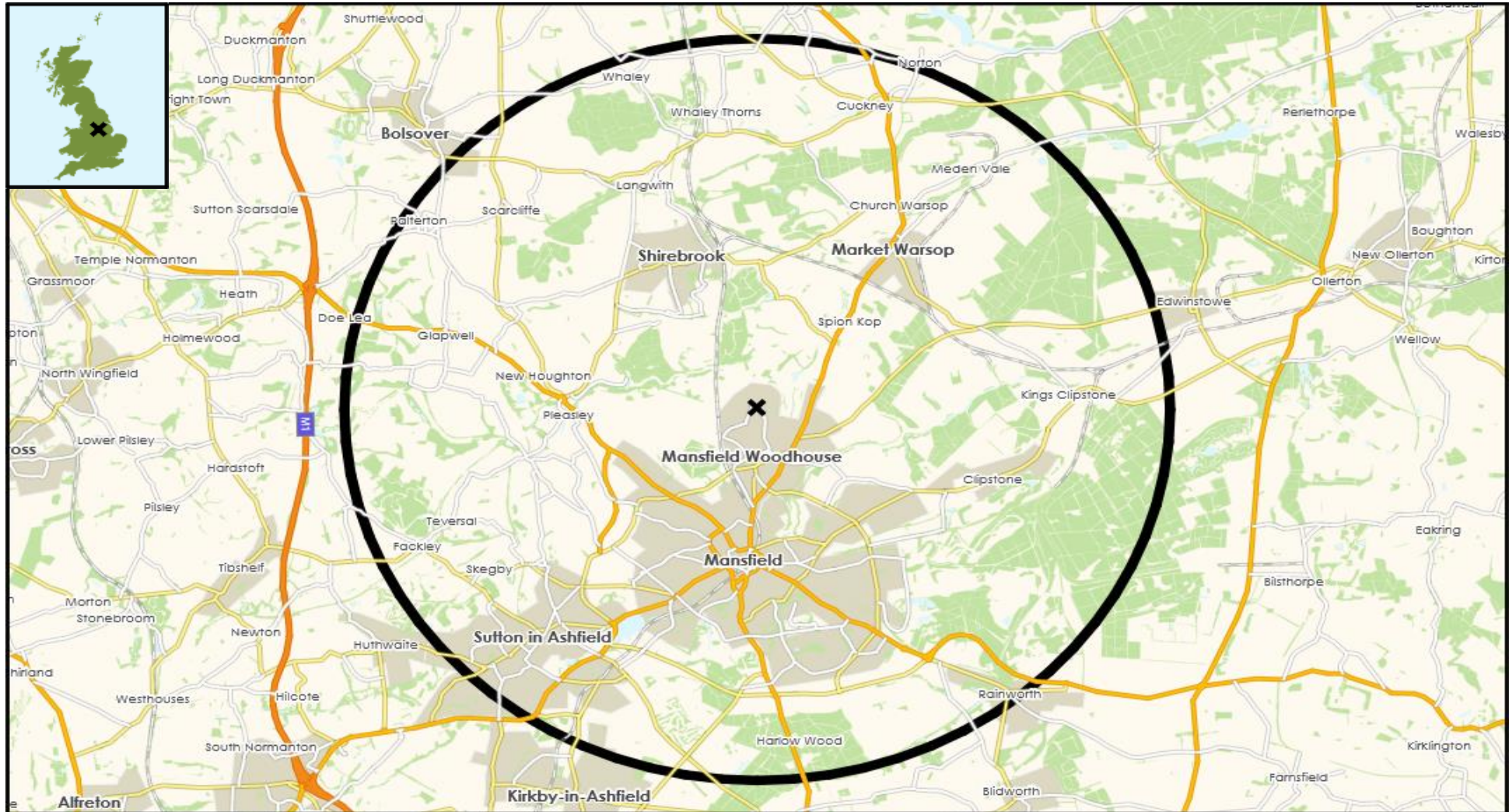


MAP OF AREA

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Source: OS Open Data 2018

Area: P03991_Parkhall Tavern, Mansfield, NG19 8PX (5 Mile contour)



