

POPULATION PROJECTIONS

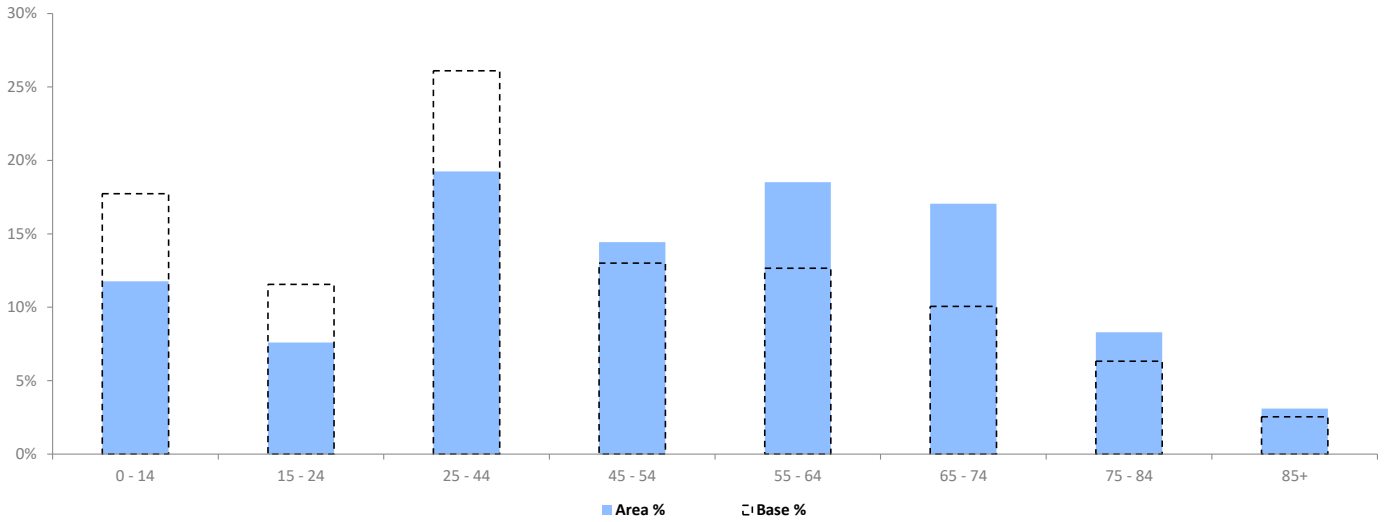
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Area: P04558_Rose Cottage, Matlock Bath, DE4 3NS (1 Mile contour)

Base: Great Britain

Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	274	11.8	17.7	66			
15 - 24	177	7.6	11.6	66			
25 - 44	448	19.2	26.1	74			
45 - 54	336	14.4	13.0	111			
55 - 64	431	18.5	12.7	146			
65 - 74	397	17.1	10.1	169			
75 - 84	193	8.3	6.3	131			
85+	72	3.1	2.5	122			
Total population	2,328						



CGA LICENCED PREMISES

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Area: P04558_Rose Cottage, Matlock Bath, DE4 3N

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	19	816.2	85.9	950			
Proprietary Club	1	43.0	8.2	523			
Registered Club	1	43.0	30.1	143			
Restaurant	3	128.9	35.3	365			
Residential	2	85.9	3.5	2435			

Name	Description	License Type	Owner Name	Postcode
Kings Head Inn	George Bateman & Son	Pubs & Full On	George Bateman & Son	DE 4 2AA
Townend Farmhouse	Independent Free	Residential	Independent Free	DE 4 2AE
Duke William	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 4 3BZ
Moja	Independent Free	Restaurant	Independent Free	DE 4 3LU
Fishponds Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE 4 3NR
Hodgkinsons Hotel & Restaurant	Independent Free	Residential	Independent Free	DE 4 3NR
Rose Cottage	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 4 3NS
Shaih Mohal Restaurant	Independent Free	Restaurant	Independent Free	DE 4 3NT
Midland Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE 4 3NS
Heights Of Abraham	Independent Free	Pubs & Full On	Independent Free	DE 4 3PD
Brook New Bath Hotel	Unknown	Pubs & Full On	Unknown	DE 4 3PX
Greyhound Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 4 3QE
Boat Inn	Independent Free	Pubs & Full On	Independent Free	DE 4 3QF
Bell Inn	Unknown	Pubs & Full On	Unknown	DE 4 3RF
White Lion	Marston's	Pubs & Full On	Marston's	DE 4 5JA
Pav Nightclub	Independent Free	Proprietary Club	Independent Free	DE 4 3NR
High Tor Hotel	Independent Free	Pubs & Full On	Independent Free	DE 4 3PS
Harveys Wine Bar	Independent Free	Pubs & Full On	Independent Free	DE 4 3LU
Cromford Community Centre	Independent Free	Registered Club	Independent Free	DE 4 3RE
Toad Tails And Ales	Independent Free	Pubs & Full On	Independent Free	DE 4 3NR
Monk Cellar	Independent Free	Pubs & Full On	Independent Free	DE 4 3LU
Charles Steak House	Independent Free	Pubs & Full On	Independent Free	DE 4 3NR
Old Bank Cafe Bar	Independent Free	Pubs & Full On	Independent Free	DE 4 3NS
When The Clock Strikes 3	Independent Free	Pubs & Full On	Independent Free	DE 4 3NS
Chilli Jacks	Independent Free	Restaurant	Independent Free	DE 4 3LU
Parkys Eatery	Independent Free	Pubs & Full On	Independent Free	DE 4 3RE

