

# CGA LICENCED PREMISES

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Area: P01009\_Mill, Dunstan Park, RG18 4QH (0.50)  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	1	18.6	81.7	23			
Proprietary Club	0	0.0	7.3	0			
Registered Club	0	0.0	28.2	0			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

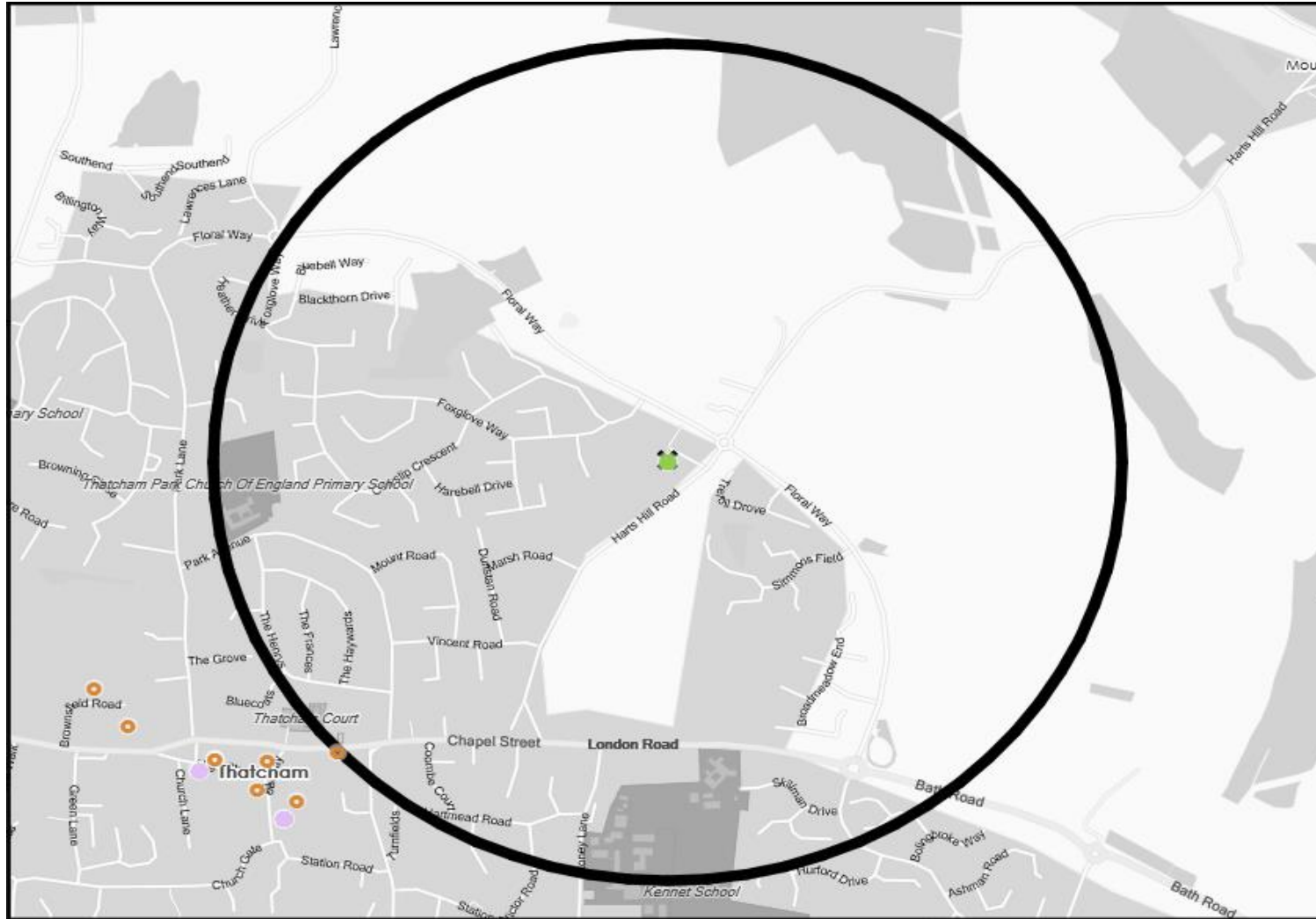
Name	Description	License Type	Owner Name	Postcode
Mill House	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	RG18 4QH

