

CGA LICENCED PREMISES - LICENCES

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Area: P02065_Midland Hotel, Wakefield, WF6 2AR
Base: Great Britain
Year: 2024

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs and Bars							
Branded Food Pub	0	0.0	3.3	0	<div></div>		
Cocktail Bar	0	0.0	1.4	0	<div></div>		
Community Pub	5	22.2	26.7	83	<div></div>		
Craft Bar	0	0.0	1.2	0	<div></div>		
Educational Bar	0	0.0	0.9	0	<div></div>		
Late Night Bar	0	0.0	2.0	0	<div></div>		
Themed Bar	0	0.0	0.4	0	<div></div>		
Themed Pub	0	0.0	0.3	0	<div></div>		
Unbranded Food Pub	1	4.4	13.7	32	<div></div>		
Unthemed High Street Pub	1	4.4	8.9	50	<div></div>		
Wine Bar	0	0.0	1.0	0	<div></div>		
Restaurants and Cafes							
Bar Restaurant	0	0.0	5.0	0	<div></div>		
Cafe/Delicatessen	0	0.0	1.9	0	<div></div>		
Casual Dining Restaurant	0	0.0	7.8	0	<div></div>		
Restaurant	1	4.4	22.6	20	<div></div>		
Accomodation and Functions							
Conference/Exhibition/Function/Banquet	0	0.0	3.5	0	<div></div>		
Guest/Boarding House	0	0.0	2.6	0	<div></div>		
Hotel	2	8.9	10.8	82	<div></div>		
Sports and Community							
Bowling Alley	0	0.0	0.3	0	<div></div>		
Commercially Run Sports Venue/Stadium	0	0.0	0.5	0	<div></div>		
Golf Club	0	0.0	3.1	0	<div></div>		
Local Sports Club	3	13.3	11.9	112	<div></div>		
Snooker Club	0	0.0	0.0	0	<div></div>		
Social Club	6	26.6	12.0	221	<div></div>		
Spa and Country Club	0	0.0	0.2	0	<div></div>		
Sports and Leisure Centre	0	0.0	1.9	0	<div></div>		
Entertainment and Leisure							
Arena	0	0.0	0.0	0	<div></div>		
Ballroom	0	0.0	0.0	0	<div></div>		
Bingo Hall	0	0.0	0.4	0	<div></div>		
Casino	0	0.0	0.2	0	<div></div>		
Cinema	0	0.0	0.5	0	<div></div>		
Holiday/Caravan Park	0	0.0	1.3	0	<div></div>		
Nightclub	0	0.0	1.2	0	<div></div>		
Street Market	0	0.0	0.0	0	<div></div>		
Theatre	0	0.0	1.0	0	<div></div>		
Unknown	0	0.0	0.0	0	<div></div>		

