

# CGA LICENCED PREMISES

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Area: P00819\_Jack in a Box, Sheffield, S12 4RP (1 M  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	12	51.0	81.7	62			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	17.0	28.2	60			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

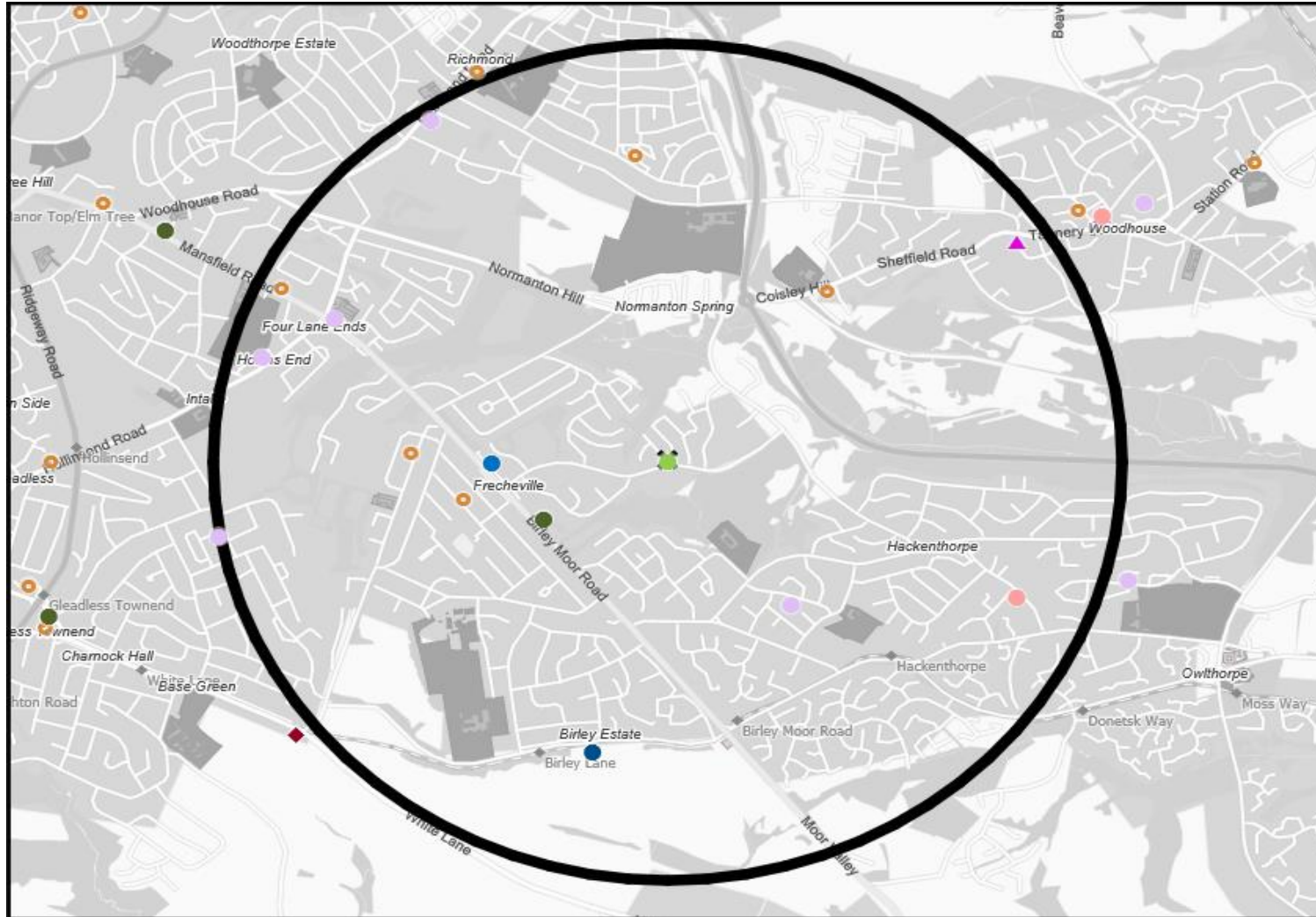
Name	Description	License Type	Owner Name	Postcode
Hollinsend Cricket Club	Independent Free	Registered Club	Independent Free	S 12 4WR
Noahs Ark	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 12 2AL
Hollin Bush Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 12 2EG
Sherwood	Greene King	Pubs & Full On	Greene King	S 12 4WG
Fairway Inn	Marston's	Pubs & Full On	Marston's	S 12 3BP
Golden Plover	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 12 4HE
Sportsman Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	S 12 4LA
Frechville Community Association Sport:	Independent Free	Registered Club	Independent Free	S 12 4RP
Jack In A Box	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	S 12 4RP
Birley Hotel	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	S 12 4WB
Angel	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	S 13 7EQ
Woodhouse Westend WM Club & Institi	Independent Free	Registered Club	Independent Free	S 13 7ES
Richmond Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 13 8LU
Strad	Independent Free	Pubs & Full On	Independent Free	S 13 8SE
Frechville Community Association	Independent Free	Registered Club	Independent Free	S 12 4XW
Embassy	Independent Free	Pubs & Full On	Independent Free	S 12 2AJ