# MAP OF AREA

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Source: OS Open Data 2018

Area: P01009\_Mill, Dunstan Park, RG18 4QH (0.50 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:** P01009\_Mill, Dunstan Park, RG18 4QH (0.50 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	548	25.9	22.1	117		
 2 Rising Prosperity	428	20.2	10.2	199		
 3 Comfortable Communities	269	12.7	26.5	48		
 4 Financially Stretched	489	23.1	23.7	98		
 5 Urban Adversity	340	16.1	17.2	93		
 6 Not Private Households	42	2.0	0.3	577		
 Graph						
<b>Total households</b>	<b>2,116</b>					

### Acorn Category Pen Portrait

## 2 Rising Prosperity

Age range

# 25-44

House type

Flat or maisonette

5.0M UK Adults

9.5% of UK

Financial situation

Running into debt ← → Saving a lot

House tenure

Privately renting

Children at home

# 0

Number of beds

# 1-2

These are generally younger, well educated, professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others will have younger children.

Acorn Groups within Category 2: Rising Prosperity

- D City Sophisticates 39%
- E Career Climbers 61%

## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P01009\_Mill, Dunstan Park, RG18 4QH (0.50 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	0	0.0	1.1	0			
1.B Executive Wealth	544	25.7	11.3	227			
1.C Mature Money	4	0.2	9.6	2			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	428	20.2	6.4	317			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	99	4.7	6.0	79			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	170	8.0	4.6	176			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	183	8.6	8.0	108			
4.M Striving Families	224	10.6	7.4	142			
4.N Poorer Pensioners	82	3.9	5.8	67			
<b>5. Urban Adversity</b>							
5.O Young Hardship	76	3.6	6.3	57			
5.P Struggling Estates	132	6.2	5.7	109			
5.Q Difficult Circumstances	132	6.2	5.2	119			
<b>6. Not Private Households</b>							
6.R Not Private Households	42	2.0	0.3	577			
<b>Total households</b>	<b>2,116</b>						

### 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.

<b>CORE DEMOGRAPHICS</b>		<b>BRANDS</b>	
Age range <b>25-44</b>	Children at home <b>0</b>	SHOPPING COS, REISS, MOLTON BROWN	LEISURE ahimsa, itsu, wahaca, Pho
House tenure Privately renting	Family structure Single	WEBSITES airbnb, Spotify, ASOS, BuzzFeed	
Number of beds <b>1</b>	House type Flat or maisonette	<b>DIGITAL AND TECH</b>	
<b>FINANCIAL PROFILE</b>		<b>ATTITUDES</b>	
Household income UK: <b>£54k</b> (Average: £40k) London: <b>£54k</b> (Average: £46k)	% Disposable income UK: <b>23%</b> (Average: 43%) London: <b>20%</b> (Average: 29%)	I worry about online security <b>60%</b> (UK average: 59%)	Shopping online makes my life easier <b>68%</b> (UK average: 62%)
Financial situation Running into debt      Saving a lot		I love the ease of using chat bots to get answers <b>31%</b> (UK average: 28%)	<b>TOP BEHAVIOURS</b>
		Post online ratings / reviews online	Book travel and holidays online
			Social media: Pinterest, Insta and Twitter



