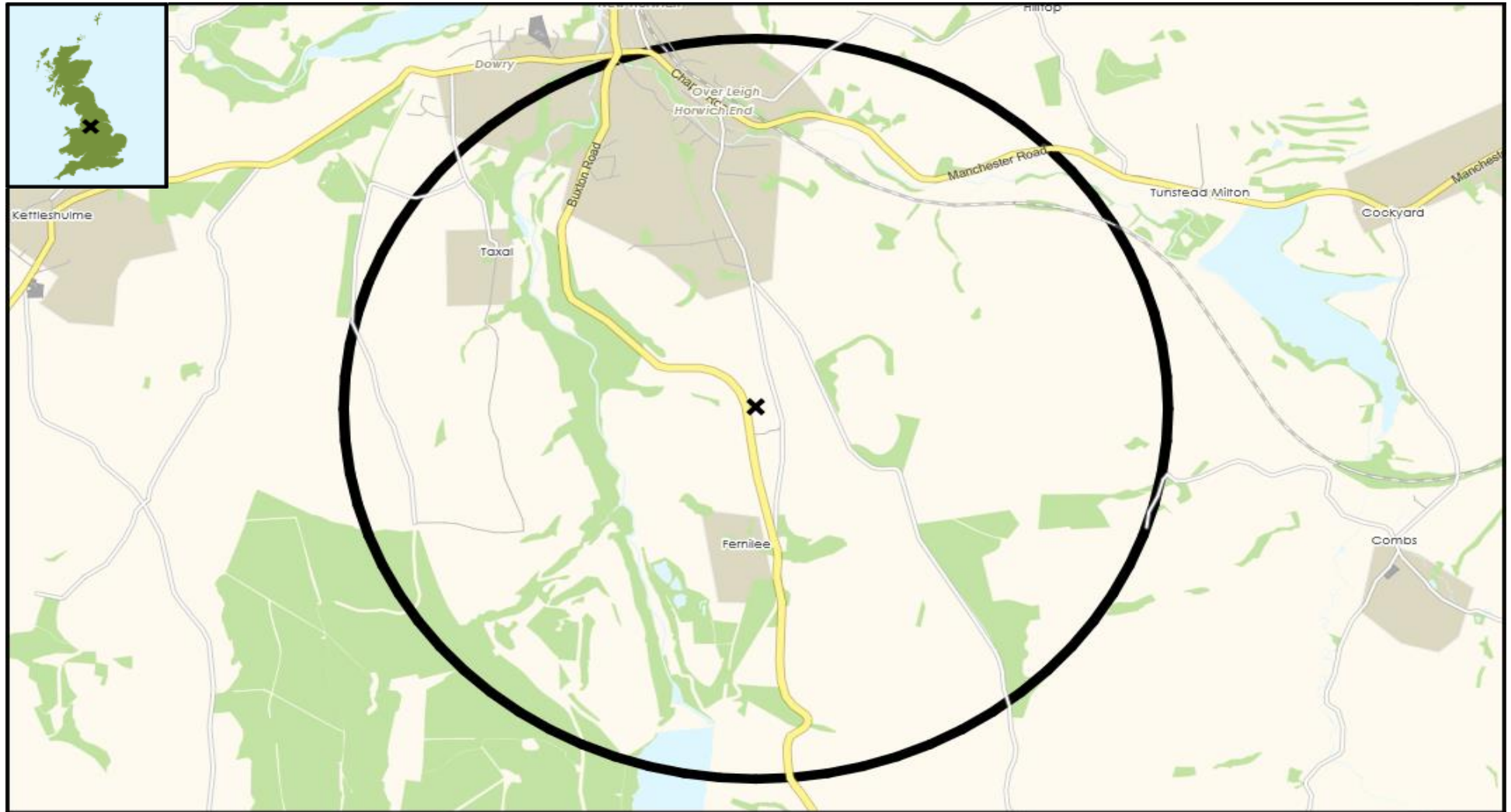


MAP OF AREA

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Source: OS Open Data 2018

Area: P04568_Shady Oak, Whaley Bridge, SK23 7HD (1 Mile contour)

