

# CGA LICENCED PREMISES

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Area: P00370\_Cricketers, Chessington, KT9 1NQ (1)  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	7	27.8	81.7	34			
Proprietary Club	2	7.9	7.3	<b>109</b>			
Registered Club	7	27.8	28.2	99			
Restaurant	4	15.9	32.1	49			
Residential	0	0.0	2.7	0			

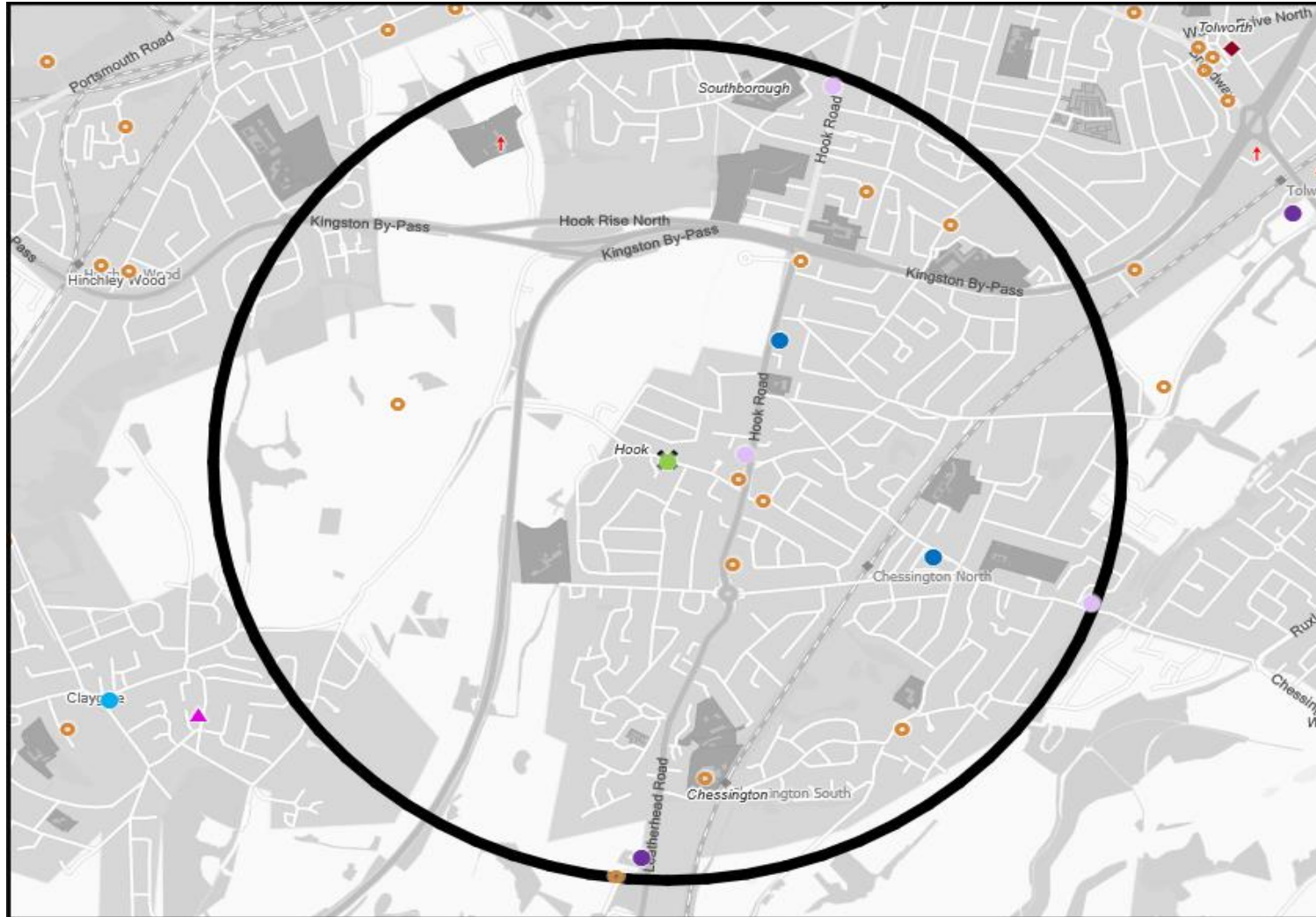
Name	Description	License Type	Owner Name	Postcode
Lucky Rover	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	KT 9 1NY
William Bourne	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	KT 9 2BQ
Maypole	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	KT 6 5BH
Squires	Squires Garden Centres	Restaurant	Squires Garden Centres	KT 6 5HN
Tolworth Recreation Centre	Independent Free	Proprietary Club	Independent Free	KT 6 7LQ
Rhodrons Club	Independent Free	Registered Club	Independent Free	KT 9 1BA
North Star	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	KT 9 1EQ
Chessington Oak	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	KT 9 1HX
Cricketers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	KT 9 1NQ
Surbiton Golf Club	Independent Free	Registered Club	Independent Free	KT 9 1UG
Royal British Legion Club	Independent Free	Registered Club	Independent Free	KT 9 2DR
Monkey Puzzle	Whitbread	Pubs & Full On	Whitbread	KT 9 2NB
Kingston Rugby Club	Independent Free	Registered Club	Independent Free	KT 9 1QW
Chessington Sports Centre	Independent Free	Proprietary Club	Independent Free	KT 9 2JS
Chessington Cricket Club	Independent Free	Registered Club	Independent Free	KT 9 2ND
Red Rose Of Chessington	Independent Free	Restaurant	Independent Free	KT 9 1NU
Saffron Summer	Independent Free	Restaurant	Independent Free	KT 9 1DR
Regent Chinese	Independent Free	Restaurant	Independent Free	KT 9 1DR
Chessington Bowling Club	Independent Free	Registered Club	Independent Free	KT 9 2DR
1St Hook Scout Group	Independent Free	Registered Club	Independent Free	KT 6 5AJ