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

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Area: P01009\_Mill, Dunstan Park, RG18 4QH (0.50 Mile contour)  
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 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	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			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	9	0.4	2.6	16			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	192	9.1	2.2	408			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	11	0.5	1.5	34			
1.B.9 Well-off edge of towners	332	15.7	1.6	975			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	4	0.2	3.1	6			
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	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	332	15.7	2.0	794			
2.E.19 First time buyers in small, modern homes	96	4.5	3.4	134			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<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	49	2.3	2.7	86			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	50	2.4	2.4	97			
<b>3.H Steady Neighbourhoods</b>							
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	0	0.0	2.3	0			
<b>3.I Comfortable Seniors</b>							
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			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	170	8.0	2.4	335			
<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	109	5.2	1.4	357			
4.L.38 Semi-skilled workers in traditional neighbourhoods	31	1.5	2.6	56			
4.L.39 Fading owner occupied terraces	43	2.0	2.9	70			
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	72	3.4	1.6	213			
4.M.42 Struggling young families in post-war terraces	109	5.2	1.6	314			
4.M.43 Families in right-to-buy estates	19	0.9	2.0	44			
4.M.44 Post-war estates, limited means	24	1.1	2.2	52			
<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	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	82	3.9	2.2	173			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	76	3.6	2.2	164			
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			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	9	0.4	1.6	27			
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	123	5.8	1.6	363			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	124	5.9	1.5	388			
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	8	0.4	2.0	19			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	42	2.0	0.3	697			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>2,116</b>						

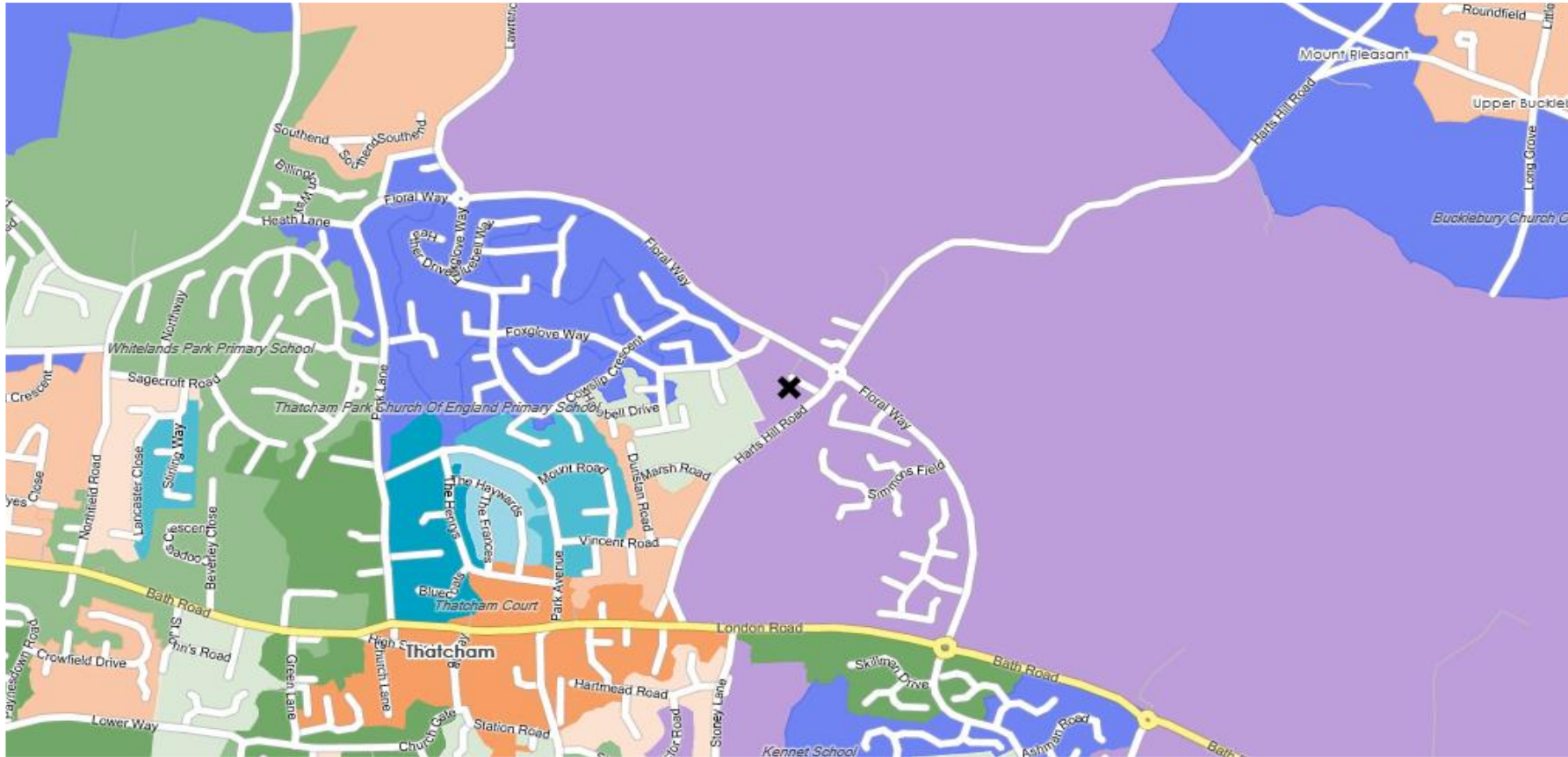
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01009\_Mill, Dunstan Park, RG18 4QH (0.50 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



