

POPULATION PROJECTIONS

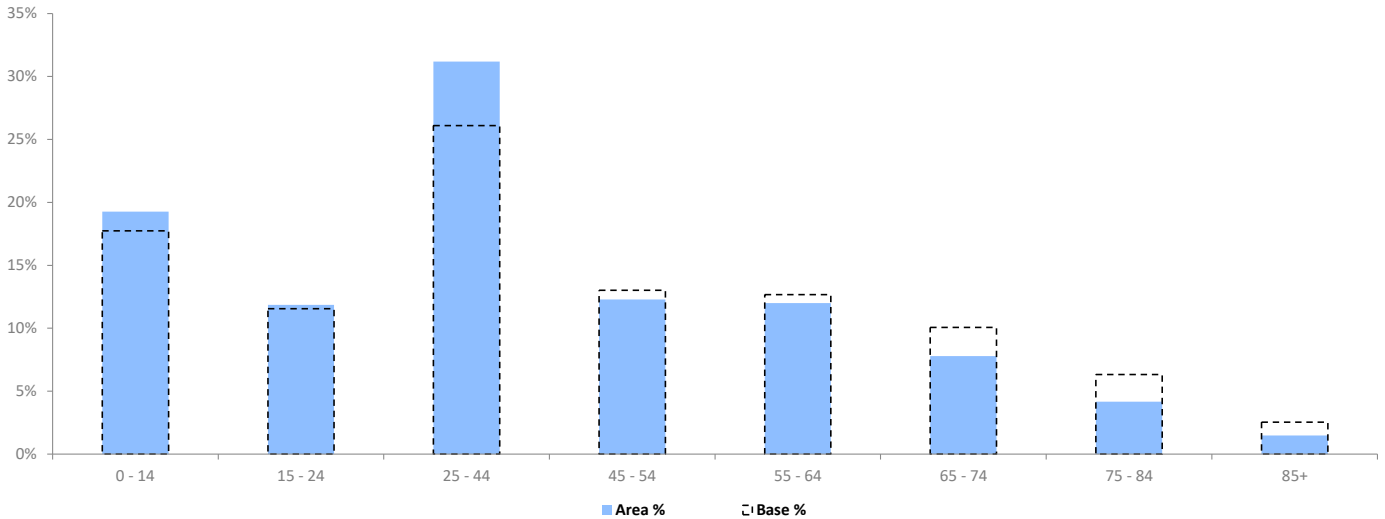
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Area: P04385_New Griffin, Hull, HU3 6EN (1 Mile contour)

Base: Great Britain

Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	7,757	19.3	17.7	109			
15 - 24	4,774	11.9	11.6	103			
25 - 44	12,557	31.2	26.1	119			
45 - 54	4,947	12.3	13.0	94			
55 - 64	4,834	12.0	12.7	95			
65 - 74	3,133	7.8	10.1	77			
75 - 84	1,677	4.2	6.3	66			
85+	594	1.5	2.5	58			
Total population	40,273						



CGA LICENCED PREMISES

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Area: P04385_New Griffin, Hull, HU3 6EN (1 Mile c
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	25	62.1	85.9	72			
Proprietary Club	3	7.4	8.2	91			
Registered Club	6	14.9	30.1	50			
Restaurant	12	29.8	35.3	84			
Residential	2	5.0	3.5	141			

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
Ryder Social Club	Independent Free	Registered Club	Independent Free	HU 3 2SJ
Criterion	Independent Free	Pubs & Full On	Independent Free	HU 3 3DB
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
Fiveways Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HU 4 6EZ
Pickering Park Hotel	Independent Free	Residential	Independent Free	HU 4 6NN
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
Brownies	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HU 3 6QR
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
La Gondola	Independent Free	Restaurant	Independent Free	HU 5 3TT
Boulevard Cafe Bar	Independent Free	Pubs & Full On	Independent Free	HU 3 3EQ
Madras Restaurant	Independent Free	Restaurant	Independent Free	HU 3 2SE
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
Transylvania House	Independent Free	Restaurant	Independent Free	HU 3 3EQ
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
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

MAP OF AREA

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Source: OS Open Data 2018

Area: P04385_New Griffin, Hull, HU3 6EN (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: P04385_New Griffin, Hull, HU3 6EN (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	42	0.2	22.0	1		
2 Rising Prosperity	228	1.3	10.1	13		
3 Comfortable Communities	1,943	10.8	26.2	41		
4 Financially Stretched	3,355	18.7	23.7	79		
5 Urban Adversity	12,360	68.8	17.6	391		
6 Not Private Households	27	0.2	0.3	45		
Total households	17,955					

Acorn Category Pen Portrait

5 Urban Adversity

Age range
25-34

Financial situation
Running into debt ————— Saving a lot

Children at home
3+

8.5M UK Adults **16.1%** of UK

House type
Flat or terraced

House tenure
Social renting

Number of beds
1-2

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 30%
- P Struggling Estates 43%
- Q Difficult Circumstances 27%

