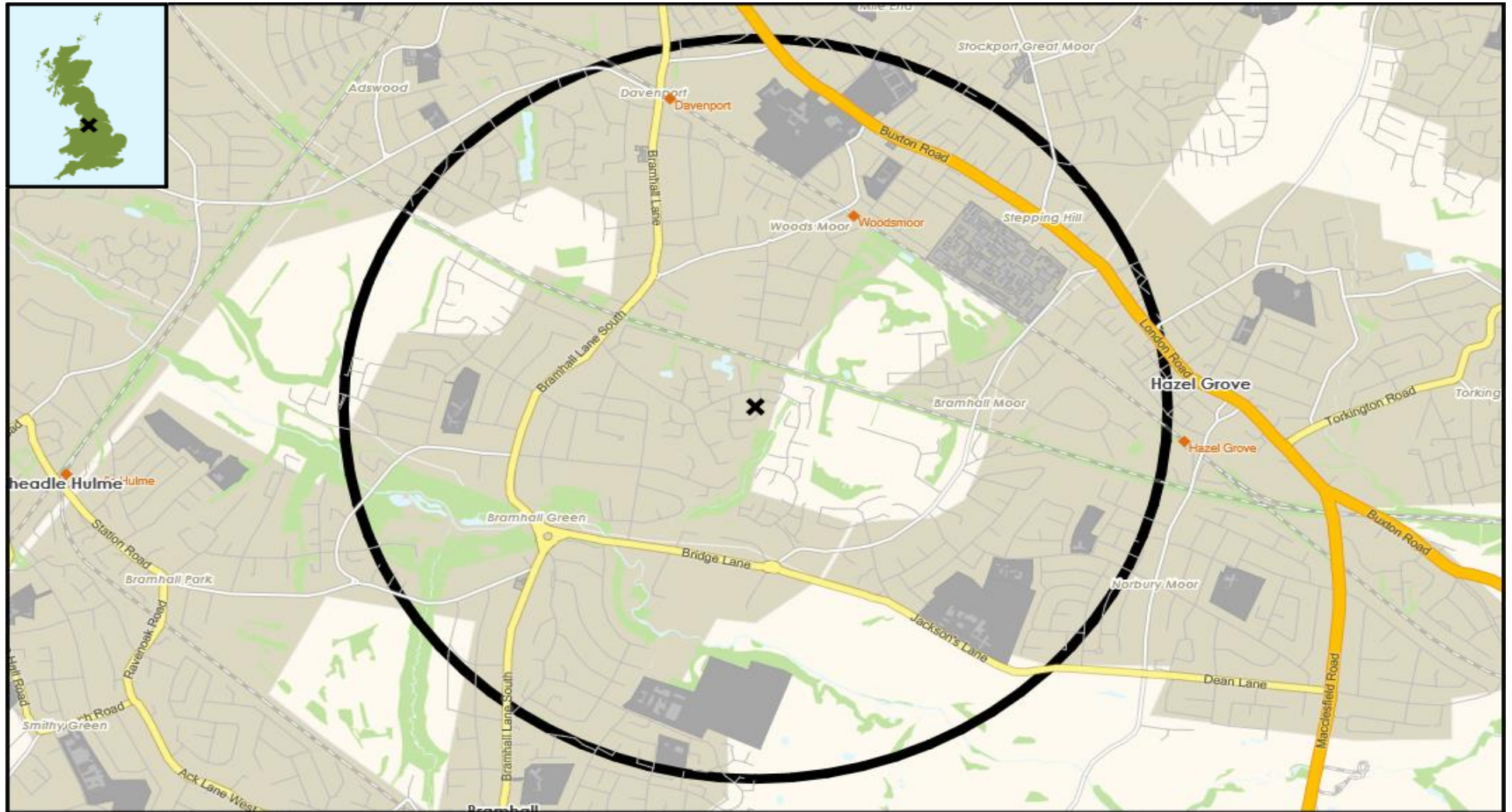


# MAP OF AREA

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Source: OS Open Data 2018

Area: P04157\_Shady Oak, Stockport, SK7 3PG (1 Mile contour)