POPULATION PROJECTIONS

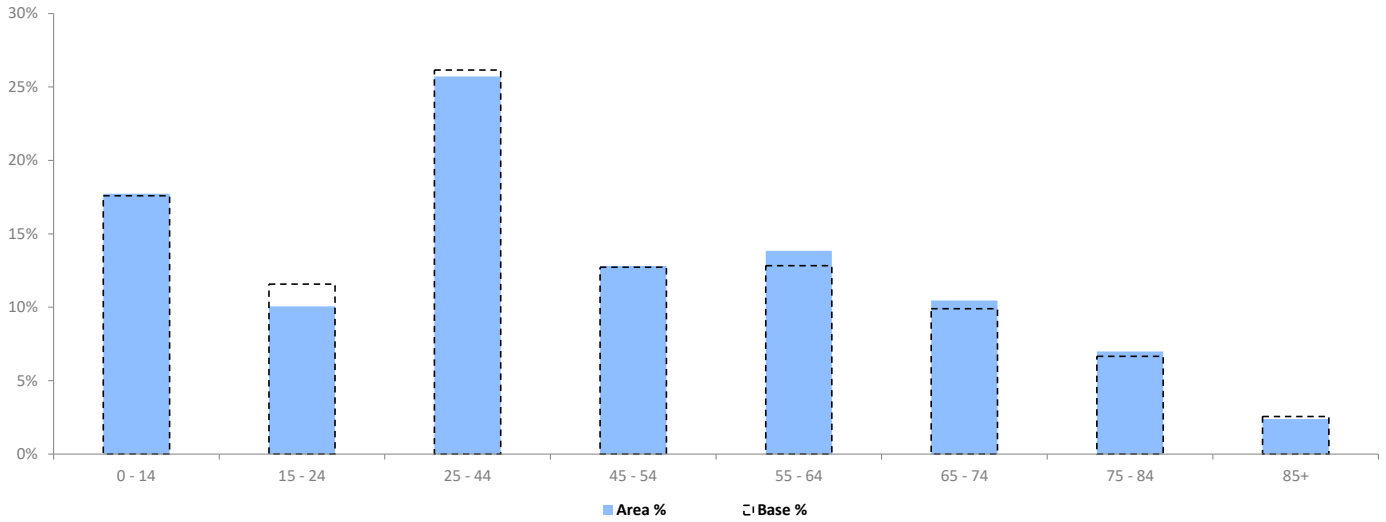
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Area: P03991_Parkhall Tavern, Mansfield, NG19 8PX (5 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	31,585	17.7	17.6	101			
15 - 24	17,911	10.1	11.6	87			
25 - 44	45,806	25.7	26.2	98			
45 - 54	22,833	12.8	12.7	101			
55 - 64	24,666	13.8	12.8	108			
65 - 74	18,626	10.5	9.9	106			
75 - 84	12,448	7.0	6.7	105			
85+	4,253	2.4	2.6	93			
Total population	178,128						



EXPENDITURE

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Area: P03991_Parkhall Tavern, Mansfield, NG19 8PX (5 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	£5,401,695	£69.82	£73.74	95			
2. Alcoholic beverages, tobacco and narcotics	£2,403,798	£31.07	£27.43	113			
3. Clothing & Footwear	£2,911,948	£37.64	£41.92	90			
4. Housing, water, electricity, gas and other fuels	£5,744,028	£74.24	£92.23	80			
5. Furnishings, equipment and routine maintenance	£2,811,090	£36.33	£39.49	92			
6. Health	£1,112,881	£14.38	£16.97	85			
7. Transport	£7,562,873	£97.75	£115.30	85			
8. Communication	£1,225,416	£15.84	£14.64	108			
9. Recreation & Culture	£7,515,952	£97.14	£100.48	97			
10. Education	£1,011,699	£13.08	£22.34	59			
11. Restaurants & Hotels	£5,034,962	£65.08	£82.30	79			
12. Miscellaneous goods and services	£7,344,041	£94.92	£104.94	90			
Total Expenditure	£50,080,384	£647.28	£731.77	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.

