POPULATION PROJECTIONS

Area: P04348_Grennel Mower Hotel, Sheffield, S8 7JD (1 Mile contour)
Base: Great Britain
Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,201	19.2	17.7	**108**			
15 - 24	1,651	9.9	11.6	86			
25 - 44	4,028	24.1	26.1	92			
45 - 54	2,342	14.0	13.0	**108**			
55 - 64	2,022	12.1	12.7	96			
65 - 74	1,682	10.1	10.1	100			
75 - 84	1,233	7.4	6.3	**117**			
85+	548	3.3	2.5	**129**			
Total population	**16,707**						
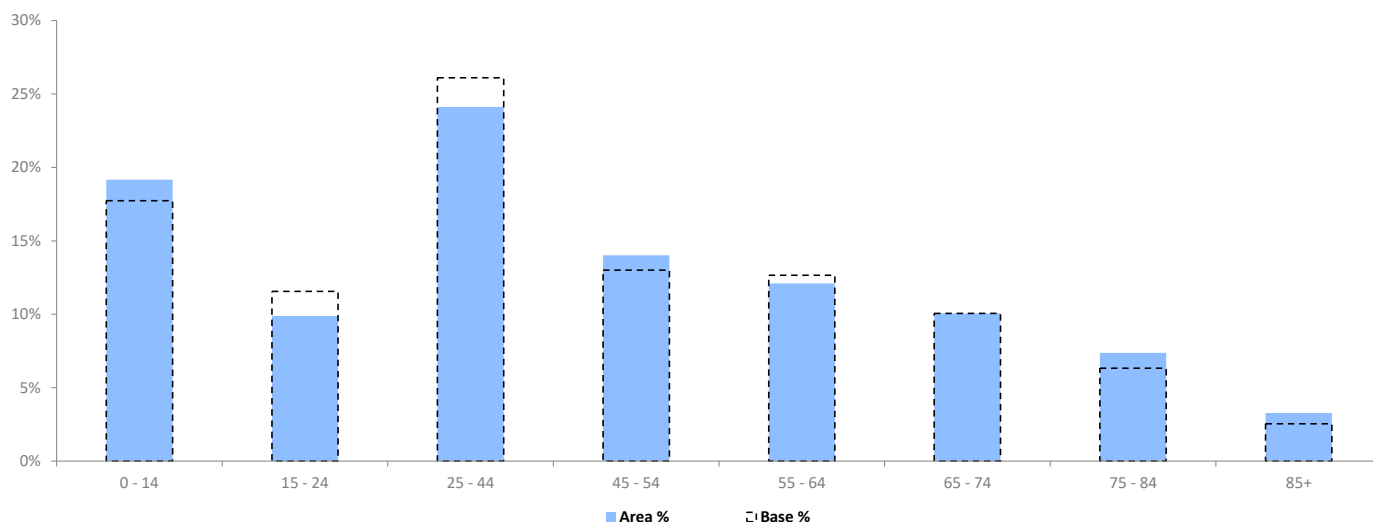
Area %   Base %

CGA LICENCED PREMISES

Area: P04348_Grennel Mower Hotel, Sheffield, S8
Base: Great Britain
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	53.9	85.9	63			
Proprietary Club	0	0.0	8.2	0			
Registered Club	7	41.9	30.1	**139**			
Restaurant	2	12.0	35.3	34			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Bradway Bowling Club	Independent Free	Registered Club	Independent Free	S 17 4QW
Castle Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 17 4PT
Abbeydale Golf Club	Independent Free	Registered Club	Independent Free	S 17 4QA
Dore & Totley Golf Club	Independent Free	Registered Club	Independent Free	S 17 4QR
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	S 18 2GA
Coach & Horses Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 18 2GD
De La Salle Association	Independent Free	Registered Club	Independent Free	S 8 7BA
White Swan	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 8 7RB
Beauchief Tennis Club	Independent Free	Registered Club	Independent Free	S 8 7DT
Grennel Mower Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	S 8 7JD
White Hart	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	S 8 7RA
Norton	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	S 8 7UP
Doubletree By Hilton	Hilton Group	Pubs & Full On	Hilton Group	S 8 8BW
Moorview Golf Centre	Independent Free	Registered Club	Independent Free	S 17 4QW
Sheffield Transport Sports Grou	Independent Free	Registered Club	Independent Free	S 8 7RH
Beijing City	Independent Free	Restaurant	Independent Free	S 8 7BP
Cello	Independent Free	Pubs & Full On	Independent Free	S 8 7BP
Marco Pierre White Steakhouse Bar & G	Marco Pierre White Group	Restaurant	Marco Pierre White Group	S 8 8BW

