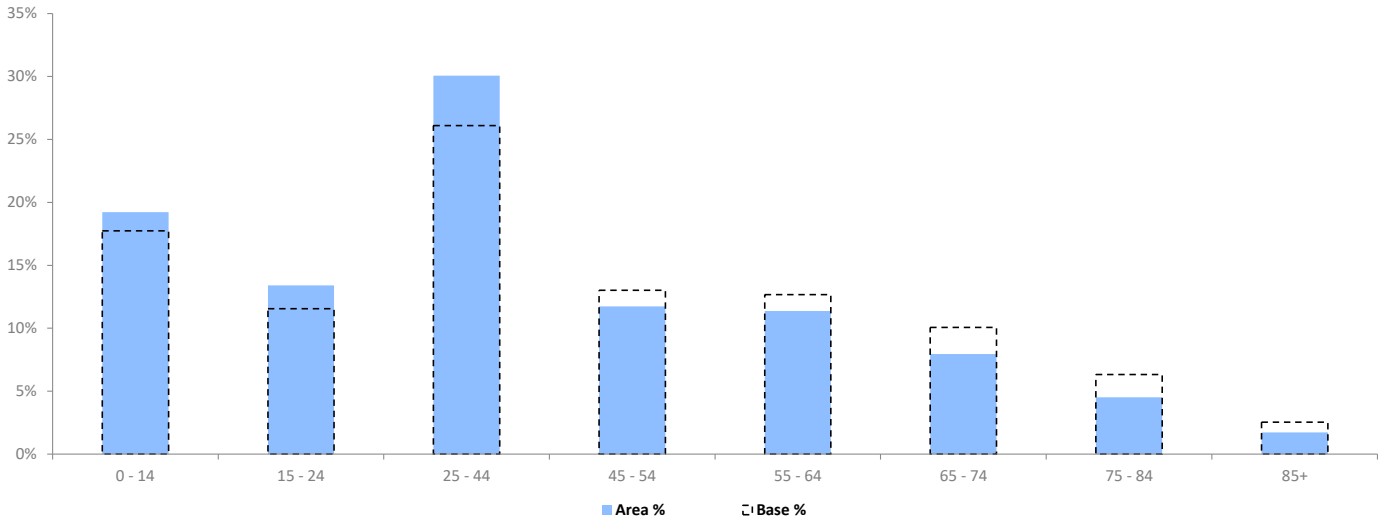


# POPULATION PROJECTIONS

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Area: P00138\_Black Lion Hotel, Leeds, LS13 2NJ (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,112	19.2	17.7	<b>108</b>			
15 - 24	4,258	13.4	11.6	<b>116</b>			
25 - 44	9,557	30.1	26.1	<b>115</b>			
45 - 54	3,727	11.7	13.0	90			
55 - 64	3,613	11.4	12.7	90			
65 - 74	2,528	8.0	10.1	79			
75 - 84	1,437	4.5	6.3	72			
85+	549	1.7	2.5	68			
<b>Total population</b>	<b>31,781</b>						



# CGA LICENCED PREMISES

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Area: P00138\_Black Lion Hotel, Leeds, LS13 2NJ (1)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	11	34.6	85.9	40			
Proprietary Club	0	0.0	8.2	0			
Registered Club	9	28.3	30.1	94			
Restaurant	0	0.0	35.3	0			
Residential	0	0.0	3.5	0			

