

MAP OF AREA

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Source: OS Open Data 2018

Area: P01184_Parkers, Hull, HU3 6NS (1 Mile contour)

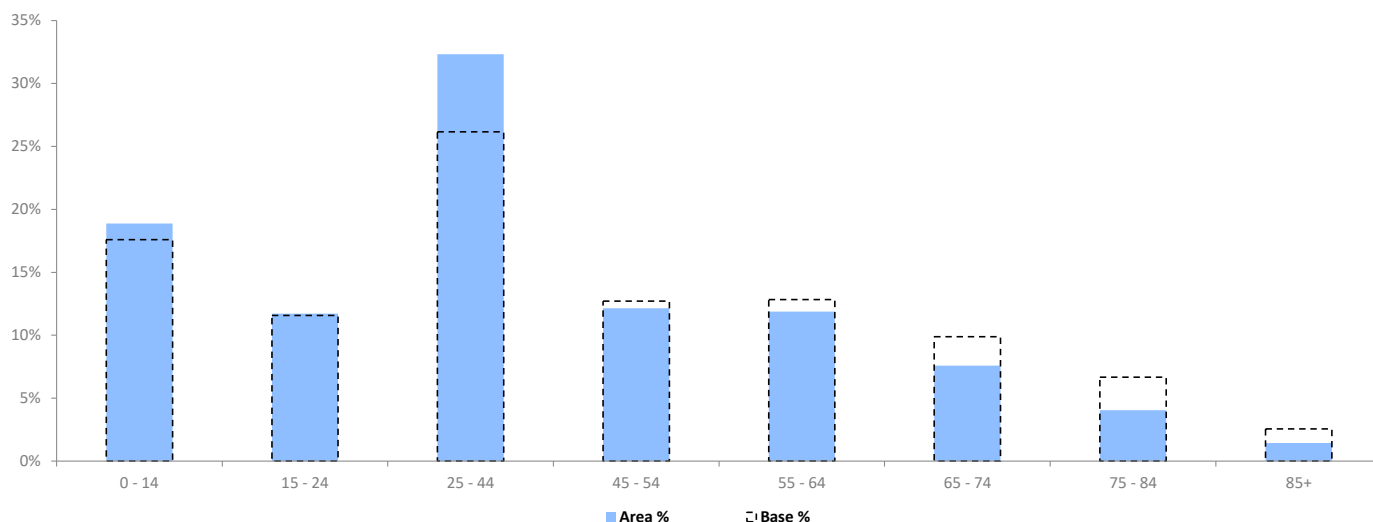


POPULATION PROJECTIONS

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Area: P01184_Parkers, Hull, HU3 6NS (1 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	7,462	18.9	17.6	107			
15 - 24	4,627	11.7	11.6	101			
25 - 44	12,779	32.3	26.2	124			
45 - 54	4,798	12.1	12.7	95			
55 - 64	4,691	11.9	12.8	92			
65 - 74	2,994	7.6	9.9	77			
75 - 84	1,600	4.0	6.7	61			
85+	571	1.4	2.6	56			
Total population	39,522						



EXPENDITURE

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Area: P01184_Parkers, Hull, HU3 6NS (1 Mile contour)
Base: Great Britain
Year: 2022

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	£1,046,907	£58.50	£73.74	79			
2. Alcoholic beverages, tobacco and narcotics	£565,896	£31.62	£27.43	115			
3. Clothing & Footwear	£573,908	£32.07	£41.92	76			
4. Housing, water, electricity, gas and other fuels	£1,187,618	£66.36	£92.23	72			
5. Furnishings, equipment and routine maintenance	£499,965	£27.94	£39.49	71			
6. Health	£205,545	£11.49	£16.97	68			
7. Transport	£1,476,127	£82.48	£115.30	72			
8. Communication	£224,293	£12.53	£14.64	86			
9. Recreation & Culture	£1,379,965	£77.11	£100.48	77			
10. Education	£253,122	£14.14	£22.34	63			
11. Restaurants & Hotels	£1,131,283	£63.21	£82.30	77			
12. Miscellaneous goods and services	£1,531,102	£85.56	£104.94	82			
Total Expenditure	£10,075,731	£563.02	£731.77	77			

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.