# MAP OF AREA

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Source: OS Open Data 2018

Area: P00819\_Jack in a Box, Sheffield, S12 4RP (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:** P00819\_Jack in a Box, Sheffield, S12 4RP (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	629	6.0	22.1	27		
2 Rising Prosperity	20	0.2	10.2	2		
3 Comfortable Communities	3,300	31.3	26.5	118		
4 Financially Stretched	4,701	44.6	23.7	188		
5 Urban Adversity	1,867	17.7	17.2	103		
6 Not Private Households	29	0.3	0.3	80		
<b>Total households</b>		<b>10,546</b>				

### Acorn Category Pen Portrait

**4 Financially Stretched** 12.2M UK Adults    23.1% of UK

**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

**Acorn Groups within Category 4: Financially Stretched**

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

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:** P00819\_Jack in a Box, Sheffield, S12 4RP (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	0	0.0	1.1	0			
1.B Executive Wealth	296	2.8	11.3	25			
1.C Mature Money	333	3.2	9.6	33			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	20	0.2	6.4	3			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	6	0.1	5.7	1			
3.G Successful Suburbs	540	5.1	6.0	86			
3.H Steady Neighbourhoods	2,138	20.3	7.4	274			
3.I Comfortable Seniors	290	2.7	2.9	96			
3.J Starting Out	326	3.1	4.6	68			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	405	3.8	8.0	48			
4.M Striving Families	1,402	13.3	7.4	178			
4.N Poorer Pensioners	2,894	27.4	5.8	476			
<b>5. Urban Adversity</b>							
5.O Young Hardship	196	1.9	6.3	30			
5.P Struggling Estates	367	3.5	5.7	61			
5.Q Difficult Circumstances	1,304	12.4	5.2	236			
<b>6. Not Private Households</b>							
6.R Not Private Households	29	0.3	0.3	80			
<b>Total households</b>	<b>10,546</b>						

### Acorn Group Pen Portrait

5 Q Difficult Circumstances
2.3M UK Adults
4.3% of UK

**Young adults, many of whom are single parents, enduring hardship.** Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

**CORE DEMOGRAPHICS**

Age range <b>25-44</b>	Children at home <b>1</b>
House tenure <b>Social renting</b>	Family structure <b>Single parent</b>
Number of beds <b>1</b>	House type <b>Flat or maisonette</b>

**BRANDS**

SHOPPING: Poundland, Wilko, TJ HUGHES

LEISURE: McDonald's, Burger King, Greggs

WEBSITES: Argos, Very, Gumtree

**DIGITAL**

**ATTITUDES**

- I worry about online security: **56%** (UK average: 58%)
- Shopping online makes my life easier: **59%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

**TOP BEHAVIOURS**

- Around 1 in 5 won't have used the internet recently
- Below average social media use – apart from TikTok and Snapchat
- Watching TV / videos on YouTube





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

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Area: P00819\_Jack in a Box, Sheffield, S12 4RP (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
<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	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	22	0.2	2.6	8			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	241	2.3	2.2	103			
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	33	0.3	1.6	19			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	42	0.4	2.8	14			
1.C.12 Retired and empty nesters	291	2.8	2.5	112			
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	15	0.1	2.0	7			
2.E.19 First time buyers in small, modern homes	5	0.0	3.4	1			
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	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	6	0.1	3.2	2			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	535	5.1	2.7	188			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	5	0.0	2.4	2			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	1,950	18.5	3.5	533			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	188	1.8	2.3	76			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	281	2.7	2.4	112			
3.I.31 Elderly singles in purpose-built accommodation	9	0.1	0.5	18			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	89	0.8	2.2	39			
3.J.33 Smaller houses and starter homes	237	2.2	2.4	94			
<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	49	0.5	1.4	32			
4.L.38 Semi-skilled workers in traditional neighbourhoods	241	2.3	2.6	87			
4.L.39 Fading owner occupied terraces	115	1.1	2.9	37			
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	3	0.0	1.6	2			
4.M.42 Struggling young families in post-war terraces	99	0.9	1.6	57			
4.M.43 Families in right-to-buy estates	1,083	10.3	2.0	504			
4.M.44 Post-war estates, limited means	217	2.1	2.2	95			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	189	1.8	0.8	228			
4.N.46 Elderly people in social rented flats	107	1.0	1.0	98			
4.N.47 Low income older people in smaller semis	2,185	20.7	2.2	927			
4.N.48 Pensioners and singles in social rented flats	413	3.9	1.7	229			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	51	0.5	2.2	22			
5.O.50 Struggling younger people in mixed tenure	44	0.4	1.8	23			
5.O.51 Young people in small, low cost terraces	101	1.0	2.3	42			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	22	0.2	1.6	13			
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	345	3.3	1.6	204			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	24	0.2	1.5	15			
5.Q.58 Singles and young families, some receiving benefits	520	4.9	1.8	280			
5.Q.59 Deprived areas and high-rise flats	760	7.2	2.0	366			
<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	29	0.3	0.3	97			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>10,546</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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