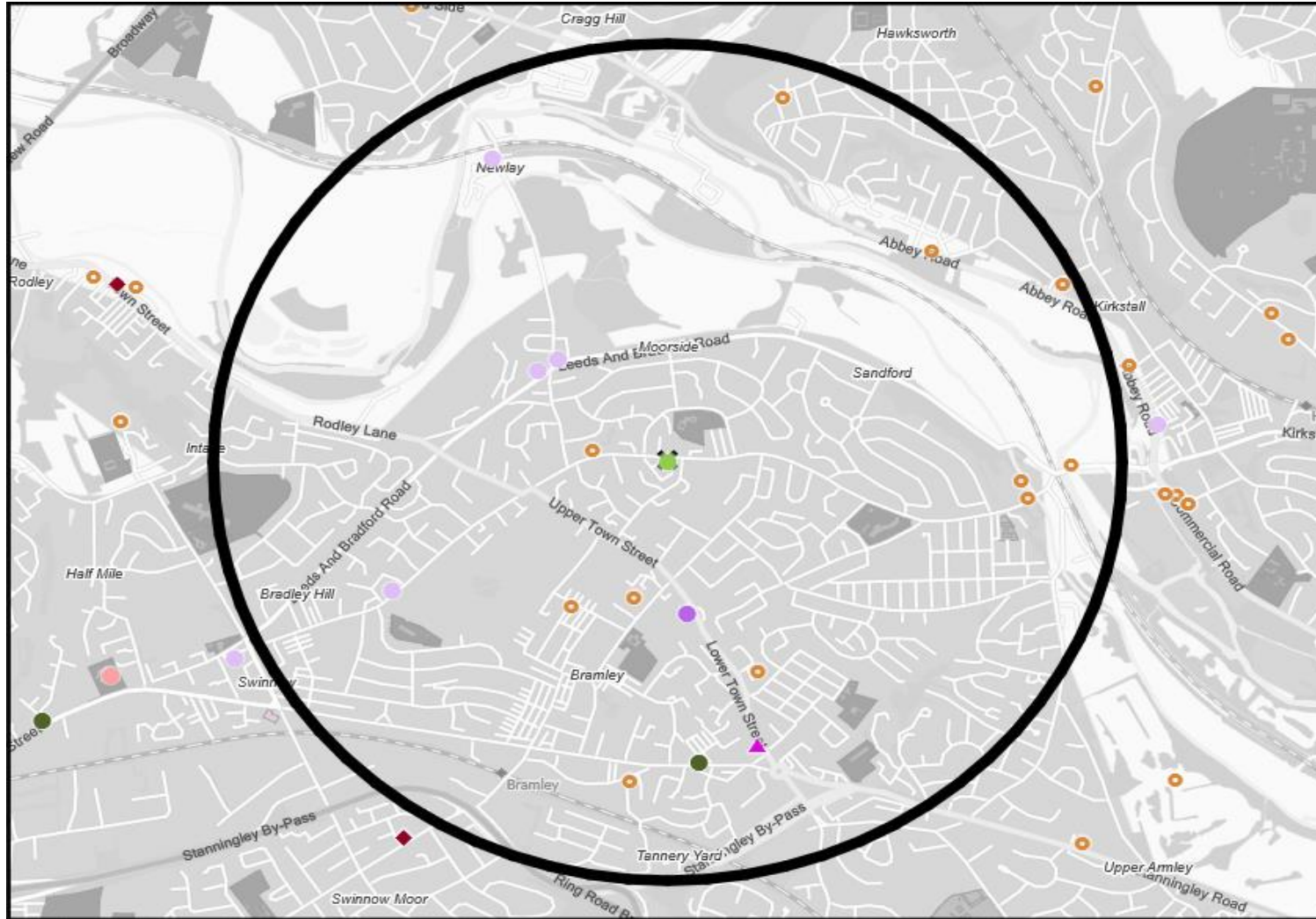
Name	Description	License Type	Owner Name	Postcode
Rock Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LS13 1EP
Abbey Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LS13 1EQ
Acorn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LS13 1NS
Bramley Band Club Institute	Independent Free	Registered Club	Independent Free	LS13 2BG
Bramley Social Club	Independent Free	Registered Club	Independent Free	LS13 2HF
Black Lion Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LS13 2NJ
Beacon	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LS13 3ER
Daisy Inn	Greene King	Pubs & Full On	Greene King	LS13 3AD
Barley Mow	Milton Pubs and Taverns	Pubs & Full On	Milton Pubs and Taverns	LS13 3EN
Old Unicorn	Wetherspoons GB	Pubs & Full On	Wetherspoon	LS13 3NA
Bramley Liberal Club	Independent Free	Registered Club	Independent Free	LS13 3NE
Bramley Rugby Club	Independent Free	Registered Club	Independent Free	LS13 3NY
Bramley Working Mens Club	Independent Free	Registered Club	Independent Free	LS13 4BY
Hawthorn Wood Conservative Club	Independent Free	Registered Club	Independent Free	LS 5 3LX
Burley Rugby Club	Independent Free	Registered Club	Independent Free	LS 5 3NG
Vesper Gate	Blackrose Ltd	Pubs & Full On	Blackrose Ltd	LS 5 3NG
Leeds Metropolitan Gatehouse	Independent Free	Registered Club	Independent Free	LS 5 3EE
Kirkstall Bridge Inn	Independent Free	Pubs & Full On	Independent Free	LS 5 3EH
Vault	Independent Free	Registered Club	Independent Free	LS 5 3RX

