

CGA LICENCED PREMISES

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Area: P03420_Hearty Goodfellow, Stockingford, C'
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	38.5	81.7	47			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	8.6	28.2	30			
Restaurant	1	4.3	32.1	13			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Hearty Goodfellow	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV10 7NQ
White Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CV10 7DZ
Hare & Hounds	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV10 7JA
Cjs	Independent Free	Restaurant	Independent Free	CV10 7NJ
Stockingford Sports & Labour Club	Independent Free	Registered Club	Independent Free	CV10 7NJ
Royal Oak	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV10 7NQ
Sunnyside Inn	Greene King	Pubs & Full On	Greene King	CV10 8ER
Lamb & Flag	Independent Free	Pubs & Full On	Independent Free	CV10 8LJ
Miners Arms	Unknown	Pubs & Full On	Unknown	CV10 9HU
Midland Railway Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CV10 9HU
Kingswood Tavern	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV10 8QH
Stockingford Allotment Association	Independent Free	Registered Club	Independent Free	CV10 8LT

MAP OF AREA

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Source: OS Open Data 2018

Area: P03420_Hearty Goodfellow, Stockingford, CV10 7NQ (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: P03420_Hearty Goodfellow, Stockingford, CV10 7NQ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	427	4.4	22.1	20	<div style="width: 20%;"></div>	
2 Rising Prosperity	104	1.1	10.2	10	<div style="width: 10%;"></div>	
3 Comfortable Communities	3,769	38.4	26.5	145	<div style="width: 145%;"></div>	<div style="width: 100%;"></div>
4 Financially Stretched	3,089	31.5	23.7	133	<div style="width: 133%;"></div>	<div style="width: 100%;"></div>
5 Urban Adversity	2,416	24.6	17.2	143	<div style="width: 143%;"></div>	<div style="width: 100%;"></div>
6 Not Private Households	2	0.0	0.3	6	<div style="width: 6%;"></div>	
Graph						
Total households	9,807					

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

8.4M UK Adults

15.9%

of UK

Financial situation

Running into debt ← → Saving a lot

House tenure

Social renting

Children at home

3+

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: P03420_Hearty Goodfellow, Stockingford, CV10 7NQ (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	370	3.8	11.3	33			
1.C Mature Money	57	0.6	9.6	6			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	104	1.1	6.4	17			
3. Comfortable Communities							
3.F Countryside Communities	27	0.3	5.7	5			
3.G Successful Suburbs	701	7.1	6.0	120			
3.H Steady Neighbourhoods	2,383	24.3	7.4	328			
3.I Comfortable Seniors	92	0.9	2.9	33			
3.J Starting Out	566	5.8	4.6	127			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,831	18.7	8.0	234			
4.M Striving Families	994	10.1	7.4	136			
4.N Poorer Pensioners	264	2.7	5.8	47			
5. Urban Adversity							
5.O Young Hardship	890	9.1	6.3	145			
5.P Struggling Estates	954	9.7	5.7	171			
5.Q Difficult Circumstances	572	5.8	5.2	111			
6. Not Private Households							
6.R Not Private Households	2	0.0	0.3	6			
Total households	9,807						

Acorn Group Pen Portrait

6 Not Private Households
790k 1.5%

UK Adults of UK

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

60 Active communal population –
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children's homes, refuges and local authority accommodation for travellers.

61 Inactive communal population –
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

62 Business areas without resident population –
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

A
B
C
D
E
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N
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P
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R

