

CGA LICENCED PREMISES

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Area: P03715_Man of Iron, Stapleford, NG9 8HZ (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	8	53.7	81.7	66			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	26.8	28.2	95			
Restaurant	1	6.7	32.1	21			
Residential	0	0.0	2.7	0			

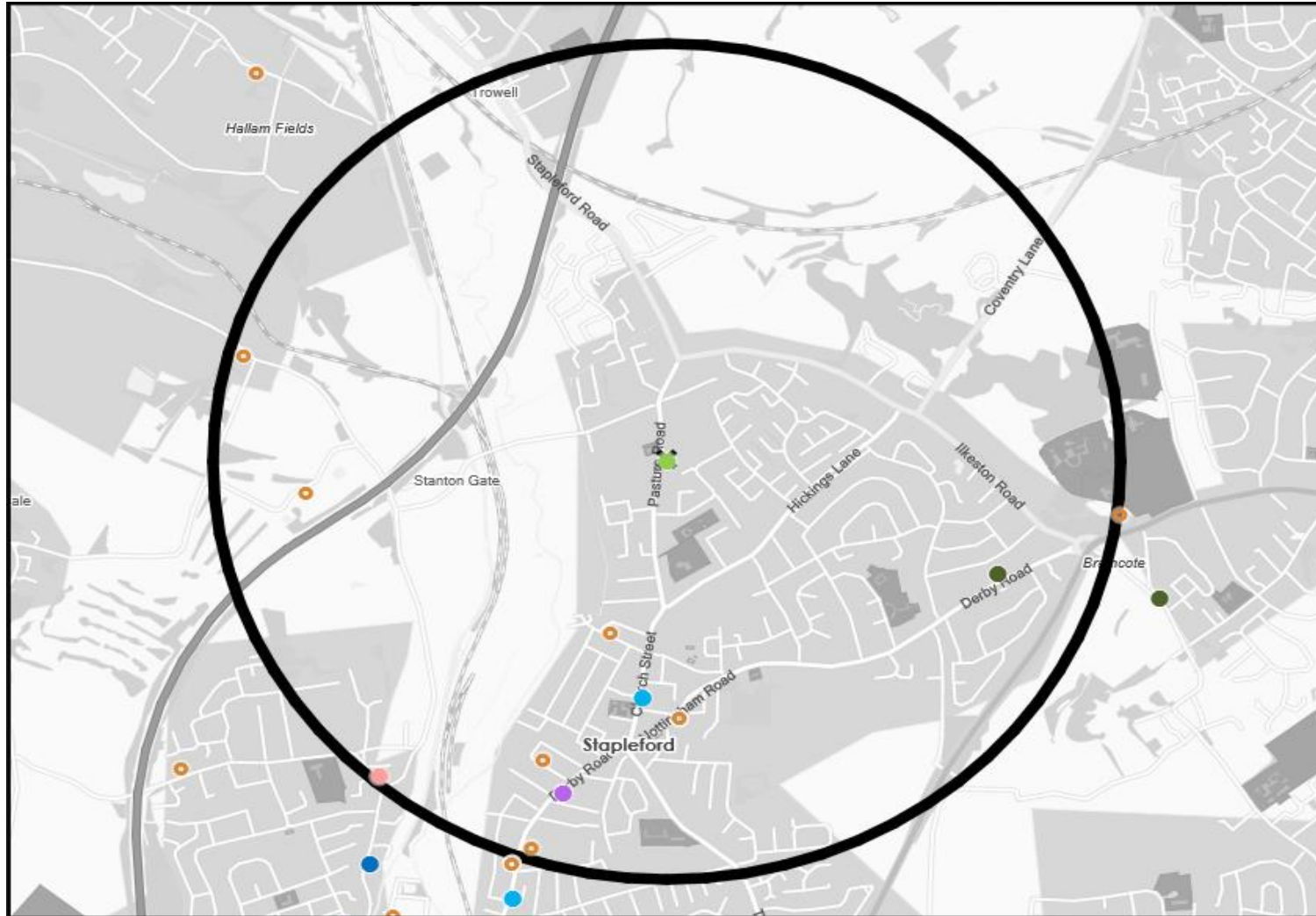
Name	Description	License Type	Owner Name	Postcode
Erewash Valley Golf Club	Independent Free	Registered Club	Independent Free	DE 7 4QR
Seven Oaks Inn	Independent Free	Pubs & Full On	Independent Free	DE 7 4QU
Blue Bell	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NG10 5DF
Sherwin Arms	Greene King	Pubs & Full On	Greene King	NG 9 3JN
Old Cross	Punch Pub Company	Pubs & Full On	Punch Pub Company	NG 9 8DA
Stapleford & Bramcote Conservative Club	Independent Free	Registered Club	Independent Free	NG 9 7AR
Horse & Jockey	Independent Free	Pubs & Full On	Independent Free	NG 9 8AA
Equalized Working Mens Club	Independent Free	Registered Club	Independent Free	NG 9 8ET
Old Mill Working Mens Club	Independent Free	Registered Club	Independent Free	NG 9 8GD
Man Of Iron	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG 9 8HZ
Gurkha Curry Nights	Independent Free	Restaurant	Independent Free	NG 9 8AA
Admiral Sir John Borlase Warren	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	NG 9 7AR
Larry's	Independent Free	Pubs & Full On	Independent Free	NG 9 7AS