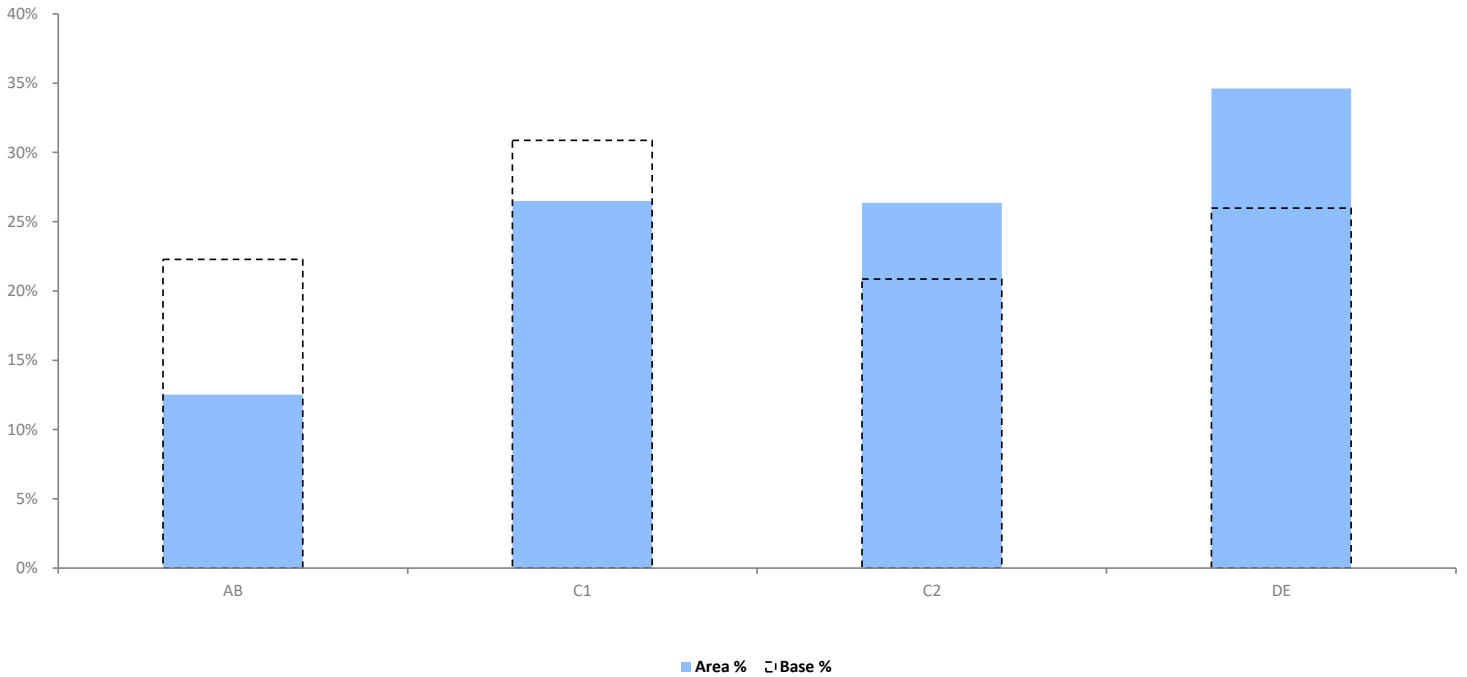
UP TO DATE DEMOGRAPHICS

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Area: P03991_Parkhall Tavern, Mansfield, NG19 8PX (5 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	9,656	12.5	22.3	56			
C1: Supervisory, clerical, jr managerial/admin/professional	20,454	26.5	30.9	86			
C2: Skilled manual workers	20,351	26.4	20.9	126			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	26,720	34.6	26.0	133			
Total household reference persons aged 16 to 64	77,181						



CGA LICENCED PREMISES

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Area: P03991_Parkhall Tavern, Mansfield, NG19 8J
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	102	57.3	82.8	69			
Proprietary Club	9	5.1	7.5	68			
Registered Club	51	28.6	28.7	100			
Restaurant	24	13.5	32.5	41			
Residential	2	1.1	2.8	40			