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MAP OF AREA

Source: OS Open Data 2018

Area: P04348_Grennel Mower Hotel, Sheffield, S8 7JD (1 Mile contour)
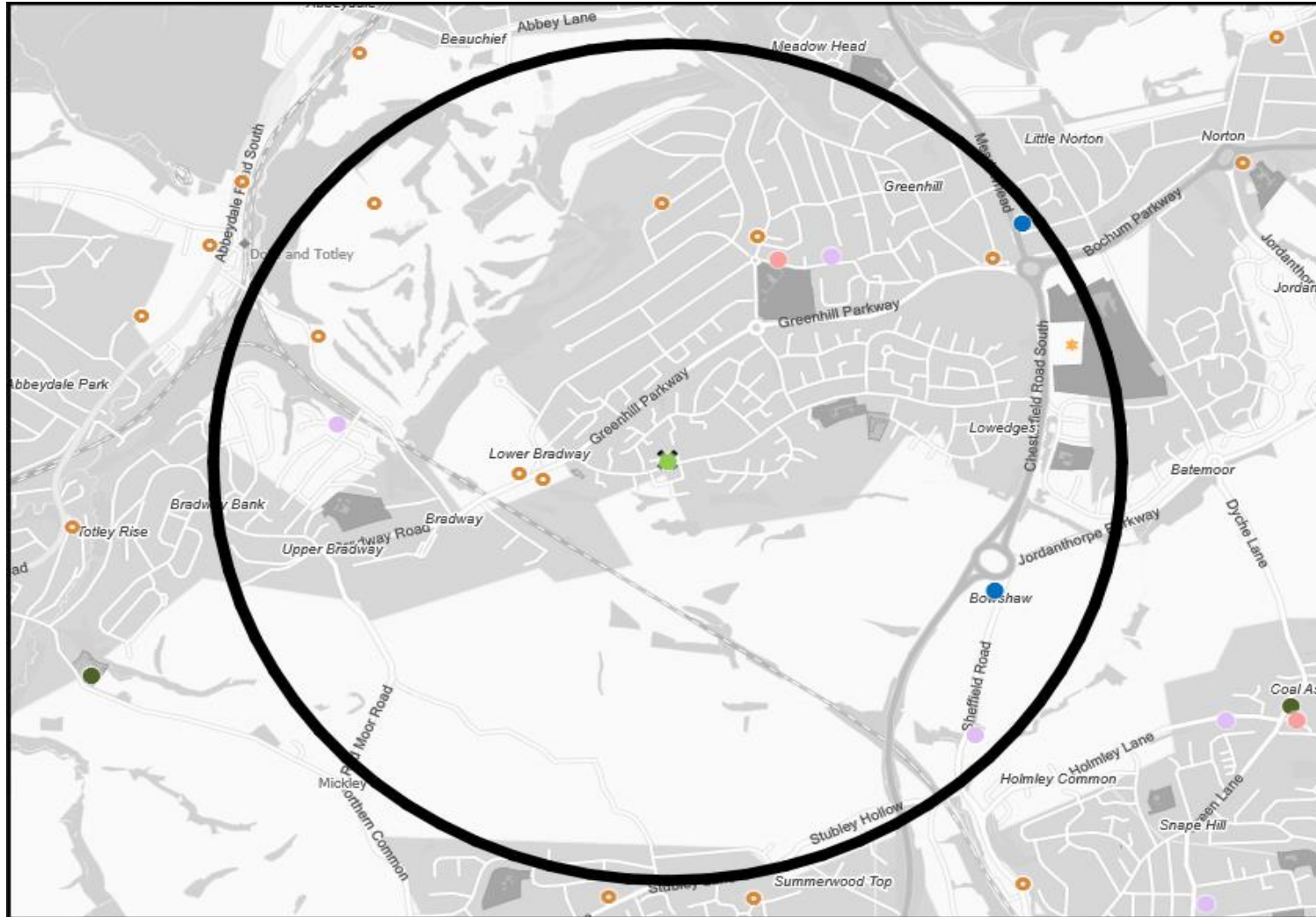
KEY

