

# CGA LICENCED PREMISES

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Area: P04487\_Crown Inn, Burton upon Trent, DE1:  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	2	122.9	81.7	150			
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
Golden Cup	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE13 8NQ
Crown Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE13 8NQ

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04487\_Crown Inn, Burton upon Trent, DE13 8NQ (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:** P04487\_Crown Inn, Burton upon Trent, DE13 8NQ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	516	72.5	22.1	328		
2 Rising Prosperity	4	0.6	10.2	6		
3 Comfortable Communities	187	26.3	26.5	99		
4 Financially Stretched	5	0.7	23.7	3		
5 Urban Adversity	0	0.0	17.2	0		
6 Not Private Households	0	0.0	0.3	0		
<b>Total households</b>	<b>712</b>					

#### Acorn Category Pen Portrait

## 2 Rising Prosperity

Age range

# 25-44

House type

## Flat or maisonette

Financial situation

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:** P04487\_Crown Inn, Burton upon Trent, DE13 8NQ (1 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	12	1.7	1.1	154		
1.B Executive Wealth	221	31.0	11.3	274		
1.C Mature Money	283	39.7	9.6	412		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	4	0.6	6.4	9		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	187	26.3	5.7	458		
3.G Successful Suburbs	0	0.0	6.0	0		
3.H Steady Neighbourhoods	0	0.0	7.4	0		
3.I Comfortable Seniors	0	0.0	2.9	0		
3.J Starting Out	0	0.0	4.6	0		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	0	0.0	8.0	0		
4.M Striving Families	5	0.7	7.4	9		
4.N Poorer Pensioners	0	0.0	5.8	0		
<b>5. Urban Adversity</b>						
5.O Young Hardship	0	0.0	6.3	0		
5.P Struggling Estates	0	0.0	5.7	0		
5.Q Difficult Circumstances	0	0.0	5.2	0		
<b>6. Not Private Households</b>						
6.R Not Private Households	0	0.0	0.3	0		
<b>Total households</b>	<b>712</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 	REISS
House tenure Privately renting	Family structure Single	LEISURE 	MOLTON BROWN
Number of beds <b>1</b>	House type Flat or maisonette	WEBSITES 	Pho
<b>FINANCIAL PROFILE</b>		<b>DIGITAL AND TECH</b>	
Household income UK: <b>£54k</b> London: <b>£54k</b>	% Disposable income UK: <b>23%</b> London: <b>20%</b>	<b>ATTITUDES</b>	
Financial situation Running into debt      Saving a lot		I worry about online security <b>60%</b> UK average: 59%	Shopping online makes my life easier <b>68%</b> UK average: 62%
<b>TOP BEHAVIOURS</b>		I love the ease of using chat bots to get answers <b>31%</b> UK average: 28%	
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:** P04487\_Crown Inn, Burton upon Trent, DE13 8NQ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Sort by:   Corn Structure  
 Index  
 Profile %

