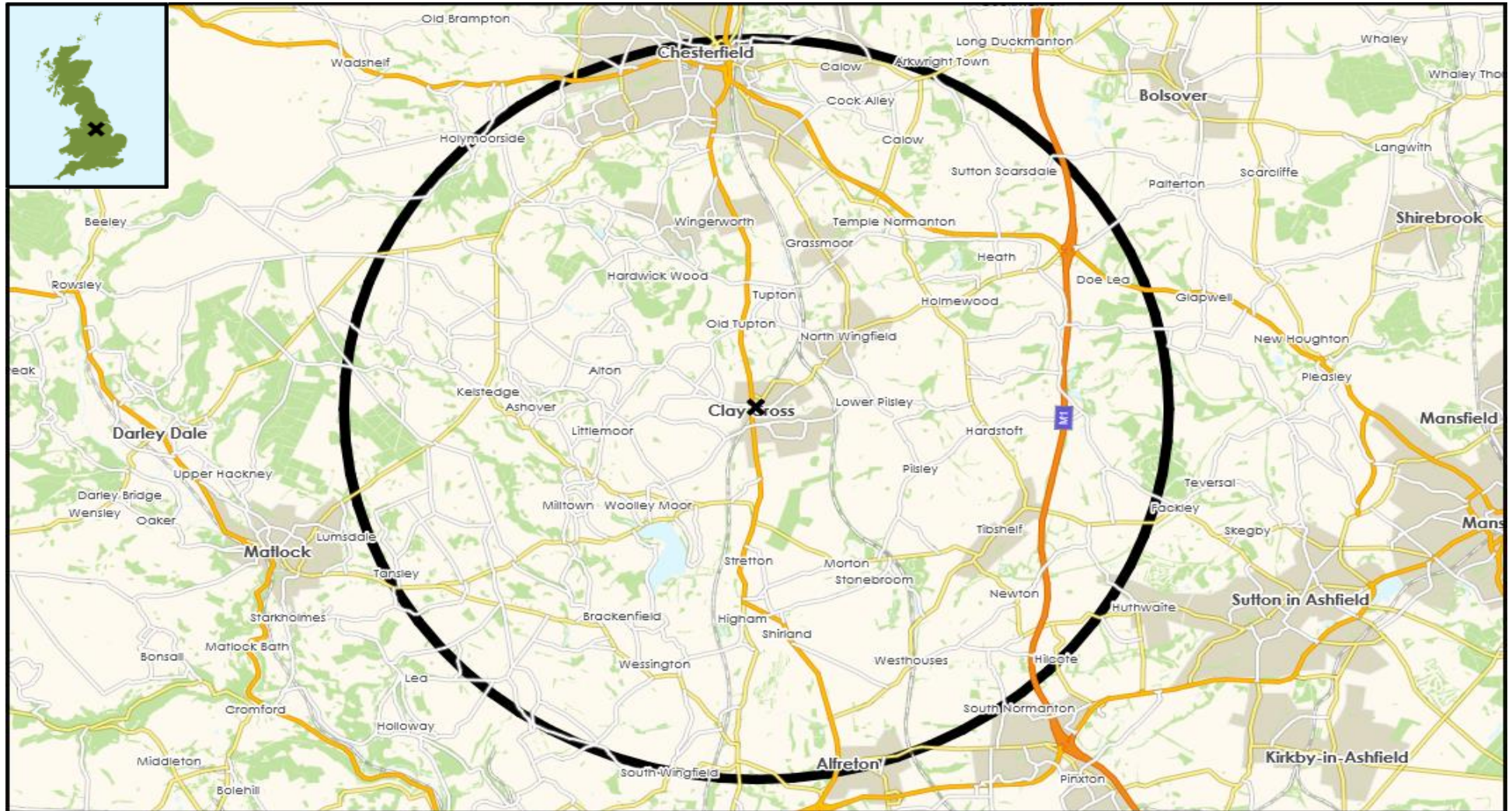


# MAP OF AREA

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Source: OS Open Data 2018

Area: P03908\_New Inn, Clay Cross, S45 9JE (5 Mile contour)

