

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








ACORN CATEGORY PROFILE - HOUSEHOLDS

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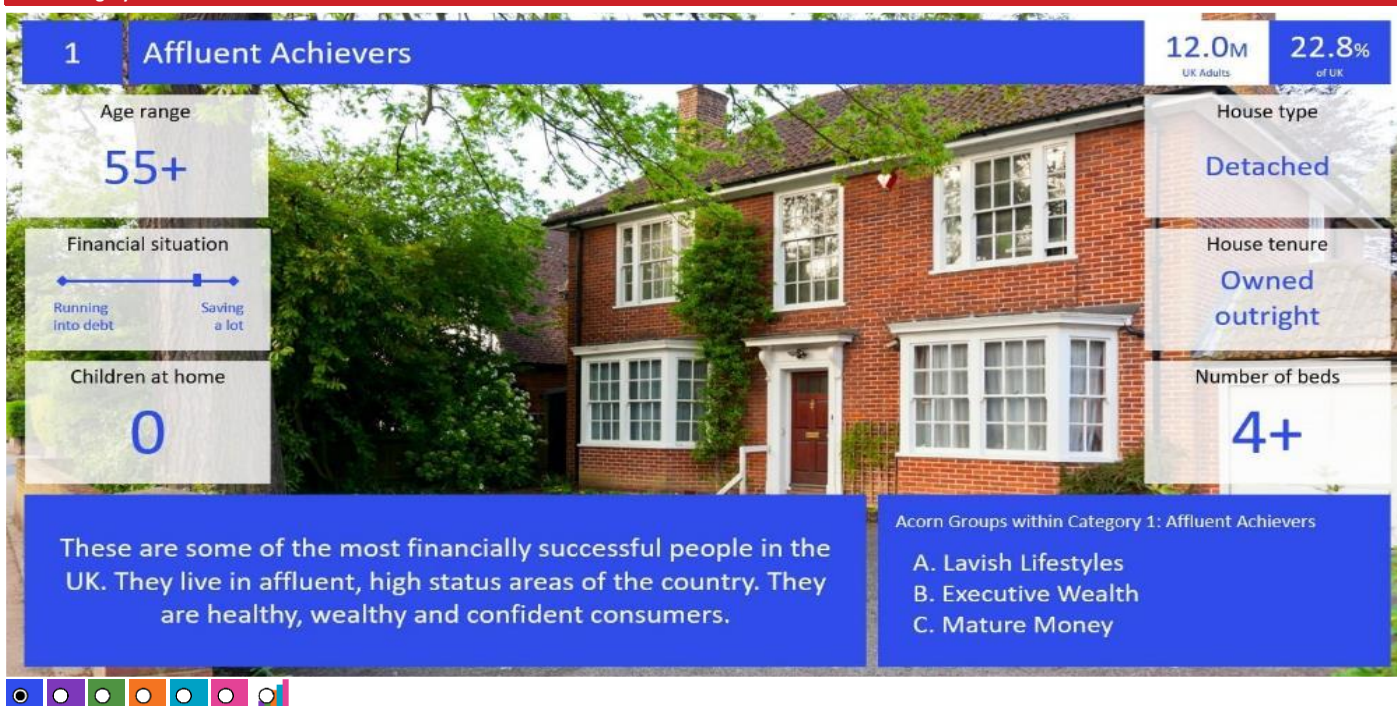
Area: ATLT_Miners ArmsDE4 4HA (15 min contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	4,206	40.6	22.0	185		
	2 Rising Prosperity	133	1.3	10.1	13		
	3 Comfortable Communities	2,999	28.9	26.2	110		
	4 Financially Stretched	2,556	24.6	23.7	104		
	5 Urban Adversity	460	4.4	17.6	25		
	6 Not Private Households	16	0.2	0.3	46		
 Graph							
Total households		10,370					

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Miners ArmsDE4 4HA (15 min contour)

