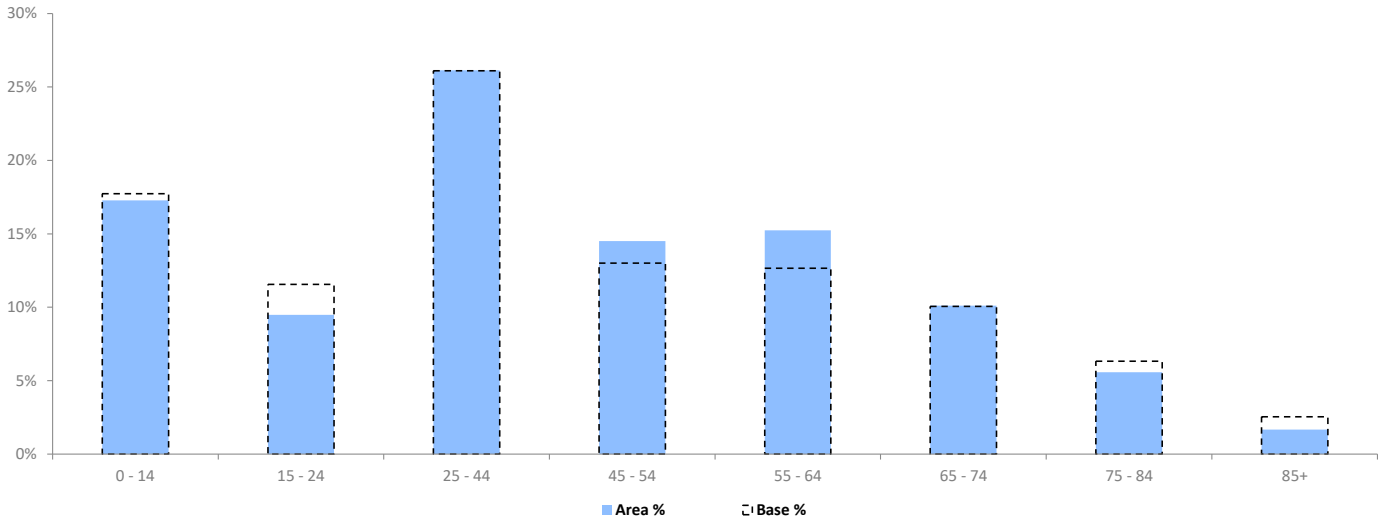


POPULATION PROJECTIONS

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Area: P04171_Thatched House, Wakefield, WF3 4AA (1 Mile contour)
 Base: Great Britain
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,784	17.3	17.7	97			
15 - 24	980	9.5	11.6	82			
25 - 44	2,699	26.1	26.1	100			
45 - 54	1,497	14.5	13.0	111			
55 - 64	1,573	15.2	12.7	120			
65 - 74	1,044	10.1	10.1	100			
75 - 84	575	5.6	6.3	88			
85+	173	1.7	2.5	66			
Total population	10,325						



CGA LICENCED PREMISES

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Area: P04171_Thatched House, Wakefield, WF3 4J

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	6	58.1	85.9	68			
Proprietary Club	0	0.0	8.2	0			
Registered Club	5	48.4	30.1	161			
Restaurant	0	0.0	35.3	0			
Residential	0	0.0	3.5	0			

