

CGA LICENCED PREMISES

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Area: P04006_Shepherds Arms, Wakefield, WF4 5L
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	14	116.6	81.7	143			
Proprietary Club	0	0.0	7.3	0			
Registered Club	3	25.0	28.2	89			
Restaurant	3	25.0	32.1	78			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Lupset	Greene King	Pubs & Full On	Greene King	WF 2 8JF
Seafarer Restaurant	Independent Free	Restaurant	Independent Free	WF 4 3DA
Navigation	Unknown	Pubs & Full On	Unknown	WF 4 3DS
Ego	Ego Restaurants	Restaurant	Star Pubs & Bars	WF 4 5AS
Cricketers Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WF 4 5AG
Slazengers Sports Club	Independent Free	Registered Club	Independent Free	WF 4 5BH
Shepherds Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WF 4 5DA
Horbury Working Mens Club	Independent Free	Registered Club	Independent Free	WF 4 5DB
Calder Vale Hotel	Independent Free	Pubs & Full On	Independent Free	WF 4 5EB
Fleece	Punch Pub Company	Pubs & Full On	Punch Pub Company	WF 4 5LG
Quarry Inn	Independent Free	Pubs & Full On	Independent Free	WF 4 5NF
Victoria Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WF 4 6EH
Old Halfway House	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 4 6ET
Boons	Independent Free	Pubs & Full On	Independent Free	WF 4 6LP
Brewhouse	Independent Free	Pubs & Full On	Independent Free	WF 4 6LT
Horbury Conservative Club	Independent Free	Registered Club	Independent Free	WF 4 6NA
Kings Arms	Marston's	Pubs & Full On	Marston's	WF 4 6NB
	Independent Free	Pubs & Full On	Independent Free	WF 4 5LE
Cinnamon Lounge 2	Independent Free	Restaurant	Independent Free	WF 4 5NN
Bar 59	Independent Free	Pubs & Full On	Independent Free	WF 4 6LP

MAP OF AREA

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Source: OS Open Data 2018

Area: P04006_Shepherds Arms, Wakefield, WF4 5DA (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: P04006_Shepherds Arms, Wakefield, WF4 5DA (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,326	24.4	22.1	111		
2 Rising Prosperity	113	2.1	10.2	20		
3 Comfortable Communities	1,646	30.3	26.5	114		
4 Financially Stretched	1,473	27.2	23.7	115		
5 Urban Adversity	857	15.8	17.2	92		
6 Not Private Households	10	0.2	0.3	54		
Graph						
Total households	5,425					

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: P04006_Shepherds Arms, Wakefield, WF4 5DA (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	465	8.6	11.3	76			
1.C Mature Money	861	15.9	9.6	164			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	113	2.1	6.4	33			
3. Comfortable Communities							
3.F Countryside Communities	140	2.6	5.7	45			
3.G Successful Suburbs	630	11.6	6.0	195			
3.H Steady Neighbourhoods	290	5.3	7.4	72			
3.I Comfortable Seniors	370	6.8	2.9	239			
3.J Starting Out	216	4.0	4.6	87			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	694	12.8	8.0	160			
4.M Striving Families	238	4.4	7.4	59			
4.N Poorer Pensioners	541	10.0	5.8	173			
5. Urban Adversity							
5.O Young Hardship	235	4.3	6.3	69			
5.P Struggling Estates	291	5.4	5.7	94			
5.Q Difficult Circumstances	331	6.1	5.2	116			
6. Not Private Households							
6.R Not Private Households	10	0.2	0.3	54			
Total households	5,425						

Acorn Group Pen Portrait

5 0 Young Hardship
2.7M UK Adults
5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

CORE DEMOGRAPHICS

Age range	Children at home
25-44	1
House tenure	Family structure
Privately renting	Single parent
Number of beds	House type
2	Terraced

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

- I worry about online security: **56%** (UK average: 59%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

FINANCIAL PROFILE

Household income	% Disposable income	Financial situation
UK: £30k, London: £35k (Averages: £40k, £48k)	UK: 38%, London: 26% (Averages: 43%, 29%)	Running into debt vs Saving a lot

TOP BEHAVIOURS

- Wait until tech becomes cheaper before purchasing
- Take part in online groups / forums
- Research beauty online