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

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

Area: P04348_Grennel Mower Hotel, Sheffield, S8 7JD (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
1	Affluent Achievers	2,993	39.1	22.0	**178**		
2	Rising Prosperity	3	0.0	10.1	0		
3	Comfortable Communities	639	8.4	26.2	32		
4	Financially Stretched	1,486	19.4	23.7	82		
5	Urban Adversity	2,531	33.1	17.6	**188**		
6	Not Private Households	0	0.0	0.3	0		
Graph							
	Total households	**7,652**					

Acorn Category Pen Portrait
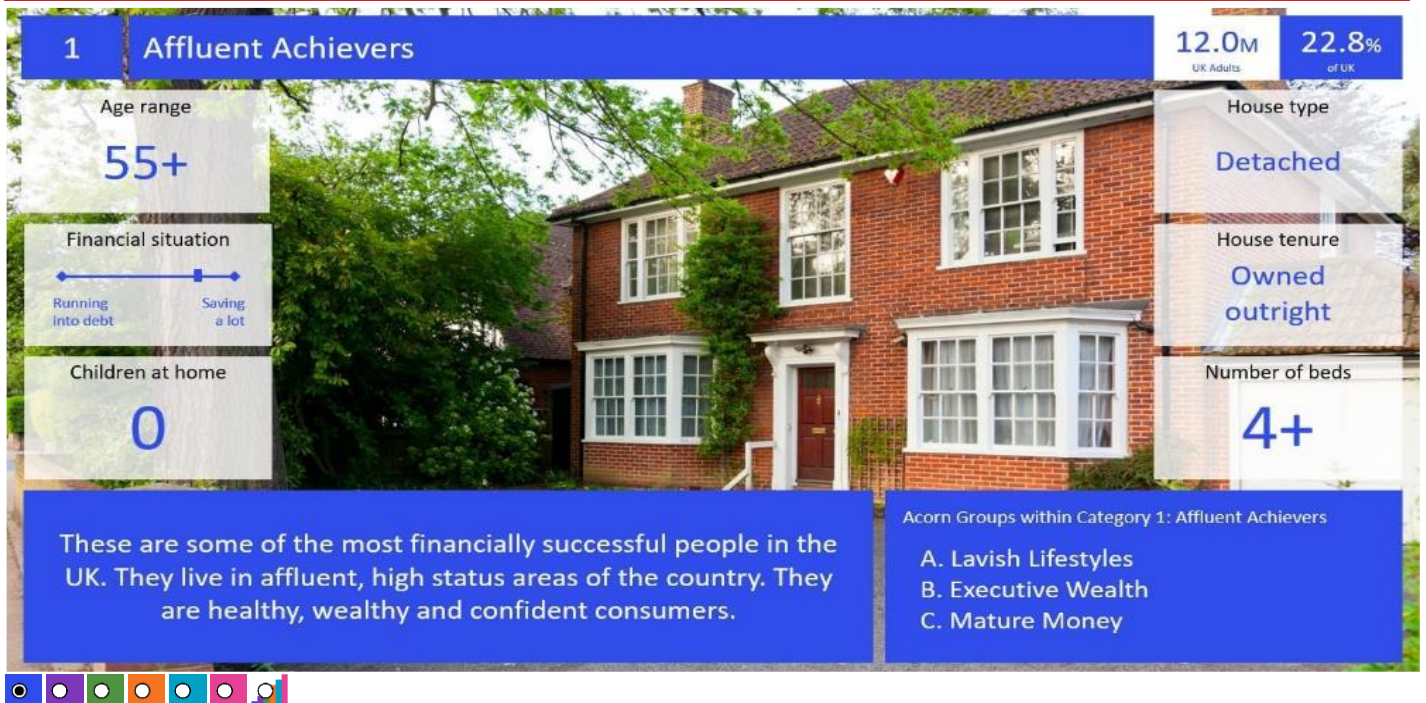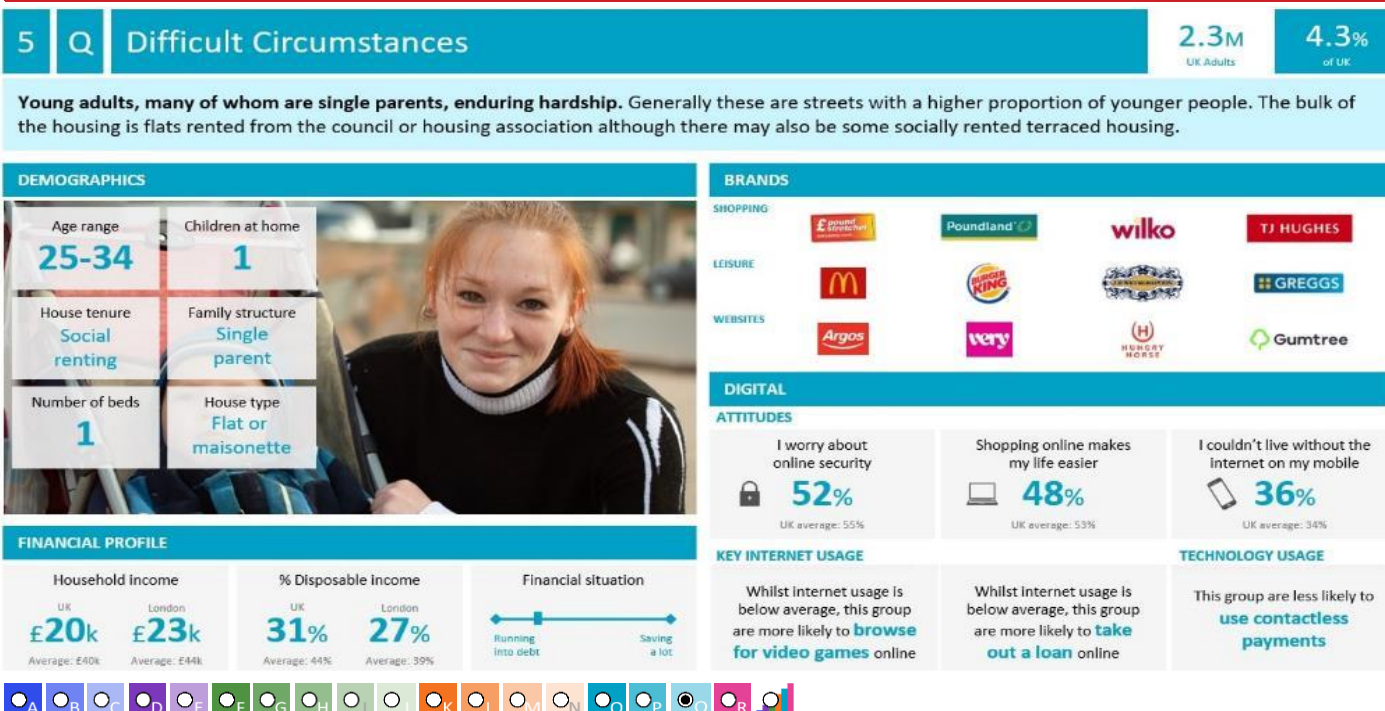
ACORN GROUP PROFILE - HOUSEHOLDS