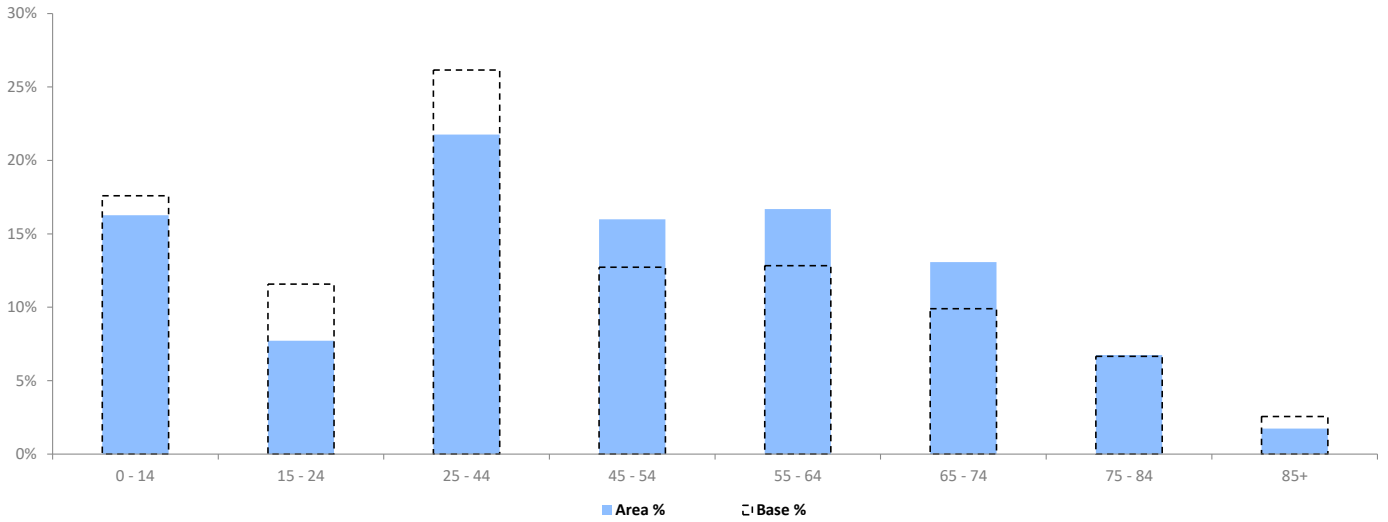


POPULATION PROJECTIONS

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Area: P04568_Shady Oak, Whaley Bridge, SK23 7HD (1 Mile contour)
 Base: Great Britain
 Year: 2022

| | Area Profile | Area % | Base % | Index av=100 | 0 | 100 | 200 |
|-------------------------|--------------|--------|--------|-----------------|---|-----|-----|
| 0 - 14 | 234 | 16.3 | 17.6 | 92 | | | |
| 15 - 24 | 111 | 7.7 | 11.6 | 67 | | | |
| 25 - 44 | 313 | 21.8 | 26.2 | 83 | | | |
| 45 - 54 | 230 | 16.0 | 12.7 | 126 | | | |
| 55 - 64 | 240 | 16.7 | 12.8 | 130 | | | |
| 65 - 74 | 188 | 13.1 | 9.9 | 132 | | | |
| 75 - 84 | 97 | 6.7 | 6.7 | 101 | | | |
| 85+ | 25 | 1.7 | 2.6 | 68 | | | |
| Total population | 1,438 | | | | | | |



EXPENDITURE

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Area: P04568_Shady Oak, Whaley Bridge, SK23 7HD (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 | £50,803 | £78.89 | £73.74 | 107 | | | |
| 2. Alcoholic beverages, tobacco and narcotics | £18,447 | £28.64 | £27.43 | 104 | | | |
| 3. Clothing & Footwear | £27,086 | £42.06 | £41.92 | 100 | | | |
| 4. Housing, water, electricity, gas and other fuels | £57,248 | £88.89 | £92.23 | 96 | | | |
| 5. Furnishings, equipment and routine maintenance | £28,191 | £43.77 | £39.49 | 111 | | | |
| 6. Health | £12,752 | £19.80 | £16.97 | 117 | | | |
| 7. Transport | £83,917 | £130.31 | £115.30 | 113 | | | |
| 8. Communication | £9,433 | £14.65 | £14.64 | 100 | | | |
| 9. Recreation & Culture | £70,505 | £109.48 | £100.48 | 109 | | | |
| 10. Education | £17,422 | £27.05 | £22.34 | 121 | | | |
| 11. Restaurants & Hotels | £53,345 | £82.83 | £82.30 | 101 | | | |
| 12. Miscellaneous goods and services | £73,031 | £113.40 | £104.94 | 108 | | | |
| Total Expenditure | £502,178 | £779.78 | £731.77 | 107 | | | |

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.

