














ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Three Merry LadsS42 7AJ (15 min contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	6,845	27.8	22.0	127		
 2 Rising Prosperity	457	1.9	10.1	18		
 3 Comfortable Communities	6,195	25.2	26.2	96		
 4 Financially Stretched	7,171	29.2	23.7	123		
 5 Urban Adversity	3,831	15.6	17.6	88		
 6 Not Private Households	97	0.4	0.3	118		
 Graph						
Total households	24,596					

Acorn Category Pen Portrait

4 Financially Stretched 12.1M UK Adults 23.0% 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

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 Groups within Category 4: Financially Stretched

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

ACORN GROUP PROFILE - HOUSEHOLDS

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Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluent Achievers						
1.A Lavish Lifestyles	25	0.1	1.1	9		
1.B Executive Wealth	3,647	14.8	11.2	132		
1.C Mature Money	3,173	12.9	9.6	134		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	457	1.9	6.2	30		
3. Comfortable Communities						
3.F Countryside Communities	720	2.9	5.7	51		
3.G Successful Suburbs	1,973	8.0	5.9	136		
3.H Steady Neighbourhoods	1,672	6.8	7.4	92		
3.I Comfortable Seniors	1,174	4.8	2.9	164		
3.J Starting Out	656	2.7	4.3	61		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	1,431	5.8	7.9	74		
4.M Striving Families	1,597	6.5	7.5	86		
4.N Poorer Pensioners	4,143	16.8	5.9	285		
5. Urban Adversity						
5.O Young Hardship	1,629	6.6	6.1	108		
5.P Struggling Estates	359	1.5	6.1	24		
5.Q Difficult Circumstances	1,843	7.5	5.3	140		
6. Not Private Households						
6.R Not Private Households	97	0.4	0.3	118		
Total households	24,596					

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 Potter, Harvester

WEBSITES: NHS, GOV.UK, Argos, MECCA

DIGITAL

I worry about online security 53% <small>UK average: 55%</small>	Shopping online makes my life easier 44% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 29% <small>UK average: 34%</small>
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<h4>FINANCIAL PROFILE</h4> <p>Household Income UK £20k London £17k <small>Average: £40k Average: £44k</small></p>	<p>% Disposable Income UK 41% London 41% <small>Average: 44% Average: 39%</small></p>	<p>Financial situation</p>
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<h4>KEY INTERNET USAGE</h4> <p>Whilst internet usage is below average, this group may research utilities online</p>	<h4>TECHNOLOGY USAGE</h4> <p>Whilst internet usage is below average, this group may purchase electrical appliances online</p>	<p>This group are more likely to subscribe to Sky TV</p>
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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?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Three Merry LadsS42 7AJ (15 min contour)
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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	25	0.1	0.9	12			
1.B Executive Wealth							
1.B.4 Asset rich families	1,790	7.3	2.6	278			
1.B.5 Wealthy countryside commuters	729	3.0	2.4	123			
1.B.6 Financially comfortable families	382	1.6	2.2	71			
1.B.7 Affluent professionals	19	0.1	0.9	9			
1.B.8 Prosperous suburban families	16	0.1	1.5	4			
1.B.9 Well-off edge of towners	711	2.9	1.6	179			
1.C Mature Money							
1.C.10 Better-off villagers	383	1.6	3.0	52			
1.C.11 Settled suburbia, older people	1,734	7.0	2.9	247			
1.C.12 Retired and empty nesters	898	3.7	2.5	147			
1.C.13 Upmarket downsizers	158	0.6	1.3	49			
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	151	0.6	1.9	33			
2.E.19 First time buyers in small, modern homes	306	1.2	3.3	38			
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	93	0.4	1.5	25			
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	627	2.5	3.2	80			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	1,734	7.0	2.6	267			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	239	1.0	2.4	40			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,404	5.7	3.4	166			
3.H.28 Owner occupied terraces, average income	12	0.0	1.6	3			
3.H.29 Established suburbs, older families	256	1.0	2.3	45			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	1,174	4.8	2.4	198			
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	140	0.6	2.1	27			
3.J.33 Smaller houses and starter homes	516	2.1	2.3	93			
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	179	0.7	1.4	52			
4.L.38 Semi-skilled workers in traditional neighbourhoods	939	3.8	2.6	145			
4.L.39 Fading owner occupied terraces	313	1.3	2.9	44			
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	221	0.9	1.6	56			
4.M.42 Struggling young families in post-war terraces	98	0.4	1.7	24			
4.M.43 Families in right-to-buy estates	781	3.2	2.1	153			
4.M.44 Post-war estates, limited means	497	2.0	2.2	92			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	603	2.5	0.8	313			
4.N.46 Elderly people in social rented flats	228	0.9	1.1	85			
4.N.47 Low income older people in smaller semis	2,432	9.9	2.3	435			
4.N.48 Pensioners and singles in social rented flats	880	3.6	1.8	203			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	314	1.3	2.1	59			
5.O.50 Struggling younger people in mixed tenure	455	1.8	1.7	106			
5.O.51 Young people in small, low cost terraces	860	3.5	2.3	155			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	113	0.5	1.6	28			
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	246	1.0	1.6	61			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	272	1.1	1.5	73			
5.Q.58 Singles and young families, some receiving benefits	326	1.3	1.8	74			
5.Q.59 Deprived areas and high-rise flats	1,245	5.1	2.0	249			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	3	0.0	0.1	21			
6.R.61 Inactive communal population	94	0.4	0.3	139			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	24,596						

