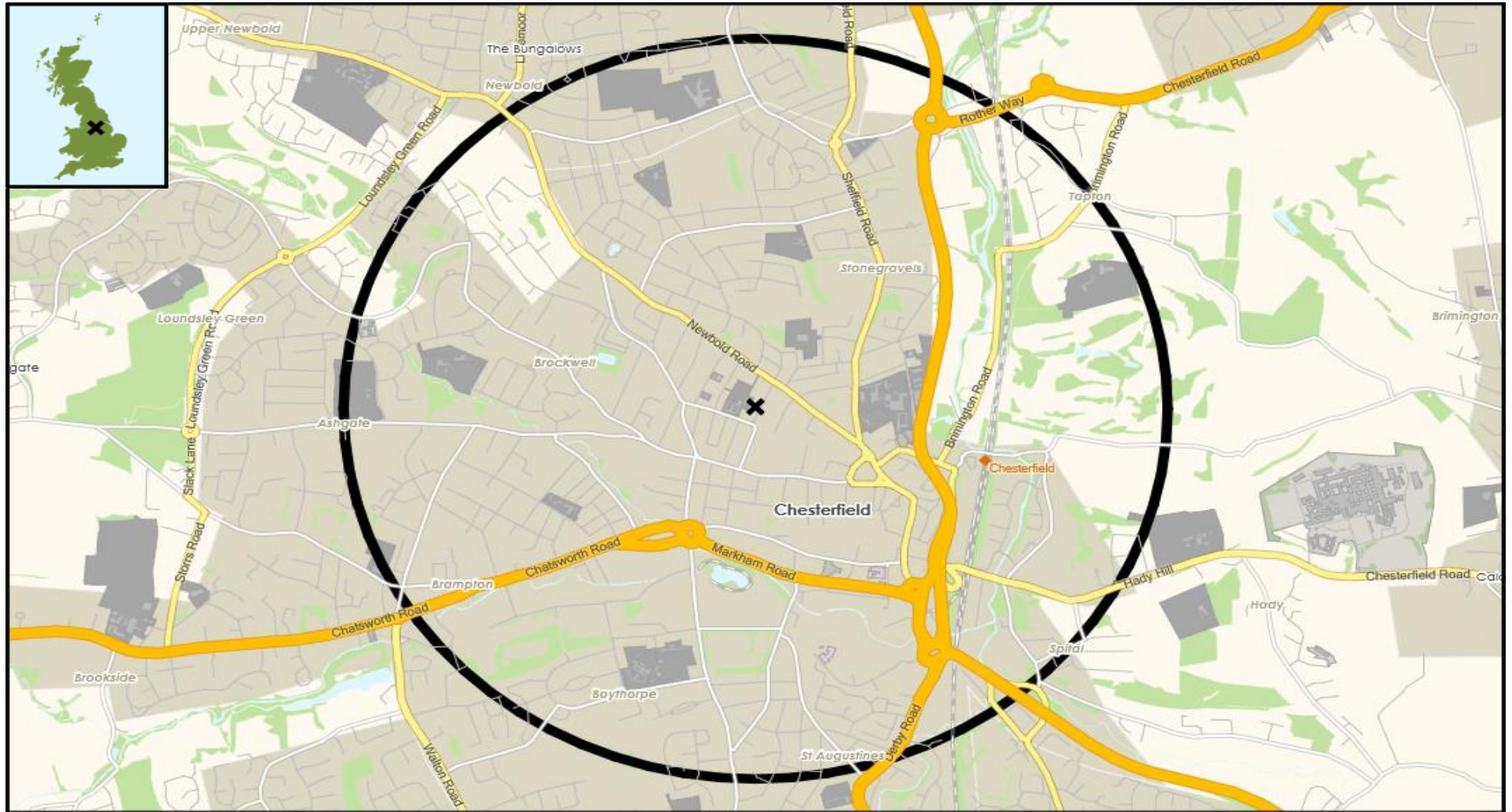


# MAP OF AREA

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Source: OS Open Data 2018

Area: P00813\_Industry Inn, Chesterfield, S40 4SF (1 Mile contour)