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

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Area: P03420_Hearty Goodfellow, Stockingford, CV10 7NQ (1 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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	263	2.7	2.2	121			
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	107	1.1	1.6	68			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	35	0.4	2.5	14			
1.C.13 Upmarket downsizers	22	0.2	1.3	17			
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	104	1.1	2.0	54			
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			
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	27	0.3	3.2	9			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	672	6.9	2.7	254			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	29	0.3	2.4	12			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,496	15.3	3.5	440			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	887	9.0	2.3	387			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	92	0.9	2.4	40			
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	80	0.8	2.2	38			
3.J.33 Smaller houses and starter homes	486	5.0	2.4	206			
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	114	1.2	1.4	81			
4.L.38 Semi-skilled workers in traditional neighbourhoods	850	8.7	2.6	330			
4.L.39 Fading owner occupied terraces	867	8.8	2.9	303			
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	32	0.3	1.6	20			
4.M.42 Struggling young families in post-war terraces	362	3.7	1.6	225			
4.M.43 Families in right-to-buy estates	314	3.2	2.0	157			
4.M.44 Post-war estates, limited means	286	2.9	2.2	134			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	15	0.2	0.8	19			
4.N.46 Elderly people in social rented flats	130	1.3	1.0	129			
4.N.47 Low income older people in smaller semis	39	0.4	2.2	18			
4.N.48 Pensioners and singles in social rented flats	80	0.8	1.7	48			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	146	1.5	2.2	68			
5.O.50 Struggling younger people in mixed tenure	139	1.4	1.8	79			
5.O.51 Young people in small, low cost terraces	605	6.2	2.3	272			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	509	5.2	1.6	332			
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	445	4.5	1.6	284			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	28	0.3	1.5	19			
5.Q.58 Singles and young families, some receiving benefits	249	2.5	1.8	144			
5.Q.59 Deprived areas and high-rise flats	295	3.0	2.0	153			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	2	0.0	0.1	34			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	9,807						

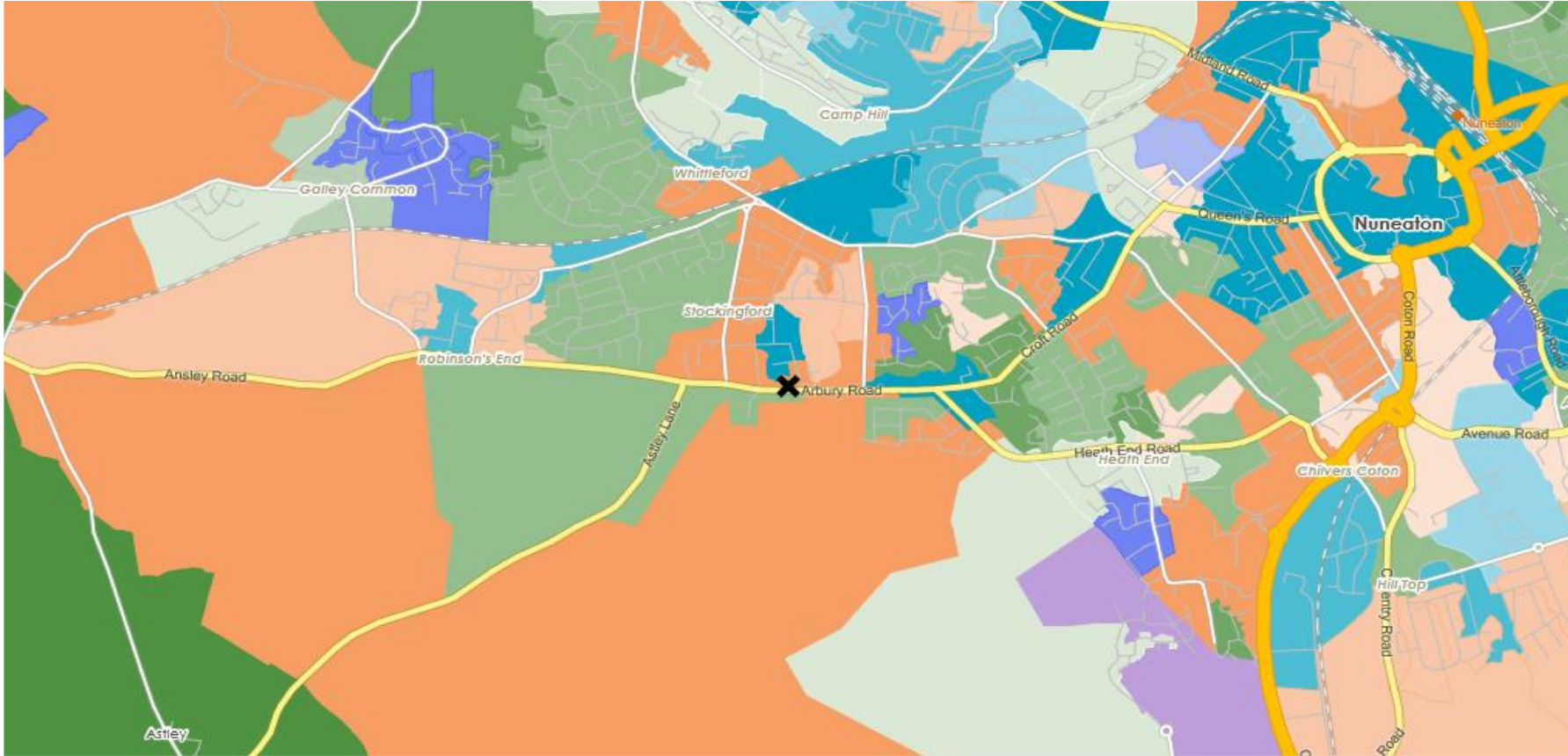
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03420_Hearty Goodfellow, Stockingford, CV10 7NQ (1 Mile contour)



