

MAP OF AREA

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Source: OS Open Data 2018

Area: P04336_Empire, Grimsby, DN32 8HL (1 Mile contour)

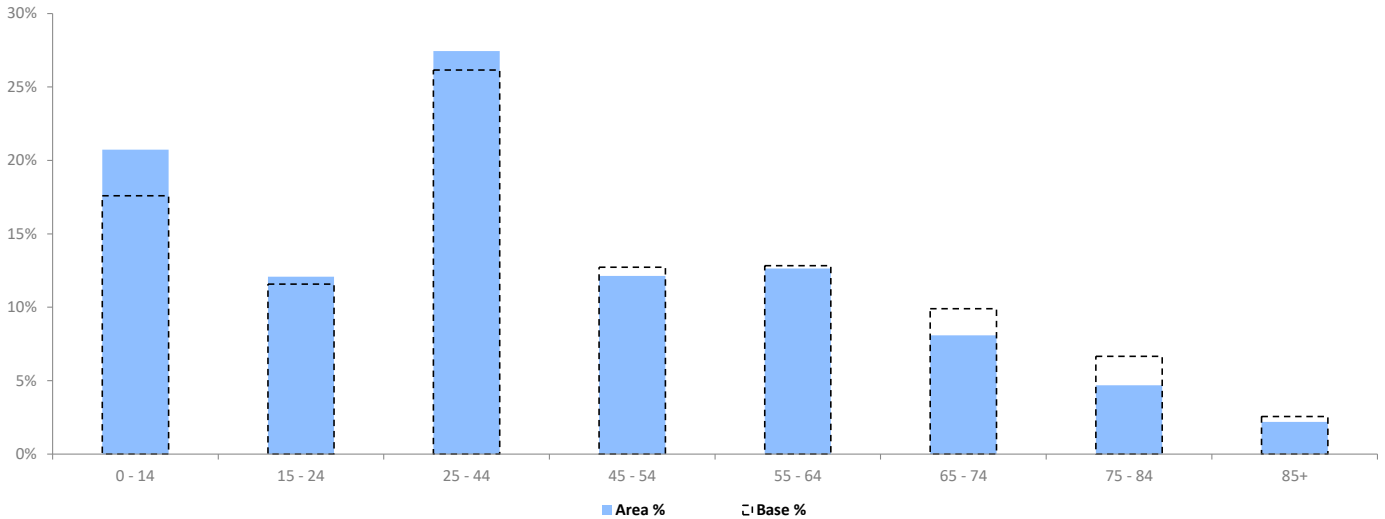


POPULATION PROJECTIONS

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Area: P04336_Empire, Grimsby, DN32 8HL (1 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	8,432	20.7	17.6	118			
15 - 24	4,912	12.1	11.6	104			
25 - 44	11,163	27.4	26.2	105			
45 - 54	4,935	12.1	12.7	95			
55 - 64	5,143	12.6	12.8	98			
65 - 74	3,292	8.1	9.9	82			
75 - 84	1,910	4.7	6.7	70			
85+	892	2.2	2.6	86			
Total population	40,679						



EXPENDITURE

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Area: P04336_Empire, Grimsby, DN32 8HL (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	£1,036,073	£56.76	£73.74	77			
2. Alcoholic beverages, tobacco and narcotics	£586,959	£32.16	£27.43	117			
3. Clothing & Footwear	£586,620	£32.14	£41.92	77			
4. Housing, water, electricity, gas and other fuels	£1,154,414	£63.25	£92.23	69			
5. Furnishings, equipment and routine maintenance	£498,494	£27.31	£39.49	69			
6. Health	£230,252	£12.61	£16.97	74			
7. Transport	£1,305,561	£71.53	£115.30	62			
8. Communication	£242,040	£13.26	£14.64	91			
9. Recreation & Culture	£1,506,544	£82.54	£100.48	82			
10. Education	£252,714	£13.85	£22.34	62			
11. Restaurants & Hotels	£1,061,133	£58.13	£82.30	71			
12. Miscellaneous goods and services	£1,471,180	£80.60	£104.94	77			
Total Expenditure	£9,931,985	£544.13	£731.77	74			

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.