Base: Great Britain

Year: 2021

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	1,533	14.8	11.2	132			
1.C Mature Money	2,673	25.8	9.6	268			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	133	1.3	6.2	21			
3. Comfortable Communities							
3.F Countryside Communities	2,081	20.1	5.7	350			
3.G Successful Suburbs	717	6.9	5.9	118			
3.H Steady Neighbourhoods	28	0.3	7.4	4			
3.I Comfortable Seniors	114	1.1	2.9	38			
3.J Starting Out	59	0.6	4.3	13			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	678	6.5	7.9	83			
4.M Striving Families	971	9.4	7.5	124			
4.N Poorer Pensioners	907	8.7	5.9	148			
5. Urban Adversity							
5.O Young Hardship	159	1.5	6.1	25			
5.P Struggling Estates	158	1.5	6.1	25			
5.Q Difficult Circumstances	143	1.4	5.3	26			
6. Not Private Households							
6.R Not Private Households	16	0.2	0.3	46			
Total households		10,370					

Acorn Group Pen Portrait

1

C

Mature Money

4.9M
UK Adults

9.3%
of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

DEMOGRAPHICS

Age range
65+

Children at home
0

House tenure
Owned outright

Family structure
Couple

Number of beds
4

House type
Detached

BRANDS

SHOPPING

LAKE LAND

LAURA ASHLEY

De Molen

W

LEISURE

BROWNS

NESPRESSO

COFFEE NERO

WEBSITES

amazon

MoneySavingExpert.com

M&S

NEWS

DIGITAL

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

52%

UK average: 53%

I couldn't live without the internet on my mobile

26%

UK average: 34%

FINANCIAL PROFILE

Household Income

UK

£46k

Average: £40k

London

£50k

Average: £44k

% Disposable Income

UK

54%

Average: 44%

London

51%

Average: 39%

Financial situation

Running into debt

Saving a lot

KEY INTERNET USAGE

This group are more likely to **research home insurance** online

TECHNOLOGY USAGE

This group are more likely to **purchase event tickets** online

This group are more likely to **own a tablet**

A

B

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WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Miners ArmsDE4 4HA (15 min contour)

Base: Great Britain

Year: 2021

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	0.2	0			
	1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth								
	1.B.4 Asset rich families	408	3.9	2.6	151			
	1.B.5 Wealthy countryside commuters	1,021	9.8	2.4	409			
	1.B.6 Financially comfortable families	62	0.6	2.2	27			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	2	0.0	1.5	1			
	1.B.9 Well-off edge of towners	40	0.4	1.6	24			
1.C Mature Money								
	1.C.10 Better-off villagers	1,695	16.3	3.0	548			
	1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12 Retired and empty nesters	769	7.4	2.5	299			
	1.C.13 Upmarket downsizers	209	2.0	1.3	155			
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	0.8	0			
	2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers								
	2.E.18 Career driven young families	88	0.8	1.9	45			
	2.E.19 First time buyers in small, modern homes	45	0.4	3.3	13			
	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	917	8.8	1.5	591			
	3.F.22 Older couples and families in rural areas	56	0.5	1.1	51			
	3.F.23 Owner occupiers in small towns and villages	1,108	10.7	3.2	337			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	72	0.7	2.6	26			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	645	6.2	2.4	257			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	28	0.3	3.4	8			
	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	76	0.7	2.4	30			
	3.I.31 Elderly singles in purpose-built accommodation	38	0.4	0.5	75			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	10	0.1	2.1	5			
	3.J.33 Smaller houses and starter homes	49	0.5	2.3	21			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	0	0.0	1.7	0			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	70	0.7	1.4	48			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	471	4.5	2.6	173			
	4.L.39 Fading owner occupied terraces	137	1.3	2.9	46			
	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	892	8.6	1.6	539			
	4.M.42 Struggling young families in post-war terraces	0	0.0	1.7	0			
	4.M.43 Families in right-to-buy estates	13	0.1	2.1	6			
	4.M.44 Post-war estates, limited means	66	0.6	2.2	29			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	147	1.4	0.8	181			
	4.N.46 Elderly people in social rented flats	116	1.1	1.1	103			
	4.N.47 Low income older people in smaller semis	398	3.8	2.3	169			
	4.N.48 Pensioners and singles in social rented flats	246	2.4	1.8	134			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	62	0.6	2.1	28			
	5.O.50 Struggling younger people in mixed tenure	97	0.9	1.7	54			
	5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	90	0.9	1.6	53			
	5.P.53 Low income terraces	0	0.0	0.9	0			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
	5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
	5.P.56 Low income large families in social rented semis	68	0.7	1.6	40			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	11	0.1	1.5	7			
	5.Q.58 Singles and young families, some receiving benefits	72	0.7	1.8	39			
	5.Q.59 Deprived areas and high-rise flats	60	0.6	2.0	28			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	7	0.1	0.1	116			
	6.R.61 Inactive communal population	9	0.1	0.3	32			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		10,370						

