

CGA LICENCED PREMISES

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Area: P01083_New Inn, Weston-Super-Mare, BS22
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	43.3	81.7	53			
Proprietary Club	2	21.6	7.3	297			
Registered Club	2	21.6	28.2	77			
Restaurant	2	21.6	32.1	67			
Residential	1	10.8	2.7	404			

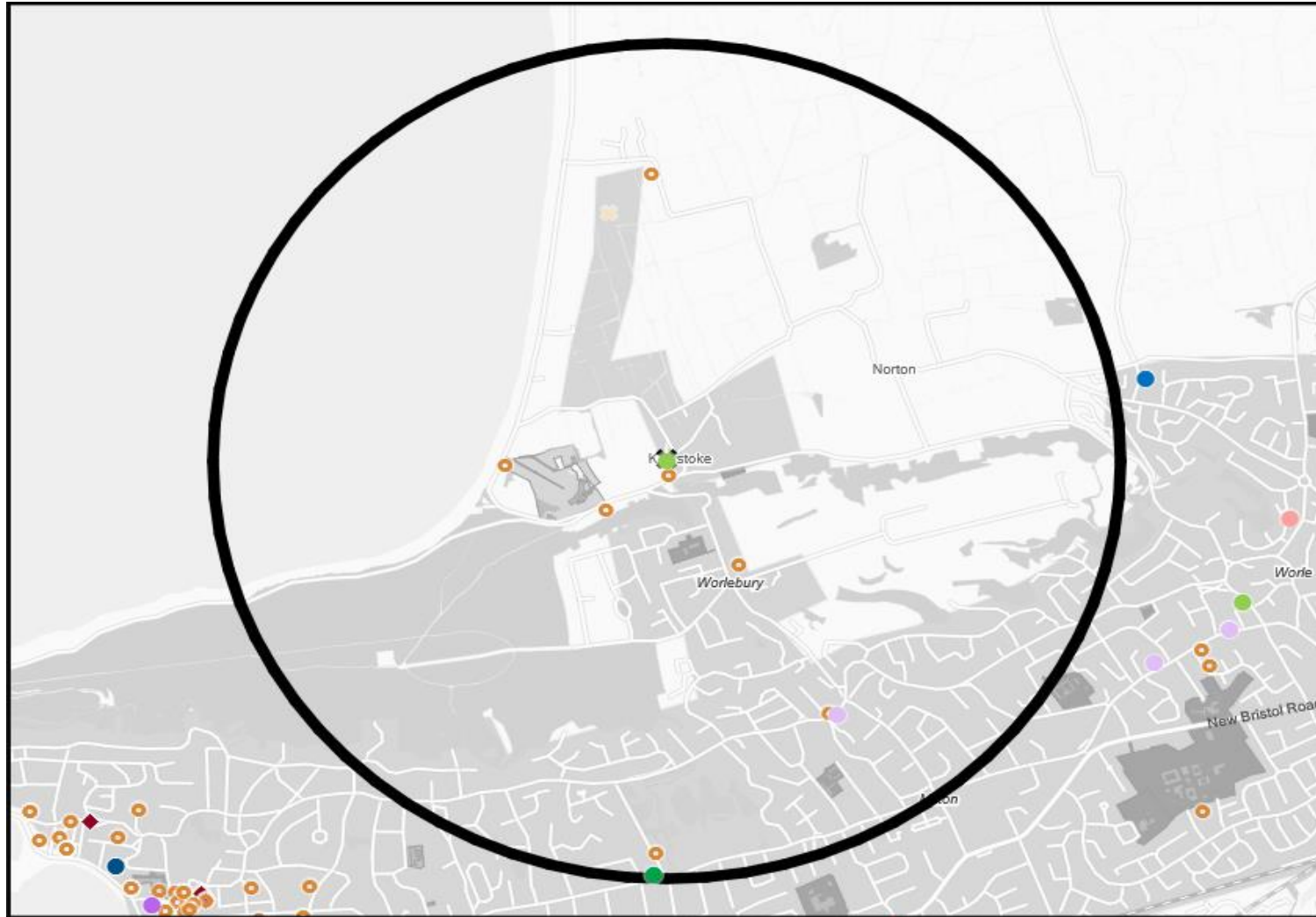
Name	Description	License Type	Owner Name	Postcode
Windsor Castle	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BS22 8DP
Worlebury Golf Club	Independent Free	Registered Club	Independent Free	BS22 9SX
South Sands Hotel	Independent Free	Pubs & Full On	Independent Free	BS22 9UZ
New Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BS22 9XL
New Castle	Independent Free	Restaurant	Independent Free	BS22 9YD
Owls Crest Hotel	Independent Free	Residential	Independent Free	BS22 9YE
Ashcombe Bowling Club	Independent Free	Registered Club	Independent Free	BS23 2YE
Duets	Independent Free	Restaurant	Independent Free	BS22 8DN
Bristol House	Ei Group	Pubs & Full On	Ei Group	BS23 2UY
Pontins Holiday Park	Britannia Hotels	Proprietary Club	Britannia Hotels	BS22 9UR
Country View Caravan Park	Independent Free	Proprietary Club	Independent Free	BS22 9UJ