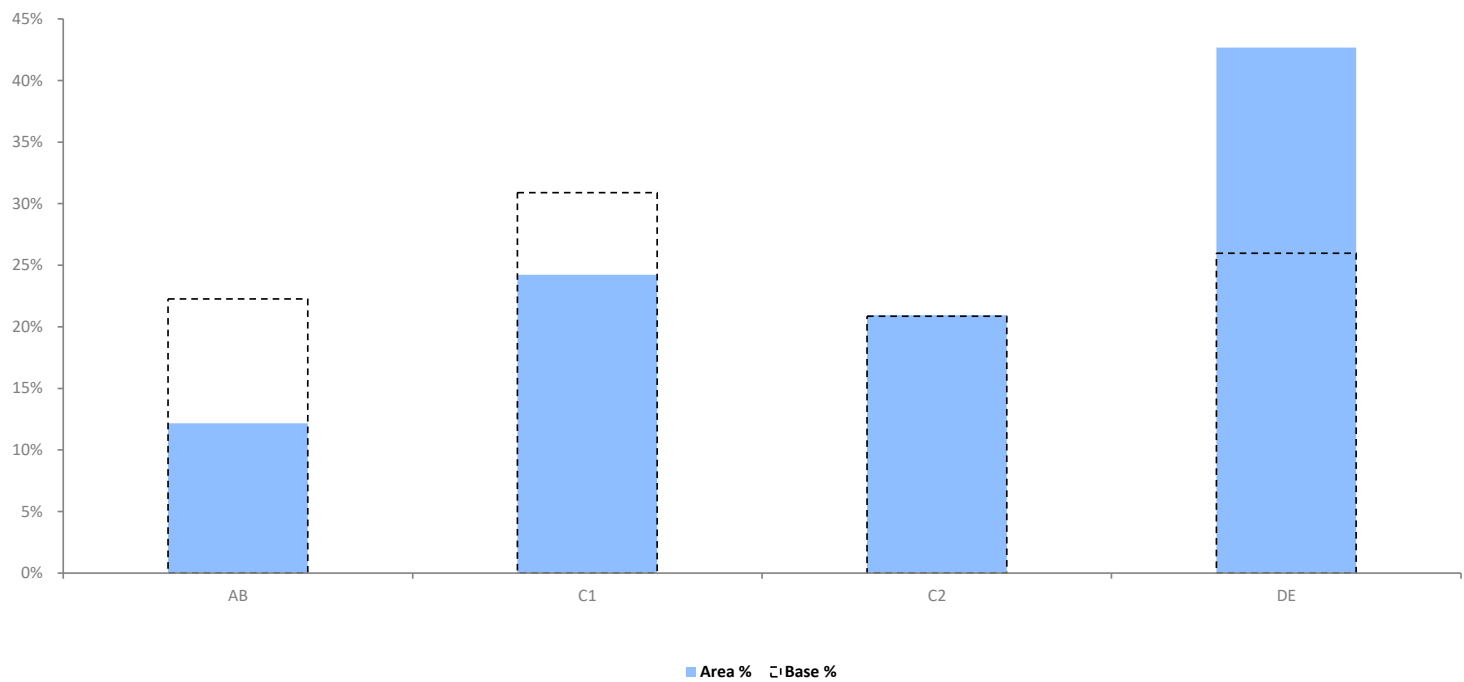
UP TO DATE DEMOGRAPHICS

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Area:	P01184_Parkers, Hull, HU3 6NS (1 Mile contour)
Base:	Great Britain
Year:	2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	2,185	12.2	22.3	55			
C1: Supervisory, clerical, jr managerial/admin/professional	4,351	24.2	30.9	78			
C2: Skilled manual workers	3,763	20.9	20.9	100			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	7,668	42.7	26.0	164			
Total household reference persons aged 16 to 64		17,967					



CGA LICENCED PREMISES

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Area: P01184_Parkers, Hull, HU3 6NS (1 Mile cont)

