

CGA LICENCED PREMISES

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Area: P03408_George & Dragon, Hagworthingham
 Base: Great Britain
 Year: 2023

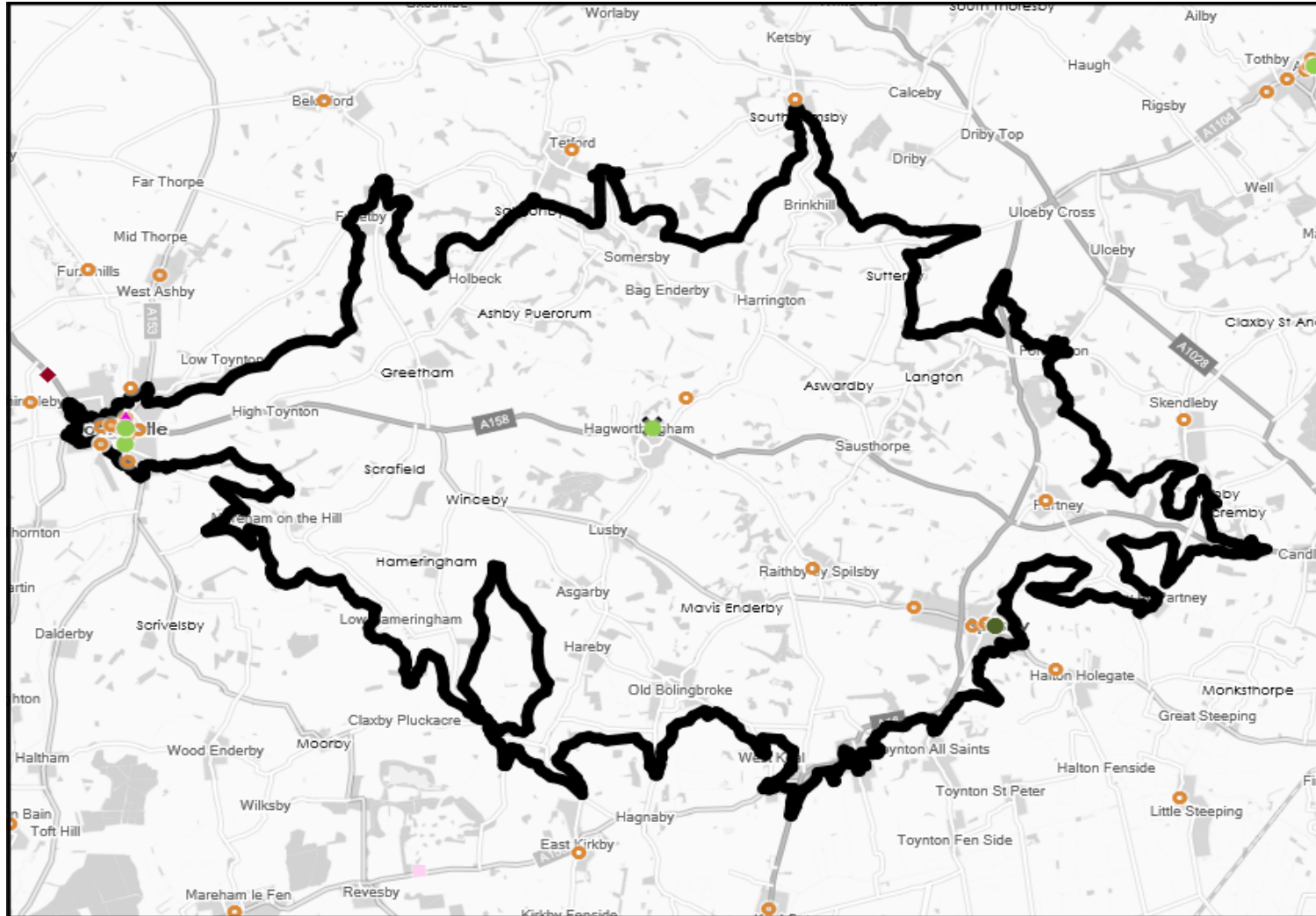
| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|------------|---|-----|-----|
| Pubs & Full On | 17 | 153.9 | 81.7 | 188 | | | |
| Proprietary Club | 0 | 0.0 | 7.3 | 0 | | | |
| Registered Club | 3 | 27.2 | 28.2 | 96 | | | |
| Restaurant | 5 | 45.3 | 32.1 | 141 | | | |
| Residential | 0 | 0.0 | 2.7 | 0 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|-------------------------------|------------------------|-----------------|----------------------|----------|
| Admiral Rodney Hotel | Coaching Inn Group Ltd | Pubs & Full On | RedCat Pub Company | LN 9 5DX |
| Old Nicks Tavern | Independent Free | Pubs & Full On | Independent Free | LN 9 5DX |
| Horncastle Farmers Club | Independent Free | Registered Club | Independent Free | LN 9 5HB |
| Red Lion | Independent Free | Pubs & Full On | Independent Free | LN 9 5HT |
| Ship | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | LN 9 5HU |
| Bull Hotel | Marston's | Pubs & Full On | Marston's | LN 9 5HU |
| Kings Head | George Bateman & Son | Pubs & Full On | George Bateman & Son | LN 9 5HU |
| Magpies Restaurant | Independent Free | Restaurant | Independent Free | LN 9 6AA |
