

CGA LICENCED PREMISES

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Area: P04053_Black Swan, Kirkbymoorside, YO62 t
 Base: Great Britain
 Year: 2023

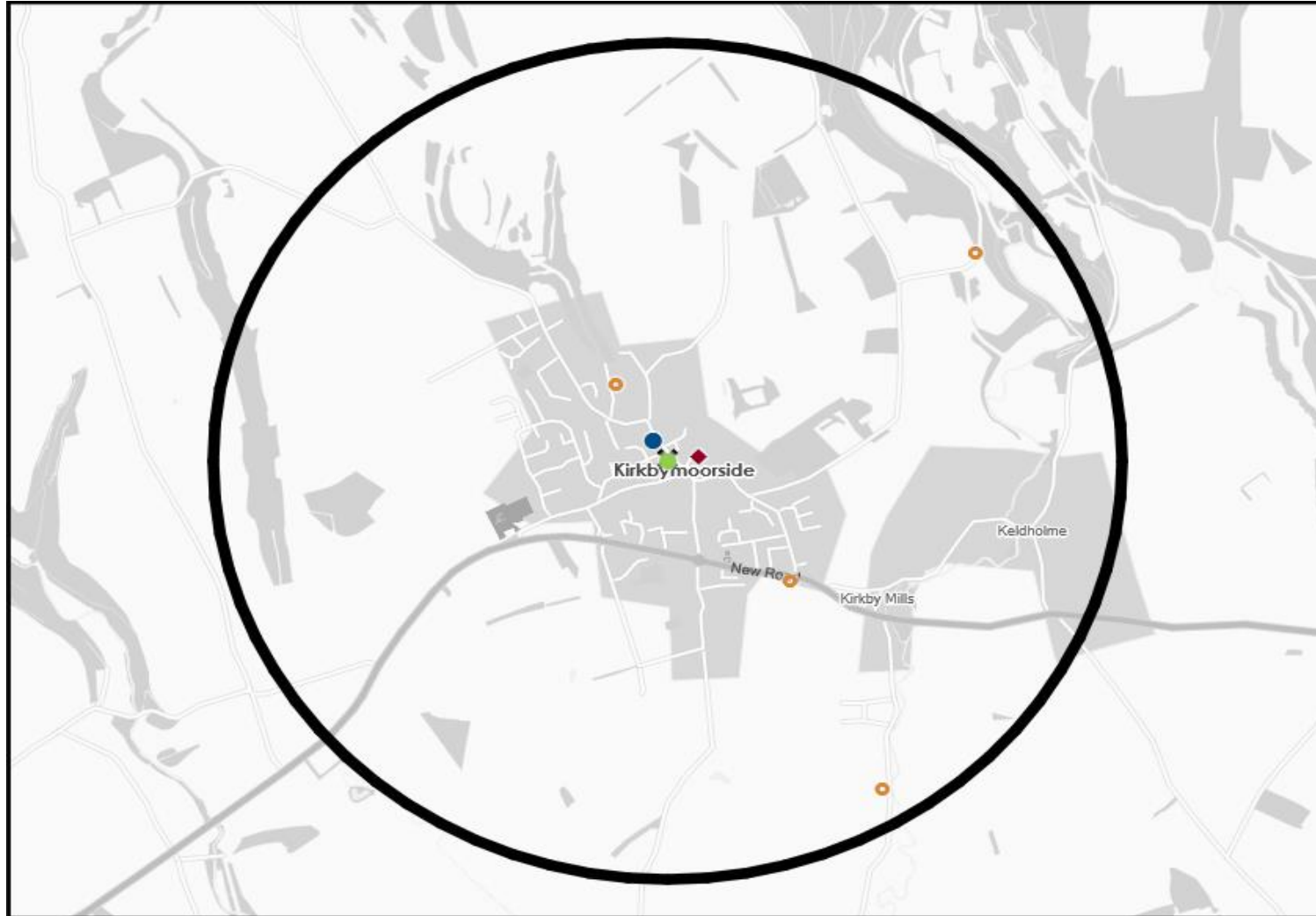
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	6	184.9	81.7	226			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	61.6	28.2	219			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
George & Dragon Hotel	Independent Free	Pubs & Full On	Independent Free	YO62 6AA
Kings Head Hotel	Marston's	Pubs & Full On	Marston's	YO62 6AT
Black Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	YO62 6AA
Kirkbymoorside Recreation Club	Independent Free	Registered Club	Independent Free	YO62 6DY
Kirkbymoorside Golf Club	Independent Free	Registered Club	Independent Free	YO62 6EG
White Swan	Unknown	Pubs & Full On	Unknown	YO62 6AZ
Brickfields Farm	Independent Free	Pubs & Full On	Independent Free	YO62 6NS
Ravenswick Hall	Independent Free	Pubs & Full On	Independent Free	YO62 7LT

