT
College Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	SG13 7PW
Silver Fox	Greene King	Pubs & Full On	Greene King	SG13 7RH
County Hall Restaurant	Independent Free	Restaurant	Independent Free	SG13 8DN
Black Horse	Unknown	Pubs & Full On	Unknown	SG13 8EZ
Brickendon Grange Golf & Country Club	Independent Free	Proprietary Club	Independent Free	SG13 8PD
Baker Arms	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG13 8PX
Hertford Cricket & Hockey Club	Independent Free	Registered Club	Independent Free	SG13 8AJ
Dog And Whistle At The Ram	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG14 1AB
Corn Exchange	Independent Free	Pubs & Full On	Independent Free	SG14 1AL
Jungle Bar	Independent Free	Pubs & Full On	Independent Free	SG14 1AX
Lord Haig	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG14 1BA
Hertford Bell	Greene King	Pubs & Full On	Greene King	SG14 1BA
White Hart	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG14 1BW
Practitioner	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG14 1BY
Snug	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SG14 1BA
Salisbury Arms Hotel	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG14 1BZ
Shahenshah Restaurant	Independent Free	Restaurant	Independent Free	SG14 1BZ
Hertford Club	Independent Free	Registered Club	Independent Free	SG14 1DT
Blackbirds	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SG14 1EX
Proove	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SG14 1EX
Thai Rack	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SG14 1EY
Shades Snooker Club	Independent Free	Proprietary Club	Independent Free	SG14 1EZ
White Horse	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	SG14 1HH
Hertford Theatre	Independent Free	Pubs & Full On	Independent Free	SG14 1PS
Six Templars	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SG14 1PS
Woolpack	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG14 1PZ
Old Barge	Independent Free	Pubs & Full On	Independent Free	SG14 1QD
Golden Griffin	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG14 2DQ
White Horse Hertingfordbury	Unknown	Pubs & Full On	Unknown	SG14 2LB
Cowper Arms	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	SG14 2NL
Grandison Arms	Independent Free	Pubs & Full On	Independent Free	SG14 2QL
Two Brewers	Independent Free	Pubs & Full On	Independent Free	SG14 3AB
Millstream	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG14 3AF
Bengeo Club	Independent Free	Registered Club	Independent Free	SG14 3ES
White Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SG14 3ET
Greyhound	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG14 3EY
George & Dragon	Greene King	Pubs & Full On	Greene King	SG14 3TA
Hoddesden Labour Club	Independent Free	Registered Club	Independent Free	EN11 0JR