# POPULATION PROJECTIONS

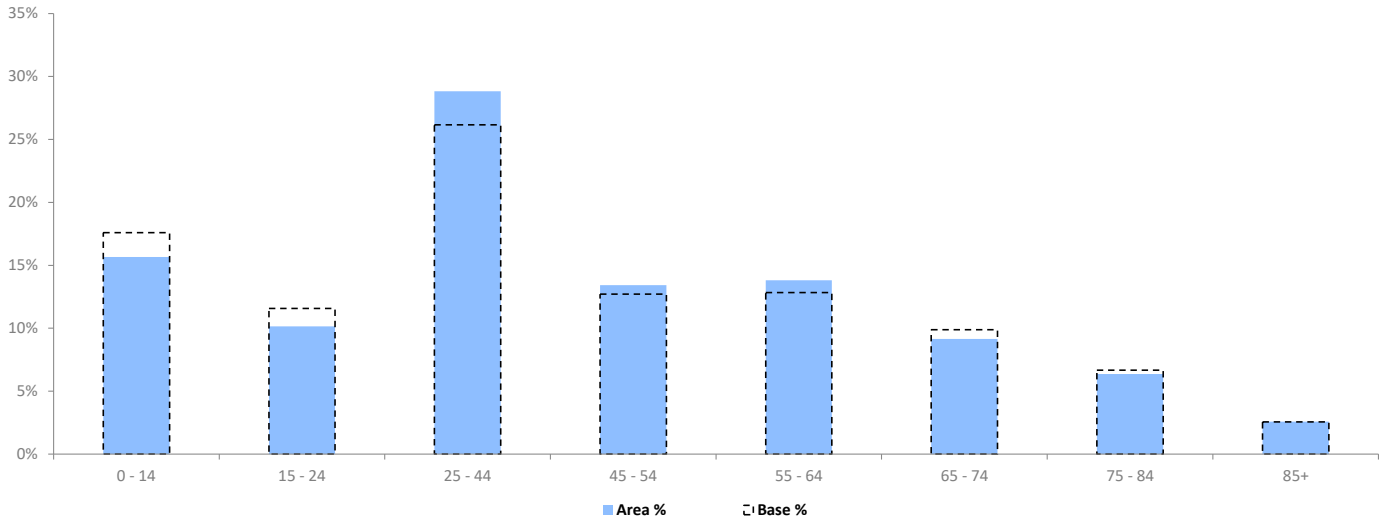
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Area: P00813\_Industry Inn, Chesterfield, S40 4SF (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,836	15.7	17.6	89			
15 - 24	2,484	10.1	11.6	88			
25 - 44	7,062	28.8	26.2	<b>110</b>			
45 - 54	3,289	13.4	12.7	<b>106</b>			
55 - 64	3,384	13.8	12.8	<b>108</b>			
65 - 74	2,240	9.1	9.9	92			
75 - 84	1,561	6.4	6.7	96			
85+	633	2.6	2.6	<b>101</b>			
<b>Total population</b>	<b>24,489</b>						



# EXPENDITURE

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Area: P00813\_Industry Inn, Chesterfield, S40 4SF (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	£763,705	£64.00	£73.74	87			
2. Alcoholic beverages, tobacco and narcotics	£338,063	£28.33	£27.43	103			
3. Clothing & Footwear	£407,709	£34.17	£41.92	82			
4. Housing, water, electricity, gas and other fuels	£883,576	£74.05	£92.23	80			
5. Furnishings, equipment and routine maintenance	£387,423	£32.47	£39.49	82			
6. Health	£163,539	£13.71	£16.97	81			
7. Transport	£1,138,058	£95.38	£115.30	83			
8. Communication	£174,751	£14.65	£14.64	100			
9. Recreation & Culture	£1,026,036	£85.99	£100.48	86			
10. Education	£183,091	£15.34	£22.34	69			
11. Restaurants & Hotels	£825,462	£69.18	£82.30	84			
12. Miscellaneous goods and services	£1,075,744	£90.16	£104.94	86			
<b>Total Expenditure</b>	<b>£7,367,159</b>	<b>£617.43</b>	<b>£731.77</b>	<b>84</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.

