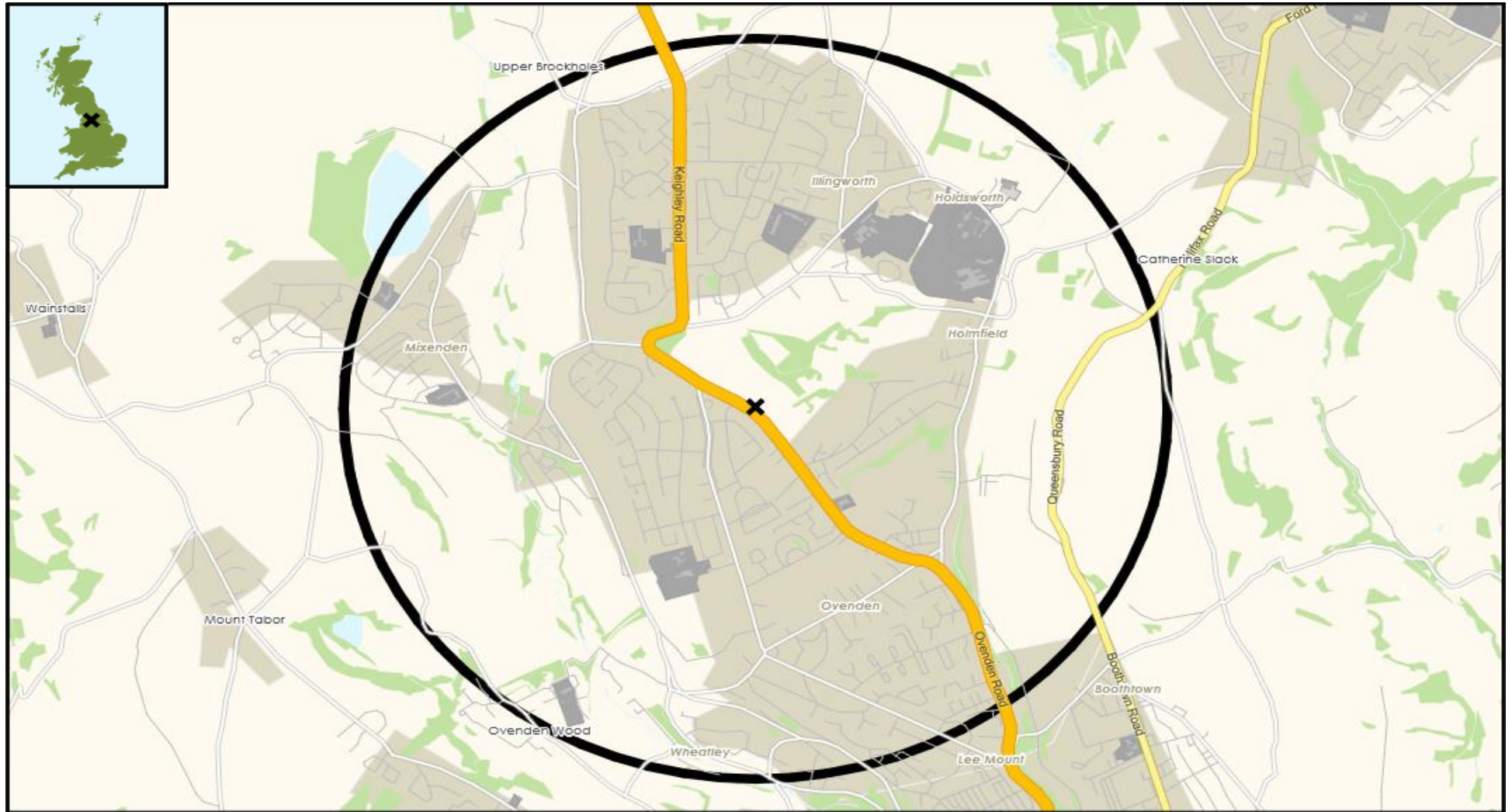


# MAP OF AREA

© 2023 CACI Limited and all other applicable third party notices can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Source: OS Open Data 2018

Area: P01298\_Queens Head Tavern, Halifax, HX2 8HG (1 Mile contour)



