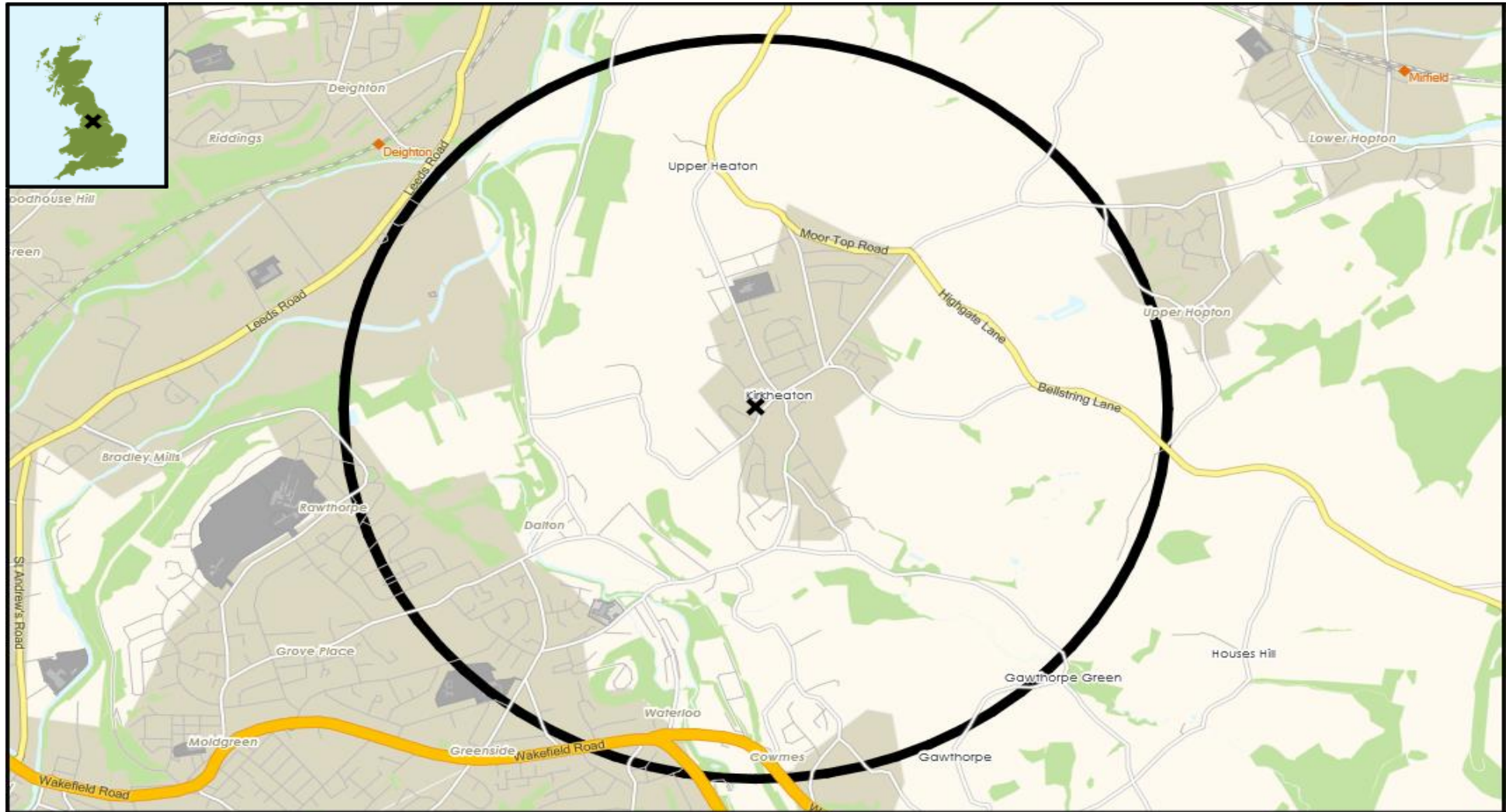


MAP OF AREA

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Source: OS Open Data 2018

Area: P04010_Spangled Bull, Huddersfield, HD5 0JG (1 Mile contour)