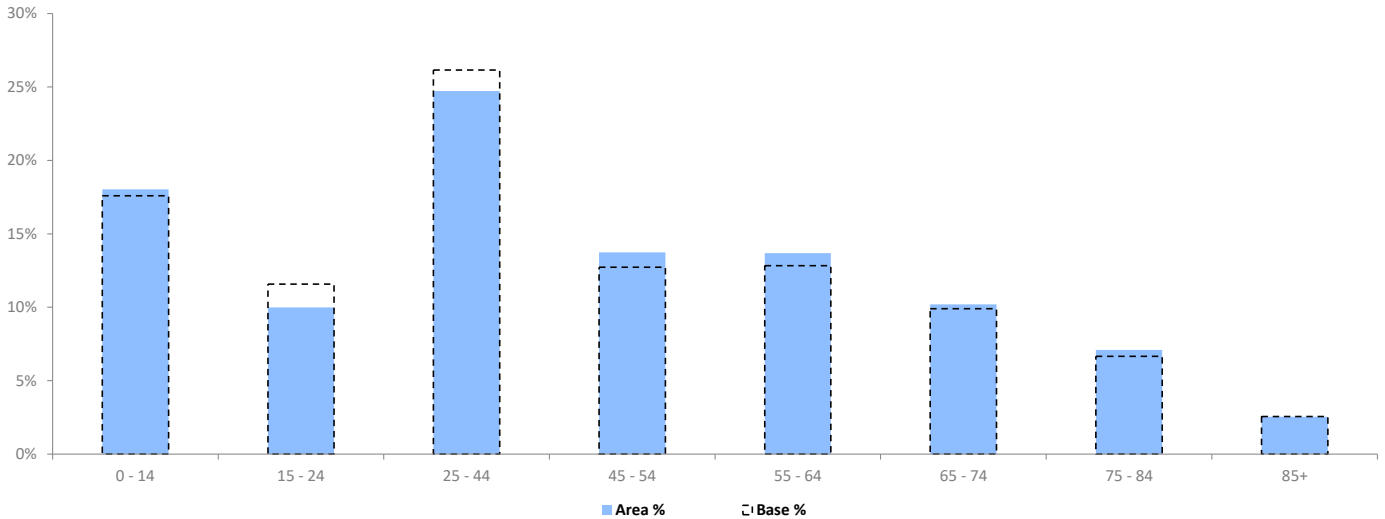


# POPULATION PROJECTIONS

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Area: P04157\_Shady Oak, Stockport, SK7 3PG (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,734	18.0	17.6	<b>102</b>			
15 - 24	2,623	10.0	11.6	86			
25 - 44	6,497	24.7	26.2	95			
45 - 54	3,610	13.7	12.7	<b>108</b>			
55 - 64	3,593	13.7	12.8	<b>107</b>			
65 - 74	2,679	10.2	9.9	<b>103</b>			
75 - 84	1,862	7.1	6.7	<b>106</b>			
85+	669	2.5	2.6	100			
<b>Total population</b>	<b>26,267</b>						



# EXPENDITURE

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Area: P04157\_Shady Oak, Stockport, SK7 3PG (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
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£856,719	£76.49	£73.74	<b>104</b>			
2. Alcoholic beverages, tobacco and narcotics	£302,344	£27.00	£27.43	98			
3. Clothing & Footwear	£530,732	£47.39	£41.92	<b>113</b>			
4. Housing, water, electricity, gas and other fuels	£1,004,966	£89.73	£92.23	97			
5. Furnishings, equipment and routine maintenance	£496,077	£44.29	£39.49	<b>112</b>			
6. Health	£205,796	£18.37	£16.97	<b>108</b>			
7. Transport	£1,381,830	£123.38	£115.30	<b>107</b>			
8. Communication	£163,830	£14.63	£14.64	100			
9. Recreation & Culture	£1,200,573	£107.19	£100.48	<b>107</b>			
10. Education	£213,240	£19.04	£22.34	85			
11. Restaurants & Hotels	£1,084,035	£96.79	£82.30	<b>118</b>			
12. Miscellaneous goods and services	£1,328,923	£118.65	£104.94	<b>113</b>			
<b>Total Expenditure</b>	<b>£8,769,064</b>	<b>£782.95</b>	<b>£731.77</b>	<b>107</b>			

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.

