

CGA LICENCED PREMISES

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Area: P04477_Cock & Magpie, Chesterfield, S41 9C
 Base: Great Britain
 Year: 2023

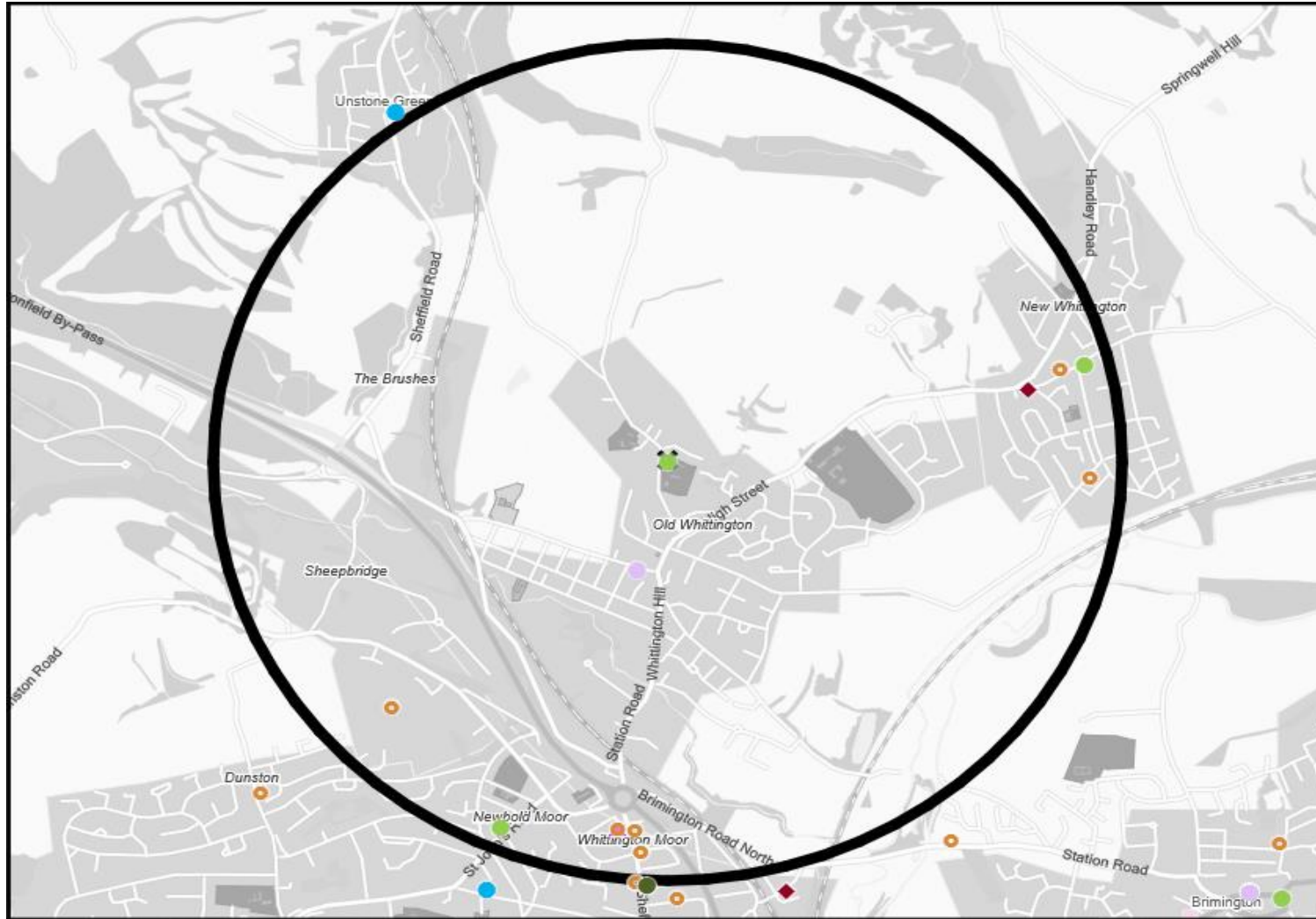
| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|------------|---|-----|-----|
| Pubs & Full On | 10 | 116.1 | 81.7 | 142 | | | |
| Proprietary Club | 0 | 0.0 | 7.3 | 0 | | | |
| Registered Club | 3 | 34.8 | 28.2 | 124 | | | |
| Restaurant | 1 | 11.6 | 32.1 | 36 | | | |
| Residential | 0 | 0.0 | 2.7 | 0 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|--|-----------------------|-----------------|-----------------------|----------|
| Wellington Hotel | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | S 43 2AN |
| Red Lion | Old Mill Brewery | Pubs & Full On | Old Mill Brewery | S 41 8LX |
| Cock & Magpie | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | S 41 9QW |
| Steelmelters Arms | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | S 41 8TG |
| Bulls Head | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | S 41 9DB |
| New Whittington Social Club | Independent Free | Registered Club | Independent Free | S 43 2AN |
| Forge Inn | Independent Free | Pubs & Full On | Independent Free | S 43 2AF |
| Corner Flag Inn | Unknown | Pubs & Full On | Unknown | S 43 2AJ |
| Miners Arms | Independent Free | Pubs & Full On | Independent Free | S 43 2BA |
| Giorgios Italian | Independent Free | Restaurant | Independent Free | S 41 8LT |
| Victoria Club & Institute | Independent Free | Registered Club | Independent Free | S 41 8LX |
| Chesterfield Panthers Rugby Union Foot | Independent Free | Registered Club | Independent Free | S 41 9BF |
| Jaceys Micropub | Independent Free | Pubs & Full On | Independent Free | S 41 8LT |
| Masons | Independent Free | Pubs & Full On | Independent Free | S 41 9AQ |