Tableau

Excel

### 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**

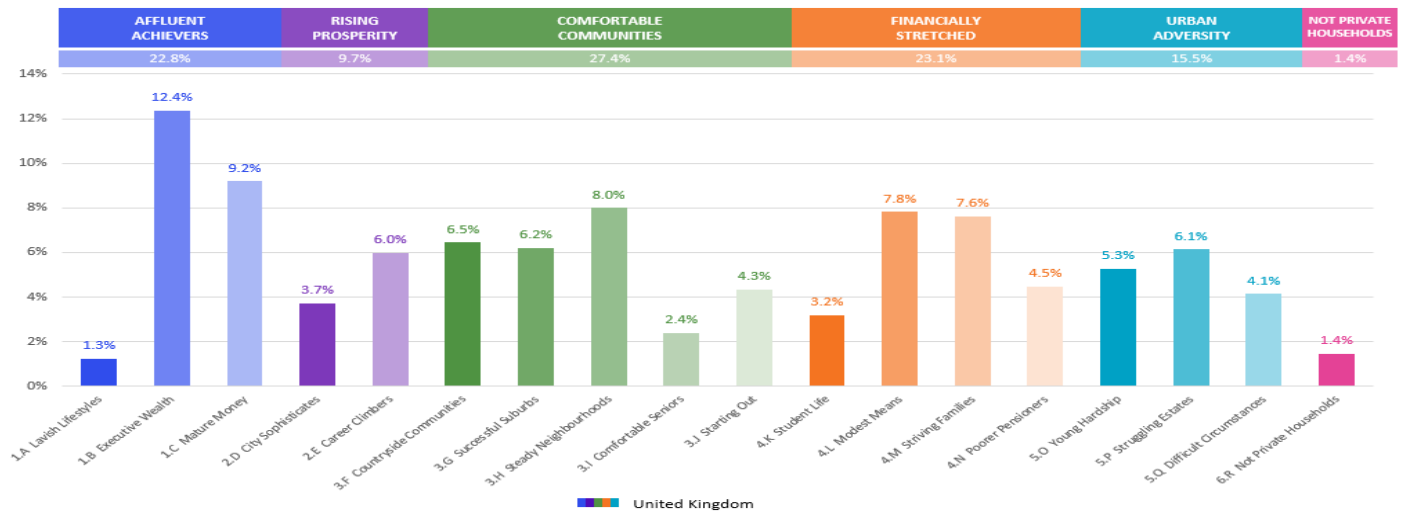
Number of beds: **4+**

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%

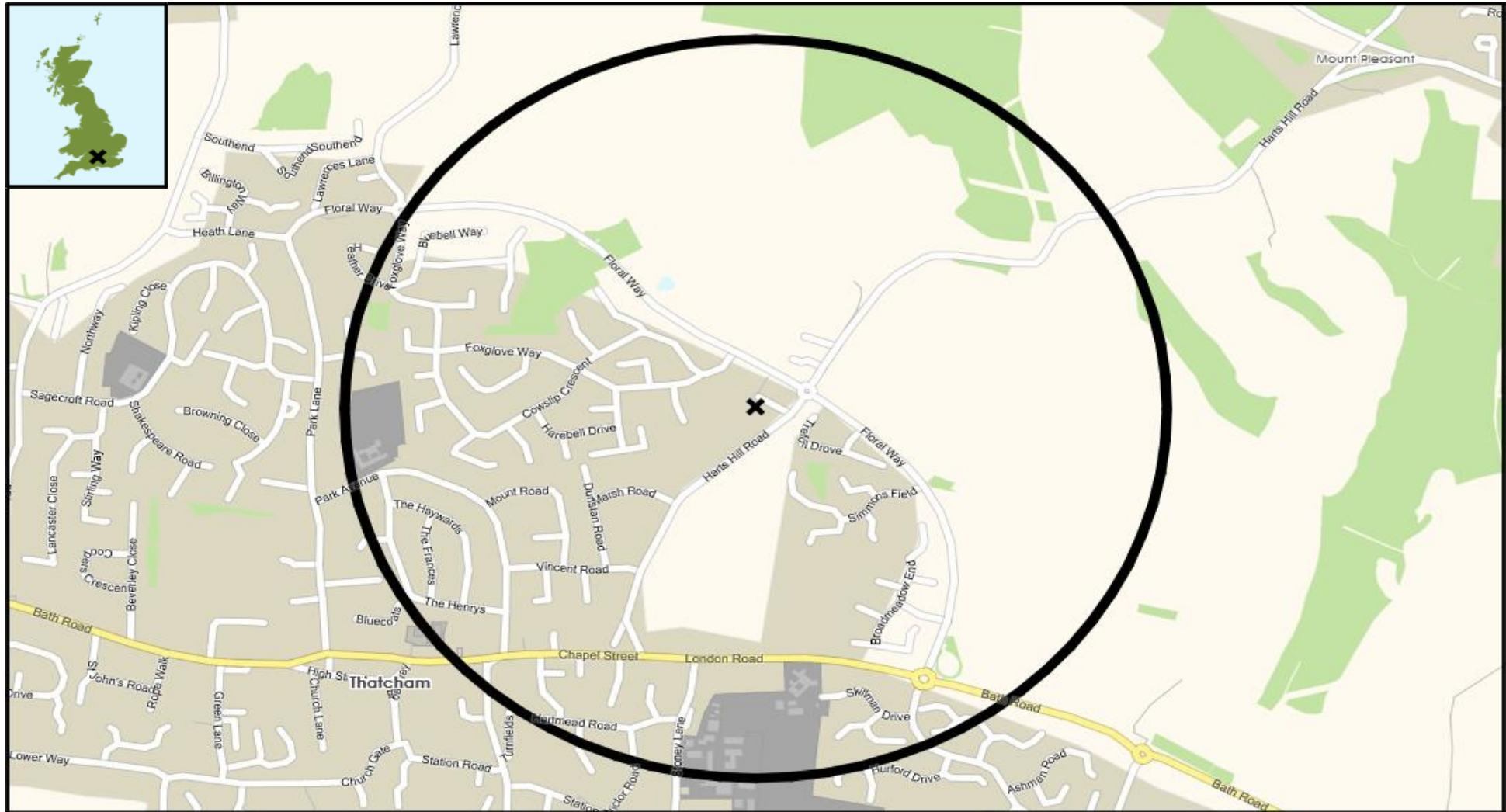


# MAP OF AREA

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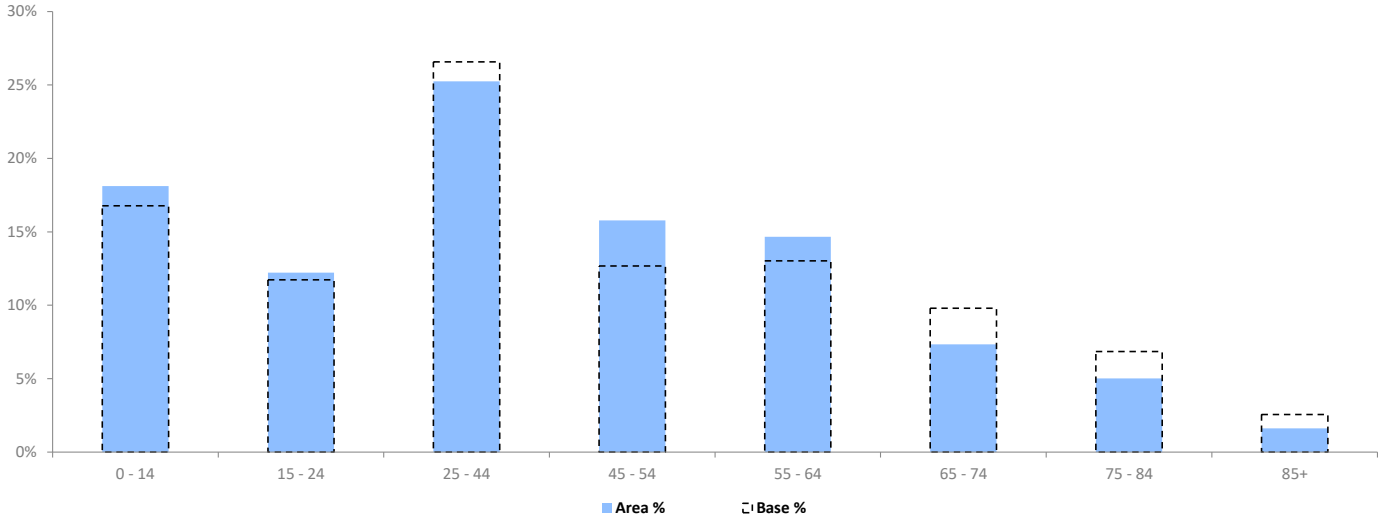


# POPULATION PROJECTIONS

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Area: P01009\_Mill, Dunstan Park, RG18 4QH (0.50 Mile contour)  
 Base: Great Britain  
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	972	18.1	16.8	<b>108</b>			
15 - 24	656	12.2	11.7	<b>104</b>			