| Black Swan | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | LN 9 6EF |
| Red Lion | Independent Free | Pubs & Full On | Independent Free | PE23 4DS |
| George & Dragon | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | PE23 4NA |
| Stockwith Mill | Independent Free | Restaurant | Independent Free | PE23 4NE |
| Red Lion | Independent Free | Pubs & Full On | Independent Free | PE23 4PG |
| George Hotel | Red Oak Taverns | Pubs & Full On | Red Oak Taverns | PE23 5HB |
| White Hart | Independent Free | Pubs & Full On | Independent Free | PE23 5JP |
| Nelson Butt | Greene King | Pubs & Full On | Greene King | PE23 5JT |
| Beijing Dragon | Independent Free | Restaurant | Independent Free | PE23 5EF |
| Hundleby Hotel | Independent Free | Pubs & Full On | Independent Free | PE23 5LZ |
| Shakesbys | Independent Free | Pubs & Full On | Independent Free | LN 9 5JE |
| Red Lion | Independent Free | Pubs & Full On | Independent Free | PE23 5JT |
| Horncastle Town Football Club | Independent Free | Registered Club | Independent Free | LN 9 6EN |
| Harpers | Independent Free | Pubs & Full On | Independent Free | LN 9 6DT |
| Horncastle Community Centre | Independent Free | Registered Club | Independent Free | LN 9 5EB |
| Little Italy | Independent Free | Restaurant | Independent Free | PE23 5JT |
| Francs Brunch And Burgers | Independent Free | Restaurant | Independent Free | LN 9 5HZ |

