

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Minsthorpe HotelWF9 2NY (1 Mile contour)
Base: Great Britain
Year: 2021

| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|---|--------------|------------|------------|---------|----------------------------------|-----|
|  1 Affluent Achievers | 419 | 7.3 | 22.0 | 33 | <div style="width: 33%;"></div> | |
|  2 Rising Prosperity | 52 | 0.9 | 10.1 | 9 | <div style="width: 9%;"></div> | |
|  3 Comfortable Communities | 1,526 | 26.5 | 26.2 | 101 | <div style="width: 101%;"></div> | |
|  4 Financially Stretched | 2,200 | 38.2 | 23.7 | 161 | <div style="width: 161%;"></div> | |
|  5 Urban Adversity | 1,563 | 27.1 | 17.6 | 154 | <div style="width: 154%;"></div> | |
|  6 Not Private Households | 1 | 0.0 | 0.3 | 5 | <div style="width: 5%;"></div> | |
|  Graph | | | | | | |
| Total households | 5,761 | | | | | |

Acorn Category Pen Portrait

4 Financially Stretched

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

12.1M UK Adults 23.0% of UK

Acorn Groups within Category 4: Financially Stretched

- K Student Life 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%

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: ATLT_Minsthorpe HotelWF9 2NY (1 Mile 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 | 232 | 4.0 | 11.2 | 36 | | | |
| 1.C Mature Money | 187 | 3.2 | 9.6 | 34 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 4.0 | 0 | | | |
| 2.E Career Climbers | 52 | 0.9 | 6.2 | 15 | | | |
| 3. Comfortable Communities | | | | | | | |
| 3.F Countryside Communities | 258 | 4.5 | 5.7 | 78 | | | |
| 3.G Successful Suburbs | 302 | 5.2 | 5.9 | 89 | | | |
| 3.H Steady Neighbourhoods | 460 | 8.0 | 7.4 | 109 | | | |
| 3.I Comfortable Seniors | 248 | 4.3 | 2.9 | 148 | | | |
| 3.J Starting Out | 258 | 4.5 | 4.3 | 103 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | 0 | 0.0 | 2.4 | 0 | | | |
| 4.L Modest Means | 633 | 11.0 | 7.9 | 139 | | | |
| 4.M Striving Families | 406 | 7.0 | 7.5 | 93 | | | |
| 4.N Poorer Pensioners | 1,161 | 20.2 | 5.9 | 341 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | 888 | 15.4 | 6.1 | 251 | | | |
| 5.P Struggling Estates | 398 | 6.9 | 6.1 | 113 | | | |
| 5.Q Difficult Circumstances | 277 | 4.8 | 5.3 | 90 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | 1 | 0.0 | 0.3 | 5 | | | |
| Total households | 5,761 | | | | | | |

Acorn Group Pen Portrait

4 N Poorer Pensioners 2.4M UK Adults 4.6% of UK

Older people and pensioners, the majority of whom live in social housing. The majority are renting social housing but there are a few who own their home or rent privately. Properties are mainly flats or maisonettes, but there will be some smaller bungalows or semi-detached houses.

DEMOGRAPHICS

| | |
|---------------------------------------|---|
| Age range 65+ | Children at home 0 |
| House tenure Social renting | Family structure Single |
| Number of beds 1 | House type Flat or maisonette |

BRANDS

SHOPPING: The Works, Poundland, btm, Iceland

LEISURE: GREGGS, Harry Ramsden, Harvester

WEBSITES: NHS, GOV.UK, Argos, MECCA

DIGITAL ATTITUDES

- I worry about online security: **53%** (UK average: 55%)
- Shopping online makes my life easier: **44%** (UK average: 53%)
- I couldn't live without the internet on my mobile: **29%** (UK average: 34%)

KEY INTERNET USAGE

Whilst internet usage is below average, this group may **research utilities online**

TECHNOLOGY USAGE

Whilst internet usage is below average, this group may **purchase electrical appliances online**

This group are more likely to **subscribe to Sky TV**

FINANCIAL PROFILE

| | | |
|--|---|--|
| Household Income UK: £20k (Average: £40k) London: £17k (Average: £44k) | % Disposable Income UK: 41% (Average: 44%) London: 41% (Average: 39%) | Financial situation Running into debt Saving a lot |
|--|---|--|

