

CGA LICENCED PREMISES

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Area: P01889_Moonrakers, Chesterfield, S41 8HQ
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	7	42.7	81.7	52			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	12.2	28.2	43			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

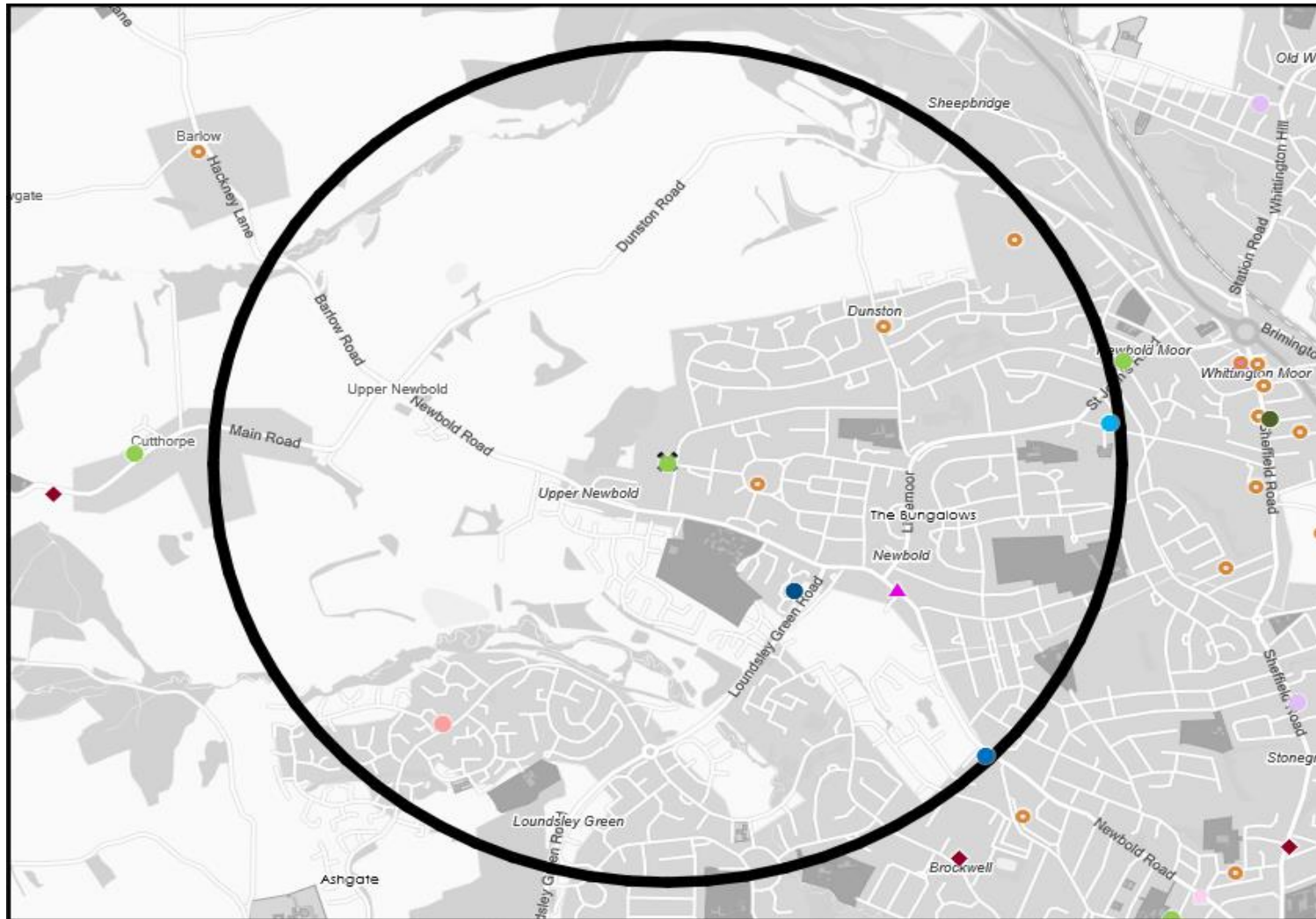
Name	Description	License Type	Owner Name	Postcode
Olde House	Marston's	Pubs & Full On	Marston's	S 40 4RN
Nags Head	Pub People Co Ltd	Pubs & Full On	Pub People Co Ltd	S 41 8RJ
Highfield	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	S 41 7AA
Newbold Working Mens Club	Independent Free	Registered Club	Independent Free	S 41 8EJ
Dunston Inn	Independent Free	Pubs & Full On	Independent Free	S 41 8HA
Moonrakers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	S 41 8HQ
Cricketers Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	S 41 8SJ
Holme Hall Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	S 40 4UX
Chesterfield Panthers Rugby Union Foot	Independent Free	Registered Club	Independent Free	S 41 9BF

MAP OF AREA

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Source: OS Open Data 2018

Area: P01889_Moonrakers, Chesterfield, S41 8HQ (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: P01889_Moonrakers, Chesterfield, S41 8HQ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,410	18.1	22.1	82		
2 Rising Prosperity	90	1.2	10.2	11		
3 Comfortable Communities	1,880	24.2	26.5	91		
4 Financially Stretched	3,248	41.8	23.7	176		
5 Urban Adversity	1,123	14.4	17.2	84		
6 Not Private Households	28	0.4	0.3	105		
Total households	7,779					

Acorn Category 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.