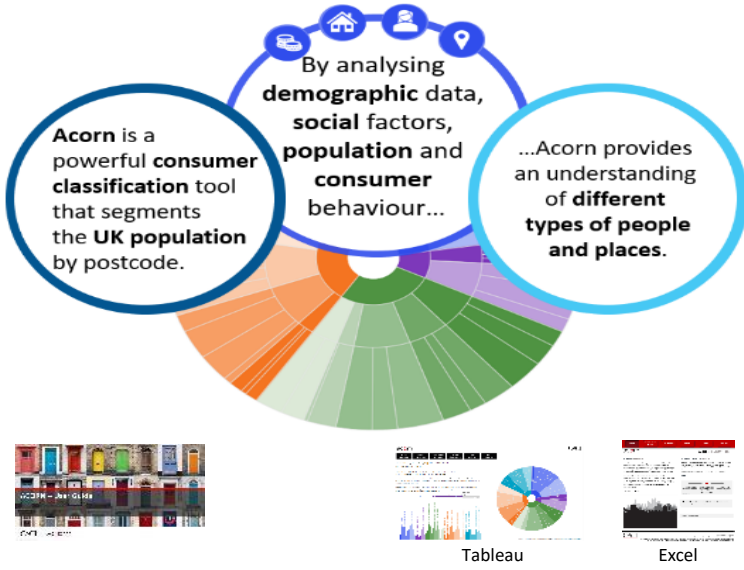
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
3. Comfortable Communities	● 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

12.1M UK Adults 22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

House type: Detached

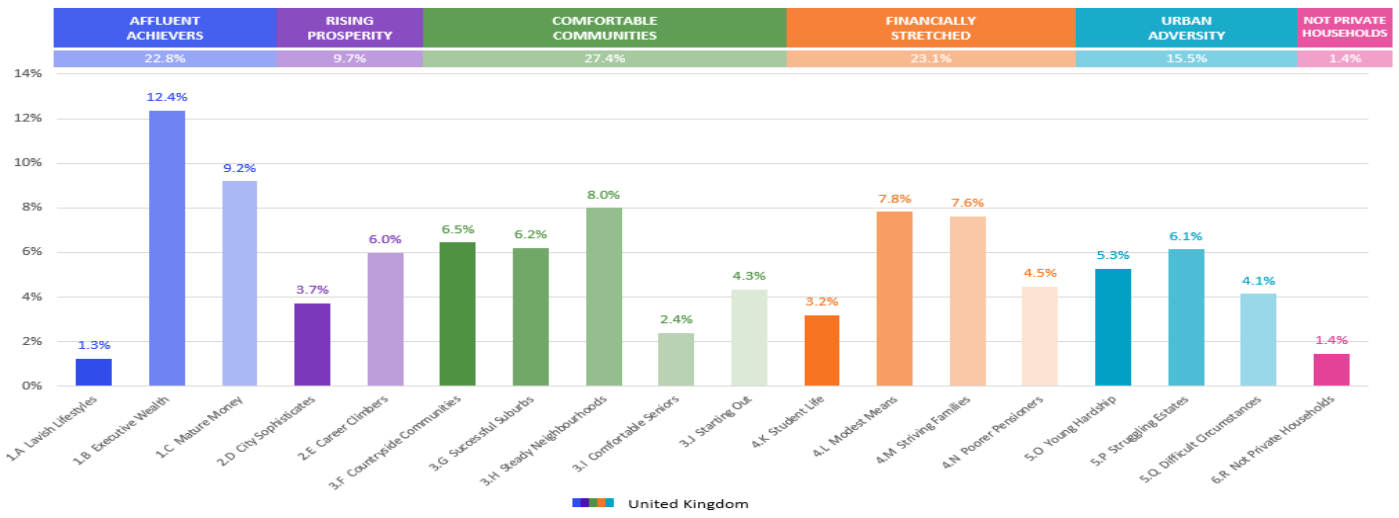
House tenure: Owned outright

Number of beds: 4+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.