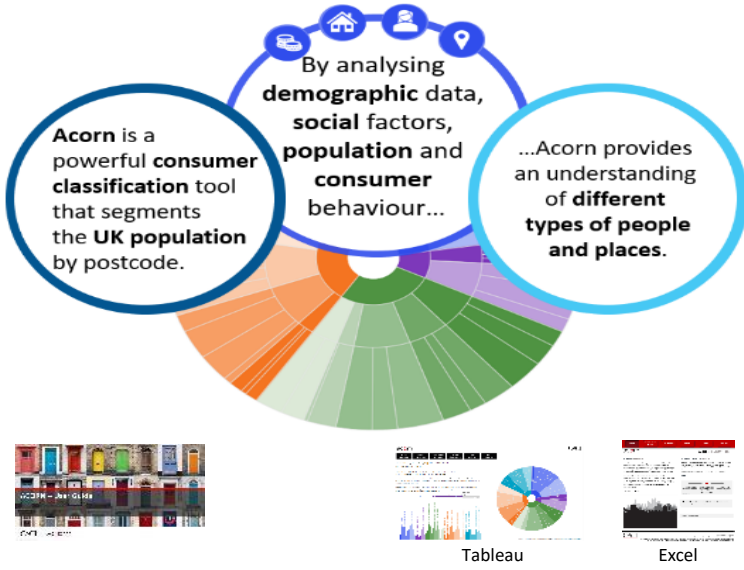
- Acorn Groups**
- 1.A Lavish Lifestyles
  - 1.B Executive Wealth
  - 1.C Mature Money
  - 2.D City Sophisticates
  - 2.E Career Climbers
  - 3.F Countryside Communities
  - 3.G Successful Suburbs
  - 3.H Steady Neighbourhoods
  - 3.I Comfortable Seniors
  - 3.J Starting Out
  - 4.K Student Life
  - 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

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

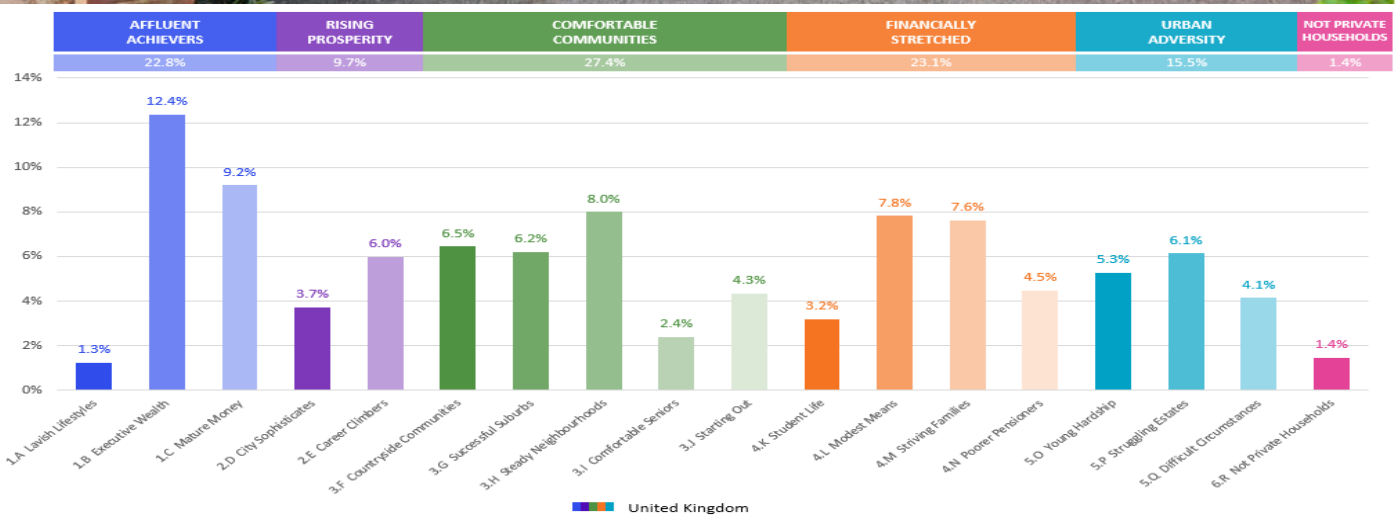
House tenure: Owned outright

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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