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Restaurant	41	40.4	32.1	126			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Hoddesdon Town Football	Independent Free	Registered Club	Independent Free	EN11 8PA
Ware Bowling Club	Independent Free	Registered Club	Independent Free	SG12 7RD
Rose & Crown	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG12 OAD
Feathers Hotel	Greene King	Pubs & Full On	Greene King	SG12 OTN
Farmers Boy	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SG13 8NU
Mayflower Banquets	Independent Free	Pubs & Full On	Independent Free	SG14 2LG
Bull	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SG14 3SB
Marriott Hotel	Marriott International	Pubs & Full On	Marriott International	SG12 OSD
Waterside Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SG12 9DW
Pop World	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SG14 1DY
Hertfordshire Golf Club	Crown Golf	Proprietary Club	Crown Golf	EN10 7PY
Old Cross Tavern	Independent Free	Pubs & Full On	Independent Free	SG14 1JA
Mixer	Independent Free	Pubs & Full On	Independent Free	SG12 9DZ
Anexo Tapas	Independent Free	Restaurant	Independent Free	SG14 1BY
Neelakash Tandoori	Independent Free	Restaurant	Independent Free	SG12 9HP
Raj Tandoori	Independent Free	Restaurant	Independent Free	SG13 7HH
Royal Bengal Indian Restaurant	Independent Free	Restaurant	Independent Free	EN10 7NF
Hertford Town Football Club	Independent Free	Registered Club	Independent Free	SG13 8EZ
Khunnai Thai Restaurant	Independent Free	Restaurant	Independent Free	SG12 8AS
Lussmanns Fish & Grill	Lussmanns Fish & Grill	Restaurant	Lussmanns Fish & Grill	SG14 1AL
Jacobys And Mexican	Independent Free	Restaurant	Independent Free	SG12 9EE
Prezzo	Prezzo plc	Restaurant	Prezzo plc	SG12 9XF
John Warner Sports Centre	Independent Free	Proprietary Club	Independent Free	EN11 0RH
High Oak	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SG12 7PD
Pizza Express	Hony Capital	Restaurant	Hony Capital	SG14 1BY
Three Lakes Restaurant	Independent Free	Restaurant	Independent Free	SG12 0ES
Dinnio	Independent Free	Restaurant	Independent Free	SG14 1BZ
Hertford House Hotel	Independent Free	Pubs & Full On	Independent Free	SG14 1DA
Bull	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	EN10 7DZ
Manolya Restaurant	Independent Free	Restaurant	Independent Free	SG12 9XF
Village Taverna	Independent Free	Restaurant	Independent Free	SG12 9EE
Deco	Independent Free	Pubs & Full On	Independent Free	SG14 1EZ
Cinnabar	Independent Free	Pubs & Full On	Independent Free	SG14 1AA
Hummingbird	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SG14 1AJ
Hoddesdon Rose Hill Bowls Club	Independent Free	Registered Club	Independent Free	EN11 8NL
Ware Priory	Independent Free	Pubs & Full On	Independent Free	SG12 9AL
Mangos Indian Restaurant	Independent Free	Restaurant	Independent Free	EN10 7HX
Ruby	Independent Free	Restaurant	Independent Free	SG14 1HZ
Osteria Mosaico	Independent Free	Restaurant	Independent Free	SG12 7BP
Zagara Ristorante	Independent Free	Restaurant	Independent Free	EN11 8TN
Van Hage	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SG12 9RP
Zero Ristorante Pizzeria	Independent Free	Restaurant	Independent Free	SG12 9BX
Sfizio Restaurant	Independent Free	Restaurant	Independent Free	SG12 9EW
Nonna's Kitchen	Independent Free	Restaurant	Independent Free	EN11 8HF
Ashoka	Independent Free	Restaurant	Independent Free	EN11 0JP
Hoddesdon & Rye Park Bowling Club	Independent Free	Registered Club	Independent Free	EN11 0LT
Beefeater	Whitbread	Pubs & Full On	Whitbread	SG12 9QB
Arnolds Diner	Independent Free	Restaurant	Independent Free	EN11 0RH
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	SG12 9QL
Dirties	Independent Free	Restaurant	Independent Free	SG14 1AL
Smokeshed Bar And Grill Hoddesdon	Independent Free	Restaurant	Independent Free	EN11 8FN
Turkish Kitchen	Independent Free	Restaurant	Independent Free	SG14 1DW
Quiet Man	Independent Free	Pubs & Full On	Independent Free	SG14 1DA

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Registered Club	24	23.6	28.2	84			
Restaurant	41	40.4	32.1	126			
Residential	0	0.0	2.7	0			