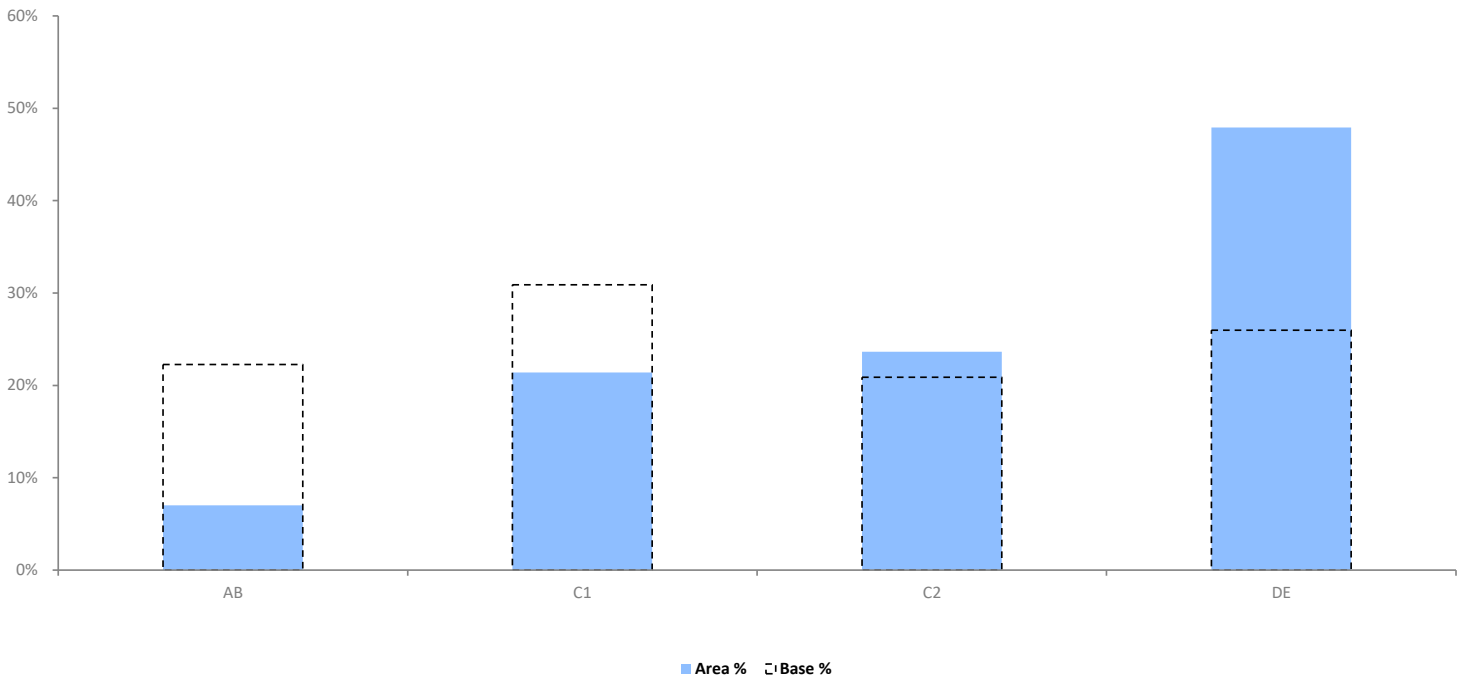
UP TO DATE DEMOGRAPHICS

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Area: P04336_Empire, Grimsby, DN32 8HL (1 Mile contour)
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SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	1,275	7.0	22.3	32	[Bar chart showing index values]		
C1: Supervisory, clerical, jr managerial/admin/professional	3,883	21.4	30.9	69			
C2: Skilled manual workers	4,289	23.6	20.9	113			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	8,697	47.9	26.0	185			
Total household reference persons aged 16 to 64	18,144						