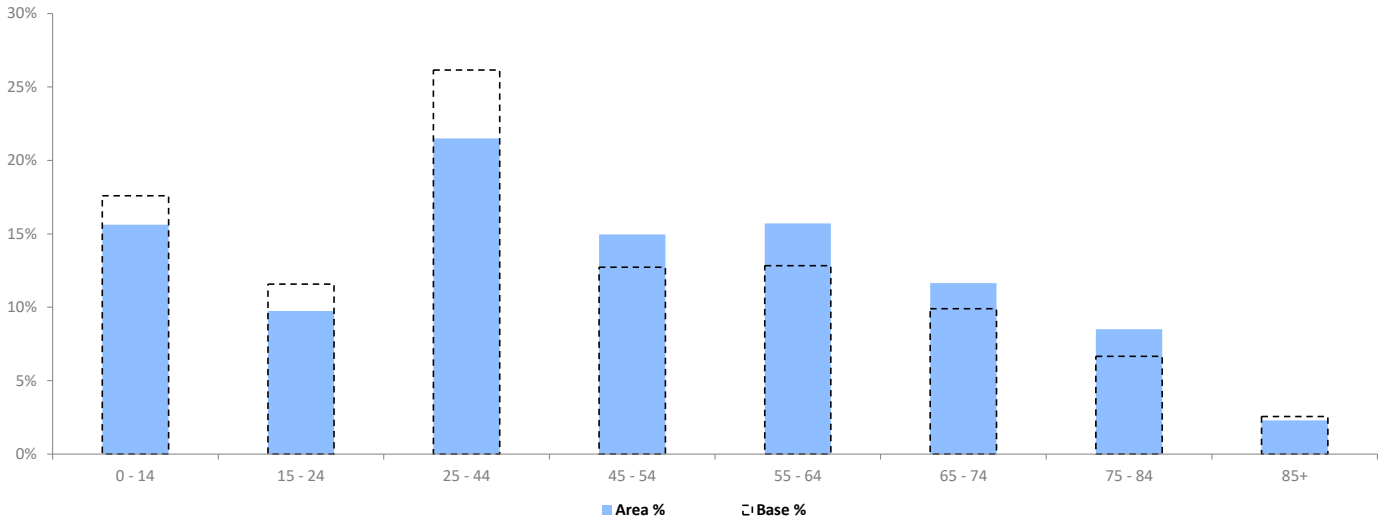


POPULATION PROJECTIONS

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Area: P04010_Spangled Bull, Huddersfield, HD5 0JG (1 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,363	15.6	17.6	89			
15 - 24	851	9.8	11.6	84			
25 - 44	1,877	21.5	26.2	82			
45 - 54	1,306	15.0	12.7	118			
55 - 64	1,371	15.7	12.8	122			
65 - 74	1,017	11.7	9.9	118			
75 - 84	742	8.5	6.7	128			
85+	201	2.3	2.6	90			
Total population	8,728						



EXPENDITURE

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Area: P04010_Spangled Bull, Huddersfield, HD5 0JG (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	£266,253	£68.59	£73.74	93			
2. Alcoholic beverages, tobacco and narcotics	£101,971	£26.27	£27.43	96			
3. Clothing & Footwear	£153,357	£39.50	£41.92	94			
4. Housing, water, electricity, gas and other fuels	£302,593	£77.95	£92.23	85			
5. Furnishings, equipment and routine maintenance	£142,541	£36.72	£39.49	93			
6. Health	£73,387	£18.90	£16.97	111			
7. Transport	£402,435	£103.67	£115.30	90			
8. Communication	£54,275	£13.98	£14.64	95			
9. Recreation & Culture	£390,953	£100.71	£100.48	100			
10. Education	£49,385	£12.72	£22.34	57			
11. Restaurants & Hotels	£308,183	£79.39	£82.30	96			
12. Miscellaneous goods and services	£385,421	£99.28	£104.94	95			
Total Expenditure	£2,630,754	£677.68	£731.77	93			

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.