# POPULATION PROJECTIONS

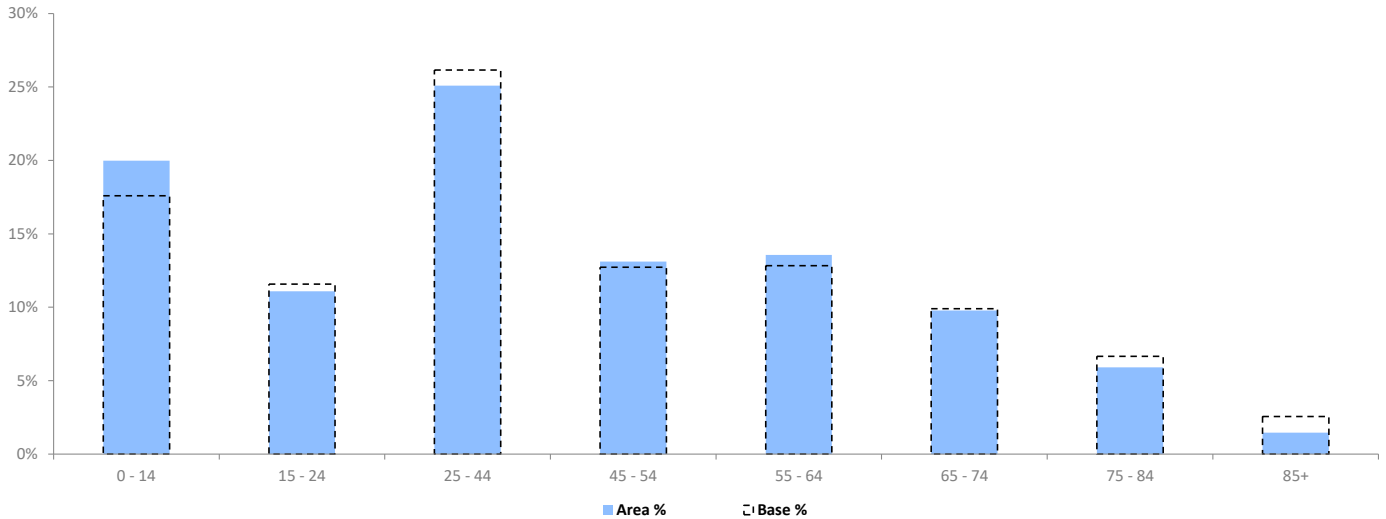
© 2023 CACI Limited and all other applicable third party notices (Population Estimates and Projections) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P01298\_Queens Head Tavern, Halifax, HX2 8HG (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,332	20.0	17.6	<b>114</b>			
15 - 24	2,404	11.1	11.6	96			
25 - 44	5,438	25.1	26.2	96			
45 - 54	2,841	13.1	12.7	<b>103</b>			
55 - 64	2,939	13.6	12.8	<b>106</b>			
65 - 74	2,118	9.8	9.9	99			
75 - 84	1,281	5.9	6.7	89			
85+	316	1.5	2.6	57			
<b>Total population</b>	<b>21,669</b>						



# EXPENDITURE

© 2023 CACI Limited and all other applicable third party notices (COICOP Expenditure) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P01298\_Queens Head Tavern, Halifax, HX2 8HG (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
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£605,830	£63.98	£73.74	87			
2. Alcoholic beverages, tobacco and narcotics	£269,176	£28.43	£27.43	104			
3. Clothing & Footwear	£339,672	£35.87	£41.92	86			
4. Housing, water, electricity, gas and other fuels	£599,327	£63.29	£92.23	69			
5. Furnishings, equipment and routine maintenance	£303,823	£32.09	£39.49	81			
6. Health	£163,083	£17.22	£16.97	102			
7. Transport	£833,922	£88.07	£115.30	76			
8. Communication	£123,312	£13.02	£14.64	89			
9. Recreation & Culture	£891,697	£94.17	£100.48	94			
10. Education	£80,647	£8.52	£22.34	38			
11. Restaurants & Hotels	£631,094	£66.65	£82.30	81			
12. Miscellaneous goods and services	£811,378	£85.69	£104.94	82			
<b>Total Expenditure</b>	<b>£5,652,960</b>	<b>£597.00</b>	<b>£731.77</b>	<b>82</b>			

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.