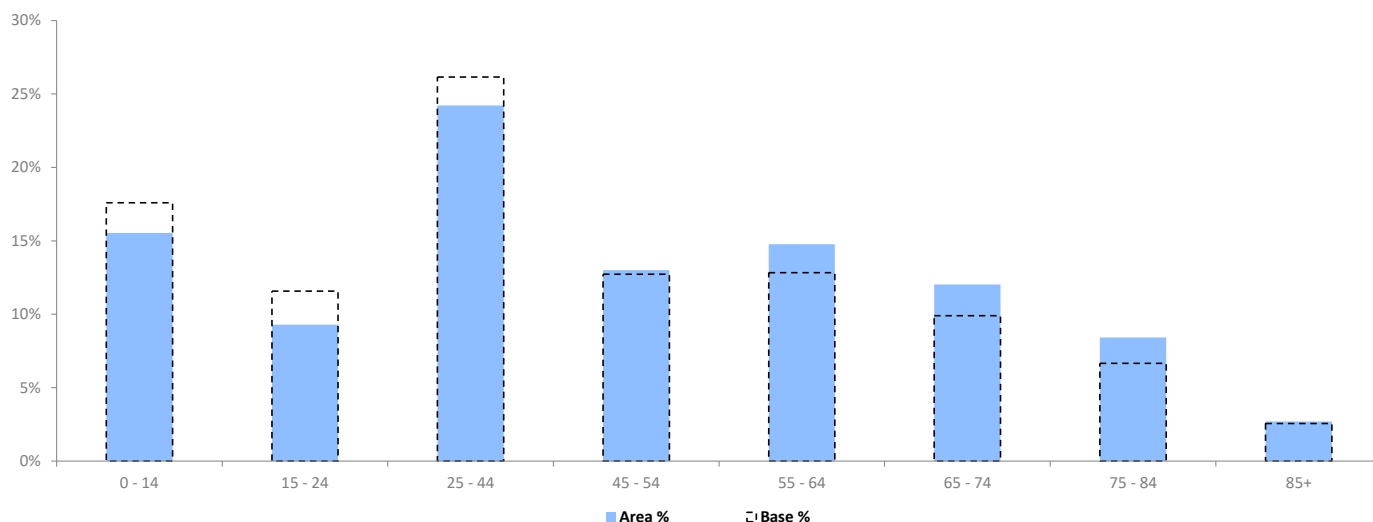


# POPULATION PROJECTIONS

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Area: P03908\_New Inn, Clay Cross, S45 9JE (5 Mile contour)  
Base: Great Britain  
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	15,853	15.5	17.6	88			
15 - 24	9,485	9.3	11.6	80			
25 - 44	24,713	24.2	26.2	93			
45 - 54	13,261	13.0	12.7	102			
55 - 64	15,062	14.8	12.8	115			
65 - 74	12,274	12.0	9.9	122			
75 - 84	8,593	8.4	6.7	126			
85+	2,752	2.7	2.6	105			
<b>Total population</b>	<b>101,993</b>						



# EXPENDITURE

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Area: P03908\_New Inn, Clay Cross, S45 9JE (5 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	£3,284,142	£71.28	£73.74	97			
2. Alcoholic beverages, tobacco and narcotics	£1,353,031	£29.36	£27.43	107			
3. Clothing & Footwear	£1,746,365	£37.90	£41.92	90			
4. Housing, water, electricity, gas and other fuels	£3,581,618	£77.73	£92.23	84			
5. Furnishings, equipment and routine maintenance	£1,794,504	£38.95	£39.49	99			
6. Health	£732,055	£15.89	£16.97	94			
7. Transport	£4,849,935	£105.26	£115.30	91			
8. Communication	£696,989	£15.13	£14.64	103			
9. Recreation & Culture	£4,574,230	£99.27	£100.48	99			
10. Education	£699,409	£15.18	£22.34	68			
11. Restaurants & Hotels	£3,301,200	£71.65	£82.30	87			
12. Miscellaneous goods and services	£4,503,041	£97.73	£104.94	93			
<b>Total Expenditure</b>	<b>£31,116,518</b>	<b>£675.32</b>	<b>£731.77</b>	<b>92</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.

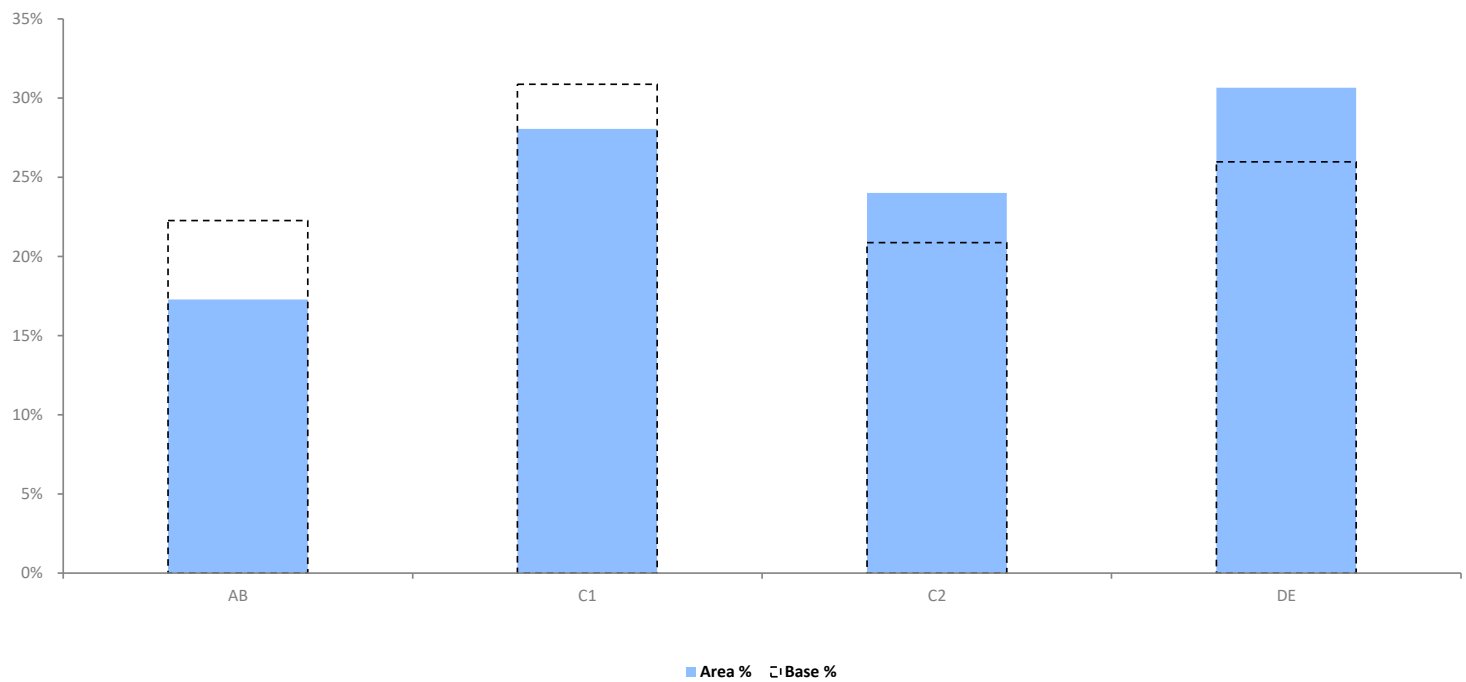
# UP TO DATE DEMOGRAPHICS

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Area:	P03908_New Inn, Clay Cross, S45 9JE (5 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	8,031	17.3	22.3	78			
C1: Supervisory, clerical, jr managerial/admin/professional	13,045	28.1	30.9	91			
C2: Skilled manual workers	11,161	24.0	20.9	115			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	14,253	30.7	26.0	118			
<b>Total household reference persons aged 16 to 64</b>	<b>46,490</b>						