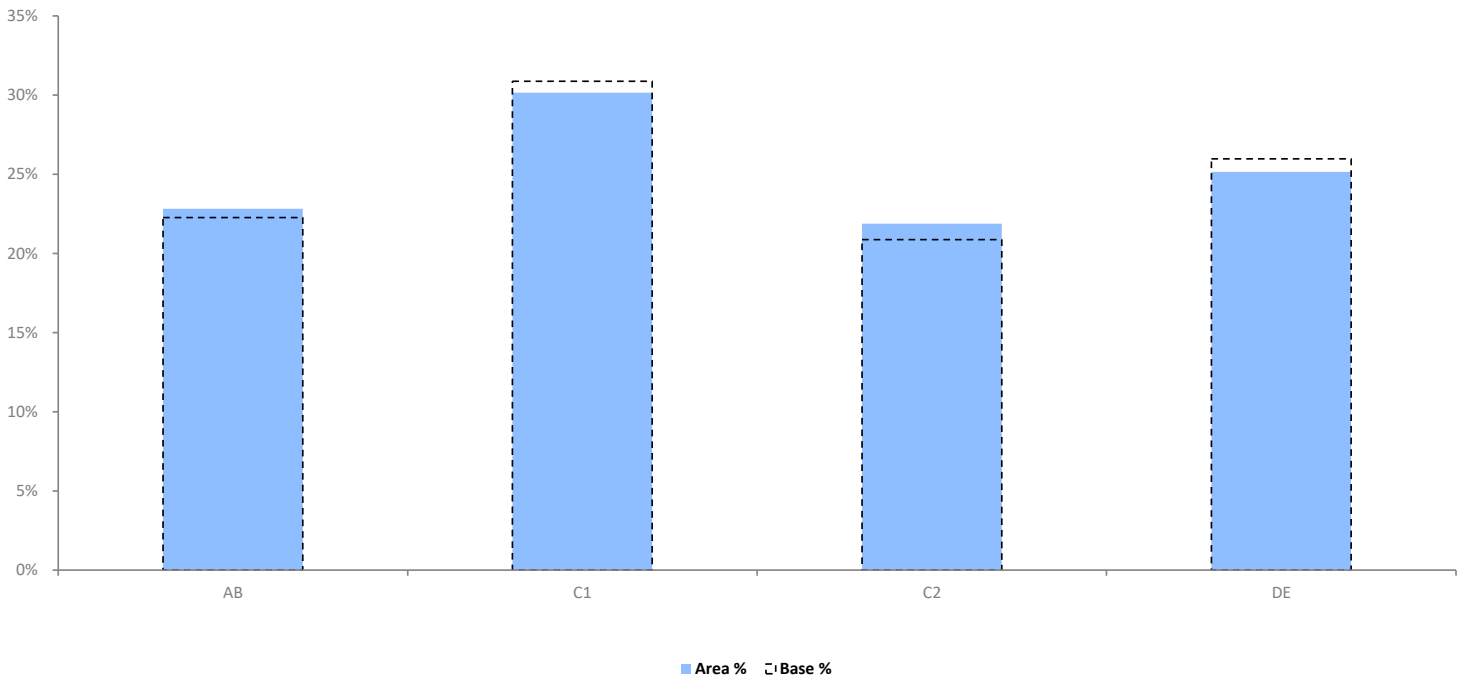
UP TO DATE DEMOGRAPHICS

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Area: P04568_Shady Oak, Whaley Bridge, SK23 7HD (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 | 146 | 22.8 | 22.3 | 102 | | | |
| C1: Supervisory, clerical, jr managerial/admin/professional | 193 | 30.2 | 30.9 | 98 | | | |
| C2: Skilled manual workers | 140 | 21.9 | 20.9 | 105 | | | |
| DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers | 161 | 25.2 | 26.0 | 97 | | | |
| Total household reference persons aged 16 to 64 | 640 | | | | | | |