Area: P04348_Grennel Mower Hotel, Sheffield, S8 7JD (1 Mile contour)
Base: Great Britain
Year: 2021

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	962	12.6	11.2	112		
1.C	Mature Money	2,031	26.5	9.6	276		
2. Rising Prosperity							
2.D	City Sophisticates	0	0.0	4.0	0		
2.E	Career Climbers	3	0.0	6.2	1		
3. Comfortable Communities							
3.F	Countryside Communities	18	0.2	5.7	4		
3.G	Successful Suburbs	182	2.4	5.9	40		
3.H	Steady Neighbourhoods	211	2.8	7.4	37		
3.I	Comfortable Seniors	201	2.6	2.9	90		
3.J	Starting Out	27	0.4	4.3	8		
4. Financially Stretched							
4.K	Student Life	0	0.0	2.4	0		
4.L	Modest Means	110	1.4	7.9	18		
4.M	Striving Families	597	7.8	7.5	103		
4.N	Poorer Pensioners	779	10.2	5.9	172		
5. Urban Adversity							
5.O	Young Hardship	9	0.1	6.1	2		
5.P	Struggling Estates	263	3.4	6.1	56		
5.Q	Difficult Circumstances	2,259	29.5	5.3	552		
6. Not Private Households							
6.R	Not Private Households	0	0.0	0.3	0		
	Total households	7,652					