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Area: P03908\_New Inn, Clay Cross, S45 9JE (5 Mile)

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	126	123.5	82.8	149			
Proprietary Club	8	7.8	7.5	105			
Registered Club	27	26.5	28.7	92			
Restaurant	27	26.5	32.5	81			
Residential	2	2.0	2.8	71			

Name	Description	License Type	Owner Name	Postcode
Tavern At Tansley	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE 4 5FR
Gate Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE 4 5FN
Matlock Golf Club	Independent Free	Registered Club	Independent Free	DE 4 5LZ
Shirland Golf & Squash Club	Independent Free	Registered Club	Independent Free	DE55 6AU
Hay Hotel	Independent Free	Residential	Independent Free	DE55 6BA
Shirland Miners Welfare Club	Independent Free	Registered Club	Independent Free	DE55 6BA
Red Lion Inn	Independent Free	Pubs & Full On	Independent Free	DE55 6BB
Horse & Jockey	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE55 6DW
Santos Higham Farm Hotel	Independent Free	Pubs & Full On	Independent Free	DE55 6EH
Ogston Sailing Club	Independent Free	Registered Club	Independent Free	DE55 6FN
White Bear Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE55 6ET
White Horse	Inn Company	Pubs & Full On	Inn Company	DE55 6FG
Sitwell Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE55 6GS
Waggon & Horses	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	DE55 7AF
Alfreton Leisure Centre	Independent Free	Proprietary Club	Independent Free	DE55 7BD
King Alfred	Pub People Co Ltd	Pubs & Full On	Star Pubs & Bars	DE55 7BE
Blue Bell Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE55 7BL
Sanam Restaurant	Independent Free	Restaurant	Independent Free	DE55 7DD
Alfreton Snooker Club	Independent Free	Proprietary Club	Independent Free	DE55 7DR
Plough Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE55 7HL
Bluey's Aussie Bar And Bistro	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE55 7HL
Amber Hotel	Independent Free	Pubs & Full On	Independent Free	DE55 7LL
Pesto	Pesto	Restaurant	Marston's	DE55 7LN
Butchers Arms Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE55 7LN
South Wingfield Social Club	Independent Free	Registered Club	Independent Free	DE55 7LX
Blue Bell	Unknown	Pubs & Full On	Unknown	DE55 7NJ
White Hart Inn	Independent Free	Pubs & Full On	Independent Free	DE55 7NU
Hilcote Country Club	Independent Free	Pubs & Full On	Independent Free	DE55 5HR
New Inn	Independent Free	Pubs & Full On	Independent Free	DE55 5TE
George & Dragon Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	DE55 5TN
Woodend	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NG17 2QJ
Britannia Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 40 1HD
Hidden Knight	Greene King	Pubs & Full On	Greene King	S 40 1JN
Barley Mow	Punch Pub Company	Pubs & Full On	Punch Pub Company	S 40 1JR
Market	Greene King	Pubs & Full On	Greene King	S 40 1AH
Sun Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	S 40 1AQ
Mutiara Restaurant	Independent Free	Restaurant	Independent Free	S 40 1BA
Egston Working Mens Club	Independent Free	Registered Club	Independent Free	S 45 9NQ
County	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	S 40 1JS
Crown And Cushion	Blind Tiger Inns	Pubs & Full On	Daniel Thwaites plc	S 40 1PB
Golden Fleece	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	S 40 1PS
Royal Oak	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 40 1PX
Victoria	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 40 1RL
Rectory	*Other Small Retail Groups	Pubs & Full On	Ei Group	S 40 1SF
Blue Bell	Amber Taverns	Pubs & Full On	Amber Taverns	S 40 1UY
Apartment	Independent Free	Pubs & Full On	Independent Free	S 40 1XJ
Groove And The Beach	Independent Free	Proprietary Club	Independent Free	S 40 1XR
Sevens	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 40 1XL
Rutland Arms Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 40 1XL
Lennons Pool And Snooker Club	Independent Free	Proprietary Club	Independent Free	S 40 1XL
Spotted Frog	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 40 2AH
Dizzy Duck	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 40 2AR
Tramway Tavern	Everards	Pubs & Full On	Everards	S 40 2AT



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Area: P03908\_New Inn, Clay Cross, S45 9JE (5 Mile)  
 Base: Great Britain  
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	126	123.5	82.8	<b>149</b>			
Proprietary Club	8	7.8	7.5	<b>105</b>			
Registered Club	27	26.5	28.7	92			
Restaurant	27	26.5	32.5	81			
Residential	2	2.0	2.8	71			