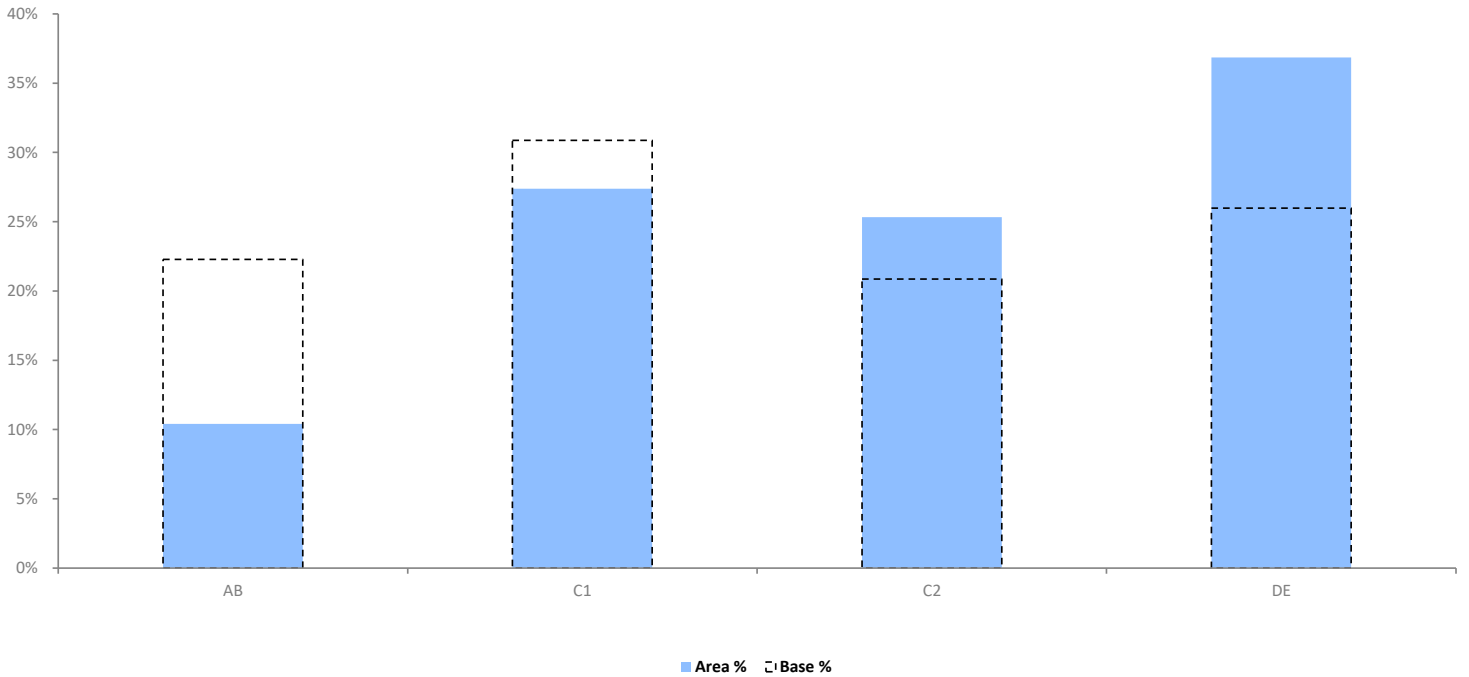
# UP TO DATE DEMOGRAPHICS

© 2023 CACI Limited and all other applicable third party notices (Up to Date Demographics) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P01298\_Queens Head Tavern, Halifax, HX2 8HG (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	985	10.4	22.3	47			
C1: Supervisory, clerical, jr managerial/admin/professional	2,590	27.4	30.9	89			
C2: Skilled manual workers	2,396	25.3	20.9	121			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	3,486	36.9	26.0	142			
<b>Total household reference persons aged 16 to 64</b>	<b>9,457</b>						



# CGA LICENCED PREMISES

© 2023 CACI Limited and all other applicable third party notices (CGA) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P01298\_Queens Head Tavern, Halifax, HX2 8