Name	Description	License Type	Owner Name	Postcode
Kashmir Restaurant	Independent Free	Restaurant	Independent Free	NG21 0EH
White Swan	Marston's	Pubs & Full On	Marston's	NG17 1AJ
Picture House	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	NG17 1BD
Devonshire Arms	Marston's	Pubs & Full On	Marston's	NG17 1BT
St Josephs Rc Social Club	Independent Free	Registered Club	Independent Free	NG17 1BU
Nags Head	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG17 1DH
Staff Of Life	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NG17 1FB
Grosvenor Rooms	Independent Free	Registered Club	Independent Free	NG17 1FE
Rose & Crown	Unknown	Pubs & Full On	Unknown	NG17 2DX
Travellers Rest	Marston's	Pubs & Full On	Marston's	NG17 2GX
Fox & Crown	Greene King	Pubs & Full On	Greene King	NG17 3AA
Forest Tavern	Marston's	Pubs & Full On	Marston's	NG17 3BB
Triples Club	Independent Free	Proprietary Club	Independent Free	NG17 3ED
Stanton Hill Progressive Club	Independent Free	Registered Club	Independent Free	NG17 3GZ
Carnarvon Arms	Greene King	Pubs & Full On	Greene King	NG17 3JA
Bekash Indian Restaurant	Independent Free	Restaurant	Independent Free	NG17 4BG
Golden Diamond Social Club	Independent Free	Registered Club	Independent Free	NG17 4GH
Blue Bell	Independent Free	Pubs & Full On	Independent Free	NG17 4HG
Speed The Plough	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG17 4HG
Unwin Social Club	Independent Free	Registered Club	Independent Free	NG17 4HN
Scruffy Dog	Independent Free	Pubs & Full On	Independent Free	NG17 5HF
Junction	Marston's	Pubs & Full On	Marston's	NG17 5JP
Coxmoor Golf Club	Independent Free	Registered Club	Independent Free	NG17 5LF
Forest Town Miners Welfare	Independent Free	Registered Club	Independent Free	NG19 0EE
Ye Olde Ramme Inne	Marston's	Pubs & Full On	Marston's	NG18 1AE
Swan	Marston's	Pubs & Full On	Marston's	NG18 1AE
White Hart	Independent Free	Pubs & Full On	Independent Free	NG18 1AE
Bridge Tavern	Marston's	Pubs & Full On	Marston's	NG18 1AL
Victoria Hotel	Independent Free	Pubs & Full On	Independent Free	NG18 1EB
Railway Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NG18 1EF
North Notts Nautilus Club	Independent Free	Registered Club	Independent Free	NG18 1EY
Dial	Unknown	Pubs & Full On	Unknown	NG18 1HX
Crown & Anchor Inn	Greene King	Pubs & Full On	Greene King	NG18 1JU
Wheatsheaf	Marston's	Pubs & Full On	Marston's	NG18 1LA
Green Dragon	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG18 1NA
Midland Hotel	Independent Free	Pubs & Full On	Independent Free	NG18 1LP
Bowl In Hand	Marston's	Pubs & Full On	Marston's	NG18 1NB
New Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG18 1RR
Black Bull Hotel	Marston's	Pubs & Full On	Marston's	NG18 2BQ
Ravensdale Hotel	Marston's	Pubs & Full On	Marston's	NG18 2DX
British Gas Sports & Social Club	Independent Free	Registered Club	Independent Free	NG18 2HX
Brown Cow	Everards	Pubs & Full On	Everards	NG18 2JA
Modhu Mitha	Independent Free	Restaurant	Independent Free	NG18 2JA
Kings Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NG18 2JB
Newgate Social Club & Institute	Independent Free	Registered Club	Independent Free	NG18 2LG
Cavendish Social Club & Institute	Independent Free	Registered Club	Independent Free	NG18 2RU
Smith Street Social Club	Independent Free	Registered Club	Independent Free	NG18 3BG
Shirebrook Ex-Servicemens Club	Independent Free	Registered Club	Independent Free	NG20 8PL
Ling Forest Inn	Marston's	Pubs & Full On	Marston's	NG18 3ED
Sherwood Forest Golf Club	Independent Free	Registered Club	Independent Free	NG18 3EW
Mansfield Rugby Club	Independent Free	Registered Club	Independent Free	NG18 3EW
Cuckoo Birch	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG18 3RT
Talbot Inn	Greene King	Pubs & Full On	Greene King	NG18 4AE

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Proprietary Club	9	5.1	7.5	68			
Registered Club	51	28.6	28.7	100			
Restaurant	24	13.5	32.5	41			
Residential	2	1.1	2.8	40			

Name	Description	License Type	Owner Name	Postcode
Il Rosso	Stonegate Pub Company	Restaurant	Stonegate Pub Company	NG18 4AF
Mansfield Masonic Hall	Independent Free	Registered Club	Independent Free	NG18 4AJ
Reindeer Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG18 4EH
Oak Tree	Greene King	Pubs & Full On	Greene King	NG18 4LA
281 Restaurants And Rooms	Independent Free	Residential	Independent Free	NG18 4SE
Rushley	Marston's	Pubs & Full On	Marston's	NG18 4SN
Refined	Independent Free	Restaurant	Independent Free	NG18 5BH
Mansfield Town Football Club & Social C	Independent Free	Registered Club	Independent Free	NG18 5DA
Sir John Cockle	Marston's	Pubs & Full On	Marston's	NG18 5EU
Bleak House Club	Independent Free	Registered Club	Independent Free	NG18 5EX
Ladybrook	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG18 5JJ
Red Bar And Grill	Cheeky Monkey Bars Ltd	Pubs & Full On	Cheeky Monkey Bars Ltd	NG18 5LQ
Towers Snooker Club	Independent Free	Proprietary Club	Independent Free	NG18 5NG
William Iv	Marston's	Pubs & Full On	Marston's	NG18 5QE
Prince Charles	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG19 0ED
Whitegates	Sam Smith	Pubs & Full On	Sam Smith	NG19 0HS
Redgate	Unknown	Pubs & Full On	Unknown	NG19 6EH
Local Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	NG19 6JR
West End Social Club	Independent Free	Registered Club	Independent Free	NG19 6SG
Mansfield Lawn Tennis Club	Independent Free	Registered Club	Independent Free	NG19 7AL
Linden Club	Independent Free	Registered Club	Independent Free	NG19 7EJ
Rufford Arms	Marston's	Pubs & Full On	Marston's	NG19 7ES
Bull Farm Social Club	Independent Free	Registered Club	Independent Free	NG19 7JD
Nags Head	Greene King	Pubs & Full On	Greene King	NG19 7PE
White Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG19 7SQ
Pleasley Hill Miners Welfare	Independent Free	Registered Club	Independent Free	NG19 7PD
Angel Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG19 8AN
Mansfield Woodhouse Ex-Servicemens (Independent Free	Registered Club	Independent Free	NG19 8ES
Sunnydale	Marston's	Pubs & Full On	Marston's	NG19 8HH
Hostess Restaurant	Independent Free	Restaurant	Independent Free	NG19 8LL
Parkhall Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG19 8PX
New Houghton Working Mens Club	Independent Free	Registered Club	Independent Free	NG19 8TD
Coopers	Marston's	Pubs & Full On	Marston's	NG19 9HR
Spot On 2 Club	Independent Free	Registered Club	Independent Free	NG19 9NR
Talbot Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG20 0AA
Black Market	Independent Free	Pubs & Full On	Independent Free	NG20 0AB
Hare & Hounds	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG20 0AQ
Plough Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NG20 0AR
Warsop Ex-Servicemens Club	Independent Free	Registered Club	Independent Free	NG20 0BN
Church Warsop Miners Welfare	Independent Free	Registered Club	Independent Free	NG20 0SN
Warsop Parish Centre Club	Independent Free	Registered Club	Independent Free	NG20 0SN
Shirebrook Miners Welfare Club	Independent Free	Registered Club	Independent Free	NG20 8BA
Kissingate Leisure Centre	Independent Free	Proprietary Club	Independent Free	NG20 8JQ
Carter Lane Working Mens Club	Independent Free	Registered Club	Independent Free	NG20 8PF
Victoria Inn	Independent Free	Pubs & Full On	Independent Free	NG20 8RN
Shirebrook Staff Sports & Social Club	Independent Free	Registered Club	Independent Free	NG20 8TF
Jug & Glass	Greene King	Pubs & Full On	Greene King	NG20 9EW
Portland Club	Independent Free	Registered Club	Independent Free	NG20 9EY
Long Willows Sports And Social Club	Independent Free	Registered Club	Independent Free	NG20 9HD
Greendale Oak Inn	Everards	Pubs & Full On	Everards	NG20 9JP
Devonshire	Cheeky Monkey Bars Ltd	Pubs & Full On	Cheeky Monkey Bars Ltd	NG20 9RF
Langwith Junction Social Club	Independent Free	Registered Club	Independent Free	NG20 9RN
Dog & Duck	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NG21 9BT