MAP OF AREA

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Source: OS Open Data 2018

Area: P04558_Rose Cottage, Matlock Bath, DE4 3NS (1 Mile contour)




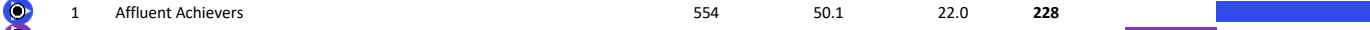











KEY

- 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: P04558_Rose Cottage, Matlock Bath, DE4 3NS (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	554	50.1	22.0	228		
 2 Rising Prosperity	46	4.2	10.1	41		
 3 Comfortable Communities	287	26.0	26.2	99		
 4 Financially Stretched	215	19.5	23.7	82		
 5 Urban Adversity	0	0.0	17.6	0		
 6 Not Private Households	3	0.3	0.3	81		
 Graph						
Total households	1,105					

Acorn Category Pen Portrait

1 Affluent Achievers
12.0M 22.8%
UK Adults of UK

Age range

55+

House type

Detached

Financial situation

← Running into debt Saving a lot →

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

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04558_Rose Cottage, Matlock Bath, DE4 3NS (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	66	6.0	11.2	53			
1.C Mature Money	488	44.2	9.6	459			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	46	4.2	6.2	67			
3. Comfortable Communities							
3.F Countryside Communities	111	10.0	5.7	175			
3.G Successful Suburbs	140	12.7	5.9	215			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	36	3.3	4.3	75			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	124	11.2	7.9	142			
4.M Striving Families	53	4.8	7.5	64			
4.N Poorer Pensioners	38	3.4	5.9	58			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.1	0			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	0	0.0	5.3	0			
6. Not Private Households							
6.R Not Private Households	3	0.3	0.3	81			
Total households	1,105						

Acorn Group Pen Portrait

1 C Mature Money 4.9M UK Adults 9.3% of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

DEMOGRAPHICS

Age range 65+	Children at home 0
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached

BRANDS

SHOPPING LAKELAND	LAURA ASHLEY	JO MALONE	W
LEISURE BROWNS	NESPRESSO	M&S	COFFEE NERO
WEBSITES amazon	MoneySavingExpert.com	M&S	BBC NEWS

DIGITAL ATTITUDES

I worry about online security 58% UK average: 55%	Shopping online makes my life easier 52% UK average: 53%	I couldn't live without the internet on my mobile 26% UK average: 34%
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FINANCIAL PROFILE

Household Income UK £46k London £50k Average: £40k Average: £44k	% Disposable Income UK 54% London 51% Average: 44% Average: 39%	Financial situation Running into debt Saving a lot
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KEY INTERNET USAGE **TECHNOLOGY USAGE**

This group are more likely to research home insurance online	This group are more likely to purchase event tickets online	This group are more likely to own a tablet
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04558_Rose Cottage, Matlock Bath, DE4 3NS (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	31	2.8	2.6	107			
1.B.5 Wealthy countryside commuters	29	2.6	2.4	109			
1.B.6 Financially comfortable families	6	0.5	2.2	25			
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	367	33.2	3.0	1,113			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	45	4.1	2.5	164			
1.C.13 Upmarket downsizers	76	6.9	1.3	528			
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	19	1.7	1.9	91			
2.E.19 First time buyers in small, modern homes	27	2.4	3.3	75			
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	111	10.0	3.2	317			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.6	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	140	12.7	2.4	523			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
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	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	36	3.3	2.3	145			
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	51	4.6	1.4	328			
4.L.38 Semi-skilled workers in traditional neighbourhoods	73	6.6	2.6	251			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	53	4.8	1.6	301			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.7	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	15	1.4	0.8	173			
4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
4.N.47 Low income older people in smaller semis	23	2.1	2.3	92			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.8	0			
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	0	0.0	1.7	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	0	0.0	1.6	0			
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	0	0.0	1.6	0			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
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	0	0.0	2.0	0			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	3	0.3	0.1	467			
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	1,105						