MAP OF AREA

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Source: OS Open Data 2018

Area: P03715_Man of Iron, Stapleford, NG9 8HZ (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: P03715_Man of Iron, Stapleford, NG9 8HZ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	768	11.9	22.1	54		
 2 Rising Prosperity	51	0.8	10.2	8		
 3 Comfortable Communities	2,697	41.9	26.5	158		
 4 Financially Stretched	2,038	31.6	23.7	134		
 5 Urban Adversity	877	13.6	17.2	79		
 6 Not Private Households	9	0.1	0.3	41		
 Graph						
Total households	6,440					

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

Acorn Groups within Category 4: Financially Stretched

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

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 GROUP PROFILE - HOUSEHOLDS

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Area: P03715_Man of Iron, Stapleford, NG9 8HZ (1 Mile contour)
Base: Great Britain
Year: 2023

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	312	4.8	11.3	43			
1.C Mature Money	456	7.1	9.6	73			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	51	0.8	6.4	12			
3. Comfortable Communities							
3.F Countryside Communities	157	2.4	5.7	43			
3.G Successful Suburbs	712	11.1	6.0	186			
3.H Steady Neighbourhoods	1,370	21.3	7.4	287			
3.I Comfortable Seniors	99	1.5	2.9	54			
3.J Starting Out	359	5.6	4.6	122			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	971	15.1	8.0	189			
4.M Striving Families	391	6.1	7.4	82			
4.N Poorer Pensioners	676	10.5	5.8	182			
5. Urban Adversity							
5.O Young Hardship	188	2.9	6.3	47			
5.P Struggling Estates	146	2.3	5.7	40			
5.Q Difficult Circumstances	543	8.4	5.2	161			
6. Not Private Households							
6.R Not Private Households	9	0.1	0.3	41			
Total households	6,440						

Acorn Group Pen Portrait

4 L Modest Means 4.1M UK Adults 7.7% of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

CORE DEMOGRAPHICS



- Age range: **25-44**
- Children at home: **3+**
- House tenure: **Privately renting**
- Family structure: **Single parent**
- Number of beds: **3**
- House type: **Terraced**

FINANCIAL PROFILE

- Household income: UK **£35k**, London **£42k**
Average: £10k / Average: £16k
- % Disposable income: UK **45%**, London **32%**
Average: 43% / Average: 28%
- Financial situation:

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL

ATTITUDES

- I worry about online security: **58%** (UK average: 58%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **32%** (UK average: 28%)

TOP BEHAVIOURS

- Moderate internet usage**
- Uploads original content on social media**
- TV catch up via ITV hub**



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

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Area: P03715_Man of Iron, Stapleford, NG9 8HZ (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