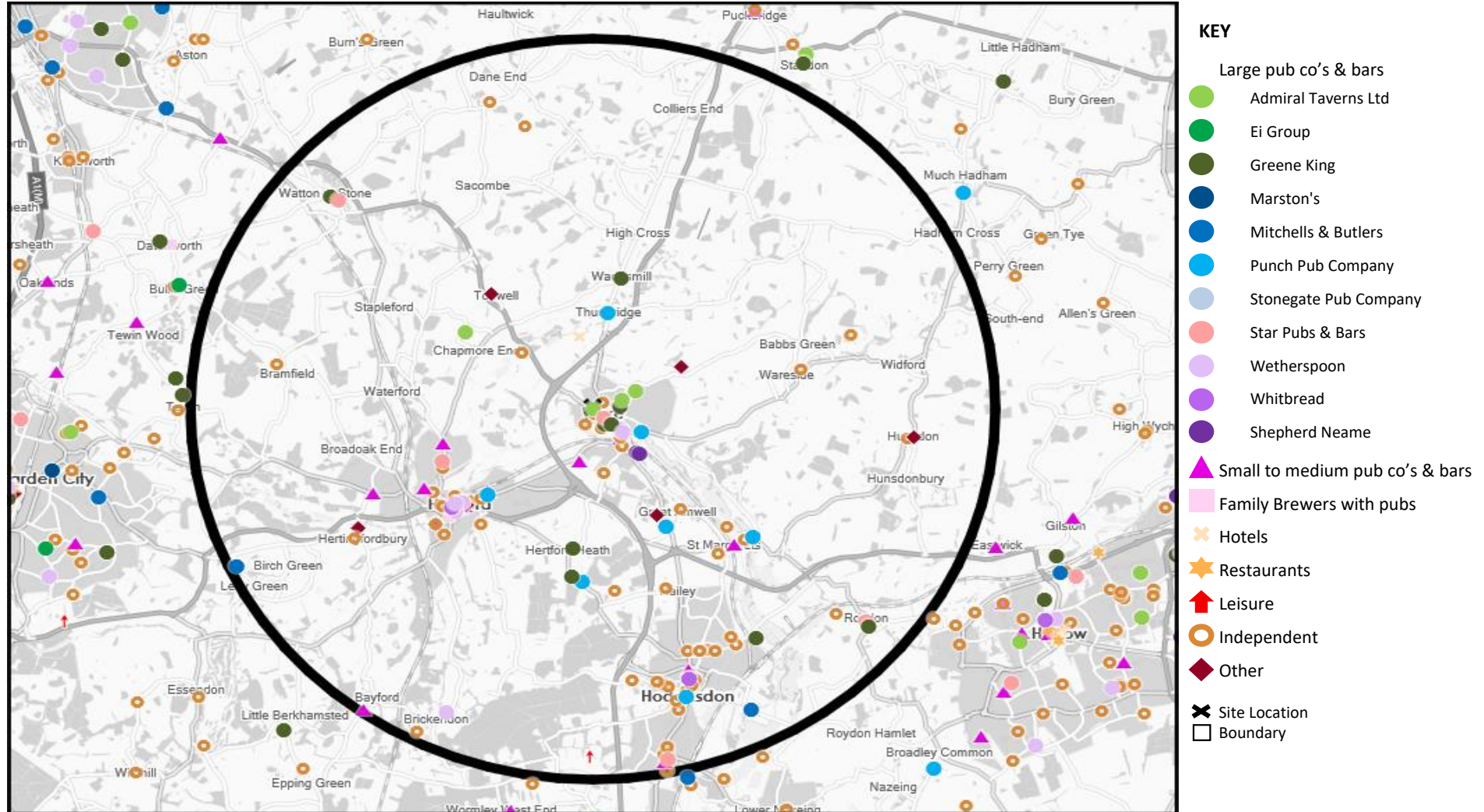
Name	Description	License Type	Owner Name	Postcode
Chadwell Springs Family Golf Centre	McMullen & Sons Ltd	Registered Club	McMullen & Sons Ltd	SG12 9LE
Enoteca	Independent Free	Restaurant	Independent Free	SG12 9EE
Quiet Man	Independent Free	Restaurant	Independent Free	SG12 9BP

MAP OF AREA

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Source: OS Open Data 2018

Area: P03714_Maltings, Ware, SG12 0AD (5 Mile contour)



ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P03714_Maltings, Ware, SG12 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	13,766	31.8	22.1	144		<div></div>	
	2	Rising Prosperity	5,760	13.3	10.2	131		<div></div>	
	3	Comfortable Communities	12,388	28.7	26.5	108		<div></div>	
	4	Financially Stretched	7,994	18.5	23.7	78		<div></div>	
	5	Urban Adversity	3,251	7.5	17.2	44	<div></div>		
	6	Not Private Households	78	0.2	0.3	52	<div></div>		
	Graph								
Total households			43,237						