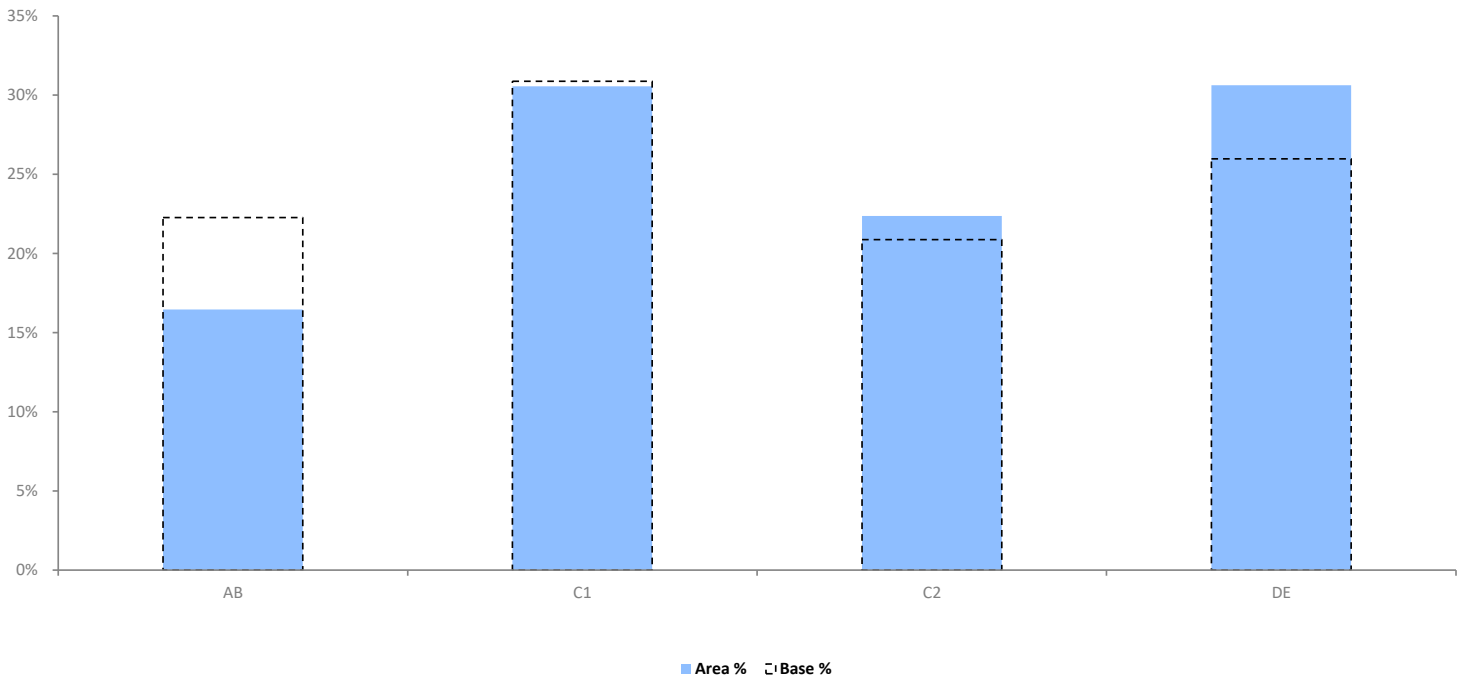
# UP TO DATE DEMOGRAPHICS

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Area: P00813\_Industry Inn, Chesterfield, S40 4SF (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	1,959	16.5	22.3	74			
C1: Supervisory, clerical, jr managerial/admin/professional	3,639	30.6	30.9	99			
C2: Skilled manual workers	2,664	22.4	20.9	107			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	3,646	30.6	26.0	118			
<b>Total household reference persons aged 16 to 64</b>	<b>11,908</b>						