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03408_George & Dragon, Hagworthingham, PE23 4NA (10 min 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: P03408_George & Dragon, Hagworthingham, PE23 4NA (10 min contour)
Base: Great Britain
Year: 2023

| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|---|--------------|------------|------------|---------|---|---|
|  1 Affluent Achievers | 1,019 | 19.2 | 22.1 | 87 |  | |
|  2 Rising Prosperity | 22 | 0.4 | 10.2 | 4 |  | |
|  3 Comfortable Communities | 2,237 | 42.1 | 26.5 | 159 |  |  |
|  4 Financially Stretched | 1,578 | 29.7 | 23.7 | 125 |  |  |
|  5 Urban Adversity | 443 | 8.3 | 17.2 | 49 |  |  |
|  6 Not Private Households | 13 | 0.2 | 0.3 | 71 |  |  |
|  Graph | | | | | | |
| Total households | 5,312 | | | | | |

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults **23.1%** of UK

Age range
All ages

Financial situation
Running into debt ← → Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03408_George & Dragon, Hagworthingham, PE23 4NA (10 min 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 | 186 | 3.5 | 11.3 | 31 | | | |
| 1.C Mature Money | 833 | 15.7 | 9.6 | 163 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 3.8 | 0 | | | |
| 2.E Career Climbers | 22 | 0.4 | 6.4 | 6 | | | |
| 3. Comfortable Communities | | | | | | | |
| 3.F Countryside Communities | 2,001 | 37.7 | 5.7 | 657 | | | |
| 3.G Successful Suburbs | 151 | 2.8 | 6.0 | 48 | | | |
| 3.H Steady Neighbourhoods | 6 | 0.1 | 7.4 | 2 | | | |
| 3.I Comfortable Seniors | 37 | 0.7 | 2.9 | 24 | | | |
| 3.J Starting Out | 42 | 0.8 | 4.6 | 17 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | 0 | 0.0 | 2.5 | 0 | | | |
| 4.L Modest Means | 785 | 14.8 | 8.0 | 185 | | | |
| 4.M Striving Families | 281 | 5.3 | 7.4 | 71 | | | |
| 4.N Poorer Pensioners | 512 | 9.6 | 5.8 | 167 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | 348 | 6.6 | 6.3 | 105 | | | |
| 5.P Struggling Estates | 37 | 0.7 | 5.7 | 12 | | | |
| 5.Q Difficult Circumstances | 58 | 1.1 | 5.2 | 21 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | 13 | 0.2 | 0.3 | 71 | | | |
| Total households | 5,312 | | | | | | |

Acorn Group Pen Portrait

4 K Student Life 1.6M UK Adults 3.0% of UK

Students and young people with little income living in halls of residence or shared houses. These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

CORE DEMOGRAPHICS

| | |
|--|---|
| Age range 18-24 | Children at home 0 |
| House tenure Privately renting | Family structure Single |
| Number of beds 4+ | House type Flat or maisonette |

BRANDS

| | | | |
|-----------|--|--|--|
| SHOPPING: | | | |
| LEISURE: | | | |
| WEBSITES: | | | |

DIGITAL ATTITUDES

| | | |
|---|--|---|
| I worry about online security 58% <small>UK average: 28%</small> | Shopping online makes my life easier 68% <small>UK average: 62%</small> | I love the ease of using chat bots to get answers 44% <small>UK average: 28%</small> |
|---|--|---|

FINANCIAL PROFILE

| | | | | |
|--|---|---|---|--|
| Household income £33k <small>UK Average: £40k</small> | London £36k <small>Average: £46k</small> | % Disposable income 26% <small>UK Average: 43%</small> | London 16% <small>Average: 29%</small> | Financial situation Running into debt to Saving a lot |
|--|---|---|---|--|

TOP BEHAVIOURS

| | | |
|---|-------------------------------|---|
| Love to buy new gadgets and appliances | Research beauty online | Social media: Snapchat, YouTube and TikTok |
|---|-------------------------------|---|



| | | | | |
|----------|-------|------|-----|----------------|
| CATEGORY | GROUP | TYPE | MAP | WHAT IS ACORN? |
|----------|-------|------|-----|----------------|