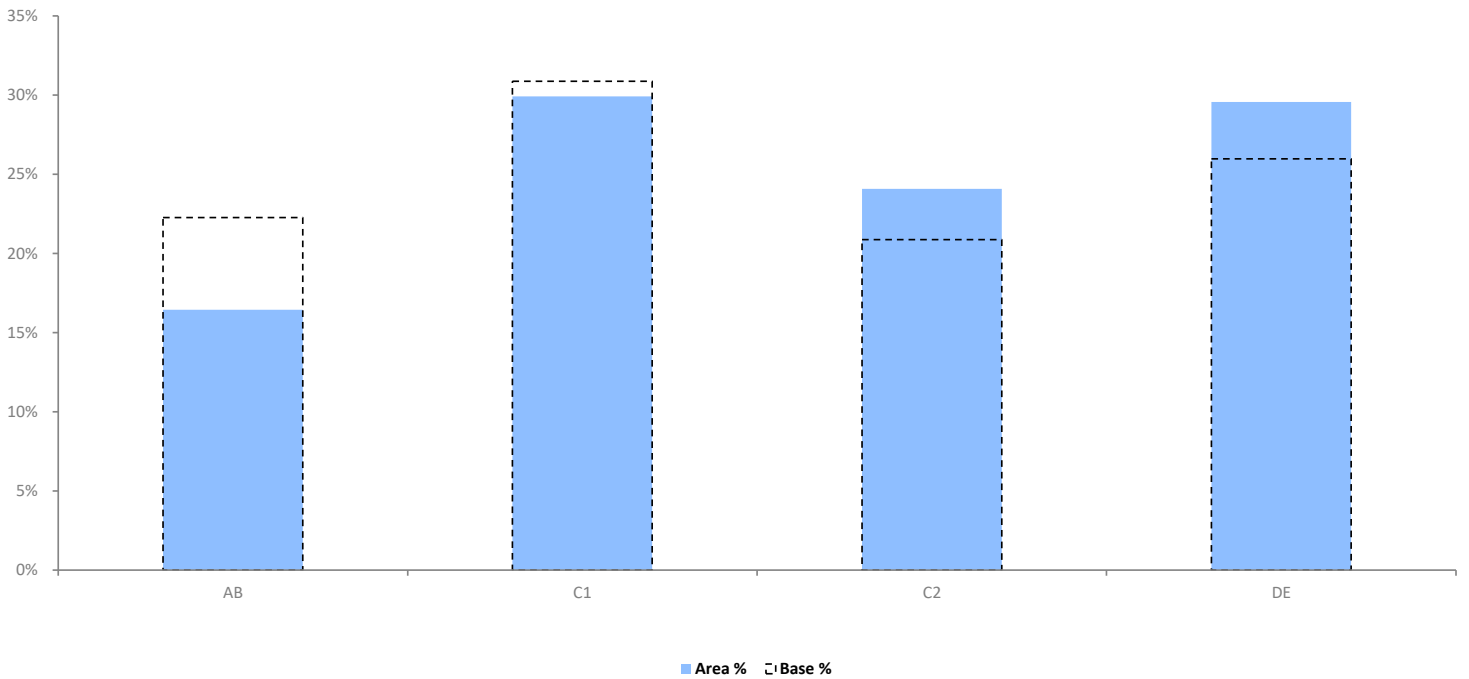
UP TO DATE DEMOGRAPHICS

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Area: P04010_Spangled Bull, Huddersfield, HD5 0JG (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	627	16.4	22.3	74			
C1: Supervisory, clerical, jr managerial/admin/professional	1,141	29.9	30.9	97			
C2: Skilled manual workers	918	24.1	20.9	115			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,127	29.6	26.0	114			
Total household reference persons aged 16 to 64	3,813						