# MAP OF AREA

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Source: OS Open Data 2018

Area: P00370\_Cricketers, Chessington, KT9 1NQ (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:** P00370\_Cricketers, Chessington, KT9 1NQ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,152	22.3	22.1	101		
2 Rising Prosperity	1,186	12.3	10.2	120		
3 Comfortable Communities	4,005	41.4	26.5	156		
4 Financially Stretched	1,247	12.9	23.7	54		
5 Urban Adversity	1,057	10.9	17.2	64		
6 Not Private Households	21	0.2	0.3	63		
Graph						
<b>Total households</b>	<b>9,668</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: P00370\_Cricketers, Chessington, KT9 1NQ (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
<b>1. Affluent Achievers</b>						
1.A Lavish Lifestyles	348	3.6	1.1	328	[Bar chart]	
1.B Executive Wealth	825	8.5	11.3	75	[Bar chart]	
1.C Mature Money	979	10.1	9.6	105	[Bar chart]	
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	60	0.6	3.8	16	[Bar chart]	
2.E Career Climbers	1,126	11.6	6.4	183	[Bar chart]	
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	0	0.0	5.7	0	[Bar chart]	
3.G Successful Suburbs	436	4.5	6.0	76	[Bar chart]	
3.H Steady Neighbourhoods	2,878	29.8	7.4	402	[Bar chart]	
3.I Comfortable Seniors	77	0.8	2.9	28	[Bar chart]	
3.J Starting Out	614	6.4	4.6	140	[Bar chart]	
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0	[Bar chart]	
4.L Modest Means	242	2.5	8.0	31	[Bar chart]	
4.M Striving Families	847	8.8	7.4	118	[Bar chart]	
4.N Poorer Pensioners	158	1.6	5.8	28	[Bar chart]	
<b>5. Urban Adversity</b>						
5.O Young Hardship	153	1.6	6.3	25	[Bar chart]	
5.P Struggling Estates	163	1.7	5.7	30	[Bar chart]	
5.Q Difficult Circumstances	741	7.7	5.2	146	[Bar chart]	
<b>6. Not Private Households</b>						
6.R Not Private Households	21	0.2	0.3	63	[Bar chart]	
<b>Total households</b>	<b>9,668</b>					

Acorn Group Pen Portrait

**3 G Successful Suburbs**      3.3M UK Adults      6.2% of UK

Home-owning families living comfortably in stable areas in suburban and semi-rural locations. They mainly live in three or four bedroom detached and semi-detached homes of an average value for the locality.