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Registered Club	51	28.6	28.7	100			
Restaurant	24	13.5	32.5	41			
Residential	2	1.1	2.8	40			

Name	Description	License Type	Owner Name	Postcode
Young Vanish Inn	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	S 44 5NB
Hardwick Inn	National Trust	Pubs & Full On	National Trust	S 44 5QJ
Horse & Groom Inn	Independent Free	Pubs & Full On	Independent Free	S 44 6SU
Elm Tree Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	S 44 6TG
Palterton Miners Welfare Club	Independent Free	Registered Club	Independent Free	S 44 6UN
Widecombe Fair	Greene King	Pubs & Full On	Greene King	NG18 4LF
Superbowl 2000	Independent Free	Proprietary Club	Independent Free	NG18 1LG
Morven Rooms	Independent Free	Pubs & Full On	Independent Free	NG17 1AN
Rifle Volunteer	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NG17 3BL
Maypole	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG17 3DA
New Cross	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NG17 4FU
Waterlilly	Independent Free	Restaurant	Independent Free	NG18 1BW
Market Inn	Marston's	Pubs & Full On	Marston's	NG18 1HX
Palace Theatre	Independent Free	Pubs & Full On	Independent Free	NG18 1NG
Pop Inn	Unknown	Pubs & Full On	Unknown	NG18 2LB
Mansfield Civic Centre	Independent Free	Registered Club	Independent Free	NG19 7BH
Pleasley & Pleasley Hill Working Mens C	Independent Free	Registered Club	Independent Free	NG19 7TA
Greyhound Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG19 8BD
Jugg & Glass	Independent Free	Pubs & Full On	Independent Free	NG19 9DU
Star	Punch Pub Company	Pubs & Full On	Punch Pub Company	NG19 9LE
Strand Bingo Club	Independent Free	Proprietary Club	Independent Free	NG20 0AJ
Church Warsop Memorial Club	Independent Free	Registered Club	Independent Free	NG20 0SN
Cuckney Cricket Club	Independent Free	Registered Club	Independent Free	NG20 9NG
Gate Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NG20 9DN
Clipstone Miners Welfare Club	Independent Free	Registered Club	Independent Free	NG21 9AL
Kingsmill Farm	Greene King	Pubs & Full On	Greene King	NG17 4JP
Bold Forester	Greene King	Pubs & Full On	Greene King	NG18 5NG
Crates & Grapes	Marston's	Pubs & Full On	Marston's	NG20 0AB
Tap Haus	Independent Free	Pubs & Full On	Independent Free	NG19 9EU
Rush	Independent Free	Pubs & Full On	Independent Free	NG18 1NU
Regency Dance Centre	Independent Free	Pubs & Full On	Independent Free	NG17 1AQ
Mansfield Lodge Hotel	Independent Free	Residential	Independent Free	NG18 2AF
Industria	Cheeky Monkey Bars Ltd	Pubs & Full On	Cheeky Monkey Bars Ltd	NG18 1NE
Courthouse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG18 1HX
Naaz Indian Cuisine	Independent Free	Restaurant	Independent Free	NG19 9LN
Widow Frost	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	NG18 1NB
Stag & Pheasant	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	NG18 1NU
After Dark	Independent Free	Pubs & Full On	Independent Free	NG18 1NB
China Rose	Independent Free	Restaurant	Independent Free	NG21 0BL
Cheeky Monkey	Cheeky Monkey Bars Ltd	Pubs & Full On	Cheeky Monkey Bars Ltd	NG18 1NQ
Canton Restaurant	Independent Free	Restaurant	Independent Free	NG18 2DP
Riverbank Driving Range	Independent Free	Registered Club	Independent Free	NG17 3HN
Top Club	Independent Free	Registered Club	Independent Free	NG21 9AA
Shirebrook Village Hall	Independent Free	Registered Club	Independent Free	NG20 8JS
Double Dragon	Independent Free	Restaurant	Independent Free	NG19 8AB
Chand Indian Cuisine	Independent Free	Restaurant	Independent Free	NG18 1NW
And Why Not	Cheeky Monkey Bars Ltd	Pubs & Full On	Cheeky Monkey Bars Ltd	NG18 1NG
John Fretwell Sporting Complex	Independent Free	Proprietary Club	Independent Free	NG19 8LL
Kulerb Dang Restaurant	Independent Free	Restaurant	Independent Free	NG18 1NQ
Foxglove	Marston's	Pubs & Full On	Marston's	NG19 0EP
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NG17 4NE
Glapwell Football Club	Independent Free	Registered Club	Independent Free	S 44 5PZ
Majestic Bingo	Majestic Bingo Ltd	Proprietary Club	Majestic Bingo Ltd	NG18 1BW