CGA LICENCED PREMISES

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Area: P04010_Spangled Bull, Huddersfield, HD5 0J

Base: Great Britain

Year: 2022

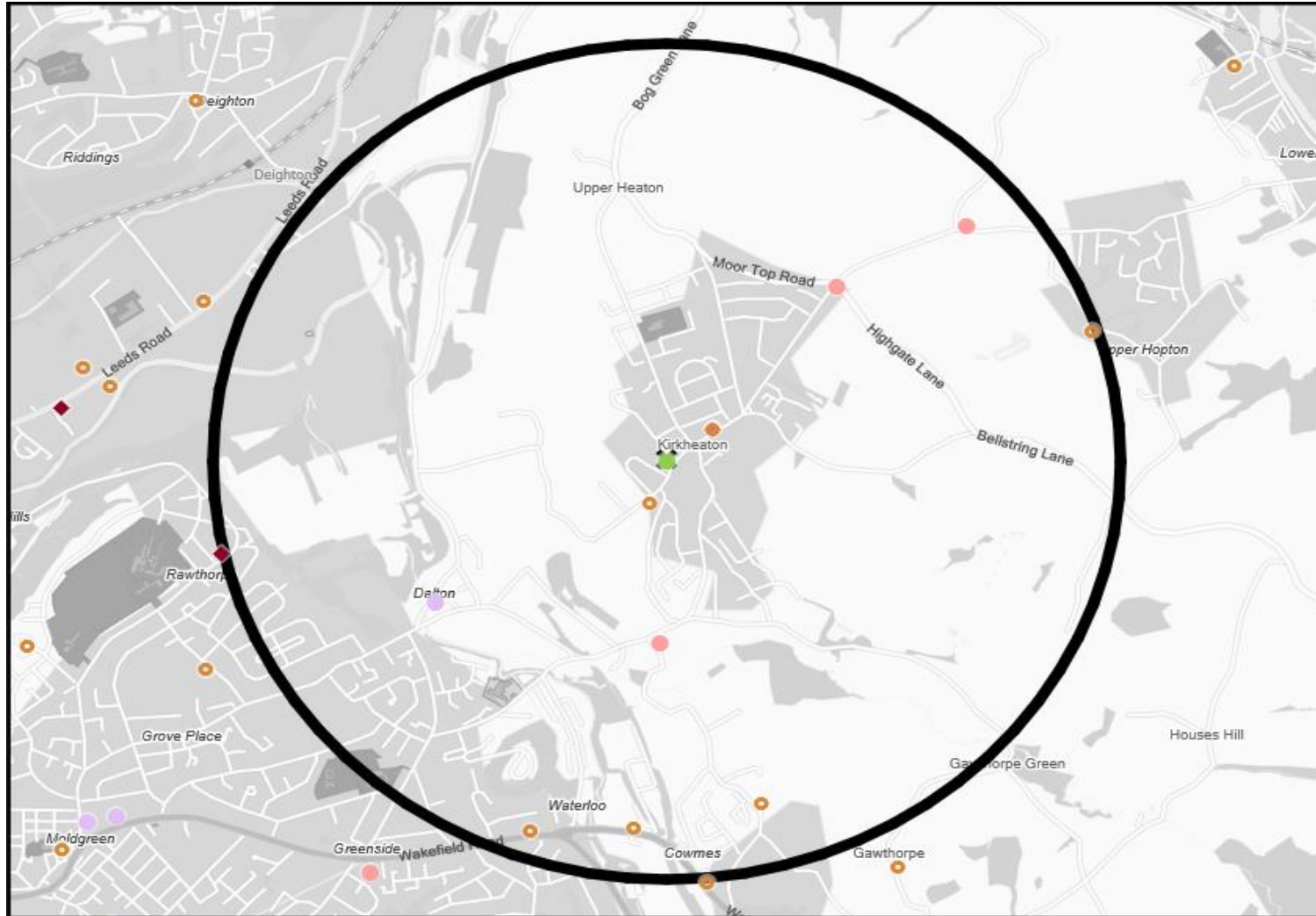
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	6	68.7	82.8	83			
Proprietary Club	0	0.0	7.5	0			
Registered Club	5	57.3	28.7	199			
Restaurant	1	11.5	32.5	35			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Waterloo Bowling Club	Independent Free	Registered Club	Independent Free	HD 5 9XP
Lascelles Hill Cricket Club	Independent Free	Registered Club	Independent Free	HD 5 0BD
Beaumont Arms	Holme Valley Inns Ltd	Pubs & Full On	Star Pubs & Bars	HD 5 0BH
Yeaton Cask	Unknown	Pubs & Full On	Unknown	HD 5 0HW
Kirkheaton Conservative Club	Independent Free	Registered Club	Independent Free	HD 5 0HW
Spangled Bull	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HD 5 0JG
Kirkheaton Cricket & Bowling Club	Independent Free	Registered Club	Independent Free	HD 5 0JW
Blacksmiths Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HD 5 0PH
Black Horse	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HD 5 9ST
Travellers Rest	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WF14 8EJ
Upper Hopton Working Mens Club	Independent Free	Registered Club	Independent Free	WF14 8HU
Cardamon Green	Independent Free	Restaurant	Independent Free	HD 5 0AL