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01889_Moonrakers, Chesterfield, S41 8HQ (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	715	9.2	11.3	81			
1.C Mature Money	695	8.9	9.6	93			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	90	1.2	6.4	18			
3. Comfortable Communities							
3.F Countryside Communities	130	1.7	5.7	29			
3.G Successful Suburbs	530	6.8	6.0	114			
3.H Steady Neighbourhoods	769	9.9	7.4	133			
3.I Comfortable Seniors	382	4.9	2.9	172			
3.J Starting Out	69	0.9	4.6	19			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	94	1.2	8.0	15			
4.M Striving Families	756	9.7	7.4	130			
4.N Poorer Pensioners	2,398	30.8	5.8	535			
5. Urban Adversity							
5.O Young Hardship	12	0.2	6.3	2			
5.P Struggling Estates	62	0.8	5.7	14			
5.Q Difficult Circumstances	1,049	13.5	5.2	257			
6. Not Private Households							
6.R Not Private Households	28	0.4	0.3	105			
Total households	7,779						

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	Children at home
25-44	1
House tenure	Family structure
Social renting	Single parent
Number of beds	House type
1	Flat or maisonette

BRANDS

SHOPPING: Poundland, Wilko, TJ HUGHES

LEISURE: McDonald's, Burger King, Greggs

WEBSITES: Argos, Very, Gumtree

FINANCIAL PROFILE

Household income	% Disposable income	Financial situation
UK: £20k, London: £25k	UK: 34%, London: 29%	Running into debt vs Saving a lot

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: P01889_Moonrakers, Chesterfield, S41 8HQ (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
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	210	2.7	2.6	102			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	87	1.1	2.2	50			
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	418	5.4	1.6	334			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	384	4.9	2.8	175			
1.C.12 Retired and empty nesters	311	4.0	2.5	162			
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	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	71	0.9	2.0	46			
2.E.19 First time buyers in small, modern homes	19	0.2	3.4	7			
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	130	1.7	3.2	52			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	530	6.8	2.7	253			
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			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	579	7.4	3.5	215			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	190	2.4	2.3	104			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	382	4.9	2.4	207			
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	12	0.2	2.2	7			
3.J.33 Smaller houses and starter homes	57	0.7	2.4	31			
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	32	0.4	1.4	29			
4.L.38 Semi-skilled workers in traditional neighbourhoods	45	0.6	2.6	22			
4.L.39 Fading owner occupied terraces	17	0.2	2.9	7			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	17	0.2	1.6	13			
4.M.43 Families in right-to-buy estates	516	6.6	2.0	325			
4.M.44 Post-war estates, limited means	223	2.9	2.2	132			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	401	5.2	0.8	655			
4.N.46 Elderly people in social rented flats	31	0.4	1.0	39			
4.N.47 Low income older people in smaller semis	1,503	19.3	2.2	865			
4.N.48 Pensioners and singles in social rented flats	463	6.0	1.7	349			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	12	0.2	2.2	7			
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			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	4	0.1	1.6	3			
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	58	0.7	1.6	47			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	40	0.5	1.5	34			
5.Q.58 Singles and young families, some receiving benefits	132	1.7	1.8	96			
5.Q.59 Deprived areas and high-rise flats	877	11.3	2.0	572			
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	28	0.4	0.3	126			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,779						