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: P03714_Maltings, Ware, SG12 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	719	1.7	1.1	151		
1.B Executive Wealth	8,050	18.6	11.3	164		
1.C Mature Money	4,997	11.6	9.6	120		
2. Rising Prosperity						
2.D City Sophisticates	98	0.2	3.8	6		
2.E Career Climbers	5,662	13.1	6.4	206		
3. Comfortable Communities						
3.F Countryside Communities	286	0.7	5.7	12		
3.G Successful Suburbs	4,614	10.7	6.0	179		
3.H Steady Neighbourhoods	4,162	9.6	7.4	130		
3.I Comfortable Seniors	817	1.9	2.9	66		
3.J Starting Out	2,509	5.8	4.6	127		
4. Financially Stretched						
4.K Student Life	34	0.1	2.5	3		
4.L Modest Means	1,408	3.3	8.0	41		
4.M Striving Families	4,941	11.4	7.4	153		
4.N Poorer Pensioners	1,611	3.7	5.8	65		
5. Urban Adversity						
5.O Young Hardship	1,555	3.6	6.3	58		
5.P Struggling Estates	321	0.7	5.7	13		
5.Q Difficult Circumstances	1,375	3.2	5.2	61		
6. Not Private Households						
6.R Not Private Households	78	0.2	0.3	52		
Total households	43,237					

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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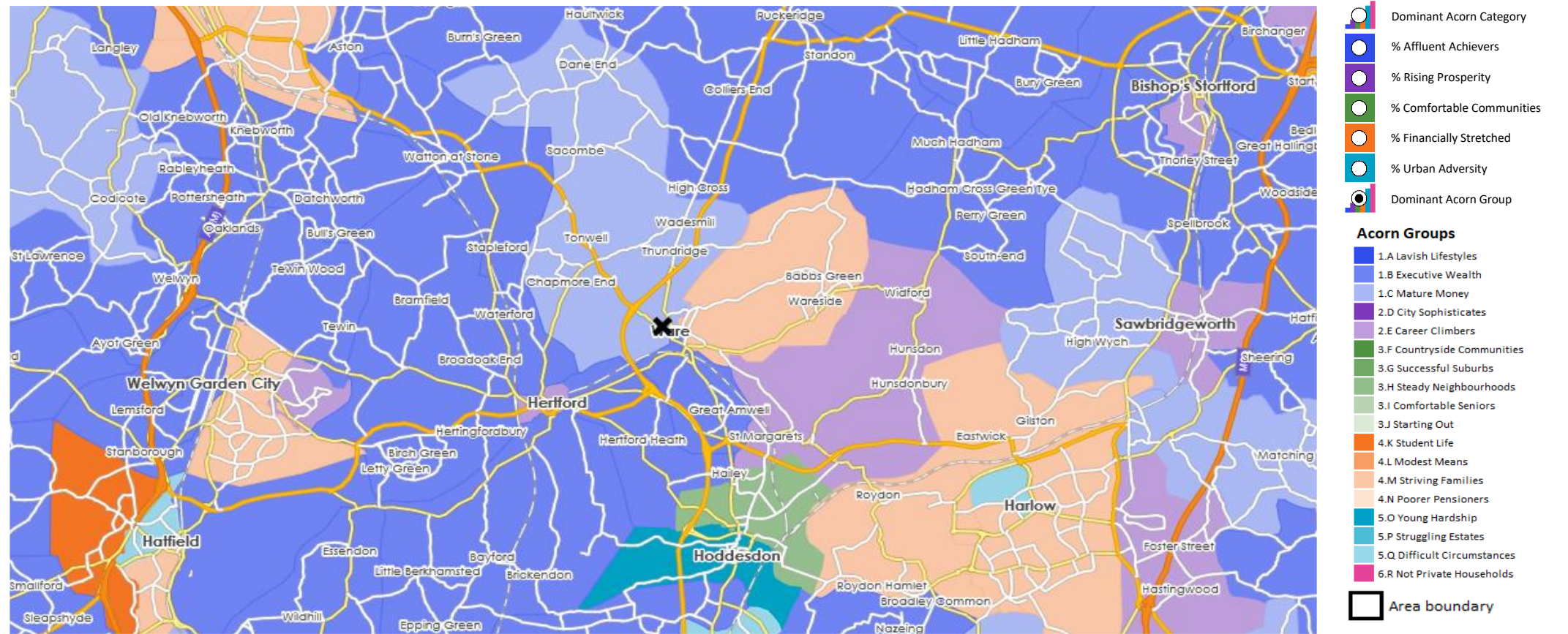
Sort by:  Acorn Structure
 Index
 Profile %