Acorn Group Pen Portrait

5 | Q | Difficult Circumstances

2.3M UK Adults   **4.3%** of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

DEMOGRAPHICS

Age range: **25-34**
Children at home: **1**
House tenure: **Social renting**
Family structure: **Single parent**
Number of beds: **1**
House type: **Flat or maisonette**

FINANCIAL PROFILE

Household income: UK **£20k** (Average: £40k) | London **£23k** (Average: £44k)
% Disposable income: UK **31%** (Average: 44%) | London **27%** (Average: 39%)
Financial situation: Running into debt ↔ Saving a lot

BRANDS

SHOPPING: £ pound Stretcher, Poundland, wilko, TJ HUGHES
LEISURE: McDonald's, Burger King, [restaurant], GREGGS
WEBSITES: Argos, very, Hungry Horse, Gumtree

DIGITAL

ATTITUDES

I worry about online security: **52%** (UK average: 55%)
Shopping online makes my life easier: **48%** (UK average: 53%)
I couldn't live without the internet on my mobile: **36%** (UK average: 34%)

KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **browse for video games** online

Whilst internet usage is below average, this group are more likely to **take out a loan** online

TECHNOLOGY USAGE

This group are less likely to **use contactless payments**

A B C D E F G H I J K L M N O P Q R

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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

Area: P04348_Grennel Mower Hotel, Sheffield, S8 7JD (1 Mile contour)
Base: Great Britain
Year: 2021

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	0	0.0	0.9	0			
1.B	Executive Wealth								
	1.B.4	Asset rich families	587	7.7	2.6	**294**			
	1.B.5	Wealthy countryside commuters	28	0.4	2.4	15			
	1.B.6	Financially comfortable families	23	0.3	2.2	14			
	1.B.7	Affluent professionals	31	0.4	0.9	48			
	1.B.8	Prosperous suburban families	251	3.3	1.5	**214**			
	1.B.9	Well-off edge of towners	42	0.5	1.6	34			
1.C	Mature Money								
	1.C.10	Better-off villagers	251	3.3	3.0	**110**			
	1.C.11	Settled suburbia, older people	1,561	20.4	2.9	**714**			
	1.C.12	Retired and empty nesters	55	0.7	2.5	29			
	1.C.13	Upmarket downsizers	164	2.1	1.3	**164**			
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	3	0.0	1.9	2			
	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	0	0.0	1.5	0			
	3.F.22	Older couples and families in rural areas	0	0.0	1.1	0			
	3.F.23	Owner occupiers in small towns and villages	18	0.2	3.2	7			
3.G	Successful Suburbs								
	3.G.24	Comfortably-off families in modern housing	167	2.2	2.6	83			
	3.G.25	Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26	Semi-professional families, owner occupied neighbourhoods	15	0.2	2.4	8			
3.H	Steady Neighbourhoods								
	3.H.27	Suburban semis, conventional attitudes	211	2.8	3.4	80			
	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			
3.I	Comfortable Seniors								
	3.I.30	Older people, neat and tidy neighbourhoods	201	2.6	2.4	**109**			
	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	5	0.1	2.1	3			
	3.J.33	Smaller houses and starter homes	22	0.3	2.3	13			
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	1.7	0			
4.L	Modest Means								
	4.L.37	Low cost flats in suburban areas	24	0.3	1.4	22			
	4.L.38	Semi-skilled workers in traditional neighbourhoods	61	0.8	2.6	30			
	4.L.39	Fading owner occupied terraces	25	0.3	2.9	11			
	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	0	0.0	1.6	0			
	4.M.42	Struggling young families in post-war terraces	0	0.0	1.7	0			
	4.M.43	Families in right-to-buy estates	84	1.1	2.1	53			
	4.M.44	Post-war estates, limited means	513	6.7	2.2	**305**			
4.N	Poorer Pensioners								
	4.N.45	Pensioners in social housing, semis and terraces	28	0.4	0.8	47			
	4.N.46	Elderly people in social rented flats	61	0.8	1.1	73			
	4.N.47	Low income older people in smaller semis	262	3.4	2.3	**151**			
	4.N.48	Pensioners and singles in social rented flats	428	5.6	1.8	**317**			
5.	**Urban Adversity**								
5.O	Young Hardship								
	5.O.49	Young families in low cost private flats	2	0.0	2.1	1			
	5.O.50	Struggling younger people in mixed tenure	7	0.1	1.7	5			
	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	225	2.9	1.6	**181**			
	5.P.53	Low income terraces	0	0.0	0.9	0			
	5.P.54	Multi-ethnic, purpose-built estates	0	0.0	1.2	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	38	0.5	1.6	30			
5.Q	Difficult Circumstances								
	5.Q.57	Social rented flats, families and single parents	569	7.4	1.5	**490**			
	5.Q.58	Singles and young families, some receiving benefits	1,158	15.1	1.8	**845**			
	5.Q.59	Deprived areas and high-rise flats	532	7.0	2.0	**342**			
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	**7,652**						