<b>CORE DEMOGRAPHICS</b>		<b>BRANDS</b>	
Age range <b>35-64</b>	Children at home <b>2</b>	SHOPPING mamas papas   ERNEST JONES   CRABTREE & EVELYN   Dunelm	LEISURE Ed's   Nando's   PREZZO   CHOUTO
House tenure Mortgaged	Family structure Couple with children	WEBSITES tripadvisor   GoCompare   ticketmaster   Money Super Market	<b>DIGITAL</b>
Number of beds <b>4</b>	House type Detached	<b>ATTITUDES</b>	
<b>FINANCIAL PROFILE</b>		I worry about online security <b>60%</b> (UK average: 55%)	
Household income UK: <b>£48k</b> London: <b>£51k</b>	% Disposable income UK: <b>46%</b> London: <b>38%</b>	Shopping online makes my life easier <b>62%</b> (UK average: 62%)	
Average: £40k   Average: £46k	Average: 43%   Average: 29%	I love the ease of using chat bots to get answers <b>26%</b> (UK average: 28%)	
Financial situation Running into debt   Saving a lot	<b>TOP BEHAVIOURS</b>		Owns an iPhone
	Buy wine and alcohol online	Own a videogame console	





CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00370\_Cricketers, Chessington, KT9 1NQ (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Acorn Structure  
 Index  
 Profile %