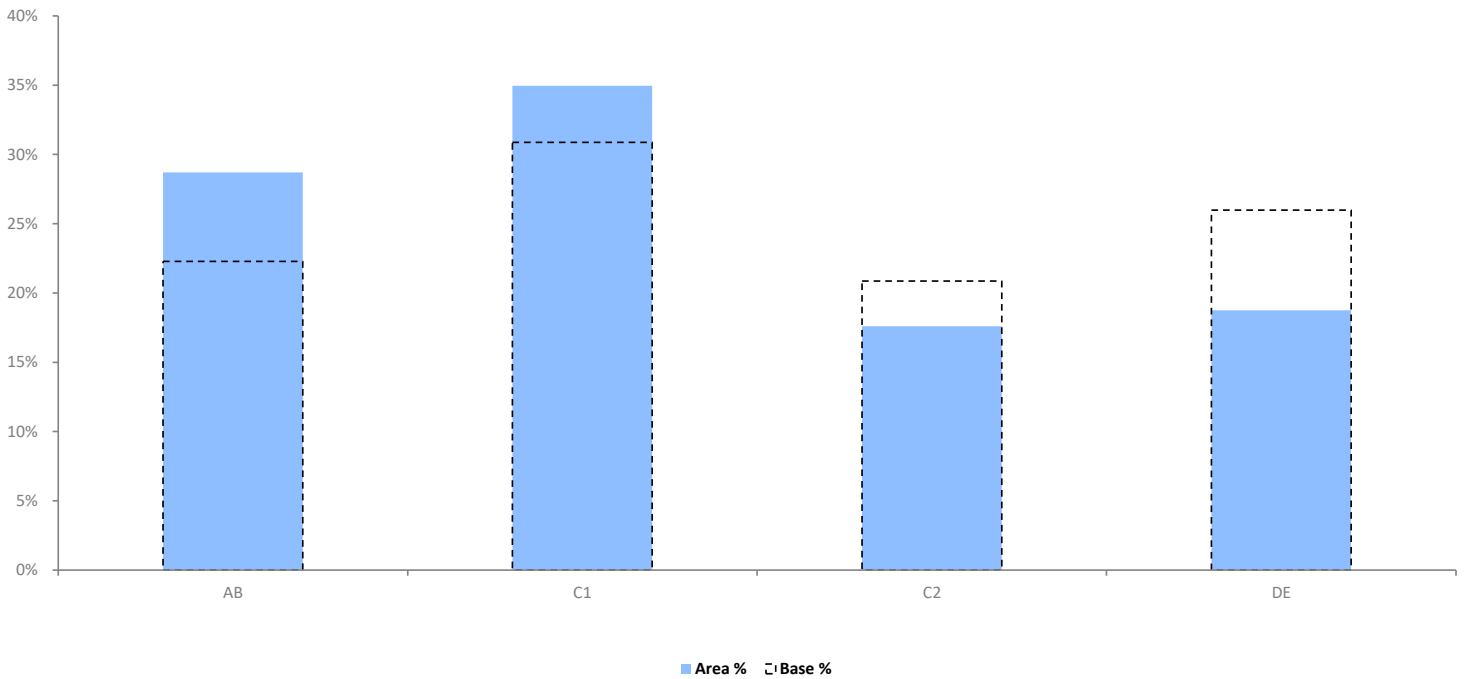
# UP TO DATE DEMOGRAPHICS

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Area: P04157\_Shady Oak, Stockport, SK7 3PG (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	3,191	28.7	22.3	<b>129</b>			
C1: Supervisory, clerical, jr managerial/admin/professional	3,886	35.0	30.9	<b>113</b>			
C2: Skilled manual workers	1,957	17.6	20.9	84			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	2,084	18.7	26.0	72			
<b>Total household reference persons aged 16 to 64</b>	<b>11,118</b>						



# CGA LICENCED PREMISES

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Area: P04157\_Shady Oak, Stockport, SK7 3PG (1 M)  
 Base: Great Britain  
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	38.1	82.8	46			
Proprietary Club	1	3.8	7.5	51			
Registered Club	10	38.1	28.7	<b>133</b>			
Restaurant	4	15.2	32.5	47			
Residential	0	0.0	2.8	0			