Legend: A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R

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

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Minsthorpe HotelWF9 2NY (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn 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 | 0 | 0.0 | 2.6 | 0 | | | |
| 1.B.5 Wealthy countryside commuters | 0 | 0.0 | 2.4 | 0 | | | |
| 1.B.6 Financially comfortable families | 232 | 4.0 | 2.2 | 183 | | | |
| 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 | 0 | 0.0 | 3.0 | 0 | | | |
| 1.C.11 Settled suburbia, older people | 0 | 0.0 | 2.9 | 0 | | | |
| 1.C.12 Retired and empty nesters | 187 | 3.2 | 2.5 | 131 | | | |
| 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 | 0.8 | 0 | | | |
| 2.D.17 Socialising young renters | 0 | 0.0 | 1.0 | 0 | | | |
| 2.E Career Climbers | | | | | | | |
| 2.E.18 Career driven young families | 52 | 0.9 | 1.9 | 48 | | | |
| 2.E.19 First time buyers in small, modern homes | 0 | 0.0 | 3.3 | 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 | 1.1 | 0 | | | |
| 3.F.23 Owner occupiers in small towns and villages | 258 | 4.5 | 3.2 | 141 | | | |
| 3.G Successful Suburbs | | | | | | | |
| 3.G.24 Comfortably-off families in modern housing | 281 | 4.9 | 2.6 | 185 | | | |
| 3.G.25 Larger family homes, multi-ethnic areas | 0 | 0.0 | 0.8 | 0 | | | |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 21 | 0.4 | 2.4 | 15 | | | |
| 3.H Steady Neighbourhoods | | | | | | | |
| 3.H.27 Suburban semis, conventional attitudes | 407 | 7.1 | 3.4 | 205 | | | |
| 3.H.28 Owner occupied terraces, average income | 0 | 0.0 | 1.6 | 0 | | | |
| 3.H.29 Established suburbs, older families | 53 | 0.9 | 2.3 | 39 | | | |
| 3.I Comfortable Seniors | | | | | | | |
| 3.I.30 Older people, neat and tidy neighbourhoods | 248 | 4.3 | 2.4 | 178 | | | |
| 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 | 2.1 | 0 | | | |
| 3.J.33 Smaller houses and starter homes | 258 | 4.5 | 2.3 | 199 | | | |
| 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 | 78 | 1.4 | 1.4 | 96 | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 248 | 4.3 | 2.6 | 164 | | | |
| 4.L.39 Fading owner occupied terraces | 307 | 5.3 | 2.9 | 185 | | | |
| 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 | 13 | 0.2 | 1.6 | 14 | | | |
| 4.M.42 Struggling young families in post-war terraces | 7 | 0.1 | 1.7 | 7 | | | |
| 4.M.43 Families in right-to-buy estates | 267 | 4.6 | 2.1 | 223 | | | |
| 4.M.44 Post-war estates, limited means | 119 | 2.1 | 2.2 | 94 | | | |
| 4.N Poorer Pensioners | | | | | | | |
| 4.N.45 Pensioners in social housing, semis and terraces | 323 | 5.6 | 0.8 | 715 | | | |
| 4.N.46 Elderly people in social rented flats | 87 | 1.5 | 1.1 | 139 | | | |
| 4.N.47 Low income older people in smaller semis | 570 | 9.9 | 2.3 | 435 | | | |
| 4.N.48 Pensioners and singles in social rented flats | 181 | 3.1 | 1.8 | 178 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | | | | | | | |
| 5.O.49 Young families in low cost private flats | 74 | 1.3 | 2.1 | 60 | | | |
| 5.O.50 Struggling younger people in mixed tenure | 88 | 1.5 | 1.7 | 87 | | | |
| 5.O.51 Young people in small, low cost terraces | 726 | 12.6 | 2.3 | 559 | | | |
| 5.P Struggling Estates | | | | | | | |
| 5.P.52 Poorer families, many children, terraced housing | 174 | 3.0 | 1.6 | 186 | | | |
| 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 | 224 | 3.9 | 1.6 | 236 | | | |
| 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 | 186 | 3.2 | 1.8 | 180 | | | |
| 5.Q.59 Deprived areas and high-rise flats | 91 | 1.6 | 2.0 | 78 | | | |
| 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 | 1 | 0.0 | 0.3 | 6 | | | |
| 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | 5,761 | | | | | | |