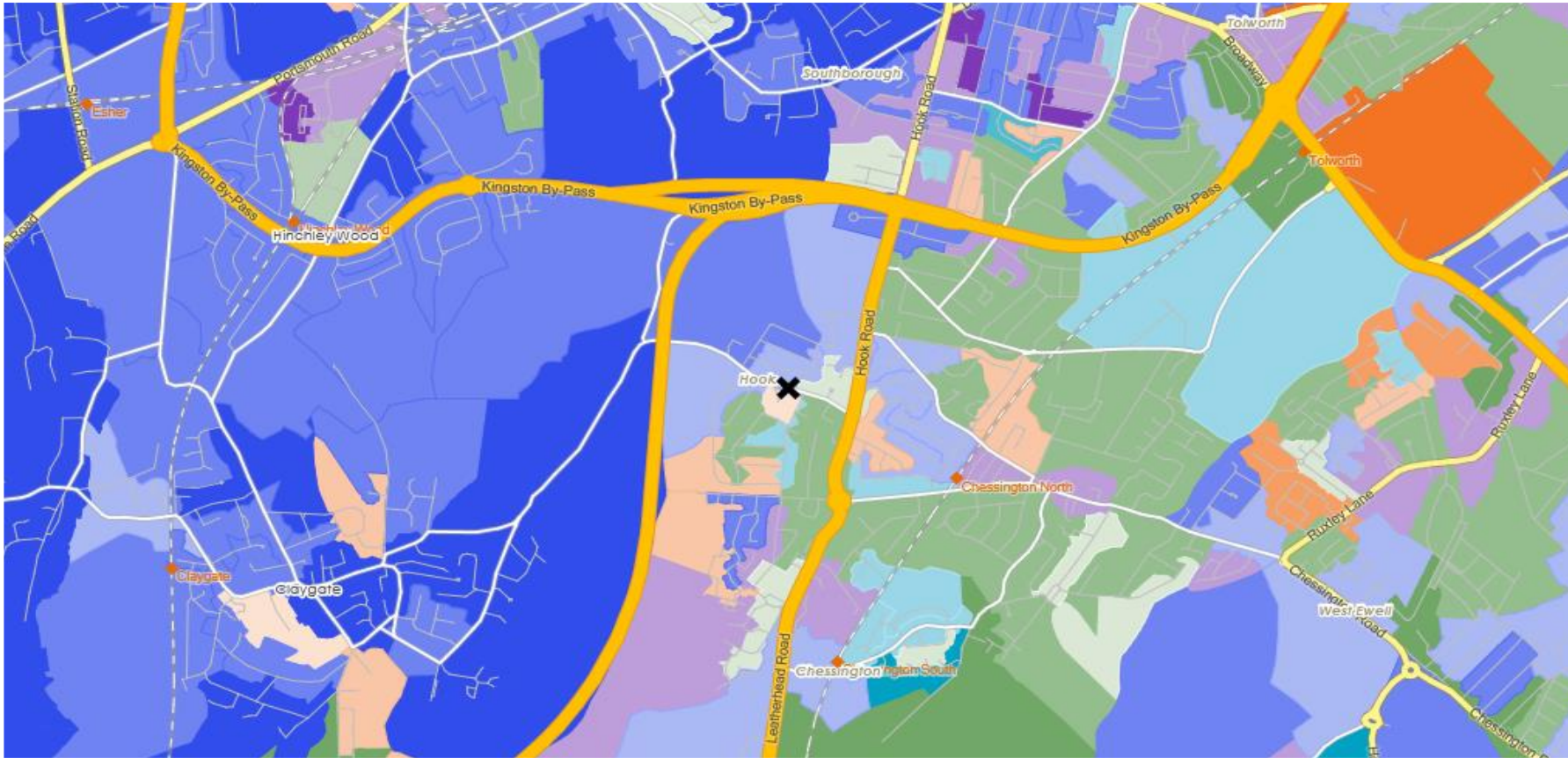
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	38	0.4	0.1	389			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	310	3.2	0.9	374			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	82	0.8	2.6	32			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	81	0.8	2.2	38			
1.B.7 Affluent professionals	164	1.7	0.9	199			
1.B.8 Prosperous suburban families	415	4.3	1.5	280			
1.B.9 Well-off edge of towners	83	0.9	1.6	53			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	17	0.2	3.1	6			
1.C.11 Settled suburbia, older people	917	9.5	2.8	337			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	45	0.5	1.3	36			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
2.D.14 Townhouse cosmopolitans	60	0.6	0.7	89			
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	150	1.6	2.0	79			
2.E.19 First time buyers in small, modern homes	952	9.8	3.4	290			
2.E.20 Mixed metropolitan areas	24	0.2	1.0	25			
<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	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	158	1.6	2.7	61			
3.G.25 Larger family homes, multi-ethnic areas	54	0.6	0.8	67			
3.G.26 Semi-professional families, owner occupied neighbourhoods	224	2.3	2.4	96			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	70	0.7	3.5	21			
3.H.28 Owner occupied terraces, average income	1,762	18.2	1.6	1,138			
3.H.29 Established suburbs, older families	1,046	10.8	2.3	463			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	14	0.1	2.4	6			
3.I.31 Elderly singles in purpose-built accommodation	63	0.7	0.5	134			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	427	4.4	2.2	205			
3.J.33 Smaller houses and starter homes	187	1.9	2.4	81			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	242	2.5	1.4	173			
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	142	1.5	1.6	92			
4.M.42 Struggling young families in post-war terraces	245	2.5	1.6	155			
4.M.43 Families in right-to-buy estates	460	4.8	2.0	233			
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	139	1.4	1.0	139			
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	19	0.2	1.7	12			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	64	0.7	2.2	30			
5.O.50 Struggling younger people in mixed tenure	89	0.9	1.8	51			
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	109	1.1	0.8	137			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	20	0.2	0.7	28			
5.P.56 Low income large families in social rented semis	34	0.4	1.6	22			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	700	7.2	1.5	480			
5.Q.58 Singles and young families, some receiving benefits	7	0.1	1.8	4			
5.Q.59 Deprived areas and high-rise flats	34	0.4	2.0	18			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	21	0.2	0.1	366			
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>9,668</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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