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	7	32.3	82.8	39			
Proprietary Club	0	0.0	7.5	0			
Registered Club	7	32.3	28.7	<b>112</b>			
Restaurant	0	0.0	32.5	0			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Halifax Rugby Club	Independent Free	Registered Club	Independent Free	HX 2 8AR
Ovenden Amateur Rugby League Football Club	Independent Free	Registered Club	Independent Free	HX 2 8AD
Illingworth Sports Club	Independent Free	Registered Club	Independent Free	HX 2 8HA
Queens Head Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HX 2 8HG
Shant	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HX 2 9AG
Ivy House Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HX 2 9BB
Holdsworth House Hotel	Independent Free	Pubs & Full On	Independent Free	HX 2 9TG
Greystone Social Club	Independent Free	Registered Club	Independent Free	HX 2 8TX
Friendly Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HX 3 5QG
Railway Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HX 3 5SF
Ovenden Rugby League Football Club	Independent Free	Registered Club	Independent Free	HX 2 8DA
Moorside Club	Independent Free	Registered Club	Independent Free	HX 2 8AR
Flying Pig	Independent Free	Pubs & Full On	Independent Free	HX 2 8TX
Illingworth St Marys Cricket Club	Independent Free	Registered Club	Independent Free	HX 2 9EP

# MAP OF AREA

© 2023 CACI Limited and all other applicable third party notices (CGA) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Source: OS Open Data 2018

Area: P01298\_Queens Head Tavern, Halifax, HX2 8HG (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

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

**Area:** P01298\_Queens Head Tavern, Halifax, HX2 8HG (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	192	2.0	22.0	9		
2 Rising Prosperity	209	2.2	10.3	21		
3 Comfortable Communities	2,561	27.1	26.3	103		
4 Financially Stretched	3,283	34.7	23.7	146		
5 Urban Adversity	3,196	33.8	17.4	194		
6 Not Private Households	16	0.2	0.3	51		
<b>Total households</b>	<b>9,457</b>					

### Acorn Category Pen Portrait

**4 Financially Stretched** 12.2M UK Adults    23.1% of UK

**Age range**  
All ages

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

**Children at home**  
Mixed

**House type**  
Semi-detached or terraced

**House tenure**  
Social renting

**Number of beds**  
1-3

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

**Acorn Groups within Category 4: Financially Stretched**

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

## ACORN GROUP PROFILE - HOUSEHOLDS

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

**Area:** P01298\_Queens Head Tavern, Halifax, HX2 8HG (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
<b>1. Affluent Achievers</b>						
1.A Lavish Lifestyles	0	0.0	1.1	0		
1.B Executive Wealth	136	1.4	11.2	13		
1.C Mature Money	56	0.6	9.6	6		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	209	2.2	6.3	35		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	38	0.4	5.7	7		
3.G Successful Suburbs	362	3.8	5.9	65		
3.H Steady Neighbourhoods	1,417	15.0	7.4	204		
3.I Comfortable Seniors	203	2.1	2.9	75		
3.J Starting Out	541	5.7	4.4	129		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	1,382	14.6	7.9	184		
4.M Striving Families	1,039	11.0	7.5	147		
4.N Poorer Pensioners	862	9.1	5.8	156		
<b>5. Urban Adversity</b>						
5.O Young Hardship	649	6.9	6.2	111		
5.P Struggling Estates	1,381	14.6	5.9	247		
5.Q Difficult Circumstances	1,166	12.3	5.3	233		
<b>6. Not Private Households</b>						
6.R Not Private Households	16	0.2	0.3	51		
<b>Total households</b>	<b>9,457</b>					

### Acorn Group Pen Portrait

**3 H Steady Neighbourhoods**      4.2M UK Adults      8.0% of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

#### CORE DEMOGRAPHICS

- Age range: **35-64**
- Children at home: **2**
- House tenure: **Mortgaged**
- Family structure: **Couple with children**
- Number of beds: **3**
- House type: **Semi-detached**

#### BRANDS

- SHOPPING: RADLEY LONDON, schuh, FATFACE, Joules
- LEISURE: IGUANAS, Pizza-Hut, Bella Italia, Zizzi
- WEBSITES: Quidco, THE NATIONAL LOTTERY, GROUPON, sky