Name	Description	License Type	Owner Name	Postcode
Gulab Tandoori	Independent Free	Restaurant	Independent Free	S 40 2BA
Crafty Dog	Independent Free	Pubs & Full On	Independent Free	S 40 2BL
Barrel Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 40 2BL
Anchor	Independent Free	Pubs & Full On	Independent Free	S 40 2FW
Tap House	Independent Free	Pubs & Full On	Independent Free	S 40 2BY
Whitecoates Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 40 2LR
Boythorpe	Pub People Co Ltd	Pubs & Full On	Greene King	S 40 2NE
Maison Mes Amis	Independent Free	Pubs & Full On	Independent Free	S 40 2RE
Birdholme Working Mens Club	Independent Free	Registered Club	Independent Free	S 40 2TP
Star Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	S 40 3BD
Peacock Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 40 3BQ
Blue Stoops	Pub People Co Ltd	Pubs & Full On	Stonegate Pub Company	S 40 3JQ
Chandlers	Independent Free	Pubs & Full On	Independent Free	S 41 7TH
Bridge Inn	Unknown	Pubs & Full On	Unknown	S 41 7RE
Winding Wheel	Independent Free	Pubs & Full On	Independent Free	S 41 7SA
Galleon Steakhouse	Independent Free	Restaurant	Independent Free	S 41 7TH
Devonshire Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	S 41 0JB
Shoulder Of Mutton	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 41 0JE
Three Cottages	Punch Pub Company	Pubs & Full On	Punch Pub Company	S 41 0JJ
Hasland Working Mens Club	Independent Free	Registered Club	Independent Free	S 41 0LH
Punch Bowl	Unknown	Pubs & Full On	Unknown	S 41 7SA
Bar Centro	Ei Group	Pubs & Full On	Ei Group	S 41 7SA
Rising Sun	Independent Free	Restaurant	Independent Free	S 41 7SA
Pig And Pump	Independent Free	Pubs & Full On	Independent Free	S 41 7TJ
Pomegranate Theatre	Independent Free	Pubs & Full On	Independent Free	S 41 7TX
Smithy Pond	Greene King	Pubs & Full On	Greene King	S 42 6LN
Shinon	Unknown	Pubs & Full On	Unknown	S 42 5JJ
New Inn	Independent Free	Pubs & Full On	Independent Free	S 42 6DU
Grassmoor Working Mens Club	Independent Free	Registered Club	Independent Free	S 42 5AB
Sportsman	Independent Free	Pubs & Full On	Independent Free	S 42 5EJ
Boot & Shoe	Marston's	Pubs & Full On	Marston's	S 42 5EU
Blue Bell Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	S 42 5HY
White Hart	Marston's	Pubs & Full On	Marston's	S 42 5LH
North Wingfield Miners Club	Independent Free	Registered Club	Independent Free	S 42 5PD
Holmewood Miners Welfare Club	Independent Free	Registered Club	Independent Free	S 42 5RB
New Tupton Miners Welfare Club	Independent Free	Registered Club	Independent Free	S 42 6ED
Woodthorpe Inn	Unknown	Pubs & Full On	Unknown	S 42 6HA
Tupton Tap	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	S 42 6LA
Hunlocke Arms	Chilled Pubs	Pubs & Full On	Star Pubs & Bars	S 42 6NB
Barley Mow Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 42 6TX
Britannia Inn	Independent Free	Pubs & Full On	Independent Free	S 42 6XP
Bulls Head	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 42 7EW
Chesterfield Golf Club	Independent Free	Registered Club	Independent Free	S 42 7LA
Doe Lea Social Club	Independent Free	Registered Club	Independent Free	S 44 5QL
Hardwick Inn	National Trust	Pubs & Full On	National Trust	S 44 5QJ
Elm Tree Inn	Marston's	Pubs & Full On	Marston's	S 44 5SE
Twin Oaks Hotel	Independent Free	Residential	Independent Free	S 44 6UZ
Star Inn	Unknown	Pubs & Full On	Unknown	S 45 8DB
Kathmandu Restaurant	Independent Free	Restaurant	Independent Free	S 45 9EL
Old English Inn	Independent Free	Pubs & Full On	Independent Free	S 45 9JE
Gardeners Inn	Unknown	Pubs & Full On	Unknown	S 45 9JE
Crispin	Marston's	Pubs & Full On	Marston's	S 45 0AB
Nags Head	Dorbiere	Pubs & Full On	Dorbiere	S 45 9JE

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Pubs & Full On	126	123.5	82.8	<b>149</b>			
Proprietary Club	8	7.8	7.5	<b>105</b>			
Registered Club	27	26.5	28.7	92			
Restaurant	27	26.5	32.5	81			
Residential	2	2.0	2.8	71			