# CGA LICENCED PREMISES

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Area: P00813\_Industry Inn, Chesterfield, S40 4SF (  
 Base: Great Britain  
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	62	253.2	82.8	<b>306</b>			
Proprietary Club	6	24.5	7.5	<b>328</b>			
Registered Club	5	20.4	28.7	71			
Restaurant	21	85.8	32.5	<b>264</b>			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
St Helens Inn	Unknown	Pubs & Full On	Unknown	S 41 7LS
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
Chesterfield Miners Welfare Club	Independent Free	Registered Club	Independent Free	S 40 1DL
Chesterfield Labour Club	Independent Free	Registered Club	Independent Free	S 40 1NF
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
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
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
Badger	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	S 40 4ED
Industry Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	S 40 4SF
Chesterfield Lawn Tennis Club	Independent Free	Registered Club	Independent Free	S 40 4TJ
Chandlers	Independent Free	Pubs & Full On	Independent Free	S 41 7TH
Nags Head	Pub People Co Ltd	Pubs & Full On	Pub People Co Ltd	S 41 8RJ
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
Highfield	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	S 41 7AA
Crown & Anchor	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 41 7JH
Lambardi Restaurant	Independent Free	Restaurant	Independent Free	S 41 7LL
Chesterfield Arms	Everards	Pubs & Full On	Everards	S 41 7PH
Neptune Beer Emporium	Independent Free	Pubs & Full On	Independent Free	S 41 7QD
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
Miners Arms	Independent Free	Pubs & Full On	Independent Free	S 41 8RU
Rose & Crown	Everards	Pubs & Full On	Everards	S 40 2QT
Tapton Park Golf Course	Independent Free	Registered Club	Independent Free	S 41 0EQ
Vibe	Independent Free	Proprietary Club	Independent Free	S 41 7SA

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Area: P00813\_Industry Inn, Chesterfield, S40 4SF (  
 Base: Great Britain  
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	62	253.2	82.8	<b>306</b>			
Proprietary Club	6	24.5	7.5	<b>328</b>			
Registered Club	5	20.4	28.7	71			
Restaurant	21	85.8	32.5	<b>264</b>			
Residential	0	0.0	2.8	0			