MAP OF AREA

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Source: OS Open Data 2018

Area: P01083_New Inn, Weston-Super-Mare, BS22 9XL (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: P01083_New Inn, Weston-Super-Mare, BS22 9XL (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,206	52.8	22.1	239		
2 Rising Prosperity	25	0.6	10.2	6		
3 Comfortable Communities	1,313	31.4	26.5	119		
4 Financially Stretched	336	8.0	23.7	34		
5 Urban Adversity	296	7.1	17.2	41		
6 Not Private Households	3	0.1	0.3	21		
Total households				4,179		

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: P01083_New Inn, Weston-Super-Mare, BS22 9XL (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	0	0.0	1.1	0			
1.B Executive Wealth	672	16.1	11.3	142			
1.C Mature Money	1,534	36.7	9.6	380			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	25	0.6	6.4	9			
3. Comfortable Communities							
3.F Countryside Communities	42	1.0	5.7	18			
3.G Successful Suburbs	603	14.4	6.0	242			
3.H Steady Neighbourhoods	269	6.4	7.4	87			
3.I Comfortable Seniors	344	8.2	2.9	288			
3.J Starting Out	55	1.3	4.6	29			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	172	4.1	8.0	52			
4.M Striving Families	106	2.5	7.4	34			
4.N Poorer Pensioners	58	1.4	5.8	24			
5. Urban Adversity							
5.O Young Hardship	29	0.7	6.3	11			
5.P Struggling Estates	44	1.1	5.7	18			
5.Q Difficult Circumstances	223	5.3	5.2	102			
6. Not Private Households							
6.R Not Private Households	3	0.1	0.3	21			
Total households	4,179						

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

BRANDS

SHOPPING: LAKELAND, Spencers, Clarks

LEISURE: Caffe Nero, Zizzi, CAFE ROUGE

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

FINANCIAL PROFILE

Household income £42k (UK average: £40k)	% Disposable income 51% (UK average: 43%)	Financial situation Running into debt / Saving a lot
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DIGITAL ATTITUDES

I worry about online security 62% (UK average: 59%)	Shopping online makes my life easier 62% (UK average: 62%)	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



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

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Area: P01083_New Inn, Weston-Super-Mare, BS22 9XL (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

