

CGA LICENCED PREMISES

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Area: P04077_Devon Arms, Torquay, TQ1 2AU (0.5
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	42	720.3	81.7	882			
Proprietary Club	3	51.4	7.3	706			
Registered Club	2	34.3	28.2	122			
Restaurant	23	394.4	32.1	1229			
Residential	12	205.8	2.7	7694			

Name	Description	License Type	Owner Name	Postcode
No 7 Fish Bistro	Independent Free	Restaurant	Independent Free	TQ 1 2BH
Bierkeller	Independent Free	Pubs & Full On	Independent Free	TQ 1 1BG
Steps Bistro	Independent Free	Restaurant	Independent Free	TQ 1 1BX
Yardley Manor Hotel	Independent Free	Pubs & Full On	Independent Free	TQ 1 1DW
Ollies	Independent Free	Restaurant	Independent Free	TQ 1 1EB
Biancos Restaurant	Independent Free	Restaurant	Independent Free	TQ 1 1EB
Foundry	Independent Free	Proprietary Club	Independent Free	TQ 1 1ED
Clocktower	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TQ 1 1ED
Amici	Independent Free	Restaurant	Independent Free	TQ 1 1ED
Pickwick Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TQ 1 1EU
Shirley Hotel	Independent Free	Restaurant	Independent Free	TQ 1 1HF
Robin Hill Hotel	Independent Free	Residential	Independent Free	TQ 1 1HF
Braddons Hall Hotel	Independent Free	Residential	Independent Free	TQ 1 1HF
Somerville Hotel	Independent Free	Residential	Independent Free	TQ 1 1HJ
Burlington Hotel	Independent Free	Pubs & Full On	Independent Free	TQ 1 1HN
Ravenswood Hotel	Independent Free	Residential	Independent Free	TQ 1 1HQ
Palms Hotel	Independent Free	Residential	Independent Free	TQ 1 1HQ
Kingsholm Hotel	Independent Free	Residential	Independent Free	TQ 1 1HQ
Hotel Peppers	Independent Free	Residential	Independent Free	TQ 1 1HQ
Yum Sing Cantonese Restaurant	Independent Free	Restaurant	Independent Free	TQ 1 1PN
Seapoint Hotel	Independent Free	Residential	Independent Free	TQ 1 1PR
Clifton Grove Hotel	Independent Free	Residential	Independent Free	TQ 1 1PR
Jacks Waterfront	Independent Free	Restaurant	Independent Free	TQ 1 2BB
Apple & Parrot	Independent Free	Pubs & Full On	Independent Free	TQ 1 2AA
Orange Tree Restaurant at Flynns	Independent Free	Restaurant	Independent Free	TQ 1 2AL
Hole In The Wall	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TQ 1 2AU
Devon Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TQ 1 2AU
Cinnabar	Marston's	Pubs & Full On	Marston's	TQ 1 2BB
Twenty One	Independent Free	Pubs & Full On	Independent Free	TQ 1 2BB
Seamus Odonnells	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TQ 1 2BD
Lighthouse	Independent Free	Pubs & Full On	Independent Free	TQ 1 2BD
Regina Hotel	Leisureplex Hotels	Pubs & Full On	Leisureplex Hotels	TQ 1 2BE
Royal Torbay Yacht Club	Independent Free	Registered Club	Independent Free	TQ 1 2BH
Meadfoot Inn	Independent Free	Pubs & Full On	Independent Free	TQ 1 2BW
Hoopers	Independent Free	Restaurant	Independent Free	TQ 1 2DF
Imperial Hotel	Hotel Collection	Pubs & Full On	Hotel Collection	TQ 1 2DG
Devonshire Hotel	Independent Free	Pubs & Full On	Independent Free	TQ 1 2DY
Lincombe Hall Hotel	Independent Free	Residential	Independent Free	TQ 1 2JX
Meadfoot Bay Hotel	Independent Free	Pubs & Full On	Independent Free	TQ 1 2LQ
Hotel Balmoral	Independent Free	Pubs & Full On	Independent Free	TQ 1 2LQ
Palm Grove Hotel	Independent Free	Pubs & Full On	Independent Free	TQ 1 2LQ
Hotel Marston	Independent Free	Residential	Independent Free	TQ 1 2LQ
Old Vienna Restaurant	Independent Free	Restaurant	Independent Free	TQ 1 2PT
Vaughans Wine Bar	Independent Free	Pubs & Full On	Independent Free	TQ 2 5EG
Soho	Independent Free	Pubs & Full On	Independent Free	TQ 2 5EL
Torbay Hotel	Shearings Hotels	Pubs & Full On	CHG (Coach Holidays Group)	TQ 2 5EY
Princess Theatre	Ambassador Theatre Group Ltd	Pubs & Full On	Ambassador Theatre Group Ltd	TQ 2 5EZ
Ryans Bar	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TQ 2 5NF
Brampton Court Hotel	Independent Free	Residential	Independent Free	TQ 2 5NZ
Heritage Hotel	Independent Free	Pubs & Full On	Independent Free	TQ 2 5TY
Cider Press	Independent Free	Pubs & Full On	Independent Free	TQ 1 1BG
La La Land	Original Bowling Company	Proprietary Club	Original Bowling Company	TQ 1 1DZ
Yates	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TQ 1 2AA