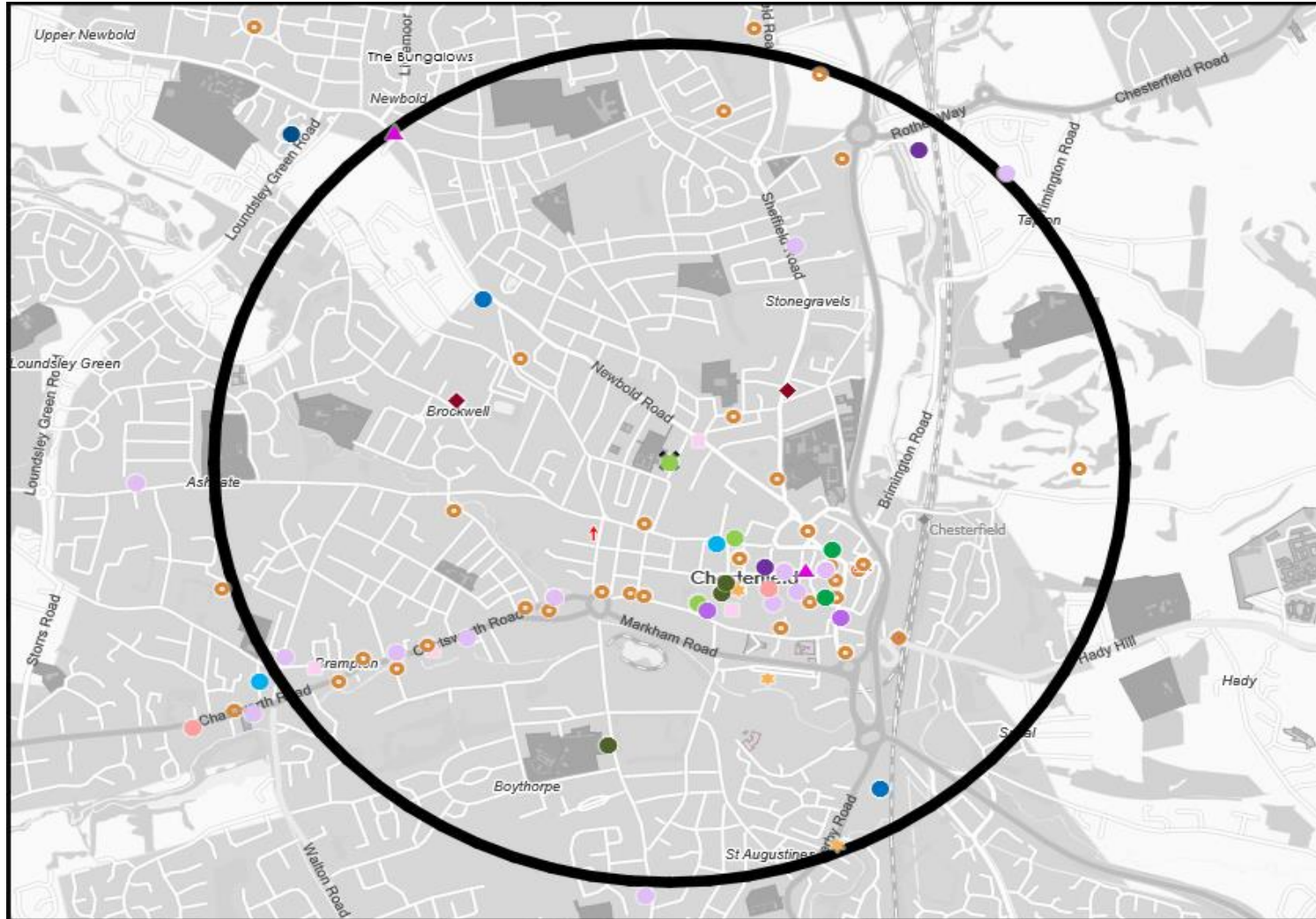
Name	Description	License Type	Owner Name	Postcode
Riverside	Independent Free	Pubs & Full On	Independent Free	S 41 7RE
Lyrix Bar	Independent Free	Pubs & Full On	Independent Free	S 41 7SA
Burlington	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 40 1RS
Harvester Chesterfield	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	S 40 2EZ
Frankie & Bennys	Restaurant Group	Restaurant	Restaurant Group	S 40 2ED
Soulville Steakhouse	Independent Free	Restaurant	Independent Free	S 40 1QX
Aruba	Dukedom Ltd	Pubs & Full On	Dukedom Ltd	S 41 7TP
Lock Keeper	Whitbread	Pubs & Full On	Whitbread	S 41 7NJ
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
Chesterfield Ex Servicemens Club	Independent Free	Registered Club	Independent Free	S 40 1TX
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
Association	Unknown	Pubs & Full On	Unknown	S 41 7TP
Drinks & Dough	Independent Free	Pubs & Full On	Independent Free	S 41 7TP
Mecca Bingo	Rank	Proprietary Club	Rank	S 40 1NJ
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
Casa Hotel	Independent Free	Pubs & Full On	Independent Free	S 41 7JB
Nonnas	Independent Free	Restaurant	Independent Free	S 40 2AH
West Bars Tandoori Restaurant And Bar	Independent Free	Restaurant	Independent Free	S 40 1AZ
Chesterfield Football Club	Independent Free	Proprietary Club	Independent Free	S 41 8NZ
Old Post	Independent Free	Restaurant	Independent Free	S 41 7SH
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
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	S 40 2EZ
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	S 40 1UN
Indian Blues	Independent Free	Restaurant	Independent Free	S 41 7TP
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
Gas Bar	Independent Free	Pubs & Full On	Independent Free	S 40 2AQ
Blaze	Independent Free	Restaurant	Independent Free	S 40 1XL