CGA LICENCED PREMISES

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Area: P04336_Empire, Grimsby, DN32 8HL (1 Mile)
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	20	49.2	82.8	59			
Proprietary Club	5	12.3	7.5	165			
Registered Club	14	34.4	28.7	120			
Restaurant	5	12.3	32.5	38			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Hope & Anchor	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DN31 1NX
Dry Dock	Independent Free	Restaurant	Independent Free	DN31 1BG
Town Hall	Independent Free	Pubs & Full On	Independent Free	DN31 1HX
Barge Inn	Independent Free	Pubs & Full On	Independent Free	DN31 1NH
Masala	Independent Free	Restaurant	Independent Free	DN31 1NX
Duke Of Wellington	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DN31 1QD
Caxton Theatre	Independent Free	Pubs & Full On	Independent Free	DN31 3HW
Jack O Clubs	Independent Free	Registered Club	Independent Free	DN31 3BP
Grimsby Tennis Centre	Independent Free	Registered Club	Independent Free	DN32 0AH
Corporation Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DN32 7AG
Ray Edmonds Snooker Centre	Independent Free	Proprietary Club	Independent Free	DN32 7AG
Freemans Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DN32 7AJ
Angel	Independent Free	Pubs & Full On	Independent Free	DN32 7AS
Winepipe	Independent Free	Restaurant	Independent Free	DN32 7AT
Yardbirds Club	Independent Free	Proprietary Club	Independent Free	DN32 7DD
Smokers Arms	Independent Free	Pubs & Full On	Independent Free	DN32 7DX
New Neighbours Social Rec	Independent Free	Registered Club	Independent Free	DN32 7JP
Rutland Arms	Old Mill Brewery	Pubs & Full On	Old Mill Brewery	DN31 3AF
New Casablanca Club	Independent Free	Proprietary Club	Independent Free	DN32 7QH
Empire	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DN32 8HL
Spiders Web	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DN32 8LN
Old Clee Club & Institute	Independent Free	Registered Club	Independent Free	DN32 8LS
Wellington Bar	Unknown	Pubs & Full On	Unknown	DN32 9DR
Hainton Recreation Club	Independent Free	Registered Club	Independent Free	DN32 9JG
Westlands Club	Independent Free	Registered Club	Independent Free	DN32 9RF
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	DN32 9RT
Birds Eye Food Sports & Social Club	Independent Free	Registered Club	Independent Free	DN32 9SQ
Honest Lawyer	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	DN32 9SQ
New Cleethorpes Cons Club	Independent Free	Registered Club	Independent Free	DN35 7DJ
Crofter Bar Blundell Park Hotel	Independent Free	Pubs & Full On	Independent Free	DN35 7DL
New Imperial Club	Independent Free	Registered Club	Independent Free	DN35 7HE
Grimsby Town -Football Club	Independent Free	Registered Club	Independent Free	DN35 7PY
Cleethorpes Memorial Hall	Independent Free	Registered Club	Independent Free	DN35 8AH
Bar 120	Independent Free	Pubs & Full On	Independent Free	DN31 3HW
Carr Lane Social Club	Independent Free	Registered Club	Independent Free	DN32 8JP
Linden Homes Club	Independent Free	Registered Club	Independent Free	DN32 8QL
Buzz Bingo	Gala Group	Proprietary Club	Gala Group	DN32 9AB
Cue World	Independent Free	Proprietary Club	Independent Free	DN31 1NH
Caspers Ristorante & Pizzeria	Independent Free	Restaurant	Independent Free	DN31 1BA
King George V Stadium	Independent Free	Registered Club	Independent Free	DN32 9RU
Warehouse	Independent Free	Pubs & Full On	Independent Free	DN32 7AR
Grimsby Central Hall	Independent Free	Pubs & Full On	Independent Free	DN32 7EG
Crescent Community Hub	Independent Free	Pubs & Full On	Independent Free	DN35 7UQ
Courtyard Cafe	Independent Free	Restaurant	Independent Free	DN32 7DS