CGA LICENCED PREMISES

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Base: Great Britain

Year: 2024

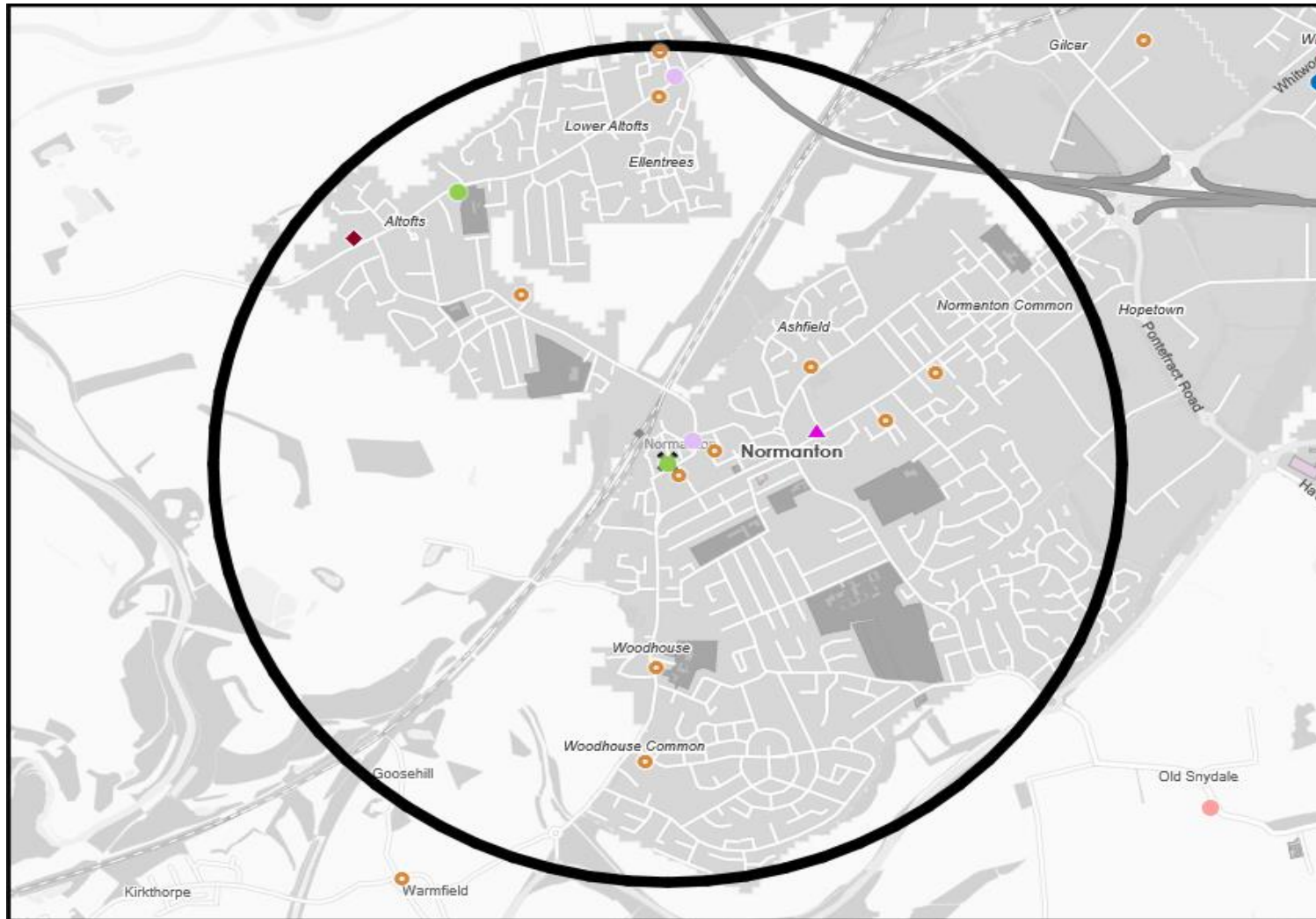
Name	Description	License Type	Owner Name	Postcode
Normanton Rugby Club	Independent Free	Local Sports Club	Independent Free	WF 6 1DT
Hark To Mopsey	Independent Free	Community Pub	Independent Free	WF 6 1BB
St Johns Working Mens Club	Independent Free	Social Club	Independent Free	WF 6 1DT
Normanton Con & Unionist Club	Independent Free	Social Club	Independent Free	WF 6 2AP
Midland Hotel	Admiral Taverns Ltd	Hotel	Admiral Taverns Ltd	WF 6 2AR
Arooje Restaurant	Independent Free	Restaurant	Independent Free	WF 6 2AR
Junction Inn	Stonegate Pub Company	Unbranded Food Pub	Stonegate Pub Company	WF 6 2AU
Black Swan	Trust Inns Limited	Hotel	Trust Inns Limited	WF 6 2DP
Normanton & Altofts Comrades Athletic	Independent Free	Local Sports Club	Independent Free	WF 6 2DT
New Carlton Social Club	Independent Free	Social Club	Independent Free	WF 6 2EH
Hopetown Wmc	Independent Free	Social Club	Independent Free	WF 6 2ET
Altofts Community And Sports Foundati	Independent Free	Social Club	Independent Free	WF 6 2JH
Robin Hood	*Other Small Retail Groups	Community Pub	*Other Small Retail Groups	WF 6 2NJ
Horse & Jockey	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	WF 6 2NU
Altofts Community Centre	Independent Free	Local Sports Club	Independent Free	WF 6 2QT
Poplar Inn	Stonegate Pub Company	Community Pub	Stonegate Pub Company	WF 6 2QR
Miners Arms	Independent Free	Community Pub	Independent Free	WF 6 2QR
Altofts Wm Recreation Club & Institute	Independent Free	Social Club	Independent Free	WF 6 2QS
Ole In T'wall	Independent Free	Unthemed High Street F	Independent Free	WF 6 2AD

MAP OF AREA

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Source: OS Open Data 2018

Area: P02065_Midland Hotel, Wakefield, WF6 2AR (1 Mile contour)



KEY

Large pub co's & bars

- Admiral Taverns Ltd
- Ei Group
- Greene King
- Marston's
- Mitchells & Butlers
- Punch Pub Company
- Shepherd Neame
- Star Pubs & Bars
- Stonegate Pub Company
- Wetherspoon
- Whitbread

Small to medium pub co's & bars

- Family Brewers with pubs

Hotels

- ✕ Hotels

Restaurants

- ★ Restaurants

Leisure

- ▲ Leisure

Independent

- Independent

Other

- ◆ Other

Site Location

- ✕ Site Location

Boundary

- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P02065_Midland Hotel, Wakefield, WF6 2AR (1 Mile contour)
Base: Great Britain
Year: 2024

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
1	Luxury Lifestyles	0	0.0	3.1	0		
2	Established Affluence	346	3.5	12.3	29		
3	Thriving Neighbourhoods	1,764	17.8	22.6	79		
4	Steadfast Communities	2,844	28.7	25.2	114		
5	Stretched Society	2,662	26.9	21.1	127		
6	Low Income Living	2,259	22.8	15.4	148		
7	Not Private Households	26	0.3	0.4	67		
Total households		9,901					

Acorn Category Pen Portrait

4

Steadfast Communities

7.3M
UK Households

25.7%
of UK

Predominant Housing Type

Semi detached

Predominant Housing Tenure

Privately rented

Savings & Investments

Below average

This category contains much of middle of the road Britain with working families on incomes just below the UK average.