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04010_Spangled Bull, Huddersfield, HD5 0JG (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: P04010_Spangled Bull, Huddersfield, HD5 0JG (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	467	12.2	22.0	56		
 2 Rising Prosperity	144	3.8	10.3	37		
 3 Comfortable Communities	1,526	40.0	26.3	152		
 4 Financially Stretched	1,102	28.9	23.7	122		
 5 Urban Adversity	569	14.9	17.4	86		
 6 Not Private Households	5	0.1	0.3	39		
 Graph						
Total households	3,813					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
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 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04010_Spangled Bull, Huddersfield, HD5 0JG (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	201	5.3	11.2	47		
1.C Mature Money	266	7.0	9.6	73		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	144	3.8	6.3	60		
3. Comfortable Communities						
3.F Countryside Communities	106	2.8	5.7	48		
3.G Successful Suburbs	351	9.2	5.9	156		
3.H Steady Neighbourhoods	617	16.2	7.4	220		
3.I Comfortable Seniors	328	8.6	2.9	300		
3.J Starting Out	124	3.3	4.4	73		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	574	15.1	7.9	189		
4.M Striving Families	246	6.5	7.5	86		
4.N Poorer Pensioners	282	7.4	5.8	127		
5. Urban Adversity						
5.O Young Hardship	81	2.1	6.2	34		
5.P Struggling Estates	255	6.7	5.9	113		
5.Q Difficult Circumstances	233	6.1	5.3	115		
6. Not Private Households						
6.R Not Private Households	5	0.1	0.3	39		
Total households	3,813					

Acorn Group Pen Portrait

3 H Steady Neighbourhoods 4.2M UK Adults 8.0% of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

CORE DEMOGRAPHICS

- Age range: **35-64**
- Children at home: **2**
- House tenure: **Mortgaged**
- Family structure: **Couple with children**
- Number of beds: **3**
- House type: **Semi-detached**

BRANDS

- SHOPPING: RADLEY LONDON, schuh, FATFACE, Joules
- LEISURE: IGUANAS, Pizza-Hut, Bella Italia, Zizzi
- WEBSITES: Quidco, THE NATIONAL LOTTERY, GROUPON, sky

DIGITAL

ATTITUDES

- I worry about online security: **59%** (UK average: 59%)
- Shopping online makes my life easier: **62%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **26%** (UK average: 28%)

FINANCIAL PROFILE

- Household income: UK **£45k** (Average: £40k), London **£50k** (Average: £46k)
- % Disposable income: UK **46%** (Average: 43%), London **38%** (Average: 29%)
- Financial situation:

TOP BEHAVIOURS

- Research days out online**
- Watch TV via set-top box**
- Owns a tablet**

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

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Area: P04010_Spangled Bull, Huddersfield, HD5 0JG (1 Mile contour)
 Base: Great Britain
 Year: 2022

Sort by: Acorn Structure
 Index
 Profile %

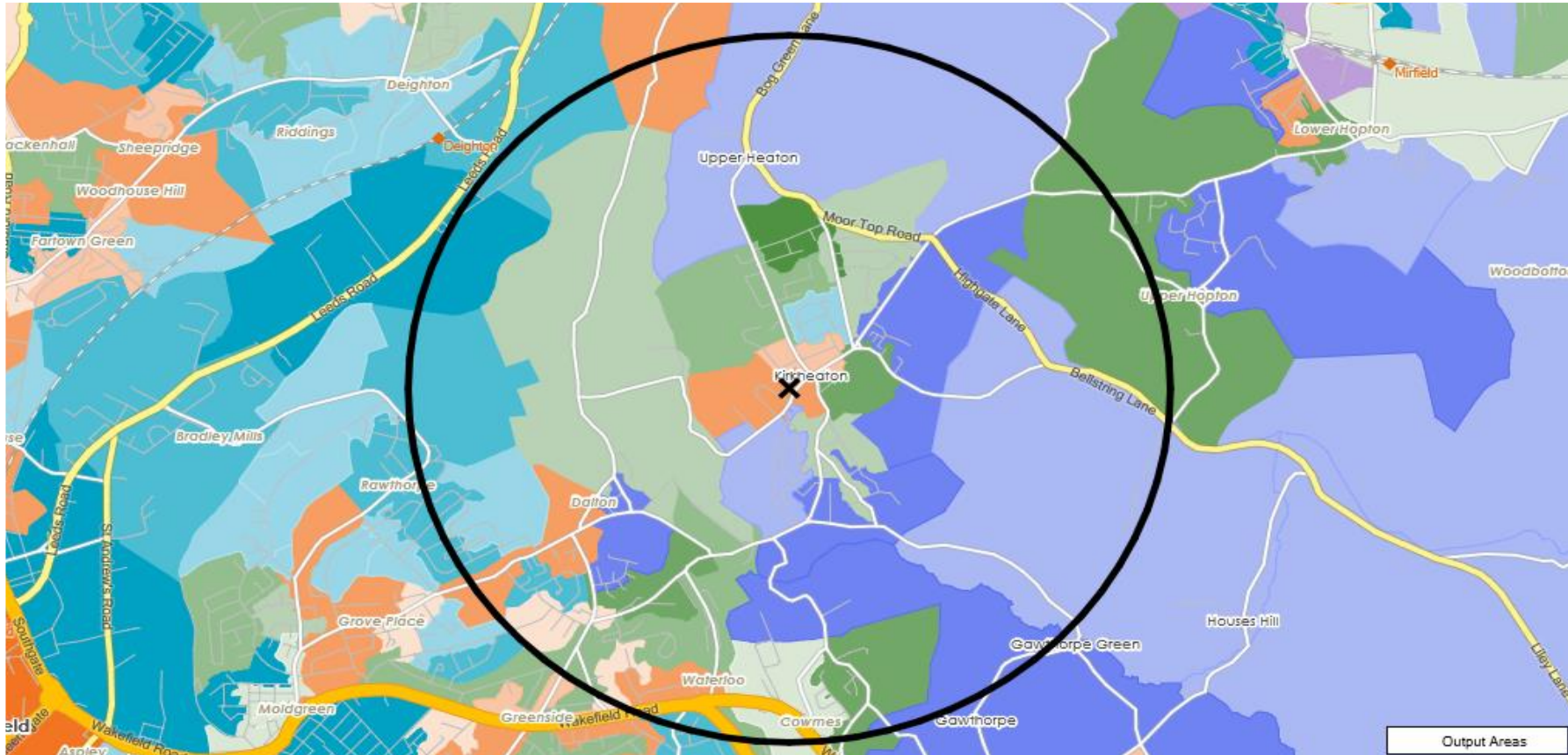
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	69	1.8	2.6	69			
1.B.5 Wealthy countryside commuters	6	0.2	2.4	6			
1.B.6 Financially comfortable families	104	2.7	2.2	124			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	22	0.6	1.6	36			
1.C Mature Money							
1.C.10 Better-off villagers	23	0.6	3.0	20			
1.C.11 Settled suburbia, older people	216	5.7	2.8	201			
1.C.12 Retired and empty nesters	27	0.7	2.5	29			
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	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	62	1.6	1.9	85			
2.E.19 First time buyers in small, modern homes	82	2.2	3.3	64			
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	106	2.8	3.2	87			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	154	4.0	2.7	152			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	197	5.2	2.4	214			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	486	12.7	3.4	371			
3.H.28 Owner occupied terraces, average income	1	0.0	1.6	2			
3.H.29 Established suburbs, older families	130	3.4	2.3	147			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	328	8.6	2.4	361			
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	42	1.1	2.1	52			
3.J.33 Smaller houses and starter homes	82	2.2	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	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	5	0.1	1.4	9			
4.L.38 Semi-skilled workers in traditional neighbourhoods	447	11.7	2.6	446			
4.L.39 Fading owner occupied terraces	122	3.2	2.9	110			
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	17	0.4	1.6	27			
4.M.43 Families in right-to-buy estates	56	1.5	2.1	72			
4.M.44 Post-war estates, limited means	173	4.5	2.2	207			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	29	0.8	0.8	97			
4.N.46 Elderly people in social rented flats	27	0.7	1.1	67			
4.N.47 Low income older people in smaller semis	143	3.8	2.3	166			
4.N.48 Pensioners and singles in social rented flats	83	2.2	1.7	126			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	38	1.0	2.2	46			
5.O.50 Struggling younger people in mixed tenure	20	0.5	1.8	30			
5.O.51 Young people in small, low cost terraces	23	0.6	2.3	27			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	149	3.9	1.6	248			
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	106	2.8	1.6	172			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	25	0.7	1.5	43			
5.Q.58 Singles and young families, some receiving benefits	142	3.7	1.8	209			
5.Q.59 Deprived areas and high-rise flats	66	1.7	2.0	86			
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	5	0.1	0.3	48			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,813						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04010_Spangled Bull, Huddersfield, HD5 0JG (1 Mile contour)