# MAP OF AREA

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Source: OS Open Data 2018

Area: P00138\_Black Lion Hotel, Leeds, LS13 2NJ (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:** P00138\_Black Lion Hotel, Leeds, LS13 2NJ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	773	5.8	22.0	26		
2 Rising Prosperity	581	4.4	10.1	43		
3 Comfortable Communities	3,484	26.1	26.2	100		
4 Financially Stretched	3,046	22.8	23.7	96		
5 Urban Adversity	5,456	40.9	17.6	<b>232</b>		
6 Not Private Households	6	0.0	0.3	13		
<b>Total households</b>		<b>13,346</b>				

### Acorn Category Pen Portrait

## 5 Urban Adversity

**Age range**  
25-34

**Financial situation**  
Running into debt ← → Saving a lot

**Children at home**  
3+

**House type**  
Flat or terraced

**House tenure**  
Social renting

**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 30%
- P Struggling Estates 43%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00138\_Black Lion Hotel, Leeds, LS13 2NJ (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	9	0.1	1.1	6			
1.B Executive Wealth	243	1.8	11.2	16			
1.C Mature Money	521	3.9	9.6	41			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	21	0.2	4.0	4			
2.E Career Climbers	560	4.2	6.2	68			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	180	1.3	5.9	23			
3.H Steady Neighbourhoods	1,768	13.2	7.4	180			
3.I Comfortable Seniors	195	1.5	2.9	50			
3.J Starting Out	1,341	10.0	4.3	231			
<b>4. Financially Stretched</b>							
4.K Student Life	98	0.7	2.4	31			
4.L Modest Means	1,410	10.6	7.9	133			
4.M Striving Families	708	5.3	7.5	70			
4.N Poorer Pensioners	830	6.2	5.9	105			
<b>5. Urban Adversity</b>							
5.O Young Hardship	1,482	11.1	6.1	181			
5.P Struggling Estates	1,790	13.4	6.1	219			
5.Q Difficult Circumstances	2,184	16.4	5.3	306			
<b>6. Not Private Households</b>							
6.R Not Private Households	6	0.0	0.3	13			
<b>Total households</b>	<b>13,346</b>						

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 <b>25-34</b>	Children at home <b>1</b>
House tenure <b>Social renting</b>	Family structure <b>Single parent</b>
Number of beds <b>1</b>	House type <b>Flat or maisonette</b>

**BRANDS**

SHOPPING:

LEISURE:

WEBSITES:

**DIGITAL ATTITUDES**

I worry about online security <b>52%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>48%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>36%</b> <small>UK average: 34%</small>
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**FINANCIAL PROFILE**

Household Income UK: <b>£20k</b> (Avg: £40k) London: <b>£23k</b> (Avg: £44k)	% Disposable Income UK: <b>31%</b> (Avg: 44%) London: <b>27%</b> (Avg: 39%)	Financial situation 
--	---	-------------------------