Groups within Steadfast Communities

K Semi-rural Maturity

27%

L Traditional Homeowners

23%

M Family Renters

18%

N Urban Diversity

10%

O Stable Seniors

22%

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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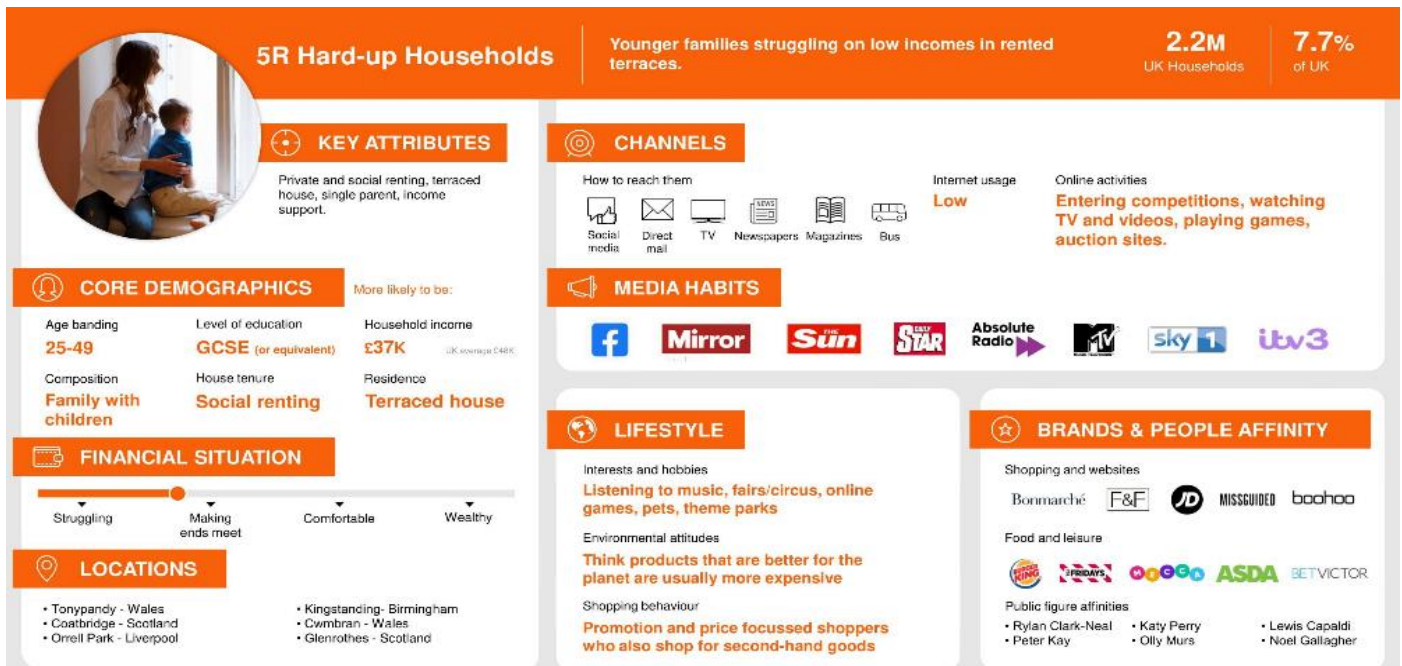
Area: P02065_Midland Hotel, Wakefield, WF6 2AR (1 Mile contour)

Base: Great Britain

Year: 2024

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Luxury Lifestyles							
1.A Exclusive Addresses	0	0.0	0.3	0			
1.B Flourishing Capital	0	0.0	1.0	0			
1.C Upmarket Families	0	0.0	1.8	0			
2. Established Affluence							
2.D Commuter Belt Wealth	346	3.5	9.1	38			
2.E Prosperous Professionals	0	0.0	3.2	0			
3. Thriving Neighbourhoods							
3.F Mature Success	1,010	10.2	7.0	145			
3.G Settled Suburbia	438	4.4	5.2	86			
3.H Metropolitan Surroundings	0	0.0	1.6	0			
3.I Up-and-coming Urbanites	0	0.0	3.2	0			
3.J Aspiring Communities	316	3.2	5.5	58			
4. Steadfast Communities							
4.K Semi-rural Maturity	533	5.4	6.7	80			
4.L Traditional Homeowners	1,096	11.1	6.0	185			
4.M Family Renters	68	0.7	4.6	15			
4.N Urban Diversity	0	0.0	2.6	0			
4.O Stable Seniors	1,147	11.6	5.3	217			
5. Stretched Society							
5.P Tenant Living	168	1.7	8.3	20			
5.Q Limited Budgets	1,192	12.0	5.2	231			
5.R Hard-up Households	1,302	13.2	7.6	173			
6. Low Income Living							
6.S Cash-strapped Families	892	9.0	7.3	123			
6.T Constrained Pensioners	807	8.2	3.3	247			
6.U Challenging Circumstances	560	5.7	4.8	119			
7. Not Private Households							
7.V Not Private Households	26	0.3	0.4	67			
Total households	9,901						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P02065_Midland Hotel, Wakefield, WF6 2AR (1 Mile contour)