# MAP OF AREA

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Source: OS Open Data 2018

Area: P00813\_Industry Inn, Chesterfield, S40 4SF (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:** P00813\_Industry Inn, Chesterfield, S40 4SF (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,165	9.8	22.0	45		
 2 Rising Prosperity	763	6.4	10.3	62		
 3 Comfortable Communities	3,375	28.3	26.3	<b>108</b>		
 4 Financially Stretched	2,857	24.0	23.7	<b>101</b>		
 5 Urban Adversity	3,727	31.3	17.4	<b>180</b>		
 6 Not Private Households	21	0.2	0.3	53		
 Graph						
<b>Total households</b>	<b>11,908</b>					

### Acorn Category Pen Portrait

## 5 Urban Adversity

Age range

25-34

House type


Flat or terraced

8.4M UK Adults

15.9%

of UK

Financial situation



House tenure

Social renting

Children at home

3+

Number of beds

1-2

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 Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%



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

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Area: P00813\_Industry Inn, Chesterfield, S40 4SF (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	0	0.0	1.1	0			
1.B Executive Wealth	269	2.3	11.2	20			
1.C Mature Money	896	7.5	9.6	78			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	763	6.4	6.3	102			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	14	0.1	5.7	2			
3.G Successful Suburbs	851	7.1	5.9	121			
3.H Steady Neighbourhoods	1,125	9.4	7.4	128			
3.I Comfortable Seniors	332	2.8	2.9	97			
3.J Starting Out	1,053	8.8	4.4	199			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	858	7.2	7.9	91			
4.M Striving Families	731	6.1	7.5	82			
4.N Poorer Pensioners	1,268	10.6	5.8	183			
<b>5. Urban Adversity</b>							
5.O Young Hardship	2,392	20.1	6.2	324			
5.P Struggling Estates	705	5.9	5.9	100			
5.Q Difficult Circumstances	630	5.3	5.3	100			
<b>6. Not Private Households</b>							
6.R Not Private Households	21	0.2	0.3	53			
<b>Total households</b>	<b>11,908</b>						

### 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.

**CORE DEMOGRAPHICS**

Age range	Children at home
<b>25-44</b>	<b>1</b>
House tenure	Family structure
Privately renting	Single parent
Number of beds	House type
<b>2</b>	Terraced

**BRANDS**

SHOPPING:

LEISURE:

WEBSITES:

**DIGITAL ATTITUDES**

- I worry about online security: **56%** (UK average: 59%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

**TOP BEHAVIOURS**

- Wait until tech becomes cheaper before purchasing
- Take part in online groups / forums
- Research beauty online