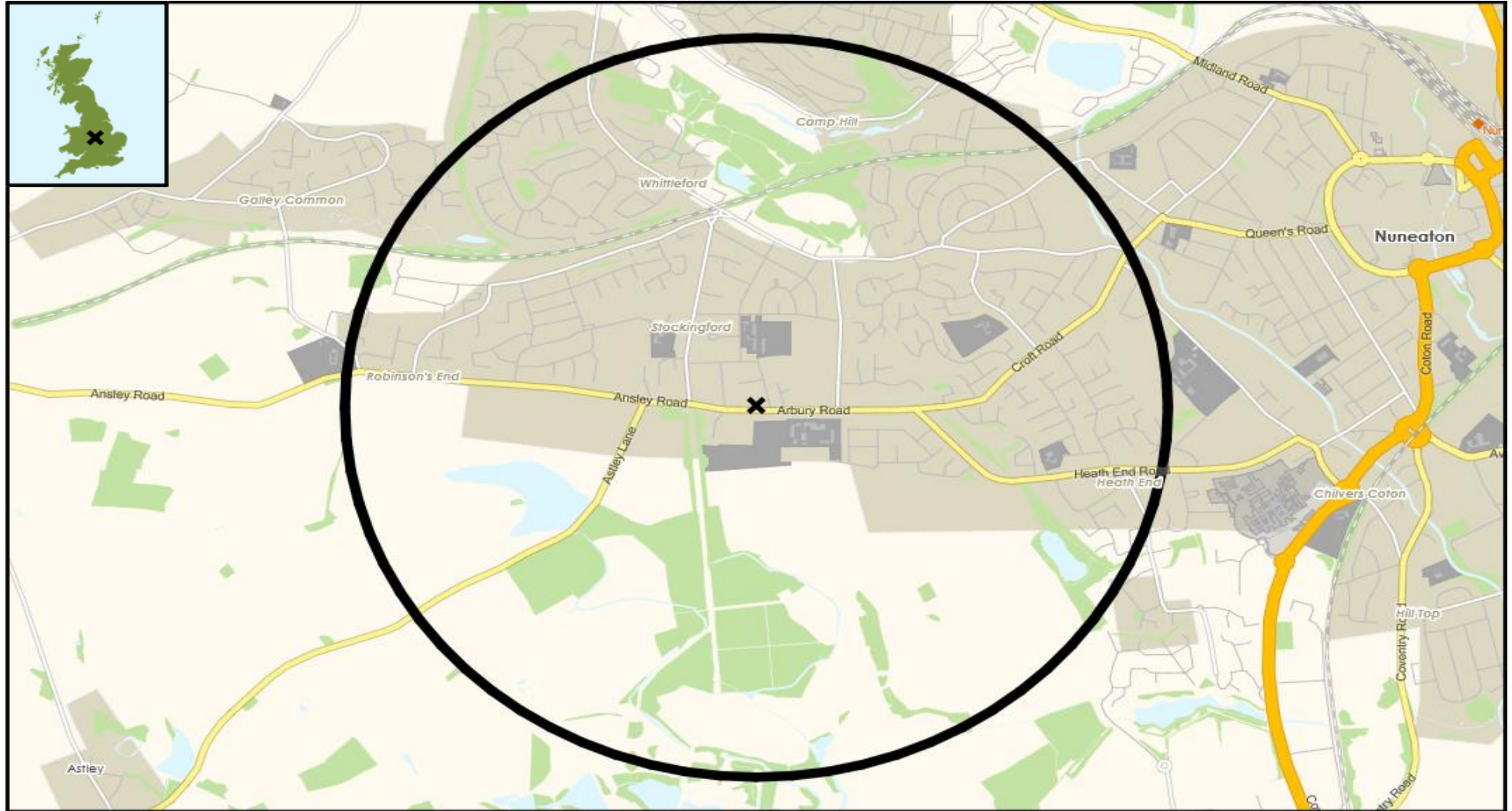


MAP OF AREA

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Source: OS Open Data 2018

Area: P03420_Hearty Goodfellow, Stockingford, CV10 7NQ (1 Mile contour)