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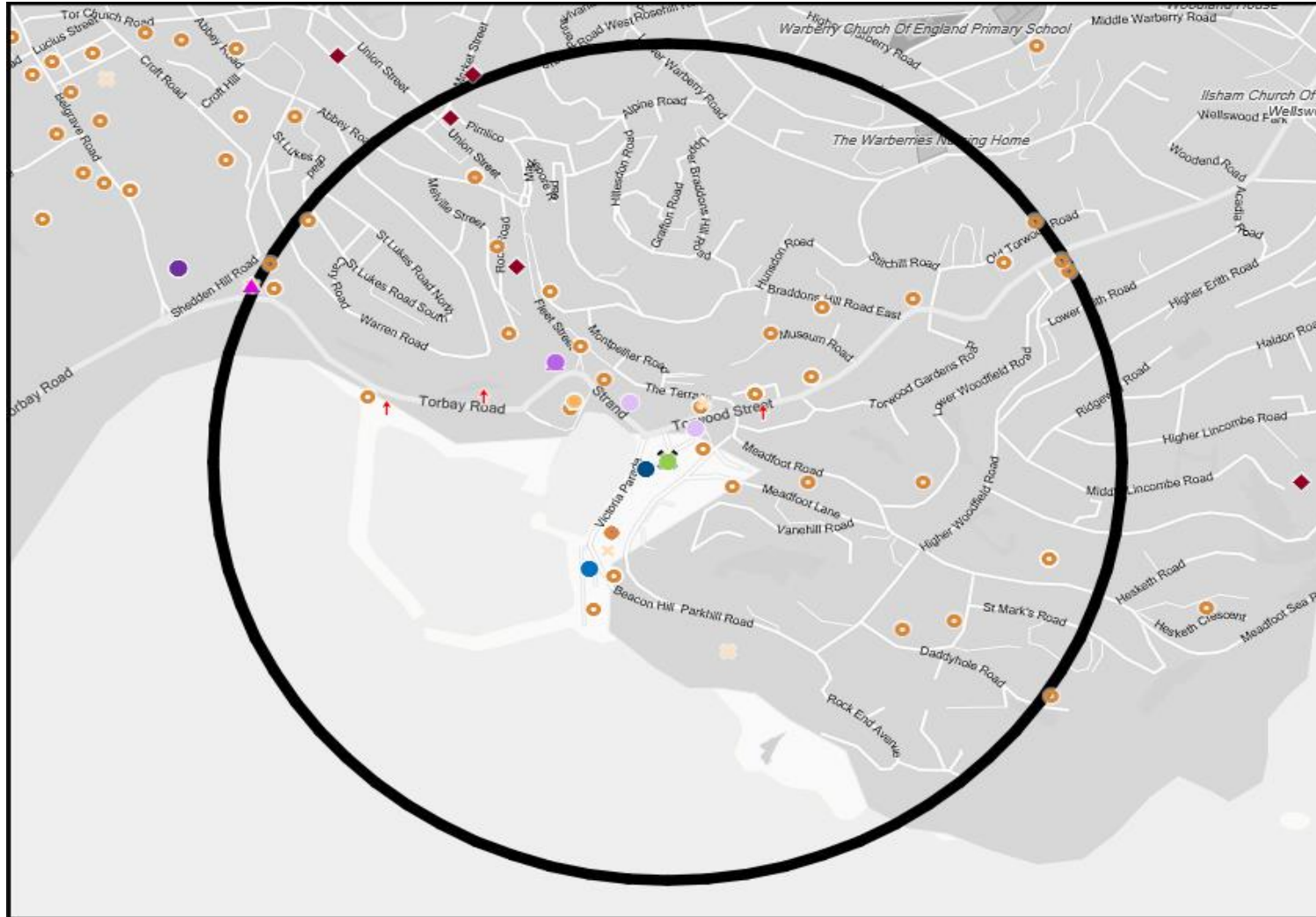
Name	Description	License Type	Owner Name	Postcode
Nings Thai	Independent Free	Restaurant	Independent Free	TQ 2 5NF
Mahabharat Balti House	Independent Free	Restaurant	Independent Free	TQ 1 1DT
Tennyson	Unknown	Pubs & Full On	Unknown	TQ 2 5ES
Offshore	Independent Free	Restaurant	Independent Free	TQ 2 5EG
Lulu's	Independent Free	Pubs & Full On	Independent Free	TQ 1 2BB
Little Theatre	Independent Free	Pubs & Full On	Independent Free	TQ 1 2EL
Haytor Hotel	Independent Free	Pubs & Full On	Independent Free	TQ 1 2JP
Mi Coto	Independent Free	Restaurant	Independent Free	TQ 2 5NF
Green Ginger	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	TQ 2 5DZ
Torbay Deaf Social Club	Independent Free	Registered Club	Independent Free	TQ 2 5SP
Pier Point	Independent Free	Restaurant	Independent Free	TQ 2 5HA
Jds Bar	Independent Free	Pubs & Full On	Independent Free	TQ 1 1BX
Shiraz	Independent Free	Pubs & Full On	Independent Free	TQ 2 5EG