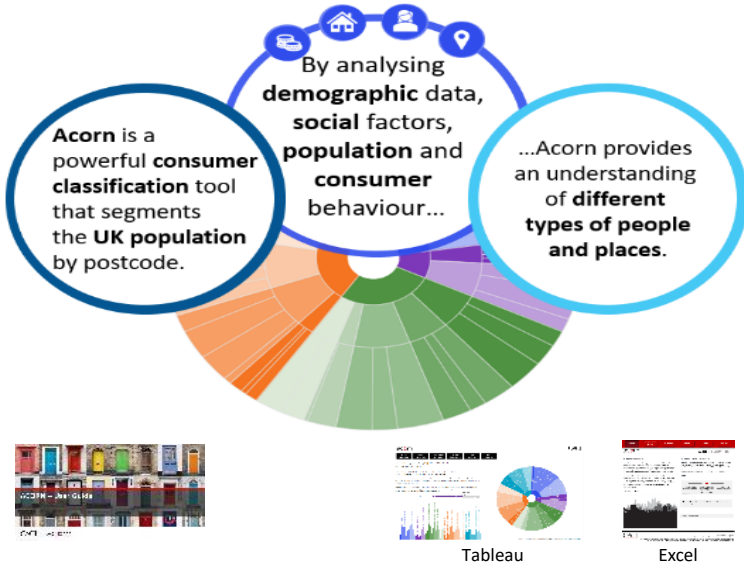
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	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

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults

22.8% of UK

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: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