CATEGORY

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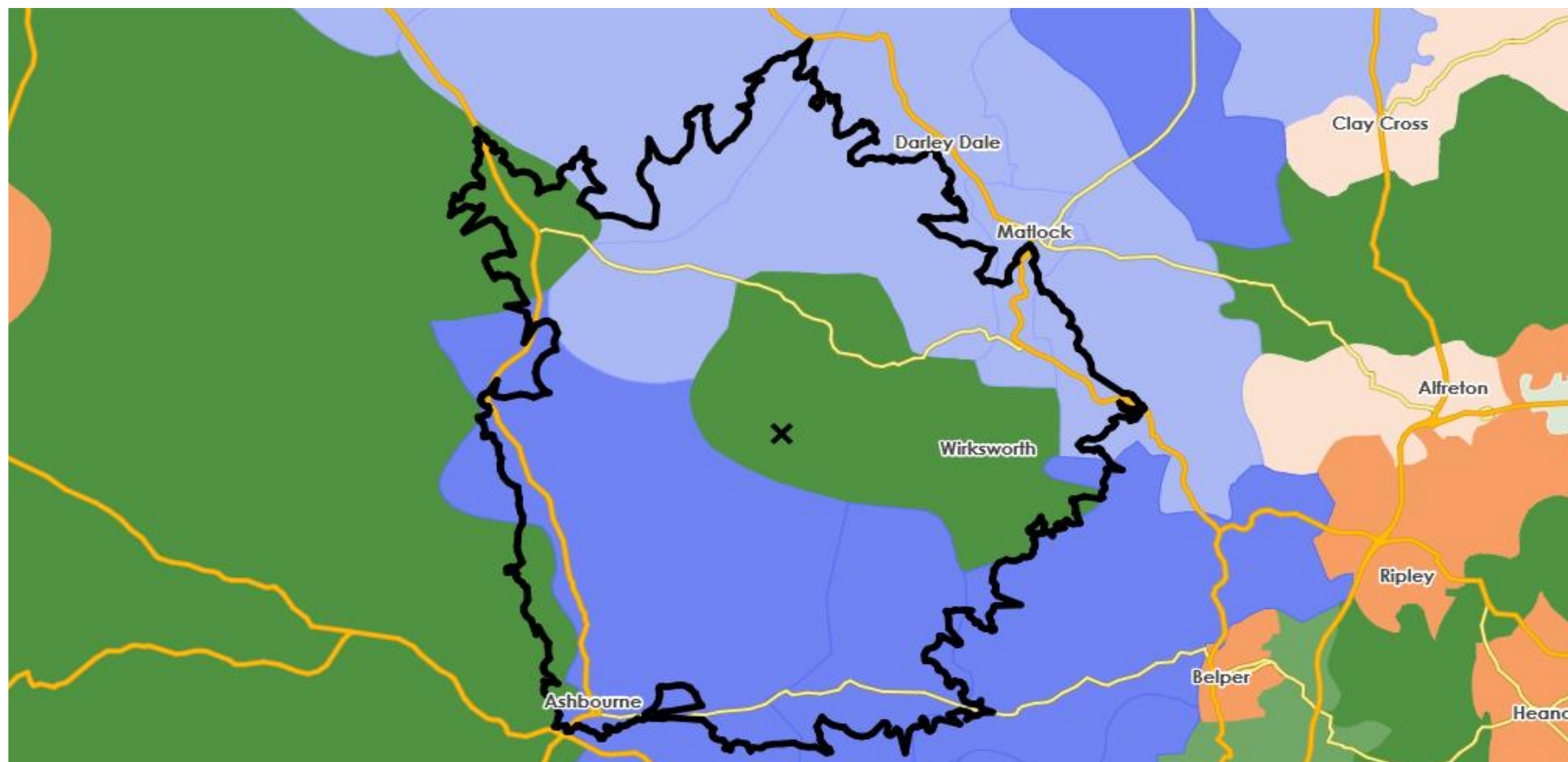
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Miners ArmsDE4 4HA (15 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