Beacon Quay	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	TQ 1 2RD
Below Decks	Independent Free	Pubs & Full On	Independent Free	TQ 1 2BG
Park Lane	Independent Free	Pubs & Full On	Independent Free	TQ 1 1ED
Steamer Quay	Independent Free	Pubs & Full On	Independent Free	TQ 2 5SR
Cru	Independent Free	Pubs & Full On	Independent Free	TQ 2 5HB
Elephant Bar and Restaurant	Independent Free	Restaurant	Independent Free	TQ 1 2BH
Prezzo	Prezzo plc	Restaurant	Prezzo plc	TQ 2 5EG
China Tang	Independent Free	Restaurant	Independent Free	TQ 1 1DT
Cotton Eyed Joes	Independent Free	Restaurant	Independent Free	TQ 1 1DT
Ephesus	Independent Free	Restaurant	Independent Free	TQ 1 1DT
Prestige Cocktail Club	Independent Free	Pubs & Full On	Independent Free	TQ 1 1DT
Rockfish	Rockfish	Restaurant	Rockfish	TQ 1 2BB
On The Rocks	Independent Free	Restaurant	Independent Free	TQ 2 5HB
Revolution	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	TQ 2 5DZ
Stage Door	Independent Free	Proprietary Club	Independent Free	TQ 1 1ED
Hampton By Hilton	Atlas Hotels	Pubs & Full On	Atlas Hotels	TQ 1 1DP