25 - 44	1,355	25.2	26.6	95			
45 - 54	847	15.8	12.7	<b>125</b>			
55 - 64	787	14.7	13.0	<b>113</b>			
65 - 74	394	7.3	9.8	75			
75 - 84	269	5.0	6.9	73			
85+	87	1.6	2.6	64			
<b>Total population</b>	<b>5,367</b>						



# EXPENDITURE

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Area: P01009\_Mill, Dunstan Park, RG18 4QH (0.50 Mile contour)  
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## EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£151,961	£74.24	£66.95	111			
2. Alcoholic beverages, tobacco and narcotics	£60,549	£29.58	£28.12	105			
3. Clothing & Footwear	£51,006	£24.92	£22.40	111			
4. Housing, water, electricity, gas and other fuels	£217,448	£106.23	£107.19	99			
5. Furnishings, equipment and routine maintenance	£81,972	£40.05	£36.85	109			
6. Health	£31,806	£15.54	£13.48	115			
7. Transport	£340,423	£166.30	£134.74	123			
8. Communication	£36,492	£17.83	£15.74	113			
9. Recreation & Culture	£141,722	£69.23	£64.16	108			
10. Education	£56,977	£27.83	£22.26	125			
11. Restaurants & Hotels	£145,043	£70.86	£67.11	106			
12. Miscellaneous goods and services	£255,027	£124.59	£109.86	113			
<b>Total Expenditure</b>	<b>£1,570,426</b>	<b>£767.18</b>	<b>£688.85</b>	<b>111</b>			

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.