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04477_Cock & Magpie, Chesterfield, S41 9QW (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: P04477_Cock & Magpie, Chesterfield, S41 9QW (1 Mile contour)
Base: Great Britain
Year: 2023

| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|----------------------------|--------------|------------|------------|---------|-----|-----|
| 1 Affluent Achievers | 133 | 3.2 | 22.1 | 15 | | |
| 2 Rising Prosperity | 81 | 2.0 | 10.2 | 19 | | |
| 3 Comfortable Communities | 990 | 24.0 | 26.5 | 90 | | |
| 4 Financially Stretched | 2,122 | 51.4 | 23.7 | 217 | | |
| 5 Urban Adversity | 797 | 19.3 | 17.2 | 112 | | |
| 6 Not Private Households | 7 | 0.2 | 0.3 | 49 | | |
| Total households | 4,130 | | | | | |

Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK

Age range
25-34

Financial situation

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 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04477_Cock & Magpie, Chesterfield, S41 9QW (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 | 16 | 0.4 | 11.3 | 3 | | |
| 1.C Mature Money | 117 | 2.8 | 9.6 | 29 | | |
| 2. Rising Prosperity | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 3.8 | 0 | | |
| 2.E Career Climbers | 81 | 2.0 | 6.4 | 31 | | |
| 3. Comfortable Communities | | | | | | |
| 3.F Countryside Communities | 172 | 4.2 | 5.7 | 73 | | |
| 3.G Successful Suburbs | 227 | 5.5 | 6.0 | 92 | | |
| 3.H Steady Neighbourhoods | 332 | 8.0 | 7.4 | 109 | | |
| 3.I Comfortable Seniors | 246 | 6.0 | 2.9 | 209 | | |
| 3.J Starting Out | 13 | 0.3 | 4.6 | 7 | | |
| 4. Financially Stretched | | | | | | |
| 4.K Student Life | 0 | 0.0 | 2.5 | 0 | | |
| 4.L Modest Means | 898 | 21.7 | 8.0 | 272 | | |
| 4.M Striving Families | 385 | 9.3 | 7.4 | 125 | | |
| 4.N Poorer Pensioners | 839 | 20.3 | 5.8 | 353 | | |
| 5. Urban Adversity | | | | | | |
| 5.O Young Hardship | 262 | 6.3 | 6.3 | 101 | | |
| 5.P Struggling Estates | 104 | 2.5 | 5.7 | 44 | | |
| 5.Q Difficult Circumstances | 431 | 10.4 | 5.2 | 199 | | |
| 6. Not Private Households | | | | | | |
| 6.R Not Private Households | 7 | 0.2 | 0.3 | 49 | | |
| Total households | 4,130 | | | | | |

