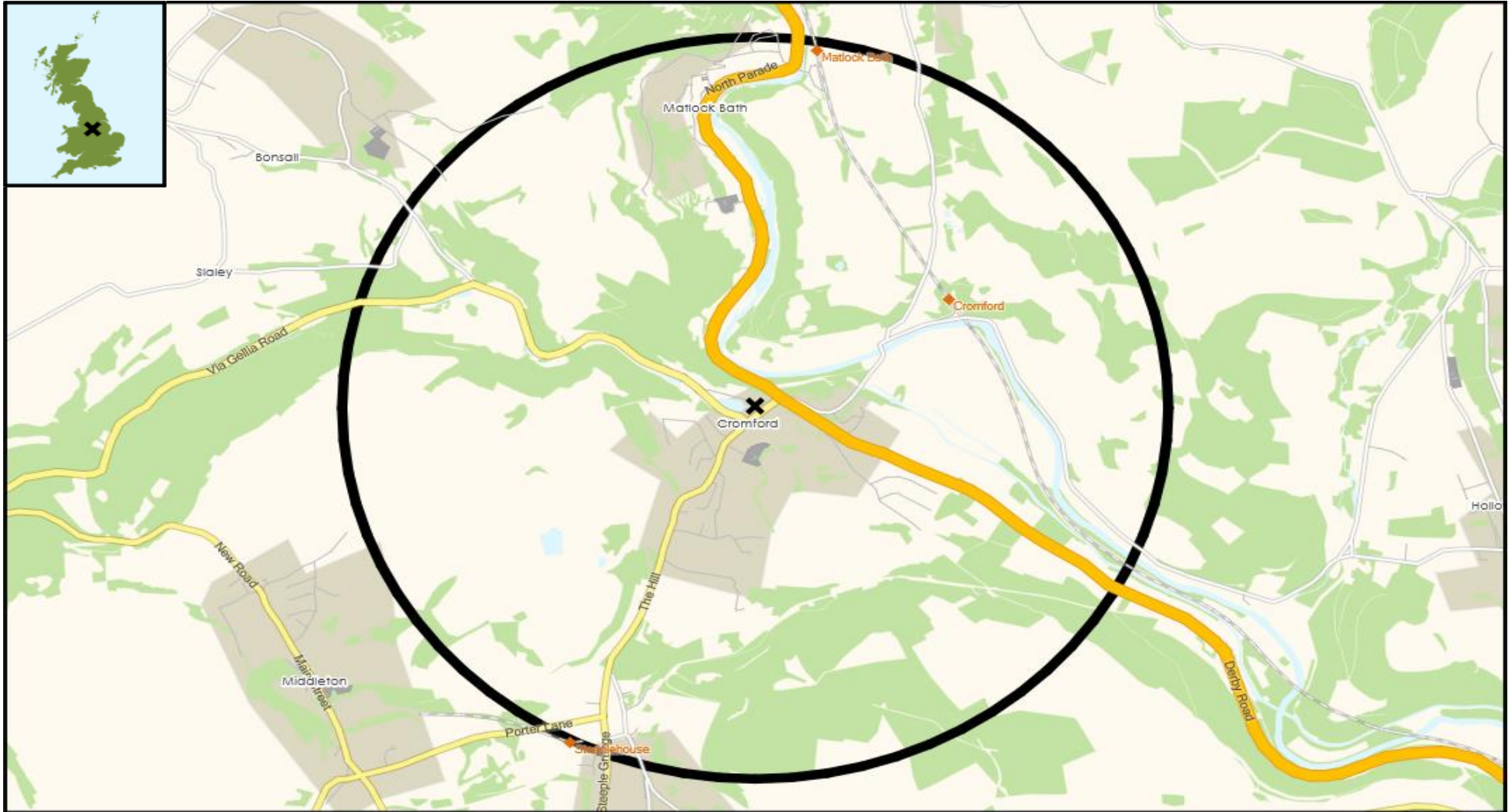


# MAP OF AREA

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Source: OS Open Data 2018

Area: P03674\_Greyhound, Cromford, DE4 3QE (1 Mile contour)