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	23	0.1	0.1	53			
	1.A.2 Metropolitan money	5	0.0	0.1	8			
	1.A.3 Large house luxury	691	1.6	0.9	186			
1.B Executive Wealth								
	1.B.4 Asset rich families	1,239	2.9	2.6	108			
	1.B.5 Wealthy countryside commuters	1,633	3.8	2.5	153			
	1.B.6 Financially comfortable families	572	1.3	2.2	60			
	1.B.7 Affluent professionals	402	0.9	0.9	109			
	1.B.8 Prosperous suburban families	2,619	6.1	1.5	395			
	1.B.9 Well-off edge of towners	1,585	3.7	1.6	228			
1.C Mature Money								
	1.C.10 Better-off villagers	2,503	5.8	3.1	188			
	1.C.11 Settled suburbia, older people	1,405	3.2	2.8	115			
	1.C.12 Retired and empty nesters	77	0.2	2.5	7			
	1.C.13 Upmarket downsizers	1,012	2.3	1.3	181			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	98	0.2	0.7	32			
	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	805	1.9	2.0	94			
	2.E.19 First time buyers in small, modern homes	4,857	11.2	3.4	331			
	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	2	0.0	1.5	0			
	3.F.22 Older couples and families in rural areas	15	0.0	1.0	3			
	3.F.23 Owner occupiers in small towns and villages	269	0.6	3.2	19			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	170	0.4	2.7	15			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	4,444	10.3	2.4	424			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	218	0.5	3.5	15			
	3.H.28 Owner occupied terraces, average income	1,296	3.0	1.6	187			
	3.H.29 Established suburbs, older families	2,648	6.1	2.3	262			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	265	0.6	2.4	26			
	3.I.31 Elderly singles in purpose-built accommodation	552	1.3	0.5	263			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	1,436	3.3	2.2	154			
	3.J.33 Smaller houses and starter homes	1,073	2.5	2.4	103			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	19	0.0	0.3	13			
	4.K.35 Term-time terraces	0	0.0	0.2	0			
	4.K.36 Educated young people in flats and tenements	15	0.0	1.9	2			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	912	2.1	1.4	146			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	439	1.0	2.6	39			
	4.L.39 Fading owner occupied terraces	57	0.1	2.9	5			
	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	2,938	6.8	1.6	426			
	4.M.42 Struggling young families in post-war terraces	1,639	3.8	1.6	231			
	4.M.43 Families in right-to-buy estates	159	0.4	2.0	18			
	4.M.44 Post-war estates, limited means	205	0.5	2.2	22			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	322	0.7	0.8	95			
	4.N.46 Elderly people in social rented flats	366	0.8	1.0	82			
	4.N.47 Low income older people in smaller semis	390	0.9	2.2	40			
	4.N.48 Pensioners and singles in social rented flats	533	1.2	1.7	72			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	1,346	3.1	2.2	142			
	5.O.50 Struggling younger people in mixed tenure	209	0.5	1.8	27			
	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	84	0.2	1.6	12			
	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	237	0.5	1.6	34			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	883	2.0	1.5	135			
	5.Q.58 Singles and young families, some receiving benefits	97	0.2	1.8	13			
	5.Q.59 Deprived areas and high-rise flats	395	0.9	2.0	46			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	6	0.0	0.1	23			
	6.R.61 Inactive communal population	72	0.2	0.3	58			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		43,237						