Base: Great Britain

Year: 2024

Sort by:  Acorn Structure
 Index
 Profile %

Acorn Type Description				Area Profile	% for Area	% for Base	Index	0	100	200
1- Luxury Lifestyles										
1.A Exclusive Addresses										
	1.A.1	High-flyers in luxury apartments and townhouses		0	0.0	0.1	0			
	1.A.2	Wealthy, gentrified areas		0	0.0	0.1	0			
	1.A.3	Asset-rich, out-of-town older families		0	0.0	0.1	0			
1.B Flourishing Capital										
	1.B.4	High-end professionals in city flats		0	0.0	0.5	0			
	1.B.5	Successful young families in smart urban areas		0	0.0	0.5	0			
1.C Upmarket Families										
	1.C.6	Executives in expensive suburban houses		0	0.0	1.1	0			
	1.C.7	Prosperous families in green-belt areas with substantial homes		0	0.0	0.8	0			
2- Established Affluence										
2.D Commuter Belt Wealth										
	2.D.8	Affluent, older homeowners		0	0.0	2.1	0			
	2.D.9	Families and couples in comfortable homes		261	2.6	1.6	170			
	2.D.10	Well-off families in larger semis		0	0.0	1.1	0			
	2.D.11	Mature and moneyed out-of-towners		72	0.7	2.1	34			
	2.D.12	Well-to-do empty nesters in detached houses		13	0.1	2.2	6			
2.E Prosperous Professionals										
	2.E.13	Families in leafy suburbs		0	0.0	1.3	0			
	2.E.14	Upmarket young families in terraces		0	0.0	0.9	0			
	2.E.15	Educated professionals renting flats		0	0.0	1.0	0			
3- Comfortable Communities										
3.F Mature Success										
	3.F.16	Families and couples in detached houses		649	6.6	2.0	335			
	3.F.17	Older, rural empty nesters and couples		59	0.6	2.7	22			
	3.F.18	Countryside retirees in spacious houses		31	0.3	0.1	368			
	3.F.19	Sophisticated couples living comfortably in detached homes		271	2.7	2.3	117			
3.G Successful Suburbs										
	3.G.20	Mixed lifestages in semi-detached homes		0	0.0	2.4	0			
	3.G.21	Mid-life suburban living		438	4.4	2.7	162			
3.H Metropolitan Surroundings										
	3.H.22	Younger families and sharers in city terraces		0	0.0	1.0	0			
	3.H.23	Culturally diverse suburban families		0	0.0	0.7	0			
3.I Up-and-coming Urbanites										
	3.I.24	Young professionals renting city flats		0	0.0	1.3	0			
	3.I.25	Privately renting students and house sharers		0	0.0	0.3	0			
	3.I.26	Younger couples and singles in flats		0	0.0	1.7	0			
3.J Aspiring Communities										
	3.J.27	Professional families and couples in suburban, owner-occupied areas		172	1.7	3.2	53			
	3.J.28	Families and couples in terraces		144	1.5	2.3	63			
4- Steadfast Communities										
4.K Semi-rural Maturity										
	4.K.29	Senior home-owning couples		274	2.8	3.0	91			
	4.K.30	Empty nesters in owner-occupied detached homes		101	1.0	2.5	41			
	4.K.31	Comfortable, home-owning families and empty nesters		104	1.1	0.7	156			
	4.K.32	Older comfortable families and couples in detached, rural properties		2	0.0	0.5	4			
	4.K.33	Retirees in semi-detached and detached properties		52	0.5	0.1	735			
4.L Traditional Homeowners										
	4.L.34	Older owner-occupier households in semis		843	8.5	3.0	280			
	4.L.35	Settled communities, semi-detached properties		253	2.6	2.9	87			
4.M Family Renters										
	4.M.36	Cost-conscious families in terraces		23	0.2	2.2	11			
	4.M.37	Restricted residents, socially renting		45	0.5	2.4	19			
4.N Urban Diversity										
	4.N.38	Younger families, multi-occupancy and rented households		0	0.0	1.0	0			
	4.N.39	Diverse communities in smaller semis and terraces		0	0.0	0.7	0			
	4.N.40	Young families, limited means in terraced metropolitan areas		0	0.0	0.9	0			
4.O Stable Seniors										
	4.O.41	Living on modest means in terraces		978	9.9	2.7	360			
	4.O.42	Retired homeowners in semi-detached and detached houses		127	1.3	1.6	80			
	4.O.43	Older couples living in detached houses, rural communities		42	0.4	1.0	43			
5- Stretched Society										
5.P Tenant Living										
	5.P.44	Urban, aspiring flat dwellers		0	0.0	1.4	0			
	5.P.45	Privately renting squeezed professionals in flats		14	0.1	2.9	5			
	5.P.46	Sharers and students in private rentals		0	0.0	1.0	0			
	5.P.47	Singles and couples in rented flats		154	1.6	3.0	51			
5.Q Limited Budgets										
	5.Q.48	Routine occupations, socially renting families in semis		1,185	12.0	3.3	365			
	5.Q.49	Socially renting single adult households		7	0.1	1.9	4			
5.R Hard-up Households										
	5.R.50	Single-parent families in terraced housing		1,106	11.2	3.2	345			
	5.R.51	Older, single-person households on the outskirts of town		122	1.2	2.3	53			
	5.R.52	Socially renting families in terraces		74	0.7	2.0	37			
6- Low Income Living										
6.S Cash-strapped Families										
	6.S.53	Diverse families and sharers in flats		0	0.0	1.7	0			
	6.S.54	Young families in socially rented semis		603	6.1	1.9	328			
	6.S.55	Families in low-value terraced housing		289	2.9	3.0	97			
	6.S.56	Diverse young families in rented terraces and flats		0	0.0	0.8	0			
6.T Constrained Pensioners										
	6.T.57	Older renters in flats and tenements		68	0.7	2.0	35			
	6.T.58	Poorer pensioners in semis		739	7.5	1.3	572			
6.U Challenging Circumstances										
	6.U.59	Students and sharers in multi-occupancy flats		0	0.0	0.2	0			
	6.U.60	Socially renting single adult households in flats		0	0.0	0.9	0			
	6.U.61	Socially rented flats, singles and pensioners		560	5.7	3.6	156			
7- Not Private Households										
7.V Not Private Households										
	7.V.62	Students in halls of residence		0	0.0	0.1	0			
	7.V.63	Active communal populations		0	0.0	0.0	0			
	7.V.64	Inactive communal populations		26	0.3	0.2	125			
	7.V.65	Non-residential postcodes		0	0.0	0.0	0			
Total households				9,901						