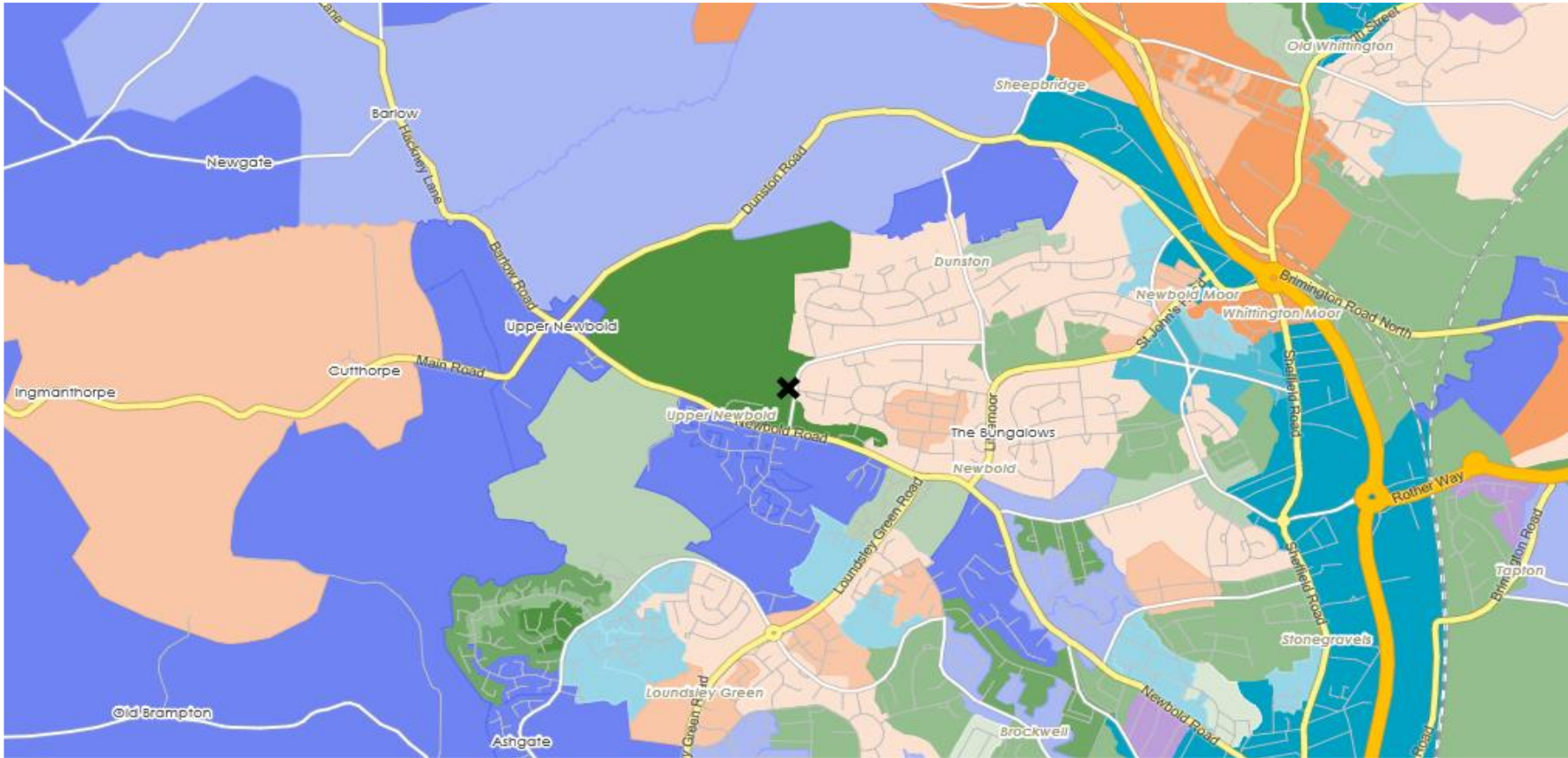
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01889_Moonrakers, Chesterfield, S41 8HQ (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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	R. Not Private Households	60-62

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

House type: **Detached**

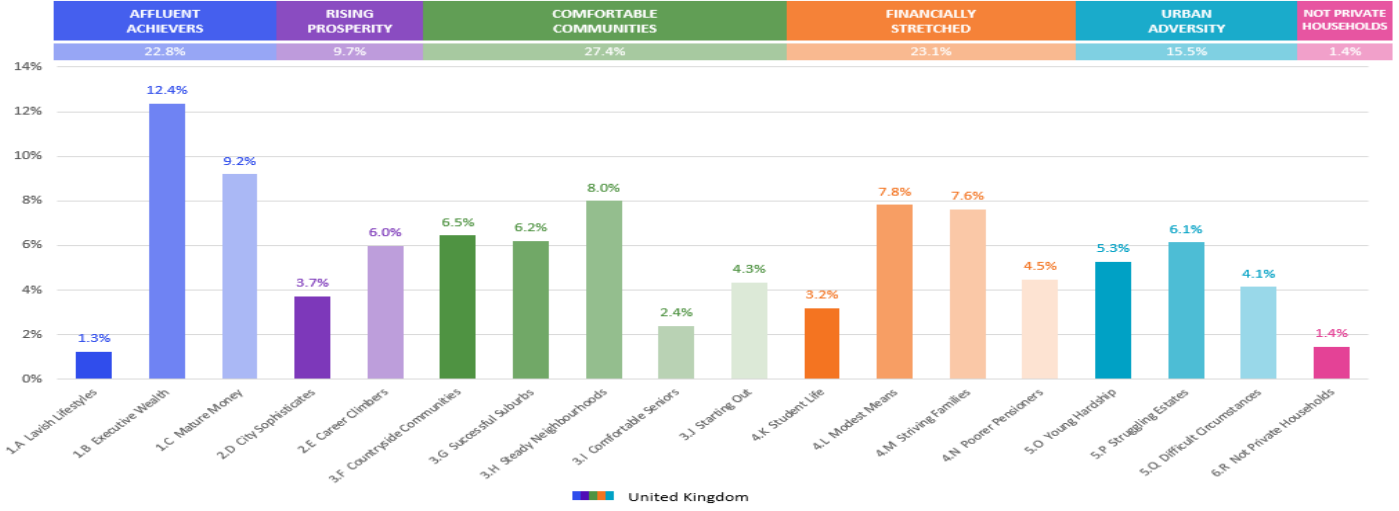
House tenure: **Owned outright**

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



MAP OF AREA

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