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.

CORE DEMOGRAPHICS

| | |
|---------------------------------------|--|
| Age range 25-44 | Children at home 1 |
| House tenure Social renting | Family structure Single parent |
| Number of beds 1 | House type Flat or maisonette |



BRANDS

SHOPPING: Poundland, Wilko, TJ HUGHES

LEISURE: McDonald's, Burger King, Greggs

WEBSITES: Argos, Very, Gumtree

DIGITAL

ATTITUDES

- I worry about online security: **56%** (UK average: 58%)
- Shopping online makes my life easier: **59%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

TOP BEHAVIOURS

- Around 1 in 5 won't have used the internet recently
- Below average social media use – apart from TikTok and Snapchat
- Watching TV / videos on YouTube

FINANCIAL PROFILE

| | | |
|--|---|--|
| Household income UK: £20k (Average: £40k) London: £25k (Average: £46k) | % Disposable income UK: 34% (Average: 43%) London: 29% (Average: 29%) | Financial situation Running into debt vs Saving a lot |
|--|---|--|



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

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04477_Cock & Magpie, Chesterfield, S41 9QW (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn 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 | 0 | 0.0 | 2.6 | 0 | | | |
| 1.B.5 Wealthy countryside commuters | 0 | 0.0 | 2.5 | 0 | | | |
| 1.B.6 Financially comfortable families | 7 | 0.2 | 2.2 | 8 | | | |
| 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 | 9 | 0.2 | 1.6 | 14 | | | |
| 1.C Mature Money | | | | | | | |
| 1.C.10 Better-off villagers | 5 | 0.1 | 3.1 | 4 | | | |
| 1.C.11 Settled suburbia, older people | 4 | 0.1 | 2.8 | 3 | | | |
| 1.C.12 Retired and empty nesters | 62 | 1.5 | 2.5 | 61 | | | |
| 1.C.13 Upmarket downsizers | 46 | 1.1 | 1.3 | 86 | | | |
| 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 | 81 | 2.0 | 2.0 | 99 | | | |
| 2.E.19 First time buyers in small, modern homes | 0 | 0.0 | 3.4 | 0 | | | |
| 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 | 0 | 0.0 | 1.0 | 0 | | | |
| 3.F.23 Owner occupiers in small towns and villages | 172 | 4.2 | 3.2 | 130 | | | |
| 3.G Successful Suburbs | | | | | | | |
| 3.G.24 Comfortably-off families in modern housing | 227 | 5.5 | 2.7 | 204 | | | |
| 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 | 164 | 4.0 | 3.5 | 115 | | | |
| 3.H.28 Owner occupied terraces, average income | 0 | 0.0 | 1.6 | 0 | | | |
| 3.H.29 Established suburbs, older families | 168 | 4.1 | 2.3 | 174 | | | |
| 3.I Comfortable Seniors | | | | | | | |
| 3.I.30 Older people, neat and tidy neighbourhoods | 246 | 6.0 | 2.4 | 251 | | | |
| 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 | 0 | 0.0 | 2.2 | 0 | | | |
| 3.J.33 Smaller houses and starter homes | 13 | 0.3 | 2.4 | 13 | | | |
| 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 | 83 | 2.0 | 1.4 | 139 | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 679 | 16.4 | 2.6 | 625 | | | |
| 4.L.39 Fading owner occupied terraces | 136 | 3.3 | 2.9 | 113 | | | |
| 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 | 35 | 0.8 | 1.6 | 53 | | | |
| 4.M.42 Struggling young families in post-war terraces | 4 | 0.1 | 1.6 | 6 | | | |
| 4.M.43 Families in right-to-buy estates | 72 | 1.7 | 2.0 | 86 | | | |
| 4.M.44 Post-war estates, limited means | 274 | 6.6 | 2.2 | 305 | | | |
| 4.N Poorer Pensioners | | | | | | | |
| 4.N.45 Pensioners in social housing, semis and terraces | 45 | 1.1 | 0.8 | 138 | | | |
| 4.N.46 Elderly people in social rented flats | 49 | 1.2 | 1.0 | 115 | | | |
| 4.N.47 Low income older people in smaller semis | 635 | 15.4 | 2.2 | 688 | | | |
| 4.N.48 Pensioners and singles in social rented flats | 110 | 2.7 | 1.7 | 156 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | | | | | | | |
| 5.O.49 Young families in low cost private flats | 109 | 2.6 | 2.2 | 121 | | | |
| 5.O.50 Struggling younger people in mixed tenure | 72 | 1.7 | 1.8 | 97 | | | |
| 5.O.51 Young people in small, low cost terraces | 81 | 2.0 | 2.3 | 87 | | | |
| 5.P Struggling Estates | | | | | | | |
| 5.P.52 Poorer families, many children, terraced housing | 22 | 0.5 | 1.6 | 34 | | | |
| 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 | 82 | 2.0 | 1.6 | 124 | | | |
| 5.Q Difficult Circumstances | | | | | | | |
| 5.Q.57 Social rented flats, families and single parents | 121 | 2.9 | 1.5 | 194 | | | |
| 5.Q.58 Singles and young families, some receiving benefits | 44 | 1.1 | 1.8 | 60 | | | |
| 5.Q.59 Deprived areas and high-rise flats | 266 | 6.4 | 2.0 | 327 | | | |
| 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 | 7 | 0.2 | 0.3 | 60 | | | |
| 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | 4,130 | | | | | | |