Name	Description	License Type	Owner Name	Postcode
Black Swan	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 45 0AB
Kelstedge	Independent Free	Pubs & Full On	Independent Free	S 45 0DX
Miners Arms	Independent Free	Pubs & Full On	Independent Free	S 45 0HA
Red Lion Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	S 45 0LW
Stanedge Golf Club	Independent Free	Registered Club	Independent Free	S 45 0LW
Willow Tree Inn	Unknown	Pubs & Full On	Unknown	S 45 8EX
Clay Cross Social Centre	Independent Free	Pubs & Full On	Independent Free	S 45 9EL
New Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	S 45 9JE
Sharley Park Leisure Centre	Independent Free	Proprietary Club	Independent Free	S 45 9LX
Clay Cross Coronation Club	Independent Free	Registered Club	Independent Free	S 45 9LZ
Clay Cross & Danesmoor Miners	Independent Free	Registered Club	Independent Free	S 45 9LX
Rose & Crown	Everards	Pubs & Full On	Everards	S 40 2QT
Station Hotel	Independent Free	Pubs & Full On	Independent Free	DE55 5AH
Vibe	Independent Free	Proprietary Club	Independent Free	S 41 7SA
Royal Volunteer Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	S 45 9JQ
Corner Pin	Independent Free	Pubs & Full On	Independent Free	DE55 6HN
Hillcote Arms	Unknown	Pubs & Full On	Unknown	DE55 5HT
White Hart	Independent Free	Pubs & Full On	Independent Free	DE55 5NF
Chesterfield Bowls	Independent Free	Registered Club	Independent Free	S 40 2TU
Riverside	Independent Free	Pubs & Full On	Independent Free	S 41 7RE
Lyrix Bar	Independent Free	Pubs & Full On	Independent Free	S 41 7SA
Batemans Mill Hotel	Independent Free	Pubs & Full On	Independent Free	S 42 6AE
Shoulder At Hardstoft	Independent Free	Pubs & Full On	Independent Free	S 45 8AE
Three Bar	Independent Free	Pubs & Full On	Independent Free	S 45 9JE
Greyhound Inn	Marston's	Pubs & Full On	Marston's	DE55 6EF
Burlington	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 40 1RS
Harvester Chesterfield	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	S 40 2EZ
Frankie & Bennys	Restaurant Group	Restaurant	Restaurant Group	S 40 2ED
Grassmoor Golf Centre	Independent Free	Registered Club	Independent Free	S 42 5EA
Soulville Steakhouse	Independent Free	Restaurant	Independent Free	S 40 1QX
Aruba	Dukedom Ltd	Pubs & Full On	Dukedom Ltd	S 41 7TP
Old Poets Corner	Titanic	Pubs & Full On	Titanic	S 45 0EW
Spa Lane Vaults	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	S 41 7TH
Portland Hotel	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	S 40 1AY
Zahid Restaurant	Independent Free	Restaurant	Independent Free	S 40 2AL
Victoria	Punch Pub Company	Pubs & Full On	Punch Pub Company	S 40 3QY
Chesterfield Ex Servicemens Club	Independent Free	Registered Club	Independent Free	S 40 1TX
White Hart	Marston's	Pubs & Full On	Marston's	S 44 5TE
Nuffield Health Fitness & Wellbeing Cen	Cannons Group Ltd	Proprietary Club	Cannons Group Ltd	S 40 2EZ
Ibis Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	S 41 7RW
Cricketal	Independent Free	Registered Club	Independent Free	S 40 2HA
Association	Unknown	Pubs & Full On	Unknown	S 41 7TP
Drinks & Dough	Independent Free	Pubs & Full On	Independent Free	S 41 7TP
South Wingfield Cricket Club	Independent Free	Registered Club	Independent Free	DE55 7NY
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	S 40 1TB
Einsteins	Independent Free	Pubs & Full On	Independent Free	S 41 7TP
Everest Balti House	Independent Free	Restaurant	Independent Free	S 40 1JW
Asoka Restaurant	Independent Free	Restaurant	Independent Free	S 41 7SA
Thai Pavilion	Independent Free	Restaurant	Independent Free	S 40 1TX
Siam Corner Thai Village	Independent Free	Restaurant	Independent Free	S 41 7RW
Genesis Social Enterprise Centre	Independent Free	Proprietary Club	Independent Free	DE55 7DQ
Sherwood Club	Independent Free	Registered Club	Independent Free	DE55 5SE
St Barnabas Church Hall	Independent Free	Pubs & Full On	Independent Free	S 45 9BU

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Base: Great Britain

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Registered Club	27	26.5	28.7	92			
Restaurant	27	26.5	32.5	81			
Residential	2	2.0	2.8	71			

Name	Description	License Type	Owner Name	Postcode
Tupton Village Hall	Independent Free	Registered Club	Independent Free	S 42 6BH
Mumbai Masala	Independent Free	Restaurant	Independent Free	DE55 7BR
Nonnas	Independent Free	Restaurant	Independent Free	S 40 2AH
West Bars Tandoori Restaurant And Bar	Independent Free	Restaurant	Independent Free	S 40 1AZ
Old Post	Independent Free	Restaurant	Independent Free	S 41 7SH
Unity Club	Independent Free	Registered Club	Independent Free	DE55 2DP
Mes Amis	Independent Free	Pubs & Full On	Independent Free	S 40 3AD
Junction 29 Truckstop	Independent Free	Pubs & Full On	Independent Free	S 42 5SA
Alfreton Hall	Independent Free	Pubs & Full On	Independent Free	DE55 7AH
Tokuda	Independent Free	Restaurant	Independent Free	S 40 1RL
Darwin And Bear	Independent Free	Pubs & Full On	Independent Free	S 40 1TX
Society	Independent Free	Pubs & Full On	Independent Free	S 40 1XL
Qoozies & After Dark	Independent Free	Pubs & Full On	Independent Free	S 40 1SA
Chesterfield Alehouse	Independent Free	Pubs & Full On	Independent Free	S 40 1AG
Anaarkali Restaurant	Independent Free	Restaurant	Independent Free	S 42 5RA
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	S 40 2EZ
Lotus Lounge	Independent Free	Restaurant	Independent Free	DE55 7BH
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	S 40 1UN
Tupton Rugby Union Football Club	Independent Free	Registered Club	Independent Free	S 42 6BW
Indian Blues	Independent Free	Restaurant	Independent Free	S 41 7TP
Made At No 18	Independent Free	Restaurant	Independent Free	DE55 7AH
Six Halts	Marston's	Pubs & Full On	Marston's	S 45 9AG
Bottle & Thyme	Independent Free	Restaurant	Independent Free	S 40 1RL
Ritzys	Independent Free	Pubs & Full On	Independent Free	S 41 7SH
Sorbo Lounge	Loungers	Pubs & Full On	Loungers	S 40 1TW
Bret Club	Independent Free	Registered Club	Independent Free	S 45 9LX
What's Your Poison Ale House	Independent Free	Pubs & Full On	Independent Free	DE55 7DR
Crossroads Tavern Ale House	Independent Free	Pubs & Full On	Independent Free	DE55 7DR
Gas Bar	Independent Free	Pubs & Full On	Independent Free	S 40 2AQ
Hasland Hops	Independent Free	Pubs & Full On	Independent Free	S 41 0JA
Blaze	Independent Free	Restaurant	Independent Free	S 40 1XL