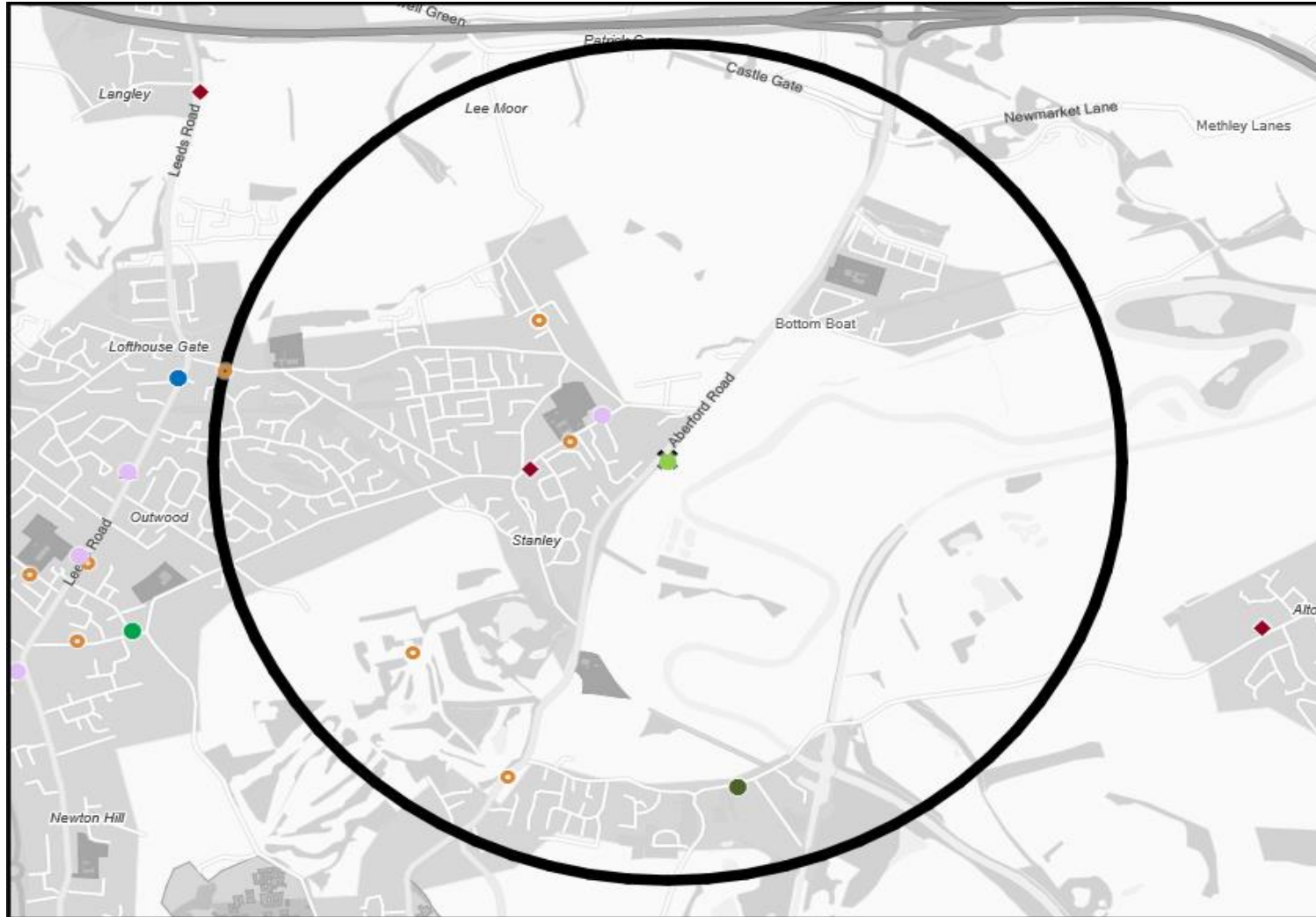
Name	Description	License Type	Owner Name	Postcode
Lofthouse Gate Working Mens Club	Independent Free	Registered Club	Independent Free	WF 3 3HN
Thatched House	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WF 3 4AA
Rodillians Rugby Club	Independent Free	Registered Club	Independent Free	WF 3 4EF
Lee Moor Social Club	Independent Free	Registered Club	Independent Free	WF 3 4EF
Wheatsheaf Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 3 4HP
Waggon & Horses Inn	Independent Free	Pubs & Full On	Independent Free	WF 3 4HS
Travellers Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WF 3 4HZ
Normanton Golf Club	Independent Free	Registered Club	Independent Free	WF 3 4JP
Stanley Ferry	Greene King	Pubs & Full On	Greene King	WF 3 4LT
Graziers Inn	Independent Free	Pubs & Full On	Independent Free	WF 3 4NN
Stanley Sports & Social Club	Independent Free	Registered Club	Independent Free	WF 3 4EF

MAP OF AREA

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Source: OS Open Data 2018

Area: P04171_Thatched House, Wakefield, WF3 4AA (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: P04171_Thatched House, Wakefield, WF3 4AA (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	679	15.3	22.0	70		
2 Rising Prosperity	166	3.7	10.1	37		
3 Comfortable Communities	1,945	43.8	26.2	167		
4 Financially Stretched	1,353	30.5	23.7	128		
5 Urban Adversity	300	6.8	17.6	38		
6 Not Private Households	0	0.0	0.3	0		
Total households	4,443					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%
UK Adults of UK

Age range
35-64

Financial situation

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04171_Thatched House, Wakefield, WF3 4AA (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	575	12.9	11.2	115		
1.C Mature Money	104	2.3	9.6	24		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	166	3.7	6.2	60		
3. Comfortable Communities						
3.F Countryside Communities	215	4.8	5.7	84		
3.G Successful Suburbs	861	19.4	5.9	329		
3.H Steady Neighbourhoods	334	7.5	7.4	102		
3.I Comfortable Seniors	134	3.0	2.9	104		
3.J Starting Out	401	9.0	4.3	208		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	795	17.9	7.9	226		
4.M Striving Families	259	5.8	7.5	77		
4.N Poorer Pensioners	299	6.7	5.9	114		
5. Urban Adversity						
5.O Young Hardship	83	1.9	6.1	30		
5.P Struggling Estates	142	3.2	6.1	52		
5.Q Difficult Circumstances	75	1.7	5.3	32		
6. Not Private Households						
6.R Not Private Households	0	0.0	0.3	0		
Total households	4,443					