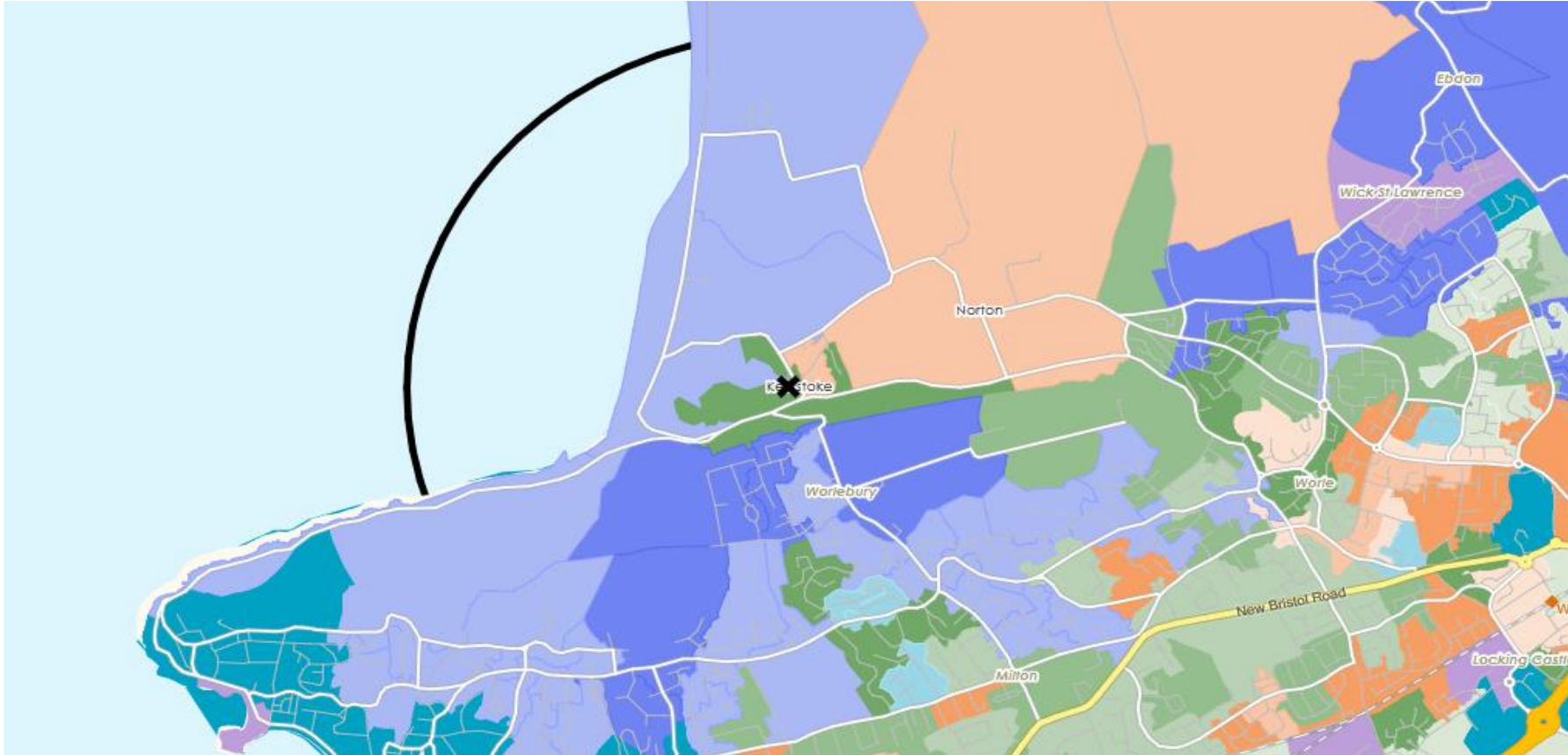
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	591	14.1	2.6	535			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	46	1.1	2.2	50			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	28	0.7	1.5	44			
1.B.9 Well-off edge of towners	7	0.2	1.6	10			
1.C Mature Money							
1.C.10 Better-off villagers	102	2.4	3.1	79			
1.C.11 Settled suburbia, older people	479	11.5	2.8	407			
1.C.12 Retired and empty nesters	744	17.8	2.5	723			
1.C.13 Upmarket downsizers	209	5.0	1.3	387			
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	6	0.1	2.0	7			
2.E.19 First time buyers in small, modern homes	19	0.5	3.4	13			
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	25	0.6	1.0	60			
3.F.23 Owner occupiers in small towns and villages	17	0.4	3.2	13			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	551	13.2	2.7	489			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	52	1.2	2.4	51			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	176	4.2	3.5	121			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	93	2.2	2.3	95			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	344	8.2	2.4	347			
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	55	1.3	2.4	55			
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	131	3.1	1.4	217			
4.L.38 Semi-skilled workers in traditional neighbourhoods	41	1.0	2.6	37			
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	106	2.5	1.6	159			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
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	6	0.1	0.8	18			
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	12	0.3	2.2	13			
4.N.48 Pensioners and singles in social rented flats	40	1.0	1.7	56			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	29	0.7	2.2	32			
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	44	1.1	1.6	66			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	171	4.1	1.5	271			
5.Q.58 Singles and young families, some receiving benefits	52	1.2	1.8	71			
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	3	0.1	0.3	25			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,179						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01083_New Inn, Weston-Super-Mare, BS22 9XL (1 Mile contour)



