CGA LICENCED PREMISES

Area: P00151_Blue Ball, Newbury, RG17 9TJ (1 Mil
Base: Great Britain
Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	2	73.6	81.7	90			
Proprietary Club	0	0.0	7.3	0			
Registered Club	1	36.8	28.2	**131**			
Restaurant	0	0.0	32.1	0			
Residential	1	36.8	2.7	**1375**			

Name	Description	License Type	Owner Name	Postcode
St Cassians College	Independent Free	Residential	Independent Free	RG17 9SR
Blue Ball	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	RG17 9TJ
Kintbury Rangers Football Club	Independent Free	Registered Club	Independent Free	RG17 9UA
Dundas Arms	Independent Free	Pubs & Full On	Independent Free	RG17 9UT

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MAP OF AREA

Source: OS Open Data 2018

Area: P00151_Blue Ball, Newbury, RG17 9TJ (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

Area: P00151_Blue Ball, Newbury, RG17 9TJ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
1	Affluent Achievers	580	48.9	22.1	**222**		
2	Rising Prosperity	46	3.9	10.2	38		
3	Comfortable Communities	227	19.2	26.5	72		
4	Financially Stretched	295	24.9	23.7	**105**		
5	Urban Adversity	37	3.1	17.2	18		
6	Not Private Households	0	0.0	0.3	0		
	Graph						
	Total households	**1,185**					

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

Area: P00151_Blue Ball, Newbury, RG17 9TJ (1 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	12	1.0	1.1	92		
1.B	Executive Wealth	328	27.7	11.3	**244**		
1.C	Mature Money	240	20.3	9.6	**210**		
2. Rising Prosperity							
2.D	City Sophisticates	0	0.0	3.8	0		
2.E	Career Climbers	46	3.9	6.4	61		
3. Comfortable Communities							
3.F	Countryside Communities	0	0.0	5.7	0		
3.G	Successful Suburbs	186	15.7	6.0	**264**		
3.H	Steady Neighbourhoods	41	3.5	7.4	47		
3.I	Comfortable Seniors	0	0.0	2.9	0		
3.J	Starting Out	0	0.0	4.6	0		
4. Financially Stretched							
4.K	Student Life	0	0.0	2.5	0		
4.L	Modest Means	0	0.0	8.0	0		
4.M	Striving Families	243	20.5	7.4	**275**		
4.N	Poorer Pensioners	52	4.4	5.8	76		
5. Urban Adversity							
5.O	Young Hardship	0	0.0	6.3	0		
5.P	Struggling Estates	0	0.0	5.7	0		
5.Q	Difficult Circumstances	37	3.1	5.2	60		
6. Not Private Households							
6.R	Not Private Households	0	0.0	0.3	0		
	Total households	**1,185**					

Acorn Group Pen Portrait

2 D City Sophisticates

1.9M UK Adults   3.7% 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

Age range: 25-44
Children at home: 0
House tenure: Privately renting
Family structure: Single
Number of beds: 1
House type: Flat or maisonette

FINANCIAL PROFILE

Household income
UK £54k (Average: £40k)
London £54k (Average: £46k)

% Disposable income
UK 23% (Average: 43%)
London 20% (Average: 29%)

Financial situation
Running into debt — Saving a lot

BRANDS

SHOPPING: Tommy Hilfiger, COS, REISS, MOLTON BROWN
LEISURE: YO! Sushi, itsu, wahaca, Pho
WEBSITES: airbnb, Spotify, asos, BuzzFeed

DIGITAL AND TECH

ATTITUDES

I worry about online security: 60% (UK average: 59%)
Shopping online makes my life easier: 68% (UK average: 62%)
I love the ease of using chat bots to get answers: 31% (UK average: 28%)

TOP BEHAVIOURS

Post online ratings / reviews online
Book travel and holidays online
Social media: Pinterest, Insta and Twitter