MAP OF AREA

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Source: OS Open Data 2018

Area: P04077_Devon Arms, Torquay, TQ1 2AU (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: P04077_Devon Arms, Torquay, TQ1 2AU (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	707	21.5	22.1	97		
2 Rising Prosperity	264	8.0	10.2	79		
3 Comfortable Communities	239	7.3	26.5	27		
4 Financially Stretched	122	3.7	23.7	16		
5 Urban Adversity	1,911	58.1	17.2	338		
6 Not Private Households	45	1.4	0.3	398		
Total households	3,288					



Graph

Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK

Age range
25-34

Financial situation

Children at home
3+

House type
Flat or terraced

House tenure
Social renting

Number of beds
1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04077_Devon Arms, Torquay, TQ1 2AU (0.50 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	39	1.2	11.3	10			
1.C Mature Money	668	20.3	9.6	211			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	264	8.0	6.4	126			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	18	0.5	6.0	9			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	181	5.5	2.9	193			
3.J Starting Out	40	1.2	4.6	27			
4. Financially Stretched							
4.K Student Life	1	0.0	2.5	1			
4.L Modest Means	102	3.1	8.0	39			
4.M Striving Families	0	0.0	7.4	0			
4.N Poorer Pensioners	19	0.6	5.8	10			
5. Urban Adversity							
5.O Young Hardship	1,803	54.8	6.3	877			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	108	3.3	5.2	63			
6. Not Private Households							
6.R Not Private Households	45	1.4	0.3	398			
Total households	3,288						

Acorn Group Pen Portrait

5
P

Struggling Estates

3.4M
UK Adults

6.5%
of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

CORE DEMOGRAPHICS

FINANCIAL PROFILE

Household income UK: £28k London: £32k <small>Average: £40k Average: £48k</small>	% Disposable income UK: 30% London: 28% <small>Average: 43% Average: 29%</small>	Financial situation
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BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland

LEISURE: McDonald's, KFC, GREGGS

WEBSITES: HURGEY HORSE, very, JUST EAT, sky sports

DIGITAL ATTITUDES

I worry about online security 56% <small>UK average: 53%</small>	Shopping online makes my life easier 61% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 29% <small>UK average: 28%</small>
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TOP BEHAVIOURS

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

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Area: P04077_Devon Arms, Torquay, TQ1 2AU (0.50 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	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	16	0.5	2.6	18			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	23	0.7	0.9	82			
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	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	24	0.7	2.8	26			
1.C.12 Retired and empty nesters	72	2.2	2.5	89			
1.C.13 Upmarket downsizers	572	17.4	1.3	1,346			
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	30	0.9	2.0	46			
2.E.19 First time buyers in small, modern homes	234	7.1	3.4	210			
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	11	0.3	2.7	12			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	7	0.2	2.4	9			
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	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	8	0.2	2.4	10			
3.I.31 Elderly singles in purpose-built accommodation	173	5.3	0.5	1,084			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	15	0.5	2.2	21			
3.J.33 Smaller houses and starter homes	25	0.8	2.4	32			
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	1	0.0	1.9	2			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	90	2.7	1.4	190			
4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
4.L.39 Fading owner occupied terraces	12	0.4	2.9	13			
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	0	0.0	1.6	0			
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	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	19	0.6	1.0	56			
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	0	0.0	1.7	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,537	46.7	2.2	2,138			
5.O.50 Struggling younger people in mixed tenure	225	6.8	1.8	380			
5.O.51 Young people in small, low cost terraces	41	1.2	2.3	55			
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	55	1.7	1.5	111			
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	53	1.6	2.0	82			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	8	0.2	0.1	409			
6.R.61 Inactive communal population	37	1.1	0.3	395			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,288						