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03408_George & Dragon, Hagworthingham, PE23 4NA (10 min 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 | 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 | 31 | 0.6 | 2.6 | 22 | | | |
| 1.B.5 Wealthy countryside commuters | 40 | 0.8 | 2.5 | 30 | | | |
| 1.B.6 Financially comfortable families | 115 | 2.2 | 2.2 | 97 | | | |
| 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 | 0 | 0.0 | 1.6 | 0 | | | |
| 1.C Mature Money | | | | | | | |
| 1.C.10 Better-off villagers | 11 | 0.2 | 3.1 | 7 | | | |
| 1.C.11 Settled suburbia, older people | 0 | 0.0 | 2.8 | 0 | | | |
| 1.C.12 Retired and empty nesters | 822 | 15.5 | 2.5 | 628 | | | |
| 1.C.13 Upmarket downsizers | 0 | 0.0 | 1.3 | 0 | | | |
| 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 | 18 | 0.3 | 2.0 | 17 | | | |
| 2.E.19 First time buyers in small, modern homes | 4 | 0.1 | 3.4 | 2 | | | |
| 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 | 727 | 13.7 | 1.5 | 901 | | | |
| 3.F.22 Older couples and families in rural areas | 224 | 4.2 | 1.0 | 420 | | | |
| 3.F.23 Owner occupiers in small towns and villages | 1,050 | 19.8 | 3.2 | 616 | | | |
| 3.G Successful Suburbs | | | | | | | |
| 3.G.24 Comfortably-off families in modern housing | 124 | 2.3 | 2.7 | 87 | | | |
| 3.G.25 Larger family homes, multi-ethnic areas | 0 | 0.0 | 0.8 | 0 | | | |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 27 | 0.5 | 2.4 | 21 | | | |
| 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 | 6 | 0.1 | 2.3 | 5 | | | |
| 3.I Comfortable Seniors | | | | | | | |
| 3.I.30 Older people, neat and tidy neighbourhoods | 37 | 0.7 | 2.4 | 29 | | | |
| 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 | 42 | 0.8 | 2.4 | 33 | | | |
| 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 | 33 | 0.6 | 1.4 | 43 | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 564 | 10.6 | 2.6 | 404 | | | |
| 4.L.39 Fading owner occupied terraces | 188 | 3.5 | 2.9 | 121 | | | |
| 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 | 213 | 4.0 | 1.6 | 251 | | | |
| 4.M.42 Struggling young families in post-war terraces | 39 | 0.7 | 1.6 | 45 | | | |
| 4.M.43 Families in right-to-buy estates | 0 | 0.0 | 2.0 | 0 | | | |
| 4.M.44 Post-war estates, limited means | 29 | 0.5 | 2.2 | 25 | | | |
| 4.N Poorer Pensioners | | | | | | | |
| 4.N.45 Pensioners in social housing, semis and terraces | 212 | 4.0 | 0.8 | 507 | | | |
| 4.N.46 Elderly people in social rented flats | 32 | 0.6 | 1.0 | 58 | | | |
| 4.N.47 Low income older people in smaller semis | 246 | 4.6 | 2.2 | 207 | | | |
| 4.N.48 Pensioners and singles in social rented flats | 22 | 0.4 | 1.7 | 24 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | | | | | | | |
| 5.O.49 Young families in low cost private flats | 125 | 2.4 | 2.2 | 108 | | | |
| 5.O.50 Struggling younger people in mixed tenure | 147 | 2.8 | 1.8 | 154 | | | |
| 5.O.51 Young people in small, low cost terraces | 76 | 1.4 | 2.3 | 63 | | | |
| 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 | 37 | 0.7 | 1.6 | 44 | | | |
| 5.Q Difficult Circumstances | | | | | | | |
| 5.Q.57 Social rented flats, families and single parents | 0 | 0.0 | 1.5 | 0 | | | |
| 5.Q.58 Singles and young families, some receiving benefits | 47 | 0.9 | 1.8 | 50 | | | |
| 5.Q.59 Deprived areas and high-rise flats | 11 | 0.2 | 2.0 | 11 | | | |
| 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 | 13 | 0.2 | 0.3 | 86 | | | |
| 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | 5,312 | | | | | | |