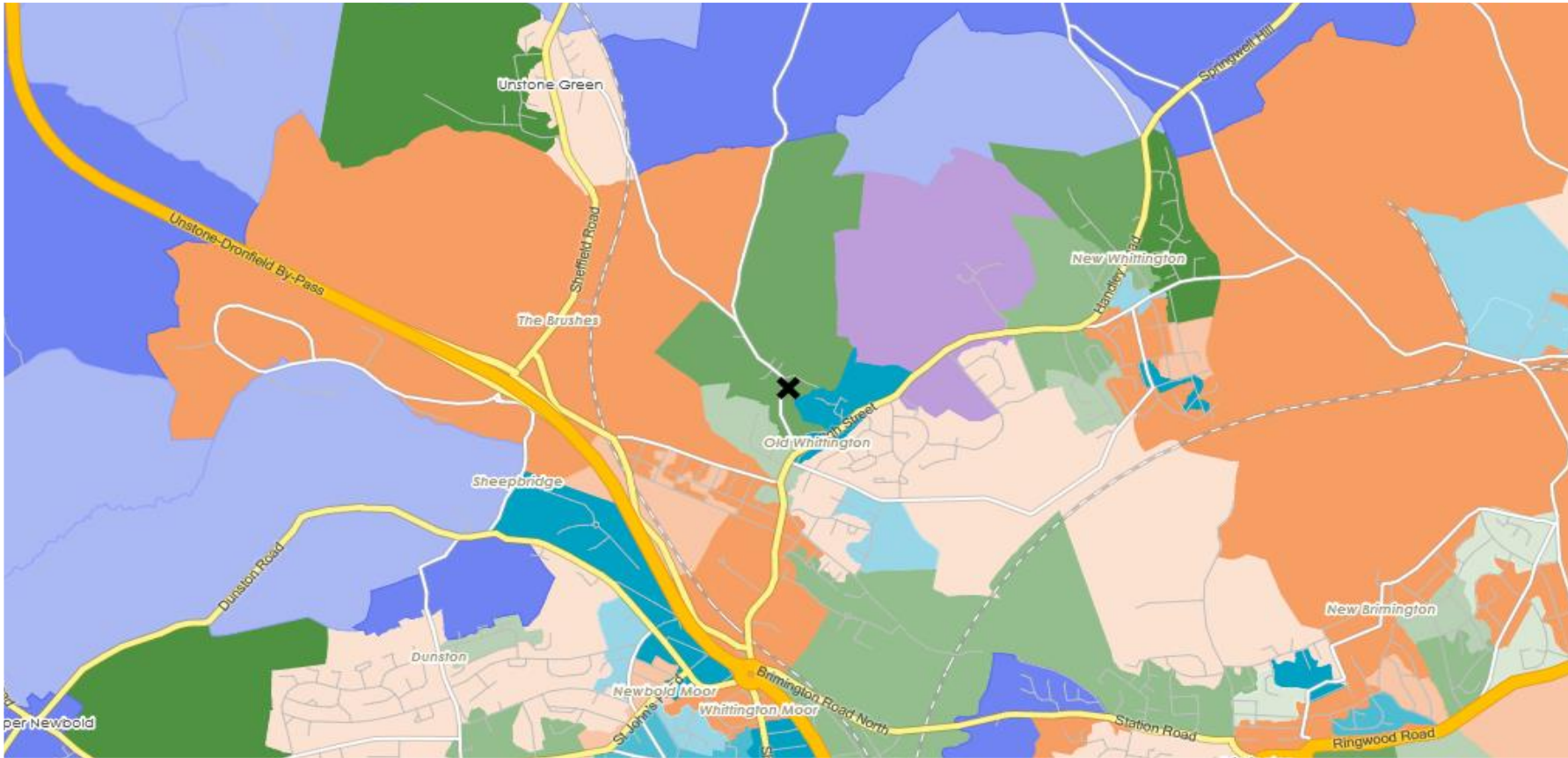
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04477_Cock & Magpie, Chesterfield, S41 9QW (1 Mile contour)



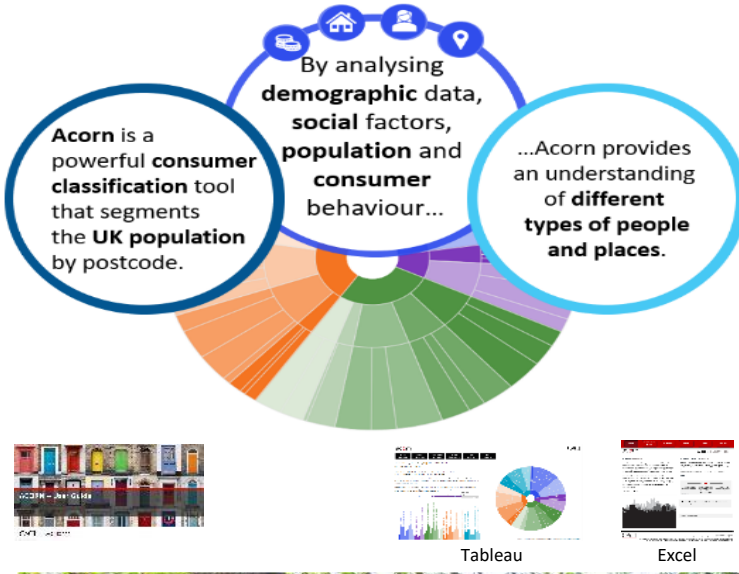
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

12.1M 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+

Acorn Groups within Category 1: Affluent Achievers

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

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.



MAP OF AREA

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