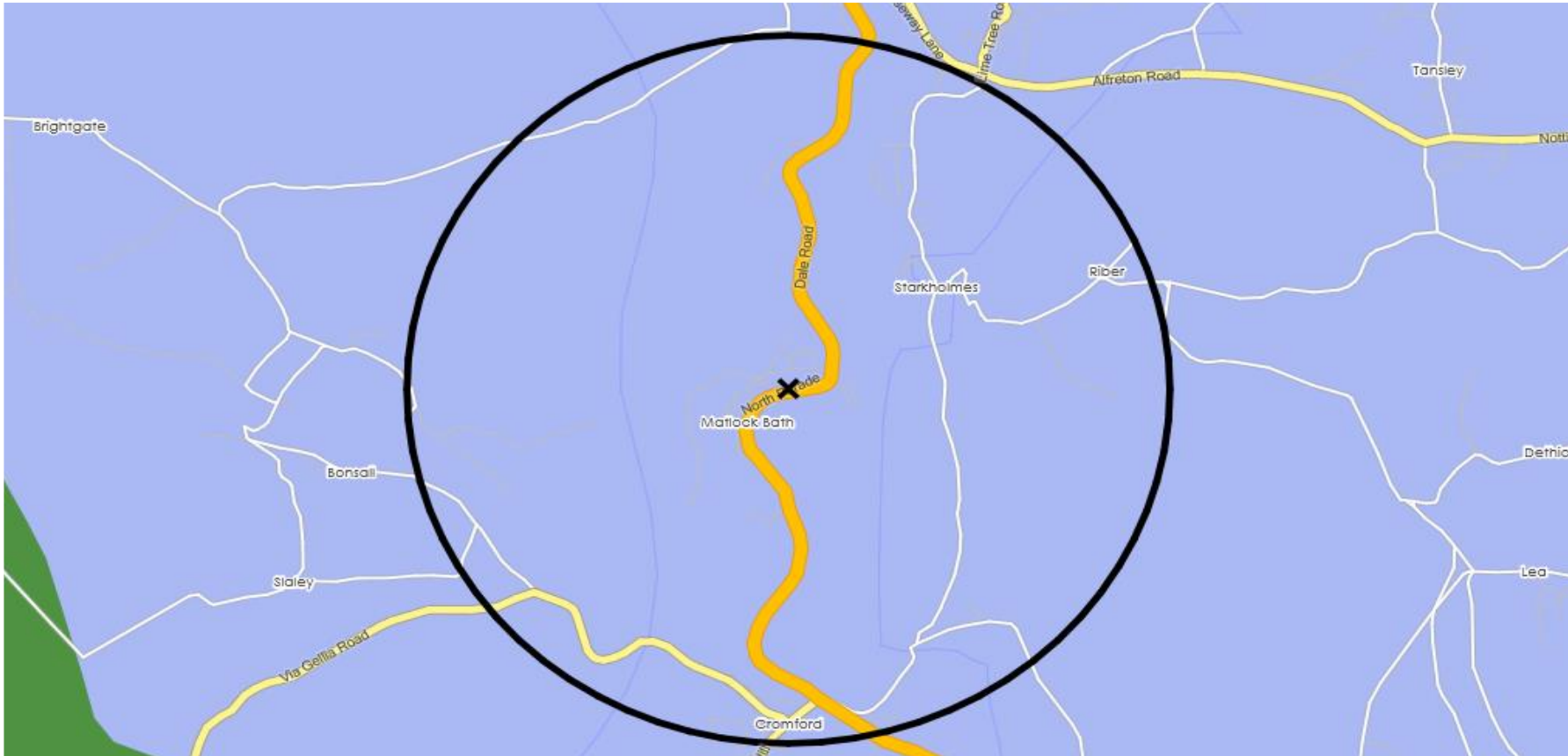
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04558_Rose Cottage, Matlock Bath, DE4 3NS (1 Mile contour)



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

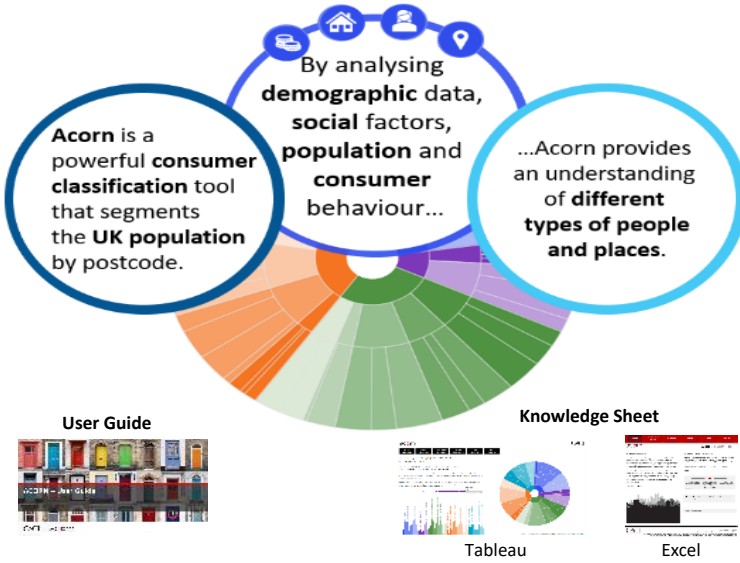
Acorn Groups

- 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
	<input type="radio"/>	R. Not Private Households	60-62

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