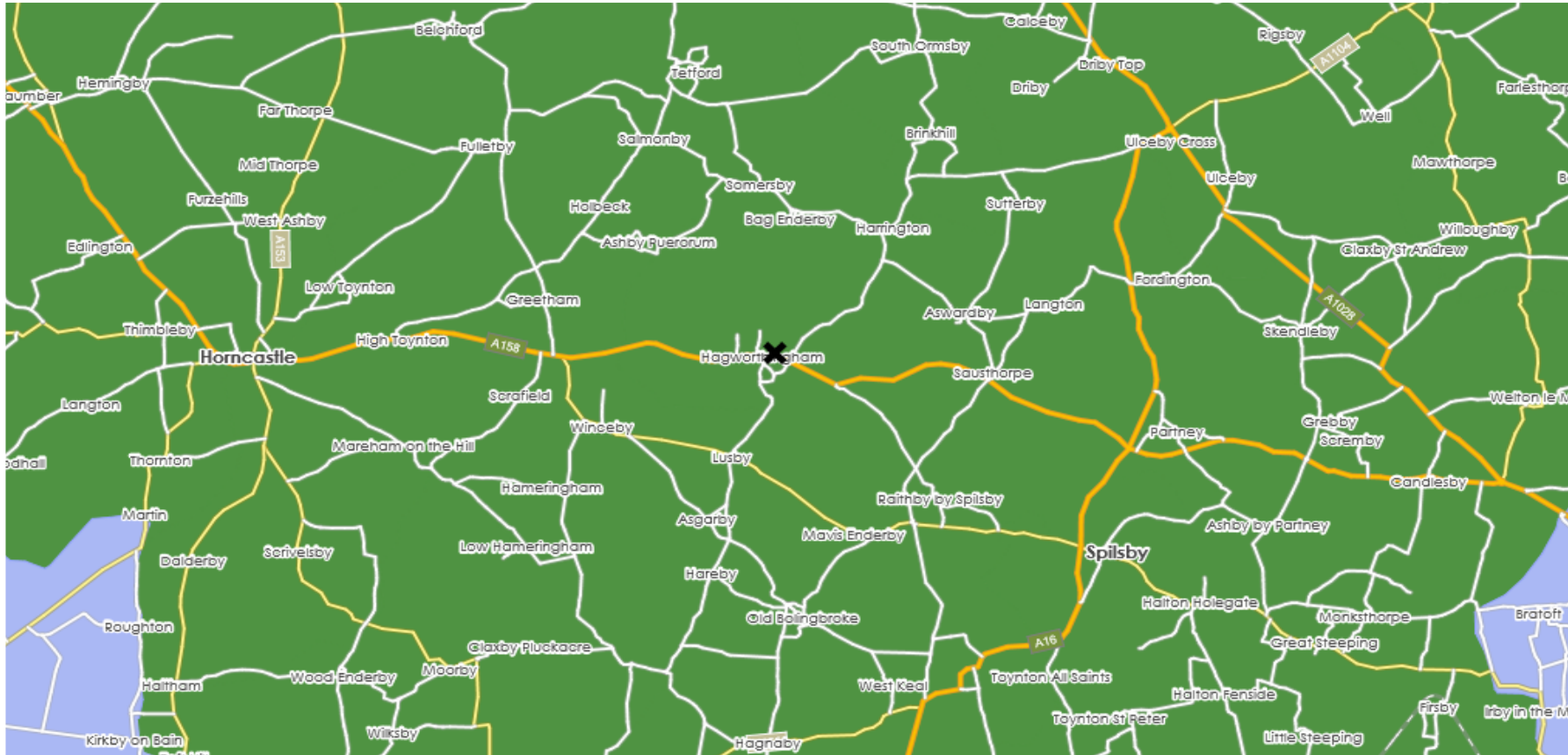
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03408_George & Dragon, Hagworthingham, PE23 4NA (10 min 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 |