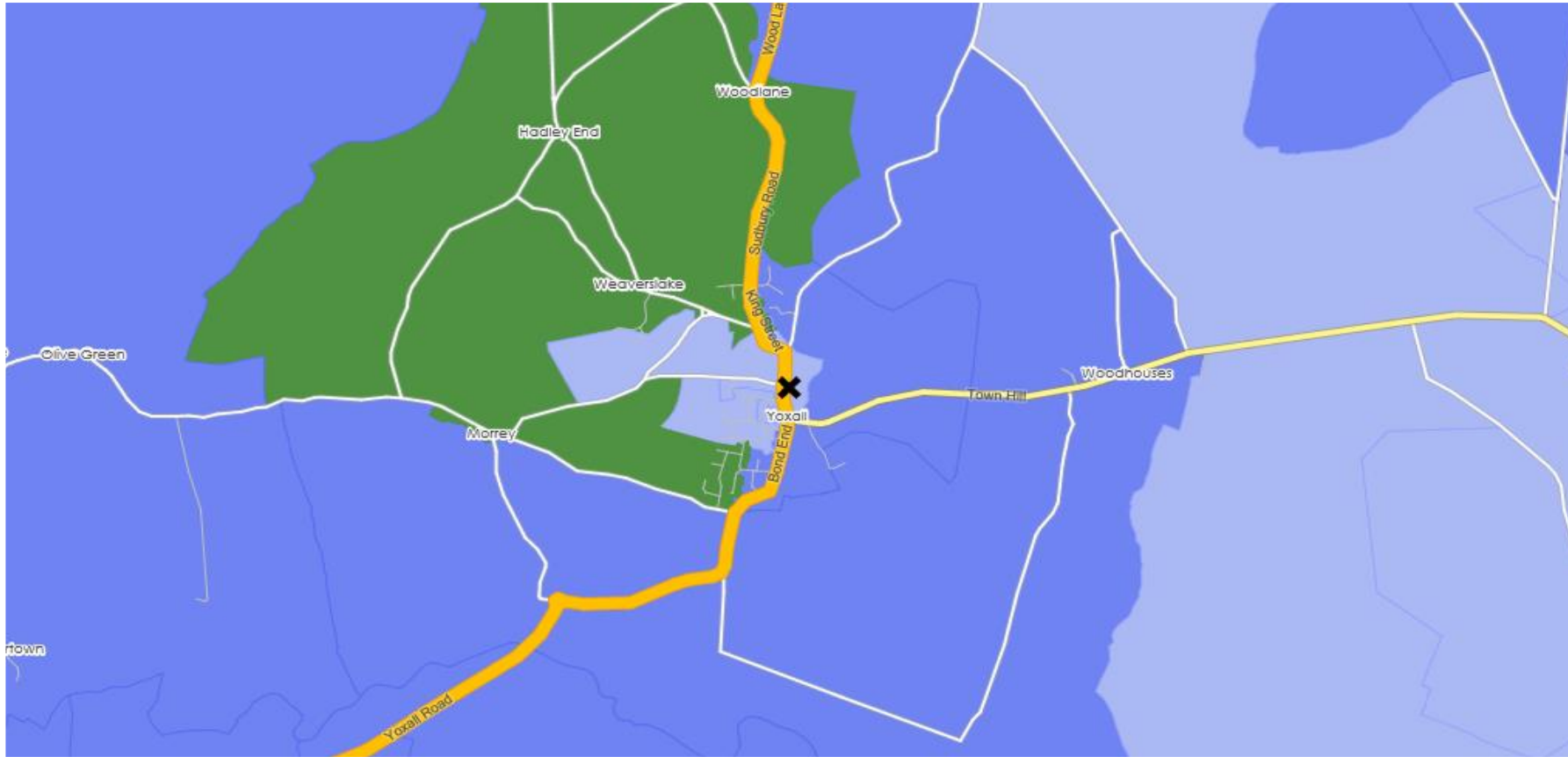
Acorn Type Description		Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>								
<b>1.A Lavish Lifestyles</b>								
1.A.1	Exclusive enclaves	0	0.0	0.1	0			
1.A.2	Metropolitan money	0	0.0	0.1	0			
1.A.3	Large house luxury	12	1.7	0.9	197			
<b>1.B Executive Wealth</b>								
1.B.4	Asset rich families	10	1.4	2.6	53			
1.B.5	Wealthy countryside commuters	176	24.7	2.5	1,001			
1.B.6	Financially comfortable families	0	0.0	2.2	0			
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	35	4.9	1.6	306			
<b>1.C Mature Money</b>								
1.C.10	Better-off villagers	163	22.9	3.1	744			
1.C.11	Settled suburbia, older people	0	0.0	2.8	0			
1.C.12	Retired and empty nesters	120	16.9	2.5	684			
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	4	0.6	2.0	28			
2.E.19	First time buyers in small, modern homes	0	0.0	3.4	0			
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	52	7.3	1.5	481			
3.F.22	Older couples and families in rural areas	14	2.0	1.0	196			
3.F.23	Owner occupiers in small towns and villages	121	17.0	3.2	529			
<b>3.G Successful Suburbs</b>								
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	0	0.0	2.4	0			
<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	0	0.0	2.4	0			
<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	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			
<b>4.M Striving Families</b>								
4.M.41	Labouring semi-rural estates	5	0.7	1.6	44			
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			
<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	0	0.0	2.2	0			
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	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			
<b>5.P Struggling Estates</b>								
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			
<b>5.Q Difficult Circumstances</b>								
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	0	0.0	1.8	0			
5.Q.59	Deprived areas and high-rise flats	0	0.0	2.0	0			
<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	0	0.0	0.3	0			
6.R.62	Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>712</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04487\_Crown Inn, Burton upon Trent, DE13 8NQ (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