CATEGORY

GROUP

TYPE

MAP

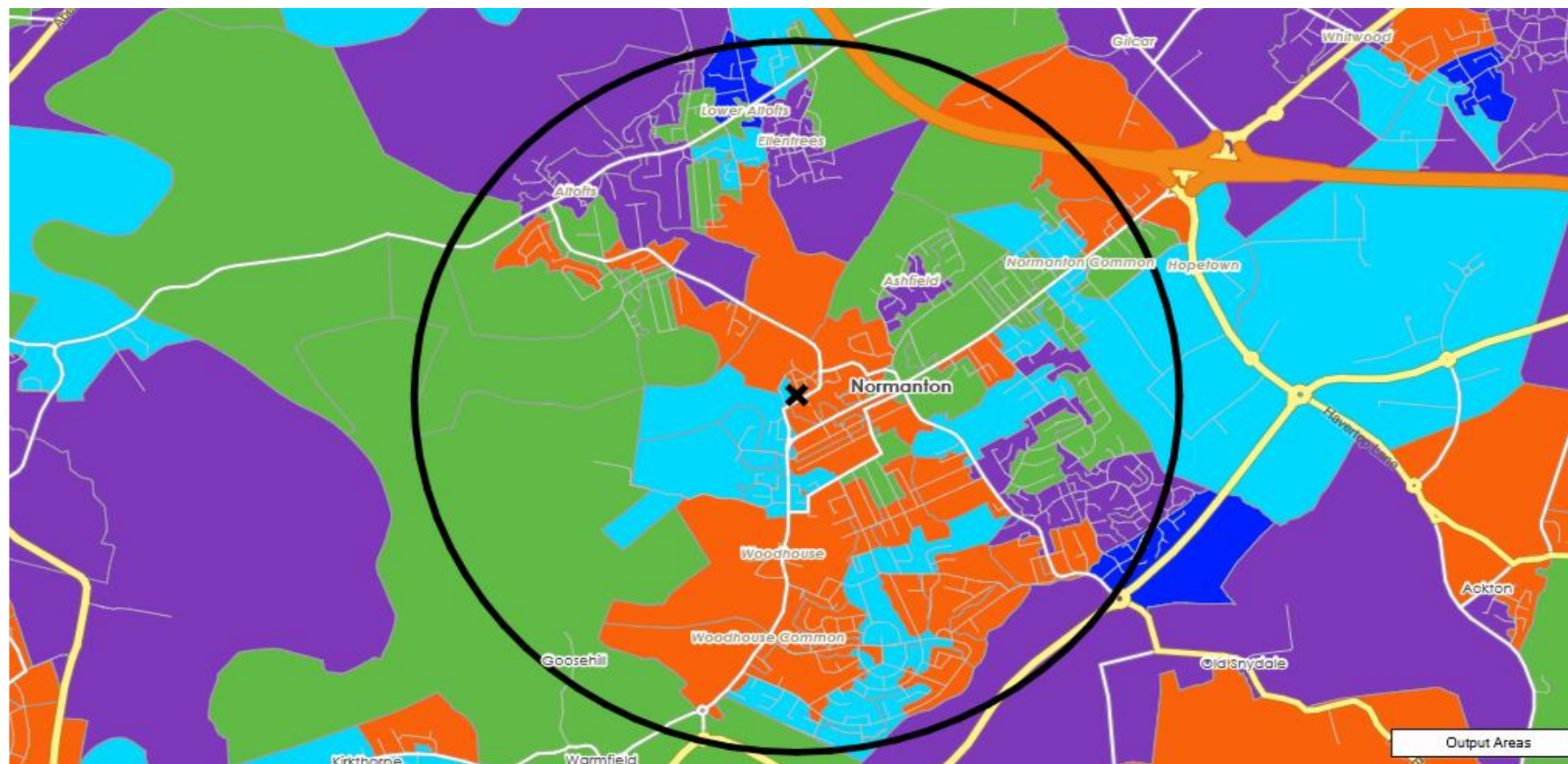
WHAT IS ACORN?