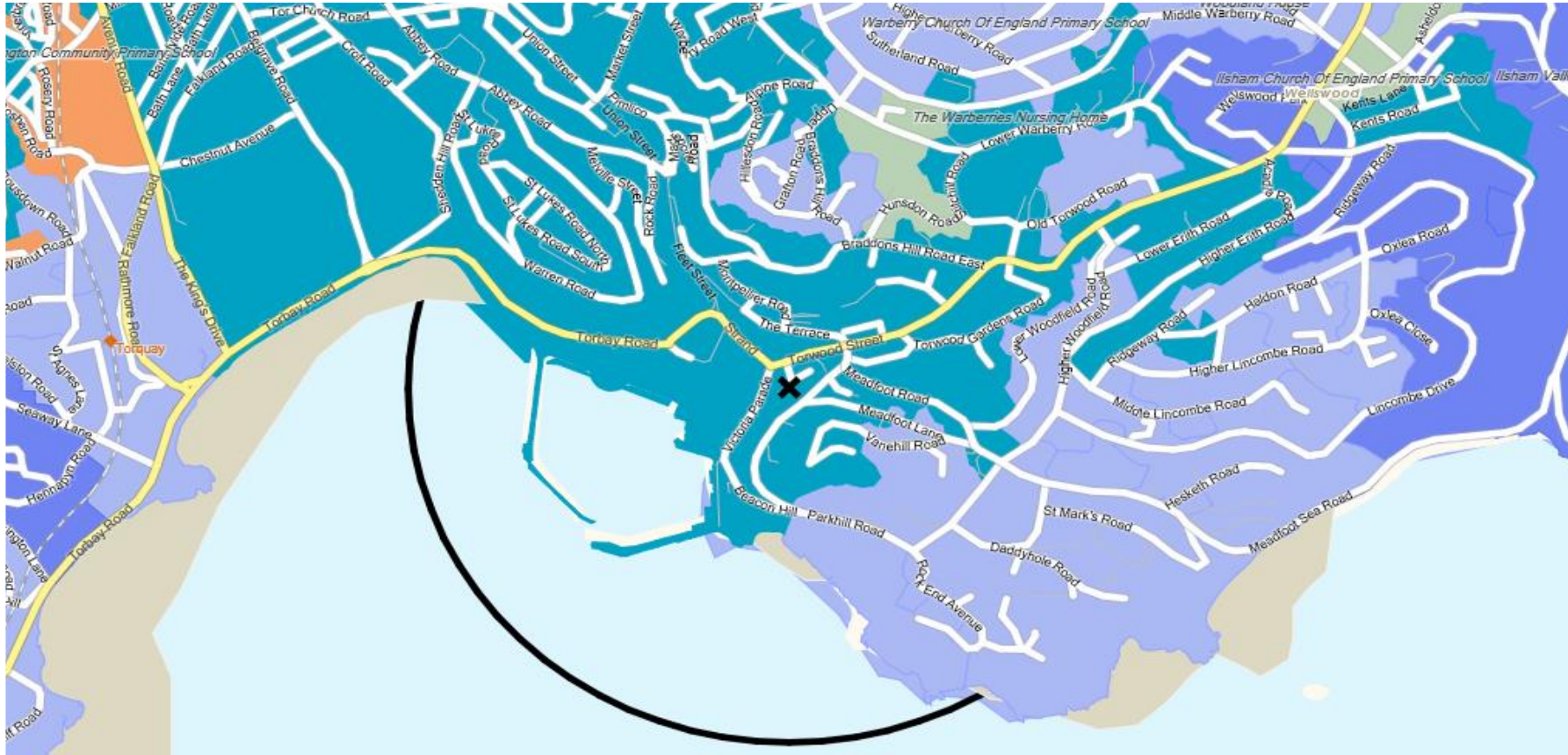
- CATEGORY
- GROUP
- TYPE
- MAP
- WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04077_Devon Arms, Torquay, TQ1 2AU (0.50 Mile contour)