# POPULATION PROJECTIONS

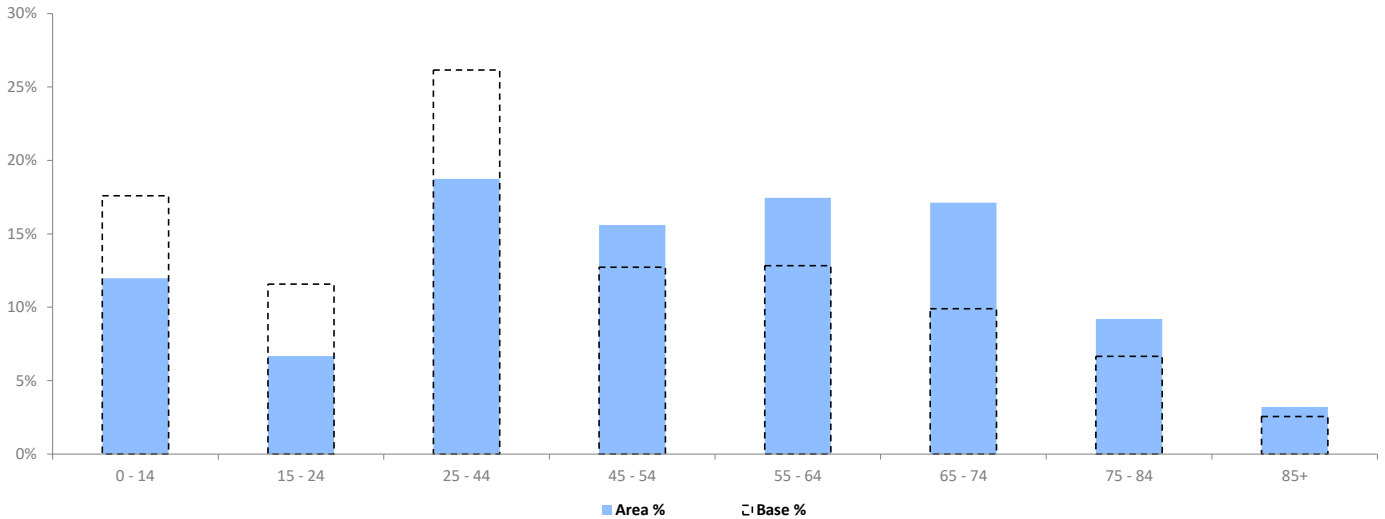
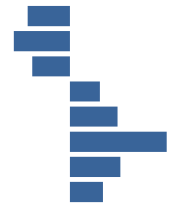
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Area: P03674\_Greyhound, Cromford, DE4 3QE (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	251	12.0	17.6	68			
15 - 24	140	6.7	11.6	58			
25 - 44	393	18.8	26.2	72			
45 - 54	327	15.6	12.7	<b>123</b>			
55 - 64	366	17.5	12.8	<b>136</b>			
65 - 74	359	17.1	9.9	<b>173</b>			
75 - 84	193	9.2	6.7	<b>138</b>			
85+	67	3.2	2.6	<b>125</b>			
<b>Total population</b>	<b>2,096</b>						



# EXPENDITURE

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Area: P03674\_Greyhound, Cromford, DE4 3QE (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	£76,337	£73.05	£73.74	99			
2. Alcoholic beverages, tobacco and narcotics	£28,613	£27.38	£27.43	100			
3. Clothing & Footwear	£39,841	£38.13	£41.92	91			
4. Housing, water, electricity, gas and other fuels	£93,317	£89.30	£92.23	97			
5. Furnishings, equipment and routine maintenance	£44,580	£42.66	£39.49	108			
6. Health	£19,356	£18.52	£16.97	109			
7. Transport	£124,219	£118.87	£115.30	103			
8. Communication	£14,770	£14.13	£14.64	97			
9. Recreation & Culture	£104,610	£100.10	£100.48	100			
10. Education	£16,740	£16.02	£22.34	72			
11. Restaurants & Hotels	£85,849	£82.15	£82.30	100			
12. Miscellaneous goods and services	£107,317	£102.70	£104.94	98			
<b>Total Expenditure</b>	<b>£755,548</b>	<b>£723.01</b>	<b>£731.77</b>	<b>99</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.