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	31	78.4	82.8	95			
Proprietary Club	3	7.6	7.5	102			
Registered Club	6	15.2	28.7	53			
Restaurant	16	40.5	32.5	125			
Residential	1	2.5	2.8	91			

Name	Description	License Type	Owner Name	Postcode
Maltshovel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HU 3 6SH
Clarendon	Independent Free	Pubs & Full On	Independent Free	HU 3 1DS
Botanic Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HU 3 1LR
Polar Bear	Independent Free	Pubs & Full On	Independent Free	HU 3 1LR
Marlborough Hotel	Independent Free	Residential	Independent Free	HU 3 1LU
Alexandra Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HU 3 2AB
Ryder Social Club	Independent Free	Registered Club	Independent Free	HU 3 2SJ
Loud Mouth Count Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HU 3 3QE
Rayners	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HU 3 4BL
Halfway	Marston's	Pubs & Full On	Marston's	HU 3 5AA
Dairycoates	Independent Free	Pubs & Full On	Independent Free	HU 3 5JA
New Griffin	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HU 3 6EN
William Gemmel	Independent Free	Registered Club	Independent Free	HU 3 6EN
Aegean Greek Taverna	Independent Free	Restaurant	Independent Free	HU 3 6EN
Brickmakers Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	HU 3 6JB
New Walton Club	Independent Free	Registered Club	Independent Free	HU 3 6JR
Halfway House	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HU 3 6LD
Parkers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HU 3 6NS
Carlton Hotel	Independent Free	Restaurant	Independent Free	HU 3 6QR
Tandoori Mahal Restaurant	Independent Free	Restaurant	Independent Free	HU 3 6ST
Silver Cod	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	HU 3 6SZ
Ciao Cicchetti	Independent Free	Restaurant	Independent Free	HU 3 6UA
Three Tuns	Unknown	Pubs & Full On	Unknown	HU 3 6UH
Pearsons	Greene King	Pubs & Full On	Greene King	HU 5 3QA
Avenue	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	HU 5 3TS
Hull Golf Centre	Independent Free	Proprietary Club	Independent Free	HU 5 4JB
Hull Indoor Cricket Club	Independent Free	Registered Club	Independent Free	HU 5 4JF
Hastings Hotel	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	HU 5 5BE
Bengal Lounge	Independent Free	Restaurant	Independent Free	HU 5 3RX
Bowery	Marston's	Pubs & Full On	Marston's	HU 5 3QA
Pave	Independent Free	Pubs & Full On	Independent Free	HU 5 3QA
Brunch Club	Independent Free	Restaurant	Independent Free	HU 5 3QG
Social Distortion	Independent Free	Restaurant	Independent Free	HU 5 3QA
Hull Football Club	Independent Free	Proprietary Club	Independent Free	HU 3 6HU
Albert Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HU 3 6PB
El Toro	Independent Free	Restaurant	Independent Free	HU 5 3RX
Thai House Restaurant	Independent Free	Restaurant	Independent Free	HU 5 3QY
Accomplice	Independent Free	Pubs & Full On	Independent Free	HU 5 3QA
Gianni Bistro	Independent Free	Restaurant	Independent Free	HU 5 3QG
Garbutts	Independent Free	Pubs & Full On	Independent Free	HU 5 3QG
Boulevard Cafe Bar	Independent Free	Pubs & Full On	Independent Free	HU 3 3EQ
Chic	Independent Free	Restaurant	Independent Free	HU 3 1QH
Madras Restaurant	Independent Free	Restaurant	Independent Free	HU 3 2SE
Crooked Skewer	Independent Free	Restaurant	Independent Free	HU 5 3QA
Ciao Bistro	Independent Free	Restaurant	Independent Free	HU 5 3TG
West Hull Amateur Rugby League Footb	Independent Free	Registered Club	Independent Free	HU 4 6LQ
Red Sails	Marston's	Pubs & Full On	Marston's	HU 3 4AE
Thrift	Independent Free	Pubs & Full On	Independent Free	HU 5 3QG
Greek Restaurant	Independent Free	Restaurant	Independent Free	HU 5 3HS
Crafted	Independent Free	Pubs & Full On	Independent Free	HU 5 3QG
Cognac	Independent Free	Restaurant	Independent Free	HU 5 3SS
Hull Greyhounds	Independent Free	Proprietary Club	Independent Free	HU 3 3QT
Chanterlands Cafe Bar	Independent Free	Pubs & Full On	Independent Free	HU 5 3SS