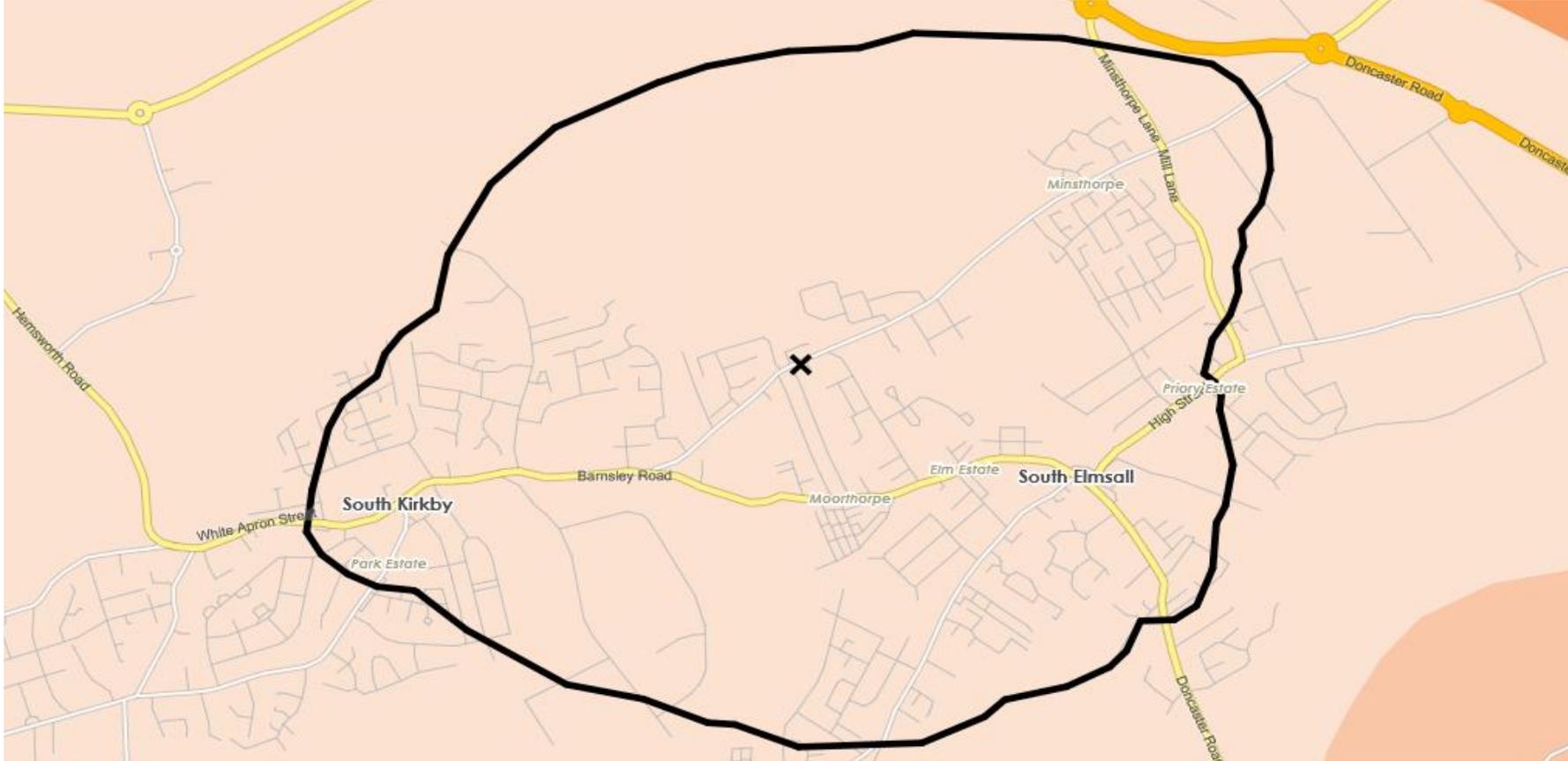
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Minsthorpe HotelWF9 2NY (1 Mile contour)



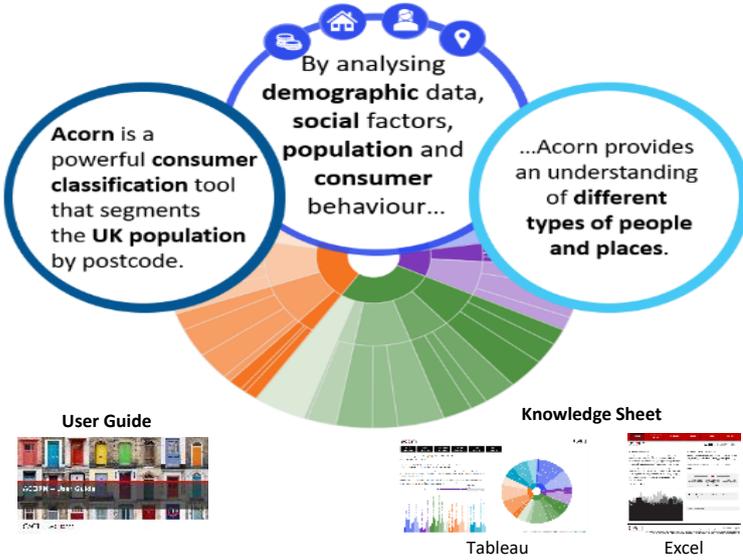
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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 |
| | O. Young Hardship | 49-51 |
| | P. Struggling Estates | 52-56 |
| | Q. Difficult Circumstances | 57-59 |
| 4. Financially Stretched | R. Not Private Households | 60-62 |
| 5. Urban Adversity | | |
| 6. Not Private Households | | |