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Registered Club	51	28.6	28.7	100			
Restaurant	24	13.5	32.5	41			
Residential	2	1.1	2.8	40			

Name	Description	License Type	Owner Name	Postcode
Rima Faz Indian Restaurant	Independent Free	Restaurant	Independent Free	NG18 1NE
Shangri La	Independent Free	Restaurant	Independent Free	NG19 8AN
Ransom Wood Estates	Independent Free	Restaurant	Independent Free	NG21 0HJ
Langwith Junction Bowls Club	Independent Free	Registered Club	Independent Free	NG20 9AJ
No 5 Bistro	Independent Free	Restaurant	Independent Free	NG18 4XW
Byron	Amber Taverns	Pubs & Full On	Amber Taverns	NG18 1JG
Corner House	Independent Free	Pubs & Full On	Independent Free	NG18 1AP
Golden Eagle	Marston's	Pubs & Full On	Marston's	NG18 4GF
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	NG18 2RA
Sherwood Forest Cabins	Independent Free	Proprietary Club	Independent Free	NG21 9JL
Forever Green Restaurant	Independent Free	Restaurant	Independent Free	NG21 0HJ
Kickstart Academy	Independent Free	Registered Club	Independent Free	NG17 4DR
Indigo	Independent Free	Restaurant	Independent Free	NG20 8AX
Mango Leaf	Independent Free	Restaurant	Independent Free	NG17 4BG
Making It Discovery Centre	Independent Free	Pubs & Full On	Independent Free	NG18 1AH
Debdale Park Sports & Recreational Club	Independent Free	Registered Club	Independent Free	NG19 7NS
Stella Taps	Independent Free	Pubs & Full On	Independent Free	NG18 4AN
Forest Holidays - Sherwood Forest Cabir	Independent Free	Proprietary Club	Independent Free	NG21 9JH
Garrison	Independent Free	Pubs & Full On	Independent Free	NG18 1NA
Woodend Pub	Independent Free	Pubs & Full On	Independent Free	NG20 0SS
Ciao Bella	Independent Free	Restaurant	Independent Free	NG18 1BJ
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	NG18 1BU
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	NG18 1BU
Shirebrook Cricket Club	Independent Free	Registered Club	Independent Free	NG20 8RQ
Capo Lounge	Loungers	Pubs & Full On	Loungers	NG18 1LE
Woodhouse Giants Rugby Football Club	Independent Free	Registered Club	Independent Free	NG19 8ET
Afc Mansfield	Independent Free	Registered Club	Independent Free	NG19 0EE
Old Bank	Independent Free	Pubs & Full On	Independent Free	NG20 8DD
Pavilion	Independent Free	Pubs & Full On	Independent Free	NG18 3AL