CGA LICENCED PREMISES

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Area: P04568_Shady Oak, Whaley Bridge, SK23 7H
 Base: Great Britain
 Year: 2022

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|------------|---|-----|-----|
| Pubs & Full On | 2 | 139.1 | 82.8 | 168 | | | |
| Proprietary Club | 0 | 0.0 | 7.5 | 0 | | | |
| Registered Club | 0 | 0.0 | 28.7 | 0 | | | |
| Restaurant | 0 | 0.0 | 32.5 | 0 | | | |
| Residential | 0 | 0.0 | 2.8 | 0 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|---------------|---------------------|----------------|---------------------|----------|
| Drum & Monkey | Independent Free | Pubs & Full On | Independent Free | SK23 7LB |
| Shady Oak | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | SK23 7HD |

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04568_Shady Oak, Whaley Bridge, SK23 7HD (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: P04568_Shady Oak, Whaley Bridge, SK23 7HD (1 Mile contour)
Base: Great Britain
Year: 2022

| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|----------------------------|--------------|------------|------------|---------|-----|-----|
| 1 Affluent Achievers | 188 | 29.4 | 22.0 | 134 | | |
| 2 Rising Prosperity | 18 | 2.8 | 10.3 | 27 | | |
| 3 Comfortable Communities | 271 | 42.3 | 26.3 | 161 | | |
| 4 Financially Stretched | 163 | 25.5 | 23.7 | 107 | | |
| 5 Urban Adversity | 0 | 0.0 | 17.4 | 0 | | |
| 6 Not Private Households | 0 | 0.0 | 0.3 | 0 | | |
| Total households | 640 | | | | | |

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

Running into debt ←→ Saving a lot

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%

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

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04568_Shady Oak, Whaley Bridge, SK23 7HD (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 | 8 | 1.3 | 1.1 | 113 | | |
| 1.B Executive Wealth | 81 | 12.7 | 11.2 | 113 | | |
| 1.C Mature Money | 99 | 15.5 | 9.6 | 161 | | |
| 2. Rising Prosperity | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 4.0 | 0 | | |
| 2.E Career Climbers | 18 | 2.8 | 6.3 | 45 | | |
| 3. Comfortable Communities | | | | | | |
| 3.F Countryside Communities | 58 | 9.1 | 5.7 | 158 | | |
| 3.G Successful Suburbs | 142 | 22.2 | 5.9 | 376 | | |
| 3.H Steady Neighbourhoods | 36 | 5.6 | 7.4 | 76 | | |
| 3.I Comfortable Seniors | 0 | 0.0 | 2.9 | 0 | | |
| 3.J Starting Out | 35 | 5.5 | 4.4 | 123 | | |
| 4. Financially Stretched | | | | | | |
| 4.K Student Life | 0 | 0.0 | 2.5 | 0 | | |
| 4.L Modest Means | 32 | 5.0 | 7.9 | 63 | | |
| 4.M Striving Families | 78 | 12.2 | 7.5 | 163 | | |
| 4.N Poorer Pensioners | 53 | 8.3 | 5.8 | 142 | | |
| 5. Urban Adversity | | | | | | |
| 5.O Young Hardship | 0 | 0.0 | 6.2 | 0 | | |
| 5.P Struggling Estates | 0 | 0.0 | 5.9 | 0 | | |
| 5.Q Difficult Circumstances | 0 | 0.0 | 5.3 | 0 | | |
| 6. Not Private Households | | | | | | |
| 6.R Not Private Households | 0 | 0.0 | 0.3 | 0 | | |
| Total households | 640 | | | | | |

Acorn Group Pen Portrait

3 G Successful Suburbs 3.3M UK Adults 6.2% of UK

Home-owning families living comfortably in stable areas in suburban and semi-rural locations. They mainly live in three or four bedroom detached and semi-detached homes of an average value for the locality.