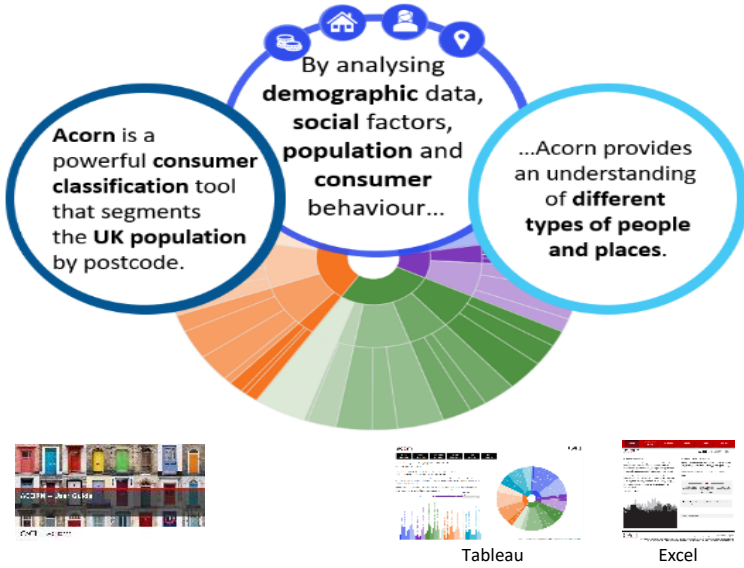
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	R. Not Private Households	60-62