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03991_Parkhall Tavern, Mansfield, NG19 8PX (5 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: P03991_Parkhall Tavern, Mansfield, NG19 8PX (5 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	9,207	11.9	22.0	54		
 2 Rising Prosperity	1,547	2.0	10.3	19		
 3 Comfortable Communities	25,221	32.7	26.3	124		
 4 Financially Stretched	29,204	37.8	23.7	160		
 5 Urban Adversity	11,739	15.2	17.4	87		
 6 Not Private Households	263	0.3	0.3	102		
 Graph						
Total households	77,181					

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

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Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	27	0.0	1.1	3			
1.B Executive Wealth	4,050	5.2	11.2	47			
1.C Mature Money	5,130	6.6	9.6	69			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	1,547	2.0	6.3	32			
3. Comfortable Communities							
3.F Countryside Communities	3,376	4.4	5.7	76			
3.G Successful Suburbs	6,865	8.9	5.9	151			
3.H Steady Neighbourhoods	9,003	11.7	7.4	159			
3.I Comfortable Seniors	3,207	4.2	2.9	145			
3.J Starting Out	2,770	3.6	4.4	81			
4. Financially Stretched							
4.K Student Life	7	0.0	2.5	0			
4.L Modest Means	9,441	12.2	7.9	154			
4.M Striving Families	10,110	13.1	7.5	175			
4.N Poorer Pensioners	9,646	12.5	5.8	214			
5. Urban Adversity							
5.O Young Hardship	8,240	10.7	6.2	172			
5.P Struggling Estates	1,124	1.5	5.9	25			
5.Q Difficult Circumstances	2,375	3.1	5.3	58			
6. Not Private Households							
6.R Not Private Households	263	0.3	0.3	102			
Total households	77,181						

Acorn Group Pen Portrait

4 M Striving Families 4.1M UK Adults 7.8% of UK

Struggling families on limited incomes in urban areas. These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 3+
House tenure Social renting	Family structure Single parent
Number of beds 3	House type Semi-detached or terraced

FINANCIAL PROFILE

Household income UK: £33k London: £38k <small>Average: £10k Average: £16k</small>	% Disposable income UK: 41% London: 35% <small>Average: 43% Average: 29%</small>	Financial situation
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BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

I worry about online security 58% <small>UK average: 59%</small>	Shopping online makes my life easier 60% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 29% <small>UK average: 28%</small>
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TOP BEHAVIOURS

Moderate internet use	Below average social media use – apart from TikTok	Use of Direct.Gov website
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A B C D E F G H I J K L M N O P Q R

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

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Area: P03991_Parkhall Tavern, Mansfield, NG19 8PX (5 Mile contour)
 Base: Great Britain
 Year: 2022

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	27	0.0	0.9	4			
1.B Executive Wealth							
1.B.4 Asset rich families	953	1.2	2.6	47			
1.B.5 Wealthy countryside commuters	140	0.2	2.4	7			
1.B.6 Financially comfortable families	2,347	3.0	2.2	138			
1.B.7 Affluent professionals	18	0.0	0.8	3			
1.B.8 Prosperous suburban families	27	0.0	1.5	2			
1.B.9 Well-off edge of towners	565	0.7	1.6	46			
1.C Mature Money							
1.C.10 Better-off villagers	256	0.3	3.0	11			
1.C.11 Settled suburbia, older people	291	0.4	2.8	13			
1.C.12 Retired and empty nesters	4,566	5.9	2.5	240			
1.C.13 Upmarket downsizers	17	0.0	1.3	2			
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	1,140	1.5	1.9	77			
2.E.19 First time buyers in small, modern homes	407	0.5	3.3	16			
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	100	0.1	1.5	9			
3.F.22 Older couples and families in rural areas	256	0.3	1.0	32			
3.F.23 Owner occupiers in small towns and villages	3,020	3.9	3.2	122			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	6,714	8.7	2.7	327			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	151	0.2	2.4	8			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	7,990	10.4	3.4	301			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	1,013	1.3	2.3	56			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	3,186	4.1	2.4	173			
3.I.31 Elderly singles in purpose-built accommodation	21	0.0	0.5	6			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	500	0.6	2.1	31			
3.J.33 Smaller houses and starter homes	2,270	2.9	2.3	127			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	7	0.0	0.4	3			
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			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	731	0.9	1.4	66			
4.L.38 Semi-skilled workers in traditional neighbourhoods	5,142	6.7	2.6	253			
4.L.39 Fading owner occupied terraces	3,568	4.6	2.9	159			
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	1,089	1.4	1.6	89			
4.M.42 Struggling young families in post-war terraces	766	1.0	1.6	60			
4.M.43 Families in right-to-buy estates	7,022	9.1	2.1	443			
4.M.44 Post-war estates, limited means	1,233	1.6	2.2	73			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	1,369	1.8	0.8	226			
4.N.46 Elderly people in social rented flats	737	1.0	1.1	90			
4.N.47 Low income older people in smaller semis	6,054	7.8	2.3	347			
4.N.48 Pensioners and singles in social rented flats	1,486	1.9	1.7	112			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	610	0.8	2.2	37			
5.O.50 Struggling younger people in mixed tenure	1,721	2.2	1.8	126			
5.O.51 Young people in small, low cost terraces	5,909	7.7	2.3	338			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	169	0.2	1.6	14			
5.P.53 Low income terraces	2	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	953	1.2	1.6	76			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	301	0.4	1.5	26			
5.Q.58 Singles and young families, some receiving benefits	1,197	1.6	1.8	87			
5.Q.59 Deprived areas and high-rise flats	877	1.1	2.0	57			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	8	0.0	0.1	18			
6.R.61 Inactive communal population	255	0.3	0.3	120			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	77,181						