**KEY INTERNET USAGE**

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

**TECHNOLOGY USAGE**

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

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

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00138\_Black Lion Hotel, Leeds, LS13 2NJ (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Corn 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	9	0.1	0.9	8			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	24	0.2	2.6	7			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	42	0.3	2.2	14			
1.B.7 Affluent professionals	123	0.9	0.9	<b>108</b>			
1.B.8 Prosperous suburban families	24	0.2	1.5	12			
1.B.9 Well-off edge of towners	30	0.2	1.6	14			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	29	0.2	3.0	7			
1.C.11 Settled suburbia, older people	444	3.3	2.9	<b>116</b>			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	48	0.4	1.3	28			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
2.D.14 Townhouse cosmopolitans	21	0.2	0.7	22			
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	46	0.3	1.9	18			
2.E.19 First time buyers in small, modern homes	514	3.9	3.3	<b>118</b>			
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	1.1	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	173	1.3	2.6	49			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	7	0.1	2.4	2			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	1,569	11.8	3.4	<b>342</b>			
3.H.28 Owner occupied terraces, average income	161	1.2	1.6	76			
3.H.29 Established suburbs, older families	38	0.3	2.3	12			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	195	1.5	2.4	61			
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	749	5.6	2.1	<b>268</b>			
3.J.33 Smaller houses and starter homes	592	4.4	2.3	<b>197</b>			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	98	0.7	0.4	<b>201</b>			
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	248	1.9	1.4	<b>132</b>			
4.L.38 Semi-skilled workers in traditional neighbourhoods	404	3.0	2.6	<b>115</b>			
4.L.39 Fading owner occupied terraces	758	5.7	2.9	<b>197</b>			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	92	0.7	1.7	41			
4.M.43 Families in right-to-buy estates	494	3.7	2.1	<b>178</b>			
4.M.44 Post-war estates, limited means	122	0.9	2.2	42			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	50	0.4	0.8	48			
4.N.46 Elderly people in social rented flats	109	0.8	1.1	75			
4.N.47 Low income older people in smaller semis	174	1.3	2.3	57			
4.N.48 Pensioners and singles in social rented flats	497	3.7	1.8	<b>211</b>			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	124	0.9	2.1	43			
5.O.50 Struggling younger people in mixed tenure	408	3.1	1.7	<b>175</b>			
5.O.51 Young people in small, low cost terraces	950	7.1	2.3	<b>316</b>			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	310	2.3	1.6	<b>143</b>			
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	1,480	11.1	1.6	<b>673</b>			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	580	4.3	1.5	<b>286</b>			
5.Q.58 Singles and young families, some receiving benefits	1,162	8.7	1.8	<b>486</b>			
5.Q.59 Deprived areas and high-rise flats	442	3.3	2.0	<b>163</b>			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	6	0.0	0.3	16			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>13,346</b>						