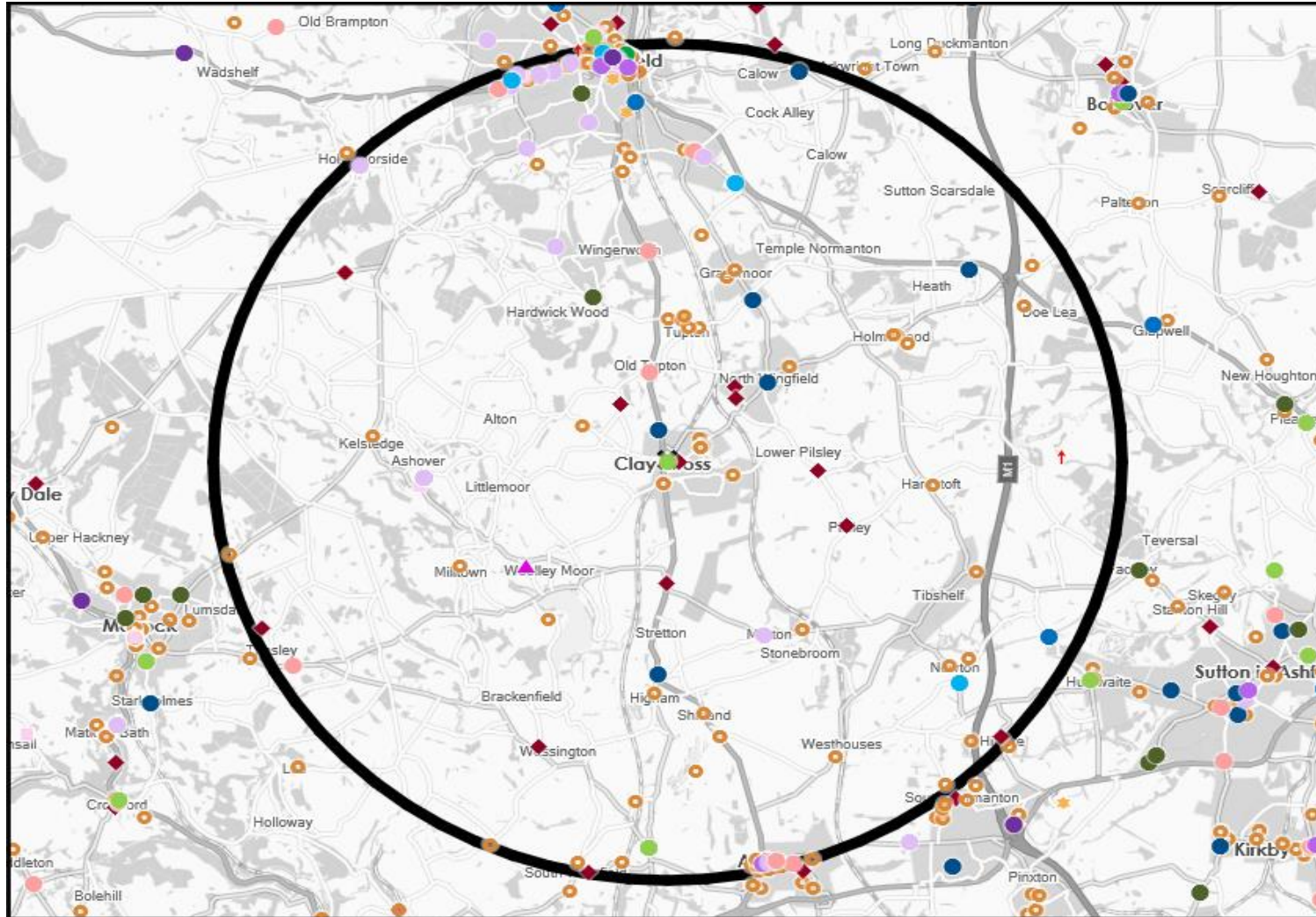


# MAP OF AREA

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Source: OS Open Data 2018

Area: P03908\_New Inn, Clay Cross, S45 9JE (5 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: P03908\_New Inn, Clay Cross, S45 9JE (5 Mile contour)  
Base: Great Britain  
Year: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	10,535	22.7	22.0	103		
	2 Rising Prosperity	991	2.1	10.3	21		
	3 Comfortable Communities	13,616	29.3	26.3	111		
	4 Financially Stretched	14,776	31.8	23.7	134		
	5 Urban Adversity	6,402	13.8	17.4	79		
	6 Not Private Households	170	0.4	0.3	110		
Graph							
Total households		46,490					