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

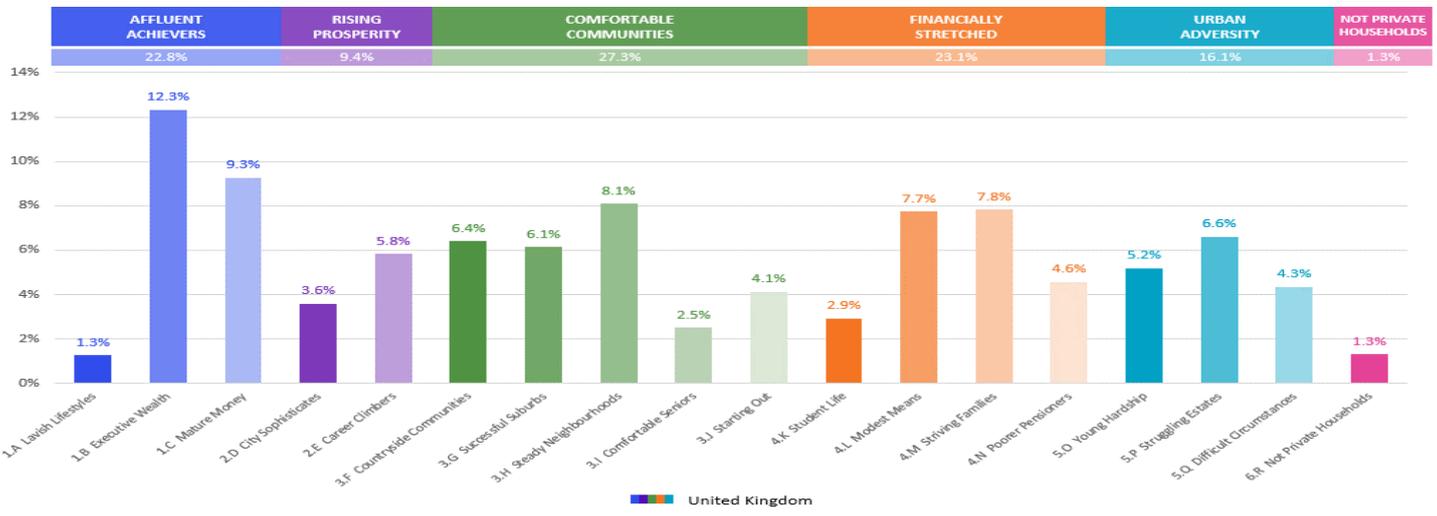
House tenure: Owned outright

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



CGA LICENCED PREMISES

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Area: ATLT_Minsthorpe HotelWF9 2NY (1 Mile cor
 Base: Great Britain
 Year: 2021

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|------------|---|-----|-----|
| Pubs & Full On | 7 | 53.5 | 84.9 | 63 | | | |
| Proprietary Club | 0 | 0.0 | 8.1 | 0 | | | |
| Registered Club | 5 | 38.2 | 29.9 | 128 | | | |
| Restaurant | 2 | 15.3 | 34.6 | 44 | | | |
| Residential | 0 | 0.0 | 3.5 | 0 | | | |