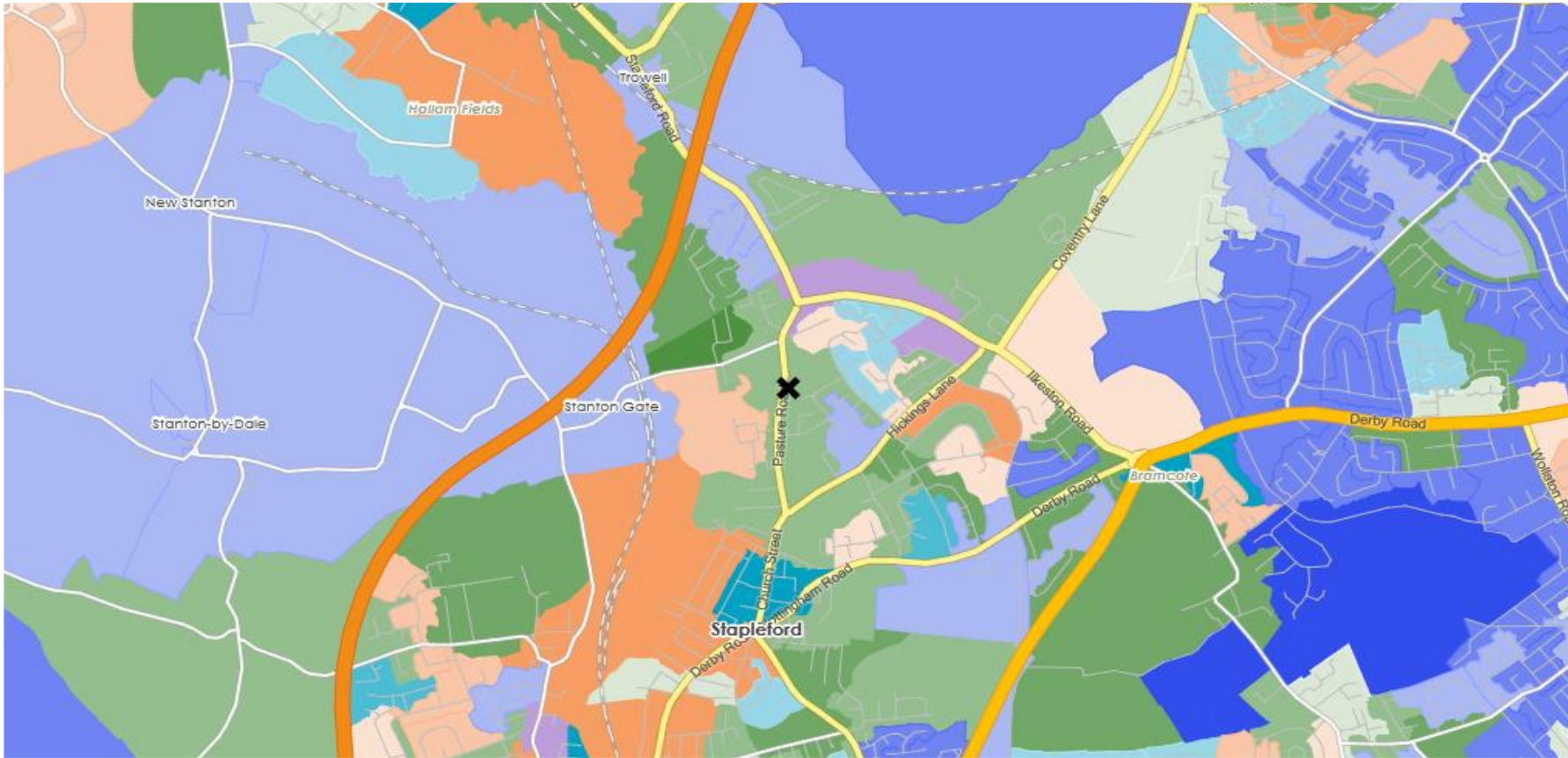
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	66	1.0	2.6	39			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	230	3.6	2.2	161			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	16	0.2	1.6	15			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	143	2.2	2.8	79			
1.C.12 Retired and empty nesters	307	4.8	2.5	194			
1.C.13 Upmarket downsizers	6	0.1	1.3	7			
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	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	46	0.7	2.0	36			
2.E.19 First time buyers in small, modern homes	5	0.1	3.4	2			
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	17	0.3	1.0	26			
3.F.23 Owner occupiers in small towns and villages	140	2.2	3.2	68			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	712	11.1	2.7	410			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,315	20.4	3.5	589			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	55	0.9	2.3	37			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	99	1.5	2.4	65			
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	35	0.5	2.2	25			
3.J.33 Smaller houses and starter homes	324	5.0	2.4	210			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
4.K.35 Term-time terraces	0	0.0	0.2	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	86	1.3	1.4	93			
4.L.38 Semi-skilled workers in traditional neighbourhoods	479	7.4	2.6	283			
4.L.39 Fading owner occupied terraces	406	6.3	2.9	216			
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	137	2.1	1.6	130			
4.M.43 Families in right-to-buy estates	173	2.7	2.0	132			
4.M.44 Post-war estates, limited means	81	1.3	2.2	58			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	56	0.9	0.8	110			
4.N.46 Elderly people in social rented flats	218	3.4	1.0	328			
4.N.47 Low income older people in smaller semis	83	1.3	2.2	58			
4.N.48 Pensioners and singles in social rented flats	319	5.0	1.7	290			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	83	1.3	2.2	59			
5.O.50 Struggling younger people in mixed tenure	29	0.5	1.8	25			
5.O.51 Young people in small, low cost terraces	76	1.2	2.3	52			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	39	0.6	1.6	39			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.7	0			
5.P.56 Low income large families in social rented semis	107	1.7	1.6	104			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	387	6.0	1.5	398			
5.Q.58 Singles and young families, some receiving benefits	87	1.4	1.8	77			
5.Q.59 Deprived areas and high-rise flats	69	1.1	2.0	54			
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	9	0.1	0.3	49			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	6,440						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03715_Man of Iron, Stapleford, NG9 8HZ (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	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**