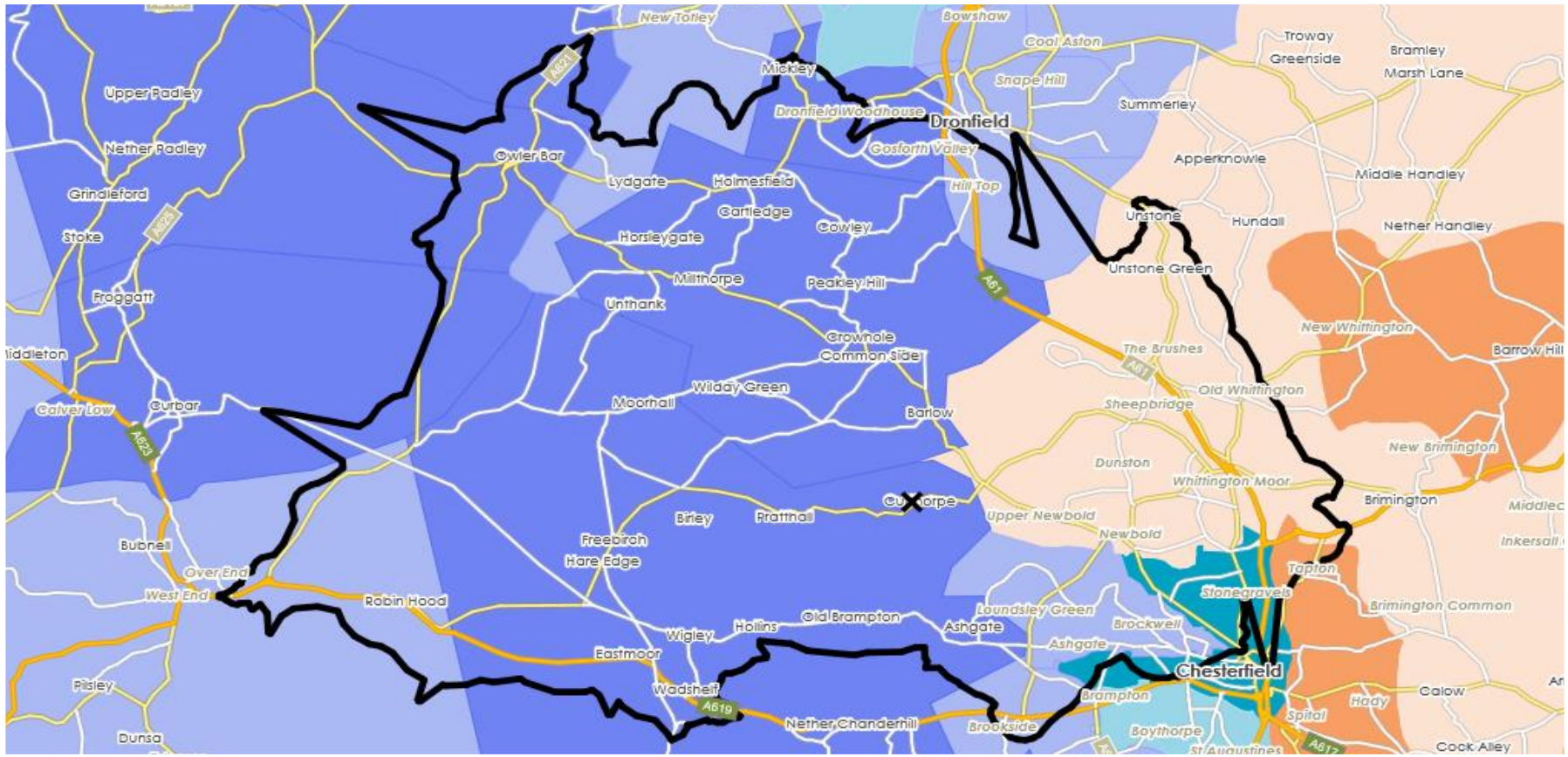
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Three Merry LadsS42 7AJ (15 min contour)