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

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Area: P04006_Shepherds Arms, Wakefield, WF4 5DA (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	271	5.0	2.6	189			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	161	3.0	2.2	134			
1.B.7 Affluent professionals	12	0.2	0.9	26			
1.B.8 Prosperous suburban families	6	0.1	1.5	7			
1.B.9 Well-off edge of towners	15	0.3	1.6	17			
1.C Mature Money							
1.C.10 Better-off villagers	19	0.4	3.1	11			
1.C.11 Settled suburbia, older people	634	11.7	2.8	415			
1.C.12 Retired and empty nesters	193	3.6	2.5	144			
1.C.13 Upmarket downsizers	15	0.3	1.3	21			
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	42	0.8	2.0	39			
2.E.19 First time buyers in small, modern homes	71	1.3	3.4	39			
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	140	2.6	3.2	80			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	389	7.2	2.7	266			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	241	4.4	2.4	183			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	174	3.2	3.5	93			
3.H.28 Owner occupied terraces, average income	14	0.3	1.6	16			
3.H.29 Established suburbs, older families	102	1.9	2.3	80			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	370	6.8	2.4	288			
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	143	2.6	2.2	122			
3.J.33 Smaller houses and starter homes	73	1.3	2.4	56			
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	52	1.0	1.4	66			
4.L.38 Semi-skilled workers in traditional neighbourhoods	374	6.9	2.6	262			
4.L.39 Fading owner occupied terraces	268	4.9	2.9	169			
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	57	1.1	1.6	66			
4.M.42 Struggling young families in post-war terraces	46	0.8	1.6	52			
4.M.43 Families in right-to-buy estates	66	1.2	2.0	60			
4.M.44 Post-war estates, limited means	69	1.3	2.2	58			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	149	2.7	0.8	349			
4.N.46 Elderly people in social rented flats	47	0.9	1.0	84			
4.N.47 Low income older people in smaller semis	183	3.4	2.2	151			
4.N.48 Pensioners and singles in social rented flats	162	3.0	1.7	175			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	24	0.4	2.2	20			
5.O.50 Struggling younger people in mixed tenure	69	1.3	1.8	71			
5.O.51 Young people in small, low cost terraces	142	2.6	2.3	116			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	188	3.5	1.6	222			
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	103	1.9	1.6	119			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	119	2.2	1.5	145			
5.Q.58 Singles and young families, some receiving benefits	40	0.7	1.8	42			
5.Q.59 Deprived areas and high-rise flats	172	3.2	2.0	161			
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	10	0.2	0.3	65			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,425						

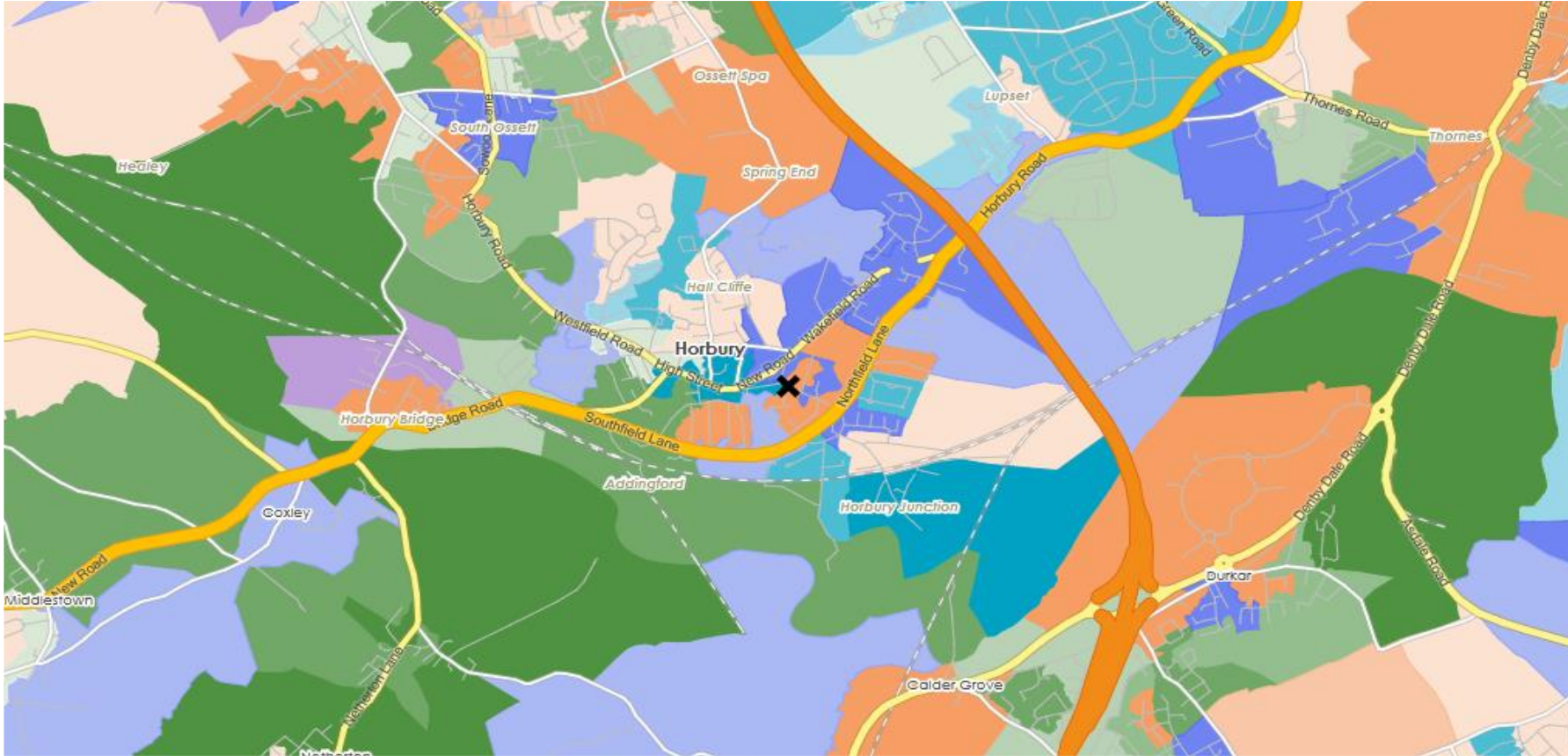
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04006_Shepherds Arms, Wakefield, WF4 5DA (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
	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
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		