CATEGORY

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WHAT IS ACORN?

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

12.0M 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+

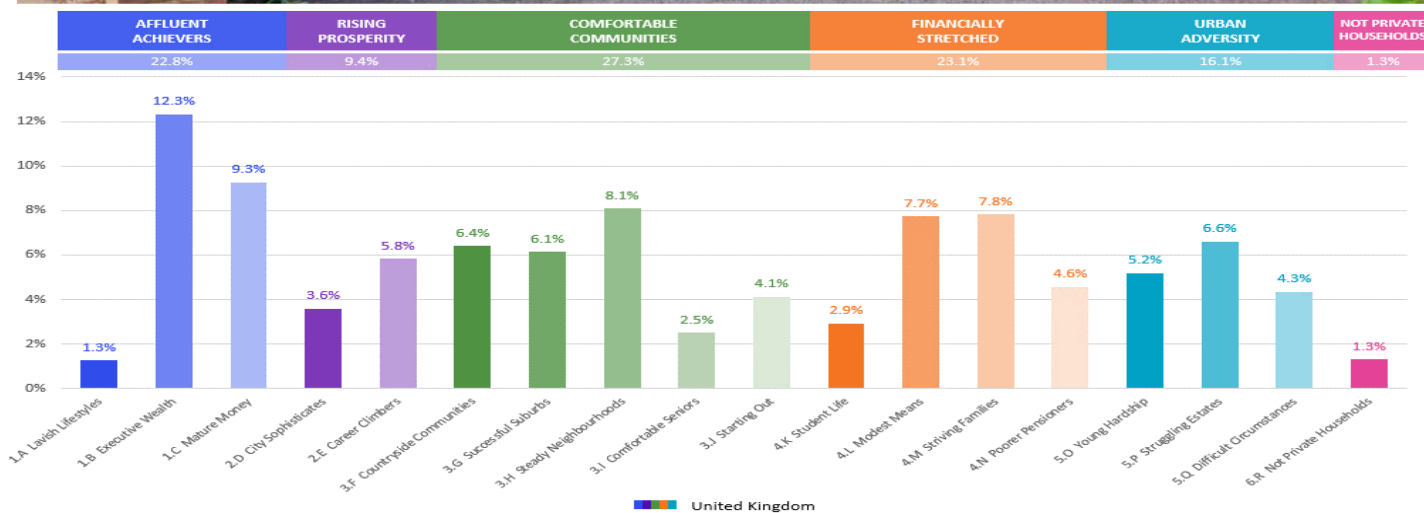
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles

B. Executive Wealth

C. Mature Money



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Area: ATLT_Miners ArmsDE4 4HA (15 min contour)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	69	304.7	84.9	359			
Proprietary Club	2	8.8	8.1	109			
Registered Club	6	26.5	29.9	89			
Restaurant	7	30.9	34.6	89			
Residential	5	22.1	3.5	636			