DOMINANT ACORN GROUP - HOUSEHOLDS

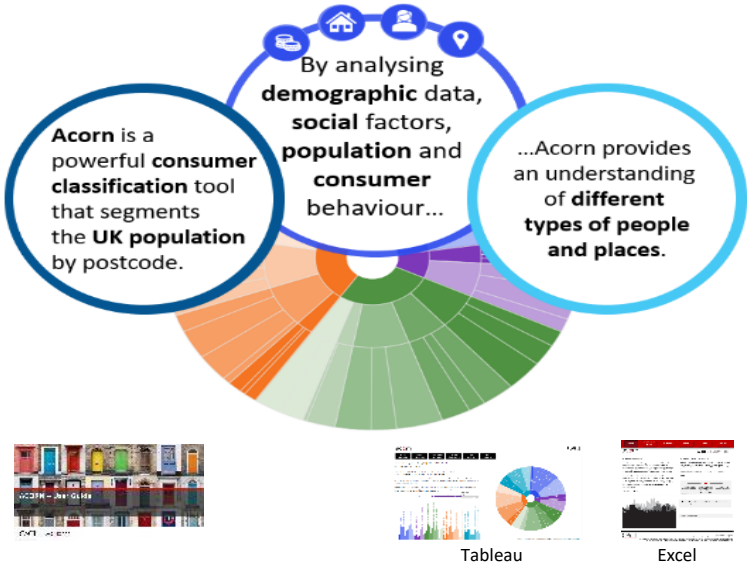
Area: P03714_Maltings, Ware, SG12 0AD (5 Mile contour)

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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+