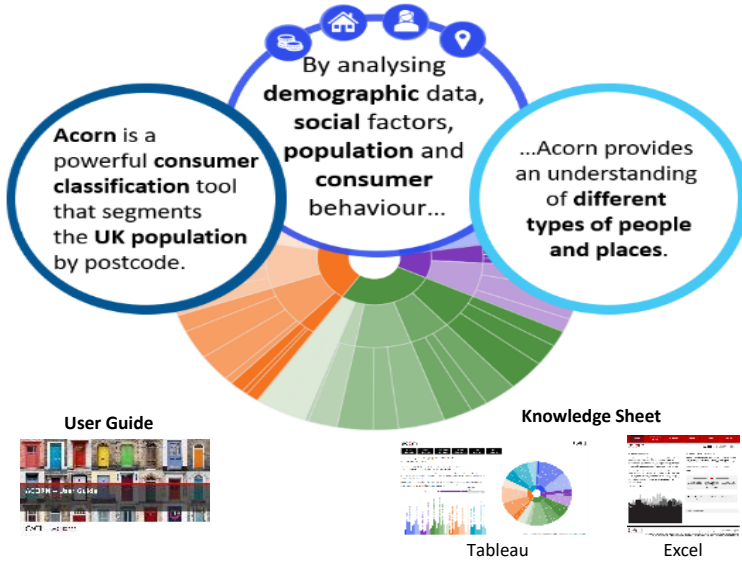
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- ### 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