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04053_Black Swan, Kirkbymoorside, YO62 6AA (1 Mile contour)

















KEY

- Large pub co's & bars**
 - Admiral Taverns Ltd (Light Green Circle)
 - Ei Group (Green Circle)
 - Greene King (Dark Green Circle)
 - Marston's (Dark Blue Circle)
 - Mitchells & Butlers (Blue Circle)
 - Punch Pub Company (Light Blue Circle)
 - Stonegate Pub Company (Light Blue Circle)
 - Star Pubs & Bars (Pink Circle)
 - Wetherspoon (Purple Circle)
 - Whitbread (Purple Circle)
 - Shepherd Neame (Purple Circle)
- Small to medium pub co's & bars**
 - Family Brewers with pubs (Pink Square)
- Hotels** (Orange X)
- Restaurants** (Yellow Star)
- Leisure** (Red Arrow)
- Independent** (Orange Circle)
- Other** (Red Diamond)
- Site Location** (Black X)
- Boundary** (Black Square)

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P04053_Black Swan, Kirkbymoorside, YO62 6AA (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	204	13.1	22.1	59		
 2 Rising Prosperity	32	2.1	10.2	20		
 3 Comfortable Communities	976	62.8	26.5	237		
 4 Financially Stretched	291	18.7	23.7	79		
 5 Urban Adversity	50	3.2	17.2	19		
 6 Not Private Households	1	0.1	0.3	19		
 Graph						
Total households	1,554					

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: P04053_Black Swan, Kirkbymoorside, YO62 6AA (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	29	1.9	11.3	16			
1.C Mature Money	175	11.3	9.6	117			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	32	2.1	6.4	32			
3. Comfortable Communities							
3.F Countryside Communities	524	33.7	5.7	588			
3.G Successful Suburbs	422	27.2	6.0	456			
3.H Steady Neighbourhoods	1	0.1	7.4	1			
3.I Comfortable Seniors	29	1.9	2.9	65			
3.J Starting Out	0	0.0	4.6	0			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	59	3.8	8.0	48			
4.M Striving Families	107	6.9	7.4	92			
4.N Poorer Pensioners	125	8.0	5.8	140			
5. Urban Adversity							
5.O Young Hardship	1	0.1	6.3	1			
5.P Struggling Estates	37	2.4	5.7	42			
5.Q Difficult Circumstances	12	0.8	5.2	15			
6. Not Private Households							
6.R Not Private Households	1	0.1	0.3	19			
Total households	1,554						

Acorn Group Pen Portrait

4 K Student Life 1.6M UK Adults 3.0% of UK

Students and young people with little income living in halls of residence or shared houses. These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

CORE DEMOGRAPHICS

Age range 18-24	Children at home 0
House tenure Privately renting	Family structure Single
Number of beds 4+	House type Flat or maisonette

FINANCIAL PROFILE

Household income UK: £33k London: £36k Average: £40k	% Disposable income UK: 26% London: 16% Average: 43%	Financial situation Running into debt Saving a lot
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BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL

ATTITUDES

I worry about online security 58% UK average: 48%	Shopping online makes my life easier 68% UK average: 62%	I love the ease of using chat bots to get answers 44% UK average: 28%
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TOP BEHAVIOURS