ACORN TYPE PROFILE - HOUSEHOLDS

Area: P00151_Blue Ball, Newbury, RG17 9TJ (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
1. **Affluent Achievers**							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	1	0.1	0.1	84			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	11	0.9	0.9	108			
1.B Executive Wealth							
1.B.4 Asset rich families	24	2.0	2.6	77			
1.B.5 Wealthy countryside commuters	284	24.0	2.5	971			
1.B.6 Financially comfortable families	15	1.3	2.2	57			
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	5	0.4	1.6	26			
1.C Mature Money							
1.C.10 Better-off villagers	145	12.2	3.1	398			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	95	8.0	1.3	620			
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	34	2.9	2.0	145			
2.E.19 First time buyers in small, modern homes	12	1.0	3.4	30			
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	186	15.7	2.4	648			
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	41	3.5	2.3	148			
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	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	0	0.0	2.4	0			
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	0	0.0	1.4	0			
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			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	228	19.2	1.6	1,206			
4.M.42 Struggling young families in post-war terraces	15	1.3	1.6	77			
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	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
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	52	4.4	1.7	257			
5. **Urban Adversity**							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	0			
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	37	3.1	1.5	207			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
6. **Not Private Households**							
6.R Not Private Households							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	**1,185**						

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P00151_Blue Ball, Newbury, RG17 9TJ (1 Mile contour)
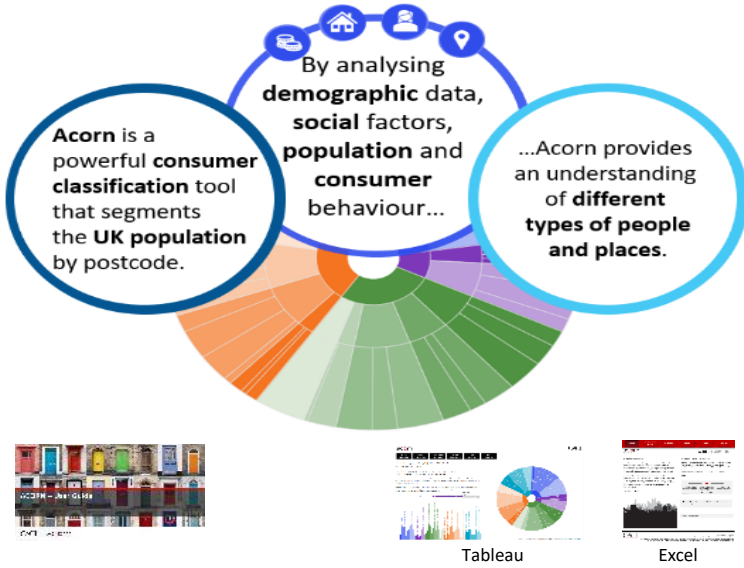
Legend:
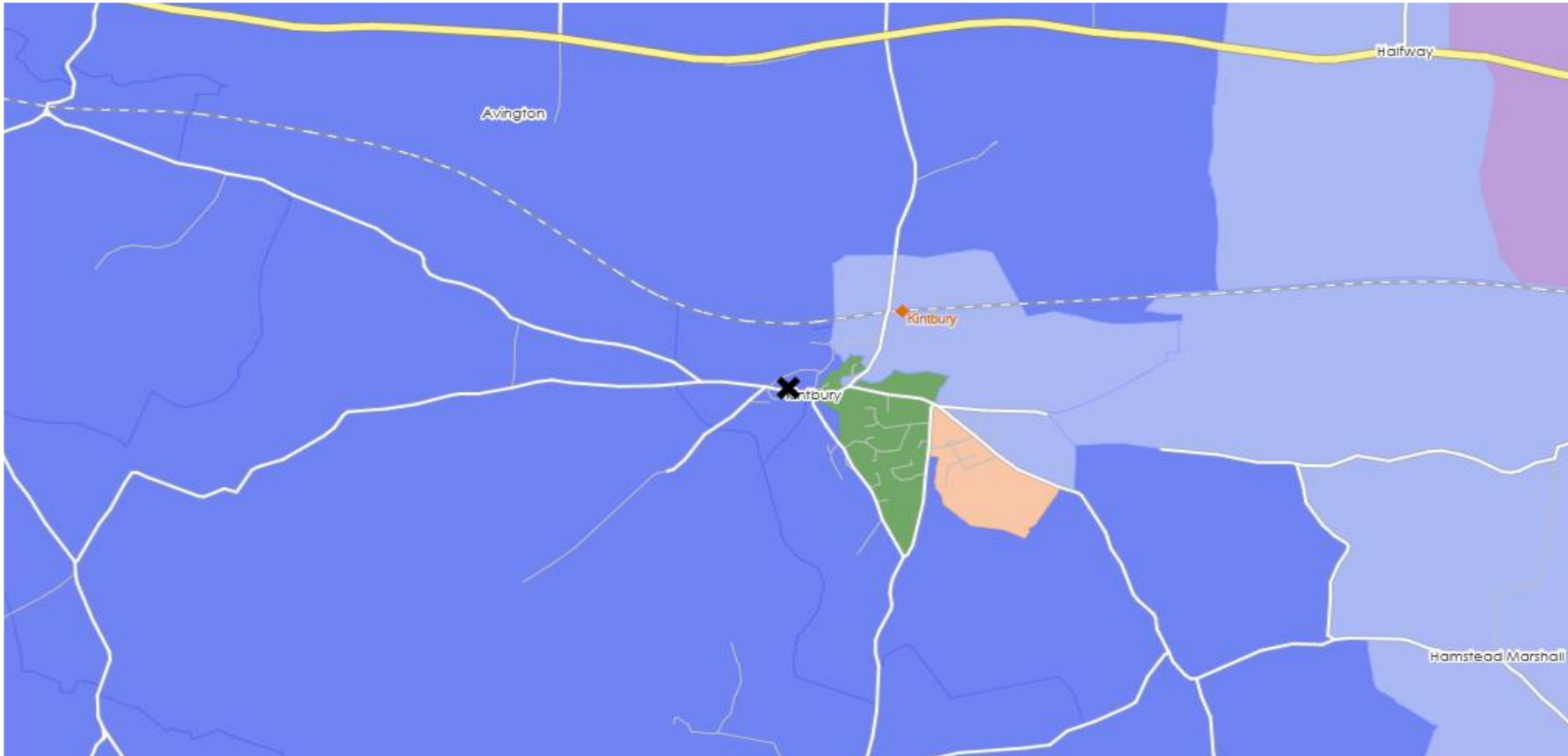
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