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

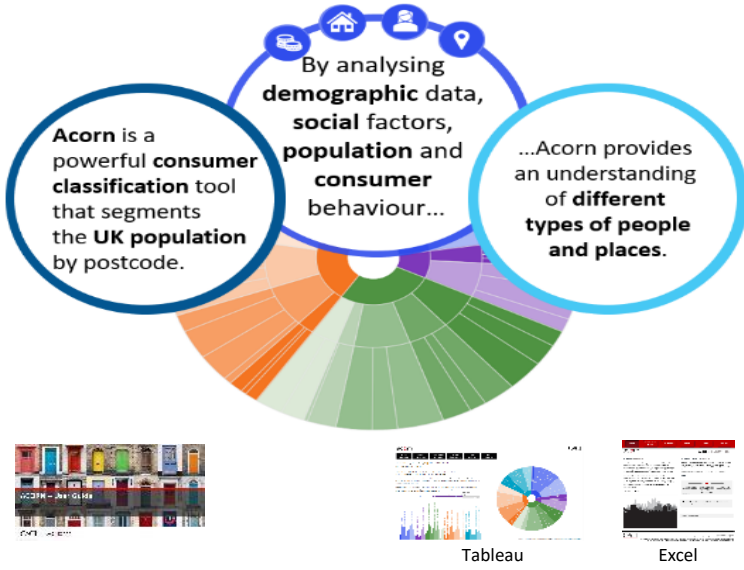
Acorn Groups

- 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	<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**