1 Affluent Achievers

Age range
55+

Financial situation
Running into debt ↔ Saving a lot

Children at home
0

12.1M UK Adults 22.8% of UK

House type
Detached

House tenure
Owned outright

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%

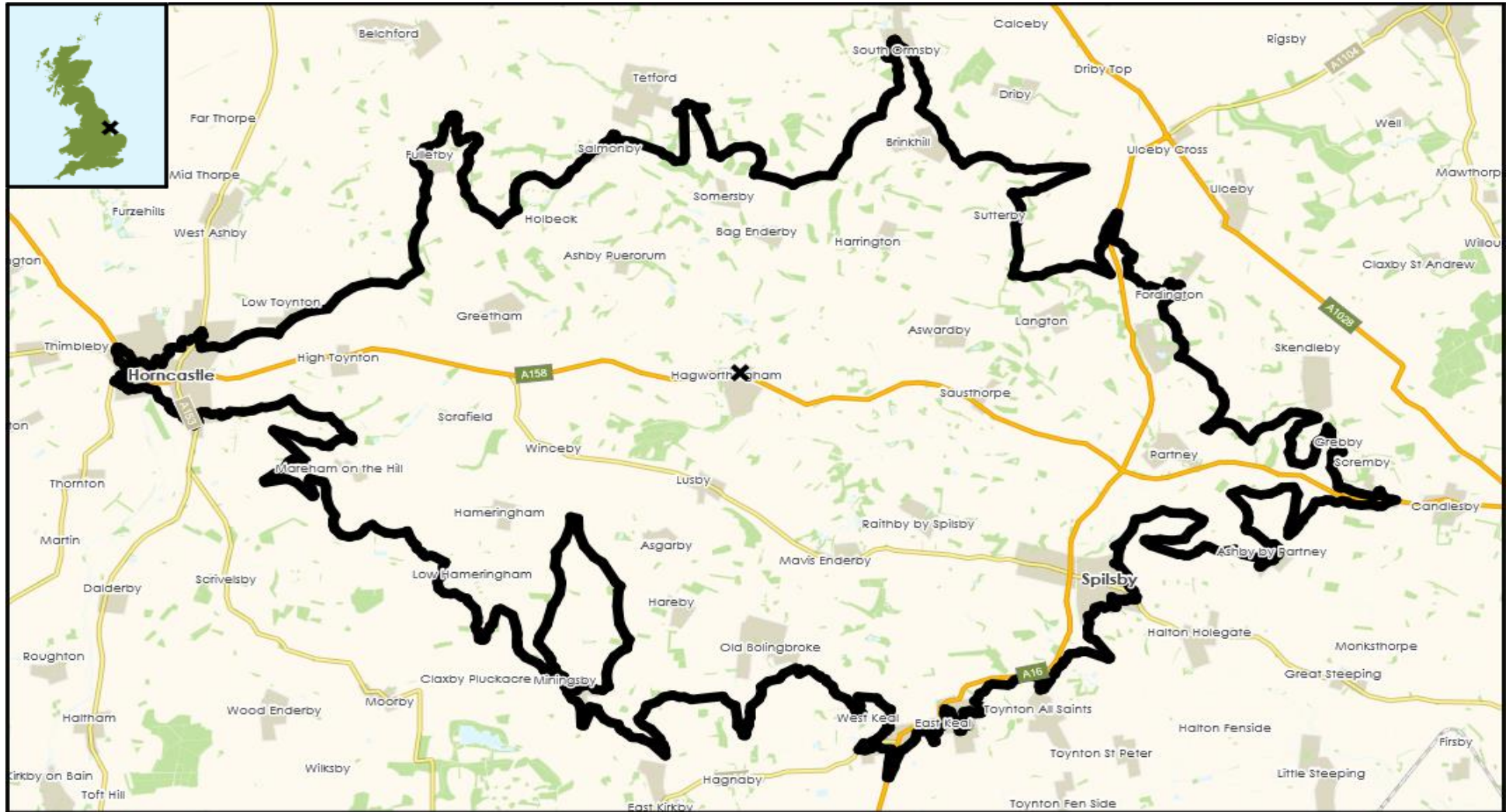


MAP OF AREA

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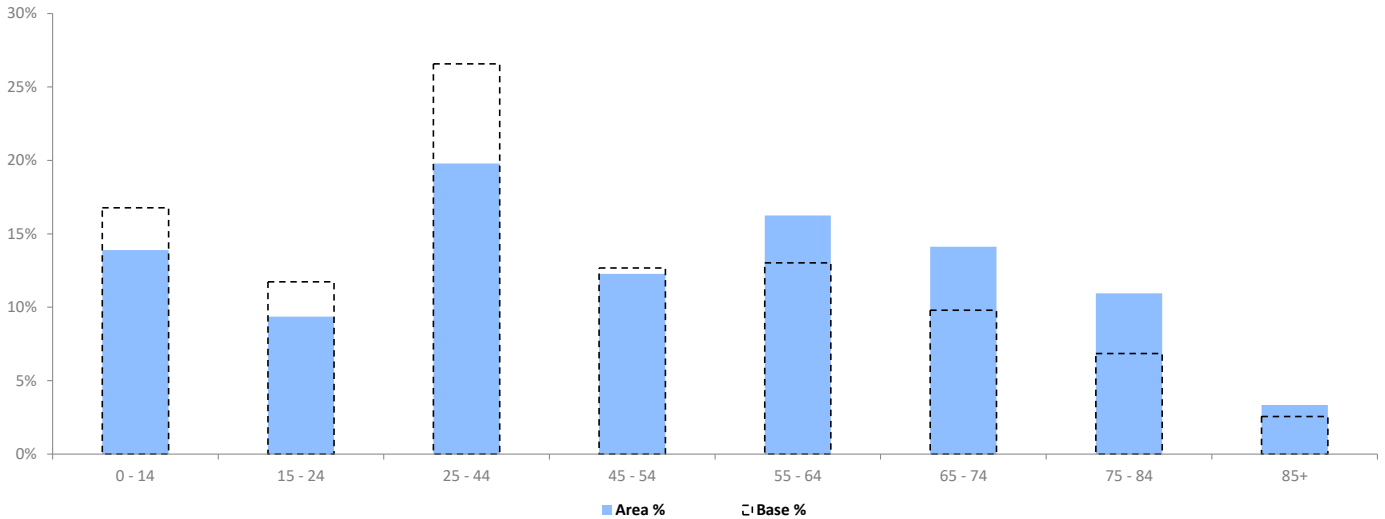


POPULATION PROJECTIONS

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Area: P03408_George & Dragon, Hagworthingham, PE23 4NA (10 min contour)
 Base: Great Britain
 Year: 2023

| | Area Profile | Area % | Base % | Index av=100 | 0 | 100 | 200 |
|-------------------------|---------------|--------|--------|-----------------|---|-----|-----|
| 0 - 14 | 1,535 | 13.9 | 16.8 | 83 | | | |
| 15 - 24 | 1,034 | 9.4 | 11.7 | 80 | | | |
| 25 - 44 | 2,187 | 19.8 | 26.6 | 74 | | | |
| 45 - 54 | 1,356 | 12.3 | 12.7 | 97 | | | |
| 55 - 64 | 1,796 | 16.3 | 13.0 | 125 | | | |
| 65 - 74 | 1,561 | 14.1 | 9.8 | 144 | | | |
| 75 - 84 | 1,209 | 10.9 | 6.9 | 160 | | | |
| 85+ | 369 | 3.3 | 2.6 | 131 | | | |
| Total population | 11,047 | | | | | | |