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

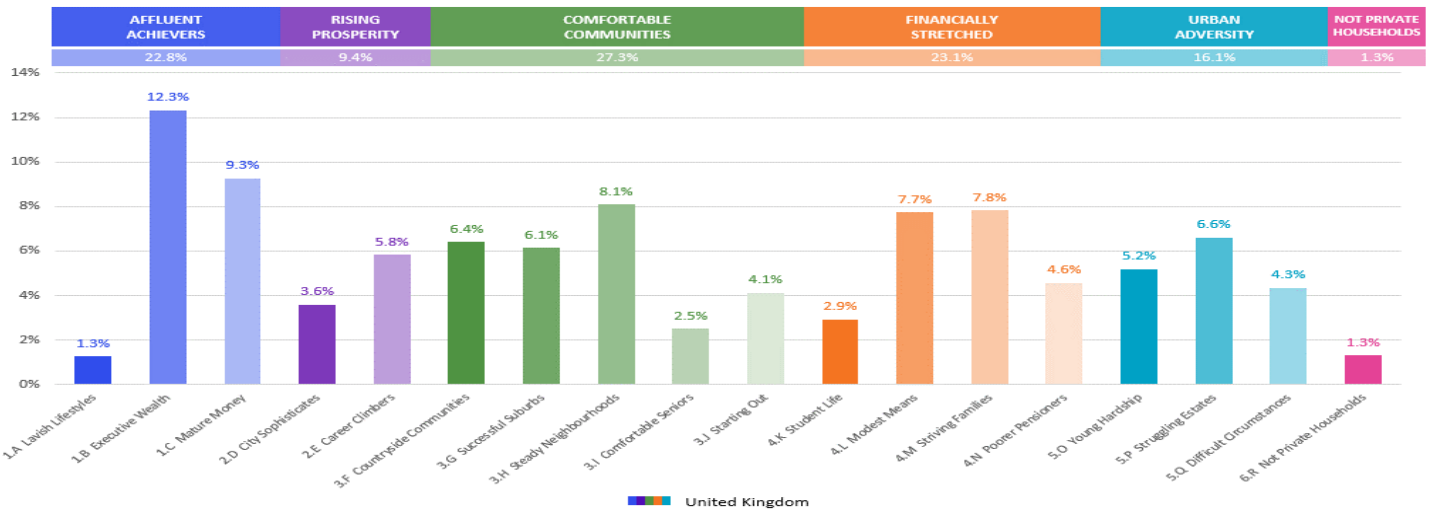
House tenure: Owned outright

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



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Area: ATLT_Three Merry LadsS42 7AJ (15 min cont)
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 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	52	98.3	84.9	116			
Proprietary Club	3	5.7	8.1	70			
Registered Club	11	20.8	29.9	70			
Restaurant	7	13.2	34.6	38			
Residential	1	1.9	3.5	54			

Name	Description	License Type	Owner Name	Postcode
Devonshire Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	DE45 1SR
Robin Hood Inn	Marston's	Pubs & Full On	Marston's	DE45 1PQ
Wheatsheaf	Marston's	Pubs & Full On	Marston's	DE45 1SR
Peacock	Greene King	Pubs & Full On	Greene King	S 17 3BQ
Hyde Park Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 18 1UH
Hare & Hounds Inn	Independent Free	Pubs & Full On	Independent Free	S 18 7SJ
George & Dragon	Independent Free	Pubs & Full On	Independent Free	S 18 7WT
Jolly Farmer	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 18 8ZQ
Horse & Jockey	Punch Pub Company	Pubs & Full On	Punch Pub Company	S 18 4DA
Angel Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 18 7WT
Hallowes Golf Club	Independent Free	Registered Club	Independent Free	S 18 1UA
Hill Top Sports & Social Club	Independent Free	Registered Club	Independent Free	S 18 1UQ
St Helens Inn	Unknown	Pubs & Full On	Unknown	S 41 7LS
Mutiara Restaurant	Independent Free	Restaurant	Independent Free	S 40 1BA
Chesterfield Miners Welfare Club	Independent Free	Registered Club	Independent Free	S 40 1DL
Chesterfield Labour Club	Independent Free	Registered Club	Independent Free	S 40 1NF
Spotted Frog	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 40 2AH
Woodside	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 40 4DB
Badger	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	S 40 4ED
Olde House	Marston's	Pubs & Full On	Marston's	S 40 4RN
Industry Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	S 40 4SF
Chesterfield Lawn Tennis Club	Independent Free	Registered Club	Independent Free	S 40 4TJ
Star Of Fall	Independent Free	Restaurant	Independent Free	S 41 8LS
Red Lion	Old Mill Brewery	Pubs & Full On	Old Mill Brewery	S 41 8LX
Nags Head	Pub People Co Ltd	Pubs & Full On	Pub People Co Ltd	S 41 8RJ
Cock & Magpie	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	S 41 9QW
Steelmelters Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	S 41 8TG
Junction Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	S 41 9BH
Lockford Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 41 0TQ
Highfield	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	S 41 7AA
Crown & Anchor	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 41 7JH
Lambardi Restaurant	Independent Free	Restaurant	Independent Free	S 41 7LL
Chesterfield Arms	Everards	Pubs & Full On	Everards	S 41 7PH
Neptune Beer Emporium	Independent Free	Pubs & Full On	Independent Free	S 41 7QD
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
Glass Works	Independent Free	Pubs & Full On	Independent Free	S 41 8LF
Chesters Club	Independent Free	Registered Club	Independent Free	S 41 8LP
Derby Tup	Castle Rock	Pubs & Full On	Castle Rock	S 41 8LS
Miners Arms	Independent Free	Pubs & Full On	Independent Free	S 41 8RU
Cricketers Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	S 41 8SJ
Bulls Head	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 41 9DB
Sandpiper Hotel	Independent Free	Pubs & Full On	Independent Free	S 41 9EH
Old Whittington Miners Club	Independent Free	Registered Club	Independent Free	S 41 9NL
Three Merry Lads	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	S 42 7AJ
Cutthorpe Cricket Club	Independent Free	Registered Club	Independent Free	S 42 7AJ
Peacock Inn	Unknown	Pubs & Full On	Unknown	S 42 7AS
Highwayman	Whitbread	Pubs & Full On	Whitbread	S 42 7DA
Fox & Goose	Independent Free	Pubs & Full On	Independent Free	S 42 7JJ
Royal Oak	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	S 42 7JH
Mill	Independent Free	Pubs & Full On	Independent Free	S 43 1LT
Rutland Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	S 18 7WT