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

House type: **Detached**

House tenure: **Owned outright**

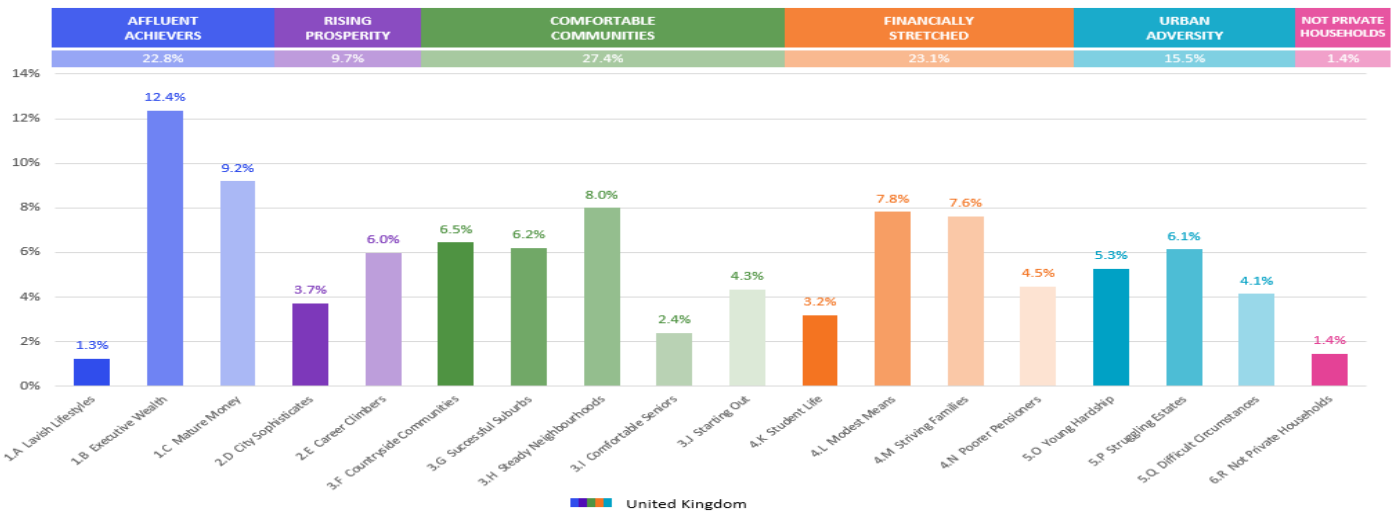
Number of beds: **4+**

12.1M UK Adults 22.8% of UK

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%

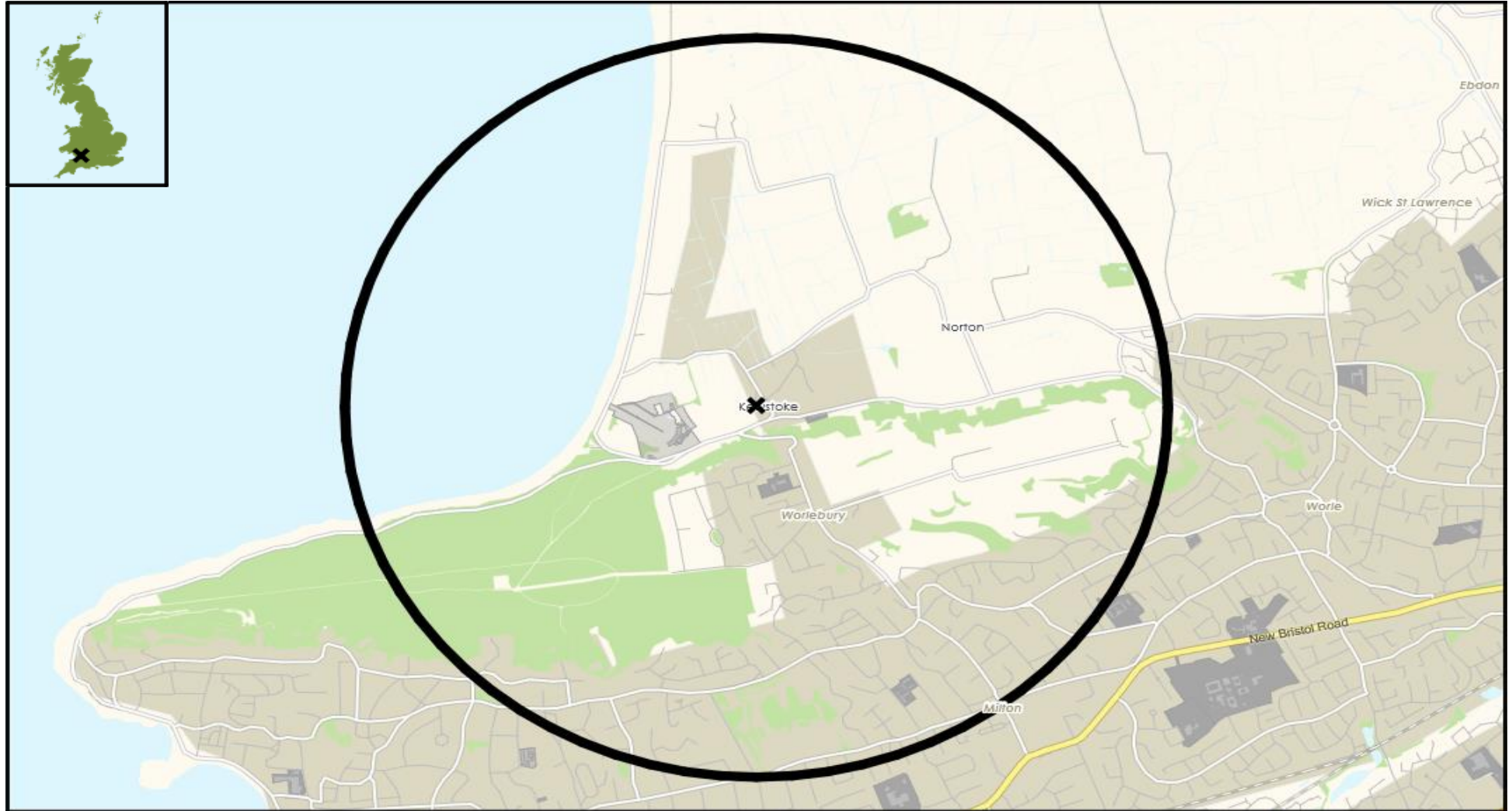


MAP OF AREA

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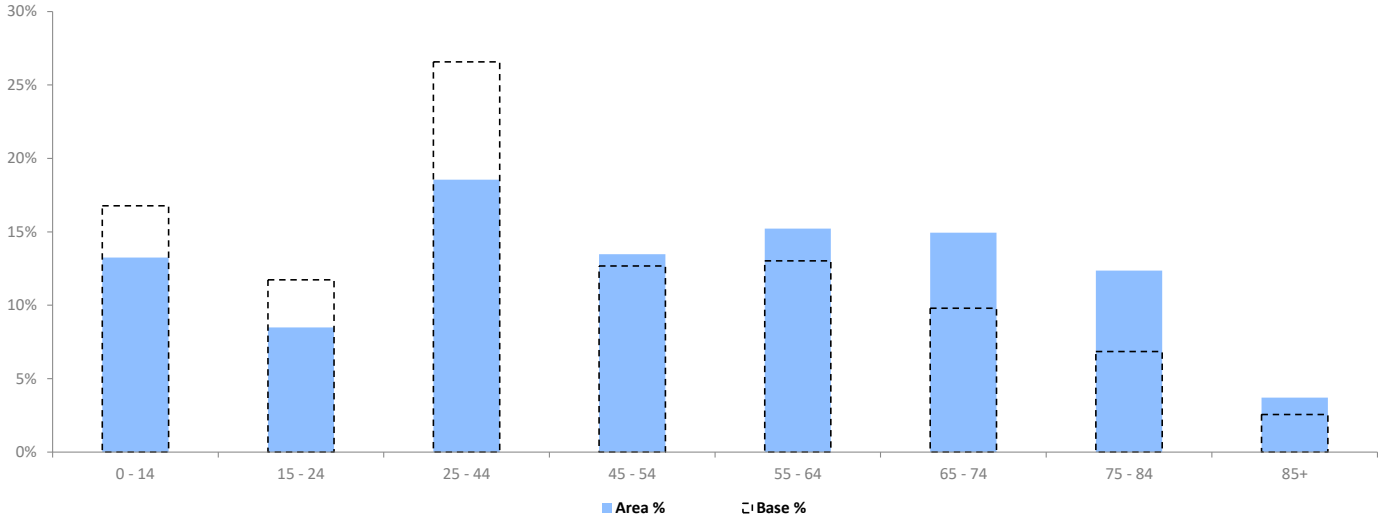


POPULATION PROJECTIONS

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Area: P01083_New Inn, Weston-Super-Mare, BS22 9XL (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,225	13.2	16.8	79			
15 - 24	785	8.5	11.7	72			
25 - 44	1,715	18.5	26.6	70			
45 - 54	1,246	13.5	12.7	106			
55 - 64	1,408	15.2	13.0	117			
65 - 74	1,382	14.9	9.8	152			
75 - 84	1,144	12.4	6.9	180			
85+	343	3.7	2.6	145			
Total population	9,248						



EXPENDITURE

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Area: P01083_New Inn, Weston-Super-Mare, BS22 9XL (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	£274,903	£64.91	£66.95	97			
2. Alcoholic beverages, tobacco and narcotics	£105,041	£24.80	£28.12	88			
3. Clothing & Footwear	£85,534	£20.20	£22.40	90			
4. Housing, water, electricity, gas and other fuels	£431,900	£101.98	£107.19	95			
5. Furnishings, equipment and routine maintenance	£152,055	£35.90	£36.85	97			
6. Health	£59,514	£14.05	£13.48	104			
7. Transport	£542,631	£128.13	£134.74	95			
8. Communication	£60,657	£14.32	£15.74	91			
9. Recreation & Culture	£272,378	£64.32	£64.16	100			
10. Education	£60,237	£14.22	£22.26	64			
11. Restaurants & Hotels	£267,306	£63.12	£67.11	94			
12. Miscellaneous goods and services	£471,993	£111.45	£109.86	101			
Total Expenditure	£2,784,149	£657.41	£688.85	95			

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.