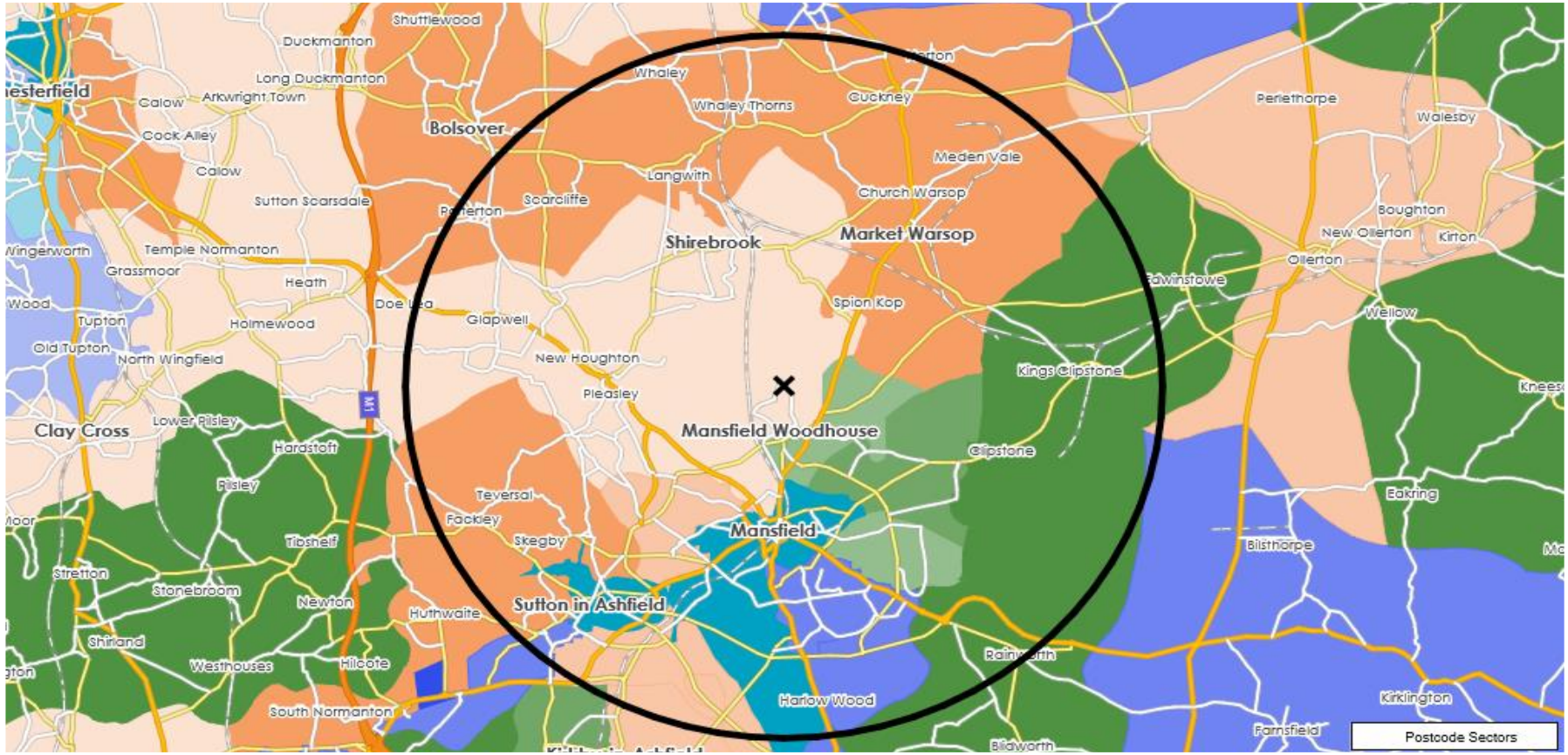
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03991_Parkhall Tavern, Mansfield, NG19 8PX (5 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

Postcode Sectors

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
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

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%