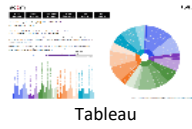
ACORN - WHAT IS IT?

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6 CATEGORIES      18 GROUPS      62 TYPES

1. Affluent Achievers	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
	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
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		



**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**

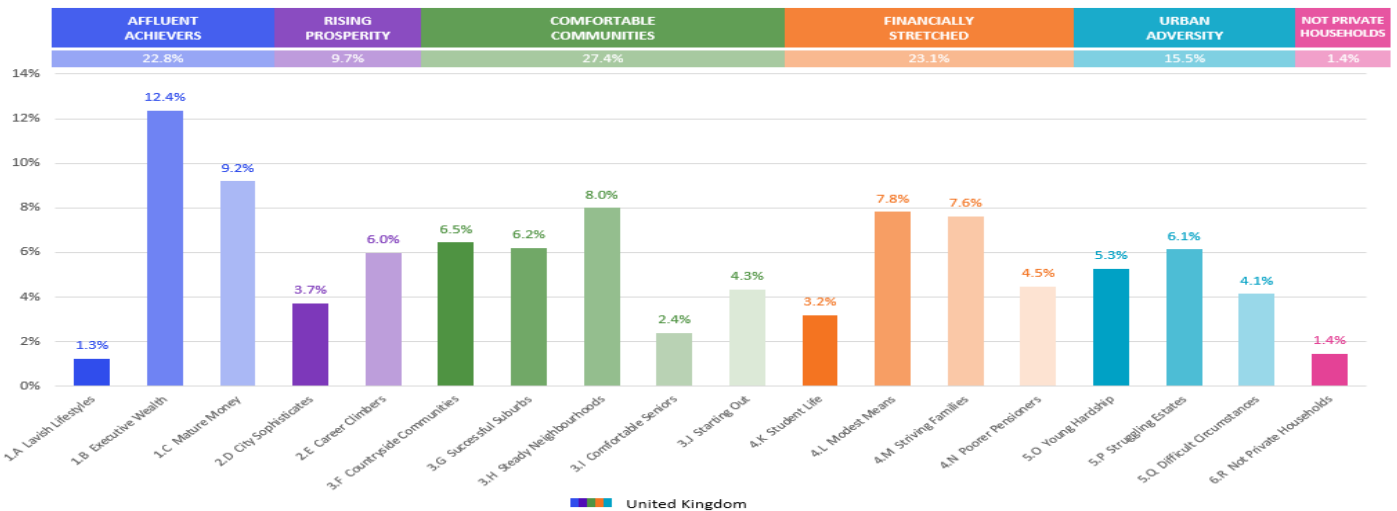
House tenure: **Owned outright**

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%

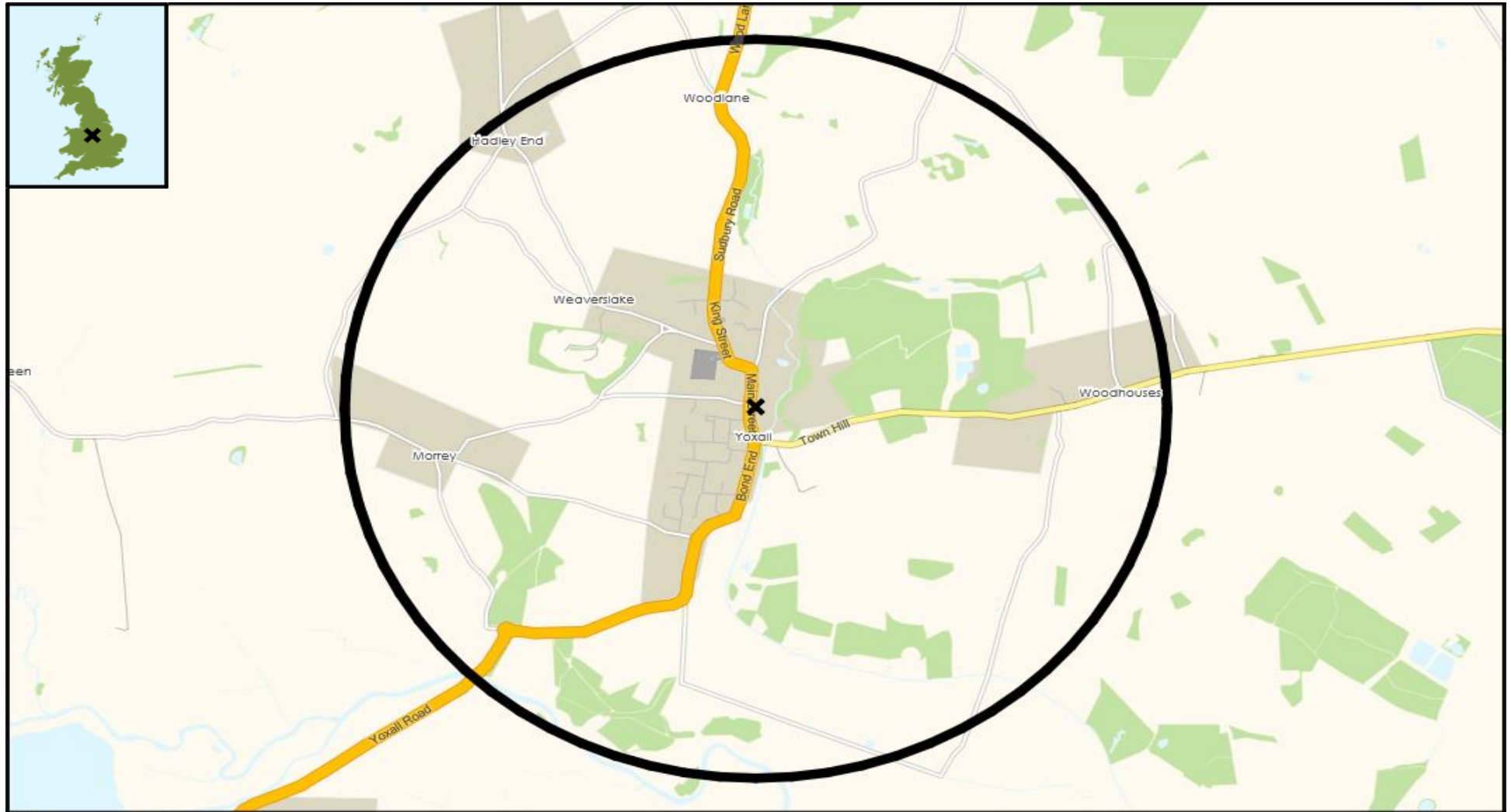


# MAP OF AREA

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Source: OS Open Data 2018

Area: P04487\_Crown Inn, Burton upon Trent, DE13 8NQ (1 Mile contour)