Love to buy new gadgets and appliances	Research beauty online	Social media: Snapchat, YouTube and TikTok
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04053_Black Swan, Kirkbymoorside, YO62 6AA (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	8	0.5	2.6	19			
1.B.5 Wealthy countryside commuters	21	1.4	2.5	55			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
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	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	42	2.7	3.1	88			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	133	8.6	2.5	347			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	22	1.4	2.0	72			
2.E.19 First time buyers in small, modern homes	10	0.6	3.4	19			
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	56	3.6	1.5	237			
3.F.22 Older couples and families in rural areas	19	1.2	1.0	122			
3.F.23 Owner occupiers in small towns and villages	449	28.9	3.2	900			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	177	11.4	2.7	422			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	245	15.8	2.4	650			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	1	0.1	2.3	3			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	29	1.9	2.4	79			
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	0	0.0	2.4	0			
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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	59	3.8	2.6	144			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	107	6.9	1.6	432			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	54	3.5	0.8	442			
4.N.46 Elderly people in social rented flats	32	2.1	1.0	200			
4.N.47 Low income older people in smaller semis	39	2.5	2.2	112			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	1	0.1	1.8	4			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	16	1.0	1.6	66			
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	21	1.4	1.6	84			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	12	0.8	1.5	51			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	1	0.1	0.1	108			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	1,554						

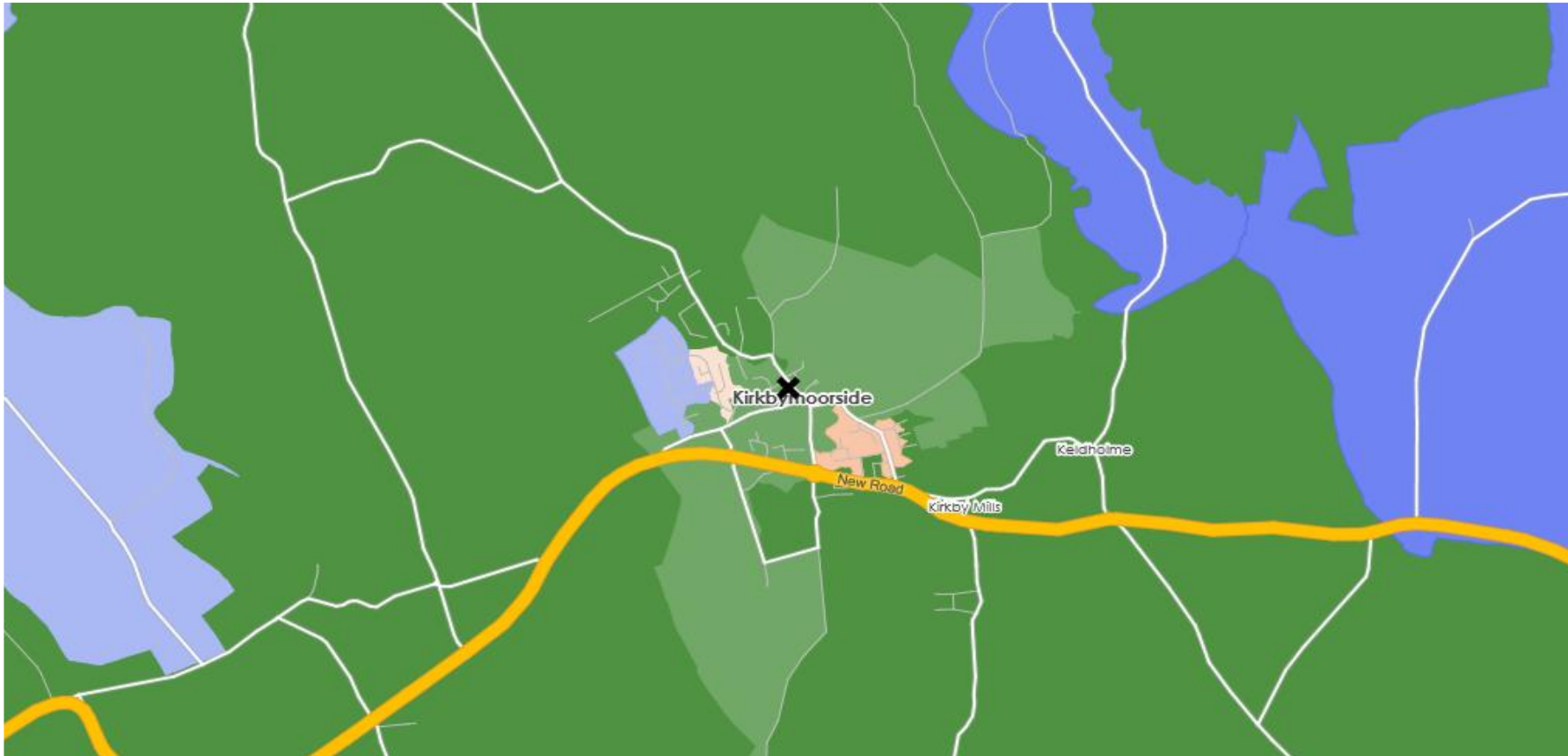
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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Dominant Acorn Category