Acorn Group Pen Portrait

3 G Successful Suburbs 3.2M UK Adults 6.1% of UK

Home-owning families living comfortably in stable areas in suburban and semi-rural locations. They mainly live in three or four bedroom detached and semi-detached homes of an average value for the locality.

DEMOGRAPHICS

Age range 35-54	Children at home 2
House tenure Mortgaged	Family structure Couple with children
Number of beds 4	House type Detached

FINANCIAL PROFILE

Household Income UK: £48k London: £51k Average: £40k Average: £44k	% Disposable Income UK: 48% London: 43% Average: 44% Average: 39%	Financial situation Running into debt Saving a lot
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BRANDS

SHOPPING: mamas papas, ERNEST JONES, CRABTREE & EVELYN, Dunelm
LEISURE: Ed's, Nando's, PREZZO, CHEQUO
WEBSITES: tripadvisor, GoCompare, ticketmaster, Money Super Market

DIGITAL ATTITUDES

I worry about online security 56% UK average: 55%	Shopping online makes my life easier 53% UK average: 53%	I couldn't live without the internet on my mobile 32% UK average: 34%
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KEY INTERNET USAGE This group are more likely to browse for holidays online	TECHNOLOGY USAGE This group are more likely to purchase car insurance online	This group are more likely to own a videogame console
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04171_Thatched House, Wakefield, WF3 4AA (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn Structure
 Index
 Profile %