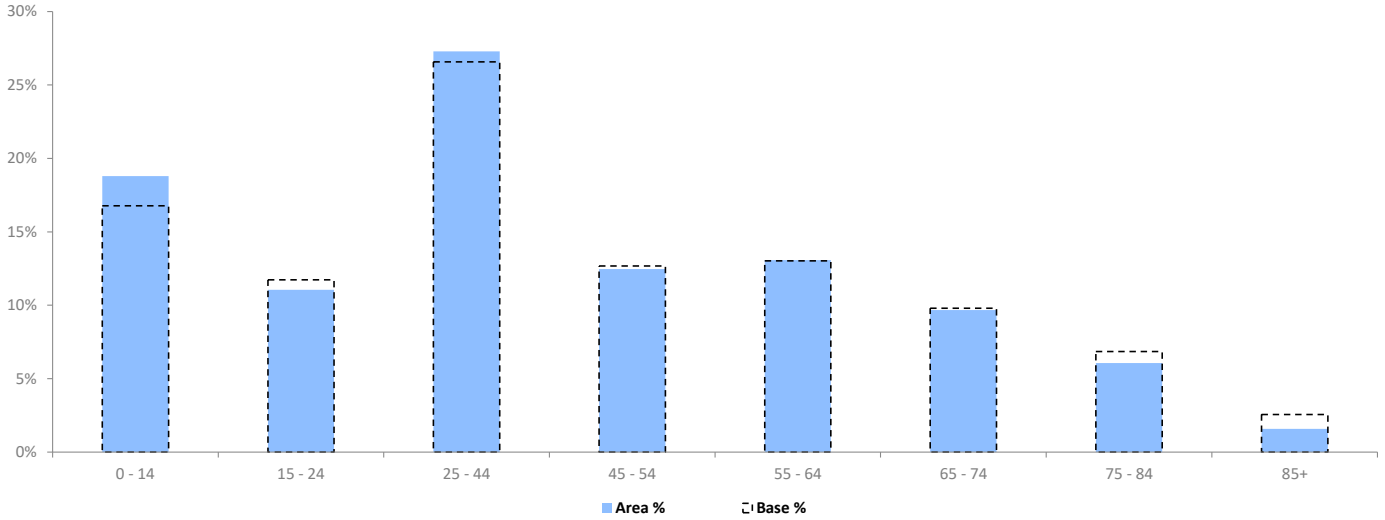


POPULATION PROJECTIONS

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Area: P03420_Hearty Goodfellow, Stockingford, CV10 7NQ (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,396	18.8	16.8	112			
15 - 24	2,587	11.1	11.7	94			
25 - 44	6,381	27.3	26.6	103			
45 - 54	2,915	12.5	12.7	98			
55 - 64	3,057	13.1	13.0	100			
65 - 74	2,261	9.7	9.8	99			
75 - 84	1,419	6.1	6.9	88			
85+	372	1.6	2.6	62			
Total population	23,388						



EXPENDITURE

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Area: P03420_Hearty Goodfellow, Stockingford, CV10 7NQ (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	£595,668	£61.98	£66.95	93			
2. Alcoholic beverages, tobacco and narcotics	£285,866	£29.74	£28.12	106			
3. Clothing & Footwear	£202,850	£21.11	£22.40	94			
4. Housing, water, electricity, gas and other fuels	£808,659	£84.14	£107.19	78			
5. Furnishings, equipment and routine maintenance	£300,335	£31.25	£36.85	85			
6. Health	£95,381	£9.92	£13.48	74			
7. Transport	£1,009,203	£105.01	£134.74	78			
8. Communication	£148,660	£15.47	£15.74	98			
9. Recreation & Culture	£561,266	£58.40	£64.16	91			
10. Education	£57,357	£5.97	£22.26	27			
11. Restaurants & Hotels	£499,747	£52.00	£67.11	77			
12. Miscellaneous goods and services	£919,619	£95.68	£109.86	87			
Total Expenditure	£5,484,611	£570.66	£688.85	83			



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.