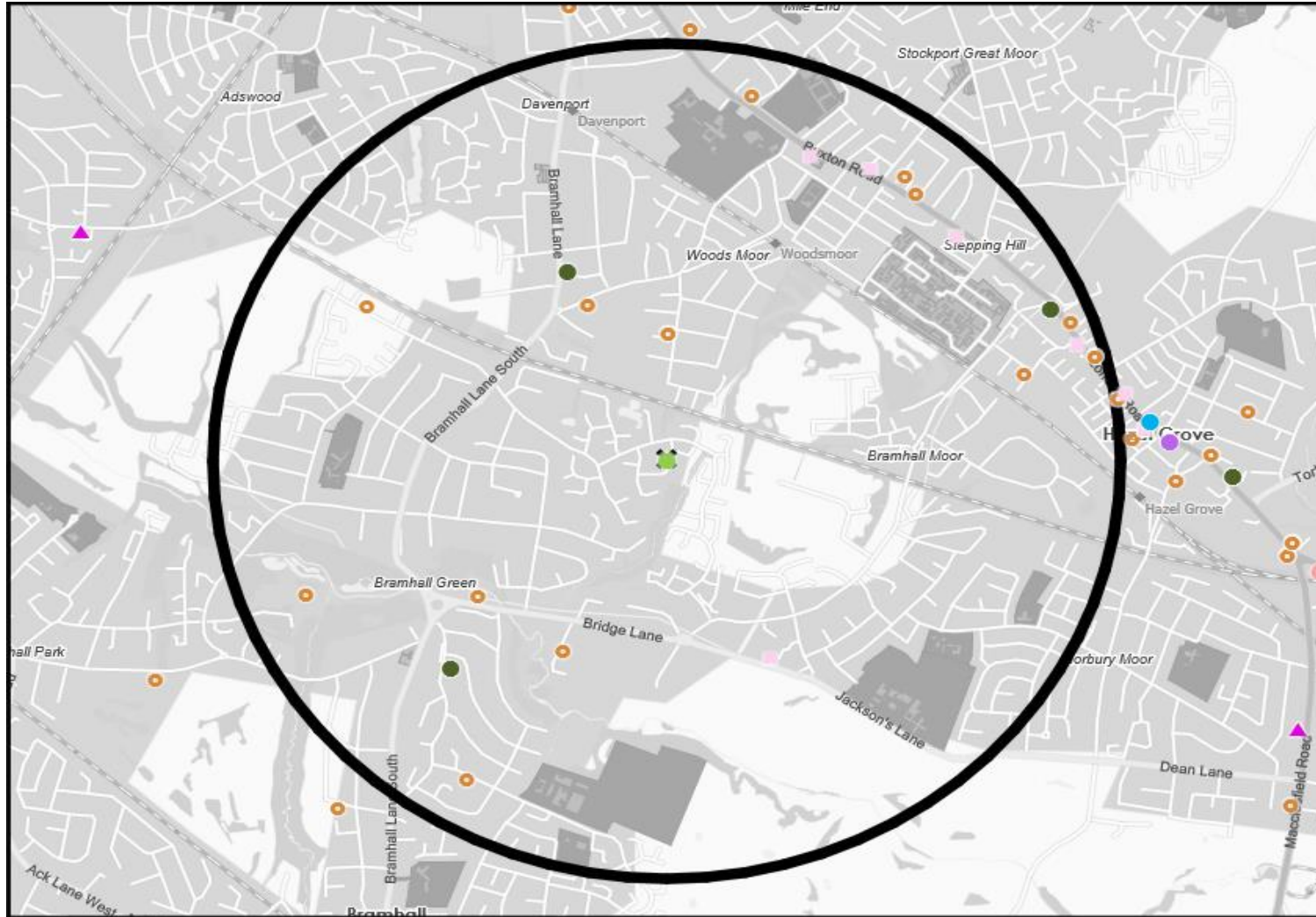
Name	Description	License Type	Owner Name	Postcode
Parkside Social Club	Independent Free	Registered Club	Independent Free	SK 7 3DT
Shady Oak	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SK 7 3PG
Ukranian Social Club	Independent Free	Registered Club	Independent Free	SK 2 7AA
Dog & Partridge	Robinsons	Pubs & Full On	Robinsons	SK 2 7AN
Peethi Raj	Independent Free	Restaurant	Independent Free	SK 2 7EY
Great Moor Sports & Social Club	Independent Free	Registered Club	Independent Free	SK 2 7HA
Crown	Robinsons	Pubs & Full On	Robinsons	SK 2 7JQ
Travellers Call	Robinsons	Pubs & Full On	Robinsons	SK 2 7NL
Jolly Sailor	Almond Family Pubs	Pubs & Full On	Greene King	SK 3 8TE
Bramhall Recreation Centre	Independent Free	Registered Club	Independent Free	SK 7 2JR
Anchor Inn	Robinsons	Pubs & Full On	Robinsons	SK 7 4AF
Stockport Rugby Club	Independent Free	Registered Club	Independent Free	SK 7 3AN
Ladybrook Hotel	Greene King	Pubs & Full On	Greene King	SK 7 2NP
George And Dragon	Greene King	Pubs & Full On	Greene King	SK 7 4AH
St Peters Social Club	Independent Free	Registered Club	Independent Free	SK 7 4EA
Davenport Lawn Tennis Club	Independent Free	Registered Club	Independent Free	SK 3 8TH
Bamboo Club	Independent Free	Proprietary Club	Independent Free	SK 7 4AX
Stockport Georgians Football Club	Independent Free	Registered Club	Independent Free	SK 2 7DT
Brookdale Club	Independent Free	Registered Club	Independent Free	SK 7 3AB
Three Bears	Robinsons	Pubs & Full On	Robinsons	SK 7 5JH
Khandakar Restaurant	Independent Free	Restaurant	Independent Free	SK 7 2NP
Bun And Bones Club	Independent Free	Restaurant	Independent Free	SK 7 4AW
Bramhall Hall	Independent Free	Pubs & Full On	Independent Free	SK 7 3NX
Jack's Bar & Grill	Independent Free	Restaurant	Independent Free	SK 7 4AX
Stockport Georgians Cricket Club	Independent Free	Registered Club	Independent Free	SK 2 7DT