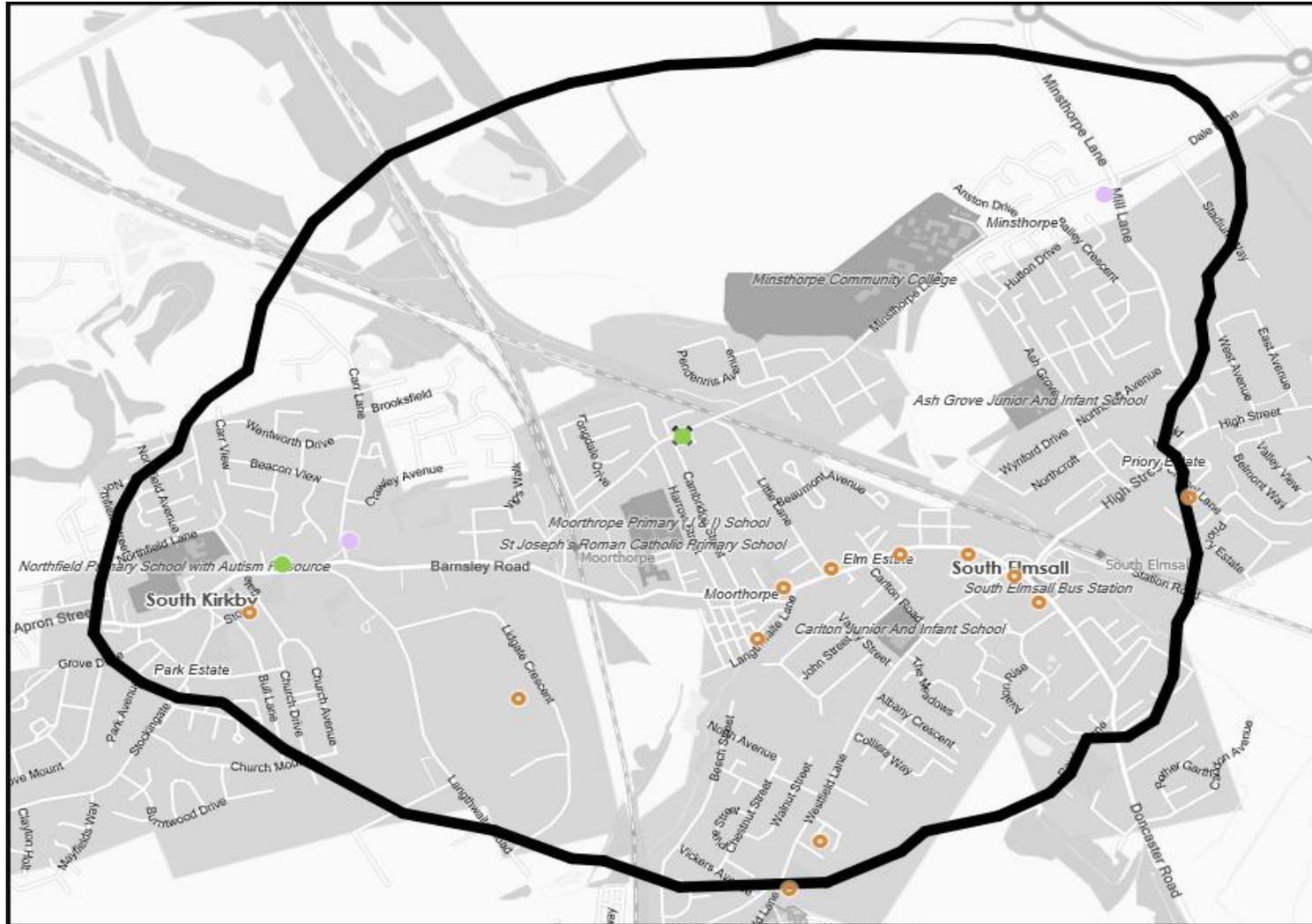
| Name | Description | License Type | Owner Name | Postcode |
|---|-----------------------|-----------------|-----------------------|----------|
| Moorthorpe Hotel | Independent Free | Pubs & Full On | Independent Free | WF 9 2AA |
| Moorthorpe Empire Working Mens Club | Independent Free | Registered Club | Independent Free | WF 9 2AE |
| Barnsley Oak | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | WF 9 2DT |
| Frickley Colliery Cricket Club | Independent Free | Registered Club | Independent Free | WF 9 2SD |
| Village Working Mens Club And Institute | Independent Free | Registered Club | Independent Free | WF 9 2HX |
| Minsthorpe Hotel | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | WF 9 2NY |
| Brookside Commercial Social Club | Independent Free | Registered Club | Independent Free | WF 9 2RN |
| Travellers Inn | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | WF 9 3AB |
| Church House | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | WF 9 3LA |
| Grove | Independent Free | Pubs & Full On | Independent Free | WF 9 3QF |
| Moorthorpe Recreation Club | Independent Free | Registered Club | Independent Free | WF 9 2AG |
| Spice Garden | Independent Free | Restaurant | Independent Free | WF 9 2RJ |
| Sawmill | Independent Free | Pubs & Full On | Independent Free | WF 9 2QW |
| Rockpool Cafe | Independent Free | Restaurant | Independent Free | WF 9 3NR |

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Minsthorpe HotelWF9 2NY (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