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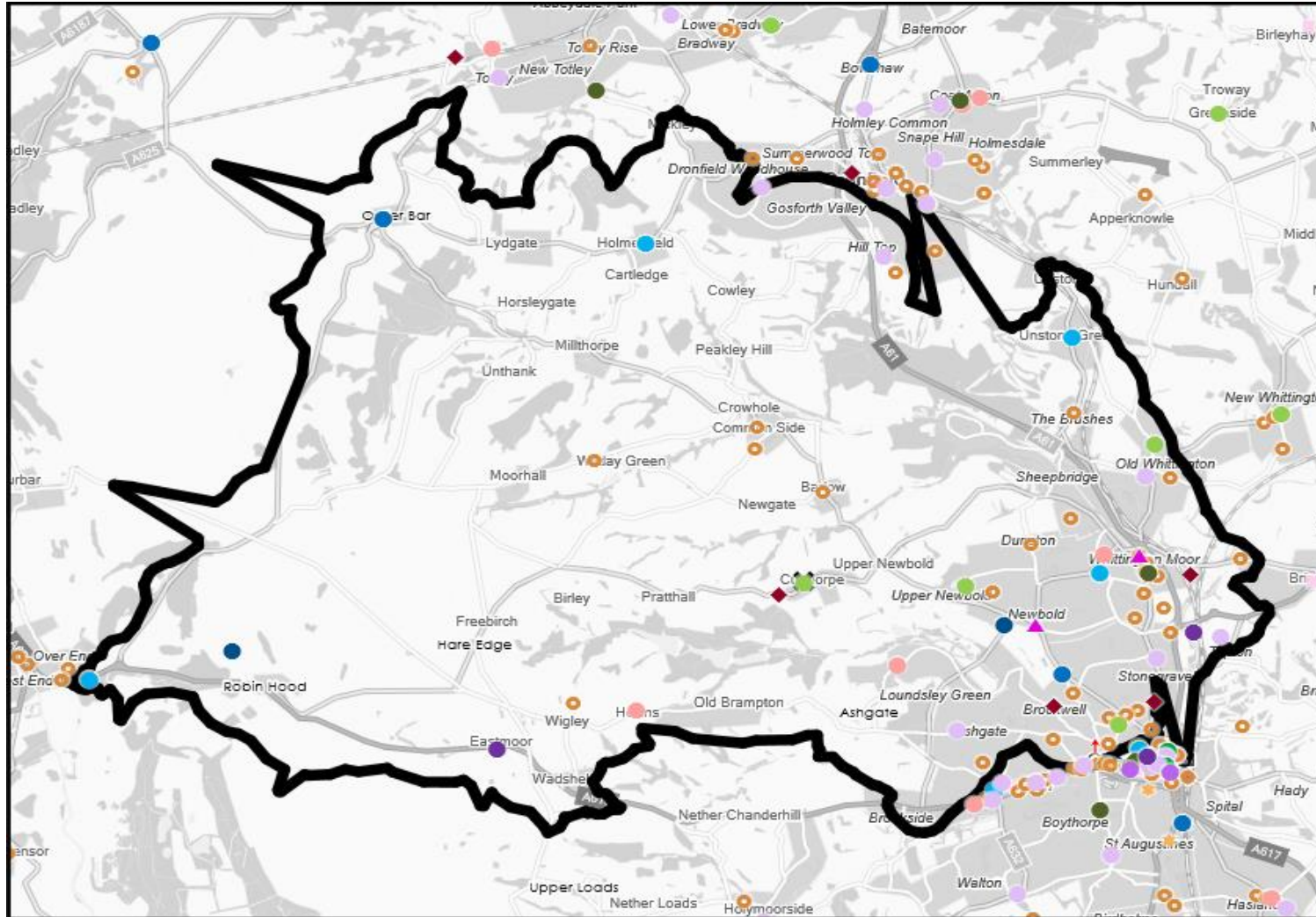
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Registered Club	11	20.8	29.9	70			
Restaurant	7	13.2	34.6	38			
Residential	1	1.9	3.5	54			