12.1M UK Adults 22.8% of UK

House type: **Detached**

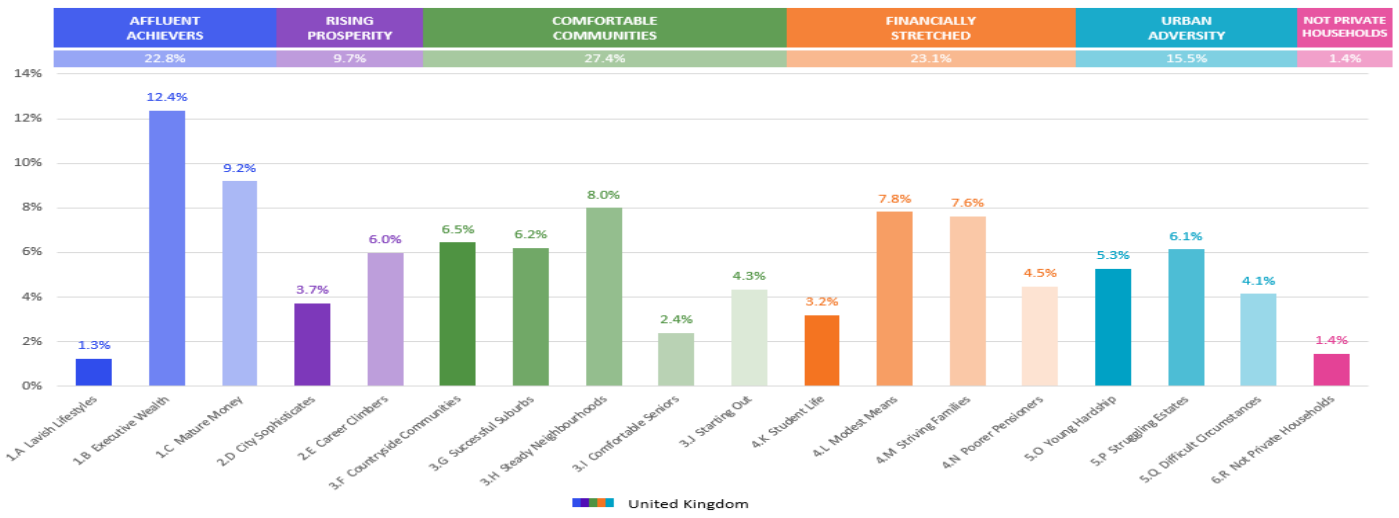
House tenure: **Owned outright**

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%

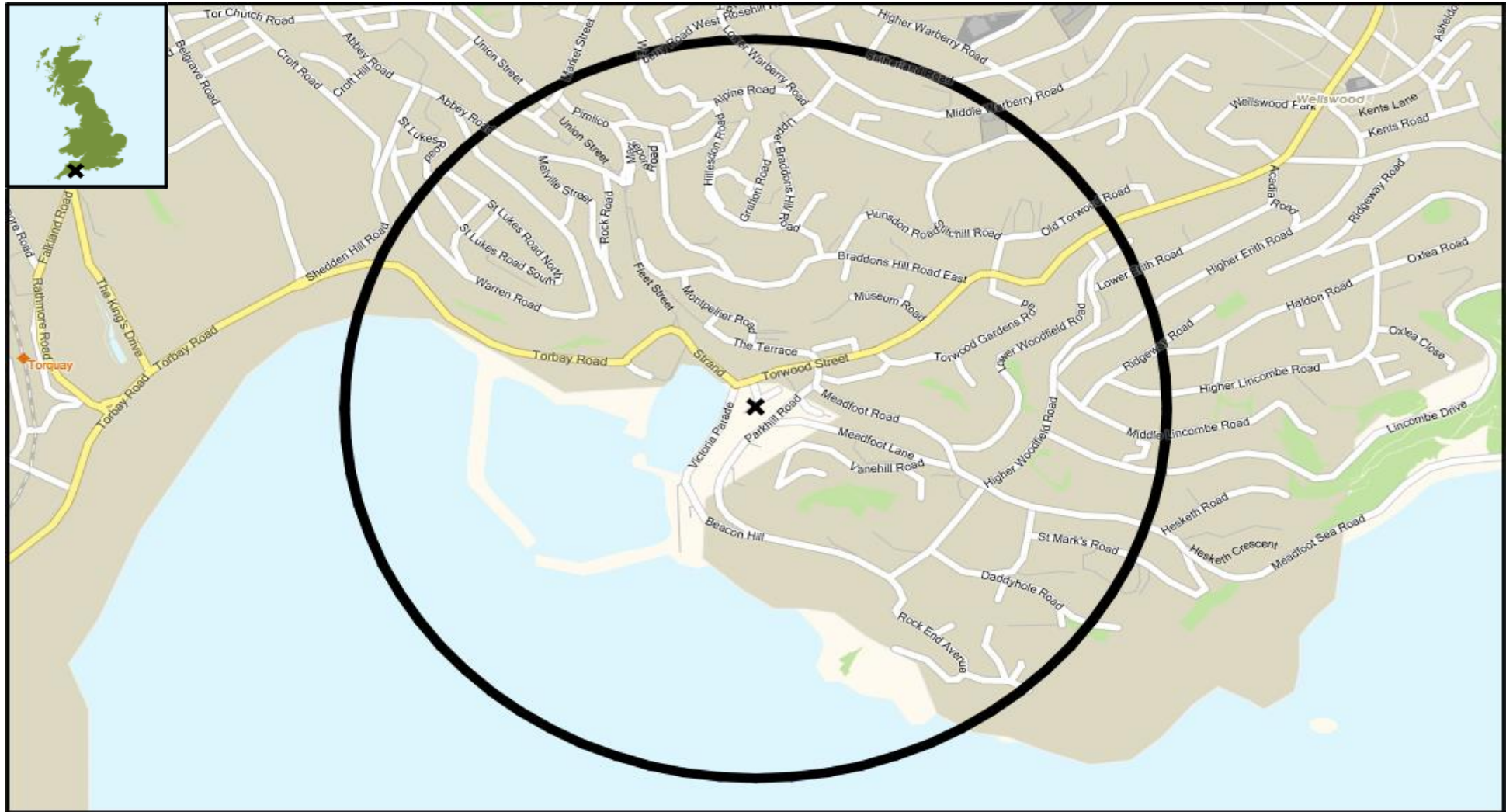


MAP OF AREA

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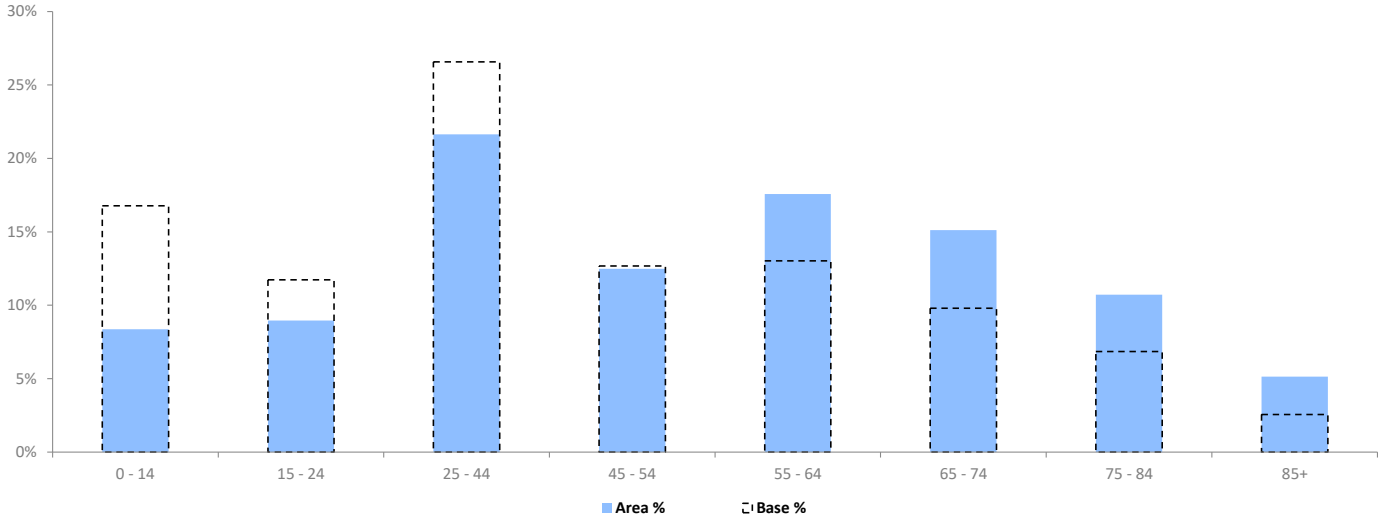


POPULATION PROJECTIONS

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	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	488	8.4	16.8	50			
15 - 24	522	9.0	11.7	76			
25 - 44	1,262	21.6	26.6	81			
45 - 54	728	12.5	12.7	99			
55 - 64	1,025	17.6	13.0	135			
65 - 74	881	15.1	9.8	154			
75 - 84	625	10.7	6.9	156			
85+	300	5.1	2.6	202			
Total population	5,831						



EXPENDITURE

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Area: P04077_Devon Arms, Torquay, TQ1 2AU (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
COICOP Categories							
1. Food & non-alcoholic beverages	£164,597	£56.80	£66.95	85			
2. Alcoholic beverages, tobacco and narcotics	£77,306	£26.68	£28.12	95			
3. Clothing & Footwear	£45,408	£15.67	£22.40	70			
4. Housing, water, electricity, gas and other fuels	£282,744	£97.57	£107.19	91			
5. Furnishings, equipment and routine maintenance	£76,700	£26.47	£36.85	72			
6. Health	£31,992	£11.04	£13.48	82			
7. Transport	£278,602	£96.14	£134.74	71			
8. Communication	£37,284	£12.87	£15.74	82			
9. Recreation & Culture	£160,055	£55.23	£64.16	86			
10. Education	£42,395	£14.63	£22.26	66			
11. Restaurants & Hotels	£150,622	£51.97	£67.11	77			
12. Miscellaneous goods and services	£240,445	£82.97	£109.86	76			
Total Expenditure	£1,588,149	£548.02	£688.85	80			

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.