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

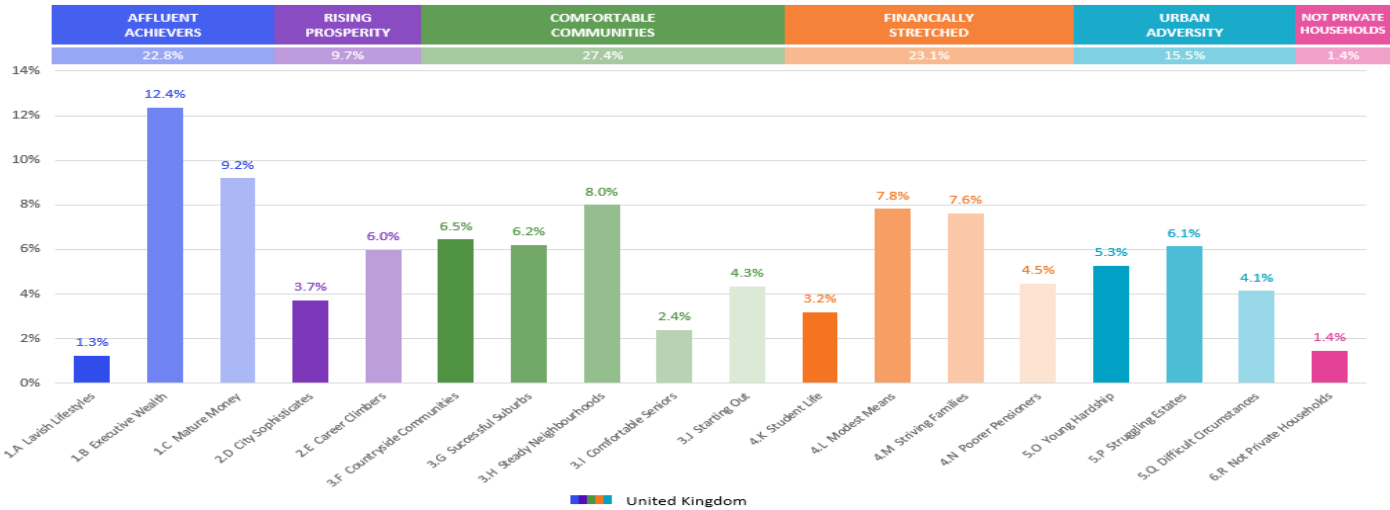
6%

B. Executive Wealth

54%

C. Mature Money

40%

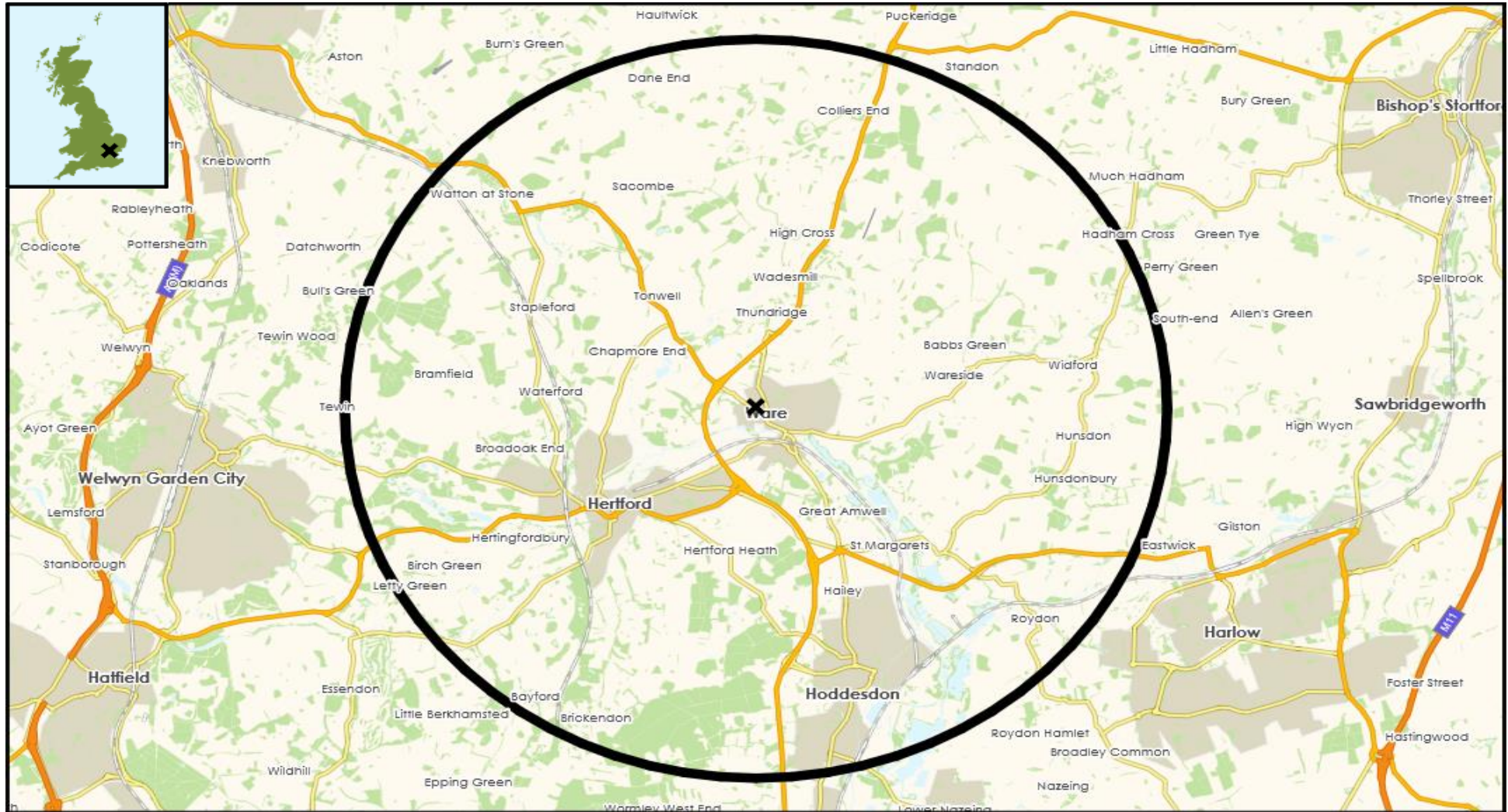


MAP OF AREA

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Source: OS Open Data 2018

Area: P03714_Maltings, Ware, SG12 0AD (5 Mile contour)