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

### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00813\_Industry Inn, Chesterfield, S40 4SF (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	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	136	1.1	2.6	44			
1.B.5 Wealthy countryside commuters	8	0.1	2.4	3			
1.B.6 Financially comfortable families	64	0.5	2.2	24			
1.B.7 Affluent professionals	19	0.2	0.8	19			
1.B.8 Prosperous suburban families	3	0.0	1.5	2			
1.B.9 Well-off edge of towners	39	0.3	1.6	20			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	705	5.9	2.8	210			
1.C.12 Retired and empty nesters	173	1.5	2.5	59			
1.C.13 Upmarket downsizers	18	0.2	1.3	12			
<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	76	0.6	1.9	33			
2.E.19 First time buyers in small, modern homes	687	5.8	3.3	173			
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	14	0.1	3.2	4			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	723	6.1	2.7	228			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	128	1.1	2.4	45			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	1,061	8.9	3.4	259			
3.H.28 Owner occupied terraces, average income	13	0.1	1.6	7			
3.H.29 Established suburbs, older families	51	0.4	2.3	18			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	332	2.8	2.4	117			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	529	4.4	2.1	209			
3.J.33 Smaller houses and starter homes	524	4.4	2.3	190			
<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	106	0.9	1.4	62			
4.L.38 Semi-skilled workers in traditional neighbourhoods	471	4.0	2.6	150			
4.L.39 Fading owner occupied terraces	281	2.4	2.9	81			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	75	0.6	1.6	38			
4.M.43 Families in right-to-buy estates	388	3.3	2.1	159			
4.M.44 Post-war estates, limited means	268	2.3	2.2	103			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	150	1.3	0.8	161			
4.N.46 Elderly people in social rented flats	178	1.5	1.1	141			
4.N.47 Low income older people in smaller semis	446	3.7	2.3	166			
4.N.48 Pensioners and singles in social rented flats	494	4.1	1.7	240			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	445	3.7	2.2	173			
5.O.50 Struggling younger people in mixed tenure	695	5.8	1.8	330			
5.O.51 Young people in small, low cost terraces	1,252	10.5	2.3	464			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	31	0.3	1.6	16			
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	674	5.7	1.6	351			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	123	1.0	1.5	68			
5.Q.58 Singles and young families, some receiving benefits	134	1.1	1.8	63			
5.Q.59 Deprived areas and high-rise flats	373	3.1	2.0	156			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	3	0.0	0.1	43			
6.R.61 Inactive communal population	18	0.2	0.3	55			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>11,908</b>						