Name	Description	License Type	Owner Name	Postcode
Holme Hall Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	S 40 4UX
Tickled Trout	Independent Free	Pubs & Full On	Independent Free	S 18 7SL
Peacock At Barlow	Independent Free	Pubs & Full On	Independent Free	S 18 7TD
Moorlands	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	S 17 3BQ
Donkey Derby	Greene King	Pubs & Full On	Greene King	S 41 8LS
Abbeydale Hotel	Independent Free	Residential	Independent Free	S 40 4TD
Buckingham Hotel	Independent Free	Pubs & Full On	Independent Free	S 41 7PU
Lock Keeper	Whitbread	Pubs & Full On	Whitbread	S 41 7NJ
Giorgios Italian	Independent Free	Restaurant	Independent Free	S 41 8LT
Kaash Tandoori	Independent Free	Restaurant	Independent Free	S 41 8LL
Victoria Club & Institute	Independent Free	Registered Club	Independent Free	S 41 8LX
Brampton Manor	Independent Free	Proprietary Club	Independent Free	S 40 3QR
Mecca Bingo	Rank	Proprietary Club	Rank	S 40 1NJ
Casa Hotel	Independent Free	Pubs & Full On	Independent Free	S 41 7JB
Nonnas	Independent Free	Restaurant	Independent Free	S 40 2AH
Chesterfield Football Club	Independent Free	Proprietary Club	Independent Free	S 41 8NZ
Chesterfield Panthers Rugby Union Foot	Independent Free	Registered Club	Independent Free	S 41 9BF
Beer Parlour	Independent Free	Pubs & Full On	Independent Free	S 41 9BA
Delhi 41	Independent Free	Restaurant	Independent Free	S 41 8LP
Barlow Woodseats Hall	Independent Free	Pubs & Full On	Independent Free	S 18 7SE
Jaceys Micropub	Independent Free	Pubs & Full On	Independent Free	S 41 8LT

MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT_Three Merry LadsS42 7AJ (15 min 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