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P04348_Grennel Mower Hotel, Sheffield, S8 7JD (1 Mile contour)

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
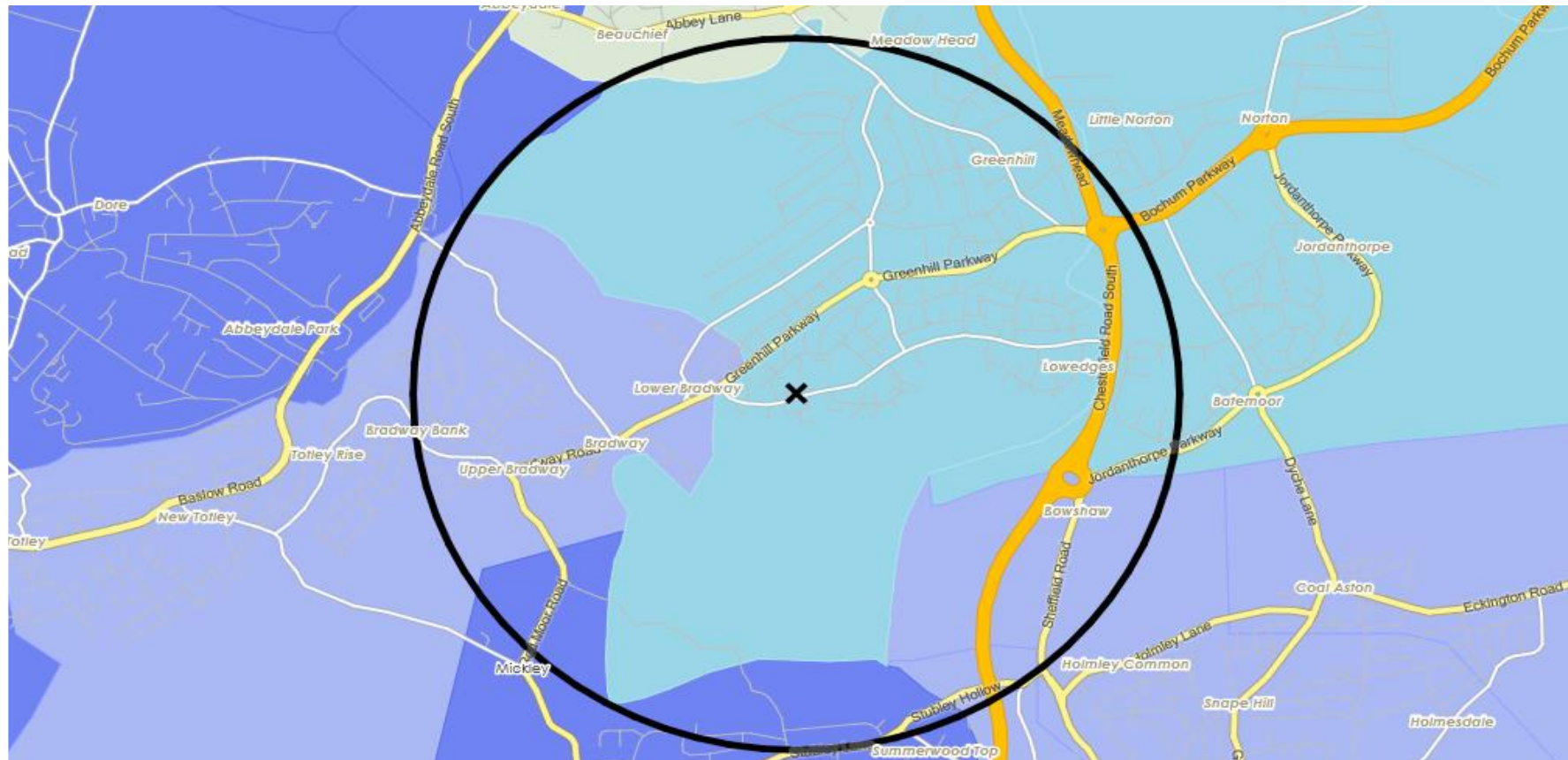
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN - WHAT IS IT?