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

CACI

acorn

ACORN - WHAT IS IT?

Acorn is a powerful **consumer classification** tool that segments the **UK population** by postcode.

By analysing **demographic** data, **social** factors, **population** and **consumer behaviour**...

...Acorn provides an understanding of **different types of people and places.**

Tableau

Excel

6 CATEGORIES | 18 GROUPS | 62 TYPES

Category	Group	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 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%
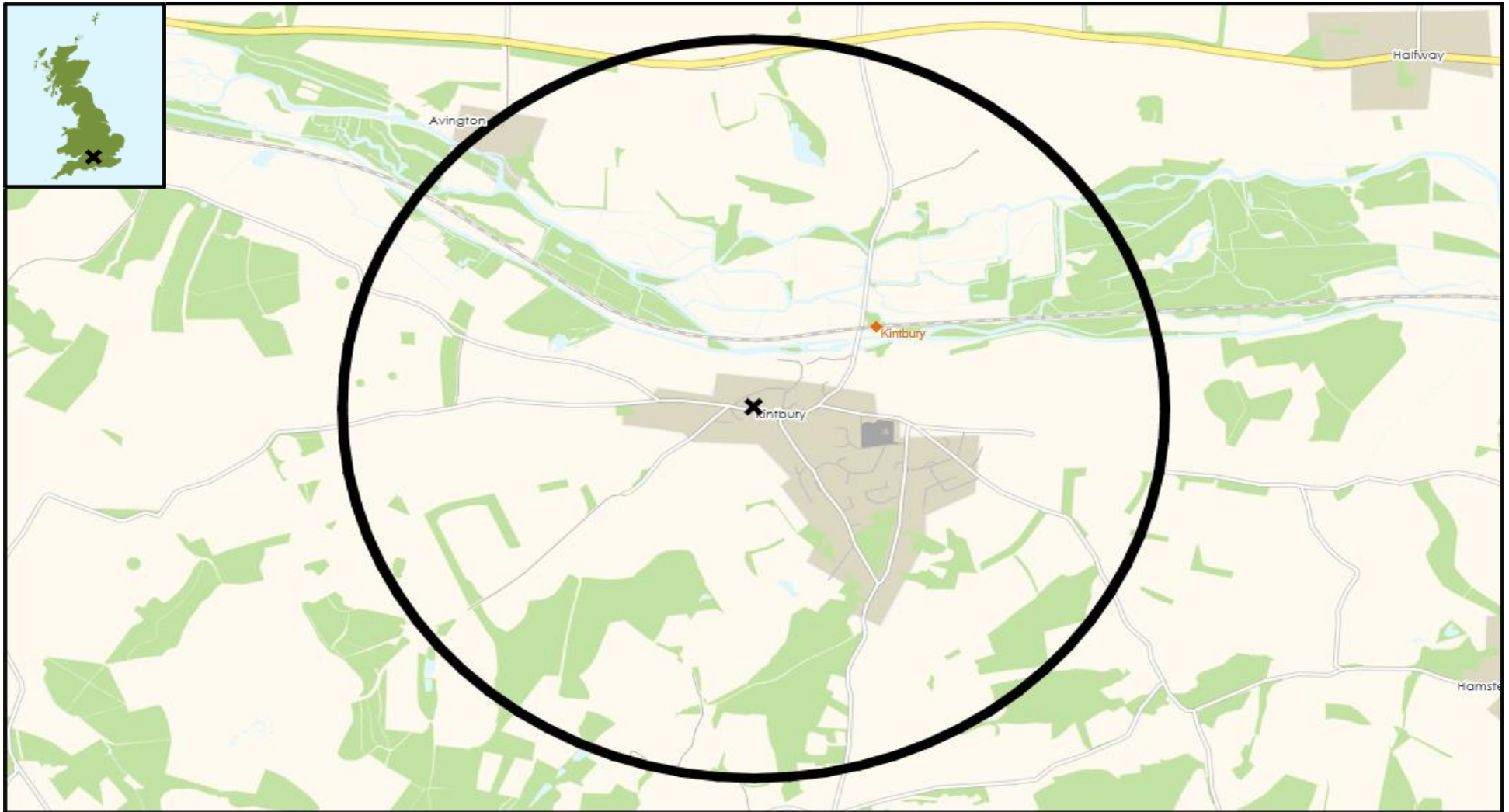- B. Executive Wealth — 54%
- C. Mature Money — 40%

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY	NOT PRIVATE HOUSEHOLDS
22.8%	9.7%	27.4%	23.1%	15.5%	1.4%

Chart values:
- 1.A Lavish Lifestyles: 1.3%
- 1.B Executive Wealth: 12.4%
- 1.C Mature Money: 9.2%
- 2.D City Sophisticates: 3.7%
- 2.E Career Climbers: 6.0%
- 3.F Countryside Communities: 6.5%
- 3.G Successful Suburbs: 6.2%
- 3.H Steady Neighbourhoods: 8.0%
- 3.I Comfortable Seniors: 2.4%
- 3.J Starting Out: 4.3%
- 4.K Student Life: 3.2%
- 4.L Modest Means: 7.8%
- 4.M Striving Families: 7.6%
- 4.N Poorer Pensioners: 4.5%
- 5.O Young Hardship: 5.3%
- 5.P Struggling Estates: 6.1%
- 5.Q Difficult Circumstances: 4.1%
- 6.R Not Private Households: 1.4%

United Kingdom

MAP OF AREA

Area: P00151_Blue Ball, Newbury, RG17 9TJ (1 Mile contour)