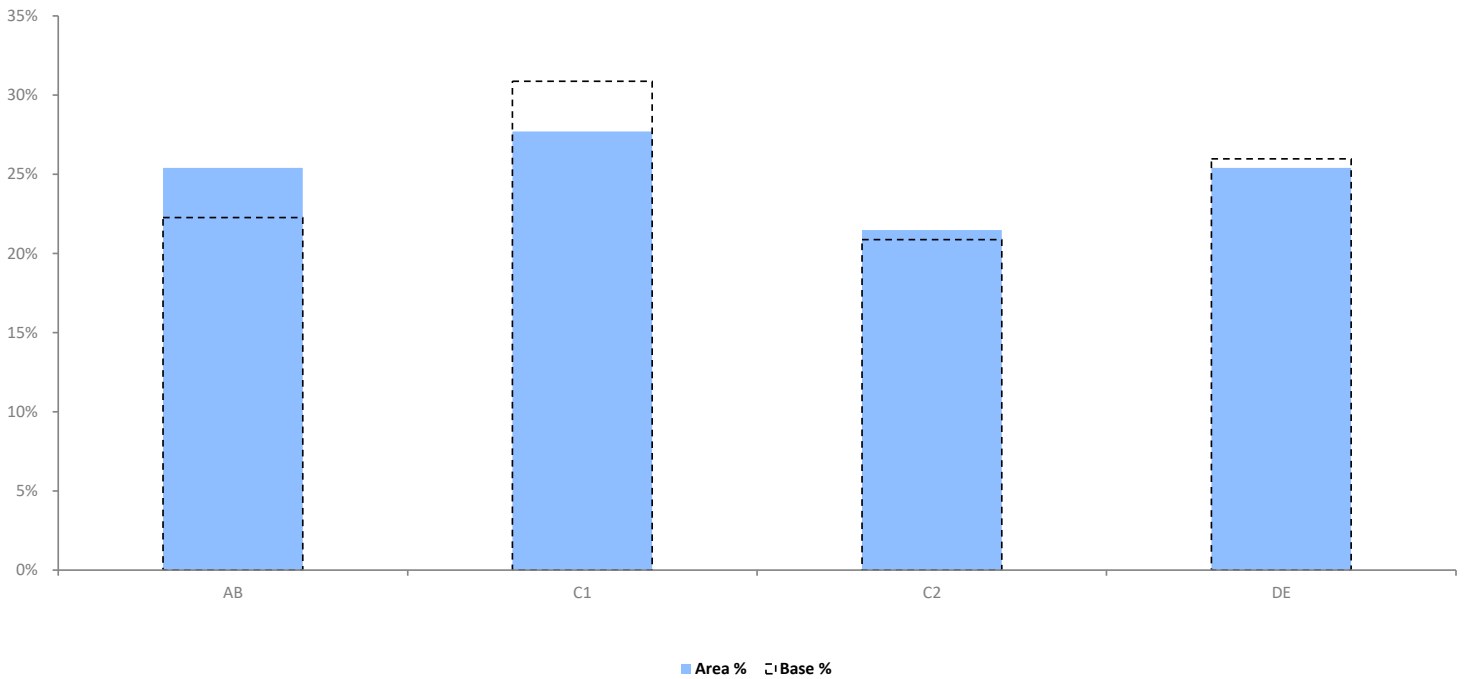
# UP TO DATE DEMOGRAPHICS

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Area: P03674\_Greyhound, Cromford, DE4 3QE (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	265	25.4	22.3	<b>114</b>			
C1: Supervisory, clerical, jr managerial/admin/professional	289	27.7	30.9	90			
C2: Skilled manual workers	224	21.5	20.9	<b>103</b>			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	265	25.4	26.0	98			
<b>Total household reference persons aged 16 to 64</b>	<b>1,043</b>						