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Area: P04336_Empire, Grimsby, DN32 8HL (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: P04336_Empire, Grimsby, DN32 8HL (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	381	2.1	22.0	10		
2 Rising Prosperity	0	0.0	10.3	0		
3 Comfortable Communities	2,516	13.9	26.3	53		
4 Financially Stretched	4,212	23.2	23.7	98		
5 Urban Adversity	10,999	60.6	17.4	348		
6 Not Private Households	36	0.2	0.3	60		
Total households		18,144				

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

UK Adults

8.4M

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: P04336_Empire, Grimsby, DN32 8HL (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	0	0.0	1.1	0		
1.B Executive Wealth	106	0.6	11.2	5		
1.C Mature Money	275	1.5	9.6	16		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	0	0.0	6.3	0		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	113	0.6	5.9	11		
3.H Steady Neighbourhoods	2,067	11.4	7.4	155		
3.I Comfortable Seniors	168	0.9	2.9	32		
3.J Starting Out	168	0.9	4.4	21		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	1,952	10.8	7.9	135		
4.M Striving Families	1,261	6.9	7.5	93		
4.N Poorer Pensioners	999	5.5	5.8	94		
5. Urban Adversity						
5.O Young Hardship	9,113	50.2	6.2	810		
5.P Struggling Estates	360	2.0	5.9	34		
5.Q Difficult Circumstances	1,526	8.4	5.3	159		
6. Not Private Households						
6.R Not Private Households	36	0.2	0.3	60		
Total households	18,144					

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		BRANDS	
Age range 25-44	Children at home 1		
House tenure Privately renting	Family structure Single parent	DIGITAL ATTITUDES	
Number of beds 2	House type Terraced	I worry about online security 56% (UK average: 59%)	Shopping online makes my life easier 61% (UK average: 62%)
FINANCIAL PROFILE		I love the ease of using chat bots to get answers 29% (UK average: 28%)	
Household income UK: £30k (Average: £40k) London: £35k (Average: £48k)	% Disposable income UK: 38% (Average: 43%) London: 26% (Average: 29%)	TOP BEHAVIOURS	
Financial situation Running into debt Spending a lot		Wait until tech becomes cheaper before purchasing	Take part in online groups / forums
		Research beauty online	