Acorn Category Pen Portrait

4

Financially Stretched

12.2M  
UK Adults

23.1%  
of UK

Age range

All ages

House type

Semi-detached or terraced

Financial situation

Running into debt

Saving a lot

House tenure

Social renting

Children at home

Mixed

Number of beds

1-3

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

Acorn Groups within Category 4: Financially Stretched

K Student Life

13%

L Modest Means

34%

M Striving Families

34%

N Poorer Pensioners

20%

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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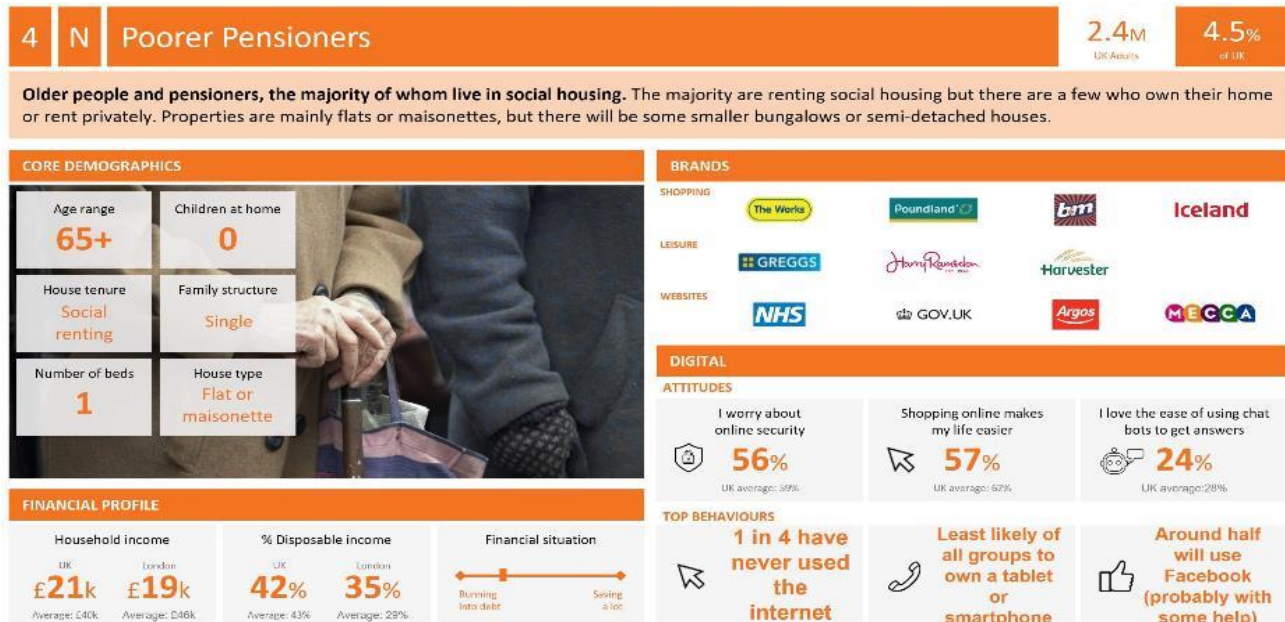
Area: P03908\_New Inn, Clay Cross, S45 9JE (5 Mile contour)

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	32	0.1	1.1	6			
1.B Executive Wealth	5,234	11.3	11.2	100			
1.C Mature Money	5,269	11.3	9.6	118			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	991	2.1	6.3	34			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	5,906	12.7	5.7	221			
3.G Successful Suburbs	2,536	5.5	5.9	93			
3.H Steady Neighbourhoods	1,566	3.4	7.4	46			
3.I Comfortable Seniors	1,455	3.1	2.9	109			
3.J Starting Out	2,153	4.6	4.4	104			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	5,386	11.6	7.9	146			
4.M Striving Families	2,273	4.9	7.5	65			
4.N Poorer Pensioners	7,117	15.3	5.8	263			
<b>5. Urban Adversity</b>							
5.O Young Hardship	1,967	4.2	6.2	68			
5.P Struggling Estates	2,412	5.2	5.9	88			
5.Q Difficult Circumstances	2,023	4.4	5.3	82			
<b>6. Not Private Households</b>							
6.R Not Private Households	170	0.4	0.3	110			
<b>Total households</b>	<b>46,490</b>						

## Acorn Group Pen Portrait





CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03908\_New Inn, Clay Cross, S45 9JE (5 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	32	0.1	0.9	8			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	1,912	4.1	2.6	157			
	1.B.5 Wealthy countryside commuters	1,332	2.9	2.4	117			
	1.B.6 Financially comfortable families	1,229	2.6	2.2	120			
	1.B.7 Affluent professionals	0	0.0	0.8	0			
	1.B.8 Prosperous suburban families	15	0.0	1.5	2			
	1.B.9 Well-off edge of towners	746	1.6	1.6	100			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	1,288	2.8	3.0	91			
	1.C.11 Settled suburbia, older people	1,123	2.4	2.8	86			
	1.C.12 Retired and empty nesters	2,584	5.6	2.5	225			
	1.C.13 Upmarket downsizers	274	0.6	1.3	46			
<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	443	1.0	1.9	50			
	2.E.19 First time buyers in small, modern homes	548	1.2	3.3	35			
	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	445	1.0	1.5	63			
	3.F.22 Older couples and families in rural areas	372	0.8	1.0	77			
	3.F.23 Owner occupiers in small towns and villages	5,089	10.9	3.2	342			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	1,982	4.3	2.7	160			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	554	1.2	2.4	49			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	1,295	2.8	3.4	81			
	3.H.28 Owner occupied terraces, average income	13	0.0	1.6	2			
	3.H.29 Established suburbs, older families	258	0.6	2.3	24			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	1,449	3.1	2.4	131			
	3.I.31 Elderly singles in purpose-built accommodation	6	0.0	0.5	3			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	468	1.0	2.1	47			
	3.J.33 Smaller houses and starter homes	1,685	3.6	2.3	156			
<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	165	0.4	1.4	25			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	3,749	8.1	2.6	307			
	4.L.39 Fading owner occupied terraces	1,472	3.2	2.9	109			
	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	1,142	2.5	1.6	155			
	4.M.42 Struggling young families in post-war terraces	30	0.1	1.6	4			
	4.M.43 Families in right-to-buy estates	327	0.7	2.1	34			
	4.M.44 Post-war estates, limited means	774	1.7	2.2	76			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	915	2.0	0.8	251			
	4.N.46 Elderly people in social rented flats	307	0.7	1.1	62			
	4.N.47 Low income older people in smaller semis	4,973	10.7	2.3	474			
	4.N.48 Pensioners and singles in social rented flats	922	2.0	1.7	115			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	354	0.8	2.2	35			
	5.O.50 Struggling younger people in mixed tenure	372	0.8	1.8	45			
	5.O.51 Young people in small, low cost terraces	1,241	2.7	2.3	118			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	257	0.6	1.6	35			
	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	2,155	4.6	1.6	287			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	208	0.4	1.5	30			
	5.Q.58 Singles and young families, some receiving benefits	1,138	2.4	1.8	138			
	5.Q.59 Deprived areas and high-rise flats	677	1.5	2.0	73			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	24	0.1	0.1	88			
	6.R.61 Inactive communal population	146	0.3	0.3	115			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>46,490</b>						