Name	Description	License Type	Owner Name	Postcode
Kings Head Inn	George Bateman & Son	Pubs & Full On	George Bateman & Son	DE 4 2AA
Townend Farmhouse	Independent Free	Residential	Independent Free	DE 4 2AE
Barley Mow Inn	Independent Free	Pubs & Full On	Independent Free	DE 4 2AY
Druids Inn	Independent Free	Pubs & Full On	Independent Free	DE 4 2BL
Red Lion	Independent Free	Pubs & Full On	Independent Free	DE 4 2BN
Duke Of York	Independent Free	Pubs & Full On	Independent Free	DE 4 2BW
Miners Standard	Independent Free	Pubs & Full On	Independent Free	DE 4 2DR
Bowling Green Inn	Independent Free	Pubs & Full On	Independent Free	DE 4 2DS
Three Stags Heads Inn	Independent Free	Pubs & Full On	Independent Free	DE 4 2JY
Flying Childers Inn	Independent Free	Pubs & Full On	Independent Free	DE 4 2LW
Fishponds Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE 4 3NR
Hodgkinsons Hotel & Restaurant	Independent Free	Residential	Independent Free	DE 4 3NR
Rose Cottage	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 4 3NS
Shaih Mohal Restaurant	Independent Free	Restaurant	Independent Free	DE 4 3NT
Midland Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE 4 3NS
Heights Of Abraham	Independent Free	Pubs & Full On	Independent Free	DE 4 3PD
Brook New Bath Hotel	Unknown	Pubs & Full On	Unknown	DE 4 3PX
Greyhound Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 4 3QE
Boat Inn	Independent Free	Pubs & Full On	Independent Free	DE 4 3QF
Bell Inn	Unknown	Pubs & Full On	Unknown	DE 4 3RF
Alison House	Independent Free	Residential	Independent Free	DE 4 3RH
Miners Arms	Unknown	Pubs & Full On	Unknown	DE 4 4DE
Wheatsheaf	Independent Free	Pubs & Full On	Independent Free	DE 4 4DS
Lime Kiln	Independent Free	Pubs & Full On	Independent Free	DE 4 4FR
Old Lock-Up	Independent Free	Residential	Independent Free	DE 4 4FG
Red Lion Hotel	Unknown	Pubs & Full On	Unknown	DE 4 4ET
Quarryman	Greene King	Pubs & Full On	Greene King	DE 4 4ET
Hope & Anchor	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	DE 4 4ET
Royal Oak	Independent Free	Pubs & Full On	Independent Free	DE 4 4FG
Malt Shovel	Marston's	Pubs & Full On	Marston's	DE 4 4GS
Miners Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 4 4HA
Gate Inn	Marston's	Pubs & Full On	Marston's	DE 4 4HJ
Holly Bush Inn	Independent Free	Pubs & Full On	Independent Free	DE 4 4HU
Barley Mow	Independent Free	Pubs & Full On	Independent Free	DE 6 3JP
Rising Sun	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE 4 4LS
Nelsons Arms	Independent Free	Pubs & Full On	Independent Free	DE 4 4LU
Wheel Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE 6 1BX
Compton Sports & Social Club	Independent Free	Registered Club	Independent Free	DE 6 1BX
Ye Olde Vaults	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE 6 1EU
George & Dragon	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE 6 1EU
Ashbourne Ex Service Mens	Independent Free	Registered Club	Independent Free	DE 6 1EU
White Swan	Unknown	Pubs & Full On	Unknown	DE 6 1EU
Bowling Green Inn	Independent Free	Pubs & Full On	Independent Free	DE 6 1EZ
Bridge	Marston's	Pubs & Full On	Marston's	DE 6 1GF
Coach & Horses	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE 6 1GF
Ashbourne Tandoori	Independent Free	Restaurant	Independent Free	DE 6 1GF
Lamplight Restaurant	Independent Free	Restaurant	Independent Free	DE 6 1GG
Smiths Tavern	Marston's	Pubs & Full On	Marston's	DE 6 1GH
Tea Room	Independent Free	Restaurant	Independent Free	DE 6 1GP
Ketch	Independent Free	Pubs & Full On	Independent Free	DE 6 1JF
Red Lion	Independent Free	Pubs & Full On	Independent Free	DE 6 1JH
Coach & Horses	Independent Free	Pubs & Full On	Independent Free	DE 6 1LB
Bentley Brook Inn	Independent Free	Pubs & Full On	Independent Free	DE 6 1LF