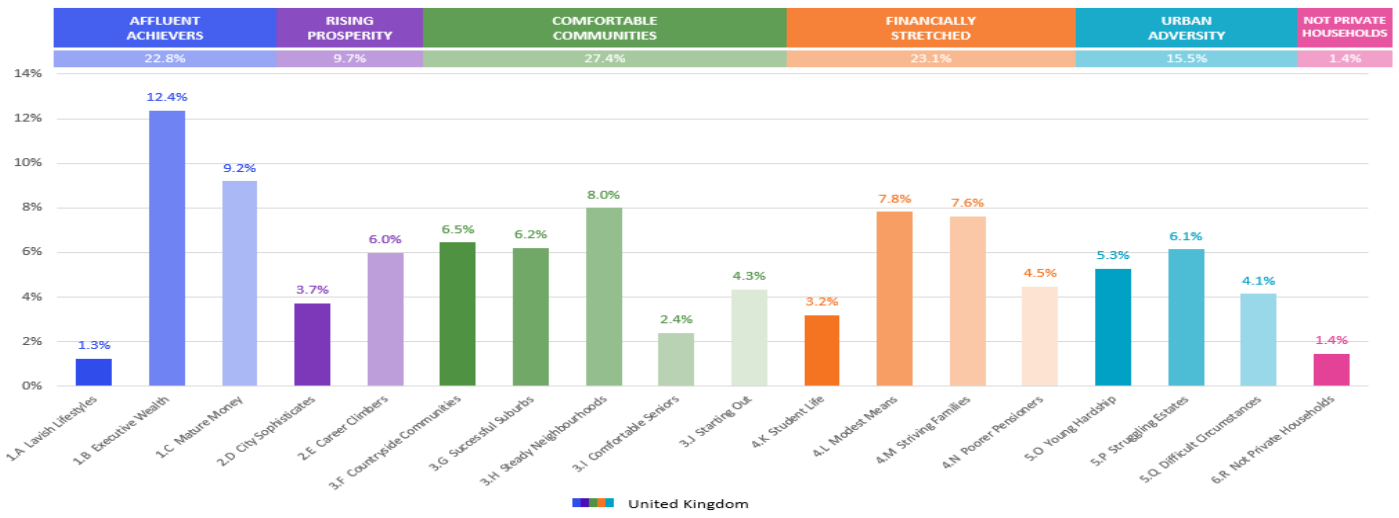
House tenure: **Owned outright**

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%



MAP OF AREA

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