DOMINANT ACORN CATEGORY - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P02065_Midland Hotel, Wakefield, WF6 2AR (1 Mile contour)



- Dominant Acorn Category
- % Luxury Lifestyles
- % Established Affluence
- % Thriving Neighbourhoods
- % Steadfast Communities
- % Stretched Society
- % Low Income Living
- Dominant Acorn Group

Acorn Categories

- 1. Luxury Lifestyles
- 2. Established Affluence
- 3. Thriving Neighbourhoods
- 4. Steadfast Communities
- 5. Stretched Society
- 6. Low Income Living
- 7. Not Private Households

Area Boundary

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?



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WHAT IS ACORN?

Acorn is the leading geodemographic segmentation of residential neighbourhoods in the UK. It classifies each postcode in the country into one of 7 categories, 22 groups and 65 types that give a distinctive picture of the kinds of people who live in an area.

Acorn is a powerful targeting tool that combines geography with demographics and lifestyle information, and the places where people live with their underlying characteristics and behaviour, to create a tool for understanding the different types of people in different areas throughout the country. It provides a detailed understanding of the people who interact with your organisation and helps you learn about their relationship with you. This knowledge gives you the opportunity to target, acquire and develop profitable customer relationships and improve service delivery.

ACORN STRUCTURE

CATEGORY	GROUP	TYPE
1. Luxury Lifestyles	1.A. Exclusive Addresses	1-3
	1.B. Flourishing Capital	4-5
	1.C. Upmarket Families	6-7
2. Established Affluence	2.D. Commuter-Belt Wealth	8-12
	2.E. Prosperous Professionals	13-15
3. Thriving Neighbourhoods	3.F. Mature Success	16-19
	3.G. Settled Suburbia	20-21
	3.H. Metropolitan Surroundings	22-23
	3.I. Up-and-Coming Urbanites	24-26
	3.J. Aspiring Communities	27-28
4. Steadfast Communities	4.K. Semi-Rural Maturity	29-33
	4.L. Traditional Homeowners	34-35
	4.M. Family Renters	36-37
	4.N. Urban Diversity	38-40
	4.O. Stable Seniors	41-43
5. Stretched Society	5.P. Tenant Living	44-47
	5.Q. Limited Budgets	48-49
	5.R. Hard-Up Households	50-52
6. Low Income Living	6.S. Cash-Strapped Families	53-56
	6.T. Constrained Pensioners	57-58
	6.U. Challenging Circumstances	59-61
7. Not Private Households	7.V. Not Private Households	62-65

ADDITIONAL INFORMATION



For more information, click here to visit the website:

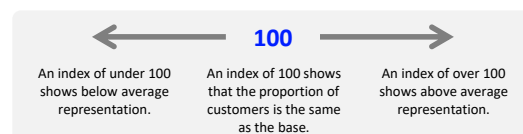
INTERPRETING THE REPORT

The Acorn Detailed Report helps you understand the underlying demographics and lifestyle attributes of your catchment by comparing them to the GB/UK average.