Acorn is a powerful **consumer classification** tool that segments the **UK population** by postcode.

By analysing **demographic** data, **social** factors, **population** and **consumer** behaviour...

...Acorn provides an understanding of **different types of people and places.**

User Guide

Knowledge Sheet

Tableau   Excel
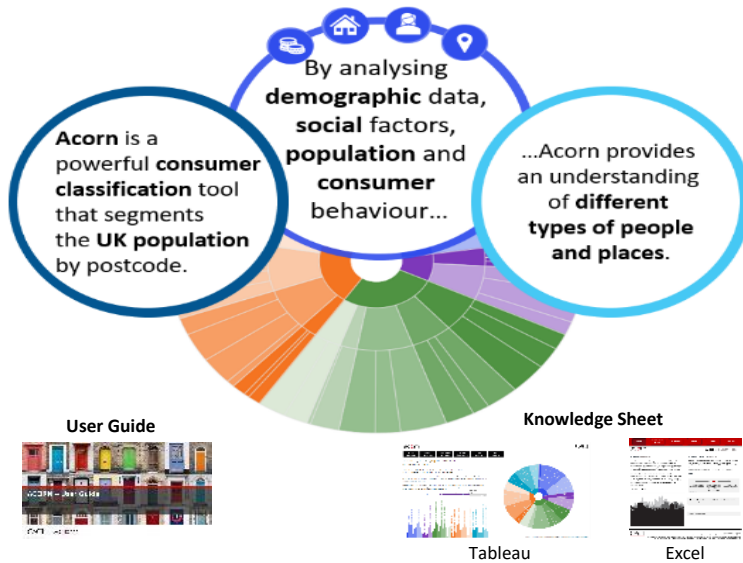
6 CATEGORIES	18 GROUPS	62 TYPES
1. Affluent Achievers	A. Lavish Lifestyles	1-3
	B. Executive Wealth	4-9
	C. Mature Money	10-13
2. Rising Prosperity	D. City Sophisticates	14-17
	E. Career Climbers	18-20
3. Comfortable Communities	F. Countryside Communities	21-23
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I .Comfortable Seniors	30-31
	J. Starting Out	32-33
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

12.0M UK Adults   **22.8%** of UK

Age range 55+

Financial situation — Running into debt / Saving a lot

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
B. Executive Wealth
C. Mature Money

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY	NOT PRIVATE HOUSEHOLDS
22.8%	9.4%	27.3%	23.1%	16.1%	1.3%

- 1.A Lavish Lifestyles: 1.3%
- 1.B Executive Wealth: 12.3%
- 1.C Mature Money: 9.3%
- 2.D City Sophisticates: 3.6%
- 2.E Career Climbers: 5.8%
- 3.F Countryside Communities: 6.4%
- 3.G Successful Suburbs: 6.1%
- 3.H Steady Neighbourhoods: 8.1%
- 3.I Comfortable Seniors: 2.5%
- 3.J Starting Out: 4.1%
- 4.K Student Life: 2.9%
- 4.L Modest Means: 7.7%
- 4.M Striving Families: 7.8%
- 4.N Poorer Pensioners: 4.6%
- 5.O Young Hardship: 5.2%
- 5.P Struggling Estates: 6.6%
- 5.Q Difficult Circumstances: 4.3%
- 6.R Not Private Households: 1.3%

United Kingdom