| | | | |
|---|--|---|--|
| CORE DEMOGRAPHICS | | BRANDS | |
| Age range 35-64 | Children at home 2 | SHOPPING mamas papas ERNEST JONES CRABTREE & EVELYN Dunelm | |
| House tenure Mortgaged | Family structure Couple with children | LEISURE Ed's Nando's PREZZO CHOUTO | |
| Number of beds 4 | House type Detached | WEBSITES tripadvisor GoCompare ticketmaster Money Super Market | |
| FINANCIAL PROFILE | | DIGITAL | |
| Household income UK £48k London £51k | % Disposable income UK 46% London 38% | ATTITUDES | |
| Average: £40k Average: £46k | Average: 43% Average: 29% | I worry about online security 60% UK average: 55% | Shopping online makes my life easier 62% UK average: 62% |
| Financial situation Running into debt Saving a lot | | I love the ease of using chat bots to get answers 26% UK average: 28% | |
| TOP BEHAVIOURS | | DIGITAL | |
| Owns an iPhone | | Buy wine and alcohol online | |
| Own a videogame console | | | |



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

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04568_Shady Oak, Whaley Bridge, SK23 7HD (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 | 8 | 1.3 | 0.9 | 145 | | | |
| 1.B Executive Wealth | | | | | | | |
| 1.B.4 Asset rich families | 0 | 0.0 | 2.6 | 0 | | | |
| 1.B.5 Wealthy countryside commuters | 54 | 8.4 | 2.4 | 346 | | | |
| 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 | 27 | 4.2 | 1.6 | 262 | | | |
| 1.C Mature Money | | | | | | | |
| 1.C.10 Better-off villagers | 95 | 14.8 | 3.0 | 490 | | | |
| 1.C.11 Settled suburbia, older people | 0 | 0.0 | 2.8 | 0 | | | |
| 1.C.12 Retired and empty nesters | 0 | 0.0 | 2.5 | 0 | | | |
| 1.C.13 Upmarket downsizers | 4 | 0.6 | 1.3 | 48 | | | |
| 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 | 18 | 2.8 | 1.9 | 147 | | | |
| 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 | | | |
| 3. Comfortable Communities | | | | | | | |
| 3.F Countryside Communities | | | | | | | |
| 3.F.21 Farms and cottages | 20 | 3.1 | 1.5 | 207 | | | |
| 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 | 38 | 5.9 | 3.2 | 186 | | | |
| 3.G Successful Suburbs | | | | | | | |
| 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 | 142 | 22.2 | 2.4 | 920 | | | |
| 3.H Steady Neighbourhoods | | | | | | | |
| 3.H.27 Suburban semis, conventional attitudes | 0 | 0.0 | 3.4 | 0 | | | |
| 3.H.28 Owner occupied terraces, average income | 0 | 0.0 | 1.6 | 0 | | | |
| 3.H.29 Established suburbs, older families | 36 | 5.6 | 2.3 | 242 | | | |
| 3.I Comfortable Seniors | | | | | | | |
| 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 | | | |
| 3.J Starting Out | | | | | | | |
| 3.J.32 Educated families in terraces, young children | 0 | 0.0 | 2.1 | 0 | | | |
| 3.J.33 Smaller houses and starter homes | 35 | 5.5 | 2.3 | 236 | | | |
| 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 | 0 | 0.0 | 1.4 | 0 | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 32 | 5.0 | 2.6 | 190 | | | |
| 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 | | | |
| 4.M Striving Families | | | | | | | |
| 4.M.41 Labouring semi-rural estates | 78 | 12.2 | 1.6 | 770 | | | |
| 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 | | | |
| 4.N Poorer Pensioners | | | | | | | |
| 4.N.45 Pensioners in social housing, semis and terraces | 0 | 0.0 | 0.8 | 0 | | | |
| 4.N.46 Elderly people in social rented flats | 53 | 8.3 | 1.1 | 782 | | | |
| 4.N.47 Low income older people in smaller semis | 0 | 0.0 | 2.3 | 0 | | | |
| 4.N.48 Pensioners and singles in social rented flats | 0 | 0.0 | 1.7 | 0 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | | | | | | | |
| 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 | | | |
| 5.P Struggling Estates | | | | | | | |
| 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 | | | |
| 5.Q Difficult Circumstances | | | | | | | |
| 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 | 0 | 0.0 | 1.8 | 0 | | | |
| 5.Q.59 Deprived areas and high-rise flats | 0 | 0.0 | 2.0 | 0 | | | |
| 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 | 0 | 0.0 | 0.3 | 0 | | | |
| 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | 640 | | | | | | |

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04568_Shady Oak, Whaley Bridge, SK23 7HD (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%