# CGA LICENCED PREMISES

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Area: P03674\_Greyhound, Cromford, DE4 3QE (1 P  
 Base: Great Britain  
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	12	572.5	82.8	691			
Proprietary Club	1	47.7	7.5	639			
Registered Club	1	47.7	28.7	166			
Restaurant	0	0.0	32.5	0			
Residential	2	95.4	2.8	3436			

Name	Description	License Type	Owner Name	Postcode
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
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
Alison House	Independent Free	Residential	Independent Free	DE 4 3RH
Pav Nightclub	Independent Free	Proprietary Club	Independent Free	DE 4 3NR
Cromford Community Centre	Independent Free	Registered Club	Independent Free	DE 4 3RE
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
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: P03674\_Greyhound, Cromford, DE4 3QE (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:** P03674\_Greyhound, Cromford, DE4 3QE (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	451	43.2	22.0	197		
2 Rising Prosperity	0	0.0	10.3	0		
3 Comfortable Communities	218	20.9	26.3	79		
4 Financially Stretched	328	31.4	23.7	133		
5 Urban Adversity	43	4.1	17.4	24		
6 Not Private Households	3	0.3	0.3	86		
<b>Total households</b>				<b>1,043</b>		

### Acorn Category Pen Portrait

1 Affluent Achievers
12.1M 22.8%  
UK Adults of UK

**Age range**  
55+

**Financial situation**

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

## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P03674\_Greyhound, Cromford, DE4 3QE (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	55	5.3	11.2	47			
1.C Mature Money	396	38.0	9.6	395			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	0	0.0	6.3	0			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	73	7.0	5.7	122			
3.G Successful Suburbs	128	12.3	5.9	208			
3.H Steady Neighbourhoods	17	1.6	7.4	22			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	0	0.0	4.4	0			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	242	23.2	7.9	292			
4.M Striving Families	23	2.2	7.5	30			
4.N Poorer Pensioners	63	6.0	5.8	104			
<b>5. Urban Adversity</b>							
5.O Young Hardship	0	0.0	6.2	0			
5.P Struggling Estates	0	0.0	5.9	0			
5.Q Difficult Circumstances	43	4.1	5.3	78			
<b>6. Not Private Households</b>							
6.R Not Private Households	3	0.3	0.3	86			
<b>Total households</b>	<b>1,043</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

JA MULLER

W

LEISURE  
**BROWNS**

NESPRESSO

M&S

CARRÉ NERO

WEBSITES  
**goodfood**

MoneySavingExpert.com

M&S

BBC NEWS

#### 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?
----------	-------	------	-----	----------------

## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03674\_Greyhound, Cromford, DE4 3QE (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