#### DIGITAL ATTITUDES

- I worry about online security: **59%** (UK average: 59%)
- Shopping online makes my life easier: **62%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **26%** (UK average: 28%)

#### FINANCIAL PROFILE

- Household income: UK **£45k** (Average: £40k), London **£50k** (Average: £46k)
- % Disposable income: UK **46%** (Average: 43%), London **38%** (Average: 29%)
- Financial situation: **Running into debt** to **Saving a lot**

#### TOP BEHAVIOURS

- Research days out online**
- Watch TV via set-top box**
- Owns a tablet**



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

### ACORN TYPE PROFILE - HOUSEHOLDS

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P01298\_Queens Head Tavern, Halifax, HX2 8HG (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

Sort by:  Corn Structure  
 Index  
 Profile %

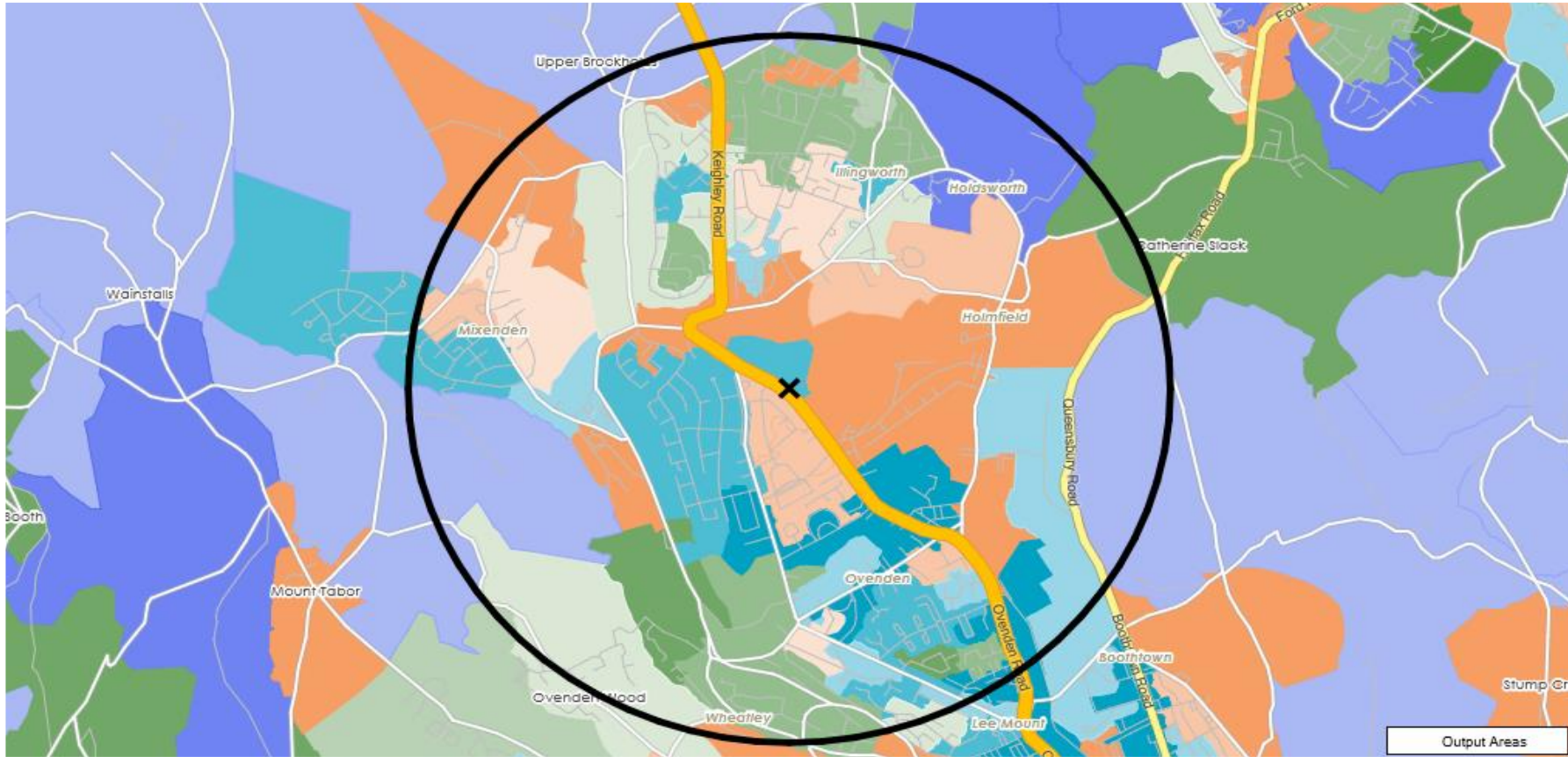
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	105	1.1	2.2	51			
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	31	0.3	1.6	20			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	5	0.1	3.0	2			
1.C.11 Settled suburbia, older people	51	0.5	2.8	19			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	161	1.7	1.9	89			
2.E.19 First time buyers in small, modern homes	48	0.5	3.3	15			
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	1.0	0			
3.F.23 Owner occupiers in small towns and villages	38	0.4	3.2	13			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	190	2.0	2.7	75			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	172	1.8	2.4	75			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	1,243	13.1	3.4	382			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	174	1.8	2.3	79			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	203	2.1	2.4	90			
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	112	1.2	2.1	56			
3.J.33 Smaller houses and starter homes	429	4.5	2.3	196			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	113	1.2	1.4	83			
4.L.38 Semi-skilled workers in traditional neighbourhoods	543	5.7	2.6	218			
4.L.39 Fading owner occupied terraces	726	7.7	2.9	265			
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	125	1.3	1.6	83			
4.M.42 Struggling young families in post-war terraces	43	0.5	1.6	28			
4.M.43 Families in right-to-buy estates	522	5.5	2.1	269			
4.M.44 Post-war estates, limited means	349	3.7	2.2	168			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	71	0.8	0.8	96			
4.N.46 Elderly people in social rented flats	32	0.3	1.1	32			
4.N.47 Low income older people in smaller semis	472	5.0	2.3	221			
4.N.48 Pensioners and singles in social rented flats	287	3.0	1.7	176			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	95	1.0	2.2	46			
5.O.50 Struggling younger people in mixed tenure	40	0.4	1.8	24			
5.O.51 Young people in small, low cost terraces	514	5.4	2.3	240			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	1,048	11.1	1.6	702			
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	333	3.5	1.6	218			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	198	2.1	1.5	139			
5.Q.58 Singles and young families, some receiving benefits	403	4.3	1.8	240			
5.Q.59 Deprived areas and high-rise flats	565	6.0	2.0	298			
<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	16	0.2	0.3	62			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>9,457</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Source: OS Open Data 2018