EXPENDITURE

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Area: P03408_George & Dragon, Hagworthingham, PE23 4NA (10 min 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 | £335,207 | £65.69 | £66.95 | 98 | | | |
| 2. Alcoholic beverages, tobacco and narcotics | £147,994 | £29.00 | £28.12 | 103 | | | |
| 3. Clothing & Footwear | £100,280 | £19.65 | £22.40 | 88 | | | |
| 4. Housing, water, electricity, gas and other fuels | £556,754 | £109.10 | £107.19 | 102 | | | |
| 5. Furnishings, equipment and routine maintenance | £186,629 | £36.57 | £36.85 | 99 | | | |
| 6. Health | £74,094 | £14.52 | £13.48 | 108 | | | |
| 7. Transport | £681,299 | £133.51 | £134.74 | 99 | | | |
| 8. Communication | £81,078 | £15.89 | £15.74 | 101 | | | |
| 9. Recreation & Culture | £365,615 | £71.65 | £64.16 | 112 | | | |
| 10. Education | £70,030 | £13.72 | £22.26 | 62 | | | |
| 11. Restaurants & Hotels | £278,590 | £54.59 | £67.11 | 81 | | | |
| 12. Miscellaneous goods and services | £531,482 | £104.15 | £109.86 | 95 | | | |
| Total Expenditure | £3,409,052 | £668.05 | £688.85 | 97 | | | |



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.