AREA PROFILE

Total figures exclude business addresses without residential population

INDEX

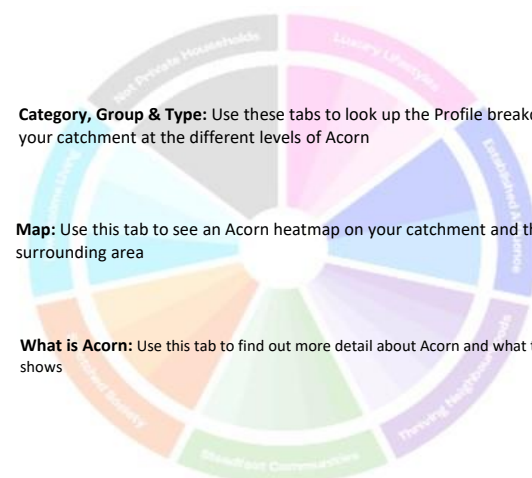


PERCENTAGE

% for Area: Calculates the percentages of each category, group or type for the catchment

% for Base: Calculates the percentages of each category, group or type for the base catchment

REPORT INFORMATION

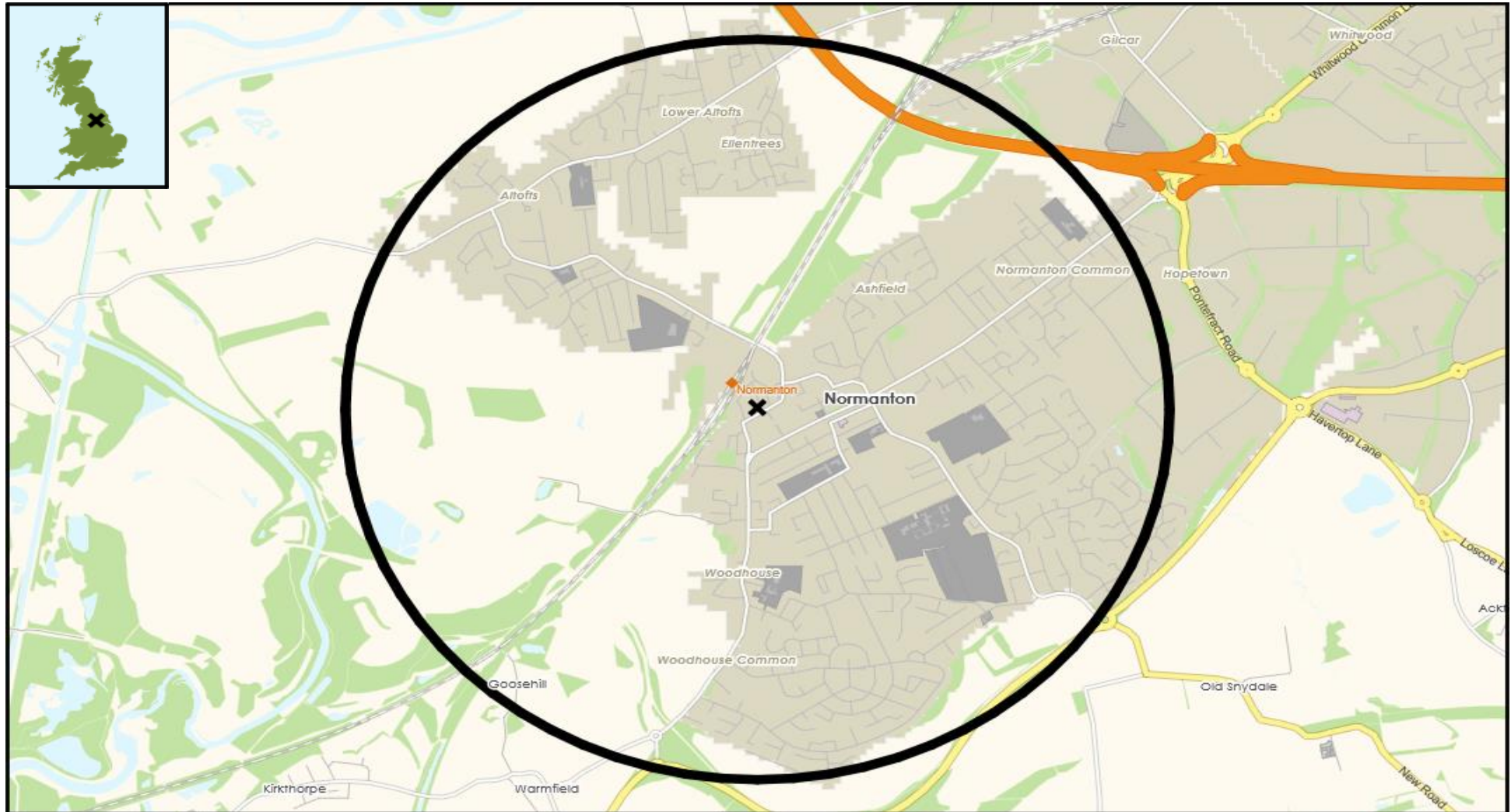


MAP OF AREA

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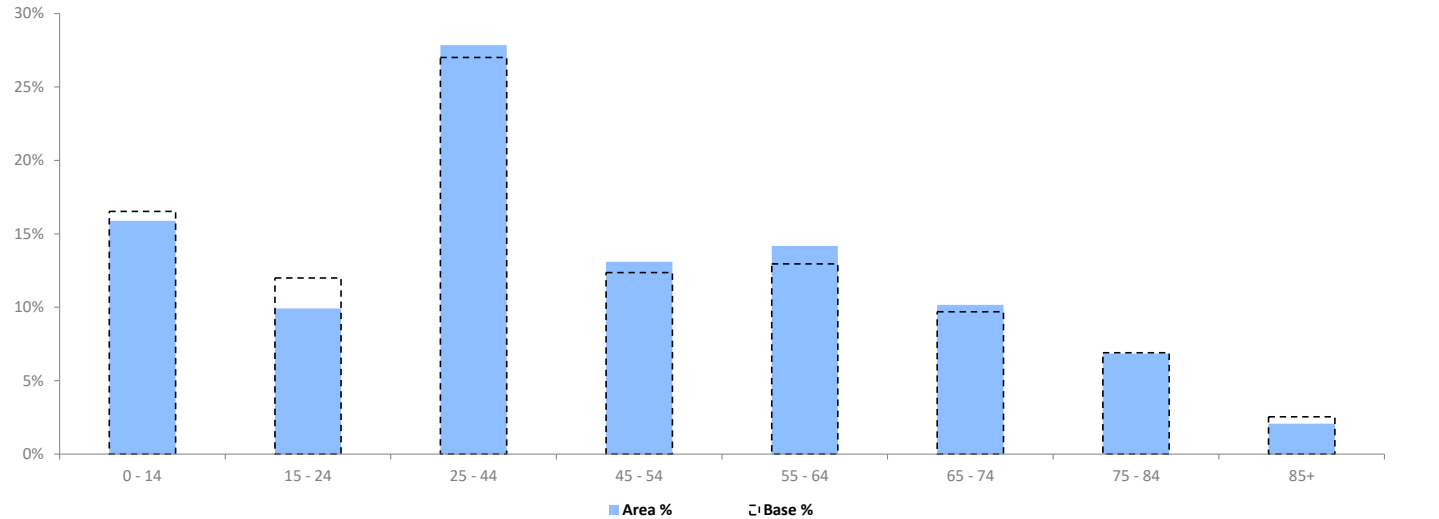


POPULATION PROJECTIONS

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Area:	P02065_Midland Hotel, Wakefield, WF6 2AR (1 Mile contour)
Base:	Great Britain
Year:	2024

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,582	15.9	16.5	96			
15 - 24	2,236	9.9	12.0	83			
25 - 44	6,279	27.8	27.0	103			
45 - 54	2,954	13.1	12.4	106			
55 - 64	3,196	14.2	13.0	109			
65 - 74	2,292	10.2	9.7	105			
75 - 84	1,545	6.9	6.9	99			
85+	468	2.1	2.5	82			
Total population	22,552						



EXPENDITURE

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Area:	P02065_Midland Hotel, Wakefield, WF6 2AR (1 Mile contour)
Base:	Great Britain
Year:	2024

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	£832,130	£84.05	£92.53	91			
2. Alcoholic beverages, tobacco and narcotics	£324,866	£32.81	£29.81	110			
3. Clothing & Footwear	£410,221	£41.43	£44.48	93			