POPULATION PROJECTIONS

Area:	P00151_Blue Ball, Newbury, RG17 9TJ (1 Mile contour)
Base:	Great Britain
Year:	2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	434	16.0	16.8	95			
15 - 24	271	10.0	11.7	85			
25 - 44	548	20.2	26.6	76			
45 - 54	407	15.0	12.7	**118**			
55 - 64	422	15.5	13.0	**119**			
65 - 74	314	11.5	9.8	**118**			
75 - 84	244	9.0	6.9	**131**			
85+	79	2.9	2.6	**114**			
Total population	**2,719**						
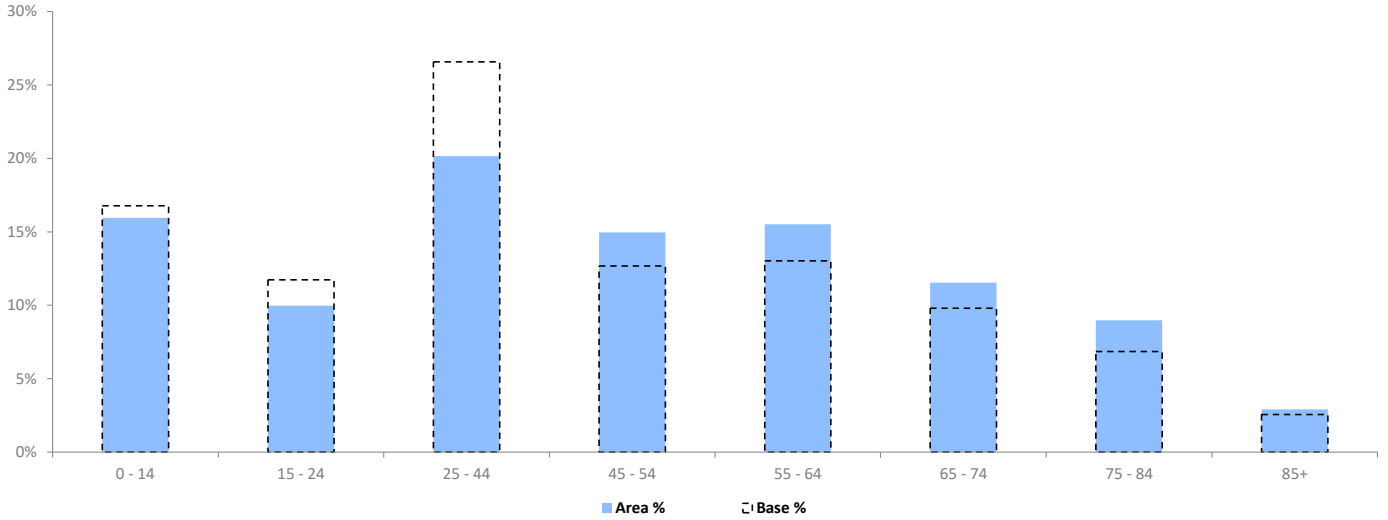
EXPENDITURE

Area:	P00151_Blue Ball, Newbury, RG17 9TJ (1 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	£84,461	£73.89	£66.95	110			
2. Alcoholic beverages, tobacco and narcotics	£33,447	£29.26	£28.12	104			
3. Clothing & Footwear	£27,668	£24.21	£22.40	108			
4. Housing, water, electricity, gas and other fuels	£137,618	£120.40	£107.19	112			
5. Furnishings, equipment and routine maintenance	£51,444	£45.01	£36.85	122			
6. Health	£22,719	£19.88	£13.48	147			
7. Transport	£204,647	£179.04	£134.74	133			
8. Communication	£19,235	£16.83	£15.74	107			
9. Recreation & Culture	£91,807	£80.32	£64.16	125			
10. Education	£26,135	£22.87	£22.26	103			
11. Restaurants & Hotels	£92,164	£80.63	£67.11	120			
12. Miscellaneous goods and services	£151,926	£132.92	£109.86	121			
Total Expenditure	**£943,270**	**£825.26**	**£688.85**	120			

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.