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 GROUP PROFILE - HOUSEHOLDS

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Area: P04385_New Griffin, Hull, HU3 6EN (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	42	0.2	11.2	2			
1.C Mature Money	0	0.0	9.6	0			
2. Rising Prosperity							
2.D City Sophisticates	21	0.1	4.0	3			
2.E Career Climbers	207	1.2	6.2	19			
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	398	2.2	7.4	30			
3.I Comfortable Seniors	20	0.1	2.9	4			
3.J Starting Out	1,465	8.2	4.3	188			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,993	11.1	7.9	140			
4.M Striving Families	622	3.5	7.5	46			
4.N Poorer Pensioners	740	4.1	5.9	70			
5. Urban Adversity							
5.O Young Hardship	8,851	49.3	6.1	802			
5.P Struggling Estates	1,331	7.4	6.1	121			
5.Q Difficult Circumstances	2,178	12.1	5.3	227			
6. Not Private Households							
6.R Not Private Households	27	0.2	0.3	45			
Total households	17,955						

Acorn Group Pen Portrait

5 O Young Hardship 2.7M UK Adults 5.2% 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.

DEMOGRAPHICS

Age range 25-34	Children at home 1
House tenure Privately renting	Family structure Single parent
Number of beds 2	House type Terraced

BRANDS

SHOPPING: Poundland, b&m, The Works

LEISURE: Harvester, KFC, KINGS HENS, Pizza Hut

WEBSITES: Gumtree, very, Argos, HUNGRY HORSE

DIGITAL ATTITUDES

- I worry about online security: **52%** (UK average: 55%)
- Shopping online makes my life easier: **52%** (UK average: 53%)
- I couldn't live without the internet on my mobile: **38%** (UK average: 34%)

FINANCIAL PROFILE

Household Income UK: £30k (Average: £40k) London: £34k (Average: £44k)	% Disposable Income UK: 39% (Average: 44%) London: 28% (Average: 39%)	Financial situation Running into debt Saving a lot
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KEY INTERNET USAGE

This group are more likely to **research credit cards** online

TECHNOLOGY USAGE

This group are more likely to **take out a credit card** online

This group are more likely to **watch TV on demand on a laptop**



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

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Area: P04385_New Griffin, Hull, HU3 6EN (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	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	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	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	2.9	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	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	21	0.1	1.0	12			
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	207	1.2	3.3	35			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	60	0.3	2.6	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	195	1.1	3.4	32			
3.H.28 Owner occupied terraces, average income	163	0.9	1.6	57			
3.H.29 Established suburbs, older families	40	0.2	2.3	10			
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	1,235	6.9	2.1	328			
3.J.33 Smaller houses and starter homes	230	1.3	2.3	57			
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	16	0.1	1.4	6			
4.L.38 Semi-skilled workers in traditional neighbourhoods	415	2.3	2.6	88			
4.L.39 Fading owner occupied terraces	1,562	8.7	2.9	302			
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	104	0.6	1.7	35			
4.M.43 Families in right-to-buy estates	190	1.1	2.1	51			
4.M.44 Post-war estates, limited means	328	1.8	2.2	83			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	124	0.7	0.8	88			
4.N.46 Elderly people in social rented flats	270	1.5	1.1	139			
4.N.47 Low income older people in smaller semis	67	0.4	2.3	16			
4.N.48 Pensioners and singles in social rented flats	279	1.6	1.8	88			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,147	6.4	2.1	298			
5.O.50 Struggling younger people in mixed tenure	1,313	7.3	1.7	419			
5.O.51 Young people in small, low cost terraces	6,391	35.6	2.3	1,580			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	1,176	6.5	1.6	403			
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	155	0.9	1.6	52			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	7	0.0	1.5	3			
5.Q.58 Singles and young families, some receiving benefits	1,514	8.4	1.8	471			
5.Q.59 Deprived areas and high-rise flats	657	3.7	2.0	180			
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	17,955						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04385_New Griffin, Hull, HU3 6EN (1 Mile contour)

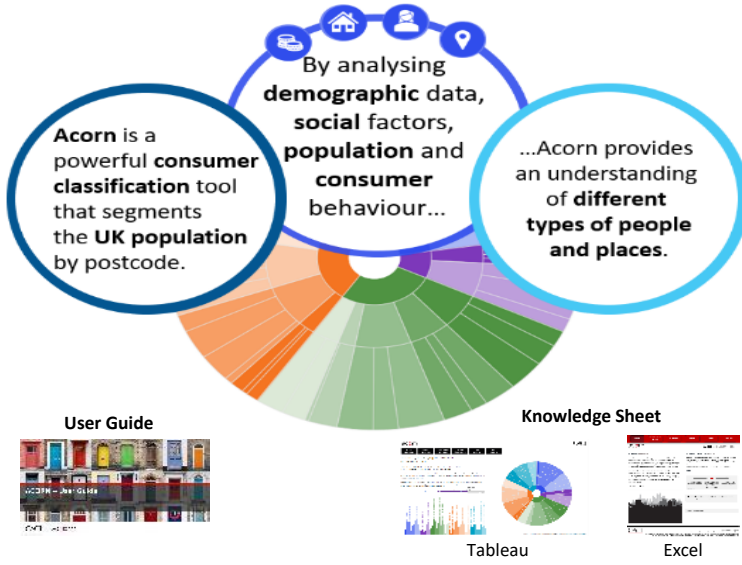


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	O. Young Hardship	49-51
4. Financially Stretched	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 UK Adults 22.8% 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