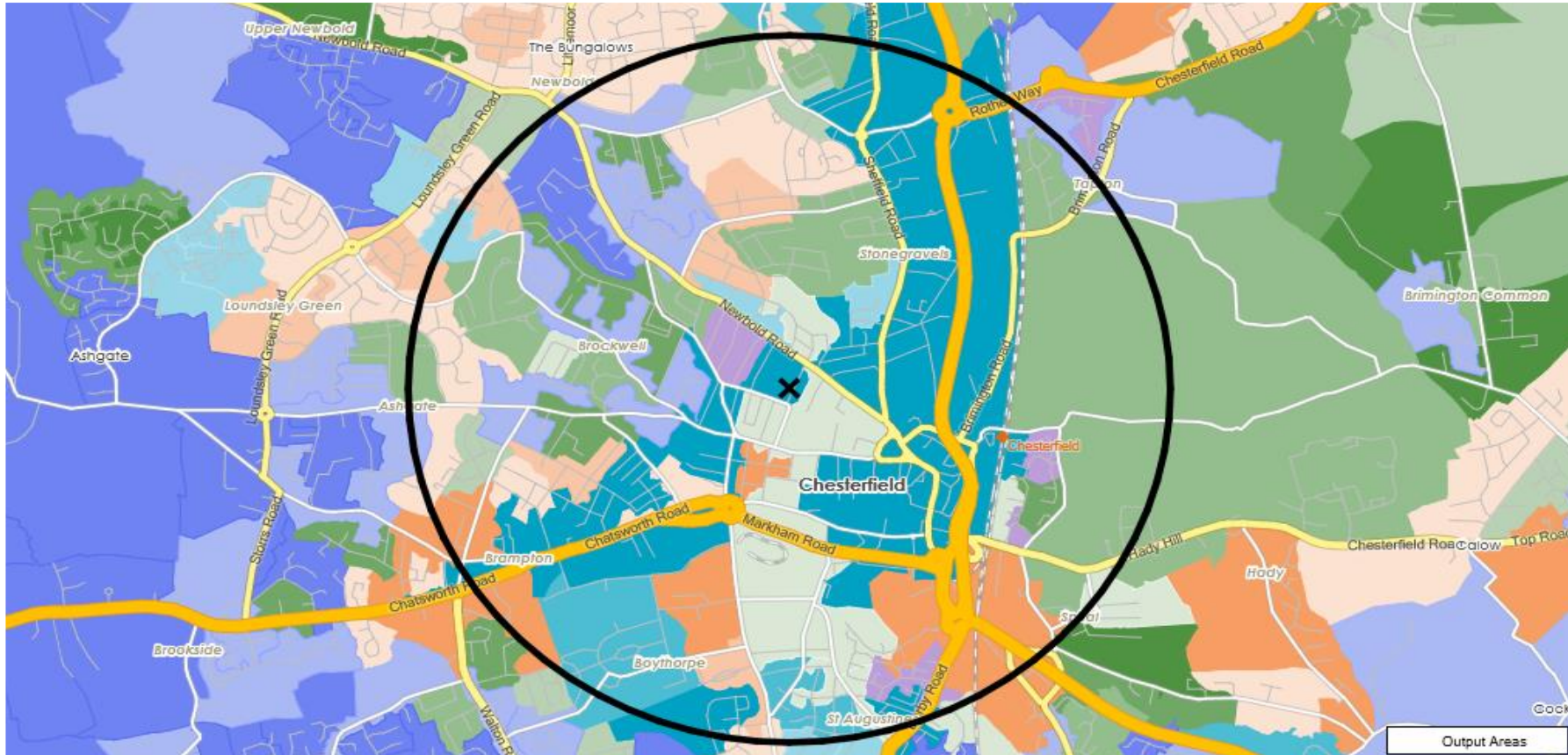
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00813\_Industry Inn, Chesterfield, S40 4SF (1 Mile contour)



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

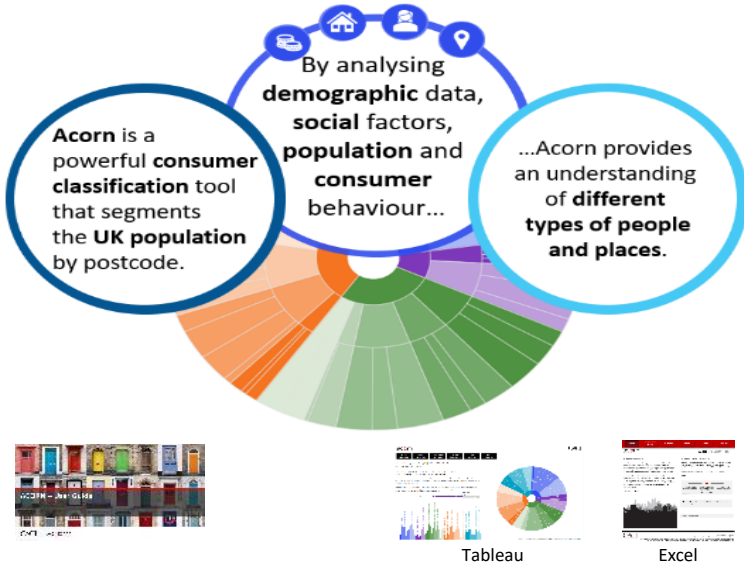
- Acorn Groups**
- 1.A Lavish Lifestyles
  - 1.B Executive Wealth
  - 1.C Mature Money
  - 2.D City Sophisticates
  - 2.E Career Climbers
  - 3.F Countryside Communities
  - 3.G Successful Suburbs
  - 3.H Steady Neighbourhoods
  - 3.I Comfortable Seniors
  - 3.J Starting Out
  - 4.K Student Life
  - 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%