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

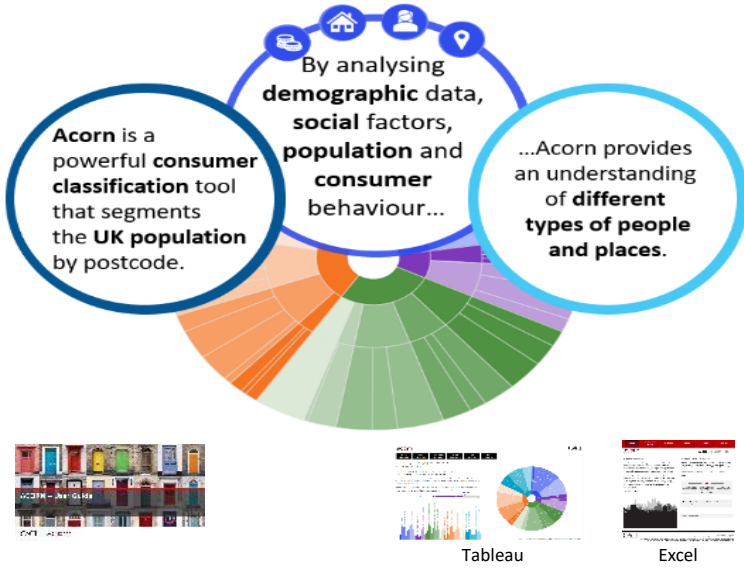
Acorn Groups

- 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		

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

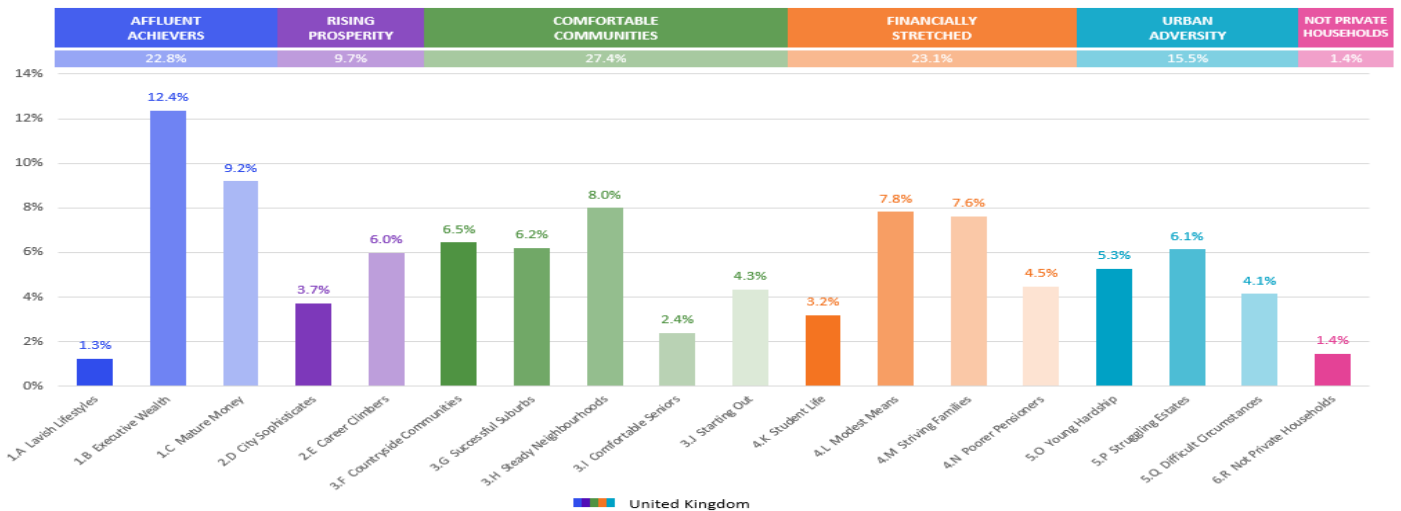
House tenure: Owned outright

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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