Area: P01298\_Queens Head Tavern, Halifax, HX2 8HG (1 Mile contour)



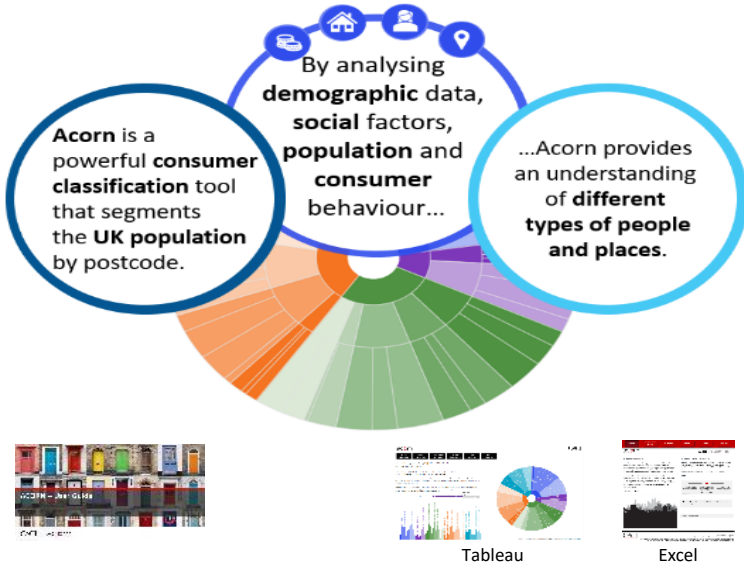
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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?

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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
6. Not Private Households	<input type="radio"/>	R. Not Private Households	60-62

**1 Affluent Achievers**

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: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