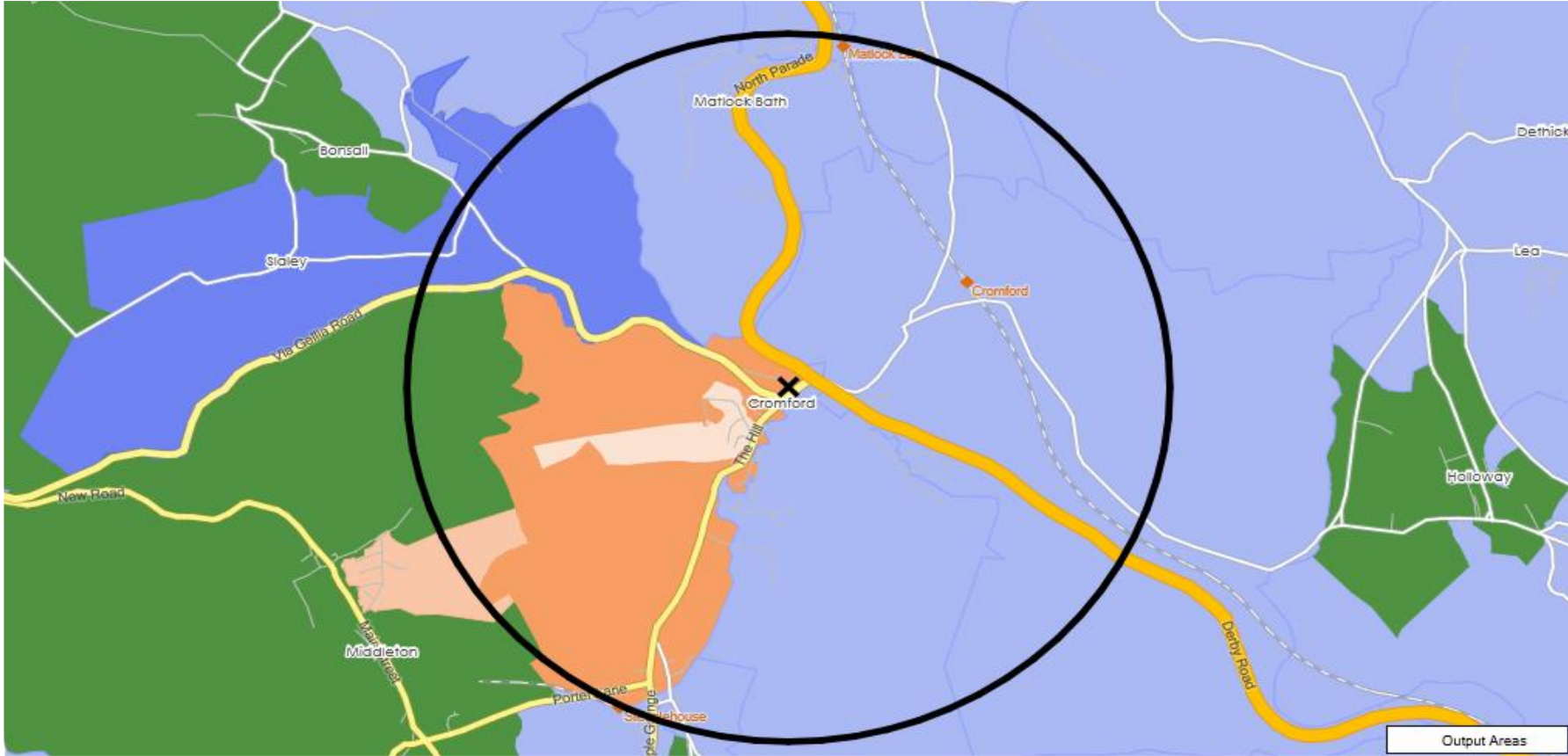
Sort by:  Acorn Structure  
 Index  
 Profile %

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	30	2.9	2.6	110			
1.B.5 Wealthy countryside commuters	25	2.4	2.4	98			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
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	0	0.0	1.6	0			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	254	24.4	3.0	804			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	116	11.1	2.5	451			
1.C.13 Upmarket downsizers	26	2.5	1.3	193			
<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	0	0.0	3.3	0			
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	73	7.0	3.2	219			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	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	128	12.3	2.4	509			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	17	1.6	3.4	47			
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			
<b>3.I Comfortable Seniors</b>							
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			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
<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	91	8.7	1.4	609			
4.L.38 Semi-skilled workers in traditional neighbourhoods	151	14.5	2.6	551			
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			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	23	2.2	1.6	139			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	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			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	21	2.0	0.8	257			
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	42	4.0	2.3	178			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	0			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
5.P.53 Low income terraces	0	0.0	0.8	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	0	0.0	1.6	0			
<b>5.Q Difficult Circumstances</b>							
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	43	4.1	1.8	232			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	3	0.3	0.1	491			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>1,043</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: P03674\_Greyhound, Cromford, DE4 3QE (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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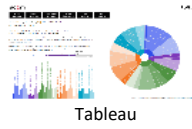


6 CATEGORIES

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
3. Comfortable Communities	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62



**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%