# MAP OF AREA

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 Source: OS Open Data 2018

Area: P04157\_Shady Oak, Stockport, SK7 3PG (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:** P04157\_Shady Oak, Stockport, SK7 3PG (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	6,107	54.9	22.0	250		
 2 Rising Prosperity	206	1.9	10.3	18		
 3 Comfortable Communities	2,687	24.2	26.3	92		
 4 Financially Stretched	1,089	9.8	23.7	41		
 5 Urban Adversity	1,001	9.0	17.4	52		
 6 Not Private Households	28	0.3	0.3	76		
 Graph						
<b>Total households</b>	<b>11,118</b>					

### Acorn Category Pen Portrait

## 1 Affluent Achievers

Age range

# 55+

House type

# Detached

UK Adults

# 12.1M

of UK

# 22.8%

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

# ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P04157\_Shady Oak, Stockport, SK7 3PG (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
<b>1. Affluent Achievers</b>						
1.A Lavish Lifestyles	819	7.4	1.1	666		
1.B Executive Wealth	2,351	21.1	11.2	188		
1.C Mature Money	2,937	26.4	9.6	275		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	206	1.9	6.3	30		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	310	2.8	5.9	47		
3.H Steady Neighbourhoods	825	7.4	7.4	101		
3.I Comfortable Seniors	113	1.0	2.9	35		
3.J Starting Out	1,439	12.9	4.4	291		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	318	2.9	7.9	36		
4.M Striving Families	367	3.3	7.5	44		
4.N Poorer Pensioners	404	3.6	5.8	62		
<b>5. Urban Adversity</b>						
5.O Young Hardship	693	6.2	6.2	101		
5.P Struggling Estates	171	1.5	5.9	26		
5.Q Difficult Circumstances	137	1.2	5.3	23		
<b>6. Not Private Households</b>						
6.R Not Private Households	28	0.3	0.3	76		
<b>Total households</b>	<b>11,118</b>					

## Acorn Group Pen Portrait

**1 C** Mature Money

**4.9M**  
UK Adults

**9.2%**  
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.

**CORE DEMOGRAPHICS**

Age range <b>55+</b>	Children at home <b>0</b>
House tenure <b>Owned outright</b>	Family structure <b>Couple</b>
Number of beds <b>4</b>	House type <b>Detached</b>