CGA LICENCED PREMISES

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Area: P01184_Parkers, Hull, HU3 6NS (1 Mile cont
Base: Great Britain
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	31	78.4	82.8	95			
Proprietary Club	3	7.6	7.5	102			
Registered Club	6	15.2	28.7	53			
Restaurant	16	40.5	32.5	125			
Residential	1	2.5	2.8	91			

Name	Description	License Type	Owner Name	Postcode
Off The Road	Independent Free	Pubs & Full On	Independent Free	HU 5 3RU
Dive	Independent Free	Pubs & Full On	Independent Free	HU 5 3QY
1 Troop Bar	Independent Free	Registered Club	Independent Free	HU 4 6BN
80 Days Bierhaus	Independent Free	Pubs & Full On	Independent Free	HU 5 3QA

MAP OF AREA

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Source: OS Open Data 2018









Area: P01184_Parkers, Hull, HU3 6NS (1 Mile contour)



ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P01184_Parkers, Hull, HU3 6NS (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description			Area Profile	% for Area	% for Base	Index	0	100	200
	1	Affluent Achievers	111	0.6	22.0	3			
	2	Rising Prosperity	334	1.9	10.3	18			
	3	Comfortable Communities	1,901	10.6	26.3	40			
	4	Financially Stretched	3,021	16.8	23.7	71			
	5	Urban Adversity	12,573	70.0	17.4	402			
	6	Not Private Households	27	0.2	0.3	45			
	Graph								
Total households			17,967						

Acorn Category Pen Portrait

5

Urban Adversity

8.4M
UK Adults

15.9%
of UK

Age range
25-34

House type
Flat or terraced

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%



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01184_Parkers, Hull, HU3 6NS (1 Mile contour)

Base: Great Britain

Year: 2022

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	111	0.6	11.2	5			
1.C Mature Money	0	0.0	9.6	0			
2. Rising Prosperity							
2.D City Sophisticates	82	0.5	4.0	11			
2.E Career Climbers	252	1.4	6.3	22			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	60	0.3	5.9	6			
3.H Steady Neighbourhoods	201	1.1	7.4	15			
3.I Comfortable Seniors	20	0.1	2.9	4			
3.J Starting Out	1,620	9.0	4.4	203			
4. Financially Stretched							
4.K Student Life	100	0.6	2.5	23			
4.L Modest Means	1,743	9.7	7.9	122			
4.M Striving Families	415	2.3	7.5	31			
4.N Poorer Pensioners	763	4.2	5.8	73			
5. Urban Adversity							
5.O Young Hardship	8,797	49.0	6.2	790			
5.P Struggling Estates	943	5.2	5.9	89			
5.Q Difficult Circumstances	2,833	15.8	5.3	298			
6. Not Private Households							
6.R Not Private Households	27	0.2	0.3	45			
Total households	17,967						

Acorn Group Pen Portrait

5 O Young Hardship

2.7M
UK Adults5.2%
of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Privately renting	Family structure Single parent
Number of beds 2	House type Terraced

FINANCIAL PROFILE

Household income UK £30k Averages: £40k	Household income London £35k Averages: £48k
% Disposable income UK 38% Averages: 43%	% Disposable income London 26% Averages: 29%
Financial situation Running into debt Spending a lot	

BRANDS

SHOPPING    
LEISURE    
WEBSITES    

DIGITAL

ATTITUDES I worry about online security 56% UK average: 59%	Shopping online makes my life easier 61% UK average: 62%	I love the ease of using chat bots to get answers 29% UK average: 28%
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TOP BEHAVIOURS