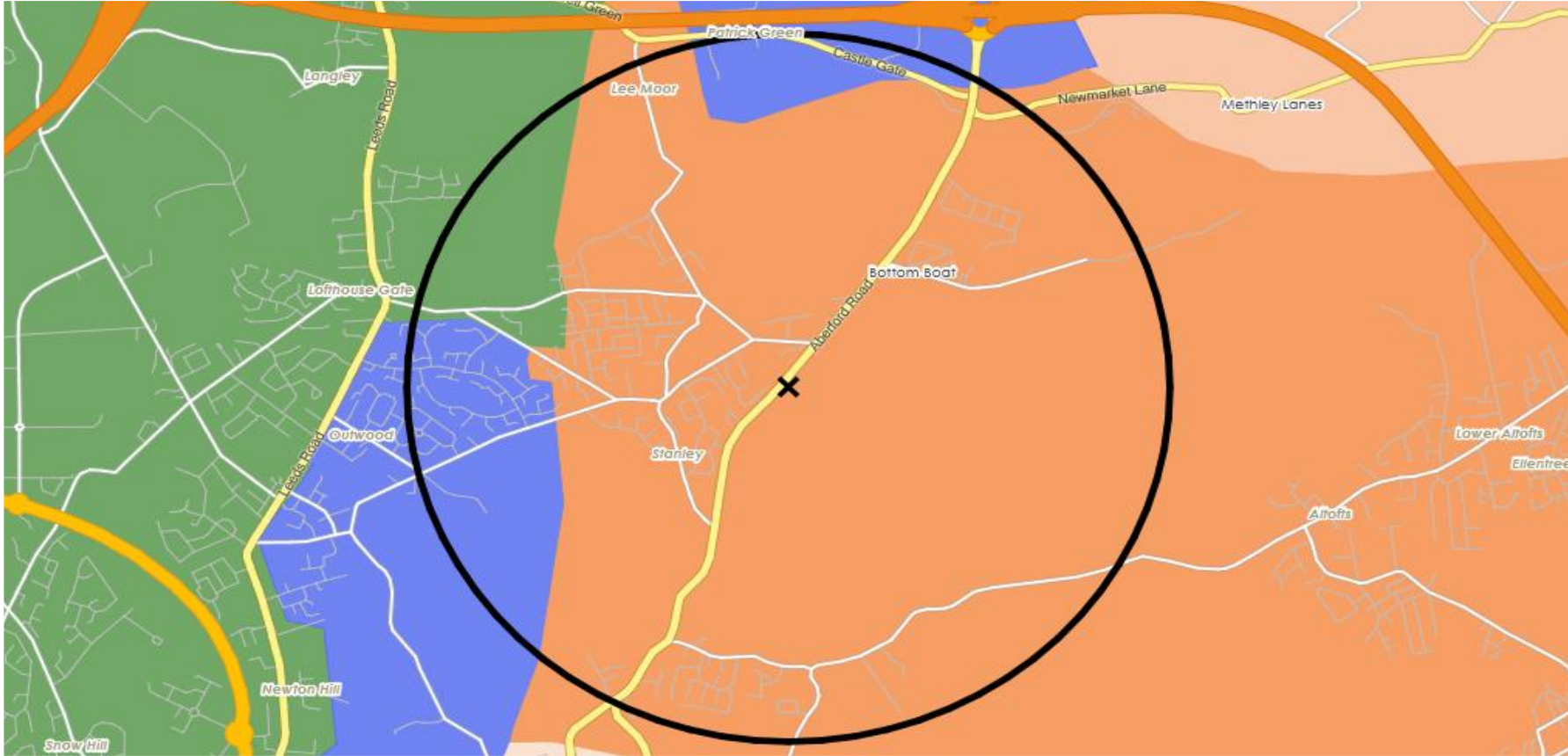
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	7	0.2	2.6	6			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	431	9.7	2.2	441			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	1	0.0	1.5	1			
1.B.9 Well-off edge of towners	136	3.1	1.6	189			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	32	0.7	2.9	25			
1.C.12 Retired and empty nesters	19	0.4	2.5	17			
1.C.13 Upmarket downsizers	53	1.2	1.3	92			
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	133	3.0	1.9	159			
2.E.19 First time buyers in small, modern homes	33	0.7	3.3	23			
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	215	4.8	3.2	152			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	482	10.8	2.6	411			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	379	8.5	2.4	352			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	103	2.3	3.4	67			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	231	5.2	2.3	223			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	122	2.7	2.4	114			
3.I.31 Elderly singles in purpose-built accommodation	12	0.3	0.5	55			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	61	1.4	2.1	66			
3.J.33 Smaller houses and starter homes	340	7.7	2.3	340			
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	73	1.6	1.4	117			
4.L.38 Semi-skilled workers in traditional neighbourhoods	303	6.8	2.6	260			
4.L.39 Fading owner occupied terraces	419	9.4	2.9	327			
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	17	0.4	1.6	24			
4.M.42 Struggling young families in post-war terraces	43	1.0	1.7	58			
4.M.43 Families in right-to-buy estates	72	1.6	2.1	78			
4.M.44 Post-war estates, limited means	127	2.9	2.2	130			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	22	0.5	0.8	63			
4.N.46 Elderly people in social rented flats	49	1.1	1.1	102			
4.N.47 Low income older people in smaller semis	151	3.4	2.3	149			
4.N.48 Pensioners and singles in social rented flats	77	1.7	1.8	98			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.1	0			
5.O.50 Struggling younger people in mixed tenure	83	1.9	1.7	107			
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	30	0.7	1.6	42			
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	112	2.5	1.6	153			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	15	0.3	1.5	22			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	60	1.4	2.0	66			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,443						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: P04171_Thatched House, Wakefield, WF3 4AA (1 Mile contour)



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

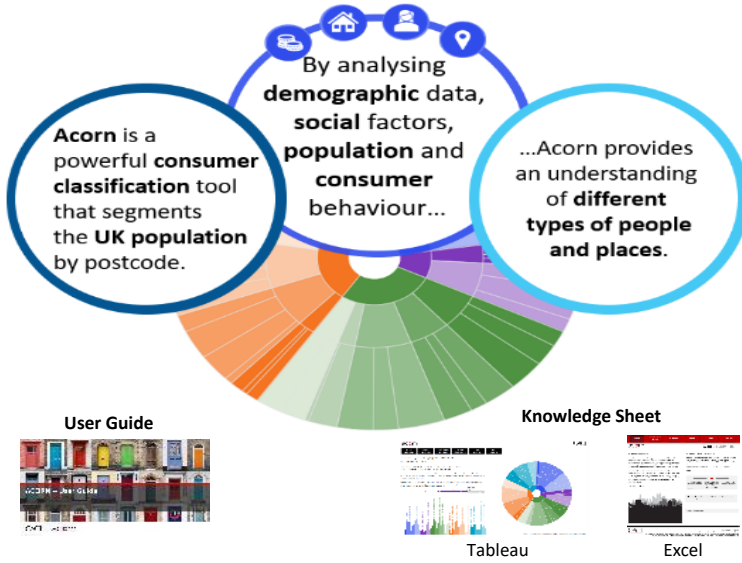
Acorn Groups

- 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
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
12.0M 22.8%
UK Adults of UK

Age range

55+

Financial situation

Running into debt ← → Saving a lot

House type

Detached

House tenure

Owned outright

Children at home

0

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