CATEGORY

GROUP

TYPE

MAP

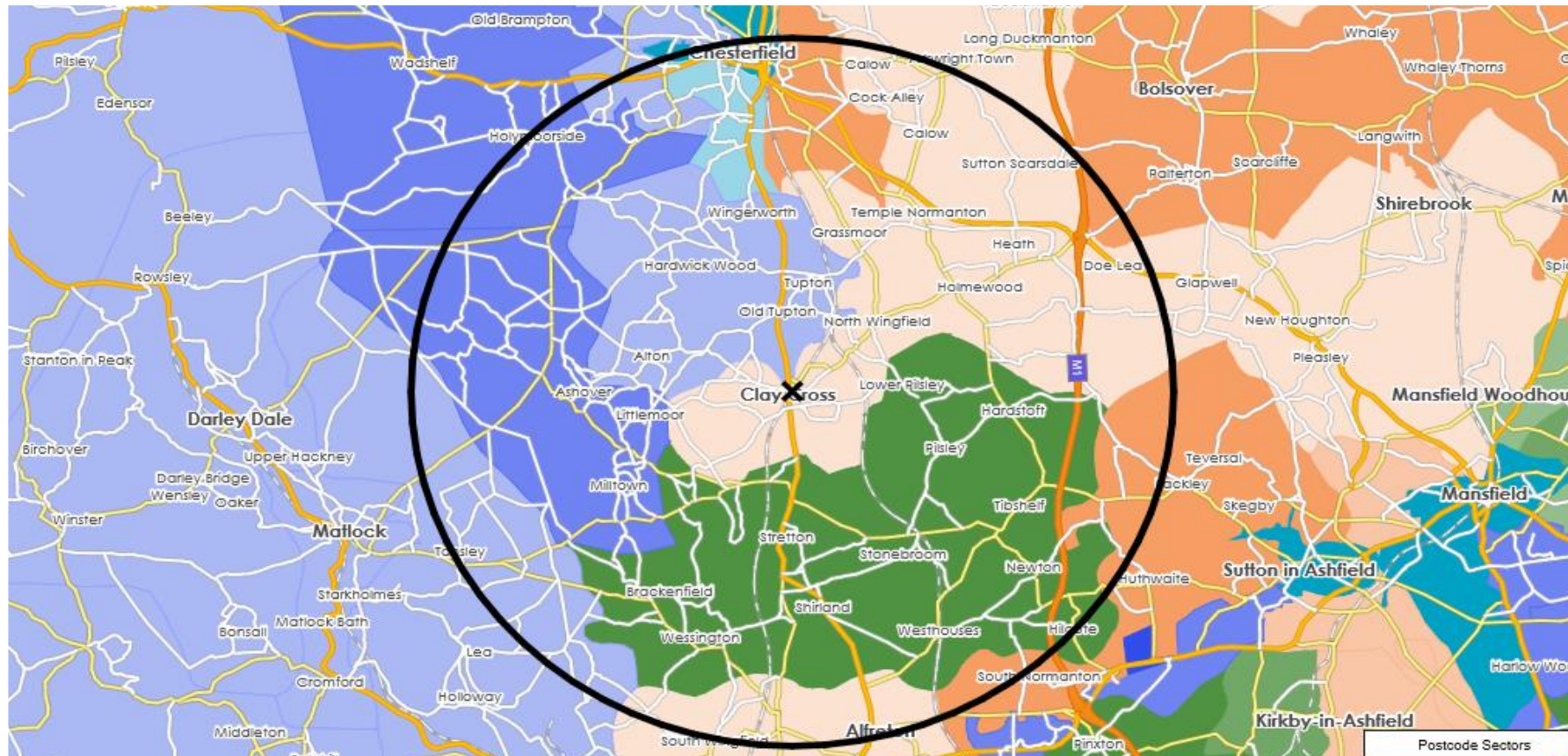
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P03908\_New Inn, Clay Cross, S45 9JE (5 Mile contour)

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Source: OS Open Data 2018



- 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



CATEGORY

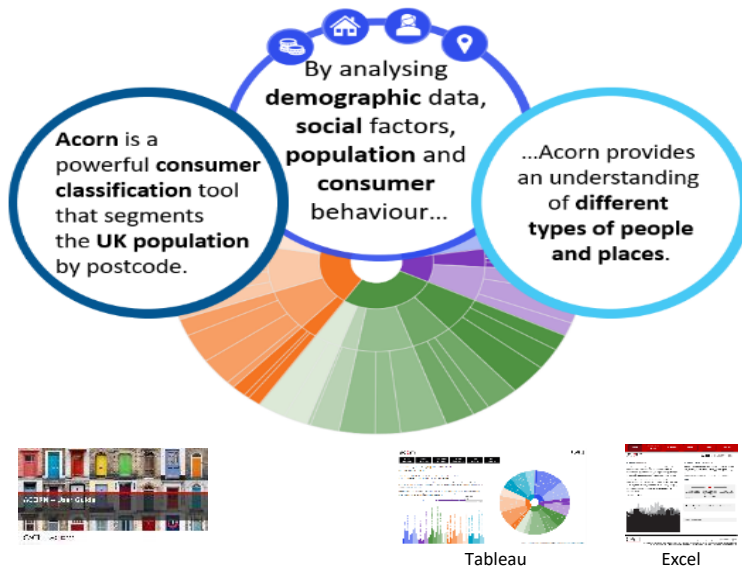
GROUP

TYPE

MAP

WHAT IS ACORN?

## 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		