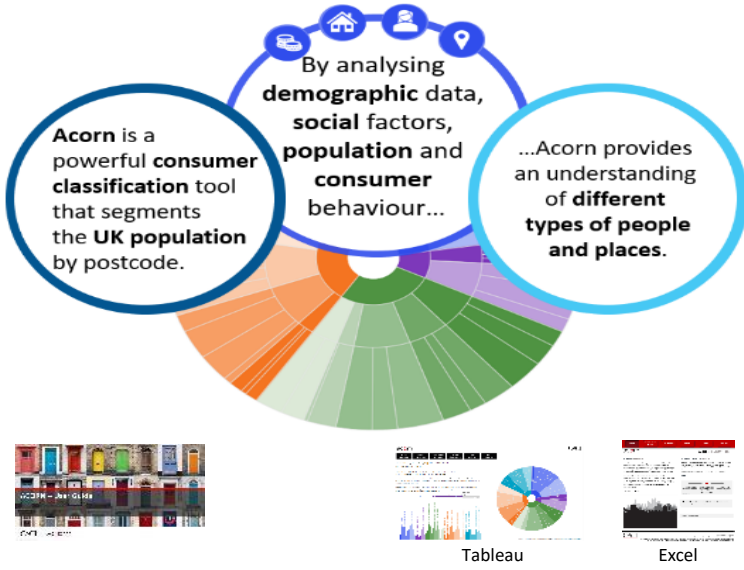
- Acorn Groups**
- 1.A Lavish Lifestyles
  - 1.B Executive Wealth
  - 1.C Mature Money
  - 2.D City Sophisticates
  - 2.E Career Climbers
  - 3.F Countryside Communities
  - 3.G Successful Suburbs
  - 3.H Steady Neighbourhoods
  - 3.I Comfortable Seniors
  - 3.J Starting Out
  - 4.K Student Life
  - 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
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

### 1 Affluent Achievers

12.1M UK Adults      22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

House type: Detached

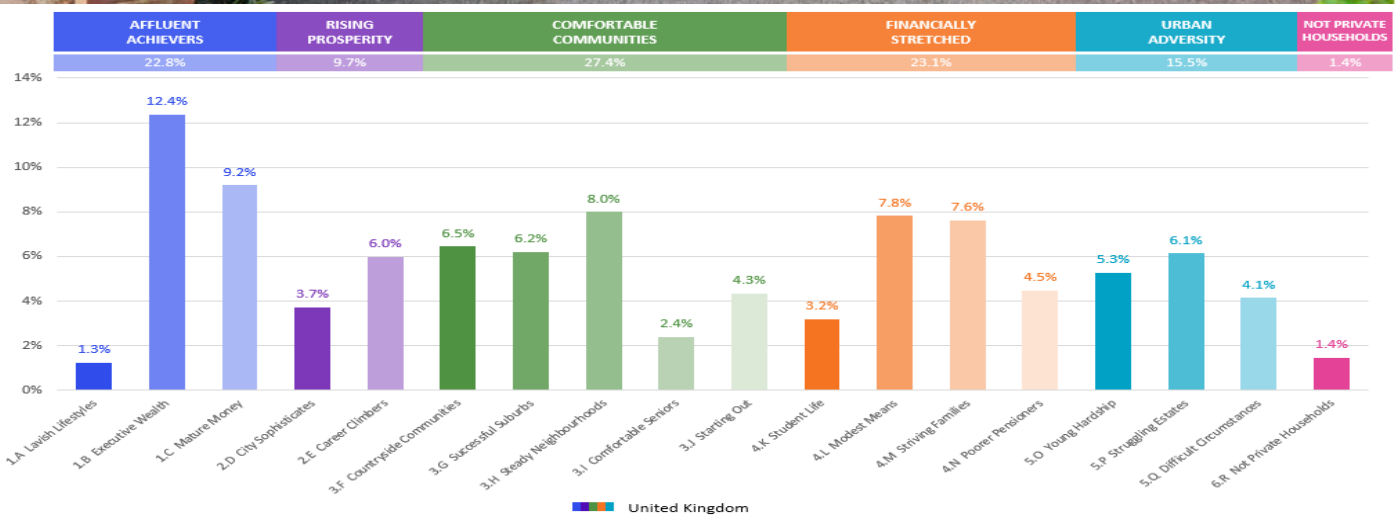
House tenure: Owned outright

Number of beds: 4+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.



# MAP OF AREA

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