# POPULATION PROJECTIONS

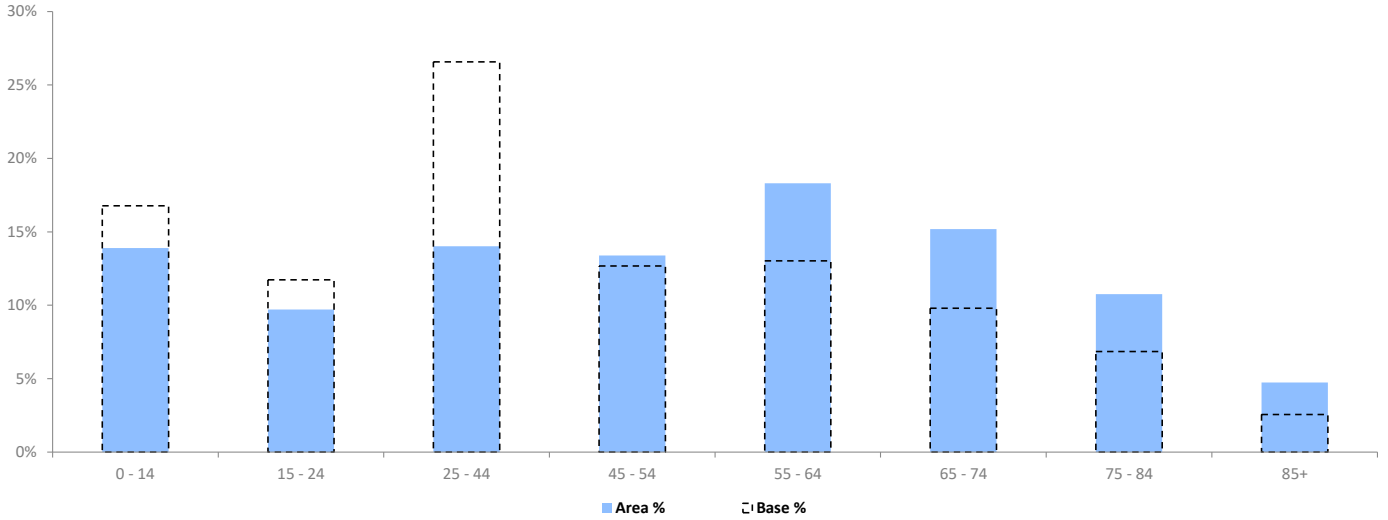
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Area: P04487\_Crown Inn, Burton upon Trent, DE13 8NQ (1 Mile contour)

Base: Great Britain

Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	226	13.9	16.8	83			
15 - 24	158	9.7	11.7	83			
25 - 44	228	14.0	26.6	53			
45 - 54	218	13.4	12.7	106			
55 - 64	298	18.3	13.0	141			
65 - 74	247	15.2	9.8	155			
75 - 84	175	10.8	6.9	157			
85+	77	4.7	2.6	185			
<b>Total population</b>	<b>1,627</b>						



# EXPENDITURE

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Area: P04487\_Crown Inn, Burton upon Trent, DE13 8NQ (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
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£49,926	£72.25	£66.95	<b>108</b>			
2. Alcoholic beverages, tobacco and narcotics	£18,473	£26.73	£28.12	95			
3. Clothing & Footwear	£17,373	£25.14	£22.40	<b>112</b>			
4. Housing, water, electricity, gas and other fuels	£87,685	£126.90	£107.19	<b>118</b>			
5. Furnishings, equipment and routine maintenance	£30,228	£43.75	£36.85	<b>119</b>			
6. Health	£11,105	£16.07	£13.48	<b>119</b>			
7. Transport	£106,662	£154.36	£134.74	<b>115</b>			
8. Communication	£11,113	£16.08	£15.74	<b>102</b>			
9. Recreation & Culture	£58,233	£84.27	£64.16	<b>131</b>			
10. Education	£9,436	£13.66	£22.26	61			
11. Restaurants & Hotels	£51,733	£74.87	£67.11	<b>112</b>			
12. Miscellaneous goods and services	£83,720	£121.16	£109.86	<b>110</b>			
<b>Total Expenditure</b>	<b>£535,686</b>	<b>£775.23</b>	<b>£688.85</b>	<b>113</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.