**BRANDS**

SHOPPING: LAKELAND, LAURA ASHLEY, J. M. WOODS, W. WOODMAN

LEISURE: BROWNS, NESPRESSO, CARRE NERO

WEBSITES: goodfood, MoneySavingExpert.com, M&S, BBC NEWS

**FINANCIAL PROFILE**

Household income UK: <b>£47k</b> London: <b>£51k</b> Average: £10k / Average: £16k	% Disposable income UK: <b>51%</b> London: <b>44%</b> Average: 43% / Average: 29%	Financial situation Running into debt / Saving a bit
---	--	---

**DIGITAL AND TECH**

ATTITUDES

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

**TOP BEHAVIOURS**

- Use BBC iPlayer
- Own a tablet
- Buy wine and alcohol online





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

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Area: P04157\_Shady Oak, Stockport, SK7 3PG (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

Sort by:  Acorn Structure  
 Index  
 Profile %

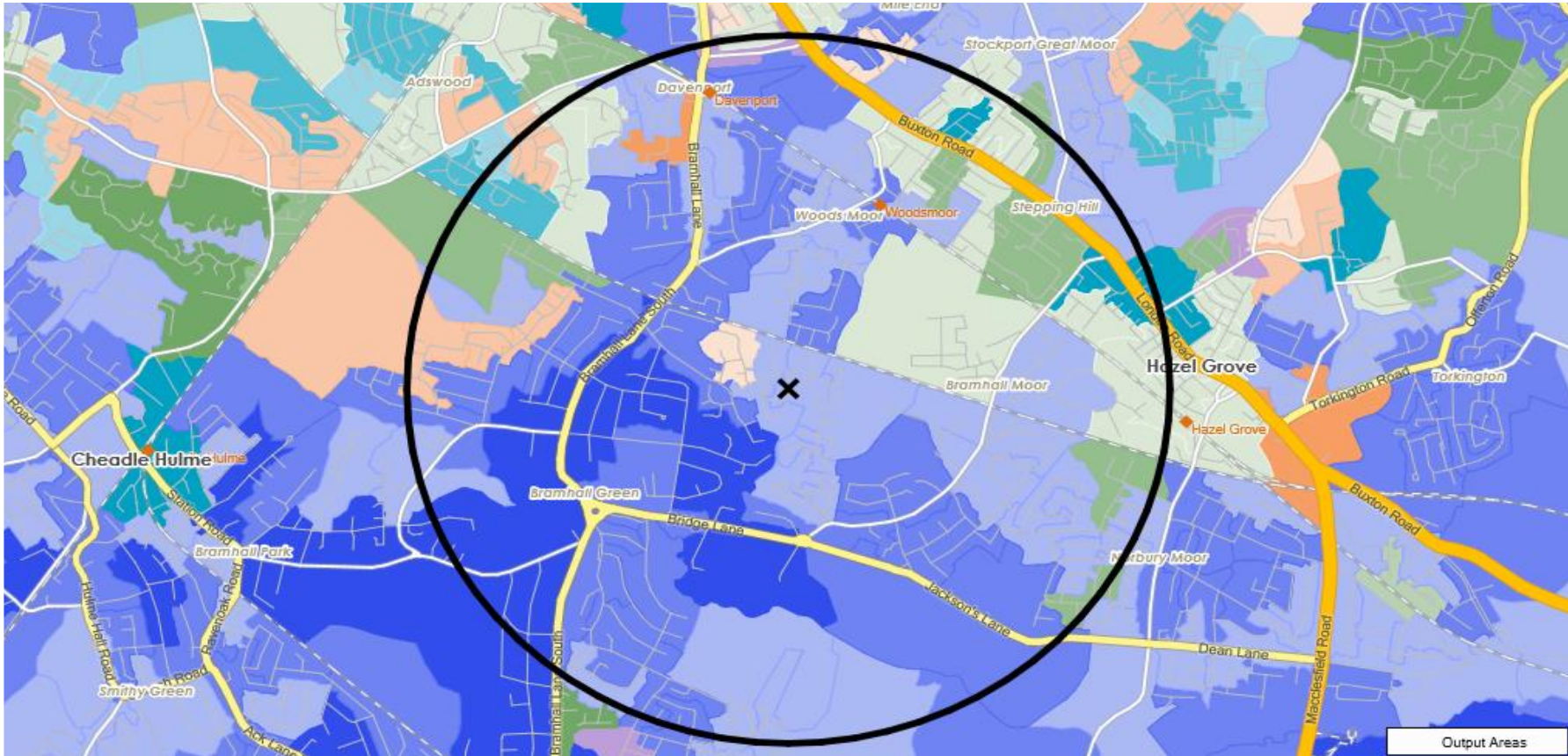
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	819	7.4	0.9	855			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	681	6.1	2.6	233			
1.B.5 Wealthy countryside commuters	14	0.1	2.4	5			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	187	1.7	0.8	199			
1.B.8 Prosperous suburban families	977	8.8	1.5	575			
1.B.9 Well-off edge of towners	492	4.4	1.6	275			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	10	0.1	3.0	3			
1.C.11 Settled suburbia, older people	2,589	23.3	2.8	824			
1.C.12 Retired and empty nesters	33	0.3	2.5	12			
1.C.13 Upmarket downsizers	305	2.7	1.3	212			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	0	0.0	1.9	0			
2.E.19 First time buyers in small, modern homes	206	1.9	3.3	55			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
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	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	149	1.3	2.7	50			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	161	1.4	2.4	60			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	532	4.8	3.4	139			
3.H.28 Owner occupied terraces, average income	141	1.3	1.6	80			
3.H.29 Established suburbs, older families	152	1.4	2.3	59			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	76	0.7	2.4	29			
3.I.31 Elderly singles in purpose-built accommodation	37	0.3	0.5	69			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	764	6.9	2.1	324			
3.J.33 Smaller houses and starter homes	675	6.1	2.3	262			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	110	1.0	1.4	69			
4.L.38 Semi-skilled workers in traditional neighbourhoods	182	1.6	2.6	62			
4.L.39 Fading owner occupied terraces	26	0.2	2.9	8			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	4	0.0	1.6	2			
4.M.42 Struggling young families in post-war terraces	40	0.4	1.6	22			
4.M.43 Families in right-to-buy estates	117	1.1	2.1	51			
4.M.44 Post-war estates, limited means	206	1.9	2.2	85			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	16	0.1	0.8	18			
4.N.46 Elderly people in social rented flats	123	1.1	1.1	104			
4.N.47 Low income older people in smaller semis	36	0.3	2.3	14			
4.N.48 Pensioners and singles in social rented flats	229	2.1	1.7	119			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	166	1.5	2.2	69			
5.O.50 Struggling younger people in mixed tenure	329	3.0	1.8	167			
5.O.51 Young people in small, low cost terraces	198	1.8	2.3	79			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	14	0.1	1.6	8			
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	157	1.4	1.6	87			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	18	0.2	1.5	11			
5.Q.58 Singles and young families, some receiving benefits	36	0.3	1.8	18			
5.Q.59 Deprived areas and high-rise flats	83	0.7	2.0	37			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	4	0.0	0.1	61			
6.R.61 Inactive communal population	24	0.2	0.3	79			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>11,118</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04157\_Shady Oak, Stockport, SK7 3PG (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