Tableau

Excel

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**

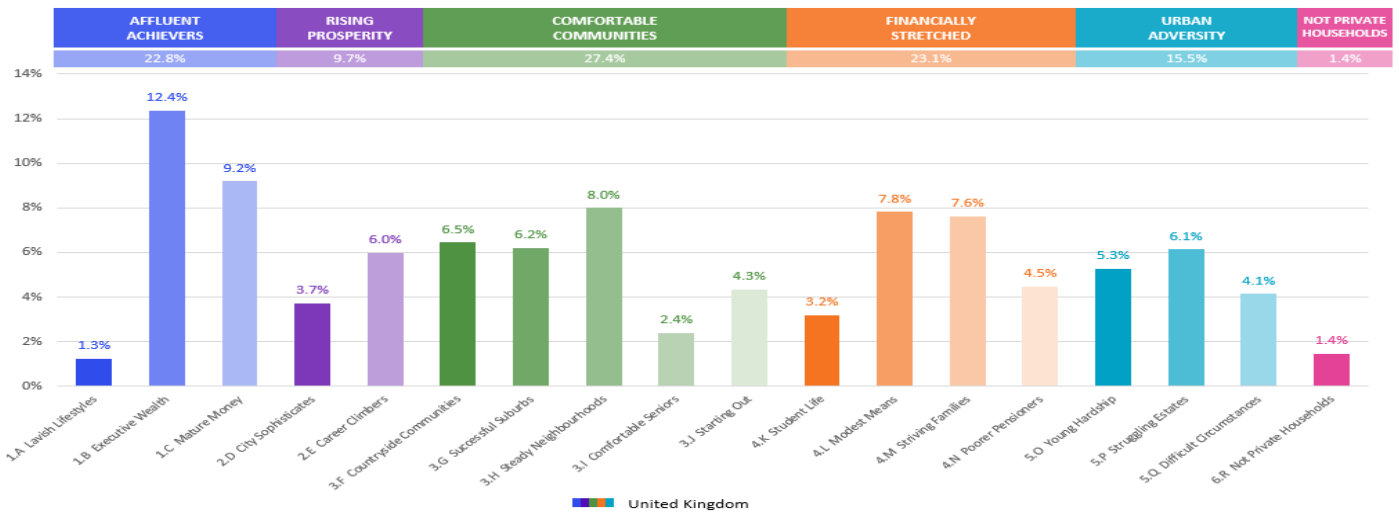
Number of beds: **4+**

12.1M UK Adults 22.8% of UK

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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