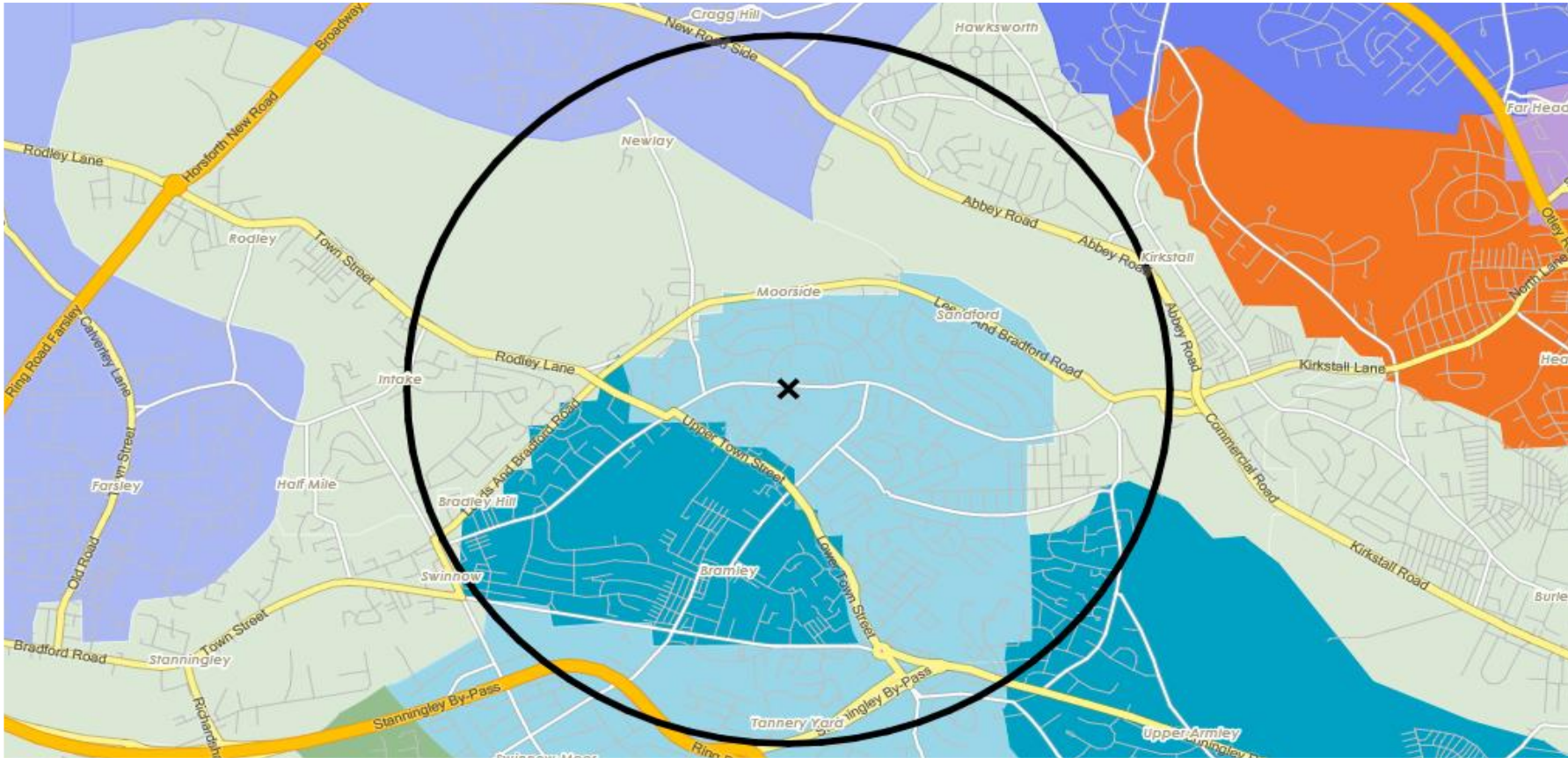
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00138\_Black Lion Hotel, Leeds, LS13 2NJ (1 Mile contour)



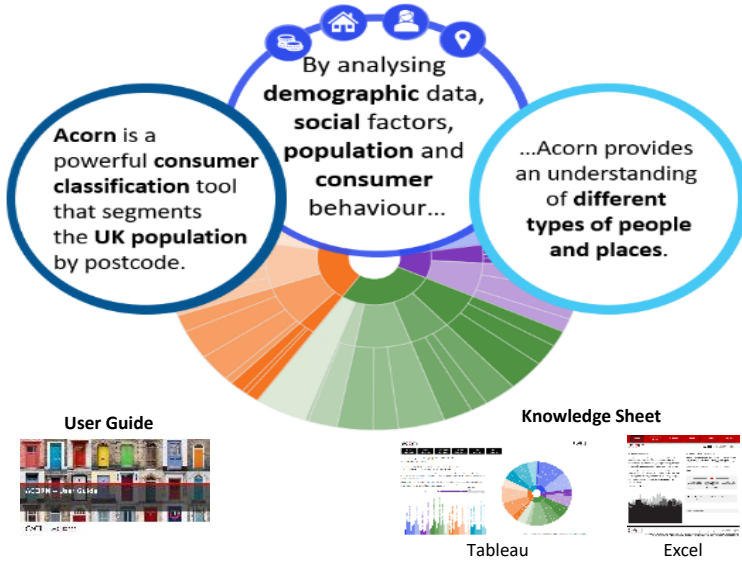
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

ACORN - WHAT IS IT?

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6 CATEGORIES      18 GROUPS      62 TYPES

1. Affluent Achievers	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
	<input type="radio"/>	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