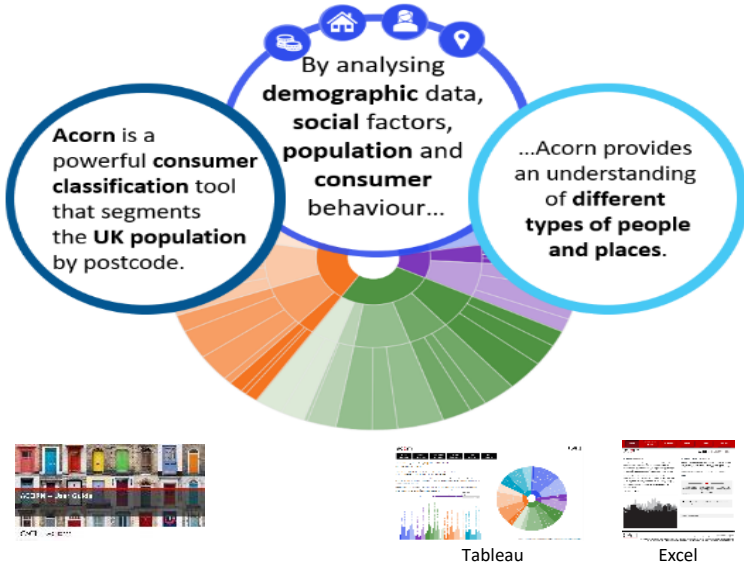
Area boundary

Output Areas



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**

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%