 Wait until tech becomes cheaper before purchasing	 Take part in online groups / forums	 Research beauty online
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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01184_Parkers, Hull, HU3 6NS (1 Mile contour)

Base: Great Britain

Year: 2022

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	0	0.0	2.6	0			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	42	0.2	2.2	11			
	1.B.7 Affluent professionals	69	0.4	0.8	45			
	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	2.8	0			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	0	0.0	1.3	0			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	12	0.1	0.7	10			
	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	70	0.4	1.0	39			
2.E Career Climbers								
	2.E.18 Career driven young families	0	0.0	1.9	0			
	2.E.19 First time buyers in small, modern homes	252	1.4	3.3	42			
	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	0	0.0	3.2	0			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	60	0.3	2.7	13			
	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	112	0.6	3.4	18			
	3.H.28 Owner occupied terraces, average income	89	0.5	1.6	31			
	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	0	0.0	2.4	0			
	3.I.31 Elderly singles in purpose-built accommodation	20	0.1	0.5	23			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	1,502	8.4	2.1	394			
	3.J.33 Smaller houses and starter homes	118	0.7	2.3	28			
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	100	0.6	1.9	30			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	16	0.1	1.4	6			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	380	2.1	2.6	80			
	4.L.39 Fading owner occupied terraces	1,347	7.5	2.9	259			
	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	105	0.6	1.6	36			
	4.M.43 Families in right-to-buy estates	121	0.7	2.1	33			
	4.M.44 Post-war estates, limited means	189	1.1	2.2	48			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	176	1.0	0.8	125			
	4.N.46 Elderly people in social rented flats	152	0.8	1.1	80			
	4.N.47 Low income older people in smaller semis	69	0.4	2.3	17			
	4.N.48 Pensioners and singles in social rented flats	366	2.0	1.7	118			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	1,534	8.5	2.2	394			
	5.O.50 Struggling younger people in mixed tenure	1,292	7.2	1.8	406			
	5.O.51 Young people in small, low cost terraces	5,971	33.2	2.3	1,468			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	819	4.6	1.6	289			
	5.P.53 Low income terraces	0	0.0	0.8	0			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	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	124	0.7	1.6	43			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	63	0.4	1.5	23			
	5.Q.58 Singles and young families, some receiving benefits	1,595	8.9	1.8	499			
	5.Q.59 Deprived areas and high-rise flats	1,175	6.5	2.0	327			
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	27	0.2	0.3	55			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		17,967						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P01184_Parkers, Hull, HU3 6NS (1 Mile contour)

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Source: OS Open Data 2018



- 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

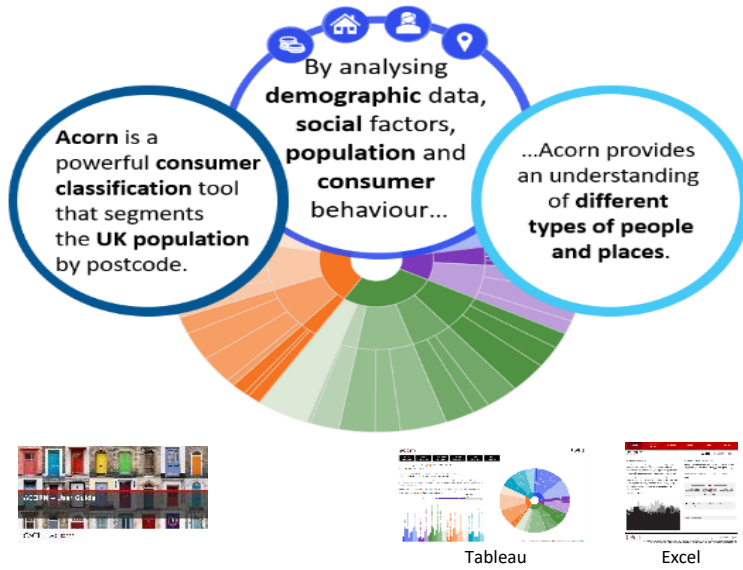
GROUP

TYPE

MAP

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
	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		