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Registered Club	6	26.5	29.9	89			
Restaurant	7	30.9	34.6	89			
Residential	5	22.1	3.5	636			

Name	Description	License Type	Owner Name	Postcode
Knockerdown Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 6 1NQ
Red Lion Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE 6 1PR
Royal British Legion Club	Independent Free	Registered Club	Independent Free	DE 6 1QJ
Sycamore Inn	Robinsons	Pubs & Full On	Robinsons	DE 6 1QL
Callow Hall	von Essen Hotels	Pubs & Full On	von Essen Hotels	DE 6 2AA
Callow Top Caravan Park	Independent Free	Proprietary Club	Independent Free	DE 6 2AQ
Black Horse Inn	Independent Free	Pubs & Full On	Independent Free	DE 6 3EE
Nags Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE 6 3EF
Jug & Glass Inn	Independent Free	Pubs & Full On	Independent Free	SK17 0BA
Waterloo Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SK17 0DH
Carriages Restaurant	Independent Free	Restaurant	Independent Free	SK17 0DZ
Pav Nightclub	Independent Free	Proprietary Club	Independent Free	DE 4 3NR
High Tor Hotel	Independent Free	Pubs & Full On	Independent Free	DE 4 3PS
Green Man	Independent Free	Pubs & Full On	Independent Free	DE 6 1GH
Empire Social Club	Independent Free	Registered Club	Independent Free	DE 6 1FZ
Sandybrook Club	Independent Free	Registered Club	Independent Free	DE 6 2AQ
Old Dog	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE 6 2AT
Visitors Centre	Independent Free	Restaurant	Independent Free	DE 6 1ST
Cromford Community Centre	Independent Free	Registered Club	Independent Free	DE 4 3RE
Toad Tails And Ales	Independent Free	Pubs & Full On	Independent Free	DE 4 3NR
Coach House Restaurant	Independent Free	Pubs & Full On	Independent Free	DE 6 2AQ
Le Mistral	Ever So Sensible Bars	Pubs & Full On	Ever So Sensible Bars	DE 4 4ET
Newton House	Independent Free	Pubs & Full On	Independent Free	DE 6 1NJ
Charles Steak House	Independent Free	Pubs & Full On	Independent Free	DE 4 3NR
Stepping Stones	Marston's	Pubs & Full On	Marston's	DE 6 1DT
Old Bank Cafe Bar	Independent Free	Pubs & Full On	Independent Free	DE 4 3NS
When The Clock Strikes 3	Independent Free	Pubs & Full On	Independent Free	DE 4 3NS
Thai Basement	Independent Free	Restaurant	Independent Free	DE 6 1GP
Willersley Castle	Independent Free	Pubs & Full On	Independent Free	DE 4 5JH
Park's Eatery	Independent Free	Pubs & Full On	Independent Free	DE 4 3RE
Hopton Hall Holiday Cottages & Gardens	Independent Free	Pubs & Full On	Independent Free	DE 4 4DF
Tissington Hall	Independent Free	Pubs & Full On	Independent Free	DE 6 1RA
Haarlem Mill Weddings	Independent Free	Pubs & Full On	Independent Free	DE 4 4BG
Queen's Vaults	Independent Free	Pubs & Full On	Independent Free	DE 6 1ES
Lydgate Farmhouse Bed & Breakfast	Independent Free	Residential	Independent Free	DE 4 4HW
Bank Bar And Bistro	Independent Free	Pubs & Full On	Independent Free	DE 6 1GS

MAP OF AREA

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