4. Housing, water, electricity, gas and other fuels	£815,040	£82.32	£106.80	77			
5. Furnishings, equipment and routine maintenance	£486,771	£49.16	£52.65	93			
6. Health	£173,820	£17.56	£21.84	80			
7. Transport	£1,085,558	£109.64	£125.67	87			
8. Communication	£175,399	£17.72	£19.03	93			
9. Recreation & Culture	£927,619	£93.69	£98.79	95			
10. Education	£103,715	£10.48	£21.71	48			
11. Restaurants & Hotels	£905,801	£91.49	£103.11	89			
12. Miscellaneous goods and services	£1,201,787	£121.38	£135.92	89			
Total Expenditure	£7,442,726	£751.71	£852.33	88			

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.

CENSUS DEMOGRAPHICS

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Area:	P02065_Midland Hotel, Wakefield, WF6 2AR (1 Mile contour)
Base:	Great Britain
Year:	2021

NS-SOCIO ECONOMIC CLASSIFICATION

	Area Profile	Area %	Base %	Index av=100	0	100	200
1. Higher managerial, administrative and professional	1,465	8.2	12.7	64			
2. Lower managerial, administrative and professional	3,130	17.5	19.9	88			
3. Intermediate	2,243	12.5	11.5	109			
4. Small employers and own account workers	1,458	8.1	10.3	79			
5. Lower supervisory and technical	1,277	7.1	5.6	127			
6. Semi-routine	2,216	12.4	11.7	106			
7. Routine	3,898	21.8	12.1	179			
Never worked and long-term unemployed	1,397	7.8	8.2	95			
Full-time students	817	4.6	7.8	59			
Total population	17,901						