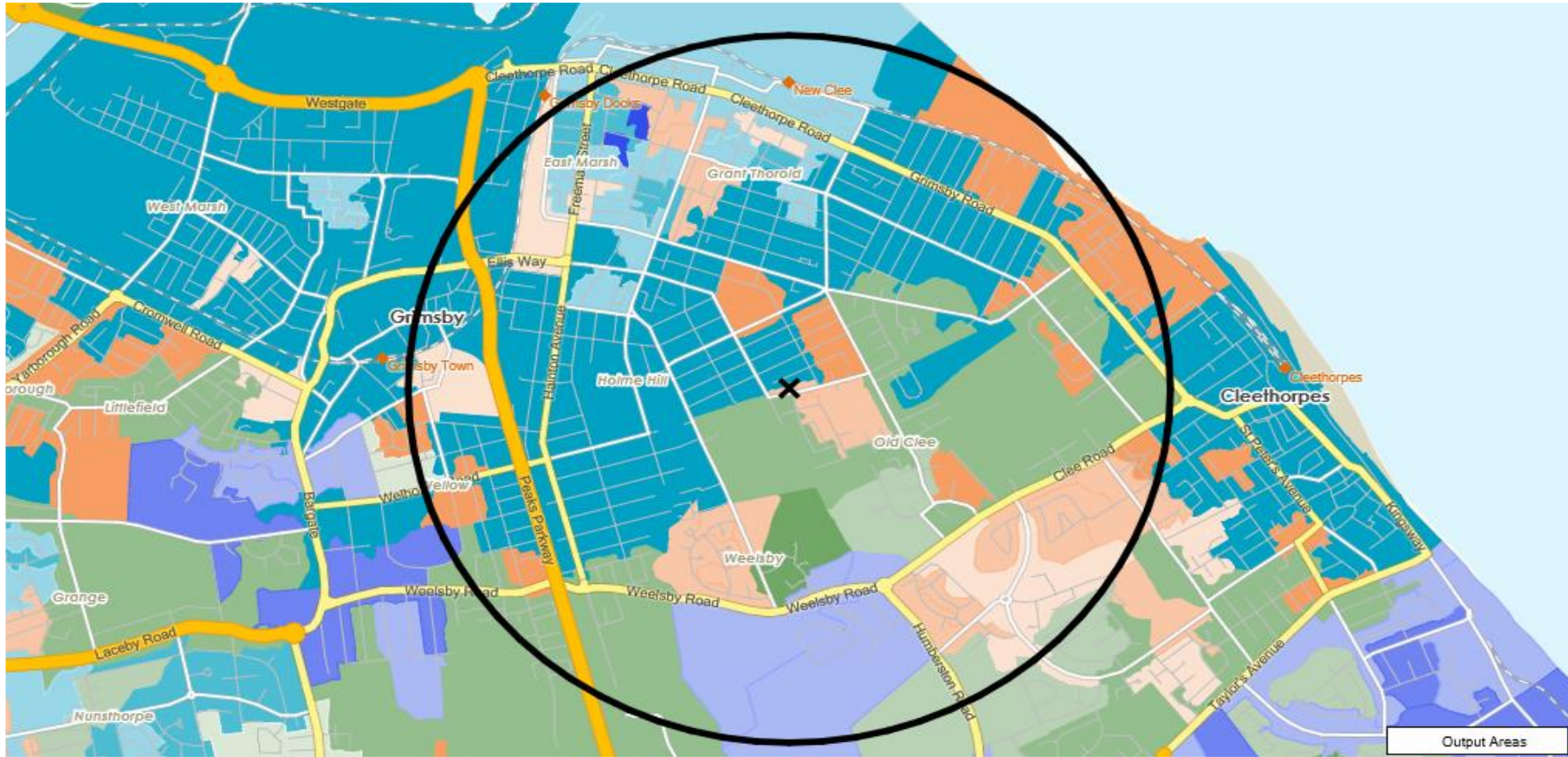


DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04336_Empire, Grimsby, DN32 8HL (1 Mile contour)



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

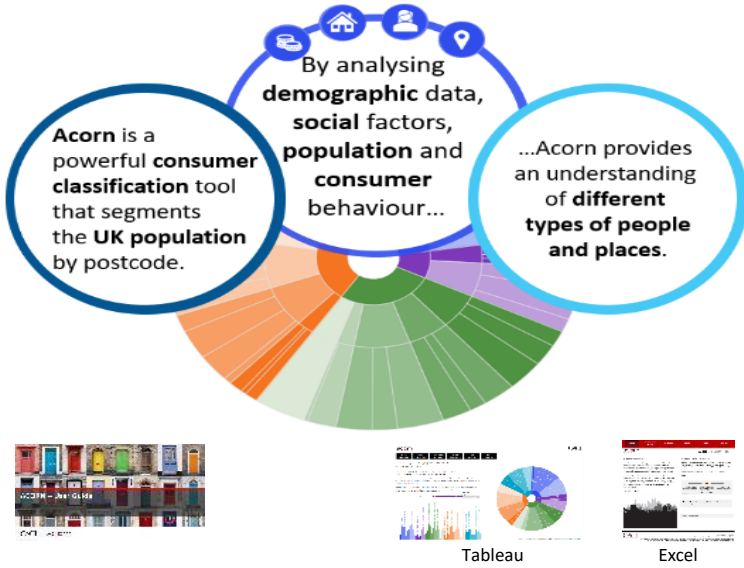
- Acorn Groups**
- 1.A Lavish Lifestyles
 - 1.B Executive Wealth
 - 1.C Mature Money
 - 2.D City Sophisticates
 - 2.E Career Climbers
 - 3.F Countryside Communities
 - 3.G Successful Suburbs
 - 3.H Steady Neighbourhoods
 - 3.I Comfortable Seniors
 - 3.J Starting Out
 - 4.K Student Life
 - 4.L Modest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