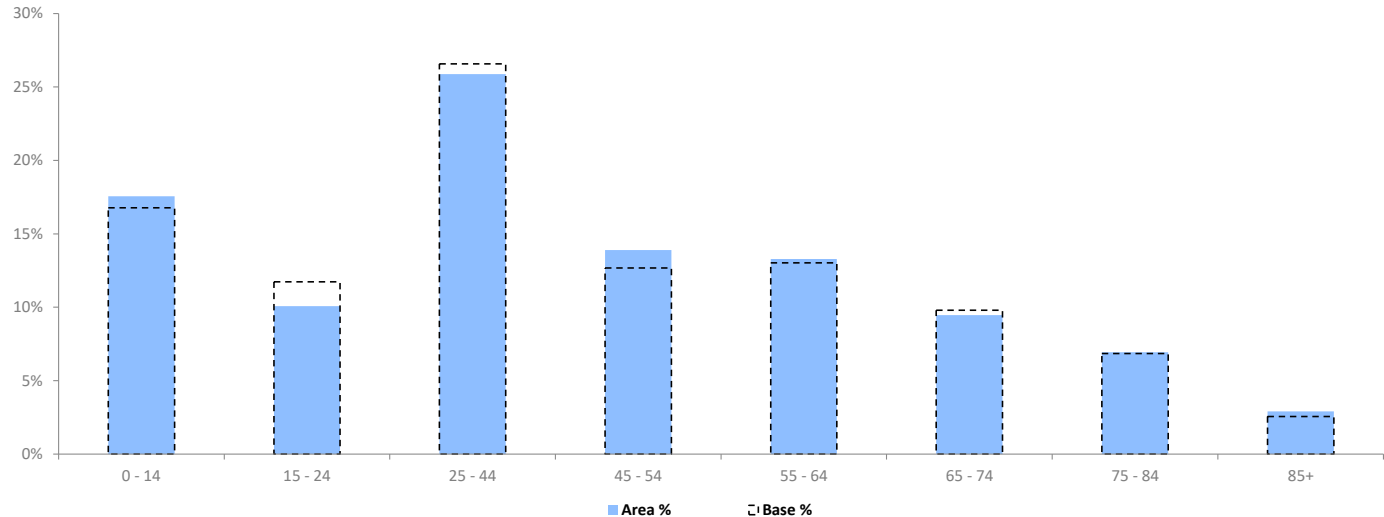


POPULATION PROJECTIONS

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Area:	P03714_Maltings, Ware, SG12 0AD (5 Mile contour)
Base:	Great Britain
Year:	2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	17,828	17.6	16.8	105			
15 - 24	10,243	10.1	11.7	86			
25 - 44	26,283	25.9	26.6	97			
45 - 54	14,107	13.9	12.7	110			
55 - 64	13,503	13.3	13.0	102			
65 - 74	9,608	9.5	9.8	96			
75 - 84	7,053	6.9	6.9	101			
85+	2,949	2.9	2.6	114			
Total population	101,574						



EXPENDITURE

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Area:	P03714_Maltings, Ware, SG12 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	£3,022,801	£69.84	£66.95	104			
2. Alcoholic beverages, tobacco and narcotics	£1,186,332	£27.41	£28.12	97			
3. Clothing & Footwear	£1,024,390	£23.67	£22.40	106			
4. Housing, water, electricity, gas and other fuels	£5,277,281	£121.93	£107.19	114			
5. Furnishings, equipment and routine maintenance	£1,774,744	£41.01	£36.85	111			
6. Health	£720,869	£16.66	£13.48	124			
7. Transport	£6,709,273	£155.02	£134.74	115			
8. Communication	£684,424	£15.81	£15.74	100			
9. Recreation & Culture	£3,585,436	£82.84	£64.16	129			
10. Education	£1,049,345	£24.24	£22.26	109			
11. Restaurants & Hotels	£3,194,837	£73.82	£67.11	110			
12. Miscellaneous goods and services	£5,455,247	£126.04	£109.86	115			
Total Expenditure	£33,684,978	£778.29	£688.85	113			

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.